
宏村旅游可持续发展

监测报告

黄山市旅游委员会

联合国世界旅游组织旅游可持续发展观测点管理与监测中心

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1 引言

1.1 监测背景及目的

随着可持续发展理念的逐渐深入，推动旅游可持续发展已经形成全球共识，旅游可持续发展需要长期的影响监测，并采取必要的预防措施和纠正措施，寻找监测旅游可持续发展的具体技术方法已经成为关注焦点。2006 年开始，中山大学与世界旅游组织（WTO）开始建立了合作关系，致力于将世界旅游组织所指定的旅游目的地可持续发展指标应用于实际操作。至今已经在中国广西阳朔、安徽黄山、湖南张家界建立了旅游可持续发展观测点，定期（每年一次）对目的地的旅游发展状况实施监测；2010 年 9 月 28 日，联合国世界旅游组织与中山大学签署合作协议，成立“联合国世界旅游组织旅游可持续发展观测点管理与监测中心”（UNWTO Monitoring Center for Sustainable Tourism Observatories, UNWTO MCSTO，下简称“监测中心”），负责中国乃至将来的亚太地区旅游可持续发展观测点的管理与监测等技术工作。

由于旅游对皖南古村落的影响不仅仅表现在对有形建筑上，还影响到其无形文化，包括对当地的农耕文化、田园风光以及社区居民，而徽派建筑是中国古建筑最重要的流派之一，具有很高的保护价值。2012 年，监测中心开始在安徽省黟县的西递、宏村成立观测点。此次对宏村的监测，主要目的在于通过对保护民居长期持续的监测，了解民居在此段时间内变化路径，记录文化遗产的变化，并根据变化探求出遗产地可持续发展模式，对遗产进行负面影响最小的保护。另外对游客进行满意度与感知的调查，帮助监测旅游中人为活动对建筑本体与环境的影响。

1.2 监测过程及内容

本次监测的时间 9 月 6-15 日，监测指导老师 2 位，监测人员 4 位。

本次监测收集了大量原始信息，包括入户调研取得的保护民居信息、社区及游客问卷。

在古民居调研：选择住宿集中的上水圳沿街，游客最为集中的月沼周围热区以及建筑保护良好的东边街等冷区 36 户保护民居调研。

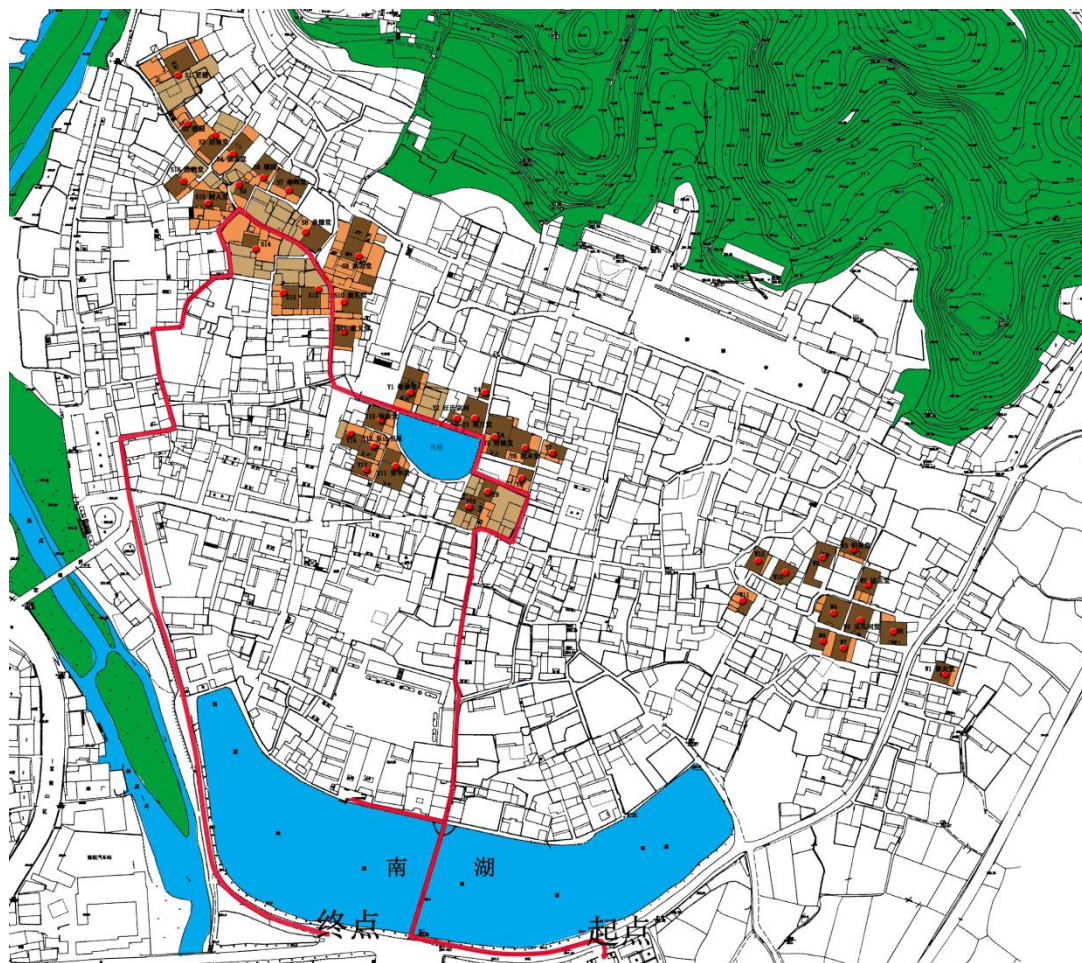


图 1-1 宏村保护民居建档范围

社区方面：以发放问卷为主，访谈为辅的方式调研。共发放 200 份（其中宏村 160 份，际村 40 份），回收 195 份，回收率为 97.5%。发放范围为整个宏村核心景区、际村。在发放问卷同时，对关键问题进行访谈以辅助分析；

游客方面：共发放 210 份，回收 203 份，回收率为 96.7%。游客发放范围为南湖、村内广场、商业街等游客集中的地区。在发放问卷同时，对部分游客进行简单的访谈以辅助分析；

政府方面：收集到宏村古民居管理方法、民居维修条例及样本、近 2 年宏村民居维修、装修申请名录等二手资料。

9 月 16 号至 10 月初，监测小组整理监测获得资料，形成报告。根据调研获取的资料，同时结合 WTO 指标方法，参考黄山风景区旅游可持续发展基本指标，得出宏村旅游可持续发展基本指标，具体如下表：

表 1-2 西递宏村可持续发展监测主要问题和基本指标汇总

	主要问题	监测的基本指标	建议监测频率
宏村文化遗产保护	民居基本信息	保护等级	
		用途属性	
		所有关系	
	户主信息	个人信息	
		家庭情况	
	民居改造情况	改造目的、次数	
		改造内容（内部与外部）	
旅游与社区	旅游影响感知	旅游经济影响感知	
		旅游社会影响感知	
		旅游文化影响感知	
		旅游环境影响感知	
	旅游发展的态度	旅游支持和参与积极性	
	旅游发展满意度	对目前旅游发展满意度	
	对旅游开发的感知	对居民生活的干扰程度；居住地与商业区的距离；居民对商业区延伸的意愿；居民对商业区延伸的态度；居民对游客参观民居的态度；居民参与旅游开发的方式；	
游客感知与满意度	游客旅行经历评价	了解程度；居民房屋的属性；居民赞成对传统民居保护和改造的方式；维修态度；遗产保护的烦恼；	
		景区景观评价	
		景区旅游环境评价	
		旅游信息与可进入性	
	游客满意度评价	游客体验	
		整体满意度评价	
		推荐意向	
		重游意向	
		深刻印象	
		游客建议	

2 宏村遗产保护现状

目前，宏村古民居保护状况不容乐观。大部分老房子现本身已有一定程度的破损，并存在更严重的隐患。在旅游热区的民居保护状况相对较好，但是商业化较严重，很多民居虽保留大部分原样，但都有不同程度被改造为参观点、商铺和客栈等；在旅游冷区的民居大多数只保留了外貌的徽派建筑风格，建筑内部也被旅游商业化所改造，程度较旅游区的民居更深。除此之外，更为严重的问题是保护和维修工程的实质性措施落实不够强。古民居业主通常局部进行维修，没有形成比较系统和全面的维修方案，另外，政府对此方面维修的补贴也不够到位。另外，修理古民居的审批门槛较高，手续较繁重，并缺乏具体、详细、操作性强的维修细则与标准，导致很多居民不愿维修或不懂维修，这也加速了宏村目前古民居的保护困难。

2.1 保护民居使用现状

宏村始建于南宋绍兴年间（公元 1131—1162 年），距今约有 900 年的历史，村内保存有 100 余栋古民居，根据宏村景区规划的资料¹，村内民居根据建筑等级数量分布如下表 1-3。

表 1-3 宏村核心保护区民居基本资料

建筑等级	总数	保护与整治方式
文物建筑	98	修缮
保护建筑	20	修缮
历史建筑	8	维修、改善
协调的一般建筑	133	保留
不协调的一般建筑	189	整修、改造、拆除

但目前村内大部分民居已经被进行了商业化的改造，主要的使用现状包括：仍然完全作为居民住居；大部分作住居用，沿街门面用作商业用途或出租给他人使用；一部分作为住居，一部分改造为商铺或客栈；完全作为商铺或客栈使用；一部分作住居，一部分作为旅游参观点；完全作为旅游参观点。根据建档编号，建档监测指标（表 1-4），分别描述上水圳、月沼、冷区的保护民居基本信息：

表 1-4 测量民居保护指标

问题组成	监测指标
民居基本信息	保护等级
	用途属性

¹ 《宏村景区规划》

问题组成	监测指标
	所有关系
户主信息	个人信息
	家庭情况
民居改造情况	改造目的、次数
	改造内容（内部与外部）

宏村内大部分民居属私人所有，建档的 35 户中，只有 S9 与 Y2 属国家所有，这两座民居现均作为旅游景点对外开放。上水圳、月沼的保护民居相比旅游冷区，保护措施更加完善，政府的保护力度更强，这两个区域的重点保护民居共 5 户，而旅游冷区没有重点保护民居。

上水圳保护民居数量最多，月沼与上水圳现存有保护等级较高的建筑。这些建筑位于团队路线附近，是宏村核心区景观组成的重要部分，不论是政府还是村民自身，都有权利与义务去维护民居的传统风貌。

在居民自用的保护民居里，居住仍是民居最大的功能，且民居使用功能不单一，房屋一般有两种或以上使用功能。上述三个分区仍有居住功能的民居占分区总体的 80%、72%、70%。其次为旅游住宿设施，宏村这类设施一般与居民住居结合，相比上水圳与冷区，月沼建档范围内较少此类设施，而多为旅游商店，这与旅游路线有较大关系。

在旅游热区，出租房屋的现象多于冷区，而这种出租一般表现为将部分民居出租给他人，户主自己仍居住在民居内。冷区则更多是将整套民居的经营权出售给他人，户主自己搬去其他地方居住。

最后，建档范围内冷区有 2 户闲置，其中 1 户为 W5 吴氏祠堂，其经营权已经出售给外人，另一户为 W8，居民在东侧新居居住，旧居基本闲置。热区并未发现有闲置房屋的情况，相反会充分利用民居空间开展多项活动。

2.2 保护民居的改造

所有建档的 35 座古民居中，共有 20 家房屋功能发生了改变，其中 9 家改造成住宿设施，3 家成为观光景点，9 家被改造成商铺（住宿、景点、商铺有交集）。共有 18 家的出入口与原先不同。一般来说除客栈外，改造活动主要集中在民居 1 楼，2 楼及以上一般维持原有用途，或者闲置。这些古民居功能上的改变和外观上的改造主要集中发生在两个时段，1990 年到 1997 年，2002 年到 2011 年之间。根据所有关系与用途属性，分别统计了三个区域民居（表 2-4）：

表 2-4 民居信息汇总

建档地段	上水圳	月沼	冷区
重点保护民居	4	3	0
保护民居	11	5	6
明清建筑(未完全统计)	9	5	4
居民自用	12	8	7
出租	2	1	0
公房	1	1	0
企业所有	0	0	2
农家住居	4	2	4
非农家住居	2	3	2
一般商店	0	0	0
旅游商店	4	5	0
旅游住宿设施	5	0	4
旅游餐饮设施	0	0	0
旅游景点	2	2	0
空置	0	0	2
两种或以上性质	5	5	3
总计	15	11	10

（注：旅游住宿设施中的农家乐一般涵盖餐饮，上表旅游餐饮指专门的餐厅）

根据村民对民居的改造目的，改造活动主要可以分为以下 4 类：

第一，房屋破损维修。这类改造主要以维修为主，且多数为小规模改造。由于宏村潮湿多雨，蚁灾经常困扰古民居的保护工作，对屋顶与顶梁的维修行为非常多，村民会针对破旧、漏损的部位进行维修，如修补屋顶、换顶梁等。建档 35 所民居，除 W5、W8 两所已经闲置，其余民居均会对民居进行此类改造，表现在有漏补漏，大漏大修。

第二，为提高生活质量进行的改造。这类改造活动主要为装修，也有部分是维修。最明显的例子是新建厕所，宏村村民以前如厕需要村内公共厕所，徽派民居没有厕所，90 年代末 21 世纪初村民陆续加盖附属建筑，在自家房屋内增设厕所，多数也将厨房从主屋迁至附属建筑内。使用新材料提升建筑质量也很常见，如 S10，在 2009 年为防潮将主屋木表面重新刷防潮油漆。另外如为提升屋内采光，将原本建筑的小窗户扩大。

第三，为提高私密性造成的房屋改造。最具代表性的例子是分家，这一改造活动最明显的特点是将原本民居的前后厅之间的门封成墙壁，由原本的一家变为两家，如 S12、Y11。另外 S15 树人堂由于变为景点无人居住，分家并未造成房屋结构的封闭，但却因此导致在 2 栋主屋新设出口，各自通往自家院子。

第四，由于旅游造成的房屋改造。第一种是开设旅游设施造成的改造，如开设客栈必须将以前的住宅改为客房，将以前的院落修建回廊供游客休息饮食，或者将以前的杂物房

改成旅游商铺，如 S10。另一种是增加靠近旅游路线的出入口，如 S16 将入口延伸至上水圳马路。

最后，还有一些其他的原因促使村民改造房屋，如 Y10 户主为方便孩子住宿，将原本的空房改为卧室，修复通往 2 楼的楼梯灯。W7 为方便自己休闲度假，将民居改为度假村，将原本的菜园修为度假住居的庭院，包括新挖池塘、修回廊等。

从村民的改造内容的角度，改造活动主要分为以下 4 类：

第一，主体建筑的功能改造。主要是内部变动，包括对主厅内前后厅、厢房功能的变动。如 Y9 功能从民居变为商铺，共分成三个店铺出租。只有外墙维持原貌，沿街有三个开口部，分别作为三个店铺的门面。建筑内部被改造成店铺，已经看不出原先格局。W4 除保留房屋结构外，其余所有均重新建造，原本的前后厅隔断被打通，修建屋内池塘，W6 也属于这一情况。S8 的主屋 2 楼房间由于开客栈被改造成客房。S13 由于人数增多，将本来的客厅改为卧室使用。另外分家原因造成的前后厅门被封死属于这一改造。比较特殊的例子是 W8，原本是居住功能的民居现变为杂物房闲置。

第二，附属房数量和功能的变化、对公共空间的改造。附属房指包括原来的厨房、蚕房等不属于民居主体的建筑。对附属房的改造多集中于旅游热区，如 S2 加盖附属房屋，并全部做客房使用，S10 将原本的杂物房改造为出租屋并出租给外人开设旅游商店，S16 将原本的蚕房改为客房，Y6 将原本的厨房改为茶馆。对公共空间的改造主要是将原本的公共使用空间纳为自家院子，符合这一情况的有 S3 与 S16。

第三，建筑外墙的改造，增加或拆除门楼、加设窗户、增加或减少出入口。从建档情况来看，对建筑外墙的改造主要对出入口的变动，统计共有 18 家的出入口与原先不同，包括增设大门、封闭大门、将出入口延伸至道路。另外加设窗户的情况是 S10 在 10 年前加设（后被拆）。Y9 为出租门面，将正门门楼拆除。

第四，建筑整体风格的改造，趋现代或美观化。如 W4 准备开设高档酒店，徽派民居的整体风格已被改造，整个装修现代化，与都市风格无二。

2.3 旅游对保护民居变动影响

探讨旅游对保护民居的影响，是通过对比冷区与热区民居状况来分析。下表是对旅游热区与冷区的对比，剔除极端例子，整体特征如下：

表 2-5 冷热区民居对比

改造内容	旅游热区	旅游冷区
主体建筑	出租部分房屋给外人做生意；在建筑内安装多个卫生间；较多地保留了徽派民居特色	将整套房屋出售经营权给外地人进行彻底改造；一户一间卫生间；改造风格变动大
附属建筑	在院落建回廊；杂物房改为旅游商店	在院落养花养草；附属建筑仍沿用原用途
公共空间	将公共空间纳入自家院落做旅游用(S3)	将公共空间（如两座建筑间的菜地）纳为自家房屋(W4)
出入口与外墙	在临街处新增出入口；门窗的修缮、修饰；门楼的拆除	仍沿用原本房屋出入口；门窗的修缮、加固
整体功能	作为旅游景点使用；改为客栈与会所；旅游商店；少比例住居	农家乐；闲置；大比例住居

无论是功能上的改变还是出入口的改造，都可以看出旅游在其中的影响：本身用于居住的民居，因为旅游的介入，功能趋于多样化，保护价值高且保护较好的民居可能演变为旅游景点，而稳定、足够的客流量使得宏村内大量的旅游住宿设施和旅游商店得以生存。另外，古民居出入口的增设、扩建、外延，也是为了接触到更多的游客，以此来促进效益，增加收入。旅游在促使这些古民居发生改变的同时，也为它们的维护提供了极大帮助，从当地居民口中得知，这些古民居的维护费用高昂，现阶段政府补助有限，如果没有旅游带来的可观收益，宏村古民居的维护将变得更加困难。在对待出租的问题上，冷热区表现差异大。

冷热区居民在对待出租的问题上，展示出很大的区别。具体表现在：

第一，出租范围。热区居民一般将附属建筑、邻近旅游热点的区域出租，这种小范围的出租使得租房功能一般为旅游商铺。而冷区居民在这一问题上则会选择将整套房屋出租，如案例中 W4 的区位偏远，既远离旅游热点又不靠近公路，很少有旅游商铺的存在，整套出租使得租客可以将其改造为住宿设施，更贴近冷区民居分布特点。

第二，租客对房屋的使用权利大小。由于热区户主与租客同时使用一栋民居，减少了租客对房屋的使用权利与范围，而冷区租客直接整套租得民居，对房屋拥有非常大的使用权利，这也导致在案例中 W4 民居的租客对民居进行了非常大范围、结构性的改造活动。

最后，租客对户主生活的影响。热区租客与户主使用一栋民居，多少会对户主的日常生活有影响这种影响发生在租客摆摊卖货的时候，当租客收摊回家后，户主的生活又恢复正常。而在冷区，由于户主将整套房屋出租，自己必须搬离民居，这一过程对原本的生活变动较大，但在搬离后，两者生活在不同地区，之间的联系变少，这种影响相对于热区，也要小得多。

2.3 政府对民居的保护与整治措施

管理机构

根据《宏村古村落保护管理办法》²，宏村遗产保护管理遵循地方行政管理与专业管理相结合的原则。宏村遗产保护管理委员会，是宏村古村落的保护、管理机构，由县政府主要负责人担任主任。委员会下设办公室，执行委员会的决议，办理日常事务，办公室设在县建设局。建设、文物、旅游、公安、工商、税务等部门都要相应派员参与古民居建设、开发、旅游管理。具体参见下图：

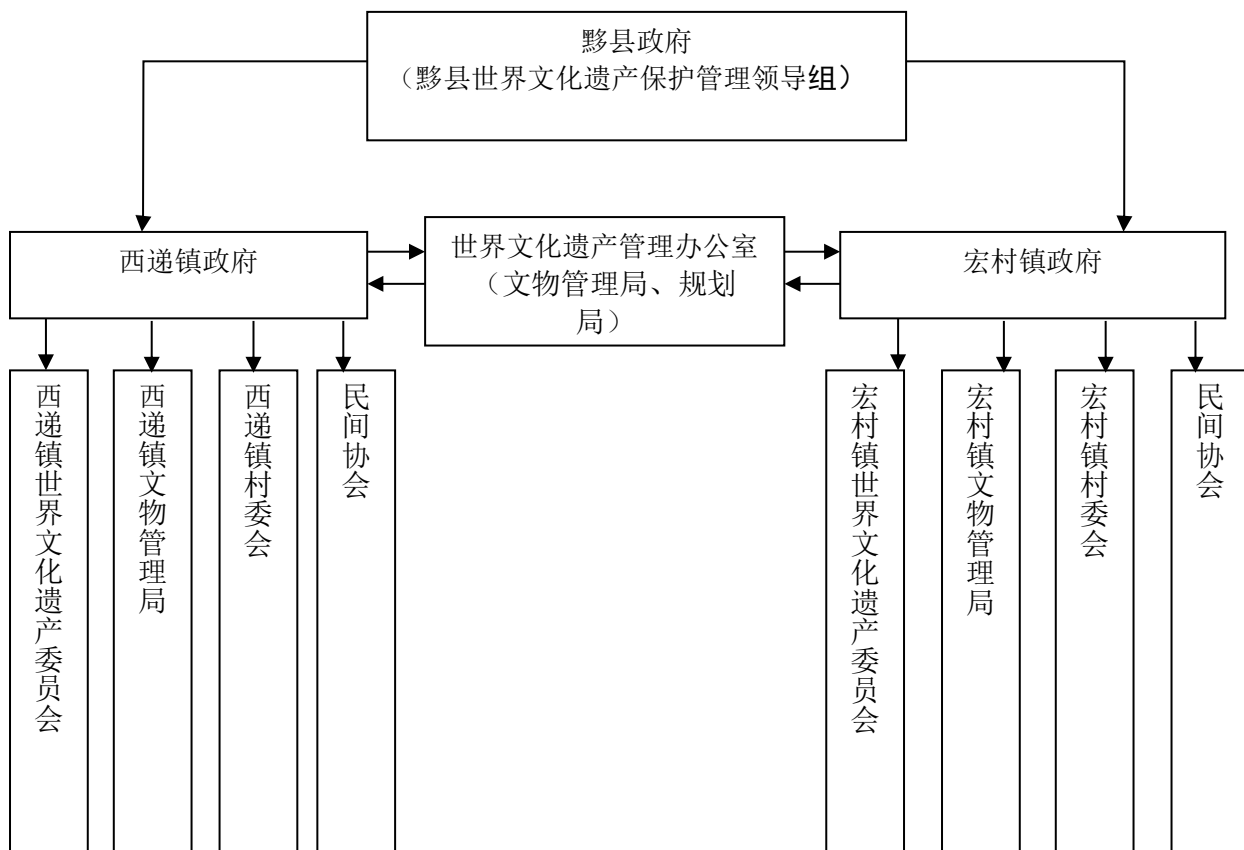


图 2-4 黟县西递、宏村文化遗产保护管理系统图³

根据现场调研情况，直接管理古民居的机构包括村委（共 5 人），负责将村民维修、装修房屋申请递交至镇政府。在景区管理中协调各类关系。镇政府（镇武装部，共 8 人），负责宏村古民居的维修。包括现场核查村民维修房屋实情，递交材料给县一级，拆除违章建筑。县文物管理局、规划局、旅委。以及旅游公司，中坤公司。

² 《宏村古村落管理保护办法》

³ 《宏村古村落管理保护办法》

政府对保护民居的政策⁴

政府划分保护区与保护级别，对于一、二级保护建筑和主要街巷、月沼、南湖水要求必须保持原样。不得改变外观，也不得进行内部结构调整和装修。三级保护建筑在保留原有格局的基础上，可以适当改善内部生活设施条件。

在保护建筑方面，形式上必须符合立面、屋顶、马头墙、地面及装修细部一律按徽派建筑的传统手法设计施工。沿街巷建筑高度与街宽的比例不得大于 1:3，层数为两层，整个保护区内建筑高度应控制在二、三层，最高高度（山墙、屋脊）不得超过 12 米。月沼、南湖沿水高度不得超出现有建筑高度，个别建筑可控制在 7 米以下。建筑使用材料以砖、石、木为主，当砖木不能解决问题时，方可适当采用现代结构和保护技术来固定。建筑装修装饰不得使用面砖、涂料、有机玻璃、合金现代材料等。整个建筑必须采用徽派传统色彩，不得用其他风格色彩绘图及变相处理。

民居保护经费

县政府设立宏村世界文化遗产保护基金，主要来源：每年对县内各项旅游景点门票征收 20% 文物保护基金；单位资助和社会各界人士捐赠款；资金存入商业银行所得利息等。县政府每年安排 30% 的文物保护基金用于古民居的保护与维修，40% 建立旅游开发基金，30% 建立宣传促销基金。古民居建筑保护、维修经费做到专款专用，纳入财政预算管理。

民居改造审批程序

在遗产保护区内翻建、改建建筑，必须经宏村古村落保护委员会审查，然后到县规划管理部门办理“一书二证”，方可开工。



图 2-5 维修古民居途径

⁴ 《宏村古村落管理保护办法》



图 2-6 装修古民居途径

违规处理

2001 年至 2006 年, 宏村处理违章建筑 53 户, 面积 1221 平方米, 拆除违章彭伟摊点 1353.3 平方米, 封墙洞 22 个。政府在宏村的整治过程中, 先后有 1 人被法院依法判刑, 10 人被公安部门依法拘留。

小结

► 保护民居现状总结

目前, 宏村古民居保护状况不容乐观。大部分老房子现本身已有一定程度的破损, 并存在更严重的隐患。在旅游热区的民居保护状况相对较好, 但是商业化较严重, 很多民居虽保留大部分原样, 但都有不同程度被改造为参观点、商铺和客栈等; 在旅游冷区的民居大多数只保留了外貌的徽派建筑风格, 建筑内部也被旅游商业化所改造, 程度较旅游区的民居更深。除此之外, 更为严重的问题是保护和维修工程的实质性措施落实不够强。古民居业主通常局部进行维修, 没有形成比较系统和全面的维修方案, 另外, 政府对此方面维修的补贴也不够到位, 且修理古民居的审批门槛较高, 手续较繁重, 并缺乏具体、详细、操作性强的维修细则与标准, 导致很多居民不愿维修或不懂维修, 这也加速了宏村目前古民居的保护困难。

现阶段居住仍是宏村内民居最大的功能。在建档范围内, 大多数民居功能、出入口发生改变, 这个改变的时段主要集中在 1990 年到 1997 年, 2002 年到 2011 年之间。通过对旅游冷、热区的对比, 发现旅游对宏村民居的影响是多方面且明显的。本身用于居住的民居, 因为旅游的介入, 功能趋于多样化, 保护价值高且保护较好的民居可能演变为旅游景点, 而稳定、足够的客流量使得宏村内大量的旅游住宿设施和旅游商店得以生存。另外, 古民居出入口的增设、扩建、外延, 也是为了接触到更多的游客, 以此来促进效益, 增加收入。旅游在促使这些古民居发生改变的同时, 也为它们的维护提供了极大帮助, 从当地居民口中得知, 这些古民居的维护费用高昂, 现阶段政府补助有限, 如果没有旅游带来的可观收益, 宏村古民居的维护将变得更加困难。在对民居的保护工作中还存在诸多问题。包括维修审批程序过于麻烦, 导致维修、装修不规范情况, 产权不清导致保护难度增加,

保护政策不规范与自然因素

➤ 保护中存在的问题

保护工作存在的最大的问题，是由于制度导致的实施艰难。具体表现为以下几点：

第一，维修审批程序过于麻烦，导致维修、装修不规范情况。村民私自加盖房屋，私自改造房屋（小范围），破坏景观。还存在村民将房屋出租给其他人，自己搬入新房，出租者肆意破坏房屋的情况。最重要的是维修成本高，造成一些居民维修资金不足，古民居自然损坏日益加重，却维修较少，村民放置不管，只能任其被破坏甚至坍塌。

第二，产权不清问题。由于分家问题导致好几家人同时拥有一栋房屋，每一家人的权益、理念的不同导致保护更难实施，而未有明确的规定解决这一难题。

第三，保护政策不规范。保护工作缺乏具体、详细、操作性强的维修细则与标准，基层政府对维修的界定仅仅靠自身理解，很多居民不懂如何全面保护维仅进行局部修补。“保护民居”挂牌标准不清晰，即使挂牌也没有落实保护，出现一些挂牌仍然破损严重的情况。另外，各级政府之间缺乏沟通，虽然县政府有较为详细的保护规定，但到村政府一级，对保护的理解与县文物局已有较大差异。而旅游公司作为直接管理宏村核心景区的一者，并未从中起到很好的调节作用。

第四，自然因素。宏村地处皖南，潮湿多雨，雨季房屋漏雨易发木梁发霉情况，加深保护维护民居工作难度，另外白蚁侵蚀木梁，消毒查杀困难，对木质损坏大。

➤ 针对保护工作建议

一、建立和完善古民居的保护工作机制

第一，健全管理体制，完善古民居保护工作机构。设立古民居保护工作专职管理机构，黟县各级政府应参照文物保护工作机构，配备专职人员，建立古民居保护管理办公室，强化行政管理职能，提高指导协调力度。

第二，将古民居的保护工作列为黟县各级政府目标管理考核的内容之一。建议参照文物保护工作机制，把古民居保护工作的各项工作指标列入对黟县各级政府工作考核的重要内容之一，强化政府在古民居保护工作中的主导作用。

第三，加大对古民居的摸底工作。贯彻“保护为主，抢救第一”的方针，继续做好深入细致的普查工作，对不同时期的古民居进行全方位的记录，为开展古民居保护工作奠定基础。

二、加大扶持力度，发挥政府在古民居保护中的主导作用

要进一步研究古民居维护的扶植政策。古民居保护工作专业性强，需要有政府及相关部门、当地居民、相关专家学者等共同参与。在这之中，各级政府处于主导地位，因此出

台扶持政策是做好古民居保护工作的关键。由于古民居维护花费大，周期短，一般居民大多无力承担，不少民居年久失修。现行扶植政策是，政府负责古民居的维护和评估维护费用，然后居民和政府共同承担费用。但是当地居民反映政府对于维护费用评估往往过高，居民需要支付的费用高于自己私自维修的费用，因此大多数居民选择自己维修房屋。但是居民自己维修又往往不够专业，或多或少地损坏了古民居的原始风貌。解决这个难题需要进一步研究古民居维护的扶植政策，寻找新的维护资金渠道。我们得知宏村从门票收入中拨款建立了古民居保护基金，但是却从没有使用过，在今后的古民居维护中，可以从保护基金中播出部分款项，补贴古民居维护中居民需要支付的部分，对于家庭条件贫困的居民额外进行补助。

