A Study of Indigenous Tourism Development-Case by Tamalung Tribe in Taiwan

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ABSTRACT

The main purpose of this study is to analyze the elements of indigenous tourism development, and provide other tribe in reference to the development of tourism. In this study, the Tamalung tribes as objects, at Nantou City, Taiwan, and qualitative research method are used. After analysis, this study has the following findings: 1. Indigenous tourism development, basic conditions are cultural characteristics of indigenous peoples, and the use of natural pristine environment, the development of tourism tour. 2. Tribe basic public facilities and services, for tourists the inhabitants hold a friendly attitude, convenient external transportation, and can provide tourist accommodation, food and beverage service. 3. Through the development of tourism, in addition to save and sustain indigenous tribal cultural heritage, but also offers tourists depth cultural experience. 4. In the developing of indigenous tourism can bring to tribal peoples jobs and increase the economic income, but in the development, the need to consider reducing the negative impact on the tribe. 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, adventure tourism, tourism planning, Tamalung

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?

Since there are 16 indigenous peoples in Taiwan, the number of about 53 million people, but each tribe tribes have different characteristics, not necessarily in order to improve employment opportunities for indigenous tourism, some close to the urban tribes, the economic conditions for the development on different; but some economic development due to poor condition, resulting in a population exodus, it needs to provide opportunities for the development of tourism tribal peoples employment. Therefore the
purpose of this study to have suffered several typhoons and rainstorms infringement Tamalug tribes as objects analyzes the impact of tourism development for the tribe, hoping the results can provide a reference for the tourism development of other tribes.

LITERATURE REVIEW

Element of Indigenous Tourism Development

Tourism areas have the basic features includes: attraction, service, transportation, information, and promotion (Blank, 1989; Gunn & Var, 2002). 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. Elements of the indigenous tourism development, the most important is the indigenous resources to provide the elements of tourism development on. Johansena and Mehmetoglu (2011) empirical studies indicate tribe, consisting of indigenous tourism products, mainly consists of four elements, habitat, handicrafts, heritage, and history; while this element for tourists experiences and perceptions of influence. The related studied findings the tribe to attract tourists to visit (or vacation) of the main reasons, including: the tribe itself is a residents and attraction (Chang, Chang, & Wu, 2013; Johansena & Mehmetoglu, 2011); has characteristics and culture of the aboriginal (Chang, Chang, & Wu, 2013; Chang & Chang Liao, 2014); tourists visiting indigenous attractions have a special interest in five central dimensions of a culture based on McIntosh and Ryan (2007) the research shows that: gazing, lifestyle, authenticity, personal interaction, and informal learning. However, indigenous tourism development, in addition to attraction and cultural characteristics, the tribe to provide food, beverage and accommodation services; provide complementary and recreational facilities to meet the needs of tourists; integration of local tourism resources, a suite of travel products (Chang, Chang, & Wu, 2013; Chang & Chang Liao, 2014); convenient external transportation (Chang & Chang Liao, 2014); the tribe residents can friendly welcome outside visitors, and for the development of tourism has a positive attitude (Chang & Chang Liao, 2014; Lin & Chang, 2013).

Tourism Impacts

Although tourism for the economic development of indigenous tribes, plays an important role, but not every tribe are suitable for the development of tourism, or must rely on tourism to sustain life tribal residents. And tribe tourism development also tend to give a negative impact on indigenous life, the impact is greatest is the cause of the collapse of tribal culture, plus the majority of indigenous tribes in remote areas, due to the large number of tourists come to visit, also have a negative impact on the ecological environment and animal habitats (Smith, 2003). Ryan (2005) pointed out that indigenous culture has often had to adapt to the values and norms of tourists, who are normally Western oriented. However, the development of tourism does not necessarily have a negative impact on indigenous culture, if we can, through appropriate protection and maintenance, tribal tourism development, in addition to maintaining the preservation of indigenous culture (Colton, 2005), to promote tribal economic development (Smith, 2003) and can provide tourists with an opportunity to gain a better understanding of the historical and contemporary aboriginal life (McIntosh, 2004). Chen and Kuo (2008) studied the Taiwan Wutai Township, indigenous 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.
METHODOLOGY

Tamalung Tribe

A Tamalung tribe located at the Sinyi Township, Nantou County, Taiwan, belongs to the Bunun tribe. Tribes have Takivatan, Takibakha and Takbanuaz other three Bunun community, the main language of the Bunun language and Chinese language, religion predominantly Catholic. According to the government statistics in May 2014, the Tamalung tribe number of households living in 321 and populations are 1109. Bunun people traditional craft has basketry, weaving, wood carving, etc., basketry to back baskets, filled with a screen-based appliance, such as rattan. Weaving, the use of horizontal straps to weaving machines, diamond pattern is most representative of the pattern. Bunun people follow crop production season, hunting activities during the fallow, hunting in the first time around when the millet harvest, which is the period from April to June; Moreover, because the introduction of Christianity, 11-December will hunt in the mountains, after the celebration of the church, the meat can be shared with friends to participate in activities.

