A Study of Indigenous Tribe Tourism Planning and Developing– Case by Huanshan in Taiwan

Dr. Pro. Hsiao-Ming Chang, Department of Kinesiology, Health and Leisure Studies, Chienkuo Technology University, Taiwan
Associate Pro. Li-Chu Chang Liao, Corresponding Author, Department of Exercise and Health Promotion, Chung Chou University of Sciences and Technology, Taiwan

ABSTRACT

The main purpose of this study is to analyze the elements of aboriginal tourism development, and provide other tribe in reference to the development of tourism. In this study, the Huanshan tribe as objects, at Taichung City, Taiwan, and qualitative research method are used. After analysis, this study has the following findings: 1. Huanshan tribe retains the characteristics of aboriginal culture, plus surrounded by high mountains and natural ecological resources, is to attract tourists to visit the main reason. 2. Tribe in the tourist service, providing tourist accommodation and catering, and there are other complementary tourism resources for tourists use (or watch). 3. Aboriginal tribes must create culture imagery with traditional architecture and enhance clean environment, guidance and billboard facilities to provide tourists a different experience. 4. Tribal residents held a positive attitude towards tourism development support, and to the friendly reception outside tourists. 5. Tribal external transport and communication facilities, and with other local tourism resources integration, became a tourist attraction in the region. According to the results of the above analysis, this study provides not only the direction of the other tribal tourism development planning, but also to make recommendations for future tribal researchers on the study.

Keywords: Indigenous tourism, tribe tourism, tourism development, planning, Huanshan.

INTRODUCTION

In recent years, the rapid development of tourism industry in Taiwan, plus holiday Taiwanese culture flourishing tourism and leisure, people gradually form from the visit to attractions, transformed into depth travel forms. Especially indigenous tribes rich with ethnic characteristics of the cultural resources, especially some remote tribe has retained many of the traditional building, social systems, handicrafts, and ritual, which for people living in the city, the formation of a strong attraction. Chang and Liao (2009) pointed out that the indigenous culture is an important indicator of tourism products reflect based the aboriginal tourism regions indigenous always as the main content of goods, has become a new type of economic sources. Hinch and Butler (1989) pointed out that the indigenous tourism means the indigenous people directly involved in the operation of the tourism industry or the tourism industry as a way to attract tourists to come to the aboriginal culture. Indigenous tribes in Taiwan in recent years started to transform tourism development, however, the adequacy of the elements of the tourism development? And when many tourists into the tribe, whether for tribal peoples to bring about positive and negative impact?

As Taiwan's indigenous tribes have hundreds, the study of each tribe has its own characteristics, but
some tribes are the reason has ceased to exist due to natural disasters. Some tribes have special names, for example, in 1980-2000 years, there are "village of widows," said the Huanshan tribe. Why is called "Widow's Village"? Mainly some of the tribe and many indigenous men go out to work when the fishing boat crew died due to shipwreck, and some construction workers are safe when the incident and died, some due to drinking drunk roadside and freeze death, and some chronic alcoholics with liver cirrhosis died, so that the village adult men high mortality rate. Because women work outside the home but fewer widows and thus also shows particularly high.

But after the government counseling and assist, residents began to engage in tourism services, and therefore male mortality is also reduced. While the depth of indigenous tourism in Taiwan is an important tourist attraction, but the development so far, but there have been many difficulties, for example, some tribes oppose the development of tourism; tourism development that some tribes are inadequate conditions, resulting in the development of tourism service quality is poor emergence situation. Huanshan tribe in the development of tourism, but it is steady growth, has become one of the main sources of income, so Huanshan factors tribe's tourism development, tourism development can provide other tribe reference. Purpose of this study is to analyze the main tourist attractive force indigenous tribes, and to analyze the development of tourism for indigenous tribes brought positive and negative impact, hoping to provide other indigenous tribes in the development of a reference for tourism.

