

A Study on the Development of Aboriginal Culture and Tourism Industry – Case Study by Huanshan Tribe in Taiwan

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Abstract. The aim of this study is to explore the cultural changes and conflicts faced by indigenous tribes in the development of tourism industry. In this study, the indigenous people of Huanshan tribe in Taiwan were selected as the subjects of the study, and the results of literature analysis and field survey were used to find out: 1. The main economic benefits brought by the development of tourism were to increase the local employment opportunities. Tribal people with rich cultural pride and have a deep sense of identity. 3. Visitors in the tribes to create dirty and noise, tribal people have a bad impression. 4. Tourism commercial competition affects the tribe's interpersonal interaction and tribe's cultural identity. 5. Tribal people's traditional culture and values gradually fade away.

1. Introduction

Taiwan's indigenous tribes have long been in the outflow of young people phenomenon, this phenomenon is closely related with the development of industrial structure, the original majority of indigenous peoples of the main economic activities are still mainly agro forestry, but the low value of agriculture and forestry Often make it difficult for indigenous peoples to leave the economic disadvantaged situation, leading to young people cannot find the appropriate employment opportunities in the home, must leave their homes to the unfamiliar urban areas. Taiwan aboriginal tribes tourism with diversity of topography and geology, diversity animal and plant ecology, diversity cultural diversity of the architectural landscape and painting art, a variety of ethnic and cultural characteristics, as the hair The competitive advantages of indigenous tribal tourism. In recent years, in government policy and eco-tourism, cultural tourism boom, it is hoped that the development of indigenous tribes will be improved through the combination of aboriginal natural ecology, traditional culture and sightseeing. Therefore, tribal tourism has become the future development of Taiwan's potential for tourism new forces.

Huanshan tribal tourism development origins can be traced back in 1989, in the former Administrative staff term to actively promote Huanshan cultural landscape architecture and tourist attractions, and later in the as the mayor, Huanshan actively promote cultural tourism industry development such as: the original Folk song and dance performances, eco-tourism projects, German coffee. After 2005, Huanshan Street has been set up workshops, such as: Egger studio pottery, carving works, dragonfly Yazhuo glass beads workshop, Sha Tao dance glass art space, Saguliu studio, Huanshan cultural centers.

Therefore, the purpose of this study is to analyze the positive and negative impacts of the Huanshan tribe's tourism development on tribal people, and to provide reference for the future tribal development sightseeing, the internal and external conflict factors, cultural reappearance and conflict phenomenon.

2. Literature Review

Indigenous tourism is a kind of resource-based tourism type, and indigenous culture as a major tourist

attraction^[1], the development of tourism in addition to the local beautiful natural landscapes and exotic alien landscape, the more tourists the "Man" as a very important purpose^[2]. Many scholars have defined for aboriginal tourism different definitions, the following illustration: Ryan and Huyton^[3] defines "the aboriginal tourism" is a tourist artistic performances by aboriginal culture, celebrations, attractions, historical heritage and customs attract while traveling to tourist activities engaged in aboriginal areas. Chang and Liao (2009) pointed out that the indigenous culture is an important indicator of tourism products reflect based the aboriginal tourism regions indigenous always as the main content of goods, has become a new type of economic sources^[4]. Hinch and Butler (1989) pointed out that the indigenous tourism means the indigenous people directly involved in the operation of the tourism industry or the tourism industry as a way to attract tourists to come to the aboriginal culture^[1]. Chang and Huang (2014) study of indigenous tourism development, result found that through the development of tourism, in addition to save and sustain indigenous tribal cultural heritage, but also offers tourists depth cultural experience. 4. In the developing of indigenous tourism can bring to tribal peoples jobs and increase the economic income, but in the development, the need to consider reducing the negative impact on the tribe^[5]. Chang and Chang Liao (2014) study found that: 1.the Huanshan tribe retains the characteristics of aboriginal culture, plus surrounded by high mountains and natural ecological resources, is to attract tourists to visit the main reason. 2. Tribe in the tourist service, providing tourist accommodation and catering, and there are other complementary tourism resources for tourists use (or watch). 3. Aboriginal tribes must create culture imagery with traditional architecture and enhance clean environment, guidance and billboard facilities to provide tourists a different experience. 4. Tribal residents held a positive attitude towards tourism development support, and to the friendly reception outside tourists. 5. Tribal external transport and communication facilities, and with other local tourism resources integration, became a tourist attraction in the region^[6]. Huang, Liu, Chang, (2015)study found the Dongpu tribe hot spring resources, because the Government was used powerful development for Hans enterprises to enter directly, indigenous was unable to resist the Government, resulting in the tribal culture ceased to exist, to return to the previous tribal life environment has been very difficult. Highlight any tribal tourism development, require participation and programming of indigenous, and the Government's position should be on assistance and counseling role. Tribal tourism, however, is not always a negative impact, in terms of positive impact, but also infrastructure improvements in the area of Government pay more attention to indigenous rights^[7].