3 旅游与社区

本次社区情况监测涉及宏村旅游热区与旅游冷区以及宏村周边社区，一共划分为 6 个社区，旅游热区包括：上水圳、茶行弄、月沼、南湖，前街；旅游冷区包括：东边田、湖堽头、后街；周边社区选取了与宏村临近的际村；此外，还包含宏村内没有形成组团的地区，在本次监测中将其定义为未知地区。

表 3-1 社区监测指标

内容	问题组成	监测指标
社区对旅游影响的感知	旅游经济影响感知	本地的经济发展；投资和消费；生活水平；物价、生活成本；房价；居民贫富差距；
	旅游社会影响感知	基础设施；医疗条件和服务质量；本地犯罪率；道德水平；游客与居民冲突；
	旅游文化影响感知	文化交流；传统文化；节庆活动；语言学习；
	旅游环境影响感知	空气质量污染；噪声污染；水体污染；固体垃圾；旅游对自然环境的影响感知；
社区对旅游发展的态度		旅游支持和参与积极性
社区对旅游发展满意度		对目前旅游发展满意度
居民对旅游开发的感知		干扰程度；居住地与商业区的距离；居民对商业区延伸的意愿；居民对商业区延伸的态度；居民对游客参观民居的态度；居民参与旅游开发的方式；
居民对遗产保护的感知		了解程度；房屋的属性；赞成保护和改造的方式；维修态度；遗产保护中的烦恼；
居民个人信息		性别；年龄；文化程度；居住时间；职业以及与旅游的相关性；月收入；家庭总人口况以及从事旅游工作人数；

本次监测调研主要采用问卷调查，配合问卷有一定程度的访谈，具体方法为入户调研，针对不同旅游地区的社区居民进行展开调研，了解居民的态度与感知。最终共回收有效问卷 195 份，问卷具体分析如下：

3.1 社区基本情况

宏村位于安徽省黄山西南麓、黟县东北部，距黟县县城 11 公里，是古黟桃花源里一座奇特的牛形古村落。地理坐标：东经 117° 38'，北纬 30° 11'，村落面积 19.11 公顷，宏村始建于南宋绍兴年间（公元 1131—1162 年），距今约有 900 年的历史。

目前，宏村全村现完好保存明清民居 140 余幢，开展旅游活动的区域主要有南湖风光、

南湖书院、月沼春晓、牛肠水圳、双溪映碧、亭前大树、雷岗夕照、树人堂、明代祠堂乐叙堂等。本次调研涉及的三个旅游热区与宏村目前主要开展旅游活动的区域相一致，此外包含旅游冷区及周边临近社区。

本次调查中，男性村民被调查数量略高于女性（男性 105 人，女性 89 人），年龄分布来看以 25-44 岁分布为主，文化程度多集中在初中及高中或中专程度。有 73.9%的居民在此居住十年以上，表明受调查对象大多为长久居住的居民。从职业来看，有 49.5%的居民目前是个体私营业主，19%的居民是务农与其他副业（私营业主、服务打工者）相结合，同时，从事的行业与旅游相关的占到了 80.2%，可见居民中受旅游的影响十分大，旅游改变了他们的主要职业活动。从月收入看来，大部分居民为每月 1000-3000 元收入，也有少数居民达到月收入 10000 元以上，收入水平总体一般，且存在一定贫富差异（表 3-2）。

表 3-2 社区受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	105	54.1	职业	学生	3	1.5
	女	89	45.9		种植农户	7	3.6
年龄	<15 岁	1	.5		家畜养殖户	1	.5
	15~24 岁	16	8.3		服务打工者	19	9.8
	25~44 岁	108	56.3		公司企业职员	11	5.7
	45~60 岁	42	21.9		政府或事业单位	5	2.6
	>60 岁	25	13.0		离退休人员	4	2.1
					个体私营业主	96	49.5
文化程度	小学及以下	27	14.1	旅游相关	务农加其他副业	37	19.0
	初中	75	39.1		其他	11	5.7
	高中或中专	67	34.9		否	36	19.8
	大学或大专	22	11.5		是	146	80.2
	研究生及以上	1	0.5	月收入	<1000 元	24	14.6
居住时间	1 年以下	7	3.8		1001~2000 元	61	37.2
	1~3 年	8	4.3		2001~3000 元	46	28.0
	4~6 年	17	9.2		3001~5000 元	18	11.0
	7~10 年	16	8.7		5001~10000 元	7	4.3
	10 年以上	136	73.9		>10000 元	8	4.9

3.1.1 上水圳、茶行弄、月沼

上水圳、茶行弄、月沼属于宏村的旅游热区，包含多个景点与标志性景观。该地受调查人数一共 36 人，除了 25 岁以下人口外，年龄分布较为均衡，文化程度基本在高中及以下程度，80%的居民居住时间达十年以上，纯个体私营业主达到一半的比率，且有 30%的居民从事务农与个体经营相结合的旅游参与方式，可以看出该地区受旅游影响较深。该地收入水平存在贫富差异，大多数居民月收入 1000 元以下，但有个别居民达 1 万元以上

(表 3-3)。

表 3-3 上水圳茶行弄月沼受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	16	61.5	职业	学生	0	0.0
	女	10	38.5		种植农户	0	0.0
年龄	<15 岁	0	0.0		家畜养殖户	0	0.0
	15~24 岁	2	8.0		服务打工者	0	0.0
	25~44 岁	8	32.0		公司企业职工	1	3.8
	45~60 岁	9	36.0		政府或事业单位	0	0.0
	>60 岁	7	24.0		离退休人员	2	7.7
					个体私营业主	13	50.0
文化程度	小学及以下	7	23.1	旅游相关	务农加其他副业	8	30.6
	初中	9	34.6		其他	2	7.7
	高中或中专	6	23.1		否	4	16.0
	大学或大专	4	15.4	月收入	是	21	84.0
	研究生及以上	0	3.8		<1000 元	7	30.4
居住时间	1 年以下	2	8.0		1001~2000 元	5	21.7
	1~3 年	0	0.0		2001~3000 元	5	21.7
	4~6 年	2	8.0		3001~5000 元	2	8.7
	7~10 年	1	4.0		5001~10000 元	2	8.7
	10 年以上	20	80.0		>10000 元	2	8.7

3.1.2 东边田、湖埭头、后街

东边田、湖埭头和后街位于宏村东部区域，游客途经较少，不在主要的旅游路线范围内。该地受调查人数一共 39 人，年龄在 25 岁以上为主，文化程度以初中为主，受调查居民均在此居住达 7 年以上，基本都是从出生就一直居住于此。在所有受调查的社区中，只有该区还存在单纯的种植农户，占 15.4%，另外个体私营业主所占比例是所有受调查区域中最少的，只有 25.6%，可见该地区较其他社区还较多保留着村落农耕文化，但仍然有 72.5%的居民从事旅游相关工作，可见旅游对该地也存在一定程度的影响（表 3-4）。

表 3-4 东边田湖埭头后街受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	17	43.6	职业	学生	1	2.6
	女	22	56.4		种植农户	6	15.4
年龄	<15 岁	1	2.6		家畜养殖户	0	0.0
	15~24 岁	3	7.7		服务打工者	5	12.8
	25~44 岁	17	43.6		公司企业职工	2	5.1
	45~60 岁	9	23.1		政府或事业单位	2	5.1
	>60 岁	9	23.1		离退休人员	0	0.0

		数量	百分比			数量	百分比
文化程度	小学及以下	8	20.5	旅游相关	个体私营业主	10	25.6
	初中	21	53.8		务农加其他副业	12	30.0
	高中或中专	9	23.1		其他	1	2.6
	大学或大专	1	2.6		否	10	27.5
	研究生及以上	0	0.0		是	29	72.5
居住时间	1 年以下	0	0.0	月收入	<1000 元	7	21.2
	1~3 年	0	0.0		1001~2000 元	15	45.5
	4~6 年	0	0.0		2001~3000 元	6	18.2
	7~10 年	5	12.8		3001~5000 元	1	3.0
	10 年以上	34	87.2		5001~10000 元	3	9.1
					>10000 元	1	3.0

3.1.3 南湖

南湖同样属于宏村标志性景观区，是游客进村前必经区域，属于宏村旅游热区之一。该区域受调查居民为 27 人，年龄已 25-60 岁为主，文化程度以初中和高中或中专为主，居住时间从 3 年到 10 年不等，但 81.5%的居民居住达 10 年以上。该区域居民以个体私营业主为主，此外务农加其他副业的居民也占有一定比例。该地月收入以 1000-5000 元为主，有个别居民达到 1 万元以上（表 3-5）。

表 3-5 南湖受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	17	63.0	职业	学生	0	0.0
	女	10	37.0		种植农户	0	0.0
年龄	<15 岁	0	0.0		家畜养殖户	0	0.0
	15~24 岁	3	11.1		服务打工者	0	0.0
	25~44 岁	13	48.1		公司企业职员	2	7.4
	45~60 岁	7	25.9		政府或事业单位	2	7.4
	>60 岁	4	14.8		离退休人员	2	7.4
文化程度	小学及以下	4	14.8	旅游相关	个体私营业主	16	59.3
	初中	10	37.0		务农加其他副业	4	18.5
	高中或中专	10	37.0		其他	1	3.7
	大学或大专	2	7.4		否	5	19.2
	研究生及以上	1	3.7		是	21	80.8
居住时间	1 年以下	0	0.0	月收入	<1000 元	2	9.5
	1~3 年	1	3.7		1001~2000 元	8	38.1
	4~6 年	3	11.1		2001~3000 元	3	14.3
	7~10 年	1	3.7		3001~5000 元	6	28.6
	10 年以上	22	81.5		5001~10000 元	0	0.0
					>10000 元	2	9.5

3.1.4 前街

宏村前街属于该村旅游商业聚集区域，所谓“商业一条街”。该区沿道路两旁都是各类商铺，有宏村特色风格的商铺，也有纯现代化的商店，是商业氛围最浓的一个区域，同时也是游客旅游路线的结束点，故该地游客聚集较多，且多为一日游团体游客或散客，这和宏村其他区域呈现的村落景观氛围大为不同。

该地受调查居民 35 人，以 25-44 岁中青年为主，文化程度主要是初中及高中或中专。该区域居民居住时间虽有 70% 居民达十年以上，其他居民居住时间频率分布较均匀，从 1 年到 10 年不等，呈现出该区居住居民类型的多样性。居民职业以个体私营以及务农加副业混合型为主，此外，高达 97% 的居民从事于旅游相关工作，原因十分明显，因为该区属于旅游商业集中区域。居民月收入在每项均有分布，以 1000-3000 元为主（表 3-6）。

表 3-6 前街受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	16	45.7	职业	学生	0	0.0
	女	19	54.3		种植农户	0	0.0
年龄	<15 岁	0	0.0		家畜养殖户	0	0.0
	15~24 岁	3	8.6		服务打工者	6	17.1
	25~44 岁	24	68.6		公司企业职员	2	5.7
	45~60 岁	6	17.1		政府或事业单位	0	0.0
	>60 岁	2	5.7		离退休人员	0	0.0
					个体私营业主	20	57.1
文化程度	小学及以下	3	8.6	旅游相关	务农加其他副业	7	20.0
	初中	13	37.1		其他	0	0.0
	高中或中专	15	42.9		否	1	3.0
	大学或大专	4	11.4		是	32	97.0
	研究生及以上	0	0.0	月收入	<1000 元	3	8.8
居住时间	1 年以下	1	3.3		1001~2000 元	16	47.1
	1~3 年	3	10.0		2001~3000 元	11	32.4
	4~6 年	3	10.0		3001~5000 元	2	5.9
	7~10 年	2	6.7		5001~10000 元	1	2.9
	10 年以上	21	70.0		>10000 元	1	2.9

3.1.5 际村

际村坐落在宏村镇政府所在地，与世界文化遗产地宏村仅一河之隔，是文化遗产保护与旅游经济发展的缓冲地。全村面积 13.2 平方公里，其中水田 530 亩，茶园 200 亩，桑园 200 亩，退耕还林 1000 亩，是一个集林茶桑果和旅游三产于一体的行政村。全村共有 9 个

村民小组，总户数 457 户，总人口 1400 人。⁵

该社区受调查居民共 47 人，以 25-44 岁为主，主要为初中和高中文化。在受调查居民中，除了 58.1%的居民在此居住长达十年外，其他各居住时间频率分布较为均衡，说明该地居民人口流动较快，居住年限不定，与宏村的情况稍有不同。该地有 53.2%的居民从事个体私营业主，其余居民从事的职业类型较多，几乎各种职业均有分布，与宏村中居民压倒性的从事个体私营、务农和服务打工这一情况也有不同。虽然有 65%的居民从事于旅游相关的职业，但是是所有调查区域中所占比例最低的。由此可以看出，旅游发展虽然对际村有一定影响，但影响程度远不如宏村，该地目前受旅游影响尚不严重（表 3-7）。

表 3-7 际村受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	29	61.7	职业	学生	2	4.3
	女	18	38.3		种植农户	1	2.1
年龄	<15 岁	0	0.0		家畜养殖户	1	2.1
	15~24 岁	3	6.4		服务打工者	7	14.9
	25~44 岁	34	72.3		公司企业职员	3	6.4
	45~60 岁	7	14.9		政府或事业单位	0	0.0
	>60 岁	3	6.4		离退休人员	0	0.0
					个体私营业主	25	53.2
文化程度	小学及以下	4	8.9	旅游相关	务农加其他副业	3	6.4
	初中	13	28.9		其他	5	10.6
	高中或中专	20	44.4		否	14	35.0
	大学或大专	8	17.8	月收入	是	26	65.0
	研究生及以上	0	0.0		<1000 元	3	8.8
居住时间	1 年以下	4	9.3		1001~2000 元	10	29.4
	1~3 年	4	9.3		2001~3000 元	14	41.2
	4~6 年	6	14.0		3001~5000 元	6	17.6
	7~10 年	4	9.3		5001~10000 元	1	2.9
	10 年以上	25	58.1		>10000 元	0	0.0

3.1.6 未知地区

该调查区域属于宏村形成古民居组团外的其他区域，即宏村内尚未形成明显组团且地理位置分布较为分散的区域。在本次调查中，为了方便统计分析，增强调查覆盖面，将这些地区统一分类为“未知地区”。

该区域调查人数为 20 人，以 25-44 岁为主，文化程度以初中为主。该零散区域内的居民 70%居住达十年以上，30%的居民居住了 4 年至 10 年不等。受调查居民中有 60%的居民

⁵ 资料来源：际村村先锋在线信息点 <http://wcwy.ahxf.gov.cn/village/?WebName=hcjzcc>

从事个体私营，是所有调查区域中比例最高的，同时，89.5%的居民都从事旅游相关职业，从这些数据可以再一次看出旅游发展对宏村的影响较大，即使在村落的零散片区，也有绝大多数的居民参与了旅游发展，更进一步反映出旅游在宏村的社区发展中有举足轻重的影响（表 3-8）。

表 3-8 未知地区受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	10	50.0	职业	学生	0	0.0
	女	10	50.0		种植农户	0	0.0
年龄	<15 岁	0	0.0		家畜养殖户	0	0.0
	15~24 岁	2	11.1		服务打工者	1	5.0
	25~44 岁	12	66.7		公司企业职员	1	5.0
	45~60 岁	4	22.2		政府或事业单位	1	5.0
	>60 岁	0	0.0		离退休人员	0	0.0
					个体私营业主	12	60.0
文化程度	小学及以下	1	5.0	旅游相关	务农加其他副业	3	15.0
	初中	9	45.0		其他	2	10.0
	高中或中专	7	35.0		否	2	10.5
	大学或大专	3	15.0	月收入	是	17	89.5
	研究生及以上	0	0.0		<1000 元	2	10.5
居住时间	1 年以下	0	0.0		1001~2000 元	7	36.8
	1~3 年	0	0.0		2001~3000 元	7	36.8
	4~6 年	3	15.0		3001~5000 元	1	5.3
	7~10 年	3	15.0		5001~10000 元	0	0.0
	10 年以上	14	70.0		>10000 元	2	10.5

3.2 社区对旅游影响的感知

3.2.1 旅游经济影响的感知

➤ 旅游促进了本地的经济发展

旅游发展给宏村社区带来的经济增长是有目共睹的，不论居民是否满意景区的发展，对这一点都不置可否，尤以茶行弄、上水圳和月沼片区的认可度最为突出，而其中，东边田、湖堍头和后街片区处于旅游发展冷去（旅游线路不涉及地区），因此认可度相对较低。

总体而言，85.1%的被访者都认可旅游为本地带来的经济增长，而还有大概10%~15%的居民表示不认可，主要可能是出于对景区发展的抵触情绪或不满情绪。因为相比于曾经以畜牧业为主的经济生产，目前旅游发展背景下，人们收入水平、生活水平普遍提高，即使没有参与旅游，也能获得相关补贴。然而，村民对旅游的抵触情绪源于旅游的相关补贴。这些持有不认可态度的村民认为旅游相关补贴和当地旅游收入不成比例，换句话说，他们认为补贴太少了，弥补不了旅游给他们带来的经济损失，如物价上涨等。

表 3-9 旅游促进经济发展频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖墘头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	6	3.1	0	0	1	2.5	3	11.1
不同意	11	5.6	1	3.8	4	10.0	1	3.7
没影响	12	6.2	0	0	5	12.5	0	0
同意	125	64.1	17	65.4	25	62.5	18	66.7
非常同意	41	21.0	8	30.8	5	12.5	5	18.5
有效 N	195	100.0	26	100.0	40	100.0	27	100.0
平均值		3.9		4.2		3.7		3.7
总 N	195	100.00	26	13.00%	40	20.50%	27	13.80%

村名 态度	前街		际村		未知	
	频数	百分比	频数	百分比	频数	百分比
非常不同意	0	0	1	2.1	1	5.0
不同意	2	5.7	2	4.3	1	5.0
没影响	2	5.7	4	8.5	1	5.0
同意	21	60.0	30	63.8	14	70.0
非常同意	10	28.6	10	21.3	3	15.0
有效 N	35	100.0	47	100.0	20	100.0

平均值		4.1		4.0		3.9
总 N	35	18%	47	24.10%	20	10.30%

说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1

➤ 旅游极大地增加了本地的就业机会

旅游的发展为本地居民提供了各种直接和间接就业机会，当地居民的就业形式由以往单一的农耕为主，转向了多元化的旅游就业，包括自己经营、租车等直接就业和租房等间接就业，从老人到小孩，就业机会都比以往增加许多，因此，绝大多数居民都认为旅游给当地带来了更多的就业机会（72.8%），其中仍以前街片区为最（80%），因为前街是宏村景

区内的商业街，是商业化最发达的地方，店铺集中且多由本地人经营。尽管目前商店的发展已经受到各种限制，但是这种积极影响依然获得一致认可；而其他片区则基本以旅游发展程度高低依次降低。我们发现一个有趣的现象：东边田、湖堽头、后街这片旅游发展冷区对增加就业机会有认可度（57.5%）接近于南湖这旅游发展热区（57.7%）。这是因为最近东边田等这一片区在政府的鼓励之下纷纷发展齐农家乐，借助独特地田园风管，吸引了一部分的散客前往住宿。

表 3-10 旅游增加就业机会频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堽头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	4	2.1	0	0	2	5.0	1	3.7
不同意	17	8.7	1	3.8	2	5.0	3	11.1
没影响	32	16.4	10	38.5	13	32.5	3	11.1
同意	111	56.9	12	46.2	17	42.5	15	55.6
非常同意	31	15.9	3	11.5	6	15.0	5	18.5
有效 N	195	100	26	100.0	40	100.0	27	100.0
平均值		3.8		3.7		3.6		3.7
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9%	0	0				
不同意	4	11.4%	5	10.6	2	10.0		
没影响	2	5.7%	3	6.4	1	5.0		
同意	19	54.3%	33	70.2	15	75.0		
非常同意	9	25.7%	6	12.8	2	10.0		
有效 N	35	100.0	47	100.0	20	100.0		
平均值		3.9		3.9				
总 N	35	18%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游吸引更多投资和消费

对于旅游发展为宏村吸引更多的投资和消费，宏村村民对此的认可度不一。前街片区的认可度是最高的（94.3%），这是因为如今的前街片区由于投资而改造成商业街，是商铺集中的地区。这片区的居民可通过经营商铺获利，深深体会到投资带给他们的好处。然而，宏村的其他片区，包括茶行弄上水圳月沼片区（61.5%）、东边田湖堽头后街片区（67.5%）和南湖片区（74.1%）的认可度远低于前街片区。作为世界文化遗产的宏村是以保护为前提

而发展旅游的，村里的建筑改造受到制约，外来投资很难进入到其中来。因此，我们可看到村民的经营方式多数以自家门前摆摊或自家经营旅馆为主，少有外来投资参与。总体而言，76.9%的被访者都认可旅游吸引更多投资和消费。

表 3-11 旅游吸引更多投资和消费频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	3	1.5	0	0	0	0	2	7.4
不同意	16	8.2	4	15.4	5	12.5	0	.0
没影响	26	13.3	6	23.1	8	20.0	5	18.5
同意	124	63.6	14	53.8	23	57.5	16	59.3
非常同意	26	13.3	2	7.7	4	10.0	4	14.8
有效 N	195	100	26	100	40	100.0	27	100.0
平均值		3.8		3.5		3.7		3.7
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	0	0	0	0	1	5.0		
不同意	2	5.7	3	6.4	2	10.0		
没影响	0	0	5	10.6	2	10.0		
同意	26	74.3	33	70.2	12	60.0		
非常同意	7	20.0	6	12.8	3	15.0		
有效 N	35	100.0	47	100.0	20	100.0		
平均值		4.1		3.89		3.7		
总 N	35	18%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游提高居民生活水平

整体上有 77.4%的村民同意旅游提高居民生活水平，不论是处于旅游发展热区还是冷区的村民，对这一点都不置可否，而且这一认可度与旅游发展程度有着密切相关的关系。茶行弄、上水圳和月沼片区、前街和南湖片区的认可度都在 80%以上，而东边田、湖堍头和后街片区认可度相对较低，只有 72%，低于平均水平。

表 3-12 旅游提高居民生活水平频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	6	3.1	0	0	0	0	2	7.4
不同意	12	6.2	0	0	2	5.0	0	0
没影响	26	13.3	4	15.4	9	22.5	3	11.1
同意	116	59.5	15	57.7	19	47.5	19	70.4
非常同意	35	17.9	7	26.9	10	25.0	3	11.1
有效 N	195	100	26	100.0	40	100.0	27	100.0
平均值		3.8		4.1		3.9		3.8
总 N	195	100	26	13.00%	40	20.50%	27	13.80%

村名 态度	前街		际村		未知	
	频数	百分比	频数	百分比	频数	百分比
非常不同意	3	8.6	1	2.1	0	0
不同意	2	5.7	7	14.9	1	5.0
没影响	1	2.9	6	12.8	3	15.0
同意	21	60.0	27	57.4	15	75.0
非常同意	8	22.9	6	12.8	1	5.0
有效 N	35	100.0	47	100.0	20	100.0
平均值		3.8		3.6		3.8
总 N	35	18%	47	24.10%	20	10.30%

说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1

➤ 旅游发展造成本地物价上涨

旅游发展造成物价上涨获得了旅游区 86.1%的居民认可，可见旅游给当地带来的生活成本的增加非常明显，同时也说明人们对于生活成本的变化更加敏感。在此值得注意的是，对于物价上涨的认可度在一定程度随着旅游发展程度的增加而增长，以茶行弄、上水圳和月沼片区为最（96.2%）。与宏村相邻的际村物价也受明显的影响，对物价上涨的认可度高达 85.1%。

表 3-13 旅游导致物价上涨频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	2	1.0	0	0	0	0	0	0
不同意	12	6.2	0	0	5	12.5	4	14.8

没影响	11	5.6	1	3.8	1	2.5	2	7.4
同意	88	45.1	12	46.2	19	47.5	13	48.1
非常同意	80	41.0	13	50.0	15	37.5	8	29.6
有效 N	193	99	26	100.0	40	100.0	27	100.0
平均值		4.2		4.5		4.1		3.9
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村			未知		
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9	1	2.1	0	0		
不同意	1	2.9	3	6.4	0	0		
没影响			3	6.4	3	15.0		
同意	11	31.4	23	48.9	10	50.0		
非常同意	21	60.0	17	36.2	6	30.0		
有效 N	34	97.1	47	100.0	19	95.0		
平均值		4.5		4.1		4.2		
总 N	35	18%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游发展造成本地房价上涨

与旅游发展物价上涨的情况相似，旅游发展造成物价上涨获得了旅游区 86.1%的居民认可，可见旅游的发展不仅给当地带来的生活成本的明显的增加，而且居住成本也明显提高。对物价上涨和房价上涨的高认可度说明宏村村民对于生活成本的变化十分敏感。值得注意的是，东边田、湖埭头和后街片区对房价上涨的认可度高达 85%。最近几年，由于处于旅游发展的冷区，东边田、湖埭头和后街片区受得的各种限制相对较少，房屋买卖现象明显，因此，这使得处于旅游冷区的村民也能明显感受到房价上涨的趋势。

表 3-14 旅游导致房价上涨频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖埭头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	1	5.0	0	0			0	0
不同意	13	6.7	2	7.7	2	5.0	3	11.1
没影响	20	10.3	1	3.8	4	10.0	5	18.5
同意	107	54.9	13	50.0	27	67.5	13	48.1
非常同意	52	26.7	9	34.6	7	17.5	6	22.2
有效 N	193	99.0	25	96.2	40	100.0	27	100.0

平均值		4.0		4.2		4.0		3.8
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	0	0	1	2.1	0	0		
不同意	2	5.7	4	8.5	0	0		
没影响	3	8.6	5	10.6	2	10.0		
同意	16	45.7	28	59.6	10	50.0		
非常同意	14	40.0	9	19.1	7	35.0		
有效 N	35	100.0	47	100.0	19	95.0		
平均值		4.2		3.9		4.3		
总 N	35	18%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游发展一定程度上加剧了本地居民的贫富差距

旅游发展促进了当地的经济的发展，给当地居民创造了更多的就业机会，但是由于不同居民的能力不同，参与形式不同，居民的收入之间可能存在较大差距，家庭旅馆收入可能要高于其他参与形式收入，即使同样开家庭旅馆，也会因为规模、技术、人脉的不同而产生不同的经营业绩，年收入差距可达 5 万以上，由此，村民的贫富差距会因此而迅速加剧。宏村村民对此也有很大的感受，认可度达到 74.4%；各片区中，南湖（81.5%）和际村的认可度最高。南湖的贫富差距可能是由村民经营能力引起的，有能力或有独特位置的村民获利更多；同时，南湖的游客量很大，这种差距随着旅游的发展逐渐扩大；而际村部分村民借助宏村的旅游也经营其餐厅、酒吧或旅馆等，而还有一大部分人未能参与到旅游中，以农耕作为主要的谋生方式。

表 3-15 旅游导致居民贫富差距扩大频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	3	1.5	0	0	0	0	1	3.7
不同意	17	8.7	0	0	5	12.5	3	11.1
没影响	29	14.9	7	26.9	6	15.0	1	3.7
同意	106	54.4	11	42.3	23	57.5	15	55.6
非常同意	39	20.0	7	26.9	6	15.0	7	25.9
有效 N	194	99.5	25	96.2	40	100.0	27	100.0

平均值		3.8		4.0		3.8		3.9
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	0	0	2	4.3	0	0		
不同意	4	11.4	3	6.4	2	10.0		
没影响	9	25.7	5	10.6	1	5.0		
同意	14	40.0	27	57.4	16	80.0		
非常同意	8	22.9	10	21.3	1	5.0		
有效 N	35	100.0	47	100.0	20	100.0		
平均值		3.7		3.9		3.8		
总 N	35	18%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 总结

总体而言，旅游给宏村旅游区带来的经济影响非常明显，包括经济增长、就业机会增加、物价上涨以及贫富差距加剧等方面，各认知均值均高于 3.7，其中物价上涨最为当地居民所认可，高达 4.2，而其他方面则相差不大，说明居民对于旅游给当地带来的经济影响总体上较为敏感，认可度较高，尤其是对于生活成本的增加，而其他各种影响可能由于不同的参与程度和收入水平产生不同的认知。

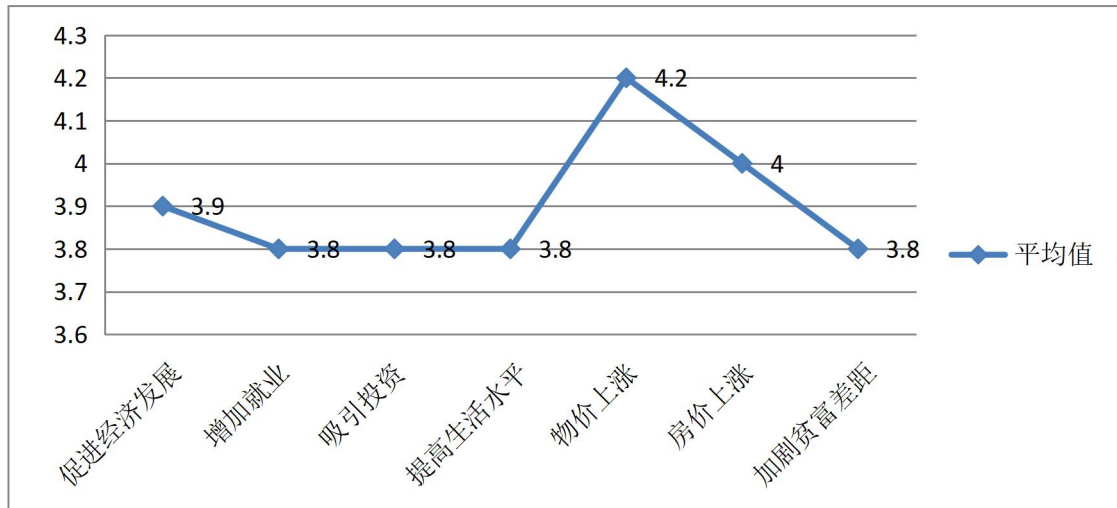


图 3-1 旅游经济影响感知总体均值

3.2.2 旅游社会影响的感知

➤ 旅游发展使基础设施得到改善

旅游基础设施的改善在核心发展景区南湖片区尤为明显。南湖片区是旅游线路必经之地，道路等基础设施得到明显的改善，因此获得的认可度也高，达 74.1%。其次，分别按照景区旅游发展水平高低，依次降低，茶行弄、上水圳和月沼片区 69.2%，前街片区 65.7%。东边田湖堍头后街片区的认可度是最低的（57.5%）。这些差异是因为大量的资金首先投入核心发展区进行基础设施建设，居民感知自然也因此不同。总体而言，有 69.2%的村民认可旅游发展是基础设施得到改善，不过这种改善只局限于旅游线路途经的巷道改善。

