

宏村旅游可持续发展 监测报告

黄山市旅游管理委员会

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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联系地址：中国 广州 新港西路 135 号中山大学 329 栋
邮 编：510275
电 话：+86-20-84114683
传 真：+86-20-84113621

目录

1. 前言.....	4
1.1 监测背景及目的.....	4
1.2 监测过程及内容.....	4
2 宏村遗产保护现状.....	8
2.1 保护民居使用现状.....	8
2.1.1 上水圳民居基本信息.....	9
2.1.2 月沼保护民居基本信息.....	13
2.1.3 旅游冷区保护民居基本资料.....	17
2.1.4 小结.....	20
2.2 民居的改造.....	21
2.3 旅游对保护民居变动影响.....	31
案例 热区出租与冷区出租.....	32
2.4 古民居平面功能分析.....	34
2.4.1 上水圳.....	34
2.4.2 月沼组团.....	37
2.4.3 吴氏祠堂周边.....	39
2.5 旅游开发缓冲区概况.....	45
3. 旅游与社区.....	47
3.1 社区局部概况.....	49
3.1.1 旅游冷区.....	49
3.1.2 旅游热区.....	50
3.1.3 际村.....	52
3.2 社区对旅游影响的感知.....	54
3.2.1 经济影响感知.....	54
3.2.2 社会文化影响感知.....	55
3.2.3 环境影响.....	57
3.3 社区旅游参与.....	58
3.4 居民对旅游开发的感知.....	59
3.5 遗产保护的感知情况.....	67
4 游客感知与满意度.....	73
4.1 游客基本特征.....	74

4.1.1 游客个人信息.....	74
4.1.2 旅行信息.....	77
4.2 旅行经历评价.....	78
4.2.1 景区景观评价高.....	78
4.2.2 旅游信息与进入性评价（旅游服务）	79
4.2.3 景区旅游环境评价.....	79
4.2.4 游客体验.....	80
4.2.4 遗产感知评价.....	81
4.2.5 本地人态度感知评价.....	81
4.3 整体满意度评价.....	82
4.4 小结.....	83
5. 案例对比：宏村与西递.....	84
5.1 旅游发展背景.....	84
5.2 社区与遗产保护.....	85
5.3 旅游社区参与.....	86
5.4 游客体验.....	87
6. 总结.....	88
6.1 民居方面小结.....	88
6.2 社区方面小结.....	89
6.3 游客方面小结.....	89
6.4 总体建议.....	89
附录.....	91
宏村建档民居保护利用情况一览表.....	91
世界遗产宏村古民居建档表.....	98
2013 宏村旅游可持续发展调查问卷（社区）	100
宏村游客满意度调查问卷.....	104

1. 前言

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，也就是在去年开始对宏村进行了全面的监测。而 2013 年，此次对宏村的监测，主要目的在于在去年监测的基础上，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

本次监测分为三个阶段，监测准备阶段，现场监测阶段，报告整理阶段。

2012 年 8 月组建监测组，由中山大学旅游发展与研究中心老师、博士、硕士生共 7 名，以及中山大学旅游学院本科生共 12 名组成。针对不同监测地点与内容，监测组分为黄山、西递、宏村以及商业化形态四个小组。本次宏村监测组共有 6 名成员。收到监测任务后，小组

对此进行讨论分析，并认真阅读宏村文化保护相关材料。2013年8月18日，西递、宏村及商业形态组在珠海召开了第一次的培训会，明确了检测任务和方法；2013年8月26日，西递、宏村及商业化形态组召开了第二次讨论会，期间规划中心老师细化了监测任务。前期的监测准备为后期工作打下坚实基础。

8月29日，宏村组抵达安徽省黟县宏村开始正式调研活动。现场监测分为三个阶段：8月29日当天对宏村进行了预调研，明确了民居编号和分布，基本摸清了宏村商业形态的分布；8月30日至9月2日四天，一部分组员进行民居建档的工作，包括对民居群分区、编号，入户调查，一部分组员进行社区居民问卷派发；9月3日至4日两天，对宏村核心景区内的居民以及部分际村居民发放社区问卷，并进行简单的访谈；9月5日至6日两天，在宏村核心景区游客集中的地方发放游客问卷，并进行简单的访谈。

表 1-1 现场监测时间安排表

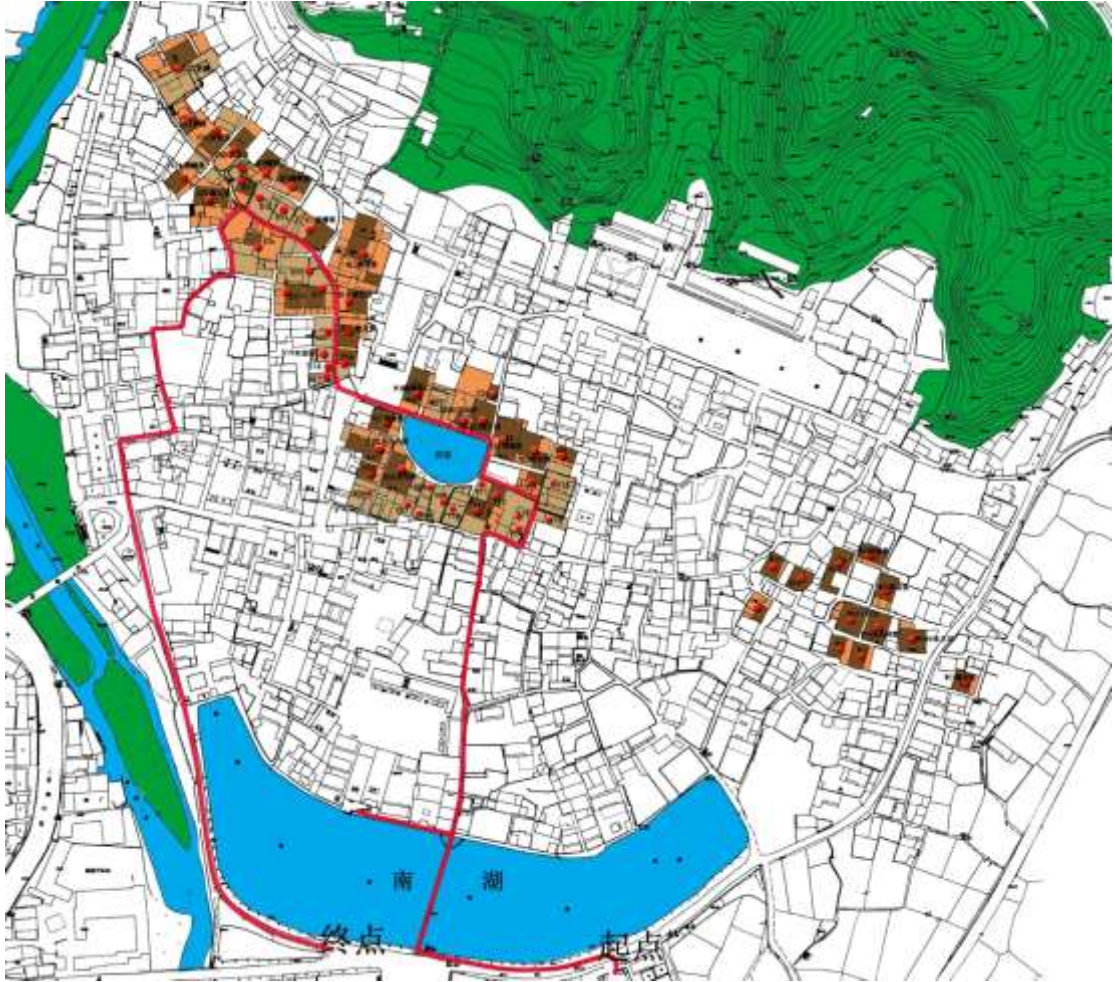
日期	工作内容	参与成员
8月29日	预调研，为民居编号	丘桂森、杨臻睿、许日升、吴翠莹
8月30日	分组进行民居建档（上水圳、月沼） 派发社区居民问卷	杨臻睿、许日升；丘桂森、吴翠莹； 赵楚一、周岑漪
8月31日	分组进行民居建档（上水圳、月沼） 派发社区居民问卷	杨臻睿、许日升；丘桂森、吴翠莹 赵楚一、周岑漪
9月1日	分组进行民居建档（月沼、冷区） 派发社区居民问卷	丘桂森、吴翠莹；杨臻睿、许日升； 赵楚一、周岑漪
9月2日	分组进行民居建档（冷区） 派发社区居民问卷	杨臻睿、许日升； 赵楚一、周岑漪、丘桂森、吴翠莹
9月3日	派发社区居民问卷	全员
9月4日	派发社区居民问卷	全员
9月5日	派发游客问卷	全员
9月6日	派发游客问卷	全员

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。

在民居建档方面：将邻近团队游路线（图 1-1 红线为团队路线）民居区域称为热区（包含上水圳沿街、月沼周圈、茶行弄沿街、中街、前街、南湖），将远离团队游路线民居区域称为冷区（包含东边街、东边田、后街、湖堍头、东边坑）。在上述热区选择住宿集中的上水圳沿街，游客最为集中的月沼周圈作为热区建档范围。在上述冷区选择建筑保护良好的东边街等地作为冷区建档范围（如图 1-1），最终以此范围对古民居进行编号方便入户调研。建档内容主要分为民居基本信息、房屋功能分配，包括文字资料、平面图以及照片。至 9 月 2

