

西递旅游可持续发展 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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目录

1 引言	4
1.1 监测背景及目的.....	4
1.2 监测过程及内容.....	4
2 西递遗产保护现状	7
2.1 前边溪古民居基本信息.....	7
2.2 大路街古民居基本信息.....	8
2.3 西递古民居改造.....	10
2.4 西递古民居的修缮.....	11
2.5 政府对居民的保护与整治措施.....	12
2.6 小结.....	13
3 旅游与社区	16
3.1 社区基本情况.....	16
3.2 社区对旅游影响的感知.....	20
3.2.1 对旅游经济影响的感知.....	20
3.2.2 对旅游社会影响的感知.....	21
3.2.3 对旅游文化影响的感知.....	21
3.2.4 对旅游环境影响的感知.....	22
3.3 居民对旅游的总体态度.....	23
3.4 居民对旅游开发的感知与建议.....	24
3.5 居民对遗产保护的感知与建议.....	28
3.6 小结.....	31
4 游客感知与满意度	33
4.1 问卷样本基本情况.....	33
4.2 游客行为偏好.....	33
4.2.1 游客的旅游方式.....	33
4.2.2 游玩时间、游览活动.....	34
4.3 游客满意度.....	34
4.3.1 游客对目的地景观的评价.....	34
4.3.2 旅游信息与进入性.....	35
4.3.3 目的地环境.....	35
4.3.4 体验与景点相关活动的多样化.....	35
4.3.5 当地人的态度.....	36
4.3.6 总体满意度.....	36
5 结论	38

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(UMWTO)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。此次对西递的监测,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

本次西递监测组共有 4 名成员,监测时间 9 月 6-15 日。本次监测主要是保护民居信息、社区及游客问卷。

根据调研获取的资料,同时结合 UMWTO 指标方法,参考黄山风景区旅游可持续发展基本指标,得出西递旅游可持续发展基本指标,具体如下表:

表 1-1 西递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
西递文化遗产保护	民居基本信息	保护等级	
		用途属性	

	主要问题	监测的基本指标	建议监测频率
	户主信息	所有关系	
		年龄	
		家庭经济来源	
	民居改造情况	改造情况	
		修缮情况	
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；	
	对遗产保护的感知	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；	
游客感知与满意度	游客旅行经历评价	景区景观评价	
		景区旅游环境评价	
		旅游信息与可进入性	
		游客体验	
	游客满意度评价	整体满意度评价	
		推荐意向	
		重游意向	
		深刻印象	
		游客建议	

2 西递遗产保护现状

本次对西递村明清古民居的调查分为两个部分：大路街古民居 18 家和前边街古民居 27 家，共 45 家调研。

2.1 前边溪古民居基本信息

表 1-1 前边溪民居保护等级

保护等级	
重点保护民居	5
保护民居	16
一般民居	6
总计	27

此次调研将古民居的所有关系分为四类：居民自用、出租、公房以及出租兼自用。

表 1-2 前边溪古民居所有关系

所有关系	
居民自用	16
出租	3
公房	1
出租兼自用	1
总计	21

西递前边溪的古民居仍以居民自用为主，只有 3 家古民居是完全出租给外人。那些出租的古民居全部是租给村外人经营商铺，没有出租给外人居住的。也有少部分村民将靠街道的房间出租出去，后面留作自用。

根据古民居的用途又可以将其分为：单一住居、单一店铺（包含住宿、餐饮）、住居兼店铺（包含住宿、餐饮）以及住居兼景点。前边溪古民居的用途如下表：

表 1-3 前边溪古民居用途

用途	
单一住居	10
单一店铺	2
住居+店铺	4
住居+景点	5
总计	21

前边溪的古民居仍以居住为主要用途，单一用作店铺的只有 2 家。但是超过一半的古民居具有旅游用途——店铺或者景点，说明前边溪居民参与旅游的积极性比较高。

前边溪古民居的户主皆为西递本地村民，整体年龄较大，以下是户主年龄分布。

表 1-4 前边溪古民居户主年龄分布

户主年龄段	人数
30-40	2
40-50	7
50-60	3
60-70	4
70 以上	4
总计	20

其中一处古民居为胡氏祠堂，没有户主。年龄在 40 岁以上的户主占了绝大多数。

前边溪的居民大都仍在务农，家庭经济来源在务农的基础上又多种多样。

表 1-5 前边溪古民居家庭经济来源

家庭经济来源	户数
务农	3
经商	1
退休工资	1
务农+工资	1
务农+砖匠	4
务农+经商	8
务农+豆腐坊	1
务农+房租收入	1
总计	20

在被调查的所有 20 户居民中，只有 2 户人家完全脱离了农业，说明农业对于前边溪的居民来说仍然是非常重要的经济来源。但是单纯依靠农业收入的也只有 3 户居民，更多的居民是将务农和其他经济活动相结合。其中同时从事农业和旅游带来的商业活动的居民有 8 家，说明旅游也显著改变了前边溪居民的收入结构。

2.2 大路街古民居基本信息

与前边溪古民居一样，大路街的古民居按照所有关系可以分为 4 类：居民自用、出租、公房以及出租兼自用。

表 2-1 大路街民居所有关系

所有关系	
居民自用	11
出租	2
公房	2
出租兼自用	3
总计	18

大路街的古民居同样是以居民自用为主，只有 2 户居民将房屋全部出租给外人，3 户居民将房屋部分出租。结合前边溪和大路街的民居所有情况来看，西递村外来人口较少，因此房屋出租现象较少。

根据古民居的用途同样可以将大路街的古民居分为：单一住居、单一店铺（包含住宿、餐饮）、住居兼店铺（包含住宿、餐饮）以及住居兼景点。

表 2-2 大路街民居用途

用途	
单一住居	3
单一店铺	4
住居+店铺	7
住居+景点	4
总计	18

与前边溪相比，全部或部分用作商铺的古民居的比例大大增加，一共 11 家，比例达 61%。由于大路街靠近停车场和景区入口，可以说是游客必经之地，因此也是游客最多、商铺最集中的区域。

大路街古民居的户主年龄分布与前边溪相似。

表 2-3 大路街民居户主年龄分布

户主年龄段	人数
30-40	2
40-50	6
50-60	1
60-70	2
70 以上	3
总计	14

与前边溪一样，户主的年龄大部分在 40 岁以上，其中 40-50 岁最为集中。与前边溪不同的是，户主并非都是西递本地村民，其中 3 家户主祖籍并不是西递，均是近些年才迁来的。

大路街居民的家庭收入来源和前边溪居民存在显著的差异。

表 2-4 大路街民居家庭经济来源

家庭经济来源	户数
务农	2
经商	5
退休工资	2
务农+经商	4
分红	1
房租收入	1
总计	15

从表中可以看出,依旧从事农业的家庭比例为 40%,远远低于前边溪的 90%。与此同时,单一从事经营活动的比例大大提高,与前边溪的 5%相比,大路街的这一比例达到了 33%。大路街的居民更大程度上参与了旅游开发所带来的商业活动。

2.3 西递古民居改造

西递村的古民居大都经过不同程度的改造,完成建档的 39 户明清古民居中只有 6 户基本保存了古民居原来的样子,没有进行过改造。

古民居的改造方式与其现有用途有着密切联系。

表 3-1 前边溪民居改造情况

	前边溪	内部改造	新开口
单一住居	10	6	8
单一店铺	2	1	2
住居+店铺	4	3	2
住居+景点	5	0	3
总计	21	10	15

表 3-2 大路街民居改造情况

	大路街	内部改造	新开口
单一住居	3	2	1
单一店铺	4	4	2
住居+店铺	7	6	4
住居+景点	4	0	2
总计	18	12	9

从以上表中可以看出,作为景点的古民居内部均没有进行改造,只是在外部新设开口以方便游客参观。作为店铺的民居基本都会进行内部的改造,而改造的重点就是天井。由于要

存放商品，防止雨天屋内进水，用作商铺的民居通常会用塑料棚将天井封上。部分用作住居的房屋也是不想雨水进入房内从而封上天井，然而天井封上之后房屋内光线变暗，于是通常又新开窗口用来采光。用作商铺的古民居通常为了做生意方便，临街新开门窗。

因此，根据村民对民居的改造情况可以得出，古民居的改造主要原因房屋功能转变和提供生活质量。

房屋功能转变而进行改造主要发生在热区，部分临街住户为参与旅游活动将民居改为商铺或客栈自己经营或出租。因此，较多进行的外部改造是临街处设新开口，如大门或窗户；内部改造主要是封闭天井，打通房屋内隔断，以增加店铺内部经营面积。还有部分在院落内增设新的附加模块，如 Q25 仰高堂因开客栈在院落内加盖一排房间增加床位数扩大经营规模。

提高生活质量而进行的改造在冷热区都较多，依然有人居住的古民居，户主为了生活方便会修建独立的浴室、洗手间（在院落中增加附加模块或改变民居内的房间功能）；改造厨房；将原本 2 层的建筑改建为 1 层（Q24）方便居住和打扫（大部分古民居的 2 层、3 层都是空置或堆方杂物）。

2.4 西递古民居的修缮

本次调研将古民居的修缮分为小规模维修如屋顶添瓦、修补漏雨的地方和较大规模的修缮两种类型。西递村古民居修缮情况如下：

表 4-1 西递民居修缮情况

	前边溪	大路街
小规模维修	6	8
大规模修缮	11	2
没有修缮	2	5

两个区域相比较，前边溪古民居的保护情况较好，表示近期主动进行小规模维修和大规模修缮的户数分别为 6 户和 11 户，而大路街只有 8 户和 2 户。由此可见，大路街的古民居普遍缺少较大规模修缮，例如换梁和补墙，导致大路街古民居面临坍塌的风险。

依据访谈，仍在住人的古民居每年都要进行小的修补，如屋顶添瓦、修补漏雨的地方。部分经济条件好的村民，会自费对内部进行较大修缮，如加固房梁、修天井（封上）、在屋顶建玻璃瓦的采光口、装修厨房，或者在院内建洗澡间和厕所。经济条件不好的村民，无法修缮房屋，只能任墙体裂缝。

整体上来看，西递村对古民居的修缮也是不充分的。西递村的古民居大都有着 100 年以上的历史，而且木质结构较多，迫切需要定期修缮以避免坍塌。但是在调查的 39 户居民中

只有 14 户表示会每年进行小规模修补，只有 13 户表示近期对房屋进行过较大修缮，一共 7 户近 20% 的古民居处于完全没人修缮的情况。

大部分居民由于资金问题没有能力对房屋进行修缮，政府补助并没有发挥应有的作用，原因如下：

1、申请补助需提交申请，手续复杂，审批速度很慢；

2、政府补助修缮房屋，是政府联系施工方、买材料，虽然政府会补助一部分，但相较于村民自己全额自费修缮，价格反而更高。

只有经济条件较好的居民，才会自费每年进行修补，房屋破损时进行较大修缮，如加固房梁、修天井（封上）、在屋顶建玻璃瓦的采光口、装修厨房等。经济条件不好的村民，无法修缮房屋，只能任墙体裂缝。

2.5 政府对居民的保护与整治措施

管理范围¹

根据《黟县西递古村落保护管理办法》，西递村古民居建筑群保护管理范围划定四个层次进行保护管理，即特级保护区、核心保护区、建设控制区、环境协调区。

核心保护区：整体风貌保存最好的建筑保护等级最高，古建筑相对集中的区域。

保护区：东至村东 60 米、西至跑马楼西 50 米、南至会源桥南 30 米、北至黟潭公路。

建设控制区：南北至山脚、村东西各 2000 米范围。

环境协调区：从原西递水口（现东源中学）到西递东侧黟潭公路交叉口以及西递村南北山体范围内形成的区域。

建筑管理²

规定保护区内一类建筑和主要街巷必需保持原样，不得改变外观、也不得进行内部结构调整和装修。核心保护区二类、三类、四类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。形式：立面、屋顶、马头墙、地面及装修细节一律按照会派建筑的传统手法设计施工。高度：沿街巷建筑高度与街宽的比例不得大于 1:3，层数为两层，原有建筑为三层的予以保留，整个保护区内建筑高度应控制在二、三层，高度在 6-8 米为宜。材料：以砖木为主材，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，但也只能用传统的做法来完成，装饰材料既要符合消防要求，又要体现传统风格。油漆：只能按徽派传

¹ 《黟县西递古村落保护管理办法》

² 《黟县西递古村落保护管理办法》

统色彩，不能用其他风格绘声绘色图及变相楚丽。装修：整体为砖木装修，地貌用传统的地方做法，不准采用现代材料，开窗做法力求保护盒继承徽派建筑手法。

管理结构³

西递村古民居建筑群的保护管理遵循地方行政管理与专业管理相结合的原则。西递古民居保护管委会，是西递古民居的保护、管理的管理机构，由县政府主管负责人担任主任委员。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。具体见下图：

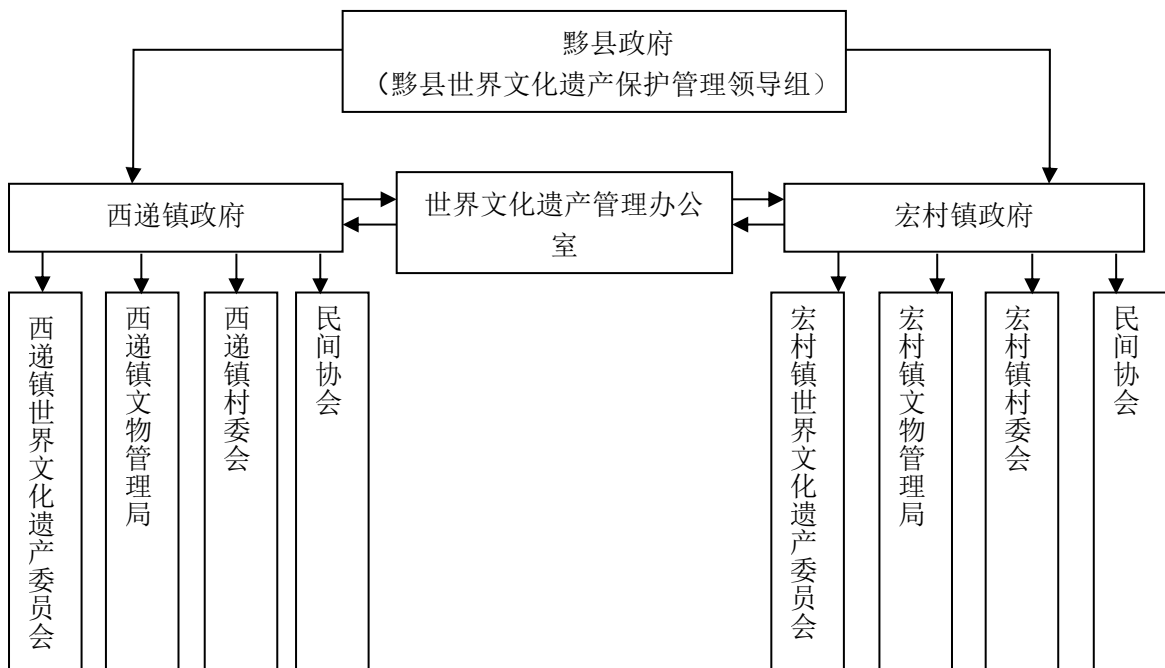


图 2-5 黟县西递、宏村文化遗产保护管理系统图⁴

2.6 小结

西递古民居的现状

1、西递村外来人口较少，古民居较少出租给外人，大部分居民自用。

2、古民居的户主普遍年龄较大，对老房子有感情，不愿搬走。

3、接近半数的古民居全部或部分被改作商铺，与旅游相关的经营收入在家庭经济收入中的比重越来越高。

³ 《黟县西递古村落保护管理办法》

⁴ 《黟县西递古村落保护管理办法》

4、居民自住的房屋会加采光口或开新窗保证室内采光，部分修缮棚顶。外墙基本保持完整，部分有裂痕，已修补。

5、开设商铺的古民居多进行内部改造，封天井拓宽店铺空间，临近街道开新门，部分将旧门封堵。

6、房屋修缮方面，政府补助未起到作用，村民宁愿选择自行修缮。西递古民居未得到妥善保护，存在坍塌危险。

存在的问题

1、政府修缮改造的审查过程繁琐缓慢，补助少，居民多选择自行修缮。

2、保护管理办法不规范。保护管理办法的相关规定非常笼统概括，指导性、操作性低，不利于执行。

3、皖南气候不利于建筑保护。气候过于潮湿，原有木质结构的房屋易腐蚀发霉，白衣侵蚀木材，难以消杀。

建议

1、完善管理制度。增加管理机构的实质权力和职能、配备专职人员，完善古民居保护管理办法，丰富细节和标准。

2、提高扶持力度。增加在古民居保护与改造方面的专项资金，降低居民需承担的费用。

3、对居民进行更为细致、深入的古民居保护知识教育。减少自行维修过程中对古民居的再破坏。

3 旅游与社区

本次监测的社区调查部分以西递景区内的居民为问卷发放对象,问卷发放对象主要集中在西递景区内的前边溪和大路街附近。本问卷共发放 150 份,回收 140 份,回收率达到 93.3%。另外,在调研的过程中还对部分居民进行了访谈,了解了一些西递旅游发展的情况以及问题,这些访谈材料将作为数据分析的补充。

表 3-1 社区监测指标

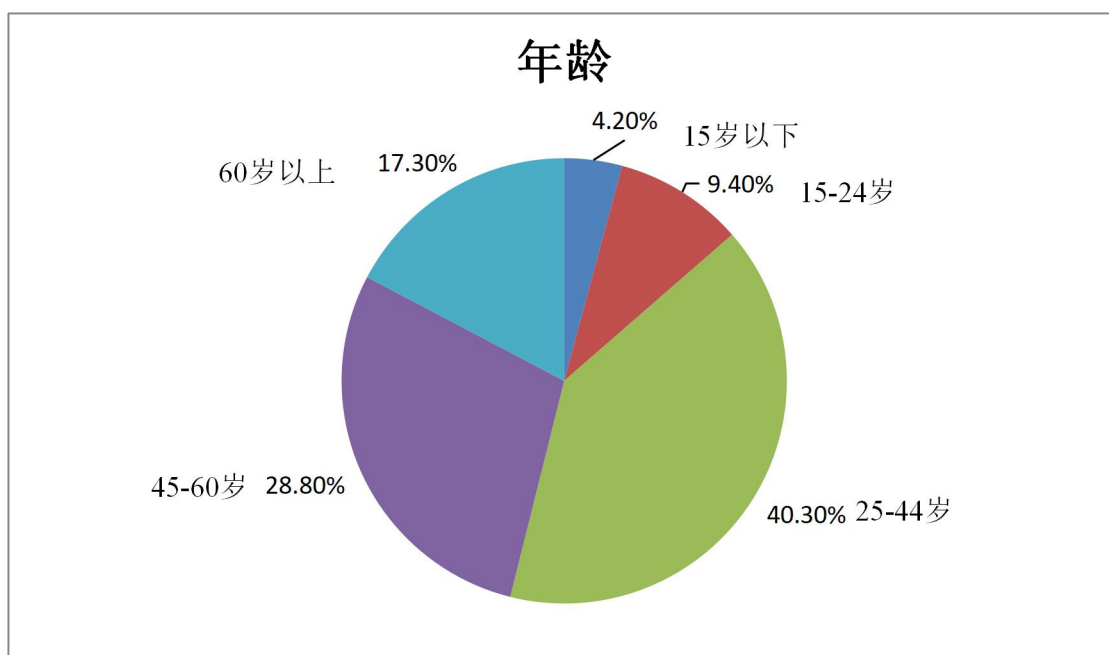
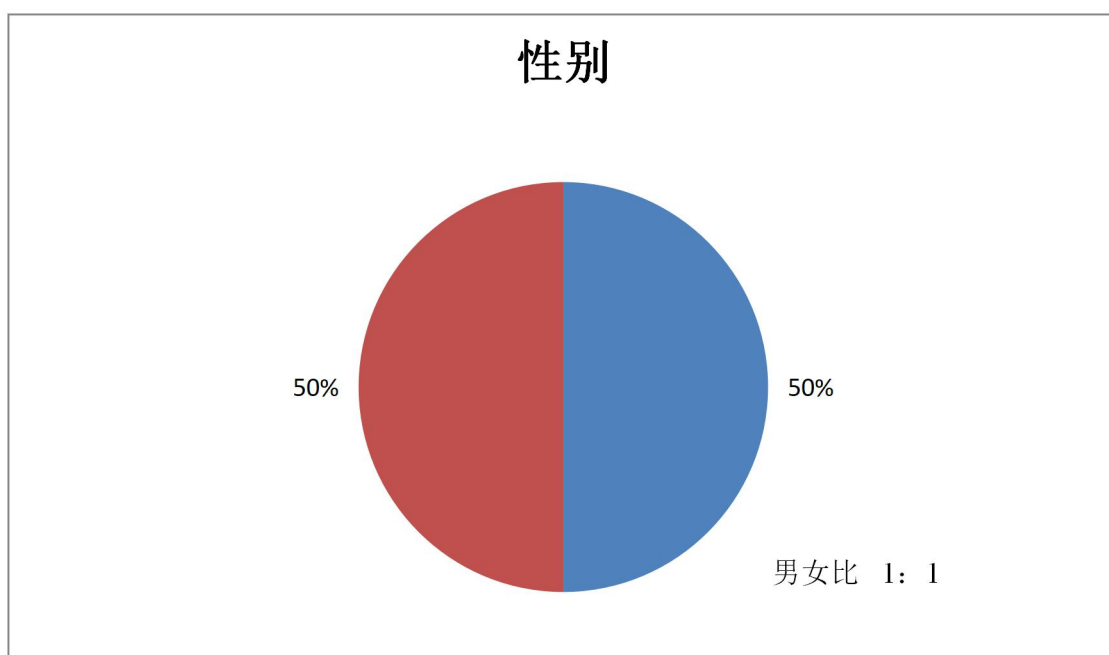
内容	问题组成	监测指标
社区对旅游影响的感知	旅游经济影响感知	本地的经济发展;投资和消费;生活水平;物价、生活成本;房价;居民贫富差距;
	旅游社会影响感知	基础设施;医疗条件和服务质量;本地犯罪率;道德水平;游客与居民冲突;
	旅游文化影响感知	文化交流;传统文化;节庆活动;语言学习;
	旅游环境影响感知	空气质量污染;噪声污染;水体污染;固体垃圾;旅游对自然环境的影响感知;
社区对旅游发展的态度		旅游支持和参与积极性
社区对旅游发展满意度		对目前旅游发展满意度
居民对旅游开发的感知		干扰程度;居住地与商业区的距离;居民对商业区延伸的意愿;居民对商业区延伸的态度;居民对游客参观民居的态度;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;

