

# Study on Sustainable Development Strategy of Indigenous Tribal Tourism

Hsiao-Ming Chang<sup>1</sup>, Ching-Hui Lin<sup>2\*</sup>, Ying-Wan Chuang<sup>3</sup>

<sup>1</sup>School of Physical Education, Putian University, China

<sup>2</sup>Office of Physical Education, Yuan Ze University, Taiwan

<sup>3</sup>Office of Physical Education, Yuan Ze University, Taiwan

**Abstract.** In recent years, the tribal tourism activities with the theme of aboriginal culture and ecology have been loved by the people of Taiwan, so the issue of sustainable development has been attached great importance. This paper analyzes the empirical research literature on the development of aboriginal cultural tourism and eco-tourism by means of literature review, and summarizes the framework of sustainable development of tribal tourism. After analysis, this study are finds that: 1. The government plays an important role in the process of sustainable development of tribes. 2. The positive impact of tourism development on the economy, society and environment is higher than the negative impact. Based on the above findings, this study puts forward specific suggestions for the sustainable development of tribal tourism in the future.

## 1 Introduction

In June 1992, the United Nations held a conference on environment and development in Rio de Janeiro, Brazil. The focus of the conference was "sustainable development". At the end of the meeting, 27 manifestos were produced, among which Article 22 is about indigenous people. The content is "indigenous people's knowledge and traditional habits play an important role in environmental management and development. Countries should recognize and properly safeguard their identity, culture and interests, and enable them to participate in sustainable development.". In Taiwan, in 1995, the Shanmei Community Development Association established a nature conservation park in Tanayiku. The sustainable development model of Aboriginal communities based on ecological tourism has taken shape. In 1998, the "movement of rescuing the original cypress forest in Qilan" brought the logging policy to an end, and the indigenous people became forest keepers from the hunter. In view of this, the indigenous community development associations in Taiwan have widely promoted eco-tourism, hoping to bring income and improve people's lives through this kind of tourism. In the past, most of the studies on the sustainable development of Taiwan indigenous tribes were single tribe studies, and there were few comprehensive studies. Therefore, this study adopts the method of literature review, focusing on the literature related to indigenous tourism and tribal sustainable development, analyzes the problems affecting sustainable development, and analyzes the development model. It is hoped that the results of the analysis can

provide a reference for the sustainable development of tribal tourism.

## 2 The development of tourism in indigenous areas

Ryan and Huyton (2002) defined "indigenous tourism" as a kind of tourism activity that tourists are attracted by the artistic performances, celebrations, scenic spots, historical heritages and customs of aboriginal culture and go to the indigenous areas to watch [1]. In recent years, the Taiwan government has listed tourism development as an important policy, and wants to use tourism development to improve the lives of aborigines and enhance the economic development ability of tribes. Due to the popularity of tourism and leisure in Taiwan, visiting indigenous areas or tribes has become a new tourist itinerary [2]. However, due to the limited funds, the local aborigines have never been able to enter the commodity circuit in the capital market. In the end, it is the external consortia that gain the most from entering the tribe. In addition, the development of tourism in the tribe, although helpful to the economic income of the people, has a negative impact on the local ecology and culture [2]. In recent years, the sustainable development of tribes has become an important topic of discussion. Sun Moon Lake is a famous tourist attraction in Taiwan, which is also rich in Tsou people culture. However, under the stable situation of excessive tourism development, the population of Tsou people is constantly losing (less than 1000 people are registered as ethnic people legally), and the culture is also constantly losing, which needs the help of the government to maintain [3].

\*Corresponding author: [lin-ching-hui@saturn.yzu.edu.tw](mailto:lin-ching-hui@saturn.yzu.edu.tw)

