

THE EFFECTS OF TOURISM DEVELOPMENT ON FENGHUANG COUNTY'S ECONOMY AND CULTURE.

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ABSTRACT

As more and more people started flocking to Fenghuang County, China, things started to shift dramatically. The economy and society are experiencing these changes simultaneously. Things have changed for the locals because of what happened. Fenghuang attracts visitors from far and wide. Why? Numerous historical sites, representing a wide range of civilisations, and the majority of their edifices are still surviving today. More money, employment, and chances for businesses have flooded into the economy as a result of tourism. The influx of tourists has been good for the local retail, travel, and hotel industries. Additionally, tourism has encouraged the launch of small companies, which in turn has encouraged individuals to strike out on their own. Modernising the county's roadways, hotels, and cultural institutions has boosted the economy. If implemented, the improvements may facilitate economic growth in the county. The growing expense of living, the redistribution of wealth, and the fact that tourism is crucial to the economy are all sources of concern for some people. Through tourism, long-lost customs and artefacts have been rediscovered. Greater attendance at cultural events, such as festivals and arts and crafts fairs, has increased civic pride and fostered greater understanding across different demographics. The public and commercial sectors have worked together to improve access to historic sites and other forms of intangible cultural assets in the hopes of increasing tourism. The preservation of intangible cultural resources has been aided by tourism. Staying truthful while yet making money may be challenging, particularly in certain situations. Things like welcoming new cultures and preserving old buildings are areas where generations disagree. Several extraneous factors have impacted the lives of several youths, heightened their ambitions and altered their goals. The landscape has shifted.

Keywords: Historical Sites, Civilisations, Cultural Institutions, Economy, Several Youths.

INTRODUCTION

The enormous impact that tourists have on the economies and cultures of the nations they visit has propelled tourism to the forefront of global economic growth drivers. Local economies, particularly in regions rich in cultural assets, have felt the effects of the surge in domestic and international tourism in China. This is especially the case in areas rich in cultural and historical artefacts. A great example of how tourism-driven development and cultural preservation may coexist is Fenghuang County in Hunan Province. This county exemplifies this remarkable link

well. The picturesque scenery, ancient wooden buildings, and distinctive Miao and Tujia cultural heritage draw visitors to the once-remote town of Fenghuang. This is because, up until recently, it was not very crowded. Fenghuang County's economy has seen the effects of the tourist boom. This has led to the creation of employment, the improvement of infrastructure, and the promotion of initiatives for small businesses. The hotel, retail, and transportation industries have all benefited from the influx of tourists, leading to increased investment and a stronger local economy. This has expanded the number of factors impacting the regional economy. More and more, people are becoming familiar with regional traditions. Historic preservation efforts and public building projects supported by the government have brought the region's cultural significance into sharper focus (Wang & Zakaria, 2025). Authenticity, diluting culture, and jeopardising community values are common concerns raised when discussing the practice of selling history to tourists. Many social issues have arisen as a result of the dramatic rise in the number of visitors. Problems arise when people's ways of life change, when conflicts arise across generations, and when the goals and expectations of the younger generation shift. The economic, social, and cultural impacts of an influx of visitors to Fenghuang County should be thoroughly investigated. For the purposes of this study, two outcomes affecting Fenghuang County are of primary interest. This county exemplifies the way in which modern tourism is changing long-established Chinese towns. The county is the focus of this case study (Tian, 2021).

BACKGROUND OF THE STUDY

People who want to see China's historical sites typically flock to Fenghuang County, which is in Hunan Province. The county has breathtaking scenery and historical attractions, as well as a rich mix of cultural traditions from many different ethnic groups. This country is famous across the world mostly because of the great range of these parts. Throughout history, a lot of people have left the country. This change was caused by a lack of job possibilities and different degrees of economic growth. A lot of individuals have left the nation because of this trend. This issue affects younger people more than older people, particularly those who want to work in cities. This is a big deal for younger people. This flood of strangers has had enduring consequences on culture and society. Community cohesion is gradually diminishing, engagement in traditional rites is declining, and cultural transmission within the same generation is decreasing. Everything that has transpired since the outer shift is because of it. On the other hand, the growth of tourism has led to new ways of travelling (Tian, 2023). All of this has occurred at the same moment. More and more individuals are interested in the issue of return migration. People who left their homes to look for work in the arts and crafts, hospitality, and cultural performance sectors occasionally migrate back to their hometowns to take advantage of these opportunities. This phenomenon is the result of this phenomenon. Because of this, a lot of parts of the local culture have come back to life. Traditional rituals have changed into useful things for society and the economy, which is why people act the way they do. As a result, certain pieces of the local culture have been brought back to life, while new ones have grown. Inward migrants are people who move to Fenghuang from other places to work or invest in the tourism business. This migration has brought a broad