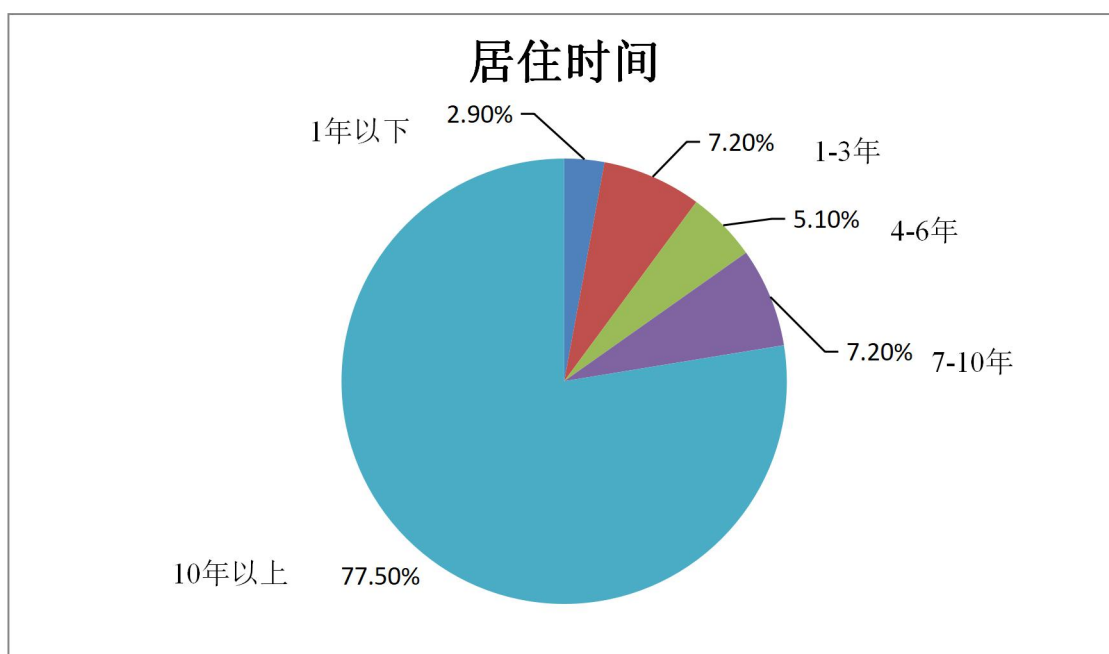
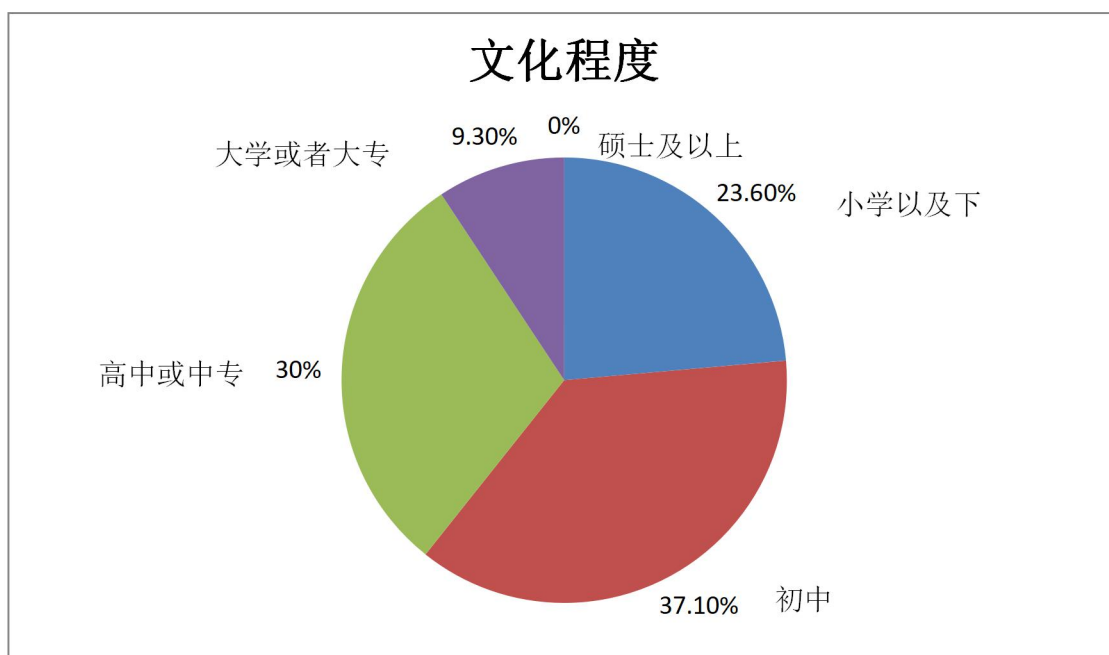
3.1 社区基本情况

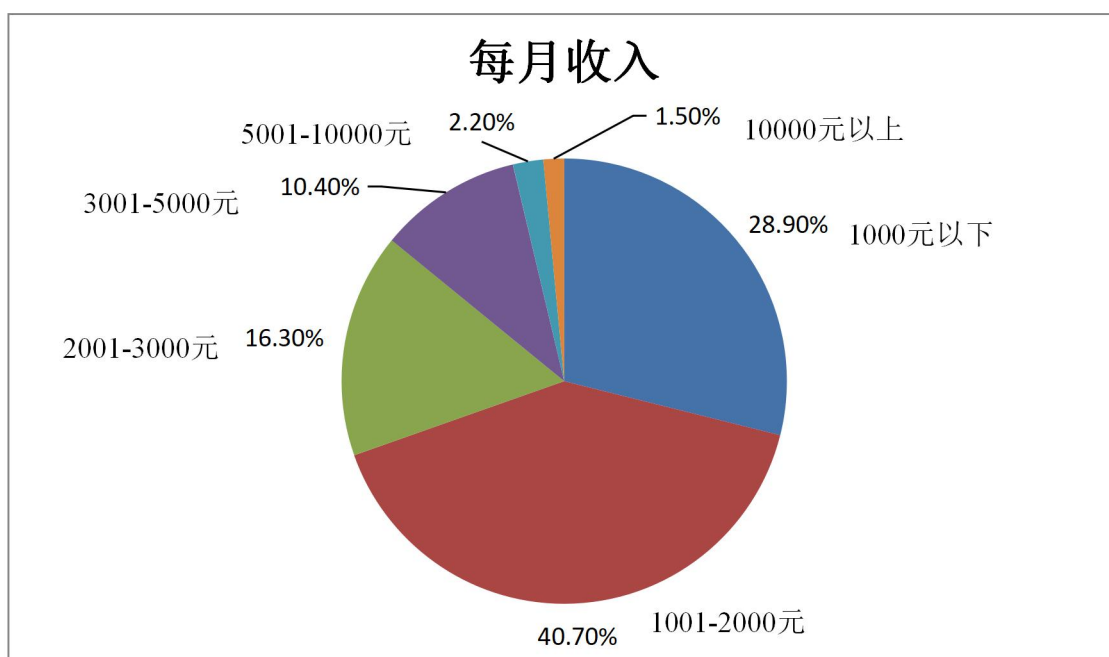
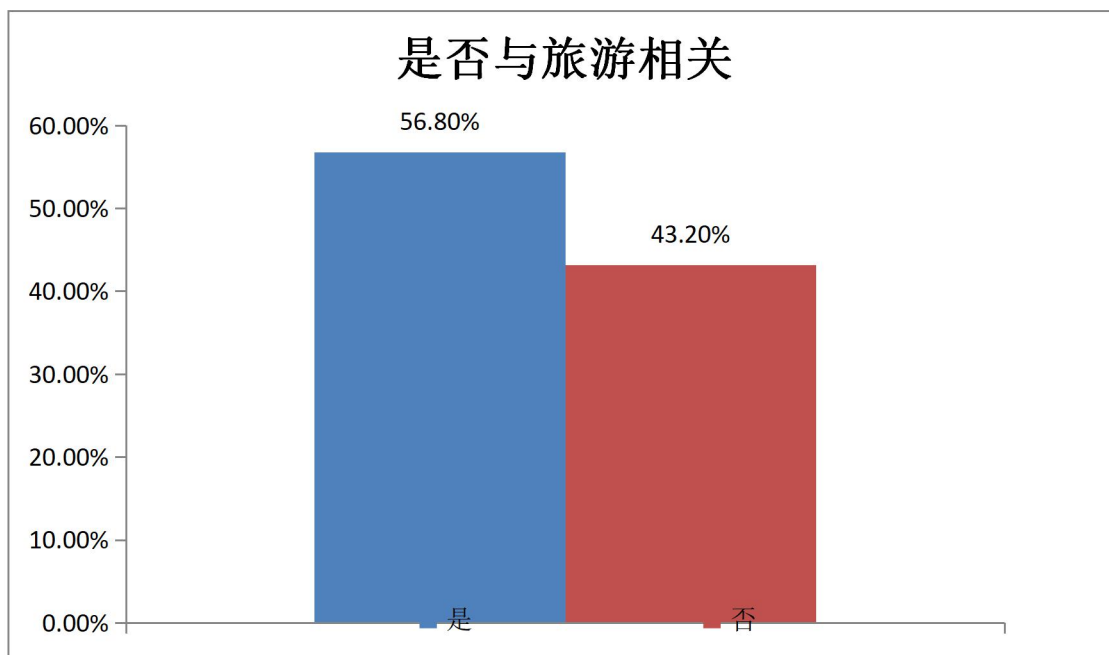
西递地处黄山南麓,黟县盆地的东北角,距黄山风景区仅 40 公里,有“桃花源里人家”之称。地理坐标:东经 117° 38', 北纬 30° 11', 村落面积 12.96 公顷。始建于北宋皇佑年间,距今已有九百六十余年历史村中村民大多姓胡,远祖是唐太宗李世民。至今仍然保留着明清古民居 300 余幢,其中保存古朴完整的还有 124 幢。

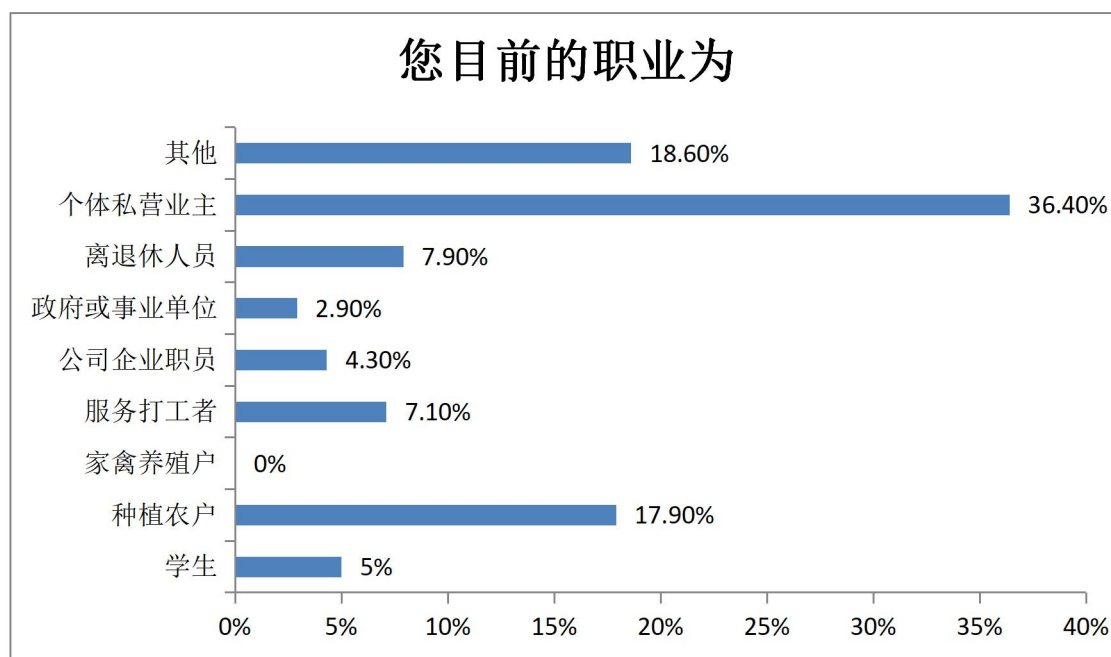
本次被访村民中男女各 70 位,25-60 岁为主要受访人群占 69.1%,文化程度多集中初中、高中或中专程度。有 77.5%的居民在此居住 10 年以上,被访者参与旅游的人数比例基本持

平,旅游相关者和非旅游相关者比例 1.3:1,在收入方面,2000 元以下的居多,占 69.60%,其次是 2001-3000 元,占 16.3%。收入在 5001 元以上的非常少。被访者以个体私营业主居多,占 36.4%,其次是种植农户占到了 17.9%,在其他 18.6%选项中,有 14.4%的被访者是种植农户的同时,还兼有其他职业,其中兼有个体私营业主的有 8.2%,家禽养殖户的有 4.8%,服务打工者的有 0.7%,离退休人员的有 0.7%。在西递经营的个体私营业主居多,但是存在收入比较低的问题。









3.2 社区对旅游影响的感知

3.2.1 对旅游经济影响的感知

表 3-1 居民对旅游经济影响的感知

经济影响	指标	表示反对	没有影响	表示赞同	均值
	旅游大大促进了本地的经济发展	2.1%	5.0%	92.9%	4.14
	旅游为当地带来了更多的就业机会	8.55%	12.9%	78.55%	3.79
	旅游为本地吸引了更多的投资和消费	2.8%	10.0%	87.2%	3.93
	旅游提高了我的生活水平	5.0%	20.7%	74.3%	3.86
	旅游使本地物价上涨，生活成本增加	1.4%	8.6%	90.0%	4.24
	旅游发展使房价上涨	7.8%	36.5%	55.7%	3.66
	旅游发展使本地居民的贫富差距扩大	5.7%	14.3%	80.0%	3.99

在旅游带来的经济影响中，居民对其感知是比较强烈而且明显的，所有的指标均值都在 3.5 以上，说明居民对这些指标是表示赞同的，说明居民对于旅游带来的经济影响感知非常的强烈。

大多数居民认为旅游大大促进了本地的经济发展、为当地带来了更多的就业机会、为本地吸引了更多的投资和消费、提高了他们的生活水平；在旅游发展中，大多数居民认为旅游使本地物价上涨，生活成本增加，而且旅游的发展使本地居民的贫富差距扩大；而在旅游发展使房价上涨的问题上，超过半数的居民表示同意，而也有 36.5%的居民对于房价的感知不

明显。总体上来看，西递旅游给社区居民带来了正的经济影响。

3.2.2 对旅游社会影响的感知

表 3-2 居民对旅游社会影响的感知

社会影响	指标	表示反对	没有影响	表示赞同	均值
	使本地基础设施得到了改善	6.4%	22.1%	71.5%	3.73
	使医疗条件和服务质量得到提高	10.7%	42.9%	46.4%	3.42
	旅游发展导致本地的犯罪率上升	73.6%	20.7%	5.7%	2.17
	旅游使本地的交通和人口过度拥挤	29.3%	30.7%	40%	3.12
	使本地居民道德水平和信任度降低	47.8%	34.4%	17.8%	2.66
	旅游引发旅游者和本地居民间的冲突	52.2%	25.7%	22.1%	2.67

在社会影响方面，从均值来看，在旅游使本地基础设施得到了改善的指标上均值在 3.5 以上，居民总体上的持赞同态度的，在旅游旅游发展导致本地的犯罪率上升均态度。值小于 2.4，居民总体上持反对态度，而在其他的指标上居民均持中立的。说明西递居民对旅游带来的社会影响感知不明显

大多数的居民认为旅游使本地基础设施得到了改善；大多数居民认为旅游的发展并没有导致本地的犯罪率上升；而在其他方面居民的感知存在着比较大的差异，其中，有 46.4% 的居民认为旅游使医疗条件和服务质量得到提高，但是有 42.9% 的居民对此的感知不明显；有 40% 的居民认为旅游使本地的交通和人口过度拥挤，而 29.3% 的居民并不这么认为；有 47.8% 的居民认为旅游没有使本地居民道德水平和信任度降低，但有 34.4% 的居民对此感知不明显；有 52.2% 的居民认为旅游没有引发旅游者和本地居民间的冲突，但是有 22.1% 的居民认为旅游引发旅游者和本地居民间的冲突。

3.2.3 对旅游文化影响的感知

表 3-3 居民对旅游文化影响的感知

文化影响	指标	表示反对	没有影响	表示赞同	均值
	旅游促进本地和外地的文化交流	5.7%	12.9%	81.4%	3.86
	旅游使民俗和传统文化被破坏和淡忘	48.6%	34.3%	17.1%	2.66
	增加了节庆活动，丰富了我们的生活	12.1%	37.1%	50.7%	3.41
	旅游促进我去学习更多的语言	13.6%	25.7%	60.7%	3.48

在文化影响方面，从均值上来看在旅游促进本地和外地的文化交流和促进我去学习更多的语言的指标上居民总体上是持赞同态度的，而其他两项则是持中立的态度。说明西递居民

能部分感知到旅游带来的文化影响，比如说本地与外地的文化和语言的交流，但是在民俗和传统文化、节庆活动这些方面的文化影响感知不明显

大多数的居民认为旅游促进本地和外地的文化交流；超过半数的居民认为旅游促进他们去学习更多的语言；超过半数的居民认为增加了节庆活动，丰富了我们的生活，但有 37.1% 居民表示对此感知不明显；而有 48.6% 的居民认为旅游并没有使民俗和传统文化被破坏和淡忘，但是有 17.1% 居民认为旅游使民俗和传统文化被破坏和淡忘。

3.2.4 对旅游环境影响的感知

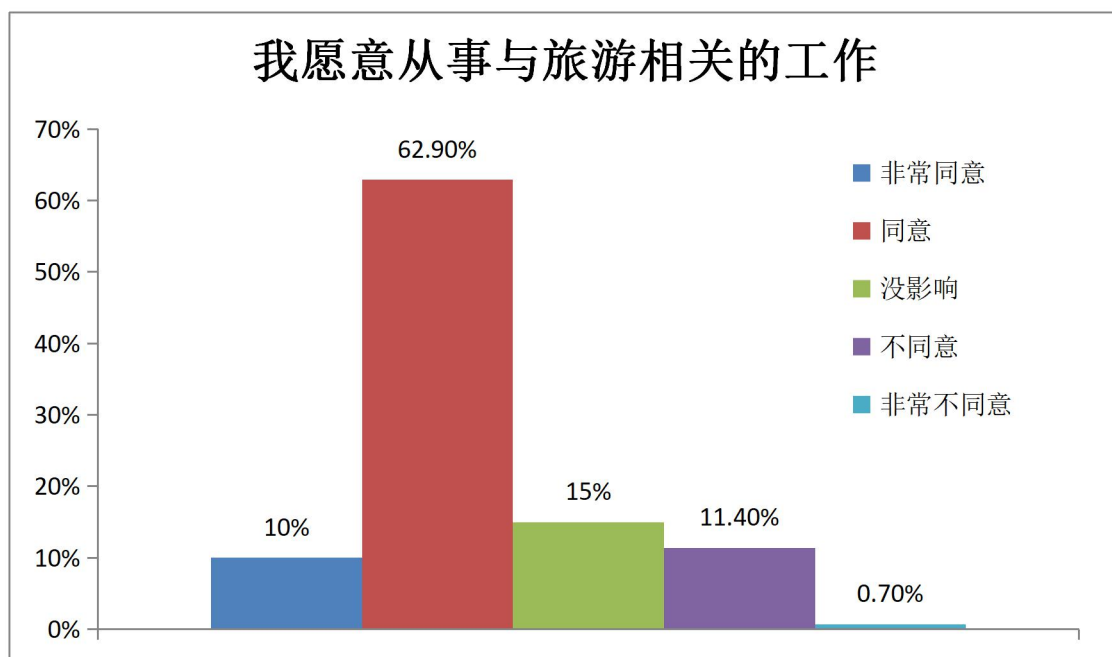
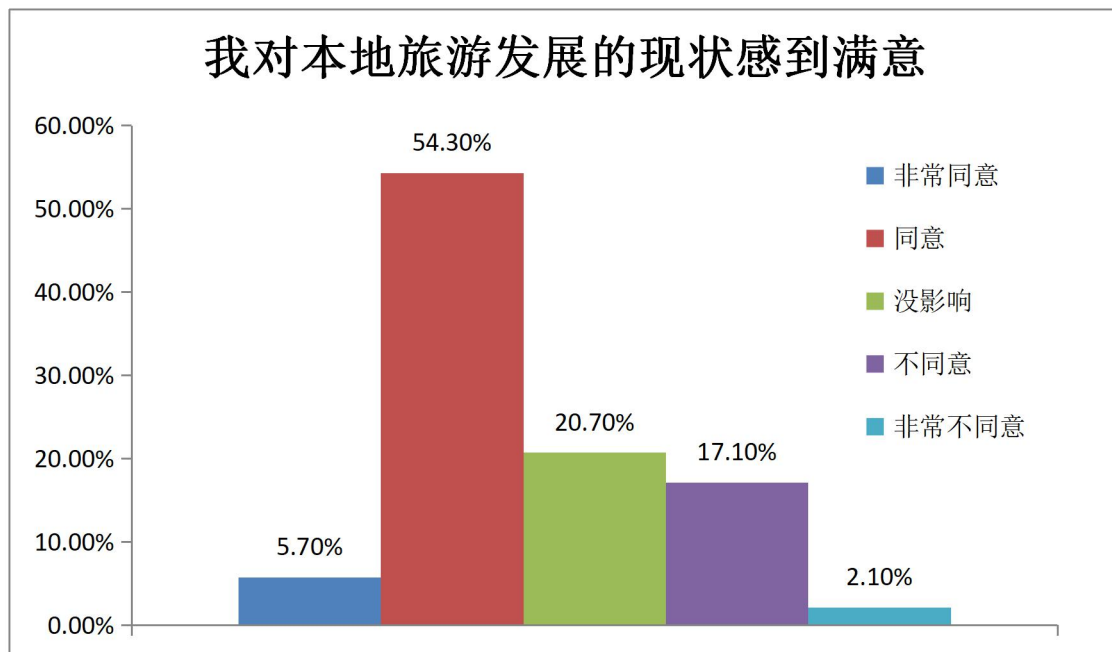
表 3-4 居民对旅游环境影响的改造