Lanyu (an outlying island in Taiwan) is the hometown of Yamei people and the only native place not in Taiwan. Tourism has been developed since the 1970s. Lee (2011) found that in order to achieve the goal of sustainable tourism, the government should first have a set of plans and strategies, and invite stakeholders to discuss various issues and interests, so as to reach a consensus and form policies. In addition, the government should not intervene too much to avoid unnecessary interference, which will undermine the autonomy and creativity of residents [4]. Lai (2015) took nine indigenous tribes on the east coast of Taiwan as the research objects, and found that the motivation of promoting tourism was influenced by the relevant government plans, emphasizing the autonomy of the people and hoping that the funds could be independent. In the initial stage of promotion, the tribal people resist the wait-and-see attitude and still give priority to their own interests. When there are conflicts, there will be boycotts. The lack of administrative talents in the tribe limits the development of the tourism industry. Even if the tribal tourism is promoted, the economic scale is small and there is a lack of stable job opportunities, so young people are still unable to stay in the tribe for a long time [5]. Chen (2018) took the journey of "199 humanistic ecological corridor" in Mudan Township, Pingtung County as the research object to explore the difficulties and problems faced by indigenous tribes in the process of development, and the interaction with relevant departments. The results show that the background of the establishment of "199 humanistic ecological corridor" is mainly due to the consideration of economic factors, providing more employment opportunities for the ethnic group; the method of training the ethnic group is to "learn by doing", so that the ethnic group can learn the operation of tribal tourism through observation. The interaction between the members and the public sector is mainly conflict, so both sides must think about how to improve the overall development of the tribe, and replace conflict with cooperation. The operation of "199 humanistic ecological corridor" in tribal tourism mainly uses "experience design" to let tourists feel tribal culture in experience. There are three main directions for tour operators to look forward to the development of tourism in the future: investment and management of tribal industries, training of tribal tour guides and commentators, and promotion of other industries [6]. Weng (2019) analyzed the reasons for the sustainable development of tourism in Ulai scenic area, and concluded that the price creation model of tourism value in Ulai scenic area has the inherent characteristics of "self-evident and systematic", "autonomy and openness", "stage and sustainability", so that it can echo the sustainable development of community tourism. At the same time, this model is an innovative model based on the interests of the community. It is different from the price creation mode of ordinary enterprises in that it must promote the collaborative creation of multiple values. The innovation power does not come from simple economic benefits, but from the sense of identity and honor of a certain community, which enables it to maintain the power of value innovation for a long time

and contribute to the sustainable development of its light industry [7]. Lee (2020) in order to understand the influence of tribes in the process of promoting tourism industry and under the framework of the government's policy of "diversified employment development program", the research objects were selected from two economic units participating in the diversified program: Hualien Taibalang and Qimei tribe. The two tribes have been operating under the long-term plan of Taiwan's Ministry of Labor for eight years. Both of them are based on the Amis traditional culture and call on the aboriginal culture to promote the tourism industry through tribal experience. Results the achievements in sustainable development are as follows: (1) on the economic level, the creation of stable employment opportunities for tribes is still limited; (2) on the social level, the proportion of surplus feedback is not high; (3) on the environmental protection level, the environment of tribes is still damaged [8]. Lee (2020) studied the new Xikou suspension bridge scenic spot in Fuxing District of Taoyuan City from the perspective of sustainable development of tribal tourism. The study found that: when promoting the development of tourism in xinxikou suspension bridge, it was restricted by relevant laws and regulations; when promoting and building the new Xikou suspension bridge at the initial stage, most of the tribal people held a wait-and-see attitude and opposed it, which restricted the development of the tribal tourism industry. Even if tribal tourism is promoted, young people still cannot stay in the tribe for a long time due to the small scale of economy and the lack of stable job opportunities [9].

### 3 Tribal tourism

In recent years, the rise of tourism industry, especially because of the rich natural resources and special cultural environment of indigenous areas, has become a new trend of tourism development. With the social changes and the reflection on the predatory destruction of nature after industrialization, the trend of global tourism development gradually changes from mass tourism to ecological tourism with full experience of nature. Lin (2008) analyzed the development of eco-tourism in Yilan County's Datong village. The results showed that on the whole, compared with the past, the Aboriginal community has changed a lot in recent years. From the original silence and depression, through the way of community eco-tourism, the Aboriginal community has gradually come out of a ray of vitality. On the ecological level, the current indigenous communities, based on their natural rights, devote great efforts to the conservation of the mountain and river environment to maintain their ancestral home; on the economic level, they show a model of closing the river to protect fish and developing tourism. Secondly, in order to maintain the ecological environment of the community, the indigenous people have conflicts with the interests of the people outside the community, and they also have some difficulties in promoting the sustainable ecological tourism of the community with the ecological theory. Of course,

