

**Preservation and Development at the Great Wall
World Heritage Sites, China**

by

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AUTHOR'S DECLARATION

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

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ABSTRACT

Heritage preservation and tourism development are inevitably intertwined at heritage sites. The relationships between tourism use and the preservation of heritage resources are characterized by both symbioses and tension (Nuryanti, 1999; Tunbridge, 2007). Achieving a balance between tourism and preservation is particularly complicated at World Heritage Sites with the involvement of international, national and local stakeholders with different interests and priorities. It is important to understand how international initiatives interact with local priorities at World Heritage Sites and how the international designation impacts heritage preservation, tourism development and community well-being at the local level. There is also an increasing concern to address this issue in a developing country context, such as China.

This study addresses the global-local relationship in tourism and preservation at World Heritage Sites in China through comparative case studies of Badaling and Mutianyu Great Wall World Heritage Sites in Beijing. Relationships between World Heritage and tourism, stakeholder collaboration and local participation were explored to achieve the research goal of enhancing understanding of global-local relationships affecting use and preservation at World Heritage Sites. Questionnaire surveys, key informant interviews, and field observation were conducted from September to December 2008 through field studies at Badaling and Mutianyu Great Wall sites, complemented by the collection of secondary data, primarily site plans and tourism statistics.

The inevitability of tourism at heritage sites, especially World Heritage Sites, is demonstrated. Costs and benefits accruing to different stakeholders, especially those in adjacent communities, are studied in the context of the hierarchical and multi-departmental management structure in China. No direct control from an international organization, such as the United Nations through the World Heritage Convention, was identified at either site. The effectiveness of local participation and the distribution of benefits are evaluated using a two-dimensional framework. The inevitable involvement of multiple stakeholders with diverse and sometimes contradictory interests is demonstrated and the desirability of involving them in World Heritage planning and management are confirmed. In particular, this study reveals the ability and potential of tourism to be used to address both global priorities in heritage preservation and local interests in improving community well-being at World Heritage Sites. This research contributes to practice and to conceptual and empirical understanding of World Heritage planning and management and, hopefully, will inspire more research on World Heritage preservation and tourism development, particularly in developing countries like China.

Key Words: World Heritage, the Great Wall, global-local relationships, stakeholders, local participation, heritage planning

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TABLE OF CONTENTS

AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	xi
Chapter 1: Introduction	1
1.1 An overview	1
1.2 Research Goals and Research Questions	2
1.3 Thesis Outline	3
Chapter 2: Conceptual Context	5
2.1 Defining Heritage.....	5
2.1.1 Definition of heritage	5
2.1.2 Chinese perspectives on heritage	6
2.1.3 Contested nature of heritage	7
2.2 World Heritage Sites.....	11
2.2.1 Nomination of World Heritage Sites	13
2.2.2 Debate about the concept of World Heritage.....	14
2.2.3 Impacts of World Heritage on tourism	14
2.3 Relationships between Preservation and Tourism at World Heritage Sites	15
2.4 Important Considerations for Tourism and Preservation at World Heritage Sites ...	18
2.4.1 Stakeholder collaboration	18
2.4.2 Local community participation	19
2.4.3 Coordinating global and local relationships	29
2.5 Chinese Research on World Heritage tourism.....	30
2.5.1 Importance of World Heritage tourism studies in China	30
2.5.2 Research on World Heritage tourism in China	31
2.5.3 Major concerns in tourism and preservation at World Heritage Sites in China	32
2.5.4 Areas to improve in World Heritage research in China.....	43
2.6 Chapter Summary	44
Chapter 3: The Context of World Heritage in China	45
3.1 World Heritage Sites in China	45
3.1.1 World Heritage sites in Beijing.....	45
3.2 The Great Wall of China.....	47
3.2.1 Introduction to the Great Wall of China	47
3.2.2 The Great Wall of China as a World Heritage Site	49
3.3 Great Wall Sites in Beijing	50
3.3.1 Geographical features of Great Wall sites in Beijing	51
3.3.2 Tourism development status of Great Wall sites in Beijing:	52
3.3.3 Questionnaire survey on Beijing residents	56

3.4 Contribution to Study Site Selection.....	64
3.5 Chapter Summary	65
Chapter 4: Research Methodology.....	66
4.1 Research Questions	66
4.2 Study Site	66
4.2.1 Introduction of the study site	66
4.2.2 Justification for study site selection.....	67
4.3 Data Collection Methods	68
4.3.1 Secondary data collection	68
4.3.2 Primary data collection	70
4.4 Methods of Data Analysis.....	78
4.5 Challenges and Limitations.....	78
4.6 Chapter Summary	79
Chapter 5: The Badaling Great Wall.....	80
5.1 General Introduction of Badaling Great Wall.....	80
5.2 Management Structure of the Badaling Great Wall.....	85
5.2.1 Management Complications at Badaling Great Wall	86
5.2.2 Enterprises at Badaling Great Wall.....	87
5.2.3 Local communities near Badaling Great Wall.....	87
5.3 Heritage Protection of the Great Wall	88
5.3.1 Major renovations and protection efforts at Badaling Great Wall.....	88
5.3.2 Communication with UNESCO.....	91
5.3.3 Special functions of the Great Wall	91
5.3.4 Condition of the Badaling Great Wall	92
5.4 Tourism Development	93
5.4.1 Tourists at Badaling Great Wall	93
5.4.2 Tourism marketing.....	97
5.4.3 Tourism facilities	97
5.4.4 Tourism businesses on site:	111
5.4.5 Surrounding tourism resources	115
5.5 The Local Community and Tourism.....	115
5.6 Plan for Badaling Great Wall.....	117
5.6.1 Badaling County Plan	118
5.6.2 Big Badaling Scenic Area Plan.....	120
5.6.3 Local attitudes toward the Plan.....	122
5.7 Questionnaire Survey at Badaling Great Wall.....	124
5.7.1 Questionnaire for small business operators	130
5.7.2 Results of Badaling employee questionnaires	143
5.7.3 Comparisons between local business people and employees on site.....	145
5.8 Chapter Summary	142
Chapter 6: The Great Wall at Mutianyu.....	145
6.1 Introduction to Mutianyu Great Wall	145
6.2 The Management Structure of Mutianyu Great Wall	148
6.3 Heritage Protection of the Great Wall	150

6.4	Tourism Development	158
6.4.1	Tourism numbers	158
6.4.2	Tourism marketing	160
6.4.3	Tourism facilities	160
6.4.4	Tourism businesses on site:	164
6.4.5	Surrounding tourism resources	167
6.5	The Local Community and Tourism.....	168
6.5.1	The local community: Mutianyu village.....	168
6.5.2	Tourism participation of village residents	172
6.6	Participation of International Residents in the Village.....	174
6.6.1	Direct participation in tourism business	175
6.6.2	Participation in village development	177
6.7	Plan for Mutianyu Great Wall Tourist Area	179
6.8	Questionnaire Survey at Mutianyu Great Wall.....	182
6.8.1	Questionnaire for village small business operators	183
6.8.2	Questionnaire of Mutianyu village residents	198
6.8.3	Questionnaires for employees at Mutianyu	202
6.8.4	Comparisons between village small business operators, villagers and employees	206
6.9	Chapter Summary	200
Chapter 7: Comparison between Badaling and Mutianyu		203
7.1	The Great Wall at Badaling and Mutianyu	203
7.2	Management Structure	212
7.3	Heritage Preservation.....	213
7.3.1	Current conditions of Great Wall at Badaling and Mutianyu	205
7.3.2	Funding resources	215
7.3.3	Impacts of World Heritage designation on Badaling and Mutianyu	216
7.4	Tourism Development	217
7.4.1	Transportation	217
7.4.2	On-site tourism facilities.....	217
7.4.3	Tourist numbers and capacities.....	218
7.4.4	Tourist behaviour	219
7.4.5	Tourism development	221
7.5	Plans for Development.....	218
7.5.1	Important position in district development	226
7.5.2	The expansion trend.....	226
7.5.3	Collaboration within each Great Wall cluster.....	227
7.6	Local Participation in Tourism	228
7.6.1	Description of local communities	228
7.6.2	Discussions about local participation.....	229
7.6.3	Analysis of local participation in heritage tourism	232
7.7	Questionnaire Survey at Badaling and Mutianyu	235
7.7.1	Comparison of small tourism business	235
7.7.2	Comparison of opinions of small business operators	236

7.8 Chapter Summary	241
Chapter 8: Discussion	262
8.1 Conceptual discussions	243
8.1.1 Scale of heritage: global and local	235
8.1.2 Multiple uses of heritage.....	247
8.2 Empirical implications	250
8.2.1 Stakeholder collaboration in heritage management.....	250
8.2.2 Local participation in heritage tourism	250
8.2.3 Revisiting plans for their perspectives on the local communities.....	250
8.3 Chapter Summary	252
Chapter 9: Conclusions	262
9.1 Review of Research Questions	253
9.2 Major Insights	254
9.3 Contributions.....	256
9.4 Future Research	259
9.5 Concluding Remark	261
Bibliography:	262
Appendices:	272
Appendix I: Questionnaire: Perceptions of Great Wall - Beijing Residents (English and Chinese)	272
Appendix II: Badaling Questionnaire Survey - Small Business Operator and Site Employee (English and Chinese).....	276
Appendix III: Mutianyu Questionnaire Survey – Small Business Operator, Village Residents and Site Employees (English and Chinese)	282

LIST OF TABLES

Table 2.1: Number of World Heritage Properties by region	12
Table 2.2: Structure of tourism administration in China (Developed from Dredge, 2004)....	33
Table 3.1: WHC criteria for selection satisfied by the Great Wall.....	50
Table 3.2: The three clusters of Great Wall sites in Beijing.....	51
Table 3.3: Beijing Great Wall sites list as A-level tourist sites	55
Table 3.4: Demographic and socio-economic characteristics of Beijing respondents	57
Table 3.5: Perceived ranking of Beijing Great Wall sites by Beijing residents	59
Table 3.6: Beijing residents' perceptions of the Great Wall (GW):	61
Table 3.7: Recognition of local participation in tourism at the site:.....	62
Table 3.8: Reasons for interacting with local residents	63
Table 3.9: Impacts of attitudes and behaviour of local residents on tourists.....	63
Table 4.1: Secondary data collected for the study	69
Table 4.2: Interviews conducted at Badaling and Mutianyu	71
Table 5.1: Interviews conducted at Badaling Great Wall	84
Table 5.2: Major enterprises at Badaling Great Wall tourist area	87
Table 5.3: Major heritage renovations at Badaling Great Wall	89
Table 5.4: Awards and titles of Badaling Great Wall.....	90
Table 5.5: Major development at Badaling Great Wall.....	99
Table 5.6: Different ways of local participation at Badaling Great Wall	111
Table 5.7: Different plans concerning Badaling Great Wall	122
Table 5.8: Demographic characteristics of respondents at Badaling.....	125
Table 5.9: Small businesses outlets and business respondents at Badaling Great Wall	131
Table 5.10: Origin of small business operators at Badaling	131
Table 5.11: Origin of small business operator at Badaling at three locations in Badaling...	131
Table 5.12: Location of business outlets at Badaling	132
Table 5.13: Small business operators' opinions on their business on site	134
Table 5.14: Chi-square tests between souvenir and non-souvenir business operators	135
Table 5.15: Monthly income level across different business type at Badaling	135
Table 5.16: Impacts of World Heritage designation on the local community	136
Table 5.17: Chi-square examination of differences for impacts of World Heritage designation	136
Table 5.18: General evaluation of tourism development on site	137
Table 5.19: Economic impacts of tourism on the local community	132
Table 5.20: Chi-square examination of differences for the increase in local price	137
Table 5.21: Analysis of differences in opinions on local price increase	138
Table 5.22: Environmental impacts of tourism on the local community.....	139
Table 5.23: Chi-square examination of differences for three environmental impact factors	140
Table 5.24: Analysis of differences among age and gender in selected environmental impacts	141
Table 5.25: Social and Cultural impacts of tourism on the local community.....	142
Table 5.26: Chi-square examination of differences in opinion on enrichment of social life	142

Table 5.27: Analysis of differences in opinions on enrichment of social life	142
Table 5.28: Examination of opinions of site employees at Badaling	143
Table 5.29: Chi-square test comparison between employees and local business people	145
Table 6.1: Interviews conducted at Mutianyu Great Wall	153
Table 6.2: Major enterprises at Mutianyu Great Wall Tourist Area.....	156
Table 6.3: Major investments at Mutianyu Great Wall in RMB (5.5RMB = 1CAD)	161
Table 6.4: Different ways of local participation in tourism at Mutianyu Great Wall.....	172
Table 6.5: A summary of demographic characteristics of respondents at Mutianyu.....	182
Table 6.6: Small business outlets at Mutianyu Great Wall.....	183
Table 6.7: Relationship between business type and demographic characteristics.....	184
Table 6.8: Village small business operators' opinion on their business on site	186
Table 6.9: Impacts of World Heritage designation on the local community	187
Table 6.10: General evaluation of tourism development on site	187
Table 6.11: Examination of differences among age, gender, education and business type..	187
Table 6.12: Economic impacts of tourism on the local community	190
Table 6.13: Examination of differences among age, gender, education and business type in perceptions of job opportunities and prices	190
Table 6.14: Environmental impacts of tourism on the local community.....	193
Table 6.15: Differences of opinions among age, gender, education and business type	193
Table 6.16: Relationship between business type and agreement on beautify the environment	194
Table 6.17: Relationship between business type and agreement on more traffic jam.....	194
Table 6.18: Relationship between business type and agreement on more noise in the village	194
Table 6.19: Social and cultural impacts of tourism development on the local community..	197
Table 6.20: Examination of differences among age, gender, education and business type..	197
Table 6.21: Examination of opinions of village residents at Mutianyu.....	199
Table 6.22: Chi-square test comparing small business operators and residents.....	200
Table 6.23: Examination of opinions of employees at Mutianyu Great Wall	202
Table 6.24: Chi-square test comparisons between employees and small business operators	203
Table 7.1: Comparison of tourism facilities of Badaling and Mutianyu	218
Table 7.2: Comparison of Tourist Behaviour between Badaling and Mutianyu	219
Table 7.3: Characteristics of the six stages in the model of tourist area cycle of evolution.	223
Table 7.4: Three-stage tourism growth process by de Albuquerque and McElroy (1992, p.620)	224
Table 7.5: Comparison of tourism business composition.....	235
Table 7.6: Comparison of opinions of small business operators at Badaling and Mutianyu using Mann-Whitney U tests	237
Table 8.1: Global-Local relationships at Badaling and Mutianyu	245
Table 8.2: Social and cultural impact factors reflecting place attachment of local business operators at Badaling and Mutianyu	253

LIST OF FIGURES

Figure 2.1: The interaction of heritage at different spatial scales.....	9
Figure 2.2: Ladder of citizen participation (redraw from Arnstein, 1969)	21
Figure 2.3: Two dimensional framework to evaluate local participation in heritage tourism.....	22
Figure 2.4: Management structure of World Heritage Sites in China	35
Figure 2.5: Interactive relationships between a heritage site and the local community in tourism development at World Heritage site	40
Figure 3.1: Distribution of World Heritage Sites in China.....	46
Figure 3.2: Tourism Map of Beijing	47
Figure 3.3: The Great Wall of China throughout history.....	49
Figure 3.4: Annual visitor number of top five tourism sites in Beijing (thousands)	53
Figure 3.5: Annual income of top five tourism sites in Beijing (Million RMB).....	53
Figure 3.6: Visitor number at Great Wall sites in 2008 National Holiday (,000).....	55
Figure 3.7: Beijing Great Wall visitors on the 2008 national holiday	55
Figure 3.8: Tourism marketing materials collected for analysis.....	56
Figure 5.1: Different walls at both sides of Badaling Great Wall	81
Figure 5.2: Overview of Guan City of Badaling Great Wall (left) and the stone stele with Chairman Mao’s saying (Right).....	82
Figure 5.3: Google Earth Map for Badaling Great Wall	83
Figure 5.4: Pathway from Guan City to Guntiangou parking lot	87
Figure 5.5: Management structure of the Badaling Great Wall in Beijing.....	88
Figure 5.6: Steps and carvings on the Wall	92
Figure 5.7: Un-renovated Great Wall at the south end of Badaling	93
Figure 5.8: Annual tourist number, number and percentage international tourists at Badaling	94
Figure 5.9: Tourism number and income of Badaling Great Wall on 2007 and 2008 National Day.....	94
Figure 5.9: Tourism number at Badaling during the 2008 National Day holiday	98
Figure 5.10: Tourists at Badaling Great Wall in summer 2008.....	99
Figure 5.11: Comparison of tourist number at North (left) and South (right) side of Badaling in December 2008.....	100
Figure 5.12: Tourist map of Badaling Great Wall	102
Figure 5.13: The 919 bus stop at Deshengmen in Beijing.....	103
Figure 5.14: Layout of the Guan City of Badaling Great Wall	101
Figure 5.15: Barrier-free entrance to Badaling Great Wall	101
Figure 5.16: Ticket office in front of Guan City of Badaling in late September 2008.....	102
Figure 5.17: Direction signs at Badaling Great Wall.....	102
Figure 5.18: Layout of the major pathway at Badaling Great Wall.....	108
Figure 5.19: UNESCO World Heritage designation.....	109
Figure 5.20: Badaling and Ming tombs – National Tourism Attractions	109
Figure 5.21: Wall sculptures and awards of Badaling are a favorite place for picture taking	109

Figure 5.22: Layout of Guntiangou parking lot.....	111
Figure 5.23: Guntiangou parking lot.....	112
Figure 5.24: Entrance to Guntiangou parking lot	112
Figure 5.25: Cable Car ticket office at Guntiangou parking lot	113
Figure 5.26: Cable Car from Guntiangou parking lot to North Watchtower Eight	113
Figure 5.27: Layout of Qianshan parking lot.....	114
Figure 5.28: Qianshan parking lot and business outlets	114
Figure 5.29: Slideway station at North Watchtower Five.....	115
Figure 5.30: Tourists at slideway at North Watchtower Five.....	115
Figure 5.31: Souvenir outlets at Guntiangou parking lot of Badaling Great Wall	117
Figure 5.32: Souvenir sellers on Badaling Great Wall	119
Figure 5.33: A souvenir seller surrounded by visitors on Badaling Great Wall.....	119
Figure 6.1: Google Earth Map of Mutianyu Great Wall (Left, with the red circle C indicating the Mutianyu Village) and Walls crenellated at both outer and inner sides with crenels (Right).....	146
Figure 6.2: Zhengguan Fort of Mutianyu Great Wall (Left) and its roof sculptures (Right)	146
Figure 6.3: Management structure of the Mutianyu Great Wall in Beijing.....	154
Figure 6.4: Annual tourist numbers (,000) since the opening of Mutianyu Great Wall in 1988	159
Figure 6.5: Tourist Map of Mutianyu Great Wall.....	161
Figure 6.6: Overview of the cable car and slide way on top of the Mutianyu Great Wall ...	162
Figure 6.7: Mutianyu Great Wall site map	163
Figure 6.8: Introduction and site map of Mutianyu Great Wall tourist area.....	164
Figure 6.9: Business outlets along the road to Mutianyu Great Wall.....	165
Figure 6.10: Souvenir outlets at Mutianyu Great Wall.....	165
Figure 6.11: Local produce outlets at Mutianyu Great Wall	166
Figure 6.12: Snack outlets at Mutianyu Great Wall	166
Figure 6.13: Mutianyu village – overview.....	168
Figure 6.14: Mutianyu village – sculpture of village history along the road.....	169
Figure 6.15: Village committee office at Mutianyu village.....	170
Figure 6.16: Traditional agricultural tool maintained in the village.....	171
Figure 6.17: Bilingual sign for family style accommodation in Mutianyu Village.....	173
Figure 6.18: The Schoolhouse at Mutianyu Great Wall	175
Figure 6.19: The Schoolhouse glass studio at Mutianyu Great Wall	176
Figure 6.20: Mutianyu international cultural village	178
Figure 6.21: Location of Mutianyu Scenic Area in 2003 plan	180
Figure 6.22: Three tourism sections of Mutianyu Scenic Area in 2003 plan	180
Figure 6.23: Relationship between age and business type.....	184
Figure 6.24: Relationship between gender and business type	185
Figure 6.25: Relationship between education and business type.....	185
Figure 6.26: Satisfaction on tourism development among different business types.....	188
Figure 6.27: Responses for more attention required to tourism impacts on local residents by age	189
Figure 6.28: Relationship between agreement on increase in local jobs and business type:	191

Figure 6.29: Relationship between agreement on increase of local prices and age.....	192
Figure 6.30: Relationship between agreement on increase in local prices and business type	192
Figure 6.31: Relationship between age and agreement on beautifying the environment	195
Figure 6.32: Relationship between education and agreement on more traffic at Mutianyu .	196
Figure 6.33: Relationship between agreement on the enrichment of local life and education	197
Figure 6.34: Involvement in tourism of small business operators, villagers and on-site employees	206
Figure 7.1: Guan City at Badaling (left) and Zhengguan Fort at Mutianyu (right)	203
Figure 7.2: Different wall styles of Badaling (left) and Mutianyu (right) Great Wall	212
Figure 7.3: Carvings on the Wall at Badaling (Left) and Mutianyu (Right) Great Wall.....	214
Figure 7.4: Comparison of steps at Badaling (Left) and Mutianyu (Right) Great Wall.....	215
Figure 7.5: Butler’s (1980) model of tourist area cycle of evolution (from Wilkinson, 1996, p18)	223
Figure 7.6: Relationships between participation in decision-making and benefits	233
Figure 7.7: Two dimensional framework to evaluate local participation in heritage tourism	234
Figure 8.1: Relationship of local interests and global priorities in heritage tourism.....	237
Figure 8.2: A mutually supportive cycle between community attachment, community participation and heritage tourism development.....	254
Figure 8.3: Relationships between participation in decision-making and benefits	255
Figure 8.4: A framework to evaluate local participation in heritage tourism.....	257

Chapter 1: Introduction

1.1 An overview

Heritage is a contested phenomenon, with its multiple uses and scales that are commonly associated with dissonant perspectives (Graham et al., 2000). Tourism inevitably occurs at most heritage sites and the relationships between tourism use and the preservation of heritage resources are characterized by symbioses and tensions (Nuryanti, 1999; Tunbridge, 2007). Heritage can supply genuine attractions for tourism but excessive tourism may threaten heritage preservation. The potential of tourism activities to generate income and public support for heritage preservation is also recognized (Aas et al., 2005; Peters, 1999).

World Heritage status represents the outcome of international initiatives to promote the identification, preservation and better management of heritage that is deemed to be valuable to all people. Possible impacts induced by World Heritage status have been identified, especially from tourism perspectives (Bandarin, 2004; Li et al., 2008; Shackley, 1998). Tensions between heritage preservation and tourism are especially pronounced at World Heritage Sites, particularly in developing nations (Black & Wall, 2001; Li et al., 2000). With the involvement of international, national and local stakeholders, tourism and preservation at World Heritage Sites is particularly complicated and it is not easy to achieve a balance among different interests and priorities. Local communities living in and around the sites, either by choice or, more commonly, by default, are involved in various ways (Scheyvens, 2003) and receive economic, environmental and socio-cultural impacts (Singh et al., 1999; Nuryanti 1999). Therefore, it is important to understand how international initiatives interact with local priorities at World Heritage Sites and how the international recognition affects the preservation and tourism development of heritage resources and the local well-being.

China has been known for its rich cultural and natural heritage resources. Since joining the World Heritage Convention on 12 December 1985, China has 37 sites designated as World Heritage Sites, with a mixture of geographical and cultural diversity. The challenge in the preservation and management of these World Heritage Sites has attracted increasing attention from the Chinese government and scholars.

Drawing upon both western and Chinese literature, the status of research on tourism at World Heritage Sites in China is reviewed. With rich heritage resources and a large population base for tourism development, the importance of research on World Heritage is recognized (Fang, 2004; Wu et al., 2002). Considerable research has been undertaken to identify and analyze major issues in World Heritage tourism in China, such as the management structure, financial resources, tourism impacts, and community development. Although a substantial body of research exists, few addresses the global-local relationships in tourism development and heritage preservation. In particular, there is a need to undertake more detailed empirical research at a greater variety of sites, which are guided by clear concepts and appropriate theoretical frameworks, to enhance World Heritage management in China (Zhang and Bao, 2004). In addition, dialogue between heritage researchers within and outside of China should be enhanced (Zhang and Bao, 2004).

This study will bridge this knowledge gap by addressing issues of the global-local nexus in tourism and preservation at World Heritage Sites in China through comparative case studies of two Great Wall sites in Beijing. Findings will contribute to an enhanced understanding of the interdependency between heritage preservation and tourism development, global-local relationships, and the costs and benefits accruing to different stakeholders, especially the local community. Problems in the planning and management of World Heritage Sites will be identified and suggestions will be made to address these deficiencies, particularly in the Chinese context.

1.2 Research Goals and Research Questions

Achieving a balance between heritage preservation and tourism at World Heritage Sites is a critical issue, especially in developing nations. Tensions between global priorities and local considerations are more pronounced in managing heritage with recognized universal values. Thus, measures should be sought to safeguard heritage preservation through proper tourism development and the balancing of local interests and global standards, particularly at World Heritage Sites. This is certainly an area that deserves more academic attention.

The research goal is to further the understanding of the global-local relationships in tourism and preservation of World Heritage Sites. Relationships between World Heritage and tourism, stakeholder collaboration, and local participation are identified as the three research objectives. Specific questions relating to each research objective are proposed and explored through field studies at two Great Wall sites (Badaling and Mutianyu) in Beijing, China:

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

1.3 Thesis Outline

The thesis is composed of nine chapters. Chapter One briefly states the issue of concern, the research goal and specific research questions to be answered. Chapter Two critically reviews previous studies on the concept of heritage, heritage tourism, World Heritage, and Chinese heritage research to establish the context for subsequent case studies. Gaps in the literature are identified that are addressed through comparative case study research. Chapter Three describes the context of World Heritage Sites in China and the Great Wall as a World Heritage Site. The rationale for selecting Badaling and Mutianyu as study sites is also explained on the bases of location, level of tourism development, and relationships to the UNESCO World Heritage Convention. Chapter Four provides an outline of the research methodology used to undertake a detailed comparative study of Badaling and Mutianyu. Chapters Five and Six are assigned respectively to field studies of Badaling and Mutianyu Great Wall. In both chapters, major findings are presented and discussed regarding the management structure, heritage preservation, tourism development, local participation, and development planning. Results of questionnaire surveys completed by local business operators and site employees are also discussed and compared for Badaling and Mutianyu. Chapter Seven compares Badaling and Mutianyu in terms of management structure, heritage preservation, tourism development, local participation, and local opinions toward heritage preservation and tourism development. Chapter Eight discusses both conceptual and empirical implications from the study. Finally, Chapter Nine reiterates the

research goal and objectives, and summarizes the major findings of the study. The academic and practical contributions of the study are discussed and future research opportunities are proposed.

Chapter 2: Conceptual Context

This chapter starts with a discussion of the definition of heritage, outlining the contested nature of heritage. The history and development of World Heritage Sites are briefly introduced. The relationship between preservation and tourism at World Heritage Sites is then discussed. Several important considerations for World Heritage preservation and tourism development identified in previous studies are examined. Finally, the status of Chinese research on tourism at World Heritage Sites is addressed.

2. 1 Defining Heritage

2.1.1 Definition of heritage

Within a few decades, the meaning of heritage has evolved from the description of an inheritance that an individual receives from deceased ancestors (Graham et al., 2000) into a broad concept with “equal universality and complexity” (Ashworth and Howard, 1999:5). Debates prevail in the literature in defining heritage from different perspectives.

It is widely accepted that heritage is linked to the past or history. The three terms: past, history and heritage, are closely associated with each other and often considered as interchangeable; however they should be distinctively separated (Graham et al., 2000; Tunbridge, 2007). The existence of the past does not necessarily lead to the creation of heritage; only when we focus on the use of the past at present or to project an imagined future, is heritage engaged (Graham et al., 2000). Thus, heritage could be understood as “the contemporary uses of the past”, illustrating a view “from the present, either backward to a past or forward to a future” (Graham et al., 2000: 2). Required by the present and managed for contemporary purposes, heritage bridges the past, the present and the future (Graham et al., 2000).

It is widely acknowledged that heritage is selective (Timothy and Boyd, 2003). Ashworth and Howard (1999) claimed that heritage refers to things people choose to “conserve, preserve, protect or collect” usually with the intention to pass them on from one generation to another (Nuryanti, 1999). As an important component in people’s identity (Ashworth and Howard, 1999), Harrison (2005) claimed that heritage is about “individual and collective identity”, and “what is remembered is selected from a vast range of built, natural and cultural environments” (Timothy and Boyd, 2003).

Although it is difficult to come to a commonly agreed upon definition for heritage that addresses all the concerns and ways of thinking, the UNESCO World Heritage Convention, the official international organization dedicated to heritage preservation, provides a definition that represents a degree of common acceptance in an international context: “Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are both irreplaceable sources of life and inspiration” (WHC, 2008).

In summary, as a linkage of the past, the present and the future, heritage is chosen according to the unique value people attach to it. Moved away from a simple connection with inheritance, heritage is an “intergenerational exchange or relationship” (Graham, et al., 2001:1), possessing values, that are not only meaningful to one generation, but worthwhile to pass on from generations to generations. It is associated with concepts of identity, power, culture and economy (Timothy and Boyd, 2003). It can hardly be defined outside of the context of the above elements (Graham et al., 2000; Harrison, 2005).

As a broad concept, heritage can be natural or cultural; tangible or intangible. Tangible heritage refers to “material manifestations” (UNESCO, 2009), such as monuments and objects. Intangible heritage includes expressions of culture such as folklore, ceremonies, traditional dance and music. A number of different categorizations are presented in the literature as authors look at heritage from different perspectives. The World Heritage Convention divides heritage into three categories as natural, cultural and mixed heritage. Mixed heritage refers to heritage sites with both significant and inseparable cultural and natural components, such as Mount Huangshan of China. Although natural heritage is generally considered as having little relationship with cultural heritage, Ashworth and Howard (1999:11) argued that nature is essentially a cultural concept defined “by humans for their own purposes”. Thus, cultural and natural heritage are linked as the conservation of nature is affected by human understanding and interpretation of nature (Ashworth and Howard, 1999).

2. 1.2 Chinese perspectives on heritage

The Chinese travel culture is a powerful dynamic in shaping heritage tourism. In fact, acquiring knowledge, cultural exchange, self-cultivation and making friends are emphasized by the Chinese travel tradition, forming the psychological basis for a strong desire by Chinese people to travel (Zhang, 1997). China’s long history of rich culture provides various economic,

social, political and artistic interpretations of a place (Dredge, 2004). The term “the canon of literati travel” (Nyiri, 2006:13) illustrates the unique travel culture in China. Especially during the Tang and Song dynasties, scholar officials and cultural heroes traveled to “famous mountains and great rivers” and left behind their renowned prose and poems describing their travel experiences (Nyiri, 2006). Those not only provide the template for travels to famous historical sites and scenic spots, but also supply richer poetic and historical meanings for those sites (Nyiri, 2006). Visiting those “culturally claimed landscapes and sites” (Nyiri, 2006:93) to individualize the canonical representation and the culturally valued scene is an important travel experience for Chinese. Petersen (1995) and Nyiri (2006) claimed that the desire to validate, experience and understand history, culture and canonical knowledge of a place ingrained over centuries is a powerful drive for domestic tourism in China. In the time of emerging large-scale domestic tourism, traditional scenic spots, with their irreplaceable cultural and historical importance, still remain at the core of tourist routes in China (Nyiri, 2006). Thus, the Chinese government incorporates heritage tourism as a significant component of tourism development strategies (Dredge, 2004).

Embedded with Chinese history and culture, those famous scenic spots also contribute to the enhancement of China’s national identity. Therefore, Nyiri (2006) argued that the significance of World Heritage designation in China lies not only in its approval of each individual site, but also in the recognition and restoration of China’s five-thousand-year culture and history in the global arena (Dredge, 2004; Nyiri, 2006)

In addition, the western view values a high degree of authenticity, which emphasizes the enhancement of natural systems and the reduction of human intrusions (Dredge, 2004). However, a different culture-environment relationship exists in the Chinese context. It emphasizes improvements to environment by human use and enjoyment. Therefore, a different understanding of authenticity may exist. The combination of built attractions and the natural environment is highly valued from the Chinese perspective (Dredge, 2004).

2.1.3 Contestation of heritage

Besides the complexity in defining heritage, the contestation of heritage has also been acknowledged as an important consideration. Major contributors to the contestation of heritage

include the conceptual dissonance in heritage, multiple uses of heritage and different scales involved in heritage issues (Graham et al., 2000).

2.1.3.1 Heritage dissonance

The term heritage dissonance refers to “the discordance or a lack of agreement and consistency” in the concept of heritage (Tunbridge and Ashworth, 1996:20). As previously discussed, relevant to specific time and place (Tunbridge and Ashworth, 1996), heritage needs to be defined in the context of various elements including identity, political and social power, culture and economy (Timothy and Boyd, 2003). In addition, the identification and interpretation of heritage are also a selective process, where the dominant group is usually supported and reinforced (Harrison, 2005; Timothy and Boyd, 2003; Tunbridge and Ashworth, 1996). As a result, different groups of people attach different meanings and values to the same heritage (Graham et al., 2000). Thus, “all heritage is someone’s heritage and therefore not someone else’s” (Tunbridge and Ashworth, 1996:21). The creation of heritage inevitably excludes those who do not agree with the meaning defined in it (Graham et al., 2000; Tunbridge and Ashworth, 1996). Universal and consistent to any heritage (Tunbridge and Ashworth, 1996), the conceptual dissonance is considered as contributing to the contestation of heritage (Graham et al., 2000). For example, the interpretation of heritage varies throughout time and by different groups of people, which makes it difficult to acquire a consistent understanding of the meaning of this heritage.

2.1.3.2 Multiple uses of heritage

As argued by Graham et al. (2000:23), being “multi-sold and multi-consumed”, heritage is contested primarily due to its diverse and often incompatible uses, which accentuate the conceptual dissonance of heritage. Heritage possesses a complex array of uses in contemporary society: socio-political, cultural, and economic (Graham et al., 2000; Nuryanti, 1999; Tunbridge, 2007). First, heritage has a critical socio-political function, involved in issues of identity, legitimization and power structures (Graham et al., 2000). As a medium of representation, heritage can be involved in the process of empowerment and represent privileged viewpoints (Graham et al., 2000). At the same time, it can carry alternative meanings, such as the coexistence of official and unofficial representations of the same heritage (Graham et al., 2000). Second, heritage, as a form of cultural capital, frequently represents a mixture of culture at different spatial and temporal scales (Graham et al., 2000). Because culture is constantly

changing, heritage should not be viewed as static. Rather, it carries multiple cultural meanings (Graham et al., 2000) and undergoes continuous interpretation and reinterpretation (Harrison, 2005). Moreover, as the result of a process of negotiation, the culture represented by heritage often reflects the power structure of the society, as the dominant group often imposes its values on subordinate groups through heritage (Graham et al., 2000). Third, heritage, also an economic commodity, is considered as one important resource for both domestic and international tourism (Graham et al., 2000). Although the tourism use of heritage may “overlap, conflict with or even deny its cultural role”, tourism is nonetheless involved and imposes significant impacts (Graham et al., 2000:20). Therefore, the concept of heritage is intrinsically contested, fulfilling “several inherently opposing uses” and carrying “conflicting meanings simultaneously” (Graham et al., 2000:23). Henderson (2002) suggested that the significance of heritage can only be fully appreciated by examining heritage in a broader framework incorporating its cultural, economic, political, and social uses.

2.1.3.3 Scales of heritage

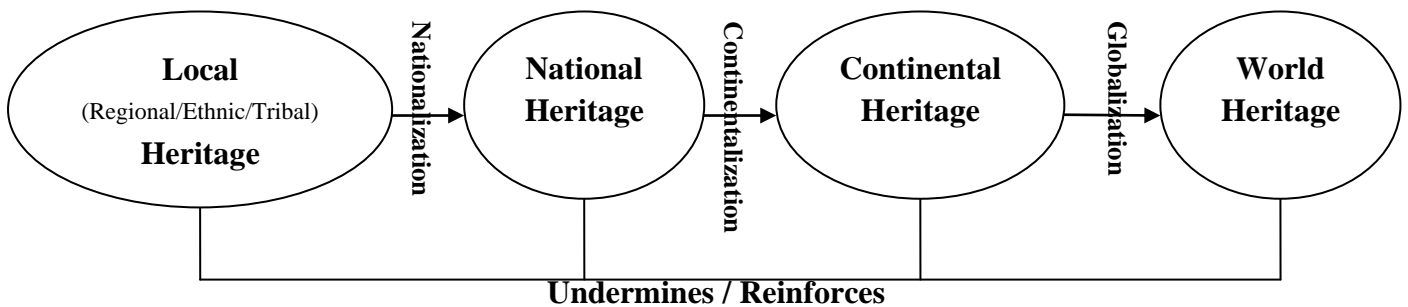


Figure 2.1: The interaction of heritage at different spatial scales (developed from Graham et al., 2000).

The relationships between people, place and heritage are complicated and constantly changing (Graham et al., 2000). Inherently a spatial phenomenon, heritage is characterized by location, distribution and scale (Graham et al., 2000). Components of heritage can be of local, national or global significance (Ashworth and Howard, 1999; Potter, 2003). Different levels of scale are inevitably engaged, which may undermine or reinforce each other as illustrated in Figure 2.1 (Graham et al., 2000). Usually defined, planned and managed at various scales, heritage sometimes embodies a confusion of messages conveyed at different scales (Graham et

al., 2000). Involvement of different scales in heritage also contributes to the contestation of heritage, which is identified as an area requiring more academic attention (Graham et al., 2000).

2.1.3.3.1 Global scale

With the globalization of culture, economy and politics, the belief in “the existence of a world heritage as the common property of all peoples” is strengthened (Graham et al., 2000: 236). Since aesthetic ideas and cultural movements are not restricted by political boundaries (Graham et al., 2000), the call for global heritage has gained increasing importance in recent decades. As argued by Graham et al. (2000:236), “The potential of such a common heritage lies primarily in its reinforcement of concepts of human equality, common destination, shared stewardship of the earth, optimal use of scarce natural and cultural resources, and the consequent imperative of peaceful coexistence.”

Despite the jurisdictional weakness of the international community at each heritage site, more global agents, such as UNESCO, are engaged in advocating the concept and professional practices for heritage preservation and development (Graham et al., 2000). In addition, the booming of heritage tourism internationally also illustrates the existence of global heritage for all peoples from the consumers’ perspective. However, the concept of global heritage inevitably has its limitations. First, compared with national and local scales, global efforts are largely limited to providing guidelines and professional expertise. Due to current global inequalities, global heritage is generally defined by people from wealthier regions rather than by indigenous people (Graham et al., 2000). Thus, global heritage initiatives may not fit with local economic or political priorities. In addition, fundamental distinctions exist between global and local interpretations of heritage, which need to be reconciled in developing global heritage (Graham et al., 2000). Taking heritage tourism as an example, instead of seeking local heritage and identities, tourists are trying to associate a foreign heritage with their existing heritage constructs (Graham et al., 2000). As a result, “global heritage and its expression in global tourism” differ from or even contradict the local understanding and interpretation of the heritage (Graham et al., 2000). Furthermore, defining and recognizing global heritage is also challenged by the diverse cultures and perceptions of heritage, associated political or economic gains, and the respect for the sovereignty of nation-states (Graham et al., 2000).

2.1.3.3.2 National scale

National heritage developed in nineteenth-century Europe in association with nationalism, which responded to requirements of consolidating national identity against claims of other nations and balancing potentially competing heritage of different socio-cultural groups or regions (Graham et al., 2000). Because nationalism is one powerful representation of socio-political, economic, cultural and geographic identities, the national scale remains predominant in heritage (Graham et al., 2000). The definition and recognition of heritage and the policy-making and provision of resources for heritage are primarily responsibilities of national governments (Graham et al., 2000). Originating in the European context, the importance and relevance of the national scale in heritage also extends to other parts of the World. Therefore, Graham et al. (2000) argued that the national scale has to be referred to in heritage issues at sub-national or supra-national scales, either of which can reinforce or compete with the national scale.

2.1.3.3.3 Local scale

With the increasing decentralization of heritage, the importance of the local scale lies primarily in three aspects: geographical location, local management and contribution to local identity (Graham et al., 2000). First, resources from which heritage is derived, such as historical events, relics, people or traditions, are usually place-related, or at least displayed or interpreted through specific sites (Graham et al., 2000). Second, the definition and policy-making of heritage are usually conducted at a national or international scale for national or international objectives, but the execution or implementation of these objectives is often at the local level. Third, intrinsically linked with identity, heritage is the major contributor in shaping local identities. The social, political and economic uses of heritage at the local scale could strengthen the distinctiveness of local identities. Although the increasing localization of heritage is seemingly contradictory to the identified importance of national and international scales, the local scale can interact with higher hierarchical spatial scales in a cooperative manner: “the local offers supportive and illustrative variations of wider aggregate national or international themes and reinforces a unity in diversity” (Graham et al., 2000: 205).

2.2 World Heritage Sites

On 16 November 1972, the Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention,) was adopted by the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris. This is

widely acknowledged as the most influential international treaty in world heritage. The mission of the World Heritage Convention is to encourage the identification, protection and preservation of both cultural and nature heritage sites with outstanding value to humanity through a standardized World Heritage nomination and designation scheme (WHC, 2008).

The first batch of World Heritage Sites was designated in 1978, including twelve cultural and natural heritage sites in seven nations, such as Aachen Cathedral of Germany, L'Anse aux Meadows National Historic Site of Canada and Yellowstone National Park of USA (WHC, 2008). Since then, the World Heritage Convention has played an increasingly important role in heritage preservation and management throughout the world. The World Heritage list keeps growing rapidly and the awareness of its significance also increases (Shackley, 1998). Accordingly, more attention to World Heritage Sites is being given both from governments and academia.

Table 2.1: Number of World Heritage Properties by region

Regions	Cultural	Natural	Mixed	Total	%	States Parties with inscribed properties
Africa	40	33	3	76	9	27
Arab States	60	4	1	65	7	16
Asia and the Pacific	125	48	9	182 *	21	27
Europe and North America	372	54	9	435 *	50	49
Latin America and the Caribbean	82	35	3	120	14	25
Total	679	174	25	878	100	145

* The property "Uvs Nuur Basin" (Mongolia, Russian Federation) is a trans-regional property located in Europe and Asia and the Pacific region. It is counted here in the Asia and the Pacific region.

<http://whc.unesco.org/en/list/stat#s6>

World Heritage Sites are defined into the three basic categories of cultural, natural and mixed sites. As of 2009, a total of 890 properties are listed as World Heritage Sites, including 689 cultural, 176 natural and 25 mixed properties from 148 States Parties (WHC, 2009). The geographical distribution of World Heritage Sites is illustrated in Table 2.1. Thirtyone of them are listed as World Heritage in Danger and the aims is to provide international financial assistance to those sites under natural or human threats (WHC, 2009). In addition, 186 States

Parties have ratified the World Heritage Convention as of November 2007 (WHC, 2009). There is a considerable variety among designated World Heritage Sites in terms of size, location and accessibility. As argued by Shackley (1998), World Heritage Sites usually symbolize national culture and character. Most of them are major tourism attractions and some are universally recognized symbols of their national identity (Shackley, 1998). As valuable but fragile non-renewable resources, every World Heritage Site should be carefully preserved to maintain its authenticity for future generations (Shackley, 1998).

2.2.1 Nomination of World Heritage Sites

The nomination focuses on the outstanding value of the site, where UNESCO membership is not the criteria. The nomination procedure requires the submission of a dossier for potential sites by national governments, including detailed historical and archaeological records and management plans (Shackley, 1998). According to Shackley (1998), a site management plan should address such issues as entrance fee, local tourism business development, potential damage to heritage resources, congestion, visitor fluctuation, measures to deal with specific types of visitors (school parties, coach tours, visiting experts), and recognizing and balancing the diversified interests of stakeholders (Leask and Fyall, 2007; Shackley, 1998). Therefore, World Heritage nomination confers a status, which suggests that the site satisfies a complex set of criteria (Shackley, 1998). World Heritage designation also involves considerable time and expense. The process of nomination, evaluation and decision-making takes at least a year and a half (Shackley, 1998). Therefore, many developing countries have not nominated their significant heritage resources for World Heritage status, mainly due to the lack of necessary know-how, financial incapability, and sometimes political reasons (Shackley, 1998).

In addition, the World Heritage Convention makes efforts not only to raise the monitoring standards, but also to integrate monitoring into the nomination process and the management procedure for new and existing sites (Hall and McArthur, 1998). The monitoring starts with the collection of baseline data using international standards, which defines the site's character, significance and condition (Hall and McArthur, 1998). The importance of undertaking monitoring at the earliest moment is being emphasized through the requirement for effective monitoring programs during the nomination, revised nomination and evaluation processes. In addition, periodical reports about the state of conservation and protection measures adopted at site

are required every six years (UNESCO, 2009). Every twenty years, a more comprehensive re-evaluation will be undertaken to determine whether sites still meet inscription criteria (Hall and McArthur, 1998). These reports allow site reassessment by the World Heritage Committee to decide whether specific measures should be adopted to address current problems. Measures include being listed as World Heritage in Danger or even being delisted (UNESCO, 2009).

2.2.2 Debate about the concept of World Heritage

With its significant global success, World Heritage status has become a measure of quality assurance or a trademark for heritage sites and a reference point for heritage tourists (Rakic and Chambers, 2007). Therefore, State Parties are competing to get sites listed for the perceived marketing effects and benefits to the site. However, Rakic and Chambers (2007) argued that the concept of World Heritage seems to be drifting away from its original intention of identifying, protecting and preserving heritage of “outstanding universal value”, to “an accreditation scheme for heritage sites”, serving the purposes of the tourism industry or of nation-building. Rakic and Chambers (2007) argued that heritage is essentially about the construction of a particular localized identity; however, the strong link between heritage and national or local identity may be weakened or ignored in the concept of World Heritage emphasizing universal identity. On the other hand, the World Heritage concept and its expression in tourism may conflict with heritage used for local and national purposes (Ashworth, 1997; Van der Aa, 2002). In this sense, the idea of World Heritage is conceptually inconsistent, and has arguably resulted in tensions between the local, national and the global at a number of World Heritage Sites (Rakic and Chambers, 2007).

Another group of thoughts support the multiple uses of heritage and the overlapping ownership at national and supra-national levels (Timothy, 1997). The global value of heritage does not preclude the same heritage having different meanings to different people (Black and Wall, 2001). World Heritage designation could be considered as being intended to preserve examples with unique and special value (Black and Wall, 2001) and strengthening international and national identities in public minds (Drost, 1996).

In either case, the recognition of the contestation of World Heritage and careful consideration in balancing global, national and local interests and priorities should be emphasized in the preservation and management of World Heritage Sites.

2.2.3 Impacts of World Heritage on tourism

With its value in and implications for tourism being highly appreciated, World Heritage has attracted significant academic attention internationally and become one of the major topics in heritage tourism research (Rakic and Chambers, 2007). Research covers areas of tourism management and marketing, policy and preservation issues, and tourists' perception of World Heritage status (Rakic and Chambers, 2007).

World Heritage status not only recognizes the value of preservation, but also raises the profile and stimulates tourist demand of the site (Bandarin, 2004). Therefore, the designation is considered a guarantee to enhance the attractiveness and tourism value of an area, attracting more visitors and new residents, and ensuring a special and valuable visitor experience (Li, et al., 2008; Shackley, 1998; Van der Aa et al., 2004). However, Yan and Morrison (2007) found that visitors' knowledge of World Heritage status has a positive but moderate effect on decisions to visit Huangshan, China. Hall and Piggin (2002) also found that the link between the World Heritage status and increased visitation above existing tourism trends is inconsistent. Thus, Bandarin (2004) argued that impacts of World Heritage status on tourism may vary: internationally renowned sites may expect little impact in visitor numbers, while less established sites could experience an upsurge in tourism. Therefore, the intrinsic quality of the site might still be the major factor in tourist visitation to the area, while World Heritage status may have only a marginal effect on visitor numbers and the relative attractiveness of a site (Hall and Piggin, 2002).

In financial terms, although UNESCO funding is only assigned to World Heritage Sites in Danger, World Heritage status improves the ability of a country or site to access conservation funding from governments or through other sources (Shackley, 1998). In addition, based on a comparative case study in Australia and New Zealand, Hede (2007) found that the prospect of World Heritage status has accelerated the speed of decision-making concerning heritage and tourism, and encouraged networking among various stakeholders involved.

2.3 Relationships between Preservation and Tourism at World Heritage Sites

As an important leisure activity and area of scholarly research, heritage tourism has experienced rapid growth internationally as a result of increased education and income, technological improvements, especially in transportation and communications, and the growing awareness of the world (Timothy and Boyd, 2003). Besides, a change in people's perception

from escapism to cultural enrichment since the 1990s (Silberberg, 1995) also explains the increasing interest of tourists in exploring sites with cultural and natural significance (Aas and Ladkin, 2005). The interdependent relationship of heritage preservation and tourism has been well documented as characterized by symbioses and tension (Nuryanti, 1999; Tunbridge, 2007). Further, the importance of their relationship is well noticed due to the continuous increase in both the supply of, and demand for heritage tourism (Ashworth and Tunbridge, 2000:54; Timothy and Boyd, 2003).

According to Tunbridge (2007: 148), heritage has an economic use primarily for tourism, representing a large and increasing market with more economic opportunities than most other uses of heritage (Ashworth and Howard, 1999:29). Although excessive tourism may threaten heritage preservation, a symbiotic relationship between heritage preservation and tourism is achievable because heritage can supply genuine attractions for tourism while tourism activities can generate income and public support for heritage preservation (Aas et al., 2005; Peters, 1999). In fact, preserving heritage resources through tourism development has been recognized as an important aspect of heritage planning and management (Garrod and Fyall, 2000).

Tension between heritage preservation and tourism occurs due to the fact that the preservation of social and cultural values is the major focus of heritage organizations, while tourism always involves economic benefits (Nuryanti, 1999; Aas et al., 2005). Therefore, heritage tourism is sometimes perceived as a compromise between preservation goals and economic sustainability (Nuryanti, 1996). Accordingly, Aas et al. (2005) argued that heritage managers oppose the idea of assigning an economic value to heritage mainly because they believe that no measurable commercial value should be applied to heritage, and that everyone should have access to heritage (Garrod and Fyall, 2000). However, heritage preservation usually requires high costs, which creates a need for the revenue from tourism (Aas et al., 2005). The importance and capability of tourism to finance heritage preservation and the well-being of the local community, if planned and managed properly, is also acknowledged in both developing and developed nations (Andriotis, 2005; Nuryanti, 1999; Tunbridge, 2007: 149). Although tourism is often positioned as one of the core income-generating resources for many heritage sites, the income from tourism does not necessarily go to the heritage on which it depends (Aas et al., 2005). Therefore, the optimization of economic benefits from tourism for both site preservation

and the local community is still a critical issue for heritage tourism (Aas et al., 2005; Peters, 1999).

Tourism has been blamed for the commodification of heritage and social and cultural changes in local communities (Chang, 1997). However, cultures and societies are constantly changing, with or without tourism (Chang, 1997). Therefore, Chang (1997) argued that instead of being “an aggressive external force intruding upon societies and determining development processes”, tourism should be positioned as one of those factors inducing changes. Moreover, it should be acknowledged that converting heritage into tourism products actually brings both positive and negative impacts to tourists and local communities (Chang, 1997). Driven by the mutual benefits, balance between preservation and tourism uses of heritage could be established and potentially achieved (Aas and Ladkin, 2005).

Preservation and tourism use of heritage are global phenomena, but the issues received earlier and greater attention in the developed world; in contrast, developing countries usually have limited resources and expertise. Consequently, a gap exists between developed and developing countries in the identification of the issues and the experience and resources to deal with them.

Although World Heritage nomination is based on preservation, tourism is inevitably involved (Bandarin, 2004). The World Heritage status has significant impacts on tourism. The dilemma between heritage preservation and tourism development is especially evident in World Heritage Sites, where international organizations are directly involved in the identification and preservation of heritage with global value and unique identity (Black and Wall, 2001; Li et al, 2000). First, the global value attached to World Heritage Sites sometimes differs from the local interpretation; thus, the difference should be understood and reconciled (Black and Wall, 2001). Furthermore, the World Heritage designation implies changes at the site (Fielden and Jokilehto, 1993), such as increased visitor numbers and increased use of heritage resources. Potentially, World Heritage designation can lead to better site protection. Not only could international cooperation help preservation to become more coordinated and organized, but also the international expertise and experience could be referred to or applied at the site-specific level (Van der Aa et al., 2004).

Evidently, negotiating preservation and tourism at World Heritage Sites is a critical issue. Although providing a standard set of recommendations would be too simple or rigid to deal with such a huge variety of issues, the World Heritage program and inscription requirements are a way of spreading best practices (Bandarin, 2004), raising awareness, and asserting international support for appropriate heritage preservation and management. In addition, academic efforts have been made to address the dilemma between preservation and tourism, especially at World Heritage Sites (Li et al., 2008). As summarized by Li et al. (2008), research has been done in visitor management, tourism development at heritage sites, heritage destination planning and management, heritage interpretation, pricing issues of heritage attractions, community development at heritage sites, and marketing of heritage sites, which improves the understanding of issues concerning the preservation and management of World Heritage Sites. Based on their study of 44 World Heritage Sites, Hall and Piggin (2001) identified common problems at World Heritage Sites as shortage of funding, congestion and crowding, site degradation and seasonal fluctuation in visitor numbers. These could act as reference points for the preservation and management of potential and existing World Heritage Sites elsewhere.

2.4 Important Considerations for Tourism and Preservation at World Heritage Sites

The relationships of heritage preservation and tourism possess both mutual benefits and tensions. Various considerations have been pursued in the literature to further understand these relationships and enhance management, particularly for World Heritage Sites. Many heritage problems lie not in resources, but within the interactions between stakeholders and resources (Hall and McArthur, 1998). Thus, the increasing importance of stakeholder collaboration, especially local community participation, is well recognized in heritage planning and management (Aas et al., 2005; Nuryanti, 1996; Peters, 1999; Serageldin, 1986). In addition, for World Heritage Sites, the local interests in site preservation and development may not fit well with international initiatives through World Heritage designation. Therefore, coordination of global-local relationships should also be sought to address the issue.

2.4.1 Stakeholder collaboration

In general, a stakeholder is defined as a person who has the right and capacity to participate in a process (Gray, 1989; from Aas et al., 2005). In tourism, stakeholders refer to anyone impacted by a specific tourism development either positively or negatively (Aas et al., 2005). As

argued by Aas et al. (2005), in the tourism context, stakeholder collaboration refers to a process of joint decision-making among key stakeholders to solve problems and management issues related to tourism planning and development. By engaging interested or involved stakeholders in decision-making, the process of stakeholder collaboration could enhance their sense of responsibility, self-reliance and awareness of the issues (Aas et al., 2005). Thus, a higher degree of consensus and shared ownership might be achieved (Aas et al., 2005; Medeiros de Araujo and Bramwell, 1999).

Developed and practiced more in developed countries, stakeholder collaboration is increasingly being conducted in developing countries (Reed, 1999; Timothy, 1999). However, with identified operational, structural and cultural limits to stakeholder collaboration, especially to local participation, it is usually difficult to implement a collaborative approach in tourism development in developing countries (Tosun, 2000).

Specifically for heritage tourism, there are certainly areas of conflicts between the preservation and the tourism use of the same heritage. In order to achieve a mutually beneficial balance, one both economically profitable and socially acceptable to various stakeholders with diversified interests, there is a fundamental need for stakeholder collaboration in tourism planning and development processes (Aas et al., 2005). In order to facilitate stakeholder collaboration in heritage tourism, the identification of major stakeholders, their interests and roles in development should be examined in the first place (Aas et al., 2005; Reed, 19997). According to Timothy and Boyd (2003: 182), a wide range of stakeholders are engaged in heritage tourism, including local communities, governments at different scales, heritage conservation advocacy groups, public agencies, business associations, non-governmental organizations, and so on.

2.4.2 Local community participation

Among stakeholders involved in heritage tourism, local communities as “the owner and custodian of the heritage” (Nuryanti, 1996; Aas et al., 2005), are among the most affected. However, they are often neglected, despite the common acknowledgement of their importance in tourism development. Therefore, researchers and policy-makers should direct special attention to local communities, in terms of how they are impacted and how they could effectively participate in heritage tourism.

Community is an important but elusive concept with its intrinsic values and structure evolving with time (Singh et al., 2003). Two perspectives are generally adopted in understanding the meaning of community: the geographical and socio-anthropological perspectives (Singh et al., 2003). As place and people are strongly linked, the physical environment should not be separated from the society and culture of the region, nor the people from the environment (Singh et al., 2003). Both the geographical space with its physical attributes and people's attachments to place should be examined (Singh et al., 2003). From a socio-anthropological perspective, Urry (2000) argued that a community is a cluster of like-minded people, where the "unlike-believer" is isolated. Following such an idea, Bosselman et al. (1999) defined local community as all persons, including public and private bodies that are potentially affected, positively or negatively, by tourism developments within the boundaries of the destination area (Singh et al., 1999). Many terms have been used referring to local communities in tourism, such as locals, residents, natives, indigenous people, hosts, and destination community (Singh et al., 1999).

The relationship between tourism and local communities is multi-dimensional, encompassing economic, social, cultural, ecological and political forces (Singh et al., 1999). Nuryanti (1999) argued that besides the usually considered employment and incomes, issues of land ownership, competition between the old and the new, changing lifestyles and adjustments to changes should also be included in the relationship between tourism and local communities, especially in developing countries.

Often considered as an essential part of tourism, local communities are playing multiple roles in tourism development. They can act as service providers, sellers, craftspeople, and even ethnic "attractions" at destinations (Scheyvens, 2003). In addition, local communities generally possess rich knowledge of local environments, social and cultural traditions, and the experience and capability of dealing with local issues. These are critical elements in ensuring local tourism development to be well-informed, appropriate (Bramwell and Lane, 1999; Gray, 1989; Healey, 1997; Yuksel et al., 1999) and not at odds with local traditions and local environments.

Although affected by tourism development, local communities seldom have genuine control over the nature and direction of tourism development within their communities (Scheyvens, 2003). Wall (1996) argued that local communities support tourism development mainly because they want positive changes, such as higher incomes and job opportunities. However, they may

not be aware of other often inevitable modifications that occur along with tourism development, such as changes to the environment, the social structure and distribution of power (Wall, 1996). Therefore, their voices should be sought and their concerns should be addressed, so that the potential negative social impacts of tourism on local communities can be minimized and a higher satisfaction level for tourism development and a higher tolerance for tourists can be achieved (Timothy and Boyd, 2003; Timothy and Tosun, 2003).

Local community participation in tourism development ensures that members of local communities are informed of the development process, potential opportunities to participate, and potential positive and negative impacts on their communities (Aas et al., 2005; Timothy and Tosun, 2003). Then, local communities will be better positioned to make appropriate decisions to reduce the potential environmental or socio-cultural conflicts between tourists and local communities (Aas et al., 2005; Bramwell and Lane, 1999; Swarbrooke, 1999; Timothy and Tosun, 2003). Their local knowledge and experience combined with an understanding of tourism development can empower local communities to participate in tourism more effectively (Timothy, 2000; Tosun and Jenkins, 1998). Therefore, the need for local community participation in tourism is certain (Timothy and Tosun, 2003). Two related concepts, community participation and place attachment, are discussed below in detail.

2.4.2.1 Community participation

Active community participation is considered to be an important way to empower local communities and enhance local benefits in tourism development. Arnstein's "Ladder of Citizen Participation" (1969), one of the earliest studies of public participation (Silverman, 2006), has long been a classic framework for evaluating public involvement (Robin and Harris, 2008; Zhong and Mol, 2008). Drawing upon examples from the U.S. Department of Housing and Urban Development Modern Cities program (Tritter and McCallum, 2006), including urban renewal and anti-poverty programs (Robin and Harris, 2008), Arnstein (1969) proposed an eight-rung ladder, symbolizing a continuum for levels of participation each with different implications for citizen participation and democracy (Robin and Harris, 2008, Zhong and Mol, 2008). Favoring stronger forms of citizen participation and direct involvement in decision-making in governmental affairs (Silverman, 2006; Robin and Harris, 2008), Arnstein (1969) argued that the eight-rung ladder could be extended to other areas (Gualardo Choguill,

1996).

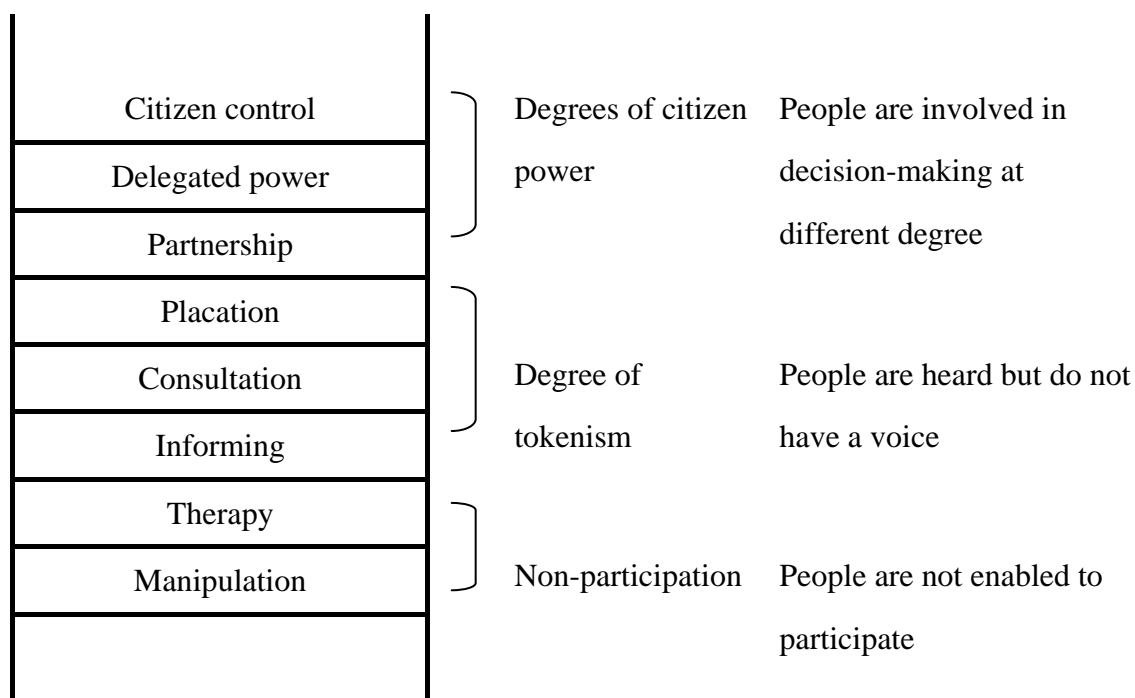


Figure 2.2: Ladder of citizen participation (redraw from Arnstein, 1969)

Arnstein (1969) emphasized involvement in the decision-making process (Robin and Harris, 2008) and viewed citizen participation as a form of citizen power (Guaraldo Choguill, 1996). “There is a critical difference between going through the empty ritual of participation and having the real power needed to affect the outcome of the process . . . participation without redistribution of power is an empty and frustrating process for the powerless” (Arnstein, 1969, p. 217). According to Arnstein (1969), citizen participation concerns the redistribution of power, enabling citizens to be included deliberately into political and economic processes. Real participation, which leads to real power over the outcome of the process, should be differentiated from the tokenism of participation (Arnstein, 1969). In Arnstein’s (1969) ladder of citizen participation, eight levels of participation were categorized from non-participation, degree of tokenism to degree of citizen power, and the characteristics of each level are illustrated in Figure 2.2. Different rungs of the ladder relate directly to the degree of decision-making power citizens have attained (Tritter and McCallum, 2006). The ladder is used to position communities according to their degree of participation. It is important to recognize that communities do not “climb” the ladder, rung by rung, although it is implied that higher rungs of the ladder are preferred to lower ones.

Arnstein's (1969) ladder provides a useful framework to understand the effectiveness of different forms of participation in terms of citizen empowerment in different contexts. It has been widely used in development, planning and policy making in different societal contexts. Using Arnstein's ladder, Robin and Harris (2008) confirmed high levels of citizen participation as a consequence of the National Environmental Policy Act (NEPA) in Northern New York. It was used in evaluating public participation in municipal policy processes in the Niagara Falls region in the USA and Canada (Silverman, 2006) and environmental governance and policy making in China (Enserink and Koppenjan, 2007). Specifically, Zhang and Mol (2008) used Arnstein's ladder (1969) in the context of urban water tariff setting in China. Based on their experiences with public hearings in recent years in China, public participation was positioned as in the transition from tokenism or information reception to partnership or delegated power (Zhong and Mol, 2008). Although the power and influence of participants from various governmental departments, industries, organizations, and individual households are recognized in the process; the state still has considerable control over the representatives at the public hearings and the decisions being made (Zhong and Mol, 2008).

For decades, Arnstein's ladder has been at the centre of discussion for participation research (Tritter and McCallum, 2006), not limited to the Western context where it is originated. Several attempts have been made to improve the ladder or adapt it in a specific context. The term community participation is suggested instead of citizen participation by Choguill (1996), emphasizing the collaborative outcome of participation of individuals as an organized community.

Choguill (1996) also discussed Arnstein's ladder within a development context. Choguill (1996) argued that, in underdeveloped countries, evaluation of community participation in development projects has political, financial, technical and motivational constraints, so that the application of Arnstein's ladder may sometimes be misleading. Moreover, in developing countries, community participation is not just a means to enable people to influence decisions, but also a means for them to obtain basic needs (Choguill, 1996). Drawing on community participation in the provision of housing and infrastructure, Choguill (1996) proposed another classification for the evaluation of participation in developing countries based on the degree of the external institutional involvement. A hierarchical ladder is adopted with eight rungs of

empowerment, partnership, conciliation, dissimulation, diplomacy, informing, conspiracy and self-management (Choguill, 1996), which is specifically to be used for developed countries receiving external support or aid. Enserink and Koppenjan (2007) proposed a ladder of community participation for the European context, with five rungs from information, consultation, advice, co-production, and co-decision. As Enserink and Koppenjan (2007) commented, even in Europe and the United States, real co-production and co-decisions, the highest two rungs, are scarce. Plummer and Taylor (2004) proposed a reinterpretation of Arnstein's ladder for the Chinese context: a six-rung ladder from notification, attendance, expression, discussion, decision making to initiative/self-management. Maintaining the hierarchical form of the ladder, the three adapted ladders are not fundamentally different from Arnstein's original thoughts.

Tritter and McCallum (2006) critically assessed Arnstein's ladder in relation to user involvement in health systems, based on evidence from the United Kingdom, the Netherlands, Finland, Sweden and Canada. Tritter and McCallum (2006) argued that "user engagement and empowerment are complex phenomena through which individuals formulate meanings and actions that reflect their desired degree of participation in individual and societal decision-making processes" (Tritter and McCallum, 2006:157). In Arnstein's ladder (1969), the decision-making power is considered as the sole measure of participation and different rungs of the ladder relate directly to the degree of citizens' decision-making power (Tritter and McCallum, 2006). This perspective limits the model in reflecting the complexity and comprehensiveness of participation (Tritter and McCallum, 2006). Tritter and McCallum (2006) argued that a linear, hierarchical model of involvement, such as Arnstein's ladder, fails to capture the dynamics and evolution of user involvement. In addition, users are not from a homogeneous group and their different desires for involvement in different issues and at different times are not represented in Arnstein's ladder (Tritter and McCallum, 2006). To reflect such diversity and complexity, multiple ladders to represent different users and multiple bridges between the ladders could be incorporated in user involvement models (Tritter and McCallum, 2006). Therefore, rather than a ladder model, the mosaic analogy is thus proposed to capture the complex interactions, both horizontal and vertical, between stakeholders in health systems, including individual users, communities, and organizations (Tritter and McCallum, 2006).

However, there are challenges to applying the mosaic analogy due to its complicated and case-specific form, although the intention to reflect the dynamics of participation is appreciated.

Although Arnstein's ladder is not a comprehensive representation of citizen participation, for it does not capture the dynamics and evolution of user involvement (Tritter and McCallum, 2006), the ladder symbolizes a continuum in the degree and effectiveness of participation through a hierarchical analogy. As an indicator to evaluate and position the status of participation, its validity and adaptability has been supported in different fields and at various contexts, including China.

With a different historical, economic, social and political context for the application and evaluation of public participation, China is still a "largely undemocratic and non-participative system" (Zhong and Mol, 2008: 911). As meaningful participation has become a prerequisite for the successful implementation of government policies, China's central government is now "cautiously exploring the relation between governance and public participation" (Enserink and Koppenjan, 2007: 469). Enserink and Koppenjan (2007) argued that public participation in China should be institutionalized and committed, responsive and accountable public authorities are crucial to long-term development. Both studies successfully have applied or adapted Arnstein's ladder (1996) to evaluate public participation in environmental governance, policy-making and assessment in China, acknowledging the differences between the Chinese and the Western contexts as well as the adaptability of the ladder to the Chinese situation.

Community participation in tourism development can also be considered as a process of empowerment. Therefore, Arnstein's (1969) framework with its hierarchical structure is adapted in this study to evaluate the effectiveness of different forms of community participation in tourism in China. As Arnstein's ladder focuses on the transmission of power through citizen participation in the decision-making process (Robin and Harris, 2008; Tritter and McCallum, 2006), its ability to provide a structure to illustrate the complexity of community participation in tourism is restricted. In the tourism literature, it is argued that local participation can be conducted through two ways: participation in the decision making regarding tourism and participation in the benefits of tourism (Timothy and Boyd, 2003; Timothy and Tosun, 2003). Thus, a two-dimensional framework is designed in this study, adapting the hierarchical structure of Arnstein's ladder (1969) and expanding the analysis and evaluation to the two categories of

tourism participation: in decision making and in benefits.

According to Timothy and Boyd (2003), participation in decision-making refers to local communities contributing their ideas, concerns, knowledge and experiences to heritage tourism development at the planning stage. Opinions of local communities as to which aspects of the heritage should be protected or exposed to tourism and how the heritage should be interpreted and promoted in tourism, can be addressed and incorporated in the plan. Thus, community pride can be cultivated and a sense of ownership could be encouraged (McArthur and Hall, 1998), which positively impacts tourism development and management in the long run.

Participation in the benefits of tourism means that local communities are given opportunities to gain from tourism development, either financially or in other ways (Timothy and Boyd, 2003: 182). This could be achieved by creating opportunities for local communities to work in tourism-related employment, to develop their own business, or to receive training about the role and effects of local heritage tourism (Timothy and Tosun, 2003). Hatton’s (1999) study on Huangshan Mountain of China shows that although participation in decision-making was precluded, local participation in the benefits of tourism was emphasized by guiding and encouraging the construction of supplementary tourist facilities and services. This created local jobs, increased local incomes, and even contributed to local welfare systems through funding projects to help children for their education and to assist elderly and disabled residents (Hatton, 1999).

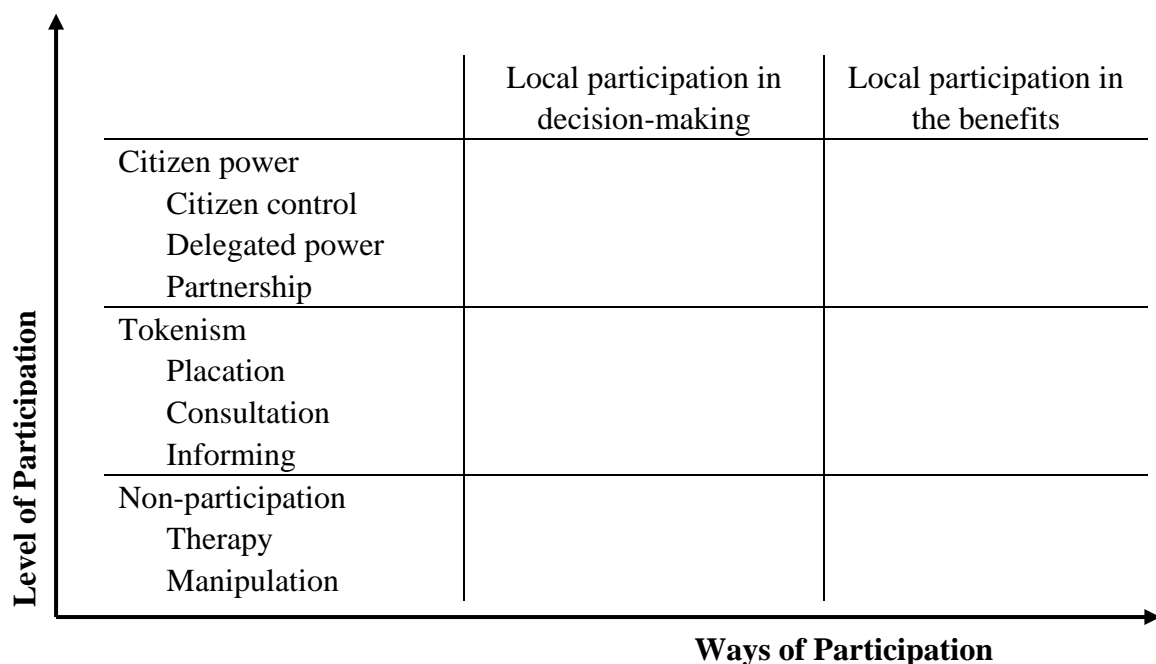


Figure 2.3: Two dimensional framework to evaluate local participation in heritage tourism

Based on Arnstein's (1969) ladder of public participation and the two ways of local participation in the decision-making and the benefits of tourism (Timothy and Boyd, 2003; Timothy and Tosun, 2003), it would be salient to review not only in which way local communities are participating in heritage tourism, but also at what level the participation is being conducted. Therefore, a two-dimensional framework is proposed to evaluate community participation in heritage tourism. As shown in Figure 2.3, participation in decision-making and participation in benefits are compared on the horizontal axis. The vertical axis represents the level of participation, categorized into nonparticipation, tokenism and citizen power. Drawn from Arnstein's (1969) work, each of the three categories is subdivided into sub-categories to illustrate different levels within each broad category. The application of the two-dimensional framework to assess the status of local participation in heritage tourism at Badaling and Mutianyu will be discussed in detail in Chapter Seven and Eight.

