

Community Development Tourism and Sustainable Development

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Abstract In order to construct overall image of community development, in recent years, the communities try to integrate local culture industry and tourism in order to show local features to enhance economy through planning and development of local community life characteristics. [4] They combine local features with tourism industry to develop overall planning by local “production, life and ecology” for sustainable operation. [7] This study focuses on effective use of limited resources of Nanpu in Beipu Township of Hsinchu County in Taiwan and encourages community residents to develop unique local culture features by local life experience and characteristics and promote local cultural goods by tourism activities of local culture. By economic force, cultural tourism system of Nanpu community is completely constructed to accomplish sustainable development upon community development and tourism.

Keywords Community development, Sustainable development, Cultural tourism

1. Introduction

Beipu Township is based on mountains and hills. By profound division of rivers, two basins, Beipu and Nanpu, are formed. Although there is no spatial alluvial plain, the land is flat fertile zone of deposits with rich water source for irrigation. Beipu accumulates rich historic and cultural assets. Local culture groups are active and it is dynamic preservation and demonstration area of Da Ai Hakka culture and creative and energetic Hakka cultural life community. [1]

With spatial and flat field, fresh and green farming and classical three-section compound, it is a simple traditional Hakka village. In the quiet rural village, the visitors can appreciate order water field and wave on rice field. There are also the spots with human landscape. They demonstrate the life style and cultural customs which has been accumulated by community residents for long. Nanpu will use the advantages and local unique Hakkar village culture. By human leisure tourism, the tranquility of the village will be introduced to more visitors.

2. Literature Review

Research on role of cultural tourism in community

sustainable development suggested that community tourism includes geography and tourism industry of community construction and small areas. [3] It should be integrated with local production, life and ecology. Thus, in order to probe into community tourism, we must learn the relation among community economy, culture and nature and the issues of total construction. To explore sustainable development based on combination of community and local culture tourism, we establish theoretical bases by literature review.

2.1. Definition of Community

Community is based on specific geographic position and space. The residents identify with the community. The identification allows residents to be strongly attached with community regarding affection and ideology. Thus, in action, they contribute to community, maintain the rights of community, establish new social relation and establish proper environmental space [6]. Community means a group of people live in certain area and it is psychological and physical scope. These people share the same social norms and culture, including residents’ production, life style and overall performance of community culture. It involves restriction and cooperation in small society. In short, community can be life space with specific natural area, people’s psychology and cultural and economic organizations.

2.2. Community Development and Total Construction

“Total community construction” is based on community existence and ideology. By community residents’ active

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participation in local public affairs, their common consensus is established. With community autonomy, promotion of belief of total community construction, the local communities construct their cultural features and community residents operate and participate in related activities.

Since community residents participate in public affairs, life space is enhanced and life quality is upgraded to recover local economy. Thus, community construction means to enhance community environment from bottom to top, enhance local culture, fulfill sustainable operation, stimulate residents' intention of autonomy and actively implement measure and concept of "total community construction" [2]. In daily lives, many activities can enhance residents' collective ideology and values, such as development of local custom activities, construction of features of historic interests and buildings, establishment of museums of local historic characters and beautification of residential space and landscape. The communities can construct their own characteristics by their resources, conditions and the residents' efforts [1].

2.3. Cultural Tourism Industry

Cultural tourism industry is the concept strongly promoted in Taiwan in recent years. The cultural difference of different countries or regions can be attractive for tourists and become important tourism product. Many visitors visit the places far away to appreciate different cultural relics or cultural ceremonies. Thus, different countries realize the value of cultural heritage and are devoted to the preservation.

"Local culture industry" emphasizes local difference and uniqueness, including "nature" of climate and landscape, "history" of development, "economy" of industrial types and "culture" of customs. Local culture assets are considered as dynamic, multi-value, life, interactive and grassroots. Local industry means local life, culture and history and it is the critical support of local industry economy.

2.4. Theories Related to Sustainable Development

In 1987, World Commission on Environment and Development (WCED) developed the report "our future" and defined sustainable development as below: "the development to satisfy modern needs and allow descendants to satisfy their needs". Thus, the implementation of sustainable development becomes popular in different countries of the world. Sustainable development should include fairness, sustainability and community. As to society, it suggests fair distribution to satisfy basic needs of modern and the following generations. As to economy, it emphasizes continuous economic growth based on the protection of natural system on earth. As to ecology, it suggests the harmony between human beings and nature.

