

## An Analysis Of China's Tourism Sector And Its Impact On Local Communities

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### Abstract-

The cultural effects of China's rapidly expanding tourism industry on the locals who open their doors to foreigners are the focus of this study. This research aims to provide light on how the increasing number of tourists effects local traditions, social structures, and different cultural identities by examining the evolution of China's tourism sector and the broader social and cultural implications it has had. Examining the complex interplay between an increase in visitors and corresponding changes in local culture, this research probes the ways in which China's tourism sector has impacted host communities. Tourism has emerged as a key driver of economic development and cultural interchange in China, thanks to the country's expanding middle class and increasing global impact. In particular, the research highlights how tourism alters people's way of life, cultural traditions, and social mores in host communities. This research seeks to answer the following question: "How does the influx of tourists influence local cultures, customs, and identities?" by using a combined quantitative and qualitative method. The researchers polled and interviewed locals, travel operators, and politicians. The use of case studies was another approach. Preservation of traditional values in the face of globalised tourism, cultural marketing, and heritage preservation are among the many subjects discussed in this article. Tourists may have both beneficial and negative impacts on host communities, according to studies. One positive aspect is that it helps local economy and draws greater attention to cultural traditions. Conversely, it harms the environment, commercialises cultural heritage places, and erodes local traditions. In addition, the report stresses the need of ecotourism, cultural heritage protection, and legislative actions to lessen the impact of negative outcomes. Given the speed of globalisation, this study should aid efforts to promote sustainable tourism, protect cultural heritage, and address other pertinent issues by offering a thorough analysis of the dynamics between Chinese visitors and locals.

**Keywords:** *cultural heritage tourism, tourism development, tourism impacts, local community, China.*

### 1. INTRODUCTION

Researchers like Fennell are highlighting the increasing significance of ethics and moral values as the concept of "good tourism" evolves. Academics' growing fascination in tourism, which is often linked to advanced civilisations, further complicates matters. In order to promote sustainable, egalitarian, and ethical tourism in China, it is crucial to get a better grasp of the issues related to value-laden tourism. The cultural wealth and natural variety of China have propelled the country to the forefront of global tourism in the last few decades. Chinese tourism has lately grown into a major economic force, boosting GDP and promoting mutual understanding among Chinese people. The increase in domestic and international tourism has been beneficial to communities economically since it has led to more job possibilities, better infrastructure, and cultural development. Local economies have benefited from tourism, but the industry has also had a profound impact on local culture. Some worry that tourism would water down local traditions and identity, especially in places with a lot of historical and cultural significance. In response to the needs of visitors and the global economy, host communities may adopt more or less traditional customs, depending on the nature of

the tourism. The main emphasis of this research is on how host communities in China have had to adapt their culture to accommodate more tourists. By analysing the positive and negative aspects of the tourist business, researchers want to get a deeper comprehension of the ways in which it affects social structures, traditional living practices, and cultural identity. Numerous subjects will be examined in the research, such as the importance of tourist policies, the need to protect historic sites, and the difficulties of achieving a balance between economic development and cultural preservation. Sustainable tourism techniques that increase the economy without damaging historical monuments may be better understood by Chinese politicians, tour operators, and communities as a consequence of this study. At the end of the day, we want to help shed light on the intricate web of connections between tourists and host towns in this interconnected world of ours (Lak et al., 2020).