range of cultural impacts to the region. People relocating to Fenghuang from various areas of Myanmar is what caused this migratory phenomenon? This has also sped up the process of commercialising things, which means modifying local customs to fit the needs of visitors instead of making the community better in its genuine form. Because of this, individuals can share cultural ideas and innovations more freely, and the processes in these fields have also sped up. Migration has two main effects on the socio-cultural consequences of the growing tourism in Fenghuang County. Migration is the cause of these impacts, and it plays a role in shaping them. This situation may change how the community sees itself, how people interact with each other, and how accurate its cultural representations are. This is the new normal, even if it might lead to economic progress while also maintaining cultural values. To fully understand the effects of tourism on the economy and society as a whole at historical sites like Fenghuang, they need to think about migration. This is why people move (Fu & Mohi, 2024).

PURPOSE OF THE RESEARCH

The objective of this study is to analyse the effects of migration on the cultural and social transformations resulting from the expansion of tourism in Fenghuang County, China. This research aims to analyse the effects of community-based migration, internal migration, and foreign migration on cultural preservation, community identity, and social cohesion within the context of a rapidly expanding historical tourism enterprise. The research focusses on investigating the dual aspects of internal migration, external migration, and the interactions between the two. The primary objective of this research is to elucidate the intricate relationship among mobility, the authenticity of cultural traditions, and the sustainability of communal life. To achieve this, they look at how migration helps bring back and make money from local traditions. This is what they need to do to reach objective. The main purpose of the research was to find ways to make Fenghuang's social fabric better while also encouraging tourism and safeguarding the area's unique cultural heritage. The findings from this research might help the federal government make decisions on policies and strategies. The primary objective of this endeavour is to ensure that the findings from this study guide future policy and strategy development.

LITERATURE REVIEW

The return of people has greatly helped bring the local culture back to life. The local community worked hard to bring back skills, performances, and crafts into daily life, and here is the result. The major reasons for this trend are the job opportunities in the tourism sector and the chance to create their own company. During this time, investor-led development and people moving to the area have sped up commercialisation. The large number of visitors has had a big impact on the culture and society of Fenghuang County. This might have an effect on social norms. This might change how things are done in society. This may be quite worrying, that's for sure. Research in China indicates that the influence of marketing on socio-cultural outcomes may be alleviated by elements such as local government, regulatory frameworks, and community

involvement. It has been shown that this is accurate in this context. Emphasise the need of formulating strategies that consider the diverse array of cultures present (Si & Tang, 2024). There is a clear link between young people moving about and the loss in the handing down of cultural norms and traditions from one generation to the next. This has been recorded at different times throughout history. Recent empirical and macro-micro evaluations of rural tourism in China suggest that tourism may significantly enhance local cultural identity. This is especially true when travellers and their families are given opportunity to actively help create cultural experiences. The tests were place in China. The well-known quarterly journal Tourism and Development published the study's findings. The tourism sector is known for not sharing its gains fairly. Instead, political institutions, market pressures, and differences in income and wealth typically shape them. As more and more individuals decide to travel (Tang, 2024).

RESEARCH QUESTIONS

What are the influence of migration on financial impacts on Fenghuang County?

RESEARCH METHODOLOGY

Research Design

Methodology they used SPSS version 25 to do the quantitative data analysis. The direction and intensity of the statistical association were determined using the 95% confidence interval and odds ratio. At $p < 0.05$, the researchers established a criteria that was considered statistically significant. The data's essential features were extracted using a descriptive analysis. When analysing data transformed by computing tools for statistical analysis or data collected from surveys, polls, or questionnaires, quantitative methods are often used.