different indigenous communities, based on their own living and cultural conditions, will independently revise their development routes to maintain their interests with the outside world and assist their community development [10]. Li Hengren (2011) studied the current situation of the development of eco-tourism in Smangus tribe in Jianshi township of Hsinchu County, and found that since 2001, the tribe has developed the "Tnunan Smangus" joint management system. This system emphasizes that the participating tribes contribute their private assets, collectively manage the land resources, and cooperate with each other to operate the eco-tourism industry. The economic benefits will be equally distributed. At present, 71% of the residents of the Smangus tribe participate in the "Tnunan Smangus" joint operation system. The "joint operation system" can avoid vicious competition and exclude the entry of external financial groups, which can better maintain the local natural landscape and traditional tribal culture [11]. Huang (2012) analyzed the tourism of the indigenous people in Aljungic tribe from three aspects: sustainable development of economy, society and environment. The results show that: (1) in terms of economy, not only can it continuously attract tourists to participate in the study tour, maintain a certain income, but also enable the residents who participate in the study tour team to increase their income, reduce their stress and live in the tribe. (2) In the social aspect, the tribe team sets the upper limit of the number of people to avoid the interference of the residents of the tribe. In addition, it also collects the team's common funds for the improvement of the quality of the team and the affairs of the tribe. (3) The academic units will provide professional guidance and will promote the sustainable development and community building of the tribe through the Aljungic Sustainable Development Association. (4) In terms of environment, the tribe team attaches great importance to the protection of the tribe's environment, and carries out environmental education for visitors and residents through guided interpretation, so as to make them pay more attention to the surrounding environment [12]. Huang Peihan (2014) analyzed the indigenous people's cognition of ecological wisdom in their own culture in Sinkon and Cinsbu tribes. The results showed that: (1) most of the tribal people have basic cognition of eco-tourism, and most of them are willing to develop towards the goal of eco-tourism. Those who have a higher level of knowledge of ecotourism are especially willing to take ecotourism as the goal of development. (2) Tribal operators highly identify with their own culture. Therefore, regardless of whether they have a deep understanding of traditional ecological knowledge, as high as 80% of the respondents are willing to take traditional knowledge as an element of eco-tourism to enhance the heritage and value of tribal culture [13]. Chang (2015) studied the Alang gluban tribe in Nantou County, and found that the sustainable development strategy of the tribe should be discussed and analyzed from five aspects, which are: (1) humanistic spirit resources: keep their own characteristic culture. (2) human resources: the return of the tribe's external human resources; (3) the appropriate

development of the ecological and production environment; (4) financial resources: the sustainable management of the tribe's industry, self-sufficiency; (5) knowledge resources: the combination of external new knowledge to stimulate the inherent knowledge [14]. Tsai (2016) discussed the sustainable development and management strategy of ecological tourism in Shimen village of Mudan Township in indigenous people area. The results showed that the demand of ecological tourism industry in Shimen village of Mudan township was not high, so it did not cause the impact of natural environment and local organisms. At the same time, an important conclusion should be proved, that is, we all agree that the common knowledge of the tribe, the ability of training local interpreters and the guidance and company of the public sector are enough to affect the promotion of ecotourism [15]. Wang et al. (2019) studied the concept of sustainable development of Alang Tongan tribe, and found that: the traditional concept of "enough is good" of the indigenous people coincides with the spirit of Lishan. Most of the indicators are consistent, and the tribal residents have a high awareness of the overall development of the tribe [16]. Luona, the research area of Chuan (2019), has rich natural landscape, historical and cultural characteristics. During the Japanese rule period, it promoted the group moving policy. Because of its excellent geographical environment, Luluna became an important administrative center at that time, known as the largest village in Taiwan. For the purpose of regional ecotourism, such a tourism trip has many pre operations, human training and facilities, which provide tourist services. Besides providing tourists' needs, eco-tourism should protect the land. Under the consideration of both, eco-tourism can be developed continuously [17].