In addition, the form of tourism also influences whether local communities can play a management role and how they can benefit from tourism development (Scheyvens, 2003). It has been argued that small-scale, locally-owned businesses require more local involvement and are capable of bringing more direct benefits to residents and minimize leakage (Scheyvens, 2003). This places less cultural and ecological stress on local environments as well. Thus, compared with mass tourism, small-scale tourism is generally considered as economically more viable for local people in the long term (Timothy and Tosun, 2003). However, whether small-scale tourism benefits local communities more than mass tourism should be questioned (Scheyvens, 2003). Although local communities could lose important economic advantages and control over tourism enterprises, mass tourism generally has fewer interactions with local communities than small-scale tourism, for both good and ill. Therefore, local communities may wish to pursue small-scale tourism or mass tourism depending on specific circumstances at the destination (Scheyvens, 2003).

2.4.2.2 Place attachment

The concept of place attachment is closely related to community participation, contributing to community members' commitment to, and participation in development processes (Manzo and Perkins, 2006). Thus, it should be examined in studies concerning heritage tourism.

Place, as an important concept in many disciplines, is considered as constructed by personal activities and experiences, where meanings are attached to particular geographic locations over time by individuals (Bricker and Kerstetter, 2000; Davenport and Anderson, 2005; Tuan, 1974). In converging ideas in geography, sociology and psychology, place represents not only physical settings and activities within those settings, but also the meanings and emotions that people associate with the settings (Davenport and Anderson, 2005). Manzo and Perkins (2006) argued that place provides the context of social relationships to which people are attached, such as interpersonal, community and cultural relationships. Place also plays an important role in developing and maintaining individual and group identity (Davenport and Anderson, 2005).

Based on Davenport and Anderson's (2005) argument, Hidalgo and Hernandez (2001) defined place attachment as "a positive affective bond between an individual and a specific place, the main characteristic of which is the tendency of the individual to maintain closeness to such a place". Attached to both the physical and social environment of a place (Hidalgo and Hernandez, 2001; Taylor et al., 1985), people acquire a sense of belonging, purpose and meaning in their lives through place attachment, which addresses the people-place relationship expressed through emotional and behavioral actions (Bricker and Kerstetter, 2000).

Use of a two-dimensional framework for place attachment, consisting of place dependency and place identity, has been widespread (Davenport and Anderson, 2005). Place dependency is defined as the level to which individuals perceive themselves as functionally associated with places based on the setting's ability to facilitate users' behaviour (Bricker and Kerstetter, 2000). Place identity refers to an individuals' emotional or affective attachment, characterized by the combination of attitude, value, thoughts, beliefs, meanings, and behaviour tendencies (Bricker and Kerstetter, 2000). Besides, Bricker and Kerstetter (2000) added a third dimension, lifestyle, to the understanding of place attachment.

Previous research demonstrated that factors influencing the formation of place attachment at the community level include socio-demographic characteristics such as gender and age, length of residence, community revitalization efforts, experience, and landscape type (Davenport and Anderson, 2005; Hidalgo and Hernandez, 2001; Manzo and Perkins, 2006). Place attachment may alter along with the change of the neighborhood setting and neighborhood conditions

(Brown et al., 2003). From visitors' perspectives, past visit experience could affect their place attachments (Bricker and Kerstetter, 2000).

Place attachment has the capability of shaping perceptions, attitudes and potential behaviours toward landscape change and development (Davenport and Anderson, 2005). The strength of place attachment can enhance an individual's evaluation of the physical setting and their experiences with it (Davenport and Anderson, 2005). As a kind of emotional commitment to their community, place attachment can influence residents' ability and willingness to participate in community issues (Manzo and Perkins, 2006). Therefore, it is essential to understand how place attachment is fostered and how it might lead to actions (Manzo and Perkins, 2006). Then, effective community participation could be facilitated by identifying possible reasons for community resistance or support for changes, factors mobilizing people to get involved and methods to move a community toward conflict resolution or consensus (Manzo and Perkins, 2006).

In developing heritage tourism, the values and meanings that local communities attach to places within the community should be understood, respected and preserved to acquire support and effective participation from local communities. The identification of special places and the local articulation of their meanings could enhance the understanding of the social acceptability of change in communities (Manzo and Perkins, 2006). Thus, it is recommended that dialogues with local communities should be initiated to understand the meanings and values communities attach to places in development from physical and social perspectives (Davenport and Anderson, 2005).

2.4.3 Coordinating global and local relationships

In heritage research, the importance of global-local relationships is acknowledged. International initiatives are actively involved in heritage issues at local levels. According to Graham et al. (2000), seeking a distinctive local identity through global heritage can lead to the loss of that identity through the required standardization of professional practices. At the same time, the increasingly homogenous world creates the need for locality which brings diversity (Graham et al., 2000). Osborne (2007: 162) also identified "a growing demand for commodities and experiences that reflect the local and the unique" in the globalizing world. Therefore, the global scale has incorporated the local scale, and the local has appropriated the global (Graham et al., 2000). The global-local relationship is critical in balancing international initiatives and

local priorities in heritage issues. These relationships deserve more academic attention, especially at World Heritage Sites, where the global inevitably meets the local in heritage preservation and management processes.

As discussed in section two, the global initiation of heritage is largely limited to providing guidelines and professional expertise, which restricts its direct impacts at the local level. Taking advantage of global standards, experience and expertise, which are usually lacking at the local level, the local should cooperate with the global in a supportive manner (Graham et al., 2000). Thus, the global and the local could complement each other in dealing with heritage issues. By coordinating global and local interests and priorities, heritage preservation and tourism development could be balanced, and enhanced management of heritage could be achieved, especially for World Heritage Sites. For example, UNESCO conducted projects in Hanoi with local governments to revitalize the Hanoi Old City for both heritage preservation and tourism development; both global and local efforts were engaged to enhance the economic and cultural benefits to the local community (Logan, 1995).

Due to the gap in experience in, and resources for managing heritage between developed and developing nations, international assistance in heritage planning and management has been widely conducted in developing nations. Dredge (2004) found that when consultants undertake projects in different cultural contexts, a top-down planning approach is usually undertaken, which reduces, or even ignores, local cultural values, ideas and knowledge. As a result, local professionals might devalue their local knowledge in the presence of “international experts” (Dredge, 2004). Therefore, as argued by Logan (1995), to better help developing countries managing their heritage, international assistance should not be in the form of western experts taking on the work. Instead, local professionals should make key decisions according to their own vision with the help from the international community in the form of advice based on comparable situations elsewhere, training, technical support and financial assistance (Logan, 1995).

In summary, along with the common characteristics of heritage in general, World Heritage Sites possess higher values to humankind, a larger variety of stakeholders and more opportunities for global and local interactions. Thus, stakeholder collaboration, local community participation

and the coordination of global-local relationships in the planning and management processes are necessary and crucial in balancing heritage preservation and tourism at World Heritage Sites.

2.5 Chinese Research on World Heritage tourism

2.5.1 Importance of World Heritage tourism studies in China

With a rich culture, long history and vast land mass, heritage resources in China have been characterized as being diverse, culturally rooted, and formed from the integration of culture and nature (Fang, 2004). China joined the World Heritage Convention on 12 December 1985. From 1987 to 2009, a total of 37 sites in China have been designated as World Heritage Sites, including 26 cultural, 7 natural and 4 mixed sites (WHC, 2009). Following Italy and Spain, China ranked third in the World in the total number of designated World Heritage sites. In addition, 35 sites are on the potential list of World Heritage (WHC, 2009) and many more may be put forward in due course.

With fast economic development and a large population base, China has a large domestic tourism consumption potential and, until the recent global economic downturn, international tourism has also been growing rapidly. These and other trends related to economic growth are placing growing pressures on fragile natural and cultural resources. Analyzing the demand side of the tourism market, Wu et al. (2002) recognized both the potential and pressures of tourism at World Heritage Sites in China. With a huge population, World Heritage Sites in China potentially attract and serve a much higher number of domestic tourists than in other countries. This is especially the case as many World Heritage Sites are within ready reach of big cities and are clustered geographically in the more populated and developed regions of China (Wu et al., 2002). Such sites have become popular tourist destinations for residents within the region. In addition, along with industrial reconstruction in China, tourism has become a development focus for many local governments due to its capability of creating employment opportunities and increasing local income. Paradoxically, while the goal of UNESCO in designating sites is to promote their protection, World Heritage Sites in China, without doubt, are prioritized in tourism development. Moreover, due to cultural traditions, Chinese people have high destination preferences for World Heritage Sites, being particularly attracted to sites that have received official recognition (Nyiri, 2006). Therefore, Wu et al. (2002) summarized that tourism development at World Heritage Sites is both inevitable and a reasonable choice in China.

World Heritage provides valuable resources for tourism development and satisfies the cultural needs of the Chinese people. The recognition itself promotes tourism development and attracts more tourists (Fang, 2004), especially in newly-recognized sites. Wu et al. (2002) argued that the stimulus of World Heritage designation on tourism development is more evident in China than, for example, in a place like Yellowstone National Park in the United States which had a long history of tourism before receiving recognition by UNESCO. For example, Pingyao ancient city was inscribed in 1997 and in 1999, public transportation developed from zero to 13 lines and annual ticket income rose to 5,000,000 RMB in 1999 compared with 180,000 RMB in 1998 (Wu et al., 2002). As a result of such trends, many World Heritage Sites have become the top tourism destinations within the provinces in which they are located in terms of tourist numbers and tourism income. For example, tourists to Huangshan constituted 25.2% of total tourists to Anhui province and tourism income at Huangshan contributed 47.1% of the total tourism income of Anhui in 2000 (Wu et al., 2002).

With a relatively short history of international recognition and with great potential for further development, tourism at World Heritage Sites in China encounters many challenges, many of which are associated with the growing tensions between preservation and use for tourism. Of course, such tensions are endemic to both natural and cultural heritage and are not restricted to China. However, the issues are particularly acute in China because of the large population and rapid rate of economic growth, which have underpinned the expansion of tourism. In such circumstances, it should not be a surprise that Chinese scholars are increasingly exploring aspects of heritage tourism.

2.5.2 Research on World Heritage tourism in China

Research on World Heritage tourism in China is a recent phenomenon when compared with many developed countries. However, as a rapidly-expanding tourism area, heritage tourism research, especially that on World Heritage, has gained growing attention in academia. It involves researchers from a variety of disciplines (Xia et al., 2006). In order to learn from experiences from the international arena and to develop a Chinese research agenda, research done in other countries has been studied thoroughly by Chinese scholars. Based on the review of recent articles in internationally renowned journals, Chinese scholars have summarized heritage tourism and management research, focusing upon the definition and categorization of heritage

and heritage tourism (Zhang and Bao, 2004; Huang, 2006), and the relationships between heritage preservation and tourism development (Xia et al., 2006).

Considerable research has been undertaken to identify and analyze major issues in World Heritage tourism in China, including the branding of World Heritage Sites (Huang, 2006), tourism market analysis for World Heritage (Wu et al., 2002), policy-making at World Heritage Sites (Wan, 2004) and government positions regarding World Heritage tourism (Zhu, 2004). A number of development models have been proposed to guide the development of World Heritage tourism, such as zoning model (Yan and Xiao, 2006), site and community integration model (Deng, 2005; Liang, 2006; Yan and Xiao, 2006). Scholars from a number of disciplines, such as public management (Ren, 2006) and economics (Chen, 2004/05), have applied their theories in heritage tourism studies. Case studies of World Heritage have been conducted at many sites, including Dunhuang (Zhang and Kong, 2006), Xidi and Hongcun (Liu, 2005; Lu and Zhou, 2004; Zhang and Ma, 2006), Pingyao (Huang, 2006), and many more.

2.5.3 Major concerns in tourism and preservation at World Heritage Sites in China

The review of the literature has identified a number of prevalent concerns related to tourism development and preservation at World Heritage Sites in China. These are the management structure, financial resources, tourism impacts, heritage education, and local community development. Solutions to these problems are also discussed in the Chinese literature. Each of these themes will be discussed in turn.

2.5.3.1 Management structure for World Heritage Sites in China

The management structure for World Heritage Sites and the position of government in management are widely discussed in China. The importance of the government position in the management of World Heritage Sites is emphasized in policy making, supervision and assessment, and financial support (Fan and Zheng, 2003; Jiang, 2006; Song, 2006).

World Heritage Sites are planned, managed and coordinated across levels of administration and by various government departments in China. As shown in Dredge's (2004) overview of the structure and roles of government administrations in tourism development in China (Table 2.2), five levels of administration are identified under the central government as provincial, city, county, township and village (Dredge, 2004; Nyiri, 2006). There are overlapping roles across levels of administration due to the lack of clearly defined responsibilities (Dredge, 2004).

Chinese scholars also identify the multi-department management structure, involving various governmental departments with overlapping responsibilities as a major characteristic of World Heritage management in China that creates management difficulties (Wan, 2004; Zhou and Huang, 2004; Jiang, 2006).

Table 2.2: Structure of tourism administration in China (developed from Dredge, 2004)

<u>Levels of Administration</u>	<u>Role and responsibilities</u>	<u>Notes</u>
National level:	China National Tourism Association (CNTA) Develop national-wise Five Year Plans ✓ Identify “top tourist cities” to be emphasized in development and marketing ✓ Develop management guidelines and regulations for national designated scenic areas	Represent the central government and provide macro-guidelines
Provincial level	Supervised by the central government ✓ Refine CNTA policy directives ✓ Implement particular projects and initiatives	1. Overlapping roles, responsibilities and functions across levels of administration 2. The county township and village levels of administrations are becoming more actively involved in tourism development
City level	Report to the provincial government ✓ Receive official designation and fiscal commitment from provincial government ✓ Carry out a wide range of activities: infrastructure provision, economic development, social service provision	
County level	Administered directly by the city level ✓ Divided into two categories: regular level counties and county level cities.	
Township level	Report to respective county administrations. ✓ Include rural market towns, small towns and small cities	
Village level	Supervised by township level governments ✓ Have locally elected committees responsible for various aspects of village administration.	

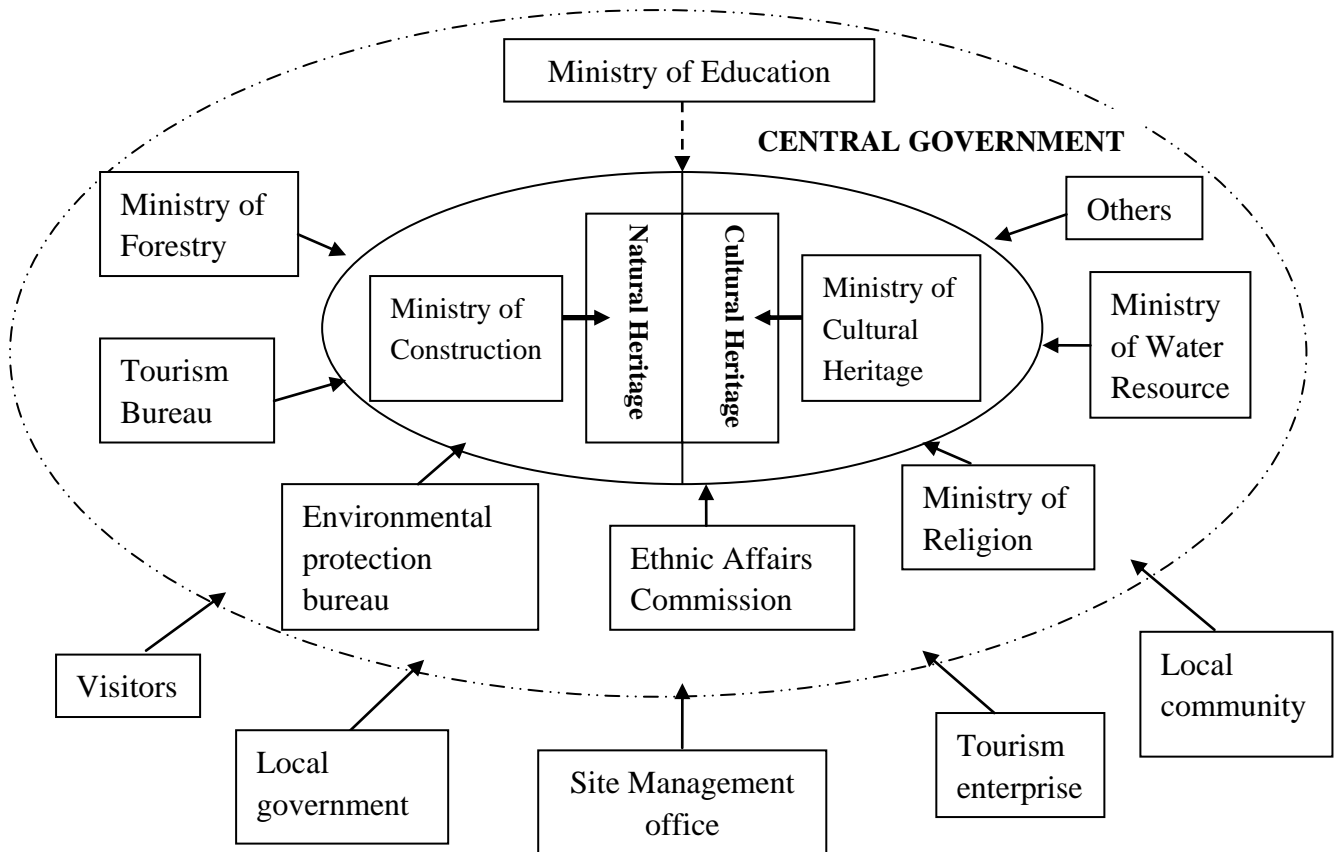


Figure 2.4: Management structure of World Heritage Sites in China

The current World Heritage management structure engages various departments of central government (Figure 2.4). Which department should be involved in any given World Heritage site depends on the site's specific cultural, natural and social situations. The UNESCO World Heritage Convention has no real power over specific site management issues and the Ministry of Education stands out as the department responsible for communicating with the international heritage community. As illustrated by the inner and outer rings in Figure 2.4, central government involvement in the management of World Heritage Sites in China can be classified into two layers. The first layer, represented by the inner ring, portrays the management distinctions between natural and cultural heritage. The Ministry of Construction is responsible in natural heritage management issues whereas the Ministry of Cultural Heritage takes charge in cultural heritage management issues.

The outer ring represents a second layer of governmental management, which varies according to the natural, cultural and social characteristics of a specific heritage site. Departments that are potentially involved in the management structure include forestry, water resources, environmental protection, religion, ethnic affairs, and tourism. Therefore, an

understanding of the management of World Heritage Sites in China requires an appreciation of both the governmental management structure and departmental inter-relationships (Wan, 2004; Zhou and Huang, 2004; Jiang, 2006). Fang (2004) asserted that with their social and economic values, World Heritage Sites involve various stakeholders with different perspectives and values. Indeed, by definition, World Heritage involves stakeholders ranging from the global, such as UNESCO, to local, such as residents living in and around the sites. Thus, in addition to various departments of the central government, local government, the site management office, visitors, local communities and tourism entrepreneurs, both local and from afar, may be important stakeholders of World Heritage sites.

Due to the complicated multi-departmental management structure that exists at the national level, many scholars have proposed the establishment of a specific department for World Heritage within the current central government structure. Such a department would aim to ensure direct and effective supervision of World Heritage protection, development and management at the national level (Cai, 2006; Fan and Zheng, 2003; Liu, 2005; Song, 2006; Tao, 2002; Wan, 2004; Wang, 2005; Zhou, 2006; Zhu, Li and Wu, 2005). The World Heritage department could centralize the management power and simplify management procedures for World Heritage issues. However, in the Chinese top-down system, government departments are usually replicated at lower levels in the hierarchy. Wan (2004) proposed the setting up of provincial and municipal World Heritage departments to ensure the local execution of central policies and regulations. However, not all provinces and only a limited number of municipalities have World Heritage Sites so such a system would need to be place-specific or risk massive redundancy if it were national in scope.

2.5.3.2 Lack of financial resources

Lack of financial support is commonly identified as another major concern for heritage protection and management (Wu et al., 2002; Wu and Yang, 2005). The proliferation of administrative units would likely exacerbate this problem. Heritage protection in China is still highly dependent on limited government funds. However, large amounts of funding are required for the proper protection and effective management of heritage resources. The amounts that are required are too high for local governments and site offices to handle by themselves (Wu et al., 2002). In this situation, it is widely recognized that heritage tourism development, which

generates income from tourism, may be an effective solution to solve the funding shortage for World Heritage Sites (Wu et al., 2002; Wu and Yang, 2005). Hence, entrance fees have been increased at some sites and over-development, such as the construction of multiple lifts at Taishan, have occurred in the search for economic benefits, indicating the importance of acquiring funds to address heritage preservation requirements. Paradoxically, while increased use may resolve certain financial issues, it is likely to introduce additional management challenges.

The debates concerning entrance fees reflect the financial shortages common to most World Heritage Sites in China. The increase of ticket prices for six World Heritage Sites in Beijing in 2004 led to a national trend to raise entrance fees, which resulted in a heated discussion among Chinese scholars. Wu and Yang (2005) argued that heritage tourism is a resource-dependent tourism product and that, due to the unique character and irreplaceable nature of the historical and cultural resources at World Heritage sites, the desire to visit would not fluctuate with the change of prices i.e. the demand to experience World Heritage was deemed to be inelastic. Entrance fees are usually increased for two purposes: to increase the tourism income of the site and to decrease visitor numbers to facilitate heritage protection. However, due to the special character of heritage tourism, especially World Heritage sites, if the demand is inelastic, an increase in the entrance fee can only increase the income, without managing visitor numbers effectively. In addition, Wu and Yang (2005) argued that the costs of heritage protection should not be paid by visitors. Instead, preserving heritage through the profits made from tourism development requires careful justification with an emphasis on the balance between preservation and development (Wu and Yang, 2005). Besides, a variety of fund-raising methods could be engaged in for the protection and management of World Heritage sites, including the setting up of heritage foundations (Zhou and Huang, 2004), increasing governmental budgets (Wu and Yang, 2005; Wan, 2004), and imposing a tourism tax (Wan, 2004). On the other hand, minimizing management cost should be considered as a complementary strategy (Wu and Yang, 2005).

2.5.3.3 Impacts of tourism on World Heritage Sites

Both positive and negative impacts from tourism on World Heritage Sites are recognized in the Chinese literature. Fang (2004) argued that tourism development at World Heritage Sites helps to enhance the international reputation of the site and World Heritage in China more

generally, and increases the public awareness of the value of World Heritage and the importance of heritage preservation. Fan and Zheng (2003) argued from an economic perspective that tourism development at World Heritage Sites boosts general economic development. If properly managed, tourism development could help to underpin the resurrection of traditional manufacturing and commercial activities, provide employment opportunities and improve income for the local community. In addition, tourism development could improve the preservation of World Heritage Sites by providing financial resources from tourism income for the preservation of heritage (Fan and Zheng, 2003; Fang, 2004)

In contrast, Song (2006) argued that, given their unique values and ‘universal’ relevance to all humankind, the natural and cultural environment and the architectural and historical assets at World Heritage Sites should be respected and protected with special care in tourism development. However, tourism is an agent of change, for both good and ill, and as tourism numbers increase, resources will be modified and will require enhanced management. The negative impacts of tourism on sites have been recognized as mainly resulting from three causes: large numbers of visitors exceeding the carrying capacity of the site; over-development of tourism facilities; and over-commercialization of the site (Fan and Zhang, 2003; Fang, 2004; Song 2006). Fan and Zhang (2003) also indicated that the negative impacts of tourism on the lifestyles and value systems of local residents should be paid special attention. In spite of issues of displacement and relocation of residents at World Heritage sites, and challenges in determining and distributing appropriate compensation to those affected, these are topics that have received scant attention from academics in China, perhaps because of their political sensitivity.

Although carrying capacity is a concept that is fraught with difficulty, almost impossible to determine in advance of it being exceeded, and as much a value judgement as a scientific calculation (Butler, 1996; Lindberg, McCool and Stankey, 1997; Wall 1999), there is no question that special places, such as fragile World Heritage sites, can be overwhelmed by visitors. Li et al. (2008) suggested that carrying capacity concerns are especially pronounced in developing, highly populated countries like China, although a counter argument can be made that such concerns are often subservient to a pressing short-term need to enhance economic well-being. Large volumes of visitors to World Heritage Sites have already threatened the preservation of heritage resources (Fang, 2004). Three major changes have been identified by Li et al. (2008) as

leading to the market-driven tourism development that has occurred at most World Heritage Sites in China: the transition from a centrally-planned to a market-based economy; the growth of domestic tourism due to increased leisure time and disposable income; and greater interest in heritage sites due to higher education. Local governments often consider World Heritage Sites as new income generators with only limited consideration of site sustainability (Li et al., 2008). Public officials are more likely to be promoted if they can provide clear evidence of economic growth during their tenure rather than careful preservation. Many heritage sites have pursued increasing numbers of visitors without measuring site capacity or properly managing on-site visitor activities (Song, 2006). Such management deficiencies result in damage to heritage resources as well as site congestion leading to unsatisfactory visitor experience. Song (2006) has advocated methods to control visitor numbers and to divert visitors from core areas in order to better preserve the heritage resources.

Over-development of tourism facilities, such as over-engineered and inappropriately-placed roads, cable cars, and intrusive hotels and restaurants have threatened the cultural and natural environments of many World Heritage Sites in China and have attracted the concern of a number of authors (Song, 2006; Jiang, 2006). An undue emphasis on the economic value of World Heritage resources at the expense of cultural and historical values has led to over-development and over-commercialization at some sites (Wu and Yang, 2005). As suggested above, according to Fan and Zheng (2003), over-development of tourism facilities usually reflects local governments' pursuit of short-term economic benefits. The resulting damage to heritage sites may not be reversible at a later date, even with the increased input of financial and human resources.

It is necessary to develop economic activities at heritage sites but managing the scale and appropriateness of development is crucial (Fan and Zheng, 2003). Over-commercialization of heritage sites for profits can result in the modification of site functions, alterations to the built fabric, and loss of the original cultural and natural attributes (Fan and Zheng, 2003; Song, 2006), which actually constituted the original attractiveness of the site and provided the rationale for designation.

Along with considerable economic benefits from tourism that may accrue to some members of the local community, interactions with visitors and participation in commercial activities

through tourism development may have far-reaching implications for the lifestyles and value systems of the local community (Fan and Zheng, 2003). Of course, such concerns are common by-products of development and are not restricted to heritage tourism. Fan and Zheng (2003) argued that, in comparison with changes in architecture and environment, and even in the local economy, changes in lifestyle and customs are difficult to recognize and measure, and are harder to maintain and restore. Thus, such intangible cultural assets at heritage sites should be protected (Fan and Zheng, 2003). However, unfortunately, it is often not clear how this might be done.

On considering reasons for the negative impacts at World Heritage Sites in China, Fang (2004) asserted that tourism development in China is still at an early stage with mass sightseeing tourism as the main tourism style. Furthermore, not only is the geographical distribution of World Heritage Sites in China clustered in the east close to the more developed parts of the country, but peak tourism seasons are also highly concentrated (Fang, 2004). In addition, there is a lack of expertise and management experience at some World Heritage Sites reflecting a dearth of qualified management personnel (Fang, 2004).

Fang (2004) argued that heritage preservation should be accorded priority over tourism development at heritage sites and that more consideration should be given to ensuring the benefits of residents and the well-being of visitors. Enhancing management of World Heritage Sites might be achieved by more effectively combining macro- or strategic management, that is policy making and supervision by upper-level departments, with micro-management by local governments and site management offices (Fang, 2004).

In addition to broad modifications in management structure and departmental relationships, many specific management strategies have been advocated in the literature. For example, Song (2006) argued that it is important to limit visitor numbers and commercial construction in core areas at World Heritage Sites. Wu and Yang (2005) were concerned that ticket price should not be the sole method of visitor control because demand for World Heritage tourism is often not price elastic (see above). They suggested the development of a 'tourism early warning system', limiting the ticket numbers and selling tickets in advance (Wu and Yang, 2005). From a regional tourism perspective, tourism site rotation could be used by closing sites for maintenance and recovery while opening other previously closed sites, or parts of sites, to tourists (Wu and Yang, 2005). However, World Heritage Sites may be so special that there may not be satisfactory

substitutes within the region. On the other hand, this is, in fact, what occurs when entry to parts of sites is denied because of maintenance but such a strategy is seldom adopted consciously as part of a planned rotation. Additionally, the creation of a zoning plan (Song, 2006; Wan, 2004), safety management (Wan, 2004), effective tourism route design (Zhou and Huang, 2004), and proactively sharing management experiences with other World Heritage Sites (Zhou and Huang, 2004) have also been suggested as productive methods for World Heritage Site management to minimize negative impacts and to enhance the positive outcomes of tourism.

2.5.3.4 Heritage Education

A number of scholars have identified the importance of education to support heritage preservation and development (Fan and Zheng; Jiang, 2006; 2003; Song, 2006; Zhou and Huang, 2004). Also, heritage tourism training and education programs should be set up for heritage practitioners such as government officials and heritage managers. Public awareness of the values and importance of heritage and its preservation should also be improved through education and public promotions (Fan and Zheng, 2003; Fang, 2004).

2.5.3.5 Local communities and World Heritage Sites



Figure 2.5: Interactive relationships between a heritage site and the local community in tourism development at World Heritage site

Compared with research world-wide, insufficient attention has been given by researchers to local communities at World Heritage Sites in China (Deng, 2004; Huang, 2006; Zhang and Ma, 2006). This is an issue that current researchers are trying to address. As the home of local people, it is important to incorporate improvements in living standards of local residents and the

functionality of their community as part of the goals for tourism development at World Heritage Sites (Zhou and Huang, 2004).

Based upon the literature, Figure 2.5 illustrates the interactive relationship between a heritage site and the local community in tourism development. The heritage sites are the basis of tourism products that attract visitors. In addition, tourism development often enhances local infrastructure, provides employment opportunities and improves local income. At the same time, local communities can be part of the cultural and social attractions of a heritage site, provide tourism services and enrich tourism activities and products. Thus, if properly managed, the benefits can flow between heritage sites and local communities forming a mutually supportive relationship as illustrated in Figure 2.5.

Huang (2006) conducted a questionnaire survey of local residents at Pingyao ancient city. He identified and measured six impact factors: community costs, community benefits, social and cultural impacts, impacts on individuals, living standards and economic impacts. Although residents at Pingyao ancient city had strong positive attitudes towards and were supportive of tourism development, the lack of an effective community participation mechanism restricted the number of residents who could participate and the types of involvement. Tourism activities at Pingyao ancient city lack diversity. Most tourists are day visitors and do not spend much. Because local residents and their houses are part of Pingyao ancient city, local participation in tourism is inevitable and important (Huang, 2006). Huang (2006) suggested enriching tourism attractions and activities and developing more tourism souvenirs to attract tourists to stay longer and spend more. Most importantly, given the positive local attitudes towards tourism, the local government should encourage local participation in tourism, setting up an effective mechanism for community participation and benefit sharing, so that the local community as a whole can benefit from tourism development and the local economy and living standards can be improved.

Based on a questionnaire survey of local residents at Hongcun, Zhang and Ma (2006) suggests more participatory tourism products were needed to provide more opportunities for local residents to become involved. In addition, it was suggested that a set of tickets with standardized prices should be adopted rather than a one-for-all ticket; so that tourists are given more choices of where they would like to visit and what activities they would like to participate (Zhang and Ma, 2006). The risk, however, would be that visitation to less popular places would

decline. They also suggested that accommodation and food services provided by local residents should be standardized in price and service quality and that a centrally managed registration system for local residents providing tourism services should be set up to improve management efficiency and equity in profit distribution, the latter being based on both the number of visitors received and visitors' evaluations (Zhang and Ma, 2006).

Drawing upon the research of Chinese scholars, six key aspects in promoting effective local participation at World Heritage Sites have been identified. First, local participation in tourism and development at World Heritage Sites should be encouraged through government policies and education (Deng, 2004). Second, tourism products and activities should be diversified utilizing the expertise and experiences of the local community and incorporating performance, souvenirs and participatory tourism programs to enrich visitor experiences and increase on-site expenditures (Huang, 2006; Zhang and Ma, 2006). Third, local communities should be effectively engaged in providing tourism-related services, such as dining and accommodation (Zhang and Ma, 2006). Fourth, the management, pricing and service quality of tourism products and services should be standardized (Zhang and Ma, 2006). Fifth, effective and efficient community participation and benefit-sharing mechanisms should be set up to encourage participation and ensure fair distribution of benefits (Huang, 2006; Zhang and Ma, 2006). Finally, a site and community win-win development model is proposed as "touring on site and staying at the community" by Deng (2004). The site attracts tourists through its natural and cultural attractions and the community supports the site by providing tourism-related services and recreation facilities for visitors (Deng, 2004).

2.5.4 Areas to improve in World Heritage research in China

Limitations of research on World Heritage in China are identified in the literature. Zhang and Bao (2004) recognized that cultural heritage sites draw more scholarly attention in China than natural heritage. Second, descriptive studies still outnumber evaluative case studies. As commented by Zhang and Bao (2004), research on World Heritage in China tends to discuss issues without providing supporting cases or practical solutions. Third, current research focuses on a limited number of prestigious World Heritage Sites to the relative neglect of many others (Zhang and Bao, 2004). Considering the large number and the wide distribution of World Heritage Sites in China, heritage research should be expanded to more sites and areas. Intangible

cultural heritage should also be addressed in research (Zhang and Bao, 2004). Furthermore, an insufficient integration of theories and practical case studies is recognized. Current research focuses more on the application of existing theories, such as carrying capacity and tourism impacts, and there are few innovative theoretical contributions (Zhang and Bao, 2004). Zhang and Bao (2004) argued that Chinese scholars should strive to build a comprehensive conceptual framework for heritage preservation and tourism development in China. These are important challenges for future heritage research in China.

To the above insights gleaned from the writings of Chinese scholars, the following observations can be added. While the literature is full of suggestions of strategies that might be adopted by managers, the effectiveness of these strategies has rarely been tested or demonstrated. Furthermore, while there is a substantial literature, there is a dearth of empirical studies that detail such basic information as numbers of visitors, their motivations and satisfactions, and their implications for the communities that live in and around the sites. Financial information is reported but few economic impact studies were found, and the social and cultural implications of heritage designation have yet to be explored in depth. Thus, there is a great need and many opportunities to undertake empirical research of many kinds related to heritage tourism in China. Furthermore, the current research focuses on a limited number of famous sites and requires extension to more places, including places with rich heritage that are unlikely to receive World Heritage designation but whose preservation and wise use are worthy of greater attention.

2.6 Chapter Summary

Heritage is a contested phenomenon, with its varied definitions, embedded dissonance, and its multiple uses and scales (Graham et al., 2000). With tourism inevitably occurring at heritage sites, the relationship between the tourism use and preservation of heritage resources is characterized by symbioses and tension (Nuryanti, 1999; Tunbridge, 2007). The tension is more evident at World Heritage Sites with both recognized universal and local value. With the involvement of international, national and local stakeholders, tourism and preservation at World Heritage Sites becomes more complicated and a balance among different interests and priorities more difficult to achieve. Local communities, by desire or default, are involved and impacted from economical, social and cultural perspectives. It is important to understand how international initiatives interact with local priorities at World Heritage Sites and how the international

designation impacts the preservation and tourism development of heritage resources and the local well-being. Measures should be sought to safeguard heritage preservation through proper tourism development and balance global standards and local priorities to enhance positive impacts. This is certainly an area deserves extensive academic attention, especially in developing countries.

Drawing upon western and Chinese literature, the status of research on tourism at World Heritage Sites in China has been addressed. It has been demonstrated that, while a substantial body of research exists, more needs to be done to understand the global-local relationships in tourism development and heritage preservation, and to identify issues and provide solutions in heritage preservation and management. In particular, there is a need to undertake more detailed empirical research at a greater variety of sites. However, it is important that such case studies be informed by clear concepts, such as heritage dissonance and stakeholder collaboration, and appropriate theoretical frameworks, such as Butler's (1980) model of tourist area cycle of evolution and Ashworth and Tunbridge's (2000) model of heritage commodification. Then, knowledge can be cumulated, leading to the enhanced management of World Heritage Sites in China. In addition, dialogue between heritage researchers within and outside of China should be enhanced. This study is intended to bridge such gaps by addressing issues of the global-local nexus in tourism and preservation at World Heritage Sites in the Chinese context.

Chapter 3: The Context of World Heritage in China

This chapter briefs the context of World Heritage Sites in China, the Great Wall of China, and Great Wall Sites in Beijing. How this information contributes to the selection of Badaling and Mutianyu Great Wall as the study sites is also explained.

3.1 World Heritage Sites in China

With its rich cultural and natural heritage resources, China is one of the countries possessing the highest number of designated World Heritage Sites. Figure 3.1 demonstrates the distribution of World Heritage Sites in China with red dots indicating their locations. Li et al. (2008) identified that World Heritage Sites in China exhibit a clustered distribution pattern, with an evident skew toward the east. Their study identified four clusters: The Greater Beijing area, the Middle and Lower Yellow River area, the Middle and Lower Yangtze River area, and the Sichuan Basin (Li et al, 2008). As summarized by Li et al. (2008), the literature indicates three primary challenges that World Heritage Sites in China are facing: population pressure, development policies of local governments and the lack of financial support.



3.1: Distribution of World Heritage Sites in China

Source: State Administration of Cultural Heritage, <http://www.sach.gov.cn/tabid/95/Default.aspx>

3.1.1 World Heritage sites in Beijing



Figure 3.2: Tourism Map of Beijing
 Source: Beijing Suburban Tourism Map, Beijing Tourism Bureau, 2008

As the capital of China for centuries, Beijing has been the political and cultural centre of the nation with an enormous historical and cultural legacy. Currently, six sites are designated as World Heritage Sites, all of which are cultural heritage sites, including the Great Wall (1987), the Forbidden City (1987), the Peking Man Site at Zhoukoudian (1987), the Imperial Palaces of the Ming and Qing Dynasty (1987), the Temple of Heaven (1998), and the Imperial tombs of the Ming and Qing Dynasty (2000). The distribution of the six World Heritage sites in Beijing is

illustrated in the Tourism Map of Beijing (Figure 3.2) published by Beijing Tourism Bureau, with three located within the fifth ring road and the rest in suburban districts.

World Cultural Heritage Sites are considered by the municipal government as valuable assets of the city and resources for tourism development. The sustainable development of tourism at World Cultural Heritage Sites is included in Beijing's 11th five-year tourism plan as the first important tourism product development focus, with both heritage protection and use for tourism being emphasized (The 11th Five-year Tourism Plan of Beijing, 2006).

Beijing, the home of the author, thus offered a number of World Heritage Sites for potential investigation and it made sense to choose among these to minimize costs. Many of the sites are monumental and there has long been a clear separation between the site and its surroundings, often marked by high walls. However, the linear feature of the Great Wall offered a greater variety of relationships between the heritage site and adjacent residential communities. For this reason, along with its iconic status, the Great Wall was chosen for further investigation.

3.2 The Great Wall of China

3.2.1 Introduction to the Great Wall of China

Like a gigantic dragon, the Great Wall of China, winding up and down across deserts, grasslands, mountains and plateaus, stretches approximately 6,700 kilometers from Shanhaiguan Pass in the northeast to Jiayuguan Pass in the northwest of China, traversing the provinces of Liaoning, Hebei, Beijing, Tianjin, Shanxi, Inner Mongolia, Ningxia, Shaanxi and Gansu. Construction of the Great Wall started in the Spring and Autumn Periods (722 BC to 481 BC) and Warring States Periods (476 BC to 221 BC), originally as independent defensive fortifications for the states of Qin, Yan and Zhao. Emperor Qin Shihuang reconstructed a national defense system on the basis of separate walls after his unification of China in 221 BC, and this was the initial form of the Great Wall. Afterwards, as an important defense against northern enemies, the Great Wall went through repeated extensions and repairs in later dynasties. During the Ming Dynasty (1368-1644), large-scale construction occurred along the northern border to keep the nomadic tribes away. With considerable resources devoted to the construction and reinforcement of the Wall, the Ming Great Wall featured strength and durability because of the use of bricks and stones instead of earth as at earlier times. This is especially true of the sections near the Ming capital of Beijing. Figure 3.3 shows the construction of the Great Wall throughout the Chinese

history. The Great Wall as we see it today and as it is visited by modern tourists was mostly built during the Ming Dynasty.

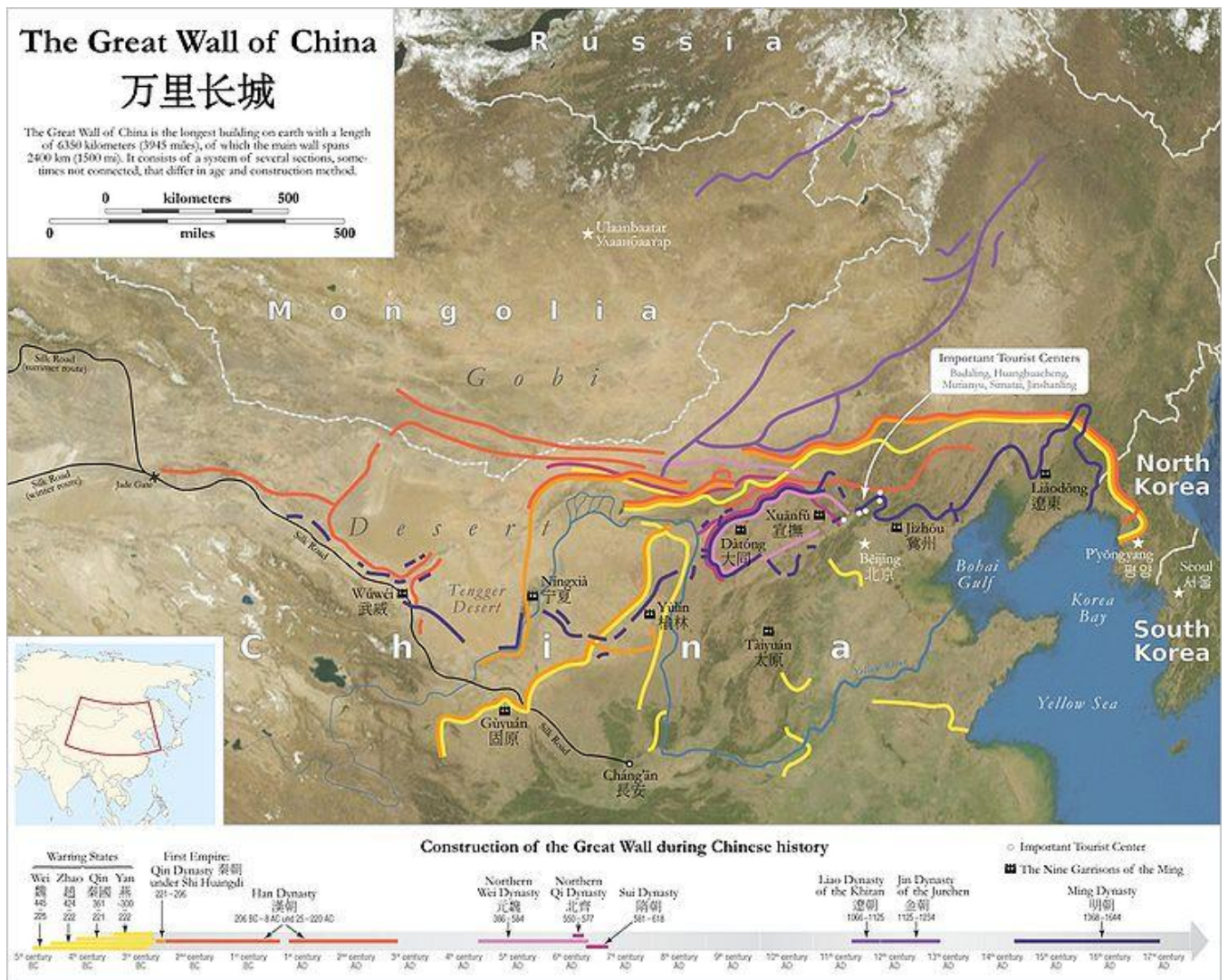


Figure 3.3: The Great Wall of China throughout history

Source: http://en.wikipedia.org/wiki/File:Map_of_the_Great_Wall_of_China.jpg

The construction drew heavily on local resources, especially for construction materials, and a huge number of soldiers, prisoners and local people were involved as manpower. The grandeur and sophistication of the construction is considered to be a manifestation of the wisdom and tenacity of Chinese people. In addition, the Great Wall has long been seen, from both within and without, as a part of the Chinese culture. Therefore, the significance and value of the Great Wall lies not only in its history and architecture, but also in its cultural symbolism linked to the national identity of Chinese people.

With a history of more than 2000 years, some sections of the great wall are now in ruins or have even entirely disappeared. This is especially the case for ancient sections built from earth.

According to the report of the China Great Wall Academy on 12 December 2002, less than 30% of the Great Wall remains in good condition due to the forces of nature and human-induced destruction, for it has been used in places as a source of building materials. Careful protection of the Great Wall is further advocated by the Academy and the Central Government with policies and regulations introduced at national and local levels.

3.2.2 The Great Wall of China as a World Heritage Site

As the most visible symbol of Chinese nationality and Chinese culture throughout history, the Great Wall is one of the most the appealing attractions globally owing to its architectural grandeur and historical significance. In 1987, the Great Wall was inscribed as a UNESCO World Heritage Site, among the first group so designated in China. According to the ICOMOS advisory evaluation in April 1987, the Great Wall satisfies criteria I, II, III, IV and VI (Table 3.1). In addition, because of the length of the wall and the wide area it runs across, the World Heritage Convention commented that it would be impossible to protect the thousands of kilometers of the Great Wall, so that specific representative sections should be selected according to the “principal periods of construction or principal regions crossed (desert plateaus, mountains, valleys, etc.), or the different types of associated fortifications (fortresses, garrisons, fortified gates, bastions, terraces, watch towers, etc.)” (ICOMOS, 1987, p.3). Therefore, three representative sections of the Great Wall were selected in accordance with the UNESCO directive: Badaling in Beijing, Shanhaiguan in Hebei Province and Jiayuguan in Gansu Province. These places are formally recognized under the World Heritage Convention and reports are submitted to WHC on their status periodically.

It can be argued that many more sections of the Great Wall in Northern China, where international attention and expertise hardly reach, deserve or need protection or tourism development. Although inscribed as World Heritage Site, the local people play the major role in the protection and development of those sections of the Great Wall in China. Issues concerning the protection and development of different sections of the Great Wall, with the same World Heritage title and different level of international supervision and support, vary substantially. Thus, it was felt the Great Wall would provide a good focus for exploring different relationships between the heritage site, local people, and the tensions between heritage preservation and development.

Table 3.1: WHC criteria for selection satisfied by the Great Wall

WHC criteria for selection http://whc.unesco.org/en/criteria/	Evaluation of the Great Wall (ICOMOS, 1987, p.2-3)
Criterion I	
to represent a masterpiece of human creative genius	“The Great Wall of the Ming is, not only because of the ambitious character of the undertaking but also the perfection of its construction, an absolute masterpiece. The only work built by human hands on this planet that can be seen from the moon, the Wall constitutes, on the vast scale of a continent, a perfect example of architecture integrated into the landscape.”
Criterion II.	
“to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design”	“During the Chunqiu period, the Chinese imposed their models of construction and organization of space in building the defense works along the northern frontier. The spread of Sinicism was accentuated by the population transfers necessitated by the Great Wall.”
Criterion III	
“to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared”	That the great walls bear exceptional testimony to the civilizations of ancient China is illustrated as much by Western Han that are conserved in the Gansu province as by the admirable and universally acclaimed masonry of the Ming period.
Criterion IV.	
“to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history”	This complex and diachronic cultural property is an outstanding and unique example of a military architectural ensemble which served a single strategic purpose for 2000 years, but whose construction history illustrates successive advances in defense techniques and adaptation to changing political contexts.
Criterion VI	
“to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance” (The Committee considers that this criterion should preferably be used in conjunction with other criteria);	The Great Wall has an incomparable symbolic significance in the history of China. Its purpose was to protect China from outside aggression, but also to preserve its culture from the customs of foreign barbarians. Because its construction implied suffering, it is one of the essential references in Chinese literature, being found in works like the “Soldier's Ballad” of Tch'en Lin (c. 200 A.D.) or the poems of Tu Fu (712- 770) and the popular novels of the Ming period.

Source: <http://whc.unesco.org/en/criteria/>; ICOMOS advisory evaluation of the Great Wall 1987

3.3 Great Wall Sites in Beijing

As the capital of China, Beijing is by itself a famous tourist destination with numerous tourism spots in and around the city. The Great Wall crosses the city boundary in the north, ranging from 60 km to 120 km away from the city centre. With The Great Wall’s convenience in

location with respect to Beijing, and increased transportation and tourism infrastructure, a unique bond between Beijing and the Great Wall has been forged: Beijing has been considered the very place to experience the Great Wall and the Great Wall has become one of the must-see sites of Beijing. With around 10 sections of the Great Wall involved in tourism at various levels, Beijing offers a diversified Great Wall tourism experience to tourists from all over the world. However, with so many points of access to the wall, it was important to understand the features of the different Great Wall sites in Beijing in order to select appropriate study sites to fulfill the research goals.

3.3.1 Geographical features of Great Wall sites in Beijing

Table 3.2: The three clusters of Great Wall sites in Beijing

	Badaling-Juyongguan Cluster	Mutianyu Cluster	Simatai-Gubeikou Cluster
Composition	Great Wall at Badaling Juyongguan Great Wall Shuiguan Great Wall Badaling Great Wall Relics	Mutianyu Great Wall Jiankou Great Wall * Huanghuacheng Great Wall*	Simatai Great Wall Gubeikou Great Wall Jinshanling Great Wall
District in Beijing	Yanqing District	Huairou District	Miyun District
Direction from Beijing	Northwest	Northeast	Northeast
Distance to Beijing	70km	70km	120km

*Not shown in Figure 3.2: Tourism Map of Beijing

Beijing has 18 districts, including 8 urban districts and 10 suburban districts. Located in the north of Beijing, Yanqing, Changping, Huairou and Miyun are the four suburban districts with Great Wall sites. The Great Wall sites shown in Figure 3.1 and marked with the UNESCO logo are divided into three clusters: the Badaling-Juyongguan Cluster, the Mutianyu cluster and the Simatai-Gubeikou cluster (shown in black circles in Figure 3.1). Badaling, Mutianyu and Simatai are the core sites of their respective cluster. The 11th five-year plan identified 35 key tourism development sites and Badaling-Juyongguan, Mutianyu and Simatai-Gubeikou are listed among these (The 11th Five-year Tourism Plan of Beijing, 2006), corresponding to the three-cluster distribution. Attributes of the three clusters are shown in Table 3.2. Location-wise, sites within each cluster share similarities in geographical features, natural environment and transportation infrastructure. Therefore, within-cluster competition is likely to be focused on site-specific characteristics. On the other hand, between-cluster competition involves other aspects of tourism, such as distance from Beijing, transportation availability and the surrounding tourism

opportunities. The differences between the sites would affect tourism development and was considered in site selection for this study.

As concluded in Wu's (1997) research on the travel behaviour of city residents of China, distance is a very important factor. The probability of visiting deteriorated with increasing distance of the site from the city of residence: 61% of travels were within 50 km from the city proper, while 79% were within 500km (Wu, 1997). Most visitors to these Great Wall sites, whether domestic or international, start their trip to the site in Beijing. Of the three core Great Wall sites, Badaling and Mutianyu are of similar distance from the centre of Beijing. Simatai is located at the border between Beijing and Hebei province, which is 120 km away from the centre of Beijing and twice the distance of Badaling and Mutianyu. Therefore, it is reasonable to think that travel behaviour associated with Simatai should be different from that of Badaling and Mutianyu. The latter two places were, therefore, selected as study sites to exclude likely differences in probable impacts induced by distance on travelers' intentions to visiting and travel behaviour en route and on site.

3.3.2 Tourism development status of Great Wall sites in Beijing:

As discussed previously, a special bond has been forged between the Great Wall and Beijing in terms of tourism. The Great Wall is without doubt an important part of Beijing tourism; the infrastructure and cultural setting of Beijing also supports Great Wall tourism by increasing the accessibility and providing a large diversity in tourism products, dining and accommodation. According to the 11th Five-year Tourism Plan of Beijing, the Great Wall culture is emphasized as providing important tourism development prospects for Huairou and Yanqing districts (The 11th Five-year Tourism Plan of Beijing, 2006), emphasizing the special importance of the Great Wall in tourism for the above two districts.

A glimpse of one aspect of tourism development at Great Wall sites in Beijing is illustrated by visitor numbers and the official recognition accorded to each site through the analysis of tourism statistics and published official tourism marketing materials from Beijing Tourism Bureau. The Great Wall at Badaling is among the top five most-visited tourism sites in Beijing, according to 2003 to 2006 annual statistics from Beijing Tourism Bureau. As illustrated in Figure 3.4, four of the top five sites are listed as World Heritage Sites, and the Great Wall at Badaling is the only one located in a suburban area. Figure 3.5 shows the annual tourism income in millions of RMB (roughly 6RMB=1\$CAD) of the top five sites in 2005 and 2006. Even with

the absence of 2005 data for the Forbidden City, it is clear that Badaling ranks second in terms of tourism income among all tourism sites in Beijing.

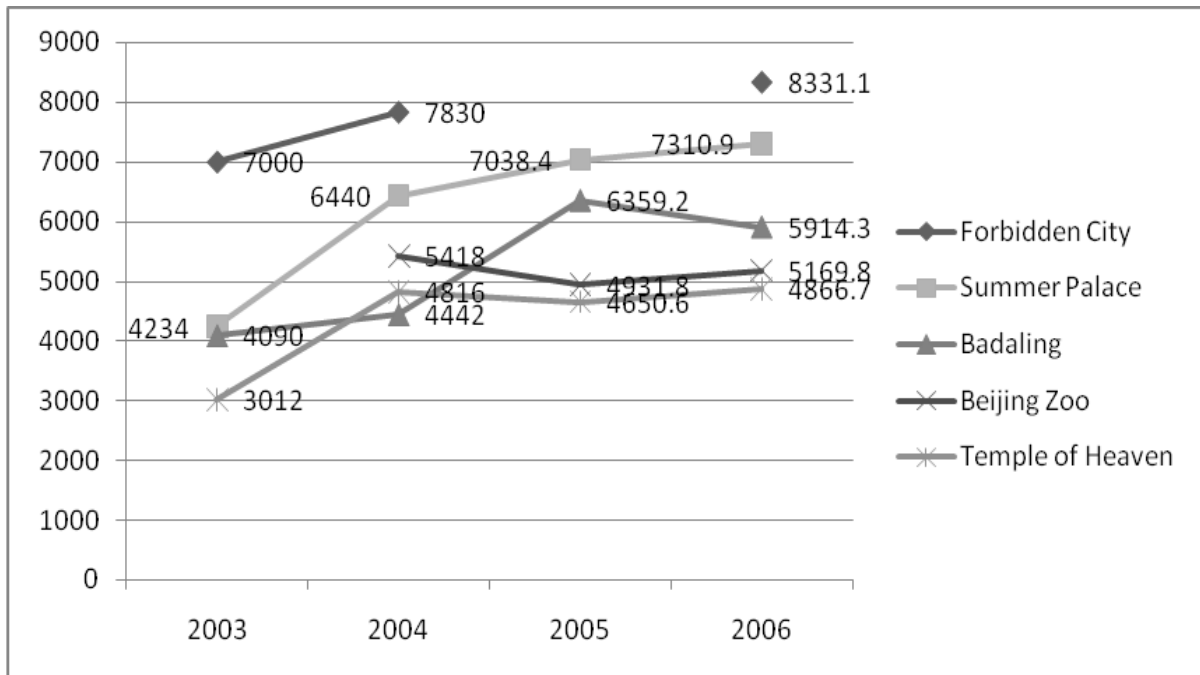


Figure 3.4: Annual visitor number of top five tourism sites in Beijing (,000)

Data Source: Annual Tourism Statistics from Beijing Tourism Beureau 2004-2007 (missing statistics for Beijing Zoo in 2003 and Forbidden City in 2005)

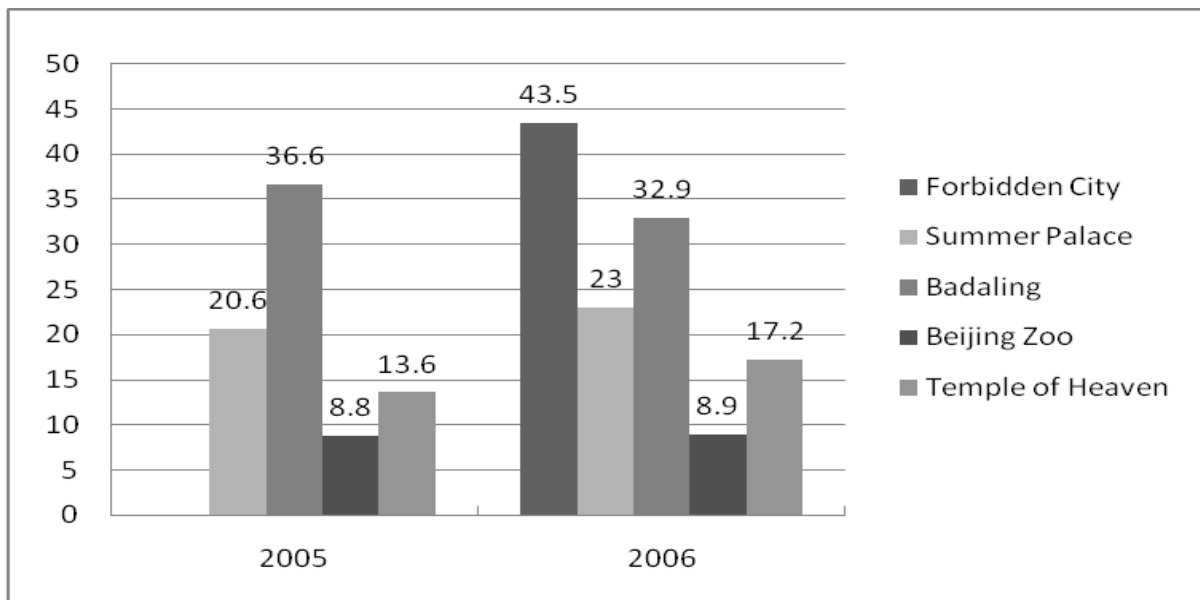


Figure 3.5: Annual income of top five tourism sites in Beijing (Million RMB)

Data Source: Annual Tourism Statistics from Beijing Tourism Beureau 2006-2007 (missing statistics for Forbidden City in 2005)

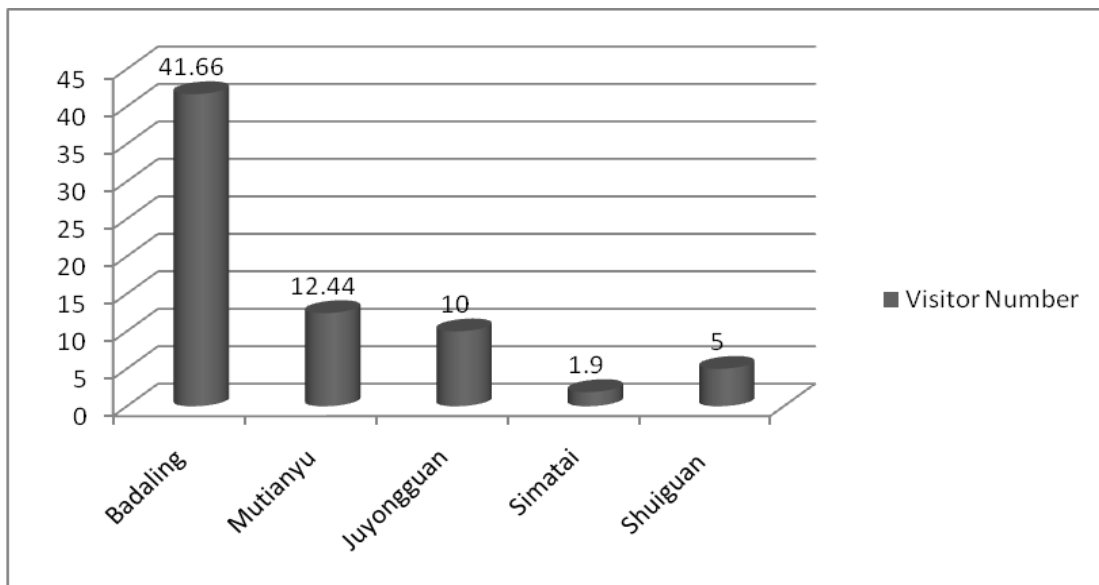


Figure 3.6: Visitor number at Great Wall sites in 2008 National Holiday (,000)
 Data Source: Statistics from Beijing Tourism Beurau 2008

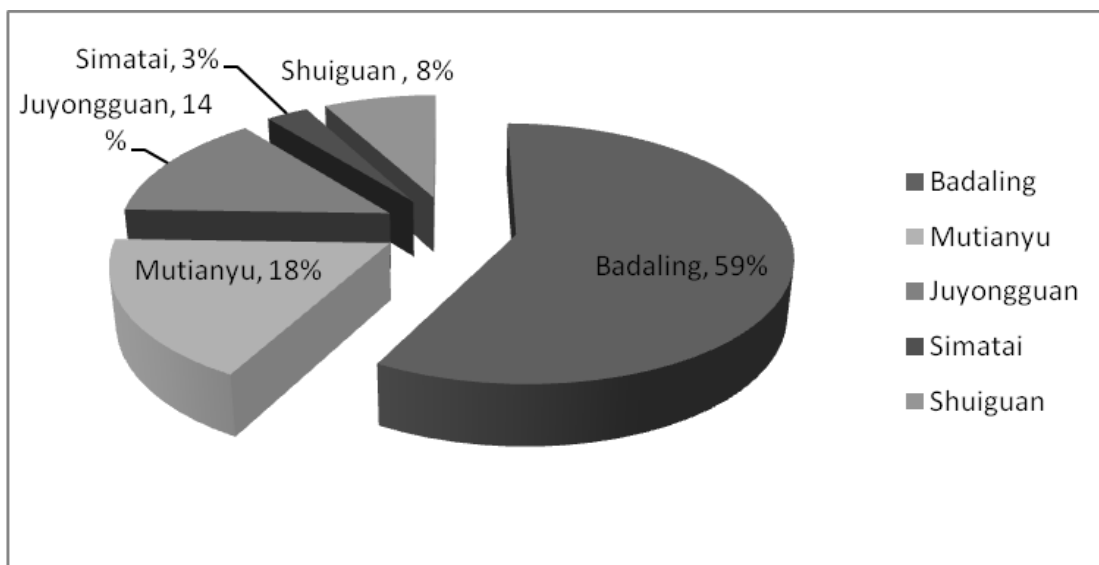


Figure 3.7: Beijing Great Wall visitors on the 2008 national holiday
 Data Source: Statistics from Beijing Tourism Beurau 2008

Great variety exists in the number of visitors among the Great Wall sites in Beijing according to available statistics from Beijing Tourism Bureau. The statistics on the five most-visited Great Wall sites in Beijing during the 7-day national holiday in 2008 are presented to illustrate the tourist distribution among various Great Wall sites in Beijing (Figures 3.6 and 3.7). It is evident that Badaling is the most visited one, attracting of 59% Great Wall visitors in Beijing, followed by Mutianyu (16%) and Juyongguan (14%). Simatai, although more famous

than Shuiguan, only attracted 3% of visitors, probably due to its comparatively remote location from Beijing proper.

Table 3.3: Beijing Great Wall sites list as A-level tourism sites

District in Beijing	Name of the site	Level
Yanqing	The Great Wall at Badaling	5A
Changping	The Juyongguan Great Wall	4A
Huairou	The Mutianyu Great Wall	4A
Miyun	The Simatai Great Wall	4A
Yanqing	The Badaling Shuiguan Great Wall	3A
Yanqing	The Badaling Great Wall Relics	2A

Data source: <http://www.bjta.gov.cn/qym/123216.htm>

The list of Beijing A-level tourism site designated by Beijing Tourism Bureau reveals official recognition of the importance of sites. Altogether, there are 4 5A, 41 4A, 35 3A, 54 2A and 20 1A sites designated in Beijing. Based on the level of site tourism development, six Great Wall sites are listed as A-Level Beijing tourism sites by Beijing Tourism Bureau as shown in Table 3.3. All Great Wall sites in Beijing are located in four northern districts of Beijing: Yanqing, Changping, Huairou and Miyun districts. According to information shown in Table 3.1, Yanqing, with one 5A, one 3A and one 2A tourism sites, is the district where Great Wall tourism is most developed. This area is better known as Badaling.



Figure 3.8: Tourism marketing materials collected for analysis

In addition, numerous tourism marketing materials, newly published by Beijing Tourism Bureau in 2008, were collected, reviewed and compared in terms of the recognition of the Great Wall sites. These publications included *Tips for Beijing “one day tour”*, *Beijing All-in-one tourism map*, *Beijing Olympic All-in-one tourism*, and *Official Tourism Guide to Beijing* (Figure 3.8). Although there is some inconsistency in the Beijing Great Wall sites that are illustrated and recommended, Badaling, Juyongguan, Mutianyu, Simatai, Shuiguan, Jinshanling and Gubeikou are the seven sites commonly recognized for their tourism attractiveness and development (Figure 3.2). In addition, a special emphasis on Badaling can be noticed in all marketing materials.

3.3.3 Questionnaire survey on Beijing residents

A questionnaire survey of Beijing residents was conducted mainly to evaluate and compare tourism development at different Great Wall sites in Beijing, to further understand tourists' behaviour at Great Wall sites and to assist in the selection of study sites for further investigation. In addition, how local residents at tourism spots impact tourists' travel experiences and Beijing residents' travel to the Great Wall sites were also evaluated.

In the questionnaire survey, Beijing residents are defined as people who have been living in Beijing for more than one year. Such people might be expected to have familiarity with various Great Wall sites in Beijing and may have had a chance to visit more than one site. Therefore, their opinions and experiences with Great Wall sites were relevant to this study and were worth evaluating. The above-mentioned seven Great Wall sites, Badaling, Mutianyu, Juyongguan, Simatai, Shuiguan, Jinshanling and Gubeikou were included in the questionnaire survey.

To fulfill the above purposes, the questionnaire was designed with five parts, the first part evaluates respondents' opinions on the meaning and the importance of the Great Wall; the second part elicits respondents' perception of the seven Great Wall sites in Beijing in terms of reputation, tourism development, transportation, crowdedness and willingness to visit; part three investigates respondents' travel behaviour at Great Wall sites; part four measures respondents' opinions concerning the impacts of local residents on their travel experiences; and the last part addresses the demographic and socio-economic information of respondents.

The questionnaire survey was conducted in October 2008. Questionnaires were distributed in Shijingshan District, a residential district of Beijing, during two weekends. The chosen

residential district was developed in the late 1980s and is located near the west fifth ring road, where the majority of residents have been living for more than 20 years. A pilot test was conducted by inviting six people of different age groups and education levels among friends and relatives in Beijing. They read through the questionnaire, answered the questions and provided their inputs on the wording of the questionnaires. Then, final version of the questionnaire was confirmed based on the inputs from the pilot test.

Table 3.4: Demographic and socio-economic characteristics of Beijing respondents

	<i>Number</i>	<i>Percentage</i>
Sample size	133	100%
Gender		
Female	81	60%
Male	52	39%
Age		
18- 24	29	22%
25- 34	37	28%
35- 44	17	13%
45- 54	32	24%
55- 64	16	12%
65 or above	2	2%
Years of residence		
1-10	32	24%
>10	99	74%
Education		
Primary school	1	1%
High school	25	19%
University or above	107	80%
Monthly income (RMB)		
< 2,000	43	32%
2,000 - 3,999	64	48%
4,000 - 5,999	18	14%
> 6,000	8	6%
Career		
Student	21	16%
Teacher	8	6%
Company employee	54	41%
Government employee	20	15%
Retired	24	18%
Others	6	5%

Questionnaires were distributed near the entrance of the community centre of the residential district during two weekends. A convenience sample was obtained by asking all those walking

by the community centre to fill out the questionnaire after the purpose had been explained. A total of 133 usable questionnaires were collected, with a wide range of age groups, education levels and career types covered. As familiarity with the city of Beijing is required, people living in Beijing for less than one year were excluded from the questionnaire survey.

The demographic and socio-economic characteristics of the sample are presented in Table 3.4. The sample of 133 respondents exhibits a reasonable distribution of age, career and income. Long residence in Beijing is noticed with 74% respondents having living in Beijing for more than 10 years. This reflects the nature of the residential district that was surveyed and is a desirable result for people were desired as respondents who had lived in Beijing for some time. More females (61%) than males (39%) participated in the survey, probably due to the fact that females were more approachable by the female researcher. In addition, the respondents generally had high education level with 80% having university-level education. Beijing has the best higher education resources in China and education is highly valued. It is also possible that people with a higher education level were more willing to participate in the survey. Therefore, while not fully representative of Beijing residents, the sample was considered to be adequate for the specified purposes.

3.3.3.1 Evaluation and experience of Great Wall sites in Beijing

Respondents were asked to rank the seven sites based on their direct or indirect experience or knowledge of the sites with respect to five factors: reputation, tourism development, transportation, crowdedness and willingness to visit. Score 1 indicates the highest ranking among the seven sites. As shown in Table 3.5, Badaling ranked the first in all aspects with five ranking scores near to 1 and the percentages of missing answers the lowest. Following Badaling, Mutianyu and Juyongguan were similar in all aspects, with most mean ranking scores around 2. Simatai ranked 4th, with a mean score of 3.50 for reputation. Ranking scores of Shuiguan, Jinshanling and Gubeikou were much lower than other four sites in terms of reputation, tourism development, transportation and crowdedness, with mean ranking scores close to 5.

Another good indicator is the percentage of missing answers for each item. The percentages of missing answers increased from Badaling to Jinshanling, indicating a decrease in the number of respondents with experience or knowledge of the sites. Especially for reputation, percentages of missing answers are especially high for the last three sites (26% for Shuiguan, 23% for

Gubeikou and 26% for Jinshanling), indicating they are not well-known even to Beijing residents. In addition, of 121 respondents who will recommend the Great Wall to their friends, 104 indicated they would recommend Badaling, 55 for Mutianyu, 39 for Juyongguan, 26 for Simatai, 9 for Gubeikou, 5 for Shuiguan and 2 for Jinshanling. Clearly, the overall evaluation for Badaling is much higher than other sites. Badaling, Mutianyu, Juyongguan and Simatai are the top four Great Wall sites in Beijing, corresponding to the three-cluster distribution of Beijing Great Wall sites discussed previously.

Table 3.5: Perceived ranking of Beijing Great Wall sites by Beijing residents

		Badaling	Mutianyu	Juyongguan	Simatai	Shuiguan	Gubeikou	Jinshanling
1 Reputation	Mean	1.03	2.24	2.32	3.50	5.21	5.56	5.69
	<i>Missing</i>	1%	10%	14%	15%	26%	23%	26%
2 Tourism development	Mean	1.07	2.17	2.43	3.65	4.78	5.33	5.26
	<i>Missing</i>	4%	17%	226%	35%	40%	41%	42%
3 Crowdedness	Mean	1.02	2.32	2.38	3.87	4.80	5.25	5.46
	<i>Missing</i>	2%	23%	30%	38%	40%	42%	43%
4 Transportation	Mean	1.21	2.19	2.16	3.81	4.65	5.27	5.13
	<i>Missing</i>	8%	25%	29%	39%	41%	44%	46%
5 Willingness to go	Mean	2.75	2.91	3.09	3.25	4.82	4.28	4.50
	<i>Missing</i>	17%	17%	20%	19%	26%	24%	28%

* 1 stands for ranks no.1 in each category: e.g. most famous, most developed

3.3.3.2 Tourist behaviour at Great Wall sites

Tourists' travel behaviour, an important aspect for tourism management, usually differs to sites with different attributes. Travel behaviours of Beijing residents were examined in terms of travel arrangement, accommodation and meal preferences, expenses on site and seasonal preference for visiting.