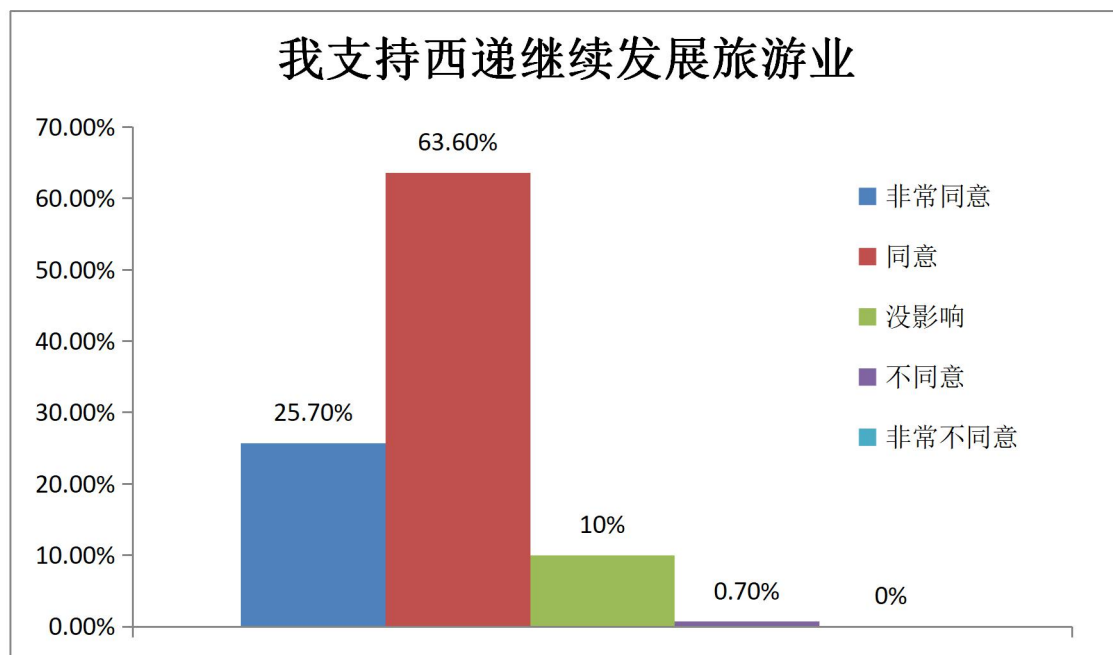
环境影响	指标	表示反对	没有影响	表示赞同	均值
	旅游发展使空气质量下降	27.1%	43.7%	29.2%	2.99
	旅游发展使噪声污染加重	27.9%	31.4%	40.7%	3.14
	旅游发展使水体污染加重	9.3%	7.9%	82.8%	3.99
	旅游发展使固体垃圾增多	13.5%	13.6%	72.8%	3.69
	宾馆及其他旅游设施的建设破坏了我们的自然环境	26.4%	30%	43.6%	3.21

在环境影响方面，从均值上来看在旅游发展使水体污染加重、固体垃圾增多的指标上居民是持赞同态度的，而在其他 3 个指标上则是持中立的态度。

大多数居民认为旅游发展使村内的水体污染加重，也使村内固体垃圾增多了；而有 43.7% 的居民对于旅游发展使空气质量下降的问题感知不明显，居民对此问题表示赞成和反对的声音基本持平；有 40.7% 的居民认为旅游发展使噪声污染加重了，但 27.9% 的居民却不这么认为；有 43.6% 的居民宾馆及其他旅游设施的建设破坏了他们的自然环境，但有 26.4% 的居民却不这么认为。

3.3 居民对旅游的总态度



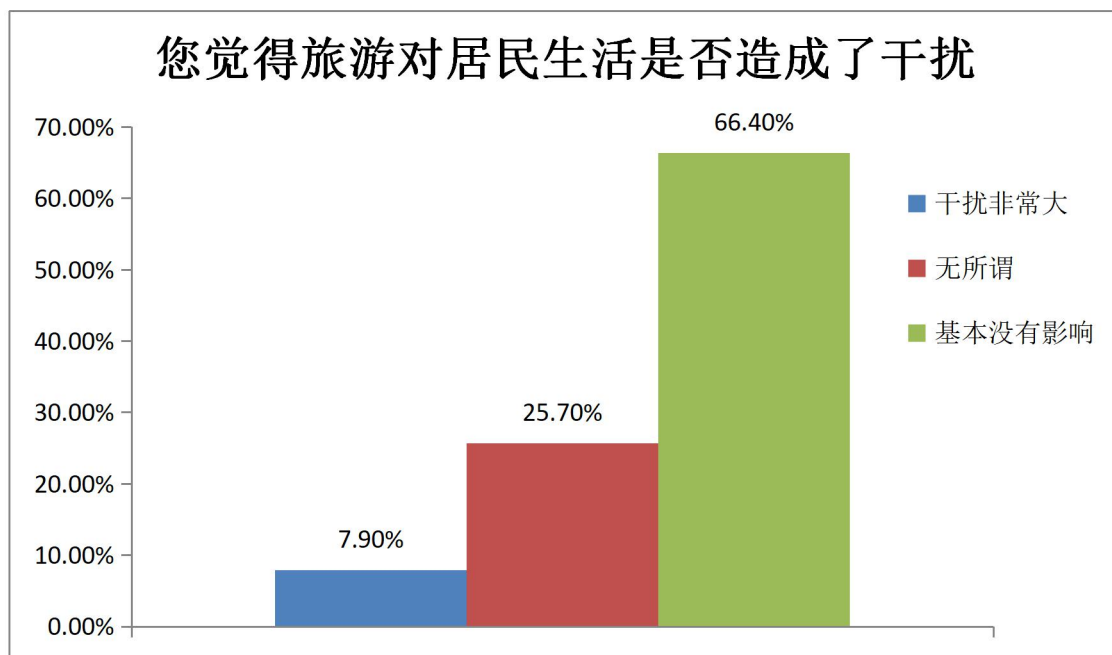


从图中可以看出，有 60%的居民对西递目前的旅游现状是表示满意的，说明西递居民对本地旅游的发展现状整体上是持满意态度的，不过也有 19.2%是对西递目前的旅游不满的。

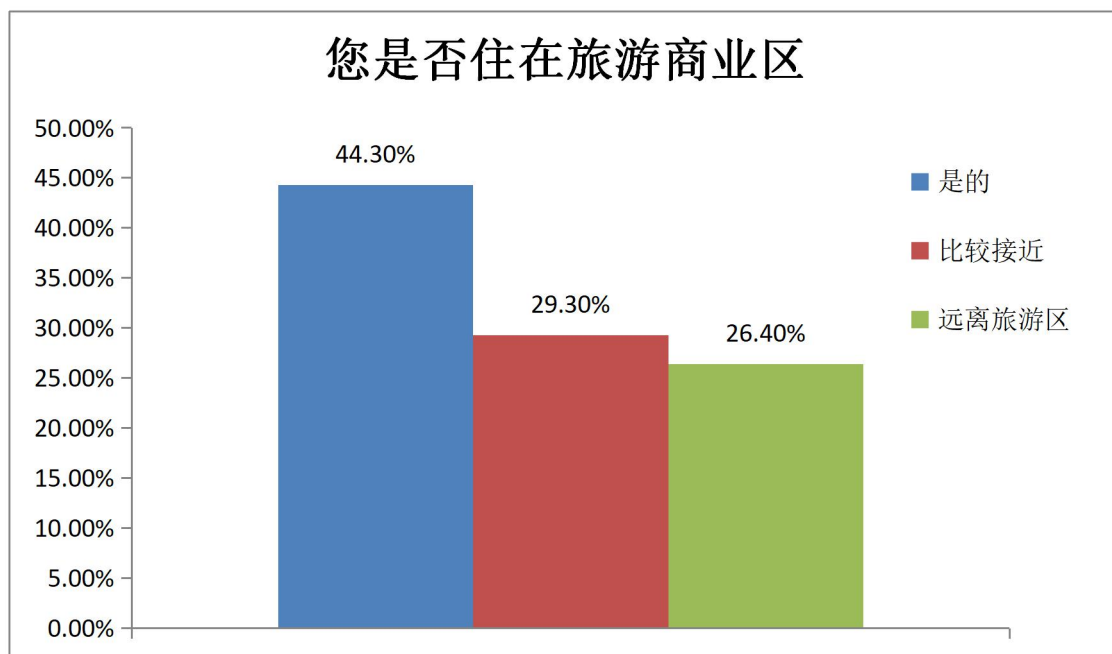
有 72.9%的居民希望能够从事与旅游相关的工作，说明在西递大多数的居民是希望参与到旅游中来，从中获得经济来源的。有 89.3%的居民支持西递继续发展旅游业，而对于反对西递发展旅游也的居民只有 0.7%，这说明绝大部分的居民对于西递发展旅游业是持支持态度的。

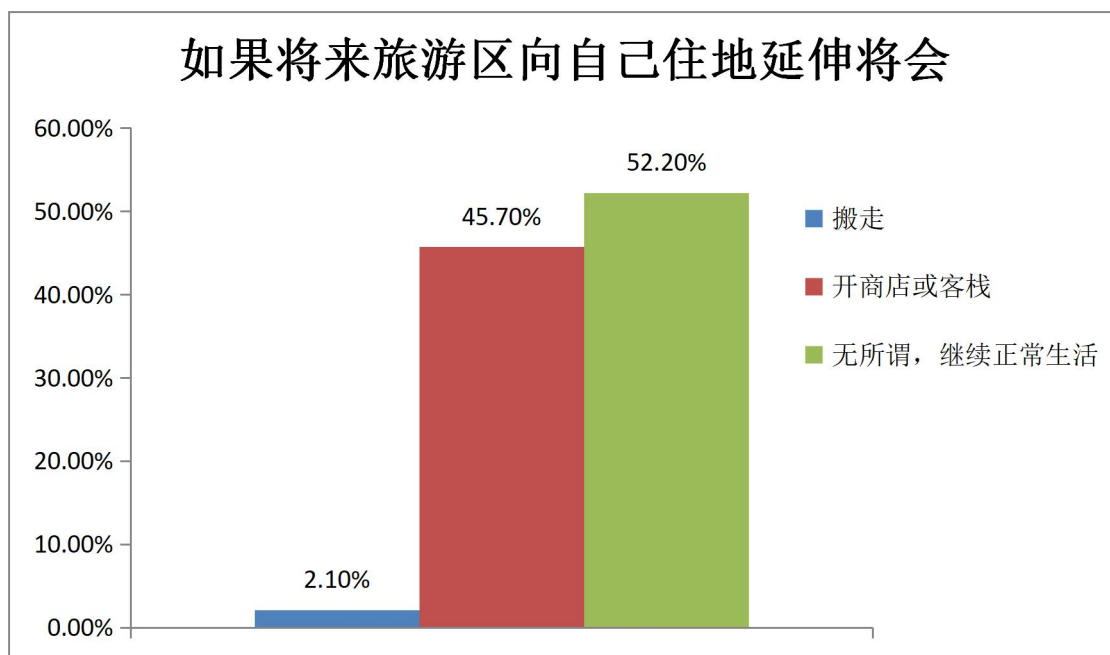
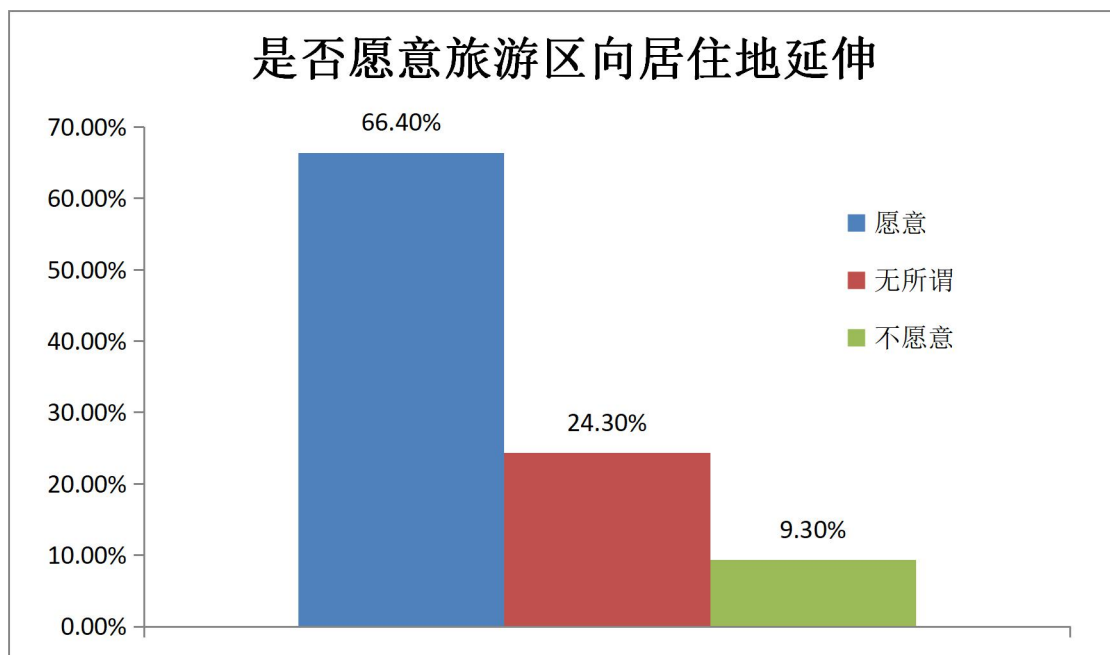
3.4 居民对旅游开发的感知与建议

由于西递的旅游方式是参观古民居，游客进入到居民生活的空间内，此部分通过一些问题的设计，希望能够得到旅游是否对居民的日常生活造成了影响。

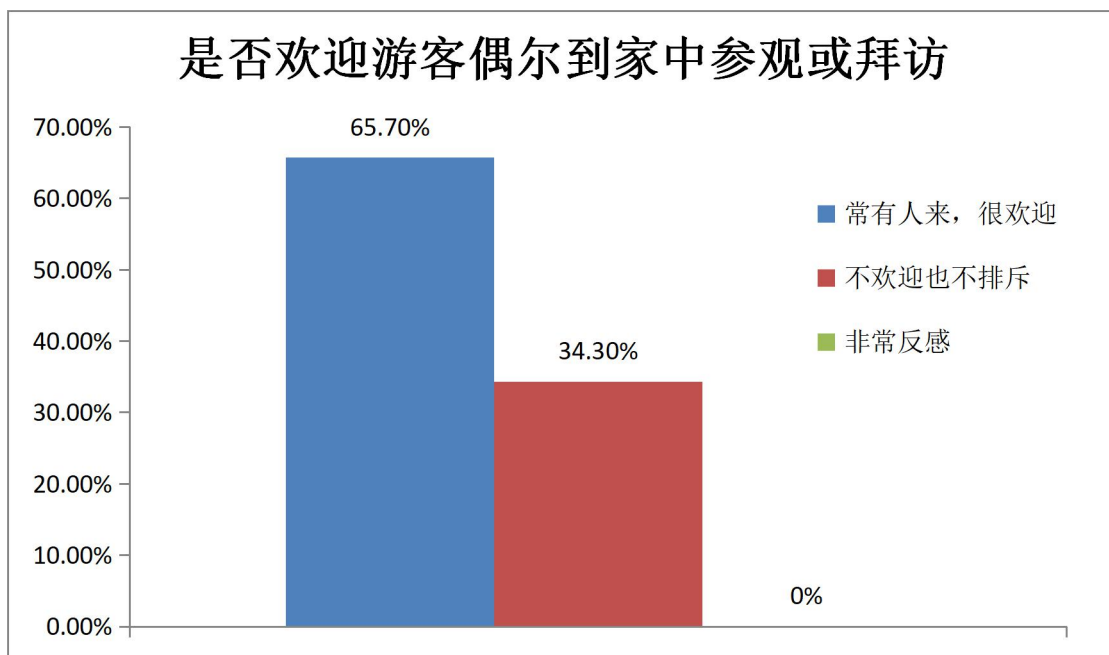


从表中可以看出，有 66.4%的居民认为旅游对他们的生活基本没有影响，而有 25.7%的游客也认为无所谓，说明在西递旅游发展中，游客在西递的旅游行为并没有对居民的生活干扰不大。

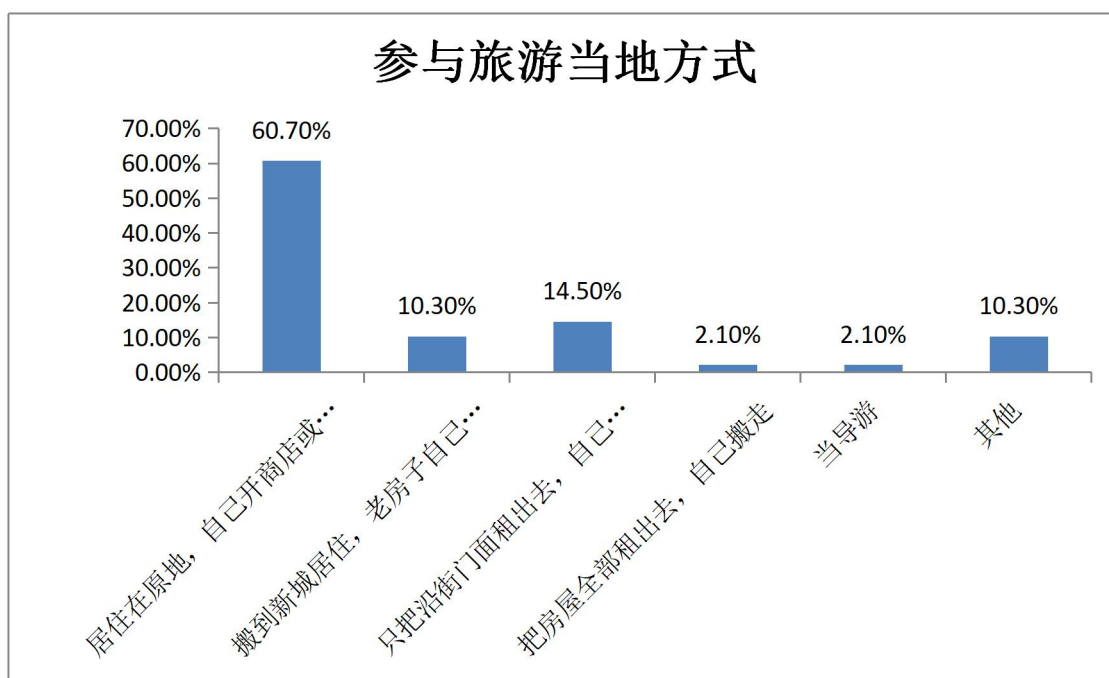




从以上两图中可以看出，有 66.4% 的居民希望旅游区能够向自己居住地延伸，同时有 45.7% 的游客希望在旅游区向自己居住地延伸时能够开商店或客栈，投入到旅游中来，而很少有人在旅游区向自己居住地延伸时搬走，有 52.2% 居民表示会继续正常生活。



