

Harmonious Tourism

Analyzing the Potential for Local Ownership of Heritage Tourism
in two Chinese Cities

和谐旅游：当地文物旅游管理分析—以山西平遥与北京为例



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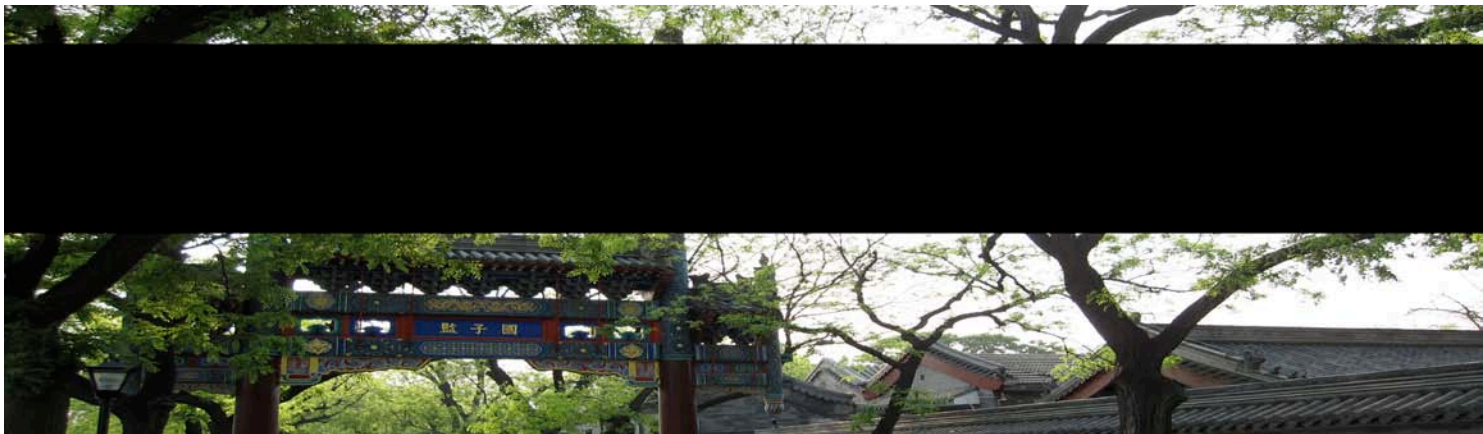
Introduction 引言

- The destruction of China's traditional built environments has gained worldwide attention, especially in the leadup to the Beijing Olympics, and by some estimates over 1.25 million Beijingers were displaced from their homes since 1990 (Meyer, 2008)
- 1982 National Heritage Conservation Act
- Oftentimes, the only way for historic urban areas to be preserved is through tourism; this can be economically beneficial but the benefits don't always go to local residents

Research Objectives 研究目标

Questions

- How can cultural heritage tourism in Chinese cities be better adapted to the needs of local residents?
- 遗产旅游该如何改良以适应当地居民的生活需要？
- How do the conditions of differing cities affect prospects for heritage conservation and local ownership of heritage tourism?
- 不同的城市条件对当地的文化遗产保护和旅游管理有什么影响？