Among 132 valid answers, 84% of respondents indicated that they prefer to travel by themselves, 11% with arrangements made by a company or school, and only 5% expressed that they would join a group tour. This indicates that most Beijing residents make their own arrangements to visit Beijing Great Wall sites, rather than taking a bus tour, for they are generally familiar with transportation alternatives. For tourists unfamiliar with Beijing, the preferences might be different.

When asking whether they stay overnight, 91% of 131 respondents indicated that they prefer to return to the city, with the remainder expressing willingness to stay for one night. Due to

closeness to Beijing, no-one preferred to stay for longer. When asked whether they would like to visit other nearby sites while traveling to the Great Wall sites, 46% of 124 valid answers preferred the Great Wall only, while 54% indicated that they would like to visit nearby sites. This indicates that although the Great Wall is a strong tourism attraction by itself, the development of other tourism sites nearby would increase the attractiveness of visits to the Great Wall for about half of Beijing residents.

In terms of accommodation preferences, 69% of 121 valid answers prefer family hotel run by local residents, 26% prefer a hotel in the county town, while only 5% prefer a hotel on site. Family hotels were probably favored because of their lower price and closeness to the site.

Meal preferences were examined from two perspectives: selection of dining places and style of food. The majority (61% of 129 valid answers) prefers to bring their own meals, 34% prefer to dine on site, and only 5% prefer arrangements made by a tour group. Again, this may reflect price concerns, as well as the convenience and flexibility that this permits. In terms of food preferences, two-thirds of 114 valid answers indicated a preference for characteristic local meals. This was much higher than for other meal types: Chinese meal (9%), Chinese-style fast food (10%), western-style fast food (6%) and snack food (9%). Thus, most respondents chose to eat local specialties. However, some respondents seemed to prefer to spending time sightseeing rather than dining at Great Wall sites, so that food that could be purchased cheaply and consumed quickly was preferred by some.

Expenses incurred on-site, excluding travel expenses and the entrance fee, were also examined. These are the monies that were spent in local businesses that provide services and products to tourists. There were 124 valid answers from the sample of 133. Almost two-thirds (64%) spent between 100 to 200 RMB (18 to 35 CAD), 36% expressed spent less than 100 RMB (18 CAD) and only 1 respondent spent more than 200 RMB (35 CAD). Thus, for most Beijing residents, spending at Great Wall sites is not high but it is sufficiently substantial that, when cumulated across a large number of visitors, it is a large amount of money.

Most respondents felt that fall (78%), spring (54%) and summer (22%) were the best times to visit the Great Wall. No-one mentioned the winter as a suitable season for traveling to the Great Wall, probably due to the colder weather at Great Wall sites when compared to the city.

This coincides with the comments made by site managers and local business people concerning seasonality.

3.3.3.3 Perceptions of the Great Wall as a heritage site

Respondents' perceptions of the Great Wall as a heritage site were examined by a set of five-point Likert scale questions. Results are presented in Table 3.6, with the five responses collapsed into three (agree, neutral and disagree). Almost all (99%) recognized that the Great Wall is a World Heritage Site. The importance of the Great Wall to China and the Chinese people was very widely acknowledged (97%), indicating the Great Wall is considered as a symbol of the national identity of China. Regarding the dissonant nature of heritage that is widely discussed in the literature, respondents' opinions on the value of the Great Wall, the great majority felt that there was little difference in opinions among national groups (84%) and between different places within China (80%). Nevertheless, more than two-thirds (69%) felt that it meant more to local residents than to those from farther away. Those who had lived more than ten years in Beijing were more likely to agree with this statement (75%) than those who had lived in Beijing for a shorter time (47%) (Chi-square value =9.740, df = 2, Sig = .008). However, no other statistically significant differences were found. Thus, the Great Wall is widely considered among Beijing residents to be national heritage, representing China as a whole, rather than local or regional heritage.

Table 3.6: Beijing residents' perceptions of the Great Wall (GW):

	Agree	Neutral	Disagree	Mean	S.D.	Total No.
GW is a World Heritage Site	131 98%	2 2%	0	1.02	.122	133
GW is the symbol of China and Chinese people	129 97%	0	4 3%	1.06	.343	133
The value of GW has no difference between nationalities within China	111 83%	6 5%	15 11%	1.27	.655	132
The value of GW has no difference between places within China	106 80%	3 2%	23 17%	1.37	.766	132
GW means more to the local residents (such as Beijing residents)	91 69%	16 12%	25 19%	1.50	.796	132
GW is one of the must-sees in Beijing	124 93%	5 4%	4 3%	1.10	.387	133
GW is one of the must-sees in China	119 89%	6 5%	8 6%	1.17	.510	132

In terms of the Great Wall's tourism value, almost all (93%) agreed that the Great Wall is a must-see place for Beijing, slightly but not significantly more than the proportion (90%) who agreed that the Great Wall is a must-see place for China. Both responses confirm high importance of the Great Wall to tourism in the eyes of Beijing residents.

3.3.3.4 Perceptions of interactions with local residents

The importance of local people in tourism has been widely discussed in the literature (Scheyvens, 2003; Timothy and Boyd, 2003; Timothy and Tosun, 2003). At heritage sites, the local community is an important stakeholder in heritage protection and tourism development. However, few studies have studied the interactions between tourists and local people, how local people affect the experiences and behaviour of visitors. These topics were explored in the questionnaire survey of Beijing residents, who were asked to draw upon previous travel to the Great Wall in answering the questions. All questions in this section are Yes-No or multiple choice questions with a list of options provided and an open-ended option for respondents to add elements not included.

Table 3.7: Recognition of local participation in tourism at the site:

Forms of local participation	No.	%	Total No.
Sell souvenirs	122	92	133
Provide food and beverage	103	77	133
Provide accommodation	98	74	133
Provide tour guide services	63	47	133
Provide transportation services	63	47	133
Employed by the site	59	44	133
Participate in performances	59	44	133
Provide other tourism services	30	23	133

Most respondents (82%) acknowledged that they were aware of local residents when visiting the Great Wall. Table 3.7 shows the ways in which they experienced or observed local people participating in tourism. It is a varied list of forms of participation. Souvenir-selling was the most-recognized form of local participation (92%), followed by the provision of food and beverage (78%) and accommodation (74%). Other forms of participation, including tour guide service, transportation services, performance or working as employees of the site were less frequently noticed.

Almost all (99%) of respondents considered local residents to be part of the tourist site and (97%) indicated that they are willing to interact with local residents during their visit. As illustrated in Table 3.8, 71% of respondents interact with local residents to understand local culture and customs; 59% intend to acquire more local travel knowledge; and 49% want to understand local life. However, only 17% intend to make more friends by interacting with local residents. In general, tourists' interactions with local people are more so to broaden their view, acquire more knowledge of the place and enrich their local travel experience, rather than fulfilling their social needs.

Table 3.8: Reasons for interacting with local residents

	Yes	%	Total No.
understand local culture and customs	94	71	133
understand local life	65	49	133
acquire more local travel knowledge	79	59	133
get to know more friends	22	17	133

Table 3.9: Impacts of attitudes and behaviour of local residents on tourists

		not at all	not much	neutral	some	quite a lot	Mean	S.D.
Length of stay at the site 1	N	12	37	16	47	19	3.18	1.251
	%	9	28	12	36	15		
Travel experience 1	N	9	29	15	64	14	3.34	1.142
	%	7	22	12	49	11		
Expenses at the site 1	N	9	31	16	52	23	3.37	1.217
	%	7	24	12	41	18		
Assessment of tourist spot 2	N	7	25	13	63	23	3.53	1.146
	%	5	19	10	48	18		
Future choice of travel destination 2	N	15	32	7	52	25	3.31	1.335
	%	12	24	5	40	19		

1: Experience and behaviour on site

2: After-visit reflection of travel experience

The implications of host-guest interaction for visitors' travel experience and behaviour was examined through five variables: travel experience, length of stay, expenditures, assessment of the tourist spot, and future choice of travel destination. This was done using five-point Likert scale questions. The five impact factors can be grouped into two categories: the first three factors address on-site experience and behavior, and the last two factors consist of post-visit reflections. As shown in Table 3.9, mean scores for the five factors range from 3.18 to 3.53, indicating that

impacts do exist but that they are not very marked. Standard deviation scores range from 1.142 to 1.335, indicating some variation of opinions among respondents. Assessment of the tourist spot is shown to be the most impacted factor, with almost half (48%) of respondents agree that there are some impacts and 18% suggesting that there are a lot. Travel experience and expenses on site are similarly impacted, with 60% and 57% of respondents suggesting some or a lot impacts respectively. Comparatively, and 29% and 31% voted for not much or no influence. Implications for future destination choice were accorded more varied opinions (S.D. = 1.335), with almost one-fifth (19%) indicating a lot compared to 12% indicating no impact of this type. Length of stay was not much affected (Mean = 3.18) by host-guest interactions, probably because most tourists arranged their accommodation, if needed, in advance.

As the questionnaire survey focuses on the opinions of Beijing residents, it may not be generalisable to a broader general public. However, as Beijing residents have high familiarity with different Great Wall sites in Beijing, their opinions and experiences contribute to a better understanding of different Great Wall sites in Beijing, which was valuable for selecting suitable sites for further study. Also, the results demonstrate valuable insights to how host-guest interactions on site may impact on tourists' onsite experiences and behaviour, and post-visit reflections.

3.4 Contribution to Study Site Selection

Published marketing materials, tourism statistics, and the results of the questionnaire survey of Beijing residents suggest that the Great Wall is highly recognized as national heritage that is of great importance for tourism in both China and Beijing. Moreover, Badaling, Mutianyu, Juyongguan and Simatai have been identified as the most known Great Wall sites in Beijing, with tourism developed at a scale that is recognized by both governments and residents of Beijing. These sites, then, were short-listed as potential study sites for the research.

The four sites of Badaling, Mutianyu, Juyongguan and Simatai were further examined to ensure their suitability for exploring the impacts of World Heritage designation on heritage protection, tourism development and local participation. Badaling is the only UNESCO representative section in Beijing. Reports must be provided periodically to WHC so that Badaling can be considered to be under global supervision. In contrast, other Great Wall sites in Beijing have much less international attention and support, with their development and

protection primarily under national or local supervision. Badaling was, thus, chosen as the first study site.

As Badaling and Juyongguan are geographically close to each other in the same cluster, they share similar infrastructure, such as the Badaling Expressway which serves both sites, with Badaling about a 20 minutes drive further away from Beijing than Juyongguan. In addition, both Juyongguan and Badaling were important components of the “Guangou” defensive system in the Ming dynasty. Combining the strength of Badaling and Juyongguan to restore the historical military defense system is an important development prospect in the plan for Badaling (Plan of Badaling County, 2003). Simatai is located at the northeast border of Beijing and Hebei Province, 120 km from the centre of Beijing. Thus, traveling to Simatai usually requires overnight travel. This is different from the dominant same-day travel pattern in Badaling, Mutianyu and Juyongguan. Thus, Mutianyu was selected as the second site to compare with Badaling, for the two sites are at a similar distance from Beijing and they both cater to a predominantly day-trip clientele. However, Mutianyu has a lower level of tourism development and has experienced less international involvement than Badaling.

3.5 Chapter Summary

With rich cultural and natural heritage resources, China has 37 sites designated as UNESCO World Heritage Sites (WHC, 2009). As the capital of China for centuries, Beijing hosts six World Cultural Heritage Sites, with the Great Wall as one of them. A special bond in tourism has been forged between the city of Beijing and the Great Wall, as the city serves as a well-developed connecting point for Great Wall tourism and the Great Wall also is a unique attraction for the city. Several Great Wall sites have been developed for tourism in suburban Beijing. Badaling, Juyongguan, Mutianyu and Simatai are the most famous. Of these, on the bases of location, level of tourism development, and relation to the UNESCO World Heritage Convention, Badaling and Mutianyu were selected as two sites for further examination. The next chapter will provide a detailed discussion of the research methods used to undertake a detailed comparative study of Badaling and Mutianyu.

Chapter 4: Research Methodology

4.1 Research Questions

As discussed in Chapter Two, balancing heritage preservation and tourism at World Heritage Sites is critical for both the protection of the heritage and the economic well-being of local communities, particularly in developing nations. Tensions between global initiatives and local considerations are likely to be more pronounced in managing heritage with so-called universal value because of the high values intrinsic to the resources and the large number of stakeholders that may be involved. Measures should be sought to safeguard preservation through appropriate tourism development and the balancing of local interests and global standards. These are topics that certainly deserve more academic attention. Thus, the goal of this thesis is to enhance the understanding of the global-local relationship in tourism and preservation at World Heritage Sites. The following three research objectives with specific questions will be explored through field research undertaken at selected Great Wall sites in Beijing:

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

4.2 Study Site

4.2.1 Introduction of the study site

The Great Wall is without doubt a symbol of Chinese nationality, history, and culture. It was designated as a World Heritage Site in 1987, among the first group of places so designated in China. The Great Wall, as it can be seen today, was built mostly during the Ming Dynasty (1368-1644). It stretches across the north of China, including the provinces of Liaoning, Hebei, Beijing, Tianjin, Shanxi, Inner Mongolia, Ningxia, Shaanxi and Gansu. The majority of visitors to the Great Wall are attracted to Great Wall sites in Beijing, the capital of China. The field research was conducted at two selected Great Wall sites in Beijing as Badaling and Mutianyu.

According to the official website of Badaling (<http://www.badaling.gov.cn/>), Badaling is the most famous and most visited Great Wall site, the first Great Wall site to be renovated in 1953 and open to tourists as early as 1958. Located in Yanqing District, 60 km northwest of Beijing, Badaling used to be a crucial pass through the mountains and the wall protected Beijing at a place named “the key to the North Gate of Beijing”. Now, it is conveniently linked to Beijing proper by the Badaling Expressway. The tourist area of the Great Wall at Badaling stretches 3471 meters with the Guan City linking 8 watchtowers in the south and 12 watchtowers in the north. Every year, more than 6 millions visitors are attracted to Badaling. These visitors constitute approximately 60 percent of all Great Wall visitors in Beijing. Due to its geographical importance, architectural features and position in heritage protection and tourism, Badaling received the “certificate of human cultural heritage” issued by UNESCO as the section of the wall recognized as representing the Great Wall of China (The Great Wall at Badaling Guide Map, 2008).

Mutianyu is located in Huairou District, about 70 km from Beijing proper. Renovation started in 1983, much later than at Badaling, and the wall at Mutianyu was officially opened to the public in 1988 (<http://www.mutianyugreatwall.com/>). Mutianyu is one of the four main Great Wall sites in Beijing and it is noted for beautiful scenery and the high plant coverage of the surrounding area. According to its official website (<http://www.mutianyugreatwall.com/>), the tourist area of the Great Wall at Mutianyu stretches 3,000 meters with 20 watchtowers. The annual number of visitors to Mutianyu is about 1.6 million, which is around 25% of that of Badaling.

4.2.2 Justification for study site selection

To explore the above research questions, differences and similarities between a site with high level of tourism development and an international clientele, and one with a more local focus and a lower level of tourism development were examined. Among seven Great Wall sites in Beijing, Badaling and Mutianyu were selected for this study. Both places are the core tourism attractions in their districts as listed in the 11th five-year tourism plan for Beijing and they are both involved in heritage preservation and tourism development, are at similar distances from the centre of Beijing with convenient transportation infrastructure, so that both places are primarily day-trip destinations. Thus, there is sufficient similarity to make a comparison worthwhile. On the other hand, the types and levels of development in and around the sites are very different.

Along with Jiayuguan Pass and Shanhaiguan Pass, Badaling was selected as a representative section of the Great Wall by UNESCO, the only one in Beijing. Badaling provides periodical reports to the World Heritage Convention and, as such, it can be considered as being under direct

global attention, although the ability of UNESCO to influence day-to-day operational decisions is limited. With much less international attention, other Great Wall sites in Beijing have their site protection and development primarily under national or local supervision. As a more developed tourism site, Badaling enjoys much higher international and government attention in terms of heritage protection and tourism development compared with other Great Wall sites in Beijing. Badaling County consists of 15 villages and the consequences of tourism affect all of these and even radiate beyond them. Comparatively, Mutianyu is less developed in tourism but with a higher level of local participation and involvement. The impacts of tourism occur primarily in Mutianyu village at the bottom of the mountain on which the Great Wall is positioned, with relatively minor affects on nearby villages within Bohai County.

4.3 Data Collection Methods

To explore the proposed research questions, a mixed methods research design was employed, involving both quantitative and qualitative methods. Along with the growing complexity of issues in the humanities and social sciences, the use of mixed methods research has expanded in recent decades (Creswell, 2003). Mixed methods research involves extensive data collection and analysis of both textual and numeric integration (Creswell, 2003). However, by integrating the strengths of qualitative and quantitative approaches, mixed methods research can provide a more comprehensive analysis of the research questions, potentially permitting the generalization of findings to a population as well as developing a detailed and in-depth view of a phenomenon (Creswell, 2003). The major research methods used in this study include key informant interviews, questionnaire surveys, observation and field notes, the creation of a photographic record and the use of a wide variety of secondary data. The rationale for using these research methods will be discussed below.

4.3.1 Secondary data collection

Secondary data can provide information that researchers are incapable of acquiring with limited time and funding; however, there may be questions about the authenticity or accuracy of the data, and the accessibility and relevance of the information to the specific research question (Creswell, 2003). Therefore, the secondary sources that are used should be selected carefully to ensure the reliability of the information.

For this study, plans for the heritage sites have high importance and relevance. Black and Wall (2001) investigated global-local relationships in World Heritage Sites using a comparative assessment of master plans for three cultural heritage sites, two in Indonesia and one in Thailand. Dredge (2004) investigated the economy, culture and tourism relationships in a global-local context through evaluation of the cultural heritage tourism plan in Liangzhu, Zhejiang Province,

China. Therefore, official plans at the city (Beijing) level and site levels were collected for analysis and comparison in this study.

Table 4.1: Secondary data collected for the study

<i>Secondary Data</i>	<i>Data Source</i>
1 Plans Site plans for Badaling and Mutianyu	Site management office
District tourism plans for the 11 th five-year of Beijing including Yanqing (where Badaling locates) and Huairou (where Mutianyu locates) district	Beijing Tourism Bureau
Beijing 11 th five-year tourism plan	Beijing Tourism Bureau
2 Tourism statistics	Beijing Tourism Bureau
3 Tourism brochures, flyers, tourism maps for Beijing: Majority are newly produced for the Olympics by Beijing Tourism Bureau	Tourist information centers in Beijing
4 Individual site tourism information sheets, with site maps of Badaling and Mutianyu	Tourist information center at Badaling and Mutianyu
5 Policies and regulations on heritage protection or Great Wall protection in China and Beijing	Government websites
6 Advisory evaluation and 2003 periodical report of the Great Wall	UNESCO World Heritage website
7 Travel logs for Badaling and Mutianyu	Various websites

First, site plans were collected directly from the site management offices at Badaling and Mutianyu. City and district tourism plans and tourism statistics were collected from internal documents of the Beijing Tourism Bureau. Policies and regulations on heritage protection in general, and Great Wall protection in China and Beijing were downloaded from relevant official government websites at national and city levels, including the web sites of Beijing Tourism Bureau (www.bjta.gov.cn), the National Tourism Administration (www.cnta.gov.cn), the Ministry of Culture (www.ccnt.gov.cn), the State Administration of Cultural Heritage (www.sach.gov.cn) and Beijing Municipal Administration of Cultural Heritage (www.bjww.gov.cn). In addition, documents about the designation of the Great Wall were obtained from the UNESCO World Heritage website (whc.unesco.org). Official websites for Badaling (www.badaling.gov.cn) and Mutianyu (www.mutinayugreatwall.com) were also consulted. Various tourism marketing materials produced by Beijing Tourism Bureau and

Badaling and Mutianyu management offices were also collected and reviewed. Table 4.1 provides a summary of the major secondary data that were used for this study as well as their sources. These data were all collected between August and December, 2008.

4.3.2 Primary data collection

According to the nature and purpose of this research, primary data were collected through key informant interviews, questionnaire surveys and field observations. Each of these methods will be discussed in detail.

4.3.2.1 Key informant interviews

Interviews are used frequently as a flexible tool with a wide range of applications and they have been employed widely in tourism research. They are especially suitable for asking probing questions to obtain in-depth information from the interviewees (Babbie, 1992; Creswell, 2003; Walliman, 2006). Other advantages include the ability of researchers to control the questioning process (Walliman, 2006), the flexibility given to interviewees to address questions (Creswell, 2003) and the relaxed atmosphere for conversations than can be created in personal contacts (Hall and McArthur, 1998). Interviewers can also ask for clarification if answers are vague (Hall and McArthur, 1998). They can also suggest new insights, which potentially can lead to new ideas or deepen the existing understanding. However, the value of interviews is restricted by possible biases introduced by the presence of the researcher and the researcher's data interpretation, differences in articulation among interviewees, and the off-site settings in which interviews often take place. Each of these might influence interviewees' behaviour (Creswell, 2003). In addition, having high requirements on human resources, interviews tend to have smaller sample size than questionnaire surveys (Hall and McArthur, 1998).

Three types of interviews are commonly recognized: structured, semi-structured and un-structured (Walliman, 2006). According to Walliman (2006), structured interviews use standardized questions according to an interview schedule. Unstructured interviews are usually based on a question guide but the interviewer has a wide flexibility of format. In such an approach, no closed questions are used (Walliman, 2006). Semi-structured interviews usually contain structured and unstructured sections with standardized and open-ended questions (Walliman, 2006). Three main methods of conducting interviews are face-to-face, telephone and focus group interviews (Creswell, 2003). The face-to-face interview is suitable for use in a variety of situations and with people from diverse backgrounds (Walliman, 2006). In addition, the interviewer is well positioned to judge the quality of responses, to observe whether questions are properly understood and to encourage elaboration when necessary (Walliman, 2006). Visual

signs, such as gestures and facial expressions, can also help to get a good response (Walliman, 2006) and improve the understanding of the responses during the interview process.

Considering the context and purpose of the study, and the strengths and weaknesses of different types and methods of conducting interviews, the face-to-face semi-structured interview was selected for its flexibility and ability to permit innovation within the pre-designed question framework, and its capability to facilitate in-depth and elaborated conversations. As argued by Hall and McArthur (1998), in the context of heritage management, face-to-face interviews, focused on one individual at a time, can reveal in-depth insights of their feelings, perceptions and ideas upon targeted questions or issues, with a high degree of discretion maintained.

Furthermore, identifying key informants, who are in relevant positions or have appropriate experience and knowledge about the research topic, is critical for successful interviewing. For example, in their study of stakeholder collaboration in heritage management, Ladkin and Fletcher (2005) interviewed primary stakeholders in Luang Prabang, including the UNESCO project coordinator, a member of the project’s advisory committee, government officials and tourism industry people. In Hede’s (2007) study, in-depth interviews were conducted with representatives of heritage, tourism and management organizations associated with two study sites in Australia and New Zealand to examine heritage-tourism relationship in the World Heritage context.

Table 4.2: Interviews conducted at Badaling and Mutianyu

Category	Badaling	Mutianyu	Contact methods
Key officers of Site Management office	<ul style="list-style-type: none"> • Director, Party Committee of Badaling special zone • Director, Badaling special zone programme and investment office 	<ul style="list-style-type: none"> • Director and general manager, Beijing Mutianyu Great-Wall tourist area agency & area service • Office Director, Beijing Mutianyu Great-Wall tourist area agency & area service • Village Mayor of Mutianyu village 	Through referrals
Employee at Site	<ul style="list-style-type: none"> • Employee at tourist center at Badaling • Employee at the Great Wall museum at Badaling 	<ul style="list-style-type: none"> • Assistant to village mayor of Mutianyu village • Public relation dept manager, Beijing Mutianyu Great-Wall tourist area service 	Direct contact by the researcher

Business entrepreneur	<ul style="list-style-type: none"> Local entrepreneur, running a clothes factory at Chadao village, the major supplier of clothes on sale at Badaling and some other Great Wall sites 	<ul style="list-style-type: none"> Manager and partners, the School House restaurant in Mutianyu Village, the major foreign investor 	
Casual interviews	<ul style="list-style-type: none"> Tour guide at bus 919 	<ul style="list-style-type: none"> Small talk with villagers Tour guide 	

Interviews were used in this study primarily to acquire from different stakeholders information about and opinions on heritage protection, planning and development, local involvement, cost and benefits. To fulfill this purpose, semi-structured face-to-face interviews were conducted, providing both the focus and flexibility of the interview. Key informants were interviewed from different stakeholder groups including the government, site management offices, and representatives of the local communities and local business. First, key informants from the government or management side were selected and contacted based on the advice and references from a contact in the Beijing Tourism Bureau, and the introduction and recommendation of some interviewees. Fortunately, key officials in the site management office were contacted for interview for both sites. Employees at relevant office departments were also interviewed through the researcher's self-introduction during the field work, contributing to a better understanding of the actual operation of top-down management strategies. Local entrepreneurs at both sites were also identified and approached during the field work and interviews were arranged. The interviews that were conducted at both sites are categorized and presented in Table 4.2.

The structure of interview questions differed between each category of interviewees, based on their position, expertise and the information desired. Interviews for key officials included the following parts: key issues of tourism development at the site, heritage protection strategies and actions, World Heritage designation responsibilities and impacts, key stakeholders and their responsibilities, site management structures, costs and benefits to the local community from site development, vision for future development, and the making and execution of the site development plan. For employees at sites, interview questions included the role of their department or position, their impression of tourism development and World Heritage designation impacts at the site, their knowledge of the site plan, their impression of tourists' behaviour and

local community involvement. For entrepreneurs at sites, interview questions addressed opinions about their roles in site planning and management, heritage protection and tourism development; impacts of World Heritage designation and tourism development on their business, and local community costs and benefits, and visions for site future development and their own business.

Casual conversations with tour guides and villagers encountered during the field work were drawn upon to acquire a better understanding of tourism development and heritage protection at the site, tourists' behaviours and travel patterns, local people's attitudes and opinions toward heritage protection and tourism development, and World Heritage designation.

In summary, through key informant interviews, information was collected directly from major stakeholders, including site management officials, site employees, local entrepreneurs, and representatives of the local community. Information on tourists could also be inferred from these interviews.

4.3.2.2 Questionnaire surveys

A questionnaire is a set of printed questions for people to respond to, which can be mailed or handed out (Hall and McArthur, 1998). Typically, a questionnaire contains closed-ended questions such as multiple choice and scaling questions. Some questionnaires include a few open-ended questions asking for comments at the end (Hall and McArthur, 1998). A questionnaire survey was chosen as one of the primary research methods in this study because of its cost-effectiveness for collecting data and its suitability for investigating the phenomena in question (Seddighi, 2000). It could satisfy the research purpose of getting first-hand information from a sample of the local community. The major advantage of self-administered questionnaire surveys is that a large number of respondents can be reached to facilitate quantitative analysis. However, the depth of the information is restricted by the limited time spent by each respondent and the standardized questions and format designed for the targeted population in general.

Questionnaire surveys have been identified as widely-used, relevant and effective research methods in heritage tourism research. For example, to elicit opinions on tourism management of built heritage sites, Garrod and Fyall (2000) conducted 300 postal surveys to built heritage managers and owners, heritage organization officers and heritage tourism consultants. Ladkin and Fletcher (2005) also used a questionnaire survey on Luang Prabang residents to explore their knowledge and interest in heritage preservation and tourism development, and how the local

community was involved in the project. Yan and Morrison (2007) investigated the awareness of World Heritage status at Huangshan, Xidi and Hongcun in Anhui, China, using data from the International Visitor Survey collected at Huangshan International airport, Huangshan train station and local hotels in July 2005 (Yan and Morrison, 2007). These studies demonstrate that questionnaire surveys are commonly employed in investigating heritage tourism issues both from the perspectives of tourists and the local community.

A combination of closed and open-ended questions is usually used in the questionnaire survey to complement each other for their respective strengths and weaknesses, and to achieve more representative and convincing results. The major advantage of open-ended questions is that answers are not restricted by the researcher's knowledge and perspective, so the probability of missing important factors is lowered. However, as answers are more diverse and more detailed, it is usually difficult and time-consuming to conduct statistical and comparative analysis. Closed questions are relatively easy to answer, analyze and compare; but they may induce researcher's bias by offering answers or wording slanted in a particular direction.

For this study, questionnaire surveys of local small business operators at the two study sites was employed to explore their opinions on and experiences of heritage protection and development, the level and ways of local participation on site, and their views of costs and benefits to the local community. The questionnaire design, pilot test and survey operation are explained in detail as follows:

Representing the interests of the local community, local small business operators are key actors or participants in tourism site development. Their lives are highly dependent on tourism and are directly impacted by any changes or developments induced by decisions of higher level jurisdictions. It was believed that insights into protection-development tensions and global-local relationships at the sites could be gained by acquiring their perceptions of the Great Wall and the importance of World Heritage, opinions on tourism and the experience of doing business at the site, and their involvement in site planning and management,

First, the questionnaire was designed to measure the composition of different business types on the sites and to understand their business operation. Second, their perceptions were sought of tourism development at the sites and the impacts of World Heritage designation on their business

and on the site. Whether and to what extent they participated in or were impacted by site planning and the development process were also topics to be explored.

To achieve the above purposes, the questionnaire was designed with four major parts. Part one differentiates factors such as business type and ownership of the outlet. For Badaling, identification of the outlet location is added based on field observation. Part two was designed to acquire basic information about the business operation, using yes-no and open-ended questions. Part three consists of three-point Likert scale questions measuring respondents' perceptions of impacts of World Heritage designation, economic, environmental, social and cultural impacts of tourism, and general evaluations of local tourism development. Three-point instead of five-point Likert scale is used, because potential respondents were found in the pilot test to have difficulty understanding and answering the rating questions using five-point Likert scales. This is probably due to the comparatively low education level of local business people and their lack of familiarity with questionnaires. The last part measures the demographic and socio-economic characteristics of respondents. Additionally, the survey was designed and distributed to all the different business types and different business locations on the sites.

A pilot test was conducted before administrating the actual survey with the targeted sample. The purpose of the pilot test was to ensure the clarity and effectiveness of the questionnaires, to evaluate whether the wording of the questionnaires would convey the intended meaning clearly and effectively, and to measure how long it would take to complete the questionnaire. It is also a good way to identify possible problems that might be encountered during the actual survey and to seek measures to solve potential difficulties. The final versions of questionnaires were developed based on the feedback from the pilot tests.

The questionnaire was developed first in English to be reviewed and revised by my supervisor to ensure that it would fulfill the intended research purposes. The basic questionnaires for local business people developed in English were first revised to meet specific site situations acquired from site visits, such as adding one question for the outlet location for Badaling. Targeting Chinese people, the questionnaire was translated into Chinese by the researcher for pilot tests. Friends and relatives of the researcher were invited to read through the questionnaire and provide their inputs on the wording of the questionnaires. Then the questionnaires were revised and distributed to a small sample of 6 targeted respondents on site. Their questions and

concerns were clarified while they answered the questions; difficult or unclear wordings or format were identified and suggestions for revision were encouraged and noted down. It was noticed that five-point Likert scale questions were confusing for some respondents who had little familiarity with questionnaires. Therefore, a three-point Likert scale was used instead in the final questionnaire survey. Moreover, due to the difficulty encountered in getting targeted respondents to participate in the pilot test, an incentive scheme was engaged in the actual survey: a small gift was given to every respondent. This helped to increase the participation rate.

In response to the different situations observed at Mutianyu and Badaling, the questionnaire surveys were conducted in slightly different ways. First, in order not to affect their business activities and receive a higher response rate, the choice of an appropriate time to conduct the survey was crucial. Based initially on the usual tourism pattern, weekdays during the slow season were identified as the most appropriate time for both Badaling and Mutianyu, when fewer tourists are on site. However, in accordance with the specific site situation observed in the field, a different time of the day was selected for the two sites.

At Mutianyu, tourists usually shop after they descend from the Wall, usually from noon to early afternoon. Therefore, the questionnaire survey was conducted in the morning, roughly from 9am to 12 noon during weekdays in December. As outlets are located along the road to the entrances to the Great Wall, the researcher started distributing questionnaires at the bottom of the road. At every outlet, the researcher explained the purpose of the research and asked that them to fill out the questionnaire. Every questionnaire took around 15 to 20 minutes complete. In the majority of cases, the respondents filled out the questionnaire by themselves, only asking the researcher to clarify when they had questions. About one fifth of the questionnaires were conducted by the researcher reading the questions and marking down the answers. In November and December, because the number of tourists drops; some outlets are closed. When the survey was conducted, the number of closed outlets was from 50 to 60, which is around 30 percent of the total outlets. Among around 120 open outlets of the total 180 outlets on site, a total of 52 small business operators were surveyed over three days. Villagers and site employees were also asked to fill out parts three and four of the questionnaire to contribute another perspective on local participation and impacts. Twenty-three village residents were randomly selected for

surveys. Ten employees working at the site were surveyed, including at the tourist center, the museum, the “dream stone” park and the schoolhouse.

November and December are also the slack season for Badaling, although this site receives a higher number of visitors than Mutianyu. Through observation, for most days, the number of tourists peaked in late morning and dropped gradually in the afternoon. Usually at around 4pm, Badaling becomes quiet with very few tourists around at the site and small business starts to close. Therefore, the survey was undertaken from 3pm to 5pm during weekdays in December. As there is a large area of businesses at Badaling, small businesses were sectioned in three areas: Qianshan parking lot, Guntiangou parking lot and the corridor between them. Different business composition was observed at different locations. Accordingly, the questionnaire survey was conducted at different locations with the outlet locations marked on the questionnaire. Around 10 percent of outlets were closed in Guntiangou parking lot during the survey days but no closed outlet was observed at the other two locations. At each outlet, the researcher explained the purpose of the research and asked that the questionnaire be filled out. About one-quarter of respondents completed the questionnaire by themselves, asking the researcher to clarify only when they had questions. Other three-quarters of the questionnaires were conducted by the researcher reading the questions and marking in the answers. Each questionnaire took 20 to 25 minutes to finish. Of the approximately 200 outlets on the site, a total of 78 questionnaires for small business operator were collected through five days’ of field work. Nine employees at the site were also surveyed.

In order to encourage participation in the questionnaire survey, an incentive scheme was used at both Badaling and Mutianyu. Cotton towels were purchased and used as a small gift, representing the researcher’s appreciation for the time and effort of respondents in completing the questionnaire survey. Although the gift is of small value, this incentive scheme, demonstrating the researcher’s appreciation, contributed to the achievement of an increased response rate and better communication with respondents.

4.3.2.3 Observations and field notes

Being both flexible and a qualitative method, observation reflects the first-hand experience gained in the research area from the researcher’s perspective (Creswell, 2003). It can be a valid and effective accompaniment to quantitative research methods such as questionnaires (Hall and

McArthur, 1998). However, problems exist with reliability and generalizability of findings based solely on researchers' observations; they are inevitably limited by the specific time and location of the observation and highly subjective according to the researcher's perceptions and interpretations (Babbie, 1992; Creswell, 2003).

In this study, tourism-related facilities and infrastructure on the sites were first mapped, including cable cars, slides, hotels, restaurants, small business outlets, tourist centres, parking lots, museums and other recreational or service facilities. In this way, a first-hand impression and record of the development status of the site was obtained. Due to the importance to this study of small businesses operated by local residents, the composition and distribution of small business operations were mapped in order to prepare for the distribution of the questionnaire survey. Second, the number and composition of tourists, including their demeanor, their behaviour and movements were also observed throughout the field work, as supplementary to information acquired from other sources. In addition, acting as a visitor, the researcher also experienced the transportation to site, service standards on site, and the attractiveness of tourism resources on site, which contribute to an overall understanding of tourism development and tourist experience at the site.

4.4 Methods of Data Analysis

For the quantitative data collected through questionnaire surveys, all closed-ended questions were coded and analyzed using SPSS. The majority of the questions were answered using 3-point and 5-point Likert scales, which were coded as -1 or 1 for the lowest level, 0 or 3 for mid point, and 1 or 5 for the highest level. Various statistical techniques in SPSS were used to explore and analyze the quantitative data collected through the questionnaires for Beijing residents and local business people at each site. The most frequently used technique was descriptive statistics (such as percentages, means and standard deviations) to examine responses to each question. Based on different types of variables, Mann-Whitney U tests and Chi-square tests were used to examine differences across variables within and between the Badaling and Mutianyu samples. The qualitative data collected through interviews and open-ended questions in questionnaires were recorded and interpreted to identify critical issues and common themes.

4.5 Challenges and Limitations

Considering the complicated administration structure related to the planning and management of World Heritage Sites in China, practical challenges were encountered in data collection, which inevitably induced some research limitations.

First, although efforts were made to forge connections with heritage personnel, the interviews that were conducted were restricted by the difficulty in accessing key officials in national or city-level government due to the lack of contacts. For example, although their experience and knowledge of heritage issues from a macro-level would have been valuable to the research, officials from government departments in the National and Beijing Tourism Bureaus, National Administration of Cultural Heritage, Beijing Municipal Administration of Cultural Heritage, and the Ministry of Culture at state and city level were not successfully approached for interview. Fortunately, site plan of Mutianyu Great Wall Big Tourist Area, the Badaling Country Plan, and a descriptive document for the plan for Big Badaling Great Wall Scenic Area were acquired. In addition, interviews with site-specific officials were arranged.

Second, with various departments involved in heritage issues and the existence of overlapping roles and responsibilities between departments, there is also a challenge in analyzing the data to identify the essential issues and to seek coherent answers to the research questions.

Third, as a female researcher, there might be a sampling bias in approaching potential participants in the questionnaire survey at both sites, because females may feel more comfortable to participate. It was observed that when the author approached a couple who run a shop, it was usually the wife who answered the questionnaire. Whether and to what extent this fact would affect the results is not known.

Finally, limited by time and funding and with the consideration of the focus of this study, the opinions and experiences of visitors were not examined directly through visitor surveys at both sites. Such data could have provided another perspective on the tensions between heritage protection and development, and costs and benefits to the local community. This would be worth undertaking in future studies.

4.6 Chapter Summary

In summary, a mixed methods research design was adopted in this study, engaging both quantitative and qualitative methods. Major components included the use of secondary data and primary data collection methods such as questionnaire surveys, key informant interviews and the

researcher's observations. The questionnaire survey elicited quantitative data to illustrate the level of participation, costs and benefits to the local community and their attitudes to tourism development at the Great Wall. Key informant interviews were used to collect qualitative data from major stakeholders about specific site information, their opinions on heritage protection and development, their considerations about local participation, and costs and benefits to the local community. The researcher's observation on site contributed first-hand information, which not only assisted in the execution of the questionnaire surveys and interviews, but also complements the analyses based on the questionnaires and interviews.

Chapter 5: The Badaling Great Wall

This chapter discusses in detail the field study at Badaling Great Wall. First, the Badaling Great Wall is introduced in terms of its geography, history and features. The management structure is analyzed, followed by an examination of heritage protection at Badaling. Tourism development and local participation in tourism are discussed in detail. The plan for development at Badaling is considered briefly. Results of the questionnaire survey are then presented and discussed. Finally, major findings are summarized.

5.1 General Introduction of Badaling Great Wall

The Badaling Great Wall, the first Great Wall section opened to tourists and undoubtedly the most visited section, is located in Yanqing District, about 60 km northwest of Beijing. As an AAAAA (the top ranking) tourist area in China, Badaling Great Wall covers a total length of 7441 meters of Wall from South Watchtower Sixteen to North Watchtower Nineteen. The current length that is open to tourists is 3741 meters of Great Wall from South Watchtower Seven to North Watchtower twelve. Without doubt, Badaling is the most famous Great Wall site in China, with millions of tourists coming annually. During the past 50 years, Badaling Great Wall received 1.5 billion tourists and more than 440 national leaders from all over the world. In 1987, the Great Wall of China was inscribed as a UNESCO World Heritage Site. The Great Wall at Badaling was chosen as the representative section and received the “certificate of human cultural heritage” issued by UNESCO in 1991. During the 2008 Beijing Olympic Games, Badaling Great Wall and Badaling expressway hosted the cycling competition, with cyclist passing through Guan City gates at Badaling.

First built during the Northern Wei (386-534) in the Spring and Autumn Period as a regional military defense, Badaling was reconstructed on a larger scale and to a higher standard during the Ming Dynasty (1368-1644) starting from its first Emperor Zhu Yuanzhang. It was a significant military defense against the enemies from the north.

“Badaling”, in Chinese, means extending in all directions reflecting the geographical significance of Badaling Great Wall. The Badaling Great Wall is located on the north ridge of the “Guangou” gorge between Taihang Mountain to the west and Yan Mountain to the east, linking with Juyong Pass to the south. The Great Wall at Badaling, Juyong Pass and the

“Guangou” gorge in between together comprised the “Guangou” defensive system, serving as the last level of military defense guarding the capital Beijing from the north invaders (Dong, 2008).

Deserted since the Qing Dynasty (1644 - 1912), the Great Wall and the Guan City at Badaling experienced severe damage from both natural and human causes. According to Li (2008), in 1952, shortly after the establishment of the People's Republic of China, Associate Premier Mr. Guo Moruo proposed to renovate and open the Great Wall to visitors, believing that it could act as symbol of China to international visitors. After numerous field inspections by Mr. Luo Zhewen from the National Administration of Cultural Heritage, the Great Wall at Badaling was chosen as the first part to be renovated because of its geographical location and military importance. The renovation plan was approved by famous architect Mr. Liang Sicheng. His desire of “maintaining the original flavor of heritage” was kept as the principle for Great Wall renovation. After four years of renovation from 1953 to 1957, Badaling Great Wall was officially opened to tourists in 1958 (Li, 2008).

The quickest route to Badaling from Beijing is to drive the Badaling Expressway. The journey takes about 40 minutes. Public transportation is also available for tourists from Beijing to Badaling. A direct bus with a frequent schedule departs from Deshengmen bus station at the northwest of the second ring road of Beijing, taking about one hour. Both Juyongguan Pass and Shuiguan Great Wall are on the way to Badaling Great Wall.



Figure 5.1: Different walls at both sides of Badaling Great Wall

The Badaling Great Wall is composed mainly of the Guan City, walls and watchtowers. Constructed from bricks along the mountain ridge, the body of the wall is strong and solid with a height of about 7-8 meters and a width of about 4-5 meters (Flyer of Badaling, 2008). At Badaling, only the outer walls facing the north are crenellated with crenels to facilitate firing at the enemy. The inner walls do not have crenels as shown in Figure 5.1. The highest point of the Badaling Great Wall is at North Watchtower Eight, which is 888.8 meters above sea level (Flyer of Badaling, 2008). It is here that Chairman Mao Zedong left his famous saying, “He who has never been to the Great Wall is not a true man”, which makes the Great Wall at Badaling especially meaningful for Chinese people to experience and be a true “man” (<http://badaling.gov.cn/english>).



Figure 5.2: Overview of Guan City of Badaling Great Wall (left) and the stone stele with Chairman Mao's saying (Right)

One key feature of Badaling Great Wall is the Guan City, which separates the Wall into the South part and the North part as shown in Figure 5.2 (left). Guan City is a kind of defensive construction usually built at locations with high military significance, controlling major transportation routes and supported by surrounding geographical structures. The Guan City of Badaling was first built in 1505 and reinforced in 1582. Hidden in the mountains at the north point of Guangou Gorge, it is the key strategic defensive position in the whole “Guangou Defensive System”. Built on a solid granite square platform that is 20 meters wide, 17 meters thick and 7.8 meters tall, the Guan City of Badaling is the most magnificent and solid built Guan City along the Great Wall (Dong, 2008). According to Dong (2008), the major functions of Guan City were to house soldiers and maintain food and military goods to support military activities along the Great Wall. Now, the Guan City and the square in front of it act as the major entrance to Badaling Great Wall. The stone stele engraved with Chairman Mao's famous saying “He who has never been to the Great Wall is not a true man” also stands on the platform inside the Guan City as shown in the right of Figure 5.2.

The major pathway in the tourist area runs from the Guan City to Guntiangu parking lot, with shops and tourism facilities on both sides, including Badaling Restaurant, Tourist Centre, The China Great Wall Museum, and The Great Wall Full-Circle Cinema. According to Office

Director Mr. Sun and Director Mr. Song, the pathway was modified in 2008 to broaden the street and relocate shops at Guan City and along the street. A pedestrian street was constructed parallel to the main pathway. Shops and restaurants were relocated along with features illustrating the Great Wall history and culture, such as wall sculptures of the Ming Great Wall, map and history of the Great Wall, World Heritage certificate and other awards of Badaling Great Wall.

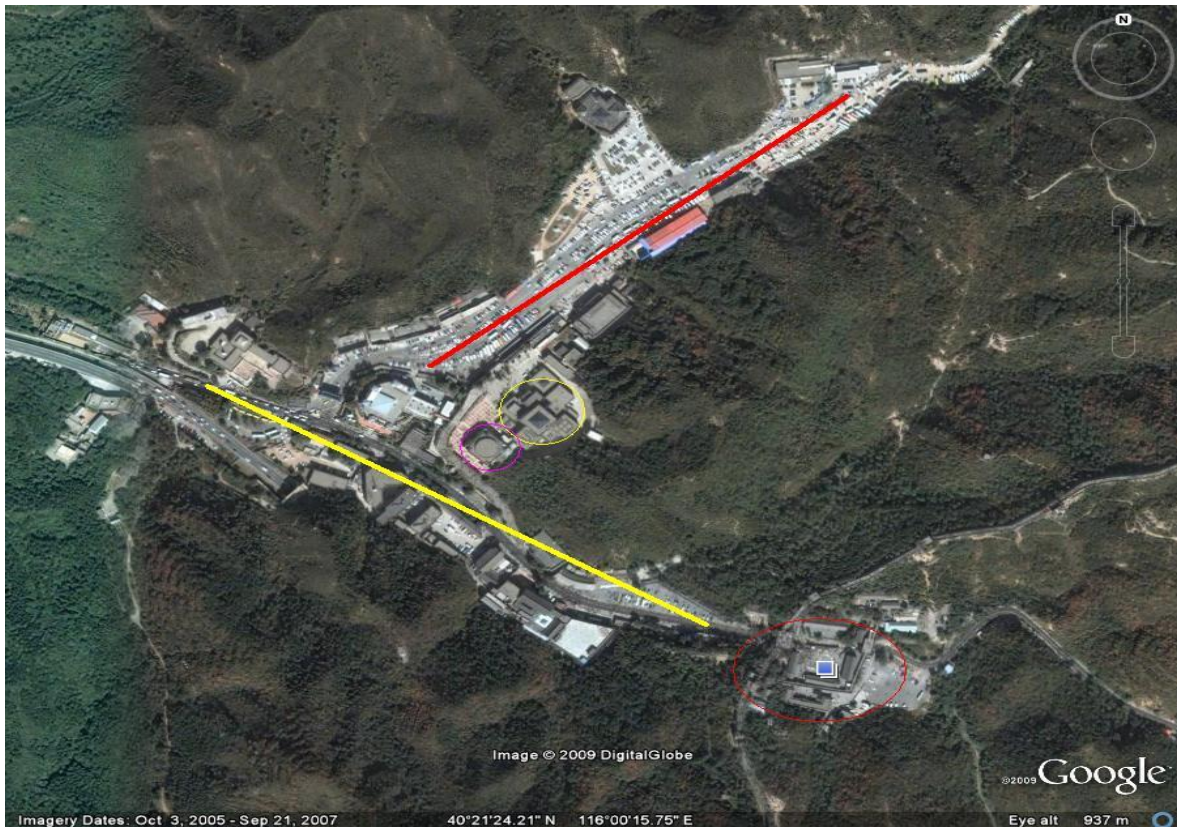


Figure 5.3: Google Earth Map for Badaling Great Wall (The red circle indicates the Guan City. The pink circle indicates the Great Wall Full-Circle Cinema, and the yellow circle indicates the China Great Wall Museum. The location of the pathway from the Guan City to Guntianguo parking lot is highlighted by the yellow line and the red line indicates Guntianguo parking lot).



Figure 5.4: Pathway from Guan City to Guntiangou parking lot

Table 5.1: Interviews conducted at Badaling Great Wall

Interviewees	Title	Organization
Mr. Song Shaoyong	Director, Badaling Special Zone programme and investment office	Badaling Special Zone
Mr. Sun Guoqing	Office Director, Party Committee of Badaling Special Zone	Badaling Special Zone
Mr. Li Dong	Secretary General	Great Wall Culture and Art Association
Local entrepreneur		Chadao Village, Badaling County
Employee		Great Wall museum at Badaling
Employee		Tourist centre at Badaling
Tour Guide		Self-employed

As illustrated in Figure 5.3 from Google Earth and Figure 5.4, both the pathway and Guntiangou parking lot, where the north cable car station is located, are the areas with most tourism and service facilities and business outlets. At the other side of the Gun City is the Qianshan parking lot, which is another place where small business outlets are concentrated. Thus, these three locations were the targeted area for the questionnaire survey for small business operators at Badaling Great Wall. As discussed in Chapter 4, questionnaire surveys were conducted with site employees and small business operators along the pathway and at two

parking lots at Badaling Great Wall during December 2008. Interviews were conducted with major stakeholders throughout October and December 2008 as listed in Table 5.1.

5.2 Management Structure of the Badaling Great Wall

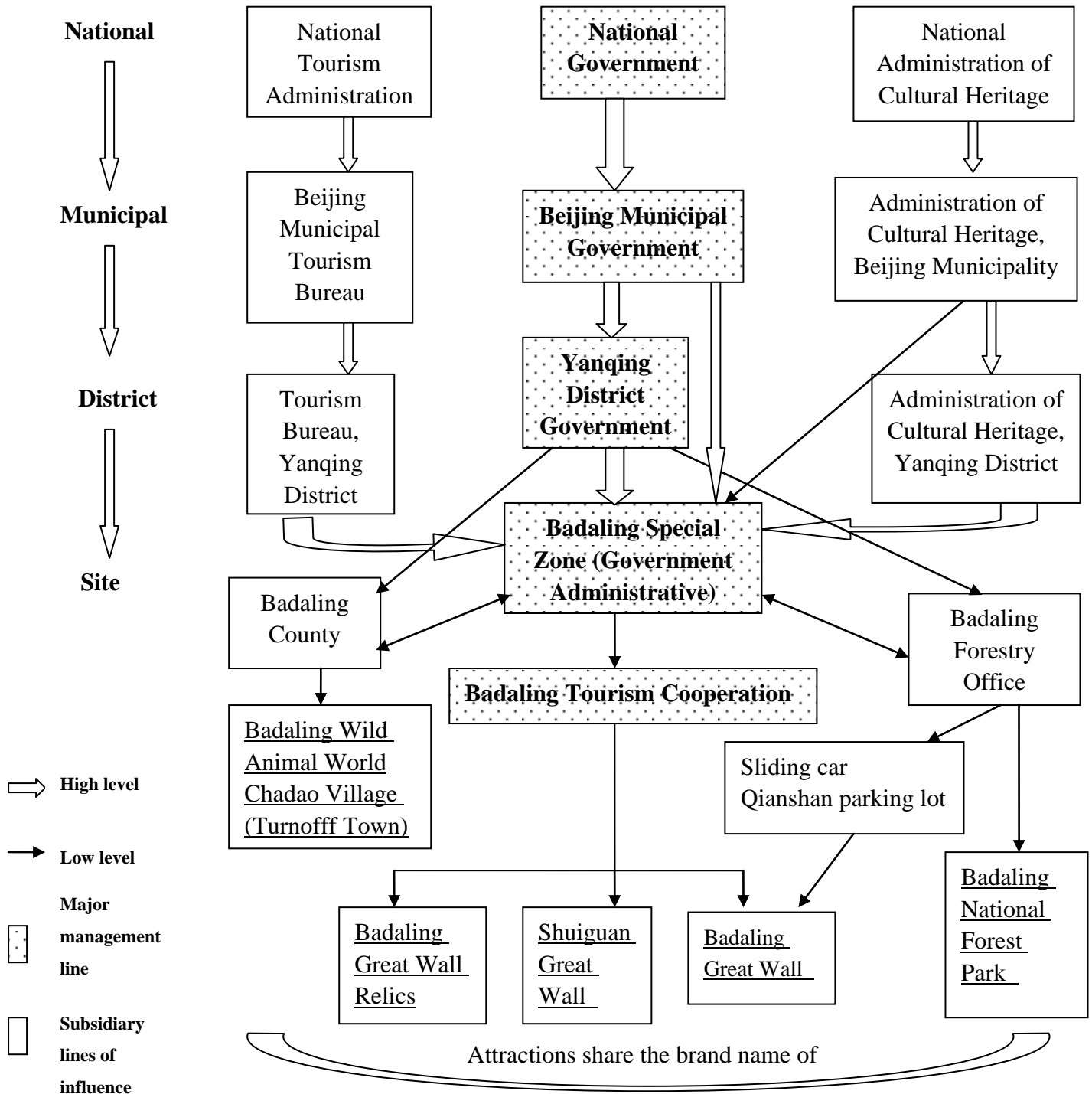


Figure 5.5: Management structure of the Badaling Great Wall in Beijing

In 1981, the Badaling Special Zone was established as a government office of Yanqing District Government with certain independence in its administration. According to the policy of

Beijing Municipal government on the initiation of the Special Zone (1981), key issues concerning heritage protection and development directions of Badaling Special Zone are directly guided by Beijing Municipal government; while daily management issues are supervised by Yanqing District government. Badaling Tourism Corporation was formed under Badaling Special Zone as the company entitled to operate and manage the Badaling Great Wall Tourist Area.

According to Office Director of Badaling Special Zone, Mr. Sun, heritage preservation and tourism development are considered as the two major responsibilities of Badaling Special Zone. Both Yanqing District Tourism Bureau and the Administration of Cultural Heritage provide regulations and supervision within their area of specialization for Badaling Great Wall Tourist Area. The government supervision is hierarchical from district, to municipal and national levels. Based on interviews with management staff of Badaling Great Wall, the management structure is illustrated in Figure 5.5. Through decades of development, Badaling has been developed into a tourism brand including various tourism attractions managed by various parties, such as Shuiguan Great Wall, Badaling Great Wall Relics, Badaling Wild Animal World, Badaling National Forestry Park, and Bear's Paradise.

5.2.1 Management Complications at Badaling Great Wall

As advised by Office Director Mr. Sun, Badaling Special Zone has 10 departments and 5 centres that oversee the daily operation and management issues at Badaling Great Wall Tourist Area. The management and operation at Badaling Great Wall involve many stakeholders. Badaling Special Zone takes responsibility only for its designated office area and the Great Wall with 200 meters at each side as the protection area and 500 meters at each side of the Wall as the control area according to Beijing Great Wall Protection Regulation. Ownership of most land within the tourist area belongs to Chadao village and Badaling County. Roads going through the tourist area are managed by the Highway Bureau and plants on the mountain are under the jurisdiction of Badaling Forestry Office. Therefore, operation and management at Badaling Great Wall involve complicated coordination between different departments.

In addition, besides Badaling Great Wall, Badaling Tourism Cooperation manages multiple tourism attractions nearby, including Badaling Great Wall Relics and Shuiguan Great Wall. Moreover, various tourism attractions near Badaling Great Wall also share the brand name of

Badaling, including Badaling Wild Animal World managed by Badaling County, Badaling National Forest Park and Badaling Bear’s Paradise managed by Badaling Forestry Office. Within Badaling Great Wall Tourist Area, the Qianshan parking lot and the slide way, mainly serving tourists to Badaling Great Wall, are managed by Badaling Forestry Office, which inevitably further complicates the operation and management of the site.

5.2.2 Enterprises at Badaling Great Wall

Through more than fifty years of development, Badaling Great Wall tourist area is well equipped with tourism facilities. The China Great Wall Museum and the Great Wall Full-Circle Cinema were completed during the Eighth Five-Year Plan (1991-1995). The cinema is dedicated to showing films introducing the history and the present of the Great Wall. During the Ninth Five-Year Plan (1996-2000), length of the Great Wall open to tourists was increased from 1,300 meters to 3,471 meters and the tourist was enlarged from 19 thousand square meters to 11,900 thousand square meters (<http://badaling.gov.cn/english>). According to statistics from the official website of Badaling Great Wall (<http://badaling.gov.cn/english>), there are currently about 142 enterprises with more than 400 service spots and over 4,000 jobs at Badaling Great Wall. As shown in Table 5.2, major enterprises on site include the cable car and sliding car, the Badaling Restaurant, Badaling International Travel Agency, Badaling Arts and Crafts Corporation and other privately-invested business outlets.

Table 5.2: Major enterprises at Badaling Great Wall tourist area

Enterprises	Ownership of business	Number of employees
Badaling Special Zone The China Great Wall Museum The Great Wall Full-Circle Cinema Badaling Restaurant Badaling International Travel Agency The Badaling Arts and Crafts Corporation	State-own Managed by Badaling Special Zone	1300 90% from Yanqing District and 10% from villages nearby with very few recruited through other channels
Cable Car	Private investment Follow the Safety regulation of Badaling Special Zone	N/A
Sliding car	Managed by Badaling Forestry Office	N/A
Badaling Bear’s Paradise	Managed by Badaling Forestry Office	N/A

5.2.3 Local communities near Badaling Great Wall

According to Office Director Mr. Sun, the whole of Badaling County and its 15 villages are benefiting from tourism development at Badaling Great Wall. With the tourism-induced development of transportation, infrastructure and facilities, as well as agricultural tourism programs at nearby villages, the overall economy in the district has grown. . As pointed out in Badaling County Plan (2003), the total GDP of Badaling County ranked the 4th and GDP per capita ranked 3rd among 15 counties in Yanqing District in 2002. Badaling Great Wall Tourist Area comprised 61.2% of the overall Badaling County GDP. Chadao village (Turnoff Town), as the closest village to Badaling Great Wall, is considered to be the one receiving most direct impacts from Badaling Great Wall development, in terms of increased job opportunities and tourism income. In addition, in recent years, Chadao Village itself has been developed as a tourism destination featuring traditional residential houses and village landscapes of the Ming (1368-1644) and Qing Dynasties (1644 - 1912).

5.3 Heritage Protection of the Great Wall

As one crucial responsibility of Badaling Special Zone, protection and renovation of the Great Wall are considered the premises for economic improvement of the district, said Office Director Mr. Sun. The Department of Cultural Heritage of Badaling Special Zone is in charge of issues concerning heritage preservation, including regular inspection and maintenance along the Great Wall, as well as specific renovation and restoration projects which require approval from the Administration of Cultural Heritage at district, municipal or national level depending on the scale of the specific project.

For Badaling Great Wall, the current management structure follows the hierarchical administration ranging through site, district, municipal and state levels, involving both systems of Administration of Cultural Heritage and Tourism Bureau as illustrated in Figure 5.5. With the importance of heritage preservation at Badaling Great Wall, the Administration of Cultural Heritage has comparatively higher administration power over the site. Any renovation or construction activities should be reported to and be approved by the Administration to ensure proper protection of the Great Wall.

5.3.1 Major renovations and protection efforts at Badaling Great Wall

Badaling Great Wall protection area extends from South Watchtower Sixteen to North Watchtower Nineteen with a total length of 7,441 meters. All three levels of renovation and protection of the Great Wall (renovation, restoration, and emergency repair and reinforcement) are present at Badaling Great Wall. After numerous major renovations as illustrated in Table 5.3, the total length of Wall that has been renovated and opened to the public is 3,471 meters in length and 15,436 square meters in area with 12 watchtowers from Watchtower South Seven to North Twelve. The un-open 3,700-meter Great Wall with 16 Watchtowers is not in good condition after 400 years of damage from both natural and human causes. These are included in the renovation plan starting in 2008 as advised by Office Director Mr. Sun. Besides large-scale renovation projects, daily inspections and small-scale renovations during non-peak seasons are regularly conducted.

Table 5.3: Major heritage renovations at Badaling Great Wall

Year	Major heritage renovation	Funding Source (RMB)
1953-1957	Renovation of the Guan City and Watchtowers North One to Four and South One to Four.	National Government
1978	Restoration of Juyong Outside Tower	0.22 million from Beijing Municipal Bureau of Landscape and Forestry
1983	Renovation of Great Wall from Watchtower North Four to Six: 433 meters with 2 Watchtowers	1.5 million from Beijing Municipal Administration of Cultural Heritage
1984	Renovation of Great Wall from Watchtower North Six to Eight: 531 meters with 2 Watchtowers	0.45 million from Badaling Special Zone Office
1985	Renovation of Great Wall from Watchtower North Eight to Ten: 334 meters with 2 Watchtowers	0.7 million from nation-wise donations under the Chairman Deng' campaign
	Renovation of Great Wall from Watchtower South Four to Seven: 426 meters with 3 Watchtowers	0.35 million from donations from Guizhou province
1986	Renovation of Great Wall from Watchtower North Ten to Twelve: 578 meters with 2 Watchtowers	0.388 million from nation-wise donations under the Chairman Deng's campaign
1987	Construction of Pavilion for Guizhou province	0.1 million from donations from Guizhou province
1988-1989	Renovation of Watchtower North One, Two, Four and South Four; restoration of the 130-meter Wall from Guan City to Watchtower South One	
1991	The Great Wall at Badaling, as the representative section, received the "certificate of human cultural heritage" issued by UNESCO.	
1997	Restoration of Watchtower South One and Two; Emergency repair and reinforcement of Watchtower	

	North Three	
2005	Installation of Lightning conductors at Watchtower South Four, North Four and Eight	80 thousand from Badaling Special Zone Office
2006 - 2007	Emergency repair and reinforcement of Watchtower South Seven to South Seventh	7.738 million: 4 million from Beijing Municipal Administration of Cultural Heritage and 3.738 million from Badaling Special Zone Office
2008	Emergency repair and reinforcement of Watchtower North Thirteen to North Nineteen: 2,455 meters	

(Source: Zhou, 2008; interview of Office Director Mr. Dong)

Table 5.4: Awards and titles of Badaling Great Wall

Year	Major awards and titles
1958	Badaling Great Wall Open to tourists
1961	Designated as “State-level Significant Cultural Heritage Site” by the State Council
1982	Selected in the first batch of “National Significant Scenic Areas” by the State Council
1987	Inscribed as UNESCO World Heritage Site By World Heritage Convention of UNESCO
1991	Received the “certificate of human cultural heritage” issued by UNESCO as the representative section of the Great Wall of China
1991	Selected as “One of Forty Top Tourist Attractions of China” by China National Tourism Administration
1991	Appraised the top of “Forty Best Tourism Attractions in China”
1999	Selected as “National AAAA Tourist Attraction” by China National Tourism Administration
2007	Selected as “National AAAAA Tourist Attraction” by China National Tourism Administration
2007	Crowned Gold Plate of the New Seven Wonders of the World

(Source: Zhou, 2008; Flyer of Badaling, 2008; interview of Office Director Mr. Sun)

Great efforts from the central government have been put into the renovation and protection of Badaling Great Wall, as the symbol and spirit of Chinese nationality, since the establishment of the People’s Republic of China. As shown in Table 5.3, financial resources for the protection and renovation of the Great Wall are shared by the Badaling Special Zone Office and national or municipal government departments, including the State Council, Beijing Municipal Bureau of Landscape and Forestry, and Beijing Municipal Administration of Cultural Heritage. According to Office Director Mr. Sun, Badaling Special Zone puts aside 20% of its annual tourism income, mainly from the entrance fee, into a Great Wall protection fund, which is administered by Badaling Special Zone Office. In addition, the national fund-raising campaign of “Loving our

China, repairing our Great Wall” advocated by Chairman Deng Xiaoping also acted as the major funding source for the renovation of Badaling Great Wall from 1984 to 1987. Among the total funding of approximately RMB 15.3 million (2.5 million CAD) for renovation of Badaling Great Wall as listed in Table 5.4, 28% come from Badaling Special Zone Office, 62% come from Beijing Municipal government, and 10% from public donations. The percentage of government support should be even higher as no actual monetary value is available for the start-up renovation from 1953 to 1957 that was supported by the national government. Therefore, it can be concluded that heritage preservation at Badaling Great Wall receives substantial government financial support. Throughout years of development, numerous awards have been accorded to Badaling Great Wall as listed in Table 5.4.

5.3.2 Communication with UNESCO

According to the UNESCO World Heritage Convention, periodical reports are required pertaining to representative sections of the Great Wall, including Badaling. However, interviews with higher level officials of Badaling Special Zone Office indicated that they did not recognize regular communication with or supervision by the UNESCO World Heritage Convention in terms of heritage preservation as being important as their relationships with higher levels of government. Essentially, they are under the direct supervision of relevant departments of higher levels of the Chinese government. This suggests that communications with UNESCO concerning the Badaling Great Wall are mainly conducted through state-level departments rather than by site-level managers. The exchange of information between site managers and UNESCO apparently is routed through the hierarchical government system.

5.3.3 Special functions of the Great Wall

The educational function of World Heritage is also emphasized at Badaling Great Wall. Office Director Mr. Sun said that Badaling serves as a base for patriotic education for students, hosting regular educational activities about the Great Wall’s history and culture for primary and middle schools and universities from Yanqing District and Beijing. The China Great Wall Museum, opened in 1991, provides a detailed and vivid presentation of the history and culture of the Great Wall throughout the north of China and its symbolization of peace.

In terms of research on the Great Wall, Badaling Great Wall hosts the Great Wall Culture and Art Association and China Great Wall Association, which are major non-governmental

research organizations that focus on the Great Wall. According to Secretary General Mr. Li Dong of Great Wall Culture and Art Association, the Association is under the Party Committee of Badaling Special Zone. Members in the association are from related industries and organizations, who can contribute different perspectives on development issues of Badaling. Major responsibilities of the Association include conducting research on the Great Wall and providing inputs and suggestions to Badaling Special Zone Office, participating in or organizing public events, and conducting public liaison projects as a non-governmental organization.

5.3.4 Condition of the Badaling Great Wall

As advised by Office Director Mr. Sun, with heritage protection as one major task of Badaling Special Zone, regular inspections and renovations are conducted. The Great Wall at Badaling is general in good condition, but items were noticed during the field research that lead to some concerns regarding the condition of the Great Wall.



Figure 5.6: Steps and carvings on the Wall

First, a large proportion of the bricks of the Great Wall are full of carvings of names, time of visit, and places or origin of visitors, mostly in Chinese with some in other languages, as shown in Figure 5.6. During the field research, no-one was seen carving on the wall, suggesting that the graffiti were probably carved in past decades when regulations were not as strict and visitors had

not been educated concerning appropriate behaviour. However, the carvings, as a kind of human-induced damage, negatively affect the image of Badaling Great Wall.

Second, as illustrated in the left of Figure 5.6, some steps of Badaling Great Wall are seriously worn with an obvious depression in the middle parts of the bricks, making it more difficult to climb the steps. This condition appears to be more serious at the north part of Badaling Great Wall, especially at the first eight watchtowers which receive the most visitors.



Figure 5.7: Un-renovated Great Wall at the south end of Badaling

In addition, Figure 5.7 shows the un-renovated part at the southern end of the opened section of Badaling Great Wall, where just the foundation of the Wall remains. There is a big contrast between the un-renovated and the renovated parts, illustrating the difference made through 50 years of renovation and development at Badaling.

5.4 Tourism Development

As the first Great Wall site developed and open to tourists in China, and through more than 50 years of development in transportation, services and facilities, Badaling Great Wall enjoys a high international and domestic reputation. In the past half century, Badaling Great Wall has received about 1.5 billion tourists. Also as a symbol of China, Badaling Great Wall has been visited by more than 440 national leaders (Badaling, 2008). In this part of the chapter, tourism development at Badaling Great Wall will be discussed from the perspectives of tourist numbers,

tourism marketing, tourism facilities, tourism business on site, and the surrounding tourism resources.

5.4.1 Tourists at Badaling Great Wall

Based on statistics from Beijing Tourism Bureau and Badaling Special Zone from 2003 to 2007, interviews, and field observation from September to December 2008, the number, seasonality, on distribution on site, and the composition of tourist at Badaling Great Wall will be presented.

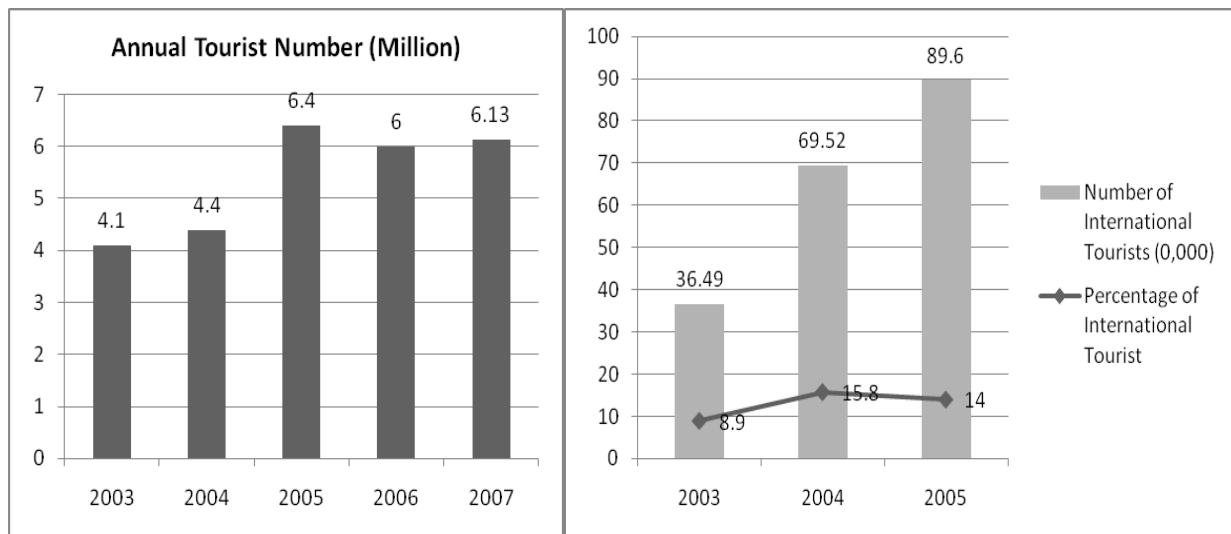


Figure 5.8: Annual tourist number, number and percentage international tourists at Badaling
Data source: 2003-2006 statistics from Beijing Tourism Bureau and 2007 statistics from Badaling Special Zone

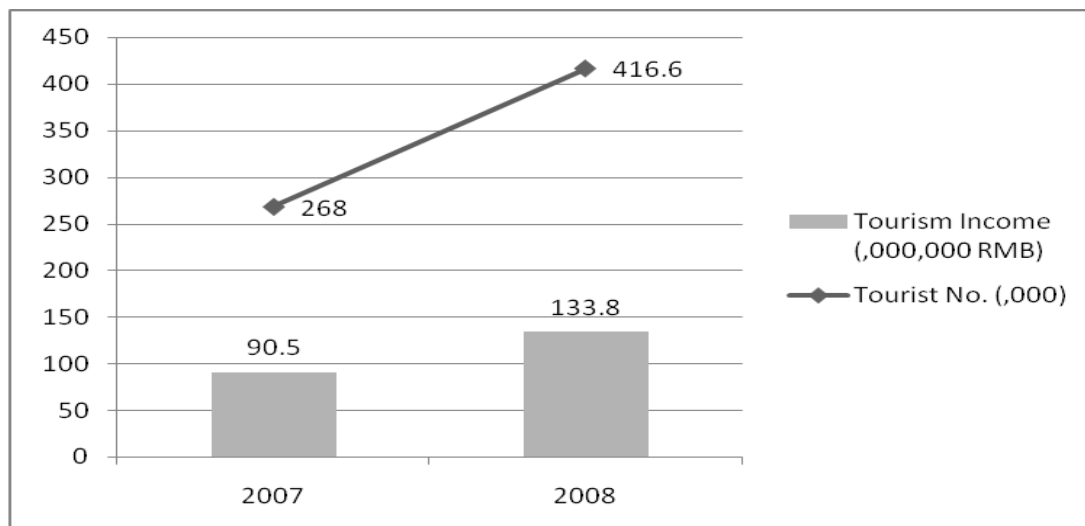


Figure 5.9: Tourism number and income of Badaling Great Wall on 2007 and 2008 National Day
Data source: 2003-2006 statistics from Beijing Tourism Bureau and 2007 statistics from Badaling Special zone

Figure 5.7 shows annual tourist numbers and the number and percentage of international tourist at Badaling Great Wall. A significant increase of tourists occurred in 2005 to 6.4 millions

which was a 45% increase over 2004. From 2005 to 2007, annual tourist numbers remained stable at 6 million. A large number of tourists were also observed at Badaling during the field research (which was not undertaken during the peak season). The actual number of international tourists increased dramatically from 2003 to 2005, but respective increase of its percentage among overall tourists varies.