日建档结束时，热区上水畍 4 家无法进入、热区月沼 3 家无法进入；冷区 1 家无法进入、吴氏祠堂在装修。总共对 52 户保护民居建档（包括上水畍 19 份，月沼 23 份，吴氏祠堂周边 10 份）；

图 1-1 宏村民居建档范围



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，回收 189 份，回收率为 94.5%。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 350 份，回收 334 份，回收率为 95.4%。游客发放范围为村口大树、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 10 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 WT0 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；
	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 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：

¹ 《宏村景区规划》

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
	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）

2.1.1 上水圳民居基本信息

上水圳位于宏村的西北方向，是村落水圳的最上游。这里是宏村现存古民居最多的组团，共有 16 幢古民居²。本次监测共编号 26 户，建档 20 户，S02、S17、S24 由于无人居住，未成功建档；S16、S20、S23 由于居民不配合无法进入，未成功建档（图 2-1）。在编号 26 户民居中，重点保护民居共 4 户（S1、S14、S25、S26），属于国家所有的为 S13，其余属于居民自有的。现使用用途是旅游景点的有承志堂 S13、树人堂 S25；客栈有共 7 户（S03、S04、S06、S10、S11、S21、S26）；高档会所为 1 户（S01）；旅游商店 9 户（S07、S11、S12、S13、S14、S16、S18、S23、S24），没有住居功能的只有 3 户（S13、S24、S25）。

表 2-1 宏村上水圳保护民居基本信息

民居编号	S01	S02	S03	S04	S05 (延用上年的)	S06	S07	S08	S09
民居名称 (地址)	更楼上水圳 01 号	无照相无建档 (无人，无法进入)	碧园上水圳 04 号	居善堂上水圳 06 号	崇志堂上水圳 07 号	宏安客栈	上水圳 09 号	馨园上水圳 10 号	春晖堂上水圳 11 号
房屋信息	重点保护民居		保护民居	保护民居	保护民居	一般民居	保护民居	保护民居	保护民居
用途属性	住居(非农家)、		住居(非农家)、旅游住	住居(非农家)、	住居(非农家)	住居、旅游住宿设施、	住居(非农家)、	住居(非农家)	住居(非农家)

² 段进.《空间研究 4 • 世界文化遗产宏村古村落空间解析》.东南大学出版社.

宏村遗产保护现状

		旅游住宿		宿、餐饮设施	旅游住宿、餐饮设施		餐饮设施	商店小吃		
	所有关系	居民自用		居民自用	居民自用	居民自用	居民自用	居民自用	居民自用	居民自用
户主信息	姓名	洪丽芬		汪鹤年	余福来	汪志诚		卢耀庆	汪锐华	汪先生
	年龄	47		74	45	77	50	76	63	54
	民族			汉	汉	汉	汉	汉	汉	汉
	职业	艺术家		已退休	个体户	已退休	个体户	教师（已退休）	导游	个体户
	现居地	宏村		宏村	宏村	宏村（月潭客栈）	宏村	宏村	宏村	宏村
	祖籍	台湾		宏村	宏村	宏村	宏村	黟县（非宏村）	宏村	宏村
家庭情况	总人口	3人		15人左右	4人	2人	3	9人	3人	4人
	构成						夫妻、儿子		二老、儿子	夫妇、二女儿
	居住人数	3人		6人	4人	2人	3	3人	2人	2人
	居住年数	30年		从小	20多年		20多年	20多年	60多年	20年左右
	经济情况	会所收入		退休工资，经营客栈收入	经营客栈收入	退休工资	客栈营收、儿子打工	卖小吃、退休工资	带团导游、风水讲解	卖工艺品和古玩
建筑年代		460多年前		明末万历年间，1602年；1835（清代损坏后修缮重建）	距今160多年	不详	1980s	100多年前；20多年前	嘉庆年间；1990s	100多年前
民居编号		S10	S11	S12	S13（同上年）	S14（未进入，同上年）	S15	S16	S17	S18
民居名称（地址）		顺延楼客栈	砚一石壶上水	承德堂上水 16号	承志堂	敦礼堂	敦义堂	部分图，无建党	无图，无建党表，	

宏村遗产保护现状

		上水 圳 12 号	圳 14 号					表, 上 水圳下广 场的旅游 商店(卖 鞋)(店 主不配 合, 进不 去)	上水 圳左 边最 下一 家(新 建民 居, 无 人, 进 不去)	
房屋信息	保护等级	一般民居	一般民居	保护民居	重点保护民居	保护民居	保护民居			一般民居
	用途属性	住居(非农家)、旅游住宿、餐饮	住居(非农家)、商店、旅游住宿	住居(农家)、商店(古木家具)、参观	旅游景点	住居(非农家)、旅游商店(饰品)	住居(非农家)、旅游商店			住居(非农家)、商店(茶叶)
	所有关系	居民自用	居民自用	居民自用、出租	公房	居民自用	居民自用			居民自用
户主信息	姓名	汪先生	有部分图, 有建党表(不配合, 部分进入)	汪先生	王定贵(前任)	汪小英	谢建平			汪先生
	年龄	30 多		60 多岁		43	56			
	民族	汉		汉	汉	汉	汉			汉
	职业	个体户			盐商	务农	县政府工作			个体户
	现居地	宏村			家族第三代居宏村	宏村	黟县			宏村
	祖籍	宏村		宏村	宏村	宏村	黟县			宏村
家庭情况	总人口	5		4	现归国家所有	4 人	4 人			5
	构成	二老、夫妻、儿子		老母亲、夫妻、小女儿		夫妻、1 儿、1 女	老母亲、夫妇、女			二老、儿、媳、孙
	居住人数	5		4 人		4 人	3 人			5
	居住年数	从小		从小		从小	从小			1990s 开始

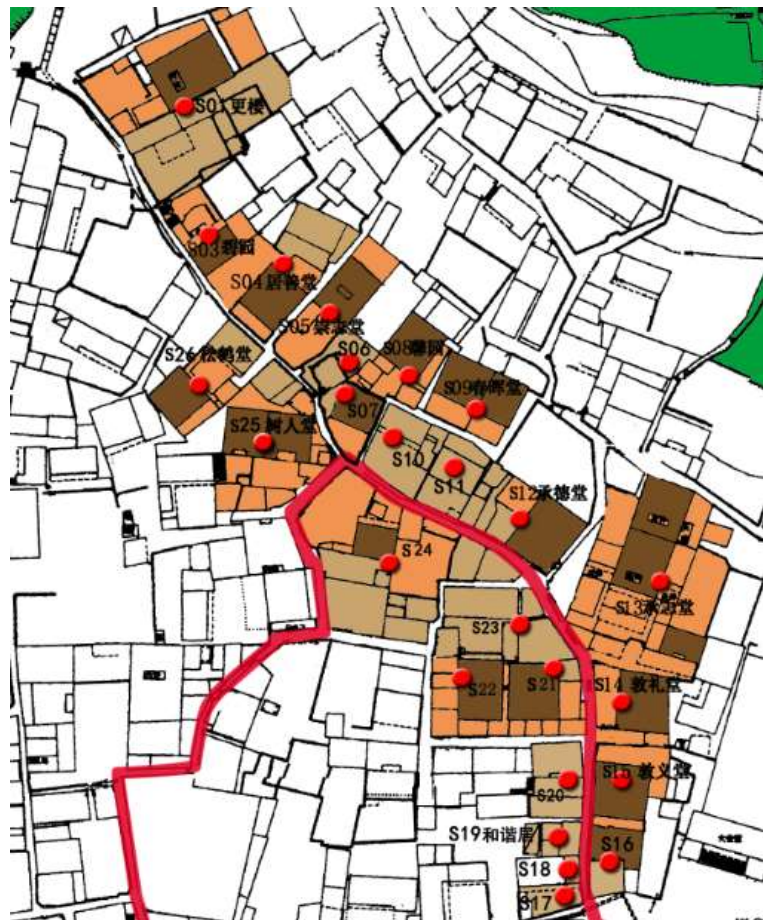
宏村遗产保护现状

	经济情况	住宿 餐饮、 小卖部 营收		出租、 邮政 局上 班、农 家乐		丈夫在 油厂、 妻子务 农、收 取租金	工资、 商铺 营收			卖茶
建筑年代		1990s	新房 （估 计 2000 年之 后建）	不详， 不过 是明 清老 房子			明末 清初			19990s
民居 编号	S19	S20	S21	S22	S23		S24	S25		S26
民居 名称 （地 址）	和 谐 居 客 栈	无图，无 建党表 （新建 民居，进 不去）	上水 圳 20、21 号	上水圳 39 号	无图，无建档表， 沿街为商铺（三个 茶铺），内租给人 住，院子有猪圈 （无法进入里面）		上水圳 13 号	树人堂		松鹤堂
房屋 信息	保护 等级	一般民 居		保护民 居	保护民 居		现 无 人 居 住 ， 无 法 进 入 ， 现 沿 街 包 括 一 个 油 画 商 铺 和 一 个 卖	重点保 护	保护民 居	
	用途 属性	住居（非 农家）、 商店（木 刻）、住 宿		住居 （农 家）	住居（农 家）			旅游景 点、旅游 商店	住居（非 农 家）、 旅游 住宿、 餐饮	
	所有 关系	居民自 用		居民自 用	居民自 用			居民自 用		
户主 信息	姓名	汪先生		王先生	汪伟平			汪森强 （5 个户 主中的 一个）	汪维 新	
	年龄	50 多		60 多	56			65	54	
	民族	汉		汉	汉			汉	汉	
	职业	个体户		个体户	务农			业余作 家	个体 户	
	现居 地	宏村		宏村	宏村			宏村	宏村	宏村
家庭 情况	祖籍	宏村		宏村	宏村			宏村	宏村	
	总人口	5		5 人、 别家老 奶奶	5 人			4 人	4 人	
	构成	二老、孙		夫妻、	夫妻、			夫妻、	夫妻、	