## **2. BACKGROUND OF THE STUDY**

Tourists are increasingly taking cues from a destination's culture when planning their trips, therefore it's important to provide a greater range of entertainment alternatives. The locals usually have a good time visiting cultural tourism sites like museums and carnivals. Cultural tourism may take many forms, and the researcher may experience them all. While planning their first plays for an international audience, the Chinese government took these things into account. What we see today is the product of innovative collaborations and joint projects between the tourism and performing arts industries, according to the experts (Kuzey et al., 2021). Thanks to the country's developed infrastructure, expanding economy, and convenient access to international markets, China's tourist business has been booming in the last few decades. Global visitors flock to China to see its many cultural sites, including the location of one of the world's early civilisations. The most distinctive aspects of the nation are its long and storied past, the variety of its regional cultures, and its long-standing traditions. In order to promote and preserve China's cultural legacy and its internationally renowned sites, the country's tourist sector is vital. Recognising the importance of tourism to China's economy, the government has taken measures to boost domestic and international tourism. Since the early 2000s, China has consistently attracted millions of foreign visitors, making it one of the most popular tourist destinations in the world. Modern airports and high-speed trains have expanded greatly, allowing more people to travel across the nation, all because of the good impacts of tourism on the economy and society. The local economy has benefited from tourism, but efforts to protect cultural heritage have been affected in different ways. Because of the pressures made on the local population by the influx of tourists, some famous tourist spots have undergone significant cultural changes. Legislators and local communities alike are increasingly worried about cultural commercialisation, the decline of traditional traditions, and the extinction of traditional ways of life. It is risky for communities to water down their traditions only to make them more tourist-friendly. Furthermore, the effect of tourists differs substantially throughout the nation. Traditional performances and arts in certain areas have thrived as a result of tourism, but in others, the sector has contributed to a loss of culture and an increase in identity crises. This gap highlights the need for further research on the personal and social impacts of tourism on host communities (Jones & Comfort, 2020).

## **3. PURPOSE OF THE RESEARCH**

This study will examine the impacts of China's tourist industry on host communities via the prism of cultural practices, social networks, and economic circumstances as they pertain to tourism. The main objective of this research is to find solutions that would slow down the development of tourist spots without causing the destruction of irreplaceable cultural artefacts. The study will also weigh the benefits and drawbacks of the industry and assess the effectiveness of current laws. Knowing the monetary gains and cultural changes that come with tourism is vital, especially in historically and culturally rich locations, where it is always growing. The purpose of this research is to learn how the tourism industry affects local culture by looking at the pros and cons of the industry. More economic

activity and cultural interaction are positive aspects, but commercialisation of traditional traditions and loss of local identity are negative aspects. The study aims to provide light on how local communities manage the demands of a thriving tourist industry while preserving their cultural heritage by evaluating these consequences. In the end, the research will provide ways to boost tourism while keeping local customs alive and encouraging economic development.

#### 4. LITERATURE REVIEW

While it's true that tourism helps local economies and creates employment, research has shown that it may also lead to social issues including changes in community structures and the displacement of local residents. Research suggests that cultures may have positive and negative impacts. The preservation and exchange of cultural traditions may be fostered via tourism. Cultural commercialisation and the loss of indigenous practices are real concerns that can arise from local customs being changed to suit visitors. Balancing economic success with cultural preservation is a recurrent subject in management literature on tourism. Academics working to lessen the cultural effects of tourism on host communities may find assessments useful in shedding information on the effectiveness of these laws. China is become one of the most popular tourist destinations in the world, thanks to its booming tourism sector (Jiang et al., 2021). Experts in the field have spoken out, describing the pros and cons of the project and its potential impact on the surrounding communities. Positive results include improved infrastructure, greater job possibilities, and more awareness on a worldwide scale. A number of studies have highlighted the positive features of tourism and how investments in the industry might help revitalise cultural activities and preserve heritage. Many, however, worry that local cultures are succumbing to commercialisation to the point that traditional traditions are changed or staged to meet the expectations of tourists, perhaps leading to a decline in authenticity. Research also shows that local identities and social structures are disintegrating as communities adapt to the demands of the tourist industry, often at the expense of their traditions. The study investigates how tourist policies may lessen the negative impacts of sustainable tourism, which has been advocated by several experts in the field as a means to increase economic development without sacrificing cultural assets. The results show that the researcher's economy and way of life would be affected by tourism, thus it's important to consider the benefits and drawbacks. This literature review establishes a foundation for future study on the topic by highlighting the significance of comprehending the impacts of tourism on local cultures in China (Ivanc & Marius, 2020).

#### 5. RESEARCH QUESTION

- What is the influence of cultural heritage on the Tourism Industry's Cultural Effect?

#### 6. RESEARCH METHODOLOGY

##### 6.1 Research Design:

The researchers performed quantitative data analysis using SPSS version 25. The use of the odds ratio with the 95% confidence interval clarified the time and nature of the first occurrence of this statistical connection. Since the p-value is less than 0.05, the researchers may conclude statistical significance. Descriptive analysis facilitates a thorough comprehension of the data's essential attributes. Computational tools and mathematical, statistical, or arithmetic analyses are essential components of quantitative approaches used to objectively assess replies to surveys, polls, or questionnaires.

