

THE CULTURAL IMPACTS OF TOURISM INDUSTRY ON LOCAL COMMUNITY

Case: Southwest Coast Region in Tainan, Taiwan

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Thesis

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Tourism industry brings economic prosperity to rural region and cultural exchange happens while visiting one destination. In spite of economic and environmental impacts tourism industry can bring to a destination, this thesis project focused on the cultural impacts which tourism industry has brought to the local communities in Southwest coast region in Tainan, Taiwan. Another objective is to find out the existing and potential development of Southwest coast region. The other objective is to awaken the awareness of tourists and stakeholders to pay more attention on the cultural impacts on a destination.

The commissioner of this thesis is National Cheng Kung University Medical Service Club, which is a student club that belongs to College of Medicine of National Cheng Kung University in Tainan, Taiwan. The thesis provided general ideas and suggestions towards the cultural impacts of tourism industry in Southwest Coast Region in Tainan, Taiwan. The results brought new insights to the commissioner and help them to develop more services in the region.

A mixed method approach was utilised in this research and various qualitative and quantitative methods were used. Semi-structured interviews, a quantitative survey and both quantitative and qualitative content analysis were conducted during the research process.

The thesis results show that all the actors and elements should be considered equally while managing and planning for a destination. Reaching a balance between human beings, environment and economy was relevant to avoid conflict, loss of culture and damage to environment. Furthermore, everyone related to the region had the responsibility to protect the land and all the tangible and intangible assets of the destination.

Key words culture, cultural impact, local community, sustainable development, cultural protection, destination management, Taiwan tourism

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SYMBOLS AND ABBREVIATIONS

SWcoast Southwest Coast

NSA National Scenic Area Administration

DMO Destination Management Organization

NCKU National Cheng Kung University

MCS Medical Service Club

WTO World Trade Organization

1 INTRODUCTION

Tourism plays an important role in many regions in the whole world. From the economic perspective, tourism industry can affect many factors of the destination. Tourism is vital for the success of many economies around the world. There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. These jobs are not only a part of the tourism sector but may also include the agricultural sector, communication sector, health sector, and the educational sector. (Yehia 2019.) On the other hand, viewing the destination from the environmental perspective, paying attention to limited natural resources and having a sense of social responsibility for the society and culture of the host country affected by the industry is one of the important factors that promote the development of tourism. Generally speaking, when tourism and travel are properly planned and managed, they will provide the advantages of protecting culture and the environment, maintaining and equalizing non-economic interests within a certain range. (Asadzadeh & Mousavi 2017.) Both in international and domestic tourism industry, it is relevant to understand the tourism role in one destination to balance from economic, environment and cultural aspects to get along with the host destination.

The thesis process started with the author's voluntary work in Southwest coast region in Taiwan in August 2020. It is a destination well known for its aquacultural industry, and the tourism industry in the destination was strongly connected with the local industries. The author visited a lot of touristic attractions in the region, most of them were museums or National Scenic Area. The author joined the activity of Medical Service Club and visited some of the elderly people in Qigu District. The elderly people shared their working stories with the author, which were not mentioned in the museum. Nevertheless, the author thought these cultural stories were the significant resources of tourism industries and should be heard and inherited.

Historically, southern Taiwan has focused on agriculture and aquaculture industry. Qigu District has currently over 4000 hectares of land with over 6000

fish rearing pools devoted to aquaculture and fisheries, which is the largest of any districts in Taiwan. Aquaculture is the most important industry in Southwest Coast Region. (SWcoast NCA 2021.) Fisheries include land-based aquaculture and coastal aquaculture. SWcoast has a long history of aquaculture. Many locations are in fact, named after aquacultural ponds. (Qigu District Office 2014.) However, after years of economics and industries changing, some of the agriculture and aquaculture in southern Taiwan are no longer working anymore. Consequently, the job opportunities started to reduce, and the younger generation had to go to other cities or regions to seek for job opportunities. According to the statistics gathered by Department of Household Registration, in 2018, elderly population ratio in SWcoast was 19.1% comparing to 5.7% in 1978. It had led to aging society and economic recession in these regions. (Visualizing Health Data 2018.) On the other hand, tourism industry has been growing over the past decades, especially in the southern region of Taiwan. (Taiwan Trend Research 2019.) Nevertheless, tourists usually only visit the cities centres but not the villages in rural area, where there is also a need for tourism income. These villages in rural area usually had strong cultural background and customs needed to be remembered.

The objective of this thesis project is to find out the cultural impacts which tourism industry has brought to the local community in Southwest Coast Region and the key results are to find out the existing and potential tourism development in tourism. The cultural impacts include multiple aspects and each of them deserved to be discussed. In order to find out the relevant information and research, the thesis process are conducted by multiple research methods and literature analysis. Furthermore, another objective of this thesis project is to awaken the awareness of domestic tourism industry and the relation with local community.

Social responsibility is an ethical theory in which individuals are accountable for fulfilling their civic duty. There must be a balance between economic growth and the welfare of society and the environment. (Pachamama Alliance 2021.)

The thesis theory focuses on cultural impacts; therefore, the thesis theories are emphasized on the cultural aspects including language perspectives, lifestyle perspectives, historical perspectives, professional and working experiences and

possibly religious perspectives. The research methods included literature review and analysis, semi-structured interviews to the related stakeholders and customer journey survey to the experienced tourists who had visited the destination regarding to the existing tourist attractions and the atmosphere in the local community.

The commissioner is Medical Service Club of National Cheng Kung University (NCKU MSC). It is an organization located in Tainan city. The organization had been organizing events in Qigu District for over eight years. Their mission is to give out medical education to elderly people who live in rural area and are lacking medical resources. After years of effort, most of the elderly people in the region have very good medical knowledge which can take good care of themselves. The commissioner starts to think about the deeper aspects of how can the knowledge of these elderly people be seen and inherited? When these people who have knowledge of special industries grow older and even pass away, the culture would at the same time disappear with them. Tourism industry is one of the fields which was relevant in this topic because there are many tourists coming to visit the region every year, however, there is only a limited number of tours, which has led to the result that the cultural aspects of the aquacultural villages could not be seen. (Medical Service Club 2021.)

2 TOURISM AND SOUTHWEST COAST REGION IN TAINAN

2.1 Defining Southwest Coast Region

Southwest Coast National Scenic Area covers parts of Yunlin County, Chiayi County, and Tainan City. The national scenic area lies in the Chianan Plain, covering eight administrative areas of Sihou and Hukou in Yunlin, Dongshi and Budai in Chiayi, and Beimen, Jiangjun, Qigu, and Annan in Tainan. When the Chinese pioneers first came to the land of Taiwan, SWcoast was the place where they settled. The nutrient-rich sediment deposited by the rivers, the rise of the salt industry, and the development of tidal flats left the area with rich agricultural and fishery resources, creating the image of a coastal homeland of farming and fishing. Southwest Coast National Scenic Area was the earliest place in Taiwan to be developed when the ancient people came to the island. The sedimentary nutrients brought by the rivers, the rise and fall of the salt industry, and the development of new lands in Haipu have enriched coastal agricultural and fishery resources, creating a coastal impression of "the village of agriculture and fishery". (SWcoast NCA 2021.)

SWcoast has a very long coastline and has special coastal and wetland landscapes such as dunes, sandbars, lagoons, estuaries, so it breeds extremely rich and diverse shoal wetland ecological species such as fish, shrimp, shellfish, sandpipers, plovers, and herons. In addition, this area was developed earlier by the Han Chinese who came to Taiwan. As a result, related industries such as salt production, aquaculture, and fishing have flourished, and many cultural monuments with deep historical value have been preserved. (Travel Tainan 2021.)

Due to the geographical factors, the accessibility of visiting SWcoast Region in Tainan is rather difficult than visiting the city centers. However, tourists could arrive there by car or taking buses.

2.2 History Aspects of Southwest Region

Salt production was first introduced to Taiwan by Chen Yung-Hua. It was found that the southwest coast of Taiwan, especially around what is now northern Tainan City and southern Chiayi County, was perfect for the construction of salt fields. The author learnt from a local resident during her voluntary work that in the beginning, every salt field was owned and operated by individual families. They recruited other people to help out with their salt businesses. As the population increased, the salt fields expanded to meet the local demands. Beimen region of Tainan, including Jingzijiao Salt Field and Budai region of Chiayi were the largest salt fields at that time.

Salt industry in Taiwan started to develop more in 1726 when the empire announced the law of the salt industry. The salt industry grew prosperously in 1899 when there was the need from Japanese government in both civil and industrial. The Japanese government encouraged the salt workers to fix the salt fields and explore new salt fields. During this time, local salt makers became company laborers. Qigu in Tainan became the biggest salt fields in Taiwan. Some of the new salt fields were built at Anping, Lukang, Budai, and Wushulin. After World War II, the salt industry grew a lot along with the economics growing. The salt workers were focusing on the quality management and improvement. After the Japanese lost World War II and left Taiwan, Republic of China government established Taiwan Salt Works and took over salt production in Taiwan. Salt production was mechanized, but it did not go well. The salt fields began to close. In 2002, when Taiwan joined WTO, cheap imported salt came a lot into Taiwan, and it was the final station for local salt production. Taiwan Salt Works was privatized one year later. Afterall, Taiyen Biotech Company Co. took over what was left of the salt industry in Taiwan and still makes salt-based products in the area nowadays. (Chen 2021.)

2.3 Tourism Industry in Tainan

The thesis chose SWcoast Region in Tainan as the destination because first, the commissioner is based in Tainan. Second, Tainan had been one of the biggest tourism cities in the southern Taiwan. Tainan, famous for its history, Tainan offers elegant manifestations of a long and varied history, from brooding temples through canalside cafes to art deco. The southwest coast also lays claim to a beautiful national park that is habitat for the endangered black-faced spoonbill (LonelyPlanet 2021). Tainan is famous for various kinds of tourism industry, both natural and cultural. Tainan has been the most popular tourism city in Taiwan for domestic travellers in 2020. According to the statistics made by Tourism Bureau of Tainan City Government, there are 10 million people visiting Tainan in 2020 and brought 5.6 billion NTD of income only calculating the tickets sells. (Tourism Bureau of Tainan City Government 2021.)

Tainan is the ancient capital of Taiwan, it is situated on the southwestern coastal plains of Taiwan and the climate is warm all year round. Tainan enjoys more hours of sunshine per day than any other place in Taiwan and has an average temperature of 24.1 degree. (Tourism Bureau 2021a.)

In 1661, the Ming loyalist Cheng Cheng-Kung drove the Dutch from Taiwan and established his administration in Tainan. After the Qing pacification of Taiwan in 1683, the Taiwan Prefectural Capital was established in Tainan. In 1885, Taiwan became a province and Tainan's position changed to that of Tainan Prefectural Capital. Tainan remained the political, economic and cultural center of Taiwan up to the late nineteenth century. As a result, Tainan is home to many famous historic sites from different times. It also is the city with the longest history and earliest cultural roots in Taiwan. (Tourism Bureau 2021b.)

Despite of the historical and cultural attractions, Tainan is also famous for its amazing natural landscape and the well-known agricultural and aquacultural industries. Tourists also come for its famous cuisine culture. Elderly Scholar of Taiwanese Literature, Shi-Tao Ye has said, "Tainan is the very place where people could realize dreams, strive for success, fall in love and marry to significant others, and then lead a comfortable and pleasant life."

It is very difficult to list the top list or a must do list in Tainan because there are too many places to visit and a lot of things to do. There are 16 outsourcing historical sites and 20 self-operated historical sites in Tainan City according to Cultural Affairs Bureau of Tainan City Government. (Cultural Affairs Bureau Tainan City Government 2018.) Many international tourists come to visit Tainan for its rich historical and cultural attractions and the stunning landscape views. On the other hand, Taiwanese language is used more than Mandarin in Tainan. Especially in the rural area, most of the elderly even do not speak or understand Mandarin.

2.4 Tourism Industry in Southwest Coast Region in Tainan

2.4.1 Attractions Related to Salt Production

To introduce the tourist attractions in SWcoast Region, some of the districts are famous for its industrial tourism, which is salt production. The author learned from her visit to the local resident that after salt production had privatized, many workers lost their jobs and most of the salt fields closed at the time. Tourism industry was one way to help those employees and to preserve the long industrial history.

First, in Qigu District, the most famous tourist attraction in the region is Qigu salt mountain (Figure 1). The Qigu salt field was one of the largest salt fields. It supplied salt for domestic agricultural and industrial sector. Qigu Salt Mountain is approximately six stories tall, stacked with tons of salt and look spectacularly white. People can climb up to top on the mountain and enjoy the neighborhood view up there. Taiyen has infused the salt industry's history, culture and creative and health concepts to present the diverse development of the salt industry. With unique salt theme tourist attractions such as the salt mountain's main peak, salt sculpture exhibition hall, solar salt experience area, salt house, antique machinery exhibition area and road train etc., the educational entertainment activities have transformed the park into a renowned sightseeing destination among international and domestic travellers. With the special theme and variety activities, Qigu Salt Mountain had made it to the top 10 tourist attraction in Tainan Region in 2019. (SWcoast NCA 2020.)



Figure 1. Qigu Salt Mountain (Lo 2020)

Second, Taiwan Salt Museum is situated right next to Qigu Salt Mountain. “The pyramid-shaped Taiwan Salt Museum has stellar displays on Taiwan’s 300-plus years of saltwater-evaporation salt production, and on salt harvesting around the world.” said Rick Charette. (Charette 2015a.) The museum was the first “salt” theme museum in Taiwan, established in 2005. Inside, there is a realistic salt field diorama as well as the most complete collection of books and cultural relics related to the salt industry in Taiwan. We could also learn what the salt industry is like around the world by visiting the "Salt Mine in Poland" and the "Well-Salt in Sichuan" exhibits. Tourists could also find daily life salt products and enjoy a cup of salt coffee in the museum. However, unlike the salt mountain next door, Taiwan Salt Museum had only 37 thousand incomes of tourists in 2019. It is not as famous as the salt mountain but known more as a place related to academic research. (Tourism Bureau 2019.)