3. Method

3.1. Research area

The Huanshan tribe is located in the Skylan Creek in Heping District, Taichung City, Taiwan. It is a small settlement of the Atayal tribe and is surrounded by a 3,000-meter-high mountain. It is a rare valley tribe. Overlooking the road, houses cascading, visitors can enjoy the unique settlement of the Atayal landscape and cultural relics. Around the mountain is located within a mountain cultural center Atayalya, the heritage center on the one hand to preserve the gradual disappearance of the Atayal culture, on the other hand to teach Ataya weaving process. The center houses a collection of aboriginal necessities, ornaments, ancient houses, houses, barns, etc. There is also a space next to the center to teach the weaving and weaving of the works. The young generation of Atayal women carries on their original weaving art.

3.2. Research steps

This research method has two steps, the first is the Documentary analysis, by the researchers went to the cultural center, the libraries, universities and research institutions, Aboriginal Education and Culture Center, journals and magazines, Oral recording, tribal university, Related documents, to be collated, summarized, analyzed, and inspection, in order to understand and explore the Huanshan tribal culture and tourism development, as evidence. Followed by the Field study, this study involves

the connotation of information, relying solely on literature analysis, there are still inadequacies, and indigenous peoples have no text, the traditional songs, fairy tales and ritual culture and other oral traditions from generation to generation. In view of this, in order to obtain the objectivity and authenticity of the study, it is necessary to adopt the method of field investigation as an important way to collect data, especially in interviewing and observing, Data Collection the two techniques.

The process is as follows:

(1) Literature Discussion and Collection: Discussion and collection of relevant literature on cultural industries and tribal development.

(2) Interview method: conduct in-depth interviews on the topics discussed in the research in a face-to-face manner, and a way to record interviews and then analyze them. The main method is to invite tribes, operators, residents, etc., and each interviewee is interviewed for about 1-2 hours (elasticity) as the text of the analysis of this study. Field investigations on the current situation of the development of the cultural industry in the tribe and the holding of various events. In order to improve the integrity and diversity of the information obtained, this study also collects papers, online materials, public sector materials and other information to improve credibility, and record and photograph during the interview.

4.Result

4.1. Huanshan tribal culture and tourism development of reproduction

(1) Tribal People 's Cognition of Tribal Culture and Tourism Development

a. Economic aspects:

(a) Horde consumption can increase tribal people employment opportunities, such as: glass beads can produce their own color ceramic beads, reduced by the import demand, thereby increasing the tribal people employment opportunities for profit.

(b) tribal tourism development will help improve the tribal specialty products, agricultural product sales, access to economic benefits, and improve the quality of life.

b. Cultural aspects:

(a) The Huanshan tribe gradually develops the concept of modern art in response to social changes, cultural identity, cultural innovation and artistic innovation. These ideas are scattered in the Sagulu tribal classroom concept, the practice of tribal culture industry, glass beads cultural products Cross-ethnic marketing and promotion, the development of these innovations created Huanshan market and the rise of tribal culture and tourism, but also bring Paiwan innovative culture (Chen Zhengfeng, 2006).

(b) Umaz (2000) that we want to use their own ideas to be able to distinguish, what is art?

What is the process? What is a commodity? We can really express themselves. Chen Zhengfeng (2006) pointed out that Wu Ma Sri Lanka's argument is that it is by culture, whether art, craft or merchandise, that cultural identity this.

(c) tribes want to develop tourism, in addition to opening up, the more important is to have

Huanshan tribe is equipped with the above conditions, high-quality tangible culture is the Huanshan tribe has long been proud of the part of the tribe is an important cultural identity with.

(2) Construction

(a) the benefits of tribal development of cultural tourism In addition to the economic benefits in addition to infrastructure, external transport has improved.

(b) The overall construction of the whole tribe, the beautification of buildings and trails, and the diversification of public facilities make the Huanshan tribe more like an aboriginal tribe, and the "culture" also transforms into a "cultural tourism industry.