宏村遗产保护现状

				儿、媳、 孙	儿、媳、 孙		茶 铺	儿、媳	2 女
	居住 人数	3		2 人	5 人			未居住	4 人
	居住 年数	从小		从小	从小			40 年	54 年
	经济 情况	住宿、餐 饮、务农 (偶尔) 营收		卖茶叶	务农、做 生意			出书、客 栈收入	客栈 收入
建筑 年代	199 9		100 多 年前	150 多 年前			1862 年	清代 (不 详)	

图 2-1 上水圳建档范围图



2.1.2 月沼保护民居基本信息

月沼位于宏村中部，是牛形村的牛胃，月沼共编号 25 户，建档 21 户，Y18、Y25 为开放旅游景点，无改动，故不作建档，Y14 铺主外出未能完善建档信息，Y16 在修缮。编号的 25

户民居中,属于国家所有的是 Y25(作为祠堂参观点对外开放),重点保护民居共 1 户(Y18),保护民居 7 户(Y1, Y2, Y3, Y5, Y20, Y21, Y22),已建档的一般民居 14 户。民居现使用用途是旅游景点的是 Y18 和 Y25,被改造为旅游商店的有(Y1, Y11, Y12, Y14, Y19),除 Y11, Y14 外其他民居仍作为住居使用。

表 2-2 宏村月沼保护民居基本信息

民居编号		Y01	Y02	Y03	Y04	Y05	Y06	Y07	Y08
民居名称 (地址)		根心堂 (月沼 东北 角)	乐山书 屋	里月 05	中街 18 号	冒华居	伴月楼 (月沼 南面)	冒华居 旁, 前 街 2 号	中街 20 号 (伴月楼 背后)
房屋 信息	保护等 级	保护民 居	保护民 居	保护民 居	一般民 居	保护民 居	一般民 居	一般民 居	一般民居
	用途属 性	住居 (非农 家)、商 店(旅 游)	住居 (非农 家)、旅 游住宿 设施	住居 (非 农家)	住居(非 农家)、 旅游住 宿设施	住居 (非农 家)、商 店(一 般旅 游)	住居 (非农 家)、旅 游住宿 设施、 餐饮设 施	住居 (非农 家)、旅 游住宿 设施	住居(非 农家)
	所有关 系	居民自 用	居民自 用	居民自 用	居民自 用	居民自 用、出 租	居民自 用	居民自 用	居民自用
户主 信息	姓名	解 XX	汪庆平	汪 XX	舒继平	汪贵泉	余 XX	汪 XX	余 XX
	年龄	70 多	73	50 多 岁	30 多	85 岁左 右	60 多	45 多	30 多岁
	民族	汉族	汉族	汉	汉族	汉族	汉族	汉族	汉族
	职业	个体户	退休 (技术 干部)	个体 户	个体户	无	个体户	水电维 修	打工
	现居地	根心堂	宏村/ 北京	宏村	宏村	宏村	宏村	宏村	宏村
	祖籍	宏村	宏村	宏村	宏村	宏村	不详	宏村	不详
家庭 情况	总人口	3	5	3	3	7	6	3	5
	构成	XX	老夫妇	夫妻+ 老母 亲	父母+女 儿		爷爷、 奶奶、 爸爸、 妈妈、 二儿子	奶奶+ 儿子、 儿媳	爷爷奶 奶、夫 妇、孙 女
	居住人 数	3	2	3	3	2	6	3	5
	居住年 数	16	长住	长住	长住	超过 80 年	超过 10 年	长年	10 多年
	经济情 况	个体经 营、从 事木雕 生意	退休金	个体 户, 从 事古董 店	经营旅 馆	子女赡 养、出 租商店	住宿、 餐饮	维修水 电	丈夫打 工获得 收入

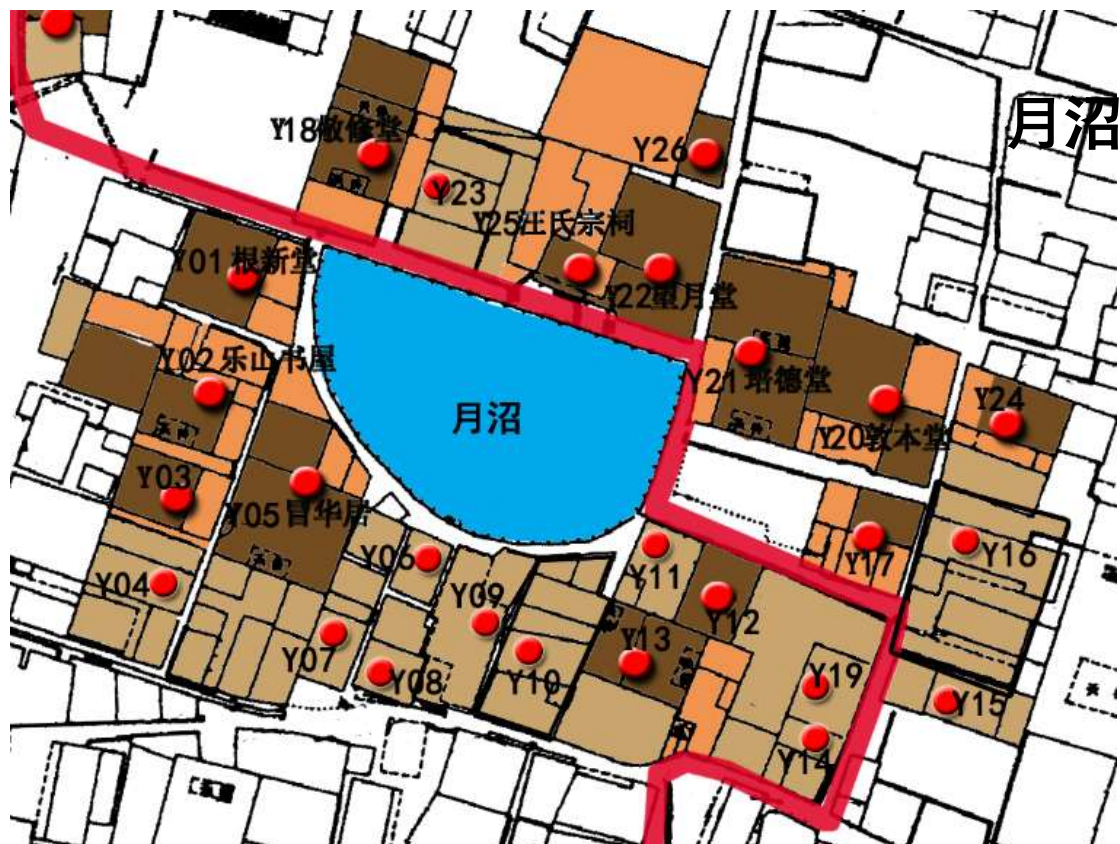
宏村遗产保护现状

建筑年代		清末建筑； 现代建筑	清嘉庆年间	不详	1980s	170 多年	推到老房子， 1998 年 建的新房子	1930s	2000 年左 右
民居编号		Y09	Y10	Y11	Y12	Y13		Y14	Y15
民居名称 （地址）		前街 21 号	前街 22 号	里月塘 07	里月塘 08 （一刀光）	中街（布染店 东侧）		一般民居、由 两间小商铺组 成、未能探祥	里月塘 16 号附近
房屋信息	保护等级	一般民居	一般民居	一般民居	一般民居	一般民居			一般民居
	用途属性	住居（非 农家）、 旅游住宿设施、 餐饮设施	住居 （非农 家）、商 店（一 般）	商店 （旅 游）	住居 （非 农 家）、 商店（ 旅 游）	住居（非农 家）、商店（旅 游）、旅游住 宿设施			住居（农家）
	所有关系	居民自用	居民自用	出租	出租	居民自用			居民自用
户主信息	姓名	吴 XX	汪 XX	汪松寿 汪 XX	汪松 寿 65 多	1 栋	2 栋		舒 XX
						汪 XX	汪 XX		
	年龄	35 左右	30 多岁	65 多	汉族	40 左 右	40 多		60 多岁
	民族	汉族	汉族	汉族	退休	汉族	汉族		汉
	职业	个体户	个体户	退休	黟县	个体 户	（外 出工 作）		农民
	现居地	宏村	宏村	黟县		宏村	宏村		宏村
祖籍	不详	不详			本地	宏村	宏村		
家庭情况	总人口	4	4			4	3	2	
	构成	公公、夫 妇、儿子	夫妇、 女儿、 奶奶			爷爷、 夫妇、 儿子	父 亲、 小儿子、 小儿媳	老夫妻	
	居住人数	4	4			3	3	2	
	居住年数	10 多年	超过 40 年			长住	长住	30 多年	
	经济情况	经营住宿、餐饮	缝补、 制衣			旅店	儿子 工作、 出租	务农收入、 子女赡养	