表 3-16 旅游使基础设施得到改善频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	4	2.1	0	0	0	0	1	3.7
不同意	22	11.3	3	11.5	6	15.0	3	11.1
没影响	41	21.0	5	19.2	11	27.5	3	11.1
同意	118	60.5	15	57.7	22	55.0	19	70.4
非常同意	9	4.6	3	11.5	1	2.5	1	3.7
有效 N	194	99.5	26	100.0	40	100.0	27	100.0
平均值		3.6		3.7		3.5		3.6
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	2	5.7	1	2.1	0	0		
不同意	4	11.4	3	6.4	3	15.0		
没影响	6	17.1	12	25.5	4	20.0		
同意	23	65.7	27	57.4	12	60.0		
非常同意	0	.0	3	6.4	1	5.0		
有效 N	35	100.0	46	97.9	20	100.0		
平均值		3.4		3.6		3.6		
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游发展促进了社区医疗水平的改善

医疗水平低依然是目前宏村生活面临的难题之一，很多居民表示生病得不到有效医治，

最终只能转到黟县或市区进行治疗。旅游对于医疗的影响并不是非常明显，总体认可度只占到 59.2%，而其中茶行弄上水圳等一带的认可度只有 42.3%，因为目前宏村只有一个卫生所，医疗设施设备和药物相对缺乏，医疗落后是当地居民的一大隐忧，还有待进一步的资金投入。受访的村民表示：“现在村里的医院是一流的房子，三流的技术。”

表 3-17 旅游提高医疗条件与服务质量频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堽头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	6	3.1	0	0	0	0	2	7.4
不同意	27	13.8	3	11.5	6	15.0	4	14.8
没影响	79	40.5	12	46.2	15	37.5	11	40.7
同意	75	38.5	8	30.8	19	47.5	10	37.0
非常同意	7	3.6	3	11.5	0	.0	0	.0
有效 N	194	99.5	26	100.0	40	100.0	27	100.0
平均值		3.3		3.4		3.3		3.1
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9	2	4.3	1	5.0		
不同意	4	11.4	7	14.9	3	15.0		
没影响	15	42.9	17	36.2	9	45.0		
同意	14	40.0	17	36.2	7	35.0		
非常同意	1	2.9	3	6.4	0	.0		
有效 N	35	100.0	46	97.9	20	100.0		
平均值		3.3		3.3		3.1		
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游未导致犯罪率上升

总体只有 6.6%的居民认为旅游导致当地的犯罪率上升，而各片区的认可度除禾木村外，都低于 10%。宏村本地居民对村里的治安和淳朴的民风还是很好信心的，他们呢透露，以前没有发展旅游时，由于贫穷还是会出现小偷现象，但现在随着生活水平提升，大家都没有必要偷。

表 3-18 旅游发展导致本地犯罪率上升频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	26	13.3	5	19.2	6	15.0	3	11.1
不同意	105	53.8	12	46.2	23	57.5	14	51.9
没影响	50	25.6	7	26.9	10	25.0	7	25.9
同意	10	5.1	2	7.7	1	2.5	3	11.1
非常同意	3	1.5	0	.0	0	.0	0	.0
有效 N	194	99.5	26	100.0	40	100.0	27	100.0
平均值		2.3		2.2		2.2		2.4
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	4	11.4	5	10.6	3	15.0		
不同意	19	54.3	24	51.1	13	65.0		
没影响	9	25.7	13	27.7	4	20.0		
同意	2	5.7	2	4.3	0	.0		
非常同意	1	2.9	2	4.3		.0		
有效 N	35	100.0	46	97.9	20	100.0		
平均值		2.3		2.4				
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游使本地交通人口拥挤

交通拥挤现象在宏村旅游区并不明显，61%的居民有所认知，因为旅游发展带来的不仅是大量的游客，也改善了当地的交通环境，原来的巷道扩宽和加以修缮，便于行走。两者共同发展，对于居民而言，可能比以前更加方便。然而，宏村的徽派建筑吸引了大批的学生来写生，写生的学生坐在巷道上，使得原来不宽敞的道路更难以行走，宏村村民纷纷对此抱怨。同时，由于景区没有限制游客数量，到了黄金周或节假日，村里挤满游客，导致交通拥挤现象突出。因此，可以说旅游发展一定程度上改善了交通的硬件条件，如道路的拓宽和硬化；同时也使得当地的交通环境更为复杂，因此居民感知不一。

表 3-19 旅游使本地交通人口拥挤频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	3	1.5	0	0	1	2.5	0	0

不同意	27	13.8	2	7.7	5	12.5	4	14.8
没影响	48	24.6	5	19.2	6	15.0	7	25.9
同意	90	46.2	14	53.8	19	47.5	12	44.4
非常同意	27	13.8	5	19.2	9	22.5	4	14.8
有效 N	195	100.0	26	100.0	40	100.0	27	100.0
平均值		3.6		3.9		3.8		3.6
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村			未知		
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	0	0	1	2.1	1	5.0		
不同意	1	2.9	11	23.4	4	20.0		
没影响	12	34.3	11	23.4	7	35.0		
同意	18	51.4	22	46.8	5	25.0		
非常同意	4	11.4	2	4.3	3	15.0		
有效 N	35	100.0	47	100.0	20	100.0		
平均值		3.7		3.3		3.3		
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

► 旅游使本地居民道德水平及信任度下降

总体而言，只有 27.7% 的村民认为旅游使本地居民得到水平及信任度下降。除了茶行弄、上水圳和月沼这一片区，其他片区的认可度都在 30% 以下。然而，茶行弄、上水圳和月沼这一片区对旅游使本地居民得到水平及信任度下降的认可度（46.1%）明显高于其他片区。茶行弄、上水圳和月沼这一片区是旅游发展程度较高的地区，游客量大，村民纷纷借此经营与旅游相关的生意，如家庭旅馆或茶叶、工艺品小商铺，可能是因为涉及到经济利益，使得村民之间的关系有所变化。

表 3-20 旅游使本地居民道德水平及信任度下降频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖墘头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	9	4.6	0	0	1	2.5	0	0
不同意	64	32.8	7	26.9	13	32.5	10	37.0
没影响	66	33.8	7	26.9	17	42.5	8	29.6
同意	44	22.6	11	42.3	6	15.0	7	25.9
非常同意	10	5.1	1	3.8	3	7.5	2	7.4
有效 N	193	99.0	26	100.0	40	100.0	27	100.0

平均值		2.9		3.2		2.9		3.0
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	4	11.4	3	6.4	1	5.0		
不同意	10	28.6	13	27.7	11	55.0		
没影响	13	37.1	16	34.0	5	25.0		
同意	6	17.1	12	25.5	2	10.0		
非常同意	2	5.7	2	4.3	0	.0		
有效 N	35	100.0	46	97.9	19	95.0		
平均值		2.8		2.9		2.4		
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

► 旅游引发游客与居民冲突

总体而言，只有 39.5%的村民认为旅游引发游客与居民之间的冲突，这反应游客与居民之间的主客关系还是比较和谐，没有因为旅游发展程度的提高而出现明显的恶化。宏村各片区对此的认可度也在 40~50%左右。然而，有大部分受访村民抱怨游客的乱拍摄行为——游客喜欢在未经允许的情况下拍摄人像，村民认为这种拍摄行为干扰到其生活。

表 3-21 旅游引发游客与居民冲突频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	9	4.6	2	7.7	1	2.5	1	3.7
不同意	50	25.6	7	26.9	11	27.5	6	22.2
没影响	58	29.7	3	11.5	8	20.0	12	44.4
同意	69	35.4	12	46.2	17	42.5	7	25.9
非常同意	8	4.1	2	7.7	2	5.0	1	3.7
有效 N	194	99.5	26	100.0	39	97.5	27	100.0
平均值		3.1		3.2		3.2		3.0
总 N	195	100	26	13.00%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	0	0	3	6.4	2	10.0		
不同意	5	14.3	17	36.2	4	20.0		
没影响	15	42.9	16	34.0	4	20.0		

同意	14	40.0	9	19.1	10	50.0
非常同意	1	2.9	2	4.3	0	.0
有效 N	35	100.0	47	100.0	20	100.0
平均值		3.3		2.8		3.1
总 N	35	17.90%	47	24.10%	20	10.30%
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1						

➤ 总结

对于旅游社会影响的感知，当地居民普遍呈现出积极良好的态度，对于积极影响，包括设施改善、医疗改善的认可度均高于 3.3，而对于消极影响，如信任度下降、犯罪率上升普遍不认可，可见旅游对当地的社会影响偏乐观，同时也说明当地居民对于社会影响的感知相对滞后。

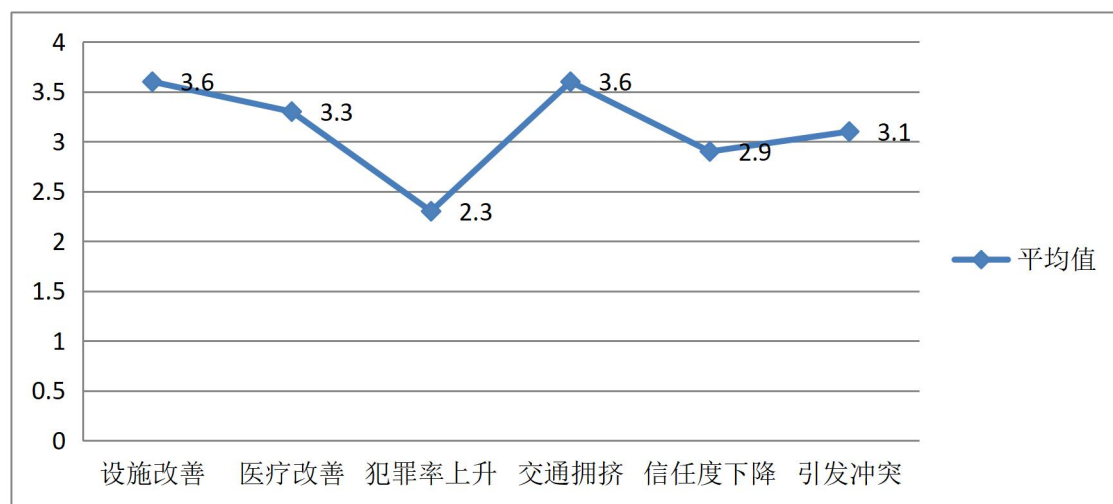


图 3-2 旅游社会影响感知总体均值

3.2.3 旅游文化影响感知

➤ 旅游促进了本地和外地的文化交流

旅游给社区带来的文化交流与社区旅游发展程度息息相关，游客越多，越集中，本地与外地文化的交流就越明显。因此，各社区对于该影响的认可度也呈现一定的规律。宏村绝大多数居民都肯定了旅游发展对其本地与外地文化交流的促进作用，其中以旅游热区茶行弄上水圳月沼最为显著（88.5%），其次是际村（87.3%），南湖（77.8%），旅游冷区东边田湖塍头后街较不显著（67.5%），充分说明了旅游发展程度与文化交流程度的密切联系。

表 3-22 旅游促进本地与外地文化交流频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	2	1.0	0	0	0	0	1	3.7
不同意	13	6.7	2	7.7	5	12.5	2	7.4
没影响	24	12.3	1	3.8	7	17.5	3	11.1
同意	138	70.8	19	73.1	27	67.5	18	66.7
非常同意	17	8.7	4	15.4	0	.0	3	11.1
有效 N	194	99.5	26	100.0	39	97.5	27	100.0
平均值		3.8		4.0		3.6		3.7
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9			0	0		
不同意	0	.0	1	2.1	3	15.0		
没影响	6	17.1	5	10.6	2	10.0		
同意	25	71.4	35	74.5	14	70.0		
非常同意	3	8.6	6	12.8	1	5.0		
有效 N	35	100.0	47	100.0	20	100.0		
平均值		3.8		4.0				
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游对民俗和传统文化的侵蚀不同旅游区程度不同

目前旅游对当地社区传统文化的侵蚀总体来说不明显，当地居民多数认为旅游没有使民俗和传统文化遭到破坏，占 37.0%，另外 37%的居民认为没有影响，可见过半居民都没有感觉到旅游发展对民俗文化的破坏，可见当地文化目前保留较好。但是从旅游区域看来，不同旅游区居民认同态度有所不同。旅游热区茶行弄等一带 46.2%的居民认为民俗与传统文化遭到破坏，但是冷区东边田等一带及商业氛围较浓的前街和际村都只有将近 20%的居民同意传统文化遭到破坏，这些表现出了不同旅游区民俗文化被影响的不同程度。

表 3-23 旅游使民俗与传统文化被破坏频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	5	2.6	0	0	1	2.5	0	0
不同意	67	34.4	5	19.2	14	35.0	7	25.9

没影响	74	37.9	9	34.6	16	40.0	12	44.4
同意	41	21.0	8	30.8	7	17.5	8	29.6
非常同意	6	3.1	4	15.4	1	2.5	0	.0
有效 N	193	99.0	26	100.0	39	97.5	27	100.0
平均值		2.9		3.4		2.8		3.0
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	1	2.9	2	4.3	1	5.0		
不同意	8	22.9	23	48.9	10	50.0		
没影响	19	54.3	13	27.7	5	25.0		
同意	6	17.1	9	19.1	3	15.0		
非常同意	1	2.9	0	.0	0	.0		
有效 N	35	100.0	47	100.0	19	95.0		
平均值		2.9		2.6		2.5		
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游对丰富居民生活影响不大

对于“旅游是否丰富了当地居民的生活”，有 50%被访居民表示同意，该比例并不高，说明旅游并未给当地居民的生活丰富程度带来显著增长，当地居民大多忙于参与旅游相关行业，增加收入，并没有明显的节庆娱乐活动增加，即使有节庆活动举行，都为迎合游客，与居民们生活大多不相关，并未对居民生活造成太多影响。

表 3-24 旅游增加节庆活动频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖墘头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	4	2.1	0	0	1	2.5	1	3.7
不同意	35	17.9	8	30.8	7	17.5	4	14.8
没影响	50	25.6	4	15.4	10	25.0	8	29.6
同意	93	47.7	13	50.0	18	45.0	11	40.7
非常同意	11	5.6	1	3.8	3	7.5	3	11.1
有效 N	193	99.0	26	100.0	39	97.5	27	100.0
平均值		3.4		3.3		3.4		3.4
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名	前街		际村		未知			

态度	频数	百分比	频数	百分比	频数	百分比
非常不同意	1	2.9	0	0	1	5.0
不同意	8	22.9	7	14.9	1	5.0
没影响	9	25.7	13	27.7	6	30.0
同意	14	40.0	25	53.2	12	60.0
非常同意	3	8.6	1	2.1	0	.0
有效 N	35	100.0	46	97.9	20	100.0
平均值		3.3		3.4		3.5
总 N	35	17.90%	47	24.10%	20	10.30%
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1						

➤ 旅游没有促进本地居民区学习更多语言

旅游对促进宏村居民去学习更多语言的影响不大，总体来看只有 39%的受访居民有愿意学习其他语言的倾向，多数持中立或不赞成的态度。原因是宏村旅游虽然促进了外来与本地文化的交流，但是由于宏村旅游本身针对的国内游客较多，居民大多认为只用学习普通话就可以适应参与旅游的需要，无需学习更多语言，所以该地旅游对促进居民学习更多语言作用很小。

表 3-25 旅游促进村民学习更多语言频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堽头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	6	3.1	1	3.8	1	2.5	2	7.4
不同意	41	21.0	5	19.2	15	37.5	3	11.1
没影响	71	36.4	11	42.3	9	22.5	11	40.7
同意	64	32.8	9	34.6	12	30.0	8	29.6
非常同意	12	6.2	0	0	2	5.0	3	11.1
有效 N	194	99.5	26	100.0	39	97.5	27	100.0
平均值		3.2		3.1		3.0		3.3
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	2	5.7	0	0	0	0		
不同意	4	11.4	9	19.1	5	25.0		
没影响	19	54.3	17	36.2	4	20.0		
同意	9	25.7	17	36.2	9	45.0		
非常同意	1	2.9	4	8.5	2	10.0		

有效 N	35	100.0	47	100.0	20	100.0
平均值		3.1		3.3		3.4
总 N	35	17.90%	47	24.10%	20	10.30%
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1						

➤ 小结

从文化方面看来，居民普遍认为旅游促进了本村和外地文化的交流，认同度为 3.8，同时，对于民俗和传统文化，居民总体认为旅游对其影响不大，但不同旅游区又呈现不同特点。此外旅游也增加了一定节庆活动丰富居民生活，但实际影响不大，同时，旅游对促进居民学习其他更多语言作用不大。

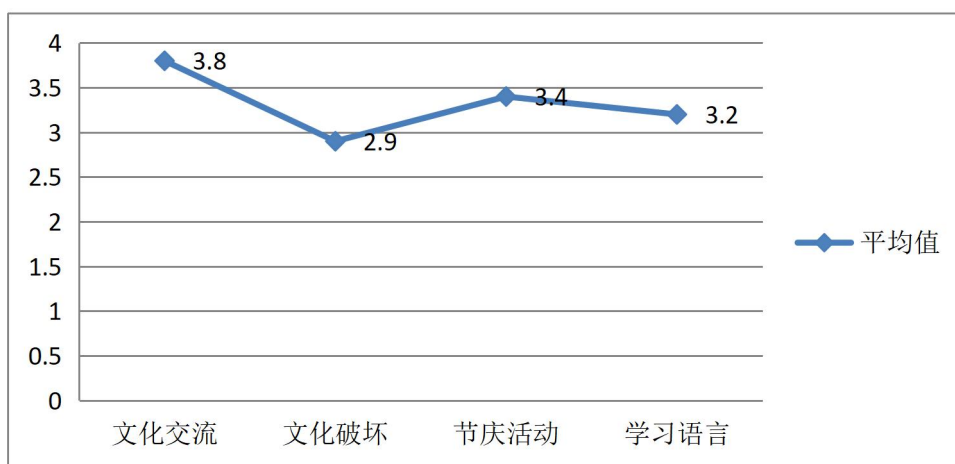


图 3-3 旅游文化影响感知总体均值

3.2.4 旅游环境影响感知

➤ 旅游发展使当地空气质量有一定程度下降

旅游发展给宏村的空气质量带来一些污染，其中在旅游热区茶行弄上水圳等一带最为明显，有 73.1%的居民认同这一带旅游发展所带来的空气污染，这说明了旅游发展同环境质量存在一定联系，其他地区虽只有半数居民认为存在空气质量污染，但是如果注重保护，将来状况可能会变得严峻，需要及早防范和治理。

表 3-26 旅游使空气质量下降频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖埕头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	8	4.1	1	3.8	1	2.5	2	7.4
不同意	26	13.3	3	11.5	5	12.5	4	14.8
没影响	53	27.2	3	11.5	11	27.5	6	22.2

同意	83	42.6	13	50.0	15	37.5	14	51.9
非常同意	24	12.3	6	23.1	7	17.5	1	3.7
有效 N	194	99.5	26	100.0	39	97.5	27	100.0
平均值		3.5		3.8		3.6		3.3
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村			未知		
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9	2	4.3	1	5.0		
不同意	5	14.3	6	12.8	3	15.0		
没影响	10	28.6	18	38.3	5	25.0		
同意	14	40.0	19	40.4	8	40.0		
非常同意	5	14.3	2	4.3	3	15.0		
有效 N	35	100.0	47	100.0	20	100.0		
平均值		3.5		3.3		3.5		
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 旅游发展使当地噪音污染加重

同空气污染相比，噪声污染的感知更为突出，总体看来有 71.8%的居民都认为旅游加重了当地的噪音污染，并且以旅游商业区前街（74.3%）和旅游热区茶行弄等一带（73.1%）的居民认同最为突出，因为两区聚集了较大的游客量，包括带队导游的讲解喇叭等等，使得这两片区较为嘈杂，这与古村落并应具有宁静安逸的环境造成强烈反差，引起不协调，破坏了旅游环境的整体和谐。

表 3-27 旅游使噪声污染加重频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖墘头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	4	2.1	0	0	1	2.5	1	3.7
不同意	17	8.7	2	7.7	6	15.0	2	7.4
没影响	34	17.4	5	19.2	6	15.0	4	14.8
同意	108	55.4	12	46.2	21	52.5	16	59.3
非常同意	32	16.4	7	26.9	6	15.0	4	14.8
有效 N	195	100.0	26	100.0	40	100.0	27	100.0
平均值		3.8		3.9		3.6		3.7
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名	前街		际村		未知			

态度	频数	百分比	频数	百分比	频数	百分比
非常不同意	0	0	2	4.3	0	0
不同意	3	8.6	2	4.3	2	10.0
没影响	6	17.1	9	19.1	4	20.0
同意	19	54.3	30	63.8	10	50.0
非常同意	7	20.0	4	8.5	4	20.0
有效 N	35	100.0	47	100.0	20	100.0
平均值		3.9		3.7		3.8
总 N	35	17.90%	47	24.10%	20	10.30%
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1						

➤ 旅游发展使当地水体污染大大加重

宏村的水系发达，是自古就开发并保存下来的宝贵资源，同时也是当地居民赖以生活的物质基础，应予以重点保护，然而目前情况却不容乐观，旅游使得当地水体污染较为严重，有 80.5% 的受访居民都认同旅游发展造成了水污染加重，除了宏村周边的际村（72.3%）之外，宏村其他区域均有 80% 以上的居民反映当前宏村水污染问题较为严重，可见在目前的环境问题中，旅游对本地带来的水污染问题十分明显突出，原因主要是大量在此地写生的学生携带的颜料引起的水污染，对此问题宏村相关部门应加大防范和治理的力度，避免情况越发恶化。

表 3-28 旅游使水体污染加重频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堍头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	3	1.5	0	0	1	2.5	1	3.7
不同意	13	6.7	1	3.8	2	5.0	3	11.1
没影响	22	11.3	3	11.5	5	12.5	1	3.7
同意	93	47.7	8	30.8	17	42.5	16	59.3
非常同意	64	32.8	14	53.8	15	37.5	6	22.2
有效 N	195	100.0	26	100.0	40	100.0	27	100.0
平均值		4.0		4.4		4.1		3.9
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	0	0	1	2.1	0	0		
不同意	1	2.9	5	10.6	1	5.0		
没影响	5	14.3	7	14.9	1	5.0		

同意	15	42.9	23	48.9	14	70.0
非常同意	14	40.0	11	23.4	4	20.0
有效 N	35	100.0	47	100.0	20	100.0
平均值		4.2		3.8		4.1
总 N	35	17.90%	47	24.10%	20	10.30%
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1						

► 旅游发展使当地固体垃圾大大增多

对于旅游发展使当地固体垃圾增多，宏村居民显示了高度的认可（88.2%），特别以游客聚集最多的旅游热区茶行弄等一带和前街最为明显，分别有高达 100%和 97.1%的居民认同本地的固体垃圾增多，其他区域也有 80%以上的居民认同。说明宏村当前固体垃圾污染较多且问题较为严重，给当地居民带来了消极影响，在旅游发展中应着重注意该问题，尽早做好各种规范和防范措施，以应对后续的旅游开发。

表 3-29 旅游使固体垃圾增多频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖墘头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	2	1.0	0	0	0	0	0	
不同意	8	4.1	0	0	4	10.0	2	7.4
没影响	11	5.6	0	0	4	10.0	3	11.1
同意	114	58.5	18	69.2	21	52.5	14	51.9
非常同意	58	29.7	8	30.8	11	27.5	8	29.6
有效 N	193	99.0	26	100.0	40	100.0	27	100.0
平均值		4.1		4.3		4.0		4.0
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	0	0	2	4.3	0	0		
不同意	0	0	2	4.3	0	0		
没影响	1	2.9	3	6.4	0	0		
同意	21	60.0	27	57.4	13	65.0		
非常同意	13	37.1	12	25.5	6	30.0		
有效 N	35	100.0	46	97.9	19	95.0		
平均值		4.3		4.0				
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

► 旅游发展的旅游设施一定程度破坏了自然环境

旅游发展的过程中, 相关旅游设施如宾馆、餐厅、商铺等会逐渐增加, 也会给环境带来一定影响, 有一半以上的宏村居民 (59.0%) 认同旅游设施建设破坏了当地自然环境, 其中在旅游热区茶行弄等一带以及南湖认同度较高, 分别为 73.1% 和 70.4%, 因为这两个片区景观资源丰富, 同时旅游设施集中分布较多, 所以对当地居民的环境破坏也较为明显, 其他区域还暂时不显著, 但是这些地区如果不加强控制, 旅游设施对环境的影响破坏将会逐渐加大, 应引起相关重视。

表 3-30 旅游设施建设破坏了自然环境频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堽头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	2	1.0	0	0	1	2.5	0	0
不同意	20	10.3	2	7.7	6	15.0	2	7.4
没影响	57	29.2	5	19.2	11	27.5	6	22.2
同意	90	46.2	13	50.0	18	45.0	15	55.6
非常同意	25	12.8	6	23.1	4	10.0	4	14.8
有效 N	194	99.5	26	100.0	40	100.0	27	100.0
平均值		3.6		3.9		3.5		3.8
总 N	195	100	26	13%	40	20.50%	27	13.80%

村名 态度	前街		际村		未知	
	频数	百分比	频数	百分比	频数	百分比
非常不同意	0	0	1	2.1	0	
不同意	6	17.1	3	6.4	1	5
没影响	9	25.7	18	38.3	8	40
同意	12	34.3	23	48.9	9	45
非常同意	8	22.9	2	4.3	1	5
有效 N	35	100.0	47	100.0	19	95
平均值		3.6		3.5		3.53
总 N	35	17.90%	47	24.10%	20	10.30%

说明: 非常同意为 5, 同意为 4, 合并为同意项; 中立为 3; 不同意为 2, 非常不同意为 1

► 小结

从环境方面看来, 居民普遍认为旅游发展加重了环境污染与破坏, 其中较为严重的是水体污染和固体垃圾污染, 认可度高达 4.0 与 4.1, 此外噪音污染也有加重, 空气质量有一定程度下降, 在这些环境的污染破坏中, 以旅游热区茶行弄上水圳月沼一带最为明显。同时, 宾馆和旅游设施的建设对环境也有一定程度破坏, 需加强控制。

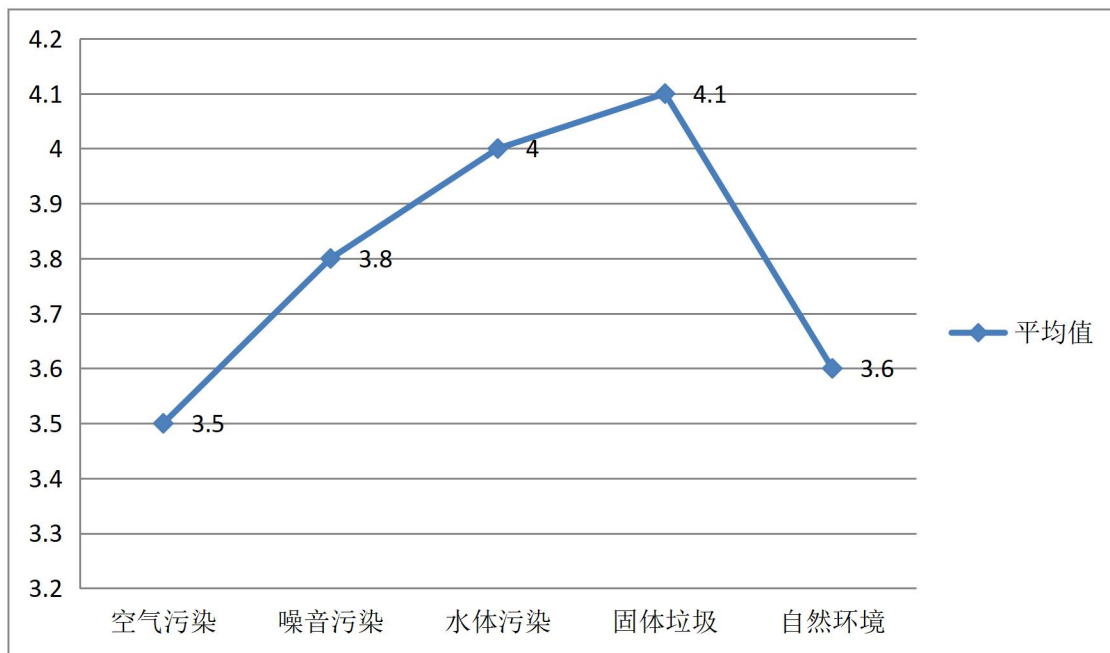


图 3-4 旅游环境影响感知总体均值

3.2.5 社区对旅游影响的感知小结

总体而言，当地居民对于旅游影响的感知普遍偏向积极，对积极影响的认可度较高，消极影响的认可度较低。如下图 所示，较高的平均值大多数为积极影响，较低的平均值大多数为消极影响，如经济、社会和文化中的积极影响指标平均值较高，消极影响指标平均值较低，反映出居民对积极影响的认可与消极影响的否定，使得居民对旅游影响总体感知偏积极。

与旅游影响总体感知相比，居民对旅游环境影响表现出偏消极的态度，消极指标的认同度均值偏高，反映出该地旅游对环境的破坏较大。由于宏村旅游以村落民居作为名片，所以旅游发展与居民生活密切关联，对他们的生活环境影响十分直接。居民居住环境很多程度受到旅游发展带来的空气、噪音、水体、固体垃圾等污染，对其正常生活环境影响破坏较大，所以绝大多数居民都呈现对旅游环境影响的消极态度。

当地居民对经济 and 环境影响相对更加敏感，而对旅游可能造成的社会和文化影响敏感度不高，因为经济和环境与居民的生活密切相关，大多可以物化体现在居民的收入和居住环境等具体情境中，相比较而言社会和文化影响不够直接，相对缓慢，旅游并没有使当地社会生活与文化带来较大冲击。