Third, Beimen District is famous for the sunset and the landscape which attracted thousands of domestic and international tourists every day. “Jingzaijiao Tile-paved Salt Fields, the oldest salt fields still existing in Taiwan, set up in 1818. These were a good example of how the bottom of evaporation ponds were paved

with pottery shards, producing cleaner salt and making harvesting easier. Demonstration workers show you how everything is done.” (Charette 2015b.) The site was later obtained by Taiwan Salt Company and was redesigned in 1952 to become the only central-style tile-paved salt field in Taiwan (Yang 2017). Next to the salt field is the tourist service center of SWcoast region, people could find variety of salt products and salt industry introductions inside. It was also known as the photographer heaven, attracting many photographers waiting for the perfect sunset shot next to the salt fields (Figure 2). The attraction is not so easy to access because of the geographical factors, it is situated in the middle of two cities. Therefore, going by a public transportation usually took quite a long time to arrive. Nevertheless, the sum number of tourists of Jingzaijiao Tile-paved Salt Fields and tourist service center still reached a good number and were only slightly less than Qigu Salt Mountain. The story of Jingzaijiao, “The White Time - Jingzaijiao Community’s Culture Revival”, was selected to be the 2021 TOP 100 Good Practice Story of Green Destinations. (SWcoast NCA 2021).



Figure 2. Sunset at Jingzaijiao (Lo 2021)

2.4.2 Cultural and Religious Festivals

Cultural events and religious festivals are important assets not only in southwest coast region but the whole country. Nankunshen Daitian Temple, one of the oldest and most important temples in Taiwan, was first built in 1660s. As Taiwan's first Wangye temple, Nankunshen Temple has played a major role in the spread of Wangye worship throughout the island. When worshippers wish to build a new temple to the deities, the god effigies of the new temple must first be consecrated in an established temple, where the spirit and power of the god are imparted to the new effigy. Nowadays, there are more than 21000 Wangye altars in Taiwan. (Tainan City Government 2018.) Religion is an ancient and lively concept, including the traditional living religions and beliefs of primitive society, and the emergence of new religions movements. It is also considered a secular alternative to religion. (Morpeth & Raj 2007, 2.)

Kunshen Wangye's Salt for Peace Festival was a series of activities held annually between October and November, combining the salt industry and worship of the local deity. Wangye Nankunshen Daitian Temple, held a blessing ceremony that featured a traditional temple performance troupe and invited thousands of people to experience how salt was transported in the earlier days by carrying salt on the shoulders. The festival was a combination of religious events and tourism industry. The event included theme related competition, exhibition of local souvenirs, artist performance and bilingual guided tour. Most of the related stakeholders would be invited to the festivals. During the festival, a limited number of "PingAn (Peace) Salt Charms" were given to locals and visitors. The small and exquisite salt charms had different patterns each year; not only could they keep safe, but they were also worth collecting. The temple attracted more than 9 million tourists per year, which had been the most popular attraction in Tainan. (SWcoast NCA 2021.)

As aquacultural industry (Figure 3) is one of the most significant industries in SWcoast region, the government and stakeholders created a related event which took place in Qigu every year between July and August. Festivals could be seen as a strategy to achieve economic development through connecting to tourism, as a means to enhance the life of local people, and as a way to reinforce social

cohesion within communities (Lee 2014, 114). Festivals were often perceived as creating closer social networks and connecting local populations (Taks, Chalip & Green 2015, 3). Festivals could also be used to deliver political messages to audiences (Mair & Whitford 2013, 15). Festivals could be a way to connect the community and the outside world, it is as well a way to improve the local tourism industry. Qigu Seafood Festival, with the characteristics of the local agriculture and fisheries, the festival combined traditional fishing village culture with tourism. Tourists could harvest hard clams, visit the lagoons, go to the fish market, enjoy music and the sea breeze, or taste Qigu's exclusive seafood delicacies. Qigu Seafood Festival is a family-oriented event, attracted more than thousands of tourists attending the event. The scene of thousands of people harvesting hard clams is something not to be missed each year. Every year, the activity of harvesting hard clams was full of people even after the Covid-19 pandemic. It showed the attractiveness of the local industry, and the tourists would like to experience the industry themselves. (Lin 2021.)



Figure 3. Sunset Next to Fish Pond (Lo 2020)

2.4.3 Aqua Cultural Industries and Related Experiences

The American author, Henry Miller has once said, "One's destination is never a place, but a new way of seeing things." The essence of tourism in today's world is the development and delivery of travel and visitation experiences to a range of individuals and groups who wish to see, understand, and experience the nature of different destinations and the way people live, work, and enjoy life in those destinations (Ritchie, Tung & Ritchie 2011). SWcoast region offered people an opportunity to experience the lifestyles of farmers and the fishermen. These experiences included taking a raft to harvest fresh oysters, oyster farming in Qigu lagoons and experience the work habits and arduous labors of farmers and fishermen. The experience could help the visitors to learn about the relationship between the land and how the food they ate come from. Furthermore, the rich and long-standing culture of sun-dried salt in Taiwan originated on the Southwest Coast. The people who engaged in salt production over its 338-year history not only played a crucial role in the historical narrative of the salt industry but also left the area with the relics that give the coastal area its deep background coloring of white. Its rich salt-industry culture and engrossing history give the Southwest Coast a powerful allure for tourists, both domestic and foreign. (SWcoast NCA 2021.)

Tainan Salt Pan Eco-village located in Annan District (Figure 4), was one of the old villages in Tainan, it was located in the middle of many salt fields. Tainan Salt Pan Eco-village was preserved well compared to the other salt fields, even the salt workers dorm, and the whole working community were kept there. Tourists could see salt workers piling salts and they can experience salt piling themselves. In the community, there are guides who will guide the tourists through the community and explain their lives to the tourists. The tourists will see some statues in the village which were built in the 1660s. The salt workers will teach the tourists how to pile up the salt. However, lacking of promotion and inconvenience of accessibility, the village was never popular.



Figure 4. Tainan Salt Pan Eco-village (Lo 2021)

On the other hand, there is another place which is more known by the visitors where they can also experience piling salts and picking salts. Jingzaijiao Tile-Paved Salt Fields, the first and the oldest salt field in Beimen District, with nearly two centuries of history. The tile-paved salt field formed by tiles that are about 6 mm thick is a beautiful artwork. In order to pass down the legacy of the salt-making industry and culture, the salt field has been restored. This enables the special scene of “Jingzaijiao” salt fields to remain on the coast of the Beimen Yonghua Village. It has become the most special tourist salt fields in the Southwest Coast National Scenic Area. It allows people to revisit the shared memories of the residents, and tourists can make their own salt using the traditional method, experiencing the fun of traditional salt drying, picking and harvesting while learning about the history of Taiwanese salt making in detail. It is a location for an in-depth family tour. (SWcoast NCA 2021.)

2.5 Relevant Stakeholders in Southwest Coast Region

Tourism industry had been prosperous growing in SWcoast region in the past ten years, the impact tourism industries had brought to the region is huge, the region had a lot to share with the tourists, include historical sites, cultural attractions, natural landscape views and religious events.

Travel Tainan, which is operated by Tourism Bureau of Tainan City Government, is the main destination management organization of Tainan region. Their goal is to conduct tourism information of Tainan region and promote tourism industries to domestic and international travellers. It offers all the information related to Tainan tourism, including events, traffic and tourist info. (Travel Tainan 2021.)

Southwest coast National Scenic Area Administration is an official tourism administration belongs to Tourism Bureau, Ministry of Transportation and Communications of Taiwan. It is responsible for hospitality and tourism related affairs in Southwest coast region in Yunlin, Chiayi and Tainan. The mission is to integrate the resources in the region and bring their best to the customers. They are also responsible to organize public hearings for local residents and stakeholders when there is new happenings or new infrastructure. Their goal is to show what southwest coast region has to the tourists and to maintain and preserve the region and reach the goal of sustainability travelling. There are four tourist centres in the region belongs to the administration, and they offer professional guiding and explanations of the region. Furthermore, there are four "info station", which is a tourist information station set up by the Tourism Bureau of the Ministry of Transport in cooperation with local friendly shops. (SWcoast NCA 2021.)

Qigu Tourist Centre and Beimen Tourist Centre belong to Southwest coast National Scenic Area Administration, and they are responsible to integrate the information include tourism and recreation, accommodation and local restaurants and cuisine. There are volunteer guides in the tourist centre who can offer guiding experience for the tourists. (Qigu Tourist Centre 2021.)

There are several companies in Qigu lagoon. They guide the visitors through the lagoon on a boat and introduce the oyster and milky fish industries. Besides, they

will land on a sandbar where there is nobody living. The guide will introduce the environment and talk about the creatures there. After all, the tourists can enjoy an unlimited oyster bbq at the harbour. These companies include Long Shan Hao, Long Hai Hao, Yong Shun Hao, Guo Tai Hao, Rwei Sing Hao, Shun Fong Hao, Hai Yang Hao and Tai Jiang Hao. They all located in Qigu in different harbours.

Taiyen Biotech Company is the stakeholder of Qigu Salt Mountain, which is the most popular destination in Qigu District. They believed that the history of salt industry reflected the history of Taiwan. The attraction is a recreational area that combines history, industry, culture, art and ecology. They offer tourists variety of activities include climbing salt mountain, salt exhibition salt drying experience area to let their customers experience the beauty of salt fields.

KKday and Klook are the two DMCs that cooperated with Travel Tainan regarding to the tours which are more difficult to reach by public transportation. Most of the domestic travellers travel to Tainan individually but not with tour operators.

The Bureau of Cultural Heritage is responsible for preserving and restoring historic buildings, sites, communities, relics and cultural landscapes, as well as conserving Taiwan's traditional arts, folk culture, and other cultural legacies. It designates, lists and plans the preservation of all aspects of Taiwan's national cultural heritage, such as historic sites and important ancient objects. It also leads investigation and research into both tangible and intangible cultural assets. The Bureau also operates a cultural heritage preservation research center in the southern city of Tainan, which has a restoration research room, a laboratory, a library and several study rooms. The center is located in the same building as the National Museum of Taiwan Literature. The Bureau aims to improve preservation and restoration techniques in Taiwan by developing necessary technology, equipment and expertise. An additional objective is to integrate relevant research results and turn them into digital content for broader use. (Bureau of Cultural Heritage 2021.)

2.6 Comparison Southwest Coast Region With Similar Destination

2.6.1 Number of Tourists of Similar Destination

The author chooses two similar destinations in Taiwan to compare with southwest coast region in Tainan. The purpose is to assess the competitiveness and cultural preservation of the three destinations. The destinations were all under similar geographical factors that they are all seaside destination. These three destinations were chosen because they were under similar condition and had same tourist offers. (See Maravić, Gračan & Zadel 2015, 120.)

The first destination is Kenting, Pingtung. Kenting National Park is situated on the Hengchun peninsula, stretching over Chechen rural township, Hengchun township and Manjhou Rural Township, Pingdong County. It is the first national park in Taiwan. It has gorgeous terrains and landscapes. The flourishing and well-structured plant communities provide ideal habitats for animals. Besides the rich natural scenic resources, 70 prehistoric sites have been discovered, and the Kenting and Eluanbi prehistoric sites are the most representative. Kenting National Park is famous for its water activities and the warm weather all year round. (Construction and Planning Agency 2020.)

The second destination is East Coast National Scenic Area, Taitung. The East Coast region was formed by the movement of the plates along with sea erosion and rivers that flow down steep hills and through deep valleys and terraces. Archaeologists had discovered prehistoric culture on East Coast emerged about 50,000 years ago, and it is also the living place of many indigenous people. The diversity of ethnic groups is the most interesting human trait on the East Coast. There are Amis People, Kavalan People and Sakiazya People. There are about 35,000 living within the East Coast National Scenic Area, and they are divided into 50 tribal communities. They form the majority of the residents of the East Coast National Scenic Area. Many tourists visit here for the stunning landscape and the unique indigenous culture. (East Coast National Scenic Area 2021.)

The comparison between the three destinations were documented (Figure 5). East Coast National Scenic Area had the highest visits even though it had not so good accessibility in the Eastern Taiwan, people enjoy traveling there for the

nature and different landscape. The indigenous culture is also one of the main attractiveness of the destination. Kenting National Park is famous for its nature landscape and variety of water activities while southwest coast national scenic area got most of their visits from religious events and salt fields scenery.

The similarity between the three destinations were the accessibility, all of them were not easy to access by either public transportation or far from the main high-speed way. Nevertheless, the three destinations had unique landscape and either special industries or indigenous culture, which made the destinations attractive and worth of visit. The different things were that Kenting had a lot of activities and shops, it was a lively town whenever there were tourists. In contrast, Southwest Coast National Scenic Area and East Coast National Scenic Area were more quiet destinations. (Tourism Bureau 2021.)

1

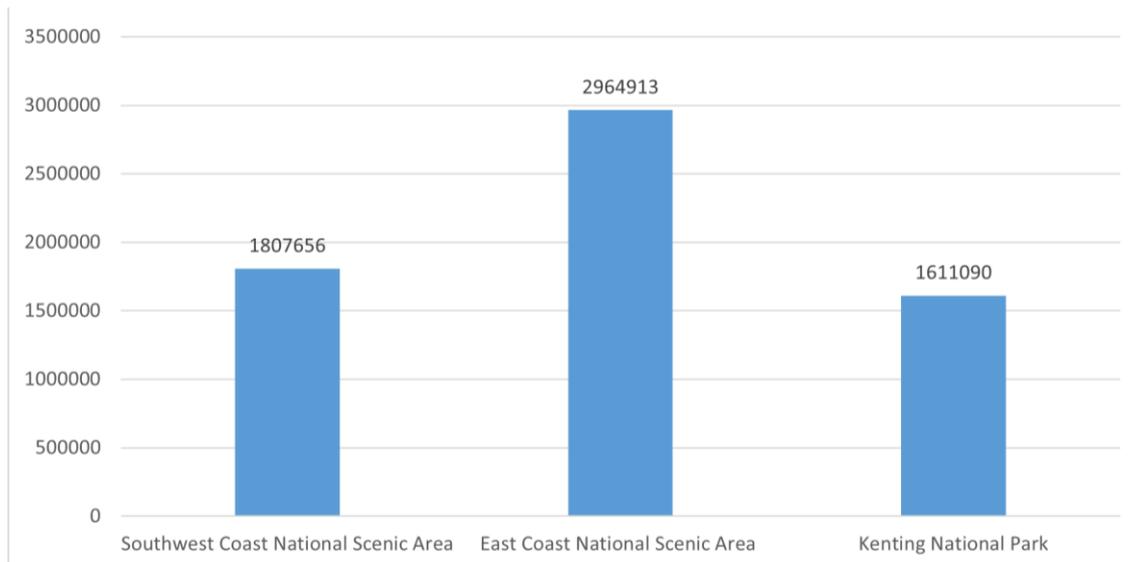


Figure 5. Visitor Statistics In Three Destinations In 2020 (Tourism Bureau 2021)

2.6.2 Local Culture Preservation

In East Coast National Scenic Area, ancient people came to Taiwan from different places, at different times, and from different environments to build their own lives here. They have maintained and developed their own cultures. After long-term research, archaeologists have discovered that prehistoric culture on East Coast emerged about 50,000 years ago and continued to develop until 200 to 300 years

ago. Each stage of development has left a large number of different sites. These discoveries have left anthropologists with a rich base of research data for Taiwan's prehistoric cultures. According to their different ages and natures, the cultures can be divided into several categories: Changbin Culture, Jomon Pottery Culture, Kirin, Beinan Culture and Ami Culture. These cultures were cherished and been displayed in the museum, they were also included in the education system. Talking about indigenous culture, in recent years, with the rise of racial awareness, a younger generation of artists have gone back to the coast and rebuilt the beauty of their tradition. Although many of the traditions and rituals have been simplified over time, the singing and dancing still flows with the unique cultural characteristics of the indigenous people, passed down from generation to generation. In some of the Universities, the language of the tribes were taught in the lecture so that the culture were able to pass down. (East Coast National Scenic Area 2021.)

