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Application of Responsible Tourism in Development of Tourism Destinations——A Case Study of Shangqiu City

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Abstract The development of responsible tourism is always a focus of foreign scholars' attention, but the method of developing responsible tourism implemented in China's Shangqiu area, is the first of its kind. From the perspective of interests of many parties of tourists, tourism developers, government, and related group of people, this article puts forth the ideas of developing the cultural heritage tourism resources based on the basic ideas and goals of responsible tourism development, and especially researches the feasibility of specific implementation program. Understanding this will be of practical significance to the development of similar tourism resources, the protection and management of cultural relics in China.

Key words Responsible tourism, Tourism development, Shangqiu City

To better understand what is responsible tourism, this article probes into the relationship between various types of interest groups in the development of tourism destinations. I conduct in-depth research and survey of many regions. This article takes the case of one of the regions, to survey whether the relationship between the relevant interest groups in development of tourism destinations can meet the goals of interests of all parties. Given that the development of tourism resources is not only related to unilateral interests (for example, the broad participation of the community can be as the prerequisite for sustainable development), this article believes that in development of tourism resources, we should take the interests of many stakeholders into consideration, to achieve a win-win situation, and sustainable development of tourism resources.

1 Responsible tourism and stakeholders

1.1 The relationship between stakeholders in development of responsible tourism According to Freeman's definition, stakeholder refers to "any group or individual who can affect or who is affected by achievement of a group's objectives"^[1]. Tourism activities involve food, shelter, transportation, travel, purchase, and other aspects. The tourism developers and the social organizations in tourism destinations play different roles in the business activities of tourism, jointly ensuring the normal operation of tourism. Therefore, the relevant interest groups involved in the development of responsible tourism, include different relationship combinations between the social and working environment (Fig. 1). The core combination is a kind of reciprocal and symbiotic economic interest relationship between tourism developers and the social organizations in tourism destinations. In the mean time, there are three interactive forms of economic relations (exchange, depend-

ence and cooperation), among tourists, residents in tourism destinations, the social organizations in tourism destinations, and tourism developers.

It is embodied in the following aspects. First, there is one kind of dependency relationship in terms of economy between the social organizations in tourism destinations and the local residents. The operation of these social organizations relies on the local residents, and the employees mostly from the local areas change their former occupation, to enter into the travel services industry. Second, the exchange relationship between the residents in tourism destinations and tourism developers are mainly reflected in the residents' transfer of their own activity space, that is, the local residents sacrifice part of their living space, so that the tourism developers develop it into the public space for tourism activities, in exchange for certain economic benefits and employment opportunities. Third, the economic interaction relationship between tourists and the residents in tourism destinations is generated mainly through shopping. The producers and sellers of the travel products that the tourists want to buy in the process of tourism are all local residents, so a relationship between supply and demand is established; the economic interaction relationship between tourists and the social organizations in tourism destinations is established through food, shelter transportation and services needed in the process of tourism; the relationship between tourists and tourism developers is built on the basis of the tourists touring and frisking in the places provided by the developers.

1.2 Comparison between development methods of traditional and responsible tourism Many foreign scholars hold that responsible tourism is not a travel product or brand, which is a kind of method for formulating tourism planning and policy, including a framework and a set of practical actions^[2-5]. Responsible tourism is a wise path delineated between passiveness and objectivity of unplanned and unregulated traditional mass tourism; a new development mode of tourism optimizing the distribution of interests among the related groups of people, government, tourists and investors (Table 1). At present, the cultural heritage tourism, eco-tourism or small tourism simply

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encouraged by China's tourism development, are not responsible tourism, but the experience of tourism development. If these types of experience fail to take into account the relationship between all kinds of stakeholders in tourism development, it will result in massive destruction on tourism destinations. The implementation of responsible tourism can not only support the development of well-planned eco-tourism products, but also in the mean time, make us draw on the past experience, have the foresight to adopt emerging technologies and eliminate the negative effects arising from the mass tourism, from the perspective of sustainable development. In fact, responsible tourism involves the management of tourism resources, so in the implementation of responsible tourism, we need strong leadership (not limited to government departments). At the same time, given the interdisciplinary nature of tourism, we must adopt "6C" principle regarding tourism development and planning—Cooperation, Coordination, Collaboration, Communication, Compromise, Commitment, in order to avoid the waste of resources and policy conflicts, prevent the government agencies

and departments from focusing on competition for resources, thereby ultimately achieving the goal of responsible tourism-optimization of the interests obtained by all communities.