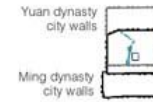


Beijing 北京

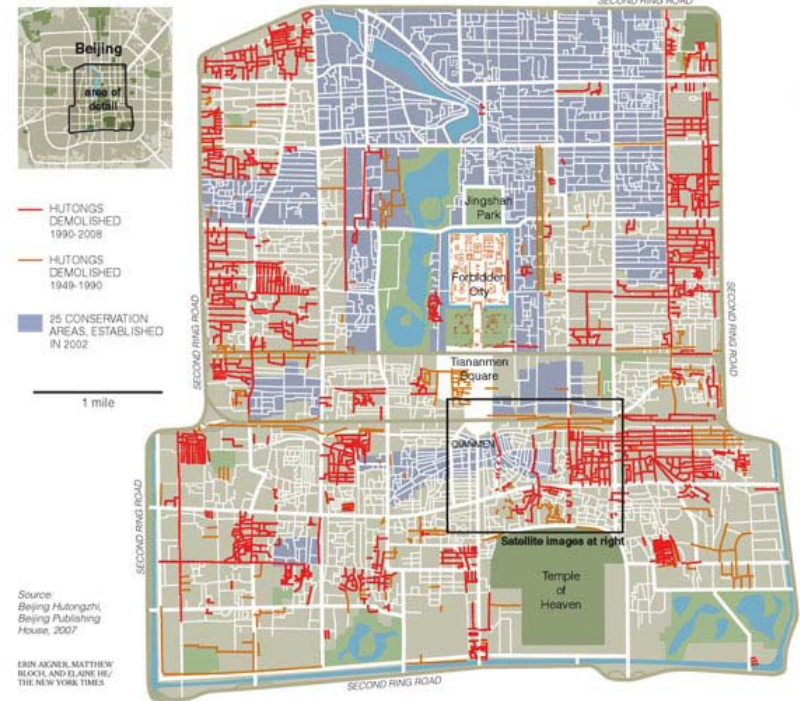
- 17 million residents
- 人口：一千七百万
- 21% of old city set aside as protected in 2004 Conservation Plan
- 2004年保护局将21%的古城规定为“保护区”
- Demolition continues (拆)
- Last year, Beijing Government allocated 2 billion to help repair old courtyard homes (北京市政府拨款20亿元修葺四合院)

A Vanishing Way of Life

Hutongs, narrow lanes or alleys lined by courtyard housing, form the traditional residential fabric in the historic center of Beijing.



The hutong – the term is derived from the Mongolian word *hottog* (water well) – came into being during the Yuan dynasty (1271 to 1368), when China was absorbed into the Mongol Empire. Most of Beijing's remaining hutongs date to the Ming dynasty (1368 to 1644), which established Beijing as its capital city in 1421 on the site of the original Yuan capital.



Map of Beijing's Old City showing hutongs demolished since 1992 (red) and areas set aside in 2002 as Conservation Areas (purple) (NYTimes, 2008)

Two Examples of Heritage Tourism in Beijing

北京：两个“文化遗产”旅游的例子



Nanluoguxiang 南锣鼓巷



Qianmen 前门

- Qianmen, famous commercial area of late Qing Dynasty was demolished and rebuilt by the SOHO Group, redesigned by Ben Wood; many homes demolished, in 2009 30% vacancy due to high rents
- Nanluguoxiang is a popular tourist street lined with coffeeshops, souvenir shops, restaurants, and pubs; most residents nearby have remained, but rising rents threaten current small shopowners

Pingyao 平遥

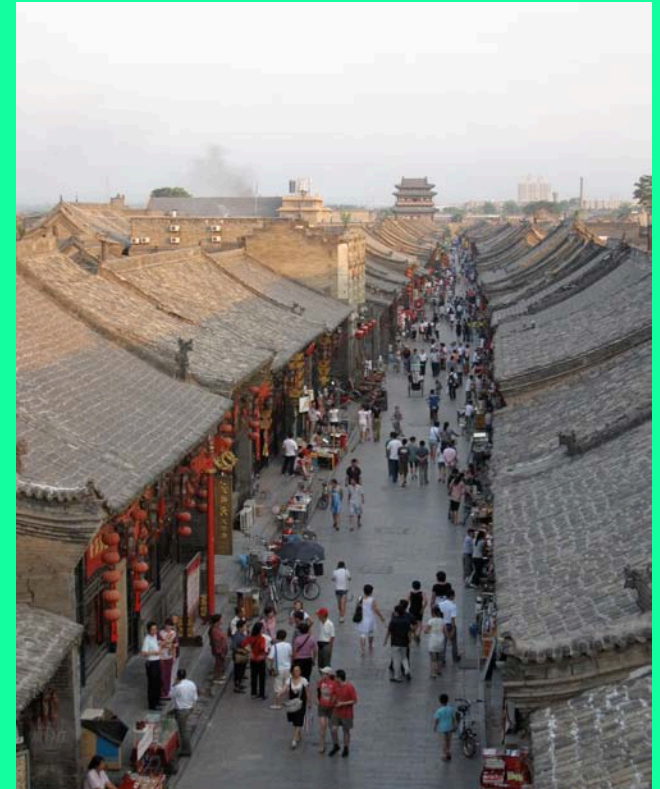
- 40,000 residents in old city,, around 300,000 residents in Pingyao County; gov't plans to relocate half of residents in old city to new housing outside
- Declared UNESCO World Heritage site in 1997, has seen surge in tourists since then
- US-based NGO Global Heritage Fund has partnered with local government to help develop conservation plans and preserve certain buildings