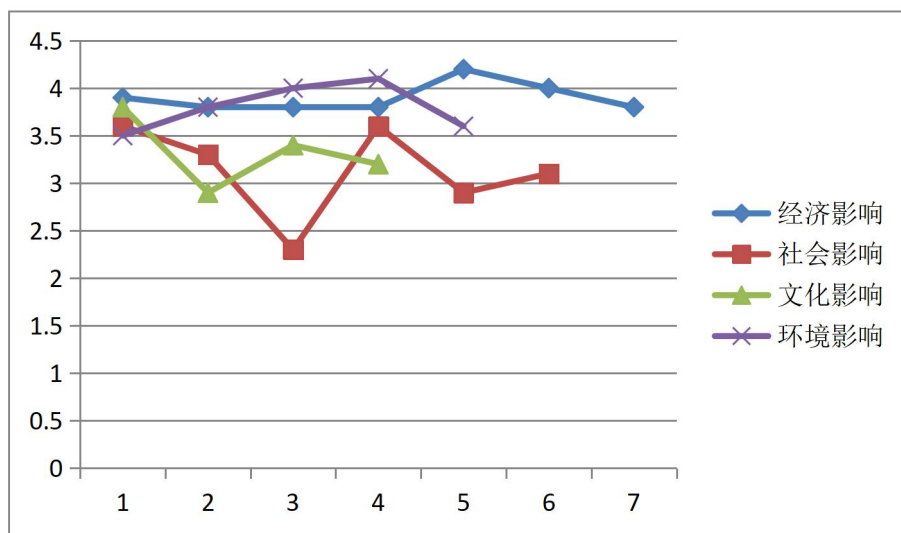


图 3-5 旅游影响感知对比

3.3 社区居民对旅游的态度及满意度

► 社区居民对本地旅游发展现状较满意

居民感知到旅游给当地带来的各种积极影响，总体上认可旅游发展的现状，有过半居民（63.1%）对目前本地旅游的现状感到满意，均值 3.4，但是这个数值并不高，并且在部分地区如旅游冷区东边田一带，有 32.5%的居民对旅游发展现状不满，说明宏村当地的旅游发展还存在相当一部分问题有待解决，以提高居民对旅游的满意度，使其积极加入到旅游发展中。

表 3-31 居民对本地旅游发展现状满意度频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堽头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	4	2.1	0	0	1	2.5	1	3.7
不同意	37	19.0	5	19.2	12	30.0	6	22.2
没影响	31	15.9	6	23.1	6	15.0	2	7.4
同意	117	60.0	15	57.7	18	45.0	18	66.7
非常同意	6	3.1	0	0	3	7.5	0	.0
有效 N	195	100.0	26	100.0	40	100.0	27	100.0
平均值		3.4		3.4		3.3		3.4
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9	0	0	1	5.0		

不同意	3	8.6	5	10.6	6	30.0
没影响	7	20.0	8	17.0	2	10.0
同意	23	65.7	33	70.2	10	50.0
非常同意	1	2.9	1	2.1	1	5.0
有效 N	35	100.0	47	100.0	20	100.0
平均值		3.6		3.6		3.2
总 N	35	17.90%	47	24.10%	20	10.30%
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1						

► 社区居民愿意从事旅游相关工作

宏村的当地居民对旅游的参与热情较高，有 70.3%的居民愿意从事与旅游相关的工作，认同度平局值达到 3.7。其中，旅游热区茶行弄一带等有高达 80.8%的居民愿意从事旅游工作，其他区域愿意参与旅游事业的居民也占 60.0%以上。由此可见旅游为当地带来的经济等利益极大影响着居民对旅游的参与意识，使他们中绝大多数人十分愿意投身于旅游的相关工作中。

表 3-32 居民对从事旅游相关工作意愿频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堽头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	2	1.0	0	0	1	2.5		
不同意	18	9.2	1	3.8	7	17.5	3	11.1
没影响	37	19.0	4	15.4	8	20.0	4	14.8
同意	124	63.6	17	65.4	22	55.0	19	70.4
非常同意	13	6.7	4	15.4	2	5.0	1	3.7
有效 N	194	99.5	26	100.0	40	100.0	27	100.0
平均值		3.7		3.9		3.4		3.7
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9	0	0	0	0		
不同意	1	2.9	4	8.5	2	10.0		
没影响	7	20.0	8	17.0	6	30.0		
同意	23	65.7	31	66.0	12	60.0		
非常同意	3	8.6	3	6.4	0	.0		
有效 N	35	100.0	46	97.9	20	100.0		
平均值		3.7		3.7		3.5		

总 N	35	17.90%	47	24.10%	20	10.30%
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1						

➤ 社区居民十分支持宏村未来继续发展旅游

绝大多数的当地居民都十分支持宏村未来继续发展旅游业，总体占 86.6%，认同度的均值达到 4.1，说明当地居民对旅游基本持认可与支持的态度，充分肯定了旅游发展给他们所带来的积极影响。其中，宏村其他区域和际村对当地未来继续发展旅游的支持度最为明显，分别有 95.0%和 93.6%的支持率，除了旅游热区茶行弄等一带支持率为 72.1%外，其余区域支持率都达到了 80%以上。可见旅游热区受到的旅游消极影响较其他地区较多，非旅游热区的居民对宏村旅游未来发展十分向往与支持，表现出当地居民对宏村旅游未来的积极态度。

表 3-33 居民对宏村未来旅游发展支持度频数及均值统计

村名 态度	总体		茶行弄上水圳月沼		东边田湖堽头后街		南湖	
	频数	百分比	频数	百分比	频数	百分比	频数	百分比
非常不同意	4	2.1	0	0	2	5.0	1	3.7
不同意	4	2.1	1	3.8	1	2.5	2	7.4
没影响	18	9.2	6	23.1	3	7.5	0	.0
同意	112	57.4	12	46.2	20	50.0	19	70.4
非常同意	57	29.2	7	26.9	14	35.0	5	18.5
有效 N	195	100.0	26	100.0	40	100.0	27	100.0
平均值		4.1		4.0		4.1		4.0
总 N	195	100	26	13%	40	20.50%	27	13.80%
村名 态度	前街		际村		未知			
	频数	百分比	频数	百分比	频数	百分比		
非常不同意	1	2.9	0	.0	0	.0		
不同意	0	.0	2	4.3	0	0		
没影响	5	14.3	1	2.1	1	5.0		
同意	19	54.3	30	63.8	12	60.0		
非常同意	10	28.6	14	29.8	7	35.0		
有效 N	35	100.0	47	100.0	20	100.0		
平均值		4.1		4.2		4.3		
总 N	35	17.90%	47	24.10%	20	10.30%		
说明：非常同意为 5，同意为 4，合并为同意项；中立为 3；不同意为 2，非常不同意为 1								

➤ 小结

居民对宏村旅游现状大致呈中立态度，但是趋于积极、满意的方向发展，认同均值为 3.1。对于从事旅游相关工作，大多数居民十分认同并愿意参与到旅游发展的事业中。对于宏村继续发展旅游业，绝大多数居民持有支持态度，认同均值高达 4.1，表明了他们对宏村旅游发展的肯定与认同。

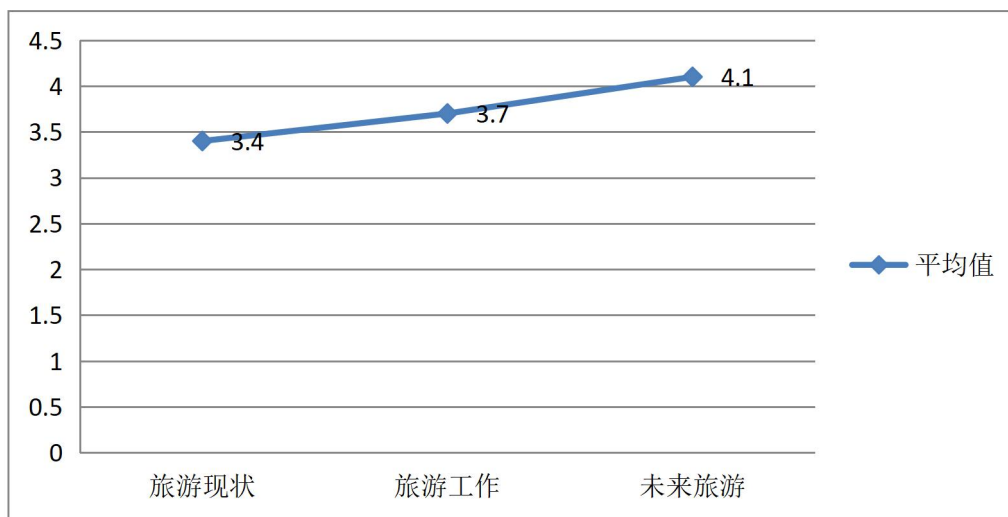


图 3-6 居民满意度均值

3.4 居民对旅游开发的感知和建议

➤ 旅游对居民生活干扰不同地区干扰程度不同

旅游对宏村居民生活的干扰不同地区呈现不同情况，总体各项分布较为均匀。在旅游景点热区茶行弄上水圳月沼一带以及南湖，多数居民表示旅游对其干扰很大，所占比例分别为 53.8%和 42.3%；在旅游冷区东边田等地以及相邻际村，包括商业区前街，大多数居民认为旅游对其生活基本没有影响，认同这一选项的居民分别占 42.5%、43.8%和 51.1%。由此可以看出，受不同旅游影响地区的居民旅游对其生活的影响也各为不同，旅游热区游客最多，干扰也最大。

表 3-34 旅游对生活的干扰

		地区划分												整体	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
旅游对生活的干扰	干扰很大	14	53.8	15	37.5	11	42.3	8	25.0	10	22.2	3	15.0	61	32.3
	无所谓	9	34.6	8	20.0	5	19.2	10	31.3	12	26.7	9	45.0	53	28.0

	基本没有影响	3	11.5	17	42.5	10	38.5	14	43.8	23	51.1	8	40.0	75	39.7
合计		26	100.0	40	100.0	26	100.0	32	100.0	45	100.0	20	100.0	189	100.0

➤ 多数居民居住在旅游区范围内

在受调查的居民中，41.2%的居民居住在比较接近旅游区的区域，33.7%的居民居住在旅游区，由此可见多数居民都居住在旅游区及周边区域，少数远离旅游区。原因是宏村属于村落旅游，旅游发展与居民生活息息相关，它不是单纯的旅游参观景点，而原本就是居民生活区，显然多数居民居住于此。

表 3-35 是否住在旅游区

		地区划分												整体	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
是否住在旅游区	是的	10	38.5	7	17.5	8	30.8	16	50.0	17	38.6	5	26.3	63	33.7
	比较接近	11	42.3	17	42.5	13	50.0	10	31.3	18	40.9	8	42.1	77	41.2
	远离旅游区	5	19.2	16	40.0	5	19.2	6	18.8	9	20.5	6	31.6	47	25.1
合计		26	100.0	100.0	100.0	26	100.0	32	100.0	44	100.0	19	100.0	187	100.0

➤ 多数居民对居住地向旅游区延伸持中立态度

调查居民中有 40.1%的居民对居住地向旅游区延伸呈无所谓的态度，37.9%的居民愿意向旅游区延伸，总体上看居民对旅游发展态度较为积极，愿意融入旅游区，参与旅游发展。在划分的区域中，际村有 45.2%的居民愿意向旅游地延伸，是所有区域中所占比例最高的地区，原因是际村没有受到像宏村一样多的旅游带来的利益，引发际村居民更加愿意向旅游区扩张，相反的，宏村旅游热区如南湖、前街等，这些区域的居民已居住在旅游热区，旅游发展给其效益明显，使他们多数呈现无所谓的态度。居民这种态度与其所在地区旅游发展程度存在关联。

表 3-36 愿意旅游区延伸

		地区划分												整体	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
愿意旅游区延伸	愿意	8	30.8	15	37.5	10	38.5	9	30.0	19	45.2	8	44.4	69	37.9
	无所谓	8	30.8	15	37.5	13	50.0	16	53.3	12	28.6	9	50.0	73	40.1

	不愿意	10	38.5	10	25.0	3	11.5	5	16.7	11	26.2	1	5.6	40	22.0
合计		26	100.0	100.0	100.0	26	100.0	30	100.0	42	100.0	18	100.0	182	100.0

➤ 多数居民在旅游区延伸后会参与旅游

在受调查的居民对于“旅游区延伸后将会”这一选项的态度中，仅有 5%的居民选择会搬走，多数居民选择开店或客栈（53%）或者继续正常生活（42%），可以看出由于宏村旅游发展已有一段时间，居民对旅游的影响早已习以为常，可以继续正常生活，并愿意以开店或客栈的方式参与旅游发展。特别在调查区域际村中，有 61.9%的居民愿意在旅游区延伸后开店，足以看出旅游可以带来的效益对周边区域居民的巨大吸引力。

表 3-37 旅游区延伸后将会

		地区划分												整体	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
旅游区延伸后将会	搬走	1	3.8	3	7.7	1	4.0	2	6.7	2	4.8	0	0.0	9	5.0
	开商店或客栈	11	42.3	18	46.2	11	44.0	17	56.7	26	61.9	13	68.4	96	53.0
	无所谓，继续正常生活	14	53.8	18	46.2	13	52.0	11	36.7	14	33.3	6	31.6	76	42.0
合计		26	100.0	100.0	100.0	25	100.0	30	100.0	42	100.0	19	100.0	181	100.0

➤ 多数居民对游客参观呈现积极态度

在受调查居民中，有 56.9%的居民表示很欢迎游客到家中参观，仅有 8.3%的居民表示很反感这种情况，34.8%的居民呈中立态度，由此可见当地居民对游客基本都怀有积极友好的态度，愿意与游客互动交流，体现了社区的整体淳朴民风。其中，旅游冷区东边田等一带和旅游热区南湖的居民所占欢迎游客的比例最高，分别为 67.5%和 66.7%，原因是旅游冷区的居民旅游收益与热区相比较低，该区的居民就更希望有游客到来以为其带来经济效益，所以他们大多呈现十分欢迎的态度。此外，由于南湖属于旅游标志性景观区，居民的房屋几乎是最首先被游客参观和认可的，已成为景点性的建筑，因此居住在此区的居民会有一种旅游带来的自豪感，于是他们对游客的到来呈现十分欢迎的态度。

表 3-38 是否欢迎游客参观

		地区划分												整体	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
是否 欢迎 游客 参观	常有人来，很欢迎	12	46.2	27	67.5	16	66.7	13	43.3	24	57.1	11	57.9	103	56.9
	不欢迎也不排斥	11	42.3	9	22.5	7	29.2	16	53.3	15	35.7	5	26.3	63	34.8
	非常反感	3	11.5	4	10.0	1	4.2	1	3.3	3	7.1	3	15.8	15	8.3
合计		26	100.0	100.0	100.0	24	100.0	30	100.0	42	100.0	19	100.0	181	100.0

➤ 居民参与旅游方式多样，以开店或客栈为主

在本次调查中，宏村居民参与旅游形式多样，每一种方式均有居民参与，但总体而言，大多数居民都是居住在原地开商店或客栈为主，占 55.6%，其次是其他方式，占 29.4%。其中，在旅游冷区东边田一带，有 72.5%的居民在原地开店或客栈，原因是这一带是宏村农家乐经营的聚集地，居民把房屋进行改造，部分做客房，部分自住，而这一带绝大多数居民都通过这一方式增加收入，于是该区在这一方式中居民所占比例最大。此外，旅游三个热区茶行弄上水圳月沼、南湖、前街的居民通过居住在原地开店的方式参与旅游所占比例相近，在 62%上下，原因是三个地区都是游客集中区域，适合发展商贸，所以三个地区居民参与方式也十分相似；另外，三个旅游热区也有一部分居民选择搬到新房居住，老房开店，这是因为旅游对这些区域居民生活干扰也较大，所以部分居民选择白天经营，晚上回到新房远离干扰。另外，值得注意的是际村只有 34.1%的居民是住在原地开客栈的，大部分居民目前不参与旅游发展，因为际村并非旅游区，受旅游影响不严重，大部分居民尚未把旅游作为他们的主业发展，这一情况和宏村有所不同。

表 3-39 参与旅游方式

		地区划分												整体	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
参与旅游方式	居住在原地，自己开商店或客栈	16	61.5	29	72.5	16	61.5	20	62.5	15	34.1	8	42.1	104	55.6
	搬到新城居住，老房子自己开商店或客栈	3	11.5	3	7.5	6	23.1	5	15.6	1	2.3	1	5.3	19	10.2

只把沿街门面租出去，自己仍居住在后面	1	3.8	0	0.0	1	3.8	1	3.1	2	4.5	1	5.3	6	3.2
把房屋全部租出去，自己搬走	0	0.0	1	2.5	0	0.0	0	0.0	1	2.3	0	0.0	2	1.1
当导游	1	3.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	.5
其他	5	19.2	7	17.5	3	11.5	6	18.8	25	56.8	9	47.4	55	29.4
合计	26	100.0	100.0	100.0	26	100.0	32	100.0	44	100.0	19	100.0	187	100

➤ 总结

总体而言，旅游对居民生活的干扰根据居民所在地区旅游发展的程度不同，干扰程度也有差异。大多数居民（74.9%）居住在旅游区或临近旅游区，并对旅游区往自己居住区域延伸呈中立无所谓态度，并且在旅游区延伸后，多数居民表示会参与旅游（53%）或正常生活（42%），半数以上居民对游客来家中参观十分欢迎，极少数居民反感。这些都说明居民对目前宏村旅游开发多呈现积极或中立的态度，反感情绪较低，旅游今后及未来的发展目前还没有给居民带来较多负面影响。宏村居民参与旅游方式比较多样，但以住在原住地开店或客栈为主要参与方式，表现出居民在积极适应旅游发展给他们所带来的生活和收入方式的变化。

3.5 居民遗产保护感知建议

➤ 对遗产保护情况的了解程度

宏村成功申遗后，制定了一定的措施去保护民居，但景区内部的村民对遗产保护情况的了解程度不是很高，存在着 33.5% 的村民基本不了解遗产保护情况。这说明了宏村的遗产保护相关的行动和措施的透明度不高以及村民在遗产保护这方面的参与度较低。我们发现村民对遗产保护情况的了解程度与旅游发展程度存在着密切的关系。在旅游发展程度高的地区（如南湖地区、前街地区、茶行弄上水圳月沼地区）大约 70% 的村民有了解过民居的保护情况，而在旅游发展程度不高的地区（如东边湖垵头后街地区），只有不到一半的村民对遗产保护情况有了解过。同时，处于景区之外的际村村民对宏村民居保护现状的了解程度（75%）高于景区内的东边湖垵头后街地区（47.5%）。

表 3-40 对遗产保护的了解程度

		地区划分												整体地区	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
了解程度	非常了解	2	8.0	6	15.0	7	26.9	2	6.3	7	15.6	3	15.0	27	14.4
	部分了解	14	56.0	13	32.5	12	46.2	22	68.8	25	55.6	12	60.0	98	52.1
	基本不了解	9	36.0	21	52.5	7	26.9	8	25.0	13	28.9	5	25.0	63	33.5
合计		25	100.0	100.0	100.0	26	100.0	32	100.0	45	100.0	20	100.0	188	100.0

➤ 房屋属性

整体而言，宏村以及周边的际村地区新房屋的覆盖率已经高达 40.7%，仅有 46.5%的老房子遗留下来，这意味着遗产保护讲面临着较严重的景观破坏问题。我们惊讶发现，东边湖堍头后街地区的新房屋覆盖率高达 62.5%，远远高于平均水平。这地区的古民居破坏很大程度是因为这地区所获得改造制约较少，村民的改造行为频繁。南湖地区、茶行弄上水圳月沼地区的古民居保护情况相对较好，大约 80%的古民居遗留着。而作为商业街的前街的古民居遗留率约 70%。虽然同为旅游发达地区，南湖地区、茶行弄上水圳月沼地区的古民居保护情况要比前街地区好，大约是因为前者的村民受到的制约较多，同时也意识到古民居保护的重要性。

表 3-41 房屋属性

		地区划分												整体地区	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
房屋属性	保护民居（含重点保护民居）	13	50.0	2	5.0	5	19.2	2	6.3	3	6.7	0	0.0	25	13.2
	保护民居外的老房子	8	30.8	12	30.0	12	46.2	15	46.9	9	20.0	7	35.0	63	33.3
	自己新建住宅	5	19.2	25	62.5	6	23.1	10	31.3	25	55.6	6	30.0	77	40.7
	其他	0	0.0	1	2.5	3	11.5	5	15.6	8	17.8	7	35.0	24	12.7
合计		26	100.0	40	100.0	26	100.0	32	100.0	45	100.0	20	100.0	189	100.0

➤ 居民赞成对传统民居的保护及改造方式

总体而言，46.8%的村民赞成对传统民居全面保护维修，40.4%的村民支持有选择的对

古民居进行保护维修，只有不到 10%的居民认为传统民居应该部分拆除重建或全民拆除重建。南湖地区的村民对传统建筑的保护意识高于其他地区，有 65.4 的村民认为应该对古民居进行全民保护，而前街地区只有 6.3 的村民认同这种全面保护的方式。

表 3-42 保护及改造方式

		地区划分												整体地区	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
保护及改造方式	全面保护维修	10	38.5	14	35.0	17	65.4	14	6.3	22	48.9	11	55.0	88	46.8
	部分保护维修	10	38.5	20	50.0	7	26.9	13	46.9	20	44.4	6	30.0	76	40.4
	部分拆除重建	1	3.8	1	2.5	2	7.7	3	31.3	2	4.4	2	10.0	11	5.9
	全部重建	3	11.5	2	5.0	0	0.0	1	15.6	0	0.0	0	0.0	6	3.2
	无所谓	2	7.7	3	7.5	0	0.0	0	0.0	1	2.2	1	5.0	7	3.7
合计		26	100.0	40	100.0	26	100.0	31	100.0	45	100.0	20	100.0	188	100.0

居民对古民居的维修态度

当提及到古民居的维修，宏村以周边地区的居民表示出不同的态度。总体来说，超过一半（52.1%）的村民自己会主动常常维修房子，而有 26.6%认为政府有责任帮助民居的维修，因而他们只有在有政府补偿的情况才会对房子进行维修。南湖地区、茶行弄上水圳月沼地区和东边湖堍头后街地区有过半的村民（比例分别是 61.5%、57.7%、50.0%）会自己主动维修房子，而前街只有 38.7%的村民会自动维修。

表 3-43 维修态度

		地区划分												整体地区	
		茶行弄；上水圳；月沼		东边；湖堍头；后街		南湖		前街		际村		未知			
维修态度	如果政府补偿会维修	4	15.4	11	27.5	7	26.9	9	29.0	11	24.4	8	40.0	50	26.6
	自己会主动常常维修	15	57.7	20	50.0	16	61.5	12	38.7	26	57.8	9	45.0	98	52.1
	已经维修了，以后暂时没有维修计划	5	19.2	4	10.0	1	3.8	4	12.9	4	8.9	1	5.0	19	10.1
	不会去维修	2	7.7	4	10.0	1	3.8	2	6.5	1	2.2	1	5.0	11	5.9

	无所谓	0	0.0	1	2.5	1	3.8	4	12.9	3	6.7	1	5.0	10	5.3
	合计	26	100.0	40	100.0	26	100.0	31	100.0	45	100.0	20	100.0	188	100.0

➤ 遗产保护的困扰

遗产保护的困扰主要集中在规定的建房木材料难买或价格昂贵（20.7%）、缺乏维修资金（28.8%）、机动车辆难以进入（20.1%）、道路路面及宽度不方便（22.9%）和限制太多（21.8%）五大方面的问题。在茶行弄上水圳月沼地区，资金问题更为突出；在东边湖墘头后街地区，村民最烦恼的是限制问题；而在前街地区和南湖地区，路面问题和机动车进出问题是最严重的。

表 3-44 古民居维修困扰

		地区划分												整体地区	
		茶行弄；上水圳；月沼		东边；湖墘头；后街		南湖		前街		际村		未知			
维修烦恼	g5 烦恼_1 木材	4	15.4%	9	25.0%	7	26.9%	5	17.9%	10	23.3%	2	10.0%	37	20.7%
	g5 烦恼_2 房屋高度	2	7.7%	3	8.3%	3	11.5%	6	21.4%	10	23.3%	3	15.0%	27	15.1%
	g5 烦恼_3 资金	11	42.3%	9	25.0%	5	19.2%	6	21.4%	14	32.6%	6	30.0%	51	28.5%
	g5 烦恼_4 卫生设备	1	3.8%	1	2.8%	1	3.8%	3	10.7%	5	11.6%	2	10.0%	13	7.3%
	g5 烦恼_5 车难进入	6	23.1%	8	22.2%	7	26.9%	8	28.6%	6	14.0%	1	5.0%	36	20.1%
	g5 烦恼_6 路面不方便	4	15.4%	10	27.8%	7	26.9%	4	14.3%	13	30.2%	3	15.0%	41	22.9%
	g5 烦恼_7 限制太多	6	23.1%	11	30.6%	6	23.1%	6	21.4%	6	14.0%	4	20.0%	39	21.8%
	g5 烦恼_ 其他问题	8	30.8%	6	16.7%	2	7.7%	1	3.6%	4	9.3%	1	5.0%	22	12.3%
总计		42	161.5%	57	158.3%	38	146.2%	39	139.3%	68	158.1%	22	110.0%	266	148.6%

➤ 总结

我们可以发现，宏村现阶段的居民遗产保护现状不容乐观。有相当一部分（33.5%）的居民对宏村遗产保护的情况基本不了解，同时景区内的新房子覆盖率较高（40.7%），对遗

产的景观造成破坏。不过，宏村居民对房子的维修态度比较积极，有过半的村民（52.1%）愿意自己主动去保护维修民居。另外，遗产保护的烦恼也成为了村民维修民居的阻力，影响着村民保护和维修房子的积极性。

3.6 小结

根据调研结果，可以进一步归纳出根据旅游发展的不同，宏村及周边社区可划分为旅游热区（包括上水圳、茶行弄、月沼，南湖，）、旅游冷区（包括东边田、湖埕头、后街）、旅游商业区（前街）、旅游零散区（未知区域）和旅游边缘区（际村）五类区域。

就社区对旅游影响的感知而言，居民对旅游影响总体感知偏积极，但环境影响感知偏消极，对经济与环境的影响较敏感。

居民对宏村旅游现状多成中立，趋于积极方向发展，多数居民愿意参与旅游发展的事业中，并支持宏村继续发展旅游业。

目前宏村旅游开发多呈现积极或中立的态度，反感情绪较低，旅游今后及未来的发展目前还没有给居民带来较多负面影响。根据居民居住地旅游发展程度的不同，旅游对居民生活干扰程度也不同，目前宏村大多数居民居住于旅游区及近旅游区，并对旅游区的延伸多呈现积极参与态度，并对游客的到来基本呈现欢迎态度。宏村居民参与旅游形式多样，居民在积极适应旅游发展给他们所带来的生活和收入方式的变化。

宏村现阶段的居民遗产保护现状不容乐观，相当一部分居民对遗产保护不够了解，但是居民多表现出对民居修复的积极态度。另外，遗产保护中存在的一些问题成为了村民维修民居的阻力，影响着村民保护和维修房子的积极性。

4 游客感知与满意度

游客满意度是决定游客是否会重游、是否会向他人推荐的重要因素，是旅游地可持续发展的指标。

表 4-1 测量游客感知与满意度指标

内容	问题组成	监测指标
游客基本特征	游客个人信息	游客性别、年龄、来源地、文化程度、职业
	旅行信息	旅行方式； 第几次到宏村旅游； 旅行停留时间； 旅行基本内容
旅行经历评价	景区景观评价	游客对宏村景区内田园风光、文化、徽派民居的评价
	景区旅游环境评价	游客对景区商业气息、村落生活气息、景区拥挤度、干净程度、噪音、当地居民友好程度的评价
	旅游信息与进入性评价	游客对景区内标识系统、宣传信息、交通、导游解说等服务质量评价
	游客体验	游客在景区内感受与理解的民居价值、历史文化、居民生活文化的程度，游客接触特色纪念品、特色食品的程度以及游客对游览项目的体验。
整体满意度评价	判断游客在离开时候是否满意	整体满意度评价 推荐意向 重游意向 深刻印象 游客建议

4.1 游客基本特征

4.1.1 游客个人信息

（1）性别比例协调

完成性别的有效问卷为 199 份，其中 52.8% 的男性，47.2% 的女性。男性略多于女性，整体比例协调。

（2）年轻游客为主

在 202 份完成年龄调查的有效问卷中，15-24 岁的游客最多，为 116 人，占总数的

57.4%；其余 25-44 岁、45-64 岁、大于 65 岁的游客人数分别为 58、25、3 人，分别占总数的 28.7%、12.4%、1.5%。

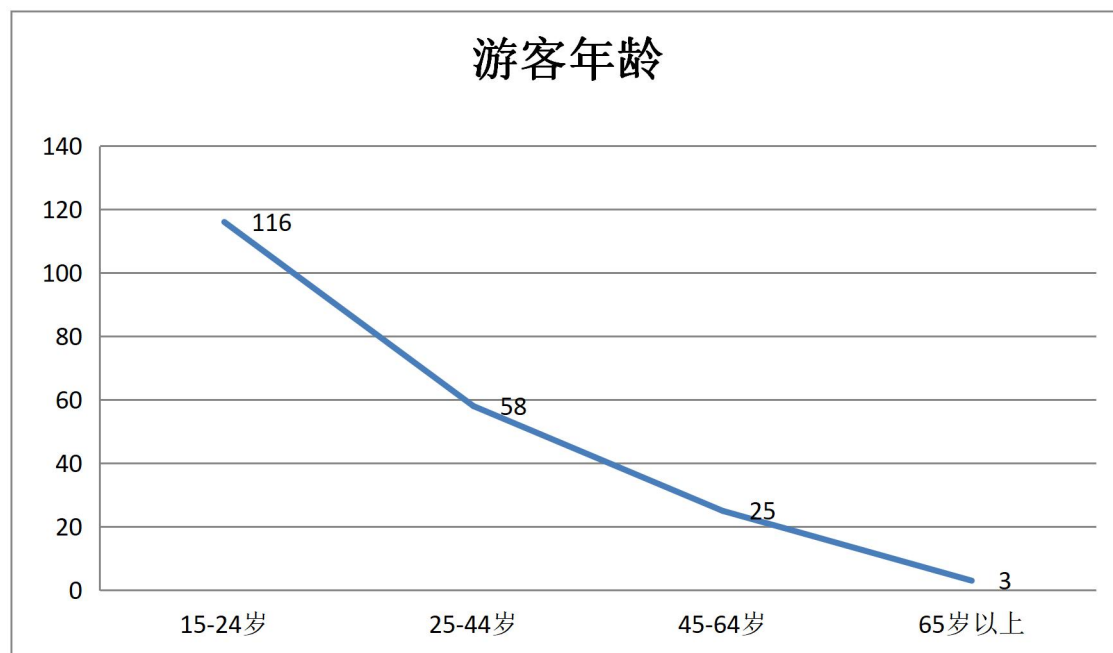


图 4- 1 游客年龄频数

(3) 来源地

在 203 份游客有效问卷中，有 198 人完成居住地调查。安徽省内游客最多，其余游客较多的省份依次为湖北、福建、江苏、山东、广东。按照省份频率如下表：

表 4-2 游客来源频数

省份	频数	百分比	省份	频数	百分比	省份	频数	百分比
安徽	44	22.2%	四川	5	2.6%	北京	2	1%
湖北	19	9.6%	河南	5	2.6%	甘肃	2	1%
福建	17	8.6%	黑龙江	5	2.6%	新疆	2	1%
江苏	16	8.1%	云南	4	2.1%	江西	2	1%
山东	16	8.1%	上海	4	2.1%	天津	1	0.5%
广东	11	5.6%	浙江	3	1.5%	内蒙古	1	0.5%
山西	8	4.1%	吉林	3	1.5%	辽宁	1	0.5%
河北	7	3.5%	湖南	3	1.5%	国外	1	0.5%
广西	6	3.1%	重庆	2	1%			
海南	5	2.6%	陕西	2	1%	合计	198	100.00%