LITERATURE REVIEW

Element of Tourism Development

Tourism areas have the basic features includes: attraction, service, transportation, information, and promotion (Blank, 1989; Gunn & Var, 2002; Kao, 1995). The development of tourism areas must have a lot of incentives to attract tourists, these incentives is to influence the key to the success of the tourism areas, that is, the so-called critical success factors (CSF) industry or individual enterprise organization operating the successful development of the prerequisites, success critical success factors of the tourism region business development can be summarized into seven categories (Kao, 1995) : a. attraction; b. catering accommodation of hospitality services; c. complementary leisure facilities; d. enhance appearance and services; e. local residents and communities, f. bridge link between the building and the travelers; g. regional integration. Khadarooa and Seetanah (2008) analyzed 28 countries, 1990-2000 transport infrastructure to attract tourists in the decision to choose the destination elements. The results showed that transport infrastructure is an important decision factor tourist. Chang, Chang, and Wu (2013) studied found essential to the success of the development of the aboriginal tribes’ tourism: 1. Tribes need to have the height to attract tourist’s attractions. 2. Has characteristics and culture of the aboriginal. 3. Providing accommodation and hospitably services. 4. Holiday implementation of a number of tourist controls, in order to reduce the negative impact on the local. Tribes should adopt the way of "co-operation" to promote human harmonious family, to achieve the purpose of co-existence and sustainable management. 5. Should have complementary leisure facilities, and the integration of local tourism resources to meet the needs of tourists. 6. Friendly attitude of residents. 7. Tribes to establish channels of communication with the outside world. 8. Effective integration of regional tourism resources and planning.
Tourism Impacts

Most studies encourage the development and promotion of tourism, which is believed to bring various advantages and profits to the local development (Lankford & Howard, 1994). A study on Jeju Island, Korea (Ko & Stewart, 2002), showed that tourism development has positive impacts on economy, which includes the improvement of investment, development and infrastructure, the increase of employment opportunities, contribution to the local income and therefore the increase of the town’s tax revenue. As for the impacts on the social and cultural aspects, it can enhance living quality, promote the efficacy of entertainment and pleasure facilities, advance the community/cultural understanding, demand for historical and cultural exhibits, facilitate various cultural activities, and elevate the quality of police force and fire protection. The impacts on environment include the preservation of environment, the increase of community popularity or image, and improvement of the living utilities and public facilities. However, the native effects of tourism cannot be overlooked. As Huang and Stewart (1996) pointed out that it changes the inter-relationship between local residents, tourists and communities and possibly causes negative impacts on the living quality of the local residents. The negative impacts on economy presents in the unfairly increased real estate cost and property taxes, the increased living cost and the price of goods and services. For the negative impacts on the social and cultural aspects, it increases traffic accidents, the rate of vandalism, the occurrence of gambling or illegal games, and possibly the increase of exploitation of local natives. The negative environmental impacts, on the other hand, include the damage of natural environment and landscape; destroy of local ecosystem, and the environmental pollution, such as litter, water, air, and noise (Lankford & Howard, 1994). Research in aboriginal tribes, Chen and Kuo (2008) studied the Wutai Township, Pingtung County aboriginal feelings tourism impact, found that respondents generally hold positive attitudes towards more for the tourism impact of feelings, and to enhance the local visibility, improve public facilities", "to help communities interact more closely", as well as to increase employment opportunities" part of the higher degree of recognition: "visiting friends and relatives a financial burden caused by rising prices projects and reduce the population exodus "than lower recognition.