##### 6.2 Sampling:

An uncomplicated sampling technique was used for the study. The research used questionnaires to gather data. The Rao-soft software calculated a sample size of 1547. A total of 1,800 questionnaires were sent; 1,753 were returned, and 53 were rejected due to incompleteness. A total of 1,700 questionnaires were used for the study.

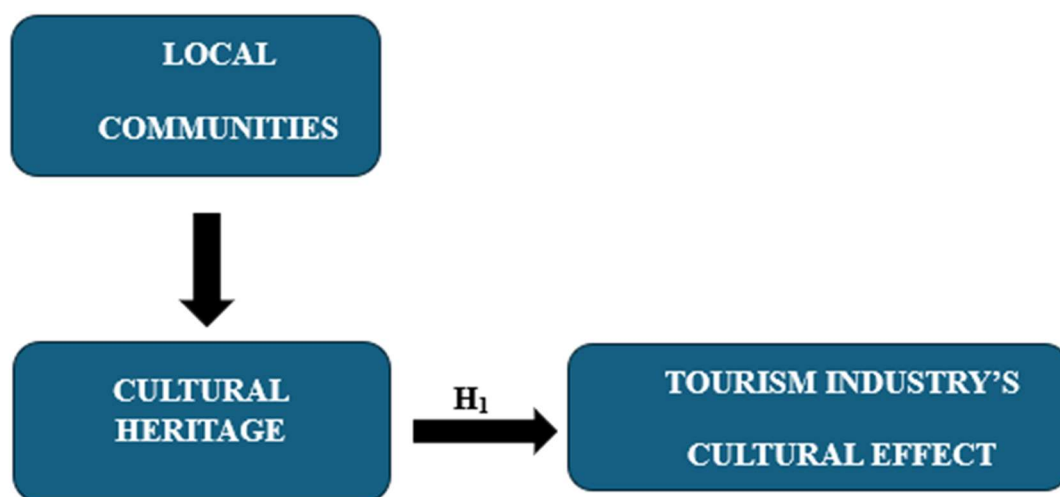
### 6.3 Data and Measurement:

The primary data for the research was obtained via a questionnaire survey, which may have been either a one-to-one correspondence survey or a Google Form survey. The survey had two components: (A) a section asking participants to choose their preferred mode of communication (online or offline), and (B) a section seeking their evaluations of various attributes using a 5-point Likert scale. The bulk of the secondary material was obtained from internet sources, however it was sourced from a variety of origins.

**6.4 Statistical Software:** The statistical analysis was conducted using SPSS 25 and MS-Excel.

**6.5 Statistical Tools:** To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

## 7. CONCEPTUAL FRAMEWORK



## 8. RESULT

### • Factor Analysis

A common use of Factor Analysis (FA) is to uncover latent variables within observable data. In the absence of definitive visual or diagnostic indicators, it is customary to use regression coefficients for grading purposes. In FA, models are crucial for success. The objectives of modelling are to identify errors, intrusions, and discernible correlations. The Kaiser-Meyer-Olkin (KMO) Test evaluates datasets generated from diverse regression analyses. The model and sample variables are confirmed to be representative. The data indicates duplication, as seen by the figures. Reduced proportions improve data comprehension. The KMO output ranges from zero to one. A KMO value ranging from 0.8 to 1 indicates a sufficient sample size. The following are the acceptable levels, as per Kaiser: The

subsequent approval standards established by Kaiser are as follows:

A lamentable 0.050 to 0.059, insufficient 0.60 to 0.69

Middle grades often range from 0.70 to 0.79.

Exhibiting a quality point score between 0.80 and 0.89.

They are astonished by the range of 0.90 to 1.00.

Table 1: KMO and Bartlett's Test for Sampling Adequacy Kaiser-Meyer-Olkin statistic: 0.873

The outcomes of Bartlett's test of sphericity are as follows: The chi-square statistic is about 190, having 190 degrees of freedom and a significance threshold of 0.000.