(4) 游客文化层次偏高

在 201 份完成文化程度调查的有效问卷中，游客的整体文化层次较高：本科学历为 87 人，占 43.3%；大专为 47 人，占 23.4%；高中或中专为 33 人，占 16.4%；本科以上为 30

人，占 14.9%；初中及以下为 4 人，占 2%。对年龄和文化程度进行交叉分析可以看高中、中专学历的游客主要集中在 15~24 岁以下，这部分游客的文化程度可能还受到年龄限制。从整体上来说，到宏村旅游的游客文化层次偏高。

表 4-3 游客年龄*文化层次交叉分析

	15~24 岁	25~44 岁	45~64 岁	>65 岁
初中及以下	0	2	2	0
高中或中专	22	6	4	1
大专	24	16	7	0
本科	59	17	10	1
本科以上	10	17	2	1

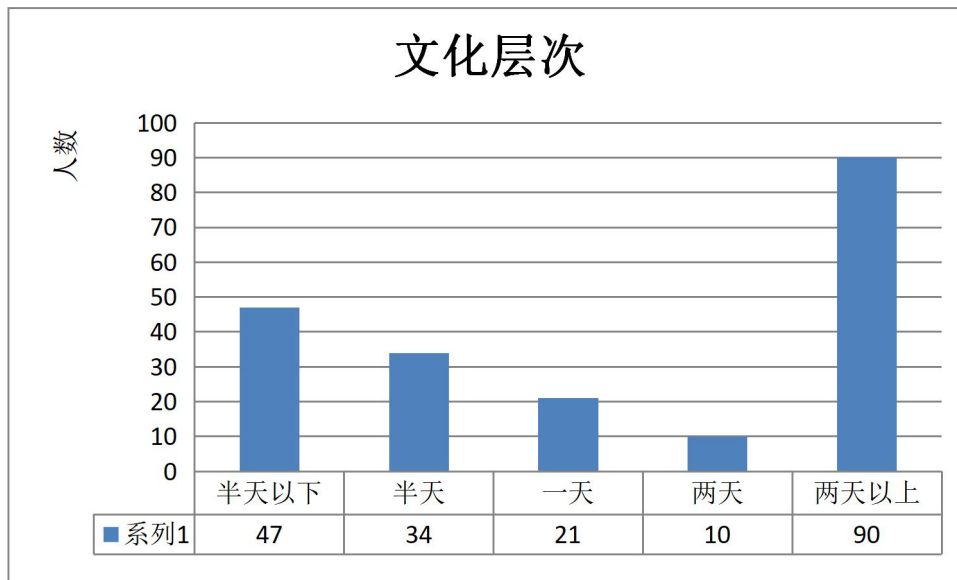


图 4- 2 游客文化层次

(5) 学生为主的游客人群

在 201 份完成职业调查的有效问卷中，游客的职业分布较为集中，最多的是学生为 103 人，占 51.2%。其余人数较多的有企业职员为 21 人，占 10.4%；事业单位人员为 19 人，占 9.5%，公务员 14 人，占 7%。另外有 22% 的游客选择其他一项，如教师、医生等职业。从所占比例来看，学生群体在宏村旅游中不可忽视，这些学生多数到宏村写生，在空余的几天内进行旅游活动。

4.1.2 旅行信息

旅行基本内容

（1）团队游客多于自助游客

在 202 份完成旅行方式的有效问卷中，有 142 份是团队游客，占 70.3%；自助游客比例为 29.7%。

（2）重游游客少

在 202 份完成是否第一次来的有效问卷中，有 185 人是首次来到宏村，占总数的 91.6%，仅 17 人表示不是第一次来宏村，占 8.4%。

（3）学生停留时间长，其余游客停留时间较短

在 202 份完成停留时间的问卷中，两天以上的有 90 人，占 44.6%，其余为半天以下 47 人，半天 34 人，一天 21 人，两天 10 人，分别占总数的 23.3%、16.8%、10.4%、5%。

考虑到学生写生要在宏村停留时间长，且这一部分样本量大，对职业与停留时间进行交叉分析，得出下表，可以看到除学生外其余职业人士很少在宏村停留 2 天以上，这些人群更多的停留半天以及半天以内。

表 4-4 职业*时间交叉分析

	公务员	企业职员	农民/工人	个体工商户	事业单位人员	学生	军人	离退休人员	其他
半天以下	7	9	1	2	6	8	2	3	9
半天	4	4	6	2	9	5	0	1	2
一天	0	8	0	2	1	3	0	1	6
两天	0	0	0	1	1	6	0	1	1
两天以上	3	0	0	0	2	81	0	0	4

（4）旅行基本内容

多数游客会选择在导游的带领下参观整个宏村（166 人），另外旅行活动较多人参与的有购买旅游商品（121）、自己参观其他古民居（117）、观赏了周边田园风光（109）。

表 4-5 旅行基本内容

旅行内容	人数
导游带领参观宏村	166
自己参观其他古民居	117
购买旅游商品	121
与居民闲聊	50
走遍整个景区	97
只在游客多的地方玩	29
观赏了周边田园风光	109
品尝了农家菜	51
在村内住宿	53
共计	202

4.2 旅行经历评价

4.2.1 景区景观评价高

游客对宏村景区景观满意度高，问卷中对景观的评价共 3 个子项目。对宏村景区内田园风光、丰富文化、徽派民居的评分分别为 4.25、4.13、4.20。（说明：非常赞成为 5，赞成为 4；中立为 3；不赞成为 2，非常不同意为 1，下同）

表 4-6 游客景区景观满意度评价统计分析

	田园风光	丰富文化	徽派民居
5	41.4%	35.1%	44.1%
4	46.8%	46.5%	38.1%
3	9.4%	15.8%	14.4%
2	5%	1.0%	1.0%
1	2%	1.5%	2.5%
均值	4.25	4.13	4.20

4.2.2 景区旅游环境评价

游客对景区旅游环境满意度一般。问卷中游客对景区旅游环境的评价共 6 个子项目，分别为商业气息、村落生活气息、景区拥挤度、干净程度、噪音、当地居民友好程度的评价。

表 4-7 游客景区旅游环境评价统计表

	商业气息 不浓	村落生活 气息浓郁	景区很 拥挤	景区很 干净	景区噪 音困扰	当地居民热 情友好
1	10.9%	0.5%	2.5%	0.5%	13.4%	5.9%
2	24.3%	6.9%	16.9%	4.4%	36.1%	6.4%
3	34.7%	28.2%	33.3%	25.6%	27.7%	32.2%
4	24.3%	41.6%	35.3%	45.8%	15.3%	39.1%
5	5.9%	22.8%	11.9%	23.6%	7.4%	16.3%
均值	2.90	3.79	3.37	3.88	2.67	3.53

从上表看出，商业气息和噪音还未对游客造成困扰，其均值均低于 3，而游客比较赞同村落生活气息农村，认为景区比较干净，对当地居民的态度更多人持中立于比较赞同的态度。

4.2.3 旅游信息与进入性评价（旅游服务）

游客对景区的旅游服务满意度较低。问卷中游客对旅游信息与进入性的评价共 5 个子项目。分别为景区内标识系统、宣传册、文化遗产信息、交通、导游解说等服务质量评价。

表 4-8 游客景区旅游环境评价统计表

	景区标识 清晰易懂	方便获得地 图与宣传册	方便获得文 化遗产信息	交通很 方便	对导游解说很满意
1	3.5%	7.9%	3.0%	1.5%	1.0%
2	10.4%	25.2%	12.4%	11.3%	4.5%
3	36.6%	35.1%	32.7%	32.0%	21.5%
4	35.5%	19.3%	32.7%	33.0%	45.0%
5	13.9%	12.4%	19.3%	21.7%	28.0%
均值	3.46	3.03	3.53	3.64	3.95

从上表结果来看，游客对宏村旅游信息获取满意度较低，仅有 31.7% 的游客认为方便获取地图与宣传册，而 52% 的游客认为方便获得文化遗产信息，49.4% 的游客认为景区标识清晰。游客对宏村交通满意度一般，有 12.8% 的游客认为交通不方便，32% 保持中立态度。游客对宏村导游解说满意度较高，听导游解说词也是多数游客获取宏村景区信息的途径，有 73% 的游客对导游解说很满意，均值得分也是这一项中最高的 3.95 分。

4.2.4 游客体验

问卷中游客体验共 8 个子项目。分别为游客在景区内感受与理解的民居价值、历史文化、居民生活文化的程度，游客接触特色纪念品、特色食品的程度以及游客对游览项目的体验，以及接触当地人的机会。

表 4-9 游客体验满意度统计表

	1	2	3	4	5	均值
可以理解传统徽派民居价值	0	2.0%	22.2%	55.7%	20.2%	3.94
了解宏村的历史文化	1.0%	12.8%	39.4%	34.0%	12.8%	3.45
能感受到当地居民的生活文化	0.5%	8.5%	27.5%	44.5%	19.0%	3.73
买到具有特色的纪念品等	3.0%	11.9%	23.8%	40.6%	20.8%	3.64
享受到本地特色风味食品	2.0%	9.4%	24.3%	45.5%	18.8%	3.70
觉得宏村游览项目单一	7.0%	15.9%	33.8%	31.8%	11.4%	3.25
觉得停留时间太短	7.37%	19.19%	36.58%	25.03%	11.82%	3.33
有机会与当地人接触	4.4%	16.7%	34.5%	29.6%	14.8%	3.46

上表可以看出，游客体验度一般，评价得分中庸，均值均在 2 到 4 的范围内。

对宏村文化的体验中，游客比较认同可以理解传统徽派民居的价值和魅力（75.9%认同）。46.8%的人赞成通过旅游了解宏村历史文化，39.4%的人保持中立态度。63.5%的游客赞同可以感受到当地居民的生活文化。对宏村旅游商品的体验中，61.4%的游客认为买到具有当地特色的纪念品，64.3%的游客享受到本地特色风味食品。

需要注意的是，近半游客（43.2%）赞同宏村游览项目单一。63.14%的游客不认为在宏村停留的时间太短，游览时间已经满足其需求。居民与游客的交流并不多。未过半（44.4%）游客有机会与当地人接触，而大部分游客并没有机会去接触当地居民。

4.3 整体满意度评价

（1）整体满意度评价较高：70.8%的游客满意本次旅行，21.8%的游客保持中立态度，7.5%的游客不满意本次旅行。均值 3.83，整体满意度较高。

（2）推荐意向强：在调查游客愿意向亲友宏村的态度时，有 146 位游客选择赞同，有 16 位游客表示不赞同，另外 40 位游客保持中立态度。总体来说，游客向亲友推荐的意愿强烈，意向高。

（3）重游意向较高：在调查游客愿意再来宏村态度时，有 115 位游客选择赞同态度，其中 48 位非常赞同，剩下有 24 位游客选择不赞同，表示不会再来宏村，根据部分访谈结果，有些人是因为宏村旅游项目单一，他们在本次旅行中已经满足了对宏村旅游的需求。总体来说，来宏村游客重游意向较高。

表 4-10 游客总体满意度评价表

	对本次旅行感到满意	会向亲友推荐宏村	会再来宏村
5	22.3%	26.7%	23.8%
4	48.5%	45.5%	33.2%

3	21.8%	19.8%	31.2%
2	5.0%	5.9%	5.4%
1	2.5%	2.0%	6.4%
均值	3.83	3.89	3.62

(4) 深刻印象

共有 104 位游客填写了对宏村深刻印象，关键词包含在以下 6 类中：自然风光：包含了宏村风景、水系、田园风光。共 37 人有此评价；建筑：包含了徽派民居、桥。共 36 人有此评价；人：包含了当地人及来此写生的学生、画家。共 3 人有此评价；环境卫生：共 5 人有此评价。景区面积大，垃圾太多，卫生太差，舒适的环境，环境优美；文化：包括当地民风、特色的手工艺品、徽派文化等。共 16 人有此评价；商业因素：包含商店、商品等。共 7 人有此评价。

(5) 游客建议

游客对景区管理有更多建议，共有 67 位游客对宏村旅游发展提出自己的建议。其中：门票方面：共有 7 人提出了降低门票价格的相关建议。交通方面：共有 6 人提出了增加交通线路，延长运营时间的相关建议；商业方面：有 3 人认为景区内商品价格高，没有本地特色；有 8 人认为景区内商业气息太浓，需要改善。但是有 3 人认为商业发展应与时俱进，景区内的商业化程度还不够；环境卫生方面：共有 4 人提出了注重环保，加大环境整治力度的相关建议。关于停留时间：有两人认为景区内停留时间太短，应延长停留时间；景区管理方面：有 4 人提出应该限制游客数量，另外有 6 人提出完善标识系统和基础设施的相关建议，7 人提出了增加景点，丰富游览项目的相关建议；关于景区文化氛围：有 10 人认为景区应保持和宣传传统的徽文化，另外有 3 人认为应该在景区内加入现代娱乐元素；居民方面：有 4 人提高居民素质，希望居民态度更友好。

4.4 小结

游客对于本次旅行经历的评价多为正面的，对于旅行中的各方面的评价有较大差异。其中，游客对于宏村的景观和其中蕴含的传统文化评价最高；对景区旅游环境的评价较低，有一些游客认为宏村商业气息过于浓厚，并表示不堪导游喇叭噪音之扰；另外，在对景区的旅游服务的评价中，游客对于导游解说的评价比较高，其他方面的评价一般。

总体而言，游客对宏村旅游满意度较高。同时，游客在离开景区时均表现出了较高的重游意愿（虽然当前重游的游客较少），以及较高的推荐意愿。需要注意的是，本次调研适逢游客旅游淡季、艺术学校学生来此写生的旺季，这时游客中有相当比例的写生学生。相信现在对比其他时期游客的构成将会有很大不同。

5 结论

目前,宏村古民居保护状况不容乐观。大部分老房子现本身已有一定程度的破损,并存在更严重的隐患。在旅游热区的民居保护状况相对较好,但是商业化较严重,很多民居虽保留大部分原样,但都有不同程度被改造为参观点、商铺和客栈等;在旅游冷区的民居大多数只保留了外貌的徽派建筑风格,建筑内部也被旅游商业化所改造,程度较旅游区的民居更深。除此之外,更为严重的问题是保护和维修工程的实质性措施落实不够强。古民居业主通常局部进行维修,没有形成比较系统和全面的维修方案,另外,政府对此方面维修的补贴也不够到位,且修理古民居的审批门槛较高,手续较繁重,并缺乏具体、详细、操作性强的维修细则与标准,导致很多居民不愿维修或不懂维修,这也加速了宏村目前古民居的保护困难。

现阶段居住仍是宏村内民居最大的功能。在建档范围内,大多数民居功能、出入口发生改变,这个改变的时段主要集中在 1990 年到 1997 年,2002 年到 2011 年之间。通过对旅游冷、热区的对比,发现**旅游对宏村民居的影响是多方面且明显的**。本身用于居住的民居,因为旅游的介入,功能趋于多样化,保护价值高且保护较好的民居可能演变为旅游景点,而稳定、足够的客流量使得宏村内大量的旅游住宿设施和旅游商店得以生存。另外,古民居出入口的增设、扩建、外延,也是为了接触到更多的游客,以此来促进效益,增加收入。旅游在促使这些古民居发生改变的同时,也为它们的维护提供了极大帮助,从当地居民口中得知,这些古民居的维护费用高昂,现阶段政府补助有限,如果没有旅游带来的可观收益,宏村古民居的维护将变得更加困难。在对民居的保护工作中还存在诸多问题。包括维修审批程序过于麻烦,导致维修、装修不规范情况,产权不清导致保护难度增加,保护政策不规范与自然因素。

居民对旅游影响总体感知偏积极,但环境影响感知偏消极,对经济与环境的影响较敏感。居民对宏村旅游现状多成中立,趋于积极方向发展,多数居民愿意参与旅游发展的事业中,并支持宏村继续发展旅游业。目前宏村旅游开发多呈现积极或中立的态度,反感情绪较低,旅游今后及未来的发展目前还没有给居民带来较多负面影响。根据居民居住地旅游发展程度的不同,旅游对居民生活干扰程度也不同,目前宏村大多数居民居住于旅游区及近旅游区,并对旅游区的延伸多呈现积极参与态度,并对游客的到来基本呈现欢迎态度。宏村居民参与旅游形式多样,居民在积极适应旅游发展给他们所带来的生活和收入方式的变化。

宏村现阶段的居民遗产保护现状不容乐观,相当一部分居民对遗产保护不够了解,但是居民多表现出对民居修复的积极态度。另外,遗产保护中存在的一些问题成为了村民维修民居的阻力,影响着村民保护和维修房子的积极性。**社区管理与分配仍存在较大问题**。宏村本身是具有强烈徽派文化的村落,但目前对此文化的传播还仅限于导游的讲解阶段,途径颇为单一,缺乏有效性。导游讲解远不能达到揭示古建筑文化内涵的层次,游客对其

内涵的了解也较为浅薄，旅游对其文化的传承力度不够。

游客体验感不强、获取信息途径单一，但总体满意度较高。当今游客的旅游参与意识不断增强，即旅游者不满足被动的接受，他们更希望自己是表演者、参与者、创造者，对每一项旅游项目进行切身体验，从中获得快乐。但是目前宏村给游客参与的机会却不多，游客的旅游形式普遍是跟着导游走马观花似的游览一遍，看看村落的自然环境与古民居，然后去购买旅游工艺品，旅游形式较为单一。宏村本身是具有强烈徽派文化的村落，但目前对此文化的传播还仅限于导游的讲解阶段，途径颇为单一，缺乏有效性。导游讲解远不能达到揭示古建筑文化内涵的层次，游客对其内涵的了解也较为浅薄，旅游对其文化的传承力度不够。但总体而言，游客对宏村旅游满意度较高。同时，游客在离开景区时均表现出了较高的重游意愿（虽然当前重游的游客较少），以及较高的推荐意愿。

景区管理有待加强。游客人数过多，影响游览，与村落本应宁静安逸的环境造成强烈反差，引起不协调，村落深沉悠远的意境没有在旅游中得到体现。

景观在同类景区中可替代性较高，景观内容单调。目前，以徽文化为核心的宏村旅游尚未成为独立旅游产品，仍然处在依附于黄山发展的阶段。其在游客心中的感知形象仍然很大程度上作为普泛性观光景点，其徽派文化的独立形象尚不突出。另外旅游项目过于单一。在现在的门票价格下，宏村内的景观明显不足，宏村最重要的招牌——世界文化遗产是颁给整个皖南古村落的，这些村落间的旅游可替代性非常高，它们又是分开收费的，每进一个村子都要付一次门票，从理性的角度来看，几乎不会有游客愿意游完所有皖南村落。这样在其他村落旅游得到发展之后，宏村的游客将会被分流，加上实际重游率非常低，宏村想要吸引游客必须挖掘其文化内涵，开发独特的有吸引力项目。以上结果导致景观可替代性高。

Monitoring Report on the Sustainable Tourism Development of Hongcun

Mt. Huangshan Tourism Committee

Monitoring Center for UNWTO Sustainable Tourism Observatories

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1 Foreword

1.1 Monitoring Background and Purpose

As the philosophy of sustainable development becomes increasingly sophisticated, a global consensus on promotion of sustainable tourism development has been formed. It is a need to carry out a long-term monitoring and adopt necessary preventive and corrective measures to ensure the sustainable tourism development. Finding the concrete techniques for monitoring the sustainable tourism development has been brought into focus. In 2006, Sun Yat-sen University (SYSU for short) and the World Tourism Organization (WTO) established a cooperative relationship with an aim to put into practice the sustainable development indicators designed for the tourism destinations designated by the WTO. Now, the sustainable tourism development observatories has been set up in Yangshuo (Guangxi), Mt. Huangshan (Anhui) and Zhangjiajie (Hunan) to monitor the tourism development state of the destinations regularly (once per year); on September 28, 2010, UNWTO and SYSU entered into a cooperative agreement and founded the UNWTO Monitoring Center for Sustainable Tourism Observatories (UNWTO MCSTO, hereinafter “MCSTO”) to take charge of the management and monitoring of sustainable tourism observatories in China and even those in the Asian-Pacific region in the future.

The tourism impact on the ancient villages in southern Anhui is not only limited to physical construction, but also their intangible cultures, including local farming culture, rural scenery and community residents. Hui style architecture is one of the most important styles of Chinese historic architecture and has very high preservation value. In 2012, MCSTO began to set up an observatory in Xidi and Hongcun in Yi county, Anhui province. The purpose of monitoring Hongcun this time is to understand the residential change path during this time through the long-term sustainable monitoring of historic houses, record the change of cultural heritage and seek a sustainable heritage development mode according to the change to minimize the negative impact on heritage. It also used to conduct a survey on tourist satisfaction and perception and monitor the tourism impact on architecture noumenon and environment.

1.2 Monitoring Process and Contents

The monitoring time is from September 6 to 15. Two instructors and four members are sent for monitoring.

A great deal of raw information was collected during the monitoring, including the houses conservation information and community and tourist questionnaires obtained through door-to-door research.

Historic houses: 36 historic houses along the street of Shangshuizhen and in the surrounding area of the popular tourist destination Yuezhao (Crescent Lake) and well-preserved Dongbian Street were surveyed.

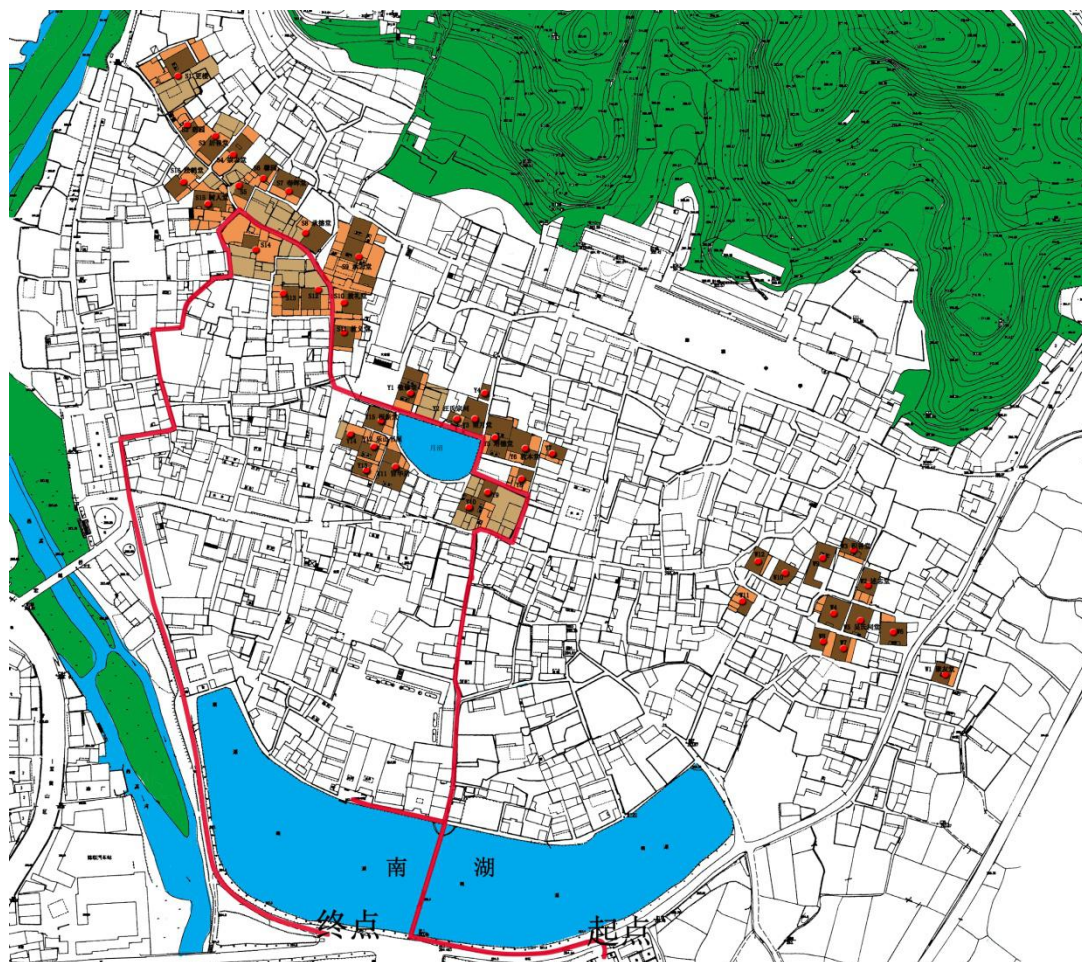


Figure 1-1 Hongcun's Preserved Houses File Scope

Community: The survey was carried with questionnaires as the primary part and interview as the secondary part. During the survey, 200 questionnaires were distributed (160 to Hongcun and 40 to Jicun), of which 195 were recovered, with the recovery rate of 97.5%. The distribution scope includes the core scenic zone of Hongcun and Jicun. During the

questionnaire distribution, we also conducted some interviews on key questions to facilitate auxiliary analysis;

Tourists: 210 questionnaires were distributed to tourists, of which 203 were recovered, with the recovery rate of 96.7%. The distribution scope includes Nanhu, square in the village, shopping street, etc. During the questionnaire distribution, we also interviewed some tourists to facilitate auxiliary analysis;

Government: Such secondary data like the management methods for Hongcun historic houses, the house maintenance regulations and samples, and the list of application for maintenance and decoration of Hongcun houses in the recent two years were collected.

From September 16 to early October, the task force sorted out the monitoring data and prepared a report. By reference to the data obtained from the survey, the WTO indicators, and the basic indicators used for the sustainable development of Mt. Huangshan scenic area, we got the basic indicators for Hongcun's sustainable tourism development. See table below:

Table 1-2 Summary of Topics and Basic Indicators for Monitoring of Sustainable Development of Xidi and Hongcun

	Topics	Basic monitoring indicators	Recommended monitoring frequency
Hongcun cultural heritage preservation	Basic house information	Preservation class	
		Use purpose	
		All relations	
	Householder information	Personal information	
		Family information	
	House renovation	Purpose and times of renovation	
		Renovation contents (inside and outside)	
Tourism and community	Perception of tourism impact	Perception of tourism impact on economy	
		Perception of tourism impact of society	
		Perception of tourism impact on culture	
		Perception of tourism impact on environment	
	Attitude to tourism development	Support and active involvement	
	Satisfaction to tourism development	Satisfaction to current tourism development	
	Perception of tourism	Degree of interference with residential life; distance from residential place and	

	Topics	Basic monitoring indicators	Recommended monitoring frequency
	development	business district; resident's willingness for business district extension; Resident's attitude to business district extension; resident's attitude to home visit; method of resident participation in tourism development;	
	Perception of heritage preservation	Degree of understanding; resident's housing property; Traditional house preservation and reconstruction modes approved by the residents; maintenance attitude; heritage preservation troubles;	
Tourist perception and satisfaction	Evaluation of tourist's travel experience	Landscape evaluation	
		Tourist environment evaluation	
		Travel information and accessibility	
		Tourist experience	
	Evaluation of tourist satisfaction	Evaluation of overall satisfaction	
		Willingness to recommend	
		Willingness to revisit	
		Deep impression	
		Tourist suggestions	

2 Status Quo of Hongcun Heritage Preservation

The historic houses preservation in Hongcun is not good. Many old houses suffer damage to certain extent and serious hidden danger exists. Preservation of the houses in the popular tourist area is relatively good. However, as this area is seriously commercialized, although the original shapes of many houses are kept, these houses are changed into tourist attractions, stores and inns; in the less popular tourist area, the Hui architecture style of many houses is kept, but the level of internal renovation as a result of tourism commercialization is much deeper than that of the houses in the popular tourist area. To make matters worse, the substantial measures for house preservation and maintenance are poorly implemented. Instead of working out a systematic and comprehensive maintenance plan, the historic house owner only focuses on regional repair. The subsidy for house maintenance given by the government is not enough. In addition, as the threshold for approval of house maintenance is high, the formalities are complicated and the concrete, detailed and workable maintenance rules and standards are absent, many residents are unwilling to maintain their houses or have little knowledge of house maintenance, which increases the difficulties in preserving the current historic houses in Hongcun.

2.1 Status Quo of Use of Historic Houses

Founded in the Southern Song Dynasty under the reign of Shaoxing (from A.D. 1131 to A.D. 1162), Hongcun has a history of 900 years and more than 100 historic houses. According to the data of Hongcun scenic area planning⁶, the number of houses distributed in the village based on the construction class is shown as follows.

Table 2-1 Basic Data of Houses in the Core Protective Zone of Hongcun

Construction class	Total number	Preservation and renovation modes
Historical and cultural relics	98	Renovation
Preserved building	20	Renovation
Historical building	8	Maintenance and improvement
General matched building	133	Preservation
General unmatched building	189	Renovation, reconstruction and demolition

Most of the houses in the village have been commercially renovated. The main use purposes include: all the houses are used for living; most of the houses are used for living while the houses along street are for commercial use or rented to others; some houses are used

⁶ Hongcun Scenic Area Planning

for living while some are changed into stores or inns; all the houses are used as stores or inns; some houses are used for living while some are used as tourist attractions; all the houses are used as tourist attractions. According to the file No. and file monitoring indicators, the basic information of the houses in Shangshuizhen, Yuezhao and less popular tourist area are given:

Table 2-2 House Preservation Measuring Indicators

Topics	Monitoring indicators
Basic information of houses	Preservation class
	Use purpose
	All relations
Householder information	Personal information
	Family information
House renovation	Purpose and times of renovation
	Renovation contents (inside and outside)

Most of the houses in Hongcun are privately-owned. Of 35 houses in file, only S9 and Y2 are state-owned. These two houses are open to public as tourist attractions. Compared with those in the less popular tourist area, the government develops more perfect measures to protect the houses in Shangshuizhen and Yuezhao. There are five key preserved houses in these two regions, but in the less popular tourist area, no key preserved house is found.

Shangshuizhen has the most preserved houses and the buildings with higher preservation class are found in Shangshuizhen and Yuezhao. These buildings are located near the tour group route and are of importance to form the landscape of the core area of Hongcun. Both the government and the local villagers have the right and obligation to protect and maintain their traditional features.

Most of the preserved houses are still used for living for the local residents, but living is not the only function of these houses. Usually, the houses have two or more functions. The houses used for living in the above three sections account for 80%, 72% and 70% of the total houses in these sections respectively. In addition to living, the houses are also used for tourist lodging. In Hongcun, many houses were changed to tourist accommodation facilities. Compared with Shangshuizhen and less popular tourist area, Yuezhao has less tourist accommodation facilities within the file scope. Affected by the tour route design, many houses there were changed to stores.

The number of houses for rent in the popular tourist area is higher than those in the less popular tourist area. Many householders rent part of the house out and leave part of it to live. In the less popular tourist area, householders tend to sell their houses to others and move to other place.