Social Exchange Theory

The social exchange theory is frequently employed in the study of the local residents’ attitudes toward tourism development (Ap, 1992). And Leonard's study pointed out, residents the cognitive and views for tourism developing; they will affect the attitude of local tourism development (Leonard, 2008). The gist is to explicate that the interaction between individuals is an exchange behavior in nature and while people conduct this action, they take into consideration the involved profits and rewards. That is to say, during the exchange process, an individual will examine the benefits in their interaction behaviors with others, and if they cannot obtain satisfactory profits and rewards, exchange behaviors are regarded unnecessary. In tourism, supportive attitudes of local residents are considered as willing to conduct exchange behaviors. Nevertheless, their attitude relies on their recognition and evaluation of tourism. If they understand that the rewards and impacts are stronger than the cost, they will present positive attitude toward tourism. In contrast, if the negative impact of the higher, the residents that they would be less willingness to accept tourism development, and even take the attitude of passive resistance. Tourism development study also confirmed the attitude of social exchange theory valid interpretation of the residents of tourism development. The majority of residents believe that tourism would have a positive impact, but also have a negative impact, especially for residents not engaged in the tourism industry, will hold the cold-shoulder treatment attitude tourism development (Gursoy & Rutherford, 2004).
METHODOLOGY

Overview of the study area

Heping District, located in the northeast corner of Taichung City, covers an extensive area of 1037.8 square kilometers of peace, is the city's most twenty-nine vast area of the first region, a total of equality, the Lishan, the fraternity, the sheave, the situation in the South, in the pit, freedom, the concept of waiting for up to eight years. East Forest Hills Central Mountain Lake, north of Snow Mountains, south of Acacia Hill, Dayuling surrounded by mountains and across the valley from Tachia River them into complete natural boundaries. Special geographical conditions in this area, north of the Snow Mountains, south of Acacia Hill, Yu Ling, mountains retaining ring Tachia River valley, mountains, forests throughout, the unique charm of the magnificent mountains and landscape in Taiwan, more famous, known as Oriental Switzerland reputation. Therefore, the abundant tourism resources and the fruits and vegetables rich in alpine farm in this area have become the two most important economic lifelines. Heping District, famous tourist attractions are: Guguan spa area, Lishan, Wuling Farm, Fushoushan Farm, Heavenly Lake, Snowy Mountains, Baxianshan Forest Recreation Area, the highway landscape, but there are regional specialties: Sweet persimmon, pear, apple, peach, pear mountain cabbage, cabbage, bamboo shoots etc, mountain vegetables such as fresh sweet (Taichung peaceful district office location, 2013).

Huanshan Tribe Statuses

For this study, the statuses of the tribe are set as described below (Taiwan’s Indigenous Peoples Portal, 2013).

| Table 1: Introduction of Huanshan Tribe Status |
| Tribe characteristics | The Huanshan (Sqoyaw) tribe is surrounded by hills, surrounded by tribes. |
| Location | Pingdeng Village, Heping District, Taichung City |
| Range | Tribal Eagle's Nest in the east Central Mountain, northeast side has Nanhu Mountain, and on the west Snowy Mountains. |
| Geographic environment | Basin. The tribe located altitude of about seventeen hundred meters to two thousand six hundred meters between. |
| Race | Atayal |
| Language | Atayal Language, Pekingese |
| Religious belief | True Jesus Church, Catholocism, Atayal traditional belief |
| Tribe Origin | Atayal tribe is one of the mountains, because the tribes are surrounded by hills around, so to "around mountains" call it. Legend has it that their ancestors lived in Pinsbkan (now Nantou County Fat Village). In the Japanese colonial period, Japan is called here was "Sqoayaw" means "happy street", we can see that the residents living in the mountains tribe has free and open-minded personality. Mountains tribe is the largest branch in the tribal cross Ilan. |
| Agricultural products | Peach, Apple, Persimmon Pear, and Cabbage |

Huanshan tribe currently number about 500 peoples, most of the young people to work in the cities, tribes are mostly elderly, women and children.

Data Collection Methods

This study used qualitative method, the first document analysis, gathering relevant information. Mainly collect about Huanshan introduced by the internet, and again to collect reports of government tourism brochures and tourism magazines, as well as academic research papers. Second-step was
Interview Manuscripts

In this study, interview manuscript mainly based on the elements for tourism development (Blank, 1989; Gunn & Var, 2002; Kao, 1995), tourism impact theory, and social exchange theory (Ap, 1992; Gursoy & Rutherford, 2004). Interview outlines seven topics, including (Chang, Chang, & Wu, 2013):
1. Will the major local leisure and tourism to attract tourists to come to those are the main attractions?
2. Will local catering, accommodation and travel services are those?
3. Complementary leisure facilities for local links with the main attractions are those?
4. Will the local in the development of the tourist areas, the government and residents how to strengthen local appearance?
5. The local residents for tourism the degree of support for that? Other tourists to come to the local tourism, for the community as well as residents of the tourism industry are not engaged in positive and negative impact?
6. Interactive channel of communication between the local tourism industry and tourists have those?
7. Will the local government and local tourism industry in the development of tourism process how the integration of the region?