Sampling

Research participants filled out questionnaires to provide information for the research. Using the Rao-soft programme, researchers determined that there were 630 people in the research population, so researchers sent out 730 questionnaires. The researchers got 700 back, and they excluded 30 due to incompleteness, so researchers ended up with a sample size of 670.

Data and Measurement

A questionnaire survey served as the principal tool for data gathering in the study. The survey had two sections: (A) General demographic information and (B) Responses on online and offline channel variables assessed using a 5-point Likert scale. Secondary data was obtained from many sources, mostly on internet databases.

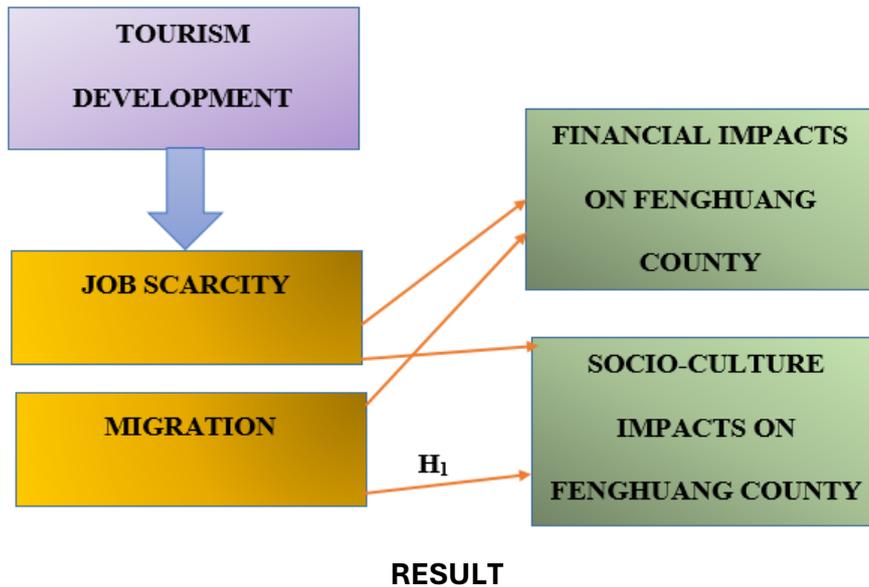
Statistical Software

The statistical analysis was conducted using SPSS 25 and MS-Excel.

Statistical Tools

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

CONCEPTUAL FRAMEWORK



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 evaluations. In FA, models are crucial for success. The objectives of modeling are to identify errors, intrusions, and discernible correlations. The Kaiser-Meyer-Olkin (KMO) Test is a method for evaluating datasets generated by multiple regression analyses. The model and sample variables are confirmed to be representative. The data indicates redundancy, as seen by the figures. Reduced proportions improve data comprehension. The KMO output is a numerical value ranging from zero to one. A KMO value ranging from 0.8 to 1 indicates a sufficient sample size. The below quantities are considered suitable, according 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 span 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.

The outcomes of Bartlett’s test of sphericity are as follows: The degrees of freedom for the chi-square test are around 190, with a significance level of 0.000.

Table 1. KMO and Bartlett’s Test for Sampling Adequacy (Kaiser-Meyer-Olkin statistic: 0.870).

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

This illustrates that claims made for sampling reasons are valid. Researchers used Bartlett’s Test of Sphericity to assess the significance of the correlation matrices. A sample is deemed good based on the Kaiser-Meyer-Olkin criteria when the result is 0.870. The p-value derived from Bartlett’s sphericity test is 0.00. The correlation matrix is not an identity matrix, as shown by a statistically significant outcome from Bartlett’s sphericity test.

INDEPENDENT VARIABLE

Tourism Development: “Tourism development” refers to the organised and deliberate expansion of a destination’s services and attractions with the express purpose of drawing in more tourists. Just like this, they have “tourism development.” Improving the area’s transport, housing, and hospitality infrastructure is a part of this. Making legislation and initiatives to assist with it is also part of it. Improving the area’s physical infrastructure is also a part of it. There has been an uptick in the number of businesses offering ancillary services to the hospitality industry. More and better tourists, as well as an increase in interest in the country’s cultural and environmental treasures, are signs that the tourism industry is evolving. The term “tourism development” encompasses not only the expansion of the tourism industry, which has been a driving force in Fenghuang County’s economic growth, but also the broader social and cultural shifts brought about by an influx of visitors, the creation of new employment opportunities, and the blending of diverse cultural practices. Put simply, each of these areas is experiencing an upsurge in tourist. To understand the cultural, social, and economic impacts of the area, this independent variable is necessary (William, 2023).