Finally, within the file scope, there are two houses left unused in the less popular tourist area. One is W5 Wu's Ancestral Hall whose housing operation right has been sold to others. The other is W8 which is left empty as the residents there have moved to eastern part. No empty houses are found in the popular tourist area as the house space there is fully used for various purposes.

2.2 Renovation of Preserved Houses

Of 35 historic houses in file, the function of 20 houses were changed, of which 9 were changed for tourist lodging, 3 were changed to scenic spots and 9 were changed to stores (accommodation, scenic spot, and store). The doorways of 18 houses were changed. Generally speaking, except inns, the change is mainly limited to the first floor. The second floor and above often remain the same or are kept empty. From 1990 to 1997 and from 2002 to 2011 are the major two periods for change of function and appearance of these historic houses. We performed a statistical analysis on the houses in the above three sections according to all relations and use purpose.

Table 2-3 Summary of Residence Information

Section	Shangshuizhen	Yuezhao	Less popular tourist area
Key preserved house	4	3	0
Preserved house	11	5	6
Buildings in Ming and Qing Dynasties (Incomplete statistics)	9	5	4
For self-use	12	8	7
Rent	2	1	0
Public house	1	1	0
Business-owned	0	0	2
Farmhouse	4	2	4
Not farmhouse	2	3	2
General store	0	0	0
Tourist store	4	5	0
Tourist accommodation facility	5	0	4
Tourist catering facility	0	0	0
Scenic spots	2	2	0
Empty	0	0	2
For two or above use purposes	5	5	3
Total	15	11	10

(Note: The rural inn used for tourist lodging generally provides dining. The above tourist catering facility refers to restaurant.)

According to villager's use purpose, the change is divided into the following four parts:

1. For damage repair. The change is made for repair and maintenance and the scale is small. The damp and rainy weather and the ant disaster often damage the roofs and top beams and increase the difficulty in preserving historic houses. So it is a need for local villagers to repair the damages and leakages, such as repairing roof or replacing top beam. Of 35 houses in file, except the empty W5 and W8, other remaining houses need to be repaired.
2. For living quality improvement. The change is made for decoration (part of the change is made for repair). Take the newly-built toilet as an example. In the past, the villagers have to go to the public toilet in the village, because the Hui-style house has no toilet. In the late 1990s and early 2010s, villagers began to add a toilet in the newly-built annexe and relocated the kitchen in it from the main building. It is common that villagers use new material to improve the building quality. Take S10 as an example. To prevent dampness penetration, the damp-proof paint was applied to the wood surface of the main building in 2009. To improve indoor natural lighting, the small windows were enlarged.
3. For privacy improvement. Room separation is the most representative example. Usually, the door between the front room and the back room are turned into the division wall to separate the room. As S15 was turned into a scenic spot, the room division doesn't result in enclosed house structure, but a new exit leading to two main buildings was established.
4. For tourism. 1. Change the house into tourist facility. For example, if you want to build an inn, you have to change the house into guest rooms, add a corridor in the courtyard for tourists to take a rest and have some food, or change the lumber room into tourist store. 2. Add a new doorway which is closed to the tour route. For example, the doorway of S16 was extended to the road of Shangshuizhen.

Finally, there are other factors that cause the change of villager house. For example, the house owner of Y10 changed the vacant room into bedroom and repaired the stair light of the second floor to facilitate children living. To relax on holidays, the house owner of W7 changed the house into a resort and the vegetable garden into a courtyard which accommodates pool, corridor, etc,

According to the **change contents**, the change is divided into the following four parts:

1. Change the function of the main building. This change is made internally, which

includes the change of front room, back room and wing-room. For example, Y9 was changed from house into three stores for rent. The original shape of the outer wall remains is kept, but the three doorways along the street are used as the doors of three stores. The pattern of the internal part was completely changed. W4 was reconstructed except the house structure. The division wall between the front room and the back room was demolished and an indoor pool was built. The change of W6 is the same as that of W4. The rooms on the second floor of the main building of S8 were changed into guest rooms. With the increase of tourists, S13's living room was changed into bed room. To separate the room, the door between the front room and the back room was blocked up. W8 was used for living, but now it is used as lumber room.

2. Change the number and function of annexe and public room. Annexe refers to kitchen and cocoonery which don't belong to the main building. In the popular tourist area, many annexes were changed. For example, S2 was added with a new annexe as guest room. After being changed to a house, the lumber room of S10 was rented to others as a tourist store. The cocoonery of S16 was changed to guest room and the kitchen of Y6 was changed to teahouse. As for the change of public room, some public space was changed to private courtyard.
3. Transform the outer wall, increase or remove the arch over a gateway, add more windows, or increase or reduce doorway. According to the file, many outer walls of the buildings were transformed to change the doorway. According to the statistics, there are a total number of 18 houses whose doorways were changed. Such change includes adding a door, sealing the door and extending the gateway to the road. S10 was added with windows 10 years ago, but now they are removed. The arch over a gateway of Y9 was removed.
4. Change the overall architectural style and makes it look modern or beautiful. For example, W4 is going to be transformed into a high-class hotel. The Hui-style architecture has been changed to modern urban style.

2.3 Tourism Impact on Change of Preserved Houses

The differences of houses between the popular tourist area and less popular tourist area are analyzed to study the tourist impact on preserved houses. See the following table for the comparison of houses between popular tourist area and less popular tourist area (extreme example is excluded):

Table 2-4 Comparison of Houses between Popular Tourist Area and Less Popular Tourist Area

Change contents	Popular tourist area	Less popular tourist area
Main building	Part of house is rented to other to do business; add more than one toilets in the building; the Hui-style characteristics remain	Sell the housing operation right to others; one toilet for each house; the style is changed dramatically
Annexe	A corridor is added in the courtyard; the lumber room is changed into tourist store	Grow flowers and grasses in the courtyard; the original purpose of the annexe is kept
Public space	Turn the public space into private courtyard for tourists (S3)	Turn the public space (e.g. the vegetable field between two buildings) into private courtyard for tourists (W4)
Doorway and outer wall	Add a new doorway near the street; repair and decorate door and window; remove the arc over a gateway	The original doorway remains in use; repair and secure door and window
Overall function	Use as a scenic spot; turn into inn or club; use as a tourist store; the ratio of residents reduces	Farmhouse; left empty; the ratio of residents is high

Both functional change and doorway change can reflect the impact brought by tourism: The function of the house used for living becomes more diversified due to tourism involvement. Those which have high preservation value and are preserved well may be turned into the scenic spots. The steady and sufficient tourist flow makes most of the tourist accommodation facilities and tourist stores survive. To attract more tourists to promote benefit and income, the doorways of many historic houses were added, expanded, or extended. Tourism not only promotes the change of historic houses, but also makes a great contribution to their maintenance. It is learnt from the local residents that as the maintenance fee is high and the government subsidy is limited, it is impossible to maintain these historic houses without considerable tourism receipts. The difference between popular tourist area and less popular tourist area is large with regard to house lease.

This difference is reflected by the following aspects:

1. Scope of lease. In the popular tourist area, the residents often rent the annexe and the area near the tourist attraction out as tourist store. In the less popular tourist area, the residents often rent the whole building out. Take the remote W4 as an example. As W4 is far away from the popular tourist area and not closed to road, and very few tourist stores are found nearby, it can be rented out to tourists as an accommodation facility. This arrangement is more suitable for the distribution characteristics of the houses in the less popular tourist area.

2. Lessee's right to use the house. As the householder and the leasee share one house in the popular tourist area, the use right and scope of the leasee are limited. However, in the less popular tourist area, as the house is rented out as a whole, the leasee's right to use the house largely increases. This is why the leasee can change W4 structurally on a large scale.
3. Lessee impact on the life of householder. As the householder and the leasee share one house in the popular tourist area, the daily life of the householder will be affected. But, his/her life will return to normal after the leasee's stall is closed. In the less popular tourist area, as the house is rented out as a whole, the householder has to move out, which will impact his/her life of mode. But after he moves to other place, the leasee and the householder live in different places and the contact between them will reduce. So, the impact brought in the less popular tourist area is less than that in the popular tourist area.

2.3 House Protection and Regulation Measures Adopted By the Government

1) Management organizations

According to the *Measures on Protection and Management of Ancient village of Hongcun*⁷, the Hongcun heritage preservation and management committee follows the principles of local administration and professional management. Hongcun heritage preservation and management committee is an organization in charge of preserving and managing the ancient village of Hongcun, with the principal of the county government as its director. Located in the county construction bureau, its office is responsible for carrying out the committee resolutions and dealing with the daily affairs. The construction department, tourism department, public security department, industrial and commercial department, and taxation department are required to send people to participate in the construction and development of historic houses as well as tourism management. See the following figure:

⁷ Measures on Protection and Management of Ancient village of Hongcun

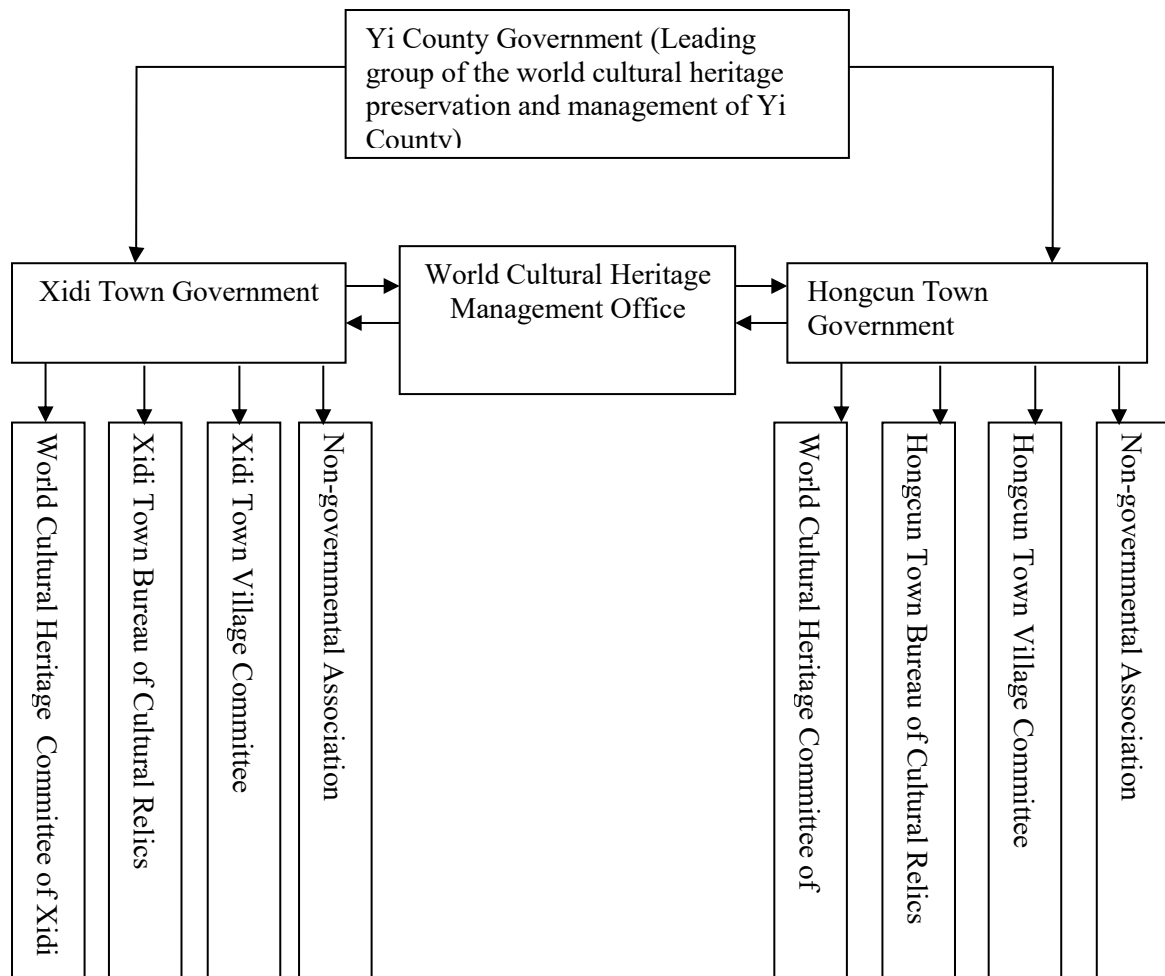


Figure 2-4 System Chart for Preservation and Management of Cultural Heritage in Xidi and Hongcun of Yi County⁸

According to the site survey, the village committee (5 persons), the town government (8 persons, town armed forces department), the county bureau of cultural relics, the planning bureau, the tourism committee, travel agency and Zhongkun Investment Group are the organizations which directly manage the historic houses. The village committee is responsible for submitting the applications lodged by the villagers for house repair and decoration to the town government, as well as coordinating different management relations in the scenic zone. The town government is responsible for repairing and maintaining the historic houses in Hongcun, including inspecting the actual situation of the repaired houses, submitting the relevant material to the government at county level, and demolishing illegal buildings.

2) Government policy for preserved houses⁹

The government has defined the protection zone and preservation classes. Class I and II buildings, main streets, and the buildings around Yuezhao and Nanhu must be kept intact. No

⁸ Measures on Protection and Management of Ancient village of Hongcun

⁹ Measures on Protection and Management of Ancient village of Hongcun

internal structure adjustment and decoration thereof are allowed. Class III building can be changed internally on the basis that the original pattern is kept.

The façade, roof, fire wall, floor and other decoration details of the preserved building shall comply with the traditional design of Hui style. The ratio of the building height along the street and the street width shall exceed 1:3 and the number of layers for the building along the street shall be limited to two. The building height within the protection zone shall be limited to two or three layers and the maximum height (gable wall and roof ridge) shall not exceed 12m. The height of the buildings along Yuezhao and Nanhu shall not exceed the height of the existing building, with some controlled below 7m. The building materials are mainly brick, stone and wood. When brick and stone are not applicable, appropriate modern structure and protection technology can be used to secure the building. No front brick, paint, organic glass and modern alloy material are allowed to be used for decoration. The traditional Hui-style color shall be applied to the whole building. No other color or change is allowed.

3) House preservation cost

The main sources of Hongcun World Cultural Heritage Preservation Fund established by the county government are: 20% of annual historic preservation fund collected from the admission ticket of the scenic spot in the county; fund donated by the unit and people from all walks of life; interest on fund deposited in the commercial bank, etc. The county government spends 30% of historic preservation fund on preserving and maintaining the historic houses, 40% on establishing the tourism development fund, and 30% on establishing the promotion fund each year. The Fund is specially used for preservation and maintenance of historic houses and is under the financial budget management.

4) Approval procedure for house renovation

The building renovation and reconstruction within the heritage protection zone must be approved by Hongcun ancient village protection committee and commence with the “permission notes for location, land use permit and project planning permit”.

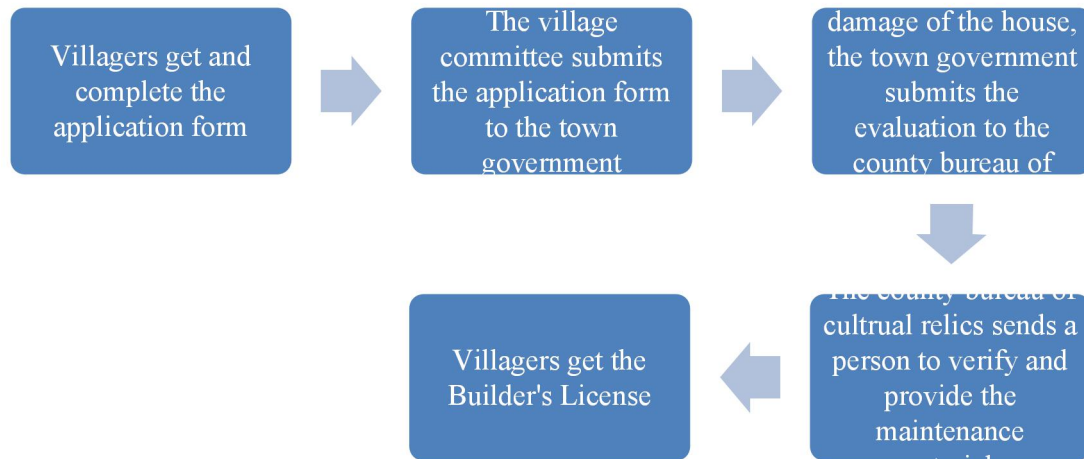


Figure 2-5 Historic House Maintenance Process

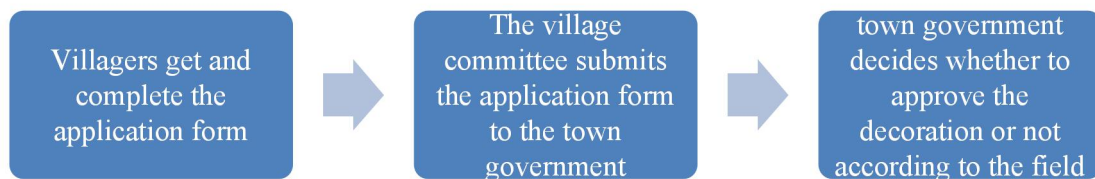


Figure 2-6 Historic House Decoration Application Procedure

5) Violation of rules and regulations

From 2001 to 2006, a total of 53 illegal buildings were handled in Hongcun with the total area of 1221 square meters. 1353.3 square meters of illegal stalls were demolished and 22 wall openings were sealed. During the government regulation, 1 person was sentenced and 10 were detained by the police.

6) Summary

➤ Status quo of the preserved houses

The historic house preservation in Hongcun is not good. Many old houses suffer damage to certain extent and serious hidden danger exists. Preservation of the houses in the popular tourist area is relatively good. However, as this area is seriously commercialized, although the original shapes of many houses are kept, these houses are changed into tourist attractions, stores and inns; in the less popular tourist area, the Hui architecture style of many houses is

kept, but the level of internal renovation as a result of tourism commercialization is much deeper than that of the houses in the popular tourist area. To make matters worse, the substantial measures for house preservation and maintenance are poorly implemented. Instead of working out a systematic and comprehensive maintenance plan, the historic house owner only focuses on regional repair. The subsidy for house maintenance given by the government is not enough. In addition, as the threshold for approval of house maintenance is high, the formalities are complicated and the concrete, detailed and workable maintenance rules and standards are absent, many residents are unwilling to maintain their houses or have little knowledge of house maintenance, which increases the difficulties in preserving the current historic houses in Hongcun.

Living is the main purpose of the houses in Hongcun. Within the file scope, the functions and doorways of many houses have been changed. From 1990 to 1997 and from 2002 to 2011 are the major two periods for such change. It is found from the comparison between popular tourist area and less popular tourist area that tourism has brought obvious impacts on Hongcun houses. The function of the house used for living becomes more diversified due to tourism involvement. Those which have high preservation value and are preserved well may be turned into the scenic spots. The steady and sufficient tourist flow makes most of the tourist accommodation facilities and tourist stores survive. To attract more tourists to promote benefit and income, the doorways of many historic houses were added, expanded, or extended. Tourism not only promotes the change of historic houses, but also makes a great contribution to their maintenance. It is learnt from the local residents that as the maintenance fee is high and the government subsidy is limited, it is impossible to maintain these historic houses without considerable tourism receipts. Many problems exist during house preservation, such as non-standard maintenance and decoration as a result of complicated approval procedures, ambiguous property right as a result of increase in preservation difficulty, non-standard preservation policy and other natural factors.

➤ **Preservation problems**

The biggest problem encountered in preservation is the difficult implementation of rules and regulations as a result of institution, which can be shown in the following aspects:

1. The maintenance and decoration fail to meet the standard because the approval procedures are complicated. Privately adding a new floor and changing the house (on a small scale) by the villagers has destroyed the landscapes. Some rented houses are destroyed by the leasees. Some houses are increasingly damaged or even collapse as the residents can't afford the high maintenance cost.

2. Ambiguous property right. As one building is shared by several families, the difference in benefits and rights and concepts of each family makes it harder to preserve the building. No identified regulation has been provided to solve this problem so far.
3. Non-standard preservation policy. No concrete, detailed and workable maintenance rules and standards are provided for preservation. The government at the grassroots level defines the maintenance work depending on its own knowledge. Instead of working out a systematic and comprehensive maintenance plan, many residents only focus on regional repair. The tag of “Preserved House” is not clear. Some of them are badly broken due to poor protection. The communication between governments at all levels is poor. Although the county government has relatively detailed preservation regulations, there is a large gap with regard to preservation understanding between the government at village level and the county bureau of cultural relics. As one of the members which directly manage the core scenic zone of Hongcun, the travel agency fails to play a coordinating role.
4. Natural factors. Hongcun is located in southern Anhui and has damp and rainy weather. The house preservation becomes more difficult as the beam easily goes mouldy during the rainy weather. In addition, as it is hard to check and kill the white ants in the beam, many wood beams are badly damaged.

➤ **Suggestions provided for preservation**

i. Establish and perfect the historic house preservation mechanism

1. Improve the management system and perfect the historic house preservation mechanism. Set up a management institution for historic house preservation. The governments at all levels of Yi county shall refer to the cultural relics preservation mechanism to provide full-time staff, set up an office for management of historic house preservation, strengthen the administrative functions and improve guidance and coordination.
2. List the historic house preservation as one of the evaluations of management by objectives for the governments at all levels of Yi County. Refer to the cultural relics preservation mechanism to list each historic house preservation indicator as one of the important performance evaluations for governments at all levels of Yi county and intensify the government’s leading role in historic house preservation.
3. Find out the real situation of the historic houses. Carry out the policy of “Preservation priority and rescue first”, continue to conduct an in-depth and detailed survey, record the

historic houses of different ages in all round way, and lay a foundation for historic house preservation.

ii. Increase support and bring the government's leading role in historic house preservation into play

Further study the supportive policy for historic house maintenance. As the historic house preservation requires professional skill, it shall be jointly participated in by the government, relevant department, local residents, and experts. As the governments at all levels play a leading role in the preservation, introducing a supportive policy is essential to preserve the historic houses. Many houses are out of repair for years due to short maintenance cycle and high maintenance cost. According to current supportive policy, the government is responsible for historic house maintenance and maintenance cost assessment and shares the cost with the resident. But, the local residents think that the cost assessed by the government is too high and they can't afford the cost required by the government. So, most of residents choose to maintain the houses on their own. As they lack professional skills, the original style of the house is more or less damaged. To solve this problem, it is necessary to further study the supportive policy and find a new maintenance cost channel. We learn that Hongcun uses part of the ticket proceeds to establish a historic house preservation fund, but such fund has never been used so far. So, we suggest that the government should use part of the fund to make up the cost required to be paid by the residents in future maintenance and offer an extra subsidy to the poor families.

3 Tourism and Community

The community monitoring involves 6 communities, including the communities in the popular tourist area, less popular tourist area and adjacent area of Hongcun. The popular tourist area includes: Shangshuizhen, Chahangnong, Yuezhao, Nanhu and front street; the less popular tourist area includes: Dongbiantian, Huchengtou and back street; the adjacent community means the village near Hongcun; the area where the historic house group hasn't been formed in Hongcun is defined as the unknown area in the monitoring.

Table 3-1 Community Monitoring Indicators

Contents	Topics	Monitoring indicators
Perception of community of tourism impact	Perception of tourism impact on economy	Local economic development; investment and consumption; living standard; commodity price and living cost; house price and gap between the rich and the poor;
	Perception of tourism impact on society	Infrastructure; medical condition and service quality; local crime rate; moral level; conflict between tourists and residents;
	Perception of tourism impact on culture	Cultural exchange; traditional culture; festival celebration; language study
	Perception of tourism impact on environment	Air quality pollution; noise pollution; water pollution; solid waste; perception of tourism impact on natural environment;
Community attitude to tourism development		Tourism support and active involvement
Community satisfaction to tourism development		Satisfaction to current tourism development
Perception of resident of tourism development		Interference degree; distance between residential place and business district; resident willingness to business district extension; resident attitude to business district extension; resident attitude to home visit; method of resident participation in tourism development;
Perception of resident of heritage preservation		Degree of understanding; housing property; preservation and reconstruction modes approved; maintenance attitude; heritage preservation troubles;
Personal information		Sex; age; education level; time of residence; occupation and tourism relevance; monthly income; number of family members and number of family members engaging in tourism;

The monitoring is done through questionnaire survey and some interviews. To understand the attitudes and perceptions of community residents in different tourist areas, the survey was carried on a door-to-door basis. In the end, 195 effective questionnaires were recovered. See the following for questionnaire analysis:

3.1 Basic Information of Community

Located in southwest foot of Mt. Huangshan and northeast part of Yi County, and with a distance of 11 kilometers away from Yi County, Hongcun is a unique buffalo-shaped ancient village. Its geographical coordinates are east longitude 117°38'E and 30°11'N. The village area is 19.11 hectares. Founded in the Southern Song Dynasty under the reign of Shaoxing, it has a history of 900 years

Now, Hongcun has about 140 well-preserved houses built in Ming and Qing dynasties. The scenic spots mainly include Nanhu Scenery Park, Nanhu Academy, Spring Morning of Yuezhao Lake, Niuchang Shuizhen (Winding Water Conservancy System), Shuangxi Yingbi (Double Streams Mirroring Green Color), Old Tree in Front of the Pavilion, Sunset at Leigang, Shu Ren Hall, Lexu Ancestral Hall built in Ming dynasty, etc. The three popular tourist areas involved in the survey are the current major scenic spots in Hongcun. Besides the popular tourist areas, the less popular tourist area and the adjacent community are also included in the survey.

In the survey, the number of male villagers (105) is slightly than that of female villagers (89). The age ranges from 25 to 44 and the educational level is mainly junior high school degree, senior high school degree or technical secondary school degree. 73.9 % of residents live in Hongcun for more than 10 years, which indicates that most of the respondents are long-term residents. 49.5% of residents are business proprietors, 19% are engaged in both agriculture and other subsidiary business (private owners or service workers). 80.2% of residents engage in the industry related to tourism. It can be seen from this that tourism brings a huge impact on them. It greatly changes their primary occupations. The income level is not high. As most of the residents get 1000 – 3000 Yuan per month and a few of them get more than 10000 Yuan per month, a certain gap between the rich and the poor exists.

According to the secondary data obtained from questionnaires and brief interviews, the basic information of each village is concluded as follows:

3.1.1 Shangshuizhen, Chahangnong, Yuezhao

Shangshuizhen, Chahangnong and Yuezhao are the popular tourist places of Hongcun, which include many scenic spots and landmarks. A total of 36 residents in these places were surveyed. The age distribution of these residents is even except those under 25. Most of them were graduated from senior high school degree and below. 80% of the residents live in these places for more than 10 years. 50% of them are business proprietors and 30% are engaged in agriculture and individual business which are related to tourism. So, it can be seen that these places are deeply affected by tourism. A certain gap between the rich and the poor exist. Most of the residents get less than 1000 Yuan per month, but some get more than 10000 Yuan per month.

3.1.2 Dongbiantian, Huchengtou and back street

Dongbiantian, Huchengtou and back street are located in the east Hongcun. As these places are out of the scope of main tour route, the tourist flow is low. A total of 39 residents there were surveyed, most of which are aged more than 25. Most of them were graduated from junior high school degree. All of them have lived there for more than 7 years, basically never moving to other places since their birth. Of all the communities being surveyed, only these three places have pure farmers (15.4%). The proportion of business proprietors is the lowest compared with that of other communities, only accounting for 25.6%. Although these places still retain the village farming culture, 72.5% of the residents are engaged in tourism. So it can be seen that tourism brings a certain impact on these places.

3.1.3 Nanhu

Being of the popular tourist areas, Nanhu is the landmark of Hongcun as well as the only way to Hongcun. There, a total of 27 residents were surveyed with the age ranging between 25 and 60. Most of them are graduated from junior high school, senior high school or technical secondary school. 81.5% of them have lived there for more than 10 years while the others have lived there for 3 to 10 years. Residents in this area are mainly business proprietors and some of them are engaged in both agriculture and other subsidiary business. The monthly income is about 1000-5000. Some residents earn more than 10000 monthly.

3.1.4 Front street

The front street, known as the “business street”, is a tourism business hub in Hongcun. The street is full of Hongcun-style and modern-style stores on both sides. As the final destination of the tour route, it is the tourist gathering place with the strongest commercial atmosphere. Many tourists come here individually or by one-day group tour. The atmosphere there is so different from other scenic spots of Hongcun.

A total of 35 residents there were surveyed with the age ranging between 25 and 44. Most of them were graduated from junior high school, senior high school or technical secondary school. The types of residents are diversified. 70% of them have lived there for more than 10 years while others have lived from 1 to 10 years. Most of residents are business proprietors or engaged in both agriculture and subsidiary business. As it is a tourism business hub, 97% of the residents are engaged in tourism. The monthly income is between 1000 and 3000 Yuan.

3.1.5 Jicun

Located in the place under the jurisdiction of Hongcun town government and separated by a river from the world cultural heritage site – Hongcun, Jicun is a buffer area of cultural heritage preservation and tourist economy growth. With the total area of 13.2 square kilometers (of which 530 mu are paddy field, 200mu are tea field, 200mu are mulberry field and 1000mu are forest returned from farmland), it is an administrative village which combines forestry, tea, mulberry and the tourism service industry. There are 9 villager groups, 459 households and 1400 population in the village¹⁰.

47 residents in this community were surveyed with the age ranging between 25 and 44. Most of them were from junior and senior high schools. Different from Hongcun, the population flow there is high with only 58.1% of residents living for more than 10 years. The frequency distribution of living time is relatively even. 53.2% of residents are business proprietors and the rest of them are engaged in other jobs. Unlike Hongcun where business proprietors, farmers and service workers take the dominant role, the occupational distribution in Jucun is relatively even. Although 65% of residents are engaged in tourism, the proportion is the lowest compared with other communities. It can be seen that although tourism brings a certain impact on Jicun, such impact is not as deep as Hongcun. This place is not deeply affected by tourism.

¹⁰ Source: <http://wewy.ahxf.gov.cn/village/?WebName=hezjcc>

3.1.6 Unknown area

The unknown area refers to the other area formed out of the scope of the historic house group in Hongcun, i.e. the place where the historic house group hasn't been formed and the place with dispersed geographical distribution. To facilitate statistical analysis, the survey coverage was expanded to the “unknown area”.

20 residents in that area were surveyed with the age between 25 and 44. Most of them were graduated from junior high school. More than 70% of resident have lived in that area for more than 10 years and 30% have lived there for 4 to 10 years. 60% of residents are business proprietors, the proportion of which is the highest compared with other areas. 89.5% of residents are engaged in tourism. All these data reflect the huge tourism impact on Hongcun and the significant role of tourism in Hongcun's community development. Most of the residents are still engaged in tourism development even in the scattered area.

