A STUDY TO ANALYSIS CHINA'S TOURISM INDUSTRY AND ITS CULTURAL EFFECTS ON LOCAL COMMUNITIES.

Lei Shuyan[1], Oyyappan Duraipandi[1]

[1]Lincoln University College, Petaling Jaya, Malaysia.

ABSTRACT

This study delves into the intricate relationship between the expanding Chinese tourism industry and the cultural effects it has on the communities who welcome it. By examining the shifts in China's tourism sector and their broader socio-cultural ramifications, the research aims to provide light on the ways in which increasing tourism affects traditional practices, social hierarchies, and unique cultural identities in various regions. This research delves into the cultural impacts of China's tourist sector on local communities, specifically looking at how different areas have seen different forms of tourism growth and cultural alteration. One of the most important factors in China's booming economy and increasing worldwide impact is the influx of tourists, who bring with them a wealth of new ideas and perspectives. With an emphasis on how tourism alters social structures, cultural practices, and traditional ways of life, the research delves into both the good and bad effects of tourism on host communities. This study seeks to answer the question, "How does the influx of tourists influence local cultures, customs, and identities?" by combining qualitative and quantitative research methodologies. These approaches include case studies, interviews, and surveys administered to local inhabitants, tourism operators, and legislators. Cultural commercialisation, historical preservation, and the difficulties of upholding traditional values in the context of globalised tourist behaviours are some of the topics covered. According to the results, there are pros and cons to tourism, including economic gains and more exposure for local cultures throughout the world. Cons include cultural erosion, environmental deterioration, and the commercialisation of historic sites. Policy interventions may help reduce negative impacts, increase sustainable tourism, and support cultural preservation efforts, according to the report. In sum, the findings of this study provide light on the interplay between Chinese tourists and the communities they visit, which is important for those concerned with fostering sustainable tourism, preserving cultural heritage, and adapting to the challenges posed by fast globalisation.

Keywords: Tourism Industry, Cultural Effects, Local Communities, Historical Transformation.

INTRODUCTION

As the vocabulary of good tourism evolves, scholars in the area of tourism studies like Fennell are emphasising the increasing significance of basic ethical principles and values. This conversation is being spiced up by the growing interest of academics

in tourism, a phenomena often linked to developed nations. It is essential to promote ethical, sustainable, and equitable tourist behaviours and practices in China by increasing our awareness of the value-laden nature of tourism and the underlying concerns. China has risen to prominence as a tourist hotspot in recent decades, thanks to its varied landscapes and storied past. With China's economy booming and the world becoming a smaller place, the tourist business is becoming more important, both for the country's GDP and for promoting understanding between different cultures. Jobs, improved infrastructure, and more exposure for local cultures are just a few of the many economic advantages that have resulted from the surge in domestic and international tourism. Despite the positive effects on the economy, tourism has also caused significant changes in local culture. The preservation of local customs, traditions, and identity has become an issue due to the increasing number of visitors, particularly in places that are historically and culturally rich. Local communities have adapted to suit the expectations of visitors and the global market, which has resulted in cultural degradation in certain situations and commercialisation and commodification of behaviours in others. With an emphasis on the cultural shifts brought about by an influx of tourists, this research seeks to examine how China's tourism sector has impacted host communities. In order to provide a thorough knowledge of how tourism affects cultural identity, traditional lifestyles, and social structures, the study aims to examine both the good and negative outcomes of tourism. Heritage site protection, the function of tourist policy, and the difficulties of achieving a balance between economic development and cultural sustainability are some of the important topics that will be covered in the research. The study's overarching goal is to help Chinese politicians, tour operators, and communities better understand how to embrace sustainable tourism practices that are good for the economy and the environment. Its ultimate goal is to help shed light on the intricate web of connections that exists in today's fast-paced, globally-connected world between tourists and the communities they visit (Qu et al., 2021).

BACKGROUND OF THE STUDY

More diverse entertainment alternatives should be available to visitors, who increasingly look to a destination's culture for inspiration when planning their trips. Cultural tourism destinations, such as museums and carnivals, usually draw a welcoming crowd. Any one of these forms represents cultural tourism. When the first Chinese theatrical performances targeted towards tourists were staged, these elements were taken into account. The present is the product of innovative partnerships and collaborations between the tourism and performing arts industries. A combination of factors, including an improving economy, better infrastructure, and easier access to China from across the world, has led to explosive expansion in the country's tourist business in recent decades. China is a popular tourist destination for people from all over the globe because it is home to many different regional cultures, ancient landmarks, and traditional practices, and since China is