有 65.7%的居民认为常有游客到加重参观或拜访, 而且表示很欢迎, 没有居民对于游客的参观或拜访表示非常反感。



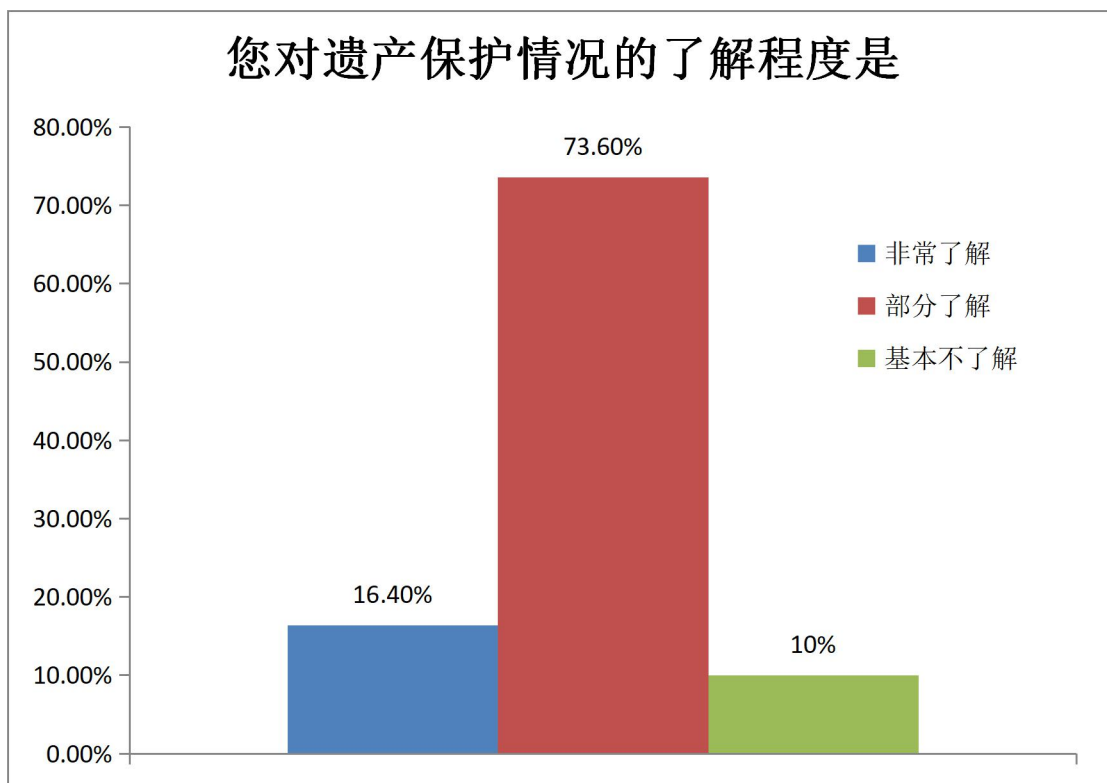
有 60.7%的居民希望能够在自己的住处开商店或客栈来参与到旅游中。

从居民对旅游开发的感知与建议的数据中, 可以看出在西递, 游客深入到居民的生活空间中进行旅游活动, 总体上并没有对居民的日常生活造成负面的影响, 而大多数的居民对于游客的行为也不排斥, 反而有比较多的人希望能够借助这样的机会开设商店或者客栈, 参与到旅游中来, 从中获得经济收入。但是在对旅游的建议上, 有部分居民提出了景区的管理体

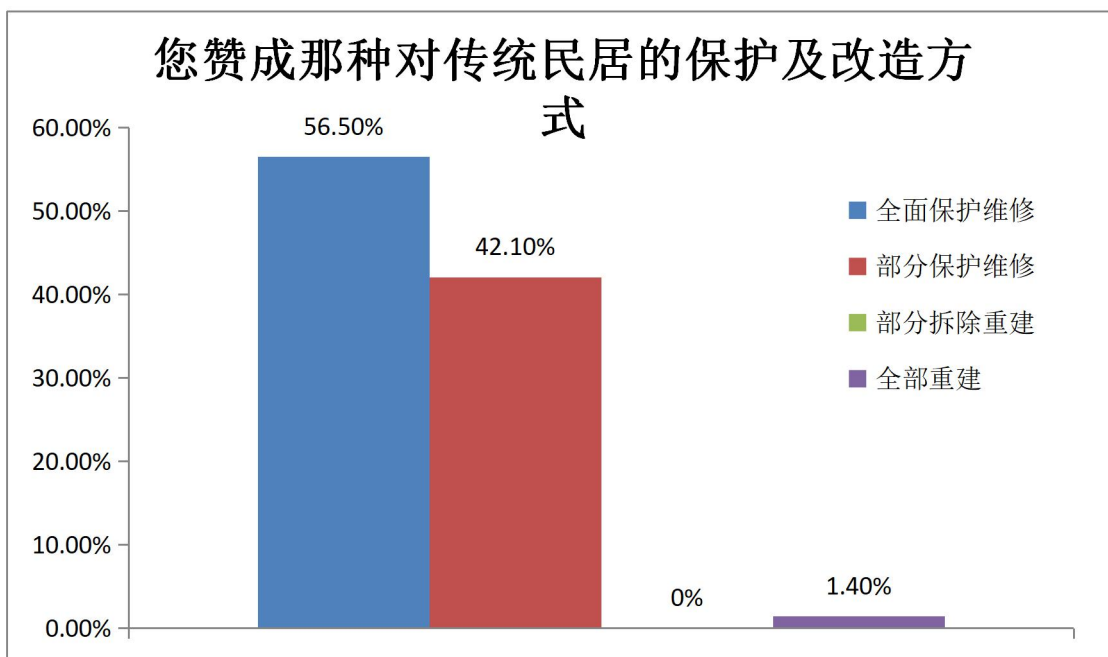
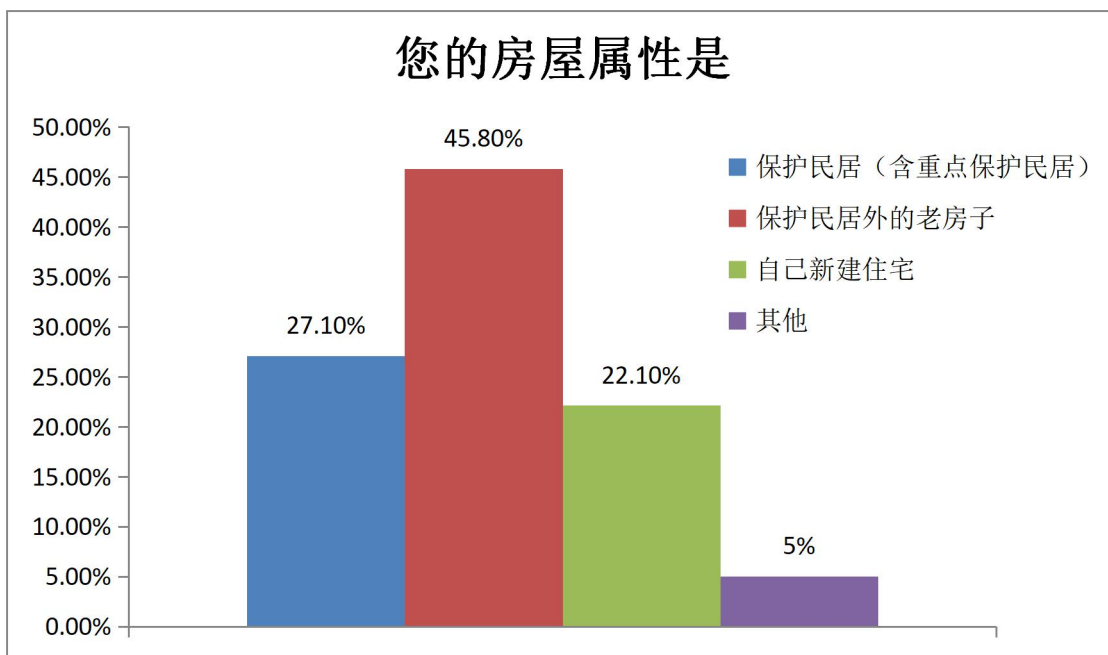
制不够完善，政府的管理力度不够大，村内的旅游发展不平衡等问题。

3.5 居民对遗产保护的感知与建议

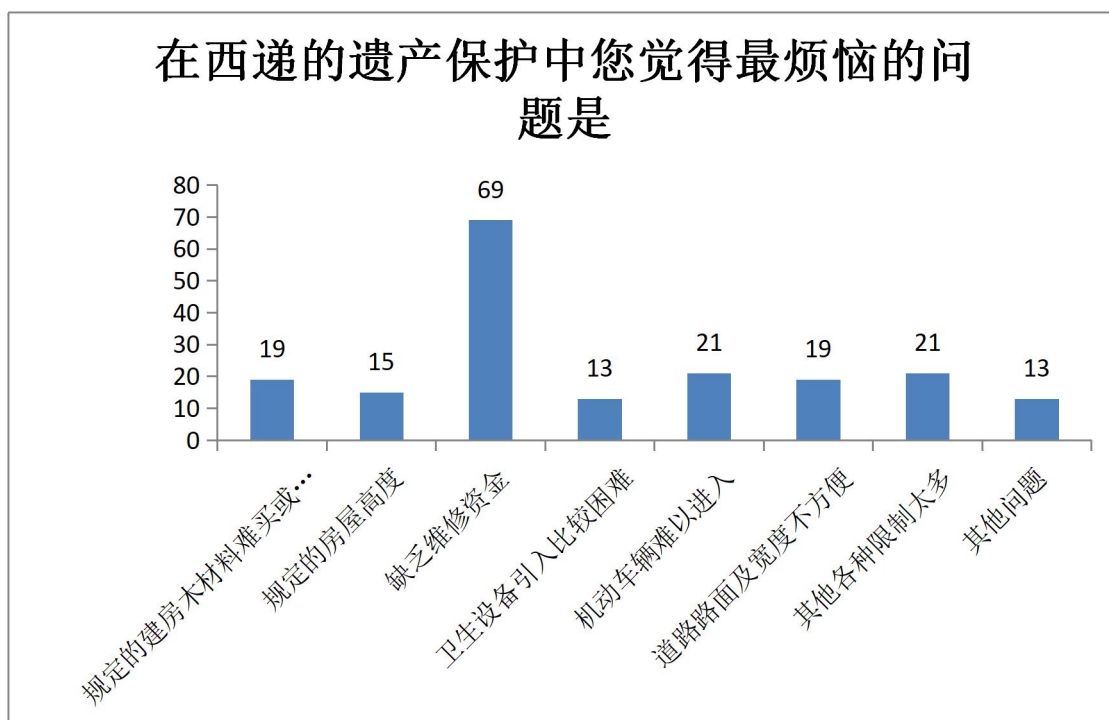
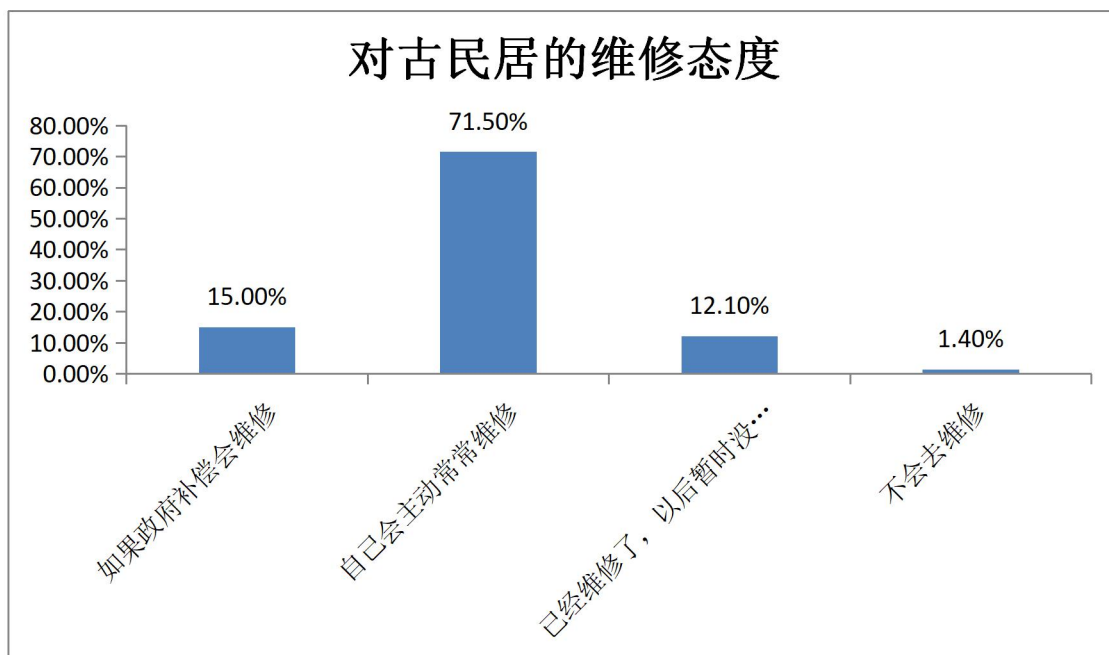
由于西递的旅游方式以参观古民居为主，所以对遗产的保护是非常重要的，问卷设计了居民对遗产保护的感知和建议的一些问题，希望能够了解居民对于遗产保护的认知的实施情况以及存在的一些问题和建议。



有 73.6%的居民部分了解遗产保护，而非常了解遗产保护的只有 16.4%，10%的居民基本不了解遗产保护。说明政府的遗产保护的宣传教育工作做得比较到位，但还没有全面普及。



有 56.5%的居民认为传统民居应该要全面保护维修，42.1%的居民认为传统民居应该要部分保护维修。说明居民普遍认为古民居需要在保护的前提下进行维修的。



从以上两图中可以看出，有 71.5% 的居民会自己常常主动维修房子，但是有 69 位受访居民表示缺乏维修资金，还有很多居民认为维修房子存在着规定的建房木材料难买或价格昂贵、规定的房屋高度、卫生设备引入比较困难、机动车辆难以进入、道路路面及宽度不方便、其他各种限制太多等的问题。

总体上来看，居民对遗产保护的感知和建议方面，遗产保护的宣传工作得到了比较广泛的普及，但是在古民居的修缮问题上，主要以居民自己主动常常维修为主，但是却存在着缺

乏资金的困难。

3.6 小结

通过以上分析可以看出，目前在当地居民看来，西递的旅游发展现在良好，带来的许多积极的影响，尤其是在经济影响方面比较显著；但同时旅游的发展还存在着与居民生活息息相关的问题如物价上涨、贫富差距加大、水体污染加剧、固体垃圾增多等问题。目前还有较多的居民希望能够从事旅游相关的工作，能够从中获得经济收入。在古民居保护方面，古民居的修缮还存在着比较多的问题需要解决，在资金方面问题比较大，而且还存在着规定的建房木材料难买或价格昂贵、规定的房屋高度、卫生设备引入比较困难、机动车辆难以进入、道路路面及宽度不方便、其他各种限制太多等的问题。

4 游客感知与满意度

本次对西递游客行为与满意度的监测，主要通过抽样问卷调查的方式，利用一系列“认知指标”对游客本身的行为偏好与满意度感知进行评估，调查组在西递的各主要景点对国内游客进行了随机调查，共发放问卷 200 份，回收 200 份，其中有效问卷 183 份，有效率达 91.5%

问卷对游客满意度进行调研（总体满意度、推荐意愿和重游意愿），着重调查了游客满意度水平，包括：目的地景观、旅游信息与进入性、目的地环境、体验与景点相关活动多样化、对当地人态度，还针对游客行为偏好（参与旅游的形式、游览时间以及游览活动等）进行调查，在满意度评价的问卷部分采用了五分法的调查形式，分别用非常赞成、赞成、中立、反对、非常反对，分别用数值 5、4、3、2、1 表示。

4.1 问卷样本基本情况

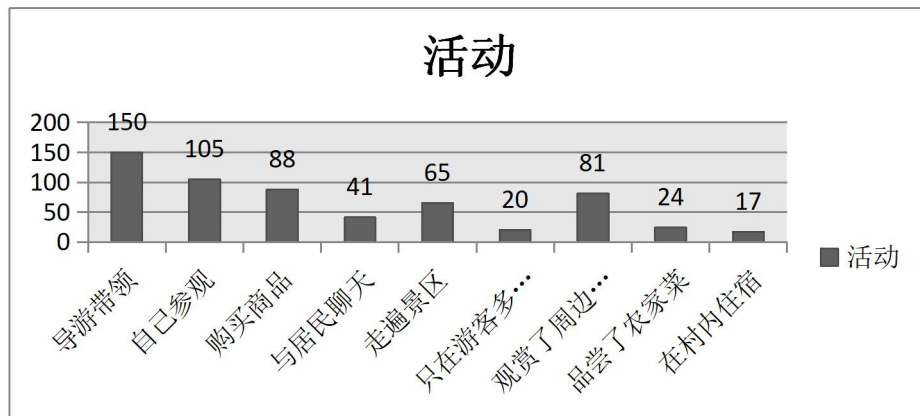
本问卷被调查者男女各半，约 54.7%的人年龄在 24 岁以下，33%的人在 25 岁到 44 岁，以中青年为主，73.6%的人学历为本科及以上，基本避免了因为文化水平等原因乱填问卷的情况，涉及职业种类多样，样本多样化程度高。

4.2 游客行为偏好

4.2.1 游客的旅游方式

被调查者的旅游方式主要包括：团队游和有讲解员的自由行两种形式，73.5%的游客会选择团队游的形式，通过访谈得知，团队游客一般包括来西递写生的学生、专门来西递宏村游览的游客和以游览黄山为主要目的顺便来西递宏村游览的游客等类型，背包客等形式的自由行游客比较少，团队游客和自由行游客均会选择在导游的带领下完成游览，说明在西递这一类型的文化遗产地应着重导游的培训，使游客深入的了解文化遗产的历史价值。

4.2.2 游玩时间、游览活动



67.5%的游客会选择短期的游玩（一天、半天和半天以下），活动主要集中在通过导游带领和自主游览的方式参观民居，欣赏田园风光和购买旅游纪念品等典型的“游客行为”，也正印证了西递的游客主要以团队游客为主，他们的行为往往受到旅游团游览时间的限制，没有办法进行以品尝农家菜，在村内住宿和村民进行交流为主要表现形式的深度游览行为，但是西递作为文化遗产，其最精华、最值得游览的部分在于每栋建筑物的历史文化，这种仅仅依靠导游讲解的游览方式不能使游客深入了解“藏在每家每户背后的历史故事”，会减低游客感知。

4.3 游客满意度

问卷对游客满意度的评价指标主要包括目的地景观、旅游信息与进入性、目的地环境、体验与景点相关活动多样化、对当地人态度和总体满意度六个维度，25个二级问题，以下分析选用平均值，标准差和表示满意（非常满意和满意的人所占的比例）的人数作为主要分析指标

4.3.1 游客对目的地景观的评价

表 4-1 游客对目的地景观的评价

主要方面	指标	平均值	标准差	表示满意的比例
目的地景观	田园风光优美	4.00	0.687	0.798
	文化内涵丰富	4.20	0.642	0.874
	民居魅力独特	4.14	0.717	0.842

游客对目的地景观评价主要包括三个指标：田园风光优美，文化内涵丰富、民居魅力独特，由上表可知，游客对西递旅游资源的评价很高，平均分都在4分以上，尤其以文化内涵丰富满意度比例最高，达到87.4%，也正说明了西递作为文化遗产的魅力。

4.3.2 旅游信息与进入性

表 4-2 游客对旅游信息与进入性的感知

主要方面	指标	平均值	标准差	表示满意的比例
旅游信息与进入性	路标和指示牌易懂	3.42	0.834	0.481
	方便获得地图和宣传册	2.93	0.938	0.251
	获得文化遗产知识	3.51	0.864	0.530
	交通方便	3.49	0.857	0.530
	满意导游解说	3.68	0.850	0.683

旅游信息与进入性的主要评价指标包括：路标和指示牌易懂、方便获得地图和宣传册、获得文化遗产知识、交通方便、满意导游解说。由上表可以看出，游客对旅游信息与进入性的满意程度持中等水平，基本接近 3 分，但是地图和宣传册获得方便程度较低，游客获得宣传册的便利程度低，说明景点宣传力度不足，也不便于游客进行宣传；游客普遍反映西递的路牌不够清晰，地图不方便获得，降低了游客对西递的满意度。

4.3.3 目的地环境

表 4-3 游客对目的地环境的感知

主要方面	指标	平均值	标准差	表示满意的比例
目的地环境	商业气息不浓	3.05	0.951	0.322
	生活气息浓厚	3.76	0.810	0.683
	景区拥挤	3.44	0.874	0.202
	景区干净	3.71	0.811	0.656
	被噪声困扰	2.74	0.948	0.202

目的地环境的评价指标主要包括：商业气息不浓、生活气息浓厚、景区拥挤、景区干净、被噪声困扰，由上表可以看出，对目的地的环境满意程度持中等水平，接近三分，被调查者普遍反映西递商业化程度较高，多数景点周边出现摊档，部分居民放弃了以务农为主的生活方式，经营起小摊点，更是出现了奶茶等现代化的商品，失去了居民生活的真实性；景区虽然干净但是由于路面狭窄，比较拥挤，游客被小摊贩的叫卖声所干扰，整体满意度不高。

4.3.4 体验与景点相关活动的多样化

表 4-4 游客对体验与景点活动的感知

主要方面	指标	平均值	标准差	表示满意的比例
体验与景点相关活动的多样化	理解民居价值和魅力	3.76	0.768	0.761
	了解历史文化	3.46	0.837	0.519
	感受居民生活和文化	3.62	0.809	0.634

主要方面	指标	平均值	标准差	表示满意的比例
	买到特色纪念品	3.52	1.010	0.579
	享受到特色食品	3.39	0.959	0.475
	游览项目单一	3.31	0.822	0.404
	停留时间短	3.24	0.948	0.396

体验与景点相关活动的多样化的评价指标主、要包括：理解民居价值和魅力、了解历史文化、感受居民生活和文化、买到特色纪念品、享受到特色食品。由上表可以看出，西递作为文遗产，游客在景区内所能体验的活动丰富多彩，可以充分与当地居民接触，但由于小摊档提供的西递当地可即食的食物种类比较少，很多游客又受到游览时间的限制没有办法到农家品尝其他特色的食物，所以享受特色食物的满意度比较低，根据访谈得知，由于导游缩短了西递游览的线路，致使很多游客反映西递游览线路较短，停留时间不长，且游览线路主要集中在民居、祠堂、牌坊等地，游览项目单一，如何丰富游览项目的多元性，例如利用表演等方式吸引游客，延长停留时间是相关单位应该思考的问题。