Data Analysis Methods

1. In this study, after the end of the interview, the first order based on interviews with respondents, the interview data processing and analysis. 2. Would be converted interview transcripts researchers in interviews after the gradual completion of the written interview transcripts, based on detailed interviews with draft record interviews, omissions, etc., as a follow-up data analysis checklist purposes. 3. Classification and Coding. 4. Induction will be classified and coded information. 5. Cases illustrate the analysis for each concept or phenomenon of induction. 6. Summarize and analyze data after finishing, the researchers discuss, modify, sorting out the analytical framework and the fact that the results presented in this study the final conclusions and recommendations.

Reliability and Validity for Interview Data

1. In the interview, the investigator will be based on research questions, purpose, first prepare a trial basis, according to interviews and engage in interviews, in order to understand the appropriateness of interviews with key. Secondly, the respondents' willingness to place and interviews, this study will be considered. 2. In this study, in an interview, the full interview by the investigator himself, and according to this study, interviews outline to guide the respondents by the researcher, in a relaxed manner chat interviews. 3. End of the interview, immediately after finishing recording and cross-matching. After the data to determine the correct classification, analysis, in addition to co-researcher discussions, and went to the place of tourists discussions, to avoid to be subjective.
RESULTS

Attraction
A. Atayal Traditional Weaving Craft

In Huanshan tribes still maintain the tradition of weaving craft special skills, for Atayal women, weaving craft is better assess the quality of the social status of women in the key. Atayal women's weaving craft common is used to carry the baby linen, no buttons men shirt, women apron, blankets, straps, etc., and these weaving craft but also the male and female youth in marriage when necessary gifts and dowry, its blending with more meaning and Atayal people's lives are closely related to culture.

B. Sqoyaw (Jhihjiayang) Mountain

Sqoyaw (Zhijiayang) Mountain is famous mountain in Taiwan, but also one of Taiwan's 100 Peaks, ranked 50. Sqoyaw Mountain up to 3289 meters, snow-capped mountains are administrative divisions belong to Taichung City. Sqoyaw Mountain south closed with Dajian Mountain, and north connection with Snow Mountain East Peak.

C. Fish Trial Tours

Huanshan tribe and is also with the Shei-Pa National Park administration going to closure Creek activities aimed at restoring Sihjielan Greek varicorhinus barbatulus shelter in order to gradually increase their number, so that more tourists can learn the beauty of this fish ecology.

Catering Accommodation of Hospitality Services

Huanshan tribe in providing tourist accommodation, mainly tribal people run B & B, churches and Mazu temple (Han Chin Temple). According to residents interviewed said that most of the tourists to the tribe lived, the main purpose is to engage in mountaineering activities. Tribe does not provide dining restaurant in tourist accommodation for tourists is provided by B & B, as for tourists to visit the tribe, the tribe is a few snack stands serves meals. Another tribe living alone, and did not like the city's nightlife, only karaoke ok and barbecue stalls, but most are tribal residents in the consumer, because the climbers in the morning 2:00 to 3:00 on the way climbing up.

Complementary Leisure Facilities

A. Tribe Festival

Huanshan tribe also retains primitive tribe pace of life and the way native this section lets ethnic people so far in the New Year remains fixed each year held the traditional "Ancestral Spiritual Sacrifice" and "Feng Nian Ji" celebration.