This confirms the veracity of claims made just for sampling purposes. Researchers used Bartlett's Test of Sphericity to assess the significance of the correlation matrices. A Kaiser-Meyer-Olkin score of 0.873 indicates that the sample is sufficient. The p-value from Bartlett's sphericity test is 0.00. A positive outcome from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

**Table: KMO and Bartlett's**

<b>KMO and Bartlett's Test</b>		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>.873</b>
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	<b>3252.968</b>
	<b>df</b>	<b>190</b>
	<b>Sig.</b>	<b>.000</b>

This demonstrates the validity of statements made for sampling purposes. Researchers evaluated the importance of the correlation matrices by Bartlett's Test of Sphericity. A number of 0.873 signifies that the sample is considered acceptable according to the Kaiser-Meyer-Olkin scale. The p-value obtained from Bartlett's sphericity test is 0.00. Statistically significant outcomes from Bartlett's sphericity test suggest that the correlation matrix diverges from an identity matrix.

## ❖ INDEPENDENT VARIABLE

### • Local Communities

Those who live in close proximity to one another, have similar interests, or work together on community-based economic, social, or cultural projects are considered to be members of the local community, according to the researcher. Because they live so near together, members of these communities are able to have frequent in-person get-togethers. People might find a shared foundation in their neighborhoods, hamlets, towns, or cities, and use it to form connections and exchange stories. Geographical factors are important, but the common values, practices, and goals of a community's members also play a significant role in shaping its personality. There are a lot of activities that local communities put on and attend that try to bring people together and encourage them to work together. Initiatives to address or capitalise on local challenges or opportunities, community meetings, educational programs,

and neighborhood get-togethers are all examples of such activities. Local government institutions, churches, schools, companies, and social clubs are all examples of informal networks that often collaborate to better the lives of community people. The involvement of local communities in maintaining cultural traditions and identity is also crucial. Members are able to celebrate their distinct heritage, language, and customs at these gathering places, which serve as centres of cultural expression. Social cohesiveness and interpersonal connections are both enhanced when people feel they belong to their local community (Hofman et al., 2022).

#### ❖ FACTOR

##### • Cultural Heritage

To grasp the gravity of the sites discussed here and the care they get, one must first grasp the meaning of the term "cultural heritage." Because it is a fluid and ever-changing idea, our modern conception of cultural heritage is both expansive and elusive. One way to start making sense of the vast array of things that make up "cultural heritage" is to look at how UNESCO defines global heritage and how they categorise world heritage sites (Hira & Busumtwi-Sam, 2021).

"The designation for places on Earth that are of outstanding universal value" is what UNESCO calls global heritage, and "culture" is what a community or social group's unique spiritual, material, intellectual, and emotional traits are. All of these characteristics may be seen in the works of art, books, lifestyles, communal practices, traditions, and beliefs. In 1972, UNESCO approved the Convention Concerning the Protection of the World Cultural and National historic. Twenty-two nations signed it, and in 1975, it officially became effective, designating world historic sites. The present system for the protection and maintenance of world-renowned cultural heritage sites was put out during this conference. One definition of heritage is an inherited possession, which might be material or immaterial, passed down through many generations. Oral traditions, ties to one's community, and language are all examples of intangible legacy. On this page, we will delve into tangible kinds of legacy, which are the material traces that have been left behind and which pass on vital historical and cultural information from one generation to another. Cultural artefacts, such as buildings, towns, and archaeological sites, are physical representations of a people's spiritual, material, intellectual, and emotional traditions that have survived through the ages (Han & Li, 2023).

#### ❖ DEPENDENT VARIABLE

##### • Tourism Industry's Cultural Effect

The cultural influence of tourism occurs when it changes people's lives, the places they go, and the values they hold. There are pros and cons to tourism because it often results in dynamic interactions between locals and tourists, which affects the passing down, receiving, and shaping of cultural traditions. Because it fosters understanding and appreciation for other cultures, some see tourism as a net good. Many towns are bringing back and maintaining long-lost forms of art, festivals, food, and customs to show off to tourists what they're proud of. By gaining an understanding of one another's cultures, both residents and visitors have the potential to spread messages of acceptance and global unity. Incentives for visitors may also help keep historical monuments, objects, and intangible cultural assets safe for the next generation. The cultural impact of tourism, however, can cause problems. The commercialisation of local customs and rituals by distorting, exaggerating, or simplifying them to attract to visitors is a source of worry for many. If religious practices are too monetised, they risk becoming little more than tourist traps. Furthermore, local cultural norms, social conflicts, and traditional values might be severely impacted or perhaps eradicated as a result of the inflow of foreign influences brought about by an upsurge in tourism (Hall, 2021).