4.3.5 当地人的态度

表 4-5 游客对当地人态度的感知

主要方面	指标	平均值	标准差	表示满意的比例
对当地人的态度	有机会接触当地人	3.48	0.851	0.554
	本地人热情友好	3.50	0.886	0.506

对当地人的态度主要包括有机会接触当地人，本地人热情友好，两项均分均在 3.5 分左右，由上表可以看出，仅有一半的游客愿意与西递人民接触，感受到了当地人热情友好。通过访谈发现，游览时间比较短和西递当地商业化比较严重是造成满意度不高的原因，很多做生意的本地人把游客当场摇钱树恨不得大大的宰一笔，不做生意的游客觉得游客的进入扩大了贫富差距，提升了物价，或者因为要以务农为主要收入方式造成无法或不愿或无法当地人交流的现状。

4.3.6 总体满意度

表 4-6 游客总体满意度

主要方面	指标	平均值	标准差	表示满意的比例
总体满意度	我对本次旅行整体感到满意	3.72	0.686	0.629
	我会向亲友们推荐西递	3.69	0.737	0.585
	我会再来西递	3.49	3.096	0.388

对游览的总体评价的主要指标包括：我对本次旅行整体感到满意、我会向亲友推荐西递、

我会再来西递三个指标，总体达到 3.5 以上。游客满意度是游客期望同实地旅游感知相比较的结果，它强调的是游客的心理比较过程及结果。若实地旅游体验高于事先的期望值，则游客是满意的；若游客对旅游产品或者服务不满意时，就会产生抱怨、离开、负面口碑等后果，大部分游客对于西递的游览是比较满意的。游客满意度高，会对游客的重游意愿和推荐意愿产生正效应；反之，如果游客对旅游目的地不满，则会产生抱怨、离开、负面口碑等后果。但是仅有 38.8% 的被调查者表示不会再来西递进行游览，西递的重游率比较低，游客的推荐意愿也不高，虽然游客的满意度不低，但是推荐和重游意愿比较低，可能与游览项目单一等造成游客不满意的因素有着直接的关系，值得深思。

5 结论

目前，西递古民居整体的保护状况较好，但对于未来能否持续保护好却十分堪忧。大部分作为旅游景点的重点保护古民居得到了较好的保护，但部分处于冷区的古民居却由于关注的人少，户主经济能力有限等原因，没有得到较好的保护。虽然整体而言保护情况较好，空间分区没有变动，但是部分民居内部的细节存在变动，如因为商业化而出现的新开口和现代化装修等。但是最严峻的问题是，面对这样的现状政府门和西递的古民居保护管理委员会并没有提出有效的解决方案，现有的监管和保护制度都存在较大漏洞；修缮改造的申报审批程序繁冗缓慢，修缮的补贴不到位。这都对未来西递古民居的保护工作带来了巨大的阻碍。

（1）古民居主要用途仍为居住，保护现状较好。

监测过程中，发现虽然有居民用自家民居开设商铺或出租给别人经营，但是总体而言居住仍是古民居的主要功能。由于古民居的特性，只要有人居住就能得到较好的保护，因此，鉴于西递现有的古民居除少数几间外都有居民在居住，没有出现坍塌的现象，根据与段进所编写的《空间研究 1》中进行对照，发现重点保护古民居的空间分区没有变化，其保护现状较好。

（2）居民对旅游总体感知积极，对环境感知消极，对社会影响感知中立。

居民对西递开展旅游支持率很高，认可旅游对西递带来了正面的影响，生活水平得到了显著的提高，对外文化交流增多，会继续支持西递发展旅游业。对社会影响感知呈现中立态度，认为对医疗设施的改善不显著，同时由于发展旅游使交通越来越拥挤。在环境方面，居民对水污染、固体垃圾两方面的污染感知明显，这与游客增多和写生学生利用向溪水中倒污水有关。

（3）游客体验单一、获取信息方式单一

游客在西递主要活动为欣赏徽派古建筑群，购买特色纪念品、与当地居民交流等，体验较单一。根据访谈，游客反映提供的西递当地可即食的食物种类比较少，很多游客又受到游览时间的限制没有办法到农家乐品尝其他特色的食物，所以享受特色食物的满意度比较低。由于导游缩短了西递游览的线路，致使很多游客反映西递游览线路较短，停留时间不长，且游览线路主要集中在民居、祠堂、牌坊等地，游览项目单一。同时由于景区标识系统不明显、地图宣传册不易获得，对此游客满意度较低。同时游客指出，

（4）景区管理需加强

西递景区在高峰时段十分拥挤，由于皖南古村落的特点，街巷较狭窄，高峰时段，游客没有分流，全都聚集在主要的景点，对古民居的保护和游客体验都会带来不良影响。宣传册、地图不易获取，标识系统不明显等问题，被游客频频提出。因此，为提供游客满意度西递景区的观景急需加强。

Monitoring Report on the Sustainable Tourism Development of Xidi

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Table of Contents

1 Introduction	43
1.1 Monitoring Background and Purpose.....	43
1.2 The Monitoring Process and Content.....	43
2 Status Quo of Xidi Heritage Conservation	46
2.1 Basic Data on Ancient Houses by Qianbian Creek.....	46
2.2 Basic Data on Ancient Houses at Dalu Street.....	48
2.3 Alteration of ancient houses in Xidi.....	49
2.4 Repairing of Ancient Houses in Xidi.....	51
2.5 Governmental Measures for Protection and Conservation of residential houses.....	52
2.6 Summary.....	54
3 Tourism and Community	57
3.1 Basic Situation of Community.....	58
3.2 Community Perception of Tourism Impact.....	61
3.2.1 Perception of Economic Impacts of Tourism.....	61
3.2.2 Perceive Tourism.....	62
3.2.3 Perception of Cultural Impact of Tourism.....	63
3.2.4 Perception of the Environmental Impact of Tourism.....	64
3.3 Residents' General Attitude towards Tourism.....	65
3.4 Residents' Perception of and Recommendations on Tourism Development.....	66
3.5 Residents Perception of and Recommendations on Heritage Protection.....	69
3.6 Summary.....	71
4 Tourists' Perception and Satisfaction	72
4.1 Basic Information about Questionnaire Samples.....	72
4.2 Tourist Behavior Preferences.....	72
4.2.1 Tourists.....	72
4.2.2 Tour Time and Activities.....	73
4.3 Tourist Satisfaction.....	73
4.3.1 Tourists' Evaluation of the Destination Landscape.....	74
4.3.2 Tourism Information and Accessibility.....	74
4.3.3 Destinations Environment.....	75
4.3.4 Diversification of Experience and Scenic Spot-Related Activities.....	75
4.3.5 The Attitude of the Locals.....	76
4.3.6 Overall Satisfaction.....	77
5 Conclusions	78

1 Introduction

1.1 Monitoring Background and Purpose

With the gradual deepening of the concept of sustainable development, it has become a global common understanding to promote sustainable tourism development, which requires long-term impact monitoring, and necessary preventive and corrective measures. Looking for specific monitoring techniques of sustainable tourism development has become a focus of concern. Since 2006, Sun Yat-sen University (SYSU for short) has established a cooperative relationship with WTO to apply the indicators of sustainable development specified by WTO for the tourism of the destinations. Observatories of sustainable development of tourism have been established in Yangshuo of Guangxi, Huangshan of Anhui and Zhangjiajie of Hunan, China to monitor the tourism development of the destination on a regular basis (once a 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.

Since the impacts of tourism on the ancient villages are not only on the physical construction, but also on its intangible culture, including the local farming culture, bucolic scene and community residents, more particularly Huizhou architecture is one of the most important genres in Chinese ancient buildings and well deserves conservation. In 2012, the Monitoring Centre established observatories in Xidi and Hongcun Villages in Yixian County, Anhui Province. This round of long-term continuous monitoring over the protection of residential dwellings in Xidi serves the main purpose of understanding the change path of the dwellings in that period, recording the change in cultural heritage, and thus figuring out the sustainable development model of the heritage sites according to the changes to protect heritage while minimizing the negative impacts. In addition, the survey of the tourists' satisfaction and perception will help monitor the impacts of human activities tourism in on the building body and the environment.

1.2 The Monitoring Process and Content

The Xidi Monitoring Group consists of 4 members and monitoring takes place from September 6 to September 15, 2011. The purpose of this round of monitoring is mainly over the information on residential dwellings protection, community and tourists questionnaires.

The basic indicators for the sustainable development in Xidi Tourism are proposed in the following table referring to those for Huangshan Scenic Spot according to the information obtained in the survey and in light of the WTO indicator system:

Table 1 - 1 The Summary of Main Topics and Basic Indicators for the Monitoring over the Sustainable Development in Xidi

	Main topics	Basic monitoring indicators	Proposed frequency
Xidi cultural heritage protection	Basic information on Residential dwellings	Degree of protection	
		Usage	
		Ownership	
	Head of household	Age	
		Family economic sources	
	Residential alteration	Alteration	
		Renovation	
Tourism and Community	Perceptions of Tourism Impacts	Perception of economic impacts of tourism	
		Perception of social impact of tourism	
		Perception of culture impact of tourism	
		Perception of environmental impact of tourism	
	Attitude towards tourism	Tourism support and activity of involvement	
	Satisfaction with tourism development	Current satisfaction with tourism development	
	Perception of tourism development	Degree of disturbance on the residents; the distance between residence areas and business districts; residents' willingness to expand business districts; residents' attitude towards the extension of business district; residents' attitude towards tourists visiting residential houses; the ways in which residents participate in tourism development;	
	Perception of heritage	Familiarity; properties of the residential housing; the methods approved by	

	Main topics	Basic monitoring indicators	Proposed frequency
	protection	residents in for the protection and alteration of traditional houses; maintenance attitude; troubles of heritage protection;	
Tourists' Perceptions and Satisfaction	Tourists' Evaluation on tour experience	Scenic landscape evaluation	
		Evaluation of tourism environment	
		Tourist information and accessibility	
		Tourist experience	
	Tourists' Evaluation of Satisfaction	Evaluation of overall satisfaction	
		Willingness to recommend	
		Willingness to re-visit	
		Impressed	
		Tourist recommendations	

2 Status Quo of Xidi Heritage Conservation

The survey of Xidi ancient houses is divided into two parts: 18 ancient houses at Dalu Street and 17 at Qianbian Street, 45 in total.

2.1 Basic Data on Ancient Houses by Qianbian Creek

Table 2-1 protection class of ancient houses by Qianbian Creek

Protection class	
Residential houses under key protection	5
Residential houses under protection	16
General residential houses	6
Total	27

The ancient houses involved in this survey are divided into four categories as per ownership: private use, rental, public use, rental slash private use.

Table 2-2 Ownership of the ancient houses by Qianbian Creek

Ownership	
Private use	16
Rent	3
Public use	1
Rental slash private use	1
Total	21

The ancient houses by Qianbian Creek in Xidi are mainly for private use, except three are entirely rented to outsiders. All of the ancient houses of rental are leased to outsiders extraneous to the village as shops, none for residence. There are a small number of villagers who rent their rooms by street by reserve the rear ones for private use.

As per use, the ancient houses can be divided into: pure residence, pure shop(including accommodation, and catering), residence slash shop(including accommodation, and catering) and residence slash attractions. The uses of ancient houses by Qianbian Creek are listed in the following table:

Table 2-3 The uses of ancient houses by Qianbian Creek

Use	
Pure residence	10
Pure shop	2
Residence slash shop	4
Residence + Attractions	5

Use	
Total	21

The ancient houses by Qianbian Creek are mainly for residence, except two are purely for shop. However, more than half of ancient houses serve tourism purposes – as shops or attractions, denoting Qianbian Creek residents are highly involved in the tourism.

The heads of the households of ancient houses by Qianbian Creek are generally old local villagers. Here is the age table of the household heads.

Table 2-4 Distribution of Age of Qianbian Creek Distribution of Ancient Dwellings Household Head

Head of household age	Number of people
30-40	2
40-50	7
50-60	3
60-70	4
Above 70	4
Total	20

One of the ancient houses is the Hu shrine, absent of the head of the household. The heads of household aged above 40 account for the vast majority.

The majority of residents in Qianbian Creek are engaged in agriculture and the economic sources of family resources are various on the basis of agriculture.

Table 2-5 Family Sources of Income of Ancient Houses by Qianbian Creek

Family economic sources	Number of Households
Farming	3
Business	1
Retirement pay	1
Farming + wage	1
Farming + bricklayer	4
Farming + Business	8
Farming + bean curd workshop	1
Farming + rental income	1
Total	20

Among all 20 households surveyed, only two are completely independent from agriculture, implying agriculture is still a very important source of income to them. However, only three are solely dependent on agricultural income, the rest combine farming and other economic activities. Eight are engaged in agriculture and tourism commercial

activities, indicating that tourism has significantly changed the income structure of Qianbian Creek residents.

2.2 Basic Data on Ancient Houses at Dalu Street

Just like the ancient houses in Qianbian Creek, the uses of ancient houses Dalu Street can be divided into four categories as per ownership: private use, rental, public use, rental slash private use.

Table 2-6 Ownership of Residential Houses by Dalu Street

Ownership	
Residents private use	11
Rent	2
Public use	2
Rental slash private use	3
Total	18

The ancient houses by Dalu Street are also for resident for private use by the residents, except all the rooms of two are rent to outsiders, three households rent some rooms out. In light of the ownership of the houses by Qianbian Creek and Dalu Street, rental phenomenon is not common in Xidi Village because outsiders account for little in the population.

As per use, the ancient houses by Dalu Street can also be divided into: pure residence, pure shop (including accommodation, and catering), residence slash shops (including accommodation, and catering) and residence slash attractions.

Table 2-7 Use of Residential Houses by Dalu Street

Use	
Pure residence	3
Pure shop	4
Residence + shops	7
Residence + Attractions	4
Total	18

Compared with that by Qianbian Creek, the proportion of ancient houses serving in whole or in part as shop greatly increases, for there are a total of 11 such houses, accounting for 61%. Since Dalu Street is near to the parking lot and entrance of scenic sports, it is an inevitable path for tourist and the region with most tourist and most concentrated shops.

The age distribution of the heads of household of ancient houses by Dalu Street is to that of Qianbian Creek.

Table 2-8 Age Distribution of the Heads of Household of Ancient Houses by Dalu Street

Head of household age	Number of people
30-40	2
40-50	6
50-60	1
60-70	2
Above 70	3
Total	14

Like the situation in Qianbian Creek, most of the heads of household are above 40, and 40-50 is the most concentrated bracket. Yet the difference from Qianbian Creek is all the heads of the household are not Xidi local villagers, three are not native Xidi, but immigrants in recent years.

There is a significant difference between the sources of household income in residents in Dalu Street and those by Qianbian Creek.

Table 2-9 Sources of Income in Residential Families by Dalu Street

Family sources of income	Number of Households
Farming	2
Business	5
Retirement pay	2
Farming + Business	4
Dividend	1
Rental income	1
Total	15

As it can be seen from the table, the households still engaged in agriculture account for 40%, far below 90%, the figure for Qianbian Creek. On the other hand, the proportion of purely engage in business activities has greatly improved, to 33% of compared with 5% of Qianbian Creek. Dalu Street residents are much more involved in the commercial activities of tourism development.

2.3 Alteration of ancient houses in Xidi

After alteration, to different extent, of the ancient houses in Xidi village, only six of the 39 ancient houses on file basically preserve the original look from alteration.

The alteration of the ancient houses is closely associated with their existing use.

Table 2-10 Residential Renovation by Qianbian Creek

	Qianbian Creek	Internal alteration	New openings
Pure residence	10	6	8
Pure shop	2	1	2
Residence + shop	4	3	2
Residence + Attractions	5	0	3
Total	21	10	15

Table 2-11 Dalu Street Residential Renovation

	Dalu Street	Internal alteration	New opening
Pure residence	3	2	1
Pure shop	4	4	2
Residence + shop	7	6	4
Residence + Attractions	4	0	2
Total	18	12	9

As it can be seen from the table above, the interior of the ancient houses serving as attractions is not altered, except new exterior openings are provided for tourists to visit them. Residence houses serving as shops mostly are interiorly altered, and alteration focuses on patio. Considering the prevention of stored goods from rainy water, residential houses serving as shop will have patio covered by plastic shed. Some residents also seal the patio of houses for residence use to avoid inflow, but this will dim the houses, so usually new windows are created for lighting. Ancient houses used as shops have doors and windows to the street for the convenience of business.

Thus, the main reason for the alteration of residential houses by the villagers can be concluded as the functional change and improvement on the quality of life.

Housing alteration for functional changes occurs mainly in the hot zone, some street households, to get involved in tourism activities, turn their houses into shops or inns for self-employment or rental. Therefore, most exterior alteration projects are in the form of new openings to street, such as doors or windows; while most interior ones, sealed patios and removal of partition walls for greater area. Some create add-on modules in the courtyard, such as Q25 Yanggaotang, to which a row of rooms are constructed in the courtyard for more beds for the expansion of the operation scale of the inn.

Alteration projects for improvement on the quality of life mostly take place in the hot and cold zones. For some inhabited ancient houses, the heads of the household, have separate bathrooms, toilets constructed (by adding modules in the courtyard or changing room functions); kitchen remodeled for the convenience of living; 2-storey structure converted into

1-storey one (Q24) for easy living and cleaning (for the second and third floor of most ancient houses are vacant or filled with debris).

2.4 Repairing of Ancient Houses in Xidi

In this survey, the repairing of the ancient houses is divided into two types, of which one is minor repairs such as the roofing against rain leakage, and the other, extensive renovation. The repairing of ancient houses in Xidi Village is as follows:

Table 2-12 Residential Repairing in Xidi

	Qianbian Creek	Dalu Street
Minor repair	6	8
Extensive renovations	11	2
No repair	2	5

The comparison between the two regions, the ancient houses by Qianbian Creek are under better protection, 6 and 11 households express the intention of minor and extensive, respectively, maintenance in near future, while the figures of Dalu Street are only 8 and 2. Thus, the ancient houses on Dalu Street are generally in lack of extensive repairs, such as beam replacement and wall mending, hence they face the risk of collapse.

According to the interview, the inhabited ancient houses will receive minor repairs every year, such as roofing, rain leakage mending. Some villages in well-off conditions will carry out major interior repairs at their own expense, such as beam reinforcement, patio repairing (sealing), daylight opening with glass tiles on roof, kitchen renovated, or construction of bathroom and toilet in courtyard. Poor villagers unable to afford repairing could do nothing but let walls crack.

On the whole, the restoration of the ancient houses in Xidi is not sufficient. The ancient houses in Xidi village mostly are more than 100 years-old and in wooden structure that in urgent need for regular repairs in order to avoid collapse. But only 14 of the 39 households surveyed admit they carry out minor repairs annually, only 13 say they have just extensively renovated the houses; seven, nearly 20% of the total of ancient houses are fully out of repair.

The majority of the residents cannot afford housing repairs and the government grants did not play its due role, for the following reasons:

1. Grants are only granted through applications which are subject to complex procedures at slow approval speed;

2. As for the government grants for house repairing, the government will assign construction units and purchase materials, although the government will cover some expense, compared to independent repair on their own, the villagers have to pay more.

Only residents in well-off conditions will repair houses out of their own pockets each year, and extensively when houses are damaged, such as beam reinforcement, patio repairing (sealed), daylight opening with glass tiles on the roof, kitchen renovation et al. Poor villagers unable to afford repairing could do nothing but let walls crack.

2.5 Governmental Measures for Protection and Conservation of residential houses

➤ The scope of management

Pursuant to the Administrative Measures for the Conservation of Ancient Villages in Xidi, the administration scope for the protection of the ancient residential architectural complex is divided into four levels, i.e., specially protected areas, core protected areas, construction off-limits area, and environmental coordination area.

Core protected areas: the buildings with the best preserved overall style are under the top protection. They are in the area where ancient architecture are concentrated.

Protected areas: it extends 60 meters to the east part of the Village, 50 meters to the west of horse galloping building in the West, 30 meters Huiyuan Bridge in the south and Yixin Lake Highway in the North.

Construction off-limits area: It extends by 2000 meters to the north and south of the hill foot and east and west of the village.

Environmental coordination area: the original the Xidi outlet (now Dongyuan Middle School) to the intersection of Yixian Lake Road in the east of Xidi and the area covered by the north and south mountains of Xidi.

➤ Construction management

Provides for the protection zone buildings and streets must be kept as it is, may not change the appearance, nor the internal restructuring and renovation. Core protection zone II, the three categories, four types of buildings retain the original pattern on the basis of

⁵ Administration Measures for the Conservation of Xidi Ancient Villages in Yixian County

⁶ Administration Measures for the Conservation of Xidi Ancient Villages in Yixian County

appropriate improve the internal life of the facilities. Form: facade, roof, wharf wall, floor and decoration details are carried out in accordance with the traditional approach of building will send the design and construction. Height: along the streets of building height and street width ratio shall not be greater than 1:3, the number of layers of two layers, the original building is a three-to be retained, the entire protected area height of the building should be controlled in two, three, and at altitudes of -8 meters is appropriate. Material: brick and wood-based materials, brick and wood cannot solve the problem before the proper use of modern structure and protection technology to fix, but only with the traditional approach to complete, decorative materials necessary to comply with fire safety requirements, but also reflect the traditional style. Paint: Huizhou traditional colors only, cannot be used other style vivid description of the drawings and Chu Lai in disguise. Decoration: Overall brick and wood decorated with traditional local practices, topography, are not allowed the use of modern materials, window approach seeks to protect box inherited Huizhou architecture practices.