宏村遗产保护现状

建筑年代		1998 年		100 多 年前		不详		不详		2000 年		1990 年 前；		现代		1988 年			
民居编号		Y16		Y17		Y18		Y19		Y20		Y21		Y22		Y23			
民居名称（地址）		里月塘 16 号附近		月沼旁的坦旁边		（沿用去年建档）里月塘 03		里月塘 21 号附近（弘宝斋）		敦本堂、里月塘 17 号		培德堂、里月塘 03 号		里月堂 1 号、望月堂		汪氏宗祠乐叙堂西侧			
房屋信息	保护等级		一般民居、 在修缮	一般民居		重点保护性民居		一般民居		保护民居		保护民居		保护民居		一般民居			
	用途属性			住居（非农家）、商店（旅游）		住居（非农家）		住居（非农家）、商店（旅游）		住居（非农家）		住居（非农家）、商店（旅游）		住居（非农家）、商店（旅游）		住居（非农家）、商店（旅游）			
	所有关系			居民自用、出租		居民自用		居民自用		居民自用		居民自用、出租		居民自用		居民自用			
户主信息	姓名			汪 XX		汪经三		谢 XX		汪 XX		汪 XX		汪 XX		汪 XX		XX	
	年龄			70 多		58		40 左右		50 左右		60 多		50 多		40 多			
	民族			汉族		汉族		汉		汉		汉族		汉族		汉族		汉族	
	职业			退休		经营店铺		宏村人				个体户		个体户		个体户		个体户	
	现居地			宏村		宏村		宏村				宏村		宏村		宏村			
	祖籍			宏村		宏村		宏村				宏村		宏村		宏村			
家庭情况	总人口			1		10		3		6				4		3			
	构成			奶奶		不详		夫妻、儿子								夫妇、儿子			
	居住人数			1		4		3		3		7、8 个		4		3			
	居住年数			50 多		近六十年		长住		19		60 多		50 多		20 多			
	经济情况			无职业、子女赡养（外出工作）		老房经营		经营商铺				务农、经营商铺、出租		商铺经营收入		经营茶铺			
建筑年代				1950 s		清道光； 1820 年		1970s		光绪 6 年； 2000 年后		1880 年 （光绪 6 年）		不详		1980s			

图 2-2 月沼建档范围图



2.1.3 旅游冷区保护民居基本资料

旅游冷区共编号 12 户，建档 10 户，W01 因户主已卖房屋无人居住，所以不能进入未能建档，W8 为吴氏祠堂，但是现在正在装修为咖啡屋，无法建档。建档的 10 户中，没有重点保护民居，也没有国家所有的民居。目前，住居与旅游住宿设施结合（即农家乐）的有 3 户（W3，W4，W7），客栈有 3 户（W6、W9、W12），纯住居的有 4 户（W2，W5，W10，W11），另外一户（W5 吴氏祠堂）目前正在装修状态。在吴氏祠堂附近建档的 10 户中，现存在明清建筑的有 9 户，但是所有都没有挂上保护民居或重点保护民居的标识。

表 2-3 宏村旅游冷区保护民居基本资料

民居编号	W01	W02	W03	W04	W05	W06 (部分沿用上年)	W07	W08	W09	W10	W11	W12
民居名称(地址)	部分图,无建党表(户主已卖出房屋,现无人居住,无法进入)	敦恒堂东边田 14 号	景区饭店(名德堂)东边井 17 号	积善堂东边井 12 号	述志堂东边井 19、20 号	印象老屋东边井 04 号	聚友堂	吴氏祠堂	十间房客栈	东边井 09 号	东边井 29 号	高级客栈东边街 31 号
房屋信息	保护等级	一般民居	一般民居	一般民居	保护民居	一般民居	一般民居	保护民居	保护民居	一般民居	保护民居	保护民居
	用途属性	住居(农家)	住居(农家)、住宿、餐饮	住居(农家)、住宿、餐饮(农家乐)	住居(农家)	居住(非农家)、住宿、餐饮	居住(农家)、住宿、餐饮	装修中(准备装成咖啡屋)	居住(非农家)住宿设施	住居(农家)	住居(非农家)	住居(非农家)、住宿、餐饮
	所有关系	居民自用	居民自用	居民自用	居民自用	出租	居民自用	有照片,无建档表(归印象老屋租主所有)	企业所有(经营权)	居民自用	居民自用	居民自用
户主信息	姓名	万先生	万桂英	汪武	汪丽娟	汪冬关	万先生		万先生	万先生	吴宝林	胡先生
	年龄	70 多	47	44 岁	77 岁	90 多岁	30 多		30 多	60 多	57 岁	59 岁
	民族	汉	汉	汉	汉族	汉	汉		汉	汉	汉族	汉
	职业	务农	个体户	务农、个体户	无		个体户		个体户	务农	工艺市场摊主	个体户

宏村遗产保护现状

	现居地	宏村	宏村	宏村	宏村	宏村	宏村		宏村	宏村	宏村	宏村
	祖籍	宏村	宏村	宏村	宏村	宏村	宏村		宏村	宏村	宏村	安徽
家庭情况	总人口	4人	4人	3人	6人	企业购得经营权，为合肥高歌影视传媒公司，访谈对象不配合，信息由邻居提供，有待考实	4人	店长（沈先生）不配合，户主应在地		3人	6人	4
	构成	夫妻、儿、媳			老母亲、母亲、女儿、媳、孙		老母亲、儿、媳、孙女			二老、孙女	夫妻、2儿、1媳、孙	夫妻、女、女婿
	居住人数	2人	4人	宏村	6人		4人			3人	5人	不定
	居住年数	从小	90年开始	从小	从小		从小			从小	从小	时不时来度假
	经济情况	务农、退休金	务农、客棧营收	务农、农家乐营收	务农、卖东西		客棧营收			务农、打工（大儿子）	户主摆摊、媳妇超市工资、儿子打工	工资、客棧营收
建筑年代		道光初年（200多年前）；1821年	100多年前；1970s	清光绪年间；去年（2012年）	100多年前	1864（同治三年）	推到老房子，新重建	100多年前	100多年前	老房子不详；新房子为2007年建	300多年前	

图 2-3 旅游冷区建档范围图



2.1.4 小结

宏村内大部分民居属私人所有，建档的 52 户中，只有 S13 承志堂属国家所有，这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 4 户，而旅游冷区没有重点保护民居或保护民居。但实际上从建筑年代来看，冷区除了 W7 聚友堂以外，其他都还现存有明清时期的建筑，都应该受到保护。也许是因为在冷区，所以挂牌和保护都不够到位。

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。虽然冷区不属于游客的活跃范围，但是冷区也存在着大量的明清建筑需要保护，而吴氏祠堂从去年空置到今年的装修充分了体现了冷区古民居建筑保护的不足和不受重视。

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。上述三个分区除了旅游参观，几乎都还有居住功能。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，建档范围内原有的吴氏祠堂旨在装修，准备成为咖啡屋，至此，冷区的祠堂几乎都没有能够得到保护，而冷区大多是当地居民住所以及旅游的住宿设施，旅游商店几乎没有，而热区的功能就会更多样化。

2.2 民居的改造

根据保护等级、所有关系和用途等整理出表 2-4（如下所示）。在所有建档的 52 座民居中，共有 24 座一般民居，4 座重点保护民居，24 座保护民居；明清建筑有 28 座；对于所有关系，46 座是居民自用，5 座是出租，2 座公房，1 座企业所有，其中既是自用又是出租的有 3 座；用途方面，农家居住有 10 家，非农家居住有 38 家，旅游商店有 17 家，旅游住宿和餐饮分别是 20 家和 12 家，旅游景点有 2 家，空置有 1 家，其中大部分是一座同时有居住以及旅游住宿餐饮或商店等等多种用途；没有与旅游无关的商店用途。

除了 14 座单纯只是居住用途外，其余的 38 座都有与旅游用途相关。一般来说，所有的民居都有改造装修过，都是为了符合现代的居住需求（如修建了厕所、浴室、上下水道，改建楼梯等等）；而与旅游相关用途的改造，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重建主要集中在两个时段——20 世纪 70~90 年代和 2003~2012 年。

表 2-4 民居信息汇总

建档地段		上水	月沼	冷区（吴氏祠堂周围）	小计
保护等级	重点保护民居	3	1	0	4
	保护民居	12	7	5	24
	一般民居	5	13	6	24

明清建筑（除了建筑年代不详的以外）		12	7	9	28
所有关系	居民自用	19	19	8	46
	出租	0	5	0	5
	公房	1	0	1	2
	企业所有	0	0	1	1
用途	农家住居	3	1	6	10
	非农家住居	15	19	4	38
	旅游商店	8	9	0	17
	旅游住宿设施	8	6	6	20
	旅游餐饮设施	5	2	5	12
	旅游景点	2	0	0	2
	空置	0	0	1	1