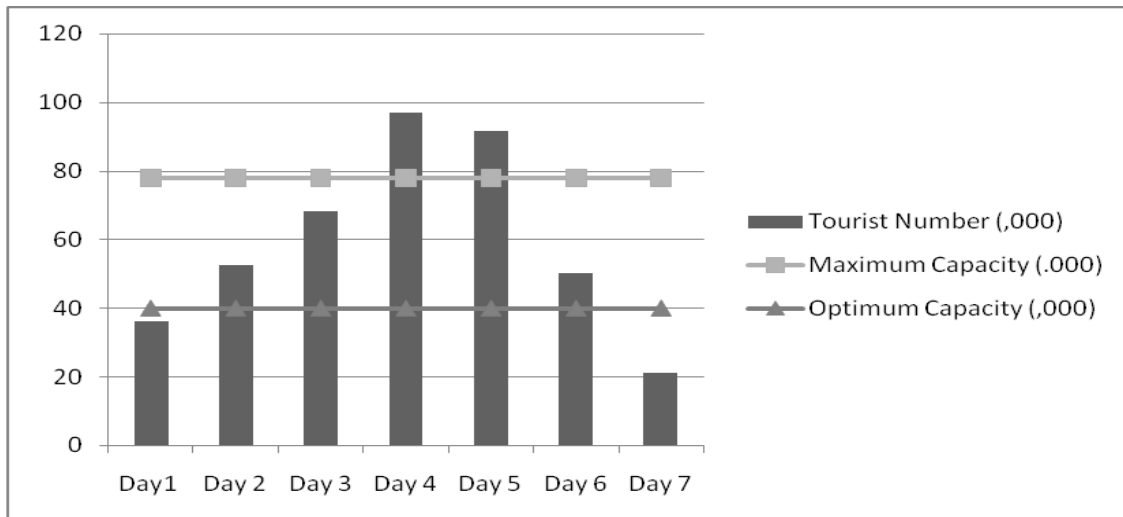


Figure 5.9: Tourism number at Badaling during the 2008 National Day holiday

Data source: 2003-2006 statistics from Beijing Tourism Bureau and 2007 statistics from Badaling Special zone

Figure 5.8 shows statistics of the tourist number and tourism income from Beijing Tourism Bureau for the seven-day National Day holiday in October 2007 and 2008. This is the busiest time of the year. The number at Badaling in 2008 increased 55% over 2007 with a 48% increase in tourism income. According to the evaluation of Beijing Tourism Bureau, the maximum daily tourist capacity for Badaling is 78 thousand persons and the optimum daily tourist capacity is 40 thousand. As shown in Figure 5.9, for the seven days in 2008, the daily tourist number exceeded the maximum capacity for two days and exceeded the optimum capacity for five days. The highest daily tourist number during the seven-day holiday reached 242% of the optimum capacity, which is 124% of the maximum capacity (BTB, 2008).

The number of tourists at Badaling Great Wall displays a distinctive seasonal variation. According to management staff at Badaling Special Zone and small business operators on site, the number of tourist usually peaks in summer and early autumn, especially on weekends and holidays, and drops substantially from November to March, mainly due to weather conditions.

According to key officials, millions of visitors come to Badaling each year. Therefore, proper

management of the large number of visitors to fully utilize the business opportunity while minimizing the pressure on the Great Wall is a special challenge for Badaling Special Zone Office, especially during peak seasons and holidays. Figure 5.10 shows a view from Guan City toward the north part at Badaling Great Wall in summer 2008. In comparison, Figure 5.11 shows the situation in December 2008, illustrating the marked seasonal difference in visitation.



Figure 5.10: Tourists at Badaling Great Wall in summer 2008



Figure 5.11: Comparison of tourist number at North (left) and South (right) side of Badaling in December 2008

It was also observed that a big difference exists between the number of tourists on the north and south parts of Badaling Great Wall. As illustrated in Figure 5.11, there were tourists on the north part as shown in the left but few tourists on the south part as shown in the right. This unbalanced tourist distribution is probably because the North Watchtower Eight is the highest point at Badaling with a special cultural and historical meaning attached to it by Chairman Mao's famous saying "He who has never been to the Great Wall is not a true man". In addition, the cable car and the slide way link Guntiangou and Qianshan parking lots respectively to North Watchtower Eight and Five. They directly deliver a considerable number of tourists to the north part of Badaling Great Wall.

In terms of composition of tourists, based on available statistics from Beijing Tourism Bureau, the proportion of international tourists ranged from 8.9% to 15.8% from 2003 to 2005, perhaps reflecting the generally increasing number of international tourists visiting China as well as the depressed visitor figures associated with SARS in 2003. As advised by Office Director Mr. Sun, in recent years, the tourist composition at Badaling has been roughly 20% international tourists and 80% domestic tourists comprised of about 5% from Beijing and 75% from other

places in China. Based on both information sources, the proportion of international tourists at Badaling Great Wall is increasing gradually.

The majority of tourists are day visitors, arriving in mid-morning and leaving before late afternoon. Office Director Mr. Sun also commented that most tourists join a one-day tour to Badaling or Badaling and the Ming Tombs, and stay just a few hours on the Great Wall without spending much on site. Very few stay overnight.

5.4.2 Tourism marketing

According to site management officials, with a prestigious reputation internationally and domestically and as the most accessible part of the Great Wall from Beijing, Badaling Great Wall also serve as a symbol of China. It is used to support diplomatic international relations and high-level state leaders from other countries are brought here from time to time. In addition, marketing activities have been organized every year to promote Badaling Great Wall, such as participating in mega events like the 2008 Beijing Olympics. Marketing materials, such as the introductory flyer and site maps, are free for tourists to pick up at the tourist centre. In addition, market research is conducted regularly to analyze the characteristics of tourists and their travel behaviour at Badaling.

5.4.3 Tourism facilities



Figure 5.12: Tourist map of Badaling Great Wall
 Source: Tourism flyer of Badaling Great Wall 2008

Through 50 years of development, Badaling Great Wall has become equipped with modern tourism facilities as shown in the tourist map in Figure 5.12. Both the cable car (Figure 5.12) and slideway (a transportation tool moving visitors up and down the mountain by the sliding rail) (Figure 5.12) are linking parking lots to North Watchtowers high up on the mountain. Besides, China Great Wall Museum and the Great Wall Circle Vision Theatre are designed as complementary tourist attractions. Service facilities, such as parking lots, the visitor centre, restaurants, shops and other outlets are present on site as well, although such developments are restricted on the wall itself. Table 5.5 summarizes the time sequence and scale of major development projects conducted at Badaling Great Wall.

Table 5.5: Major development at Badaling Great Wall

Year	Major development
1986	Badaling Restaurant was constructed. Renovated in 1997 to a Four Star restaurant.
1987	Zhan Tianyou Memorial was constructed with a building area of 2,800 square meters.
1989	Great Wall Circle Vision Theatre was constructed with building area of 1,800 square meters
1992	China Great Wall Museum was constructed with building area of 5,000 square meters.
1996	Guntianguou parking lot was expanded to 20,000 square meters.
1997	Environmental improvement outside the east gate of Guan City was conducted, with Wangjing culture square being built.
1997	Environment improvement outside the west gate of Guan City was conducted, with the historical street being built.
1999	Badaling Special Zone management office was constructed with a building area of 8,000 square meters.
2000	The state guest reception was constructed with a total area of 500 square meters.

Source: Badaling Special Zone Report 2008



Figure 5.13: The 919 bus stop at Deshengmen in Beijing

Public transportation to Badaling Great Wall is convenient. A direct bus with a frequent schedule departs from Deshengmen bus station at the northwest of the second ring road of Beijing. The bus stop is right beside Deshengmen (a historical monument) as shown in Figure 5.13. Tour guides on the buses introduce the history and geography of the Badaling Great Wall. There are numerous tourism attractions or historical sites en route on the one-hour journey, including Jingzhang Railway, Juyongguan and Shuiguan Great Wall.

According to a tour guide on the bus, more than 90% of tourists on the bus are first-time visitors to Badaling. Major reasons for visitors choosing Badaling over other Great Wall sites mainly include the high reputation of Badaling Great Wall, its long history of development, and Chairman Mao's famous saying. As Badaling receives 30,000 to 40,000 visitors daily and sometimes 100,000 visitors during Golden Week Holidays, crowding on the wall is a big concern. Safety issues on the wall and the importance of forest fire prevention on the wall are emphasized by the tour guides.

There are two major parking lots within the tourist area: Guntiangu parking lot (illustrated as the red circle in Figure 5.12) and Qianshan parking lot (illustrated as the blue circle in Figure 5.12). They are located on the west and east side of the Guan City respectively, and linked by a major pathway (illustrated as the black circle in Figure 5.12). Confusion is created by the existence of two 919 bus stops at each parking lot operated with different schedules and on slightly different routes. Total parking capacity at the two parking lots reaches around 500 vehicles. According to the researcher's observations, parking spaces were usually available during non-peak seasons when the research was conducted.

Both parking lots and the pathway from Guan City to Guntiangu parking lot are the core area for tourism businesses and facilities at Badaling. This is where the questionnaire survey on small business operators was conducted. Business outlets at the two parking lots are mostly small and privately-owned. The majority of service facilities and complementary tourism attractions are located on both sides of the pathway. Based on field research, Figures 5.14, 5.18 and 5.27 sketch the rough layout of the Guan City, the pathway, Guntiangu parking lot and Qianshan parking lot.

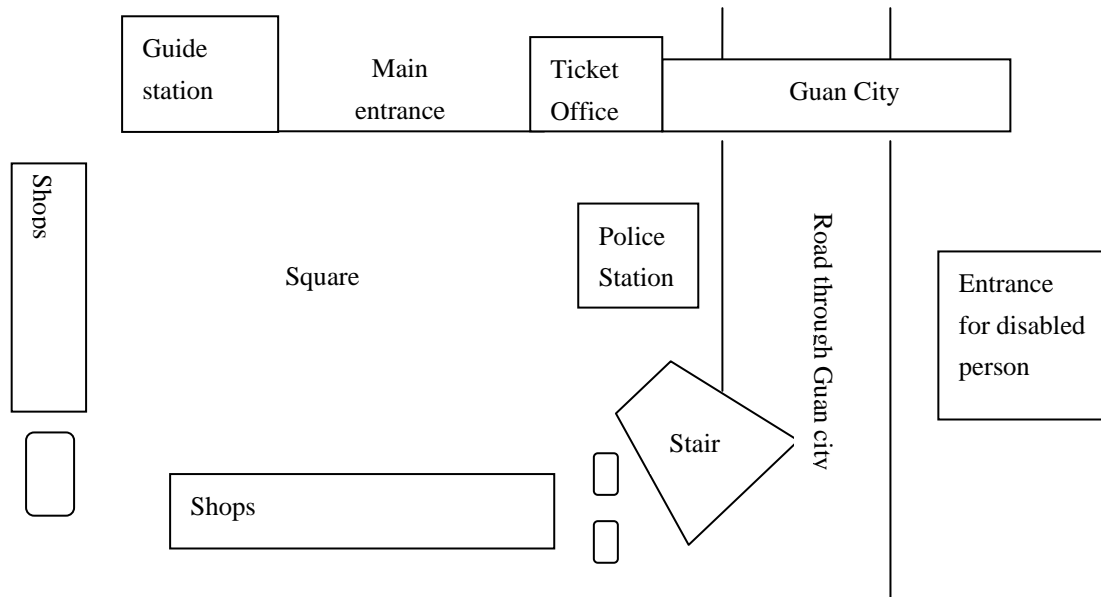


Figure 5.14: Layout of the Guan City of Badaling Great Wall



Figure 5.15: Barrier-free entrance to Badaling Great Wall



Figure 5.16: Ticket office in front of Guan City of Badaling in late September 2008



Figure 5.17: Direction signs at Badaling Great Wall

The square in front of the Guan City serves as the main entrance to Badaling Great Wall. Many facilities are present at the square serve visitors' needs, such as the police station, health clinic, broadcasting station, tour guide station, and reception rooms for state guests. As observed, the square also functions as a buffer zone, where visitors, groups or individuals can stay, waiting for friends, getting tickets, or taking a rest, instead of crowding in front of the ticket office and the entrance. In addition, a newly-built barrier-free entrance (Figure 5.15) locates at the right side of the main Guan City entrance, conveniently serving people with disabilities.

The ticket price for Badaling Great Wall is RMB 40 (7 CAD) for a regular paper ticket and 45 (8 CAD) for an IC card ticket (a plastic card with a magnetic band in the back). As at most tourist sites in Beijing, students and seniors enjoy half-price tickets; soldiers and disabled persons are free of charge. There are various ticketing offices on site along the road. Numerous ticketing offices are available on site; however, line-ups still occurred during the field research from September to December, especially at the major entrance at Guan City of Badaling as shown in Figure 5.16 taken in late September 2008.

Direction signs at Badaling Great Wall are frequently and conveniently placed on site and consistently designed, providing information about the direction and distance to major tourism facilities and attractions. As shown in the right of Figure 5.17, direction signs at the square are displayed in six languages: Chinese, English, French, Spanish, Japanese and Korean. In comparison, as shown in the left of Figure 5.17, direction signs at other places on site are displayed in only Chinese and English.

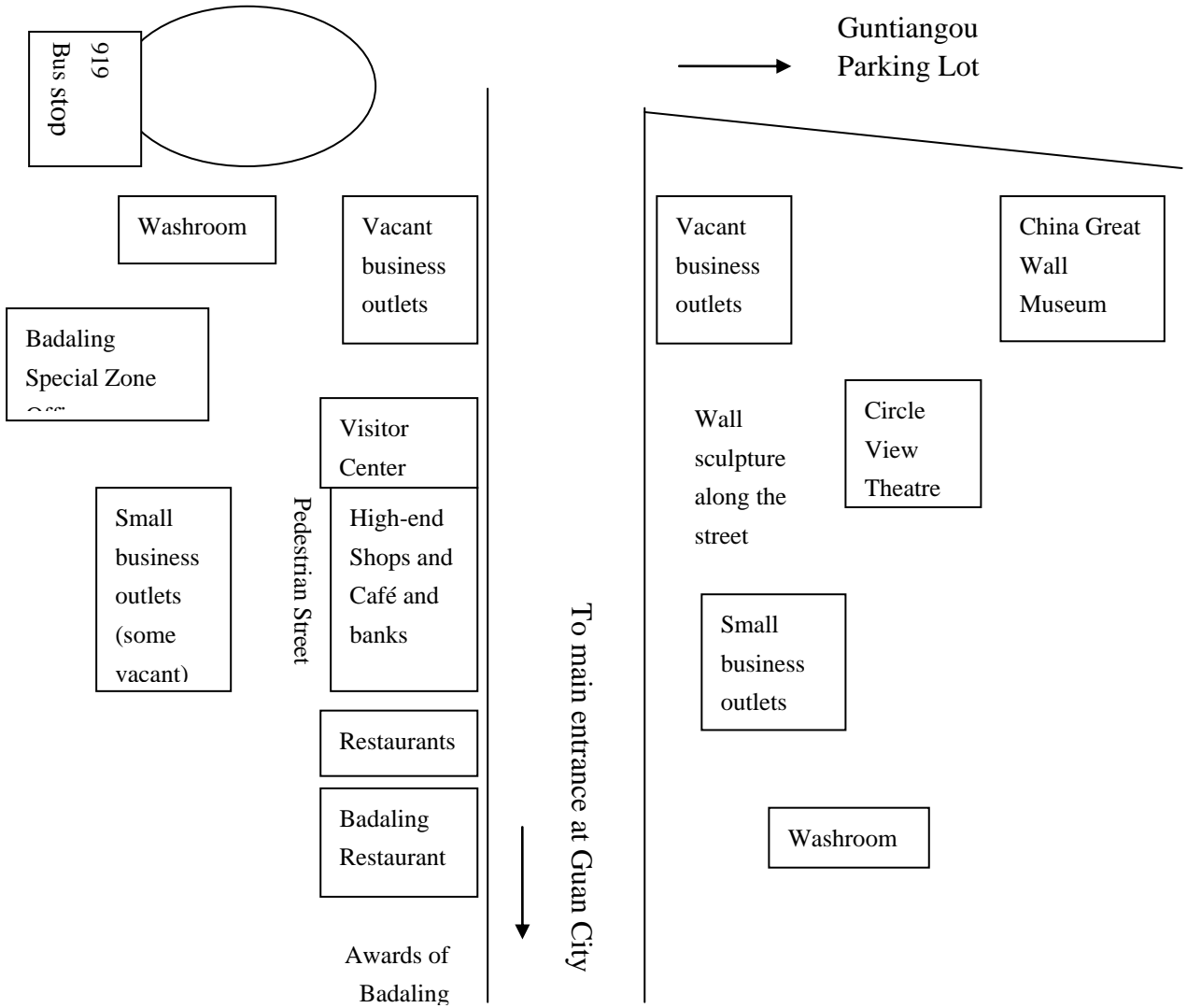


Figure 5.18: Layout of the major pathway at Badaling Great Wall



Figure 5.19: UNESCO World Heritage designation



Figure 5.20: Badaling and Ming tombs – National Tourism Attractions



Figure 5.21: Wall sculptures and awards of Badaling are a favorite place for picture taking

As mentioned above, the majority of tourism facilities are located on both sides of the pathway, including Badaling Special Zone Office, the visitor centre, Great Wall Circle Vision

Theater, China Great Wall Museum and the 919 bus stop. Awards and titles accorded to Badaling Great Wall are displayed on the wall along the pathway, such as the UNESCO World Heritage designation (Figure 5.19), National Tourism Attractions in China (Figure 5.20), and many others. Wall sculptures about Great Wall history are also presented along the street (right of figure 5.21). Both the wall sculptures and the awards are favoured picture-taking spots for tourists (left of Figure 5.21).

China Great Wall Museum holds comprehensive collections and displays of the history and culture of the Great Wall. New technologies and concepts are used in the museum with bilingual interpretations, miniature models and interactive activities. The Museum is free of charge to visitors with explanation services available in Chinese and English for 50 RMB (8 CAD). According to an interview with a member of staff, all employees are from Yanqing District with a majority from the downtown area of Yanqing.

The visitor centre is comfortably equipped with an information desk, sofa, table and racks of flyers so that tourists can take a rest or get information about the site. Information leaflets are available for Badaling Great Wall and surrounding tourism attractions, hotels and restaurants as well as on Beijing. Many leaflets were made specifically for the 2008 Beijing Olympics in Chinese, English and many other languages. Staff in the tourist centre commented that many visitors come to the tourist centre for information and help, especially during the tourism peak season. Among them, about 80% of visitors ask questions about Badaling Great Wall, such as the location of the entrance and ticket office; about 10% seek help in finding washrooms and another 10% are looking for the bus stops. Again, most employees at the visitor centre are from Yanqing District.

Also, as one of the major areas for tourism business, the pathway at Badaling Great Wall hosts both large and small tourism businesses. Located in the middle of the tourist area, Badaling Restaurant offers dining opportunities but no accommodation. According to casual talks with its staff, the peak season for Badaling Restaurant is from April to October with customers being mainly tour groups and international visitors. Lunch services are the major business because visitors usually come to Badaling in the morning and leave in the afternoon. Nearly all employees of Badaling Restaurant are from Yanqing District, mostly from the downtown area.

Besides Badaling Restaurant, comparatively high-end souvenir shops and a Starbucks, there are small privately-own restaurants and business outlets mainly on the newly-developed pedestrian street parallel to the pathway. Vacant business outlets were noticed on both sides of the pathway near the 919 bus stop. As advised by Office Director Mr. Sun and Director Mr. Song, the renovation of the pathway was completed in 2008, when the pathway was broadened and the look of the street reformed with more historical and cultural elements added. Small business outlets were also relocated into designated places along the pathway and around Guntiangou parking lot. The vacant outlets positions are those not rented yet after the renovation project.

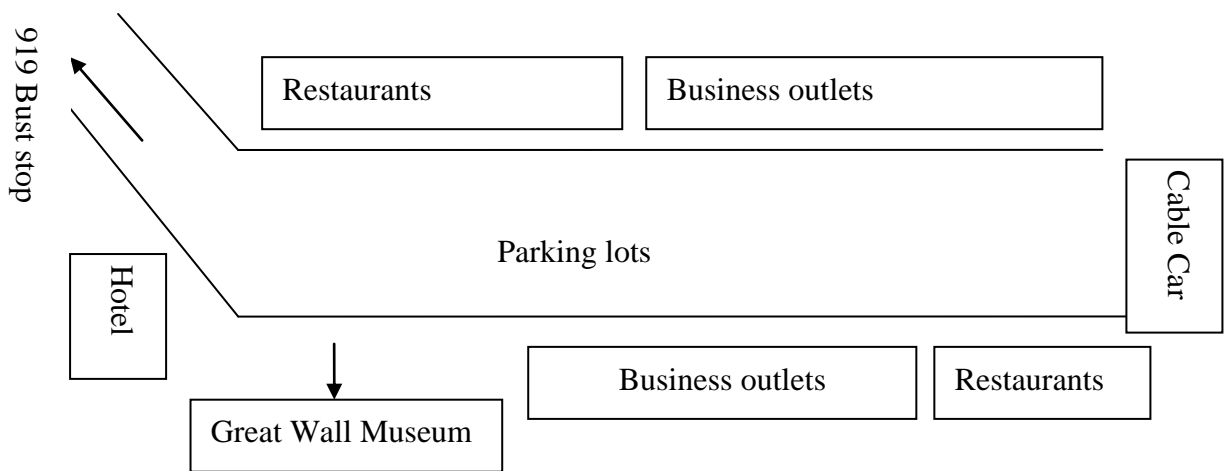


Figure 5.22: Layout of Guntiangou parking lot

Guntiangou parking lot (Figure 5.22 - 5.24), which is 35,000 square meters in area, serves as a tourism business area with restaurants and souvenir outlets as the major business types. There are roughly 100 business outlets on the east and west sides of the parking lot. Based on information acquired from a questionnaire survey and interviews, the majority of business operators are from surrounding villages. The cable car station (Figure 5.25 – 5.26) located at Guntiangou parking lot, brings visitors up to North Watchtower Eight, the highest point of Badaling Great Wall.



Figure 5.23: Guntiangou parking lot



Figure 5.24: Entrance to Guntiangou parking lot



Figure 5.25: Cable Car ticket office at Guntiangou parking lot



Figure 5.26: Cable Car from Guntiangou parking lot to North Watchtower Eight

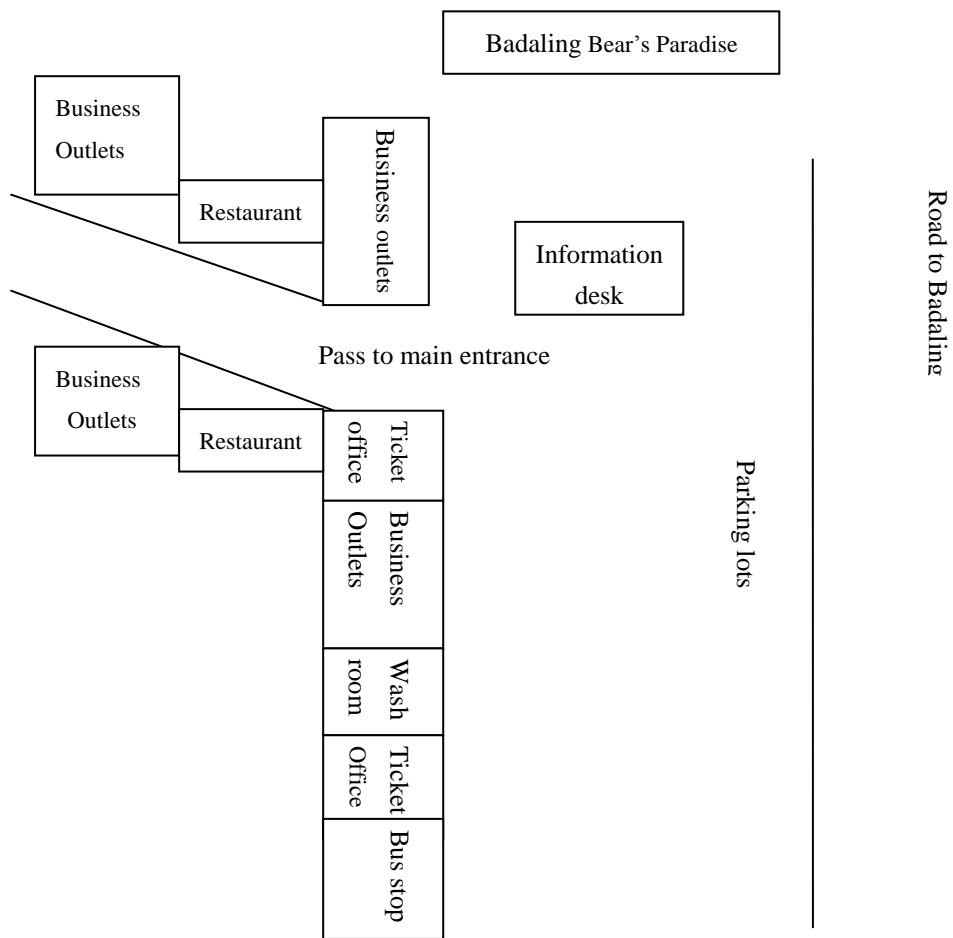


Figure 5.27: Layout of Qianshan parking lot



Figure 5.28: Qianshan parking lot and business outlets



Figure 5.29: Slideway station at North Watchtower Five



Figure 5.30: Tourists at slideway at North Watchtower Five

As sketched in Figure 5.27, an information desk with staff is set up at Qianshan parking lot, directing individual visitors on the street to the main entrance. Small business outlets line both sides of the street. Compared with Guntiangou parking lot and the pathway, more diverse types of business were observed at Qianshan parking lot (Figure 5.28). As observed in the field research, the majority of visitors arriving at Qianshan parking lot come with tour groups. In addition, the slideway located in Bear’s Paradise, north of the parking lot, brings visitors to North Watchtower Five. Figure 5.29 and Figure 5.30 shows the slideway station and tourists taking the slideway down from the Great Wall at North Watchtower Five.

5.4.4 Tourism businesses on site:

Table 5.6: Different ways of local participation at Badaling Great Wall

	Official	Unofficial
Within the tourist area	<ul style="list-style-type: none"> - Operating small business outlets - Operating restaurants - Employed by Badaling Special Zone or other businesses on site 	<ul style="list-style-type: none"> - Providing transportation services to downtown area of Yanqing District or Beijing - Selling souvenirs on the Wall - Selling souvenirs, local produce and seasonal necessities, such as umbrellas, at 919 bus stop
Outside the tourist area	<ul style="list-style-type: none"> - Running family hotels and restaurants 	

Small tourism businesses at Badaling Great Wall are concentrated at three locations: Qianshan parking lot, Guntiangou parking lot, and the major pathway. Based on field scanning at Badaling, Figure 5.14, 5.18 and 5.27 illustrates the layout of the three locations and the rough distribution of small businesses at each location. Based on interviews and observations on site, different ways of local participation at Badaling are summarized in Table 5.6. According to Office Director Mr. Sun, business outlets under the supervision of Badaling Special Zone Office at Guntiangou parking lot and along the pathway are open for public bidding annually. Taking geographical, informational and experience advantages, most of outlets have been run by local people from nearby villages for years.



Figure 5.31: Souvenir outlets at Guntiangou parking lot of Badaling Great Wall

Business outlets at Badaling Great Wall tourist area can be grouped into the following categories: souvenirs, local produce, food and beverages, snack food, photographic equipment and restaurants. The majority are souvenir outlets as shown in Figure 5.31. Their customers are both domestic and international tourists. Most souvenirs sold on site are characteristic Chinese products, such as silk products, paintings and calligraphy, arts and crafts. Products with Great Wall characteristics lack diversity. Most are clothes or artifacts with a picture of the Great Wall or the character of “Badaling Great Wall” or “Great Wall” either in English or Chinese printed on them. There few differences among souvenir outlets in terms of products.

Another major business type is restaurants. They are located along the pathway and at both parking lots. Guntiangou parking lot has the most restaurants. They mainly serve tourists as one-time customers. Most restaurants provide fast-style Chinese dishes for prices that are much higher than in non-tourist area in Beijing. Based on experience from the field research, the quality of dishes and service are not high. It was also observed that there is not much diversity in food offered by the privately-owned restaurants. Similar dishes are offered that merely satisfy the immediate basic food needs of visitors.

A small number of local produce outlets are located at Qianshan parking lot, selling agricultural products, such as fresh or dried fruits, nuts and so on. A similar number of snack food outlets is located at Qianshan parking lot as well, serving steamed corn, grilled beef or lamb and other quick-made and reasonably-priced snack food. As observed, visitors arriving at the Qianshan parking lot are mainly domestic visitors; thus customers for both local produce and snack food outlets are mainly domestic visitors. Their major sales method is to shout loudly in Chinese their products and prices toward visitors passing by. Besides, a series of shops for souvenir clothes is located on the street from Qianshan parking lot to the entrance, owned by one local entrepreneur from Chadao village.

No accommodation opportunities are currently available on site. Badaling Restaurant offers only high-end dining services. A hotel was closed throughout the period of the field research. In casual conversations with employees at the tourist centre and with a cleaning staff on site, their suggestions for accommodation were family hotels at Chadao village, the nearest village north of Badaling Great Wall, and various hotels in Yanqing downtown area.

Although technically not allowed, local people sell souvenirs on both north and south parts of the Great Wall at Badaling, as an unofficial way of local business participation. They use spare space or public facilities as garbage can on the wall as their outlet to display products to visitors. As observed, selling Great Wall miniatures (Figure 5.32) and carving your name on a metal plate as a memento of visiting Badaling Great Wall (Figure 5.33) are popular on-the-wall business operations at Badaling.



Figure 5.32: Souvenir sellers on Badaling Great Wall



Figure 5.33: A souvenir seller surrounded by visitors on Badaling Great Wall

Differences in the profile of visitors and business operators were observed among the three key locations for small tourism businesses. Qianshan parking lot has lowest percentage of international tourists and local small business operators. A high percentage of small business

owners from other provinces were noticed at Qianshan parking lot. For Guntiangou parking lot and the pathway, a comparatively higher percentage of international visitors were noticed compared to Qianshan parking lot with almost all small business operators from nearby villages. As pointed out by Office Director Mr. Sun, Guntiangou parking lot and the pathway are managed by Badaling Special Zone while Qianshan parking lot is managed by Badaling Forestry Office. Different management strategies have led to the observed different compositions of small business operators. During non-peak seasons in November and December when the research was conducted, virtually all business outlets at Qianshan parking were open. In contrast, at Guntiangou parking lot and the pathway, from 70% to 80% of business outlets were open in November and December.

5.4.5 Surrounding tourism resources

Without doubt, Great Wall tourism plays a significant role in the general economy of Yanqing District, with Juyongguan Great Wall in Changping District and Shuiguan Great Wall in Yanqing District about 20 minutes drive away from Badaling. The Ming Tombs in Changping District are often bundled together with Badaling in tour packages. Many tourism attractions and service facilities have been developed using Badaling's brand name, such as Badaling Bear's Paradise, Badaling Wild Animal World, Badaling National Forest Park, Badaling Ski Resort and Badaling Spring Resort. They have developed their own clientele beside Badaling Great Wall.

As advised by Office Director Mr. Sun and Director Mr. Song, the "Guangou Gorge Military Defensive System" consisting of the Badaling, Juyongguan and Shuiguan sections of the Great Wall is the concept and vision for further development at Badaling Great Wall. It will combine and leverage the strengths of three sections of the Great Wall into the Big Badaling Great Wall Scenic Area. This will be explained in detail in a later section.

5.5 The Local Community and Tourism

Badaling Great Wall tourist area is comparatively independent, with surrounding villages not directly impacted by tourists and tourism activities which are highly concentrated at the Badaling site. However, the impact range of Badaling Great Wall tourist area is deeply imprinted throughout Badaling County and the overall Yanqing District. Tourism development and the millions of tourists at Badaling Great Wall provide business opportunities for local residents from surrounding villages. Based on field research, small business operators at Badaling Great

Wall tourist area are mainly from nearby villages in Badaling County or Yanqing District. They are involved in souvenir, food and beverage, local produce, snack food, photographic equipments, and restaurant businesses. Of these, souvenir outlets are the dominant business type, comprising 60% of total businesses on site. Food and beverage shops compose 16% and restaurants compose 11% of all business. Through interview with one local entrepreneur, it was learned that factories are set up in nearby villages to produce clothing with “Badaling” and “Great Wall” signs as souvenirs; and their products are also supplied to other Great Wall sites in Beijing.

In addition to locally-owned and –operated small businesses, employees of Badaling Special Zone Office and its subsidiaries and other large businesses are mostly hired from Yanqing District. Unofficial ways of local participation was also observed at Badaling, with local people selling souvenirs at the bus stop, on the Wall, or providing unofficial transportation for visitors within or to and from the tourist area.

Of the surrounding villages, Chadao village is the closest to Badaling Great Wall Tourism Area. According to Director Mr. Song, Badaling Special Zone Office manages a total area of several square kilometers, including the Great Wall and within 200 meters along the Great Wall, the office area, and the pathway. The rest of the land of Badaling Great Wall Tourism Area is under the administration of Chadao village. Therefore, Badaling Special Zone Office and Chadao village committee have developed a close relationship both for tourism development on site and at Chadao village. In 2008, Badaling Special Zone Office took over the management of Guntiangou parking lot from Chadao village and incorporated previous employees of the parking lot into the new management structure. According to Director Mr. Song, this action helped to ensure consistent and effective management within the current Badaling Great Wall Tourism Area.

Chadao village itself is a heritage town with history that can be traced back to the Ming dynasty (1368 – 1644). Chadao village has developed from the army guarding Badaling since the Ming dynasty. It is a living demonstration of the military history and culture of a border area in the Ming (1368 – 1644) and Qing (1644 - 1912) dynasties. The Ming and Qing dynasty style architecture and village layout are the heritage assets of the village. Its geographical closeness to Badaling Great Wall also privileges Chadao village giving it the potential to be incorporated into the vision of Big Badaling Great Wall Scenic Area. Currently, Chadao village functions as both a

living village and a tourism destination. In recent years, buildings and streets have been renovated for tourism purposes; restaurants and family hotels are being constructed, serving the accommodation needs of visitors to Badaling Great Wall. Village residents are predominantly involved in tourism-related businesses such as restaurants, family hotels, or souvenir sellers either in the village or at Badaling Great Wall.

As commented by Office Director Mr. Sun, benefitting from millions of tourists annually and the development of infrastructure and facilities, the area surrounding Badaling Great Wall, especially Badaling County, has evolved from an agricultural economy into a tourism economy through the development of Badaling Great Wall.

5.6 Plan for Badaling Great Wall

According to Office Director Mr. Sun, heritage preservation and tourism development are the major responsibilities of Badaling Special Zone Office, where heritage preservation is considered as the pre-requisite for local economic enhancement through tourism development. The Big Badaling Great Wall Scenic Area design with top-ranking environment, management, infrastructure and services is the vision for development at Badaling Great Wall (<http://badaling.gov.cn/english>).

Table 5.7: Different plans concerning Badaling Great Wall

Name of the plan	Year
Master plan for Badaling County 八达岭镇总体规划	2001
Detailed control plan for Badaling core area and Badaling Great Wall tourism service area 八达岭中心区及八达岭长城旅游综合服务控制性详细规划	2003
Heritage Preservation Plan for Badaling Great Wall 八达岭长城文物保护规划	2005
Plan for Badaling Guan City 八达岭关城地区整治规划	2005
Plan for Badaling – Ming Tombs Scenic Area 八达岭-十三陵风景名胜区规划	2007

Source: Song (2008) “The big scenic area displays the Great Wall culture; the new plan illustrates the Chinese civilization”. *Perspective*, 19, 24-29.

As put by Office Director Mr. Sun, Badaling Great Wall has already become a key player and contributor to the local economy. Throughout the last ten years, various plans concerning development of Badaling Great Wall have been prepared at different scales and from different

perspectives as listed in Table 5.7. As discussed in the management structure, Badaling Special Zone Office is under direct supervision of Beijing Municipal Government with daily operation supervised by Yanqing District Government. According to Director Song, plans are generally chaired by Badaling Special Zone Office, and coordinated through different stakeholders such as Yanqing District Government, Badaling County, and nearby villages such as Chadao village. Relevant policies and regulations for heritage protection promulgated by Beijing Municipal Government are referred to in the planning process. Experts are consulted for their professional ideas in the planning process, including specialist in the areas of Great Wall studies, cultural heritage, and traditional architecture. Approvals from Beijing Municipal Government Departments of Tourism, Cultural Heritage, and Transportation are required, as is approval from the State Ministry of Construction.

5.6.1 Badaling County Plan

The 2001 version of Badaling County Plan was acquired from Badaling Special Zone Office and was studied to identify the position of Badaling Great Wall tourism in Badaling County. The plan is a cooperative effort of Badaling Special Zone Office and Beijing Municipal Institute of City Planning and Design. There are eight chapters in the plan. Chapter one summarizes the geographical location and natural environment of Badaling County. Chapter two describes the history and heritage resources in the County. Chapter three describes the administrative system of the County. Chapter four describes the nature and functions of the County. Chapter five analyzes the advantages and limitations for economic development. Chapter six describes the policies and regulations serving as the basis for the Plan and the targeted planning period. Chapter seven details the plan from planning principles, heritage protection plan, social and economic development plan, land use plan, transportation plan, green space and landscape plan, public infrastructure plan, disaster prevention plan, and environmental protection plan. Chapter eight summarizes the planning outputs.

As shown in the plan, Badaling Great Wall tourism has demonstrated special importance to Badaling County. The reputation of Badaling Great Wall and the rich natural and cultural resources are considered as the key advantages for overall County development. At the same time, the high requirements for heritage and environmental protection are recognized as limitations for development.

Among the planning principles, it is recognized that economic development should follow heritage preservation and environmental protection. Diversifying tourism and enlarging positive tourism impacts in the County is also recommended and is to be achieved by fully utilizing the cultural and natural resources and the international reputation of Badaling Great Wall.

As stated in Badaling County Plan, tourism is the pillar industry for Badaling County. With the international reputation and rich cultural assets of the Great Wall, it is intended to combine the cultural and natural strengths of Badaling County to develop diversified tourism products; thus, turning the rich resources into economic profits. The production of tourism products is positioned as the auxiliary industry supporting the development of tourism, including the production of souvenirs, local produce, cultural and artistic artifacts, and tourism food. Traditional agriculture is also planned to be incorporated with tourism. As a result, the percentage of primary, secondary and tertiary industry in terms of total revenue is adjusted from 2:23:75 to 1:15:84. The shift from primary and secondary sectors to the tertiary sector is prominent in Badaling County.

Badaling County is planned to be developed into six zones: Badaling Great Wall tourism zone, tourism conference and recreation zone, tourism county zone, physical and recreational activity zone, forestry and fruit agriculture zone, and tourism product manufacturing zone. This county-level zoning plan shares a very similar design with Big Badaling Great Wall Scenic Area zoning plan that has five zones as described in later part. Badaling Great Wall tourism zone, the tourism conference and recreation zone, and the physical and recreational activity zone are categorized as land for tourism use in the County land use plan with a total area of 137 hectares. Green Space is planned to be 8,914 hectares, which is 89.7% of the total area of Badaling County.

In terms of heritage preservation in the plan, the major heritage within Badaling County is the Great Wall including the Wall itself, watchtowers and other related architectural and cultural relics. Their protection is mainly based on regulations of “Beijing Great Wall management regulation (1 August, 2003) and “Notice 428 of the temporary preservation area for the Great Wall (2003)” made by Beijing Administration of Cultural Heritage and the Planning Committee. Regulations require that the area within 500 meters along each side of the Wall is assigned as the non-construction area and area from 500 to 3000 meters along each side of the Wall is assigned as a construction control area. Based on these requirements, it is planned to remove all business

outlets and operations within 500 meters along both sides of the Wall. In total, 22 hectares of business outlets or operations and 17 hectares of village area will be removed to restore the original look of the Great Wall and minimize the commercial atmosphere.

Specifically for tourism, it is emphasized that tourism resources within the County should be integrated to facilitate effective tourism route design and demonstrate the characteristics of the County to tourists. Based on characteristics of tourism resources in Badaling County, the structure of tourism resources is summarized as “One axis, two cities, three belts, three areas“. As explained in the Plan, one axis refers to a line of outpost watchtowers of the Great Wall defensive system. Two cities refer to Chadao village and the Guan City. Three bands refer to Tubian Great Wall, the Great Wall in Yanqing District with Badaling Great Wall and Badaling Great Wall Relics, Guangou 72 sights and Shuiguan Great Wall. Three areas refer to mountain, forestry and agricultural landscape areas in Badaling County.

5.6.2 Big Badaling Scenic Area Plan

The current vision for Badaling development is to build the Big Badaling Great Wall Scenic Area, a 98-square-kilometer scenic area consisting of land under the supervision of Badaling Special Zone and Badaling County. The planning process started in 2001 with more than 100 experts and scholars consulted about history, cultural heritage, planning, architecture, landscape design, ecology, forestry, tourism and environmental protection. The Plan was approved by Beijing Municipal Planning Committee in April 2005. Although the exact plan for Big Badaling Scenic Area was not available for the research, a descriptive summary written by Director Song published in *Perspective Journal* (2008) was obtained, which is named “The big scenic area displays the Great Wall culture; the new plan illustrates the Chinese civilization”. It provides a comprehensive overview of the vision and the current progress of the Plan.

The article is divided into four sections: Badaling Great Wall as the important component of The Badaling – Ming Tomb Scenic Area, the basic zoning plan for the Big Badaling Great Wall Scenic Area, the current progress of projects in the plan, and the development of Badaling Great Wall Peace Forum.

As said in the article, the vision of Big Badaling Great Wall Scenic Area intends to incorporate and reflect the “Great Wall comprehensive military defensive system”, including primarily Badaling Great Wall, Shuiguan Great Wall, Badaling Great Wall Relics, Chadao

village, the Guangou Gorge, and Juyongguan Pass, to create a comprehensive understanding of the historical, cultural and military importance for Badaling visitors. Here, Badaling core tourism resources are summarized as “One axis, two cities, three belts”, which are defined in the same way as in Badaling County Plan with the concept of “three areas” excluded.

In addition, the design of Big Badaling Great Wall Scenic Area is intended to enhance protection of the World Cultural Heritage of the Great Wall, minimize commercialization at Badaling Guan City area, restore the original view of the Great Wall, illustrate the essence of the Great Wall culture and enrich Great Wall tourism experiences. It also aims at formulating a change from sightseeing tourism to leisure tourism at Badaling Great Wall by developing diverse tourism products to meet different visitor requirements. As commented by Director Song, the Great Wall still serves as the primary attraction for tourism at Badaling with the great majority of visitors staying only for several hours on the Wall. Therefore, developing new tourism products and attractions, fully utilizing the cultural and natural resources available and the brand name of Badaling Great Wall, is considered important for future tourism development. Expanding existing tourism programs and developing new tourism offerings are planned, including agricultural tourism at nearby villages, leisure vacation resorts, skiing resorts, and horse riding clubs, which will be targeted at satisfying the diversified needs of potential visitors and attracting visitors to stay longer and spend more.

For the Big Badaling Great Wall Scenic Area, five zones are planned: the World Cultural Heritage core protection and control zone, the tourism service zone, the physical and recreational activity zone, the town centre economic development zone, and the related industrial development and ecological conservation zone. Different zones have designated functions, which are related to each other as a whole.

The World Cultural Heritage core protection and control zone covers an area of 32 square kilometers, with the Badaling Great Wall as the core protection area. The control area includes Shuiguan Great Wall, Great Wall Relics, Tubian Great Wall, Chadao Village and Shixia Castle. The zoning plan focuses on the protection and renovation of cultural heritage, protection and restoring the natural plant coverage in the scenic area, setting up an internationally recognized signage system and interpretation system, improving site management and minimizing commercialization on site. The tourism service zone is planned to be 12 square kilometers with

three major functions: enriching tourism products, providing service facilities for the core area and facilitating relocation of commercial activities away from the core area, and sustaining a healthy ecosystem for the Great Wall. Badaling Great Wall Peace Forum is the key project in this zone, which has been the focus for development in recent years as advised by Director Song. Besides, a 7 square-kilometer area is planned as a physical and recreational activity zone, with 2.5 square-kilometers for the town centre economic development zone, and 40 square-kilometers for the related industrial development and ecological conservation zone.

According to Director Song, the five functional zones have been initially set up and are subject to further development and construction. In the near future, one development focus will be on Badaling Great Wall Peace Forum, which serves as a comprehensive tourism service area for Badaling Great Wall. Acquisition of funding was identified by Director Song as the major challenge for Big Badaling Great Wall Scenic Area Plan.

5.6.3 Local attitudes toward the Plan

Both the County Plan and the Big Badaling Great Wall Scenic Area Plan involve impacts to the local community, *i.e.*, villages in Badaling County, in terms of changes in land use, relocation of business outlets and operations on site, relocation or combination of villages and so on. Thus, the attitudes of the local community are also important for the successful execution of both plans.

According to Office Director Mr. Sun, during the 2008 Beijing Olympics, when the central government posted high requirements on the construction and preparation of selected Olympic sites including Badaling, renovations of the site were conducted to improve the environment and competitiveness of the site, which is also part of the vision of both plans. The pathway used to be crowded by the vending activities of small business outlets, which disturbed the original atmosphere of the Great Wall and brought negative experiences to tourists. Thus, small business outlets on the Wall and along the pathway were relocated to a designated market area near Guntiangou parking lot. In addition, a designated market is planned to be built at Guntiangou parking lot to host more small business outlets. After the relocation, the original look of the Great Wall and the pathway will be maintained and the environment for tourists will be improved.

Both Director Sun and Director Song acknowledged the resistance encountered from small business operators for the relocation project. Both Badaling Special Zone Office and Yanqing District Government played key roles in handling resistance throughout the relocation project. According to Director Song, the relocation of small business outlets experienced resistance and pressure from various levels. Business outlets previously were located at the Guan City on the Wall and along the pathway. Based on the nature of ownership, they could be categorized into three categories as Badaling Special Zone owned, village or county owned, and individually owned. Different policies and handling procedures were used in the relocation project. Badaling Special Zone Office had full control over its own business outlets. The District government played a key role in persuading and arranging the relocation of business outlets owned by villages or counties. Governmental enforcement and economic compensation packages were employed in relocating individually-owned outlets. Taking the opportunity of the Olympics and with the support from the different levels of government, the relocation project was successfully enforced, restoring the original look of the Great Wall and the pathway to visitors.

As advised by Director Song, Badaling County is not suitable for agricultural development because 70% of the land is mountainous. Great Wall tourism has been the core industry and income generator for the area for decades. With limited arable land, village residents could not live on agriculture but have developed a very high dependence on tourism. According to Director Song, although Badaling County is planned for a population of 30,000 people, the current population is 6,000 to 7,000 people, which is far below the planned capacity and indicates room for development. As commented by Director Song, urbanization of the rural area has been an ongoing process, especially in recent years. Village relocation and combination, and the integration of district public infrastructure are inevitable with natural developments in the rural area, especially in Badaling County with its generally low economic contribution from agriculture. It can be argued that tourism development has accelerated the pace of development rather than directly causing it. Among 15 villages in Badaling County, residents of some villages located in the planned tourism service zone would need to be relocated to new places. Resistance will arise from some villagers and this will need careful handling. On the other hand, more employment opportunities will be generated with tourism-related development according to the plan. It is expected that the employment opportunities generated will exceed the population aged

20 to 45 within Badaling County, which will not only solve a county-level employment problem but also benefit the adjacent counties and the whole district.

In summary, as the Great Wall is a highly recognized international and national heritage site, heritage preservation is emphasized and prioritized before economic development in both the Badaling County Plan and the Big Badaling Great Wall Scenic Area Plan. The relocation of business outlets and operations near the Great Wall demonstrates the determination of the site management office and the government to preserve the heritage. In addition, tourism is recognized as the pillar industry for Badaling County with other industries planned in relation to tourism development, as illustrated in zoning plans for both Badaling County and the Big Badaling Great Wall Scenic Area.

The planning process at Badaling is essentially a top-down approach, involving primarily the site management office, government at different levels, experts and scholars in related fields. Local residents are generally excluded from the consultation and planning process. As found in the research, local residents are not well informed about the contents of the plans, although they will be affected by the plans in terms of both their businesses and their living environment. The plans have considered local community development mostly from economic perspectives, in terms of providing more employment opportunities and increasing local income. However, the cultural and social aspects of tourism impacts on the local community are not considered in either plan.

5.7 Questionnaire Survey at Badaling Great Wall

During the five-day survey in December 2008, a total of 87 questionnaires were collected at Badaling, including 78 small business operators and 9 site employees. The demographic characteristics of respondents of the two samples are shown in Table 5.8. Small business operators are from a wider age span with more females (70%) than males. A comparatively higher education level, a younger age and a more balanced gender composition are found among the sample of site employees.

Impacts of World Heritage designation and tourism development on the local community are examined using three-point Likert scale questions for both samples. The three-point Likert scale of disagree, neutral and agree is chosen because, during the pilot tests, it was found that respondents' find it difficult to understand the differences between five levels of evaluation and

to position themselves on a five-point scale. Neutral here means neither agrees nor disagrees with the statement. Thus, three-point Likert scales were more effective and straightforward for respondents, without losing the accuracy of measurement required for the study. Five categories of questions are included in the questionnaire survey, including impacts of World Heritage designation, general evaluation of tourism development on site, and tourism impacts from economic, environmental, social and cultural perspectives.

Table 5.8: Demographic characteristics of respondents at Badaling

	<i>Local Business People</i>		<i>Employees</i>	
	<i>Number</i>	<i>Percentage</i>	<i>Number</i>	<i>Percentage</i>
Sample size	78	100%	9	100%
Gender				
Female	55	70%	5	56%
Male	23	30%	4	44%
Age				
18- 24	8	10%	2	22%
25- 34	15	20%	1	11%
35- 44	31	40%	6	67%
45- 54	22	29%		
55- 64	1	1%		
65 or above				
Years of residence				
1-9	25	33%	1	11%
>=10	51	67%	8	89%
Missing	2			
Education				
Primary school	2	3%		
Junior High School	43	56%		
Senior High school	31	40%	5	56%
University or above	1	1%	4	44%
Missing	1			

5.7.1 Questionnaire for small business operators

The major business types on site are souvenirs, food and beverages, local produce, snack food, restaurants, and photographic equipment. Family hotels are not included in the questionnaire survey because they are not available on site but are in the villages surrounding the site. As shown in Table 5.9, the number of small business operators surveyed is broken down into each business category to be compared with the approximate total number of business outlets based on the researcher's field observations. Souvenir outlets are the major business type

at Badaling, comprising 60% of the total outlets. Food and beverage outlets account for around 16% and restaurants account for 11% the total business outlets. Small numbers of outlets for snack food, local produce and photographic equipment also exist.

Table 5.9: Small businesses outlets and business respondents at Badaling Great Wall

		Number of questionnaires		Approximate total number on site	
Small business operators		78	100%	200	100%
Business Type	Souvenirs	62	80%	120	60%
	Food & Beverage	5	6%	32	16%
	Snack food	2	3%	9	5%
	Local produce	3	4%	6	3%
	Restaurant	4	5%	22	11%
	Photographic equipments	2	3%	9	5%

Table 5.10: Origin of small business operators at Badaling

Origin of small business operators	Number	Percentage
Within Badaling County	60	77%
Chadao Village	32	53%
Xibuozi Village	17	28%
Other villages	9	18%
Within Yanqing District	10	13%
Within Beijing	2	3%
Outside Beijing	6	8%
Total	78	100%

Table 5.11: Origin of small business operator at Badaling at three locations in Badaling

	Badaling County		Yanqing District		Beijing		Outside Beijing		Total
Qianshan parking lot	9	39%	9	39%	2	9%	3	13%	23
Guntiangu parking lot	38	93%					3	7%	41
The pathway	13	93%	1	7%					14

As observed, business outlets are found at three locations: Qianshan parking lot, Guntiangu parking lot, and the pathway between the two parking lots. Business outlets at the three locations are different in terms of business types and origins of business operators, due to design of the site plan and their different management structures. According to Director Mr. Song, Qianshan parking lot is managed by Badaling forest centre; the Guntiangu parking lot and the pathway are managed by the Badaling Special Zone Office, which gives preference to local business operators from Badaling County when renting the outlets. The origin of small business operators

at Badaling are examined in the questionnaire survey as shown in Table 5.10. Among 78 respondents, 77% are from Badaling County, 13% from Yanqing District, 3% from other districts in Beijing and 8% from other cities outside Beijing. Of the 60 small business operators from Badaling County, 53% are from Chadao village, the closest village to site; and 28% are from Xibuozi Village, and the rest are dispersed among other villages within the county. As shown in Table 5.11, 93% of small business operators at Guntiangou parking lot and the pathway are from Badaling County. For Qianshan parking lot, 39% are from each of Badaling County and Yanqing District, and 22% from other districts in Beijing or from outside of Beijing.

Table 5.12: Location of business outlets at Badaling

		Number of questionnaires	Percentage in the survey (%)	Approximate total number on site	Percentage on site (%)
Qianshan parking lot		23	29	60	30
Business Type	Souvenirs	9	6	30	50
	Food & Beverage	2	14	10	17
	Snack food	2	14	9	15
	Local produce			6	10
	Restaurant	1	7	3	5
	Photographic equipments			2	3
Guntiangou parking lot		41	53	115	70
Business Type	Souvenirs	38	93	80	58
	Food & Beverage			12	10
	Snack food				
	Local produce				
	Restaurant	3	7	16	14
	Photographic equipments			5	4
The pathway between two parking lots		14	18	25	13
Business Type	Souvenirs	15	65	10	40
	Food & Beverage	3	13	10	40
	Snack food				
	Local produce	3	13		
	Restaurant			3	12
	Photographic equipments	2	9	2	8

The composition of small business outlets at the three locations is shown in Table 5.12. Guntiangou parking lot and the pathway host small business outlets selling souvenirs, food and beverages, restaurants and photographic equipment. Qianshan parking lot has more diverse business types with local produce and snack food outlets besides the above common categories.

As shown in Table 5.12, the distribution of questionnaire surveys collected in the three locations is in line with the overall distribution of business outlets on site. In addition, at each location, the percentages of souvenir outlets are higher than the overall percentage at each location, especially for Guntiangu parking lot with 93% souvenir outlets in the sample in comparison with 58% on site. One reason for high percentage of souvenir outlets in the sample is that most souvenir outlet operators are people from Badaling County, who are easy and friendly to talk to. In addition, they know each other well and will follow the example of their neighbour if the latter completes the questionnaire. Moreover, certain types of business operators are especially hard to approach for the questionnaire survey. At Qianshan parking lot, local produce outlet operators and snack food operators are always busy preparing and selling food and, as a result, are very difficult to get to complete a questionnaire survey. Thus, most of potential respondents in these two business types refused to participate. At Guntiangu parking lot, most restaurant owners refused to complete the questionnaire and, thus, a very small sample of restaurant owners is included in the sample. Survey results are discussed in four parts: characteristics of village small business operators, basic information of business operators on site, perceptions on World Heritage designation and general tourism development, and tourism impacts on the local community.

5.7.1.1 Characteristics of small business operators in the questionnaire survey

As shown in Table 5.8, the small business operators surveyed are from a reasonable age span with 40% aged 35 to 44 and 29% aged 45 to 54. There are considerably more females (70%) than males (30%) in the sample, which is consistent with the researcher's field observation and can be considered as representative. Long local residence is observed in the sample with 67% living locally for more than 10 years. Respondents have a middle level education with 56% with junior high school education and 44% with senior high school education. Souvenir outlets are the major business type on site and in the questionnaire survey.

Age is regrouped into two categories as young from 18 to 34 and middle aged from 35 to 54 to fulfill sufficient numbers in each group for statistical analysis. Only one respondent is aged 55 to 64. As in the sample, souvenir outlet operators are the majority accounting for 80% of respondents, and the rest 20% are engaged in one of the other five business types. To fulfill the

requirements for statistical analysis, business types other than souvenir outlets are grouped together to be compared with souvenir outlets for further analysis.

Chi-square tests are then used to examine whether there are differences between souvenir outlet operators and operators engaged in other types of business, in terms of respondents' demographic characteristics such as age, education, gender and length of local residence. Results indicate no statistically significant differences at the .05 level for the above factors, indicating similar demographic characteristics for small business operators at Badaling Great Wall, regardless of business type.

5.7.1.2 Basic information on business operators on site

Table 5.13: Small business operators' opinions on their business on site

	Do you think your income increased?		Are you satisfied with current business?			Did you receive any government help to start the business?		Did you benefit from any beneficial policy or regulation from government or site management?	
Valid N	63		75			69		69	
Disagree (-1)	19	30%	27	36%	N (-1)	66	96%	51	74%
Neutral (0)	2	2%	8	11%	Y (1)	3	4%	18	26%
Agree (1)	43	68%	40	53%					
Mean	.38		.17			.04		.26	
S.D.	.923		.935			.205		.442	

Questions providing basic information about the businesses and the satisfaction of business operation are shown in Table 5.13. Although the majority of respondents agree that their income increased after doing business on site (68%) and they are satisfied with current business (53%), there are still high percentages of respondents who disagree with increase in income (30%) and satisfaction with current business (36%), which deserve further exploration. In addition, almost all (96%) said that they did not receive help from the government to start their business. In contrast, 74% pointed out that they benefit from beneficial policies or regulations from the government or site management. Through further probing with respondents, the major policy referred to is tax relief. Among 70 valid answers, 68 respondents (97%) indicated that they started their business by personal savings and two said they also got loans from the bank in addition to their personal savings. However, only 5 respondents (7%) said they had knowledge of the site plan among 75 valid answers.

Table 5.14: Chi-square tests between souvenir and non-souvenir business operators

	Agreement on income increase			Satisfaction with current business		
	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	.494	2	.781	3.633	2	.163
Gender	1.261	2	.532	1.931	2	.381
Education	5.905	6	.434	11.667	6	.070
Business type	3.767	2	.152	2.272	2	.321
Outlet location	6.012	4	.198	6.713	4	.152
Origin of outlet operator	17.141	6	.009*	10.417	6	.108

* Statistically significant difference examined at .05 level

As shown in Table 5.14, for their agreement on whether income increased due to tourism business and whether they are satisfied with the current business, using chi-square tests, no statistically significant differences at the .05 level are found across age groups, gender, education level, and origin of business operators, as well as between souvenir outlet operators and other business operators at Badaling. The only statistically significant difference identified at the .05 level is between origin of small business operators and their opinions on income increase (sig. = .009). Three-quarters (77%) of business operators from Badaling County agree that their income increased due to their involvement in tourism business and half (50%) of small business operators from Yanqing County agree. In contrast, all business operators from outside Beijing consider that no increase in income has resulted from their involvement in tourism business.

Table 5.15: Monthly income level across different business type at Badaling

Income (RMB)	Business type				Chi-square tests		
	Souvenirs	Food & Beverage	Snack food	Local produce	Value	df	Sig. (2-sided)
1,000 to 2,000	30%	0	50%	33%	12.334	6	.055
2,000 to 5,000	64%	0	50%	67%			
>10,000	7%	100%	0	0			
Total number	44	1	2	3			

Monthly incomes from one business outlet vary depending on the type, size and location of the business, individual operation, and seasonality. Among 50 valid answers, 30% of respondents report their monthly income range from RMB 1,000 to 2,000 (180 to 360 CAD); 62% range from 2,000 to 5,000 (360 to 900 CAD), which is suggested to be the majority income level for small business at Badaling. Four respondents (8%) report incomes higher than RMB 10,000 (1,800

CAD) per month. As shown in Table 5.15, no respondents from restaurants and photographic equipment outlets provided their monthly income. No statistically significant difference at the .05 level in income is found among different business types with available income data.

5.7.1.3 Perceptions on World Heritage designation and general tourism development

Table 5.16: Impacts of World Heritage designation on the local community

Impacts of World Heritage designation	Disagree	Neutral	Agree	N	Mean	S.D.
World Heritage designation helps tourism development at site	40%	1%	59%	75	.19	.982
World Heritage designation improves the site international reputation	8%	3%	89%	75	.81	.562
World Heritage designation brings more tourists	12%	3%	85%	75	.73	.664
World Heritage designation helps the protection of the Great Wall	9%	8%	82%	74	.73	.626
World Heritage designation has positive impacts on local business	41%	1%	57%	75	.16	.987

Impacts of World Heritage designation and general tourism development on the local community are examined using three-point Likert scale questions. In evaluating the impacts of World Heritage designation, World Heritage designation is recognized by small business operators as enhancing the site international reputation (89%), increasing tourist number (85%), and helping heritage protection of the Great Wall (82%) (Table 5.16). However, divergences of opinions are found concerning whether the designation helps site tourism development and local business development for 40% and 41% respectively disagreed with the statements. This indicates the need for further examination.

Table 5.17: Chi-square examination of differences for impacts of World Heritage designation

	World Heritage designation helps tourism development at site			World Heritage designation has positive impacts on local business		
	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	2.988	2	.224	2.496	2	.287
Gender	2.988	2	.224	2.496	2	.287
Business location	3.385	4	.496	3.451	4	.485
Type of business	.271	2	.873	.239	2	.887
Origin of business operator	3.361	6	.762	3.186	6	.785
Income increase	.807	2	.668	.807	2	.668
Satisfaction with own business	5.053	4	.282	6.049	4	.195

For the two factors identified with divergence of opinions, Chi-square tests are conducted to explore the possibility of differences with age, gender, business locations, types of business, origin of business operator, recognition of an income increase, and satisfaction with business. As shown in Table 5.17, no statistically significant differences at the .05 level are found.

Table 5.18: General evaluation of tourism development on site

General evaluation of tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
I am satisfied with current tourism development	8%	12%	79%	73	.71	.612
There are more benefits through tourism development	7%	12%	81%	73	.74	.578
Local government should continue promote tourism development	4%	1%	95%	73	.90	.414
Local government should pay more attention to tourism impacts on local residents	1%	14%	85%	73	.84	.409

Small business operators' general evaluations of tourism development on site are also examined, including their satisfaction with tourism development, recognition of benefits, preference for future development and local impacts. General positive evaluations among respondents are observed as shown in Table 5.18. Most (79%) respondents are satisfied with current tourism development and, agree that more benefits come from tourism development (81%). Almost all (95%) support further tourism development by the local government. However, more government attention to tourism impacts on local residents is favoured by 85% of respondents.

5.7.1.4 Examination of tourism impacts on the local community

Impacts of tourism on the local community are examined using three-point Likert scale questions from three aspects: economic, environmental, and social and cultural impacts. Agreements are widely demonstrated in most items within each category, except that more varied opinions are observed in items in environmental impacts. Results are explained in detail below respectively for economic, environmental, and social and cultural impacts.

Table 5.19: Economic impacts of tourism on the local community

Economic impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Tourism development improved local economic development	5%	7%	88%	73	.82	.509
Tourism development provided more local job opportunity	10%	7%	84%	73	.74	.624
Tourism development improved local living standard	4%	7%	89%	73	.85	.462
Tourism development increased local income	6%	13%	82%	71	.76	.547
Tourism development lead to the increase of local prices	31%	17%	52%	71	.21	.893
Most local people benefit from tourism development	10%	14%	76%	72	.67	.650
Tourism development improved local service standard	11%	24%	65%	71	.54	.693
Tourism is important in local economy	4%	5%	90%	73	.86	.451

First, economic impacts are explored with general agreements found in most factors in economic impacts as shown in Table 5.19. The majority agree that local economic development

is improved (88%), and local job opportunity (84%), living standard (89%) and local income (82%) are increased. The local service standard is also improved (86%). The statement that the majority of local people benefit from tourism is accepted by of 76% respondents. Moreover, the importance of tourism to the local economy is recognized by 90% of respondents.

Table 5.20: Chi-square examination of differences for the increase in local price

	Increase in local price		
	X ² value	df	Sig. (2-sided)
Age	24.261	2	.000*
Gender	8.609	2	.014*
Education	3.761	6	.709
Business type	8.597	2	.014*
Business location	8.516	4	.074
Origin of business operator	16.991	6	.009*
Opinion on income increase	6.217	4	.184
Satisfaction with own business	2.821	4	.588

* Statistically significant difference identified at .05 level

Table 5.21: Analysis of differences in opinions on local price increase

		Increase of local price		
		Disagree	Neutral	Agree
Age	Young (18-34)	11%	53%	37%
	Middle-aged (35-54)	38%	4%	58%
Gender	Female	32%	9%	58%
	Male	28%	39%	33%
Business type	Souvenir	24%	19%	58%
	Others	67%	8%	25%
Origin of business operators	Badaling County	27%	16%	57%
	Yanqing District	67%	11%	22%
	Beijing	0	100%	0
	Outside Beijing	25%	0	75%

A divergence of opinions is found regarding increase in local prices with 52% agreeing and 31% disagreeing, indicating the need for further analysis using Chi-square tests. As shown in Table 5.20, no statistically significant differences at the .05 level are identified in education, business location, opinion on income increase and satisfaction with own business. Statistically significant differences in opinions at the .05 level are identified in association with age, gender, business type, and origin of business operator. There are further analyzed in Table 5.21.

As shown in Table 5.21, young people (aged 18 to 34) demonstrate less concern about local prices: 53% provide neutral responses regarding local price increases and only 37% agree that they have increased. In contrast, 57% of middle-aged respondents (aged 35 to 54) agree and 38% disagree that local prices have increased. Females show more concern about local price change with 58% indicating agreeing that local prices have increased and 32% disagreeing. For males, similar proportions are found in agreement, neutral and disagreement response categories. As well, business operators from Badaling County show higher agreement (57%) in terms of local price increase than business operators from Yanqing District (22%), who might have less personal experience with local price changes. However, 75% of business operators from outside Beijing agree that local prices have increased, probably because they also live in the neighbourhood of the site to take care of their business on site, and thus they share similar opinions on local price increases as local business operators in Badaling County. It seems that distance of home to the site has an impact on respondents' opinions on local price increases resulting from tourism. Moreover, souvenir sellers show much higher agreement (58%) on local price increases than other business operators (25%). This may be related to the higher percentage of respondents from Badaling County among souvenir business operators than is the case for other business types.

Second, environmental impacts of tourism on the local community are explored using seven factors as shown in Table 5.22. There is general agreement on tourism's positive impacts on the protection and maintenance of the Great Wall (83%) and beautifying environment in local community (75%). Negative impacts from tourism on the environment are opposed by 66% of respondents and 68% think that tourism has helped improve local public facilities. Regarding traffic jams, noise and crowding, opinions are more varied but with slightly higher than 50% disagreement, indicating need for further analysis.

Table 5.22: Environmental impacts of tourism on the local community

Environmental impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help the protection and maintenance of the Great Wall	10%	7%	83%	72	.74	.628
Beautify the environment in local community	11%	14%	75%	72	.64	.678
Bring negative impacts to surrounding environment	69%	14%	17%	71	-.52	.772
Improve local public facilities	7%	25%	68%	72	.61	.618
Bring more traffic jam, difficult to go out	52%	14%	34%	71	-.18	.915

Bring more noise, destroy the local peaceful atmosphere	55%	17%	28%	71	-.27	.878
Tourists causes crowding at site	51%	32%	17%	71	-.34	.755

Table 5.23: Chi-square examination of differences for three environmental impact factors

	Chi-square tests		
	X ² value	df	Sig. (2-sided)
	More traffic Jam		
Age	6.624	2	.036*
Gender	10.146	2	.006*
Education	5.540	6	.477
Business type	2.922	2	.232
Business location	1.338	4	.855
Origin of business operator	8.523	6	.202
Opinion on income increase	1.816	4	.769
Satisfaction with own business	4.630	4	.327
	More noise		
Age	4.224	2	.121
Gender	6.234	2	.044*
Education	7.810	6	.252
Business type	.843	2	.656
Business location	3.976	4	.409
Origin of business operator	11.387	6	.077
Opinion on income increase	1.370	4	.849
Satisfaction with own business	1.382	4	.847
	Crowding		
Age	6.639	2	.036*
Gender	5.337	2	.069
Education	10.354	6	.111
Business type	5.637	2	.060
Business location	3.839	4	.428
Origin of business operator	10.389	6	.109
Opinion on income increase	1.544	4	.819
Satisfaction with own business	5.883	4	.208

* Statistically significant difference identified at .05 level

Chi-square tests are used to identify where differences reside among responses concerning the three environmental factors as shown in Table 5.23. It is shown that demographic factors such as age, gender and education seem influence respondents' opinions toward these

environmental impacts of tourism. In contrast, business type, business location, origin of business operators, opinions on income increase from tourism business and satisfactions with own business cause no statistically significant differences at the .05 level in opinions on these environmental impacts of tourism.

Table 5.24: Analysis of differences among age and gender in selected environmental impacts

		Disagree	Neutral	Agree
		Bring more traffic jam		
Age:	Young (18-34)	33%	29%	38%
	Middle-aged (35-54)	60%	8%	32%
Gender	Female	0%	17%	23%
	Male	32%	5%	63%
		Bring more noise		
Gender	Female	63%	15%	21%
	Male	32%	21%	47%
		Crowding at site		
Age	Young (18-34)	29%	52%	19%
	Middle-aged (35-54)	60%	24%	16%

As shown in Table 5.24, middle-aged respondents seem to have higher tolerance than younger respondents toward traffic conditions and crowding with 60% disagreeing with the statements in comparison with 33% who disagree among young respondents. Likewise, females apparently demonstrate higher tolerance than males in terms of noise and crowding, with 60% and 63% disagreeing respectively. In contrast, 32% of males disagree with the statements concerning more noise and crowding on site.

Third, social and cultural impacts of tourism are examined with six factors as shown in Table 5.25. Almost all (93%) of respondents agree that awareness of cultural heritage is improved and the understanding of Great Wall culture is deepened among local people (84%) contributing to tourism development on site. Results indicate that the development of tourism actually helps to raise the awareness of cultural heritage at Badaling. Most (82%) respondents also agree that tourism promotes recognition of the attractiveness and characteristics of their hometown and 84% think more local people would like to work and live in their hometown. In addition, a friendly community atmosphere is considered to be supported by tourism development by 77% of respondents. However, for the factor of the enrichment of local life, varied opinions are

observed with 51% agreeing and 31% disagreeing. This is further examined using Chi-square tests.

Table 5.25: Social and Cultural impacts of tourism on the local community

Social and cultural impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help build friendly community atmosphere	11%	11%	77%	71	.66	.675
Enrich local life	31%	17%	51%	70	.20	.894
Improve the awareness of cultural heritage in local people	1%	6%	93%	70	.91	.329
Deepen the understanding of Great Wall culture of local people	3%	13%	84%	70	.81	.460
Make local people realize the attractiveness and characteristics of their home town	1%	16%	82%	68	.81	.432
Make local people like to work and live at their home town	0%	16%	84%	68	.84	.371

Table 5.26: Chi-square examination of differences in opinion on enrichment of social life

	Enrich Social life		
	X ² value	df	Sig. (2-sided)
Age	3.293 ^a	2	.193
Gender	5.411 ^a	2	.067
Education	16.315 ^a	6	.012*
Business type	3.723 ^a	2	.155
Business location	2.658 ^a	4	.617
Origin of business operator	10.974	6	.089
Increase income	2.368 ^a	4	.668
Satisfied with own business	10.537 ^a	4	.032*

* Statistically significant difference at .05 level

Table 5.27: Analysis of differences in opinions on enrichment of social life

		Enrichment of social life		
		Disagree	Neutral	Agree
Education	Primary	0	0	100%
	Junior high	29%	5%	66%
	Senior high	34%	34%	31%
	University of above	100%	0	0
Satisfaction with own business	Unsatisfied	40%	32%	28%
	Neutral	29%	0	71%
	Satisfied	26%	11%	63%

As shown in Table 5.26, statistically significant difference at the .05 level are found in association with education and satisfaction with own business in terms of opinions on the enrichment of local life due to tourism. As shown in Table 5.27, all respondents with primary school education and 66% with junior high school education agree that tourism has enriched local life. In contrast, among respondents with senior high school education, 31% agree and 34% disagree with the statement. This lower agreement from respondents with senior high school education might result from their higher expectations resulting from their higher education. Business operators with higher satisfactions with their own business exhibit more positive views (63% agree) toward enrichment of social life from tourism than unsatisfied business operators (28%).