As well as being a natural preservation site, Kenting National Park also serves as a cultural heritage site, with the Eluanbi Lighthouse being one of the most prominent and most visited landmarks. The lighthouse has served battles over the last century and has also been nicknamed "The Light of East Asia" due to the intensity of its beam. The Nanrenshan Stone Slab Houses are also worth a visit; although built over 700 years ago, the houses are well preserved, despite being closely located to the sea (Klook 2021.) The marketing of Kenting National Park had been great successful, every Taiwanese had been to Kenting at least once in a lifetime. During the education tour, Kenting is the place where the schools will bring the students to visit. Kenting was also known as the best place to do water activities in Taiwan with the advantage of the warm weather. The marketing is definitely which Southwest Coast National Scenic Area could learn from.

2.7 Understanding Southwest Coast Region and Industry Relations

According to the statistics made by the city government of Tainan, the main tourist attractions were visited by approximately 22 million visitors in 2019, including both ticket sells and without. Additionally, about 1 million visitors visited the tourist attraction in southwest coast region. (Tainan City Government 2020.)

The author has lived in the city of Tainan and done volunteer work in the southwest coast region. The author has also been to many of the main tourist attraction several times. According to the observation, most of the tourists visit the region within one day and they only been to the main tourist attraction, only very few tourists actually visit the villages. The vendors in the village maintain their business by selling products to the locals. The temple is the place where the locals and the tourists both been to. It is not a tourist attraction, however, due to the religious factors, some tourists are used to visit the local temple to show their respect to the local and to worship.

The oyster industry and fishing industry are nowadays which the residents' main industries in the southwest coast area. These are the traditional industries and full of cultural aspect, however, they are eventually vanishing due to the reason that they are very difficult job with low salary, most of the young generation would rather choose to search for better job opportunity in other cities. From the locals' perspective, it is important that the tourists come to their village and understand their culture and the traditional industry. When the tourists do so, the job opportunity will be created, and the young generation would be more willing to stay in these traditional villages. "This plan is a potential solution for young indigenous people returning home for work and for those who have not adapted well to city life," indicated the premier. (Executive Yuan 2014.) On the other hand, there will also be more economics flow into the village. From the tourist perspective, more and more people would like to experience in depth tourism nowadays. They are looking for the experience which they can understand the culture background, to improve themselves and to fulfil the sustainable factors. Authenticity is what recent people had been looking for and want to experience (Essence Travel 2021.) As a result, to explore the region, it is relevant to understand the background story of the region, not only visiting the tourist attraction. Above is the reason why the author thinks there is a potential development in the southwest coast region.

When the author visited the residents in Qigu District, who were the salt workers before retirement, they shared the story of their work decades ago. The residents can be separated into two groups, first are those who own the field and rent their it to the salt workers, they are usually in good economics situation and

maintaining good health condition. The other group are the workers who did not own the field and had been working for either their owner or the government. After the government took back the field in 2002, most of them were forced to retire or change the working industry. These residents are usually in worse economics condition. Nevertheless, they are the residents who had been through the time changes and had rich cultural background behind. It would be a pity if the history and stories were gone with these residents. Nowadays, these residents are getting older and soon there will be nobody remembering these stories related to salt industries. The salt fields and religious events were preserved by the law (Cultural Heritage Preservation Act), but hopefully in the future the intangible assets such as the knowledge of these residents would be protected as well.

3 CULTURAL IMPACTS OF TOURISM

3.1 Defining Cultural Assets

According to the National Cultural Heritage Database Management System (2021), cultural assets show the historical memory of the land and the residents. It is not only an important link to construct the national cultural subjectivity, but also demonstrates the diversity and uniqueness of Taiwanese culture by inheriting the core values of intangible traditional culture. Cultural assets are divided into 14 categories: "tangible cultural assets" and "intangible cultural assets". The cultural assets could be divided into two categories as Figure 6 shows.

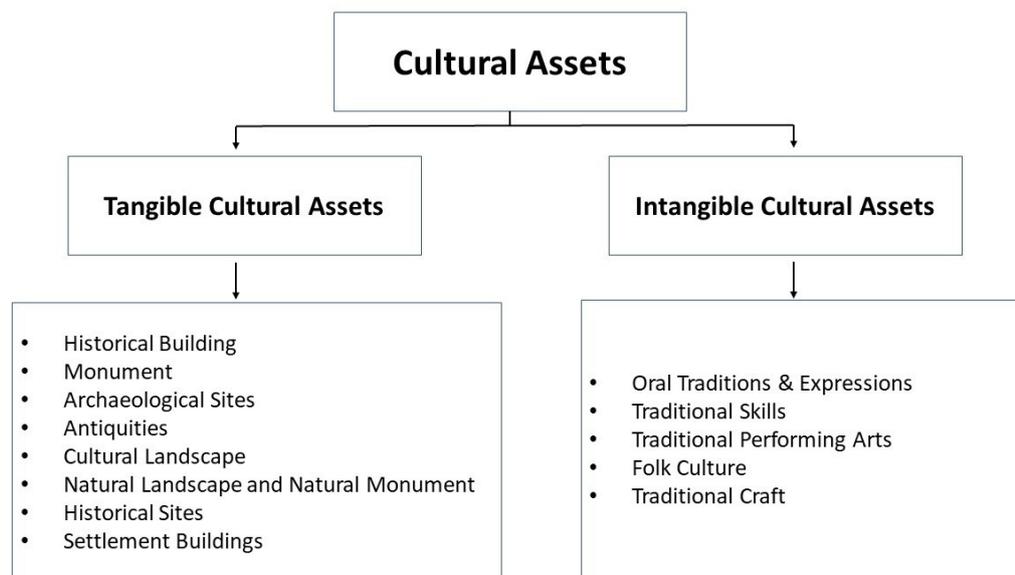


Figure 6. Classification of Cultural Assets (National Cultural Heritage Database Management System 2021)

“Tangible Cultural Heritage” refers to physical artefacts produced, maintained and transmitted intergenerationally in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society. “Intangible Cultural Heritage” indicates the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and

cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their Cultural Heritage (UNESCO 2003.)

Culture represents all the aspects of living that is closely connected to each other. Cultural heritages are inheritable, knowledgeable, and valuable so that human beings are willing to approve, advocate, and preserve these treasures, and only changes in natural environment, societies and economy can make them fade away (Tainan Municipal Administration of Culture Heritage 2021a.) Cultural assets cover a wide range of properties, including monuments, historical architectures, relics, cultural landscapes, antiques, folk items, traditional arts and its preservationist while, in general, industrial heritages, cultural routes, underwater cultural heritages, library documents, and oral literature are included as well (Cultural Heritage Preservation Act /2016 1:3 §). The research shows that knowing that conflicts all over the world resulted from divergence among people, the United Nations states that every kind of lifestyle, custom, and culture should be well preserved to help humankind understand and respect one another. As a result, conservation of cultural assets is to protect human rights and to pursue sustainable development (Tainan Municipal Administration of Culture Heritage 2021b.)

People of every cultural background should have the right to choose the way they want to live. To discuss the topic using the concept of "cultural diversity", the preservation of a culture is not only the task of the cultural group, but the task of all the human beings' obligation: because every culture is shared by the world, just as every living is shared by the nature, there is no difference between the advantages and disadvantages of all things being equal. Although intangible cultural assets do not need to face the conflict of land development, they can still easily disappear unknowingly due to any changes in life caused by social changes, such as the languages and cultures of ethnic minorities in various countries, traditional lacquer art of Han people, brick carvings, and jade carvings, construction methods, ceremonies and performances of various ethnic groups, etc. Things that cannot be seen directly by the naked eye has often been ignored. Therefore, to preserve intangible cultural assets, we need more people to actively invest in the activities so that there is more opportunity to return to contemporary

society in a different meaning and reduce the danger of disappearing, and to maintain the diversity of world cultural assets. (Bank of Culture 2015.)

In the past, resources were mostly spent on maintenance and management of tangible objects and promised to triple the budget allocated for intangible cultural assets next year while doubling resources to help pass down traditional arts. In 2018, Taiwan's Ministry of Culture pledged increased resources for the preservation of the country's traditional glove puppetry, as the art struggles to survive with limited support from the public sector. Plans include to ensure the skills of "living national treasures" are preserved and to provide incentives in collaboration with private cultural groups to train would be successors of the masters in various fields. The Ministry of Culture will also join hands with Ministry of Education to place more emphasis on culture courses and experience programs, for example boosting exposure to cultural performances for students, seeking to promote the endangered traditions and cultures among youngsters (Huang 2018.)

3.2 Cultural Impacts and Tourism Industry

In most of the regions, culture is a strongly form in tourism products in promotion. Besides the original natural assets, such as sea, beaches or mountains, which were traditionally in the destination and attracting tourists. Many destinations are trying to increase their comparative advantages by adding to their stock of cultural attractions.

Cultural tourism is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations. Cultural and tourism are linked because of their growth potential and obvious synergies. In the competitiveness growing tourism market and under globalization, many regions are developing their tangible and intangible cultural assets to increase comparative advantages. In order to become a stronger destination, the communities have stopped comparing with each other but changed their way to cooperating with each other while partnership is essential. The new policies are more likely to bring public-private stakeholders together to develop new cultural products. It is not only a way to attract visitors but also to promote the destination as a place to live, work and invest in. (Richards 2008, 10,11.)

It was stated in the early Policy Study Institute study of the arts that it is self-evident that the arts and tourism enjoy a complementary relationship. The arts create attractions for tourism and tourism supplies extra audiences for the arts. The arts were widely defined to include, amongst others, museums, art galleries, heritage centres, theatre and music (Myerscough 1988, 80.) The same theory can apply to the creativity industries and products which has related with tourism. Special cultural industries create attractions for tourism and tourism supplies income flow for the industries. They are beneficial to each other.

The relationship between culture and tourism can strengthen the mutual beneficial aspects between each other, to analyse, reviewing national and regional experiences and practices, examines the development of tourism production and distribution processes, identifies factors of success or failure and examines the role of public policies in this area is relevant. (Richards 2008, 17.)

The Global Sustainable Tourism Criteria (2021) is the result of a worldwide effort to develop a common language about sustainability in tourism. Focusing on social and environmental responsibility, as well as the positive and negative economic and cultural impacts of tourism, the criteria are organized into four subjects: sustainable management, socio-economic impacts, cultural impacts and environmental impacts including consumption of resources, reducing pollution, and conserving biodiversity and landscapes.

Since the thesis topic was focus on the cultural impact of tourism industry brought to the local community, research on this field will be needed. Sociocultural impacts are the “human impacts” of the tourism industry, changes in the quality of residents’ daily life at the tourist destinations and cultural impacts related to transformations in traditional values, norms, and identities arising from tourism. (Glasson, Godfrey & Goodey 1995.) Socio-cultural impact includes aspects such as language, religious beliefs, traditions, customs, lifestyles, behavioural patterns; dress codes; sense of time, budgeting, and attitudes towards strangers. These differences can range from minor from domestic to international tourism. (Future Learn 2021.) Social impacts are the term which describes the changes in the quality of life of the local residents of tourism destinations with interactions between tourists and the local residents lying at its heart. Changes that affect individuals’ surroundings owing to influxes of tourists constitute cultural impacts. The enormous range of impacts include arts and crafts through to the fundamental behaviour and beliefs of individuals and collective groups. (Sharpley 2008; Sharpley & Telfer 2014.)

Similarly, “cultural tourists” have been regarded favourably as, for instance, being typically well educated, affluent and broadly travelled, and they generally represent a highly desirable type of upscale visitor (Holcomb 1999, 64). Nevertheless, defining tourists into cultural tourists might cause confusion when the actual reason they visited were unknown (Hughes 2000). Cultural tourism is applied to a wide range of activities and also visitors to cultural attractions are often labelled as cultural tourists, regardless of their motivations (Richards 1999, 16). Therefore, the intension is not to examine more theoretical and conceptual aspects of the meaning of cultural tourism and the arguments, but to clarify the

practical analysis of tourism where cultural visits occur and to contribute to methodology and technical definitions.

To differ what different destinations has to offer, it is relevant to observe both tangible factors, such as accessibility, standards of living, and intangible factors, including atmosphere of the place, quality of life. In analysing the impact, Porter's (1990) "diamond" features are often used. The main drivers of competitiveness: factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry. For tourism, the factor conditions have traditionally been most important for destination attractiveness, both in terms of "inherited factors", which include natural resources such as beaches, climate, etc, and "created factors", such as cultural attractions, events, etc. But increasingly, destinations have to mobilise all their factor conditions more effectively through industry restructuring, product innovation and marketing in order to compete. (Richards 2008, 27–28.)

Zaei (2013) divided the sociocultural impacts of tourism into seven aspects, including the improvement of local facilities and infrastructure, the availability of more events, the conservation of the local cultural heritage, a decrease in the movement of people from rural areas to urban areas, and an increase in youth exchange programmers.

3.3 Advantages of Cultural Impacts on Tourism Industry

While there is the acknowledgement of the need to protect the tangible and intangible cultural heritage, at the same time there is a desire to make it viable and revitalise it. This could be seen as a way of making a site or culture come alive and not be a museum or it could be interpreted as a way of economically exploiting the site or culture while trying to maintain its unique characteristics. (Caust & Vecco 2017, 1.)

To discuss the advantages of cultural impact which tourism industries has brought to the local community, the article written by Caust and Vecco (2017) explained, first, in some destination there is the problem of losing popularity, especially young adults ageing from 15-64 years old. Most of the residents left in the communities are people who age above 65 years old, which led to the aging society. Developing cultural tourism in the community as a destination could produce new job opportunity for either local residents or young workers from outside. In order to preserve the complete culture and keep the local young residents to stay in their hometown, the case in Angkor Wat, Cambodia has something to learn. One measure that is generally effective, is the insistence that groups can only visit the site with an official local guide who is a Cambodian. (Thikeo 2013, 18.) This can not only prevent tourists got the wrong information from outsiders, but also a way to inherit the local industry and culture.