## 4 Conclusion and Suggestion

### 4.1 Conclusion

Tribal tourism industry is an important part of the industrial development of indigenous peoples. It can be combined with culture, diet, B & B, agriculture and forestry environment as the connotation to design a set of tourism itinerary with characteristics, so that tourists can enter the tribe, the tide of people will bring money, employment opportunities, and the return of young people. It can effectively solve the problems of the high proportion of the elderly living alone and the popularization of intergenerational education. Of course, the tribal tourism also brings the impact on the traditional culture of the tribe, chaos and conflict of interest, which are the issues that the development of the tribal tourism industry needs to face. From the perspective of sustainable tourism development in aboriginal areas and the development of ecotourism in different tribes, the following conclusions can be drawn (as shown in Figure 1)

1. The greatest impetus to the sustainable development of tribal tourism comes from the government's policy support, investment and human

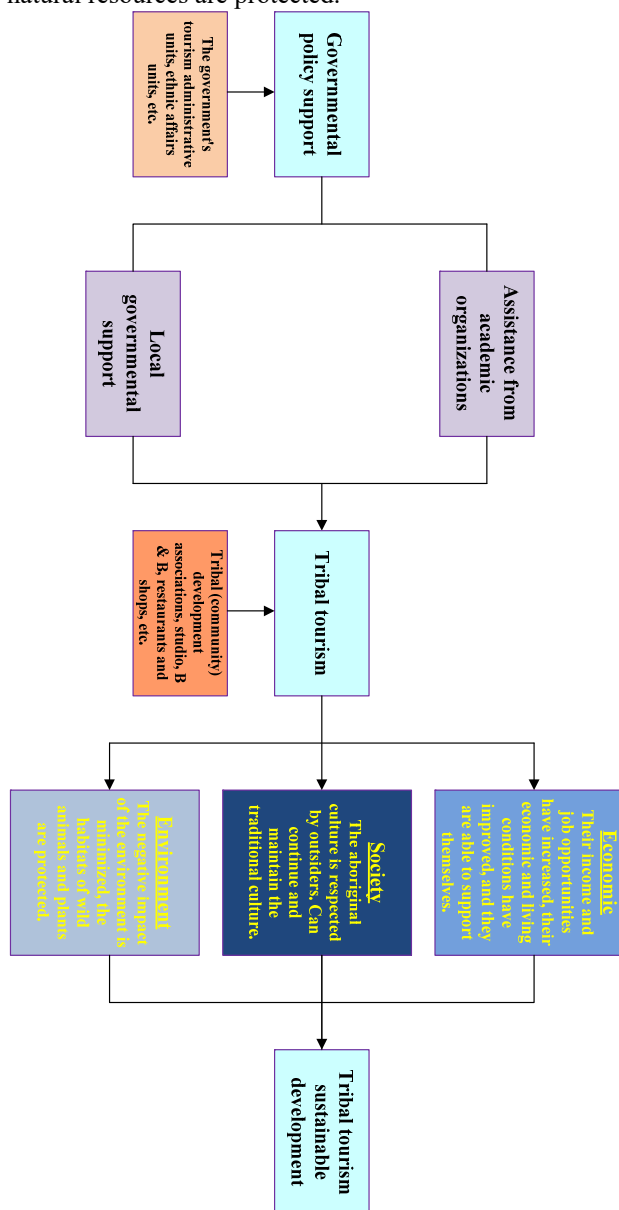
resources, as well as the assistance of academic institutions and local governments.

2. As far as the tribe itself is concerned, the sustainable development of tribal tourism mainly comes from the following three aspects:

(1) Economic: The income and job opportunities of the tribal people have increased, their economic and living conditions have improved, and they can be self-sufficient.

(2) Society: The aboriginal culture is respected by outsiders. They can continue and maintain the traditional culture and indigenous people support the development of tourism.

(3) Environment: The negative impact of the environment is minimized, the habitats of wild animals and plants are protected, and the environment and natural resources are protected.



**Figure 1.** The concept of sustainable development of tribal tourism.

## 4.2 Suggestion

This study suggests that the public sector and tribal residents should support each other to develop characteristic tourism resources for the development and future trend of tribal tourism, and make an overall planning and connection of various tribal characteristics and scenic spots. Let tourists feel the aboriginal tribal culture in the experience, and explore the characteristics through the tribal tourism and the planning of ecological tourism, so that the indigenous tourism can promote the development of tribal culture and tribal economy. Let the tribe tourism show diversity, richness and sustainable development, at the same time, carry out ecological conservation, environmental education and cultural heritage, establish production and marketing platform to market the tribe, create local employment opportunities, so that the youth of the original village can return home and serve.

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