5.7.2 Results of Badaling employee questionnaires

Table 5.28: Examination of opinions of site employees at Badaling

Impacts of World Heritage designation	Disagree	Neutral	Agree	N	Mean	S.D.
World Heritage designation helps tourism development at site	0	22%	78%	9	.78	.441
World Heritage designation improves tsite international reputation	0	0	100%	9	1.00	.000
World Heritage designation brings more tourists	0	0	100%	9	1.00	.000
World Heritage designation helps the protection of the Great Wall	0	0	100%	9	1.00	.000
World Heritage designation has positive impacts on local business	0	22%	78%	9	.78	.441
General evaluation of tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
I am satisfied with current tourism development	0	22%	78%	9	.78	.441
There are more benefits through tourism development	0	56%	44%	9	.44	.527
Local government should continue promote tourism development	0	0	100%	9	1.00	.000
Local government should pay more attention to tourism impacts on local residents	0	0	100%	9	1.00	.000
Economic impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Tourism development improved local economic development	0	22%	78%	9	.78	.441
Tourism development provided more local job opportunity	0	11%	89%	9	.89	.333
Tourism development improved local living standard	0	22%	78%	9	.78	.441
Tourism development increased local income	0	22%	78%	9	.78	.441
Tourism development lead to the increase of local prices	22%	33%	44%	9	.22	.833
Most local people benefit from tourism development	22%	11%	67%	9	.44	.882
Tourism development improved local service standard	0	22%	78%	9	.78	.441
Tourism is important in local economy	0	22%	78%	9	.78	.441
Environmental impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help the protection and maintenance of the Great Wall	22%	0	78%	9	.56	.882
Bring negative impacts to surrounding environment	22%	33%	44%	9	.22	.833
Beautify the environment in local community	33%	33%	33%	9	.00	.866
Improve local public facilities	11%	33%	56%	9	.44	.726

Bring more traffic jam, difficult to go out	44%	44%	11%	9	-.33	.707
Bring more noise, destroy the local peaceful atmosphere	33%	44%	22%	9	-.11	.782
Tourists causes crowding at site	11%	89%	0	9	-.11	.333
Social and cultural impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help build friendly community atmosphere	0	22%	78%	9	.78	.441
Enrich local life	0	44%	56%	9	.56	.527
Improve the awareness of cultural heritage in local people	0	22%	78%	9	.78	.441
Deepen the understanding of Great Wall culture of local people	0	0	100%	9	1.00	.000
Make local people realize the attractiveness and characteristics of their home town	0	0	100%	9	1.00	.000
Make local people like to work and live at their home town	0	11%	89%	9	.89	.333

In this study, employees at Badaling are people hired by Badaling Special Zone or other businesses on site. Working at the site, they witness tourism development and changes on the site. Therefore, their opinions are evaluated in this study. Most employees in the departments of Badaling Special Zone are back-office staff, and the questionnaires were only distributed to four respondents working at positions requiring interactions with visitors in the museum, tourist centre and ticket office. Three employees hired by private business at Qianshan parking lot and two at Guntiangou parking lot are also included in the sample. A total of 9 questionnaires were collected as shown in Table 5.28. Although a very small number of respondents were approached successfully, their opinions represent another perspective and are worth exploring.

Higher education (56% with senior high school and 44% with university education), younger age ranger (22% aged 18 -24, 11% aged 25-34, and 67% aged 35-44), and a more balanced gender distribution (female 56% and males 44%) are identified, as compared with the sample of small business operators. Among them, 44% of them are from Yanqing District centre, 33% are from villages in Badaling County, and 22% of them are from other districts in Beijing. All respondents working at departments under Badaling Special Zone have knowledge of the tourism site plan; while only two of the five respondents (40%) working in private businesses knew of this. This indicates that, besides people working for the site management office, others are not effectively informed of the site plan. The opinions of employees on the impacts of World Heritage designation, tourism development, and tourism impacts on the local community are examined in the same format as the questionnaire survey for small business operators.

As shown in Table 5.28, consistency in opinions is observed among most factors concerning the impacts of World Heritage designation, general evaluation of tourism development,

economic, social and cultural impacts of tourism. Divergence of opinions is mostly identified in environmental impacts of tourism, which is consistent with the sample of small business operators.

5.7.3 Comparisons between local business people and employees on site

Table 5.29: Chi-square test comparison between employees and local business people

Statement	Sample	No.	Mean	S. D.	S. E.	X ²	df	Sig. (2-tailed)
Impacts of World Heritage designation								
World Heritage designation helps tourism development at site	Business people	75	.19	.982	.113	13.901	2	.001
	Employees	9	.78	.441	.147			
World Heritage designation improves the site international reputation	Business people	75	.81	.562	.065	1.061	2	.588
	Employees	9	1.00	.000	.000			
World Heritage designation brings more tourists	Business people	75	.73	.664	.077	1.519	2	.468
	Employees	9	1.00	.000	.000			
World Heritage designation helps the protection of the Great Wall	Business people	74	.73	.626	.073	1.875	2	.392
	Employees	9	1.00	.000	.000			
World Heritage designation has positive impacts on local business	Business people	75	.16	.987	.114	14.102	2	.001
	Employees	9	.78	.441	.147			
General evaluation of tourism development at site								
I am satisfied with current tourism development	Business people	73	.71	.612	.072	1.327	2	.515
	Employees	9	.78	.441	.147			
There are more benefits through tourism development	Business people	73	.74	.578	.068	10.765	2	.005
	Employees	9	.44	.527	.176			
Local government should continue promote tourism development	Business people	73	.90	.414	.048	.518	2	.772
	Employees	9	1.00	.000	.000			
Local government should pay more attention to tourism impacts on local residents	Business people	73	.84	.409	.048	1.566	2	.457
	Employees	9	1.00	.000	.000			
Economic impacts from tourism development at site								
Tourism development improved local economic development	Business people	73	.82	.509	.060	2.802	2	.246
	Employees	9	.78	.441	.147			
Tourism development provided more local job opportunity	Business people	73	.74	.624	.073	1.089	2	.580
	Employees	9	.89	.333	.111			
Tourism development improved local living standard	Business people	73	.85	.462	.054	2.704	2	.259
	Employees	9	.78	.441	.147			
Tourism development increased local income	Business people	71	.76	.547	.065	1.051	2	.591
	Employees	9	.78	.441	.147			
Tourism development lead to the increase of local prices	Business people	71	.21	.893	.106	1.446	2	.485
	Employees	9	.22	.833	.278			
Most local people benefit from tourism development	Business people	72	.67	.650	.077	1.271	2	.530
	Employees	9	.44	.882	.294			

Tourism development improved local service standard	Business people	71	.54	.693	.082	1.227	2	.541
	Employees	9	.78	.441	.147			
Tourism is important in local economy	Business people	73	.86	.451	.053	3.583	2	.167
	Employees	9	.78	.441	.147			
Environmental impacts from tourism development at site								
Help the protection and maintenance of the Great Wall	Business people	72	.74	.628	.074	1.780	2	.411
	Employees	9	.56	.882	.294			
Beautify the environment in local community	Business people	71	-.52	.772	.092	7.594	2	.022
	Employees	9	.22	.833	.278			
Bring negative impacts to surrounding environment	Business people	72	.64	.678	.080	6.767	2	.034
	Employees	9	.00	.866	.289			
Improve local public facilities	Business people	72	.61	.618	.073	.589	2	.745
	Employees	9	.44	.726	.242			
Bring more traffic jam, difficult to go out	Business people	71	-.18	.915	.109	5.615	2	.060
	Employees	9	-.33	.707	.236			
Bring more noise, destroy the local peaceful atmosphere	Business people	71	-.27	.878	.104	3.842	2	.146
	Employees	9	-.11	.782	.261			
Tourists causes crowding at site	Business people	71	-.34	.755	.090	10.807	2	.005
	Employees	9	-.11	.333	.111			
Social and cultural impacts from tourism development at site								
Help build friendly community atmosphere	Business people	71	.66	.675	.080	1.781	2	.410
	Employees	9	.78	.441	.147			
Enrich local life	Business people	70	.20	.894	.107	5.790	2	.055
	Employees	9	.56	.527	.176			
Improve the awareness of cultural heritage in local people	Business people	70	.91	.329	.039	3.189	2	.203
	Employees	9	.78	.441	.147			
Deepen the understanding of Great Wall culture of local people	Business people	70	.81	.460	.055	1.643	2	.440
	Employees	9	1.00	.000	.000			
Make local people realize the attractiveness and characteristics of their home town	Business people	68	.81	.432	.052	1.881	2	.390
	Employees	9	1.00	.000	.000			
Make local people like to work and live at their home town	Business people	68	.84	.371	.045	.155	1	.694
	Employees	9	.89	.333	.111			

*Statistically significant differences examined

Differences between small business operators and site employees are explored using chi-square tests with results shown in Table 5.28. Perceptions of employees are consistently toward the positive impacts of World Heritage designation with all respondents agreeing with three out of five statements within this category. Statistically significant differences at the .05 level are identified for two factors within this category, where employees perceive higher positive impacts of World Heritage designation on tourism development and local business

compared with village small business operators. Perhaps this is because site employees' economic benefits from tourism are more secure and stable, while self-employed small business operators may experience more seasonality and instability of tourism business. Also, their businesses might be more vulnerable to the impacts of protection requirements of designated World Heritage.

Statistically significant differences are found for three factors in environmental impacts of tourism, including beautifying the environment in the local community (sig. = .022), bringing negative impacts to surrounding environment (sig. = .034), and crowding at site caused by tourism (sig. = .005). Forty-four percent of employees consider tourism brings negative environmental impacts in comparison with 17% of local business people with the same opinion. And 75% of local business people agree with the beautifying effect of tourism in the local community with only 33% of employees with the same opinion. In terms of crowding caused by tourism, 89% of employees selected neutral, with 11% agreeing, indicating low awareness or less concern with crowding. Among local business people, 17% agree and 51% disagree. In general, local business people demonstrate higher recognition of positive environmental impacts from tourism than employees.

No statistically significant differences at the .05 level were found between small business operators and site employees among factors related to the economic, social and cultural impacts of tourism. Similar opinions are also found between the two samples in terms of general evaluation of site tourism development, with slightly higher positive views acquired from site employees for more benefits than costs from tourism as illustrated in Table 5.28.

5.8 Chapter Summary

Situated in Yanqing District about 60 km northeast of Beijing, the Great Wall at Badaling has become the most popular and visited Great Wall site in China with tourism officially developed since 1958. As the pillar industry for Badaling County, Badaling Great Wall also draws people from nearby villages and overall Yanqing District to do business and work on site. Badaling Special Zone Office was formed as part of the Yanqing District Government to supervise and coordinate issues concerning Badaling Great Wall. Heritage preservation and tourism development are the two major focuses of the responsibilities of Badaling Special Zone Office.

Interviews were conducted from October to December of 2009 with key officials from different departments of Badaling Special Zone Office to understand the current status of heritage protection, tourism development and local involvement in tourism, as well as to gain information about future development at Badaling. A questionnaire survey was also conducted in December 2008 with small business operators and site employees to acquire their opinions concerning impacts of World Heritage designation and tourism from economic, environmental, and social and cultural perspectives. Results of the questionnaire survey show that both small business operators and site employees demonstrated high recognition of the positive impacts of World Heritage designation on site reputation and tourism development, Great Wall protection and local business development at Badaling. Positive evaluations of tourism development in general are also observed in both samples. Consistently, positive economic impacts, and social and cultural impacts from tourism are recognized by a large majority of respondents. In contrast, a divergence of opinion is observed among factors assessing the environmental impacts of tourism in two samples, suggesting that environmental costs, with implications for heritage protection, have been recognized by some locals as a price that is being paid for economic benefits.

Major differences identified among two samples are examined mostly in the category of impacts of World Heritage designation, where site employees perceive higher positive impacts in comparison with small business operators. This is probably due to site employees' economic benefits from tourism being more secure and stable, whereas self-employed small business operators experience more seasonality and instability of tourism business and their small business might be prone to the impacts of protection requirements of World Heritage. Apart from that difference, similarity of opinions are found between the two samples in terms of their general evaluations of site tourism development, economic, environmental, and social and cultural impacts of tourism.

Although no direct interactions were identified between Badaling Great Wall at the site level and the international heritage community, World Heritage designation contributes to an enhanced attention to heritage protection at Badaling Great Wall. As the first section to be opened to tourists and a UNESCO-designated representative section of the Great Wall, Badaling Great Wall Tourist Area receives considerable direct financial and managerial support from

Beijing municipality and the state government. Badaling Special Zone Office, as the management office of Badaling Great Wall, is granted a special position as an independent part of Yanqing District Government.

With no village directly on site but several nearby, the local community at Badaling Great Wall can be considered to be the residents in nearby villages. As shown in the questionnaire survey, the majority of small business operators are from the local community. Although they are not effectively consulted in the planning stage based on interviews, nor effectively informed of the plan as indicated in the questionnaire survey, local participation in tourism is widespread. It is also identified that the local community is highly dependent economically on tourism business on site. Positive economic impacts from tourism are highly valued by the local community, the government and the management office, and this is reflected in the plans for Badaling County and the site. Thus, local benefits from tourism development are being emphasized, but greater attention could be paid to social and cultural implications.

High awareness of heritage protection and positive attitudes toward tourism development are also identified in the local community. Without living close to site but having a close economic linkage with tourism development on site, the majority of small business operators surveyed demonstrated higher tolerance toward negative environmental impacts such as more traffic, crowding and congestion on the site. However, Badaling Great Wall has encountered issues regarding visitor capacity with daily tourist numbers exceeding the maximum evaluated by Beijing Tourism Bureau (BTB, 2008) during peak seasons. Crowding and congestion on site are challenges to the managers of Badaling Special Zone Office. Higher attention toward heritage preservation, environmental protection and visitor management is also required.

As a well-established and well-known tourism site, Badaling Great Wall attracts both international and domestic visitors. However, as pointed out by management officials and noticed by small business operators, most visitors stay at Badaling Great Wall only for several hours with a somewhat superficial experience on the Wall and minimal spending on site. Badaling Great Wall needs to share its full cultural and natural assets with visitors, in order to bring the true cultural and historical values of the Great Wall to visitors, thereby enriching their experience on site and encouraging them to stay longer and spend more.

Thus, this chapter has explored Badaling Great Wall with results presented in response to the three research objectives stated in Chapter One: World Heritage and tourism relationships, stakeholder collaboration, and local participation. The next chapter will examine Mutianyu Great Wall using the same structure.

Chapter 6: The Great Wall at Mutianyu

This chapter discusses in detail the field study at Mutianyu Great Wall. First, the Mutianyu Great Wall is introduced in terms of its geography, history and features. The management structure is analyzed, followed by an examination of heritage protection at Mutianyu. Tourism development and local participation in tourism are discussed in detail. Participation of international village residents is also explored. The plan for development at Mutianyu is considered briefly. Results of the questionnaire survey are then presented and discussed. Major findings are summarized at the end.

6.1 Introduction to Mutianyu Great Wall

The Mutianyu Great Wall is situated in Huairou District of Beijing, about 70 km northeast of Beijing. Along with the nearby Huanghua Great Wall and Jiankou Pass, the Mutianyu section of the Great Wall is connected with Juyongguan Pass to the west and Gubeikou to the east. Used to serve as the northern barrier defending the capital and the imperial tombs, the Mutianyu section is one of the best-preserved parts of the Great Wall (www.mutianyugreatwall.com).

In the early Ming Dynasty (1368-1644), the present Mutianyu Great Wall was constructed on the relics of the wall built in the Northern Qi (550-577) under the supervision of General Xu Da. The construction of the unique structure of Mutianyu, Zheng Guan Tai which is three side-by-side watchtowers, was completed and officially named “Ming Pass” in 1404, serving as an important symbol of protection from Mongolian nomads to the north (Williams, 2006). In the 1560s, the Mutianyu Great Wall underwent major renovation under the supervision of General Qi Jiguang. The construction of crenels on both sides of the wall for greater visibility and shooting range, one distinctive structural feature of Mutianyu Great Wall, reflects the higher level of skill and technology developed during that period of time (Williams, 2006; Lindsay, 2003). The most recent large-scale renovation of the Wall at Mutianyu took place from 1982 to 1986, when 3,000 meters of the Great Wall were restored.

On 11 Dec 1990, former Chinese president Jiang Zemin inscribed “The Mutianyu Great Wall” for the tourism area (www.mutianyugreatwall.com). Since its opening to tourism, Mutianyu has been accorded many tourism titles, including one of the “16 Scenic Spots in New Beijing” in 1987 and “AAAA Tourism Area” (the highest rating) in 2002. Surrounded by

mountains with plant coverage of up to 96%, Mutianyu has been recognized as “the most beautiful Great Wall site” (Mutianyu Great Wall, 2008).



Figure 6.1: Google Earth Map of Mutianyu Great Wall (Left, with the red circle C indicating the Mutianyu Village) and Walls crenellated at both outer and inner sides with crenels (Right)



Figure 6.2: Zhengguan Fort of Mutianyu Great Wall (Left) and its roof sculptures (Right)

Built mainly with granite, Mutianyu Great Wall is 7-8 meters high and the top is 4-5 meters wide. Left of Figure 6.1 shows the rough layout of Mutianyu Great Wall Tourist Area. One unique architectural feature of Mutianyu Great Wall is the three side-by-side watchtowers, named Zhengguan Fort (Figures 6.2). In addition, both the outer and inner walls are punctuated with crenels (right of Figure 6.1) so that shots could be fired on both sides. This is a feature that is rarely found on other parts of the Great Wall (www.mutianyugreatwall.com).

The quickest route to Mutianyu from Beijing is to drive there by the Jingcheng Expressway which takes a little more than one hour. Public transportation is also available from Beijing. The newly-developed direct bus route departs from Dongzhimen bus station at the northeast corner of the second ring road of Beijing, but it is a slow bus line with numerous stops, taking about 2.5 hours. An alternative for independent tourists is to take the express public bus to Huairou downtown and change to a privately-run mini-van, which takes a total of about 1.5 hours. However, the random schedule, un-standardized price of the mini-vans and the lack of bus stop signs are often problematic for independent travelers. The mini-vans also serve local people as supplementary transportation to public buses within Huairou district but the route coverage and schedule has not been developed in a very convenient way. The mini-vans are operated by individual van owners. Although individual travelers have concerns about the un-standardized pricing and service, they are forced to rely on this service as well. Improvements in the public transportation system and regulation of private transportation services are desirable.

Table 6.1: Interviews conducted at Mutianyu Great Wall

Interviewees	Title	Organization
Mr. Li Lianting	Village Mayor	Mutianyu Village
Ms. Wang Ximei	Village Mayor Assistant	Mutianyu Village
Mr. He	Past Village Mayor	Mutianyu Village
Mr. Liu Jinwu	Director	Mutianyu Great Wall Tourist Area
Mr. Dong Weimin	Office Director	Mutianyu Great Wall Tourist Area
Mr. MacLean Brodie	Deputy General Manager	The Schoolhouse at Mutianyu Great Wall
Mr. Jim Spear	Partner	The Schoolhouse at Mutianyu Great Wall
Ms. Julie Upton-Wang	Partner	The Schoolhouse at Mutianyu Great Wall

As discussed in Chapter Four, surveys were conducted with village residents operating business outlets on the site, residents in the village and site employees at Mutianyu Great Wall. Interviews were conducted with major stakeholders as listed in Table 6.1.

6.2 The Management Structure of Mutianyu Great Wall

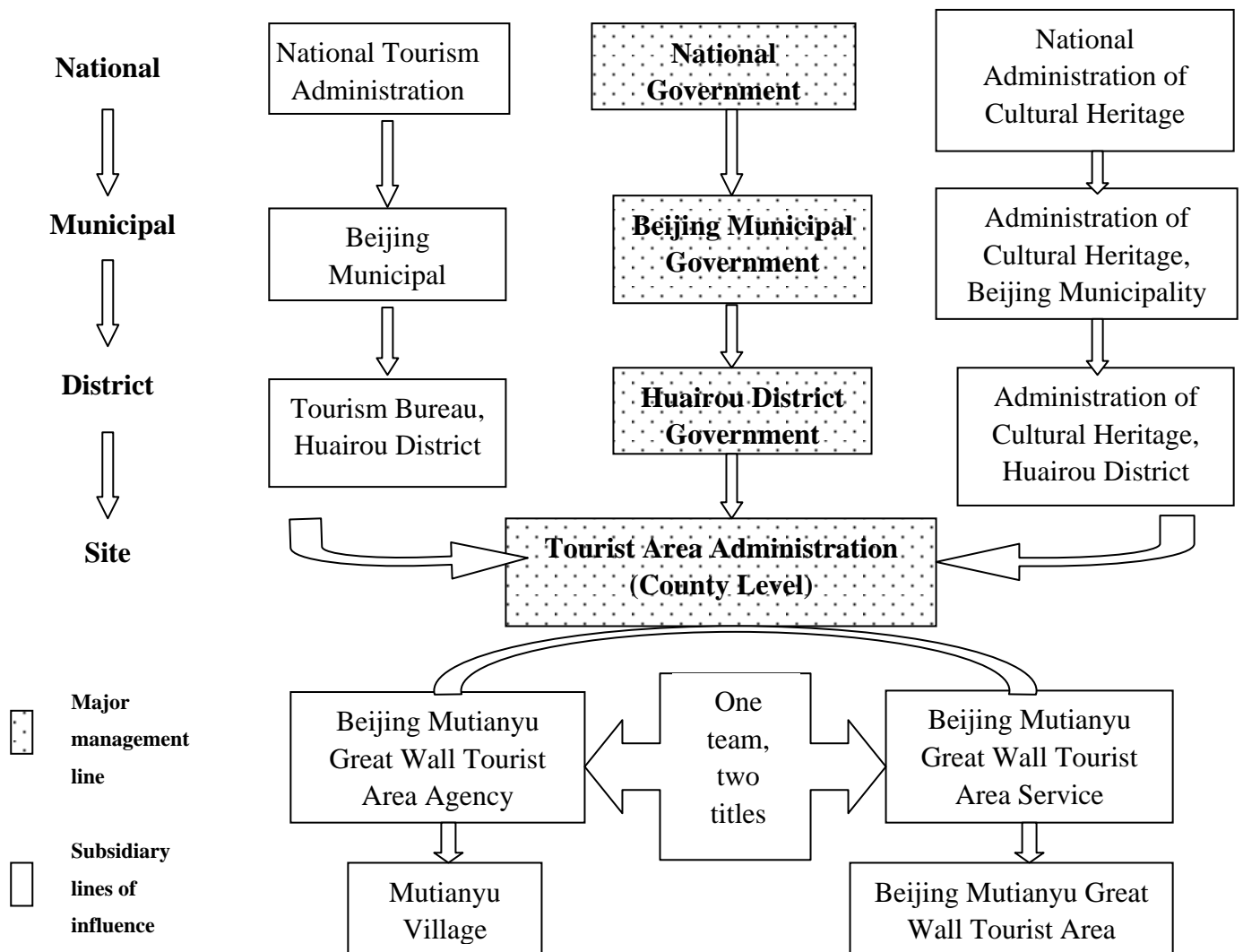


Figure 6.3: Management structure of the Mutianyu Great Wall in Beijing

The State Council officially approved the development of Mutianyu Great Wall in 1982. After field inspection and consultation by government officials, Beijing municipal government and the national government agreed on the start of the renovation and protection of Mutianyu Great Wall. This decision was actively supported by Mutianyu village lead by village mayor Mr. He. Another consideration of the government for tourism development at Mutianyu was to alleviate the tourism pressure on Badaling from both domestic and international tourists, the first officially open Great Wall site and the only one at that time. The renovation started in 1983, in

November 1986 Mutianyu was open to public for trial run. After approval from National Administration of Cultural Heritage and National Tourism Administration based on experience from the trial opening, the Mutianyu Great Wall was officially open on 29 April 1988.

As said by Director Liu, the ownership of the Great Wall lies in the nation, the management authority lies in the tourist Area. The Mutianyu Great Wall Tourist Area was established as a county level administration under the direct supervision of Huairou district government. Both Huairou District Tourism Bureau and the Administration of Cultural Heritage regulate and oversee operations within their respective areas of specialization in Mutianyu Great Wall Tourist Area. Overall governmental supervision is hierarchical from district to municipal to national level. Managed by the same management team, the Mutianyu tourist area administration is divided into two bodies: Beijing Mutianyu Great Wall Tourist Area Agency and Beijing Mutianyu Great Wall Tourist Area Service. The former acts as county level governmental agency, directly supervising the Mutianyu village; while the latter is focusing on the management of the tourist area. The income of the tourist area, mainly from the entrance fee, is used for human cost, operation cost, renovation and protection of the Great Wall. Based on interviews with management staff of the Mutianyu Great Wall, the management structure is shown in Figure 6.3.

As advised by Office Director Mr. Song, of all 300 employees of the Mutianyu Tourist Area (including the cable car), about 100 employees are Mutianyu Village residents. They were recruited at the beginning of Mutianyu Great Wall development as compensation for occupation of their land. Another 200 employees were recruited within Huairou County also at the beginning of Mutianyu Great Wall development. Only a very small portion of employees are university graduates or discharged military personnel. After the opening of the Mutianyu Tourist Area, very few staff has been recruited from elsewhere because the village residents oppose recruiting from outside the village.

All business outlets and restaurants within the tourist area are assigned to Mutianyu village residents to operate as compensation for their loss of land in the development. The Market Division is formed under the management structure of the Mutianyu Tourist Area Service, which is co-managed by Mutianyu Village Committee and Tourist Area officers, who are responsible for the daily management and supervision of business outlets on site.

Table 6.2: Major enterprises at Mutianyu Great Wall Tourist Area

Enterprises	Ownership of business	Number of employees
Mutianyu Tourist Area Service Including Mutianyu Great Wall hotel	State-owned	240
Cable Car	Subsidiaries of Mutianyu Tourist Area Service	60
Other enterprises: Slide Way Dream Stone City Yanjing Painting and Calligraphy	Private investment Joint operation Joint operation	150

6.3 Heritage Protection of the Great Wall

Protection and renovation of the Great Wall are important responsibilities of Mutianyu Tourist Area. Any renovation plan needs to be approved by the Administration of Cultural Relics at district, municipal or even national level depending on their scale. The cost for the protection and renovation of the Great Wall mainly are covered mainly from the tourism income of Mutianyu Tourist Area.

The renovation and protection of the Great Wall have three levels: emergency repair and reinforcement, renovation, and restoration. Mutianyu is at the level of renovation. So far, Mutianyu has experienced three periods of major renovation and, in total, 3000 meters of the Wall with 20 watchtowers have been renovated. No business outlets are allowed on the Great Wall itself for reasons of protection. Regular checks and small-scale renovations are conducted annually during non-peak seasons. As advised by Director Liu, in 2008, Beijing Administration of Cultural Relics had approved a plan for the protective renovation of another 2,400 meters of the west part of Mutianyu Great Wall and guided by the principle of maintaining the original look after renovation has been completed.

Mutianyu Tourist Area operates under the principle of “full utilization on the premise of the protection of the Great Wall”. The cost for protection and renovation each year is around 3 to 4 million RMB (roughly 0.5-0.7 million CAD). According to Director Liu, due to the difficulty in applying for grants from the national government, most of the protection costs are provided from

the entrance fees to the Mutianyu Tourist Area. All potential development projects need evaluation and approval from the district and municipal government, and many projects with likely negative impacts on the Great Wall have been rejected. Limited numbers of commercial facilities have been approved and developed on site, including the cable car and slide way transporting tourists to the top of the mountain and down again. According to Director Liu, the Dream Stone City was built to promote the Stone Culture of China, which is in line with the Great Wall culture. Furthermore, its setting as a Chinese Garden at the foot of the Great Wall has minimal impacts to the Great Wall.

As advised by Director, Liu, the designation of World Heritage is considered the highest honour of the site. It has helped to enhance the international reputation of the Great Wall and even China as a country. Due to practicalities associated with the size and condition of the Great Wall, it is impossible to protect the entire Great Wall. In Huairou District, there are more than 60 sections of the Great Wall, and even more sections elsewhere in Beijing and China. Only a small portion is protected and developed. Although there are regulations and policies on heritage protection, management and supervision are still not up to the requirements. Facing financial limitations, most sections are not protected adequately from natural deterioration, unregulated visits or other threats.

Director Liu pointed out that the two major issues for protecting the Great Wall are the management system and funding. Although the Great Wall belongs to the nation, it runs across many provinces and, thus, is under numerous provincial and local administrations, leading to management and coordination difficulties. In addition, running through thousands of kilometers of diverse geographical conditions, protection of the Great Wall requires tremendous human and financial resources. For example, Great Wall sections that are not developed, called “Ye Chang Cheng” in Chinese, are banned to individual climbers. However, due to the large amount of such undeveloped Great Wall sections, it is impossible to control individual activities due to limitations of human and financial resources, leading to problems in visitor’s physical safety, such as falls of visitors, and damage to the Great Wall.

Specifically for Mutianyu Great Wall, the current management structure follows the hierarchical administration arrangement ranging through site, district, municipal and state levels, involving both systems of Administrations of Cultural Relics and Tourism Bureaus (Figure 6.4).

The Administration of Cultural Relics has comparatively higher administrative power over the site: any renovation or construction activities should be reported to and be approved by this department to ensure proper protection of the Great Wall. No regular communication with or supervision by the World Heritage Convention or UNESCO is required. Not much, if any, financial support is received from WHC. The major benefit to Mutianyu Great Wall from the designation is the enhanced international reputation of the Great Wall, which is, to a certain sense, shared by all Great Wall sites. Potential benefits might be developed by sharing international advice and suggestions from representative sections in similar situations, such as Badaling.

The educational function of World Heritage is also emphasized at Mutianyu Great Wall. The Public Relation Manager of Beijing Mutianyu Great Wall Tourist Area Service said that Mutianyu serves as an education base for patriotism, hosting regular educational activities about the history and culture of the Great Wall for primary and middle schools from Huairou and Beijing.

6.4 Tourism Development

As the second Great Wall site developed and opened for tourists in Beijing, Mutianyu just celebrated its 20th anniversary on 29 April 2008. Through 20 years of development in transportation, services and facilities on site, the reputation of Mutianyu as a Great Wall site with beautiful natural scenery has spread out both domestically and internationally. In this part of the thesis, tourism development at Mutianyu is discussed, including tourist numbers, tourism marketing, tourism facilities, tourism businesses on site and the surrounding tourism resources.

6.4.1 Tourism numbers

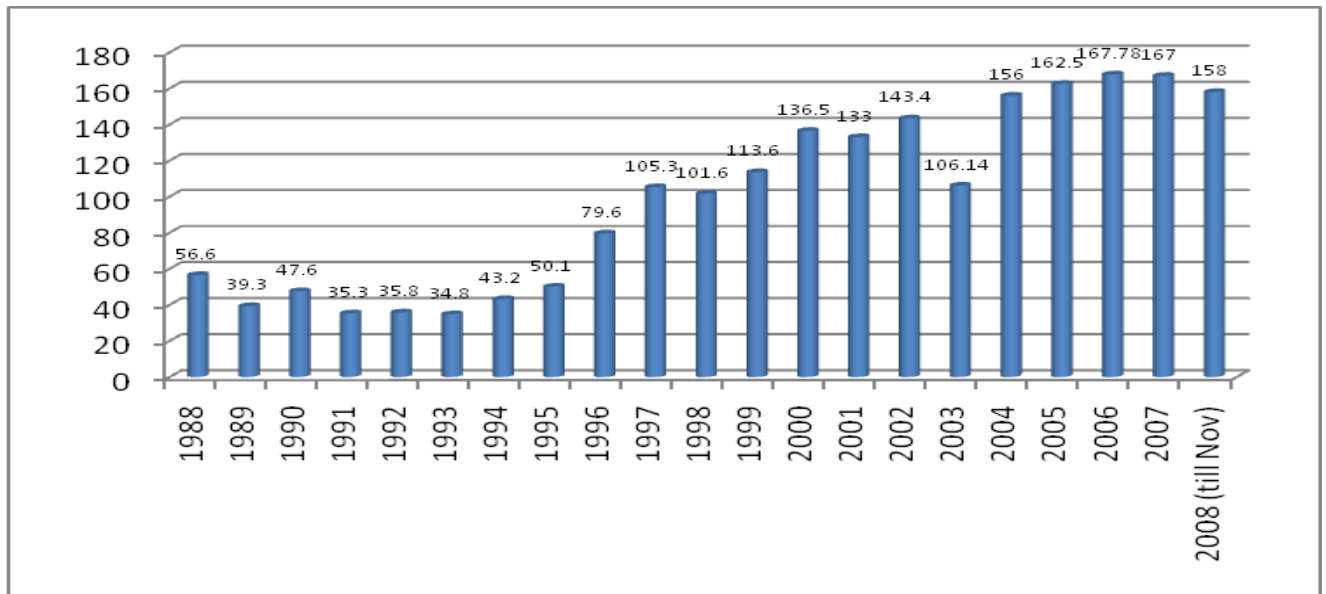


Figure 6.4: Annual tourist numbers (,000) since the opening of Mutianyu Great Wall in 1988
 Data source: statistics from the management office at Mutianyu Great Wall

As shown in Figure 6.4, since its official opening in 1988, annual tourist numbers to Mutianyu fluctuated in the first 8 years and then gradually increased, except for the decrease in 2003 because of SARS. The annual tourist number stabilized at about 1.6 million starting from 2006, as the projection for 2008 based on the data up to November is around 1.6 million as explained by Mr. Feng. He also stated that the total tourist number has increased at a slow rate in recent years. The total number of visitors is much less than in Badaling, with no crowding observed on site during the field research. According to the evaluation of Beijing Tourism Bureau, the maximum daily tourist capacity for Mutianyu is 35,000 persons and the optimum daily tourist capacity is 25,000. Even during the National Day Holiday in October 2008, the busiest time of the year, the highest daily tourist number at Mutianyu only reached 87% of the optimum capacity, which is 62% of the maximum capacity (BTB, 2008). It indicates a potential for further tourism development at Mutianyu.

According to Mr. Feng, international tourists comprised about 45 - 50% for the past several years, but increased to 60-70% in 2008, probably due to the Olympic Games in Beijing. The high percentage of international tourists at Mutianyu was also observed during the field research. Both site employees and the villagers interviewed commented that international tourists are attracted to Mutianyu by the rich vegetation and beautiful scenery, and their word-of-mouth recommendations enhance the international reputation of Mutianyu.

The majority of tourists were observed to be day visitors, coming in mid-morning and leaving before late afternoon. Even though there are facilities around, Mr. Feng commented that not many visitors have meals on site; and very few choose to stay overnight. In terms of tourism peak season, through casual talks with small business operators on site, the number of tourists usually peaks in the summer and early autumn with more tour groups coming and drops substantially from November to March.

In summary, as pointed out by officials, the village mayor and international investors, the key concern for tourism development lies in the fact that the Mutianyu Great Wall just attracts people to come, but not to stay and spend; the development of activities or programs for people to stay longer and spend more at Mutianyu is desired.

6.4.2 Tourism marketing

According to Mr. Feng, since its official opening in 1988, marketing activities have been organized every year to promote Mutianyu Great Wall. Marketing materials, such as the introductory flyer, are free for tourists to pick up at the tourist centre. Market research is conducted twice annually by the Public Relations Department to analyze the characteristics of tourists and their travel behaviour at Mutianyu. The international market has been recognized as the major opportunity for increase because of the annually increasing international reputation of Mutianyu Great Wall through international events held since its opening and the accumulation effects of word-of-mouth introduction among international tourists. The 2008 Olympics especially facilitated visits to Mutianyu by many international press members and tourists, which was a great opportunity to enhance the international image of Mutianyu Great Wall and, thus, to promote tourism in the international market.

6.4.3 Tourism facilities

Through 20 years of development, Mutianyu Great Wall Tourist Area is well equipped with modern tourism facilities as shown in the tourist map in Figure 6.5. Both the cable car and slide way (Figure 6.6) were developed to help tourists get up and down the mountain to the Great Wall at the top of the mountain. Besides, Huairou Great Wall Culture Museum and The China Dream Stones City have been designed as complementary attractions to tourists. Service facilities such as parking lots, a tourist centre, shops and outlets are present on site as well. As advised by Office Director Mr. Song, major investments at Mutianyu since its opening in 1988 are shown in

Table 6.3. Over 20 years of development, the construction of the cable car and slide way together composed 57.9% of total investment, much higher than investment in renovation of the Great Wall (16.7%).

Table 6.3: Major investments at Mutianyu Great Wall in RMB (5.5RMB = 1CAD)

Item	Amount (RMB)	Percentage
Renovation of the Great Wall (three times)	14,670,000	16.7%
Infrastructure at site	22,390,000	25.4%
Cable car	23,000,000	26.1%
Slide way	28,000,000	31.8%
Total investment	88,000,000	100%



Figure 6.5: Tourist Map of Mutianyu Great Wall



Figure 6.6: Overview of the cable car and slide way on top of the Mutianyu Great Wall

The only street going up to the entrance of Mutianyu Great Wall acts as the core of the tourist area, with most service facilities, complementary attractions and tourism businesses located on both sides. The tourist centre, Huairou Great Wall Culture Museum, China Dream Stones City and all business outlets, restaurants and shops are located on both sides of the street. The China Dream Stones City, displaying rare stone collections in a Chinese garden setting, is built in the scenic area as a complementary spot for people with a ticket to visit the Great Wall. The tourist centre, required for any 4A tourism site, is comfortably equipped with a sofa, TV screen and rack of flyers for tourists to take a rest or get information about the site. Besides the tourist centre, the 200-square-meter Huairou Great Wall Culture Museum holds collections and photographs of cultural relics from Huairou District and the Mutianyu Great Wall. However, both the museum and the tourist centre are under-utilized with very few tourist visits.

At the tourist area near the parking lots, as shown in detail in Figure 6.7, bilingual site maps are displayed along with a brief introduction to Mutianyu Great Wall in English, Chinese, Japanese and Korean. As shown in Figure 6.8, both the UNESCO and the World Heritage logos are presented prominently. In addition, small directional signs, with information clearly displayed in both English and Chinese, are installed at various spots on site to assist tourists to find their way.



Figure 6.7: Mutianyu Great Wall site map



Figure 6.8: Introduction and site map of Mutianyu Great Wall tourist area

The ticket price for Mutianyu Great Wall is RMB 40 (7 CAD) for a regular paper ticket and RMB 45 (8 CAD) for a ticket with a mini-CD, containing introductory information of Mutianyu Great Wall. As in most tourist sites in Beijing, students and seniors enjoy half-price tickets; soldiers and those with disabilities are permitted to enter free of charge. A number of ticketing offices are located along the road and no line up at ticketing offices was noticed during the field research from September to December 2008.

There are a total of five parking lots in the tourist area. They are located between Mutianyu village and the entrance to the Great Wall as shown in Figure 6.5. Total parking capacity is around 300 vehicles. Parking lot 1 is closest to Mutianyu village. Standard parking fees are 10 RMB (2 CAD) per hour for large vehicles and 5 RMB (1 CAD) for small vehicles. According to the researcher's observation, plenty of spaces were usually available during the non-peak season when the research was conducted. In November and December especially, most parking lots were empty except for parking lot 3 which was mainly used for public buses and tour buses. Villagers and site employees commented that parking spaces are usually fully used during weekends or holidays in the peak tourism seasons in summer and early autumn.

6.4.4 Tourism businesses on site:



Figure 6.9: Business outlets along the road to Mutianyu Great Wall



Figure 6.10: Souvenir outlets at Mutianyu Great Wall



Figure 6.11: Local produce outlets at Mutianyu Great Wall



Figure 6.12: Snack outlets at Mutianyu Great Wall

Business outlets are located along the road to the entrance to Mutianyu Great Wall (Figure 6.9). They sell souvenirs, local produce, food and beverages, and snack food. The majority are souvenir outlets (Figure 6.10), whose customers are mostly international tourists. Most souvenirs

sold on site are characteristic Chinese products that are widely available throughout China, such as silk products, paintings and calligraphy, and arts and crafts. Products with Great Wall associations lack diversity and are mostly clothes or artifacts with a picture of the Great Wall or the character of “Mutianyu Great Wall” or “Great Wall” either in English or Chinese printed on them. There is no significant difference among outlets in terms of products for sale.

Another major business type is local produce outlets (Figure 6.11), selling agricultural products, mostly grown locally, such as chestnuts and dried fruits. According to the outlet owners, the variety of products being sold is gradually increasing and is not restricted to local products. Although their customers are mostly Chinese, informants indicated that the percentage of sales to international tourists has increased in recent years. The number of food and beverages outlets is similar to the number of local produce outlets and they serve both domestic and international tourists. There are three snack food outlets beside each other, selling pancakes, instant noodle and other quickly-made snacks. The banners introducing the available snacks are presented only in English as shown in Figure 6.12, indicating a considerable proportion of international customers for this type of business.

Only a small number of restaurants are on site, located either beside the road to the entrance along with other outlets or at the end of the village in the tourist area along with family hotels. Besides serving tourists, restaurants also serve as alternative dining places to the company canteen for site employees. Dishes in restaurants are reasonable priced.

About 10 families in the village offer accommodation to tourists with a total capacity of around 400 to 500 people. However, according to Village Mayor Mr. Li and the Mayor’s Assistant Ms. Wang, the accommodation capacity of family hotels in the village far exceeds the market requirement at the current stage of development. Another on-site accommodation alternative is the Great Wall Hotel of Mutianyu, owned by the Mutianyu Great Wall Tourist Area. It is located adjacent to Mutianyu village on the side away from the tourist area and it has a capacity of around 100 beds. According to the hotel staff, bookings mainly come from tour groups.

6.4.5 Surrounding tourism resources

Huairou district is rich in tourism resources. In addition to the Great Wall, there are other well-established tourism sites such as Hongluo Temple and Black Dragon Gorge, both of which are close to Mutianyu and are often bundled together with Mutianyu in tour packages.

As a fertile district of Beijing, Huairou is famous for its lush plant coverage and agricultural products such as chestnuts and rainbow trout. Agricultural tourism has been well-developed in recent years, including fruit and vegetable picking and rainbow trout fishing with farmhouse meals and accommodation. Agricultural tourism, as mentioned above, was observed near Mutianyu Great Wall during the field research.

As mentioned by local people, close to the Mutianyu section of the Great Wall, there are various undeveloped Great Wall sections with beautiful scenery, such as the Jiankou Great Wall connecting Mutianyu in the west, Xiangshui Lake Great Wall, and the Huanhuacheng Great Wall (also named Water Great Wall). Office Director Song advised that it is planned to eventually include these sections as part of a large Mutianyu Scenic Area.

6.5 The Local Community and Tourism

6.5.1 The local community: Mutianyu village

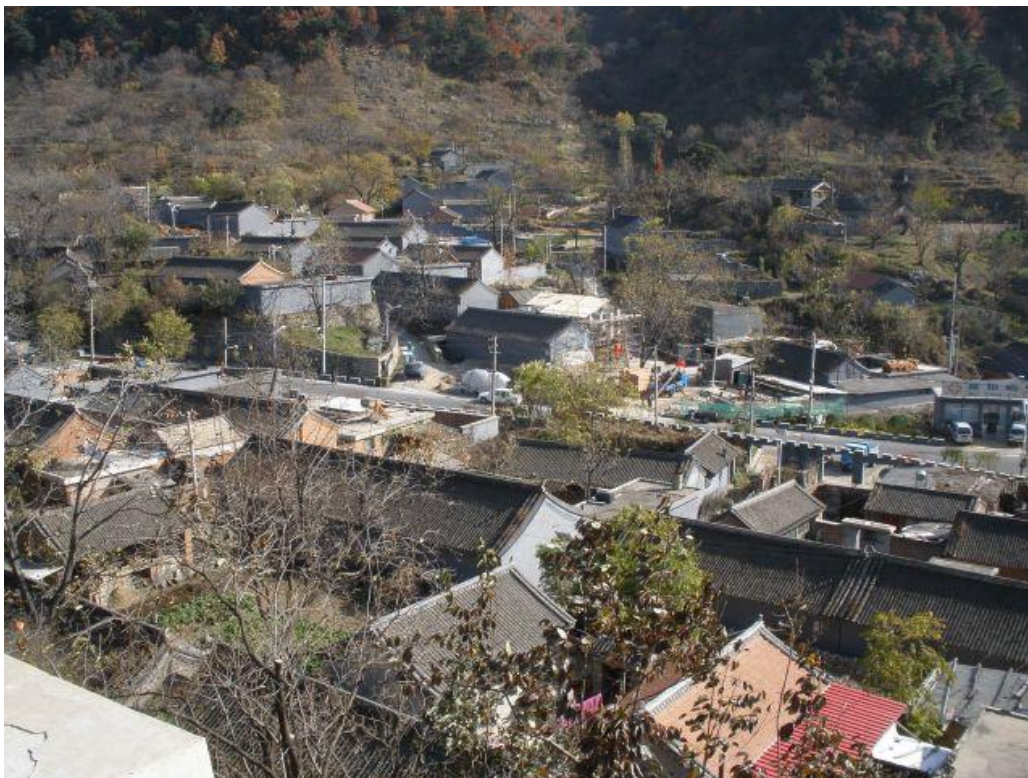


Figure 6.13: Mutianyu village – overview



Figure 6.14: Mutianyu village – sculpture of village history along the road

Mutianyu village (Figure 6.13) locates on the side of the mountain hosting the Great Wall at Mutianyu, with the tourist area just steps away. The road going through the village is the only way up to Mutianyu Great Wall. Looking up from the village, the Great Wall can be seen winding on top of the surrounding mountains, including an especially a good view of the unique Zhengguan Fort consisting of three connected watchtowers. Mutianyu village was also selected as one of the most beautiful villages in Beijing by Beijing Municipal Government in 2008.

Using interviews arranged through the village Mayor Mr. Li and the Mayor's assistant Ms. Wang at the village committee office, a brief description of Mutianyu village can be provided. According to 2006 statistics, the village has a total of 188 families with around 510 people in an area of 128 Mu (15Mu = 1 Hectare) of arable land. According to the Mayor, those who reside in the village are mostly elderly and middle-aged residents, for the young are mostly working or studying outside the village in Huairou downtown or in Beijing.

The village development history was acquired through interviewing Mr. He, the former village mayor who had been in his position since the 1970s until recently. Before 1980, with growing fruit trees as the only income source, the economy in Mutianyu village was at a very low level. The village committee struggled with development ideas to improve the income of residents. Thus, Mr. He made visits to Beijing Municipal Government for suggestions for development requiring medium investment and human resources. This was the starting point for

the Great Wall tourism development at Mutianyu, which became a turning point for Mutianyu village and Mutianyu Great Wall.

Since the opening of Mutianyu Great Wall in 1988, tourism has developed gradually with more tourists coming and more facilities being constructed, and this has helped to improve living standards in the village. Mutianyu village is now consistently ranked high economically in Huairou district due to tourism development. In 2006, the overall income of the village was RMB 1,170,000 (200,000 CAD) and the income per person was RMB 14,445 (2,500 CAD). Mayor Li said that tourism business on site and growing fruit trees are the major income sources for most village residents, and most families have houses in the village and apartments in Huairou downtown.



Figure 6.15: Village committee office at Mutianyu village



Figure 6.16: Traditional agricultural tool maintained in the village

A village committee office (Figure 6.15), a health centre, an activity centre for seniors and a public square are located along the road through the village. Residential houses are in good conditions with fruit trees and flowers planted around them. According to the Mayor, preserving the original look is emphasized in village development. Traditional agriculture tools are well maintained in the village, such as the stone corn grinder shown in Figure 6.16. Construction and renovation of buildings in the village are guided by the renovation policy of maintaining the original style in line with the renovation principle for the Great Wall. Walking through the village, elderly people can be seen sitting beside the road chatting or doing household chores. At dinner time, cooking smoke rises from the house chimneys. Information on policies or issues in the village is broadcast through loudspeakers in village at dinner time around 5 to 6pm to ensure that every family is informed. Thus, a traditional Chinese village environment is well presented at Mutianyu village.

Nevertheless, changes in the village and surrounding area have been substantial in the last ten years. Julie, one foreign investor of the Schoolhouse, noted especially the greater convenience in transportation and improvement in buildings and environment in the village. Pick-yourself tourism orchards have been developed and are gradually replacing villagers selling fruits at the roadside as occurred in the past.

Under the new rural development policy of the central government, numerous projects are in progress in the village to improve the environment, including constructions of public facilities such as the public square and senior activity centre; infrastructure enhancement projects such as the watercourse and water pipeline improvement projects; and cultural image building actions such as setting up sculptures displaying the history of the village (Figure 6.14). These all contribute to a new look of Mutianyu village without losing its tradition.

However, problems occur along with the process of development. In casual chats with village residents, many commented that not much income is generated from fruit and chestnut trees on the mountain. Arable land assigned to each family shrinks due to the use of land for tourism development and public facilities in the village. Thus, most families have high economic dependence on their tourism business outlets. Without much land to grow vegetables, most families depend on purchasing vegetables, causing vegetable prices in the village to increase.

6.5.2 Tourism participation of village residents

Table 6.4: Different ways of local participation in tourism at Mutianyu Great Wall

	Official	Unofficial
Within the tourist area	<ul style="list-style-type: none"> - Operating small business outlets - Operating restaurants - Employed by Mutianyu tourist area 	<ul style="list-style-type: none"> - Providing transportation services to the downtown area of Huairou
Outside the tourist area	<ul style="list-style-type: none"> - Running family hotels and restaurants - Running agricultural tourism programs e.g. local produce picking and selling, fishing and dining. 	<ul style="list-style-type: none"> - Providing transportation services, which are shared with local people in Huairou district

According to Mayor Li, local involvement in tourism is extensive at Mutianyu village. Local tourism businesses started with the opening of Mutianyu Great Wall and have become the major sources of income of Mutianyu villagers, with 86% of village income coming from tourism business. Based on interviews and observations on site, different forms of local participation in tourism at Mutianyu are summarized in Table 6.4.

The predominant way of participating in tourism is operating small business outlets on site. Currently, the total number of business outlets on site is around 230. All business outlets on site are exclusively run by Mutianyu villagers as compensation for loss of land to the tourist area development. Although no exact data are available to indicate the actual loss of land, most land of the current 8 sq. km. tourist area was owned by Mutianyu village. Both the village and the tourist area are responsible for the management of business operations on site through the Market Division of Mutianyu Tourist Area. According to Mayor Li, the number of business outlets has remained stable for years in line with the capacity of the site, which satisfies the needs of villagers in the current situation. Changes of outlet ownership are through natural replacement, when older villagers give up and the younger generation picks up the opportunity. In order to balance the impacts of outlet position on business performance and maintain equal opportunities of using better positioned outlets, a daily rotation among outlets of the same business type occurs. The starting outlet position is decided by an annual ballot among all outlet owners of the same business type. This procedure is welcomed by outlet owners for its fairness.

All outlet owners speak practical English to communicate with international tourists. Practical English training for villagers is conducted regularly. This was begun in 2005 by university graduates working at the village as assistants to the Mayor. According to the Mayor's

assistant Ms Wang, villagers could conduct simple business-related communications through self-learning before the training began, without paying attention to correct pronunciation, grammar or word choice. English-language training is conducted mainly to help villagers to use English in a more appropriate manner and to ease their communications with international tourists. This training is welcomed by villagers.



Figure 6.17: Bilingual sign for family style accommodation in Mutianyu Village

Besides running business outlets on site as the major way of local participation in tourism, family-style accommodation services are available in the village with a total capacity of 400 to 500 people. Despite the presence of bilingual signs indicating accommodation opportunities in the village (Figure 6.17), which were made with the help of the village committee, business is limited because most tourists are day-visitors and it is hard to get them to stay overnight. In addition, restaurants on site are contracted to village residents to operate, such as the Great Wall restaurant and the Dumpling Restaurant.

Another form of local participation is to work for Mutianyu Tourist Area as an employee. Around 100 villagers have been employed by the site since its opening in 1988, which is roughly one third of the total number of employees. Providing transportation services for tourists to downtown Huairou was also observed as an unofficial way of local participation.

As observed and experienced by the researcher on site, local people are friendly to talk with and willing to help in directing the way and providing information about tourism. Their pride in their village was clearly demonstrated through conversations with them.

In summary, the Mutianyu tourist area is small, especially in comparison with Badaling. On the one hand, it is easy for tourists to find their way; on the other hand, the capacity and resources for further development are limited. Tourism commercialization is minimal at the present time. As Mayor Li commented, not many negative impacts of tourism are noticed in the village and most villagers have positive attitudes toward the current tourism development. However, Mutianyu Village is located adjacent to the tourist area and the only way up to the Great Wall is also the only route connecting the village to the outside world. In such a situation, direct impacts from tourism development on the daily life of local residents are inevitable. Although, at the current stage, negative tourism impacts may not be very obtrusive, they may increase gradually along with further tourism development as expected in the future site plan. Another challenge for tourism development is that the number of business outlets is reaching full capacity. The main access street is lined with such businesses, and this is currently the major way of acquiring benefits from tourism. Thus, there is a necessity of exploring other suitable opportunities for local participation in tourism, which could further enhance economic benefits as compensation for the likely increased costs to the community of further tourism development.

6.6 Participation of International Residents in the Village

One special characteristic of Mutianyu village is the presence of international residents living and investing in the village. There are currently 22 houses under long-term rental to international residents from the United States, Denmark, France and other countries, mostly as weekend residences. According to policy in China, rural residents can not sell houses on their land. Therefore, houses are on long-term lease to international residents, usually for 30 years. This is a significant income source for some village residents.

During his first visit to Mutianyu in 1996, Mr. Jim Spear, the first international resident in Mutianyu village, was impressed by the beautiful scenery in the traditional Chinese village with few residents and a remote location. In a casual conversation with one village resident selling T-shirts, he expressed his wish to find a house in the village to use as a summer home. A week later, he was contacted that there was such a house for lease. This was the start of international residency in Mutianyu village. Since then, Jim helped his friends to find places in the village and to redesign and rebuild their houses. Thus the international community in Mutianyu village grew. In addition, a good relationship has been built as village residents are mostly friendly and supportive to international residents. The presence of international residents brings diversity in culture and perspectives into the traditional Chinese village, which is reflected in the process of village development.

6.6.1 Direct participation in tourism business



Figure 6.18: The Schoolhouse at Mutianyu Great Wall

The Schoolhouse at Mutianyu Great Wall is under the direct investment of Jim's family and Julie's family, both international residents at Mutianyu village. The Schoolhouse business started in 2006, upon Mayor Li's invitation for investment from international residents in the village to provide more job opportunities and address the economic downturn in the village. Mayor Li and the village committee helped get a favourable lease for the abandoned primary school in the

centre of the village. The original school house was then developed into the Schoolhouse at Mutianyu Great Wall (Figure 6.18) featuring the Schoolhouse Canteen, a western style restaurant, and Schoolhouse Glass, a glass work studio. The original layout and houses of the primary school are well-maintained, with the blackboard in the classroom kept to maintain the schoolhouse atmosphere. The glass studio has also been developed as an attraction, where visitors can experience the glass-blowing process and buy original artistic glass work (Figure 6.19). Receiving about 500 guests per week, mainly foreigners and wealthier local people, the Schoolhouse business is small but growing, especially after the Olympics attracted international visitors to China and Mutianyu.



Figure 6.19: The Schoolhouse glass studio at Mutianyu Great Wall

The Schoolhouse business receives substantial attention from Mutianyu Tourism Area, Huairou District and even the Beijing Municipal Government. The concept of “local” is emphasized in the business: hiring and training local people, maintaining local houses, using locally-grown products, serving home-made food, and offering handicrafts made on site. Jim expressed that their goal is sustainable tourism. According to Jim, major agricultural crops, such as fruits and chestnuts, bring only a little income (around RMB2, 000 or roughly 350 CAD) per year for a family in the village, which is far from enough to support a family. Thus there is a need to develop other business opportunities for villagers. Tourism is seen as one solution.

In terms of job opportunities, besides specialists or professionals as managers, the chef and glass blowers, the Schoolhouse provides about 35 full-time job opportunities for local people. Due to the seasonality of the business, part-time staffs are also hired during the peak season in summer. Most staffs are hired from within Buohai County, but not many are from Mutianyu village because Mutianyu village is comparatively better-off than other villages in Buohai County due to the tourism business from Mutianyu Great Wall. Although the favour of hiring local people is not required by the government, it was part of the intention of the operators in setting up the business. The local government helps the company find suitable local staff through their system. Besides, Mutianyu is a small village and, thus, working with local people and getting support from local people is critical for the business.

There are local businesses derived from the Schoolhouse business as well. A local company of around 10 employees is operated by Mutianyu residents, doing maintenance, gardening and cleaning for houses and restaurants in the village. In addition, the renting of village houses as staff accommodation also brings income to some Mutianyu village residents. Also, international investment helps improve the service standards through the training of staff and sharing management experiences with village residents.

6.6.2 Participation in village development

International residents' involvement in village development can be observed in the village. For example, the village signage (Figure 6.20) is presented in both English and Chinese. According to Mayor Li, the design and wording of the signage is based on suggestions and ideas from both villagers and international residents. In addition, the greening of the community spaces also drew upon suggestions of international residents.



Figure 6.20: Mutianyu international cultural village

Taking advantage of the international presence in the village, Mutianyu village committee created a new rural development model: building an “International cultural village”. Based on the connections forged by Ms Julie Upton-Wang, one of the investors of the Schoolhouse, communications started with the village of Shelburne Falls in the state of Massachusetts, USA, a village with tourism development based on its pleasant natural environment and cultural assets. Both villages are experiencing similar issues in rural development as they have undergone depopulation and economic revival through tourism development. In June 2007, representatives of Mutianyu village and Tourist Area visited Shelburne Falls, and “the international sister village relationship memorandum” was established. It is also planned to invite representatives of Shelburne Falls to Mutianyu for a visit in the near future. Through the visit, it was observed that residents in Shelburne Falls produce custom-made souvenirs or artworks for tourists, making the process itself a tourism attraction. On the other hand, at Mutianyu, villagers sell products to tourists with few Mutianyu characteristics and artistic values, such as mass-produced silk products, clothes with Great Wall logos, and mass-produced Chinese-style artifacts. Only a few are doing glass engraving. Mayor Li considered the business model of Shelburne Falls is a good example for Mutianyu to follow for tourism development in the village.

As noted by Julie, although there is no direct tangible gain for the village through the sister village relationship, the opportunity for exchanging ideas, sharing experiences and broadening views in culture, economy and tourism development is valuable to both sides. Both villages, although in different political and economic contexts, share similar development patterns and have the same goal of maintaining their rich natural and cultural environments, as well as improving the lives of village residents. Developing tourism based on local characteristics and comparative advantage is considered the way to achieve the goal for both villages.

6.7 Plan for Mutianyu Great Wall Tourist Area

As advised by Director Liu and Office Director Mr. Song, Mutianyu Great Wall Tourist Area is currently preparing a new site plan, which is supported by the district government. The previous version of the site plan was made in 2003, serving as the preliminary version for the new plan. According to Director Liu, site plans are made by professional planning firms according to government requirements on heritage protection and tourism development. For this study, the 2003 plan for Mutianyu Great Wall was reviewed by the researcher.

Office Director Mr. Song said the current planning process for Mutianyu has been ongoing for seven to eight years and is still under refinement. The aim is to enlarge the tourist area from the current eight square km to 90 square km to extend the impacts of Mutianyu Great Wall tourism to a larger area. Also, the size of a tourism area is also a criterion for national level scenic area application. The difficulties in the planning of a bigger Mutianyu Scenic Area lie in the allocation of the arable land and resources in the mountain area and the ownership of the scenic area. As the future management of the scenic area will involve many villages and counties, it can not be dealt with by the current management office of Mutianyu Tourist Area, which is a county-level administration that oversees only Mutianyu village. Support from Huairou District government will be required for plan implementation.

The left part of Figure 6.21 shows the location of Mutianyu Scenic Area in the city of Beijing, with the dark pink representing Beijing Proper and the green representing Huairou District. The right part highlights the location of the planned Mutianyu Scenic Area in yellow specifically within Huairou District (Plan, 2003).



Figure 6.21: Location of Mutianyu Scenic Area in 2003 plan



Figure 6.22: Three tourism sections of Mutianyu Scenic Area in 2003 plan

The big Mutianyu Scenic Area is planned to have three tourism sections: Mutianyu in pink, Shitanglu in green and Beijing Knot in yellow (Plan, 2003). As shown in Figure 6.22, the black circle indicates the rough area of the current Mutianyu Great Wall Tourist Area, which is much smaller than the big Mutianyu Scenic Area in the plan.

Office Director Mr. Song also pointed out that Mutianyu Great Wall is the leading income generator in Huairou District. Currently, the tourism impacts of Mutianyu are mostly restricted within Mutianyu village,. This was also mentioned by some employees in tourism businesses from other villages. Involvement of more villages in the development of Mutianyu is desired in the future, which could expand the positive economic impacts to a larger area within Huairou District.

As all business outlets are located on both sides of the only street going up to the entrance to the Great Wall, every tourist has to walk through the market of businesses oriented to tourists. The display of products and vending activities inevitably occupies part of the narrow street, which sometimes causes crowding on the street and disturbance of tourists, especially during the peak tourism season. Office Director Mr. Dong commented that this is a big concern of Mutianyu Tourist Area. Although there are regulations on product display and vending activities, they are hard to control in practice. In order to improve the service quality and the attractiveness of the site, the short-term plan is to gradually reform the market starting from 2009. The first step will be to broaden the street, minimizing the impacts of vending activities on tourists. The long-term prospect is to move all businesses away from the road and build a market place within the tourist area, returning the street to the tourists. However, there is strong opposition from village residents because of fear of losing business opportunities by moving away from the street.

As Jim commented, the planning process is still largely a top-down process in which villagers and investors are seldom consulted. On the other hand, the power of the local community in site development should not be ignored. According to Jim and Mr. Song, the plan to move all outlets away from the road to a designated marketplace is strongly opposed by villagers due to their concern of losing business. Although putting business outlets at a designated place will not likely affect sales negatively, villagers have more trust in direct contact

with tourists as occurs in the present condition. Considering the opinions of villagers, the plan has been put aside at present for it will take time to achieve agreements on this reform.

6.8 Questionnaire Survey at Mutianyu Great Wall

During the three-day survey in December 2008, a total of 85 questionnaires were collected at Mutianyu, including responses from 52 village small business operators, 10 site employees and 23 other Mutianyu village residents. The demographic characteristics of respondents of the three samples are shown in Table 6.5. Small business operators and residents demonstrate long residence in the village and similar education levels, although the village residents are from an older age group than the small business operators. Site employees have comparatively higher education levels than small business operators and residents.

An important part of the survey was designed to examine the impacts of World Heritage designation and tourism development on the local community using three-point Likert scale questions. Five factors are included as impacts of World Heritage designation: general evaluation of tourism development on site, and tourism impacts from economic, environmental, social and cultural perspectives.

Table 6.5: A summary of demographic characteristics of respondents at Mutianyu

	<i>village small business operators</i>		<i>Village residents</i>		<i>Employees</i>	
	<i>Number</i>	<i>Percentage</i>	<i>Number</i>	<i>Percentage</i>	<i>Number</i>	<i>Percentage</i>
Sample size	52	100%	23	100%	10	100%
Gender						
Female	29	56%	11	48%	6	60%
Male	23	44%	12	52%	4	40%
Age						
18- 24	2	4%	0	0	3	30%
25- 34	4	8%	3	13%	3	30%
35- 44	16	31%	2	9%	2	20%
45- 54	16	31%	6	26%	2	20%
55- 64	13	25%	3	13%		
65 or above	1	2%	9	39%		
Years of residence						
1-9	6	12%	1	4%	3	30%
>=10	44	88%	22	96%	7	70%
Missing	2					
Education						

Primary school	16	31%	6	26%	1	10%
Junior High School	23	44%	8	35%	1	10%
Senior High school	13	25%	6	26%	6	60%
University or above			1	4%	2	20%
Missing			2	9%		

6.8.1 Questionnaire for village small business operators

Table 6.6: Small business outlets at Mutianyu Great Wall

		Number of questionnaires	Approximate total number on site
village small business operators		52	200
Business Type	Souvenirs	30	140
	Food & Beverage	6	20
	Local produce	14	20
	Snack food	2	3
	Restaurant	3	5
	Family hotel	3	10

The 52 small business operators were mainly involved in souvenirs, food and beverages, local produce, snack food, restaurants and family hotels. In Table 6.6, the number of village small business operators surveyed is broken down into each business category to permit comparison with the total number of business outlets collected through the researcher's field observation. Souvenir outlets are the major business type in Mutianyu, composing 70% of the total outlets. Food and beverage and local produce rank second with around 10% of all businesses. Only three snack food outlets were observed. A small number of restaurants are available and about 10 family hotels are scattered throughout the village. Survey results are discussed in four sections: characteristics of village small business operators, basic information of business operators on site, perceptions on World Heritage designation and general tourism development, and tourism impacts on the local community.

6.8.1.1 Characteristics of village small business operators in the survey

All 52 small business operators surveyed are residents of Mutianyu village. As shown in Table 6.5, they possess a variety of ages. There are slightly more females (56%) than males (44%) in the sample. Predominantly long residence is observed with 88% having lived in the village for more than 10 years. Respondents generally have middle level education. No one with a university education appeared in the sample.

Table 6.7: Relationship between business type and demographic characteristics

Chi-square Test (X^2)	Business Type		
	X^2 value	df	Sig. (2-sided)
Age	22.520	8	.004*
Gender	12.318	4	.015*
Education	22.963	8	.003*
Years of residence	5.556	4	.235

* Statistically significant difference at .05 level

To further understand the characteristics of small business operators engaged in each business type, relationships between business type and the basic demographic factors of age, gender, education and year of residence were examined using Chi-square tests. To fulfill the required number within each group for statistical analysis, age was regrouped into three categories: young (age: 18-34), middle age (age: 35- 54) and elder (age: ≥ 55) in the following discussion. As shown in Table 6.7, statistically significant differences at .05 level were identified among people engaged in different business types in terms of age, gender and education, which were further analyzed in the following. As the most respondents had lived in the village for a long time, no statistically significant difference is identified with this attribute.

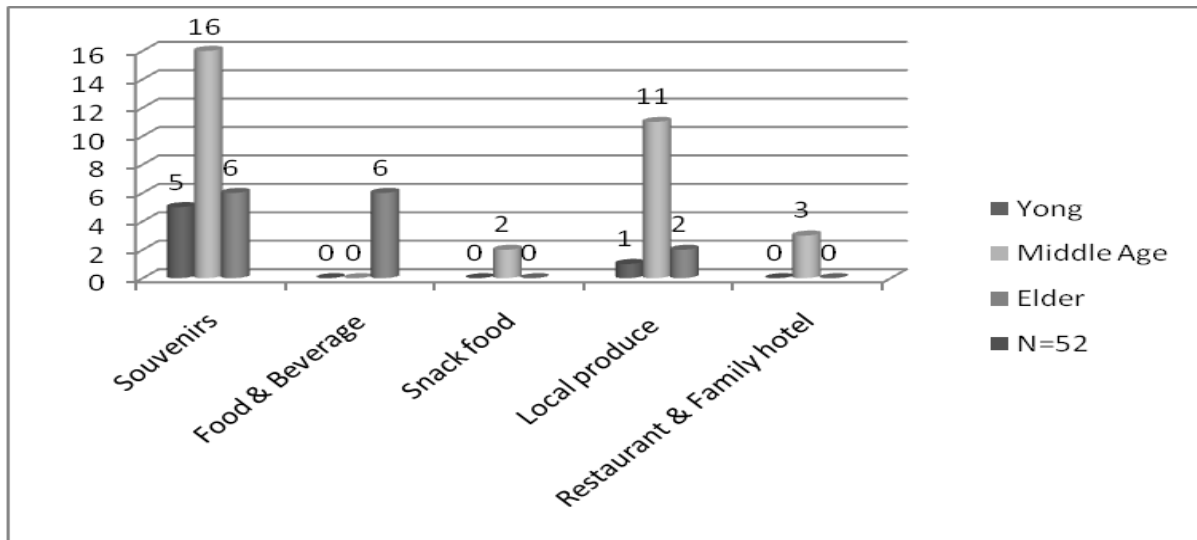


Figure 6.23: Relationship between age and business type

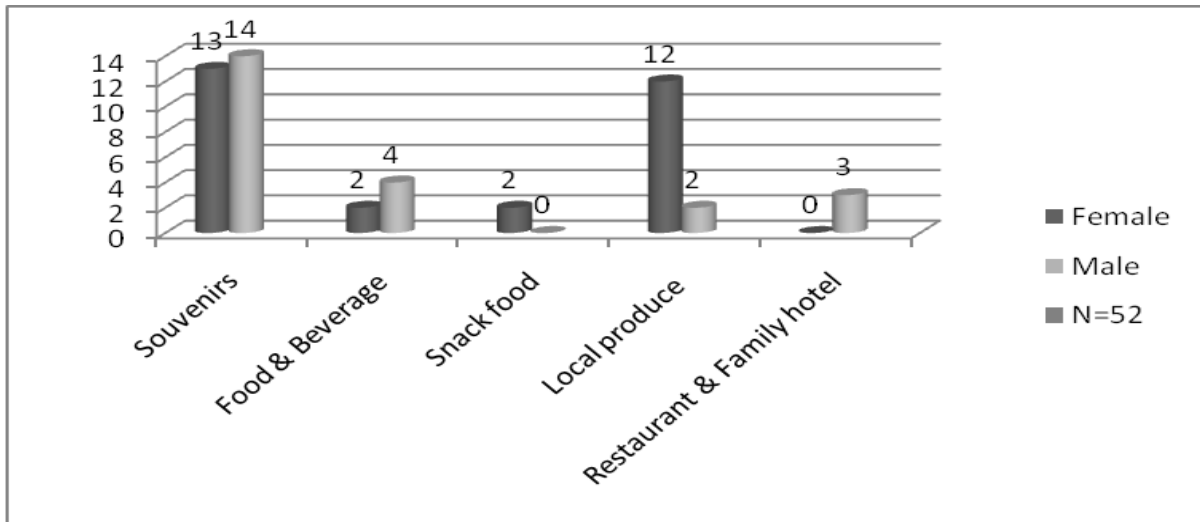


Figure 6.24: Relationship between gender and business type

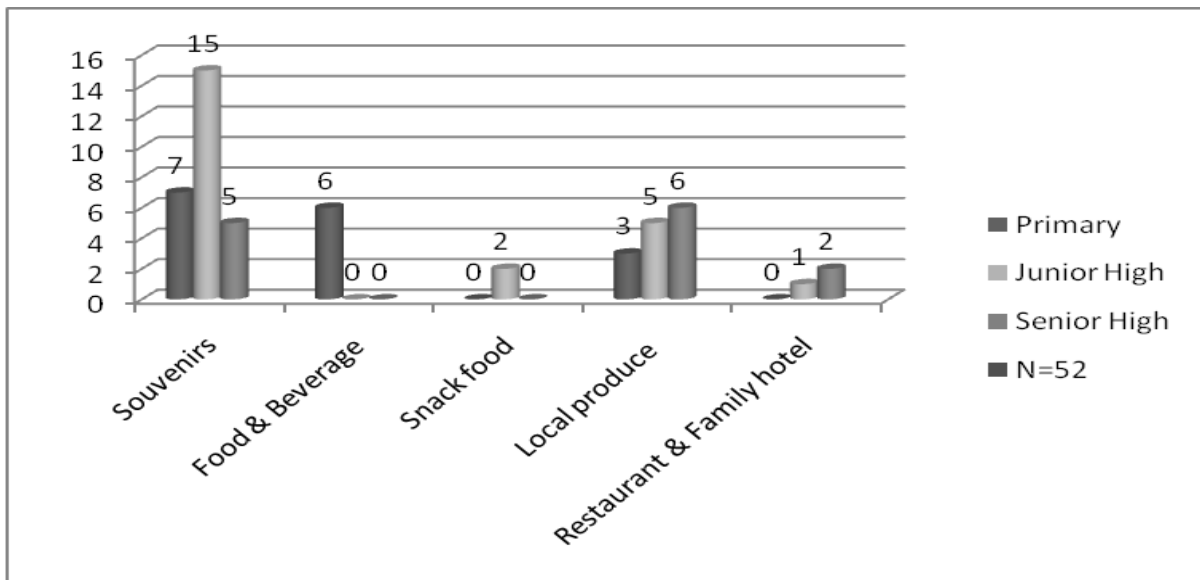


Figure 6.25: Relationship between education and business type

Relationships between each business type and age, gender and education were further examined. As shown in Figures 6.23, 6.24 and 6.25, people engaged in each type of business tend to demonstrate distinctive demographic features, perhaps reflecting the different skill and entry requirements for running different types of business. Souvenirs outlets, as the most prevalent business type, equally engage males and females of a wide range of educations and ages. The majority are middle-aged (59%) with a junior high school education (56%). Local produce outlets are operated predominantly by middle-aged females mostly with high school education. Food and beverage business are operated by elderly people aged 55 years and above with a lower level of education. The three respondents engaged in restaurants and family hotels

are all middle-aged men mostly with a high school education. Snack food outlets are the smallest number of businesses on site; two of the three outlets surveyed are run by middle-aged women with junior high school education.

6.8.1.2 Basic information of business operation on site

Table 6.8: Village small business operators' opinion on their business on site

	Do you think your income increased?	Are you satisfied with current business?		Did you receive any government help to start the business?	Did you benefited from any beneficiary policy or regulation from government or site management?
Valid N	52	52		50	51
Disagree (-1)	5 10%	6 12%	N (-1)	43 86%	3 6%
Neutral (0)	0	7 13%	Y (1)	7 14%	48 92%
Agree (1)	47 90%	39 75%			
Mean	.81	.63		.14	.94

Basic information about businesses and satisfaction with businesses operation are examined among respondents as shown in Table 6.8. The majority of respondents agree that their income increased after doing business on site (90%) and they are satisfied with their current business (75%). In addition, the majority (86%) said that they did not receive help from the government to start their business. All respondents pointed out that they started the business using personal savings. In contrast, 92% pointed out that they benefit from policies or regulations from the government or site management. Through further probing with respondents, it was discovered that the beneficial policy refers to the restriction of onsite business opportunities to Mutianyu village residents with no rental fee charged for the outlet. Only an annual management fee of several hundred RMB (less than 100 CAD) is charged for the basic maintenance of the market. Therefore, nearly all income from business operation goes to the outlet owners. Casual conversations with survey participants revealed that the monthly business income ranged from about RMB 500 to 3000 (80 to 500 CAD) depending on the type of business, individual operation and seasonality. In general, among different types of business, food and beverage outlets experience more seasonal fluctuations and receive comparatively lower income; souvenirs outlets demonstrate bigger income variety among different outlets; and snacks and local produce outlets are more stable with a middle level of income. Also, higher competition is mentioned by souvenir outlet operators. However, only 21% of respondents indicated knowledge

of the site plan, indicating that the plan is not effectively communicated with village small business operators.