3. Introduction of Tourism of Nanpu Community in Beipu Township

Different from Beipu old street which is always crowded

on holidays, a traditional Hakka village is hidden on the south of Beipu Township. The population is about 500 people. Nanpu community is tranquil and becomes the representative of rural village in Taiwan. It is the maintenance by the residents' efforts. In Nanpu, there are four major agricultural products: rice, tangerines, persimmons and sweet potato. With the appealing sunset, they become five golden images in this golden water town. In August 1845, predecessors dug the source of Beipu cold spring and channeled water to irrigate Nanpu to cultivate golden rice field of more than 70 jia. In Nanpu which has been the barn of Beipu Township, the drainage of more than 160 years old extended for 3 km on the plateau of Nanpu. There were 21 different sizes of upstream tunnels dug by people. Clean water of Beipu not only irrigated rice field and trees of tangerines and persimmons, but also supplied residents' daily lives and served as the place for residents' catching of clams and shrimps in childhood. Nanpu drainage is certainly the livelihood of local residents. Predecessors' value of agriculture creates life space and production activities between Nanpu residents and drainage. Until the present, Nanpu drainage still functions to irrigate the field. The value of living culture, industrial development and historic education maintained extends the community residents' spatial memory and living space. It also includes the wisdom on relationship between human beings and space. For instance, the 100-year-old waterwheel which still works, Zong Bian Tou which serves to divide water and clothes washing pavilion which is closely associated with residents' daily lives are part of culture of drainage.

4. Introduction of Nanpu Community Development

Based on above, Nanpu community is a suitable place to develop local featured tourism. It not only has historic and cultural value, but also preserves unique and simple local characteristics. Some local residents who actively participate in public affairs plan a series of activities for total community construction which are the bases for sustainable operation of community.

4.1. Livelihood of Nanpu Community

In recent 30~40 years, water of Nanpu drainage is reduced. After the 921 Earthquake, collapse of caves, gap of levels and leakage of drainage caused the reduction of water. Thus, fallow field on Nanpu plateau was more than 60%. Nanpu residents started worrying about their daily lives and water source to irrigate the field. They were unwilling to let go the wisdom and history of predecessors. They worried that the following descendants will not have the opportunity to approach the history and have the environment. For Nanpu, drainage is the livelihood. They can thus be self-sufficient and have simple and happy life of rural village.

4.2. Turning Point

Nanpu community has participated in grassroots project of Soil and Water Conservation Bureau in 2006 and demonstrated enormous force. Community residents were no longer indifferent. From practice of clothes washing pavilion which protects residents from sun and rain, all residents were called for the discussion. They made the model by DIY and cut the ribbon after the accomplishment. The ribbon was extended for hundred meters. All residents were the participants of the outcome. Since then, the residents actively joined in the community meetings or activities. In 2008, the authority designated Nanpu community as the trial of reconstruction of rural village and guided community residents' independent discussion. Up to 95% residents suggested that repair or drainage was the key to recover Nanpu community. In 2009, they had the resolution of fallow for one year to solve the water shortage of drainage. It was impressive action in Nanpu where the residents relied on agriculture and had close relationship with drainage in daily lives. Since community residents made efforts for the goal of golden water town, the authority perceived the sympathy of our team to solve the problems for residents. The authority thus agreed with the repair of drainage by the Soil and Water Conservation Bureau. Repair of Nanpu drainage became possible.

4.3. Miracle of 300 Years Old

After the passing of resolution to repair Nanpu drainage, there was more difficult task. We encountered challenge regarding the old drainage. Mud and sand in drainage were deposited seriously. There were also the problems of collapse of muds, marsh gas and narrow space in the tunnel. Repair of drainage was not easy.

However, we could not totally control the danger in the tunnel. There was not lighting in the tunnel and we could not use heavy machines. Thus, cleaning the muds relied on "labor power". Moreover, there was no support system in the tunnel. The mud could collapse at any time. The mud cleaning team of Nanpu drainage was "unprecedented". Besides the rich experience, these seniors' total ages were 300. They were respectable by contributing themselves selflessly. As expectation, it was difficult to clean the mud. However, the seniors solved problem with their wisdom. With mining experience, they precisely judge the direction of rock formation to avoid the collapse. When they could not stand straight in the tunnels, they squatted down. In smaller tunnels, they tried to crawl in order to irrigate the land of Nanpu by clean spring.

5. Discussion of Community Development Activities

5.1. Prospect of Community Development

In 2006, with the residents' participation and discussion, the vision of community development was set as "golden water town" in order to create a "green, harmless, healthy,

happy and energetic homeland". Thus, based on the concept, the residents will try to learn the unique human resources and local lives. By "automatic construction" of "community creativity" and "community participation", they develop maximum effectiveness and demonstrate the collectiveness of community. They emphasize local common consensus, community creativity, local recovery, creation of jobs, sustainable environment and operation.