Pingyao: old city walls (black), main tourist streets (orange)
平遥古城城墙（黑），旅游街（橙色）



Heritage Tourism in Pingyao 平遥： 遗产旅游地方的例子

- Pingyao's 4 main commercial streets are the center of the tourist trade and are home to numerous shops, restaurants, and hotels
- 平遥的四条商业街是旅游的中心：街上有很多宾馆，酒吧，平遥特产商店
- These 4 streets have been pedestrianized with barricades, making vehicular travel in Pingyao difficult
- 这四条街是步行街，车辆无法通行。对游客来说很安全，可是对居民来说可不太方便



South Main Street 南大街

“Pirate Bar” 海盗酒吧

Research Methods 研究方法

- Semi-structured interviews with residents of courtyard homes in Beijing and Pingyao, about 25 in each (采访: 北京与平遥各二十五人)
- Sample Questions:
 - If you had a choice, would you live in the old city or the new city, why? (如果你可以选择, 你愿意住在老城区还是新城区?)
 - What problems in the neighborhood should the government improve?
(你觉得地方政府有什么地方需要改进?)
 - Do you know about official preservation plans? (你听说过政府的保护规划吗?)
 - Are you optimistic about the preservation of cultural heritage?
(你对中国文化遗产的保护感到乐观?)
 - What do you think cultural heritage is? (你觉得文化遗产是什么?)
 - Consultation of planning documents, courtesy of Pingyao Planning Department (平遥规划局), Beijing Cultural Heritage Protection Center (北京文化遗产保护中心)