On the other hand, tourism industry would bring economic income flow which would produce finance to maintain and preserve the cultural industry and draw worldwide attention to these cultural sites. It is obvious that culture is a relevant factor in tourism industry. Besides, tourism can support other industries within an area, it can upgrade local life through better local infrastructure and common devices that can ameliorate health care, education resources, job opportunities, and income levels (Zaei 2013.) When one destination is being famous, the related factors are relevant as well. For instance, it is important to know the history when guiding the tourists, and to show the related aspects. Additionally, tourism development creates benefits for the social culture of host communities. The sociocultural value of tourism may include a great sense of community identity, a

heightened sense of linking with local environments, and increased social capital following an increase in tourists. (Ramos, Stoddart & Chafe 2016, 209.)

Most of the successful destinations are those that can create positive synergy between culture and tourism. However, according to Richards (2008, 31), this synergy does not happen automatically: it has to be created, developed and managed.

3.4 Disadvantages of Cultural Impacts on Tourism Industry

When there are positive impacts, there must be some negative impacts on the other side. First, a booming tourism market might lead to the vanish of local culture and traditional values. This can happen in both family and community. Changes in the values or behaviours will threaten indigenous identities. (Zhuang, Yao & Li 2019, 2.) “Being in the UNESCO List is highly desired by many actors as it brings prominence and monetary revenue” (Frey & Steiner 2011, 560). The visitors may bring economic prosperity to a community; however, their presence may simultaneously destroy unique features of the local culture. Overtime, the relationship between the community and tourists had been regularized that the community cannot survive without the presence of the tourists. Ironically, this affects the attractions of the destination as it is increasingly given over to serving the needs of the tourist, and by doing, loses its unique difference of local culture. (Caust & Vecco 2017, 2.)

Additionally, the lifestyles of the local residents might be disturbed, which includes littering on the streets, pollution in the river and peace or tranquillity of the location may be destroyed by the increased presence of visitors. The feeling of the spirit might gradually disappear after invasion of tourism markets. Sometime, the organizers did not pay attention on the environment capacity and led to the result that the destination was too full so that the residents were not able to live their original lifestyles. Consequently, it is relevant to regard the local community as the key pillar while planning and organizing tourism events and tourism industries in general to avoid any conflict, to preserve the local lifestyles and to respect the local residents and communities. (Higgins-Desbiolles 2018, 84.)

3.5 Tourism Impacts on Local Community

In the study of cultural tourism governance in Europe, Paskaleva-Shapira, et al. (2004, 87) finds that small and medium-sized localities generally lack the financial and strategic resources to implement good urban governance for sustainable cultural tourism. What is lacking is unified guidance on how to actually manage the industry, which may lead to a series of positive effects on the economy and a range of other assets, such as local heritage improvements and the quality of urban life. The issue in small communities in rural area is that the lack of promotion and good accessibility, it led to the result that when there is events or festivals in the destination, the tourists do not know about it and therefore attract not so many people coming to visit. The inconvenience of traffic also decreases the willing of traveling.

Another major problem is that the management of cultural tourism is usually in the hands of many different departments and organizations, it become complicated when planning a new tourism product when it has to go through many stakeholders which is related to benefits. Besides, the more intangible factors of the relationship between tourism and culture are usually not taken into account in planning. Smaller regions and cities often lack the skills and resources to administer regional co-operation. Integrated management of tourism requires introducing governance styles and systems that involve local authorities, the tourism sector, local associations and the residents. It means that everyone who are involved should be under the plan and should be considered (Richards 2008, 32). Local factors also needed to be considered in any cases. These local conditions included the nature of the visitors, the nature of the local community and how the area visited is managed. (Caust & Vecco 2017, 3.)

Furthermore, Salazar (2012, 19) observed that it is challenging is to match the demands of tourism to local needs, while making it sustainable and viable. There are many factors affecting a cultural heritage site and the entire community and environment that surrounds it. (Caust & Vecco 2017, 2.) Both positive and negative sociocultural impacts of tourism have been documented (Table 1).

As the time passes by, the preservation of cultural assets traced back people's lifestyle and they are the treasure of human society and culture. Taiwan

experienced multiple colonization, thus facing the problems of deep cultural grafting and transferring. Looking back at Taiwanese cultural tour activities, it is found that they more often did not focus on individual historical site introduction; however, guided tours with themes and concepts can better highlight the ideological implication of Taiwan's diachronic character and reflect the universal value of the theme (Lin 2020.)

Table 1. Positive and Negative Impacts on Tourism

Impacts of Tourism	
Positive	Infrastructure <ul style="list-style-type: none"> Improved public infrastructure Better community activity centre More convenient traffic Public transportation
	Employment <ul style="list-style-type: none"> More employment opportunity
	Living Condition <ul style="list-style-type: none"> Higher revenue Improved education quality More shops for local people
	Local Culture & Spirit <ul style="list-style-type: none"> An amelioration of regional image Preservation of local cultural practices Improvement of people's sense of local pride Marketing of the region
	Residents' Lifestyle <ul style="list-style-type: none"> Better quality of life Decline in the movement of people from rural areas to urban areas More youth exchange programs More events and recreational activities available for local people
Negative	Development <ul style="list-style-type: none"> Over development Damage to the environment
	Living Condition <ul style="list-style-type: none"> Increased crime Resettlement of traditional communities Traffic jam Difficulties of sustainable development Air pollution Decline on water resources
	Local Culture & Spirit <ul style="list-style-type: none"> Social order being disturbed Cultural decline Negative changes in residents' culture, rituals, dress codes and religious values Decrease feeling of community and identity Conflict and misunderstanding between residents and tourist
	Residents' Lifestyle <ul style="list-style-type: none"> Residents facing exploitation Negative changes in residents' personal relations Contradictions among a community

4 THESIS PROCESS AND METHODOLOGY

4.1 Thesis Process

The topic of impact on tourism industry is rather large, there are a lot of aspects to consider. The results might be too wide to combine, therefore, the author decided to limit the topic to cultural impacts on tourism industry in southwest coast region to focus on the research. The topic requires versatile empirical material on different perspectives in cultural background and knowledge to conduct the interview. The observation requires the author's personal experience and knowledge background from the past studies. Both qualitative and quantitative research were utilized in the thesis process to gather information. Table 2 includes the timetable and research methods which were utilized in the thesis process.

Table 2. Thesis Process and Research Methods

Period of Time	Tasks	Research Methods
February 2021	Idea Poster Seminar Thesis Project Plan Draft Designing the methodologies	Literature Analysis
August 2021	Confirming the Topic with the Commissioner	
September 2021	Submitting Thesis Project Plan Start Writing the Thesis Finishing methodologies Making interview templates Making survey templates	Qualitative & Quantitative Methods Literature Analysis
October 2021	Conducting the Interview Collecting the Survey Observing the Tourism Industry and the Local Community Analysis the results	Qualitative & Quantitative Methods
November 2021	Return the Preliminary Version of the Thesis Language Correction Thesis Correction Thesis Seminar Opponent Seminar Thesis Presentation Maturity Test	

4.2 Methodology and Methods Used in Thesis Process

4.2.1 Semi-Structured Interview

The author utilized a semi-structure interview in the thesis with the reason that this particular method allows the researcher to collect open-ended data, to explore participant thoughts, feelings and beliefs about a particular topic and to delve deeply into personal and sometimes sensitive issues. (DeJonckheere & Vaughn 2019.) Furthermore, Statham (2020) stated that “semi-structured interviews could offer valuable insight into what the current dialogue is on menstruation, and what strategies could feasibly be used to manage the potential effects.”

The interview respondents were from totally different organization with different identities; therefore, the interview questions were adjusted slightly to get a deeper understanding and perspectives. Applying interviewing into the research could help the author to evaluate the stakeholders', tourists' and the residents' knowledge and value. Furthermore, to understand the implementation of projects, tasks and the strategies, including the challenges during the projects and future possible developments and improvements. The semi-structured interview template (Appendix 1) included six main topics with sub questions which were relevant to the research, and the author modified the interview flow according to the interview process. Aspects of cooperation between the interviewees were interviewed to perceive their experiences. The author then asked about their attitudes and thoughts towards the cultural assets to understand their value regarding to the issue. Afterwards, cultural impact of tourism industry in the region according to their thoughts or strategies and projects were collected. In the end, they will analyse the final results of the impact.

The author first had five potential interviewees and were with contact with them, nonetheless, four of them were not able to participate in the interview due to their busy and tight schedules. In the end, three of the interviewees agreed to participate in the semi-structured interview. All of the interviewees were represented as very different groups and organizations, affecting the content and the flow of the interviews. The author interviewed the representer from Southwest

Coast National Scenic Area Administration, who could give the author the official holistic strategies of the destination and all the official information regarding to the relevant issues. Then, the resident who were born and raised in Qigu District in Tainan and had been living there for over fifty years, could offer the thoughts and feelings from the resident's perspective. Then, the former president of National Cheng Kung University Medical Service Club, who had been doing volunteer work in the region for over three years.

The relation between tourism industry and community acts and important role in this research. The representer of Southwest Coast National Scenic Area Administration was also the responsible person of 100 Green Destination Award, who clearly knew about the past experiences, the history of the region and the plan for future. There were a lot to consider while organizing and operating a destination, which included sustainability factors, economic factors and cultural factors. They also had to consider the cooperation with central government and local stakeholders in order to reach the maximum efficient of the destination while they had to care about the feelings of the local residents.

The local residents who had been living and working there for the whole live could offer a totally different perspectives from other stakeholders and governmental organizations. The resident belongs to the region, belongs to the local industries and belongs to the history. Therefore, it was extremely relevant to know about the feelings towards tourism industry and what could had been improved and what had been forgotten by the operator and the tourists. Besides, what were the spirits that the residents wanted to show to the others.

The club president should have the knowledge of the local residents and their relationship with the community. With three years experiences volunteer work in the specific regions, he had a basic knowing towards the region and had also a project starting from last year processing in the region regarding to improve the relationship within elderly, communities and local industries.

The interviews were conducted via Zoom, Line and Messenger and the duration of these interviews varied from 30 to 40 minutes. Moreover, the interviews were conducted in Mandarin and Taiwanese since they were the mother language of both the interviewees and interviewer. The interviews were transcribed in

Mandarin but translated into English and put into a matrix according to the interview themes. The interviews were recorded with the permission of the interviewees, further, it was made sure that the author could use the findings for this research. The interview templates with general information about the interview process are attached as appendices at the end of this research.

4.2.2 Qualitative Content Analysis

The purpose of qualitative content analysis is to find out the interview research relevant to the topic. Using content analysis, researchers can quantify and analyze the presence, meanings and relationships of such certain words, themes, or concepts (Columbia Public Health 2021.) Aiming at successfully analyzing the content, the author should be extremely familiar with the content. The interview data were first transformed as texts then put into a smaller form according to the interview themes to summarize the results.

The advantages of qualitative content analysis could be described as below: first, fitting the material into a model of communication. It should be determined on the communication inferences shall be made to aspects of the communicator (the experiences, opinions feelings), to the situation of text production, to the socio-cultural background, to the text itself or to the effect of the message. Second, the material is to be analyzed step by step, following rules of procedure, devising the material into content analytical units. Lastly, following the research questions, are putted into categories, which were carefully founded and revised within the process of analysis. (Mayring 2004.)

The process of qualitative content analysis began with collecting data from the three interviews, which were prepared as transcribed texts, the specific method helped the researcher to gather the data and relevant topics. Transcribed texts were then put into the content analysis template (Appendix 2) which allowed the researcher to find out the most relative factors.

In the content analysis template, the author had listed a category to summarize the most important factors from the content of the interviewees. Doing the interview could help the researcher to understand the point of views from different interviewees, moreover, to understand the value and thoughts of the interviewees

towards the specific region and industries. Furthermore, to know the background information and the knowledge which could not be found from the existing materials. During the interview, the researcher was aware of all the conversation and asked immediately if there were anything unclear.

4.2.3 Quantitative Survey

According to Pritha Bhandari (2020), quantitative research is the process of collecting and analysing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. Quantitative research focuses on numbers and statistics, a larger sample increases the validity of the results whereas qualitative research has a much smaller sample (Hopper 2020). To understand and develop the impact on tourism, it is relevant to know the thoughts from the tourists. "Perhaps the most important source of learning is learning from consumers." (Poon 1993, 272).

The paper author would like to understand more about the customer experience and customer journey from the tourists who have had been to southwest seaside region. It is a relevant way to know more about the needs and the thoughts from the potential targets. The customers' role in co-creating tourism experiences makes them a vital knowledge source (Hoarau 2014; Shaw, Bailey, & Williams 2011.) Tourism firms can learn from customers in different ways, for example, through surveys, interviews, observations and works (Hall & Williams 2008; Hjalager & Nordin 2011). Applying a survey answered by different groups and different types of customers would allow the author to apply the customers' needs from different perspectives and possible improvements for the regions. Collecting the survey could help the research to know more from the customers' perspectives and look for potential development. Therefore, a survey form (Appendix 3) was made to understand topics regarding to the research need. The survey is in both English and Mandarin since the tourists going to the destination are both international and domestic travellers. The participants knew in the introduction section what information would be collected and could decide whether to participate or not. They can also withdraw the survey if they wanted to, it was all according to their own willing. The commissioner and the author had decided together that to encourage more people filling out the survey, a series of

postcards of southwest coast region taken by the author would be given out to a random participant after the research.

The author covered a list of topics in the survey (Appendix 3). The potential respondents should come from different regions and different age groups to distinguish the answers and the thoughts. In order to draw conclusions from the results of quantitative research, the sample should represent the target group as much as possible. Therefore, in addition to meeting the selection criteria of the survey, we also monitor other aspects of the sample structure, such as age and region. The choice of sample structure depends on the characteristics of the target group, the sample size, the selection method of the respondents and their proportion in the population. (Nielsen Admosphere 2021.) Collecting data from tourists from different region can help the author to analyse the customer journey and customer value from different regions. The same applies to collection data from different age groups. The target population for a survey is the entire set of units for which the survey data are to be used to make inferences. Thus, the target population defines those units for which the findings of the survey are meant to generalize. (Lavrakas 2008.)