one of the oldest civilisations in the world. Tourism in China is vital to the preservation and promotion of China's cultural heritage, which includes the Great Wall and the ancient towns of Xi'an and Beijing. The Chinese government has implemented programs to increase both domestic and foreign tourism because it views the industry as crucial to the country's economic growth. With millions of foreign visitors annually, China has risen to the position of top global tourist destination since the early 2000s. Tourism is a catalyst for societal and economic transformation, and the fast expansion of transport networks like high-speed train and contemporary airports has only made it easier for people to travel throughout the nation. Although local communities have reaped substantial economic advantages from tourism, it has also presented issues about the preservation of cultural heritage. As towns in popular tourist spots adjust to the influx of visitors, local cultures often see significant changes. Both citizens and lawmakers are increasingly worried about the potential commercialisation of cultural traditions, the uprooting of traditional lifestyles, and the degradation of cultural identity. There is a danger that communities would water down their traditions in an effort to make them more tourist-friendly. Furthermore, the effect of tourism on host towns varies greatly throughout the nation. Traditional arts and performances have flourished in certain areas thanks to tourism, but in others it has contributed to a loss of identity and cultural heritage. Anna (2019) argues that this discrepancy calls for further research into the personal and social impacts of tourism on host communities.

PURPOSE OF THE STUDY

The purpose of this study is to examine the impact of China's tourism industry on local communities by focussing on the ways in which it influences cultural practices, social networks, and economic conditions. In addition to analysing the industry's benefits and drawbacks and the effectiveness of current laws, this study aims to find a compromise between the fast expansion of tourism and the preservation of cultural artefacts. Understanding the economic advantages and cultural shifts brought about by tourism is crucial, especially in culturally rich and historically significant locations, where it is expanding. Positive effects, such economic development and cultural interchange, and negative ones, like cultural commercialisation and the loss of traditional practices, are the focus of this investigation into the ways in which tourism affects local customs, traditions, and identities. Examining these impacts, the study hopes to provide light on how local communities manage the conflicting needs of a thriving tourist industry and the preservation of their cultural traditions. The study's final goal is to provide sustainable tourism techniques that may boost economies and preserve cultural heritage for the next generation.

LITERATURE REVIEW

Although research has shown that tourism increases local economies and creates employment, it has also highlighted some social issues that may occur, such as

alterations to community structures and the potential displacement of local residents. The influence of cultures, according to research, may be both positive and negative. Two potential good things that might come out of tourism are cultural exchange and preservation. But local customs risk being commercialised and traditional habits lost if they are changed to suit visitors. The management literature on tourism often explores various approaches to finding a middle ground between financial benefits and cultural preservation. Evaluating these rules and the need for improved strategies to offset the cultural consequences of tourism on host communities will help us understand their effectiveness. As a result of its booming tourist sector, China is now one of the most popular tourist locations in the world. The academic community has brought attention to the pros and cons of this expansion, pointing out the positives (more jobs, improved infrastructure, and more international recognition) and the negatives (impact on local communities). Many studies highlight the positive sides of tourism, including how it may revive cultural traditions and help preserve heritage via investments in tourism. But many are worried that local traditions are becoming commercialised to the point that they are no longer genuine in order to meet the expectations of tourists. Studies also show that local identities and social structures are being eroded as communities adjust to cater to tourists, often sacrificing their traditions in the process. In addition, several academics have advocated for sustainable tourism practices that safeguard cultural heritage while fostering economic development, and the literature delves into the function of tourist policy in reducing these consequences. In sum, the available research shows that we need a middle ground that takes into account the positive and negative cultural and economic impacts of tourism. In laying the groundwork for the present study, this literature review stresses the significance of knowing how tourism influences local cultures in China. (Cartier, 2020).

RESEARCH QUESTION

What are the situational logic and structural characteristics of civilized tourism?

RESEARCH METHODOLOGY

RESEARCH DESIGN

A quantitative technique was chosen by the researcher because of the restricted resources and the short amount of time available. Through the use of a random sampling process, every respondent was contacted for the survey. Following this, a sample size of 340 was determined using Rao Soft. Individuals confined to wheelchairs or who are unable to read and write would have the survey questions read aloud by a researcher, who would then record their answers word for word on the survey form. While participants waited to complete their surveys, the researcher would inform them about the project and field any questions they may have. On occasion, it is asked that people finish and send back questionnaires simultaneously.

SAMPLING

A convenient sampling technique was applied for the study. The research relied on questionnaires to gather its data. The Rao-soft program determined a sample size of 1547. A total of 1800 questionnaires were distributed; 1753 were returned, and 53 were excluded due to incompleteness. In the end, 1700 questionnaires were used for the research.

DATA & MEASUREMENT

A questionnaire survey was used as the main source of information for the study (one-to-correspondence or Google-form survey). Two distinct sections of the questionnaire were administered: Both online and offline channels' (A) demographic information, and (B) replies to the factors on a 5-point Likert scale. Secondary data was gathered from a variety of sites, the majority of which were found online.

STATISTICAL SOFTWARE

SPSS 25 was used for statistical analysis.