##### • Relationship Between Cultural Heritage and the Tourism Industry's Cultural Effect

There has been a meteoric rise in cultural tourism in the last few years. The most popular kind of tourism in China is cultural heritage tourism, which is driven by the rich variety of local customs and culture. If we take Macao, a famous



gambling destination, as an example, research by Vong (2016) indicated that 76.2% of the survey respondents were cultural tourists based on cultural site visits. During the Chinese New Year and National Day Golden Week, three cultural sites were listed as the top 10 domestic tourism destinations according to China Travel Academy (CTA, 2016, 2017). This was based on the amount of online enquiries and ticket bookings. In particular, cultural heritage places accounted for five of Guangzhou's most popular tourism destinations. In a similar vein, Guangzhou was named the most popular tourist city in southern China, and among the most popular search terms on a Chinese travel website, www.mafengwo.cn, which features user-generated content from tourists, attractions related to Lingnan culture ranked in the top five (2018). One of the most important types of tourism in China is cultural tourism. Cultural sites and destinations are in high demand, but competition is fierce owing to the growing sophistication of Chinese visitors and the country's booming tourism industry. As a result, groups of Chinese cultural tourists should be defined according to their goals and past experiences. Additionally, it is critical to thoroughly examine the good and negative effects of increased tourism on cultural sites, destinations, and host communities. Planning and management of sustainable tourism in the future may benefit from this kind of study (Gowreesunkar & Vo Thanh, 2020).

Following the aforementioned dispute, the researcher proposed a hypothesis to examine the relationship between Cultural Heritage and the Cultural Impact of the Tourism Industry.

***"H<sub>01</sub>: There is no significant relationship between Cultural Heritage and the Tourism Industry's Cultural Effect."***

***"H<sub>1</sub>: There is a significant relationship between Cultural Heritage and the Tourism Industry's Cultural Effect."***

**Table 2: H<sub>1</sub> ANOVA Test**

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
<b>Between Groups</b>	39588.620	599	5731.476	1278.776	.000
<b>Within Groups</b>	492.770	1100	4.482		
<b>Total</b>	40081.390	1699			

The results of this investigation will be substantial. The F value of 1278.776 is statistically significant, with a p-value of 0.000, which is below the alpha level of 0.05. Thus, it is clear that ***"H<sub>1</sub>: There is a significant relationship between Cultural Heritage and the Tourism Industry's Cultural Effect."*** is accepted, whereas the null hypothesis is rejected.

## 9. DISCUSSION

Historical sites and regional cultures benefit economically from tourism, which aids in the preservation of cultural heritage. The commercialisation of cultural events for tourists raises serious concerns about the preservation of their authenticity and traditional practices. An inflow of visitors can potentially disturb local values and social life. To assess how current policies strike a balance between preserving cultural integrity and achieving economic benefits, researchers should look for methods to make these policies better. Much discussion surrounds the concept of sustainable tourism, which places an emphasis on preserving local customs. An important part of China's cultural diplomacy and a driving force in the country's economy, the tourist sector has expanded at an exponential rate over the last several decades. While this industry's growth has created many new possibilities, it has also profoundly impacted on the local cultures in which it has established itself. Any research looking into these effects will reveal how difficult it is to strike a balance between increasing tourism and protecting local traditions.

## 10. CONCLUSION

The research cites cultural monetisation and social disruption as two issues stemming from China's tourism business, which impacts the country's culture and economy in both good and bad ways. Effective rules are crucial for balancing the benefits of tourism with the need to preserve cultural treasures. To find a middle ground between economic development and the preservation of local traditions, one may implement sustainable tourism techniques and another could increase stakeholder engagement. An integral aspect of China's economic development and the promotion of cross-cultural understanding is the country's flourishing tourist sector. But the local communities have been deeply affected by the fast growth in many ways. Tourism may invigorate and conserve cultures, but it also brings concerns including social instability, environmental damage, and the commercialisation of culture, as this research shows. Important results from the research show that tourism has helped restore traditional arts, preserve historic sites, and celebrate local identities. Because of these required changes, traditional rites may have lost some of their authenticity. The sustainability of these developments and the equal distribution of their benefits are being questioned due to the pressure that overcrowding and commercialisation have placed on the social fabric of many communities.

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