In the survey, the paper author collected various themes of customer value and experiences. First, the customer experience of the participants was collected to understand the length of their stay, the frequency of traveling to the destination, the reason why they visited the destination and the districts they have had travelled. The above is to understand the customer journey and their understanding regarding to the destination. Moreover, it is relevant to understand the reason they travel in order to analyse the customer journey.

Second, the tourist attractions which the participants had been to were collected, the participants were also asked to rate the destinations they had been to. The target of this section was to understand if the famous attractions were attracting as many visitors as the statistics showed from random participants. The rate of the attractions was to understand the customers' experiences during their past journey. Visitors' overall satisfaction toward a destination will affect their revisit intention as well as the recommend behavior (Yang & Lo, 2018; Eusébio & Vieira, 2013.) Therefore, measuring visitors' satisfaction is a critical task for tourism marketers because such information can facilitate managers to understand how well a destination meets visitors' needs (Mao & Zhang, 2012). Leisure satisfaction

is the extent to which people perceive that their personal needs are satisfied or met through engaging in certain leisure activities and choices (Beard & Ragheb, 1980).

The third section was to observe the cultural experiences of the visitors during their journey to southwest coast region. Moreover, to understand the visitors' thoughts towards the cultural background and in depth if they care about the cultural impact of the destination while travelling. This section was also trying to awaken the awareness of the tourists towards the topics.

The fourth section was the accommodation and culinary experiences in the region. This section is to understand if most of the tourists have had overnight stays and meals during their journey to the region and also giving rates to their stays and meals.

The fifth section was the customer feedback to the region. In this section, the participants were asked if they were willing to travel to the region again in the future. This is a way to understand how the destination behaved in general and if the destination had enough attractiveness to attract the customers back. Besides, they were asked to write simply the reason of their answer. Furthermore, the favourite tourist attraction were also collected in this section, this is to understand besides the most famous attractions, which attraction was actually giving out the best experiences to the customers. On the other hand, in the last question of the section, the participants were free to share their opinions towards southwest coast region whether the suggestions were positive or negative. The purpose was to collect the detail experiences and thoughts from the tourists' perspectives. These opinions would be collected as themes and conducted in the results.

4.2.4 Quantitative Content Analysis

Qualitative content analysis is commonly used for analysing qualitative data. When analysing the collected data, researchers use statistics to turn the numeric data collected into useful and meaningful information that can provide insights into decision making. Statistics is used to summarise data, describe the patterns observed in the collected data, relationships and connections between the several variables under study. Statistics can be descriptive or inferential. Descriptive statistics helps researchers to summarise the collected data whereas

inferential statistics is used to identify whether the association or cause-effect relationship obtained between variables is statistically significant or relevant. (Voxco 2021.)

Quantitative studies' great strength is providing data that is descriptive, for example, allowing us to capture a snapshot of a user population, but we encounter difficulties when it comes to their interpretation. By increasing the sample size, you can increase a finding's statistical power, but perhaps to a point where the finding becomes less meaningful. Statistical significance tells you whether your findings are real, while effect size tells you how much they matter. (Madrigal & McClain 2012.)

In order to conduct the quantitative content analysis, the author needed to first collect all the raw data, then checked if there were any surveys which were not efficient or did not fit the topic. Those data should not be calculated or used as references while conducting the results in order to analyse the most precise research.

The surveys were put on Facebook group, Instagram, communication app Line, accommodation in Tainan and Qigu tourist centre to collect data from different regions, groups, ages and different habits participants.

Regarding to the design of the survey questions, the researcher had made the questions precise and were not inducing the participants to answer specific answers. The answer should be all according to their mind and willing. Besides, the participants did not need to calculate any complicated answers. The author aimed to collect at least 200 surveys from different groups of people, and they should come from different websites or communication applications to gather information. According to the population in Taiwan, the author expected that more than 50 percent of the answers would come from Northern Taiwan and the other regions below 50 percent. Since most of the mobile device and social media users were younger generation, the author expected that more than 40 percent of the answers would come from age groups which were under 40 years old.

Section one and two was to understand the customer experience of the participants to understand in the random research participants, how many

percentages of them had ever travelled to southwest coast region. Which of the districts had been visited the most and what were the reasons of the participants to travel there.

The purpose of section three was to understand the images of the specific tourist attractions by rating them with number 1 to 5. 1 means the tourists liked the attraction the least and 5 means the tourists liked it the most. The calculation of the average rate was as below:

$$(1 \times \text{effective sample size} + 2 \times \text{effective sample size} + 3 \times \text{effective sample size} + 4 \times \text{effective sample size} + 5 \times \text{effective sample size}) / \text{sum of effective sample size} = \text{average rate}$$

The average rate could help the researcher to understand how the attractions were in general behaving from the tourists' perspectives.

Section four was to understand the cultural impact issues from the tourists' perspectives. The numbers should be compared with the background information, which included age and regions to see if they were the reasons which affected the answers.

Section five was to understand the dining and overnight stays experiences of the tourists. First, checking how many of the effective samples have had the experiences, then calculating the average rate which were from 1 to 5. The number would show in general how satisfied the customers were regarding to their hospitality experiences.

Section six first collected the information if the participants were willing to travel to southwest coast region in the future again. Then, they were free to comment about any factors regarding to the region. The author collected all the effective reviews and categorized them into few factors and put them into the data analysis template (Appendix 5) On the other hand, the favourite attractions or the favourite scenery were collected to conduct the potential development or changes in the future regarding to the tourists' experiences in the region. The results were put in the analysis template (Appendix 4). Last but not least, the participants also answered the reason why or why not if they would like to travel to Southwest

Coast Region again in the future, the contents were put in the quantitative content analysis template (Appendix 6).

4.3 Reliability and Validity of Mixed Methods Research

In this research, the methods have been chosen carefully, in order to complete the research and provide the most suitable solutions to the research problem, in the most trustworthy manner. "Mixed methods" is a research approach which researchers collect and analyse both quantitative and qualitative data within the same study (Smith & Shorten 2017, 74). The basic premise to do such methodology is to integrate a more complete and synergistic utilization of data than do separate quantitative and qualitative data collection and analysis (Wisdom & Creswell 2013, 1).

Quantitative research methodology part of this research includes survey, which provides data about the most crucial factors. The results are also reliable, because the sample size, 309 respondents were big enough and the participants were from different regions and age groups, and the answers were checked by the researcher if they were effective or not.

As for qualitative research methodology, the research is credible because the author chose the interviewees carefully and they were either in a relevant position in this research or had been living in the region for long time. The interview process of this research was completed in Mandarin, but then transcribed answers were translated into English because of the language of this study. The interviews could have been implemented in English, nevertheless, the author chose to conduct the interviews in the mother language to make sure the interviewees could express their feelings specifically. The author considered the validity issue before implementing the research to provide credible and precise answers.

5 CULTURAL IMPACTS OF TOURISM TO LOCAL COMMUNITIES IN SOUTHWEST COAST REGION

5.1 National Cheng Kung University Medical Service Club as Thesis Commissioner

The commissioner of the thesis is National Cheng Kung University Medical Service Club (MSC). MSC was established in 1988 in Tainan. In the beginning the club was formed by students who were in college of medicine, and the mission was to give medical suggestions and services to the elderly who live in rural area in Kaohsiung. There were doctors together with the students going to rural areas to give professional medical suggestions. However, after years of changing, the club is now not only open to the students at college of medicine, but everyone who are interested in volunteer works in rural area. The destination also changed from Kaohsiung to southwest seaside in Tainan because of the geographical factors that National Cheng Kung University is in Tainan. The doctors do not follow the club to the rural areas nowadays but only giving big pictures and suggestions to the students.

The students who join the club would have opportunities to follow the club to Qigu, Tainan, to visit the elderly and giving company with them. The students should also have basic medical knowledge in case giving wrong medical instructions to the elderly. Besides accompanying the elderly, the students would also try to talk about the background stories with the elderly and try to find out their interests and working experiences in the past in order to let the elderly found back their passion to life and also record the precious stories and experiences, which considered as intangible cultural assets of the region.

The clubs organize several events in the community activity centres every semester. The events were welcomed to all the elderly and residents who lived in the region. The club would observe in the event if there were any elderly who would like to be regular visited, and the club would ask for their willing regarding to the issue. On the other hand, the events were also great opportunity to chat with the elderly and to talk about their thoughts of the region.

The project of developing elderly's talents started in 2020, however, due to the pandemic of Covid-19, the project was not able to start on time and smoothly. Even though the project could not start right on time, it gave the club more time to plan and organize the whole project. Since many of the elderly residents were working in salt industries and aquaculture industries, which were closely related to the tourism industry in southwest coast region. MSC was hoping to find out more plans and projects which could help them to develop the elderly's talents, which one of them was tourism industry development.

The thesis development task included finding out the tourism cultural impact on local residents and communities from theoretical perspectives. From interviewing related stakeholders, residents and collecting surveys from the tourists, the methods could help the author to conduct the impact as well as finding out the relevant topics. Furthermore, giving out suggestions on future development in tourism industry and intangible cultural assets of the region.

5.2 Key Results and Cultural Impacts of Southwest Coast Region

5.2.1 Key Results

The quantitative survey went quite well, the author got in total 309 answers, which the age group varied from under 18 to over 65 years old. The number was really good that the author could conduct the results smoothly. However, the participants region came mostly from Northern Taiwan, which was under expected because the population in north is so much more than other regions. Nevertheless, the author would suggest that to collect more answers from participants who live in other regions to compare the results in more detail.

In the survey answer, the author was surprised that comparing to the official data, some of the famous tourist attractions were not really known or visited by the participants. The author assumed that the participants were either do not know the name of the attractions or have not ever been there because of traffic and accessibility issue.

The survey results show that there were few topics been mentioned the most, at the same time, three interviewees also mentioned these topics in the interview. As a result, the author regarded these topics as the most relevant results in the research (Table 3).

Table 3. The Factors Mentioned in the Survey

Elements	Mentioned(Positive/Negative)	Mentioned %(percentage)
Traffic & Distance	4/25	7.67
		7.7%
Food & Accommodation	37/12	12.96
		13%
Attractions	15/24	10.32
Cultural assets	17/0	4.50
Local customs	50/7	15.08
Experiences	29/8	9.79
		39.7%
Landscape	53/1	14.29
Atmosphere	24/1	6.61
Environment	9/3	3.17
		24.1%
Sustainability	0/9	2.38
		2.4%
Management & Marketing	0/50	13.23
		13.2%

The three interviewees were from different background, and they work in different position to provide variety perspectives. To protect the personal information of the interviewees, their names would be substituted as codes which could be seen in Table 4.

Table 4. Qualitative Interviewees' Codes

Code	Representative Organization	Position
S1	Southwest Coast National Scenic Area Administration	Responsible Person
S2	Qigu District	Resident
S3	National Cheng Kung University Medical Service Club	Former President

The author divided the factors according to the comments by the survey participants. There were mainly 11 factors which were mentioned mostly and at the same time relevant to the development of the research. Therefore, the author would specifically discuss these 11 topics in the analysis. Meanwhile, some of the topics were connected or similar to each other. Consequently, the author combined some of the topics and would discuss them together in the analysis, which include tourist attractions, cultural assets, local customs and experiences as one big topic. Since these topics were all related to customer experiences. Then, landscape, environment and atmosphere would be discussed and analyzed as a big topic because landscape and environment were related to each other while the environment could affect the atmosphere in a destination.

Besides, the author also conducted some research on customer experiences in order to understand the consumer habits. The results could be seen as below.

Figure 7 shows the days tourists had spent in the region during their last visits to the Southwest Coast Region. More than 50 percent (153 participants) of the tourists travelled there for only one day. 26 percent (73 participants) had stayed one night in the region. Less than 20 percent of the participants had spent more than two nights in the region. We could understand from the chart that most of the tourists do not stay long in the region and did not have overnight experiences there. According to Southwest Coast National Scenic Area Administration, there

are only seven accommodations in the region, which might be one of the reasons that most of the tourists do not have overnight stay experiences.

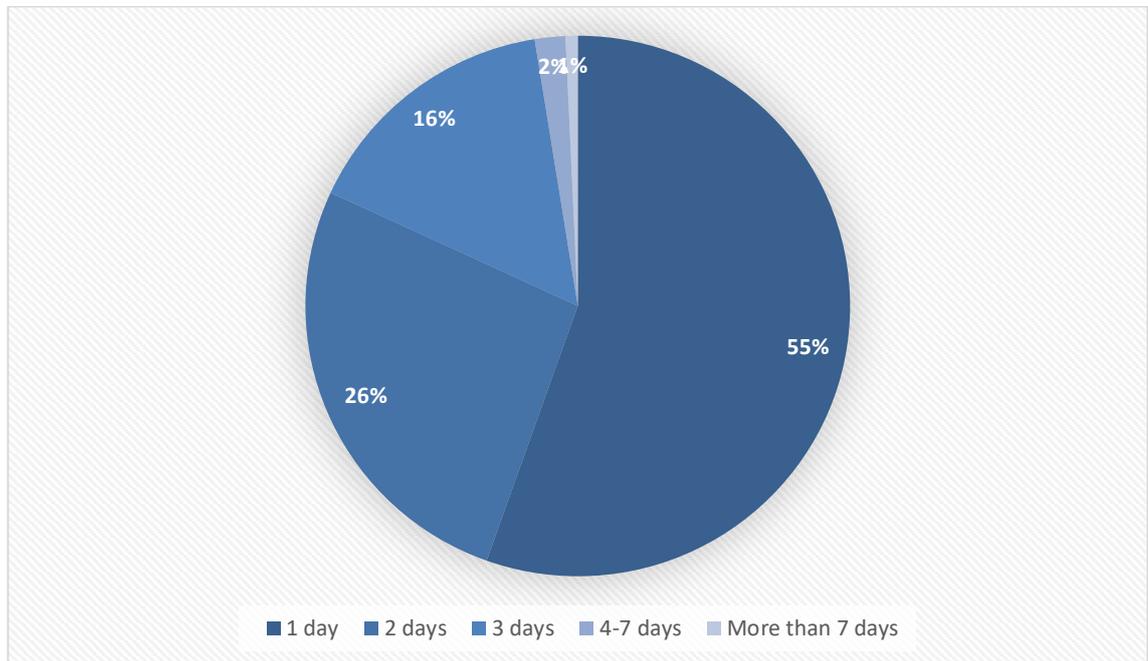


Figure 7. Days Tourists Spent in Southwest Coast Region

According to the survey, Figure 8 shows the purposes of the participants travelling to the destination. The main reason was sightseeing, which contains 75 percent of the participants. Then, visiting family and friends occupied 13 percent of the charts. Working and studying had in total 20 participants while 14 participants went for volunteer works. There were also some other purposes such as having competition, organizing events and field work.