Data Collection Methods

This study used qualitative method, the first document analysis, gathering relevant information. Mainly collect about Tamalung 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 interviews with local B & B owner, shop and inhabitants, and also interviews the tourists go to the ground at the time, in order to increase the reliability of the data. In addition, researchers and field visits to various attractions, in order to understand the contents of the authenticity of the interview.

Interview Manuscripts

In this study, interview manuscript mainly based on the elements for tourism development (Blank, 1989; Gunn & Var, 2002), and tourism impact perspective (Chen & Kuo, 2008; Ryan, 2005; Smith, 2003). Interview outlines five 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 inhabitants for tourism the degree of support for that? Tourists come to the tribe tourism; they bring what positive and negative impact?

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.
RESULTS

Attraction
A. Qicai Lake
Qicai Lake is located at the middle of the main ridge of the Central Mountain Range, at an elevation of about 2,870 meters, is the highest lake in the central mountains, alpine lakes in Taiwan is also the second deepest lake, the lake covers a vast area, water is quite clear, often attracts many mountaineers visit.

B. Bakurasu
Bakurasu located at the Jhuoshuei River upper reaches, there was a Bunun Bakurasu tribe old place. Bunun language, Bakurasu meaning riparian areas are flat, a good place to abundant water sources, the Japanese occupied Taiwan during the Bunun most villagers were relocated Tamalung and Acangbakha area. Since Bakurasu tribe after the relocation is not inhabited, following time past, hidden in the mountains, and because the place has a precious ecological environment and rich historical monuments and preserves traditional Bunun Stone-board House.

C. Isingan waterfall
Isingan waterfall closed the tribe, about a hundred meters height waterfall is located on a steep hillside, altitude 800m, divided into upper and lower waterfall (due to the earthquake and the terrain has changed), the level of drop create a hookah considerable swirling scene. Woodland path to the waterfall lined plum, plum blossom during the winter, the formation of white flowers landscape.

D. Christmas Day
In the Catholic and Christian has been integrated into the lives of indigenous tribes, like the Han Christmas greet the Lunar New Year as an important annual day every Christmas there will be caroling, mass, worship and other activities, and the ceremony also integrated into the indigenous culture, but also attract many tourists to the tribe together to celebrate Christmas.

Accommodation of Hospitality Services
Currently on accommodation tribes, includes Rock Leisure B & B, Bakurasu Farm, Hamusan B & B, and Tianshi Farm. There are several eateries in the tribal catering to tourists and local residents.

Complementary leisure facilities and activities
A. Rock Leisure B & B
Leisure activities and tour includes: watching the stars, watching fireflies, catch shrimp, Isingan waterfall hike, Jhuoshuei Rever looking for treasure, wild stream do SPA, walking drawbridge to see the waterfall, Danda forest road adventure, Bunun tribe tour, and the cake DIY.

B. Bakurasu Farm
Farm planning a two-day and three-day trip, mainly for the trip: Experience indigenous style meals, stone barbecue, Aboriginal stone houses or cabin for accommodation, Bunun culture and geography introduction, river trekking, plant ecology observation and introduction wild night ecological description (fireflies, frogs night observation), and made of exotic stones DIY art.

C. Tianshi Farm
Offers camping and primitive nature experience, plan two days and a night of river trekking, and Isingan tribe Bunun indigenous cultural experience
Enhance appearance and service

Tamalug tribe at the entrance, there is a series of lifelike sculptures furnishings, expressive power and beauty ethnic presentation, the full performance of the Bunun life diligence and wisdom. On the inside, there are many tribal housing exterior painting, depicting a hunting story, traditional rituals, etc., there are some delicate stone murals, most notably in the case of "woodcuts calendar" is a way of carving patterns to express Bunun out how to live with the four seasons.