6.8.1.3 Perceptions on World Heritage designation and general tourism development

Table 6.9: Impacts of World Heritage designation on the local community

Impacts of World Heritage designation	Disagree	Neutral	Agree	N	Mean	S.D.
World Heritage designation helps tourism development at site	2%	13%	85%	52	.83	.430
World Heritage designation improves the site international reputation	0%	6%	94%	52	.94	.235
World Heritage designation brings more tourists	2%	4%	94%	52	.92	.334
World Heritage designation helps the protection of the Great Wall	0%	15%	85%	52	.85	.364
World Heritage designation has positive impacts on local business	2%	13%	85%	52	.83	.430

Impacts of World Heritage designation and general tourism development on the local community are examined using three-point Likert scale questions. World Heritage designation is recognized by most small business operators as helping tourism development (85%) and protection of the Great Wall (85%) (as shown in Table 6.9). Even higher recognitions are observed on the enhancement of the international reputation through World Heritage designation (94%) and more tourists being attracted to the site (94%). In addition, positive impacts of the designation on local business (85%) are also recognized. Thus, small business operators hold positive perceptions on the impacts of World Heritage designation.

Table 6.10: General evaluation of tourism development on site

General evaluation of tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
I am satisfied with current tourism development	14%	15%	71%	52	.58	.723
There are more benefits through tourism development	4%	15%	81%	52	.77	.509
Local government should continue promote tourism development	0%	6%	94%	52	.94	.235
Local government should pay more attention to tourism impacts on local residents	4%	17%	79%	52	.75	.519

Table 6.11: Examination of differences among age, gender, education and business type

	Satisfaction on tourism development			More attention on tourism impacts on local residents		
	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	3.438	4	.487	18.464	4	.001*
Gender	2.665	2	.265	.559	2	.756
Education	3.780	6	.706	2.656	6	.851
Business type	17.302	8	.027*	9.841	8	.276

* Statistically significant difference at .05 level

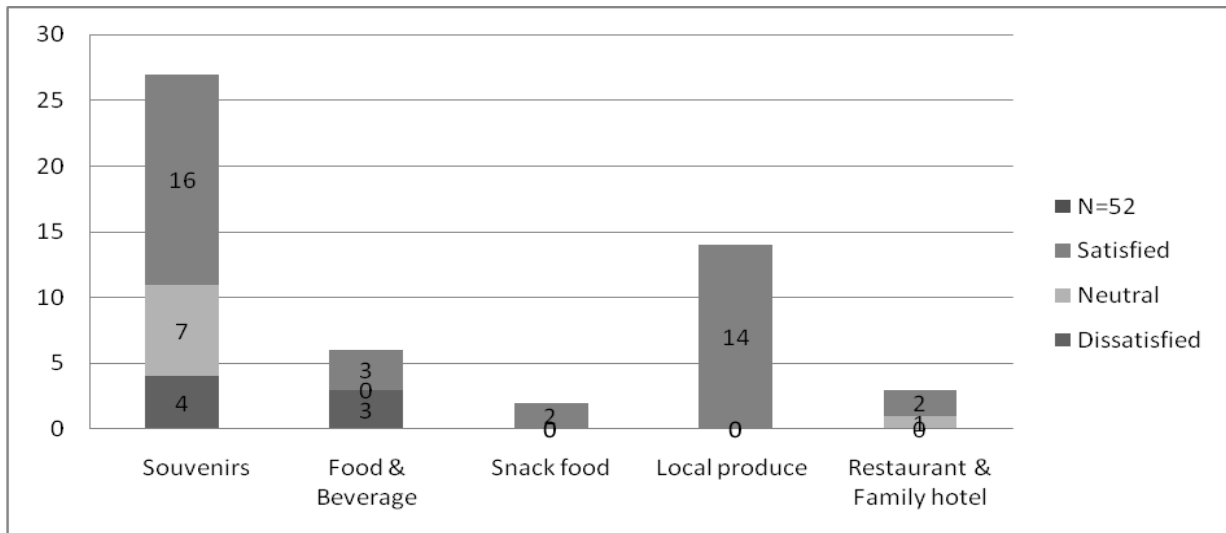


Figure 6.26: Satisfaction on tourism development among different business types

Small business operators' general evaluations of tourism development were also examined, including their satisfaction with tourism development, recognition of benefits, preference for future development and local impacts as shown in Table 6.10. Again, general positive evaluations are identified among respondents. Most (81%) respondents agree that there are more benefits through tourism development than costs; 94% support further tourism development by the local government; 71% expressed their satisfaction with current tourism development with 14% dissatisfied. Through further probing, some respondents expressed their wish for further development of tourism and more flexibility in participating in different types of business. More government attention to tourism impacts on local residents is favored by 79% of respondents with 4% disagreement. A slight divergence of opinions was identified for factors of satisfaction with tourism development and more attention to local impacts, which are further examined through tabulation results of Chi-square tests among age group, gender, education level and business type. Statistically significant differences at the .05 level are identified among business types for satisfaction and age for government attention to local impacts (Table 6.11), which are further examined in the following.

In terms of their satisfaction with current tourism development, different attitudes are identified among different business types as shown in Figure 6.26. Local people involved in food and beverage businesses demonstrate a divergence in opinion with 50% satisfied and 50% unsatisfied, the lowest satisfaction level among the five business types. In contrast, people involved in snack food and local produce business are all satisfied with current tourism

development. More than half (59 %) of people in souvenirs business were satisfied with 15% unsatisfied. Therefore, it is suggested that the performance of different businesses is different due to different levels of investment, returns and the level of competition experienced by each business type. As observed on site, 70% of outlets are selling souvenirs, probably indicating higher competition than other business types. Food and beverage business is more vulnerable to seasonality, as stated by five of the six respondents in food and beverage businesses. Their business in winter is especially hard because of fewer tourists and lower demand for drinks in cold weather. Also, as indicated above, the income level from food and beverage business is comparatively low among the different business types.

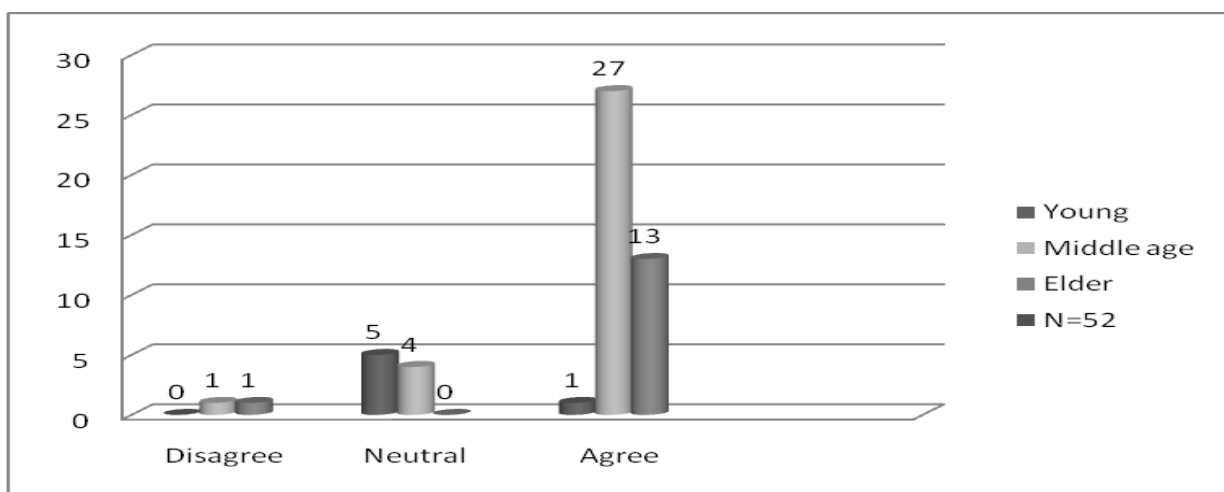


Figure 6.27: Responses for more attention required to tourism impacts on local residents by age

As shown in Figure 6.27, most middle-aged (84%) and elderly people (93%) demonstrated preference for more government attention to tourism impacts on local people; while young people (aged 18-34) were much less concerned about this (only 17% agreed and 83% were neutral). This difference might be due to the fact that middle-aged and elderly people have had long experience in tourism business and village life and, thus, might be more aware of tourism impacts on local residents, leading to more concern about the distribution of costs and benefits from tourism development.

6.8.1.4 Tourism impacts on the local community

Furthermore, impacts of tourism on the local community are examined using three-point Likert scale questions addressing economic, environmental, and social and cultural impacts. Agreements are found with most items within each category, except that more varied opinions

are observed regarding environmental impacts. Results will now be discussed in detail respectively for economic, environmental, social and cultural impacts.

First, results for economic impacts are discussed. Responses to economic questions are presented in Table 6.12. The majority agreed that local economic development is improved (85%), the local living standard (83%) and local income (81%) are increased through tourism. The standard of local services is also improved (86%). Most (81%) respondents also agreed that local people benefits from tourism. The importance of tourism in the local economy is recognized by 81% of respondents. However, in terms of impacts on local job opportunities and local prices, greater divergence of opinions is identified, indicating need for further analysis. This was done using Chi-square tests as shown in Table 6.13.

Table 6.12: Economic impacts of tourism on the local community

Economic impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Tourism development improved local economic development	2%	13%	85%	52	.83	.430
Tourism development provided more local job opportunity	15%	27%	58%	52	.42	.750
Tourism development improved local living standard	4%	13%	83%	52	.79	.498
Tourism development increased local income	6%	13%	81%	52	.75	.556
Tourism development lead to the increase of local prices	33%	11%	56%	52	.23	.921
Most local people benefit from tourism development	4%	15%	81%	52	.77	.509
Tourism development improved local service standard	4%	10%	86%	52	.83	.474
Tourism is important in local economy	4%	15%	81%	52	.77	.509

Table 6.13: Examination of differences among age, gender, education and business type in perceptions of job opportunities and prices

	Increase in local job opportunities			Increase in local price		
	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	17.029	4	.074	27.758	4	.002*
Gender	1.311	2	.519	5.796	2	.055
Education	1.881	6	.758	4.769	6	.312
Business type	24.544	8	.002*	17.406	8	.026*

* Statistically significant difference at .05 level

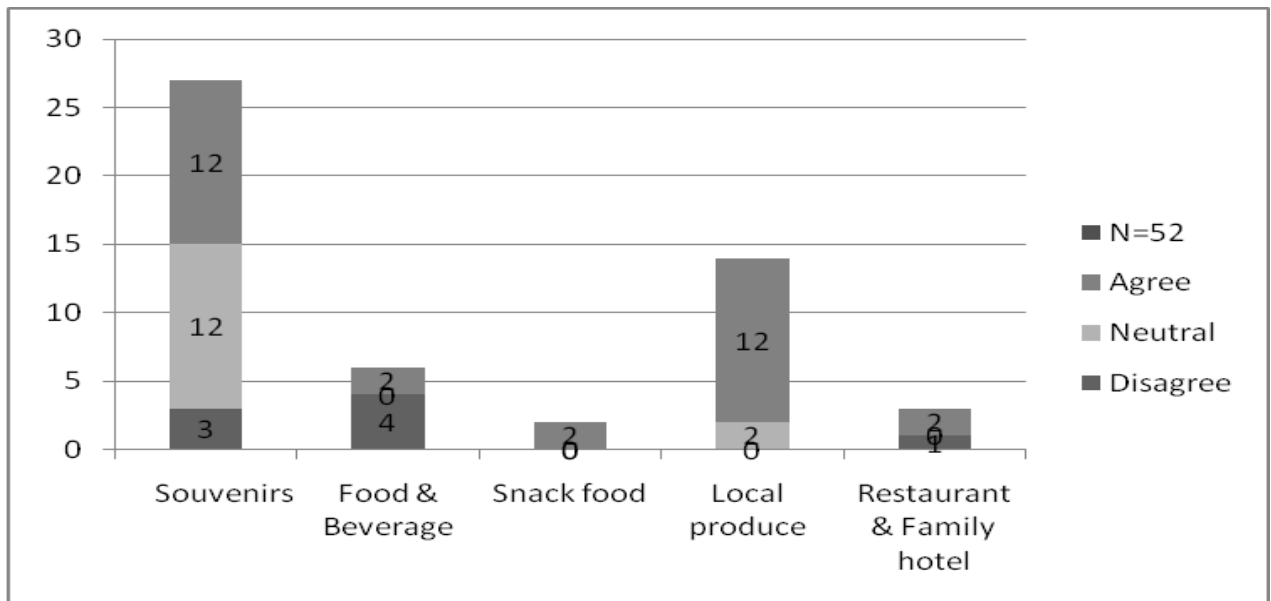


Figure 6.28: Relationship between agreement on increase in local jobs and business type

For perceptions of increases in local job opportunities, a statistically significant difference at the .05 level is observed among different business types. As shown in Figure 6.28, 67% of respondents in food and beverage businesses felt that there is no increase in job opportunities due to tourism development. On the other hand, of all respondents in snack food businesses, 86% of respondents selling local produce and 67% in restaurants and family hotel businesses agree that job opportunities increase due to tourism development. Respondents involved in souvenir businesses are evenly divided in their opinion (44% agree, 44% are neutral and 11% disagree).

With respect to changes in local prices, as shown in Figure 6.29, almost all (93%) older people (aged 55 or above) agreed that tourism results in local price increases. Opinions are more diverse among middle-aged and young people. Almost half (47%) of middle-aged (aged 35-54) people disagree that prices increase and a similar proportion (46%) agree with the statement. Somewhat similarly, half (50%) of young people (aged 18-34) disagree with the statement and 33% agree with it. The results indicate that the younger the respondents, the lower the recognition that prices increase due to tourism development, perhaps because older people are more sensitive or have more concerns about price changes and have had longer to observe them.

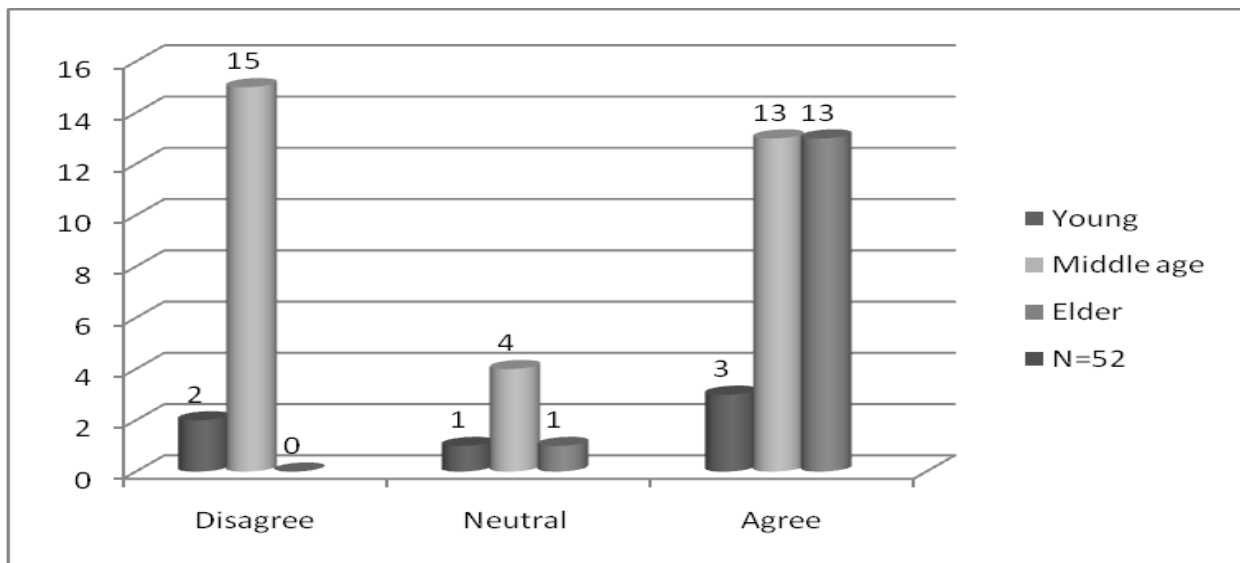


Figure 6.29: Relationship between agreement on increase of local prices and age

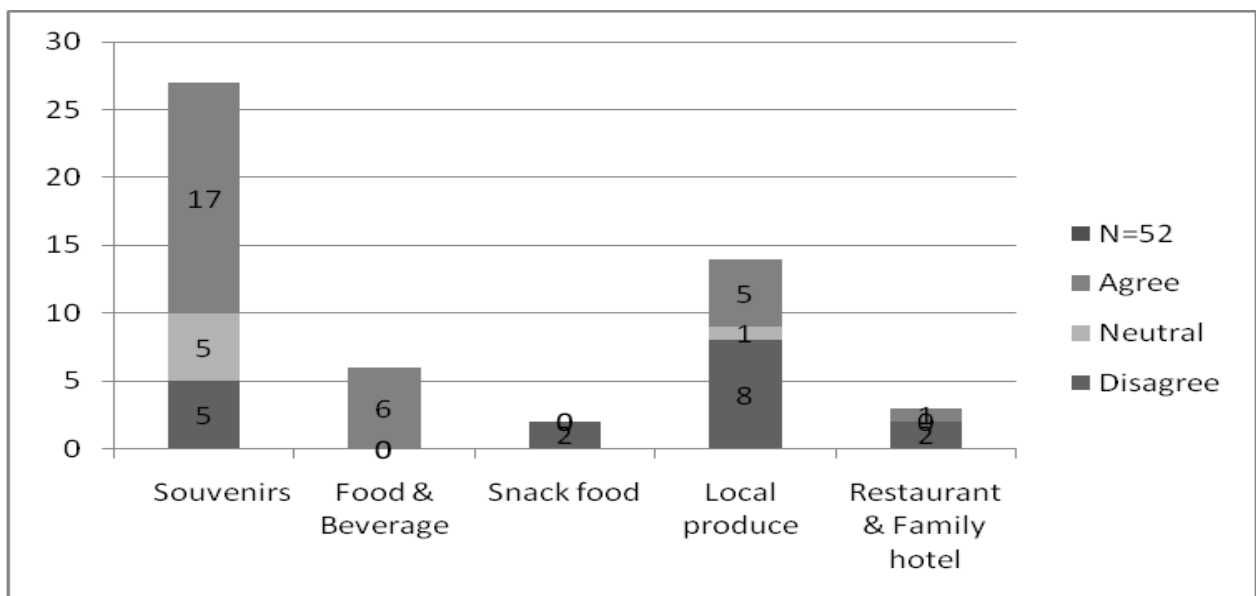


Figure 6.30: Relationship between agreement on increase in local prices and business type

Among respondents in different types of business, most selling souvenirs (63%) and food and beverages (100%) agree that prices increase. On the other hand, the majority of people selling local produce (57%), snack food (100%), and in restaurants and family hotel businesses (67%) disagreed (Figure 6.30). As discussed earlier, respondents in food and beverage businesses tend to be older than those in other businesses.

In summary, that majority of outlets sell souvenirs, leading to higher competition and a bigger gap in business performance between individual outlets. As a result, respondents in souvenir businesses demonstrate higher divergence of opinions regarding the economic impacts

of tourism. People engaged in food and beverage businesses tend to be older and have lower education levels. Furthermore, lower income is generated from this type of business compared with the others and, thus, less positive opinions are obtained from them in terms of the economic impacts of tourism.

Second, environmental impacts of tourism on the local community are explored using eight factors as shown in Table 6.14. There is more divergence of opinion among respondents concerning environmental impacts of tourism than for other types of impact. However, there is widespread agreement regarding tourism’s positive impacts on the protection and maintenance of the Great Wall (85%) and the architecture of the local community (85%). Other factors received less agreement, suggesting the need for further statistical analysis. Again, chi-square tests are used to identify where differences reside as shown in Table 6.15. No statistically significant differences at the .05 level were found in impacts to the natural environment, local public facilities and crowding, in association with age, gender, education and business type. Business type is identified as an important factor leading to the divergence of opinion regarding beautifying the environment, more traffic jams and more noise in the village, with statistically significant differences at the .05 level. These differences are further examined.

Table 6.14: Environmental impacts of tourism on the local community

Environmental impacts from tourism development at the site	Disagree	Neutral	Agree	N	Mean	S.D.
Help the protection and maintenance of the Great Wall	0%	15%	85%	52	.85	.364
Beautify architecture in local community	0%	15%	85%	52	.85	.364
Beautify the environment in local community	31%	27%	42%	52	.12	.855
Bring negative impacts to surrounding environment	64%	15%	21%	52	-.42	.825
Improve local public facilities	27%	15%	58%	52	.31	.875
Bring more traffic jam, difficult to go out	50%	15%	35%	52	-.15	.916
Bring more noise, destroy the local peaceful atmosphere	60%	11%	29%	52	-.31	.897
Tourists causes crowding at site	64%	17%	19%	52	-.44	.802

Table 6.15: Differences of opinions among age, gender, education and business type

	Beautify the environment in local community			Negative impacts to environment		
	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	16.051	4	.003*	3.130	4	.536
Gender	.957	2	.620	1.632	2	.442
Education	.739	6	.946	.973	6	.914
Business type	22.479	8	.004*	14.036	8	.081
	Improve local public facility			Bring more traffic jams, difficult to go out		

	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	2.236	4	.693	4.777	4	.311
Gender	.963	2	.618	5.384	2	.068
Education	2.141	6	.710	15.796	6	.003*
Business type	11.347	8	.183	25.841	8	.001*
	Bring more noise, destroy peaceful atmosphere			Tourists causes crowding at site		
	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	8.756	4	.067	2.534	4	.638
Gender	4.538	2	.103	2.795	2	.247
Education	8.838	6	.065	4.338	6	.362
Business type	15.997	8	.042*	14.772	8	0.64

* Statistically significant difference at .05 level examined

Table 6.16: Relationship between business type and agreement on beautify the environment

	Souvenirs	Food and beverages	Snack food	Local produce	Restaurant & family hotel
Disagree	33%	67%	100%	0	33%
Neutral	41%	0	0	21%	0
Agree	26%	33%	0	79%	67%
Total number	27	6	2	14	3

Table 6.17: Relationship between business type and agreement on more traffic jam

	Souvenirs	Local produce	Food and beverages	Snack food	Restaurant & family hotel
Disagree	37%	86%	0	100%	67%
Neutral	30%	0	0	0	0
Agree	33%	14%	100%	0	33%
Total number	27	14	6	2	3

Table 6.18: Relationship between business type and agreement on more noise in the village

	Souvenirs	Local produce	Food and beverages	Snack food	Restaurant & family hotel
Disagree	37%	79%	100%	100%	67%
Neutral	19%	0	0	0	33%
Agree	44%	21%	0	0	0
Total number	27	14	6	2	3

As shown in Table 6.16, among people engaged in different types of business on site, those selling local produce showed the highest agreement (79%) that tourism beautifies the

environment. Besides, 67% of restaurant and family hotel owners agree with the statement. Disagreements with this statement are identified among those selling snack food (100% disagree) and food and beverages (67% disagree). Again, the large group of souvenir sellers expressed diverse opinions toward this statement (26% agree, 41% are neutral and 33% disagree).

Regarding more traffic jams resulting from tourism, diverse opinions are observed among business types as shown in Table 6.17. All respondents selling snack food agree and all food and beverage sellers disagree with the statement. The majority of respondents selling local produce (86%) and restaurant and hotel operators (67%) disagree. Similarly, diverse opinions are found souvenirs sellers concerning traffic jams (37% disagree and 33% agree).

When asked whether the peaceful village environment is destroyed by more noise from tourism, the majority of respondents engaged in business types other than souvenir outlets disagreed (Table 6.18). Souvenir sellers expressed a wide range of opinions (44% agree and 37% disagree).

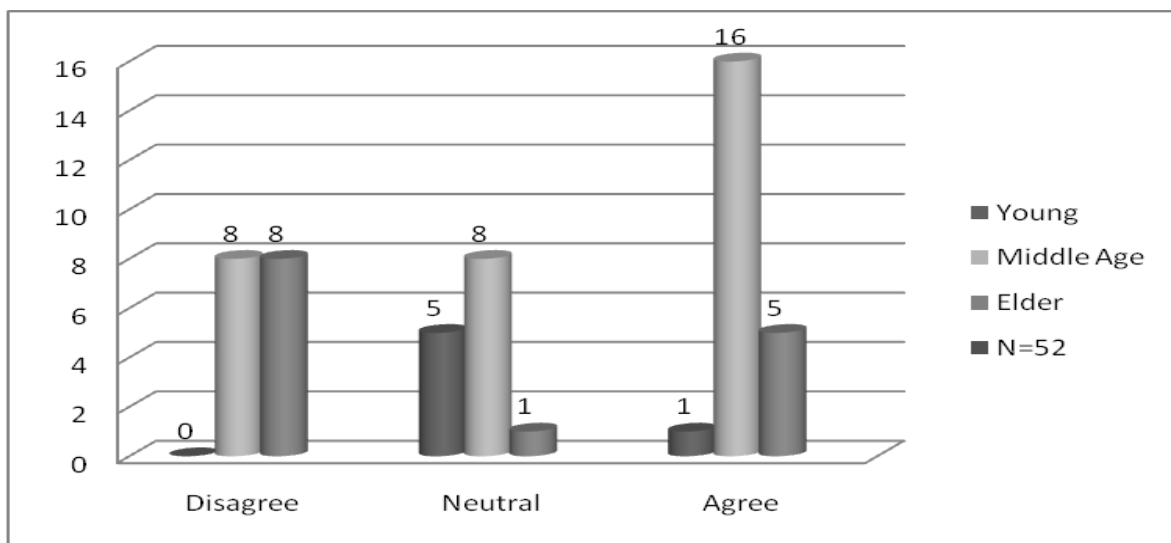


Figure 6.31: Relationship between age and agreement on beautifying the environment

As shown in Figure 6.31, the age of respondents is related to opinions concerning whether tourism development helps to beautify the community environment. Younger people (aged 18-34) seemingly do not pay much attention to this, for 83% provided a neutral response. The highest agreement with this statement is observed among middle-aged respondents (aged 35-54): half (50%) agree and the rest were evenly divided between neutral (25%) and disagree (25%). More disagreement is also observed among older people (aged 55 and above) among whom 57% disagree and 36% agree.

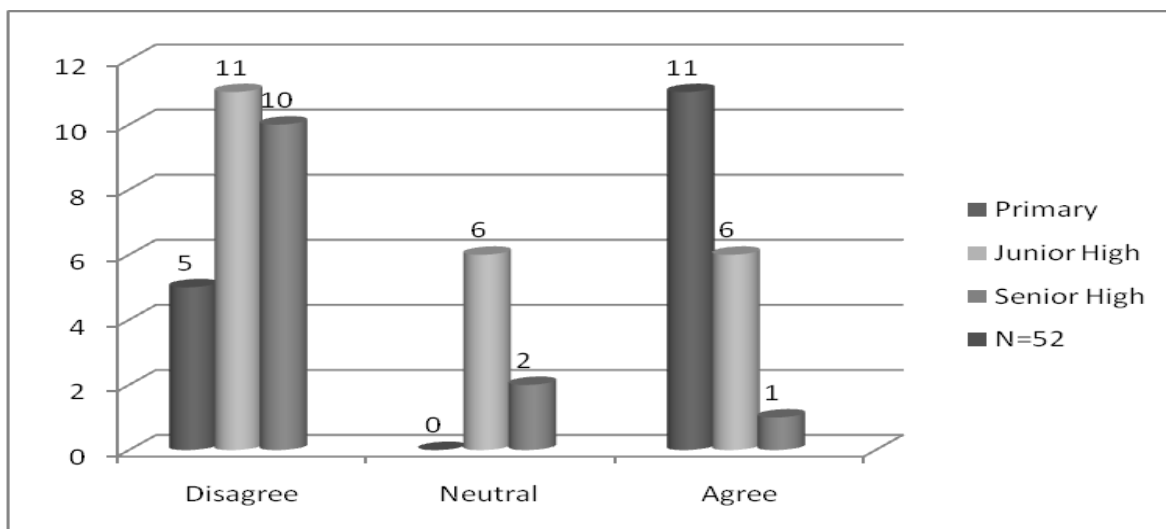


Figure 6.32: Relationship between education and agreement on more traffic at Mutianyu

The relationship between education and agreement that tourism development results in more traffic jams is explored in Figure 6.32. Most (69%) of respondents with primary school education agree that tourism results in more traffic from. In contrast, almost half (48%) of respondents with junior high school education and three-quarters (77%) of respondents with senior high school education disagree with the statement. The results suggest that respondents with higher education have a higher tolerance of traffic congestion due to tourism.

In summary, people from different education levels and age groups demonstrate different levels of tolerance toward some aspects of environmental impacts. In particular, business type, which is closely related with income and business competition, appears to be important in affecting respondents' tolerance of environmental impacts. Also, souvenir sellers demonstrate a larger within-group variation in opinions regarding the environmental impacts of tourism, possibly because of larger variations in business performance between individual outlets due to higher competition among them.

Third, social and cultural impacts of tourism are examined with six factors as shown in Table 6.19. Respondents' agree that tourism has positive social and cultural impacts on local life for most factors in this category. The great majority of respondents agree that the awareness of cultural heritage is improved (85%) and the understanding of Great Wall culture is deepened (92%) among local people because of tourism development on site. This indicates that the development of tourism actually helps to raise the awareness of cultural heritage, especially the Great Wall culture in the case of Mutianyu. Almost all (90%) of respondents also agree that

tourism has positive impacts on their recognition of the attractiveness and characteristics of their home town and 76% think more local people would like to work and live in their hometown. Most (81%) of respondents also believe that a friendly community atmosphere contributes to tourism development. However, more varied opinions are observed concerning whether or not tourism enriches local life. Therefore, this is examined further using Chi-square tests (Table 6.20).

Table 6.19: Social and cultural impacts of tourism development on the local community

Social and cultural impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help build friendly community atmosphere	4%	15%	81%	52	.77	.509
Enrich local life	16%	17%	67%	52	.52	.754
Improve the awareness of cultural heritage in local people	4%	11%	85%	52	.81	.487
Deepen the understanding of Great Wall culture of local people	2%	6%	92%	52	.90	.358
Make local people realize the attractiveness and characteristics of their home town	2%	8%	90%	50	.88	.385
Make local people like to work and live at their home town	10%	14%	76%	50	.66	.658

Table 6.20: Examination of differences among age, gender, education and business type

	Enrich local life			Keep local people work and live in hometown		
	X ² value	df	Sig. (2-sided)	X ² value	df	Sig. (2-sided)
Age	3.867	4	.424	1.637	4	.802
Gender	1.543	2	.462	1.112	2	.573
Education	11.493	6	.022*	4.596	6	.331
Business type	9.543	8	.299	7.741	8	.459

* Statistically significant difference at .05 level

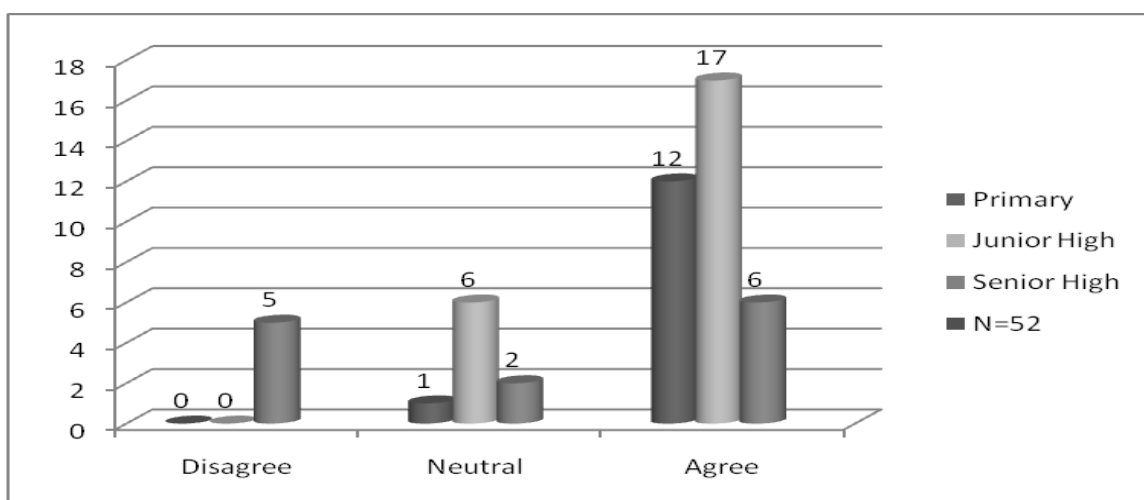


Figure 6.33: Relationship between agreement on the enrichment of local life and education

A statistically significant difference at the .05 level is found on the enrichment of local life due to tourism in association with education levels. As shown in Figure 6.33, 75% of respondents with primary school education and 74% with junior high school education agree that tourism enriches local life. In contrast, 46% of those with senior high school education agree and 38% disagree with the statement. This may be because those with higher education also have higher expectations.

6.8.2 Questionnaire of Mutianyu village residents

Mutianyu villagers were surveyed randomly in the village during the field research, and all of them have family members or relatives either doing business or working on site, or had done business on site themselves but are now retired. Therefore, although at present they are not directly participating in tourism business themselves, they are indirectly involved in tourism business and directly impacted by tourism development while they reside in the village. Compared with the sample of village small business operators, they have a similar education level and long residence in the village. Also, proportionately older and more male respondents are included in the sample of 23 villager residents. Only 26% of villagers surveyed know that there is a tourism site plan for Mutianyu Great Wall. Their opinions on impacts of World Heritage designation, tourism development and tourism impacts on the local community are examined in the same format as the survey for small business operators. The results are shown in Table 6.21.

Comparing village residents and village small business operators using independent samples t-tests, no statistically significant differences at the .05 level are identified for factors in the categories of general tourism evaluation, and tourism environmental, and social and cultural impacts. This suggests that both small business operators and village residents share the same opinions of tourism development and the impacts on the local community from environmental, social and cultural aspects based on their experiences of living in Mutianyu village.

For factors evaluating the impacts of World Heritage designation, statistically significant differences are identified at the .05 level for positive impacts of World Heritage designation on local business ($t = 2.91$, $sig. = .005$). This suggests that small business operators, 85% of whom agree with the statement, recognize both positive and negative impacts of World Heritage designation on local business from their actual experiences on site. While not directly involved

in tourism businesses, all of the surveyed village residents recognize the positive impacts. In spite of these differences, there is a high level of agreement on the positive impacts of World Heritage designation on tourism businesses.

Table 6.21: Examination of opinions of village residents at Mutianyu

Impacts of World Heritage designation	Disagree	Neutral	Agree	N	Mean	S.D.
World Heritage designation helps tourism development at site	0	4%	96%	23	.96	.209
World Heritage designation improves the site international reputation	0	4%	96%	23	.96	.209
World Heritage designation brings more tourists	0	0	100%	23	1	.000
World Heritage designation helps the protection of the Great Wall	13%	9%	78%	23	.65	.714
World Heritage designation has positive impacts on local business	0	0	100%	23	1	.000
General evaluation of tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
I am satisfied with current tourism development	13%	17%	70%	23	.57	.728
There are more benefits through tourism development	0	0	100%	23	1	.000
Local government should continue promote tourism development	0	4%	96%	23	.96	.209
Local government should pay more attention to tourism impacts on local residents	4%	9%	87%	23	.83	.491
Economic impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Tourism development improved local economic development	0	0	100%	23	1	.00
Tourism development provided more local job opportunity	17%	9%	74%	23	.57	.788
Tourism development improved local living standard	0	4%	96%	23	.96	.209
Tourism development increased local income	0	13%	87%	23	.87	.344
Tourism development lead to the increase of local prices	22%	17%	61%	23	.39	.839
Most local people benefit from tourism development	4%	9%	87%	23	.83	.491
Tourism development improved local service standard	9%	35%	56%	23	.48	.665
Tourism is important in local economy	0	0	100%	23	1	.000
Environmental impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help the protection and maintenance of the Great Wall	18%	4%	78%	23	.61	.783
Beautify architecture in local community	9%	9%	82%	23	.74	.619
Beautify the environment in local community	30%	9%	61%	23	.30	.926
Bring negative impacts to surrounding environment	52%	13%	35%	23	-.17	.937
Improve local public facilities	22%	9%	69%	23	.48	.846
Bring more traffic jam, difficult to go out	65%	4%	31%	23	-.35	.935
Bring more noise, destroy the local peaceful atmosphere	61%	9%	30%	23	-.30	.926
Tourists causes crowding at site	39%	22%	39%	23	.00	.905
Social and cultural impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help build friendly community atmosphere	4%	9%	87%	23	.83	.491
Enrich local life	17%	31%	52%	23	.35	.775
Improve the awareness of cultural heritage in local people	4%	4%	92%	23	.87	.458
Deepen the understanding of Great Wall culture of local people	0%	4%	96%	23	.96	.209
Make local people realize the attractiveness and characteristics of their home town	0%	4%	96%	23	.96	.209

Make local people like to work and live at their home town	4%	9%	87%	23	.83	.491
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Table 6.22: Chi-square tests comparing small business operators and residents

Statement	Sample	Mean	S. D.	S. E.	X ²	df	Sig. (2-tailed)
Impacts of World Heritage designation							
World Heritage designation helps tourism development at site	Villager	.96	.209	.043	1.905	2	.386
	Business people	.83	.430	.060			
World Heritage designation improves the site international reputation	Villager	.96	.209	.043	.064	1	.801
	Business people	.94	.235	.033			
World Heritage designation brings more tourists	Villager	1.00	.000	.000	1.382	2	.501
	Business people	.92	.334	.046			
World Heritage designation helps the protection of the Great Wall	Villager	.65	.714	.149	7.396	2	<u>.025</u>
	Business people	.85	.364	.051			
World Heritage designation has positive impacts on local business	Villager	1.00	.000	.000	3.961	2	.138
	Business people	.83	.430	.060			
General evaluation of tourism development at site							
I am satisfied with current tourism development	Villager	.57	.728	.152	.048	2	.976
	Business people	.58	.723	.100			
There are more benefits through tourism development	Villager	1.00	.000	.000	5.104	2	.078
	Business people	.77	.509	.071			
Local government should continue promote tourism development	Villager	.96	.209	.043	.064	1	.801
	Business people	.94	.235	.033			
Local government should pay more attention to tourism impacts on local residents	Villager	.83	.491	.102	.945	2	.623
	Business people	.75	.519	.072			
Economic impacts from tourism development at site							
Tourism development improved local economic development	Villager	1.00	.000	.000	3.961	2	.138
	Business people	.83	.430	.060			
Tourism development provided more local job opportunity	Villager	.57	.788	.164	3.193	2	.203
	Business people	.42	.750	.104			
Tourism development improved local living standard	Villager	.96	.209	.043	2.435	2	.296
	Business people	.79	.498	.069			
Tourism development increased local income	Villager	.87	.344	.072	1.403	2	.496
	Business people	.75	.556	.077			
Tourism development lead to the increase of local prices	Villager	.39	.839	.175	1.134	2	.567
	Business people	.23	.921	.128			
Most local people benefit from tourism development	Villager	.83	.491	.102	.619	2	.734
	Business people	.77	.509	.071			
Tourism development improved local service standard	Villager	.48	.665	.139	8.388	2	<u>.015</u>
	Business people	.83	.474	.066			
Tourism is important in local economy	Villager	1.00	.000	.000	5.104	2	.078
	Business people	.77	.509	.071			

Environmental impacts from tourism development at site							
Help the protection and maintenance of the Great Wall	Villager	.61	.783	.163	10.740	2	.005
	Business people	.85	.364	.051			
Beautify architecture in local community	Villager	.74	.619	.129	5.065	2	.079
	Business people	.85	.364	.051			
Beautify the environment in local community	Villager	.30	.926	.193	3.629	2	.163
	Business people	.12	.855	.119			
Bring negative impacts to surrounding environment	Villager	-.17	.937	.195	1.567	2	.457
	Business people	-.42	.825	.114			
Improve local public facilities	Villager	.48	.846	.176	1.071	2	.585
	Business people	.31	.875	.121			
Bring more traffic jam, difficult to go out	Villager	-.35	.935	.195	2.378	2	.305
	Business people	-.15	.916	.127			
Bring more noise, destroy the local peaceful atmosphere	Villager	-.30	.926	.193	.139	2	.933
	Business people	-.31	.897	.124			
Tourists causes crowding at site	Villager	.00	.905	.189	4.346	2	.114
	Business people	-.44	.802	.111			
Social and cultural impacts from tourism development at site							
Help build friendly community atmosphere	Villager	.83	.491	.102	.619	2	.734
	Business people	.77	.509	.071			
Enrich local life	Villager	.35	.775	.162	1.911	2	.385
	Business people	.52	.754	.105			
Improve the awareness of cultural heritage in local people	Villager	.87	.458	.095	.976	2	.614
	Business people	.81	.487	.067			
Deepen the understanding of Great Wall culture of local people	Villager	.96	.209	.043	.522	2	.770
	Business people	.90	.358	.050			
Make local people realize the attractiveness and characteristics of their home town	Villager	.96	.209	.043	.822	2	.663
	Business people	.88	.385	.055			
Make local people like to work and live at their home town	Villager	.83	.491	.102	1.210	2	.546
	Business people	.66	.658	.093			

* Statistically significant differences at .05 level examined

Similar opinions exist between village residents and small business operators in most factors as shown in Table 6.22. Compared with small business operators, village residents demonstrate less recognition of positive impacts of World Heritage designation (sig. = .025) and tourism development (sig. = .005) on heritage preservation. For the economic impacts of tourism, village residents accord lower recognition (56%) of tourism's contribution to improved local service standards, compared with small business operators (86%). These differences could perhaps result from their different levels of involvement and experience in tourism business on site.

6.8.3 Questionnaires for employees at Mutianyu

In this thesis, “employees at Mutianyu” refers to people hired by two major tourism businesses: Mutianyu Great Wall Tourist Area, the state-owned site management office, and the Schoolhouse at Mutianyu, a privately-owned business. Because most employees are back-office staff, surveys were distributed only to a small number of respondents in selected positions requiring interactions with visitors, such as staff working at the museum, the tourist centre, the dream stone park, and the Mutianyu Great Wall hotel and employees of the Schoolhouse. Although only a very small number of respondents were successfully interviewed, their opinions represent another perspective that is worth exploring.

A total of 10 questionnaires were collected. Higher education (60% with senior high school and 20% with university education) and younger ages are found compared to small business operators and residents. Half (50%) of them are from Huairou District centre, 30% from Mutianyu village and 20% are from other villages in Buohai County of Huairou District. In terms of the department or company they are working for, 4 are from the Schoolhouse, the private business in the village, and 6 are from departments of Mutianyu Tourist Area, including 2 from China dream stone park, 2 from tourist centre and museum, and 2 from Mutianyu Great Wall hotel. All respondents working at Mutianyu Tourist Area have knowledge of the tourism site plan, while only one of the 4 respondents working in private business did so, the latter being similar to residents and small business operators. This suggests that information on the site plan is not effectively communicated with stakeholders outside of the offices and departments of Mutianyu Great Wall Tourist Area.

Employees’ opinions on the impacts of World Heritage designation, tourism development and tourism impacts on the local community are examined in the same format as for small business operators and village residents. The results are shown in Table 6.23. Consistency in opinions with small business operators and residents is observed among most factors related to impacts of World Heritage designation, general evaluation of tourism development, and the economic, social and cultural impacts of tourism. Differences in opinions are identified mostly in statements related to the environmental impacts of tourism.

Table 6.23: Examination of opinions of employees at Mutianyu Great Wall

Impacts of World Heritage designation	Disagree	Neutral	Agree	N	Mean	S.D.
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World Heritage designation helps tourism development at site	0	0	100%	10	1	.000
World Heritage designation improves the site international reputation	0	0	100%	10	1	.000
World Heritage designation brings more tourists	0	0	100%	10	1	.000
World Heritage designation helps the protection of the Great Wall	0	20%	80%	10	.80	.422
World Heritage designation has positive impacts on local business	0	0	100%	10	1	.000
General evaluation of tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
I am satisfied with current tourism development	0	20%	80%	10	.80	.422
There are more benefits through tourism development	0	10%	90%	10	.90	.316
Local government should continue promote tourism development	0	0	100%	10	1	.000
Local government should pay more attention to tourism impacts on local residents	0	40%	60%	10	.60	.516
Economic impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Tourism development improved local economic development	0	0	100%	10	1	.000
Tourism development provided more local job opportunity	0	10%	90%	10	.90	.316
Tourism development improved local living standard	0	0	100%	10	1	.000
Tourism development increased local income	0	0	100%	10	1	.000
Tourism development lead to the increase of local prices	50%	50%	0	10	-.50	.527
Most local people benefit from tourism development	0	0	100%	10	1	.000
Tourism development improved local service standard	0	20%	80%	10	.80	.422
Tourism is important in local economy	0	0	100%	10	1	.000
Environmental impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help the protection and maintenance of the Great Wall	0	20%	80%	10	.80	.422
Beautify architecture in local community	0	0	100%	10	1	.000
Beautify the environment in local community	0	70%	30%	10	.30	.483
Bring negative impacts to surrounding environment	50%	40%	10%	10	-.40	.699
Improve local public facilities	0	50%	50%	10	.50	.527
Bring more traffic jam, difficult to go out	60%	30%	10%	10	-.50	.707
Bring more noise, destroy the local peaceful atmosphere	30%	60%	10%	10	-.20	.632
Tourists causes crowding at site	50%	30%	20%	10	-.30	.823
Social and cultural impacts from tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Help build friendly community atmosphere	0	20%	80%	10	.80	.422
Enrich local life	0	30%	70%	10	.70	.483
Improve the awareness of cultural heritage in local people	0	10%	90%	10	.90	.316
Deepen the understanding of Great Wall culture of local people	0	0	100%	10	1	.000
Make local people realize the attractiveness and characteristics of their home town	0	0	100%	9	1	.000
Make local people like to work and live at their home town	0	11%	89%	9	.89	.333

Table 6.24: Chi-square test comparisons between employees and small business operators

Statement	Sample	Mean	S. D.	S. E.	X ²	df	Sig. (2-tailed)
Impacts of World Heritage designation							
World Heritage designation helps	Business people	.83	.430	.060	1.766	2	.413

tourism development at site	Employees	1.00	.000	.000			
World Heritage designation improves the site international reputation	Business people	.94	.235	.033	.606	1	.436
	Employees	1.00	.000	.000			
World Heritage designation brings more tourists	Business people	.92	.334	.046	.606	2	.739
	Employees	1.00	.000	.000			
World Heritage designation helps the protection of the Great Wall	Business people	.85	.364	.051	.132	1	.716
	Employees	.80	.422	.133			
World Heritage designation has positive impacts on local business	Business people	.83	.430	.060	1.766	2	.413
	Employees	1.00	.000	.000			
General evaluation of tourism development at site							
I am satisfied with current tourism development	Business people	.58	.723	.100	1.547	2	.461
	Employees	.80	.422	.133			
There are more benefits through tourism development	Business people	.77	.509	.071	.639	2	.727
	Employees	.90	.316	.100			
Local government should continue promote tourism development	Business people	.94	.235	.033	.606	1	.436
	Employees	1.00	.000	.000			
Local government should pay more attention to tourism impacts on local residents	Business people	.75	.519	.072	2.837	2	.242
	Employees	.60	.516	.163			
Economic impacts from tourism development at site							
Tourism development improved local economic development	Business people	.83	.430	.060	1.766	2	.413
	Employees	1.00	.000	.000			
Tourism development provided more local job opportunity	Business people	.42	.750	.104	3.923	2	.141
	Employees	.90	.316	.100			
Tourism development improved local living standard	Business people	.79	.498	.069	2.025	2	.363
	Employees	1.00	.000	.000			
Tourism development increased local income	Business people	.75	.556	.077	2.293	2	.318
	Employees	1.00	.000	.000			
Tourism development lead to the increase of local prices	Business people	.23	.921	.128	13.278	2	.001
	Employees	-.50	.527	.167			
Most local people benefit from tourism development	Business people	.77	.509	.071	2.293	2	.318
	Employees	1.00	.000	.000			
Tourism development improved local service standard	Business people	.83	.474	.066	1.228	2	.541
	Employees	.80	.422	.133			
Tourism is important in local economy	Business people	.77	.509	.071	2.293	2	.318
	Employees	1.00	.000	.000			
Environmental impacts from tourism development at site							
Help the protection and maintenance of the Great Wall	Business people	.85	.364	.051	.132	1	.716
	Employees	.80	.422	.133			
Beautify architecture in local community	Business people	.85	.364	.051	1.766	1	.184
	Employees	1.00	.000	.000			
Beautify the environment in local community	Business people	.12	.855	.119	7.987	2	.018
	Employees	.30	.483	.153			

Bring negative impacts to surrounding environment	Business people	-.42	.825	.114	3.413	2	.182
	Employees	-.40	.699	.221			
Improve local public facilities	Business people	.31	.875	.121	7.573	2	<u>.023</u>
	Employees	.50	.527	.167			
Bring more traffic jam, difficult to go out	Business people	-.15	.916	.127	2.831	2	.243
	Employees	-.50	.707	.224			
Bring more noise, destroy the local peaceful atmosphere	Business people	-.31	.897	.124	12.673	2	<u>.002</u>
	Employees	-.20	.632	.200			
Tourists causes crowding at site	Business people	-.44	.802	.111	.949	2	.622
	Employees	-.30	.823	.260			
Social and cultural impacts from tourism development at site							
Help build friendly community atmosphere	Business people	.77	.509	.071	.496	2	.780
	Employees	.80	.422	.133			
Enrich local life	Business people	.52	.754	.105	2.246	2	.325
	Employees	.70	.483	.153			
Improve the awareness of cultural heritage in local people	Business people	.81	.487	.067	.431	2	.806
	Employees	.90	.316	.100			
Deepen the understanding of Great Wall culture of local people	Business people	.90	.358	.050	.822	2	.663
	Employees	1.00	.000	.000			
Make local people realize the attractiveness and characteristics of their home town	Business people	.88	.385	.055	.983	2	.612
	Employees	1.00	.000	.000			
Make local people like to work and live at their home town	Business people	.66	.658	.093	1.109	2	.574
	Employees	.89	.333	.111			

*_Statistically significant differences at .05 level examined

Small business operators and employees at Mutianyu are compared using Chi-square tests (Table 6.24). No statistically significant difference at the .05 level is found in impacts of World Heritage designation, general evaluation of tourism, and social and cultural impacts of tourism.

The only economic impact factor with difference in opinion identified between small business operators and employees is the increase of local price due to tourism, with 81% of small business operators agreeing and half (50%) of employees voting for neutral and disagree respectively.

Major between-group differences exist in evaluation of environmental impacts of tourism, with statistically significant differences at the .05 level identified for three factors. The majority of employees select neutral for tourism impacts on beautifying the local community environment (70%), improving local public facilities (50%), and more noise from tourism (60%). Selection of neutral responses for the environmental impact factors by a higher proportion of employees may

indicate that they lack information to evaluate them because the impacts from tourism on their daily lives are indirect.

6.8.4 Comparisons between village small business operators, villagers and employees

At Mutianyu Great Wall, small business operators, village residents and employees on site are impacted differently by local tourism development as shown in Figure 6.35. With direct economic, environmental, social and cultural impacts, small business operators participate in and are most affected by tourism development. Without direct involvement in tourism business, residents endure the environmental, social and cultural impacts of tourism on their daily life, but they currently hold a positive evaluation of the majority of these. Employees on site benefit economically from local tourism development but they only experience the other impacts indirectly, leading to their different opinions of tourism development and its local impacts. Thus, in Figure 6.34, the three groups are positioned in different cells according to the impacts they receive from tourism. The lower-left cell, representing those receiving indirect economic, environmental, social and cultural impacts, is thus empty due to its inapplicability for the three groups.

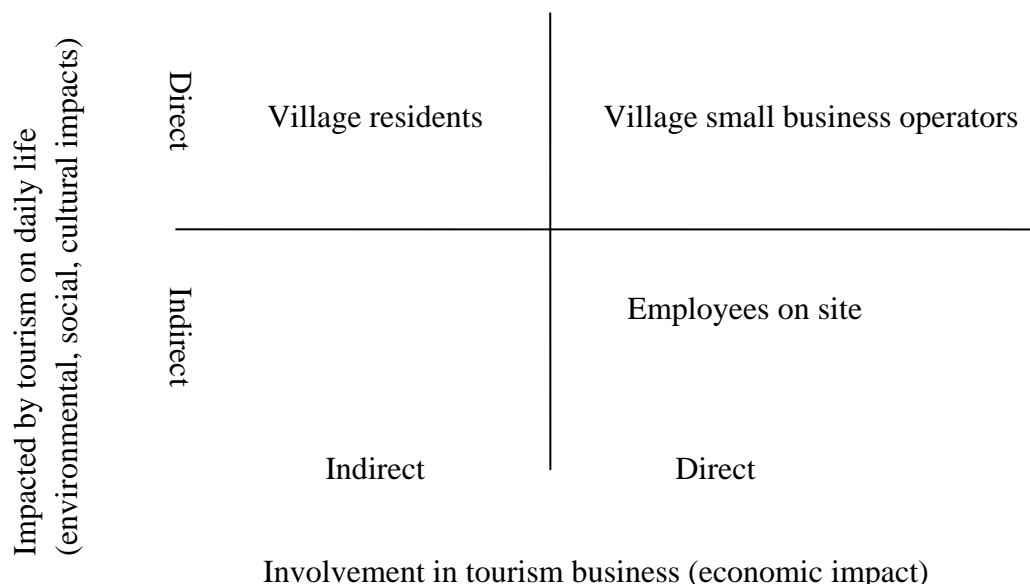


Figure 6.34: Involvement in tourism of small business operators, villagers and on-site employees

As discussed previously, all three groups agree on the positive impacts of World Heritage designation on site reputation and tourism development, Great Wall protection and local business development at Mutianyu. Considering the impacts of World Heritage designation on local

business, slightly more employees (Mean = 1) and residents (Mean = 1) agree on the positive repercussions than small business operators (Mean = .83) who are directly engaged such activities.

The three groups also generally hold overall positive evaluations of tourism development. However, residents who are enduring direct tourism impacts on their daily life without direct economic benefits are more likely to support more governmental attention to tourism impacts on the local community, than small business operators. The latter are impacted but, at the same time, receive direct economic benefits. Employees, who benefit economically from tourism without their daily life being directly exposed to tourism, are least supportive of more government involvement.

The three groups all identified positive impacts from tourism on the local economy, local living standard and local income, and recognized the importance of tourism to the local economy. However, statistically significant differences in perceptions among three groups were found with respect to local job opportunities (90% employees, 74% of residents and only 58% of small business operators agree), increase of local prices (61% of residents, 56% of small business operators but no employees agree); and improvement in local service standards (86% of small business operators, 80% of employees and only 56% of residents agree). These differences probably reflect different levels of participation in the tourism economy.

The greatest divergence of opinions occurs with respect to environmental impacts. Nevertheless, high levels of agreement occur for all groups regarding the positive environmental impacts of tourism development on protection of the Great Wall and on beautifying village buildings. The majority of respondents in all three groups also consider that tourism development has prompted the improvement of local facilities and infrastructure. Although a slight majority of respondents in all three groups deny that tourism has caused more traffic jams, crowding and noise; a minority in all three groups acknowledge some negative environmental impacts of tourism.

All three groups regard tourism as having positive social and cultural impacts as revealed in tourism's contribution to building a friendly community, improving the awareness of cultural heritage and Great Wall culture, promoting awareness of local attractiveness and willingness to stay in the community. Tourism is widely regarded as enriching local life but with some

variation in opinions among the three groups: residents have the lowest positive evaluation (Mean = .35), small business operators lie in the middle (Mean = .52) and employees have the highest positive evaluations (Mean = .70). Residents and business operators, who experience social and cultural changes, are least likely to consider that local life is enriched, while employees, who have less contact with tourists, perceive higher enrichment of local life without much actual experience with tourists. This may indicate a gap between the perceived and actual impacts of tourism on the social and cultural life of the community.

In general, more employees demonstrate positive evaluations of World Heritage designation and tourism development. The evaluations of residents and small business operators are similar for most aspects except for the economic impacts of tourism, where more positive evaluations are held by residents.

The results contribute to the understanding of the inter-relationship between heritage protection, tourism development and the wellbeing of the local community. This will be discussed further in Chapter Eight.

6.9 Chapter Summary

Situated in Huairou District about 70 km northeast of Beijing, Mutianyu Great Wall has become one of the most popular Great Wall sites in Beijing with tourism officially developed since 1988. Located beside the tourist area of Mutianyu Great Wall, Mutianyu village is under direct supervision of Mutianyu Tourist Area Agency, which acts as a County-level government administration. Local tourism participation is extensive and most village residents run small tourism business outlets on site, which are exclusively designated to village residents as compensation for their loss of land in tourism development. Besides, village residents have also initiated other types of tourism business, such as running family hotels and restaurants. Therefore, both the tourism development status and the local involvement status make Mutianyu Great Wall a suitable site to study the interactions between heritage tourism and the local community.

A survey was conducted in December 2008 with village small business operators, village residents and site employees to acquire their opinions concerning the impacts of World Heritage designation and tourism impacts from economic, environmental, social and cultural perspectives. Interviews were also conducted in 2008 with key officials from Mutianyu Great Wall Tourist

Area and Mutianyu village to understand the current status of heritage protection, tourism development and local involvement in tourism. Results show that all three samples have high recognitions of the positive impacts of World Heritage designation on site reputation, tourism development, Great Wall protection and local business development at Mutianyu. Positive evaluations of tourism development in general at Mutianyu were observed among the three groups. Consistently, positive economic impacts, and social and cultural impacts from tourism are recognized by a large majority of respondents. In contrast, a divergence of opinion was observed among aspects of the environmental impacts of tourism in the three samples, suggesting that environmental costs, with implications for heritage protection, have been recognized by locals as a price that is being paid for economic benefits. Differences exist among the three groups in evaluations of economic impacts, particularly job opportunities, prices and improvement in local service standards. These may be attributed to the differences between small business operators, residents and site employees in participation and position in tourism business as illustrated in Figure 6.34.

Based on field research, surveys and interviews, it is suggested that World Heritage designation has not brought international expertise and attention to heritage protection and tourism development at Mutianyu Great Wall, although the village is the home of some international investors. Mutianyu Great Wall Tourist Area is the entity responsible for the protection of the Great Wall and development of tourism, which are mainly guided and regulated by governmental policies administered by district government and departments of tourism administration and cultural heritage at district, municipal and national levels. Although the local community is not effectively consulted in planning stage, nor familiar with the plan, local involvement in tourism is extensive and supported directly by beneficial policies from the local government. High awareness of heritage protection and positive attitudes toward tourism development were found in the local community and concern for negative environmental impacts is beginning to emerge. Mutianyu village is highly dependent economically on tourism. Thus, for issues directly related to tourism business, such as the plan for relocating business outlets, opinions of the local community, communicated through Mutianyu Village Committee, are seriously considered by the management of Mutianyu Great Wall Tourist Area.

With daily tourist numbers much lower than the optimum tourist number as evaluated by Beijing Tourism Bureau (BTB, 2008), Mutianyu Great Wall is a tourist destination with potential for further development. With the international reputation of the Great Wall as an effective attraction, the major issue for tourism development at Mutianyu is providing complementary activities or programs to encourage visitors to stay longer and spend more. This challenge is recognized by both the site managers and the local community.

The distinctive role of international residents in tourism development at Mutianyu Great Wall is a particular characteristic of Mutianyu. Although not drawn to the village specifically by World Heritage designation, the presence of international residents in the village brings novel perspectives and international experiences into tourism development at the local level, which is an asset for Mutianyu that is rarely available elsewhere.

Thus, this chapter explored Mutianyu Great Wall with results presented in response to the three research objectives stated in Chapter One: World Heritage and tourism relationships, stakeholder collaboration, and local participation. The next chapter will compare Badaling and Mutianyu Great Wall focusing on the same three objectives.

Chapter 7: Comparison between Badaling and Mutianyu

This chapter compares Badaling and Mutianyu Great Wall in terms of management structure, heritage preservation, tourism development, local participation, plan for development, and local opinions toward heritage preservation and tourism development acquired from the questionnaire survey.

7.1 The Great Wall at Badaling and Mutianyu

Both Badaling and Mutianyu Great Wall belong to the north defensive barrier chain for Beijing, with Badaling at the West and Mutianyu at the East as shown in Table 3.1 in Chapter 3. Visiting experiences at Badaling and Mutianyu can be quite different due to the distinctive features each site possesses. As observed during the field research, Mutianyu Great Wall winds on top of the mountain range. In contrast, more fluctuations in height occur along Badaling Great Wall where both the south and north parts join together at Guan City at a much lower elevation than the highest point at North Watchtower Eight. Moreover, Badaling is considered to be a national symbol and is a place that political leaders from all over the world have been taken to. Mutianyu has much less political importance attached to it and is more of a tourism destination.

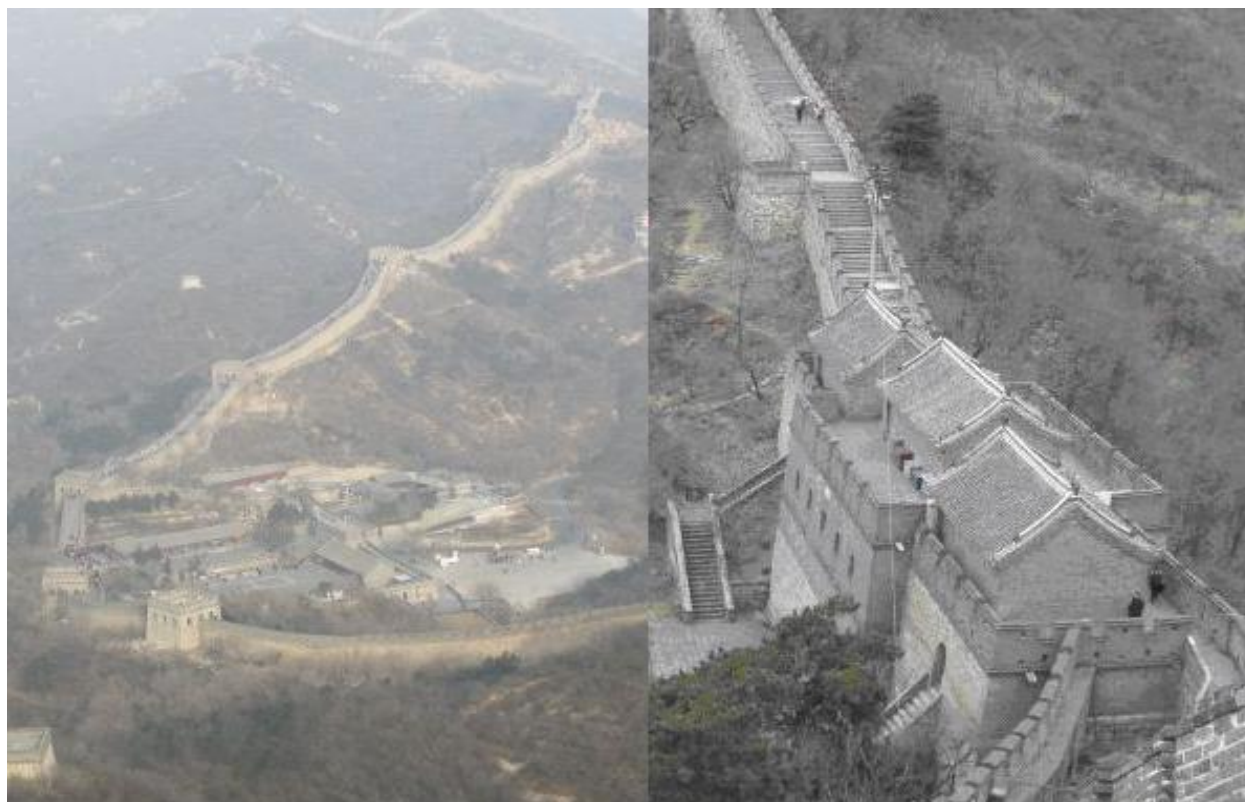


Figure 7.1: Guan City at Badaling (left) and Zhengguan Fort at Mutianyu (right)



Figure 7.2: Different wall styles of Badaling (left) and Mutianyu (right) Great Wall

The heavily-built Guan City (left in Figure 7.1) is the unique attribute of Badaling Great Wall, linking the northern and southern parts of the Wall. Guan City controls the major transportation road from Beijing to the North and its defensive strength is supported by the surrounding mountains. It is the key strategic defensive pass in the “Guangou Defensive System” from Badaling to Juyongguan. As shown in the right of Figure 7.1, Zhengguan Fort at Mutianyu, with three watchtowers standing side by side, is a type of structure rarely seen at other sections of Great Wall. Symbolizing Mutianyu Great Wall, Zhengguan Fort overlooks the road up to the site and Mutianyu village. As illustrated in Figure 7.2, one distinctive architectural difference of Badaling and Mutianyu lies in the style of the walls. At Badaling (left in Figure 7.2), only the outer walls facing the north are crenellated and the inner walls do not have crenels; while at Mutianyu (right in Figure 7.2), both sides of walls are crenellated.

7.2 Management Structure

For both Badaling and Mutianyu Great Wall, the current management structure follows the hierarchical administration from site, district, municipal, to state levels governments, which are the primary administrative power in the management structure. Both the Administration of Cultural Relics and the Tourism Bureau are involved as specialized departments to supervise site operations (Figure 5.5 in Chapter 5, p 81; and Figure 6.4 in Chapter 6, p 144). The Cultural Heritage Administration is required to ensure proper protection of heritage resources. The

Tourism Bureau is involved in tourism-related issues. Due to the high heritage value and importance of the Great Wall, the Cultural Heritage Administration has higher administrative power and all renovation plans must be reviewed and approved by this department. At the site-specific level, the position and executive power of the tourist area offices represents a top-down management approach. The participation of local residents through village or township committees provides an opportunity for local input, albeit with much less authority.

The management structure at Mutianyu Great Wall is more direct and centralized than at Badaling for Beijing Mutianyu Great Wall Tourist Area Agency is a county-level agency that directly supervises both the tourist area and Mutianyu village. At Badaling, different authorities are involved in the management of different locations within the tourist area. For example, Qianshan parking lots and the slideway are managed by Badaling Forestry Office and part of the land in the tourism area is under the administration of Chadao village. Badaling Special Zone is positioned as a parallel administration of Badaling District government, which is higher in the political system than Mutianyu Tourism Area, which is a county-level agency. However, the specification of administration within the designated tourist area and the ambiguity of land ownership also restrict the management and executive powers of Badaling Special Zone Office. The multiple-authority structure inevitably complicates operation and management at Badaling. In addition, more tourism attractions that are not directly related to the Great Wall use the brand name of Badaling, including Badaling Wild Animal World managed by Badaling County, Badaling National Forest Park and Badaling Bear's Paradise managed by Badaling Forestry Office. These attractions strive to benefit from the high reputation of Badaling Great Wall

7.3 Heritage Preservation

For both Badaling and Mutianyu Great Wall, protection and renovation of the Great Wall are emphasized as a stimulus for economic improvement, with regular inspections and maintenance, and the conduct of specific renovation and restoration projects. Both sites are guided by the same sets of regulations and policies for cultural heritage and the Great Wall at national and municipal levels. All heritage renovation projects require approval from the Administration of Cultural Heritage at the district, municipal or national level depending on the scale of the project.

7.3.1 Current conditions of Great Wall at Badaling and Mutianyu

The renovation and protection of the Great Wall are accorded three levels: emergency repair and reinforcement, renovation and restoration (Renovation refers to repairing the damaged part of the structure; restoration refers to reconstructing the structure to its original look). Mutianyu is at the level of renovation; while Badaling has all three levels, indicating a more complicated heritage condition. For both sites, daily inspections occur and small-scale renovations are conducted during non-peak seasons. Large-scale renovation projects are conducted subject to funding availability and the Wall condition. Both sites have new renovation projects approved in 2008.

Badaling Great Wall protection area extends from South Watchtower Sixteen to North Watchtower Nineteen with a total length of 7,441 meters. After numerous major renovations, the total length of the Wall that has been renovated and is open to public is 3,471 meters and 15,436 square meters in area with 12 watchtowers from Watchtower South Seven to North Twelve. The un-open 3,700-meter Great Wall with 16 Watchtowers is not at good condition after 400 years of damages from natural and human causes. They are included in the renovation plan starting in 2008. So far, Mutianyu has experienced three periods of major renovations. 3,000 meters of the Wall with 20 watchtowers have been renovated. The plan for the protective renovation of another 2,400 meters of the west part of Mutianyu Great Wall was approved in 2008.



Figure 7.3: Carvings on the Wall at Badaling (Left) and Mutianyu (Right) Great Wall



Figure 7.4: Comparison of steps at Badaling (Left) and Mutianyu (Right) Great Wall

As the most visited Great Wall site, Badaling receives about 6 million visitors annually. The number of tourists at Mutianyu, though increasing gradually in recent years, is around 1.6 million annually. The big difference in visitor numbers put different levels of pressure on the condition of Great Wall, which are illustrated in Figures 7.3 and 7.4. At Badaling Great Wall, nearly all bricks are covered with carvings of names, times and places (left of Figure 7.3). In comparison, carvings are rarely seen at Mutianyu as illustrated in the right of Figure 7.3. Figure 7.4 illustrates the different conditions of steps between Badaling and Mutianyu. As shown in the left of Figure 7.4, many steps at Badaling are severely worn in the middle. In comparison, most steps are in good shape at Mutianyu as shown in the right of the figure. It can be inferred that the protection and preservation of the Great Wall at Badaling is under much higher pressure from tourism development than at Mutianyu.

7.3.2 Funding resources

Lack of funding is identified as one of the major challenges for heritage preservation in China. This is true for the Great Wall because of the great distances it covers and because of the varied conditions at different locations. It has been shown that more government attention and

financial support are received at Badaling, while the majority of funding is locally-initiated at Mutianyu.

Because the establishment of People's Republic of China, Badaling Great Wall has received substantial financial support from national and municipal governments for heritage renovation and protection. Of the total funding of approximately RMB 15.3 million (2.5 million CAD) recorded through 50 years of development, 62% has come from Beijing Municipal government, 28% come from Badaling Special Zone office and 10% from public donations. The proportion of government support is actually higher because the actual amount of support from the central government for the start-up renovation from 1953 to 1957 was not made reported to the researcher and, therefore, is excluded from the calculations. At the site level, Badaling Special Zone puts aside 20% of its annual tourism income, mainly from entrance fees, into a Great Wall protection fund.

As advised by a key management official at Mutianyu, the annual cost for protection and renovation has been around 3 to 4 million RMB (roughly 0.5-0.7 million CAD) in recent years. Most of the protection and renovation costs are covered by the entrance fees to Mutianyu Tourist Area. A small portion of the funding has come from the municipal or national government. No financial support is received from WHC.

7.3.3 Impacts of World Heritage designation on Badaling and Mutianyu

World Heritage designation is widely believed to be a guarantee to attract more visitors and enhance local tourism development for the designated site (Li, et al., 2008; Shackley, 1998; Van der Aa, *et al.*, 2004). This is especially the case in China. However, as identified by Bandarin (2004) and reflected in the case studies, the impacts also vary by the nature of the site: the more internationally-renowned site receive less impact UNESCO heritage designation. As one international partner of the Schoolhouse at Mutianyu commented, the Great Wall of China has long been a well-known internationally as a destination and, thus, the designation has limited implications for enhancing the international reputation or attracting more tourists.

In interviews with key site officials, no direct interactions were identified between Badaling Great Wall at the site level and the international heritage community. However, they recognized that World Heritage designation contributes to an enhanced attention to heritage protection at Badaling Great Wall. As the first section of the wall opened to tourists and a

UNESCO-designated representative section of the Great Wall, Badaling Great Wall Tourist Area receives considerable direct financial and managerial support from Beijing municipality and the central government. Badaling Special Zone Office has been set up as an independent administrative office and parallel to Yanqing District Government.

Mutianyu is not recognized as a representative section of the wall and, thus, no regular communication with or supervision by the World Heritage Convention or UNESCO was identified. Although the World Heritage title is promoted as one selling point for tourism, the impact is not evident at Mutianyu. On the other hand, foreign individuals are involved in tourism business and village development. Although they were not initially attracted by the World Heritage title, it has informally supported an unofficial but effective global-local interaction involving local participation at Mutianyu.

7.4 Tourism Development

The comparison of tourism development is conducted from transportation, on-site tourism facilities, tourist numbers and capacities, tourist behaviour, and tourism development.

7.4.1 Transportation

Geographically, both Badaling and Mutianyu are at similar distance from central Beijing. Conveniently linked with the Badaling Expressway and the Jingcheng Expressway respectively, both sites can be reached in about a one-hour's drive from the city centre of Beijing. In terms of public transportation, Badaling is easier to reach than Mutianyu with direct bus services available on a frequent schedule. In contrast, the newly-developed direct bus to Mutianyu is a slow bus line with numerous stops, which takes about 2.5 hours. A quicker alternative for independent tourists is to take the express public bus to Huairou town centre and then change to privately-run mini-vans. However, the services and prices of the latter are not standardized.