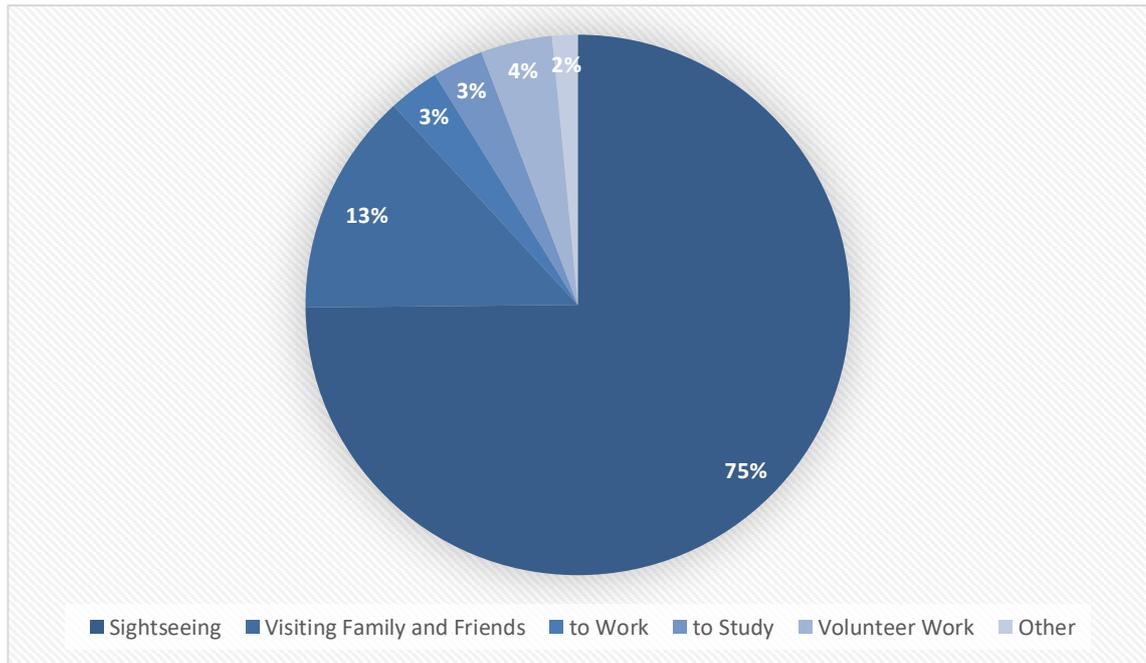


Figure 8. Purposes of the Participants Visiting the Destination

It is always relevant to understand the tourists' perspectives while planning and observing the tourism industry in any aspects. This is because tourists are the consumers in tourism industry and therefore, they are the people who would bring economic impact as well as cultural impact in any cases. They are also the target users while organizing activities and events in the destination.

In the survey, the author observed that more than 95 percent of the tourists think it is relevant to understand the cultural background while visiting a destination (Figure 9). Only 13 participants answered that it is not relevant while visiting a destination. We could understand that most of the tourists think it is an important thing. Furthermore, in the survey, 165 participants answered that they have had cultural aspects experiences during their visits. (Figure 10) The experiences of cultural aspects included for instance, a guide telling the story of the destination, special architecture and guidance, activity experience of local industry...etc.

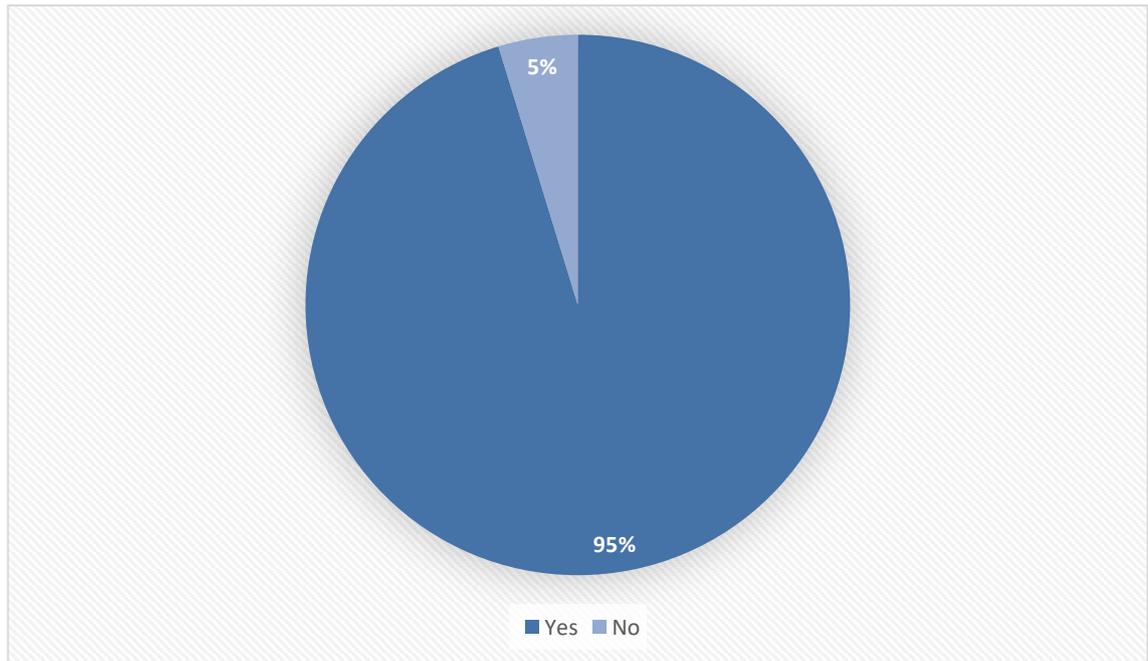


Figure 9. Whether the Tourists Think it is Relevant to Understand the Cultural Background

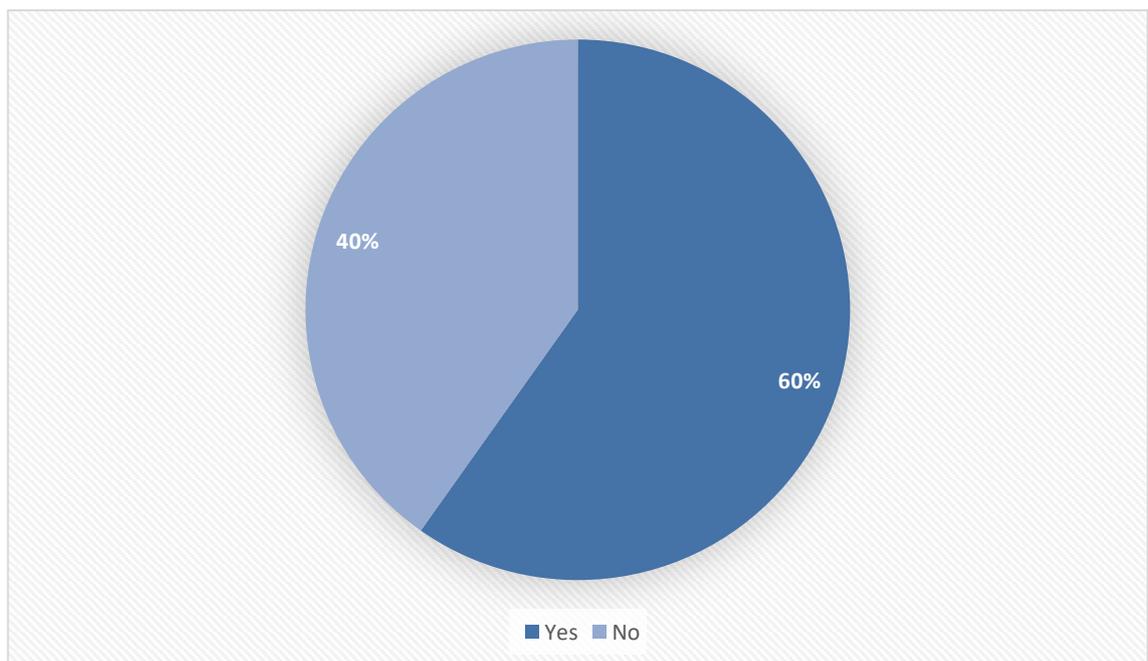


Figure 10. Cultural Experiences During the Visits

To develop more, the author collected the answers of if the participants would like to get a deeper cultural understanding from the destination (Figure 11). The reason to collect this survey is to understand if the cultural aspect in the journey is relevant to the tourists and thus, to see if there is any potential development in these aspects. In the answers, more than 200 participants said they would like to

get a deeper cultural understanding while only 2 participants answered no. It explained that cultural elements are in the future, something the destination could develop further.

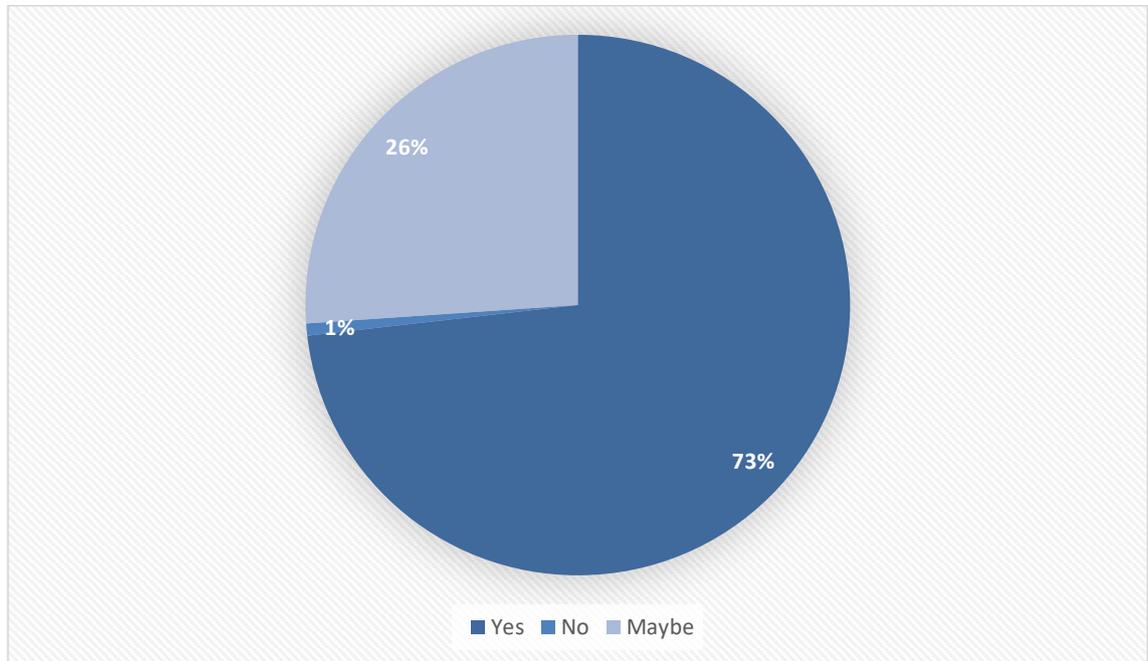


Figure 11. Getting Deeper Cultural Understanding of the Destination

5.2.2 Positive Cultural Impacts

By interviewing, observing and conducting the survey, there were few results regarding to the positive cultural impact. The positive cultural impact could be followed according to the table made before.

Public infrastructures had been built up and improved after the development of tourism industry in the region, highway 61 had been constructed which brought many tourists coming here. In Qinkunshen, they used oyster shell to decorate the community and community activity centre, which brought the community a whole new look.

In general, the infrastructure as well as environment improved a lot after starting the project of sustainability certification. (S1)

[...] After the establishment of Southwest Coast National Scenic Area Administration, the living condition and the public infrastructure had been improved a lot. (S1)

[...] The tourism industry had brought positive impact to the community, for instance, when I first came to work here 10 years ago, I could not see any tourists here, there were only few elderly chatting under the shadow. Then, there were only few shops in the surrounding area which were open. Even if you want to eat at noon, it was difficult to find a place to eat. You have to bring your own lunch. In fact, with the development of the past few years, the shops and the entire community have prospered, and it feels lively, and it will no longer be as desolate as it used to be. In addition, after the opening of line 61 of our station, in fact, the surroundings have gradually become lively. (S1)

In general, all the interviewees agreed that tourism industry had brought higher revenue to the region. Tourism industry was as well a big help on conserving the traditional industries culture and natural scenic. The living condition of the residents had been better relying on tourism industry bring tourists to the region. The region was able to be known after getting famous and younger generation

got to know the destination and the traditional industries through education system. During the visits, there were for instance some knowledge and information been conveyed to the tourists. Consequently, the knowledge related to the destination could be passed on through tourism industries.

[...] Tourism brought economic income to the community and had marketing effect on for instance, food and other products which had never been noticed before. [...] (S3)

[...] Sightseeing is very important. Sightseeing can drive the prosperity of the place and allow some knowledge exchange between the residents and outsiders. (S2)

[...] Participating in the sustainable certification is also one of our purposes to preserve this culture. We will also promote the promotion of cultural publicity activities and the planning of environmental education courses, and then how to conserve and promote some of the local salt fields culture. [...] (S1)

The most significant impact of tourism industry is to make this place to be known to everyone. [...] (S1)

Originally, Southwest Coast Region was actually a very remote and rural township. In the past, it was an area with severe black foot disease, so everyone's impression of this place is that it is remote, hot, and far away, and then there are many diseases, it is a place with a bad impression. However, with the marketing of some activities and the preservation of salt fields, nowadays people know that it is a place with stunning scenery. [...] (S1)

In addition, one of the significant impact tourism industry on local community is to let the local residents understand their local customs and to understand their own values. It is often that the elderly lost their own value after a certain age and they do not realize the uniqueness of themselves and their community. Tourism

industry in this way is to awake the awareness of local residents, create an image of the destination and in order to preserve the local culture practices. Therefore, improve the residents' sense of local pride.

The new project is to help the elderly to understand their values and walk out from their home, meet other people in front of temple and even to the community activity centre, to share their lives with others. (S3)

[...] Tourism industry could awaken the awareness of local residents about their strengths and historical background stories. [...] (S3)

[...] Unique culture attracts people coming. For example, in Dingshan, there is a king ship from the Qing Dynasty to the present. It used to drift across the Taiwan Strait to Dingshan from China. This is also a kind of culture; and the Song Jiang team was very strong in the past, but with young people moving out, no one is going to performance now. So, people will come to visit these special cultures. If you regard architecture as characteristics, those who study architecture will come here for reference. Culture is very important. Without culture, it will be an end. (S2)

[...] we will invite local community groups to participate in the grand event, so that they can have a sense of participation in the development of the scenic area. It also allows them to understand the importance of a community and environment in which they live, and which need to be recognized by them, and then develop protective ideas. (S1)

[...] Tourism development actually has a very deep connection with community residents. [...] (S1)

Furthermore, tourism industry in the positive impact could improve residents' lifestyle, such as better quality of life, decline in the movement of people from rural areas to urban areas, more youth exchange programs and more events and recreational activities available for local people in their region.

