

A Study on Sustainable Tourism of Historic Towns by Visitors' Evaluation: the Case of Wuzhen

著者	唐 美玲
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A Study on Sustainable Tourism of Historic Towns by Visitors' Evaluation: the Case of Wuzhen
(観光客の評価による古鎮観光の持続性に関する研究-烏鎮を例として-)

唐 美玲(環境経済学分野)

【Objective】

In order to make suggestions on 'sustainable tourism', it is important to understand visitors' evaluation of Wuzhen. This study tries to pay attention to whether there are residents in Wuzhen scenic zone and analyses sustainability for Wuzhen as a historic town.

【Method】

Author conducted questionnaire on the visitors from 18(th) September, 2016 to 24(th) September 2016. The main object of study is visitor. Then collected the data that visitors went to "Wuzhen East Scenic Zone" and "Wuzhen West Scenic Zone", and analyzed the data using bar graph, pie graph and R software for logistic regression.

【Results】

- 1.Visitors generally think the scenic area that has residents ("Wuzhen East Scenic Zone") is more attractive.
2. The visitors are almost young people in their twenties and thirties from Southeast China and most of them live in city.
- 3.The visitors who choose "A: the scenic area that has residents is more attractive" like communicating with residents, but don't like the unfriendly attitude from some residents.
- 4.The visitors who choose "B: the scenic area that has no residents is more attractive " like walking freely around traditional buildings and no unfriendly attitude from some residents. But they also want to communicate with residents.

【Conclusion】

It is necessary to maintain local lives for sustainable tourism of Wuzhen. There are some suggestions: the government can allow the residents who lived in "Wuzhen West Scenic Zone" to move back. And the government can encourage the residents to take part in tourism and makes them become a member of tourism team. Then, the number of visitors should be limited during peak travel period. About the problem of visitors want to watch light up at night and enjoy the night view in both "Wuzhen East Scenic Zone" and "Wuzhen West Scenic Zone", responsible unit can try to make the light up in "Wuzhen East Scenic Zone", but limits the opening time. It is important that tourism development can be compatible with maintaining local lives.