B. Religious Resources

Huanshan tribe there are four churches, namely Christ Presbyterian Church, Sabbath Church, True Jesus Church, the Catholic Church, tribes to Christ Church Presbyterian Church and the Sabbath based. Also nearby are a Mazu temple (Han Chin Temple), believers in the mountains of the Han Chinese based.

Enhance appearance and service

Strengthen tribal style and services, with the help of the government, residents of the tribal entrance image of the shape, as well as the construction of a wooden observation deck with arch doors, and tribal design logo. Another set of indicators in the tribal wooden to guide tourists travel moving direction, and understand the whole tribe situation. After entering the tribe, you can see the statue of aboriginal hunting, columns, and frescoes depicting aboriginal life situations, as well as signs and other tribal map. Another
tribal resident will also have to be original Atayal building repair and retention, but also to maintain the buildings occupied by the Japanese era, so that tourists understand the changing times tribe. Tribes also strengthened to improve the overall health of the living environment and beautify the tribal environment for tourists to have a good visual experience when they visit the tribes. Currently tribes have established community development associations, tribal development planning, as well as to protect the interests of residents, tourists and provide services.

Local Residents and Community

In this study, interviews Snow Mountain B & B operators, she is the founder of the Museum Ms. Dabasih Nuogan (Chinese name: Jhan Siou-Mei, the Atayal Last Princess) granddaughter, and B & B itself is Atayal Museum. Museum (B & B) of the building, there are two intact stone houses and barns Atayal, old photos, traditional costumes, weaving machines, hunting bows and pounding rice. She mentioned that it was her grandmother's collection grew to complete retain the traditional Atayal culture is unique cultural assets.

Tribal people interviewed mentioned: "Our tribe is the main farming mainly due to the prevalence of mountaineering activities and counseling through the government, tribal and some residents from home please founded by the B & B, providing accommodation and transport to the climbers service."

Most tourists come to our tribe, are mainly engaged in mountaineering activities, so stay with us. Before the Provincial Highway No VIII not broken, many tourists would come by to visit our tribe and buy our produce; especially here still retain the characteristics of the Atayal woven handicrafts.

Because tourists directly buy our produce, we can direct a higher salary, no longer through the acquisition of agricultural production and marketing classes.

But now highway did not fix, originally from the central region of Taichung City, tourists to our tribe about two hours, but now need to detour from the Puli Township, Nantou County to tribal needs six hours, and therefore it is now tribal tourists less.

Community Bridge Link between the Building and the Tourist

Complete construction of public infrastructure currently tribe (water, electricity, communications, networking, health clinics, etc.), but in health care, if the tribal people suffering from serious diseases, is still to be forwarded to the Yilan County, Nantou County, or Taichung City medical well-equipped hospital. Huanshan tribe located at Taiwan Provincial Highway No. 7(A) line is outside the main road, to the north can be reached Yilan County; south Taiwan Provincial Highway No. 8 pick line can be reached Hualien, Taiwan or Highway No. 14(A) Line it is possible to arrive in Nantou. Due to the current line of the Taiwan Provincial Highway No. 8 in Chinsan section break, unable to connect Taichung City, so the tribe external traffic is not very convenient.

Regional integration

Integration in the region, A Huanshan tribe located in the Tri-Mountain National Scenic Area (Lion's Head, Lishan, and Baguashan) of Lishan Scenic, and there closed the Shei-Pa National Park.
DISCUSSION AND SUGGESTION

Discussion

In the attraction, due to social and cultural change, aboriginal traditional culture gradually disappearing, being replaced by modernization, but Huanshan tribe retains the characteristics of aboriginal culture, is one of the main tribes in attracting tourists to visit. In a related study of tribal tourism, are found tourists to tribe, the main reason are to enjoy life with their daily lives in different environments, and experience the culture of indigenous peoples (Chang & Liao, 2009; Hinch & Butler, 1989). In the study of tribal tourism in Taiwan, also found aboriginal culture is to attract tourists to visit the main reason the tribe (Chang, Chang & Wu, 2013; Huang, 2013).