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，如修补屋顶墙体、换顶梁等。除了新装修成现代民居以及客栈之外的民居，保留居住功能的明清古民居以及 20 世纪 70 年代建的民居，都会有相应的破损修缮。

图 2-4 月沼东北角一民居墙体修缮



图 2-5 吴氏祠堂附近（东边井 29 号）
损坏的屋顶用木棍支撑着



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。另外为提升屋内采光，将原本建筑的小窗户扩大。还有便是现代家具的增添使用。重要的是，对于传统徽派建筑中的天井、楼梯的修改——很多古民居都把原有又陡又窄的楼梯废弃，重新弄了现代较为宽敞坡度较小的楼梯，这样不仅安全，而且很舒适；此外，对于镂空的天井，为了不让下雨天雨水泼进房屋，有些古民居天井封上了透明的玻璃或是塑料并带有排水管，再者，有点屋主嫌夏天太晒，甚至还在天井上遮上一层可以推拉的“窗帘”（如图）。

图 2-6 上水圳春晖堂建的厕所



图 2-7 敦恒堂（东边井 14 号）
室内现代家具以及瓷砖地



图 2-8 修改过的天井（左上 S15，左下 W2，右边 W3）



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甚至多家，并有各自新开口通向自己院子。如上水圳宏海茶庄以及周围两家茶铺的房子本来是一家人的，后来分家，用墙壁把每间房子隔开。

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（如图 2-11 中的十间房客栈），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，如图 2-10 上水圳居善堂（S04）。另一种是增加靠近旅游路线的出入口，如图 2-9 上水圳松鹤堂（S26）将入口延伸至上水圳马路，新建了一个门口。

2-9 上水圳松鹤堂客栈新建门口
（延伸至路边）



2-10 上水圳居善堂休憩回廊



2-11 改建后的十间房客栈（吴氏祠堂附近）



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 Y17 功能从民居变为民居和商铺，沿月沼街边的出租给别人做瓷画商铺，里面仍然保留居住功能。有的甚至是建筑内部被改造成店铺或是住宿，已经看不出原先格局，如印象老屋(W6)，除了保留古民居外在框架外，里面原先格局完全被破坏，然后按照设计者意愿改建为客栈（如图 2-12）——厅堂完全是重新布局，并仿照以前徽派的厅堂模样；天井位于进入于厅堂后的休憩院子的左右两边；还有用复古白墙壁虚掩的特别的厕所入口。还有因为居住舒适度问题，有的古民居被空置了，如 W11 古民居，主人住在隔壁新建的附属新房，除了一楼厅堂还作为大厅使用外，其余部分均空置着（如图 2-13）。

2-12 印象老屋新设计的厅堂（左）其新设计的天井院子（中）
特别的厕所入口（特别新建的古老白墙壁，右）

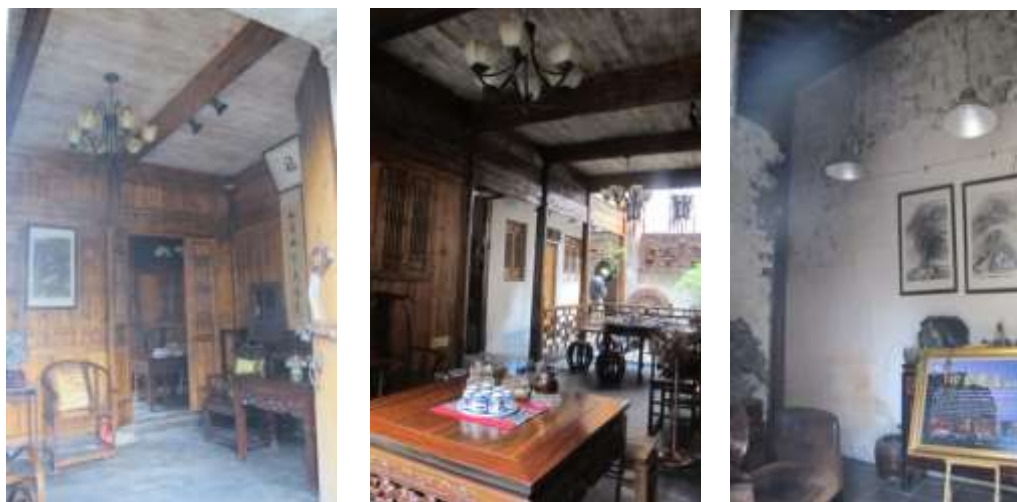


图 2-13 W11 仍然作为大厅使用的厅堂（左）已经废置的古民居（中）
由古民居门通向旁边新建的现代民居（右）



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。如春晖堂（S09）其中一个附属房在 1980~2000 年是养蚕，而自从 2000 年其儿子结婚后便改建为婚房的一个休息厅；另外两个附属房分别改为浴室和厕所（图 2-14）。在热区更多的是把附属房改为商铺用途，而在冷区则是改为新厨房或是建新居住房子。

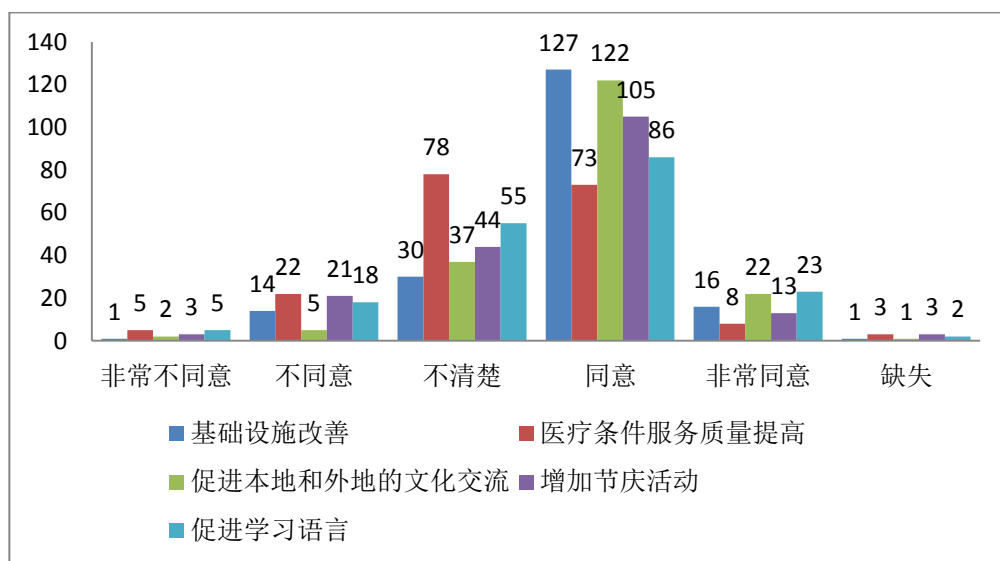


图 2-14 附属房中的厕所和浴室（左中）改养蚕房为休息厅（右）



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。改建为旅游住宿以及餐饮设施的古民居，为了适应游客的现代需求，都安装了空调，加建了大窗户，如 W3（景区饭店），其门楼旁边新开了一个较大的窗户以及安装了空调和水管；再如 W7（聚友堂），其门楼两边各开了很大的窗户，墙壁上架上了 6 台空调（图 2-15）。对于出入口，有的是因为不常用所以关闭但是没有封起来，如 S15（上水圳敦义堂），其正门是常关闭的，因为主人在沿街的门楼开了饰品商铺，而侧门之间通向新装修的房屋以及古民居内部，因此无暇顾及正门，为了安全以及私密性，主人关闭正门（图 2-16）。而有的门口因为不再需要使用而被封起来，如 W6（印象老屋）一侧门，原来那里是两户人共用的大厨房，有两扇侧门方便各自进出，几度易主后，如今主人把原大厨房改造为一个吧台，并建了厕所，而左边那一个侧门里面因为是厕所，所以主人把其封住了（图 2-17）。再如 W4（积善堂），其门楼右边（从里

面看)的侧门 1996 年新开,为了方便通向房屋左边附属建筑(厨房),2012 年房屋装修为客栈后,原厨房变成了客厅,因此不需要此扇门,所以主人又将其封起来(2-17)。

第四,拆除重建,这个在冷区(吴氏祠堂周围片区)发生较多,很多都是保留古民居整个框架,里面完全重新布局,有的甚至只留下了古民居的两堵外墙,其余完全拆除重建。如 W8(吴氏祠堂),其卖给了外地人,现除了保留其房屋大框架,内部全部拆除,其正在装修为一个咖啡屋(图 2-18)。再如 W7(聚友堂),除了保留正门楼那堵墙以及正门楼左边那堵墙以外,其余全部推到重建为现代住宿餐饮接待民居(图 2-18)。

图 2-15 增添大窗户,改变外墙景观(左 W7,右 W3)