3.2 Perception of Community of Tourism Impact

3.2.1 Perception of Tourism Impact on Economy

➤ Tourism has promoted the local economic growth

It is obvious that tourism development has promoted the economic growth of the communities in Hongcun. No one can deny its contribution to Hongcun (particularly to Chahangnong, Shangshuizhen and Yuezhao), no matter the residents are satisfied with the scenic zone development or not. As Dongbiantian, Huchengtou and back street are less popular tourist areas (out of the scope of tour route), the resident recognition of the tourism contribution is relatively low. Generally speaking, 85.1% of respondents agree that tourism has brought about local economic growth, while 10%~15% of residents disagree. This is mainly because of their resistance to or dissatisfaction with the scenic zone development. Compared with those who depended on raising livestock for living, the income level and the living standard are generally improved under the background of tourism development. Even those who don't participate in tourism may get related subsidy. However, the villager's resistance to tourism also stems from this subsidy. They think that the subsidy is out of proportion to the local tourism receipts. In other words, the subsidy is too low to offset their economic losses brought by tourism, such as price hike.

➤ **Tourism has created more jobs**

Tourism development has brought more job opportunities directly and indirectly to local residents. Many residents shifted from farming to tourist industry, including setting up their own business, renting a car or house. As more jobs are created for people of all ages, most of the residents (72.8%) agree that the tourism has brought more job opportunities to local residents, of which 80% are from the front street because it is the business street as well as the most developed commercial place in Hongcun. Many stores there are run by local residents. Although the current store development has been restricted, the positive impact brought by tourism has been recognized; in other areas, the degree of recognition decreases along with the local tourism development. Here is an interesting thing: 57.5% of the residents in the less popular tourist areas (such as Dongbiantian, Huchengtou and back street) recognize the tourism contribution to increase of job opportunities, the percentage of which is close to that (57.7%) in the popular tourist area Nanhu. This is because that these areas are supported by the government recently to develop rural inns to attract more individual travelers relying on its unique idyllic scenery.

➤ **Tourism has attracted more investments and consumptions**

Many residents agree that tourism development has attracted more investments and consumptions to Hongcun. The degree of recognition in the front street is the highest (94.3%). This is because the front street is the business street full of stores. Residents in this area are benefit from the investment as they earn profit by running stores. The degree of recognition of other areas is lower than that of the front street (61.5% for Chahangnong, Shangshuizhen and Yuezhao, 67.5% for Dongbiantian, Huchengtou and back street, and 74.1% for Nanhu). As a world cultural heritage, Hongcun develops tourism under the prerequisite of protection. As both building renovation and foreign investment are strictly restricted, many residents set a stall in front of the door or run family inn for living. The foreign investment is very few. Generally speaking, 76.9% of respondents think that tourism has attracted more investments and consumptions.

➤ **Tourism has improved resident's living standard**

77.4% of residents in both popular tourist area and less popular tourist area agree that tourism has improved their living standard. Such a high recognition is closely related to the degree of tourism development. The recognition degree in Chahangnong, Shangshuizhen and Yuezhao, front street and Nanhu exceeds 80%, while the recognition degree in Dongbiantian, Huchengtou and back street is lower than the average level, only 72%.

➤ **Tourism development has led to local price hike**

86.1% of residents think that the tourism development has led to price hike. It can be seen from this that tourism has greatly increased the local living cost and that residents become more sensitive to the change of living cost. Here is one thing worth to be noticed: 96.2% of residents in Chahangnong, Shangshuizhen and Yuezhao think that the price rises with the tourism development. The price of Jicun which is adjacent to Hongcun also rises. 85.1% of the residents in Jicun think the price hike is the result of tourism development.

➤ **Tourism development has led to the rise in house prices**

Similar to price hike, 86.1% of the residents in the tourist area agree that tourism development has resulted in the rise in house price. This indicates that tourism development not only drives the rise in living cost, but also the rise in dwelling cost. This indicates that the residents in Hongcun are very sensitive to the change of living cost. It is noted that 85% of residents in Dongbiantian, Huchengtou and back street recognize the rise in house price. In recent years, as Dongbiantian, Huchengtou and Back Street are not tourist attractions, the restrictions are less. House selling is very common there. So residents there also feel the rising trend of house price.

➤ **Tourism development has accelerated the local gap between the rich and the poor to some extent**

Tourism development has not only promoted local economic growth and created more jobs for local residents, but also brought a large income gap as different residents have different abilities and participate in tourism in different forms. The income from running family inn may be higher than the income from other participation forms. Even though two residents are running the family inns at the same time, the annual income gap may be 50,000 Yuan or higher as different scale, technology and human relation will result in different performance. This is why the gap between the rich and the poor is widened. 74.4% of the residents in Hongcun agree that tourism development has accelerated income gap; 81.5% of the residents in Nanhu and most of the residents in Jicun agree that, accounting for the highest proportion compared with that of other areas. The gap between the rich and the poor in Nanhu is the result of the villager's business capacity. Those who are competent enough or occupy the advantage position will obtain bigger profits; as Nanhu has a huge number of tourists, the income gap will gradually expand with the tourism development; In Jicun, although some villagers run restaurants, bars or hotels, most of the villagers still depend on farming for living.

➤ Conclusion

Generally speaking, the tourism impact on the economy of Hongcun tourist area is obvious. It has promoted economic growth, created more jobs, led to price hike and accelerated the gap between the rich and the poor. The average values of each perception are higher than 3.7, of which the average value of price hike reaches 4.2. The average values of other perceptions are basically the same. This indicates that the local residents are sensitive to and recognize the tourism impact on the local economy, in particular on the increase in living cost. The perception of other impacts varies with the degree of tourism involvement and income level.

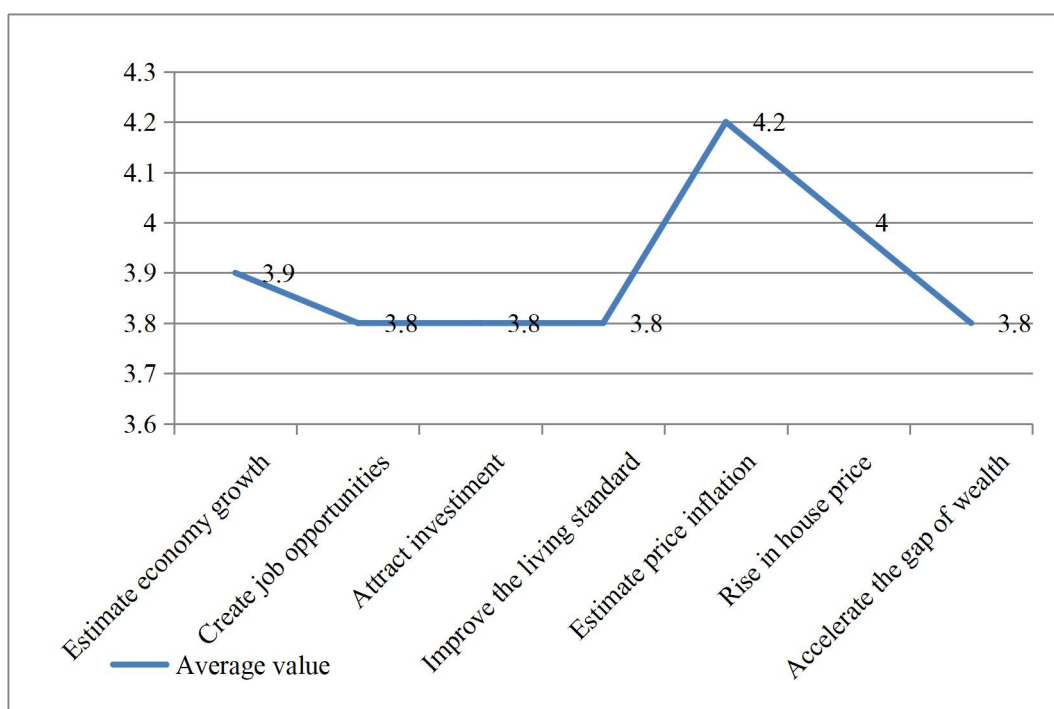


Figure 3-1 Average Values of the Perception of Tourism Impact on Economy

3.2.2 Perception of Tourism Impact on Society

➤ Tourism development has improved the infrastructure

The infrastructure improvement is particularly apparent in the core development scenic zone – Nanhu. Nanhu is one of the destinations of the tour route. With the obvious improvement of road and other infrastructure, 71.4% of the residents agree that tourism development has improved the infrastructure. In other areas, the degree of recognition decreases along with the local tourism development. In Chahangnong, Shangshuizhen and Yuezhao, 69.2% of the residents recognize that saying, in Front Street, 65.7%, and in

Dongbiantian, Huchengtou and back street, 57.5%. The reason that leads to such a difference is that a large amount of fund is invested in infrastructure construction in the core development area. Generally speaking, 69.2% of the villagers recognize that the tourism development has improved the infrastructure. But this improvement is only limited to the roads included in the tour route.

➤ **Tourism development has promoted the improvement of community medical level**

Low medical level is one of the problems of Hongcun. As many residents are unable to receive effective medical treatment when they are sick, they have to go to Yi county or urban district for treatment. The impact of tourism on medical care is not obvious. 59.2% of the residents recognize its contribution. In Chahangnong and Shangshuizhen, only 42.3% recognize that. Hongcun now has only one health center. Both medical equipment and drugs are insufficient. The backward medical level worries the local residents and needs to be improved through capital investment. A villager said, “The hospital in the village is featured by nice house and poor technology.”

➤ **Tourism hasn't led to the increase of crime rate**

6.6% of the residents think the tourism has led to the increase of crime rate. In other areas except Hemu village, less than 10% of the residents think so. The local residents are confident about the village security and simple folk customs. According to them, in the past when the tourism was underdeveloped, thieves were found occasionally as they were poor. But with the improvement of living standard, there is no need to steal things.

➤ **Tourism has led to heavy traffic**

61% of the residents think that traffic congestion is not obvious in the tourist area of Hongcun, because tourism development not only brings a large number of tourists, but also improves the local traffic environment, such as expansion and repair of laneway. To residents, the common development of tourism and traffic environment will bring more convenience to them. However, the Hui-style architecture attracts many students to come here for sketching. Many of them make a sketch by sitting in the laneway, which further narrows the space. Many residents complain about this. At the same time, as the number of tourists is not limited within the tourist area, the village is filled with tourists during golden week or holidays, which leads to traffic congestion. It can be said that although tourism development improves the transportation hardware, such as widening or hardening the road, it completes the local traffic environment. Different residents have different points of view in this regard.

➤ **Tourism has caused the decline of moral level and trust**

Generally speaking, only 27.7% think that tourism has caused the decline of moral level and trust. Except Chahangnong, Shangshuizhen and Yuezhao, less than 30% of the residents agree that saying in other areas. In Chahangnong, Shangshuizhen and Yuezhao, 46.1% of the residents think so, which is apparently higher than other areas. Chahangnong, Shangshuizhen and Yuezhao are the places which enjoy relatively fast tourism development. Many residents are doing tourism-related business, such as providing accommodation, selling tea or handicraft articles. So, any possible economic interest will change the relation between villagers.

➤ **Tourism causes the conflict between tourists and residents**

Generally speaking, only 39.5% of the residents think tourism causes the conflict between the tourists and residents. This reflects the harmonious relation between these two hasn't been worsened obviously by the rapid tourism development. In Hongcun, the percentage of people who agree that saying accounts for 40-50%. However, most of the respondents complain that their live is disturbed because many tourists shoot them without permission.

➤ **Conclusion**

The attitude of the local residents to the tourism impact on the society is generally positive. As for the positive impacts, the average values for infrastructure improvement and medical care improvement are above 3.3. As for the negative impacts, many residents disagree that tourism development has promoted the decline of trust and the increase of crime rate. It can be seen that the tourism impact on the local society is relatively optimistic, or that the local residents lack enough perception of social impact.

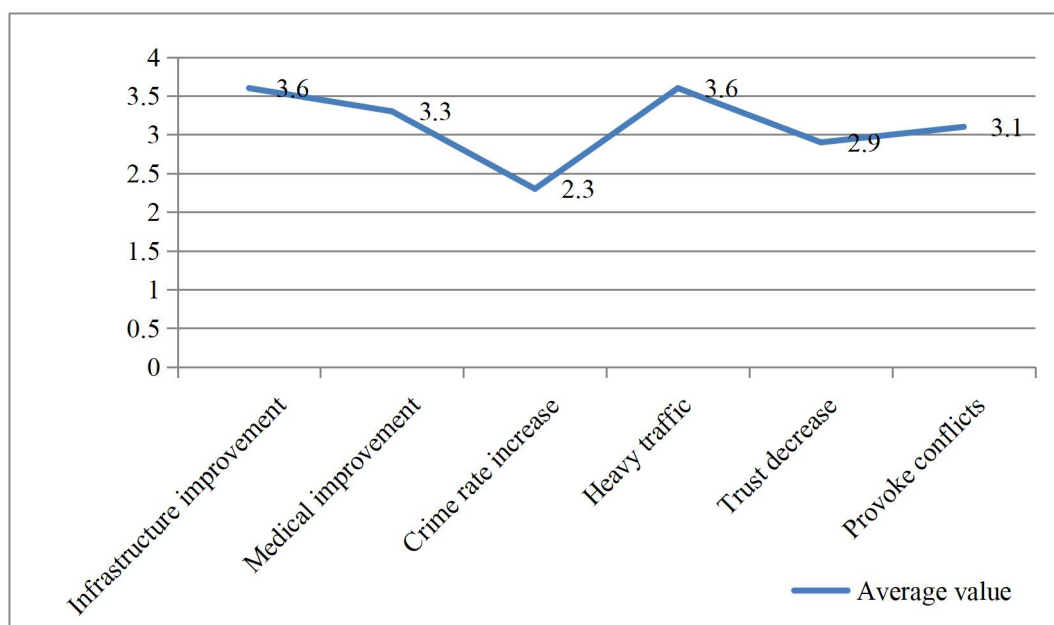


Figure 3-2 Average values for the perception of tourism impact on society

3.2.3 Perception of Tourism Impact on Culture

➤ Tourism has promoted the local and foreign cultural exchange

The cultural exchange brought to the community by tourism is closely related to the development of the community tourism. The more and centralized the tourists are, the obvious the local and foreign cultural exchange is seen. So, certain law concerning the degree of recognition of different communities towards this impact is presented. Most of the residents in Hongcun agree that tourism development has promoted the local and foreign cultural exchange. The proportion of residents who agree on this point in the popular tourist areas like Chahangnong, Shangshuizhen and Yuezhao is the most, accounting for 88.5%. In Jicun, 87.3% of the residents agree on this point. In Nanhu, the proportion is 77.8% and in the less popular tourist areas like Dongbiantian, Huchengtou and back street, the proportion is the least, only accounting for 67.25%. This indicates that tourism development is closely related to cultural exchange.

➤ The degree of folk customs and traditional culture erosion by tourism is different in different tourist areas

The traditional culture erosion by tourism is not obvious in local community. Many local residents (37.0%) don't think that tourism has destroyed folk customs and traditional culture. 37% of the residents think that tourism brings no impact on folk customs and traditional culture. It can be seen that half of residents feel that the local culture are well protected during the tourism development. However, from the regional point of view, residents in different

tourist areas hold different attitudes. In the popular tourist area, such as Chahangnong, 46.2% of the residents think that the folk customs and traditional culture have been destroyed, but in the less popular tourist area, such as Dongbiantian and the area with strong commercial atmosphere, such as front street and Jicun, only nearly 20% think so. This indicates that the impact on folk customs and culture is different in different tourist areas.

➤ **Tourism hasn't greatly enriched the resident life**

50% of the residents agree that tourism has enriched the local resident life, but the percentage is not high. This indicates that tourism hasn't obviously enriched the local resident life. Many local residents are engaged in tourism for making money, not for festival celebrations and recreational activities. Even those festival celebrations and recreational activities are for attracting more tourists and have nothing to do with the resident life. So tourism hasn't brought much impact in this regard.

➤ **Tourism hasn't promoted more local residents to learn other languages**

Tourism hasn't promoted more local residents to learn other languages. Generally speaking, only 39% of the residents are willing to learn other languages. Many residents stay neutral or refuse to do so. The reason is that although tourism has promoted the local and foreign cultural exchange, only mandarin is enough for communication as many tourists come here are from China, so many residents don't think there is a need to learn other language.

➤ **Summary**

From the cultural point of view, residents generally think that tourism has promoted the local and foreign cultural exchange with the average value of 3.8. But they don't think tourism has brought a large impact on folk customs and traditional culture, although different tourist areas have different points of view in this regard. Although tourism has led to the increase of some festival celebrations to enrich resident life, its actual impact is little. At the same time, tourism has little effect on promoting more local residents to learn other languages.

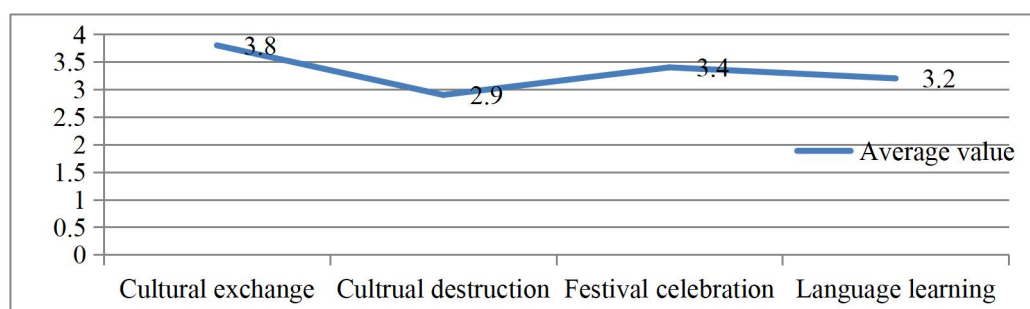


Figure 3-3 Average values for the perception of tourism impact on culture

3.2.4 Perception of tourism on environment

➤ **Tourism development has deteriorated the local air quality**

Tourism development has polluted the air in Hongcun. Such pollution in the popular tourist areas like Chahangnong, Shangshuizhen is the most obvious. 73.1% of the residents think tourism development has polluted the air in these areas. This indicates that tourism development is related to environment quality. In other areas, although only half of the residents think the air is polluted, the situation will get worse if the government fails to take prevention and control measures as early as possible.

➤ **Tourism development has worsen local noise pollution**

Compared with air pollution, the noise pollution is more prominent. 71.8% of the residents think that tourism has worsened local noise pollution. As a large number of tourists visit Front Street and Chahangnong, 74.3% of the residents in front street and 73.1% of residents in Chahangnong think the noise pollution gets worse. The tour guides come here with a loudspeaker for interpretation, further increasing the noise. As this noisy environment is in sharp contrast to an ancient village which is supposed to be quiet and peaceful, the overall harmony of the tourism environment is destroyed.

➤ **Tourism development has worsened local water pollution**

Hongcun has a developed water system which is the precious resource developed and conserved since the ancient time. It is also the material basis for local residents for living and worth to be highly protected. However, the current situation is not optimistic, as tourism has worsened the local water system pollution. 80.5% of the residents think that the water system pollution becomes more serious. Except Jicun (72.3%), more than 80% of the residents in other areas of Hongcun reflect that the water in Hongcun has been further polluted. It can be seen from the current environment that tourism has seriously polluted local water. The cause is the pigment carried by the students who come here for sketching. The relevant department shall adopt prevention and control measures to avoid further deterioration.

➤ **Tourism development has promoted the increase of local solid wastes**

88.2% of the residents think that tourism development has greatly increased local solid wastes. 100% of the residents in Chahangnong and 97.1% of the residents in front street think that local solid wastes increase. In other areas, more than 80% of residents agree on this point. This indicates that the current increasing pollution of solid wastes has brought a negative impact on local residents. The relevant department shall pay attention to this pollution during

the tourism development and adopt regulations and prevention measures as early as possible to cope with the subsequent tourism development.

➤ **The tourist facilities used for tourism development have undermined the natural environment to some extent**

The increase of tourism facilities (such as hotels, restaurants and stores) during the tourism development may bring some impact on the environment. 59.0% of the residents in Hongcun think that tourist facilities have undermined the local natural environment. 73.1% in Chahangnong and 70.4% in Nanhu agree on this point. As the landscape resource is rich and the tourist facilities are centrally distributed in these two areas, the local residential environment disruption is more obvious compared with other areas. However, if no prevention and control measures are taken, the environment in the other areas will also be further undermined by the tourist facilities. The local government shall pay attention to this point.

➤ **Summary**

The residents generally think that tourism development has deteriorated environment pollution and destruction, particularly, the water pollution and solid wastes pollution, with the average value of 4.0 and 4.1. The noise pollution becomes worse and the air quality is deteriorated to some extent. Of all these pollutions, Chahangnong, Shangshuizhen and Yuezhao suffer the most. At the same time, the construction of hotels and other tourist facilities also bring certain damage to the environment and needs to be controlled.

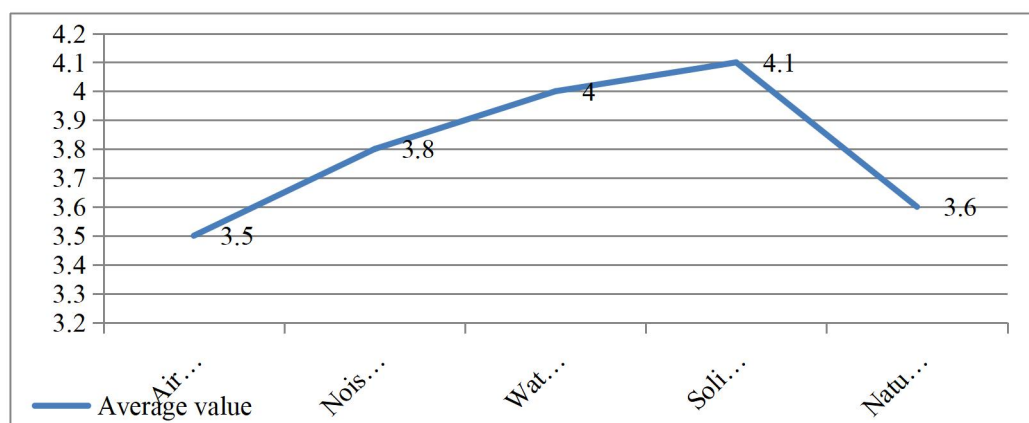


Figure 3-4 Average values for the perception of tourism impact on environment

3.2.5 Summary of the perception of community towards tourism impact

Generally speaking, the local residents have a positive perception towards the tourism impact. They generally think that the positive impact brought by tourism is higher than the negative impact. It is indicated in the following figure that most of the high average values are attribute to positive impacts and most of the low average values are attribute to negative impacts. For example, the average values for economic impact, social impact and cultural impact are relatively high and the average values for negative impacts are relatively low. This indicates that the local residents recognize the positive impacts brought by tourism and deny the negative impacts brought by tourism. This is why the general perception towards tourism impact is positive.

Compared with the general perception towards tourism impact, the residents hold a negative attitude towards the tourism impact on environment. The high negative indicator indicates that the tourism has destroyed the environment. As Hongcun is featured by village houses, the tourism development is closely related to the lives of residents and brings a direct impact on their living environment. As the living environment is greatly affected and destroyed by air pollution, noise pollution, water pollution and solid wastes, most of the residents hold a negative attitude towards the tourism impact on environment.

The local residents are more sensitive to the impact on economy and environment and less sensitive to the impact on society and culture, because economy and environment go hand in hand with their life. These two can be reflected by the resident income and living environment. In comparison, the impact on society and culture can't be seen directly. Tourism doesn't bring a large impact on the local social life and culture.

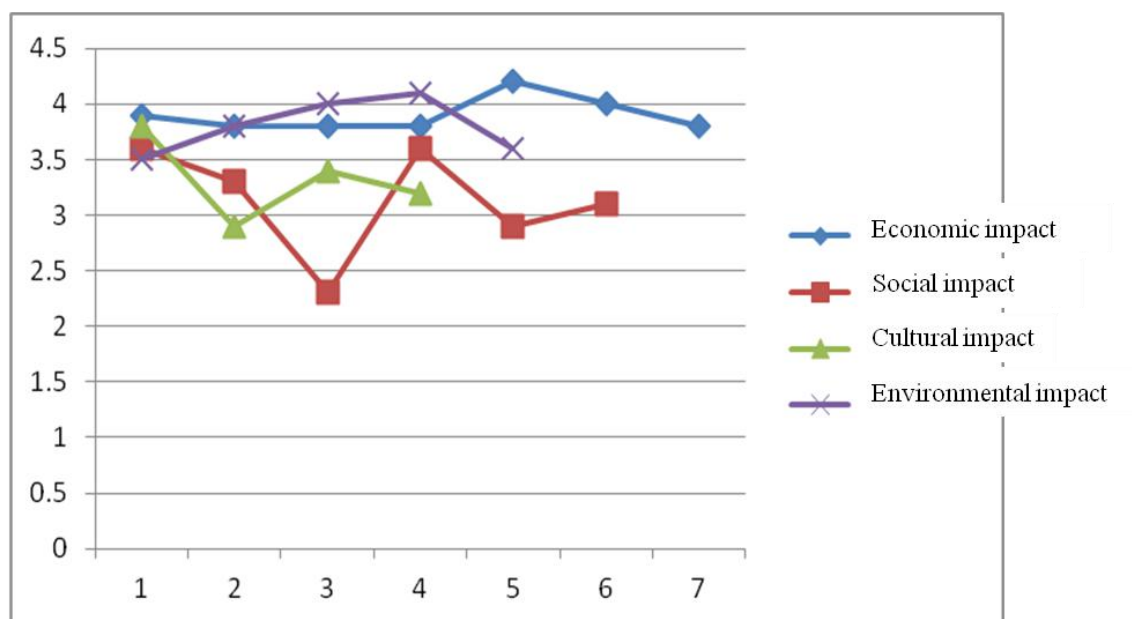


Figure 3-5 Comparison of perceptions of tourism impact

3.3 Attitude and Satisfaction of the Community Residents to Tourism

➤ The community residents are satisfied with the status quo of the local tourism development

The residents perceive the local positive impacts brought by tourism and generally recognize the status quo of the tourism development. 63.1% of the residents are satisfied with the status quo of the local tourism, with the average value of 3.4. But this value is not very high and 32.5% of the residents in the less popular tourist area, such as Dongbiantian, are not satisfied with current tourism development. This indicates that some problems still exist in the local tourism development and wait to be solved to improve the satisfaction and let more residents get involved in tourism development.

➤ The community residents are willing to be engaged in tourism

70.3% of the residents in Hongcun are engaged in tourism, with the average value of 3.7. In the popular tourist area such as Chahangnong, 80.8% of the residents are engaged in tourism, while in other area, more than 60.0% of the residents are willing to get involved in tourism. This shows that the economy and other benefits brought by tourism greatly affect the resident awareness of tourism involvement, and cause many residents to participate in tourism.

➤ **The community residents strongly support the future sustained tourism development in Hongcun**

Most of the local residents (86.6%) strongly support the future sustained tourism development in Hongcun, with the average value of 4.1. This indicates the local residents' support and recognition of tourism and fully reflects the positive impacts brought by tourism development. 95.0% of the residents in other area of Hongcun and 93.6% of the residents in Jicun support the future local sustained tourism development. Except Chahangnong where the support rate is 72.1%, the support rates of the other areas are over 80%. This shows that the number of negative impacts brought by tourism to the popular tourist area is higher than that of the less popular tourist area. The support of the sustained tourism development by the residents in the less popular tourist area demonstrates the positive attitude of the local residents towards the tourism development prospect in Hongcun.

➤ **Summary**

Generally speaking, the residents stay neutral towards the status quo of tourism in Hongcun, but they tend to hold a positive attitude to and be satisfied with it. The average value is 3.1. As for tourism involvement, many residents strongly support and are willing to participate in the cause of tourism development. Most of the residents support the sustained tourism development in Hongcun with the average value of 4.1. This shows they recognize the efforts made for tourism development in Hongcun.

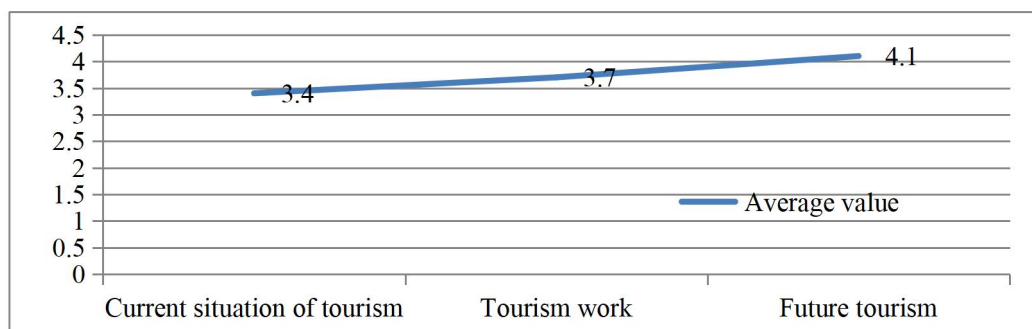


Figure 3-6 Average values of resident satisfactions

3.4 Resident's Perception and Suggestions of Tourism Development

➤ **The life disturbance brought by tourism varies with places**

The life disturbance brought by tourism varies with places, but the general distribution is equal. 53.8% of the residents in the popular tourist area such as Chahangnong, Shangshuizhen

and Yuezhao, and 42.3% of the residents in Nanhu think that their lives are greatly disturbed by tourism; 42.5% of the residents in the less popular tourist area such as Dongbiantian, 43.8% of the residents in Jicun and 51.1% of the residents in front street think that tourism brings little influence on their lives. It can be seen that the life disturbance brought by tourism varies with places. The lives of residents living are of greatest disturbance.

➤ **Many residents are living in the tourist area**

Of all residents receiving the survey, 41.2% of the residents live in the area close to the tourist area and 33.7% of the residents live in the tourist area. So, it can be seen that most of the residents live in the tourist area or the places adjacent to the tourist area and only a few live in the place far from the tourist area. This is because that Hongcun is a village, not a scenic spot. Many residents live there. So, its tourism development is closely related to the lives of the residents.

➤ **Many residents stay natural to the extension of the living place to the tourist area**

40.1% of the residents are indifferent towards the extension of the living place to the tourist area, and 37.9% of the residents are willing to see the extension. Generally, the residents hold a positive attitude towards the tourism development and are willing to integrate themselves into the tourist area and participate in the tourism development. 45.2% of the residents in Jicun are willing to see the extension, the percentage of which is the highest of all areas. This is because Jicun hasn't benefited from tourism as much as Hongcun. On the contrary, in the popular tourist area like Nanhu and Front Street, the residents there have benefited a lot from the tourism development, so most of them are indifferent towards the extension. The residents' attitudes vary with the degree of tourism development in the place where they live.