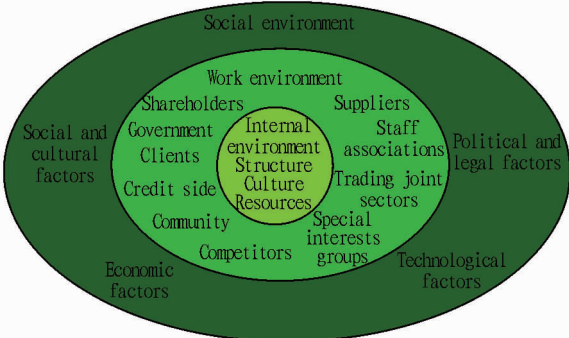


Fig.1 The relationship between stakeholders in development of responsible tourism

Table 1 Traditional tourism development method and responsible tourism development method

Traditional tourism planning method	Responsible tourism development method
1. Goal is to identify the best land use efficiency with the highest quality	1. If possible, the tourism industry will become a part of diversified and balanced economy
2. It emphasizes the absolute position of economic development, but ignores the socio-cultural and ecological impact	2. The focus is long-term strategy
3. It is concentrated in land use (especially at the current stage) and planning of market and products	3. The planning provides more opportunities to participate—its goal is to support the participation of local communities, to encourage consultation with the trade companies and the public.
4. It focuses on the surface and results of problems but not the reason	4. The decision-making is more advisable
5. It takes rigorous methods of organization and management	5. It researches the different consequences arising from alternative tourism behaviors
6. It believes that supply will inevitably cause demand—if carrying out tourism development, tourists will come to patronize	6. It sets goals, clearly expresses and communicates goals
7. It is a short-term and short-sighted view	7. The development motives are fully compatible with the selected target
8. It uses the method of market orientation to conduct tourism planning and development	8. Weighing the pros and cons, and fair trade is the central idea of decision-making
9. Due to lack of resources, there are competitions among various trade companies	9. Policy is mandatory
10. The policy conflicts are frequent	10. Planning is holistic, integrated and multi-disciplinary
	11. "6C" principle (6 ordinary standards) is very clear
	12. It adopts the product-oriented method
	13. It takes "triple bottom line" method
	14. It focuses on the root of the problem rather than the results and surface

2 The principles of responsible tourism development

2.1 It should be continuous, comprehensive, dynamic, systematic, overall tourism development The planning and management of responsible tourism is to put tourism development into the broader planning of society, economy and land use in tourism destinations for consideration; consider and analyze the possible impact of it on the tourism industry in all directions when making decisions. First, on the basis of the overall planning, it fully analyzes the social, ecological and economic impact, and also considers the political impact, taking flexibility, adaptability and responsiveness as the key to success. Only by doing this can the development of tourism and marketing plan be continuously adjusted, to adapt to or confront fierce competition in the global tourism market. Second, the develop-

ment of responsible tourism is continuous response to the changing environment; in the process of creating a logical and continuous plan, the implementation or withdrawal at every step undergoes assessment and test, which is modification and adjustment carried out within the scope stipulated by the policies and strategies that have been adopted.

2.2 It should be renewable tourism development oriented around community The planning and management of responsible tourism is to empower the local residents to participate in tourism activities. On the one hand, we should make residents feel that they are a part of the tourism industry, and their participation will affect the results of the tourism development, ultimately affect their respective interests. On the other hand, we should promote the planners, policy makers, developers and government departments to communicate with local communities, invite the local residents to participate in planning

and management activities of local community, encourage the local residents to maximize the participation in the travel services provided, give them opportunity to express their own point of view. At the same time, we should prompt the stakeholders to take tourism industry as updatable industry to manage, encourage the development of the tourism products that can display and improve the integrity of local resources, maintain the integrity of the natural and cultural resources so as to be used in the future.

2.3 It should have clear aim, focusing on "optimal" rather than "maximal" tourism development First of all, we must make clear what the local residents and government want from the development of tourism. Secondly, after determining the target, we can formulate policies, strategies and planning to achieve this goal. In addition, we should determine an appropriate amount according to the local market share as an important indicator for evaluating the net profit created by the tourists' consumption. In the decision-making process, we should realize the necessity of weighing the pros and cons and fair dealing, focusing on "optimal" rather than "maximal" tourism development; make sagacious clear decisions, encourage the planning for tourism development prospects, formulate appropriate planning and adopt related actions.

3 Application of responsible tourism in development of tourism destinations

3.1 Background of development Shangqiu City is the eastern portal of Henan Province, one of the big tourism cities. Suiren, producer of fire, a ruler in Chinese mythology who according to legend, discovered fire, invented the technique to produce fire by rubbing a piece of wood against another until combustion took place, and taught the people how to use it for cooking right here; Zhuan Xu and Di Ku, two ancient emperors in the "Five Emperors", once led the tribes to live and multiply here. It is the hometown of Mocius (the Mohist originator), Chuang Tzu (one of the founders of the Taoist school), Confucius and other sages. Splendid civilization, refulgent culture, and long history, contribute to the rich cultural heritage in Shangqiu City, leaving a lot of cultural landscape.