➤ **Management structure** ⁷

The administration of protection of Xidi ancient residential architectural complex follows the principle of local administration and professional management. The administrative management committee of Xidi Ancient Houses is the management organ that protects and manages the ancient houses protection, in the charge of the county government competent person as the chairman. The Committee set up Office hereunder located in the county construction bureau to execute committee resolutions and handle day-to-day affairs. Building, heritage, tourism, public security, industry and commerce, taxation and other authorities should arrange appropriate persons to participate in the construction, development, and tourism management of ancient houses, as shown below:

⁷ Administration Measures for the Conservation of Xidi Ancient Villages in Yixian County

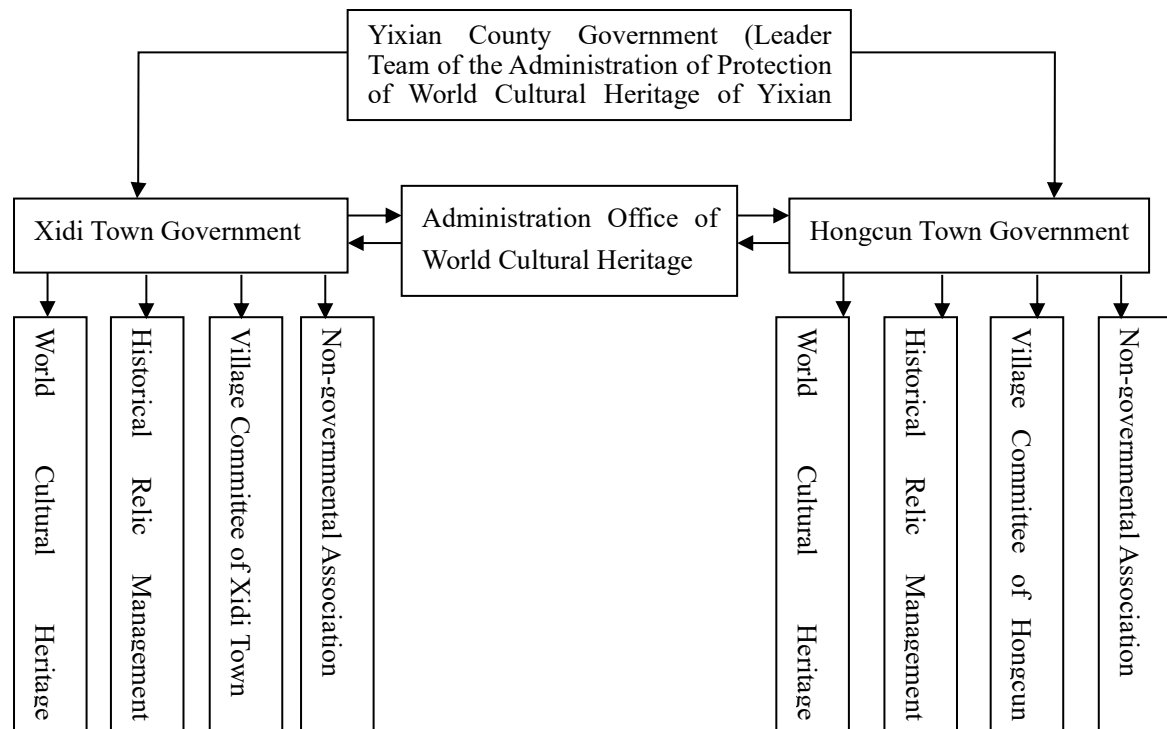


Figure 2-5 Xidi and Hongcun Cultural Heritage Protection and Management System ⁸

2.6 Summary

➤ The status quo of the Xidi ancient houses

1. The external population accounts for little in Xidi village. Few ancient houses are rented to outsiders, most are for private use.
2. Generally the heads of the household of ancient houses have certain age, they are too attached to the building to move out.
3. Half of all ancient houses are, in whole or in part, converted into shops. Tourism-related operating income accounts for an increasingly high proportion in the family income.
4. Housing for inhabited by residents will have additional daylight opening to ensure interior lighting, some repaired roof. Exterior wall basically remain intact, some have cracks but patched up.

Ancient houses serving as shops are mostly interiorly altered, such as sealing the patio to increase the shop space, installing doors to the street, or blocking old doors.

⁸ Administration Measures for the Conservation of Xidi Ancient Villages in Yixian County

In terms of house repairing, government grants did not play its due role, and the villagers prefer to repair at their own cost. Xidi ancient houses are not properly protected and they are at the risk of collapse.

➤ **Problems**

1. The review process for the application for government grants for renovation is tedious and prolonged, given the little amount, residents choose to repair at their own costs.

2. The protection and management measures are not standardized. The relevant provisions for the protection and management are too rough to be instructive, operational, and conducive to the implementation.

The climate in South Anhui is not conducive to building protection. The climate there is too wet, the original timbered houses are likely to corroded or eaten by hardly eliminable white ants.

➤ **Proposal**

1. Improve the management system by increasing the real powers and functions of the regulatory organ, appointing full-time staff, improving the protection and management methods for ancient dwellings, and enriching details and standards.

2. Increasing support efforts by offering more special funds for the protection and renewal of ancient houses and reducing the costs borne by the residents.

3. Provide residents with more detailed, in-depth education in ancient dwellings protection to reduce secondary destruction during their own repairing process.

3 Tourism and Community

The community survey in the monitoring involves residents in the Xidi scenic area to which questionnaires were issued, most are at around Qianbian Creek and Dalu Street. The 150 copies of questionnaire were distributed, 140 recovered, at the rate of 93.3%. In addition, in the research process, some residents are interviewed for the survey team to find out the data on Xidi tourism development as well as problems, these interview materials serve as the supplement to data analysis.

Table 3-1 Community Monitoring Indicators

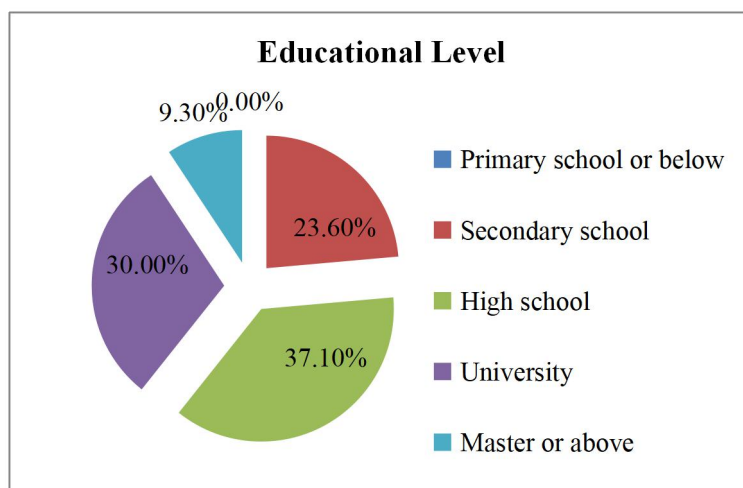
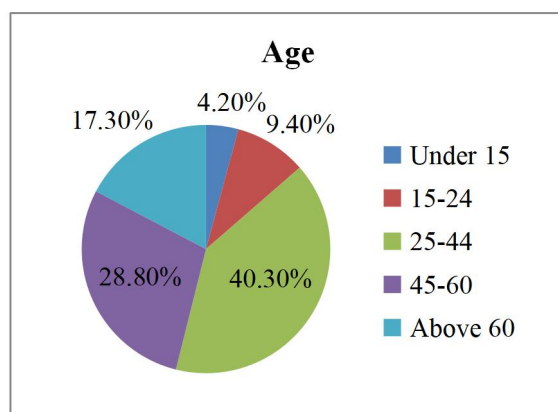
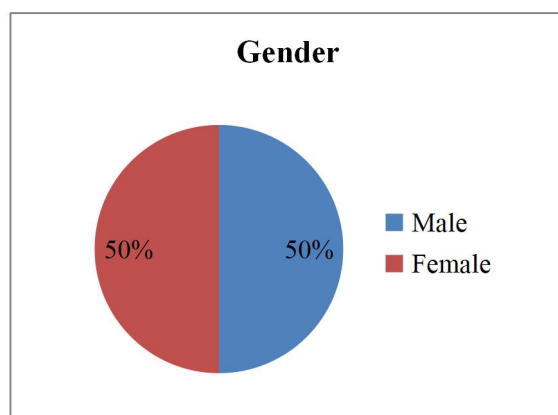
Content	Problem composition	Monitoring indicators
Perception by the community of tourism impact	Perception of economic impacts of tourism	Local economic development; investment and consumption; living standards; prices, the cost of living; housing prices; the gap between the rich and the poor ;
	Perception of social impact of tourism	Infrastructure; medical conditions and quality of service; local crime rates; moral standards; conflict between tourists and residents;
	Perception of tourism and Culture affects	Cultural exchanges; traditional culture; festivals; language learning;
	Perception of environmental impact of tourism	Air quality pollution; noise pollution; water pollution; solid waste; impact of tourism on the natural environment;
Community attitude towards tourism development		Tourism support and involvement activity
Community satisfaction with tourism development		Satisfaction of current tourism development
Residents' perception of tourism development		Degree of disturbance; the distance between residence and business districts; the residents willingness to expand business district; the attitude of the residents towards the expansion of business district; attitude of the residents towards tourists visiting the houses; the ways in which residents get involved in tourism development;
Residents' perception of heritage protection		familiarity; housing properties; the approved methods for protection and alteration; maintenance attitude; troubles in heritage

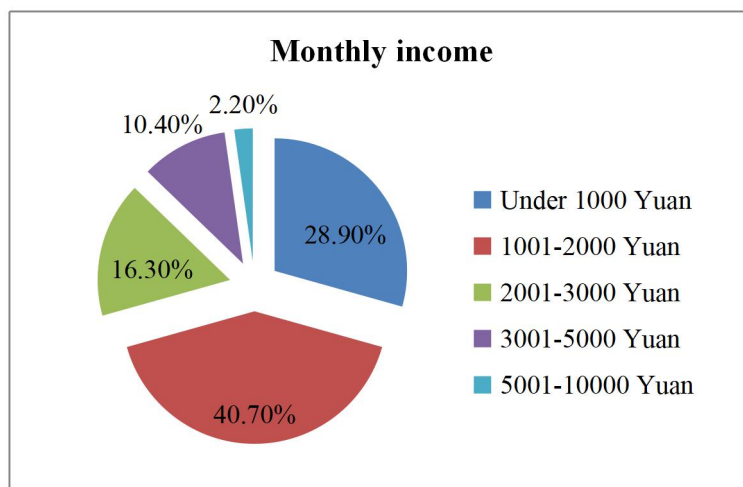
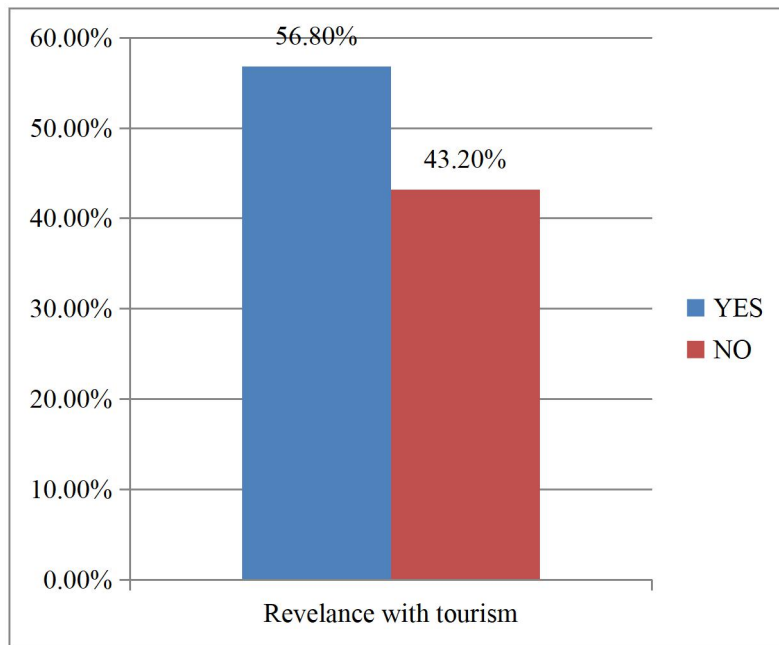
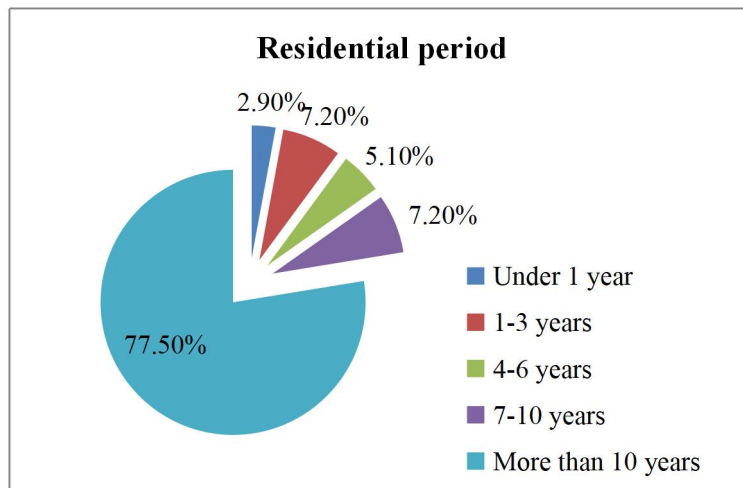
	protection;
Residents' personal information	Gender; age; education; residence time; occupation and relevance with tourism; monthly income; total household population and the number of people engaged in tourism;

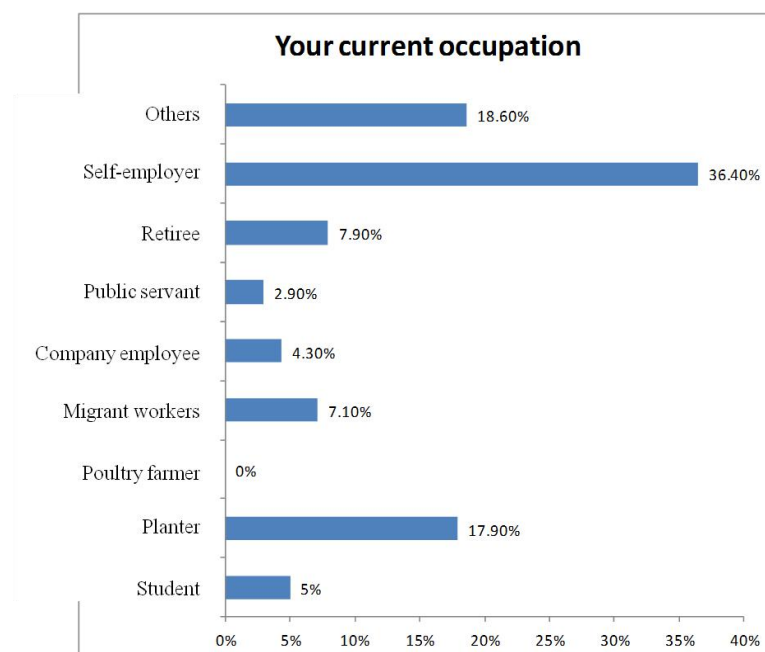
3.1 Basic Situation of Community

Xidi, whose geographical coordinates: 117 ° 38 'longitude and 30 ° 11' north latitude, and covering an area of 12.96 hectares, is located in the south of the Huangshan Mountains, in the northeast corner of the Yixian County basin, only 40 kilometers away from Huangshan Scenic Area, and known as the Land of Peach Blossoms.. Founded in between Huangyou period of Northern Song dynasty It has a history of more than nine hundred and sixty years. Most villagers are most surnamed by Hu, descending from one ancestor, Emperor Li Shimin. There still more than 300 ancient houses dating back to Ming and Qing Dynasty, 124 well preserved in their antique look.

Among the interviewed villagers, men 70 and 70 women, respondents aged from 25 to 60 dominates the group, accounting for 69.1%, most have an education background of junior high school, high school or secondary school. 77.5% of the residents have lived here for more than 10 years, ratio of respondents us basically the same with that of tourists; the ratio of tourism-related and non-tourism-related persons is 1.3: 1; the most common income is below 2,000 Yuan, accounting for 69.60%, followed by 2001-3000 Yuan, 16.3%. Few receive an income more than 5001 Yuan. Among the respondents, the majority are self-employers, accounting for 36.4%, followed by farmers, 17.9%, among the 18.6% under the option of Others, 14.4% are farmers slash holder of other occupations, 8.2%, self-employment owners, 4.8%, poultry farmers, and 0.7%, service workers, another 0.7%, retired personnel. The majority in Xidi are self-employers, except the problem is low income.







3.2 Community Perception of Tourism Impact

3.2.1 Perception of Economic Impacts of Tourism

Table 3-1 Residents' Perception of the Economic Impacts of Tourism

	Indicators	Disagree	Not affected	Agree	Mean Value
Economic impact	Tourism contributes greatly to the economic development of the localiyt	2.1%	5.0%	92.9%	4.14
	Tourism brings more employment opportunities to the locality	8.55%	12.9%	78.55%	3.79
	Tourism attracts more local investment and consumption	2.8%	10.0%	87.2%	3.93
	Tourist improves my standard of living	5.0%	20.7%	74.3%	3.86
	Tourism drives up local prices and the cost of living	1.4%	8.6%	90.0%	4.24
	Tourism drives up housing prices	7.8%	36.5%	55.7%	3.66
	Tourism extends the local gap between the rich and the poor.	5.7%	14.3%	80.0%	3.99

The residents have strong and clear perception of the economic impacts of tourism, for the mean value of every indicator is above 3.5, indicating that the residents agree to these indicators and they have very strong perception of the economic impacts of tourism.

Most residents believes that tourism has contributed greatly to the development of the local economy, brought more job opportunities to the locality, attracted more funds and consumers, and improved their standard of living; during the tourism development, most of the residents think tourism has driven up the local prices and costs of living, and has extended the local gap between the rich and the poor; more than half of the residents believe the housing prices is driven up by tourism development,, and 36.5% of the residents have no obvious perception of housing prices. Overall, Xidi tourism has caused positive economic impacts on the community residents.

3.2.2 Perceive Tourism

Table 3-2 Residents' Perception of the Social Impact of Tourism

	Indictors	Disagree	No affected	Agree	Mean Value
Social impact	Local infrastructure has been improved	6.4%	22.1%	71.5%	3.73
	Medical conditions and quality of services are improved	10.7%	42.9%	46.4%	3.42
	Tourism development has led to an increase in local crime rate	73.6%	20.7%	5.7%	2.17
	Tourism aggregates the local traffic and overcrowding	29.3%	30.7%	40%	3.12
	Tourism undermines local moral standards and trust	47.8%	34.4%	17.8%	2.66
	Tourism gives rise to the conflict between tourists and local residents	52.2%	25.7%	22.1%	2.67

In terms of social impacts, the mean value for the indictor that tourism contributes to the improvement on local infrastructure is above 3.5, indicate that in general the residents agree to it. But in terms of the amounting attitude towards the opinion that tourism leads to a higher local crime rate, the mean value is below 2.4, indicating generally the residents disagree, and they cherish a neutral attitude towards the rest indicators, suggesting Xidi residents do not have an obvious perception of social impact.

The majority of residents believe that tourism leads to improvement on local infrastructure; and the majority of residents believe that tourism development is not responsible for the increase in local crime rate; while in other aspects, the perception of the residents varies dramatically: 46.4% of the residents believe that tourism contributes to the enhancement of medical conditions and quality of service, but 42.9% of the residents do not have obvious perception of that; 40% tourism aggregates traffic congestion and overcrowding, but 29.3% do not think so; 47.8% do not blame the decline in ethics and trust of local residents on tourism, but 34.4% have not obvious perception of that; 52.2% do not see tourism as the cause to the conflicts between tourists and local residents, but 22.1% of residents think that is the case.

3.2.3 Perception of Cultural Impact of Tourism

Table 3-3 Residents' Perception of Cultural Impact of Tourism

	Indicator	Disagree	Not Affected	Agrees	Mean Value
Cultural impact	Tourism promotes cultural exchanges between the Xidi and other places	5.7%	12.9%	81.4%	3.86
	Tourism ruins folk and traditional culture	48.6%	34.3%	17.1%	2.66
	Tourism brings more festivals and enriches our lives	12.1%	37.1%	50.7%	3.41
	Tourism spurs me to learn more languages	13.6%	25.7%	60.7%	3.48

In terms of cultural impact of tourism, mean values suggest generally the residents hold a positive attitude towards the indicators that tourism promotes local and foreign cultural exchanges, spurs me to learn more languages, while a neutral one towards the rest two. This indicates that Xidi residents can partially perceive the cultural impact of tourism, for example, cultural and linguistic exchanges between local and foreign places, but they have no obvious perception of traditional culture, festivals etc.

The majority of residents believe that tourism promotes cultural exchanges between the local and foreign places; more than half of the residents believe that tourism spurs them to learn more languages; also, more than half of the residents agree that tourism brings more festivals and enriches our lives, but 37.1% of the residents do not have a strong perception of it; while 48.6% of residents believe that tourism does not undermine folk and traditional culture, 17.1% thinks otherwise.