FACTORS

Migration: Migration is one of the most important factors that impacts the social, cultural, and economic aspects of Fenghuang County’s tourist growth. In each of these situations, there is some amount of migration. A lot of young people have had to go to cities in the past to obtain better jobs. This is largely because there aren’t many jobs that are easy to find and the economy isn’t doing very well. The work market in the places that have been affected by migration isn’t very good, which has led to an older population. The rise in tourism in the area has also caused new types of migration to happen in the county. Even though things are happening in the country, this is still happening. Some people have migrated to Fenghuang to take advantage of the job

prospects in the tourist industry, while others have come back. It's vital to keep in mind that all of these considerations had a part in the choice to move. The county's economy is better off because people relocate there. This is because it makes individuals want to create their own firms, small businesses, and service sectors. People migrated to the neighbourhood, which is why these businesses arose. On the other hand, it may make people fight for jobs, houses, and resources, which could sometimes push locals out of the picture. This is quite likely to happen because of the way things are right now. From a sociocultural perspective, migration acts as a channel for the infusion of new cultural influences. These outside factors are changing the way people live and act, and they are also making individuals doubt the worth of cultural goals. They need to realise that people leaving the community for good threatens cultural dilution and weakens connections between generations. This is true even though returning migrants may bring skills and new ideas that could help the community grow. They should think about this since it is an important subject. (Xiao & Takayama, 2025).

DEPENDENT VARIABLE

Socio-Cultural Impacts on Fenghuang County: It alters people's lifestyles, beliefs, and interactions, tourism has a "socio-cultural impact On Fenghuang County" on a town. Because of the impact on tourism, the community suffers. This exemplifies how the expansion of tourism has not only created new opportunities for locals and tourists to engage, but has also kept cultural traditions, community identity, and everyday life alive. The return of long-lost cultural traditions, such as festivals and arts and crafts, could be a positive outcome of increased tourism. People in the community can be happier and healthier as a result, and they can live longer as a result. However, it could also lead to problems, such as shifts in social norms, cultural marketing, and the slow but steady loss of veracity in depictions of other cultures. Some of the issues that may arise as a result of this include the ones listed above. These are only a few of the many potential problems it could cause; there are many more. Fenghuang County's social and cultural life is greatly influenced by tourism, which is a crucial component of its growth. Reason being, the area is greatly impacted by tourism. Evidence like this suggests that an increase in tourism and government-sponsored initiatives could have unintended consequences for local cultures. For this reason, things stand as they do (Zen, 2021).

The relationship between Migration and Socio-Cultural Impacts on Fenghuang County: Migration is a big concern in Fenghuang County that impacts the way people live in the area. This is especially bad since the tourism business is growing so quickly. When looked at from the point of view of the local tourist business, the importance of this conclusion becomes further clearer. The most obvious bad effects of people moving away are that communities become less connected, information is passed down from one generation to the next less often, and people stop doing things the way they used to. This trend is becoming increasingly obvious to younger people since they are more inclined to move to cities in quest of better opportunities. When individuals travel back to their hometowns, sometimes because they are tourists, it may give the local culture a fresh lease of life. This shows an alternative way of looking at things.

Festivals, performances, and crafts may help people remember their past and meet the needs of visitors when they come back to their community. They now know why things are the way they are. This is because individuals like that are more inclined to come back to the site. This, on the other hand, helps keep cultural traditions alive and helps people build their own identities. When workers and company owners arrive at the same time, it affects the social dynamics of the region and adds new cultural influences that modify how people live. The changes are happening because the area is going through a period of transformation. These modifications happen at the same time. This might lead to cultural commercialisation, which is when practices are modified more to make tourists happy than to show what the community is actually like. This is something that should happen. On the other hand, employing fresh and inventive ways might help society become better. This is better called a circumstance. The conflict that comes from the confrontation between cultural preservation and cultural development in Fenghuang demonstrates the delicate connection between migration and its socio-cultural implications. The existence of this dispute demonstrates that migration is mostly a social phenomenon. Migration has crucial parts that may either help or hurt a country’s cultural identity. Movement is a key feature of migration. This topic merits considerable attention, since migration profoundly impacts the effects of tourism on host communities (Zandi, 2023).