7.4.2 On-site tourism facilities

Developed for decades, both sites are well-equipped with modern tourism facilities, which are compared in Table 7.1. Badaling tourist area is an open site with roads going through the site from one side to the other and Mutianyu is a close site with the road going to the site ending at the site. The road system influences the plan and layout of both sites. Parking lots at Badaling are located at both side of the tourist area, indicating that visitors come from both directions to the entrance. In comparison, parking lots at Mutianyu are located on one side of the tourist area

adjacent to the only road to the entrance. Therefore, the smaller size and simple layout of the tourism area at Mutianyu make it much easier for visitors to walk around and find their way. Very few visitors ask for directions at Mutianyu, as observed and commented upon by staff at Mutianyu visitor centre and Mutianyu Great Wall Museum. In comparison, many visitors come to the visitor centre for information about directions and facilities at Badaling. In summary, Mutianyu is a more compact tourist area with tourism facilities, attractions and businesses concentrated in a relatively small area. In contrast, tourism facilities, attractions and businesses at Badaling are spread out over a much larger area.

Table 7.1: Comparison of tourism facilities of Badaling and Mutianyu

	Badaling	Mutianyu
Cable car	Yes	Yes
Slideway	Yes	Yes
Visitor centre	Yes	Yes
Museum	China Great Wall Museum	Huairou Great Wall Museum
No barrier access	Yes	No
Other tourism attractions	Circle view theater Bear's Paradise Badaling Wild Animal World Badaling National Forest Park Turnoff Town (Chadao village)	Dream Stone Park
Signage	Frequent Consistent design Bilingual and some with six languages	Frequent Consistent design Bilingual
Washrooms	Many and clean	Many and clean
Ticketing office	Various	Various
Commercial area	Divided into three locations: two parking lots and the pathway Relocated commercial outlets at the entrance and along the pathway to designated market places at the three locations	Limited space along the street to the entrance with about 200 outlets Plan to move to a designated on-site market place
Parking lots within the site	Two large ones at each side of Badaling tourist area with a total capacity of 500 vehicles	5 small ones located beside each other at the tourist area with a total capacity of 300 vehicles

7.4.3 Tourist numbers and capacities

According to the evaluation of Beijing Tourism Bureau, the maximum daily capacity for Mutianyu is 35 thousand persons and the optimum daily capacity is 25 thousand. The maximum

daily capacity for Badaling is 78 thousand persons and the optimum daily capacity is 40 thousand. Thus, in terms of capacity, Badaling is about twice the size of Mutianyu. Badaling also receives a much higher number of tourists. Tourism statistics for the National Day Holiday in October 2008, the peak tourism season for both sites, were collected from Beijing Tourism Bureau and compared. During the seven-day National Holiday, Badaling received 41.66 thousand tourists, which was 59% of all visits to the five major Great Wall sites in Beijing and about 3.5 times the 12.44 thousand tourists at Mutianyu. Comparing the daily visitors, the highest daily visitor number at Mutianyu only reached 87% of the optimum number, which is 62% of the maximum number. It indicates potential for more tourism development at Mutianyu. For Badaling, the daily visitor number exceeded the maximum capacity for two days and exceeded the optimum capacity for five days during the seven-day holiday. The highest daily tourist number at Badaling reached 242% of the optimum capacity, which is 124% of the maximum capacity (BTB, 2008). The large number of visitors exceeding the carry capacity in peak seasons is a serious concern for tourism development and heritage preservation at Badaling.

7.4.4. Tourist behaviour

Based on interviews with management officials and business operators at both sites, both Badaling and Mutianyu share similar types of tourist behaviour patterns with day visitors as a large majority and a very small proportion of overnight visitors. Visiting is concentrated in the morning and early afternoon and entrance fees are the major tourism income source. In terms of seasonality, tourism peaks in summer and early autumn. The off-peak season for both sites is from November to March.

Table 7.2: Comparison of Tourist Behaviour between Badaling and Mutianyu

	Badaling		Mutianyu	
No. of travel blogs obtained	12		14	
Transportation				
Total No. mentioned	9	100%	10	100%
transportation	3	33%	2	20%
- Regular bus	0		2	20%
- Private car	3	33%	0	
- Tourism bus	2	22%	6	60%
- Arranged tour	1	11%	0	
- Train				

Travel pattern				
- Same day	12	100%	12	86%
- Stay overnight and visit nearby sites			2	14%
Total No. mentioned crowdedness	8	67%	0	
Reasons for choosing the site	Most famous Chairman Mao's epigraph Most representative Well-protected Steepness		High reputation with fewer tourists Higher % of plant coverage Architectural characteristics	
Restaurant	Expensive Below average taste		Reasonable price 3 mentioned Rainbow trout	
Comparison with other Great Wall sites			Compare with Badaling: 10	100%
Total No. compare			7	70%
- Fewer tourists			6	60%
- More foreign visitors			4	40%
- Higher plant coverage			2	20%
- Architectural character			2	20%
- Wall is less steep				

Data source: Travel blogs from websites collected by the researcher

To understand tourists' behavior at Badaling and Mutianyu Great Wall sites, Chinese travel blogs were collected from websites. Travel blogs were sought through google.com using varied key words in Chinese related to "Badaling travel" and "Mutianyu travel". Searching ended when the same travel logs were acquired repeatedly. Finally, 12 travel logs for Badaling and 14 for Mutianyu were identified. These were analyzed and their contents are summarized in Table 7.2. In terms of transportation, a wider variety of transportation mode was engaged in to get to Badaling with regular bus, tourism bus, arranged tour, and train being mentioned. A higher percentage of arranged tours were identified at Mutianyu (60%) than Badaling (22%). In addition, the use of private car at Mutianyu was 20% but was not mentioned at Badaling. The difference in transportation probably results from the fact that public transportation to Mutianyu is not as convenient as to Badaling. However, general travel patterns at both sites were similar with mostly day visits to both places. When describing their on-site experiences, 67% of Badaling travel blogs mentioned crowding on site, whereas crowding was not a problem at Mutianyu for

no-one mentioned it. This corresponds to the researcher's observations during the field visits. Reasons for choosing each site are mentioned in travel blogs. In summary, reasons for choosing Badaling include its highest reputation among Great Wall sites, Chairman Mao's epigraph, the belief that it has the most representative architectural and historical features, well-protected heritage resources and the steepness of the Great Wall. For Mutianyu, the high reputation with fewer tourists, higher percentage of plant coverage and special architectural characteristics are valued as reasons for visiting. Thus, visitors to Badaling and Mutianyu have different foci for their travel experiences. Cultural and historical attributes are more important to visitors to Badaling; while natural attributes seems to weight more for visitors to Mutianyu. There were few comments on eating experiences in the blogs, suggesting the limited importance of food in the travel experiences at Great Wall sites. However, negative comments were made at Badaling concerning high prices and inferior taste while at Mutianyu prices were considered to be reasonable. Satisfactory experiences with the special rainbow trout dish at Mutianyu were mentioned in three blogs. Therefore, although not a substantial part of Great Wall travel experience, eating at Mutianyu enhanced the visitor experience while it detracted from it at Badaling. Visitors to Mutianyu also wrote comparative comments regarding Badaling and Mutianyu. Of 10 such comments, fewer tourists (70%), proportionately more foreign visitors (60%), higher plant coverage (40%), architectural characteristics (20%), and less steepness of the Wall (20%) were the major differences identified. On the other hand, no Badaling blog mentioned Mutianyu Great Wall. It can be inferred that many visitors to Mutianyu have been to Badaling; therefore they were able to compare their visits at both sites. In contrast, not many visitors to Badaling have been to Mutianyu, indicating that Badaling is the prioritized Great Wall site and usually the first Great Wall site to be visited by Chinese people due to its reputation and cultural and social implications. This interpretation was supported by the comments of the tour guide on Bus 919 to Badaling who said that more than 90% of visitors using the bus are first-time visitors to the Great Wall. The important position of Badaling among Great Wall sites is thus supported.

7.4.5 Tourism development

Among all Great Wall sites, Badaling stands out as the most famous and highly developed in Beijing and China. With its international reputation and historical and military importance,

Badaling was chosen as the representative section of Great Wall for the World Heritage Site. Holding international events and receiving state leaders from all over the World, Badaling Great Wall also acts as a symbol for China. Mutianyu, as the second Great Wall site developed in Beijing, is among the second tier of Great Wall sites in Beijing in terms of reputation, tourism development and number of visitors. Mutianyu is famous for its high plant coverage, beautiful scenery and the fertile land surrounding the site.

Comparing the strengths and weaknesses of Badaling and Mutianyu Great Wall in tourism, Office Director Mr. Song at Mutianyu commented that Badaling enjoys more convenient transportation to Beijing proper and a higher reputation both domestically and internationally. The advantages of Mutianyu lie in the more pleasant natural environment and the original rural flavour with less tourism development. Tour guide Miss Guo also commented that many high-end tour groups prefer Mutianyu over Badaling, because it is hard to acquire a very pleasant travel experience due to the large number of visitors at Badaling. Mutianyu is comparatively quiet with higher plant coverage which provides a more pleasant natural view.

In addition, tourism at Badaling is primarily focused on the Great Wall; while tourism at Mutianyu is more diversified. Although Badaling also has number of supplementary attractions such as a zoo, Mutianyu has a better developed agricultural base that not only supplies local produce, such as chestnuts and rainbow trout, as tourism products, but also provides more opportunities to develop agricultural tourism. Agricultural tourism has been well-developed in recent years, including fruit and vegetable picking, and rainbow trout fishing with farmhouse meals and accommodation. Agricultural tourism programs, as mentioned above, were observed in the area surrounding Mutianyu Great Wall during the field research.

Mega events could have different impacts on Badaling and Mutianyu due to their different emphasis and different stages in tourism development. Badaling was closed for several days during the Olympics in August 2008 to host cycling events. This is the peak tourism season for both Badaling and Mutianyu. Many business operators at Badaling mentioned a big drop in their business due to the Olympics in the summer of 2008. During that period, tourists to Mutianyu increased significantly. According to the Office Director of Mutianyu, as a result of the Olympics, the international reputation of Mutianyu is expected to be further increased.

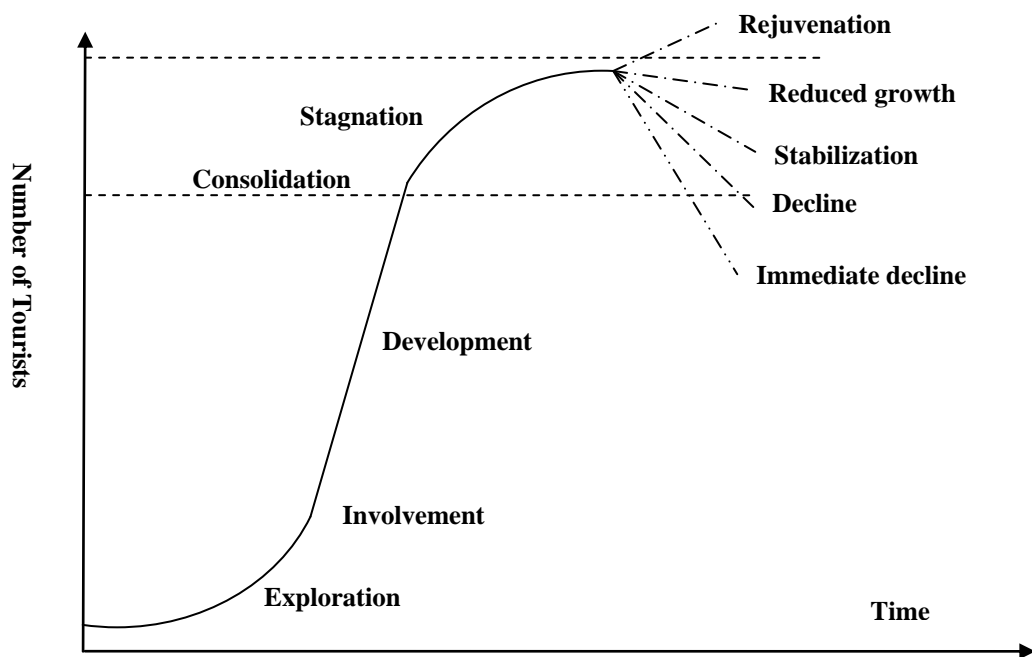


Figure 7.5: Butler's (1980) model of tourist area cycle of evolution (from Wilkinson, 1996, p18)

Table 7.3: Characteristics of the six stages in the model of tourist area cycle of evolution

Stage	Characteristics
Exploration	A small number of visitors, individual travel arrangement, irregular visiting pattern, no specific facilities for tourists
Involvement	Numbers of visitors increase, some regularity, some residents begin to provide facilities for visitors
Development	A well-developed tourist market area, advertising in tourist generating area, decline in local involvement and control of development, more large-scale and up-to-dated facilities provided by external organizations
Consolidation	Decreased rate of increase in visitor numbers, tourism becomes the major part of the local economy
Stagnation	Reach the peak of visitor numbers, reach or exceed carrying capacity, appearance of negative social, environmental and economic impacts
Decline/Rejuvenation	May face a decline in market or may have an increase in tourists due to new development

(Wilkinson, 1996, pp.18-19)

Table 7.4: Three-stage tourism growth process by de Albuquerque and McElroy (1992, p.620)

Stage	Characteristics
Emergence or initial discovery	Slow and irregular long-staying visitors, modest lodging/eating facilities, low-density, small-scale local entrepreneurial participation and host-guest interaction,
Transition to rapid development	Rapid change, increased foreign investment, rising international visibility, expanded transportation and service facilities, aggressive visitor promotions, occurrence of seasonality
Maturity	Dominance of tourism in economy, growth stagnation, short-stay visitors, international chain hotels and restaurants, high density and crowding, artificial attractions replacing natural attractions, resident-visitor resource competition, decline in local cultural identity and participation.

(Wilkinson, 1996, pp. 20-21)

Butler's (1980) model of tourist area cycle of evolution has been widely discussed and applied in tourism research (Wilkinson, 1996). Butler (1980) described six stages in the evolution of a tourism area as exploration, involvement, development, consolidation, stagnation and decline/rejuvenation. The number of visitors was chosen as the major indicator, and a basic asymptotic (S-shaped) curve was drawn to describe the pattern of evolution throughout time in terms of change in visitor numbers as shown in Figure 7.5. Characteristics of the six stages in the model of the tourist area cycle have been summarized by Wilkinson (1996) as shown in Table 7.3. Drawing on their study in the Caribbean, de Albuquerque and McElroy (1992) suggested a three-stage tourism growth process as emergence or initial discovery, transition to rapid expansion, and maturity (Table 7.4). This is compatible with Butler's model (Wilkinson, 1996). Their three-stage tourism growth process can be linked to changes in type of tourists, tourism impacts, seasonality, and government involvement.

Due to the complexity in tourism development at different destinations, a single model cannot encompass the details of that are found at specific destinations. However, both concepts connect the physical development of a destination and its market evolution from both supply and demand sides (Wilkinson, 1996). Thus, they are useful frameworks for the analysis of the evolution of a destination and for identifying the stage of development based on the evaluation of changes in visitor number, development of facilities, local participation, tourism impacts, tourism business development, and many other factors. Based on both models, Mutianyu and Badaling are identified as being at different stage of tourism development.

As the earliest developed and most well-known Great Wall site in China, Badaling is a highly developed tourism destination with well-developed tourism facilities and a convenient transportation base. In recent years, annual tourist numbers have stabilized at a very high number. Managing large number of tourists that exceed the capacity in peak seasons is a big challenge for Badaling. Higher levels of government governance and support for heritage preservation were observed in the field research. Large-scale tourism development projects, providing comprehensive tourism services, have occurred, as stated in the Big Badaling Scenic Area plan. Great Wall tourism is the pillar industry for Yanqing district and is of even higher importance for Badaling County. Therefore, based on Butler's model (1980), Badaling can be considered as being at the consolidation stage, perhaps moving towards stagnation for negative social and environmental impacts were observed and competitive destinations, such as Mutianyu, are increasing in popularity.

In comparison, Mutianyu is a moderately developed tourism destination with sufficient tourism facilities, reasonable transportation access, and an increasing domestic and international reputation. A higher level of local involvement was observed at Mutianyu than at Badaling. Mutianyu village has a role within the site management structure and on-site business opportunities are provided exclusively to Mutianyu villagers. So far, no large development project has occurred. Higher-end tourism services, such as accommodation, dining and conferences facilities depend on resources in downtown Huairou District or the city of Beijing. In terms of visitor numbers, Mutianyu still has capacity for further development. Fewer negative tourism impacts were observed at the current stage of development. Therefore, Mutianyu can be positioned at the transition from the involvement to the development stage according to Butler's model (1980).

Referring to de Albuquerque and McElroy's (1992) three-stage tourism growth process, Badaling is in the maturity stage characterized by the dominant position of tourism in the economy, high densities and crowding, and large-scale tourism service development; while Mutianyu is moving from the stage of emergence or initial discovery, characterized with modest lodging and eating facilities and small-scale local entrepreneurial participation and host-guest interactions, to the stage of rapid development with rising international visibility and a plan for expansion of tourism attractions and facilities.

Though at different development stages, both sites receive large numbers of day visitors, who come in the morning and leave in the afternoon and have superficial experiences of the sites and spend very little money at the destination. Increasing visitor spending has been recognized as the major challenge in tourism development by personnel in the management offices at both sites. In addition, developed as a tourism attraction for more than 50 years, Badaling has passed through the current evolutionary stage of Mutianyu and the other Great Wall sites in Beijing. As such, the experience of Badaling could be referred to in the development of those Great Wall sites.

7.5 Plans for Development

7.5.1 Important position in district development

According to interviews with site officials, both Badaling and Mutianyu are leading income generators in their respective districts; thus their development is important for the district as a whole. Especially at Badaling, other industries are planned in relation to tourism development as illustrated in zoning plans for both Badaling County and the Big Badaling Great Wall Scenic Area. As discussed before, Badaling has a larger spatial economic impact range. Being the major income resource for nearby villages, Badaling Great Wall acts as the key attraction to bring millions of visitors to the area. Therefore, developing new tourism products and attractions and fully utilizing the cultural and natural resources available and the brand name of Badaling Great Wall are considered important for future tourism development. Currently at Mutianyu, tourism impacts are mostly restricted within Mutianyu village, where a high dependency on tourism has developed. Involvement of more villages is desired in the future, which could expand the positive economic impacts of Mutianyu to a larger area within Huairou District.

7.5.2 The expansion trend

Both the plan for Badaling and Mutianyu Great Wall tourism areas will support the enlargement of the current tourism area, incorporating nearby tourism attractions and land or resources under different ownerships. More stakeholders at different administrative levels are expected to be involved, including many villages and counties. Thus, regional cooperation and higher level government support are required to implement the plan and coordinate site management.

The Big Badaling Great Wall Scenic Area is intended to incorporate and reflect the “Great Wall comprehensive military defensive system”, including Badaling Great Wall, Shuiguan Great Wall, Badaling Great Wall Relics, Chadao village, the Guangou Gorge and Juyongguan Pass, to provide a comprehensive understanding of the historical, cultural and military importance of the place for Badaling visitors. Five zones are planned with designated functions: the World Cultural Heritage core protection and control zone, the tourism service zone, the physical and recreational activity zone, the town centre economic development zone, and the related industrial development and conservation zone. The plan for Mutianyu Scenic Area aims to enlarge the tourist area, incorporating three tourism sections of Mutianyu, Shitanglu and Beijing Knot. The major reasons for adopting this approach are to extend impacts of Mutianyu Great Wall tourism to a larger area and to compete for nomination as a national-level scenic area, which has minimum size requirement for the tourism area.

7.5.3 Collaboration within each Great Wall cluster

Collaboration with other Great Wall sections within the same cluster is emphasized for both Badaling and Mutianyu in the site development plans. As noted above, the Badaling Great Wall cluster contains many reputable and developed sites that, with Chadao village and the Guangou Gorge, form the “Great Wall comprehensive military defensive system”, which is the basis of the core message that will be conveyed to Badaling visitors according to the plan. Similarly, the integration of and relationships among the tourism resources is summarized as “one axis, two cities, three bands, three areas” in the Badaling County Plan. For Mutianyu Great Wall cluster, various currently undeveloped Great Wall sections with beautiful scenery are planned to be incorporated as part of the big Mutianyu Scenic Area, such as the Jiankou Great Wall connecting with Mutianyu in the west, Xiangshui Lake Great Wall and the Huanhuacheng Great Wall (also named Water Great Wall).

In summary at Badaling, developed Great Wall sites have stronger historical and cultural linkages and greater collaboration among them is expected in future development. Mutianyu plans to draw new strength in their future development from the enhancement of nearby locations as no other Great Wall sites within its cluster is yet properly developed.

7.5.4 Local attitudes toward the plans

Plans for both Badaling and Mutianyu will give rise to changes in land use, relocation of business outlets, and relocation and combination of villages and thus will affect the local communities. It follows that the proper handling of local attitudes will be important for the successful execution of the plans.

As the Great Wall is a highly recognized international and national heritage resource, heritage preservation is emphasized at both Badaling and Mutianyu. Therefore, relocating business outlets away from the Great Wall is identified as being of immediate priority. As one might expect, this is resisted by local business operators who require close contact with tourists to ensure their business. At Badaling, business outlet relocation was implemented, taking advantage of the opportunity of 2008 Beijing Olympics, with support from local government and with various methods engaged. At Mutianyu, the plan for relocating business outlets along the pathway was put aside due to local resistance. In the long run, the relocation and combination of villages as specified in the new zoning plans are unavoidable at both sites. Resistance from communities is to be expected and needs to be handled carefully. Local governments and site management offices at both sites acknowledge this.

For both Mutianyu and Badaling, the planning process has essentially followed a top-down approach, involving primarily the site management office, government at different levels, experts and scholars in related fields. Local residents are generally excluded from the consultation and planning process. As found in the research, local residents are not well informed about the contents of the plans, although they will be affected by the plans in terms of both their businesses and their living environment. Both plans have considered local community development mostly from economic perspectives, in terms of providing more employment opportunities and increasing local income. However, the cultural and social aspects of tourism impacts on the local community are not considered in either plan.

7.6 Local Participation in Tourism

7.6.1 Description of local communities

According to Office Director Mr. Sun, the whole of Badaling County is benefiting from tourism development at Badaling Great Wall, which attracts millions of tourists annually. With the tourism-induced development of transportation, infrastructure and facilities, as well as agricultural tourism programs at nearby villages, the overall economy in the district is improved.

Chadao village (Turnoff Town), as the closest village to Badaling Great Wall, is considered to be the village receiving the most direct impacts from Badaling Great Wall development. In addition, Chadao Village itself has been developed as a tourism destination featuring traditional residential houses and a village landscape in Ming (1368-1644) and Qing (1644 - 1912) Dynasty styles.

Mutianyu village located on the side of the mountain beneath the Great Wall with the tourist area just steps away. The road going through the village is the only way up to Mutianyu Great Wall. Mutianyu village was also selected as one of the most beautiful villages in Beijing by Beijing Municipal Government in 2008. According to 2006 statistics, the village has a total of 188 families with around 510 people and 128 Mu (15Mu = 1 Hectare) of arable land. According to the Mayor, those who reside in the village are mostly elderly and middle-aged residents, for the young are mostly working or studying outside of the village in Huairou downtown or in Beijing. As observed by the researcher, local residents at Mutianyu are friendly in providing information and their pride in their home town was made explicit in conversations with them.

7.6.2 Discussions about local participation

After defining the local communities, local participation at Badaling and Mutianyu are discussed from the impact range of tourism business, the level and type of participation, economic benefits, and costs to the local community.

In terms of impact range of tourism business, among 78 respondents at Badaling, 74% were from Badaling County, 15% from Yanqing District, 3% from other districts in Beijing and 8% from other cities outside Beijing. Of the 58 small business operators from Badaling County, 55% were from Chadao village, the closest village to site; and 29% were from Xibuozi Village, and the rest were dispersed among other villages within the county. According to both questionnaire survey and interviews, site employees are mainly from Badaling County and Yanqing District. At Mutianyu, all small business operators are from Mutianyu village. Site employees are mainly from Bohai County and Huairou district. In addition, international investors are actively participated in tourism business and village development at Mutianyu village.

Therefore, for both Badaling and Mutianyu, site employees are mainly from the county and the district in which the site is located. Small business operators at Mutianyu are exclusively residents of Mutianyu village, which is a result of the beneficial policy of the site management office. At Badaling, the majority of small business operators are from nearby villages in

Badaling County, but there are small percentages from other districts of Beijing and even from outside of Beijing. Therefore, Badaling has a broader impact geographically in attracting small tourism business operators. Mutianyu currently has a stronger local focus than Badaling.

Second, the level of participation varies between Badaling and Mutianyu. With Mutianyu village positioned right beside the Mutianyu Great Wall tourism area and under the administration of the by Mutianyu tourism area, the local community has more direct impacts from and more active participation in tourism development at Mutianyu. According to the results of the questionnaire survey and interviews, all families at Mutianyu village have a business on site and some families even have more than one type of business certificate. Within any family, the number of family members involved in tourism-related business or organizations is quite high. In the sample of 31 out of 52 small business operators, 68% had more than half of their family members involved in tourism-related business. Moreover, 10 respondents (33%) pointed out that more than 90% of their family members are in tourism-related business. In addition, among 14 valid answers acquired from 23 village residents in the questionnaire survey, 5 reported all family members were involved in tourism business, 4 reported more than half and 5 reported less than half family involvement. Therefore, a very high level of local participation in tourism is indicated from small business operators and village residents at Mutianyu village.

At Badaling, in the sample of 78 small business operators, 75 valid responses were acquired concerning how many people in the family were involved in tourism-related business. More than half (56%) had one person, 36% had two persons and 8% had more than two persons involved in tourism-related business. Considering the average family size is three to four persons, the family-involvement level at Badaling is lower than at Mutianyu.

In terms of type of participation, tourism development at Badaling and Mutianyu has stimulated local entrepreneurship and generated employment opportunities. On both sites, small-scale self-initiated tourism businesses are the prevalent type of participation, providing substantial employment opportunities for local people. Besides, larger-scale entrepreneurial businesses are also observed at both sites. At Badaling, a clothes factory is run by Chadao village residents supplying souvenir clothes products for outlets at Badaling and other Great Wall sites in Beijing. At Mutianyu, the Schoolhouse restaurant and glass studio are investments of

international residents in the village and a maintenance-and-cleaning company has also been formed by village residents.

For economic benefits, there is no preference for local people in the public bidding for outlet spots at Badaling. But due to geographical and informational convenience, the majority of business outlets are run by people from nearby villages. The annual outlet rental fee has been increasing each year as mentioned by small business operators, which sets a growing threshold for their participation and business revenue. Major site renovation was completed in 2008 before the Olympics, including renovating the pathway, clearing businesses from the entrance and on the Wall, and relocating small business outlets to a designated commercial area at the pathway and the Guntiangou parking lot. Although it was expected that 2008 Olympics would bring more visitors and enhance the international reputation of the site, the Olympics coincided with the summer peak tourism season and Badaling was closed for a short time for the cycling competition. Tourism business was negatively impacted and many operators complained that they might not be able to cover their rental investment by the year end in 2008. It is evident that small business operators at Badaling are under much higher economic pressure than at Mutianyu, with a considerable amount of initial investment in outlet rental each year and intensive competition among them. The large number of visitors at Badaling usually helps them to make a profit, but it is not an absolute guarantee.

Comparatively more direct economic benefits are observed at Mutianyu. With all outlets on site exclusively for village residents with no rental required, village residents are protected from outside competition and economic benefits are secured with very low initial investments required for running the business. As commented by international residents, the urban and rural divide is still large in China. Mutianyu village experienced issues of depopulation and a declining economy, as have many other villages in China. The community consists mainly of old people as villagers send their children away to big cities. The traditional agricultural economy is declining. Although tourism is not necessarily the solution to problems in rural development, as different communities have different situations, possessing the special resources of Mutianyu Great Wall, tourism development with job opportunities generated is one means of stimulating rural revival as commented by international residents. Especially, compared with large-scale tourism,

small-scale tourism is considered as being capable of bringing more direct benefits to the locals, because entry costs are lower and local people can more readily manage small businesses.

Finally, costs to communities are examined. At Badaling, as small business operators are not living close enough to the tourist site to be directly impacted by tourism activities. At Mutianyu, the villagers and tourists share the only road linking the site and the village with the outside world. Thus, visitors and the traffic unavoidably go through the village, which impacts local people's daily life. However, as tourism at Mutianyu is still under the optimal level (as estimated by government calculations), negative impacts to the local community were not observed by local residents or reported in the questionnaire survey and interviews.

In addition, conveniently located adjacent to the big city of Beijing, Great Wall tourism at Beijing consists predominantly of day visits. This applies to both Badaling and Mutianyu. A large majority of visitors come in mid-morning and leave before late afternoon. Their impacts are mostly restricted within this period of time and within the boundaries of the tourism areas. Thus, outside of the economic impacts, the impacts of tourism activities on the daily life of the local communities are rather limited.

7.6.3 Analysis of local participation in heritage tourism

Figure 7.6 illustrates relationships between participation in decision-making and in benefits. Badaling and Mutianyu are positioned according to their level of participation in decision-making and benefits based on the field research. The horizontal axis indicates the level of participation in decision-making, with 'Yes' indicating participation existed and 'No' indicating participation did not exist. The vertical axis indicates acquisition of benefits, with 'Yes' indicating benefits existed and 'No' indicating participation did not exist. Within each category, the direction of the arrow points to higher levels of participation. As identified in the questionnaire survey, nearly all small business operators at both Badaling and Mutianyu responded that they did not know about the site plan, indicating that the decisions on site development are not communicated effectively to local communities or that local people are not concerned about overall site development. As commented by an international investor at Mutianyu village, the planning process in China essentially follows a top-down approach and villagers and local investors are not consulted much in the planning process. Therefore, both

Badaling and Mutianyu residents have little participation in planning and development decisions; thus, they are positioned at the same level of participation in decision-making in Figure 7.6.

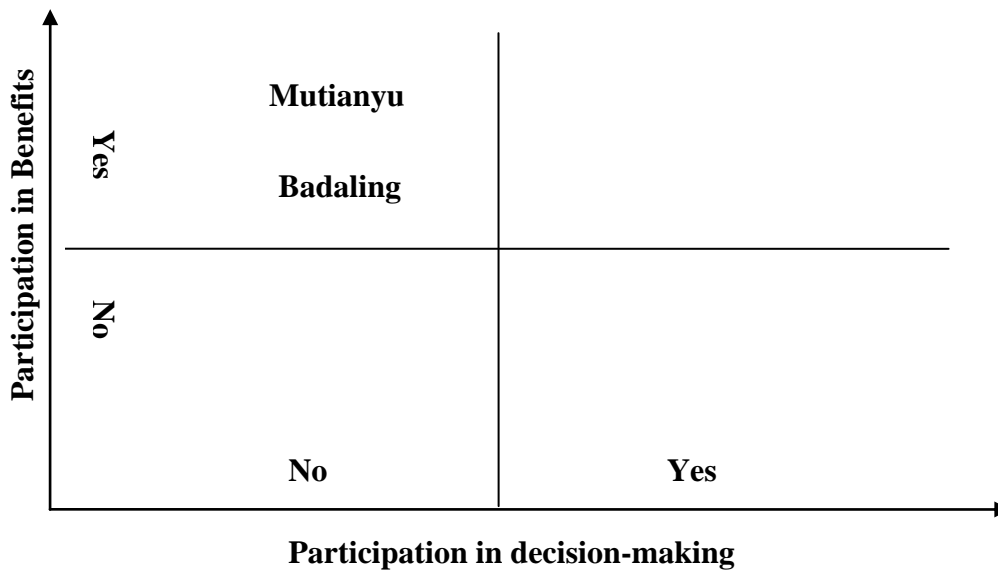


Figure 7.6: Relationships between participation in decision-making and benefits

On the other hand, although not involved in decision-making, the power of the local community has implications for certain issues of site development, which should not be ignored. For example, the plan to moving all outlets away from the road to a designated marketplace at Mutianyu is strongly opposed by villagers due to their concern about losing business. Although putting business outlets at a designated place will not necessarily affect sales negatively, villagers have more trust in easy direct contacts with tourists as in the present conditions. As a result of the opinions of villagers, the plan was put aside and the management office recognizes that it will take time to achieve agreement on this reform.

As found in the research, local residents both Mutianyu and Badaling are not directly involved in planning and development decisions, nor are they effectively informed of these decisions. However, local people have found ways participated to actively in tourism activities and benefit from tourism economically. The large number of visitors brings business opportunities for residents and encourages the development of local entrepreneurship. Local governments also encourage local participation in tourism through beneficial policies, such as giving local residents the exclusive right to do business on-site without paying rental fees, to improve local economic development, and increase local income and employment opportunities. At the more developed and commercialized site of Badaling, the strength of beneficial policies

toward local communities are lower than in the less developed site of Mutianyu. With an increasing rental fee and competition, business pressure is increasing. Thus, a higher level of local benefits is identified at Mutianyu than at Badaling (Figure 7.6).

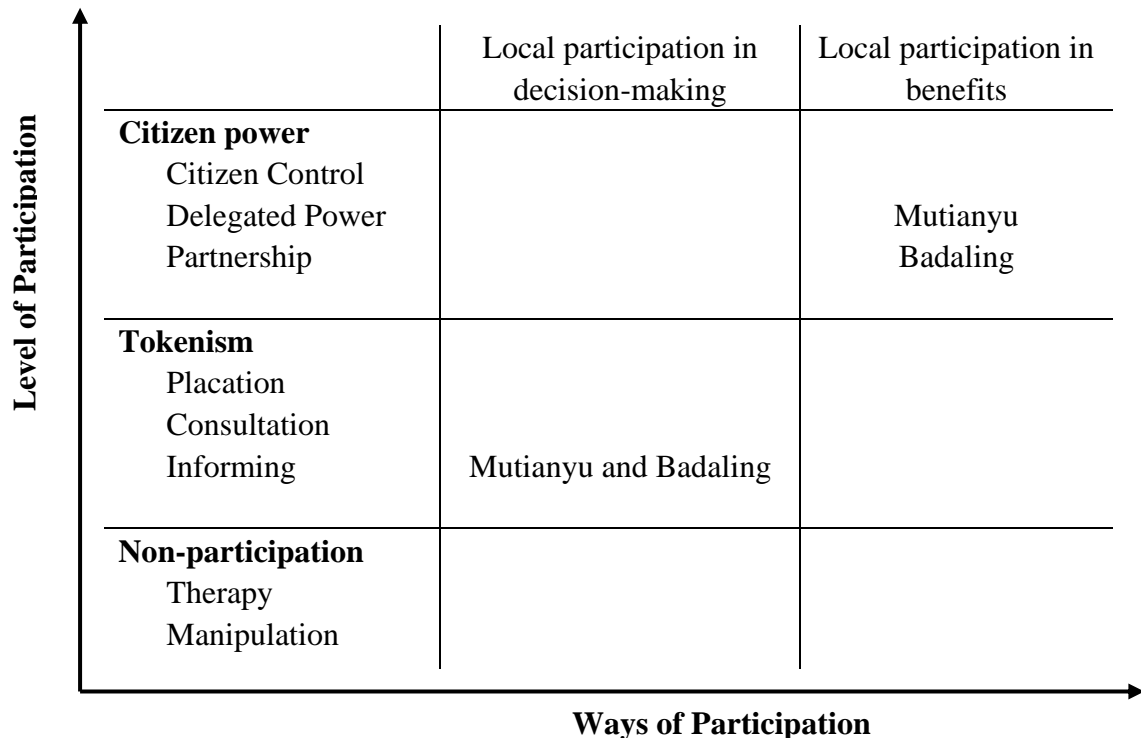


Figure 7.7: Two dimensional framework to evaluate local participation in heritage tourism

Adapting Arnstein’s ladder of citizen participation (1969) to heritage tourism, a two-dimensional framework has been developed to demonstrate levels of participation in both decision-making and benefits as shown in Figure 7.7. Two ways of local participation as participation in decision-making and in benefits are compared on the horizontal axis. The vertical axis represents the level of participation in a hierarchical structure as in Arnstein’s (1969) work. Non-participation, tokenism, and citizen power are the three major categories, which are subdivided into eight sub-categories of therapy, manipulation, informing, consultation, placation, partnership, delegated power, and citizen control (Figure 7.7). Based on previous analyses, both Badaling and Mutianyu are positioned at the informing stage, the lowest level of tokenism, for participation in decision-making. For participation in benefits, Mutianyu village residents are delegated the privileged opportunity of doing business on site; thus a higher level of citizen power is experienced by Mutianyu residents than residents from surrounding villages at Badaling, who are participating in tourism as individual business operators without such support.

This study indicates that there is no simple correlation between participation in decision-making and in benefits. Participating in decision-making does not necessarily lead to participation in benefits. Likewise, absence of participation in decision-making need not limit the possibility of acquiring benefits from tourism. In the case of Badaling and Mutianyu, the participation level in decision-making is low; however, local residents have acquired economic benefit through participation in various types of tourism business.

7.7 Questionnaire Survey at Badaling and Mutianyu

7.7.1 Comparison of small tourism business

As an internationally renowned site, Badaling has a larger economic impact range than Mutianyu in attracting people to engage in tourism business. Among 78 surveyed small business operators at Badaling, 74% were from Badaling County, 15% from Yanqing District, 3% from other districts in Beijing and 8% from other cities outside Beijing. Among those 58 from Badaling County, 55% were from Chadao village, the closest village to site; 29% were from Xibuozi Village, and the rest were dispersed among other villages within Badaling County. In comparison, all small business operators surveyed at Mutianyu were from Mutianyu village. However, site employees were primarily from the respective county and district and this was similarly for both sites. One distinctive characteristic of Mutianyu is the active participation of a small number of international residents in tourism business and village development.

In the following section, small tourism business at Badaling and Mutianyu are compared in terms of business composition, variety in business scale, financial resources for small business, and satisfaction of operators with their business. Although Badaling and Mutianyu have very different volumes of visitors and are at different stages in the tourism life cycle, personal records gained from observation suggest that they have a similar number of small business operators.

Table 7.5: Comparison of tourism business composition

	Badaling		Mutianyu	
	No. of questionnaires	Approximate total No. at site	No. of questionnaires	Approximate total No. at site
Small business operators	78	200	52	200
Souvenirs	64	120	30	140
Food and beverage	7	20	6	20
Local produce	3	8	14	20
Snack food	2	8	2	3

Restaurant	4	22	3	5
Photographic equipment	2	8		
Family hotel	0	None at the site	3	10

There is considerable similarity in tourism business composition at Badaling and Mutianyu (Table 7.5). Of around 200 small business outlets in each place, souvenir outlets are the predominant business type at Badaling (60%) and Mutianyu (70%). Food and beverage outlets comprise about 10% at each site. Besides, restaurants (16%) at Badaling and local produce (10%) at Mutianyu are also important business types. About 10% are other types of tourism business.

In addition, there is a greater variety in scale of outlets at Badaling than at Mutianyu. From casual conversations with survey participants at Badaling, monthly incomes of business outlets ranged from about RMB 1,000 to 10,000 (150 to 1,500 CAD) depending on business type and size, individual operation, and seasonality. At Mutianyu, as advised by survey participants, the monthly income of an outlet ranged from about RMB 500 to 3000 (80 to 500 CAD), which is lower than in Badaling, probably due to smaller numbers of tourists at Mutianyu. However, against this one should acknowledge that operators in Badaling pay rent but in Mutianyu they do not.

The key financial resource for small business operators was identified as personal savings with 97% of respondents at Badaling and all at Mutianyu indicating this. This reflects the affordable financial requirement to start a small business on site and it may also be because of a low unawareness or unfamiliarity with the requirements and procedures for bank loan applications.

Although the majority of respondents at Badaling agreed that their income increased after doing tourism business (68%) and more than half (53%) were satisfied with current business, a high percentage of disagreements (30% for income increase and 36% for satisfaction) were found among Badaling respondents. In contrast, almost all (90%) of respondents at Mutianyu agreed that their income increased after doing tourism business and three quarters (75%) were satisfied with current business. It is evident that there is greater satisfaction with business conditions at Mutianyu than at Badaling.

7.7.2 Comparison of opinions of small business operators

Opinions of small business operators acquired by questionnaire surveys at Badaling and Mutianyu are compared using independent sample t-tests. Results are presented in Table 7.6 with statistically significant differences between two samples indicated.

Table 7.6: Comparison of opinions of small business operators at Badaling and Mutianyu using Mann-Whitney U tests

		N	Mean	S. D.	S. E.	U	Sig. (2-tailed)
Impacts of World Heritage designation							
World Heritage designation helps tourism development at site	Badaling	75	.19	.982	.113	1339.500	.000
	Mutianyu	52	.83	.430	.060		
World Heritage designation improves the site international reputation	Badaling	75	.81	.562	.065	1845.500	.293
	Mutianyu	52	.94	.235	.033		
World Heritage designation brings more tourists	Badaling	75	.73	.664	.077	1768.500	.101
	Mutianyu	52	.92	.334	.046		
World Heritage designation helps the protection of the Great Wall	Badaling	74	.73	.626	.073	1854.000	.592
	Mutianyu	52	.85	.364	.051		
World Heritage designation has positive impacts on local business	Badaling	75	.16	.987	.114	1310.000	.000
	Mutianyu	52	.83	.430	.060		
General evaluation of tourism development at site							
I am satisfied with current tourism development	Badaling	73	.71	.612	.072	1733.000	.268
	Mutianyu	52	.58	.723	.100		
There are more benefits through tourism development	Badaling	73	.74	.578	.068	1888.000	.942
	Mutianyu	52	.77	.509	.071		
Local government should continue promote tourism development	Badaling	73	.90	.414	.048	1897.000	.990
	Mutianyu	52	.94	.235	.033		
Local government should pay more attention to tourism impacts on local residents	Badaling	73	.84	.409	.048	1777.000	.359
	Mutianyu	52	.75	.519	.072		
Economic impacts from tourism development at site							
Tourism development improved local economic development	Badaling	73	.82	.509	.060	1851.500	.695
	Mutianyu	52	.83	.430	.060		
Tourism development provided more local job opportunity	Badaling	73	.74	.624	.073	1436.000	.003
	Mutianyu	52	.42	.750	.104		
Tourism development improved local living standard	Badaling	73	.85	.462	.054	1783.000	.333
	Mutianyu	52	.79	.498	.069		
Tourism development increased local income	Badaling	71	.76	.547	.065	1829.500	.901
	Mutianyu	52	.75	.556	.077		

Tourism development lead to the increase of local prices	Badaling	71	.21	.893	.106	1814.500	.858
	Mutianyu	52	.23	.921	.128		
Most local people benefit from tourism development	Badaling	72	.67	.650	.077	1772.000	.482
	Mutianyu	52	.77	.509	.071		
Tourism development improved local service standard	Badaling	71	.54	.693	.082	1441.500	<u>.007</u>
	Mutianyu	52	.83	.474	.066		
Tourism is important in local economy	Badaling	73	.86	.451	.053	1723.000	.141
	Mutianyu	52	.77	.509	.071		
Environmental impacts from tourism development at site							
Help the protection and maintenance of the Great Wall	Badaling	72	.74	.628	.074	1820.000	.680
	Mutianyu	52	.85	.364	.051		
Bring negative impacts to surrounding environment	Badaling	71	-.52	.772	.092	1736.500	.501
	Mutianyu	52	-.42	.825	.114		
Beautify the environment in local community	Badaling	72	.64	.678	.080	1236.000	<u>.000</u>
	Mutianyu	52	.12	.855	.119		
Improve local public facilities	Badaling	72	.61	.618	.073	1572.000	.075
	Mutianyu	52	.31	.875	.121		
Bring more traffic jam, difficult to go out	Badaling	71	-.18	.915	.109	1813.000	.852
	Mutianyu	52	-.15	.916	.127		
Bring more noise, destroy the local peaceful atmosphere	Badaling	71	-.27	.878	.104	1789.500	.745
	Mutianyu	52	-.31	.897	.124		
Tourists causes crowding at site	Badaling	71	-.34	.755	.090	1671.500	.318
	Mutianyu	52	-.44	.802	.111		
Social and cultural impacts from tourism development at site							
Help build friendly community atmosphere	Badaling	71	.66	.675	.080	1761.000	.541
	Mutianyu	52	.77	.509	.071		
Enrich local life	Badaling	70	.20	.894	.107	1480.000	<u>.047</u>
	Mutianyu	52	.52	.754	.105		
Improve the awareness of cultural heritage in local people	Badaling	70	.91	.329	.039	1669.000	.144
	Mutianyu	52	.81	.487	.067		
Deepen the understanding of Great Wall culture of local people	Badaling	70	.81	.460	.055	1675.500	.189
	Mutianyu	52	.90	.358	.050		
Make local people realize the attractiveness and characteristics of their home town	Badaling	68	.81	.432	.052	1573.500	.258
	Mutianyu	50	.88	.385	.055		
Make local people like to work and live at their home town	Badaling	68	.84	.371	.045	1539.500	.205
	Mutianyu	50	.66	.658	.093		

*Statistically significant difference exist at .05 level

As shown in Table 7.6, Mann-Whitney U tests were used to examine differences in opinions between small business operators at Mutianyu and Badaling. Respondents from both samples were evaluated on their opinions concerning impacts of World Heritage designation, general evaluations of current tourism development, and tourism impacts from economic, environmental, and social and cultural perspectives. The item concerning impacts on local architecture is unique to Mutianyu as a village besides the tourism area. This topic was considered to be inapplicable for Badaling with no community close enough to be impacted in this manner.

In terms of opinions on the impacts of World Heritage designation of the Great Wall, respondents from both samples demonstrate consistently high agreements on the improvements in site reputation and positive impacts on heritage protection. However, statistically significant differences at the .05 level were found between the two samples for impacts of World Heritage designation on tourism development (sig. = .000) and local business development (sig. = .000). At Mutianyu, 85% of small business operators believed that World Heritage designation helps tourism development, while only 59% at Badaling had the same opinion. Positive impacts on local business development were agreed by 85% of small business operators at Mutianyu and only 57% at Badaling. In summary, less positive opinions towards the impacts of World Heritage designation for tourism and local business development were identified among small business operators at Badaling than at Mutianyu. Perhaps this is because Badaling was already a famous site prior to designation.

No statistically significant differences were found between the samples at Badaling and Mutianyu in terms of their general evaluations of tourism. General satisfaction with current tourism development and recognition of benefits from tourism were identified for both Badaling and Mutianyu. Continuous governmental efforts in tourism promotion and development, and more attention to local impacts were desired by small business operators at both sites.

From an economic perspective, eight factors were compared between the small business operators at Badaling and Mutianyu. Positive perceptions of economic impacts of tourism were observed at both sites. Both samples demonstrated high level of agreements with improvements in local economic development, local living standards and local income due to tourism development. Importance of tourism in the local economy is confirmed by dominant majority of

respondents at Badaling (90%) and Mutianyu (81%). The increase of local prices due to tourism development was denied by most respondents at both sites. The majority of respondents acknowledged that most local people benefit from tourism development. Statistically significant differences at the .05 level were identified in two economic impact factors: the increase of local job opportunities (sig. = .003) and improvement of local service standards (sig. = .007). More than four-fifths (84%) of small business operators at Badaling noticed an increase in local job opportunities but only 58% of Mutianyu respondents did so. Similarly, 86% of small business operators at Mutianyu and 65% at Badaling agreed that an improvement in local service standards had occurred due to tourism development.

Seven environmental impact factors were compared between Badaling and Mutianyu. First of all, positive implications of tourism for protection and maintenance of the Great Wall was acknowledged by small business operators at both Badaling and Mutianyu, indicating the reciprocal relationship between tourism development and heritage preservation at the two Great Wall sites. The majority of respondents at Badaling (68%) and Mutianyu (58%) credit the improvements in local public facilities to tourism development. Two-thirds of respondents at Badaling (66%) and at Mutianyu (64%) perceived no negative tourism impacts on the surrounding environment. Both respondents at Badaling and Mutianyu denied that negative environmental impacts had occurred, such as more traffic jams, more noise, and crowding. However, their tolerance levels towards negative environmental impacts of tourism are inevitably impacted by their direct involvement in tourism business. As observed and demonstrated by tourism statistics, Mutianyu does not have serious problems of over-use, as the number of tourists is mostly below the optimal capacity. For Badaling, tourist numbers often exceed the maximum capacity during tourism peak seasons, with crowding and traffic congestion observed during the field research. However, there is no nearby village close enough to be directly impacted by tourists. Therefore, the daily life of small business operators, mostly from nearby villages, are not directly affected by tourism at Badaling, which is reflected in their evaluations of the environmental impacts of tourism.

Statistically significant differences at the .05 level are identified for one environmental impact factor: beautifying the environment of the local community (sig. = .000). The majority of respondents at Badaling (75%) acknowledged that tourism development helps to beautify the

environment of the local community. At Mutianyu, only 42% respondents acknowledged the beautifying effect of tourism on their environment.

From social and cultural perspectives, positive impacts of tourism on building a friendly community atmosphere, improving local awareness of cultural heritage and local understanding of Great Wall culture were supported by respondents from both Badaling and Mutianyu. The majority of respondents from both samples also agreed with improved recognition of local attractiveness among local people and the greater willingness of local people to stay and work in their hometown, which support their positive evaluation of the contribution of tourism to local development. In terms of tourism impacts on the enrichment of local life, more divergence of opinions were identified among respondents at Badaling and Mutianyu: 67% of Mutianyu respondents agree with the enrichment in local life from tourism development and 16% disagreed, in comparison with 51% and 31% respectively, for Badaling respondents.

In general, similar patterns of opinion were identified in Badaling and Mutianyu in most factors examined in the questionnaire survey. More positive opinions on impacts of World Heritage designation on tourism and local business development were identified among small business operators at Mutianyu than Badaling. In contrast, small business operators at Badaling perceive a higher importance of tourism and stronger tourism impacts on the local economy and local life.

7.8 Chapter Summary

In response to the three research objectives stated in Chapter One: World Heritage and tourism relationships, stakeholder collaboration, and local participation, this chapter compares Badaling and Mutianyu Great Wall in terms of management structure, heritage preservation, tourism development, local participation, and local opinions toward heritage preservation and tourism development.

Badaling and Mutianyu are at different stages of tourism development and facing different challenges for the use and preservation of heritage. As the earliest developed and most well-known Great Wall site in China, Badaling is a highly developed tourism destination with well-developed tourism facilities. Managing a large number of tourists that exceed the capacity in peak seasons is a big challenge for Badaling. A higher level of government involvement and support were identified at Badaling. In comparison, Mutianyu is a moderately developed tourism

destination with sufficient tourism facilities and an increasing domestic and international reputation. Tourism at Mutianyu still has the capacity for further development and less negative tourism impacts are also observed at the current stage. World Heritage designation has limited impacts to both sites in terms of site reputation and tourism growth.

Due to its higher level of development and political importance, Badaling has a more complicated management structure, with different authorities involved in the management of the tourism area. In comparison, the management structure at Mutianyu Great Wall is more direct and centralized, with Mutianyu village directly under supervision of the site management office. Thus, the challenge to coordinate various stakeholders in the management is bigger at Badaling.

For community participation, the level of participation in decision-making is low at both Badaling and Mutianyu; however, residents acquired economic benefits through participation in various types of tourism business. A higher level of local participation in benefits was observed with Mutianyu village residents having the exclusive right to participate in tourism business on site. It thus provokes reflections on relationships between decision-making and the acquisition of local benefits in a developing country context and in countries with different social systems. The next chapter will put forward conceptual and empirical discussions drawn from field studies at Badaling and Mutianyu Great Wall.

Chapter 8: Discussion

Based on the conceptual context discussed in Chapter Two and details of field studies at Badaling and Mutianyu, this chapter revisits the research goal of deepening understanding of the global-local relationship in tourism and preservation of World Heritage Sites as they relate to both the literature and the empirical data.

8.1 Conceptual discussions

Conceptual discussions are rooted in two themes that contribute to the dissonant nature of heritage: multiple scales and multiple uses of heritage. These themes are discussed as they are reflected in, and supported by the situations at Badaling and Mutianyu Great Wall World Heritage Sites. Implications of these conceptual discussions for heritage planning and management are then suggested.

8.1.1 Scales of heritage: global and local

The definition, planning and management of heritage involve perspectives from different scales (Graham et al., 2000). Especially at World Heritage Sites, local and global perspectives are intertwined with the need for both globalized standardization and local specificities (Graham et al., 2000; Black and Wall, 2001). Seemingly contradictory, the global and the local could reinforce each other through heritage preservation and tourism development. Therefore, careful consideration is required to balance interests and priorities at different scales and this should be emphasized in the preservation and management of World Heritage Sites.

Although global values and local meanings of a heritage site may often be recognized as being at variance (Black and Wall, 2001), no obvious difference exists for the Great Wall with its consistent meaning and significance across local, national and global scales. For both Badaling and Mutianyu, the originality of the site, represented by its architectural structure, history and cultural context, make it distinctive. From a universal perspective, the commonality is that its significance can be readily identified and understood by, and interpreted and presented to people with different historical interests and cultural backgrounds.

The strong attachment of local residents to the Great Wall has been built up through their everyday interactions with Great Wall preservation and tourism development for years. As indicated by local residents, many of them had been involved in renovation of the Great Wall at a

very early stage. As indicated in the questionnaire survey, their pride in their close relationship with the Great Wall has been magnified by the Great Wall's wide international reputation and increasing tourism development.

World Heritage designation represents the global recognition of the significance of the site and the international recognition of its preservation. The designation process and requirements bridge the global and the local in heritage preservation and tourism development at specific sites, providing an official channel for global-local interactions in heritage issues. However, it has been identified at both Badaling and Mutianyu that the official global-local interaction is not directly evident, apart from the occasional sign, at the local or site level. Rather, direct regulation and supervision are delegated to and come from the local government and its relevant departments.

World Heritage designation is widely believed to be a guarantee to increase visitor numbers and to enhance local tourism development (Li, et al., 2008; Shackley, 1998; Van der Aa et al., 2004), spread best management practices (Bandarin, 2004), and attract both domestic and international support (Shackley, 1998) for the designated site. However, the strength of impacts varies with the nature of the site (Bandarin, 2004). The Great Wall has long been recognized internationally and was widely known prior to designation as a World Heritage Site. Rapid tourism development has been evident at both Badaling and Mutianyu in recent decades but the increases of visitor numbers and use of heritage resources should not be attributed solely to World Heritage designation.

Differences exist in the opinions of local residents and site management officials regarding the aspects and extent of changes that can be attributed to the designation. As indicated in the questionnaire surveys, local residents at both sites recognize the positive impacts of World Heritage designation on promoting the international reputation and increasing the number of visitors to the Great Wall. However, as commented by management officials at both sites, World Heritage designation has had limited impacts on site tourism development, international reputation, or increases in the number of tourists. Regulation and supervision of site management are predominantly under the control of China's government departments through the hierarchical management structure discussed in previous chapters. Nevertheless, both local residents and site management officials consistently acknowledge enhanced attention to heritage protection due to

World Heritage designation. In addition, as a UNESCO-designated representative section of the Great Wall, Badaling receives much more direct financial and managerial support from Beijing municipality and the central government than Mutianyu. This suggests that World Heritage designation has had considerable impacts on directing governmental support to the designated site, both financial and managerial, corresponding to Shackley’s (1998) finding that World Heritage status improves a country or site’s accessibility to conservation funding from governments or from other sources

Table 8.1: Global-Local relationships at Badaling and Mutianyu

World Heritage designation helps tourism development at site	Disagree	Neutral	Agree	N	Mean	S.D.
Badaling small business operators	40%	1%	59%	75	.19	.982
Mutianyu small business operators	2%	13%	85%	52	.83	.430
World Heritage designation has positive impacts on local business	Disagree	Neutral	Agree	N	Mean	S.D.
Badaling small business operators	41%	1%	57%	75	.16	.987
Mutianyu small business operators	2%	13%	85%	52	.83	.430

Note: Mean is calculated with disagree = -1, Neutral = 0, agree = 1

With respect to the communities’ evaluations of the global-local relationships, differences exist between Badaling and Mutianyu respondents as shown in Table 8.1. Badaling respondents (Mean = .19 and Mean = .16) exhibit much lower levels of recognition of the positive impacts of World Heritage designation on tourism and local business development than Mutianyu respondents (Mean = .83 for both statements). Most respondents at both sites acknowledge the positive impacts of the designation on heritage preservation. The results suggest that a considerable and larger proportion of small business operators at Badaling than at Mutianyu recognize negative impacts on site tourism and local business development due to the high requirements of World Heritage designation and associated preservation.

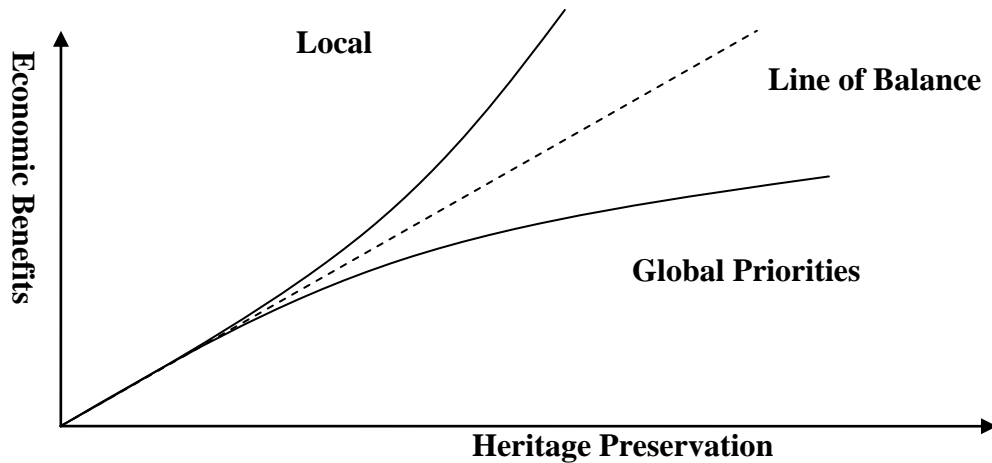


Figure 8.1: Relationship of local interests and global priorities in heritage tourism

Although Badaling receives more international attention in heritage preservation as the representative section of the Great Wall, both Badaling and Mutianyu are famous Great Wall sites in China with a similar set of regulations and supervision from national and local cultural heritage departments. However, as analyzed in Chapter Seven, Mutianyu is at an earlier stage of tourism development than Badaling. Therefore, the differences in opinion that exist between Badaling and Mutianyu respondents suggest that global-local tensions may evolve with tourism development. This has not been noted in previous studies. As illustrated graphically in Figure 8.1, as tourism develops further, tourism impacts on the community and heritage resources gradually increase. Meanwhile, the local community becomes more experienced in tourism participation and more dependent on tourism economically. Higher requirements for economic benefits at the local scale evolve with greater challenges for heritage preservation from global perspective. Then, the differences between local interests that usually prioritize economic development and global emphases that stress heritage preservation become more evident. Thus, the need to reconcile global-local contradictions in heritage tourism becomes more evident at highly developed than lesser developed sites, and as tourism development intensifies at a particular site.

In addition, as discussed by such authors as Shackley (1998) and Hall and McArthur (1998), global-local interactions at World Heritage sites usually occur through official channels, such as the international community providing guidelines and expertise to local managers of the heritage site. However, in this study, an unofficial global-local interaction channel was identified at Mutianyu through the active participation of foreigners as village residents and tourism business operators contributing to village development at the local level. Through this bottom-up

approach, unofficial global-local interaction has evolved effectively at Mutianyu, bringing international perspectives into development and dialogue with another village in a somewhat similar development situation in the United States. However, such initiatives are not the results of World Heritage designation. Although this development model of Mutianyu may not be replicable at other places; it demonstrates the effectiveness and flexibility of unofficial global-local interactions as an alternative to the traditional official one in heritage preservation and tourism development. Such approaches could be applied elsewhere based on site-specific situations.

8.1.2 Multiple uses of heritage

In contemporary society, heritage possesses socio-political, cultural and economic uses (Graham et al., 2000; Nuryanti, 1999; Tunbridge, 2007). The diverse and often incompatible uses (Graham et al., 2000) should be examined and balanced collaboratively in the planning and management processes (Henderson, 2002). At Badaling and Mutianyu, all three uses of heritage have occurred. Moreover, the prioritization of different uses also varies at different sites and in different situations.

The economic use of heritage, primarily for tourism, reflects the large and increasing tourism market and it outweighs most other uses of heritage (Ashworth and Howard, 1999; Tunbridge, 2007). This is the case at the two study sites. Heritage as one important resource for international tourism (Graham et al., 2000), tourism is inevitably involved at heritage sites, especially World Heritage Sites (Bandarin, 2004), imposing significant impacts (Graham et al., 2000), both negative and positive (Chang, 1997). Thus, heritage and tourism relationship are characterized by both symbioses and tension (Nuryanti, 1999; Tunbridge, 2007). The importance of and capability to balance preservation and tourism uses of heritage is recognized (Aas and Ladkin, 2005).

From an economic perspective, tourism is positioned as the core income-generator within the districts of both Badaling and Mutianyu, corresponding to the comments of Aas et al. (2005). Many local residents currently participate in various kinds of tourism-related businesses. Tourism supplies employment and entrepreneurship opportunities and increases income for both local residents and the government. Expansion of tourism and its beneficial impacts are desired in tourism plans for both sites. High economic dependence on tourism is also identified at both

sites with high percentages of household income from tourism. According to interviews with site management officials, preservation of the Great Wall is emphasized as the premise for economic improvement, a perspective that is important in heritage planning and management according to Garrod and Fyall (2000). Considerable amounts of tourism income are assigned to heritage preservation which, combined with limited governmental support, satisfy the high financial requirements for Great Wall preservation at both sites. Thus, findings at both sites correspond to the literature that tourism activities can generate income and public support for heritage preservation (Aas et al., 2005; Peters, 1999) and benefit the well-being of local communities (Andriotis, 2005; Nuryanti, 1999; Tunbridge, 2007). Thus, although one might have reservations concerning the forms that tourism has taken, nevertheless, Badaling and Mutianyu are good examples of the use of tourism to finance heritage preservation and promote local economic development.

From a cultural perspective, culture is constantly changing and being reproduced (Graham et al., 2000). It undergoes continuous interpretation and reinterpretation (Harrison, 2005). In this study, tourism has promoted and reinforced identification with the Great Wall and enhanced its cultural and historical importance. For example, incorporating nearby resources, the “Great Wall comprehensive military defensive system” and the Great Wall’s symbolization of “Peace” are identified and enriched in the tourism interpretation at Badaling, which also guides the future plan for Big Badaling Great Wall Scenic Area. The setting-up of Great Wall Museums at both Badaling and Mutianyu also helps to summarize and promote the history and culture of the Great Wall among visitors and local residents.

Heritage is widely believed to represent privileged viewpoints and the dominant group in the society (Graham et al., 2000). In the case of the Great Wall, the mainstream interpretation is from a Central China perspective. However, originally a military defensive construction without aggressive connotations, the interpretation does not necessarily disadvantage the values of subordinate groups, such as the northern minority groups that it was built to keep out. Thus, the Great Wall has evolved to be a national symbol that is valuable to all Chinese, regardless of location or ethnic group.

As claimed by Petersen (1995) and Nyiri (2006), the desire to validate, experience and understand a culturally and historically valued place or scene is a powerful drive for domestic

tourists in China. It makes heritage sites the core of many tourist routes in China (Nyiri, 2006). Thus, as one of the most recognized site in China, the Great Wall fulfills the travel ambitions of Chinese people to experience and personalize “culturally claimed landscapes and sites” (Nyiri, 2006:93). In reviewing online Chinese travel blogs of visitors to Badaling and Mutianyu, most writers express their pride in visiting the Great Wall, which is considered to be a personal achievement and a validation of Chairman Mao’s saying that “He who has never been to the Great Wall is not a true man”. Famous prose and poems are often quoted in Chinese travel blogs as validation of the individual’s visiting experience.

From a socio-political perspective, the Great Wall represents the national identity of China. As the most famous and representative section, Badaling Great Wall is internationally recognized as the symbol of China and is given an important political function. Acting as a site of diplomacy, Badaling has received more than 440 state leaders since its official opening (Flyer of Badaling, 2008). Besides, Badaling Great Wall is often chosen to host various kinds of national and international events, such as concerts, sports event, TV programs and so on. On the one hand, socio-political uses can enhance the tourism uses by introducing more publicity and enhancing the international reputation. On the other hand, the daily tourism function of the site can be interrupted or even closed due to socio-political uses, especially state-level political uses. For example, Badaling was closed during the cycling events of the Beijing Olympics and visits of state leaders, with associated losses to local entrepreneurs. In comparison to Badaling, such political responsibility is much lower at Mutianyu, where the interruption to tourism use is much less.

In summary, the economic or tourism use, cultural use, and socio-political use of heritage co-exist at Badaling and Mutianyu Great Wall. Despite its importance, the socio-political use is occasional and situational, bringing both negative and positive impacts to tourism. Tourism is a constant and everyday use at both Badaling and Mutianyu. The presence of the Great Wall with its historical and cultural significance attracts visitors and underpins tourism development. The tourism use of the heritage imposes threats as well as financially supports heritage preservation. The cultural value and significance could potentially be enhanced through tourism development. A balance between heritage preservation, cultural enhancement, and tourism development should be sought and can potentially be achieved (Aas and Ladkin, 2005) through site planning and

management, with the recognition and consideration of different uses and their relationships. Encouragingly, the recognition of these different uses and the efforts to balance these uses are demonstrated in site plans for both Badaling and Mutianyu, where heritage preservation and cultural enhancement are emphasized along with tourism development and its expansion.

8.2 Empirical implications

First, stakeholder collaboration in heritage management and local participation in heritage tourism are discussed. Newly introduced in China, these two approaches require more attention from both Chinese scholars and the Chinese government. Then, plans of Badaling and Mutianyu that were available to the author are revisited to identify the extent to which the local communities were considered in heritage planning.

8.2.1 Stakeholder collaboration in heritage management

A wide range of stakeholders is engaged in heritage tourism (Timothy and Boyd, 2003). Stakeholder collaboration in planning and development is needed to achieve an economically and socially beneficial balance among various stakeholders with diverse interests (Aas et al., 2005). Major stakeholders, their interests and roles in development should be examined in the first place (Aas et al., 2005; Reed, 19997). However, it is usually difficult to achieve this collaborative approach in developing counties with operational, structural and cultural limits (Tosun, 2000), which is one issue this study addresses.

In the Chinese context, major stakeholders in heritage management are identified as including the international heritage community, related government departments, the local government, tourism business, the local community, and visitors. In the heritage planning and management process, different interests and priorities of major stakeholders should be examined and coordinated to achieve a balanced development and a reasonable distribution of benefits and costs.

First, the hierarchical government structure in China from national, provincial and municipal to local is reflected in heritage management. A multi-department management structure is also identified as being a characteristic of China's heritage management. Various governmental departments are involved, from the areas of heritage preservation, construction, tourism development, forestry, water resources, environmental protection, ethnic affairs, and so on. Overlapping roles and responsibilities at different levels of the government hierarchy (Dredge,

2004; Nyiri, 2006) and between different departments (Wan, 2004; Zhou and Huang, 2004; Jiang, 2006) are identified as a major characteristic of World Heritage management in China. This creates management difficulties. Each site possesses different natural, cultural and social situations, which affects the composition of the management structure, such as which department are involved and how they are positioned and prioritised.

As found in this study, national to district governments, and various levels of the hierarchies of the Administration of Cultural Heritage and the Tourism Bureau are the three main lines of supervision of site management officials at both Badaling and Mutianyu. The important position of the Administration of Cultural Heritage is present due to the importance of Great Wall preservation. The complex management structure of both Badaling and Mutianyu both reflect and illustrate the characteristic hierarchical and multi-department management structure of World Heritage in China.

To address the multi-department management complexity, many scholars have proposed the establishment of a World Heritage department within the current central government structure to ensure direct and effective supervision of World Heritage Sites at the national level (Cai, 2006; Fan and Zheng, 2003; Liu, 2005; Song, 2006; Tao, 2002; Wan, 2004; Wang, 2005; Zhou, 2006; Zhu, Li and Wu, 2005). However, the hierarchical top-down government system with high executive power in China should also be considered. Wan (2004) proposed the setting up of provincial and municipal World Heritage departments to ensure the local execution of central policies and regulations. However, considering the uneven heritage distribution with a limited number of provinces and municipalities having World Heritage Sites and possible future changes in distribution with the designation of additional sites (and even the elimination of others if they are not managed appropriately), such a system would need to be place-specific or risk massive redundancy if it were national in scope. Therefore, more careful consideration should be given to the advantages and disadvantages of an alternative management system for World Heritage, or heritage in general, in China.

8.2.2 Local participation in heritage tourism

The local community is recognized as being the most affected but one of the least empowered stakeholders in heritage tourism (Nuryanti, 1996; Aas et al., 2005). As illustrated in Figure 2.5 in Chapter Two, a heritage site and its local community can potentially form a

mutually supportive relationship in heritage preservation and tourism development. Thus, ideally, development at World Heritage Sites should not occur at the expense of local people. More effort is needed to respond to the values and needs of local people, and to improve local living standards and the functionality of the community (Zhou and Huang, 2004). In the following sections, local participation in heritage tourism is discussed from two perspectives: place attachment of the local community and its relevance to heritage tourism, and the evaluation of local participation in heritage tourism. The local community here refers to residents and small business operators at Badaling and Mutianyu Great Wall sites.

8.2.2.1 Place attachment and its relevance to heritage tourism

Place, which is considered as constructed by personal activities and experiences, is associated by individuals with meanings that build and change over time (Bricker and Kerstetter, 2000; Davenport and Anderson, 2005; Tuan, 1974). Place attachment consists of place dependency, a functional association with a place, and place identity, an emotional attachment to a place (Bricker and Kerstetter, 2000; Davenport and Anderson, 2005). While communicating with the local community during the questionnaire survey, many local business operators at Badaling proudly mentioned how they and their village members had helped in the reconstruction of Badaling Great Wall since the 1950s and took pride in their tourism business at Badaling. Mutianyu villagers also mentioned how they protected the Mutianyu Great Wall in the early days and expressed their pride in the beauty of the village and the Great Wall. Thus, it can be concluded that Badaling and Mutianyu communities have accumulated special functional and emotional attachments to the Great Wall through their personal involvement in both Great Wall preservation and tourism development for many years.

The concept of place attachment, defined as “a positive affective bond between an individual and a specific place” (Hidalgo and Hernandez, 2001), is reflected in this research through factors identified and examined for the change in place attachment induced by tourism development. As argued by Hidalgo and Hernandez (2001), the main characteristic of place attachment is “the tendency of the individual to maintain closeness to such a place”. In addition, interpersonal, community and cultural relationships contribute to place attachment as argued by Manzo and Perkins (2006).

Table 8.2: Social and cultural impact factors reflecting place attachment of local business operators at Badaling and Mutianyu

Social and cultural impacts from tourism development		Disagree	Neutral	Agree	N	Mean	S.D.
Help build friendly community atmosphere	Badaling	11%	11%	77%	71	.66	.675
	Mutianyu	4%	15%	81%	52	.77	.509
Improve the awareness of cultural heritage in local people	Badaling	1%	6%	93%	70	.91	.329
	Mutianyu	4%	11%	85%	52	.81	.487
Deepen the understanding of Great Wall culture of local people	Badaling	3%	13%	84%	70	.81	.460
	Mutianyu	2%	6%	92%	52	.90	.358
Make local people realize the attractiveness and characteristics of their home town	Badaling	1%	16%	82%	68	.81	.432
	Mutianyu	2%	8%	90%	50	.88	.385
Make local people like to work and live at their home town	Badaling	0%	16%	84%	68	.84	.371
	Mutianyu	10%	14%	76%	50	.66	.658

Based on these views, Table 8.2 shows social and cultural impact factors reflecting change in place attachment examined in the questionnaire survey of local business operators at Badaling and Mutianyu. Consistently high recognition is identified at Badaling (Mean = .81) and Mutianyu (Mean = .88) of the enhanced willingness of local residents to work and live locally. A friendly community atmosphere is also recognized by the majority of respondents as contributing to tourism development at Badaling (Mean = .66) and Mutianyu (Mean = .77). From a cultural perspective, high recognition of local residents of their improved awareness of cultural heritage and an understanding of the Great Wall culture is identified at both Badaling and Mutianyu as shown in Table 8.2. Thus, all these factors support the identification of enhanced community attachment to their hometown through tourism development at both Badaling and Mutianyu.

Davenport and Anderson (2005) suggested that place attachment is capable of shaping perceptions, attitudes and potential behaviours towards development. As such, it may be associated with community participation through its influence on community members' ability and willingness to participate in community issues (Manzo and Perkins, 2006). At both Badaling and Mutianyu, the local community enhances their recognition of the value and attractiveness of the Great Wall and their home town through tourism development, which strengthens their pride of being in the community and their willingness to stay.