4.2. Analysis of the Conflicts between Tribal Culture and Tourism Development in

(1) External conflict

(a) Social aspects:

Passion and hospitality has always been a distinct impression of the Han people over the Aboriginal people, which is one of the most attractive features of Aboriginal tribal culture and tourism. However, the influx of visitors will lead to a large number of tribes within the interaction between people a little more preparedness in mind, in addition to tourists stealing behavior, not self-respect behavior is one of the factors.

(b) Environmental aspects:

Visitors more than a tribe on the number of people will cause trouble, after all, not every tribe of Aboriginal tribes in the production of cultural industry development, such as crowds, garbage, air pollution and tourists are pets of environmental damage.

(c) Transport:

A large influx of tourists led to tribal traffic congestion, vehicle noise seriously interfere with the three tribes, in addition to the three-door cultural centers have planned a number of small car parking spaces, there is no large tour bus parking spaces planning settings, so that large tour buses only Temporary parking on both sides of the main road. Encounter holidays or longer annual leave, three village tribal traffic is often paralyzed bad.

(2) Of the internal conflict

(a) Interpersonal aspects

Promote the development of tribal culture and sightseeing tribal people living pace will be different, also with the interactive mode of change. Often doing business will feel tribal people increasingly alienate interaction, but the general tribal people are not too many changes, there will inevitably be hurt competition.

(b) Cultural aspects

Huanshan tribe has a long history of development, the township in addition to the common stone house, with tribal life formed by terraced fields, millet harvest festival and other traditional cultural festivals and to "Paiwan Sambo: pottery, glass beads, bronze knife "As the main focus of the development of traditional crafts and cultural industries, is Huanshan tribes rich attractions and recreational resources. The millet harvest festival each year, is a major event for local residents, tribal development of cultural tourism to accelerate the ethnic groups to change traditional culture. When the tribal fame was fired after the tribe regardless of ordinary days or holidays are to see tourists, which tribal residents can be described as an encouragement to the development of cultural tourism industry.

From the environmental perspective, open sightseeing to open the Huanshan tribe's popularity, more public construction access to government resources, the combination of traditional and modern Huanshan tribal urban and rural areas to create a new style, tribal artists can be seen everywhere, is tribal culture appreciation and identity. Of course, the negative impact of the development of cultural tourism, is also an urgent problem to be solved. The conflicts of Huishan tribesmen due to the development of cultural sightseeing, mainly because foreign tourists do not know how to control the volume of traffic and traffic congestion is not planned in the destruction of Huanshan tribal quiet and quality of life quality.

5. Conclusion and Suggestion

5.1 Conclusion

1. Cultural tourism development for the tribe brought about by the economic benefits

The economic benefits brought about by the Huishan tribe to the cultural and tourism development, both in increasing local employment opportunities to promote local related industries, agricultural sales, improve the local ethnic income and living standards and other parties face, and more can give positive identity. Can be seen in the business opportunities, tribal people are also due to the hometown of cultural industries. The development of the people living outside the tribe is willing to return to tribal efforts, the tribe's return in order to extend the ethnic culture development of.

2. Cultural tourism development caused by the conflict

(1) Conflict between tribe and tourists

Part of the words and deeds of tourists do not respect the local people, and will bring garbage, resulting in tribal dead corners appear dirty. Part of the noise and noisy tourists destroyed the local people had the nature of quiet life.

(2) Conflicts within the tribe

Those who have the ability to do tourist business are more supportive of cultural tourism development, and generally do not engage in Cultural tourism-related tribes have to bear the noise of the negative impact. Cultural tourism subsidies for the uneven distribution of resources, most of the resources are more powerful tribes the vested interests of the control, affecting tribal human interaction.

5.2 Suggestion

1. The establishment of tribal cultural tourism development tourist control service center The development of norms to allow tourists to enter the tribe before the tribal cultural characteristics of knowledge to reduce the lack of visitors due to lack of knowledge caused by the conflict between subject and guest. In addition, the tribes in the attractions can be set up signs to give visitors a deeper and breadth of learning Aboriginal culture.

2.The establishment of traditional cultural tourism innovation mechanism Huanshan cultural industry innovation lies in the innovation of identity, innovative identity is Huanshan tribal people to accept the concept of modern cultural and artistic innovation, but also the concept of cultural innovation is not only the traditional culture of survival, so that the development of ethnic culture has a source of living water, Inherited the concept of acceptance of traditional culture.

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