[...] Through organizing few series of activities and some constructions, the residents could also understand the characteristics of their own communities. The community could strive for some welfare by protecting and utilizing these characteristics.(S1)

[...] Volunteer work is a kind of human resources to the community which we could offer them. [...] (S3)

[...] It is rather difficult to preserve the fishery industry while most of the fish fields were bought by the consortiums to become energy industry, It caused the problem that younger generation could not stay there to work for fishery. Nonetheless, with the prosperous of tourism industry the youngsters had again working opportunity in their communities. [...] (S3)

5.2.3 Negative Cultural Impacts

While tourism industry could brought huge positive impact to the community, on the contrary, there must be some negative impact which tourism industry could bring. Below the author would discuss about the negative impacts observed by the interviewees. Otherwise, the potential way to avoid or improve the problem.

Following the cultural impact table made before, first, over development of the region could be negative impact to the destination and sometimes the situation could be really serious. Over development could cause the damage to the environment and invasion to the habitats of certain animals. Furthermore, attracting too many tourists caused the problem of littering which led to air pollution, water pollution. The living condition of the residents therefore had negative influence. Local culture and spirits did not have obvious negative impact in this case as well as residents' lifestyles.

[...] If there are many tourists, in fact, the entire living environment will be affected, and some of the living environment of local residents will be affected as well. [...] (S1)

[...] After the establishment of our Crystal Church and High Heel Church, the crowd suddenly increased. After the surge in crowds, there were not so many public facilities, it actually had some impact on the local traffic, air quality, and water use. [...] (S1)

[...] During the period when the number of tourists surged, it caused some troubles for local residents. [...] (S1)

[...] When the environment had too many visitors, it cause the problem of littering which therefore led to the result of environmental pollution. It is not happening in southwest coast region yet but in some of the seaside area. [...] (S3)

When the new tourist attractions were built in Southwest Coast Region, it attracted tons of tourists coming to visit, which was apparently over the capacity of the environment. The advertising was successful but what it brought was the negative impact to the local community.

[...] Building up some random architecture in the region would not actually help the community to improve, it will only benefit the nearby vendors but not the residents. [...] (S3)

[...] The government did not considered and planned carefully for the tourism industry to preserve the local culture.(S3)

[...] After the salt fields were abandoned, nobody took care of the water gates. Therefore, those water gates would be broken when no one was in charge. When typhoon comes, the reservoir will release water, and because the water gate is broken, it will not be able to block the water and there will be floods. [...] (S2)

When planning the tourism industry, it is not only necessary to consider the economic income, but also the local culture preservation. When the architecture

do not really fit in the environment, the attraction would be rather deliberately. It is suggested that the tourism industry should root in the original culture, such as aquaculture and salt fields, and develop more from the original scenery and industry.

[...] What is lacking is probably a survey of residents' satisfaction. Tourism development has a very deep connection with community residents. The administration did not really conduct the investigation on whether the local residents are satisfied with some of the results been promoted. [...] (S1)

Some new tourism proposal had been discussed but no company was willing to actually do it. After 10, 20 years, the life of residents had been worse. [...] (S2)

I had never heard about the public hearings, otherwise I would attend. (S2)

[...] The government should counsel the fishermen how to sell and do marketing and especially processing. [...] (S2)

Based on the above we could observe that the policy is sometimes to ideally and did not actually reach the local residents. Even though the administration and government had planned for the investigation and seminar of public policy, the residents did not got the information and thought the government do not concern the traditional industry. More advertising ad cooperation with Chief of Village is necessary in this case.

Based on the interviewees' comments on the negative impact which tourism industry had brought to the region. It was suggested that some improvements and changes could be done to ameliorate the situation.

5.3 Developed Suggestions for Southwest Coast Region

5.3.1 Accessibility and Traffic Issue

Due to the fact that Southwest Coast Region is located at the seaside and is not easily reached because of the geographical factors. There had been some complains and income tourists loss.

[...] Tourists often complain: "Why don't you have the metro here? The bus is not convenient at all." [...] (S1)

The inconvenience of traffic system not only caused the complains of tourists, but also the residents could not had too much communication with outsiders because it is difficult to go out of the village from their perspectives. In the survey, 29 comments out of 378 had mentioned the traffic issue and 25 of them were negative. It showed that the traffic and accessibility issue should be improved in a high priority. Table 5 gave some suggestions on the discussed problem.

Table 5. Accessibility and Traffic Solution

1. Parking	Increase parking spaces in the region, so tourists who came by their own car could easily find a place to park.
2. Distance Between Attractions	The distance of attractions in Southwest Coast Region are often far away from each other. Shuttle bus with clear information and punctuality would help.
3. Clear Information	The information of public transportation is not clear enough, including both online and offline, it is rather confusing for the tourists when they need to use the public transportation. The system is okay but signs, information and system update should be checked and done regularly.
4. Expressway	Expressway 61 starting from Yunlin could arrive to Southwest Coast easily and efficiently. More promotion on Expressway 61 should be done to let the tourists know about it.

5.3.2 Accommodation and Catering Services

According to the survey and the efficient answers, less than half of the participants have had overnight stay in Southwest Coast Region with the average score of 3.7. It is evident that accommodation resources and quality should be increase in the region. On the other hand, as a famous destination of aquaculture, more than 200 of the participants have had culinary experience and the average score of 4 is rather high. (Table 6)

Table 6. Accommodation and Food Experiences of Participants

	Overnight Stay	Food Experience
Yes	106	228
No	158	43
Average Score	3.7	4

Culinary experience is the strength of the region and should be promoted more. Seafood and aquaculture are the highlight of the region. Related products should be developed more to increase the income and innovation factors in order to use the resources efficiently.

In Qigu, milkfish could be made, like in one seafood restaurant making twelve meals of milkfish. (S2)

[...] Qigu's industry is milkfish, which could be dried or canned. In my opinion, canned milkfish is great, it tastes different from ordinary canned food. However, the government did not help to promote how these milkfish are processed into different products after they are caught. We could only sell these products in the community to our own residents. [...] (S2)

Table 7. Accommodation and Catering Services

1. Increase Accommodation	Southwest Coast Region has a lot to see but the tourists mostly do not stay overnight. 7 accommodation is definitely not enough for the destination.
2. Improve Accommodation Quality	Average score of accommodation is rather low, to attract more tourists to stay overnight its is necessary to improve the accommodation experiences.
3. Maintain Food Quality	Food is the strength of Southwest Coast Region, the restaurants should be more distinguish and unique to attract more tourists.
4. Improve Hygiene	Hygiene problem had been mentioned several times, since seafood is fresh, there might be some issue with hygiene and the restaurants should pay more attention on it. Some of the restaurants should renovated to look more attractive and clean from the outside.
5. Develop New Products	Seafood as the highlighted industry could develop more products to increase the income.

5.3.3 Tourist Attractions and Local Customs

As mentioned before, there are many tourist attractions in Southwest Coast Region and some of them were related to religion, some are related to natural landscape while some are related to the local industries and local customs. The author categorized these attractions and compared them with the average score from the survey and the amount of people who had been there. Furthermore, the times of being mentioned as a favourite attraction (Appendix 4).

In all of the categorized attractions, salt industries related attractions had been mentioned 153 times in the survey. It proved the importance of the impacts of salt industry on the destination.

[...] Southwest Coast region, the only salt pan producing area of Taiwan. Therefore, salt culture is a development project of our main focus which we would like to go further in the future. We could make partial restorations based on the existing salt fields and the conditions of the site, and then we could preserve the salt fields culture without being forgotten by people over time. [...] (S1)

[...] Participating in the sustainable certification is one of our purposes to preserve the culture. We will also promote cultural publicity activities and planning of environmental education courses, and then how to conserve and promote some of the local salt fields culture. [...] (S1)

[...] The salt field in Qigu is actually different from the salt pan in Jingzijiao because the bottom of the salt pan on Jingzijiao is laid with broken bowls and gongs; but the salt fields in Qigu are purely crush with soil and stone wheels to make it solid before laying the bottom, so the characteristics of the two sides are actually very different. (S2)

Other than the tourist attractions, there were several factors which had been mentioned as the most memorable elements during the journey to Southwest Coast Region. The factors included sunset, lagoons, seaside, fishery and seaside villages. These were not the famous and specific attractions, but the general elements of the memorable experiences of customer journey.

The impression to the local customs were mentioned mostly with “passion” and “friendly” in the survey. It is observed that people like to travel there not only because of the attractions but also the local customs made them feel comfortable. Moreover, many participants had complained about it was difficult to understand the attractions and historical stories without guidance. It showed that guidance in the region is relevant. Nevertheless, the problem of elderly society of the community is still one of the significant issues needed to be concerned. The

author had some suggestions to the attractions and local customs based on the interview and the survey.

Table 8. Attractions and Local Customs

1. Connection Between Tourist Attractions	The connection between each of the tourist attractions were not strong enough. Connecting them with thematic or packages would be helpful for the tourists to get to know more about the regions.
2. Remodify Attractions	Some of the attractions were described as “boring” and “not attractive”, the stakeholders should redesign and add storytelling factors to improve the experiences.
3. Guidance	Volunteers and professional guides from local should be considered to take the opportunity of guiding.
4. Concern Elderly Issue	Change the elderly society issue to the strength cultural assets preservation with marketing.
5. Volunteer Work	Many young people are nowadays interested in volunteer works in rural area, doing volunteer works could help the participants understand deeply in the region and observe the society problem, at the same time find the cultural impacts in the region.

5.3.4 Atmosphere and Natural Landscapes in the Environment

Atmosphere is one of the reasons which the participants regarded as the favourable factors in their experiences. The atmosphere of Southwest Coast Region was described as “relaxing”, “chilling”, “historical” and “slow paces”. The landscape is the reason why the participants felt those feelings. In the survey, 53 participants had mentioned the positive sides of natural landscapes. Natural landscape is therefore the strength of the region.

As for the geographical factors regarding to environment issue, Southwest Coast region is rather wide and empty, some of the tourists were not used to the facts. Besides, the weather is generally hot, tourists from the north might not feel comfortable sometimes.

Table 9. Atmosphere and Natural Landscapes in the Environment

1. Maintain the Atmosphere	Build the atmosphere based on the keywords “relaxing”, “chilling”, “historical” and “slow paces”.
2. Preserve Natural Landscape	Be aware of air pollution and water pollution. Preserve the precious natural resources.
3. Increase Indoor Places	Since some of the tourists could not stand with the hot weather, increase indoor places could help them to ease uncomfortable feelings.

5.3.5 Sustainability and Preservation

In the quantitative survey, sustainability issue got 9 negative comments, which included trash pollution in the coastline, oyster shelves at the seaside. The pollution would caused the damages to the environment and effect the local industries and the impression of income tourists.

[...] The oyster shelves are all made of bamboos, and they will be destroyed after a period of time, or they will be destroyed after a typhoon. These will become floating trash in the sea, which will accumulate along the coast. [...] (S1)

[...] Through organizing bird watching activities, we also record our bird conditions in Southwest Coast during this period of time every year, and then compare them every year, this is also a way of maintaining natural resources. (S1)

[...] Rather than building up more touristic attractions, improving the original culture would be more helpful to the region. (S3)

[...] Strengthening the connection between attractions and communities would bring actual positive impacts. (S3)

Table 10. Sustainability and Preservation

1. Reduce Trash Pollution	Improve the trash processes to avoid trash pollution in the seaside.
2. Recycle Oyster Shelves	Have regular recycle on damaged oyster shelves.
3. Set Up Public Trash Can	To avoid tourists littering and cause pollution.
4. Focus on the Original Cultural Assets	Adding more new attractions would reduce the resources of original cultural assets preservation.

5.3.6 DMO and Governmental Management

DMO as the organizer of one destination, the management is crucial in any cases. The government also plays an important role as the funding and policy were decided through government. DMO is responsible of marketing the destination and give professional strategic managements to the related stakeholders. According to the survey, many of the participants acknowledged that the marketing of Southwest Coast Region is not enough, and it is the reason why tourism industry related attractions could not be fully understood and promoted well. DMO should also plan suitable activities to attract more tourists. Government have to be aware of the infrastructure to see if they are corresponded to the capacity. In addition, while organizing and making policy, it is relevant to respect the opinions of the residents and let them know the projects and processes.

[...] Southwest Coast National Scenic Area Administration is affiliated to the National Scenic Area Management Office under the Tourism Bureau of the Ministry of Transport. Actually, our main duty is tourism development. Of course, it is in accordance with the regulations on the management of specific scenic areas. The development of tourism is not limited to tourism. It actually includes some conservation services. If there is a special natural resource in the area, our responsibility also includes conservation and maintenance. (S1)

[...] Tourism development has a very strong connection with community residents. [...] (S1)

[...] When we are promoting related projects and major projects every year, if there occurs any impact on the living environment of the residents in the community, we will communicate with the local chief of the township. Then we will do some prior coordination. If necessary, we will also hold briefing sessions to directly listen to the opinions of local residents. When we organize any marketing activities, we will invite local community groups to participate in the grand event, so that they can have a sense of participation in the development of the scenic area. (S1)

[...] Qigu Seafood Festival allows visitors to harvest clams. There are a lot of seafood in Qigu, and they are not polluted. During the festivals is probably the time I see so many people in Qigu. (S2)

Qigu had great potential in tourism. At first, the blue highway is from Anping, Tainan City, where there is a port, tourists can take a boat directly to the Qigu lagoon, which ends up in Qingkunshen Port. It will be an ocean line. However, nobody advocated in the end, otherwise I think it was and great idea. (S2)

[...] Hopefully the residents could get more tutoring on how to process and export the aquacultural products from the government. (S2)

Table 11. DMO and Governmental Management

1. Improve Infrastructure	Build more amenities for both tourists and locals, improve road planning and construct arts and scenic landscapes with high quality similar to the East Coast of Taiwan.
2. Marketing Strategies	Organize festivals and events and improve promotion. Innovation advertising is needed.
3. Activities and Festivals	Organize some events and festivals related to local industries to attract more tourists.
4. Cooperation with Stakeholders	Plan the holistic experiences together with the stakeholders to offer high quality pre-experience and onsite experiences for the tourists.
5. Cooperation with Locals	Cooperate with locals maintain community culture and image. Understand what the locals desire and communicate with them.