Local Residents and Community

Visited Tamalung tribe, while the local indigenous children’s not only saw a stranger will not be afraid, but warm smile showing off, but also so that tourists feel more intimate. The researchers observed field to the tribe, and the focus of discussions on interviews with tribal residents in attraction, the residents mentioned: "The main attraction is the tribal building has Bunun traditional culture and totem carving, churches, Bakurasu (Tamalung old tribe), Qicai Lake, as well as the next Isigngan tribe waterfall. In recent years the tribal inhabitants’ better economic conditions have started to operate B & B, accommodation and food offer tourists to engage with tribal cultural guide and eco-systems experience".

In the case of tribal life on weekdays, as well as the main source of income, respondents’ replied: "Most tribes are the elderly and children on weekdays, because there is no work to do tribe, only to grow crops, so their young people to the city to work"….. "Because most tribal young people to school or work in the city, only on holidays or important tribal celebrations will come back"….. "And there is nothing in the tribal entertainment, holidays are playing volleyball at most, we play volleyball is 12 people per team, regardless of age, we grouped the game".

Tribal inhabitants main recreation, or drinking and singing most of the time is focused on the afternoon and evening on weekdays and holidays. Our tribe has several small grocery stores, most of the supply of daily necessities, cigarettes, alcohol, beverages, and noodle and rice meal as well as karaoke and BBQ. We are here to welcome tourists to the tribe, tribal environment in recent years has significantly improved, and some people began to operate B & B, holiday tourists to vacation there. Tourists come to our tribal vacation (accommodation), mainly families, and mostly middle-aged, mostly to experience a different culture of life, as well as the original ecological environment. Of course, the air here is very good; the city people come to our tribe, natural pollution-free environment but also to experience.

DISCUSSION AND SUGGESTION

Discussion

From the case of this study, can be found in the economic sources of the Tamalug tribe not to rely on tourism services, which is mainly dependent on tourism some tribes in Taiwan (ex. Smangus tribe) and adopt the way of "co-operation" (Chang, Chang & Wu, 2013), or tribal peoples to participate in tourism services (ex. Buguali tribe) different places. Most of Taiwan's indigenous tribes, as there are a common characteristic, that is, young people have to work or study outside city, the tribe left the elderly and children. And residents to stay in the tribal farming, besides farming of time, there is still the problem of alcoholism. But researchers from the actual observation, and reactions from the inhabitants, a drinking problem and did not cause tourists negative impressions on the tribe. The tribe drinking problem, partly because the influence of the traditional way of life, farming addition is required to get up very early (about four o'clock or five o'clock AM), after 10:00 on the rest, because of this problem with most of tourists are very clear, so it will not feel strange, but it will respect their way of life.
From attraction is concerned, Tamalug tribe itself has featured Bunun, plus located to Danda conservation area and the way Qicai Lake to become mountaineers necessary place to stay. In recent years, the tribe's B & B provide mountaineers accommodation with food and beverages, but also provide tourists Qicai Lake tour, become the main reason for the tribe to attract tourists. Tamalug and other tribes part of the development of Taiwan's tourism situation is similar, is to own their own cultural characteristics, coupled with the use of neighboring tribes natural resources, the development of attraction, and provide services to mountaineering activities(Chang, Chang Liao, 2014; Chang, Chang, & Wu, 2013; Lin & Chang, 2013). Tamalug in the development of tourism, it also combines next Isingan tribal tourism resources, this tribe have a rich Bunun cultural flavor, and a unique Isingan waterfalls and canyons, Tamalug with Isingan combined into a tourist area. In a related study, pointed out that in addition to their own tribal cultural tourism resources, and should integrate external tourism resources to develop into a diversified tourism products (Chang, Chang, & Wu, 2013; Chang & Chang Liao, 2014).

As the tourists to visit tribe, another major reason is the wish to experience indigenous culture, lifestyle, arts and crafts, adventure activities, and diet and so on. In this study found that, Tamalug indigenous originally lived in Bakurasu, due to migration, resulting in wasted years old tribe. But after finishing by tribe inhabitants there are became to Bakurasu farm, not only retains the indigenous tribes of the landscape, but also their way of life before the development of tourism products to become available to tourists a different experience of everyday life. In this study also found that, in addition to strengthening tribal building itself Bunun cultural implications, and also to retain some of the old buildings. Because the tourists to tribe tourism most want to see is distinctive indigenous culture architecture, sculpture and totems, Tamalug tribe in this part of the effort to shape the imagery also Bunun allow tourists to understand the lifestyle of the Bunun and symbolic culture. From the results of the above analysis, the development of indigenous tribes can be found Tamalug tourism, attracting tourists to visit tribal reasons, the most important is the culture, lifestyle and pristine natural environment of indigenous peoples, but also comply with the relevant indigenous tourism research findings(Chang & Chang Liao, 2014; Johansena & Mehmetoglu, 2011 McIntosh & Ryan, 2007; Lin & Chang, 2013).