➤ **Many residents will participate in tourism after the tourist area extension**

As for the question “what will you do after the tourist area extension”, only 5% of the residents choose to move out, while 53% of the residents choose to open a store or an inn and 42% of the residents choose to continue their normal lives. This shows that the residents are used to the impacts brought by tourism as the tourism in Hongcun has developed for a period of time, so they can continue their normal lives and are willing to participate in the tourism development such as opening a store or an inn after the extension. In Jicun, 61.9% of the residents choose to open a store after the extension, which show the great attraction of the benefit brought by tourism to the residents in the adjacent area.

➤ **Many residents hold a positive attitude towards home visit**

In the survey, 56.9% of the residents welcome the tourists to visit their home and only 8.3% of the residents reject home visit. 34.8% of the residents stay neutral on this point. It can be seen from this that the local residents basically have a positive and friendly attitude towards the tourists and are willing to interact with them, which shows the simple and sincere side of the residents. 67.5% of the residents in the less popular tourist area like Dongbiantian and 66.7% of the residents in the popular tourist area welcome the tourists to visit their home. This is because the tourism receipts in the less popular tourist area is relatively lower than the tourism receipts in the popular tourist area, so they welcome home visit in hope of getting more economic benefit. In addition, as Nanhu is the landmark, the houses there become the first choice for tourists to visit and have become a type of scenic spot. The residents there have more or less a sense of proud because of the tourism. They welcome tourists to visit.

➤ **There are many ways for the residents to participate in tourism, many of who choose to open a store or an inn**

It is found from the survey that although there are many ways for the residents in Hongcun to participate in tourism, 55.6% of the residents choose to open a store or an inn in their living places and 29.4% of the residents choose to use other ways. In Dongbiantian, 72.5% of the residents run a store or an inn in the living place, because this is a gathering place for rural inns in Hongcun. Most of residents there change part of their houses into guest rooms to earn money and leave part of it for living. In Shangshuizhen, Chahangnong, Yuezhao, Nanhu and front street, about 62% of the residents run a store to attract tourists, because these places have a large number of tourists and are good for doing business and trade; but some choose to move to other places and change their old houses into stores to prevent their lives from being disturbed by the tourists. They would rather do business in the morning and keep away from noise in the evening. Only 34.1% of the residents in Jicun run an inn in the living place. As Jicun is not a popular tourist area, a large number of the residents haven't got involved in tourism yet. Tourism development is not their main line.

➤ **Conclusion**

Generally speaking, the life disturbance by tourism varies with the degree of tourism development in the place where the resident lives. 74.9% of the residents live in the tourist area or the adjacent places and are indifferent towards the extension of the living place to the tourist area. 53% of the residents think that they will participate in tourism and 42% of the residents think that they will continue their normal lives after the extension. More than half of the residents welcome home visit and only a few rejects it. This indicates that the residents

have a positive attitude or stay neutral towards the current tourism development. The tourism development prospect has not brought many negative impacts to them so far. There are many ways for the residents in Hongcun to participate in tourism, many of who choose to open a store or an inn. This indicates that the residents are working to get used to the change of life and income brought by tourism development.

3.5 Resident's Perception and Suggestions of Heritage Preservation

➤ Understanding of heritage protection

Hongcun developed some measures to protect the houses after the successful application for the list of world heritage, but the residents have little understanding of the heritage protection. 33.5% of the villagers know nothing about heritage protection. This indicates that the actions and measures concerning the heritage protection are not transparent enough and very few villagers participate in heritage protection. We find that the villager's understanding of heritage protection is closely related to the degree of tourism development. In the well-developed tourist areas, such as Nanhu, front street, Chahangnong, Shangshuizhen and Yuezhao, about 70% of the villagers learn something about house protection, but in the undeveloped tourist area, such as Dongbianhu, Huchengtou and back street, less than half of the residents have knowledge about house protection. 75% of the residents in Jicun learn about the status quo of the house protection in Hongcun, which is higher than those (47.5%) in Dongbianhu, Huchengtou and back street.

➤ House property

Generally speaking, 40.7% of the houses in Hongcun and Jicun are newly built and only 46.5% of the old houses remain. This indicates that serious landscape damage is the problem faced during the heritage protection. We are surprised to find that 62.5% of the houses in Dongbianhu, Huchengtou and back street are newly built, the percentage of which is much higher than the average level. As house renovation is not restricted in these areas, many historic houses are damaged. The historic houses in Nanhu, Chahangnong, Shangshuizhen and Yuezhao are well preserved and about 80% of the historic houses there remain. In front street, about 70% of the historic houses remain. The historic house preservation in Nanhu, Chahangnong, Shangshuizhen and Yuezhao is better than the historic house preservation in front street although all of them are developed tourist area. This is because the villagers in Nanhu, Chahangnong, Shangshuizhen and Yuezhao are more restricted in respect of house

renovation and realize the importance of historic house preservation.

➤ **The way the residents use to protect and change traditional houses**

Generally speaking, 46.8% of the villagers support the all-round protection and maintenance of the traditional houses, and 40.4% of the villagers support the selective protection and maintenance of the traditional houses. Only less than 10% of the residents think that some or all of the traditional houses shall be demolished and rebuilt. The awareness of protection of the traditional houses on the part of the villagers in Nanhu is higher than that of the villagers in other areas. 65.4% of the villagers think that all the historic houses shall be protected. In front street, only 6.3% of the villagers support the all-round protection.

➤ **Resident attitude to the historic house maintenance**

The residents in Hongcun and its adjacent area hold different attitudes to the maintenance of the historic houses. Generally speaking, more than half of the villagers (52.1%) often maintain the houses on their own. 26.6% of the villagers think that the government shall be responsible for helping them to maintain the houses, so they will conduct house maintenance only with the government subsidy. 61.5% of the villagers in Nanhu, 57.7% of the villagers in Chahangnong, Shangshuizhen and Yuezhao and 50.0% of the villagers in Dongbianhu, Huchengtou and back street maintain the houses on their own. In front street, 38.7% of the villagers are willing to do so.

➤ **Problems found in the heritage protection**

The problems found in the heritage protection are: difficulty in buying the building materials or high price (20.7%), lack of maintenance fund (28.8%), inaccessibility by vehicles (20.1%), poor and narrow road (22.9%) and too much restricted conditions (21.8%). The problem of lack of fund is prominent in Chahangnong, Shangshuizhen and Yuezhao; in Dongbianhu, Huchengtou and back street, restricted conditions are the main problem; in front street and Nanhu, poor road and inaccessibility by vehicles are the most serious problems.

➤ **Conclusion**

It is found that heritage protection is not optimistic in Hongcun. 33.5% of the residents have little knowledge about Hongcun's heritage protection, and 40.7% of the houses in the scenic zone are newly built, which damages the heritage to some extent. However, the residents have a relatively positive attitude to the house maintenance. 52.1% of the residents are willing to maintain the houses on their own. In addition, the problems found in the heritage protection are the obstacles of house maintenance, which affect the villager's initiative to protect and maintain houses.

3.6 Summary

According to the survey result, Hongcun and its adjacent community can be divided into five parts based on the tourism development: popular tourist area (including Shangshuizhen, Chahangnong, Yuezhaoh and Nanhu), less popular tourist area (including Dongbianhu, Huchengtou and back street), tourist business area (front street), scattered area (unknown area), and edge zone (Jicun).

As for the perception of community of tourism impact, the residents have a positive perception towards the tourism impact and a negative perception towards the environment impact. They are sensitive to the economic and environment impacts.

The residents stay neutral to the current tourism situation in Hongcun, but they tend to hold a positive attitude to it. Most of the residents are willing to participate in the cause of the tourism development and support its sustained development.

Most of the residents have a positive attitude or stay neutral towards the current tourism development. The tourism development prospect has not brought many negative impacts to them so far. The life disturbance brought by tourism varies with the tourism development in the place where the residents live. Many residents live in the tourist area and the places adjacent to the tourist area, and have a positive attitude to the extension of the tourist area. They welcome the tourists to visit their places. There are many ways for the residents to participate in tourism. They are working to get used to the change of life and income brought by tourism development.

The heritage protection in Hongcun is not optimistic. Quite a number of them have little knowledge about it, but the residents have a positive attitude towards the house restoration. In addition, the problems found in the heritage protection are the obstacles of house maintenance, which affect the villager's initiative to protect and maintain houses.

4 Tourist Perception and Satisfaction

The tourist satisfaction depends on tourist willingness to revisit or recommend. It is an important indicator for sustainable tourism development.

Table 4-1 Indicators for perception and satisfaction of tourists

Contents	Topics	Monitoring indicators
Tourist's basic information	Personal information	Sex, age, source place, educational level and occupation
	Travel information	Way to travel; Times of visit to Hongcun; Length of stay; Basic travel contents
Travel experience evaluation	Landscape evaluation	Tourist evaluation of the idyllic scenery, culture and Hui-style architecture in Hongcun
	Evaluation of tourist environment	Tourist evaluation of the business atmosphere, rural atmosphere, congestion, cleanliness, noise and local resident friendliness in the scenic zone
	Tourism information and accessibility evaluation	Tourist evaluation of the signage system, promotion information, traffic, tour description and other service quality in the scenic zone
	Tourist experience	Tourist understanding and perception of the house value, historical culture and living culture in the scenic zone, souvenirs bought, local food and tourist tour itinerary
Overall satisfaction evaluation	Decide whether the tourists are satisfied at the time of departure	Overall satisfaction evaluation Willingness to recommend Willingness to revisit Deep impression Tourist suggestions

4.1 Tourist's Basic Information

4.1.1 Personal Information

(1) Sex proportion

Of 199 effective questionnaires in which the sex is filled, 52.8% are men and 47.2% are female. Although the number of males is slightly higher than the number of women, the

overall proportion is balanced.

(2) Young tourists dominate the role

Of 202 effective questionnaires in which the age is filled, most of the tourists (116) are aged between 15 and 24, accounting for 57.4% of the total number; 58 tourists are aged between 25 and 44, 25 tourists are aged between 45 and 64 and 3 are above 65, accounting for 28.7%, 12.4% and 1.5% respectively.

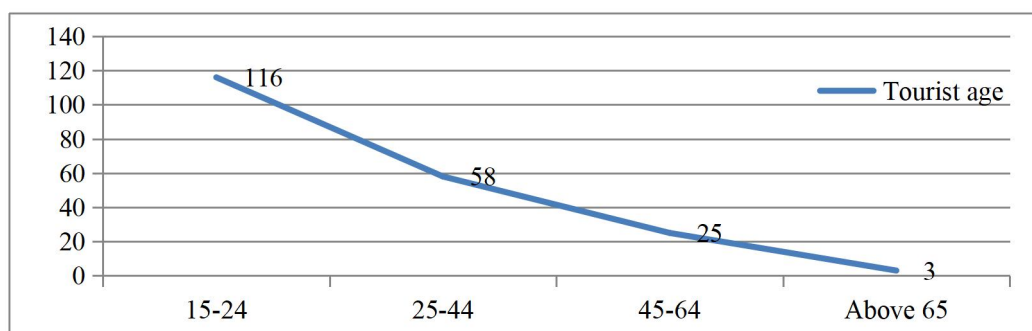


Figure 4-1 Frequency of Tourist Age

(3) Source place

Of 206 effective questionnaires, 198 people complete the place of residence. Most of the tourists are from Anhui province, and some from Hubei, Fujian, Jiangsu, Shandong, and Guangdong. See the frequency of provinces as follows:

Table 4-2 Frequency of tourist source places

Province	Frequency	Percentage	Province	Frequency	Percentage	Province	Frequency	Percentage
Anhui	44	22.2%	Sichuan	5	2.6%	Beijing	2	1%
Hubei	19	9.6%	Henan	5	2.6%	Gansu	2	1%
Fujian	17	8.6%	Heilongjiang	5	2.6%	Xinjiang	2	1%
Jiangsu	16	8.1%	Yunnan	4	2.1%	Jiangxi	2	1%
Shandong	16	8.1%	Shanghai	4	2.1%	Tianjin	1	0.5%
Guangdong	11	5.6%	Zhejiang	3	1.5%	Inner Mongolia	1	0.5%
Shanxi	8	4.1%	Jilin	3	1.5%	Liaoning	1	0.5%
Hebei	7	3.5%	Hunan	3	1.5%	Foreign country	1	0.5%
Guangxi	6	3.1%	Chongqing	2	1%			
Hainan	5	2.6%	Shaanxi	2	1%	Total	198	100.00%

(4) The tourist educational level is high

It can be seen from 201 effective questionnaires in which the education background is completed, the overall educational level is high: 87 tourists are graduated from universities, accounting for 43.3%; 47 tourists are graduated from junior colleges, accounting for 23.4%; 33 tourists are graduated from senior high schools or technical secondary schools, accounting for 16.4%; 30 tourists have a certificate above a bachelor degree, accounting for 4.9%; and only 4 tourists are graduated from junior high school or below, accounting for 2%. It can be seen from the cross-over analysis of age and educational level that most of the tourists who are graduated from senior high schools or technical secondary schools are aged between 15 and 24, so their educational level may be limited by age. Generally speaking, the educational levels of the tourists to Hongcun are relatively high.

Table 4-3 Cross-over analysis of tourist age * educational level

	15~24	25~44	45~64	>65
Junior high school or below	0	2	2	0
Senior high school or technical secondary school	22	6	4	1
Junior college	24	16	7	0
University	59	17	10	1
Above bachelor degree	10	17	2	1

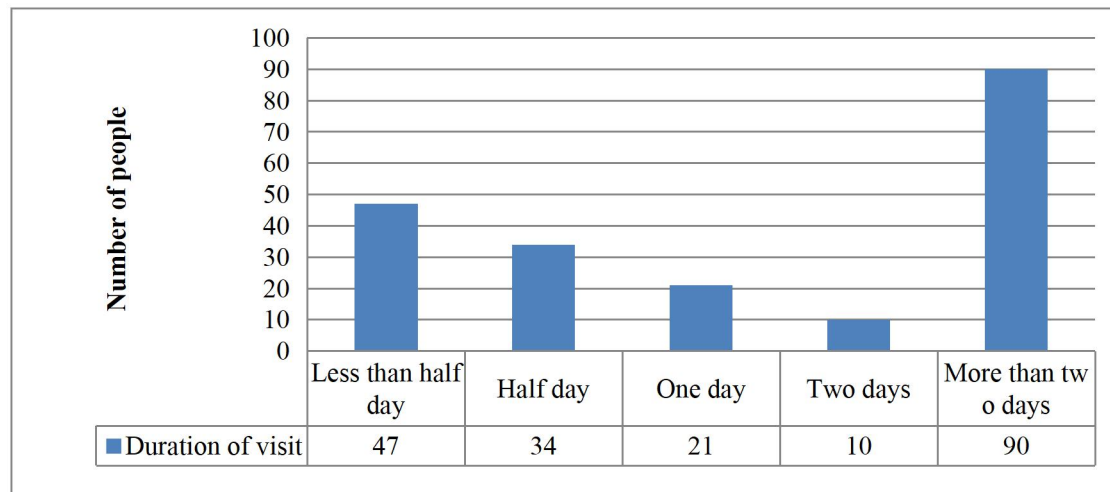


Figure 4-2 Duration of Visit

(5) Students are the main source of tourists

Of 201 effective questionnaires in which the occupation is completed, 103 are students, accounting for 51.2%, 21 are working in the enterprises, accounting for 10.4%; 19 are working in the public institutions, accounting for 9.5%, 14 are civil servants, accounting for 7%. 22% of the tourists choose the option - others, such as teacher, doctor, etc. Students are the main source of tourists to Hongcun. Most of them come there for sketching and participating in other tourist activities.

4.1.2 Travel Information

Basic contents

(1) The number of tour group tourists is higher than the number of DIY individual tourists

Of 202 effective questionnaires, 142 are tour group tourists, accounting for 70.3%; 29.7% are DIY individual tourists

(2) The number of tourists revisiting the place is small

Of 202 effective questionnaires, 185 tourists come to Hongcun for the first time, accounting for 91.6%; only 17 (8.4%) tourists have been there before.

(3) The students stay for a long time while other tourists stay for a short time

Of 202 effective questionnaires, 90 tourists stay there for more than more than two days, accounting for 44.6%; 47, less than half a day, accounting for 23.3%; 34, half the day, accounting for 16.8%; 21, one day, accounting for 10.4%, and 10, two days, accounting for 5%.

In consideration that the students stay in Hongcun for a long time for sketching, a cross-over analysis of the occupation and length of stay is made. It can be seen that few tourists (except students) stay in Hongcun for more than two days. They tend to stay there for half or less than half a day.

(4) Basic travel contents

Many tourists (166) choose to visit Hongcun led by the tour guide. Most of the tourists choose to buy tourist goods (121), visit other historic houses individually (117), and enjoy the adjacent rural scenery (109).

Table 4-4 Basic Travel Contents

Travel contents	Number of tourists
Visit Hongcun led by the tour guide	166
Visit other historic houses individually	117
Buy tourist goods	121
Chat with the local residents	50
Go around the whole scenic zone	97
Stay in the place where the tourists are easily found	29
Enjoy the adjacent rural scenery	109
Try the local food	51
Stay in the village for a night	53

Travel contents	Number of tourists
Visit Hongcun led by the tour guide	166
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Stay in the place where the tourists are easily found	29
Enjoy the adjacent rural scenery	109
Try the local food	51
Stay in the village for a night	53
Total	202

4.2 Travel Experience Evaluation

4.2.1 The Landscape Evaluation Is High

Tourists are highly satisfied with the landscape in Hongcun. There three sub-items concerning landscape in the questionnaire. The scores of the idyllic scenery, rich culture and Hui-style architecture are 4.25, 4.13 and 4.20. (Description: Strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1), same below)

Table 4-5 Statistical Analysis of the Evaluation of Tourist Satisfaction to Landscape

	Idyllic scenery	Rich culture	Hui-style architecture
5	41.4%	35.1%	44.1%
4	46.8%	46.5%	38.1%
3	9.4%	15.8%	14.4%
2	5%	1.0%	1.0%
1	2%	1.5%	2.5%
Average value	4.25	4.13	4.20

4.2.2 Evaluation of Tourist Environment

The tourists are generally satisfied with the tourist environment. There are six sub-items concerning tourist environment, including business atmosphere, rural atmosphere, congestion, cleanliness, noise and local resident friendliness.

Table 4-6 Tourist Evaluation of Tourist Environment

	The business atmosphere is not strong	The rural atmosphere is strong	The scenic zone is crowded	The scenic zone is clean	The scenic zone is noisy	The local residents are friendly
1	10.9%	0.5%	2.5%	0.5%	13.4%	5.9%
2	24.3%	6.9%	16.9%	4.4%	36.1%	6.4%
3	34.7%	28.2%	33.3%	25.6%	27.7%	32.2%
4	24.3%	41.6%	35.3%	45.8%	15.3%	39.1%
5	5.9%	22.8%	11.9%	23.6%	7.4%	16.3%
Average value	2.90	3.79	3.37	3.88	2.67	3.53

It can be seen from the above table that both business atmosphere and noise don't disturb the tourists, with the average value lower than 3. The tourists like the rural atmosphere there and think the scenic zone is clean. Many local residents stay neutral on this point.

4.2.3 Tourism Information and Accessibility Evaluation (Tourism Service)

The tourists are not so satisfied with the tourism service. There are five sub-items concerning tourism information and accessibility in the questionnaire, including signage system, promotion information, traffic, and tour description.

Table 4-7 Tourist Evaluation of Tourist Environment

	The signs at the scenic zone are clear and understandable.	The map and brochure is accessible	The cultural heritage information is accessible	The traffic is convenient	Satisfaction to tour description
1	3.5%	7.9%	3.0%	1.5%	1.0%
2	10.4%	25.2%	12.4%	11.3%	4.5%
3	36.6%	35.1%	32.7%	32.0%	21.5%
4	35.5%	19.3%	32.7%	33.0%	45.0%
5	13.9%	12.4%	19.3%	21.7%	28.0%
Average value	3.46	3.03	3.53	3.64	3.95

It can be seen from the above table that the tourists are not satisfied with the accessibility to tourism information. 31.7% of the tourists think that the map and brochure are accessible. 52% think that it is easy to get cultural heritage information and 49.4% think the signs in the

scenic zone are clear and understandable. The tourist satisfaction to the traffic in Hongcun is moderate. 12.8% of the tourists think the traffic there is inconvenient and 32% stay neutral. The tourists are highly satisfied with the tour description. Tour description is the way for tourists to learn more about Hongcun. 73% of the tourists are satisfied with it, with the average value of 3.95, the highest of all average values.

4.2.4 Tourist Experience

There are eight sub-items concerning tourist experience in the questionnaire, including the tourist understanding and perception of house value, historical culture, living culture, souvenirs bought, local food and tour itinerary and contact with local residents.

Table 4-8 Satisfaction to Tourist Experience

	1	2	3	4	5	Average value
I understand the traditional Hui-style house value	0	2.0%%	22.2%	55.7%	20.2%	3.94
I understand Hongcun's historical culture	1.0%	12.8%	39.4%	34.0%	12.8%	3.45
I feel the local living culture	0.5%	8.5%	27.5%	44.5%	19.0%	3.73
I buy some unique souvenirs	3.0%	11.9%	23.8%	40.6%	20.8%	3.64
I enjoy the local food	2.0%	9.4%	24.3%	45.5%	18.8%	3.70
The tour itinerary is monotonous	7.0%	15.9%	33.8%	31.8%	11.4%	3.25
The length of stay is too short	7.37%	19.19%	36.58%	25.03%	11.82%	3.33
I have the opportunity to contact with local residents	4.4%	16.7%	34.5%	29.6%	14.8%	3.46

It can be seen from the above table that the evaluation of tourist experience is moderate with the average values ranging from two to four.

As for cultural experience, 75.9% of the tourists recognize the value and charm of the traditional Hui-style architecture. 46.8% say that they learn more about Hongcun's historical culture by travelling. 39.4% stay neutral on this point and 63.5% of the tourists say that they feel the local living culture. 61.4% of the tourists bought the souvenirs with local characteristics and 64.3% enjoyed the local food.

One thing needs to be noticed. 43.2% of the tourists think the tour itinerary is monotonous. 63.14% don't want to stay there for too long as the time of travel is enough to meet all their travel demands. Tourists haven't many opportunities to contact with the local residents. Only 44.4% of the tourists have the opportunity to contact with the local residents.

4.3 Overall Satisfaction Evaluation

(1) The overall satisfaction evaluation is relatively high: 70.8% of the tourists are satisfied with their trip, 21.8% stay neutral and only 7.5% of the tourists are not satisfied with it. The average value is 3.83. The overall satisfaction is high.

(2) Willingness to recommend: In the survey, 146 tourists say that they are willing to recommend Hongcun to their friends and relatives while 16 refuse to do so. 40 tourists stay neutral on this point. Generally speaking, many tourists are willing to recommend Hongcun to their friends and relatives.

(3) Willingness to revisit: In the survey, 115 tourists say that they are willing to revisit Hongcun, of which 48 choose the option “strongly agree”. The remaining 24 tourists choose the option “disagree”. In other words, they are not willing to revisit Hongcun. According to the interviews, some people think the tour itinerary is monotonous and say that all the travel demands are satisfied this time. Generally speaking, many tourists are willing to revisit Hongcun.

Table 4-9 Tourist Evaluation of Overall Satisfaction

	I'm satisfied with my trip	I will recommend Hongcun to my relatives and friends	I will revisit Hongcun
5	22.3%	26.7%	23.8%
4	48.5%	45.5%	33.2%
3	21.8%	19.8%	31.2%
2	5.0%	5.9%	5.4%
1	2.5%	2.0%	6.4%
Average value	3.83	3.89	3.62

(4) Deep impression

104 tourists describe their impression on Hongcun in the questionnaire. The key words include: natural scenery, building, people, environmental health, culture and commercial factors. 37 people make a comment on natural scenery, including the landscape, water system and idyllic scenery. 36 people make a comment on building, including Hui-style architecture and bridge. 3 people make a comment on people, including the local residents, students and painters. 5 people make a comment on environmental health, including large scenic zone, too much wastes, poor sanitation, comfortable environment, and beautiful environment. 16 people make a comment on culture, including local folk customs, handicraft and Hui culture. 7 people make a comment on the commercial factors, including store and commodity.

(5) Tourist suggestions

67 tourists provide suggestions on the tourism development of Hongcun. Ticket: 7 tourists suggest that the ticket price should be lowered. Traffic: 6 tourists suggest that more transport lines should be added and the operation time should be extended. Business: 3 tourists think the commodity is high in price without local characteristics; 8 tourists think that the business atmosphere is too strong and needs to be improved. But 3 tourists think that the commercial development should keep pace with time and the commercialization is not enough. Environmental health: 4 tourists suggest that the relevant authority should pay more attention to environmental protection and develop more measures to improve the environment. Length of stay: 2 tourists think that the length of stay is too short and should be extended. Scenic zone management: 4 tourists suggest that the number of tourists should be limited. 6 tourists suggest that the signage system and the infrastructure should be improved and 7 tourists suggest that more scenic spots and tour itineraries should be added. Cultural atmosphere: 10 tourists suggest that the traditional Hui culture should be protected and promoted. 3 tourists suggest that more modern entertainment elements should be added. Resident: 4 tourists suggest that the local resident quality should be improved and hope that the resident could be more friendly.

4.4 Summary

The evaluation of tourist experience is generally positive, but a large difference exists in the evaluation of different aspects. For example, the tourists speak highly of the landscape and traditional culture, but are not so satisfied with the tourist environment. Some tourists think the business atmosphere is too strong and say that they are disturbed by the speakers used by the tour guides. As for the evaluation of tourism service, tourists speak highly of the tour description, but hold a moderate attitude to other aspects.

Generally speaking, tourists are satisfied with their trips in Hongcun. Most of them are willing to revisit Hongcun (although the number of tourists revisiting Hongcun is few) and to recommend it to others. One thing needs to be noticed. Although this survey is made in the tourist off-season, it is the hot season for students from art schools. So, many of the tourists are students. It is believed that the tourist source structure in this period will be different from that in other season.

5 Conclusion

The historic houses preservation in Hongcun is not good. Many old houses suffer damage to certain extent and serious hidden danger exists. Preservation of the houses in the popular tourist area is relatively good. However, as this area is seriously commercialized, although the original shapes of many houses are kept, these houses are changed into tourist attractions, stores and inns; in the less popular tourist area, the Hui architecture style of many houses is kept, but the level of internal renovation as a result of tourism commercialization is much deeper than that of the houses in the popular tourist area. To make matters worse, the substantial measures for house preservation and maintenance are poorly implemented. Instead of working out a systematic and comprehensive maintenance plan, the historic house owner only focuses on regional repair. The subsidy for house maintenance given by the government is not enough. In addition, as the threshold for approval of house maintenance is high, the formalities are complicated and the concrete, detailed and workable maintenance rules and standards are absent, many residents are unwilling to maintain their houses or have little knowledge of house maintenance, which increases the difficulties in preserving the current historic houses in Hongcun.

Living is the main purpose of the houses in Hongcun. Within the file scope, the functions and doorways of many houses have been changed. From 1990 to 1997 and from 2002 to 2011 are the major two periods for such change. It is found from the comparison between popular tourist area and less popular tourist area that tourism has brought obvious impacts on Hongcun houses. The function of the house used for living becomes more diversified due to tourism involvement. Those which have high preservation value and are preserved well may be turned into the scenic spots. The steady and sufficient tourist flow makes most of the tourist accommodation facilities and tourist stores survive. To attract more tourists to promote benefit and income, the doorways of many historic houses were added, expanded, or extended. Tourism not only promotes the change of historic houses, but also makes a great contribution to their maintenance. It is learnt from the local residents that as the maintenance fee is high and the government subsidy is limited, it is impossible to maintain these historic houses without considerable tourism receipts. Many problems exist during house preservation, such as non-standard maintenance and decoration as a result of complicated approval procedures, ambiguous property right as a result of increase in preservation difficulty, non-standard preservation policy and other natural factors.

The local residents have a positive perception towards the tourism impact and a negative impact towards the environment impact. They are sensitive to the impacts on economy and environment. The residents stay neutral towards the status quo of tourism in Hongcun, but they tend to hold a positive attitude to it. Most of them strongly support and are willing to participate in the cause of tourism development. Most of the residents support the sustained tourism development in Hongcun. At present, many residents have a positive attitude or stay neutral towards the current tourism development. The tourism development prospect has not brought many negative impacts to them so far. The life disturbance brought by tourism varies with the tourism development in the place where the residents live. Many residents live in the tourist area and the places adjacent to the tourist area, and have a positive attitude to the extension of the tourist area. They welcome the tourists to visit their places. There are many ways for the residents to participate in tourism. They are working to get used to the change of life and income brought by tourism development.

The heritage protection in Hongcun is not optimistic. Quite a number of them have little knowledge about it, but the residents have a positive attitude towards the house restoration. In addition, the problems found in the heritage protection are the obstacles of house maintenance, which affect the villager's initiative to protect and maintain houses. A big problem exists in the community management and distribution. Hongcun is a village with rich Hui culture, but the way of culture transmission is still limited to tour description. As it is hard to reveal the deeper cultural connotation of the historic building via tour description, the tourist understanding of this cultural connotation is very superficial. Tourism fails to effectively carry forward the culture.

Although the tourist experience is not strong and the way to obtain information is monotonous, the overall satisfaction is relatively high. More and more tourists are aware of the importance of tourism involvement. In other words, they are no longer satisfied with passive acceptance, and hope to be a performer, participant or creator. They hope to experience very tourist activity. But now, the tourists have very few opportunities to do this. Many of them go there led by the tour guide. All they can do is to feel the natural environment, see the historic houses, and buy some handicrafts. Hongcun is a village with rich Hui culture, but the way of culture transmission is still limited to tour description. As it is hard to reveal the deeper cultural connotation of the historic building via tour description, the tourist understanding of this cultural connotation is very superficial. Tourism fails to effectively carry forward the culture. Generally speaking, the tourist satisfaction to travelling Hongcun is high. Many are willing to revisit Hongcun (although the number of tourists revisiting Hongcun is few) and to recommend it to others.

The scenic zone management needs to be strengthened. As too many tourists come to Hongcun, the noisy environment is in sharp contrast to an ancient village which is supposed to be quiet and peaceful. The original feature of the village can't be reflected.

The landscape substitutability is high in the similar scenic zone and the landscape content is monotonous. At present, Hongcun tour which takes Hui culture as the core hasn't become an independent tourism product and still develops under the name of Mt. Huangshan. Many tourists still perceive it as a scenic spot. The Hui culture image is still obscure. The tour itinerary is monotonous. The price is high and the landscape is insufficient. The world cultural heritage is the important signboard of Hongcun. But this honor is not granted to Hongcun specifically, but to all the ancient villages in southern Anhui. These ancient villages are easily substitutable. As they charge separately, tourist has to buy a ticket before entering every ancient village. From the rational point of view, no one is willing to see all of them. When other villages begin to develop, some tourists will be attracted to those villages. As the rate of revisit to Hongcun is very low, it is necessary to attract tourists via the cultural connotation and its unique charm to reduce the landscape substitutability.