Heritage tourism is closely related to the social and cultural relations between the local community and the place. The local community's attachment to the heritage site is important in community participation in heritage preservation and tourism. On the one hand, communications

with local communities should be initiated in the early stage of heritage tourism development so that the values and meanings that local communities attach to the site from physical and social perspectives can be understood and incorporated in the plans (Davenport and Anderson, 2005). The understanding and respect of community attachment could help to inform understanding of the social acceptability of change in communities (Manzo and Perkins, 2006) and even be used to acquire support and effective participation from local communities. However, as found in this study, the concept of place attachment and its relevance to heritage tourism is new in the Chinese context. Communications with local communities prior to development are seldom conducted in China. Moreover, even in the rare cases where such communications are attempted, the local community's attachment to the site and their views on the social and cultural acceptability of change are not usually considered or evaluated.

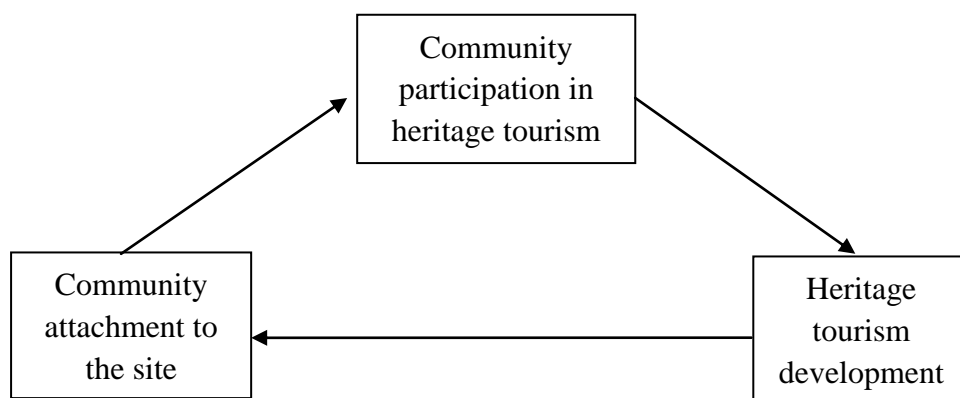


Figure 8.2: A mutually supportive cycle between community attachment, community participation and heritage tourism development

Community attachment to a site could be impacted and potentially enhanced by tourism development, as found in this study. This, in turn, is likely to affect their attitudes and behaviours concerning community participation in heritage tourism. Enhancement of a community's attachment to the site through tourism development should be positioned as a planning and management target at a heritage site. Monitoring of community attachment through regular communications with community members should be conducted along with the development process. Considering the proven importance of effective and committed community participation in heritage tourism development, a mutually supportive cycle between community attachment, community participation, and heritage tourism development could be and should be formed as shown in Figure 8.2.

Recognizing the importance of community support and participation in developing heritage tourism, especially at World Heritage Sites, how communities are functionally and emotionally attached to the site should be examined, understood and respected in the planning and development processes. By so doing, the natural, social and cultural values of a heritage site could be properly preserved for residents as their home and, at the same time, be presented to visitors as a destination.

8.2.2.2 Evaluation of local participation in heritage tourism

Local participation in tourism has various forms and these can be categorized into two major groups: participation in decision-making and participation in benefits. Local participation in decision-making refers to the involvement of a community in the making of decisions in the planning and development of a heritage site. Benefits to the local community come in various forms. Economic benefits, such as increased local income and employment opportunities, are the current focus of most local communities, the government and academia. However, there are other forms of benefits that can occur from social and cultural perspectives, such as achieving a stronger attachment to the site through improving local pride and awareness of local attractiveness, increasing local education opportunities, building social capital, increasing exposure to the outside world, and so on. Though not discussed much in the literature, such non-economic aspects can be extremely important components in local benefits. Some such benefits were identified in the questionnaire survey at both Badaling and Mutianyu.

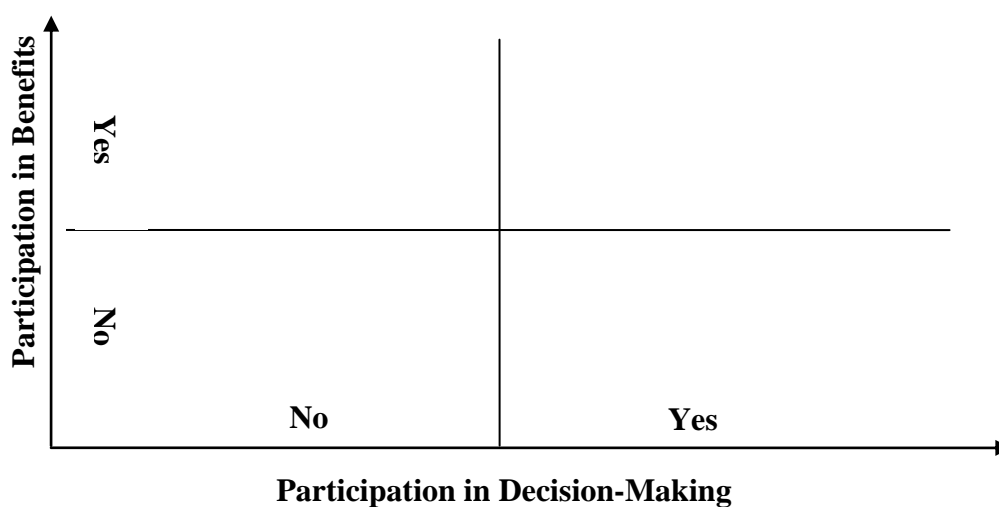


Figure 8.3: Relationships between participation in decision-making and benefits

Figure 8.3 is a framework that can be used to examine the relationships between local participation in decision-making and in benefits. The horizontal axis indicates the level of participation in decision-making, here presented in two categories, presence and absence, although, in reality, the situation is more complex and the diagram could be made more complex to reflect degrees of participation. Likewise, the vertical axis indicates the level of benefit acquisition. Within each category, the direction of the arrow points to higher levels of participation. The studies undertaken in Badaling and Mutianyu indicate that there is no simple correlation between participation in decision-making and receipt of benefits, either at the community or individual levels. Participating in decision-making does not automatically lead to participation in benefits. Likewise, absence of participation in decision-making need not limit the possibility of acquiring benefits from tourism. At both Badaling and Mutianyu, local residents are not directly involved in planning and development decisions, a usual situation in China as shown in other research (Huang, 2006; Zhang and Ma, 2006). However, local residents acquire economic benefits through their participation in various types of tourism business. In addition, they acquire stronger attachment to the site, represented by local pride, awareness of local attractiveness, and a desire to continue to live in the community. Residents also get to know more of the outside world through interactions with visitors from all over China and many other countries. These are important non-economic benefits to local communities that have been identified at both sites.

Level of Participation ↑	Local participation in decision-making	Local participation in benefits
	Citizen power Citizen control Delegated power Partnership	Mutianyu Badaling
	Tokenism Placation Consultation Informing	Mutianyu and Badaling
Non-participation Therapy Manipulation		

Ways of Participation

Figure 8.4: A framework to evaluate local participation in heritage tourism

Local participation in tourism should be evaluated from two perspectives: in decision-making and in benefits. As discussed in Chapter two, Arnstein's ladder of citizen participation (1969), symbolizing a continuum in the degree and effectiveness of participation, has been supported by various studies for its validity and adaptability in the evaluation of participation in various contexts, including China. Thus, its hierarchical structure is adapted in this study to evaluate and position different forms of community participation in heritage tourism in China. A two-dimensional framework has been developed to demonstrate levels of participation in both decision-making and benefits as shown in Figure 8.4 (previously introduced as Figure 2.3, p 25; and discussed as Figure 7.7, p 226). Positioning a site in the framework would help to display the effectiveness of community participation and, by implication, identify areas for improvement.

In the case of Badaling and Mutianyu, local residents are informed of site planning and management decisions, although the information is not provided in much detail and does not reach all residents. Decisions are made by site management offices, in consultation with professionals, and approved by relevant governmental departments. Thus, both Badaling and Mutianyu are positioned at the informing stage for participation in decision-making, the lowest level of tokenism, as shown in Figure 8.4. In terms of benefit acquisition, Mutianyu village residents are delegated the privileged opportunity of doing business on the site. In comparison, residents from surrounding villages at Badaling are participating in tourism as individual business operators without privileged support. Therefore, Mutianyu is positioned at the level of delegated power and Badaling at partnership within the category of citizen power as shown in Figure 8.4. Positioning both sites in the framework helps to understand their respective levels of participation from the perspectives of decision-making and benefit acquisition. Local acquisition of tourism benefits is at a satisfactory level at both Badaling and Mutianyu; however, planning and management decisions are made without proper consideration of local opinions at both sites. Local residents are not involved in making decisions closely related to their lives, which is an area to be improved in the future.

China has a different social system that espoused in the western world, where different understandings of democracy and citizen power exist. In China, the Chinese government (although there may not always be full agreement between the various levels and departments) has been the sole decision maker for centuries and this has become part of the mind-set of the Chinese people. The concept of stakeholder collaboration is quite new to China although its importance and effectiveness is becoming recognized. Thus, the understanding of local participation, from both the government's and local residents' perspectives, varies from that in western democratic societies. This affects the ways and levels of local participation in tourism. The importance and urgency of directing academic research toward local communities at World Heritage Sites in China has been identified by many Chinese scholars (Deng, 2004; Huang, 2006; Zhang and Ma, 2006; Zhou and Huang, 2004). This is a useful tool for displaying the effectiveness of local participation in tourism and for pointing to areas for improvement, in the Chinese context as well as elsewhere, as demonstrated in this study of Badaling and Mutianyu.

8.2.3 Revisiting plans for their perspectives on the local communities

Plans for Badaling and Mutianyu are revisited to ascertain their actual consideration of local communities in heritage preservation and tourism planning. The full document of the plan for Mutianyu Great Wall Big Tourist Area (2003) is available. In contrast, for Badaling, the full document of the Badaling County Plan (2001) and a descriptive document of the plan for Big Badaling Great Wall Scenic Area are available to the researcher. Thus, in the latter case, the detailed site plan was not made available to the author.

Situated at mountainous rural areas, heritage preservation and tourism development are embedded with rural development at both sites. As expressed in the plans, the local economy for both Badaling and Mutianyu is composed of a traditional rural agriculturally-based mountain economy and a tourism economy. Tourism has gradually taken over from the traditional rural economy as the pillar industry in the area, which diversifies the local economic structure. Traditional rural economic activities are planned to be incorporated into tourism development. For example, agricultural tourism programs are planned to enrich opportunities for tourism expenses, increase the add-value of agricultural products and by-products, and complement the tourism activities at the tourist site. This kind of programs includes fruit and vegetable picking, and rural-style dining and accommodation. This is developed to a greater extent at Mutianyu

than at Badaling for the agricultural resource is richer and the tourist approaches the community through a rural landscape in which orchards are prominent.

Protecting the authenticity and integrity of the Great Wall, preserving the natural environment, developing tourism, facilitating the economic development of the villages, and increasing the income of local people are major planning goals at both sites. However, development strategies are presented from the position of heritage preservation and tourism development. Community participation in and benefits from tourism are primarily considered and planned from narrow economic perspectives, including more employment opportunities and increasing local income. There is limited recognition in the plans of how the communities' social and cultural traditions might be impacted and how social and cultural impacts from tourism can be mitigated. Also, as found in the field research, acquiring economic benefits from tourism to improve living standards is still the primary focus in tourism participation for local communities.

As expressed in both plans, local communities are considered as being “in the way” of preservation and tourism development. As indicated in the Mutianyu plan, current changes in the village have minimal impacts on the view of the tourist area. However, the relocation and reconstruction of some old villages within the tourist area is still included in plans at both sites. In addition, both plans recognize the importance of planning and developing the nearby villages in accordance with the overall development of the tourist area, such as constructing infrastructure in villages to reduce household pollution, such as water and waste treatment facilities, and nurturing forestry to cater for the tourism need for high plant coverage and pleasant views in the tourist area. These things may improve the local communities but that is a secondary concern. Moreover, the look and local architectural style and rural lifestyle of traditional Beijing mountainous villages are planned to be maintained, because these features are considered as being part of the general environment of the Great Wall. Although this decision is made from the perspective of heritage preservation and tourism development rather than from the community perspective, it may help to preserve the local culture and lifestyle.

In terms of labour planning, plans for both sites aim to reduce the agricultural population within the tourist area through encouraging residents to move from agriculture to tertiary industries, including resource preservation, tourism, transportation, and trading businesses. The Mutianyu plan also points out the interactive and mutually supportive relationship between

tourism and other aspects of local development: tourism provides employment opportunities for surplus rural labour; the change to a tertiary sector in the local economy supplies the tourist area with available labour for the increasing need to preserve the natural and cultural resources in the tourist area.

In comparison, more consideration of local community development and acknowledgement of its role in heritage and tourism planning are recognized in the Mutianyu plan. Especially, the mutually supportive relationship between tourism and community development is stated in the plan where it is suggested to incorporate local development with tourism development to enhance the positive impacts of communities on site preservation and tourism development. It also acknowledges the important position of community development and the possibility of achieving a win-win situation between community development and tourism development at a tourist area. In contrast, the Badaling plans are more from a uni-directional approach, looking at communities as receiving impacts from tourism without much recognition of how community development contributes to heritage preservation and tourism development. The difference can be attributed to the higher political importance of Badaling Great Wall with a higher degree of top-down management control from central government and relevant governmental departments.

8.3 Chapter Summary

This chapter analyzed and commented upon both the literature and the empirical data collected during the field research, aiming at identifying answers to questions put forward at the beginning of the research. Questions have been answered either directly or indirectly through the contextual analyses. Conceptual discussions have been presented from two aspects: multiple scale and multiple uses of heritage, which are two factors contributing to the dissonance of heritage. It has been discussed how concepts are reflected in and supported by case studies of Badaling and Mutianyu Great Wall. Implications for heritage tourism planning and management are suggested. Furthermore, empirical implications for stakeholder collaboration in heritage management have been discussed in the Chinese context, followed by discussions of local participation in tourism. The latter discussion addressed place attachment and its relevance to heritage tourism and the evaluation of local participation in heritage tourism. Newly-introduced and developed in China, it is suggested that stakeholder collaboration and community participation in heritage tourism development should be incorporated in the planning and

management of World Heritage Sites and emphasised in heritage research in China. Plans for Badaling and Mutianyu were then revisited for their consideration of local communities, indicating an increasing awareness of the interactive and mutually supportive relationship between tourism and community development at heritage sites. It was also found that the social and cultural values of communities are less recognized and should be reinforced along with economic consideration in planning for heritage sites in China.

Chapter 9: Conclusions

This chapter reviews the goal of this thesis which has three research objectives. Major insights are summarized next. Contributions of the study are then discussed and opportunities for future research revealed by this study are also presented.

9.1 Review of Research Questions

As a contested phenomenon, heritage is characterized by dissonance associated with its multiple uses and scales (Graham et al., 2000). With tourism inevitably involved, the relationships between tourism use and the preservation of heritage resources are characterized by symbioses and tension (Nuryanti, 1999; Tunbridge, 2007). The tensions are particularly evident at World Heritage Sites with recognized universal as well as local values. Achieving a balance between tourism and preservation is particularly complicated at World Heritage Sites and it is difficult to balance different interests and priorities with the involvement of international, national and local stakeholders. It is important to understand how international initiatives interact with local priorities at World Heritage Sites and how the international designation impacts heritage preservation, tourism development and community well-being at the local level. Measures should be sought to safeguard heritage through appropriate tourism development that adheres to international standards, addresses local priorities, and enhances positive impacts. This is certainly an area that deserves extensive academic attention, especially in developing countries like China.

According to recent Chinese literature, more detailed empirical research is required to enhance the management of World Heritage Sites in China through sharing international experience, developing appropriate conceptual frameworks, identifying critical issues and suggesting solutions.

In responding to the above research needs, the research goal of this study is to enhance understanding of global-local relationships in tourism and preservation of World Heritage Sites. Exploration of relationships between World Heritage and tourism, stakeholder collaboration and local participation are identified as three key research objectives through which to address the research goal. A set of questions was developed for each objective to guide the research process.

These questions were explored through comparative studies of Badaling and Mutianyu Great Wall sites in Beijing:

4. Relationships between World Heritage and tourism were assessed through examination of the extent to which tourism is considered in the designation, planning, plan implementation and management of the chosen sites. What are the impacts of the World Heritage designation on tourism development at the site? How tourism development impacts heritage preservation?
5. Stakeholder collaboration: Who are the major stakeholders in heritage planning and management? What is the management structure of the heritage site? How are these stakeholders positioned in the management structure? What are their roles?
6. Local participation: Is the local community considered and involved in World Heritage designation and the following development? What are the costs and benefits to the local communities?

In order to explore these topics, questionnaire surveys, key informant interviews, and field observation were conducted, complemented by the collection of secondary data, primarily as site plans and tourism statistics.

9.2 Major Insights

Major insights related to the three key research objectives (World Heritage and tourism relationships, stakeholder collaboration, and local participation at World Heritage Sites in China) and associated research questions will now be summarized.

The interdependent relationship between World Heritage and tourism has been documented in this study. Tourism is the core income generator in the Badaling and Mutianyu Districts. Expansion of tourism and its beneficial impacts are desired and expressed in the tourism plans for both sites. Positive but limited impacts of World Heritage designation are identified in enhancing the international reputation and increasing visitors at both Badaling and Mutianyu for the Great Wall has long been a noted attraction. However, the designation had considerable implications for attracting governmental support for heritage preservation at the designated site from both financial and managerial perspectives. Great Wall preservation is, in a sense, threatened by tourism due to the large number of visitors. This is most evident at Badaling. However, tourism income is also an important contributor for the preservation of the Great Wall.

Thus, it is important to recognize both negative and positive impacts of tourism and the inevitability of tourism at heritage sites, especially World Heritage Sites. Such recognition is essential if measures are to be sought and implemented successfully to achieve beneficial development that balances heritage preservation and tourism at a site.

Second, through case studies of Badaling and Mutianyu Great Wall sites, the international heritage community, relevant government departments, local government, site management offices, tourism businesses, local communities and visitors were identified as major stakeholders at World Heritage Sites in China. No direct control from an international organization, such as the United Nations through the World Heritage Convention, was identified at either site. The characteristic hierarchical and multi-departmental management structure in China was examined. This structure has limitations which complicate communication and result in overlapping of roles and responsibilities throughout the hierarchy and among various departments. As the management structure also varies based on the natural and cultural situations of sites, it is crucial to understand the composition of and relationship within the management structure specific to each heritage site in the planning and management process. This finding contributes to a deeper understanding of management challenges at heritage sites in China and highlights deficiencies in the administrative arrangements for site planning and management.

Local participation at Badaling and Mutianyu was primarily evaluated through questionnaire surveys of local small business operators, site employees and village residents. It was found that Badaling has a broader impact geographically in attracting local tourism business and Mutianyu has a stronger local focus. Positive economic and socio-cultural impacts occur and are widely recognized at both Badaling and Mutianyu. Currently, negative environmental impacts have appeared at Badaling but are less evident at Mutianyu. Although not directly involved in planning and development decisions or effectively informed of these decisions, local people at both Badaling and Mutianyu have found ways to participate actively in tourism and to benefit from tourism from both economic and non-economic perspectives. It was found that participation in decision-making and participation in benefits are not necessarily correlated at heritage sites, especially in China with a different social system leading to a different understanding of community participation by both governments and local residents. Thus, a framework was proposed and applied, and was shown to be a useful tool to display evaluations

of the effectiveness of local participation and the distribution of benefits, especially in the Chinese context. The framework can be used to position sites with respect to a range of participation and benefit levels and thus suggest the need to enhance local benefits from tourism participation and to set up an effective community participation mechanism at heritage sites in China.

9.3 Contributions

This study has addressed issues of the global-local nexus in tourism and preservation at World Heritage Sites in the Chinese context through comparative case studies of Badaling and Mutianyu Great Wall World Heritage Sites in Beijing. Costs and benefits accruing to different stakeholders, especially local communities were the focus of attention. In addition, implications were drawn from the empirical results of the study to help in the planning and management of World Heritage Sites, particularly in the Chinese context. This study makes six main contributions to knowledge and these will be now summarized.

First, the comparative approach that has been used to compare Badaling and Mutianyu is a new perspective in analyzing preservation and tourism issues at World Heritage Sites. The Great Wall of China possesses a unique character among World Heritage Sites. Stretching approximately 6,700 kilometers in north China, the Great Wall has sections with varied geographical, historical, cultural and preservation conditions. In this sense, it could be considered a collection of sites rather than a single site. However, all of these sections carry one commonly recognized meaning as the symbol of Chinese nationality and Chinese culture. In this sense, the Great Wall has a uniform and widely recognized identity. Badaling and Mutianyu were carefully selected among all Great Wall sites in Beijing to facilitate a reasonable and meaningful comparison in this study. With the same Great Wall World Heritage title, Badaling and Mutianyu are similar in their geographical location and transportation accessibility to Beijing, which makes the two sites comparable. However, they differ from socio-political perspectives. Badaling has stronger historical, cultural and political importance than Mutianyu. In terms of World Heritage position, Badaling has been selected as the representative section of the Great Wall, receiving greater attention from the World Heritage Convention and the Chinese state. In terms of the history and stage of tourism development, Badaling has been developed for more than fifty years with well-developed tourism facilities and a high domestic and international reputation as the

first and most famous Great Wall site in China. In comparison, Mutianyu is a moderately developed destination of about twenty years' duration and sufficient tourism facilities with a lower but increasing domestic and international reputation. The two sites were compared in terms of tourism development, heritage preservation, management structure, and local participation. Such a comparative approach has seldom been adopted previously and it has provided the empirical basis for conceptual discussions of World Heritage and tourism relationships, stakeholder collaboration and community participation.

Second, the conceptual understanding of heritage has been furthered by discussion of multiple uses of heritage at multiple scales. Global-local communications between the international heritage community and the site management office at World Heritage Sites in China are identified as being minimal and indirect in the existing management system. A new unofficial and limited global-local interaction occurs at Mutianyu through the activities of foreign individuals. The effectiveness and flexibility of this approach was demonstrated, suggesting that it may have the potential to be applied elsewhere depending upon the specific site situation. Through evaluating global-local relationships, the presence of global-local contradictions between heritage preservation and tourism development was found to be more evident at the highly developed than the moderately developed site. Moreover, the coexistence and inter-relationships of economic, cultural and socio-political uses of heritage were discussed for both sites. The prioritization of these uses was found to vary with the situation. This conceptual discussion contributes to a further understanding of the contested nature of heritage and how it is reflected at specific heritage sites. Such understanding can be used as an input to planning and management.

Third, this study advances the understanding of the interdependent relationship between heritage preservation and tourism development at World Heritage Sites. Heritage preservation is recognized as the premise for both designation and tourism development. Considerable impacts of World Heritage designation in directing governmental support, both financial and managerial, to the designated site have been indicated. Positive but limited impacts of the designation were identified on site tourism development, international reputation, and the increase of tourists. On the other hand, although visitors brought by tourism development posed threats to heritage resources, tourism supplied employment and entrepreneurship opportunities, increased incomes

for both local residents and government, and supported Great Wall preservation financially at both sites. These findings show that tourism activities are capable of generating income and public support for heritage preservation (Aas et al., 2005; Peters, 1999) and can benefit the well-being of local communities (Andriotis, 2005; Nuryanti, 1999; Tunbridge, 2007). Thus, a balance between heritage preservation and tourism development can be and should be achieved at World Heritage Sites.

Fourth, China has a different social system and the understanding of local participation by the governments and local residents varies from that in western democratic societies where these perspectives originated. It affects the type and level of local tourism participation in China. A framework was developed and applied at Badaling and Mutianyu to evaluate local participation in heritage tourism from the perspectives of decision-making and benefit acquisition. For both Badaling and Mutianyu, participation in decision-making was low and was placed in the category of tokenism. On the other hand, benefits from tourism are substantial. Thus, although not directly involved in decision-making, local people have found ways to participate in and benefit from tourism. The study thus provokes reflections on relationships between decision-making and the acquisition of local benefits in heritage tourism in a developing country context and in countries with different social systems. It is indicated that both decision-making and the distribution of benefits should be examined to evaluate local participation in heritage tourism appropriately. Moreover, the two-dimensional framework was a useful tool to display the evaluation of the effectiveness of local participation and it could be applied in future studies to promote effective community participation and enhancement of local benefits, in China and elsewhere.

Fifth, drawing upon the Chinese literature, there is a lack of evaluative empirical studies in China and a need for such research at a greater variety of sites is identified by Zhang and Bao (2004). Academic research on local communities at World Heritage Sites in China has also been recognized as a need by Chinese scholars (Deng, 2004; Huang, 2006; Zhang and Ma, 2006; Zhou and Huang, 2004). In particular, it is important to undertake more detailed empirical research informed by clear concepts and frameworks (Zhang & Bao, 2004). Through a comparative study of Badaling and Mutianyu Great Wall sites, this study addresses gaps identified in the literature

and puts forward conceptual and empirical research on global-local relationships in World Heritage preservation and tourism development in China.

Finally, combining the conceptual and empirical research on heritage in the international academia, findings from the Chinese literature, and empirical data from the author's field research, this research draws on the strengths of the Chinese and the western perspectives, and applies and develops conceptual frameworks in heritage research to empirical studies in China. As a collaborated dialogue between heritage researchers within and outside of China, this study enhances communications between Chinese and international scholars in research on heritage preservation and tourism development at World Heritage Sites in a developing country like China.

9.4 Future Research

World Heritage designation represents the highest international recognition of a heritage site. Global-local relationships in heritage preservation and tourism development at World Heritage Sites is an important issue that is recognized by both Chinese and international scholars. This research has explored the issue using a comparative approach at two Great Wall World Heritage sites in China. More research is required in other places to further understand this issue and improve the planning and management of World Heritage Sites from both global and local perspectives.

First, restricted by the connections of the author, this study did not include opinions of higher level government officials either in the central government or in heritage and tourism departments, from national, municipal to district level. Interviews were conducted primarily at the site or village level. However, their opinions would directly reflect the hierarchical governmental control and supervision in heritage preservation and tourism in China. Nevertheless, such perspectives should be explored in future research, if connections can be forged, to enhance understanding of the management structure and the governmental role at heritage sites in China.

The research primarily focused on the perspectives of key stakeholders: local communities, site management offices, and the government. Relatively little was done to explore the roles and perceptions of other stakeholders such as visitors, tourism enterprises and intermediaries, international heritage and tourism organizations, and non-governmental organizations (NGOs).

Research on this type could be undertaken to explore opinions of a greater range of stakeholders and examine how to incorporate them effectively in heritage tourism planning and management. In particular, visitors are the consumers of heritage tourism. Their expectations of heritage tourism experiences and their opinions on heritage preservation and tourism development should be explored. Thus, their interests and concerns could be understood and incorporated into the planning and management of World Heritage Sites. Moreover, officials at UNESCO and the United Nations World Tourism Organization (UNWTO) could be approached in future research to understand their perceptions of the global-local relationship in heritage preservation and tourism, the role of international organizations, and how international organizations could cooperate effectively with local strength to preserve and develop heritage sites at the local level.

In addition, comparative studies of similar types of World Heritage Sites could be conducted between developing and developed nations. Thus, different priorities and challenges in World Heritage preservation and tourism development between developed and developing nations could be understood to guide the planning and management of World Heritage Sites. Experiences in handling similar issues at World Heritage Sites could be exchanged. Moreover, the extent to which conceptual frameworks and research approaches designed in a developed country context can be applied successfully in developing countries could also be explored.

Both Badaling and Mutianyu Great Wall are located in Beijing, which has the same social and legal system, historical and cultural traditions, and municipal public facilities as the basis for tourism development. Thus, for future research, comparative studies of similar types of World Heritage Sites could be conducted between places with different economic conditions, political systems, or cultural traditions. These comparisons would be beneficial for scholars and practitioners to exchange experiences and creative measures to respond effectively to different situations at heritage sites. In addition, World Heritage Sites designated at different time could also be compared to understand how World Heritage designation impacts local development, especially how these impacts evolve with local development. Implications of enhancing local power to influence development, promote local well-being, and preserve heritage resources could be assessed and disseminated to generate guidelines for applications for designation and development of potential sites.

In particular, China has a large number of World Heritage Sites and even more sites with the potential to be designated. It is not possible to provide a standardized set of recommendations due to the large variety of sites. Recent research has focused on a limited number of prestigious sites neglecting many others. Furthermore, most of these studies are descriptive, lacking in important conceptual contributions (Zhang and Bao, 2004). Thus, there is a need to undertake more detailed and evaluative empirical research at a greater variety of World Heritage Sites in China to understand specific challenges and provide recommendations. It is also important that such studies be informed by clear concepts and appropriate frameworks, contributing to the establishment of a comprehensive framework for the development and management of World Heritage Sites in China.

9.5 Concluding Remark

In our increasingly globalized world, global-local relationships in heritage preservation and tourism development at World Heritage Sites are an issue that is recognized by both Chinese and international scholars. To achieve the goal of enriching the understanding of these global-local relationships, three research objectives: World Heritage and tourism relationships, stakeholder collaboration, and community participation, have been explored in this study through a comparative approach at Badaling and Mutianyu Great Wall World Heritage sites in Beijing, China. Given the governmental emphasis on Great Wall preservation and the proximity to Beijing, the case of Badaling and Mutianyu may not be generalizable to other World Heritage Sites in China. However, it demonstrates the inevitable involvement of multiple stakeholders with diverse and sometimes contradictory interests and the necessity to involve them in World Heritage planning and management. In particular, this study reveals the ability and potential of tourism as a means to address global priorities in heritage preservation and local interests in improving community well-being at World Heritage Sites. This research can contribute to practice and to conceptual and empirical understanding of World Heritage planning and management, and inspire more research on World Heritage preservation and tourism development, particularly in developing countries like China.

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Appendix I: Questionnaire: Perceptions of Great Wall - Beijing Residents (English and Chinese)

Questionnaire: Perceptions of Great Wall - Beijing Residents

Please advise your opinion on the following statements of the Great Wall (GW)

GW is a World Heritage Site	<input type="checkbox"/> agree	<input type="checkbox"/> neutral	<input type="checkbox"/> disagree
GW is the symbol of China and Chinese people	<input type="checkbox"/> agree	<input type="checkbox"/> neutral	<input type="checkbox"/> disagree
The value of GW has no difference between nationalities within China	<input type="checkbox"/> agree	<input type="checkbox"/> neutral	<input type="checkbox"/> disagree
The value of GW has no difference between places within China	<input type="checkbox"/> agree	<input type="checkbox"/> neutral	<input type="checkbox"/> disagree
GW means more to the local residents (such as Beijing residents)	<input type="checkbox"/> agree	<input type="checkbox"/> neutral	<input type="checkbox"/> disagree
GW is one of the must-sees in Beijing	<input type="checkbox"/> agree	<input type="checkbox"/> neutral	<input type="checkbox"/> disagree
GW is one of the must-sees in China	<input type="checkbox"/> agree	<input type="checkbox"/> neutral	<input type="checkbox"/> disagree

Please rate the following Great Wall sites in Beijing (From 1: highest to 7: lowest):

	Badaling	Mutianyu	Juyongguan	Simatai	Shuiguan	Jinshanling	Gubeikou
How famous: 1: the most famous							
Tourism development level: 1: most developed							
Crowding level: 1: the most crowded							
Transportation: 1: most convenient							
Willingness to visit: 1: wanted the most							

Please rate your satisfaction of your travel experience in Beijing Great Wall sites:

	Badaling	Mutianyu	Juyongguan	Simatai	Shuiguan	Jinshanling	Gubeikou
How many times you have been to the site							
Satisfaction (1-10): 1: very unsatisfied; 10: very satisfied							

Please fill in based on your own travel experience here:

- Usually, if you go to the Great Wall, do you: join a group tour travel by yourself
- Will you: go back downtown Beijing today stay overnight stay for 2 days or more
- Are you visiting: the Great Wall only Great Wall and other sites nearby
- If you plan to stay overnight, you prefer: a family hotel of local residents a hotel right at the site a hotel at the county downtown others, please specify, _____
- About meal at site: bring by yourself buy at site arranged by the tour group
- What kind of meal you would like to have at site: Characteristic local meal Chinese meal Chinese style fast food Western style fast food snack food
- How much do you plan to spend at the site (excluding travel expenses and the entrance fee) _____ RMB/day
- When will you prefer to go to the Great Wall: Spring Summer Autumn Winter
- Will you recommend the Great Wall to your friends to Beijing: yes no
- If yes, which one will you recommend: _____

Perceptions on local residents in tourism

- 1, Do you notice the participation of GW local residents in tourism: yes no
- 2, Through your observation, in which way are local residents participating in tourism at the site:
 employed by the site sell souvenirs provide food and beverage provide accommodation
 provide tour guide services provide transportation services provide other tourism services
 participate in performances Others, please specify, _____
- 3, Do you think local resident is part of the tourist site: yes no it depends
- 4, Do you like to interact with local residents during your visit: yes no it depends
- 5, In your opinion, through interaction with local residents, tourist could:
 understand local culture and customs understand local life acquire more local travel knowledge
 get to know more friends others, please specify _____
- 5, In your opinion, how will the attitude of local residents influence you in the following way:

Your assessment of the tourist spit	<input type="checkbox"/> not at all	<input type="checkbox"/> not much	<input type="checkbox"/> neutral	<input type="checkbox"/> some	<input type="checkbox"/> quite a lot
Your travel experience	<input type="checkbox"/> not at all	<input type="checkbox"/> not much	<input type="checkbox"/> neutral	<input type="checkbox"/> some	<input type="checkbox"/> quite a lot
Your length of stay at the site	<input type="checkbox"/> not at all	<input type="checkbox"/> not much	<input type="checkbox"/> neutral	<input type="checkbox"/> some	<input type="checkbox"/> quite a lot
Your expenses at the site	<input type="checkbox"/> not at all	<input type="checkbox"/> not much	<input type="checkbox"/> neutral	<input type="checkbox"/> some	<input type="checkbox"/> quite a lot
Your future choice of travel destination	<input type="checkbox"/> not at all	<input type="checkbox"/> not much	<input type="checkbox"/> neutral	<input type="checkbox"/> some	<input type="checkbox"/> quite a lot

Personal information:

- Age: 18- 24 25- 34 35- 44 45- 54 55- 64 65 and above
- Gender: Male Female
- Year of residence in Beijing: _____ years
- Education: primary school junior high senior high college or university
 master and above

北京居民对长城认知度的调查问卷

对于下列有关长城综合评价或叙述，请标出您的观点：

长城是联合国世界遗产地之一	<input type="checkbox"/> 赞同	<input type="checkbox"/> 不知道	<input type="checkbox"/> 不赞同
长城是整个中华民族的骄傲和象征	<input type="checkbox"/> 赞同	<input type="checkbox"/> 不知道	<input type="checkbox"/> 不赞同
长城的意义和价值没有地域的分别	<input type="checkbox"/> 赞同	<input type="checkbox"/> 不知道	<input type="checkbox"/> 不赞同
长城的意义和价值没有民族的分别	<input type="checkbox"/> 赞同	<input type="checkbox"/> 不知道	<input type="checkbox"/> 不赞同
长城所在地居民（如北京）对长城有更深的感情	<input type="checkbox"/> 赞同	<input type="checkbox"/> 不知道	<input type="checkbox"/> 不赞同
长城是来北京旅游的必去景点之一	<input type="checkbox"/> 赞同	<input type="checkbox"/> 不知道	<input type="checkbox"/> 不赞同
长城是来中国旅游的必去景点之一	<input type="checkbox"/> 赞同	<input type="checkbox"/> 不知道	<input type="checkbox"/> 不赞同

请您根据自己的想法，对下列北京不同长城旅游点进行排序打分评价（从1到7，1最高，2次之，7最低）：

	八达岭	慕田峪	居庸关	司马台	水关	金山岭	古北口	其他
对下列长城旅游点知名度打分： 1表示知名度最高								
对下列长城旅游点旅游开发程度打分： 表示开发最成熟								
对下列长城旅游点拥挤程度打分： 1表示最拥挤								
对下列长城旅游点交通便利程度打分： 表示交通最方便								
您最想去参观游览的顺序排行： 1表示最想去								

在下列北京的长城旅游点中，请您根据您自己的旅游体验做出评价：

	八达岭	慕田峪	居庸关	司马台	水关	金山岭	古北口	其他
请注明您分别去过表中长城几次 (例如：八达岭：1次)								
请您对您去过的几个长城旅游点的整体 满意度打分（1-10分）：1表示很不满意， 表示一般，10表示很满意								

- 您一般是去长城是： 自己安排游览 参加旅行团 其他，请写明_____
- 行程方面，您一般去长城旅游： 当天往返 住一晚 住2晚或以上。
游览景点，您会选择： 只游览长城 游览长城和附近其他景区
- 如果住宿，您会选择： 在当地农家乐住宿 在长城所在县城住宿 在景区附近酒店/度假村住宿 其他，请写明_____
- 饮食方面，您会选择： 自带食品饮料 自己在景区就餐 旅游团安排就餐
如果你在景区就餐，您会选择： 当地特色菜 普通中餐 中式快餐 西式快餐 小吃
- 您在长城景区内的消费（交通费和门票不算）一般是每人：_____元/天
- 您一般选择去长城旅游的时间（可多选）： 春 夏 秋 冬
- 您是否会推荐长城给您来北京旅游的朋友： 会 不会
- 如果推荐，您会推荐北京的哪一个长城旅游点（可多选）： 八达岭 慕田峪 居庸关

司马台 水关 金山岭 古北口 其他, 请写明_____

关于当地居民在旅游中的作用, 根据您以往的经验, 请您选择:

1, 您是否注意到旅游景区当地居民在旅游中的参与和作用: 是 否

2, 您观察到的当地居民参与景点旅游的方式有哪些 (可多选):

在景区机构工作 售卖旅游纪念品 提供餐饮 提供住宿 提供导游服务
 提供交通服务 提供其他旅游服务 参与民俗或其他表演 其他, 请写明_____

3, 您是否认为旅游地的居民也是旅游景观的一部分: 是 否 视情况而定

5, 在旅游过程中, 您是否愿意和当地居民接触: 是 否 无所谓

您认为通过和当地居民接触, 您是否可以 (可多选):

了解当地文化, 风俗习惯 了解当地人的生活 获得当地旅游的一些知识
 多交几个朋友 其他, 请写明_____

4, 相比较, 您愿意选择下列那种旅游住宿方式:

当地人的家庭旅馆 旅馆 (三星以下) 酒店 (三星及以上) 其他, 请写明_____

6, 您认为旅游景区当地居民的态度和表现会对您造成怎样的影响:

影响您对旅游地的评价	<input type="checkbox"/> 根本没有影响	<input type="checkbox"/> 基本没有影响	<input type="checkbox"/> 中立	<input type="checkbox"/> 有些影响	<input type="checkbox"/> 有很大影响
影响您的旅游体验	<input type="checkbox"/> 根本没有影响	<input type="checkbox"/> 基本没有影响	<input type="checkbox"/> 中立	<input type="checkbox"/> 有些影响	<input type="checkbox"/> 有很大影响
影响您在当地的停留时间	<input type="checkbox"/> 根本没有影响	<input type="checkbox"/> 基本没有影响	<input type="checkbox"/> 中立	<input type="checkbox"/> 有些影响	<input type="checkbox"/> 有很大影响
影响您在当地的消费	<input type="checkbox"/> 根本没有影响	<input type="checkbox"/> 基本没有影响	<input type="checkbox"/> 中立	<input type="checkbox"/> 有些影响	<input type="checkbox"/> 有很大影响
影响您将来的旅游选择	<input type="checkbox"/> 根本没有影响	<input type="checkbox"/> 基本没有影响	<input type="checkbox"/> 中立	<input type="checkbox"/> 有些影响	<input type="checkbox"/> 有很大影响

被访者个人基本信息:

1, 年龄: 18- 24 25- 34 35- 44 45- 54 55- 64 65 以上

2, 性别: 男 女

3, 在京居住年限: _____ 年

4, 教育程度: 小学 初中 高中 大学本科 硕士及以上

5, 月收入水平: 少于 2,000 2,000 - 3,999 4,000- 5,999 高于 6,000

6, 职业: 学生 教师 公司职工 政府职员 退休
 其他, 请写明_____

Appendix II: Badaling Questionnaire Survey - Small Business Operator and Site Employee (English and Chinese)

Badaling Questionnaire Survey - Small Business Operator

Business type: gifts & souvenirs food and beverages local produce
 snack food restaurant family hotel other, _____

Shop location: Qianshan parking lot Guntiangu parking lot Pathway
 Other, _____

Personal information:

Age: 18- 24 25- 34 35- 44 45- 54 55- 64 65 and above

Gender: Male Female

Education: primary school junior high senior high
 college or university master and above

Family size: _____; number of family members involved in tourism-related business: _____

Questions

- 1, Where are you living: _____, how far from here _____
- 2, How long have you been in this business _____; what did you do before _____; you run the business with: family member hire people. If with family member, how many people in your family are involved _____; if hire other people, how many people you hire _____ and where are they from _____. Where do you get the products you are selling: self-produced purchased, from _____
- 3, How many store are selling similar thing with you: _____; do you think it is a problem for you: yes no; if yes, any solutions: _____
- 4, Where did you get the money to start the business: your personal saving borrowing money from bank; Did you get any assistance from the government or organizations when you started this business (eg. policy, training, advertising): _____; are there any favorable policy encouraging you start the business (eg. tax reduction or convenience in getting permit) _____
- 5, In average, how many tourists you serve per day _____; when is the peak tourism season _____, and what is your arrangement for the non-peak season: _____
- 6, Your roughly monthly income: _____; what is % of income from tourism business in comparison with total family income: _____%; Is there a considerable increase in your family income after you started the business: yes no.
- 7, Are you satisfied with your business: yes no. Any plan for the future _____
- 8, Does the designation of World Heritage of Great Wall affect your business: yes no; if yes, in what way: _____
- 9, Are you informed the current site development plan: yes no; if yes, where did you get the information: _____
- 10, Do you have any suggestions for the future site development: _____

Please circle your opinion on the following statements:

World Heritage Designation:

World Heritage designation helps tourism development at site	disagree	neutral	agree
World Heritage designation improves the site international reputation	disagree	neutral	agree
World Heritage designation brings more tourists	disagree	neutral	agree
World Heritage designation helps the protection of the Great Wall	disagree	neutral	agree
World Heritage designation has positive impacts on local business	disagree	neutral	agree

Economic impacts of tourism development:

Improve local economic development	disagree	neutral	agree
Provide more local job opportunity	disagree	neutral	agree
Increase local income	disagree	neutral	agree
Lead to the increase of local prices	disagree	neutral	agree
Most local people benefit from tourism development	disagree	neutral	agree
Improve local service standard	disagree	neutral	agree
Tourism is important in local economy	disagree	neutral	agree

Environmental impacts of tourism development:

Help the protection and maintenance of the Great Wall	disagree	neutral	agree
Bring negative impacts to surrounding environment	disagree	neutral	agree
Beautify the environment in local community	disagree	neutral	agree
Improve local public facilities	disagree	neutral	agree
More traffic jam, difficult to go out	disagree	neutral	agree
More noise, destroy the local peaceful atmosphere	disagree	neutral	agree
Tourists causes crowding at site	disagree	neutral	agree

Social and cultural impacts of tourism development:

Help build friendly community atmosphere	disagree	neutral	agree
Enrich local life	disagree	neutral	agree
Improve the awareness of cultural heritage in local people	disagree	neutral	agree
Deepen the understanding of Great Wall culture of local people	disagree	neutral	agree
Make local people realize the attractiveness and characteristics of their home town	disagree	neutral	agree
Make local people like to work and live at their home town	disagree	neutral	agree

General statement

I am satisfied with current tourism development	disagree	neutral	agree
there are more benefits through tourism development	disagree	neutral	agree
Local government should promote tourism development	disagree	neutral	agree
Local government should pay more attention to tourism impacts on local residents	disagree	neutral	agree

八达岭采访问题——参与旅游开发的本地居民

店铺位置: 前山停车场 通道 滚天沟停车场 其他_____

经营类别: 纪念品 食品饮料 小吃 本地特产 餐厅 住宿 其他_____

您的基本个人信息:

- 1, 性别: 男 女
- 2, 年龄: 18- 24 25- 34 35- 44 45- 54 55- 64 65 以上
- 3, 教育程度: 小学或以下 初中 高中 大学本科 硕士及以上
- 4, 您在当地居住了_____年; 家里一共几口人: _____; 家里做景点旅游相关生意的有: _____人。

采访问题:

- 1, 您大概住址: _____市_____区_____村/镇, 离这里多远_____
- 2, 您做这个多久了_____之前您是做什么的_____。您的店是: **自家人经营; 雇人经营**。如果自家人经营, 您家里有几口人参与经营_____. 如果雇人经营, 雇了_____人, 是哪里人_____; 您的货品是: **自产, 进货**: 从哪里进货_____
- 3, 景区有_____个店铺和您卖类似的商品, 您觉得店铺间竞争对您的生意是不是有很大影响: **是 否**; 您觉得有什么好的解决办法: _____
- 4, 您最开始经营是靠: **个人积蓄 银行贷款**; 您有没有得到政府的帮助: 资金, 政策, 培训或者宣传方面_____; 政府有没有一些优惠政策帮助您: 减免税, 执照申请的便利等_____
- 5, 您这个摊位一天平均能有多少游客光顾_____; 旅游旺季大概是_____; 淡季时您如何安排_____
- 6, 您一个月的营业额大概是_____; 旅游收入占全家总收入的比例大概是_____; 相比以前, 家庭收入是不是有比较明显的增加: **是 否**
- 7, 您对目前经营状况是否满意: _____; 对未来业务的发展您有什么计划_____
- 8, 长城被评为世界文化遗产对您的生意有帮助么: **有 没有**; 如果有, 怎么帮助的_____
- 9, 您是否知道八达岭景区规划: **是 否**; 如果知道, 是怎么知道的: _____
- 10, 您对景区将来发展有什么建议么? _____

对于下列一些说法，请在右边圈出您的观点：

世界遗产对当地的影响：

入选世界遗产帮助了当地旅游发展	反对	中立	赞同
入选世界遗产提高了景区的国际知名度	反对	中立	赞同
入选世界遗产有助于吸引更多的游客	反对	中立	赞同
入选世界遗产有助于对长城的保护	反对	中立	赞同
入选世界遗产有助于当地经济发展	反对	中立	赞同

经济方面：

景区旅游发展总体上促进了当地的经济	反对	中立	赞同
景区旅游发展提供了更多的工作和就业机会	反对	中立	赞同
景区旅游发展提高了当地居民的生活水平	反对	中立	赞同
景区旅游发展提高了当地居民的个人收入	反对	中立	赞同
景区旅游发展造成了当地物价上涨	反对	中立	赞同
当地居民大部分都从旅游开发中受益	反对	中立	赞同
景区旅游发展提高了当地的服务水平	反对	中立	赞同
旅游在当地经济发展中占有重要地位	反对	中立	赞同

环境方面

景区旅游发展帮助长城的保护和维修	反对	中立	赞同
景区旅游发展对附近自然环境造成不良影响	反对	中立	赞同
景区旅游发展美化了社区环境（如：绿地）	反对	中立	赞同
景区旅游发展帮助改善美化了社区建筑（如：居民住宅）	反对	中立	赞同
景区旅游发展促进了社区公共设施的建设	反对	中立	赞同
景区旅游发展造成了更多的交通拥堵，使出行不便	反对	中立	赞同
景区旅游发展带来更多的噪音，破坏了社区的宁静气氛	反对	中立	赞同
景区旅游发展，大量游客涌入，造成拥挤	反对	中立	赞同

社会文化方面

景区旅游发展有助于建设和谐友好的社区环境	反对	中立	赞同
景区旅游发展丰富了居民的文化娱乐生活	反对	中立	赞同
景区旅游发展提高了居民对文化遗产的保护意识	反对	中立	赞同
景区旅游发展让当地居民对长城文化有更深入的了解	反对	中立	赞同
景区旅游发展让居民更加认识到家乡的特色和吸引力	反对	中立	赞同
景区旅游发展让居民更加愿意留在家乡工作生活	反对	中立	赞同

总体评价

对当地旅游发展状况感到满意	反对	中立	赞同
目前旅游发展总体上好处更多	反对	中立	赞同
当地政府应该继续大力发展旅游业	反对	中立	赞同
当地政府应更多关注旅游对当地居民生活的各方面影响	反对	中立	赞同

Badaling Questionnaire Survey – Site Employees

Your employer: _____; from _____ year you started working here.

Percentage of family member involved in tourism-related business: _____ %

Where are you living: Yanqing District Centre _____ (village/county); How far from here

Do you know the plan for Badaling Tourist Area: Yes No. If yes, how you get to know it

Please circle your opinion on the following statements:

World Heritage Designation:

World Heritage designation helps tourism development at site	disagree	neutral	agree
World Heritage designation improves the site international reputation	disagree	neutral	agree
World Heritage designation brings more tourists	disagree	neutral	agree
World Heritage designation helps the protection of the Great Wall	disagree	neutral	agree
World Heritage designation has positive impacts on local business	disagree	neutral	agree

Economic impacts of tourism development:

Improve local economic development	disagree	neutral	agree
Provide more local job opportunity	disagree	neutral	agree
Increase local income	disagree	neutral	agree
Lead to the increase of local prices	disagree	neutral	agree
Most local people benefit from tourism development	disagree	neutral	agree
Improve local service standard	disagree	neutral	agree
Tourism is important in local economy	disagree	neutral	agree

Environmental impacts of tourism development:

Help the protection and maintenance of the Great Wall	disagree	neutral	agree
Bring negative impacts to surrounding environment	disagree	neutral	agree
Beautify the environment in the local community	disagree	neutral	agree
Improve local public facilities	disagree	neutral	agree
More traffic jam, difficult to go out	disagree	neutral	agree
More noise, destroy the local peaceful atmosphere	disagree	neutral	agree
Tourists causes crowding at site	disagree	neutral	agree

Social and cultural impacts of tourism development:

Help build friendly community atmosphere	disagree	neutral	agree
Enrich local life	disagree	neutral	agree
Improve the awareness of cultural heritage in local people	disagree	neutral	agree
Deepen the understanding of Great Wall culture of local people	disagree	neutral	agree
Make local people realize the attractiveness and characteristics of their home town	disagree	neutral	agree
Make local people like to work and live at their home town	disagree	neutral	agree

General statement

I am satisfied with current tourism development	disagree	neutral	agree
there are more benefits through tourism development	disagree	neutral	agree
Local government should promote tourism development	disagree	neutral	agree
Local government should pay more attention to tourism impacts on local residents	disagree	neutral	agree

Personal information:

Age: 18- 24 25- 34 35- 44 45- 54 55- 64 65 and above

Gender: Male Female

Education: primary school junior high senior high college or university master and above

How many years have you been living here: _____ Years

八达岭景点工作人员问卷

您所在旅游部门是：_____；您哪一年开始在这里工作：_____年

您的家人或亲戚参与旅游营利活动或在旅游部门工作的比例大概是：_____ %

您大概住址： 延庆县城 _____（村/镇），离这里大概有多远_____

您是否大致了解八达岭景区目前的规划是什么样的： 是 否；如果知道，是通过什么途径知道的：

对于下列一些说法，请在右边圈出您的观点：

入选世界遗产帮助了当地旅游发展	反对	中立	赞同
入选世界遗产提高了景区的国际知名度	反对	中立	赞同
入选世界遗产有助于吸引更多的游客	反对	中立	赞同
入选世界遗产有助于对长城的保护	反对	中立	赞同
入选世界遗产有助于当地经济发展	反对	中立	赞同

经济影响

景区旅游发展总体上促进了当地的经济	反对	中立	赞同
景区旅游发展提供了更多的工作和就业机会	反对	中立	赞同
景区旅游发展提高了当地居民的生活水平	反对	中立	赞同
景区旅游发展提高了当地居民的个人收入	反对	中立	赞同
景区旅游发展造成了当地物价上涨	反对	中立	赞同
景区旅游发展当地居民大部分都从旅游开发中受益	反对	中立	赞同
景区旅游发展提高了当地的服务水平	反对	中立	赞同
景区旅游发展旅游在当地经济发展中占有重要地位	反对	中立	赞同

环境影响

景区旅游发展有助于长城的保护和维修	反对	中立	赞同
景区旅游发展美化了社区环境（如：绿地）	反对	中立	赞同
景区旅游发展对附近自然环境造成不良影响	反对	中立	赞同
景区旅游发展促进了社区公共设施的建设	反对	中立	赞同
景区旅游发展造成了更多的交通拥堵，使出行不便	反对	中立	赞同
景区旅游发展带来更多的噪音，破坏了社区的宁静气氛	反对	中立	赞同
景区旅游发展，大量游客涌入，造成拥挤	反对	中立	赞同

社会文化影响

景区旅游发展有助于建设和谐友好的社区环境	反对	中立	赞同
景区旅游发展丰富了居民的文化娱乐生活	反对	中立	赞同
景区旅游发展提高了居民对文化遗产的保护意识	反对	中立	赞同
景区旅游发展让当地居民对长城文化有更深入的了解	反对	中立	赞同
景区旅游发展，让我更加认识到家乡的特色和吸引力	反对	中立	赞同
景区旅游发展，让我更加愿意留在家乡工作生活	反对	中立	赞同

总体评价

我对当地旅游发展状况感到满意	反对	中立	赞同
我认为目前旅游发展总体上利大于弊	反对	中立	赞同
当地政府应该继续大力发展旅游业	反对	中立	赞同
当地政府应更多关注旅游对当地居民生活的影响	反对	中立	赞同

被采访者个人基本信息：

- 1, 年龄： 18- 24 25- 34 35- 44 45- 54 55- 64 65 以上
- 2, 性别： 男 女
- 3, 教育程度： 小学 初中 高中 大学本科 硕士及以上
- 4, 当地居住年限：_____年

Appendix III: Mutianyu Questionnaire Survey – Small Business Operator, Village Residents and Site Employees (English and Chinese)

Mutianyu Questionnaire Survey - Small Business Operator

Business type: gifts & souvenirs food and beverages local produce
 snack food restaurant family hotel other, _____

Personal information:

Age: 18- 24 25- 34 35- 44 45- 54 55- 64 65 and above

Gender: Male Female

Education: primary school junior high senior high
 college or university master and above

Family size: _____; percentage of family members involved in tourism-related business: ____%

Questions

- 1, Are you living at Mutianyu village: yes no. If not, where are you living: _____, how far from here _____
- 2, How long have you been in this business _____; what did you do before _____; you run the business with: family member hire people. If with family member, how many people in your family are involved _____; if hire other people, how many people you hire _____ and where are they from _____. Where do you get the products you are selling: self-produced purchased, from _____
- 3, How many store are selling similar thing with you: _____; do you think it is a problem for you: yes no; if yes, any solutions: _____
- 4, Where did you get the money to start the business: your personal saving borrowing money from bank; Did you get any assistance from the government or organizations when you started this business (eg. policy, training, advertising): _____; are there any favorable policy encouraging you start the business (eg. tax reduction or convenience in getting permit) _____
- 5, In average, how many tourists you serve per day _____; when is the peak tourism season _____; and what is your arrangement for the non-peak season: _____
- 6, Your roughly monthly income: _____; what is % of income from tourism business in comparison with total family income: _____%; Is there a considerable increase in your family income after you started the business: yes no.
- 7, Are you satisfied with your business: yes no. Any plan for the future _____
- 8, Does the designation of World Heritage of Great Wall affect your business: _____; if yes, in what way: _____
- 9, Are you informed the current site development plan: yes no; if yes, where did you get the information: _____
- 10, Do you have any suggestions for the future site development: _____

Please circle your opinion on the following statements:

World Heritage Designation:

World Heritage designation helps tourism development at site	disagree	neutral	agree
World Heritage designation improves the site international reputation	disagree	neutral	agree
World Heritage designation brings more tourists	disagree	neutral	agree
World Heritage designation helps the protection of the Great Wall	disagree	neutral	agree
World Heritage designation has positive impacts on local business	disagree	neutral	agree

Economic impacts of tourism development:

Improve local economic development	disagree	neutral	agree
Provide more local job opportunity	disagree	neutral	agree
Increase local income	disagree	neutral	agree
Lead to the increase of local prices	disagree	neutral	agree
Most local people benefit from tourism development	disagree	neutral	agree
Improve local service standard	disagree	neutral	agree
Tourism is important in local economy	disagree	neutral	agree

Environmental impacts of tourism development:

Help the protection and maintenance of the Great Wall	disagree	neutral	agree
Bring negative impacts to surrounding environment	disagree	neutral	agree
Beautify the environment in local community	disagree	neutral	agree
Beautify the architecture in the local community (residential houses)	disagree	neutral	agree
Improve local public facilities	disagree	neutral	agree
More traffic jam, difficult to go out	disagree	neutral	agree
More noise, destroy the local peaceful atmosphere	disagree	neutral	agree
Tourists causes crowding at site	disagree	neutral	agree

Social and cultural impacts of tourism development:

Help build friendly community atmosphere	disagree	neutral	agree
Enrich local life	disagree	neutral	agree
Improve the awareness of cultural heritage in local people	disagree	neutral	agree
Deepen the understanding of Great Wall culture of local people	disagree	neutral	agree
Make local people realize the attractiveness and characteristics of their home town	disagree	neutral	agree
Make local people like to work and live at their home town	disagree	neutral	agree

General statement

I am satisfied with current tourism development	disagree	neutral	agree
there are more benefits through tourism development	disagree	neutral	agree
Local government should promote tourism development	disagree	neutral	agree
Local government should pay more attention to tourism impacts on local residents	disagree	neutral	agree

慕田峪采访问题——参与旅游开发的本地居民

被采访者个人基本信息：

- 1, 年龄: 18- 24 25- 34 35- 44 45- 54 55- 64 65 以上
- 2, 性别: 男 女
- 3, 教育程度: 小学 初中 高中 大学本科 硕士及以上
- 4, 当地居住年限: _____年: 家里做景点旅游相关生意的成员比例大概是: _____%

经营类别: 纪念品 食品饮料 小吃 本地特产 餐厅 家庭住宿 其他_____

采访问题:

- 1, 您是住在慕田峪村: **是** **否**; 不是的话, 您住哪里_____, 离这里多远_____
- 2, 您做这个多久了_____之前您是做什么的_____. 您的店是: **自家人经营; 雇人经营**. 如果自家人经营, 您家里有几口人参与经营_____. 如果雇人经营, 雇了_____人, 是哪里人_____; 您的货品是: **自产, 进货**: 从哪里进货_____
- 3, 景区有_____个店铺和您卖类似的商品, 您觉得店铺间竞争对您的生意是不是有很大影响: **是** **否**; 您觉得有什么好的解决办法: _____
- 4, 您最开始经营是靠: **个人积蓄** **银行贷款**; 您有没有得到政府的帮助: 资金, 政策, 培训或者宣传方面_____; 政府有没有一些优惠政策帮助您: 减免税, 执照申请的便利等_____
- 5, 您这个摊位一天平均能有多少游客光顾_____; 旅游旺季大概是_____; 淡季时您如何安排_____
- 6, 您一个月的营业额大概是_____; 旅游收入占全家总收入的比例大概是_____; 相比以前, 家庭收入是不是有比较明显的增加: **是** **否**
- 7, 您对目前经营状况是否满意: _____; 对未来业务的发展您有什么计划_____
- 8, 长城被评为世界文化遗产对您的生意有帮助么: **有** **没有**; 如果有, 怎么帮助的_____
- 9, 您是否大致了解慕田峪景区目前的规划是什么样的: **是** **否**; 如果知道, 是怎么知道的: _____
- 10, 您对景区将来发展有什么建议么? _____

对于下列一些说法，请在右边圈出您的观点：

世界遗产对当地的影响：

入选世界遗产帮助了当地旅游发展	反对	中立	赞同
入选世界遗产提高了景区的国际知名度	反对	中立	赞同
入选世界遗产有助于吸引更多的游客	反对	中立	赞同
入选世界遗产有助于对长城的保护	反对	中立	赞同
入选世界遗产有助于当地经济发展	反对	中立	赞同

经济方面：

景区旅游发展总体上促进了当地的经济	反对	中立	赞同
景区旅游发展提供了更多的工作和就业机会	反对	中立	赞同
景区旅游发展提高了当地居民的生活水平	反对	中立	赞同
景区旅游发展提高了当地居民的个人收入	反对	中立	赞同
景区旅游发展造成了当地物价上涨	反对	中立	赞同
当地居民大部分都从旅游开发中受益	反对	中立	赞同
景区旅游发展提高了当地的服务水平	反对	中立	赞同
旅游在当地经济发展中占有重要地位	反对	中立	赞同

环境方面

景区旅游发展帮助长城的保护和维修	反对	中立	赞同
景区旅游发展对附近自然环境造成不良影响	反对	中立	赞同
景区旅游发展美化了社区环境（如：绿地）	反对	中立	赞同
景区旅游发展帮助改善美化了社区建筑（如：居民住宅）	反对	中立	赞同
景区旅游发展促进了社区公共设施的建设	反对	中立	赞同
景区旅游发展造成了更多的交通拥堵，使出行不便	反对	中立	赞同
景区旅游发展带来更多的噪音，破坏了社区的宁静气氛	反对	中立	赞同
景区旅游发展，大量游客涌入，造成拥挤	反对	中立	赞同

社会文化方面

景区旅游发展有助于建设和谐友好的社区环境	反对	中立	赞同
景区旅游发展丰富了居民的文化娱乐生活	反对	中立	赞同
景区旅游发展提高了居民对文化遗产的保护意识	反对	中立	赞同
景区旅游发展让当地居民对长城文化有更深入的了解	反对	中立	赞同
景区旅游发展让居民更加认识到家乡的特色和吸引力	反对	中立	赞同
景区旅游发展让居民更加愿意留在家乡工作生活	反对	中立	赞同

总体评价

对当地旅游发展状况感到满意	反对	中立	赞同
目前旅游发展总体上好处更多	反对	中立	赞同
当地政府应该继续大力发展旅游业	反对	中立	赞同
当地政府应更多关注旅游对当地居民生活的各方面影响	反对	中立	赞同

Mutianyu Questionnaire Survey – Village Residents

Are you working or doing business at Mutianyu Great Wall Tourist Area: Yes No.

Percentage of family member involved in tourism-related business: _____ %

Do you know the plan for Mutianyu Great Wall Tourist Area: Yes No. If yes, how you get to know it

Please circle your opinion on the following statements:

World Heritage Designation:

World Heritage designation helps tourism development at site	disagree	neutral	agree
World Heritage designation improves the site international reputation	disagree	neutral	agree
World Heritage designation brings more tourists	disagree	neutral	agree
World Heritage designation helps the protection of the Great Wall	disagree	neutral	agree
World Heritage designation has positive impacts on local business	disagree	neutral	agree

Economic impacts of tourism development:

Improve local economic development	disagree	neutral	agree
Provide more local job opportunity	disagree	neutral	agree
Increase local income	disagree	neutral	agree
Lead to the increase of local prices	disagree	neutral	agree
Most local people benefit from tourism development	disagree	neutral	agree
Improve local service standard	disagree	neutral	agree
Tourism is important in local economy	disagree	neutral	agree

Environmental impacts of tourism development:

Help the protection and maintenance of the Great Wall	disagree	neutral	agree
Bring negative impacts to surrounding environment	disagree	neutral	agree
Beautify the environment in the local community	disagree	neutral	agree
Beautify the architecture in the local community (residential houses)	disagree	neutral	agree
Improve local public facilities	disagree	neutral	agree
More traffic jam, difficult to go out	disagree	neutral	agree
More noise, destroy the local peaceful atmosphere	disagree	neutral	agree
Tourists causes crowding at site	disagree	neutral	agree

Social and cultural impacts of tourism development:

Help build friendly community atmosphere	disagree	neutral	agree
Enrich local life	disagree	neutral	agree
Improve the awareness of cultural heritage in local people	disagree	neutral	agree
Deepen the understanding of Great Wall culture of local people	disagree	neutral	agree
Make local people realize the attractiveness and characteristics of their home town	disagree	neutral	agree
Make local people like to work and live at their home town	disagree	neutral	agree

General statement

I am satisfied with current tourism development	disagree	neutral	agree
there are more benefits through tourism development	disagree	neutral	agree
Local government should promote tourism development	disagree	neutral	agree
Local government should pay more attention to tourism impacts on local residents	disagree	neutral	agree

Personal information:

Age: 18- 24 25- 34 35- 44 45- 54 55- 64 65 and above

Gender: Male Female

Education: primary school junior high senior high college or university master and above

How many years have you been living here: _____ Years

慕田峪村居民问卷

自己是否在旅游相关的部门工作或从事旅游营利活动： 是 否

您的家人或亲戚参与旅游营利活动或在旅游部门工作的比例大概是：_____ %

您是否大致了解慕田峪景区目前的规划是什么样的： 是 否； 如果知道，是通过什么途径知道的：

对于下列一些说法，请在右边圈出您的观点：

入选世界遗产帮助了当地旅游发展	反对	中立	赞同
入选世界遗产提高了景区的国际知名度	反对	中立	赞同
入选世界遗产有助于吸引更多的游客	反对	中立	赞同
入选世界遗产有助于对长城的保护	反对	中立	赞同
入选世界遗产有助于当地经济发展	反对	中立	赞同

经济影响

景区旅游发展总体上促进了当地的经济	反对	中立	赞同
景区旅游发展提供了更多的工作和就业机会	反对	中立	赞同
景区旅游发展提高了当地居民的生活水平	反对	中立	赞同
景区旅游发展提高了当地居民的个人收入	反对	中立	赞同
景区旅游发展造成了当地物价上涨	反对	中立	赞同
景区旅游发展当地居民大部分都从旅游开发中受益	反对	中立	赞同
景区旅游发展提高了当地的服务水平	反对	中立	赞同
景区旅游发展旅游在当地经济发展中占有重要地位	反对	中立	赞同

环境影响

景区旅游发展有助于长城的保护和维修	反对	中立	赞同
景区旅游发展美化了社区环境（如：绿地）	反对	中立	赞同
景区旅游发展帮助改善美化了社区建筑（如：居民住宅）	反对	中立	赞同
景区旅游发展对附近自然环境造成不良影响	反对	中立	赞同
景区旅游发展促进了社区公共设施的建设	反对	中立	赞同
景区旅游发展造成了更多的交通拥堵，使出行不便	反对	中立	赞同
景区旅游发展带来更多的噪音，破坏了社区的宁静气氛	反对	中立	赞同
景区旅游发展，大量游客涌入，造成拥挤	反对	中立	赞同

社会文化影响

景区旅游发展有助于建设和谐友好的社区环境	反对	中立	赞同
景区旅游发展丰富了居民的文化娱乐生活	反对	中立	赞同
景区旅游发展提高了居民对文化遗产的保护意识	反对	中立	赞同
景区旅游发展让当地居民对长城文化有更深入的了解	反对	中立	赞同
景区旅游发展，让我更加认识到家乡的特色和吸引力	反对	中立	赞同
景区旅游发展，让我更加愿意留在家乡工作生活	反对	中立	赞同

总体评价

我对当地旅游发展状况感到满意	反对	中立	赞同
我认为目前旅游发展总体上利大于弊	反对	中立	赞同
当地政府应该继续大力发展旅游业	反对	中立	赞同
当地政府应更多关注旅游对当地居民生活的影响	反对	中立	赞同

被采访者个人基本信息：

- 1, 年龄： 18- 24 25- 34 35- 44 45- 54 55- 64 65 以上
- 2, 性别： 男 女
- 3, 教育程度： 小学 初中 高中 大学本科 硕士及以上
- 4, 当地居住年限：_____年

Mutianyu Questionnaire Survey – Site Employees

Your employer: _____; from _____ year you started working here.

Percentage of family member involved in tourism-related business: _____ %

Where are you living: Huairou District Centre _____ (village/county); How far from here _____

Do you know the plan for Mutianyu Great Wall Tourist Area: Yes No. If yes, how you get to know it _____

World Heritage Designation:

World Heritage designation helps tourism development at site	disagree	neutral	agree
World Heritage designation improves the site international reputation	disagree	neutral	agree
World Heritage designation brings more tourists	disagree	neutral	agree
World Heritage designation helps the protection of the Great Wall	disagree	neutral	agree
World Heritage designation has positive impacts on local business	disagree	neutral	agree

Economic impacts of tourism development:

Improve local economic development	disagree	neutral	agree
Provide more local job opportunity	disagree	neutral	agree
Increase local income	disagree	neutral	agree
Lead to the increase of local prices	disagree	neutral	agree
Most local people benefit from tourism development	disagree	neutral	agree
Improve local service standard	disagree	neutral	agree
Tourism is important in local economy	disagree	neutral	agree

Environmental impacts of tourism development:

Help the protection and maintenance of the Great Wall	disagree	neutral	agree
Bring negative impacts to surrounding environment	disagree	neutral	agree
Beautify the environment in the local community	disagree	neutral	agree
Beautify the architecture in the local community (residential houses)	disagree	neutral	agree
Improve local public facilities	disagree	neutral	agree
More traffic jam, difficult to go out	disagree	neutral	agree
More noise, destroy the local peaceful atmosphere	disagree	neutral	agree
Tourists causes crowding at site	disagree	neutral	agree

Social and cultural impacts of tourism development:

Help build friendly community atmosphere	disagree	neutral	agree
Enrich local life	disagree	neutral	agree
Improve the awareness of cultural heritage in local people	disagree	neutral	agree
Deepen the understanding of Great Wall culture of local people	disagree	neutral	agree
Make local people realize the attractiveness and characteristics of their home town	disagree	neutral	agree
Make local people like to work and live at their home town	disagree	neutral	agree

General statement

I am satisfied with current tourism development	disagree	neutral	agree
there are more benefits through tourism development	disagree	neutral	agree
Local government should promote tourism development	disagree	neutral	agree
Local government should pay more attention to tourism impacts on local residents	disagree	neutral	agree

Personal information:

Age: 18- 24 25- 34 35- 44 45- 54 55- 64 65 and above

Gender: Male Female

Education: primary school junior high senior high college or university master and above

How many years have you been living here: _____ Years

慕田峪景点工作人员问卷

您所在旅游部门是：_____；您哪一年开始在这里工作：_____年

您的家人或亲戚参与旅游营利活动或在旅游部门工作的比例大概是：_____ %

您大概住址： 怀柔县城 _____（村/镇），离这里大概有多远_____

您是否大致了解慕田峪景区目前的规划是什么样的： 是 否；如果知道，是通过什么途径知道的：

对于下列一些说法，请在右边圈出您的观点：

入选世界遗产帮助了当地旅游发展	反对	中立	赞同
入选世界遗产提高了景区的国际知名度	反对	中立	赞同
入选世界遗产有助于吸引更多的游客	反对	中立	赞同
入选世界遗产有助于对长城的保护	反对	中立	赞同
入选世界遗产有助于当地经济发展	反对	中立	赞同

经济影响

景区旅游发展总体上促进了当地的经济	反对	中立	赞同
景区旅游发展提供了更多的工作和就业机会	反对	中立	赞同
景区旅游发展提高了当地居民的生活水平	反对	中立	赞同
景区旅游发展提高了当地居民的个人收入	反对	中立	赞同
景区旅游发展造成了当地物价上涨	反对	中立	赞同
景区旅游发展当地居民大部分都从旅游开发中受益	反对	中立	赞同
景区旅游发展提高了当地的服务水平	反对	中立	赞同
景区旅游发展旅游在当地经济发展中占有重要地位	反对	中立	赞同

环境影响

景区旅游发展有助于长城的保护和维修	反对	中立	赞同
景区旅游发展美化了社区环境（如：绿地）	反对	中立	赞同
景区旅游发展帮助改善美化了社区建筑（如：居民住宅）	反对	中立	赞同
景区旅游发展对附近自然环境造成不良影响	反对	中立	赞同
景区旅游发展促进了社区公共设施的建设	反对	中立	赞同
景区旅游发展造成了更多的交通拥堵，使出行不便	反对	中立	赞同
景区旅游发展带来更多的噪音，破坏了社区的宁静气氛	反对	中立	赞同
景区旅游发展，大量游客涌入，造成拥挤	反对	中立	赞同

社会文化影响

景区旅游发展有助于建设和谐友好的社区环境	反对	中立	赞同
景区旅游发展丰富了居民的文化娱乐生活	反对	中立	赞同
景区旅游发展提高了居民对文化遗产的保护意识	反对	中立	赞同
景区旅游发展让当地居民对长城文化有更深入的了解	反对	中立	赞同
景区旅游发展，让我更加认识到家乡的特色和吸引力	反对	中立	赞同
景区旅游发展，让我更加愿意留在家乡工作生活	反对	中立	赞同

总体评价

我对当地旅游发展状况感到满意	反对	中立	赞同
我认为目前旅游发展总体上利大于弊	反对	中立	赞同
当地政府应该继续大力发展旅游业	反对	中立	赞同
当地政府应更多关注旅游对当地居民生活的影响	反对	中立	赞同

被采访者个人基本信息：

- 1, 年龄： 18- 24 25- 34 35- 44 45- 54 55- 64 65 以上
- 2, 性别： 男 女
- 3, 教育程度： 小学 初中 高中 大学本科 硕士及以上
- 4, 当地居住年限：_____年