3.2.4 Perception of the Environmental Impact of Tourism

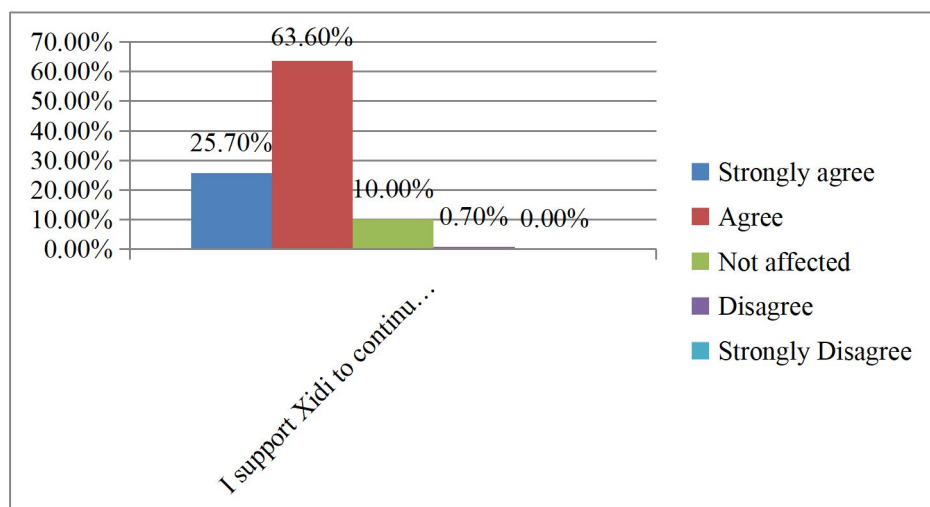
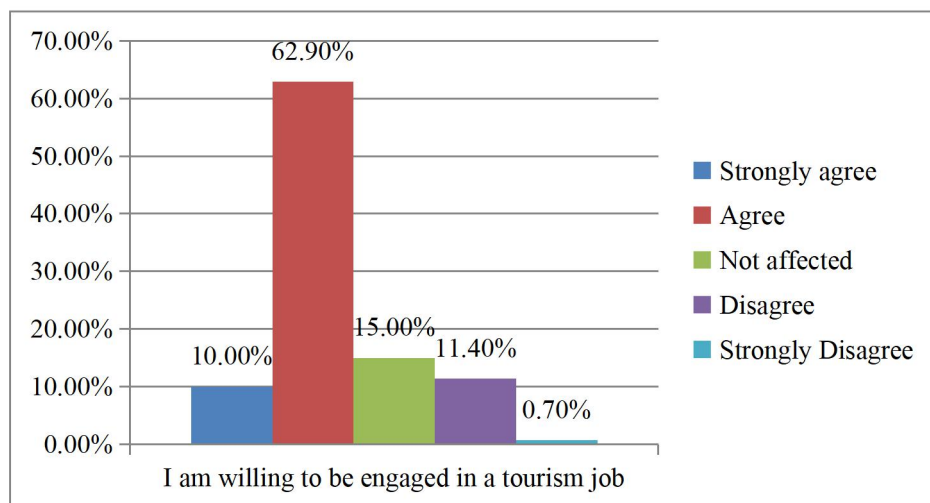
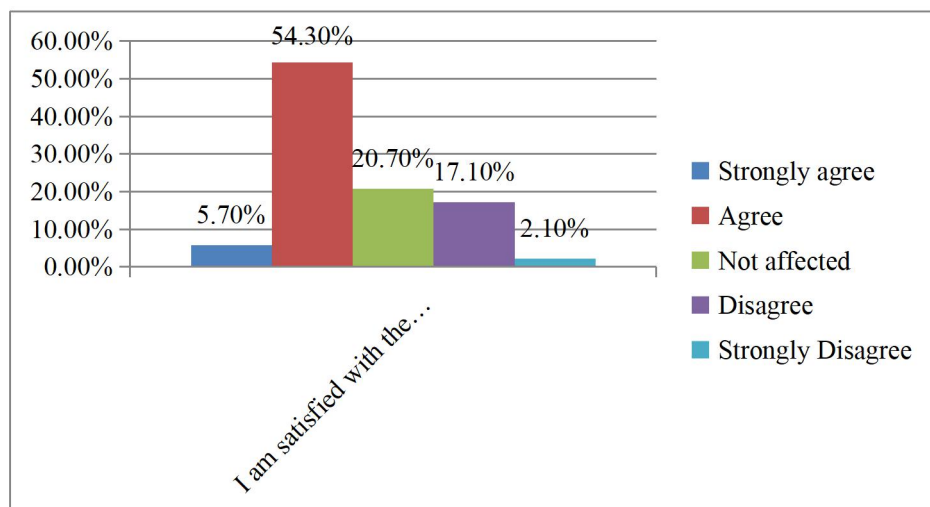
Table 3-4 Residents' Perception of the Environmental Impact of Tourism

Environmental impact	Indicator	Disagree	Not Affected	Agree	Mean Value
	Tourism bastardizes air quality	27.1%	43.7%	29.2%	2.99
	Tourism aggregates noise pollution	27.9%	31.4%	40.7%	3.14
	Tourism aggregates water pollution	9.3%	7.9%	82.8%	3.99
	Tourism brings more solid wastes	13.5%	13.6%	72.8%	3.69
	The construction of hotels and other tourist facilities destruction of our natural environment	26.4%	30%	43.6%	3.21

From the point of view of tourism development, the mean values suggest that the residents hold a positive attitude towards the indicators that tourism aggravates water pollution and brings more solid waste while they hold a neutral attitude towards the rest 3 indicators.

Most of the residents think that the tourism development aggregates the water pollution in the village and brings more solid waste; while 43.7% do not have an obvious perception towards the indicator that tourism bastardizes air quality, almost the proportion of residents agreeing to the indicator is the same with the proportion of residents that disagreeing; 40.7% of residents believe that the development of tourism increases noise pollution, but 27.9% of the residents do not think so; 43.6% of the residents sees the construction of hotels and other tourist facilities a cause to their spoiled natural environment, but 26.4% of the residents think otherwise.

3.3 Residents' General Attitude towards Tourism

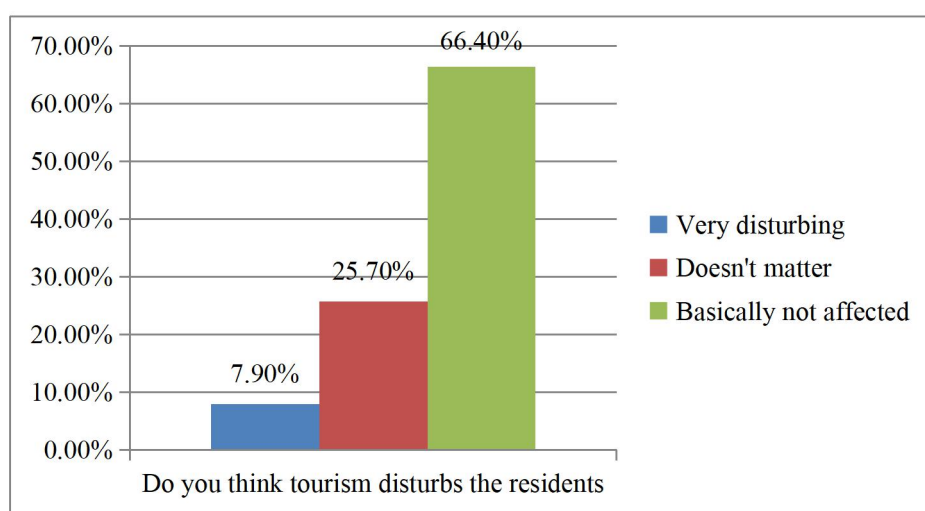


As it can be seen from the figure, 60% of residents express satisfaction with the status quo of Xidi tourism, indicating Xidi residents are generally satisfied with the current development of the local tourism, but there are 19.2% dissatisfied.

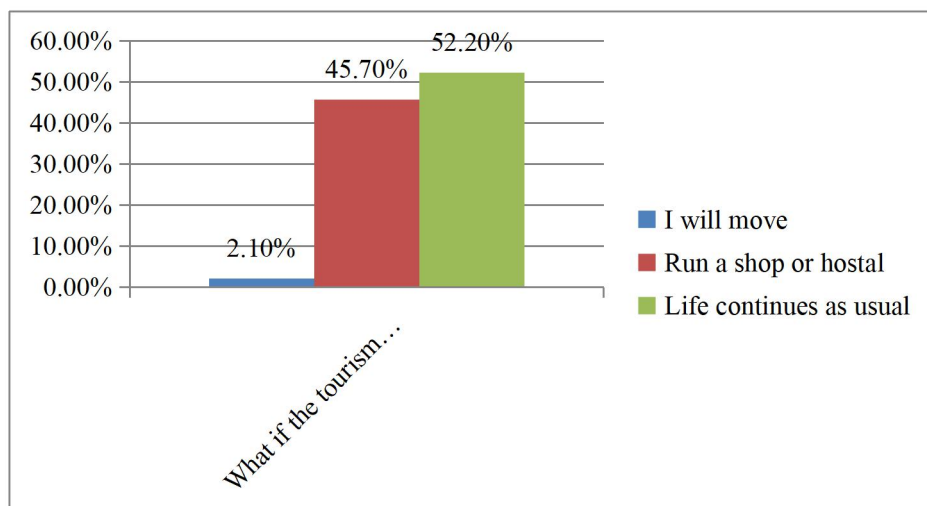
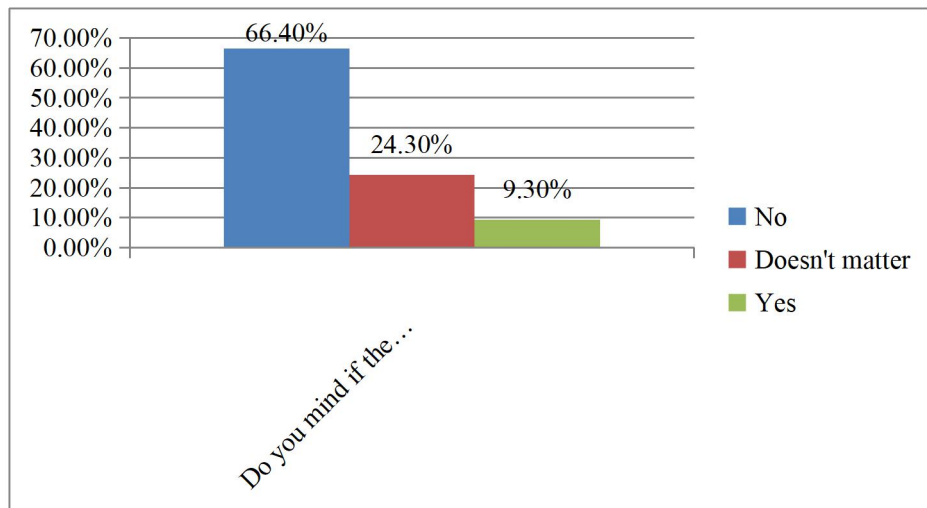
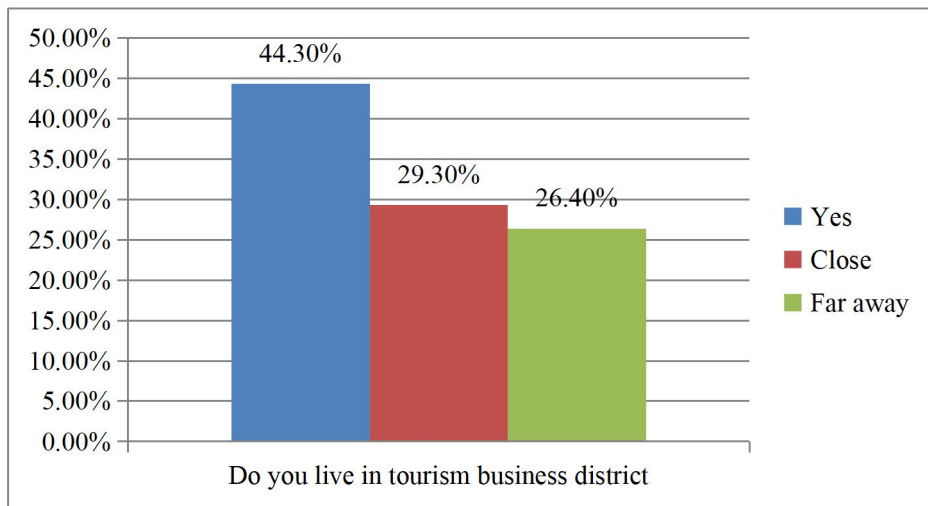
72.9% of the residents want to engage in tourism-related jobs, indicating that the majority of residents in Xidi wish to get involved in tourism travel and gain a source of income. 89.3% of residents support Xidi to continue tourism development, only 0.7% oppose to it, indicating most of the residents are supportive of the development of tourism of Xidi

3.4 Residents' Perception of and Recommendations on Tourism Development

Since by Xidi tourism it means visiting the ancient houses, i.e., tourists enter into the living space of residents, some questions are designed here to find out if tourism have an impact on the daily life of residents.

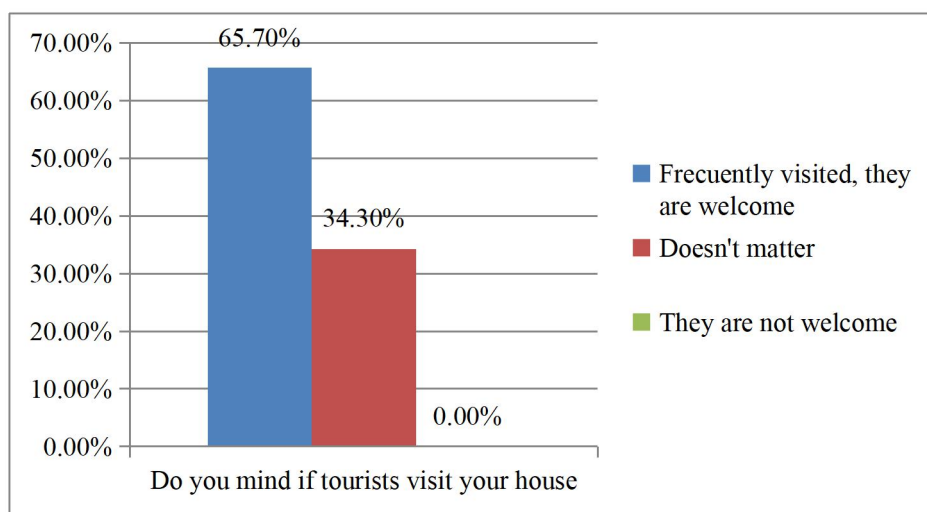


As it can be seen from the table, 66.4% of residents believe that tourism have no impact on their lives, while 25.7% of the tourists do not think it matters, which indicates that during the development of Xidi Tourism, the behaviors of tourists in Xidi tourism do not disturb the residents.

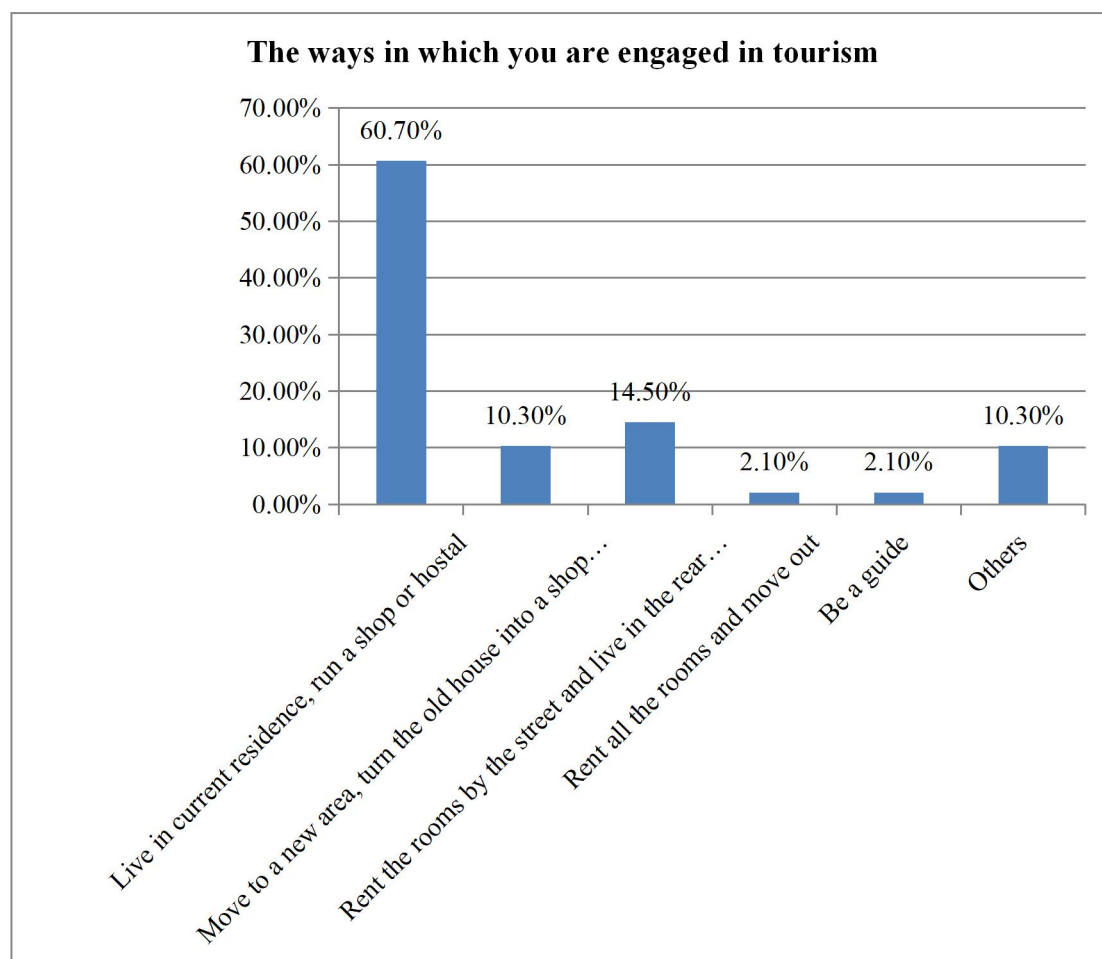


As it can be seen from the above two figures, 66.4% of the residents hope that the scenic area extends to their residence, at the same time 45.7% of tourists hope that they could

run shops or inns when the scenic area extends their residence, and very few people would remove when such extension takes place, 52.2% of the residents say they will continue their life as usual.



65.7% of residents express tourists often visit their residences and they are welcome, none of the residents unlike it when tourists visit their houses.

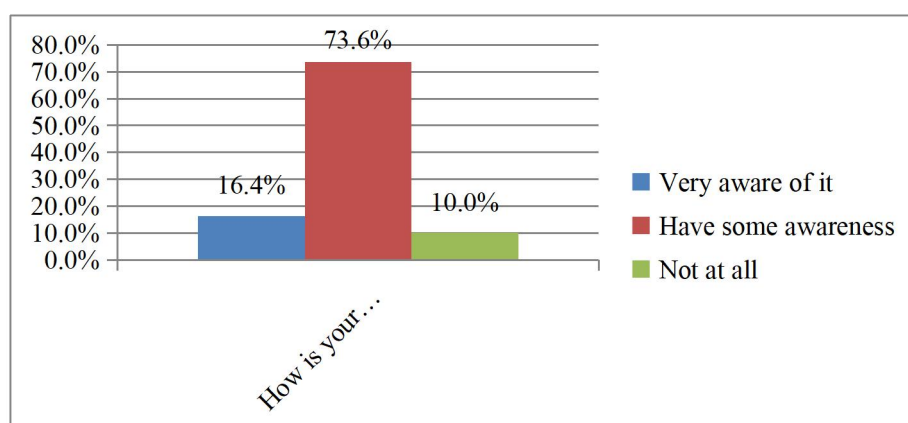


60.7% of the residents want to run shops or inns to get involved in tourism.

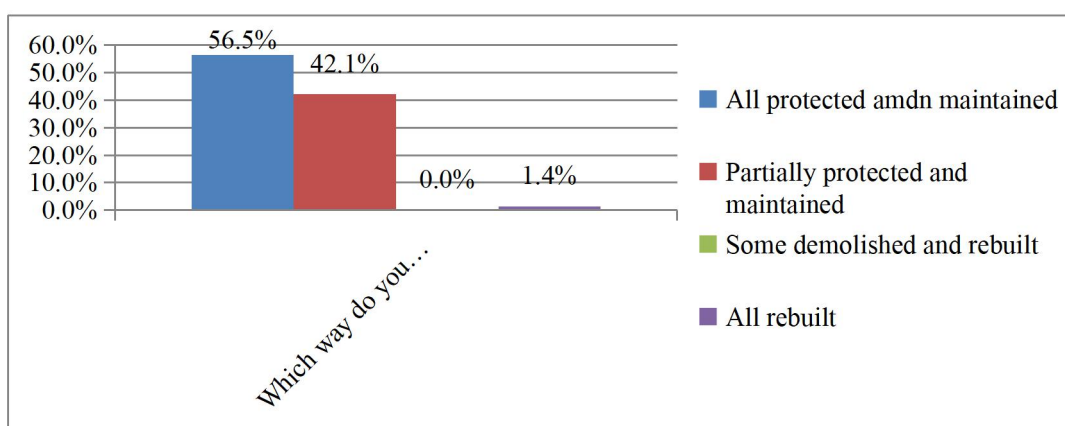
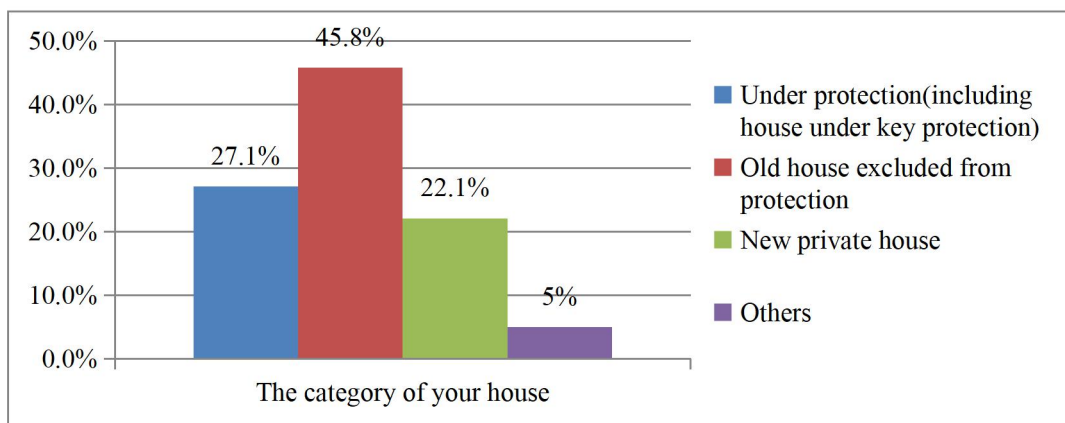
From the residents' perception of and recommendations on tourism development, it can be seen that in Xidi, tourists access to the living space of the residents to carry out tourism activities generally does not have a negative impact on the daily life of residents, and the majority of residents do not repel the behaviors of tourists, instead, a considerable number of people want to take of this opportunity to set up shops or inns so as to get involved in tourism and derive some income. However, as for tourism recommendations, some residents point out perfect scenic management system, inadequate government's management, and unbalanced development of village tourism.