图 2-16 左: S15 常用的沿街侧门;中、右: S15 紧闭的正门



图 2-17 左：W6 封住的侧门；右：W4 封住的侧门



图 2-18 左上：W8 吴氏祠堂正在改建；右上：W7 唯一保留的两面古民居墙壁；
下：W7 推到重建成的现代内部住宿样式



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；改造风格变动大了
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
出入口与外墙	在临街处新增出入口；门窗的修缮、修饰；门楼的拆除或是关闭	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，现阶段政府几乎无补助，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。此处选取热区上水圳 S19 与冷区 W09 两栋民居进行对比，针对热区与冷区的差异进行具体的描述与分析：

案例 热区出租与冷区出租

上水圳编号 S19 栋民居——和谐居

S19 位于上水圳下段，是居民自己所有的房子，当年为了更好的生活，其在 1960 年推到古民居重建到 1979 年再重建再到 1999 年再次重建后，其一直保留 1999 年格局至今，并且房东一家人能住在此房屋内。如今只是稍作装修改建成住宿餐饮，并不涉及大规模的改建。而其沿街前院则出租给别人卖旅游工艺品。而租客每天下午收摊后将货物放入在前院即离开，他们平时并无多大交流，生活似乎除了每天摆摊见面外，并无别的交集。

图 2-19 左：出租的前院



右：简单改装成住宿餐饮设施



旅游冷区编号 W09 民居

W09 是建档中属于企业所有的一户民居。位于旅游冷区吴家祠堂西侧，远离旅游路线，且不靠近公路。民居原户主将 W4 整栋出租给黟县某公司，并且转移经营权。公司在对民居进行改造的时候，并不是基于维持原样的原则，而是除基本保持外墙及内部基本结构不变的前提下，将其余所有部分改造，这种改变表现为范围大、内容多、样式多、风格变化大，整个房屋原先的功能完全丧失，而是变成了企业所需要的酒店雏形。原先的厢房全部改成客房，2 楼、3 楼所有房屋装修成客房，原先前、后厅打通。同时在原先大门的基础上，新开设两个出入口，新修院落围墙，并挖掘房屋外侧道路，对公共空间也有较大影响。

装修好投入使用以后的 W3 民居功能为旅游住宿设施。户主将整套房屋出租给他人，且

允许他人对房屋进行非常大的变动与改造，自己则搬离去往别处居住。

图 2-20 W09 平面配置图



图 2-21 W09 实物图（从左到右依次为：原厢房、主厅、门墙、院落）



总结

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 W09 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 W09 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。

2.4 古民居平面功能分析

2.4.1 上水圳

上水圳小结

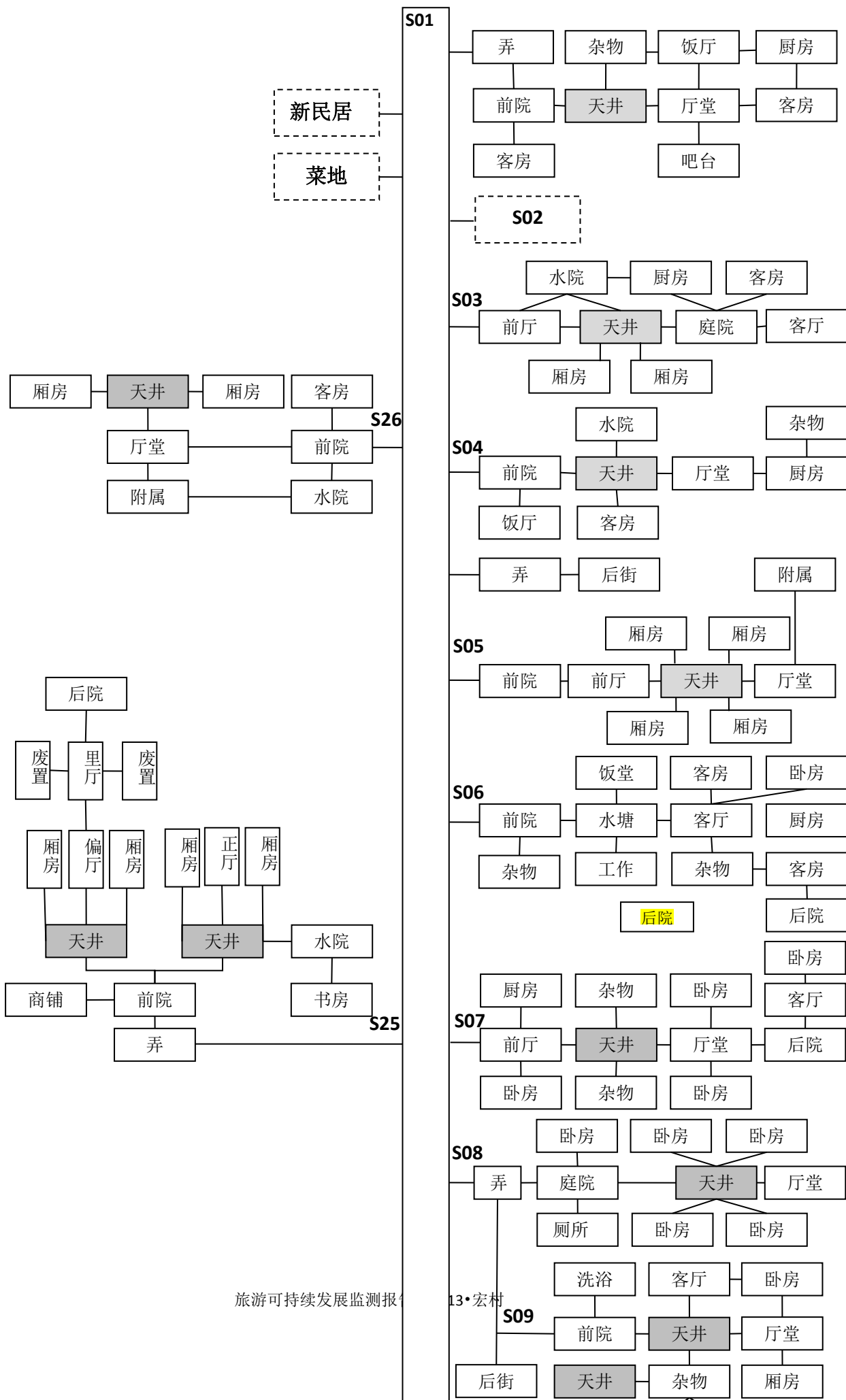
如下图所示的上水圳房间有不同程度的新建和维修，保存较好的为自用或者旅游参观点，同时，房屋的功能有所变化。

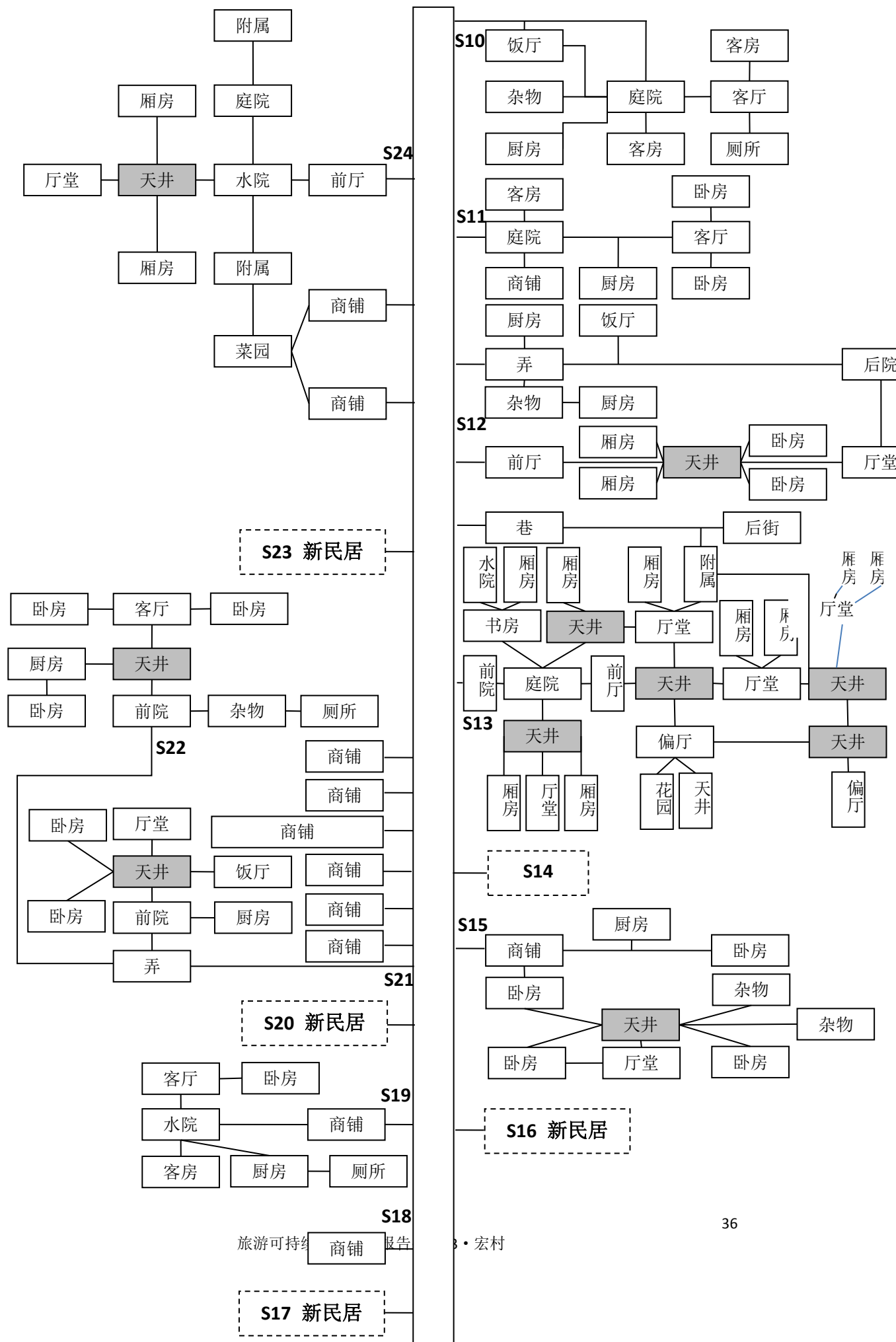
首先，可以从图中明显看到，有天井的民居为原来有的民居，而没有天井后来新建的民居，这些新建的民居和古民居一起将上水圳沿街的部分基本上覆盖，密度较大。而新建的民居中，在已经建档的部分，基本都用于了客栈、商铺等旅游商业用图，如 S10、S11。