Results 结果

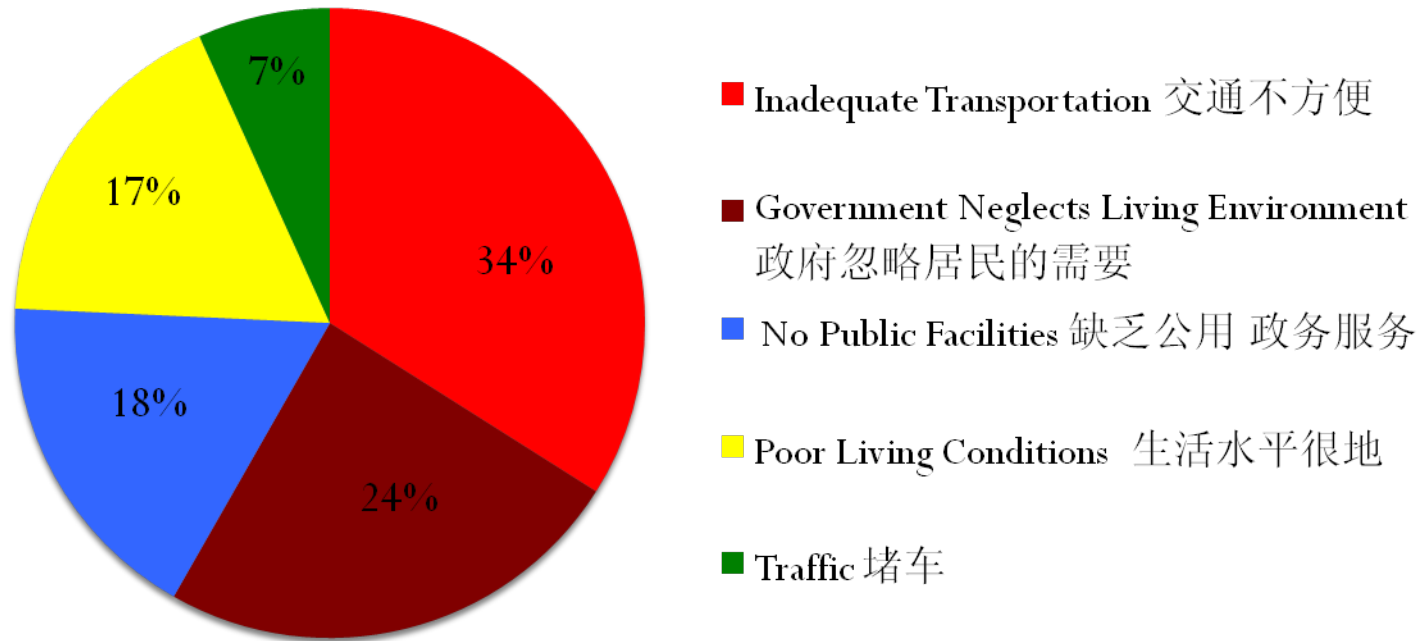
Pingyao: Residents Views

平遥居民的看法

- Overwhelming majority of residents generally positive about the benefits of tourism, however various problems caused by tourism (see next page)
- Only 12.5% of residents surveyed knew about the conservation plan and its general purpose
- Residents in areas of the city outside the main tourist areas had more complaints about city government neglecting ordinary homes in favor of restoring temples and tourist sites than did the residents of more centrally-located areas
- Most residents if given a choice, would remain in the old city
- Residents with long-standing history in the city are more likely to want to remain in the old city than are newly arrived migrants, but they fear their grandchildren will want to live outside the old city

Pingyao Residents ' Concerns 平遥居民的问题

Inconveniences of Living in Pingyao's Old City 居住在老城区的不便之处



- Inadequate transportation generally referred to the lack of public transit (besides the golf carts used for shuttling tourists) in the old city, partly a result of pedestrianized streets
- Public facilities (schools, hospitals): the government has been moving public services out of the old city in anticipation for eventual removal of half the population to the new city in the next few years

Pingyao Residential Life 平遥居民生态



Children play near a passing golf cart used to transport tourists

载着游客的小车在玩耍的孩子们中间穿行：孩子们的人身安全得不到保障



Typical Pingyao courtyard
典型的平遥院子

Beijing: Residents' Views

北京居民的看法

- Importance of maintaining concentration of original Beijing residents in historic areas, too many outsiders (*waidiren*)
- Most elderly visit their grandchildren in apartments outside the old city who would never want to live in a *siheyuan*
- “The most important thing is to preserve the relationships among old Beijingers” -Hutong Resident

- 强调维持老北京人住在文化历史保护的四合院
- 外地人太多了
- 住在四合院的老年人说，“孙儿女们宁可去死也不要住在胡同”
- 胡同居民常说：“最重要的保护目标就是要维持老北京人之间的关系”

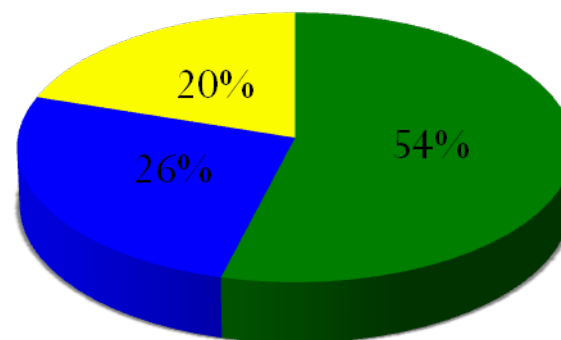
Beijing Residents' Concerns 北京居民的问题

•As compared to the results of the Pingyao survey, the concerns of Beijing residents are clearly different:

1. Transportation, the most-cited problem in Pingyao, was not cited as a concern for Beijingers, reflecting the proximity of most *hutongs* to arterial roads and bus lanes, and even subways in some areas
2. Beijingers are more aware of the poor quality of their living conditions, as they live in proximity to more modern housing
3. “too many stores” refers to a general concern among Beijingers that once quiet alleyways have seen an influx of commerce

Inconveniences of Living in Siheyuan

居住在四合院的不便之处



- Poor Living Conditions 生活水平很地
- Lack of Public Services 缺乏公用政务服务
- Too Many Stores 商店太多了

Beijing Hutong Life 北京胡同生态



Reconstruction, a common sight since the city began investing in repairing courtyard homes



Recycling



Soccer

Comparing Beijing and Pingyao

北京与平遥的对比

Similarities 相似

- In both cities, residents are keenly aware of the disparity in living conditions between old and new housing, but especially in Beijing
- In both cities, a stronger government effort to improve living conditions of courtyard homes (already partially underway in Beijing) would make them more attractive for a wider range of people
- Residents have not been engaged in government plans for preservation or cultural tourism, are generally ignorant about future plans, and thus have little interest or knowledge about preserving built heritage