Because around Huanshan tribe's surrounded mountains, in recent years, coupled with the growing trend of Taiwan climbing, mountain climbing 3000m, while the target for people to challenge themselves. In a related tribe study, also found that the use of geographical advantages, the development of mountaineering adventure tourism activities in the service, is also a major factor in attracting tourists to the tribal stay or accommodation (Lin & Chang, 2013; Huang, 2013). Due to Taiwan indigenous tribes mostly in the mountains, while Huanshan tribe altitude of nearly 2000m, plus few human developments, and therefore maintain good natural ecological resources, is also one of the reasons to attract tourists to visit the tribe.

However, in the provision of tourist services tribes, in addition to improving basic public facilities, the provision of accommodation for tourists as well as dining is necessary because it is essential for the development of tourism (Blank, 1989; Gunn & Var, 2002; Kao, 1995). Found in tribal health, simple medical facilities (serious illness or injury still outgoing city) in the present study, water, electricity, communication has been available. And provide a place to stay for tourists have B & B, church, and temple, which is relatively rare in other tribes, because there are church, and temple offers tourists accommodation.

In complementary leisure facilities, tribal nightlife entertainment provided less, only karaoke ok and grill it for tourist use, but the study found that most of the tourists in order to live in tribes are climbing, so are tribal residents use more. Tribes will be held annually during the New Year celebrations, thanks to a year to harvest agriculture, and pray for a good harvest next year again. Huanshan tribe more special places that not only the local church, there are Han Chinese temples, providing tourists to watch and pray.

During an interview tribal peoples found that residents hold positive support for tourism development attitude, because tourism contribute to the economic development of the tribe, and marketing of agricultural products. In addition, they also think that the traditional tribal culture can allow outside tourists to enjoy, but also a way to save the culture. The results of this study, as well as Chen and Kuo (2008) research indicates when the tribe for tourism development has a positive effect, the same people will certainly tourism development point of view. In addition the study also found that tribal residents think outside the tribe does not give tourists a negative benefit, and they have expressed their friendly attitude can be received outside tourists.

From the viewpoint of social exchange theory, when people think of the positive benefits of tourism development is higher than the negative effects brought about when, and cognitive development of local tourism for help, they will be receptive to tourism development (Gursoy & Rutherford, 2004: Leonard, 2008), the results of this study also verified theoretical viewpoint.

In the development of tourism, transportation is the most important factor (Khadarooa & Seetanah, 2008), Huanshan tribe located at Taiwan Provincial Highway No. 7 (A), although external transport
facilities, and with other local tourism resources integration become a tourist attraction within the region, but currently Taiwan Provincial Highway No. 8 in Chensan section road interrupted unable to link with Lishan, it’s the tribe to develop a disadvantage. Residents also generally responses to this section if not connected, local tourism and produce to transport will be a negative impact, such as reducing the number of tourists in recent years in the weekdays.

**SUGGESTION**

According to the findings of this study, after discussion and analysis, the following recommendations:

1. Current the Taiwan Provincial Highway No. 8 is still a disruption, although Taiwan Power Company's Chensan sidewalk opens to Lishan and Guguan local residents access, but is only open three times a day, and not open to visitors, and the whole tourism development moving lines blocked. Therefore, this study suggested that government departments to deal with the local into the environment assessment, identify areas does not affect the local ecology, alternative road for the construction of 921 before the earthquake recovery and Lishan area off Valley tour moving lines.

2. Although Huanshan overall shape with tribal imagery are currently well-planned, but the tribe is not clear indicators of the road, so the first time to tribal people, tribal not a clear understanding of the direction of travel. Therefore recommended that tribal administration, guidelines should be clearly marked roads within the tribe, in order to facilitate tourists visiting the tribe knows how trends.

3. In this study, although the specific interviews with local tribal residents, shops and B & B operators, while also interviews with tourists, but tourists are not many aspects of the interview data. Therefore, for subsequent studies, suggest researchers may interview in the local tourist accommodation and mountain climbing, specifically about their satisfaction with the services for tribal tourism situation.

**REFERENCES**