其次，在古民居的原有功能上，都有不同程度的改变。原有的厢房大部分都变作了卧房或是客房；而在庭院中或者附属建筑物中都有了厕所、洗澡间等提升生活的基础设施；厨房的位置也有所变化。可以看出，在旅游发展和村民生活的过程中，为了自身的生活环境和条件的提升，普遍对传统民居的使用功能都有了一定的转换和改善。

同时，在如图的上水圳北段下部分，沿街的商铺密度较大，大多是买茶铺面，也是因为这一部分是属于导游的必经线路，所以受旅游的影响较大。

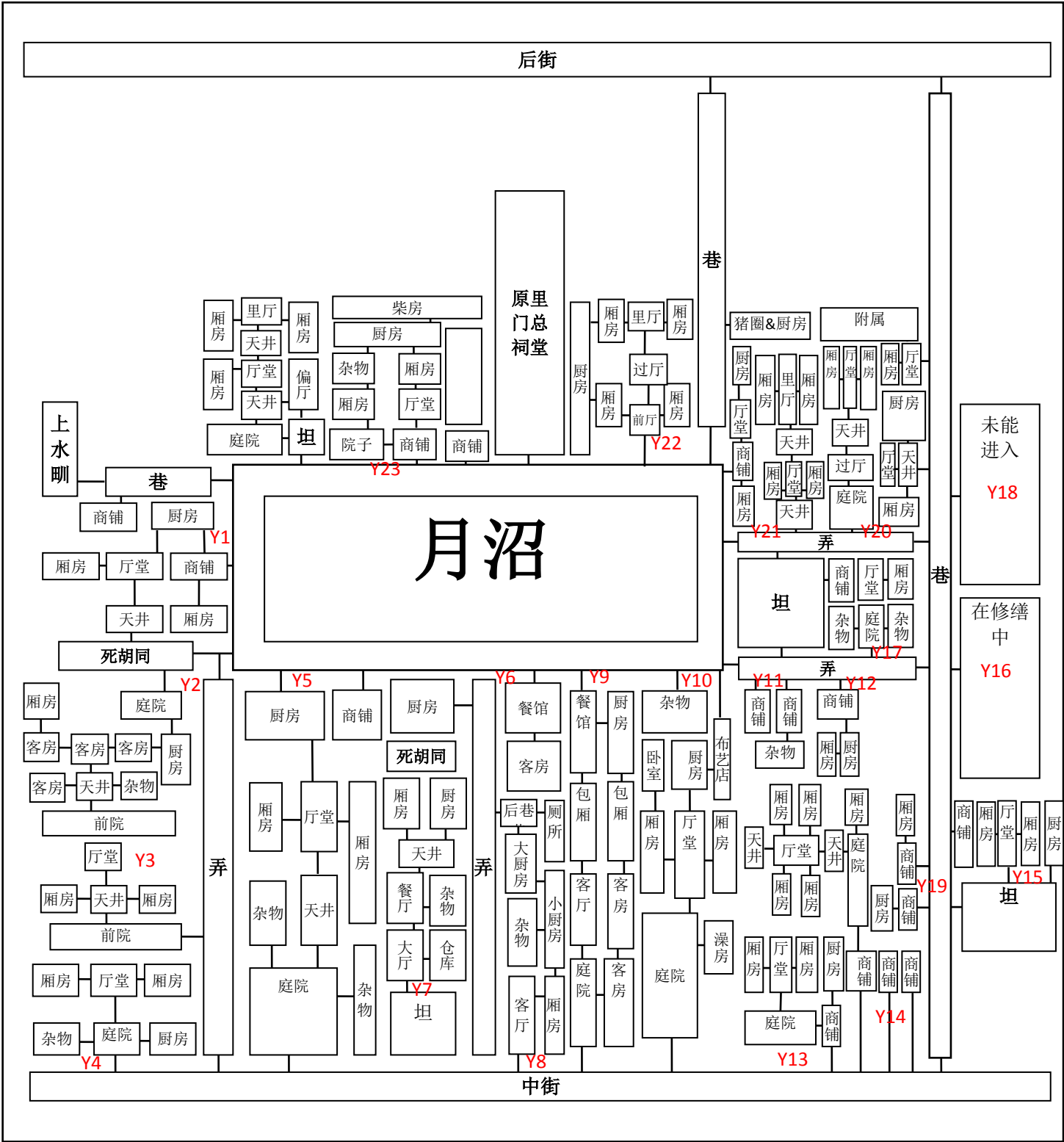
图 2-22 上水圳民居功能布局图
(见下页)