5.4 Summary of Improvements and Suggestions Ideas

To sum up, the above suggestions and improvement ideas would hopefully benefit the DMO and all the related stakeholders. The suggestions were found based on the authors observation, semi-structured interview, and quantitative survey. To specify, we could not deny the importance of local residents when they are the real host and the workers of this region. They have the rights to decide how their hometown should look like and what they had paid out deserved more attention from others.

The respondents had offered a lot of opinions and suggestions from the tourists' perspectives to the destination according to their experiences, which these resources were precious and helpful on improving the customer journey. The three interviewees provided unique thoughts and different angles during the interviews. It could be observed that there are often three different ways of

thoughts and opinions regarding to one certain issue. They could also perceive different values in the same topic since they all came from different backgrounds.

The government organization, which is Southwest Coast National Scenic Area Administration, should be responsible for contacting their cooperative partners. Well communication among all actors is crucial and is the key factors of success. Southwest Coast is a region full of stunning natural resources with traditional industries where the tourist could feel relaxing atmosphere. The marketing and management could be done in more efficient and well-organized way to promote the amazing region to more people.

6 DISCUSSION

The purpose of this thesis is to find the cultural impacts on tourism industry on local community and the existing and potential tourism development in Southwest Coast Region in Taiwan, which the region belongs to Tainan City and is located nearby the sea. This thesis is also trying to awaken the awareness of tourists and researchers to pay more attention on the cultural impacts on local communities.

Southwest Coast region is in rural area and has rich natural resources, which includes beautiful landscape of the seaside, view of sunset and migratory birds coming in different season. There are also unique and traditional industries developed more than 300 years and have become a tourism spot to educate and inherit the knowledge. Moreover, the residents in the villages are one of the key factors which have made the surroundings so peaceful and created a relaxing and friendly atmosphere. The tourism industry has been successfully built in the region with all the tangible and intangible assets, at the same time, tourism industry has brought economic income and cultural impacts on the regions, which are all worth of discussed and have great potential on further development.

The results were not surprise to the author, most of the situation according to the three interviewees and the surveys from the tourists were similar to the conditions which the author had observed from the region for over 2 years. It was also under expected that when there are positive cultural impacts on the communities, there must be some negative impacts from the other perspectives. The problem is how to increase the positive impacts and reduce the negative impacts no matter to the communities, environment, economic or residents. All the factors are equally important, and nobody should be left behind. In conclusion, organizing and managing are in this case relevant.

For further research, the author would suggest interviewing more stakeholders who are from different backgrounds. During the thesis process, the author intended to interview four stakeholders who were closely related to socio-cultural industry and were really focused on the cultural impacts, and the stakeholders who were directly related to the tourism sectors in SWcoast Region. These stakeholders had either year of experiences in tourism industry in the region or

had extraordinary knowledge on how to create positive cultural impacts in the communities. Nonetheless, it was a pity that most of them were too busy to do the interview with the author. The below stakeholders were suggested by the author if there would be deeper and more detailed research done to develop this topic.

First, Oh Old!, an innovative company, established in the city center of Tainan, was the expert in finding the balance between elderly people and making businesses in communities. The author believes that Oh Old! Could offer unique perspectives towards the topics and could offer some solutions and suggestions to SWcoast Region.

Second, Satoyama Education Studio was as well one of the interviewees who the author would like to interview with. It offered credits courses through the NCKU, young people's innovation ideas and creativity were brought into the farming and fishing villages, concerned about environmental issues, and trying to make changes through actions.

Third, Beimen Community College was also the target interviewee, they offered courses for local residents in Swcoast Region, and build a healthy and sustainable lifestyle with the people living in this land. They believed that lifestyle reflects people's values, so we should not only care about the health of individuals, family members and friends around us, but also the health of the whole society and the natural environment.

However, the author is satisfied to successfully interview three different people who are from different background, they gave various perspectives towards the topic and also further suggestions and improvements according to policy, observation, feelings, environment and atmosphere. The author gain plenty of valuable insights from the interviewees.

The thesis process generally went smoothly. It did not take the author too long to find the commissioner, which was quite lucky during the time of Covid-19 pandemic. The commissioner had several meetings with the author throughout the whole process and always gave useful and practical feedback immediately, which helped the author a lot in the whole process. On the other hand, even

though some of the target interviewees could not accept the invitation of interviews, they still gave some suggestions of finding other stakeholders or opinions on the topic.

The author found the thesis project interesting and relevant to many communities, not only the target destination but the process and the results could benefit many other regions. It was also educational and a valuable learning experience. With the love to the region and desire to let more people know about the place, furthermore, to inherit the local culture, the author had the opportunity and strong motivation to develop more into the topic and discover insights of the region.

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APPENDICES

Appendix 1. Semi-structured Interviews

Appendix 2. Qualitative Content Analysis

Appendix 3. Quantitative Survey Template

Appendix 4. Quantitative Content Analysis

Appendix 5. Quantitative Content Analysis

Appendix 6. Quantitative Content Analysis

Appendix 1. Semi-structured Interview

Semi-structured Interview

Background Information of the Interviewee

- Name
- Organization
- Position in the Organization

Research Topics	Questions
1. Initiate Background Information	<p>Could you describe your role in the community?</p> <p>What was the initiate for you to start the project?</p> <p>Why do you think it is relevant to connect the people in the community?</p> <p>Were there any challenges during the process? Please specify.</p> <p>What is your goal of the project or the product?</p>
2. Cooperation with Local Residents	<p>Have you ever cooperated with a local resident?</p> <p>How was the cooperation and what was it about?</p> <p>Are the products in this region related to the community or the traditional industry? Please specify the product.</p> <p>Are the employees or project manager from the area?</p> <p>How big role is your organization/company playing in the corporation with the residents?</p> <p>How important do you think is the corporation with the residents?</p>
3. Cooperation with Other Organization and Stakeholders	<p>Did you cooperate with any governmental/non-governmental organization?</p> <p>Please describe the cooperation.</p> <p>What was the benefit or disadvantage to cooperate with them?</p> <p>Are there any limitations is the project?</p>
4. Cultural Aspect in the Responsible Region	<p>How would you describe human beings as cultural asset?</p> <p>What is the value of cultural asset?</p>

	<p>What and how could be improved in your responsible region in keeping cultural asset?</p> <p>What and how could be improved in your organization in keeping cultural asset?</p> <p>How cultural assets are related to your organization?</p>
5. Cultural Impact of Tourism Industry on Local Community	<p>Can you describe the positive cultural impact of tourism industry on local community?</p> <p>Can you describe the negative cultural impact of tourism industry on local community?</p> <p>Do you think it is relevant to consider the cultural impact while operating your business?</p> <p>Do you think your customers consider cultural impact as a relevant issue?</p>
6. Analysing the Cultural Impact Results	<p>Is there any potential development in your responsible region in your opinion?</p> <p>Is there anything to improve or should be changed?</p>

General Information About the Interview

- 3 Interviewees
- Interviewees were from different organizations in different positions
- Can be conducted in English or Chinese
- Conducted via Zoom, Line or Messenger
- Semi-structured interview; theme interview including open-ended questions
- To collect information and knowledge from the interviewees to conduct and analyse the thesis topic

Estimated length 0.5hr

Interview flow

1. Introduce the thesis topic to the interviewee and follow the basic interview rules and process
2. Asking permission for recording the interview and the use of research materials for the project
3. Basic background information of the interviewee
4. Deeper background information and their perspective of the project
5. The interviewees perception of cooperation with the local residents
6. The interviewees perception of cooperation with other organizations
7. The interviewees perception of cultural aspect
8. The interviewees analyse the outcome and the results
9. Thanking the interviewees for their time and their knowledge

General issues about the interview

- The interview will be sound recorded.
- The interview will be used as the research materials for research purposes.
- The issue should be told beforehand

Appendix 2. Qualitative Content Analysis

Categories	Samples of Transcribed Texts	Samples of Transcribed Texts	Samples of Transcribed Texts
Relevant Projects			
Relevant and Unique Industries			
Sustainability and Preservation Factors			
Challenges			
Cooperation			
Advantages			
Improvements			
Cultural Assets			
Positive and Negative Impacts of Tourism			
Potential Development and Future Plan			
Values			

Appendix 3. Qualitative Survey Template

Customer Journey of Southwest Coast Region in Tainan

Section 1. Customer Experience

1. How many times have you ever been to Southwest Coast Region?

- Never
- Once~Twice
- Three~Four Times
- More than five times
- I live here

Section 2. Customer Journey

2.1 When is the last time you visited Southwest Coast region?

- In six months
- In one year
- In three years
- In five years
- I don't remember
- I live here

2.2 How many days did you visit Southwest coast last time you visited there?

- 1 day
- 2 days
- 3 days
- 4~7 days
- More than 7 days

2.3 Why did you visit Southwest coast region?

- Sightseeing
- To work
- Visiting family or friends

- To study
- Volunteer Work
- Other_____

2.4 Which district did you visited?

- Annan District
- Qigu District
- Jiangjung District
- Beimen District
- I'm not sure

Section 3. Tourist Attractions

3.1 Which of the tourist attractions have you ever visited?

- Luermen Queen of Heven Temple
- Sicao Green Tunnel
- Qigu Salt Mountains
- Taiwan Salt Museum
- Qigu Salt Field Tourist Service Center
- Qigu Seafood Street
- Guosheng Port Lighthouse
- Black-faced Spoonbill Ecology Exhibition Hall
- Crystal Church
- Jingzaijiao Tile-paved Salt Fields
- Mashagou Coastal Recreation Area
- Mashagou 3D Painting
- Qingkunshen Fan-shaped Salt Fields
- Taiwan Blackfoot Disease Socio-medical Service Memorial House
- Nankunshen Daitian Temple

3.2 How would you rate the places you have been to?

- 0 I've never been there
 - 1 low
 - 2
 - 3
 - 4
 - 5 high
- Luermen Queen of Heaven Temple
 - Sicao Green Tunnel
 - Qigu Salt Mountains
 - Taiwan Salt Museum
 - Qigu Salt Field Tourist Service Center
 - Qigu Seafood Street
 - Guosheng Port Lighthouse
 - Black-faced Spoonbill Ecology Exhibition Hall
 - Crystal Church
 - Jingzaijiao Tile-paved Salt Fields
 - Mashagou Coastal Recreation Area
 - Mashagou 3D Painting
 - Qingkunshen Fan-shaped Salt Fields
 - Taiwan Blackfoot Disease Socio-medical Service Memorial House
 - Nankunshen Daitian Temple

Section 4. Cultural Experience of Southwest Coast Region

4.1 Did you experience any cultural aspect during your journey?

Eg. a guide telling the story of the destination/ special architecture and guidance/ activity experience of local industry

- Yes
- No

4.2 Do you think it is relevant to understand the cultural background while visiting a destination?

- Yes
- No

4.3 Would you like to get a deeper cultural understanding from the destination?

- Yes
- No
- Maybe

Section 5. Hospitality of Southwest Coast Region

5.1 Did you stay overnight in Southwest coast region during your journey?

- Yes
- No

5.2 How would you rate your overnight stay?

0 to 5

- 0 I did not stay overnight
- 5 Excellent

5.3 Did you have meal in Southwest coast region?

- Yes
- No

5.4 How would you rate your meal?

0 to 5

- 0 I did not have meal
- 5 Excellent

Section 6. Customer Feedback to the Region

6.1 Would you like to visit Southwest coast region again? / Would you like to visit Southwest coast region if you have never been there?

- Yes
- No

6.2 Why or why not?

6.3 What is your favorite place of Southwest coast region?

6.4 What suggestions or improvements you would give to Southwest coast region? (Positive or Negative)

Section 7. Background Information

- Age
- Region

Appendix 4. Quantitative Content Analysis

Category	Favorite Attractions Mentioned	Average Score	Sum of Participants who had Been there			
Religious	20					
Luermen Queen of Heaven Temple	10	3.3	153			
Nankunshen Daitian Temple	10	3	129			
Salt Industries	134					
Qigu Salt Mountains	59	3.1	218			
Taiwan Salt Museum	1	2.9	126			
Qigu Salt Field Tourist Service Center	1	2.9	131			
Jingzaijiao Tile-paved Salt Fields	15	3.3	81			
salt field	57	-	-			

Appendix 5. Quantitative Content Analysis

	(positive/negative)	Positive	Negative
Traffic	0/19		Accessibility is not good attractions are far from each other parking not enough public transportation clear signs
Food & Accommodation	2/11	seafood restaurants oysters	should renovate and be more distinguish unique dishes improve food quality improve accommodation quality
Hygiene	0/12		public toilets restaurants No littering
Marketing	0/11		Not enough marketing and innovative
Local customs	6/4	change the elderly society issue to the strength cultural assets preservation with marketing more guiding and introduction	More guidance buildings do not fit the community
Attractions	1/14	salt mountain	Not related to each other could organize festivals to connect the topic, attractions and stores could be more organized develop more attractions renovation and maintainance
Human resources	0/1		young generation moving out
Experiences	0/7		more guiding and experiences experience packages experience harvesting more activities than only listening and watching restore seasight resort
Infrastructure	0/14		more modern safety road planning parking space more amenities decoration with local culture Construct arts and scenic landscapes with high quality similar to the East Coast of Taiwan
Landscape	3/0	very beautiful maintain the nature	
Management	0/11		introduction and guiding preservation of attractions cooperate with locals maintain community culture and image integrate resources
Sustainability	0/9		ecological and sustainability issue trash pollution in coastline environment protection oyster shelves pollution

Appendix 6. Quantitative Content Analysis

Elements	Mentioned (Positive/Negative)	Detailed Comments	
		Positive	Negative
Traffic & Distance	4/6		inconvenience Attractions were far from each other
Food & Accommodation	35/1	seafood cheap	should improve hygiene
Marketing	0/2		overrated No activities to participate
Attractions	14/10	historical museums experiences variety of attractions famous distinguish	One attraction could be done very soon not so many attractions not attractive not interesting Do not understand the region not attractive and interesting
Environment	9/3	wide and comfortable variety of animals Improvements in tourism	too wide and empty weather was too hot not convenient with amenities lack of management
atmosphere	24/1	relaxing, historical slow pace chilling	
landscape	50/1	beautiful and memorable sunset seaside nature special	lack of guiding
cultural assets	17/0	traditional experiences historical historical sites well preserved	
local customs	44/2	special story telling local people are friendly people are passionate visit family and friends religious	lack of guiding
experiences	29/1	salt production different from cities a lot to develop bird watching volunteer work	No activities to participate