Shangqiu is the birthplace of the Shang clan, the main area where the Shang primogenitors live. In *Classic of Poetry* (often known simply as its original name *The Odes*, is the earliest existing collection of Chinese poems and songs), there is the verse: "God sent the swallow down; To give birth to father of Shang." Shangqiu City is the settlement of the clan living in the hillock (the Shang clan). Shangqiu City is also the birthplace of commercial trade. Xiangtu in the Shang clan, invented the most advanced means of transport-carriage, and the people of the Shang clan drove the carriage with their cattle and sheep to other places to exchange goods. Because the Shang people took the lead in commodity exchange, people call the trade industry that people are engaged in "Shangye", the people engaged in trade "Shang People".

Shangqiu City has a long history, with developed education and brilliant culture once, which is a place propitious for giving

birth to great men. Shangqiu is the cradle of the Mohist school and the Taoist school, also an important base of the Confucian school. In the flourishing era of the State of Liang in the Han Dynasty, the King of Liang, Liu Wu attracted and gathered the celebrities across the state to research classics, write articles and poetry, extending reputation far and wide. In the Northern Song Dynasty, the Yingtian Academy of Classical Learning was well-known throughout the country. At that time, about 400 people in Gui-de Prefecture passed the highest imperial examinations, 300 of which had classics handed down from ancient times. These historical figures and monumental works, further enrich the historical culture of Shangqiu City, and contribute to the unique cultural characteristics of tourism in Shangqiu City.

3.2 Development ideas of responsible tourism in tourism destinations The development of responsible tourism involves related groups of people in tourism destinations, government and investors. For related groups of people in tourism destinations, through communication with them, we should invite them to participate in local community planning and management activities, and encourage them to maximize the participation in the travel services; for government departments, as strong leadership of the entire tourism planning and development, it is responsible for the management of tourism resources, to optimize the benefits obtained by all communities, and minimize negative effects; for investors, through market-oriented operation of tourism products, they use emerging technologies, to maximize the benefits achieved by all communities in tourism development.

3.2.1 Establishment of diversified community point. Based on the characteristics of tourism resources in Shangqiu City, we can establish diversified community point to achieve diversified development of interests, mainly including the following 5 aspects.

First, development of the business community. Based on "Shang People" originating from Shangqiu City, we should select the streets with good basic conditions to be established as business districts, for building the business community, and showing the connotation of "Shang People" and "Shang Culture" of Shangqiu City. Most of the community residents are operators in the South and North Zhongshan Avenue, but the community as a whole reflects the Shang People's business philosophy of "honest operation", emphasizing the tourists' awareness and recognition in the process of sightseeing.

Second, development of the cultural community. Given that there is Cangjie Tomb and authentic calligraphy of Yan Zhenqing (a famous calligrapher) existing in Baguan Studio, we can establish calligraphy community in Shangqiu ancient city, to reflect the historical heritage of ancient culture in Shangqiu City. Through exhibition of community residents' calligraphy works and demonstration of the creation of calligraphy, we can guide people's calligraphy creation and learning activities. In the morning and evening hours, the special activities of calligraphy practice and exchange are opened up. The places are not necessarily confined to the indoors, and the creation form is also not necessarily limited to the paper, emphasizing the partici-

pation of visitors. It is conducive to cultural integration between the community residents and visitors.

Third, development of the ecological community. Based on the ecological background of contiguous and closely spaced stretches of all kinds of economic forests, timber stands, aquatic products, and a variety of high-quality fruits in Shangqiu City, we can establish ecological theme tourism community, to promote local economic development, and meet the modern people's consumer needs for eco-tourism. Through the community residents' demonstration of ecological agriculture, we can provide fruits for picking and tasting; establish youth ecological education base, to carry out all types of summer camp activities.

Fourth, development of farm experience community. Given that some residents have carried out diet operation related to tourism with local characteristics, we can integrate residents' spontaneous behaviors, to increase their income. During the day, the community residents provide clean farm snacks with local characteristics; during the night, the community residents hold theatrical performance with strong local characteristics, such as stilt-walking, the dragon and lion dance, and acrobatics.

Fifth, development of farming community. Based on the advantages of the agricultural production base, and perfect development model of the ecological courtyard economy, we can establish farming sightseeing and leisure tourism community, to improve the status quo of single economic structure in local areas. The community residents provide a large area of pear trees and pear flowers for viewing; dates, peanuts, and pomegranate for tasting; the ecological courtyard for visiting; the farming life experience.