Researchers have actually visited tribe several times, and chatting with inhabitants of different ages and found that tribal people are very friendly, even if they did not operate tourism, but very welcome outside tourists to visit the tribe, vacation, and depth experience indigenous cultural. In a related the tribe studied (Chang & Chang Liao, 2014) noted that the friendly attitude of the inhabitants is an important condition for the development of tourism, and in this study also found that outside tribal people hold a friendly attitude; the tribe already has tourism development requirements. In Tamalug tribe has one of the more special events; Christmas is the celebration, which is a fusion of Western culture, indigenous culture activities, but also to attract tourists to the attractiveness of the tribe vacation. Originally, this celebration not tourism develops item, but through media reported, began to attract tourists to visit. But at the beginning there are some tourists are not very much respect the local culture, but by following the teachings of tourists, not only tourists who respect this special event, and have watched the tourists who come to tribe vacation each year and participate this celebration. Although as Ryan (2005) pointed out that indigenous culture mixed to the Western culture, but also uses the tourist’s value and norms, but in this study found that Christmas celebrations in conjunction with indigenous tribal traditional cultural ceremony are indeed a characteristic. Because in Taiwan, lot of indigenous tribes belief are Christian and Catholic, but most still retain the traditional cultures (worship of heaven, ground, and the ancestral spirits). This research also has found that in recent years some tribes eastern Taiwan, to open the festival activities for tourists visiting tribal, but caused some conflict, even against the tourists to visit tribe. In fact, tourism
development emphasizes local residents need to hold a friendly attitude to the reception of tourists, but comparatively speaking the tourists need to respect the local way of life, it will not cause conflict situations arise.

While inhabitants interviewed reaction, which tribal good economic condition people who can afford operating B & B, it is inevitable there will be some people for the development of tourism negative evaluation, considered to be the arrival of tourists or visitors tribal lifestyle will change, but this reaction are few. Since the main source of income Tamalug tribe, do not rely on tourism development, and the development of the few tourism activities and delicate, so that the tribe does not have a negative impact. A tribe has B & B offers tourist accommodation, food and beverage service, and develop a distinctive tour (ecology, natural landscape and cultural) to provide tourists choose, but also to create opportunities for other tribal employment. So from Tamalug tourism development does not adversely impact on indigenous culture, but is properly protected and maintained through, maintaining the preservation of inherent culture. From the above results, the accord Colton (2005) pointed out that the development tourism of tribes to save and maintain the historical and cultural, and let tourists can understand the depth of the history of indigenous culture and life (McIntosh, 2004). The results of this study Chang and Chang Liao (2014) the same Chang, Chang, and Wu (2013) and, that is, the development of tribal tourism, accommodation and catering is necessary, and provide employment opportunities for residents (Smith, 2003), also in line with the relative Smith (2003) pointed out that tourism can promote economic development and income in the tribe.

**Suggestion**

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

1. Because the development of tourism traffic convenience is an important factor, although Tamalug currently on the road outside the smooth, but due to the impact of previous typhoons, so that part of the mountain road has not been repaired. Suggested government agencies should accelerate the repair of the road into the tribe, because there are several places, at any time with the collapse of rockfall danger. These potentially dangerous places, not only have an impact on local residents and out of the tribe, but also pose a threat to the lives of tourists. Therefore, the Taiwanese government to vigorously promote indigenous tourism in the case of external traffic for tribal convenience and security should be classified as the most important factor.

2. However, the development of indigenous tourism, not everyone has the ability or the tribes are willing to engage in tourism services, and therefore few people in the development of tourism, in addition to maintaining and protecting inherent indigenous culture, and to provide employment in tribal residents or increase the chance of working income. Such as providing tourist and cultural tour guide experience, tour guide, DIY crafts, and indigenous special meal and drink, etc., need help by tribal residents.

3. Because Tamalug tribe tourism development is not fully operational, only a few people operating tourism, and therefore not a lot of tourists, so the only study to investigate operational aspects of tribal tourism. So for the follow-up study, the researchers suggest depth interviews can stay and participate in the activities of tourists about their feelings for tribal tourism experience, take a more clear understanding of the effectiveness of the tribe to promote tourism, tourist preferences and the need to further strengthen the department improvements.
REFERENCES