Differences 差别

- Beijing's residents depend less on tourism than Pingyao residents, whose economic conditions have been greatly impacted by the arrival of tourists since 1997
- Pingyao residents are more aware of tourism's disruptions of their lives given that it plays a more prominent role in the city
- Beijing's hutongs are under more development pressure from high-real estate prices than Pingyao

Implications for Tourism Policy

研究结论对旅游政策的提示

- Tourism policy that ignores the interdependence of resident behavior and cultural preservation may lead to short term economic gains but may erode the very integrity of the cultural landscape
- 旅游政策固然能刺激短期经济增长，但如果它忽略了当地的居民需求和文化保护，长期来看只会破坏当地文化，弊大于利
- My study is a unique approach to Chinese urban planning research, incorporating residents' perspectives into planning processes that are often overlooked
- Site-specific tourism plans （针对各城市的特定旅游政策与保护规划）



City Type and Tourism Policy

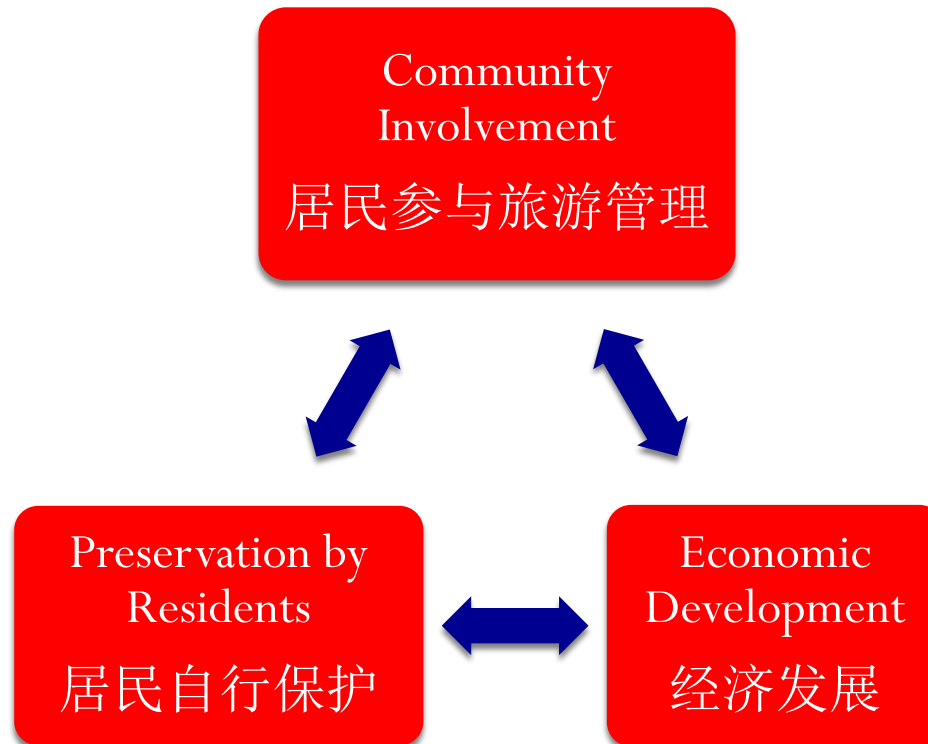
城市条件对旅游政策有什么影响？

Some Observations

- In a city dominated by tourism (Pingyao), tourism has more potential to swiftly grow economy but also disturb residents; tourism policy must address this; also, old city risks becoming museum city without services (ie: transportation)
- In a larger city, historic areas should be integrated with the city and upgraded, but more opportunities for residents (especially retirees) to participate in tourism as docents, volunteers, etc would increase local involvement in tourism
- 在一个“小城市”（例如：平遥）旅游刺激经济发展，但同时会干扰居民的生活，交通非常不便
- 在一个大城市（例如：北京）规划历史文化保护区使整个城市更加完整，退休人有机会参与到旅游业中，担当“社区志愿者 / 历史讲解员”

Holistic Model of Cultural Heritage Tourism

整体文化遗产旅游模型



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