3.2.2 Optimization of stakeholders' interests. As to the development of responsible tourism, we must consider the construction of tourist destinations from the perspective of local communities; emphasize the joint participation of the community residents, government departments, tourism developers, planners, policy makers, in tourism planning activities; by optimizing the structure of the tourism community, seek harmonization and optimization of the economic benefits, environmental benefits, social benefits of tourism and tourist destinations.

First, the community management composition. The management committee is composed of the community representatives, the government coordination representatives and other stakeholders. The community representatives include residents, shop operators, food service operators, orchard contractors, tourism investors; the government coordination representatives include street offices, tourism bureaus in all districts, village committees.

Second, the community management responsibilities. The management committee is responsible for implementing the resolution of the community assembly and community organizations, handling the daily affairs of the community. The members of community management committee can serve as members of permanent body; the community representatives are elected by all residents, on behalf of residents to participate in

management and business activities in tourism destinations and community, implement the joint resolution of all residents, and safeguard the common interests of the community; the role of government coordination office is to fulfill the regulatory functions of government departments, to provide protection for the development of tourist destinations. The government coordination office is only the industry regulator, which conducts regulation and control mainly from the periphery. It should not intervene excessively in reasonable choice made by the community residents, and especially in the business activities, it should eliminate the phenomenon of "serving as both referee and athlete", and avoid direct competition with the residents. Meanwhile, the government departments should act as a peacemaker to actively mediate between different groups of residents when there are conflicts of interest.

Third, optimization of stakeholders' tourism interests. (i) The community residents' interests. The residents in the calligraphy community can run calligraphy courses, sell works of calligraphy, and sell stationery to gain economic benefit; the residents within the city, qualified through training, are selected as guides with preference; several originally restaurants with characteristics within the city are encouraged to continue to operate, the evaluation of distinctive restaurants is conducted annually, and the tour guides have an obligation to recommend excellent restaurants within the old city to tourists. (ii) The government's interests, such as various taxes and fees paid by shops in the ancient city. The employment opportunities of local residents in Shangqiu ancient city should be increased; part of the incomes from tourism should be returned; the ancient city should be restored and protected; the traditional national culture inheritance and protection should be promoted; various taxes and fees should be paid by farmhouse inns and catering operators in the resort. (iii) The social interests. The real-time monitoring of tourism development is provided to local residents (including resource development, planning, service and marketing); the economic benefits (through ownership and job opportunities) and the social benefits (such as improving quality of life) should be created for the local residents; the traditional values and lifestyles in the local community should be protected and preserved (such as maintaining the original layout style of Shangqiu ancient city); when transforming the residential environment, it is advocated to grow flowers and grass around the houses, and improve local residents' awareness of the environmental protection; in terms of the building of the courtyard, the farmhouse should sit in the north facing the south, the protection of vegetation should be strengthened behind the houses (such as planting bamboo), and the deciduous trees should be planted in front of the houses.

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the service functions of ecosystem, with low ecological service value, for example, in Huajiang Demonstration Area, the incidence of rocky desertification is 54.71%, with low service value, and the service value per unit area is only 4.4 million yuan; on the contrary, in the regions with low incidence and intensity of rocky desertification, the coverage rate of vegetation is high, the ecological function is brought into play well, with high service value, for example, in Yachi Demonstration Area, the service value per unit area is 12.44 million yuan.

4.2 Discussions Due to the limitations of information and data, the indicator system of ecological service function value established is not perfect, only estimating the value of 5 service functions (water conservation, soil conservation, carbon-fixation and oxygen-production, production of organic matter, purification of atmospheric environment). The value of biological diversity and other functions have not yet been calculated. The evaluation results can reflect the tremendous service value the ecosystem provides to human, inspire people to protect the ecological environment with enthusiasm, but the actual value is much larger than this value.

The price standard used is solely based on the market prices and shadow prices of local goods; the derived value is just the value under conditions of the local price, and if we want to conduct comparative study of the derived value and the service value of ecosystem in other regions, we need to unify the price. For example, the shadow price of water conservation is based on the price of water conservancy project in rocky desertification areas, taking 140 yuan/m³ (use term: 10 years).

The service value of rocky desertification ecosystem is closely related to the incidence of rocky desertification. There are multifarious kinds of ecological environment in China's southern karst areas with the Guizhou Plateau as center; the incidence and intensity of rocky desertification also vary. Under different basic conditions of natural environment, coupled with varying degrees of impact of human activities, there are differences in the spatial distribution of rocky desertification, including disparity in incidence and level of rocky desertification. The correlation between service value of ecosystem and all levels of rocky desertification, the difference in ecological service value in the same level of rocky desertification, and other problems, are yet to be further studied.

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