STATISTICAL TOOLS

To get a feel for the data's foundational structure, a descriptive analysis was performed. A descriptive analysis was conducted to comprehend the fundamental characteristics of the data. Validity was tested through factor analysis and ANOVA.

CONCEPTUAL FRAMEWORK

RESULTS

Factor Analysis: A common use of Factor Analysis (FA) is to ascertain the presence of latent variables within observable data. In the absence of readily discernible visual or diagnostic indicators, it is customary to use regression coefficients to provide ratings. In FA, models are crucial for success. The objectives of modeling are to identify errors, intrusions, and evident correlations. A method to evaluate datasets generated by multiple regression analyses is using the Kaiser-Meyer-Olkin (KMO) Test. They confirm that the model and sample variables are representative. The data exhibits duplication, as shown by the figures. Reduced proportions facilitate data comprehension. The output for KMO is a value ranging from zero to one. If the KMO value ranges from 0.8 to 1, the sample size is deemed sufficient.

These are the allowable limits, as per Kaiser: The subsequent approval requirements established by Kaiser are as follows:

A lamentable 0.050 to 0.059, subpar 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 measurement: .870

The outcomes of Bartlett's test of sphericity are as follows: Approximately chi-square, degrees of freedom = 190, significance = 0.000

This confirms the legitimacy of claims made just for sampling purposes. Researchers used Bartlett's Test of Sphericity to ascertain the significance of the correlation matrices. A Kaiser-Meyer-Olkin value of 0.870 indicates that the sample is sufficient. The p-value is 0.00 according to Bartlett's sphericity test. A positive outcome from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table 1: KMO and Bartlett's.

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

The overall significance of the correlation matrices was further confirmed by using Bartlett's Test of Sphericity. A value of 0.870 is the Kaiser-Meyer-Olkin sampling adequacy. By using Bartlett's sphericity test, researchers found a p-value of 0.00. A significant test result from Bartlett's sphericity test demonstrated that the correlation matrix is not a correlation matrix.

TEST FOR HYPOTHESIS

The relationship between the tourism industry and local communities involves a complex interplay of cultural effects. Tourism fosters cultural exchange by allowing locals to share their traditions and practices with visitors, which can enhance mutual understanding and appreciation. This interaction often brings economic benefits

that can support the preservation and promotion of local cultural heritage, funding cultural events, and maintaining historical sites.

Based on the above discussion, the researcher formulated the following hypothesis, which was to analyze the relationship between the Tourism Industry's Cultural Effect on Local Communities.

"H01: There is no significant relationship between the Tourism Industry's Cultural Effect on Local Communities."

"H1: There is a significant relationship between the Tourism Industry's Cultural Effect on Local Communities."

Table 2: H$_1$ ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	35678.620	819	5655.517	957.754	.000
Within Groups	392.770	506	5.356		
Total	43481.361	1199			

In this study, the result is significant. The value of F is 957.754, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the "H1: There is a significant relationship between the Tourism Industry's Cultural Effect on Local Communities." is accepted and the null hypothesis is rejected.

DISCUSSION

By generating revenue for historic landmarks and regional customs, tourism not only boosts the economy but also helps to preserve cultural heritage. Loss of authenticity and modification of traditional traditions may result from cultural activities being commercialized for visitors. Local values may alter and community life may be disrupted as a consequence of an increase in tourists. Looking at how well present policies balance economic advantages with the need to maintain cultural integrity suggests where they might be improved. Sustainable tourism that respects and preserves local cultures is a key topic of debate (Seabra,2022).

CONCLUSION

Cultural monetization and social disturbance are some of the problems highlighted by the research as consequences of China's tourist industry, which has both positive and negative effects on the country's economy and society. To strike a balance between the positive effects of tourism and the protection of cultural assets, effective policies are essential. Improving stakeholder participation and introducing

sustainable tourism practices are two suggestions for balancing economic growth with the preservation of local customs.

REFERENCES

1. Anna, S.; Susan, S.; Paul, F.J.E. A decision framework on the choice of management models for park and protected area tourism services. J. Outdoor Rec. Tour. 2019, 26, 72–80.
2. Cartier, E.; Taylor, L.L. Living in a wildfire: The relationship between crisis management and community resilience in a tourism-based destination. Tour. Manag. Perspect. 2020, 34, 100635.
3. Seabra, C.; Bhatt, K. Tourism Sustainability and COVID-19 Pandemic: Is There a Positive Side? Sustainability 2022, 14, 8723.
4. Zhou, J.L.; Wu, Y.N.; Liu, F.T.; Tao, Y.; Gao, Qu et al., J.W. Prospects and obstacles analysis of applying blockchain technology to power trading using a deeply improved model based on the DEMATEL approach. Sustain. Cities Soc. 2021, 70, 102910.