The community is based on construction and development of rural village recovery project. According to the residents' concepts, the plan is upon "production, life and ecology" of "sustainable development". According to current situation, traditional culture, community organization, industrial development and manpower training are potential. The village is the farmers' living and production space. By workshops, community residents voluntarily participate in community planning. Through production, life and ecology, they develop future direction in order to enhance life quality. [Figure 1]

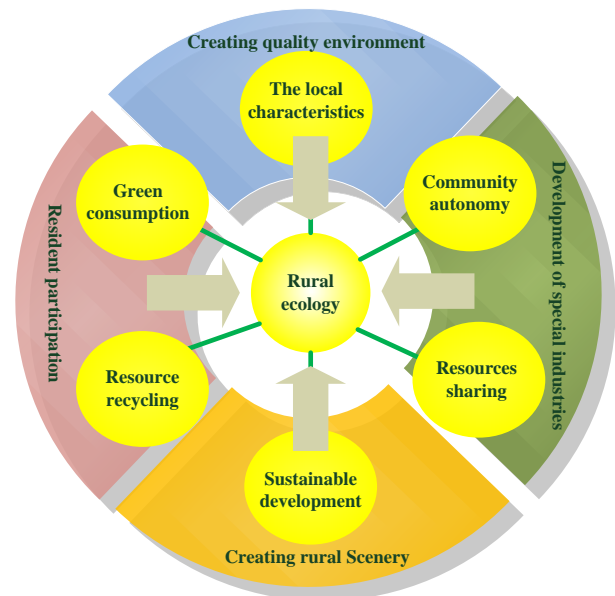


Figure 1. Prospect of community development

5.2. Life

(1) Extension of characteristics of traditional culture

The community is traditional Hakka village and there are rich Hakka cultural elements and ceremonies. By observing main population structure and activities in the community, the culture should be integrated with local life style by guidance in order to be extended.

(2) Reconstruction of community life space

In the past, the life space of the community was upon agriculture. Nowadays, it is different and community residents' activity space also changes. The community still remains the elements of traditional rural village and shows diverse life styles. We must control and manage the traditional life space in order to effectively use and maintain public space of the community.

(3) Connection of featured spots of village

We are always proud of the rural houses and Hakka villages in the community. These features are dispersed in different places of the community. If we can connect them by bike path or leisure path, we will demonstrate the characteristics of Hakka traditional village.

5.3. Production

(1) Creation of leisure industry of rural village

In the community, there are several leisure farms with different operational models. In the future, we can develop more leisure agriculture upon the condition of the operational model of farms and the cooperation to create local leisure farms with agricultural characteristics, promote local agricultural products and enhance industrial development.

(2) Return of young people of community of village

Young people of community can be attracted to return, after the construction of different agricultural marketing model and with the upgrading of industrial development and marketing channels. When community agriculture is transformed successfully, the complete production functions can also enhance the life quality of community.

5.4. Ecology

(1) Construction of sustainable village development

Formation of rural village landscape and environmental reconstruction are based on local plants and species. As to the facilities, they match local color and are upon permeable pavement without destroying local landscape. The main direction is to establish sustainable ecological rural village.

(2) Operation of local agricultural ecology

With progress of technology, agricultural production also changes. Currently, insecticides and chemical fertilizers are considerably used on the land. Thus, agricultural ecology is harmed and the production is reduced. Thus, we try to protect the community agricultural ecology by the following method. The young people participate in farmer market, thus can improve soil quality by reasonable crop rotation, replace chemical fertilizers by organic fertilizers, replace insecticides by natural enemies, and avoid the toxic materials flowed in the field.

6. Conclusions and Suggestions

Sustainable operation of community relies on human beings. In the community, cultural tourism not only enhances community economy, but also allows the residents to recognize their own culture. It values cultural characteristics, enhances common consensus and accomplishes sustainable development by “production, life and ecology”.

Based on the planning of rural village recovery project, Nanpu community had the issue related to everyone. The residents gradually participated in and the discussion was

enthusiastic. The members fully expressed their opinions and proposed the solutions according to their past experience and problems recognized. The work division, related items, work details and supportive manpower and resources in the community became more complete with the approaching of the time of the project. They tried to independently accomplish the related indicators and facilities by the least money. From planning to review, a group of passionate residents concerned about future development of the community and actively participated in the related activities and discussion. They hoped that the project was just a start and they expected more residents' participation in the public affairs. Thus, Nanpu community will be improved and sustainable operation of tourism and culture for all community residents can be fulfilled.

This study probes into the role of community cultural tourism in sustainable operation of community and tries to reach sustainable development by the implementation of cultural tourism activities. After the analysis in the previous chapters, we propose the following suggestions:

1. Industry, tourism and academia should have positive attitude toward cultural tourism in community development. Cultural tourism activities can improve local economy, encourage the return of population and provide high-quality tourist space. By economic factors, recognition of culture, principle of autonomy and participation, the residents accomplish sustainable operation of community.
2. We suggest that the community should have industry-academia cooperation with the colleges and universities in the neighborhood. Local residents can receive the training and education. By the schools' continuous community education courses for community residents, it will certainly enhance local community reconstruction and cultural preservation.
3. Nanpu community is a simple Hakka village. Local cultural resources, agricultural characteristics and Hakka food are the features. We suggest that family consumers can be treated as the subjects to develop experience trip of agricultural products. Manufacturing of Hakka soy sauce pickles and pickled vegetables, promotion of refined food in courses, marketing and packaging can be local unique cultural experience activities.

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