3.5 Residents Perception of and Recommendations on Heritage Protection

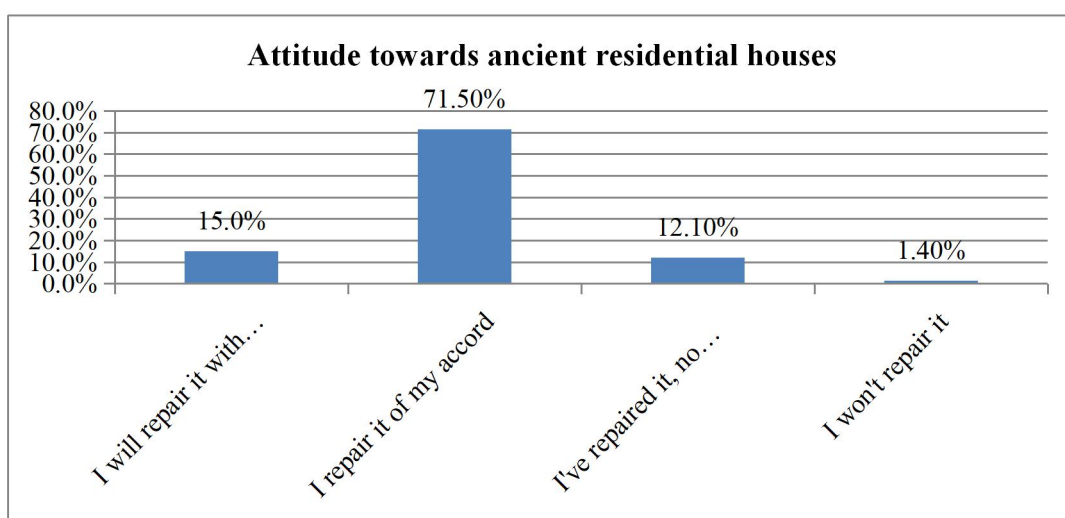
Since by Xidi tour it mainly means visiting ancient houses, heritage protection is very important. The questionnaire asks some questions about residents' perception of heritage protection and recommendations thereon in order to find out the residents' awareness of heritage protection as well as some problems and recommendations.

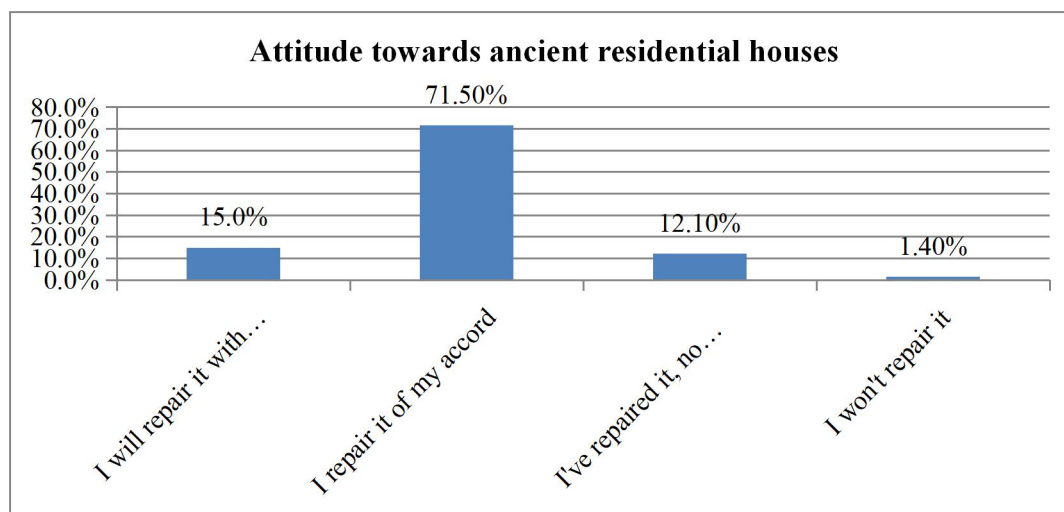


73.6% of the residents have developed a partial understanding of heritage conservation, only 16.4% understand heritage protection well, the 10% have no idea about what heritage protection basically is. This indicates that the government has done a good job in giving publicity to and providing education in heritage protection, but universal coverage is desired.



56.5% of the residents opine that traditional houses deserve comprehensive protection and maintenance, 42.1% think they are in want of partial protection and maintenance. This indicates that generally residents agree that the ancient houses need maintaining under protection.





As it can be seen from the above two figures, 71.5% of the residents would often take the initiative to repair their houses, but 69 respondents express the lack of funds for maintenance, many claim that it is difficult or unaffordable to buy the specified building timbers, difficult to reach the specified housing height, to introduce sanitation equipment, and they are troubled by bad access for motor vehicles, bad road surface and insufficient width and other restrictions.

Overall, as for the residents' perception and recommendations of heritage protection, wide propaganda of heritage conservation has been performed, but on the issue of the renovation of ancient houses, the main fact is the residents repair them on their own, but there is a lack of funds.

3.6 Summary

It can be seen through the above analysis that in the view of local residents, Xidi Tourism is in good development and it has had many positive impacts, especially some significant economic impacts; but tourism development also brought about many issues closely related to the living of residents, such as rising prices, extending the gap between the rich and the poor, aggregated water pollution, amounting solid wastes etc. Many residents want to get involved in tourism-related jobs so as to obtain income. As for the protection of ancient houses, there are more problems to be solved for their renovation, such as funds, many residents claim that it is difficult or unaffordable to buy the specified building timbers, difficult to reach the specified housing height, to introduce sanitation equipment, and they are troubled by bad access for motor vehicles, bad road surface and insufficient width and other restrictions.

4 Tourists' Perception and Satisfaction

This round of monitoring over the behaviors and satisfaction of Xidi tourists are mainly done through sampling survey to evaluate the behavior preferences and satisfaction perception of the tourists against a series of "cognitive indicators". The survey group carried out random surveys on domestic tourists at the main attractions in Xidi, by distributing 200 questionnaires and recovering all of them, of which 183 are valid, at the valid rate of 91.5%

The questionnaire about tourist satisfaction (overall satisfaction, willingness to recommend and to revisit) includes destination landscape, tourism information and accessibility, destination environment, diversification of experience and attraction-related activities, attitude of the locals, tourists' behavior preferences (the forms of involvement in tour, tour time and activities, etc.). The satisfaction with a particular indicator is divided into five levels: very agree, agree, neutral, disagree, and very disagree, respectively represented by a value of 5, 4, 3, 2, and 1.

4.1 Basic Information about Questionnaire Samples

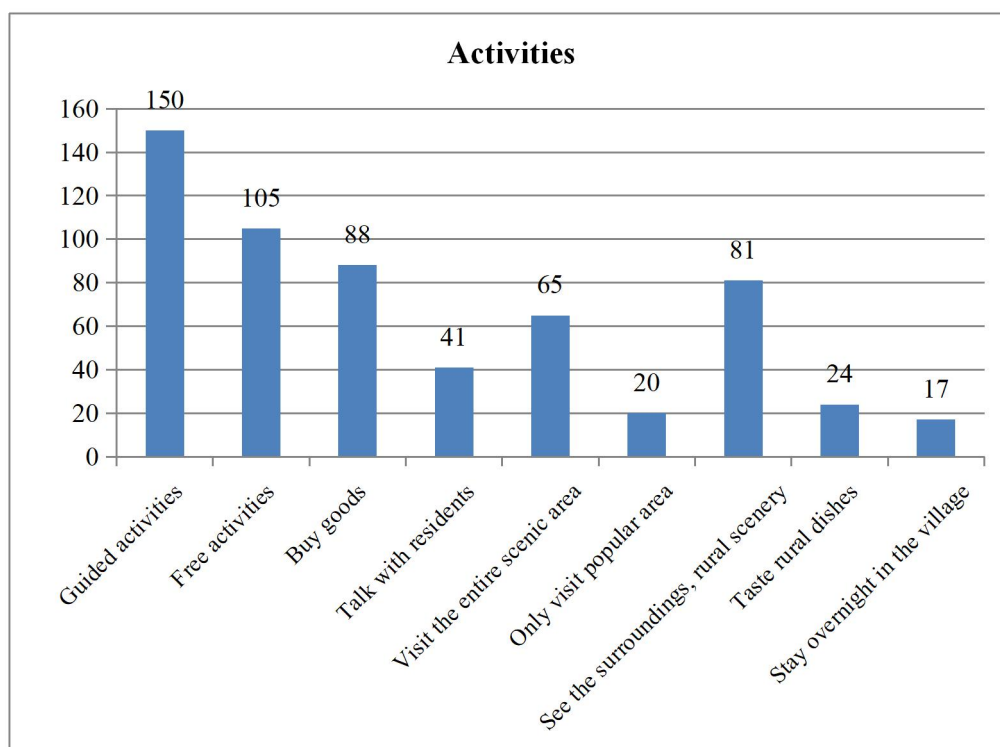
The respondent group is composed by men and women in equal number each, about 54.7% are aged under 24, 33%, between 25 and 44 years old, hence the young or middle aged are dominant, 73.6% have an education background of bachelor or above that basically eliminates the possibility of casual answers due to poor cultural level. The respondents involve a wide variety of careers and show a high degree of sample diversification.

4.2 Tourist Behavior Preferences

4.2.1 Tourists

Respondents visit Xidi mainly in two forms: group tour and free tour accompanied by instructors. 73.5% of tourists choose group tour, and as the survey team learned through interviews, group tourists generally include students coming to Xidi to draw sketches, tourists specifically coming to visit Hongcun of Xidi and tourists making a passing visit to Hongcun but actually aiming at Huangshan. Individual tourists in the forms of backpacker or others are few. Both group tourists and individual tourists will hire guides, which indicates for cultural heritage sites of Xidi type, attention should be paid to the training of guides to help tourists develop an in-depth understanding of the historical value of cultural heritage.

4.2.2 Tour Time and Activities



67.5% of tourists will choose a short tour (one day, half-day and shorter) made mainly by paying guided or independent visit to residential houses, enjoying the idyllic scenery and buying tourism souvenirs and other typical "tourists behaviors", which also confirms that most Xidi tourists are grouped, and their behaviors are often limited by tour time which is too pressing for them to taste the country cookery, stay overnight in the village, communicate with villagers and other forms of in-depth touring behaviors, but for Xidi, as cultural heritage, its most essential and most visitable part is the history and culture of each building, and this type of tour relying solely on guidance hampers tourists from intensively understand the "history behind every household" and reduces tourists' perception.

4.3 Tourist Satisfaction

The evaluation indicators in the questionnaire for tourist satisfaction include the six dimensions: destination landscape, tourism information and accessibility, destination environment, experience and diversification of scenic spot-related activities, attitude towards the locals and overall satisfaction, which are broken down to 25 secondary questions. The following analysis is made with indicators mean/standard deviation, and the number of respondents expressing satisfaction (the ratio of people satisfied and very satisfied).

4.3.1 Tourists' Evaluation of the Destination Landscape

Table 4-1 Tourists' Evaluation of Destination Landscape

Main aspects	Indicator	Mean	Standard deviation	Proportion of respondents expressing satisfaction
Destination landscape	Beautiful bucolic scene	4.00	0.687	0.798
	Rich cultural connotations	4.20	0.642	0.874
	Unique charm of residential houses	4.14	0.717	0.842

Tourists' evaluation of destination landscape mainly includes three indicators: the beautiful rural scenery, rich cultural connotations, and unique charm of residential houses. The table above shows, that tourists think highly of Xidi tourism resources and the indicators are above 4 points on average, particularly satisfaction with the rich cultural connotation, as high as 87.4%, proving the Xidi charm as cultural heritage.

4.3.2 Tourism Information and Accessibility

Table 4-2 Tourists Perception of Tourist Information and Accessibility

Main aspects	Indicator	Mean	Standard deviation	Proportion of respondents expressing satisfaction
Tourist information and accessibility	Road signage and understandability	3.42	0.834	0.481
	Easy access to maps and brochures	2.93	0.938	0.251
	Acquire knowledge of cultural heritage	3.51	0.864	0.530
	Convenient transportation	3.49	0.857	0.530
	Satisfied with the tour guide	3.68	0.850	0.683

The main evaluation indicators of tourist information and accessibility include: road signage and understandability, easy access to maps and brochures, and acquisition of cultural heritage knowledge, convenient transportation, and satisfaction with the tour guide. From

the table above it can be seen that the tourist satisfaction with tourism information and accessibility is mediocre, near 3 points, but that with the accessibility with maps and brochures is low, indicating the propaganda of attractions is insufficient, so is the tourists publicity; tourists generally complain about the vague Xidi signage, bad access to maps, which lead to tourists' sagging satisfaction with Xidi.

4.3.3 Destinations Environment

Table 4-3 Tourists' Perception of Destination Environment

Main aspects	Indicator	Mean	Standard deviation	Proportion of respondents expressing satisfaction
Destination environment	Not commercial enough	3.05	0.951	0.322
	Strong smack of everyday life	3.76	0.810	0.683
	Scenic spot is crowded	3.44	0.874	0.202
	Scenic spot is clean	3.71	0.811	0.656
	Disturbed by noise	2.74	0.948	0.202

The evaluation indicators of the destination environment include: poor commercial atmosphere, strong smack of everyday life, crowded scenic spot, clean scenic spot and disturbing noise. From the table above it can be seen, the satisfaction with destination of environmental is mediocre, for the mean value is near 3. The respondents generally describe Xidi as highly commercialized, for there are stalls around most attractions, some residents give up farming-based lifestyle and run small stalls, some even sell milky tea and other modern goods that seem less realistic in their everyday life; the scenic sport is clean but the roads are narrow, crowded, and tourists were annoyed by the cries of the vendors, so the overall satisfaction is not high.

4.3.4 Diversification of Experience and Scenic Spot-Related Activities

Table 4-4 Tourists Perception of the Experience and Scenic Spot-Related Activities

Main aspects	Indicator	Mean	Standard deviation	Proportion of respondents expressing satisfaction
Diversification	Understand the value	3.76	0.768	0.761

Main aspects	Indicator	Mean	Standard deviation	Proportion of respondents expressing satisfaction
of experience and scenic spot-related activities	and charm of residential houses			
	Understand the history and culture	3.46	0.837	0.519
	Taste the living and culture of the residents	3.62	0.809	0.634
	Buy unique souvenirs	3.52	1.010	0.579
	Enjoy specialty foods	3.39	0.959	0.475
	Undiversified tour items	3.31	0.822	0.404
	Short stay	3.24	0.948	0.396

The evaluation indicators for diversification of experience and scenic spot-related activities include: understanding the value and charm of residential houses, understanding the history and culture, tasting the living and culture of the residents, buying unique souvenirs and enjoying specialty foods. From the table above it can be seen, that Xidi, as a cultural heritage, tourists can experience various activities in scenic area, make full contact with the local people, but the types of Xidi local food available in small stalls are few, many tourists pressed by time do not have the chance to taste specialty food, thus the indicator of enjoying specialty foods receives low satisfaction. According to the interviews, a lot of tourists complain about the short route and brief stay because tour guides shorten Xidi routes, and the coverage of route is mainly limited to residential areas, ancestral halls, arches and other places, all under undiversified tour items. It is an issue meriting the attention of authorities concerned that how to enrich the diversity of tour items, such as arranging performances to attract tourists and extending the stay.

4.3.5 The Attitude of the Locals

Table 4-5 Tourists Perception of the Locals' Attitude

Main aspects	Indicator	Mean	Standard deviation	Proportion of respondents expressing satisfaction
The attitude of the locals	Have the opportunity to deal with the local people	3.48	0.851	0.554
	Locals are friendly	3.50	0.886	0.506

The indicators for the attitude of the locals include: a. tourists have the opportunity to deal with the local people, and b. the locals are warm and friendly, both receiving a score of 3.5. From the table above it can be seen, only half of the tourists are willing to deal with the local people of Xidi and feel their hospitality. Through interviews, it is found that short tour and serious commercialization in Xidi explain why the satisfaction is not high. Many local businessmen see tourists as a cash cow that they want to milk hard. Local people not doing business feel the arrival of tourists extends the gap between the rich and the poor and enhance the price, or because of their farming career from which they obtain income, they are unable or unwilling to communicate with tourists.

4.3.6 Overall Satisfaction

Table 4-6 Overall Tourist Satisfaction

Main aspects	Indicator	Mean	Standard deviation	Proportion of respondents expressing satisfaction
Overall satisfaction	Overall, I am satisfied with the tour	3.72	0.686	0.629
	I would recommend Xidi to my friends and family	3.69	0.737	0.585
	I will come back to Xidi	3.49	3.096	0.388

The main indicators for the overall evaluation of the tour include: Overall, I am satisfied with the tour; I would recommend Xidi to my friends and relatives, I will come to Xidi again, the overall rating is above 3.5. The tourist satisfaction is the result obtained when tourists compare their expectation with tourism perception, and it emphasizes the psychological comparison process and results. Tourists are satisfied if the actual tour gives more than they expect, and they would complain about, leave and talk down Xidi if they are not satisfied with the tourism products or services. Most of the tourists are quite satisfied with Xidi. High tourist satisfaction will have a positive effect tourists' willingness to recommend and revisit and vice versa. But only 38.8% of the respondents say that they will not come again. The revisiting rate of Xidi is low, so is tourist willingness to recommend. The two low aspects may have a direct association with the factors unsatisfactory to tourist, such as undiversified tour items. This demands pondering.

5 Conclusions

Currently, the ancient houses in XiDi is under careful conservation overall, but it is a worrying question if what is future like. Most of the ancient houses under key protection as tourist attractions are under good protection, but some ancient houses in the cold zone, drawing less attention, limited by household financial resources and other reasons, are less protected. Despite the careful protection in overall, intact spatial-division, some details inside residential houses are changed, such as new openings for commercialization and modern decoration. But the most serious problem is that faced with this situation, the Government and the Committee did not come up with effective solutions, while the existing monitoring and protection system are with big loopholes; and the procedures for the examination and approval of application for renovation are slow and overwhelming, and the renovation subsidies are not in place. Those bring huge obstacles to the future protection of ancient houses.

(1) The main purpose of the ancient houses is for private use and they are under good protection.

During the monitoring, it is found that although some residents set up shops in their own houses or rent them to others for operation, overall, the ancient residential houses are mainly for private use. Due to the characteristics of the ancient houses, they will protected as long as people live in them. Therefore, since the existing ancient houses in Xidi, except for few, are inhabited by residents without collapse. According to the *Space Research I* prepared by Duan Jin, it is found the spatial division of ancient houses under key protection does not change and they are in good conservation.

(2) Residents' perception of tourism is positive in overall, of environment, negative, and of impact on the community, neutral.

The residents are highly supportive of tourism development in Xidi. They will continue to support the development of tourism because Xidi tourism has brought a positive impact on Xidi, has improved the living standard significantly, has increased external cultural exchanges. They show a neutral attitude towards the perception of community impact, for they do not think the improvement on medical facilities is significant, and on the other hand, the development of tourism has aggregated traffic congestion. In terms of environment, residents have strong perception with water pollution and solid waste pollution, which can be associated with tourists in a growing number of and students discharging sewage to creeks.

(3) Undiversified tourist experience and access to information

The main activities of tourists in Xidi are as undiversified as appreciating Huizhou ancient buildings, buying unique souvenirs, talking with local residents etc. According to the interviews, tourists complain about the limited types of ready food available in Xidi, a lot of tourists pressed by tour could not get around to taste other specialty food, hence the satisfaction with enjoying the specialty food is low. A lot of tourists complain about the short route and brief stay because tour guides shorten Xidi routes, and the coverage of route is mainly limited to residential areas, ancestral halls, arches and other places, all under undiversified tour items. Meanwhile, the signage in scenic area is vague, maps and brochures are not readily available, with which tourists are poorly satisfied.

(4) Strengthen the management of scenic spots

Xidi is very crowded during peak hours. Due to the narrow streets, a hallmark of ancient villages, the tourists, not diverted, all gather in the main attractions in peak hours, which is bad to the protection of ancient houses and tourists' experience. Issues like brochures and maps are not readily available, the signage is not clear are most reported by tourists. Therefore, the management of scenic spots in Xidi needs strengthening to enhance tourist satisfaction.