On the basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between Migration and Socio-Cultural Impacts on Fenghuang County.

“H₀₁: There is no significant relationship between Migration and Socio-Cultural Impacts on Fenghuang County.”

“H₁: There is a significant relationship between Migration and Socio-Cultural Impacts on Fenghuang County.”

Table 2. H1 ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	136	5655.517	1055.921	.000
Within Groups	492.770	533	5.356		
Total	40081.390	669			

This investigation yields remarkable results. The F value is 1055.921, attaining significance with a p-value of .000, which is below the .05 alpha threshold. This signifies the *“H₁: There is a significant relationship between Migration and Socio-Cultural Impacts on Fenghuang County.”* is accepted and the null hypothesis is rejected.

DISCUSSION

Fenghuang County is a good illustration of how stability and change may work together in a complicated way. The link between migration and its socio-cultural repercussions is a major example of this dynamic interaction. When a lot of young people leave the area, cultural practices that are popular in the community might lose part of their meaning. The fundamental reason for this is because there are less and fewer individuals who can keep up with native customs, arts, and community activities. That makes it clear that the problem is real. It has created gaps in cultural knowledge across generations and, in certain cases, made it harder to keep intangible traditions alive. This is what caused these two findings to happen. The development in tourism is one trend that has begun to counteract these trends. It makes individuals want to go back to their home countries even after living abroad. This is still true, even if they currently live in separate countries. People who have been forcefully relocated from their homes are increasingly engaged in cultural reconnection activities, including visiting ethnic performances, joining in festival celebrations, and creating homemade handicrafts. These individuals are changing how they think about these activities, going from viewing them as cultural expressions to seeing them as ways to get money. The process of internal migration makes the matter much more complicated. Immigrants may bring a lot to the table in terms of investments, skills, and chances, but they can also speed up the process of making culture more commercial. They can do this. Here, traditional rituals are changed to make them more appealing to visitors instead of what the inhabitants really need. This sometimes leads to conflict between keeping old traditions and creating new ones. This arises when people in the area strive to reconcile the desires of tourists who want to see their culture with the need to safeguard the larger meaning of “identity.” Also, everyone believes that migration may either bring back cultural practices that have been lost for a long time or make them go away more quickly. The effects of a vital component are not always entirely positive or negative; they are often contingent upon the specific circumstances. The consequences are strongly affected by how much local communities can control how their traditions are represented and changed to meet the needs of tourists.

CONCLUSION

The rise in tourism in Fenghuang County has had both good and bad repercussions on the economy and society there. The county’s increasing tourism sector has led to these changes. Changes in question have happened all around the nation. Tourism has helped ease employment shortages in the economy in two ways: by helping small businesses develop and by creating new job opportunities. These benefits, however, are nevertheless vulnerable to seasonal fluctuations and an excessive dependence on a single economic sector. When they look at migration from a sociological point of view, they can see that it influences every part of a community’s life. Return migration, which has been fuelled by the potential for tourism, has led to the revival of local customs and the establishment of avenues for the preservation of cultural traditions. Because of this, local traditions have been revived. The historical inclination to prioritise the external world has hindered attempts to preserve culture. Internal migration is linked to new cultural processes that make a group more diverse. No matter what, there is a

chance that the movement may lead to the commercialisation of traditions to attract tourists, which is the opposite of what the migration was meant to do. The socio-cultural and economic benefits of tourism in Fenghuang County are two-sided: tourism helps the area expand, but it also introduces new problems. As a result, tourism has a big effect on the county. Tourism is important since it helps growth and makes people more vulnerable at the same time. Long-term sustainable development requires policies that put both economic growth and cultural preservation first. Also, these strategies should make sure that people are still involved in choices that impact their culture and way of life as they change to fit the requirements of tourists. To make sure this occurs, it's crucial to keep the people in the area engaged.

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