2.4.2 月沼组团

图 2-23 月沼组团民居功能布局图



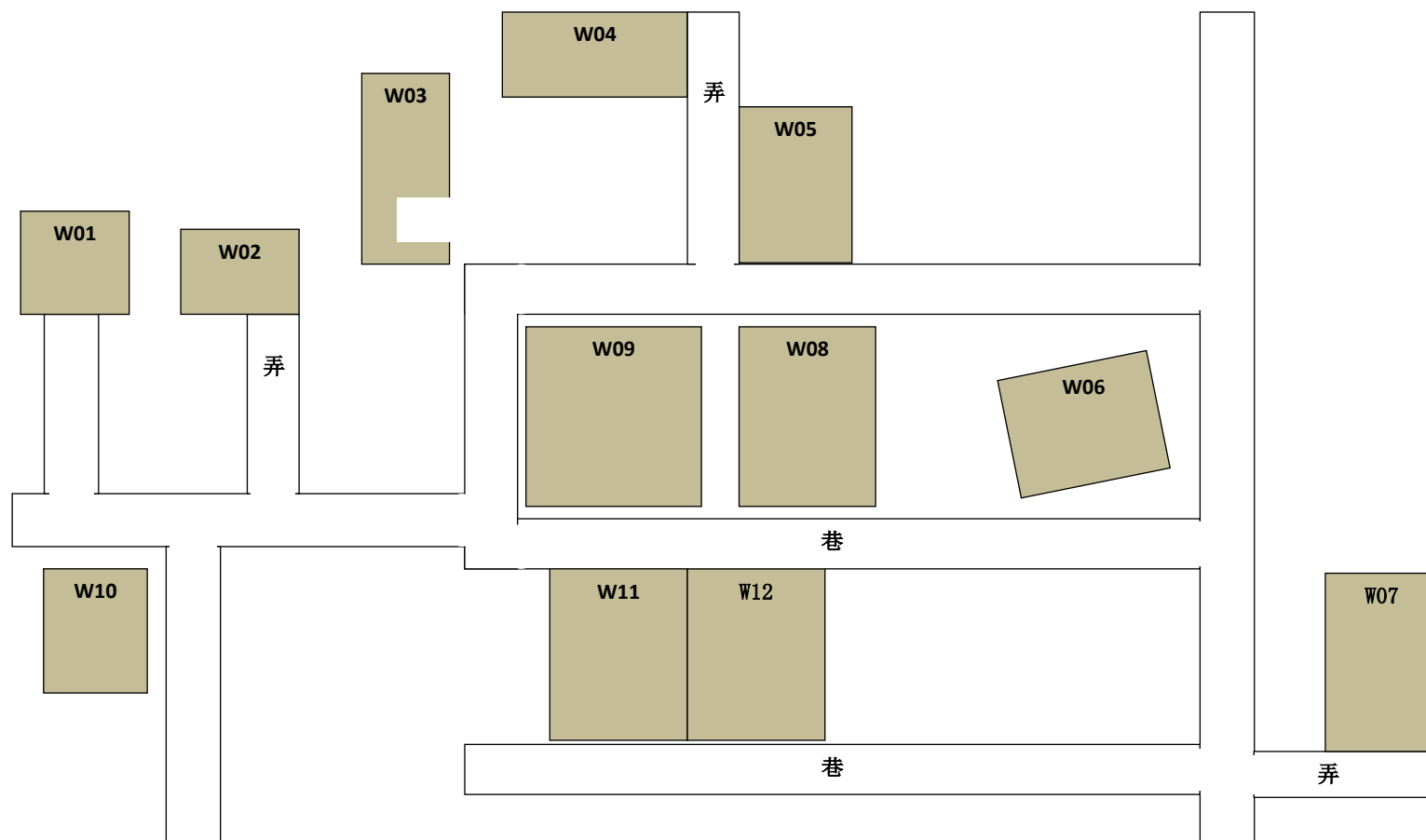
月沼小结

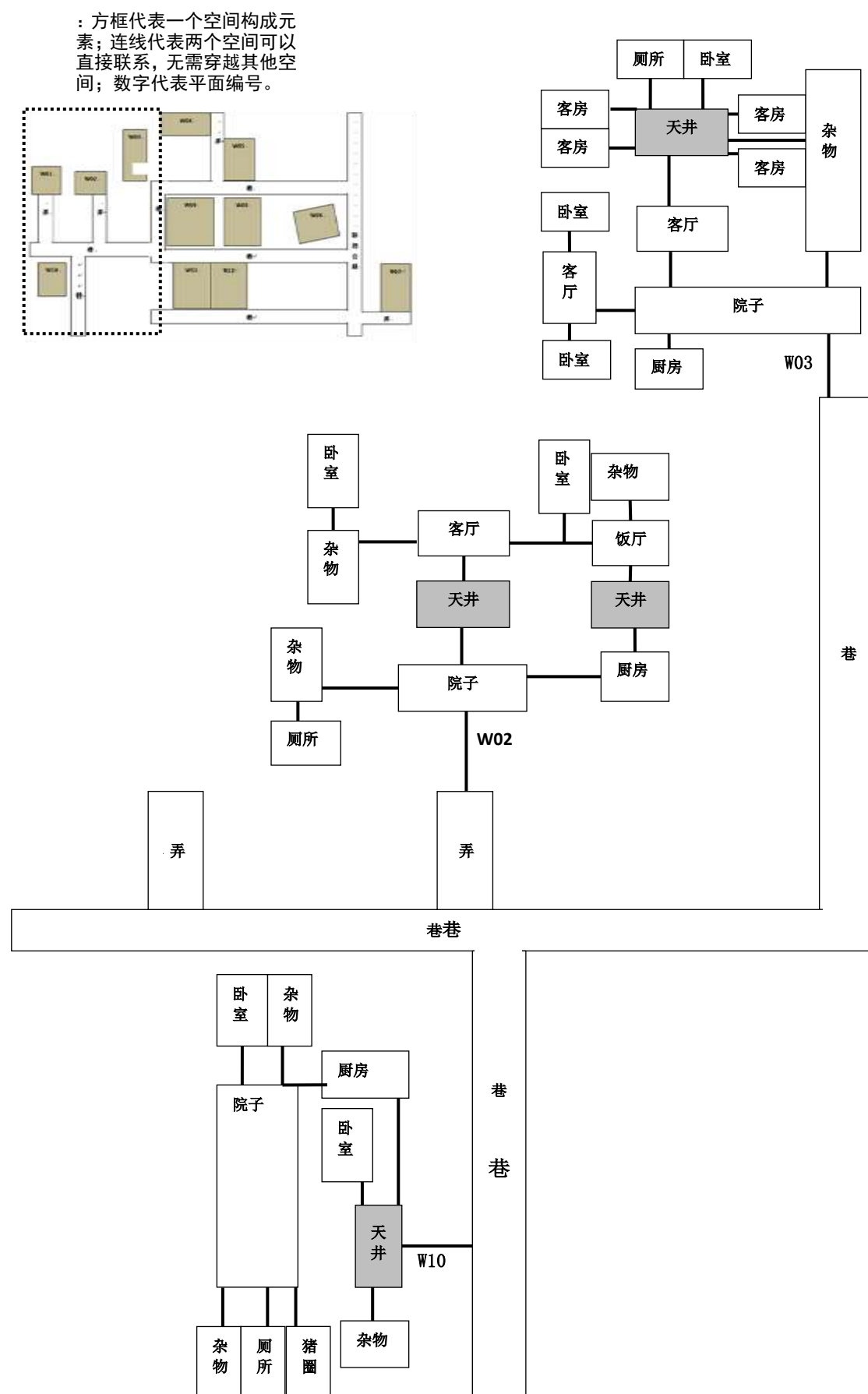
月沼民居使用功能的变化主要是由旅游主线、现代生活导致的,集中表现在几方面。首先,沿着旅游主线的民居大部分有新开口,而月沼南面的民居正门为朝南向,但如今多选择

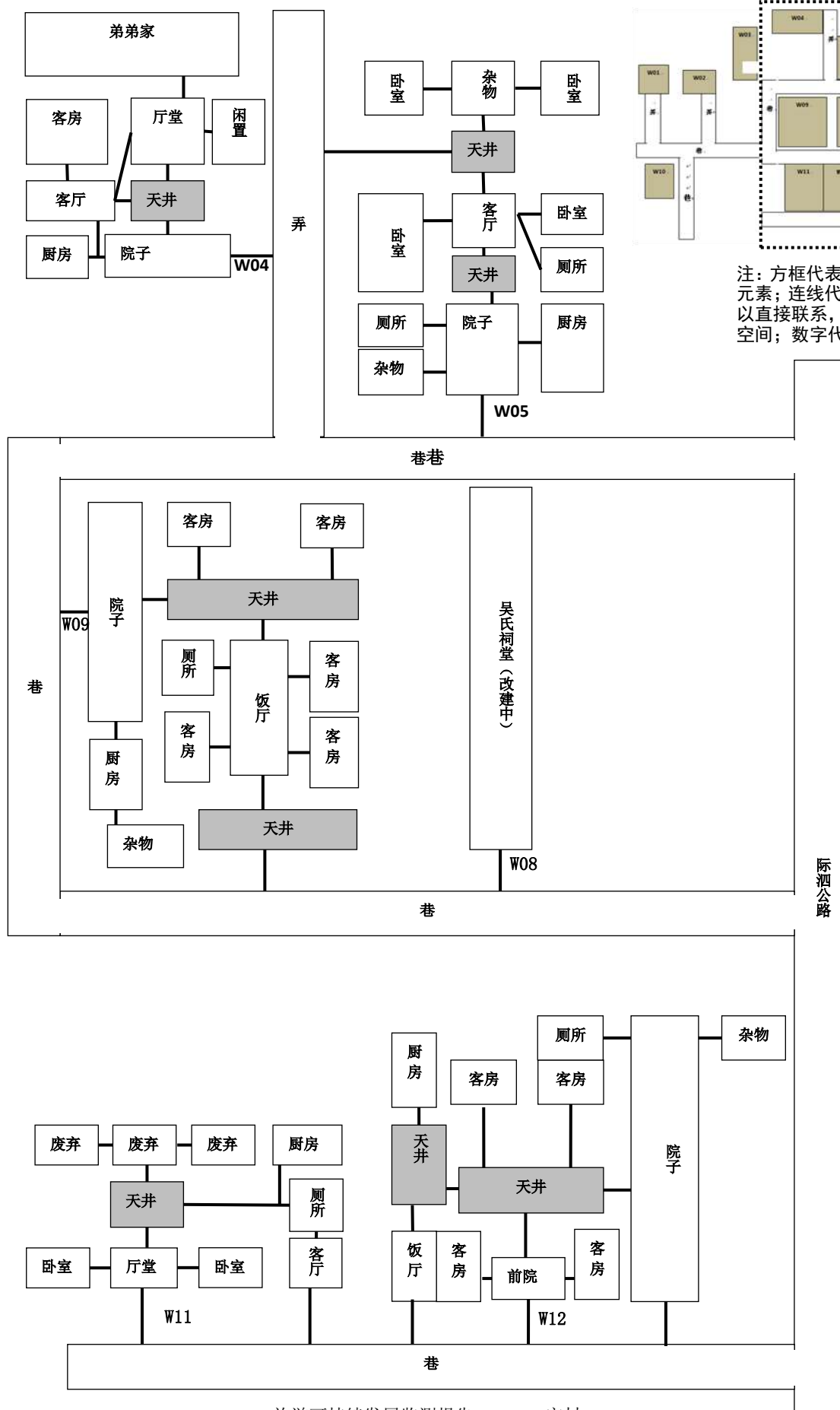
北边出口（原后门）作为主要出入口。但同时，这些民居因为处于旅游主线上，在修缮和新建的过程中会有很严格的限制（培德堂户主如是说），而如今看到的多数新建民居皆为申遗前所建。其次，大部分民居为了适应现代生活会有少数改动，譬如，装空调解暑，封天井或为天井加布加盖遮阳。除了以上变化之外，有几点需要注意，月沼虽然处于热区中，但是不处于主线上的民居也可能会因为缺乏修缮费用而倒塌，如 Y22（望月堂）后面的古民居已经倒塌并盖上新民居；由于修缮限制严格，具有能力接待游客的住宿多位于新建民居中，如 Y4、Y6、Y9、Y13。

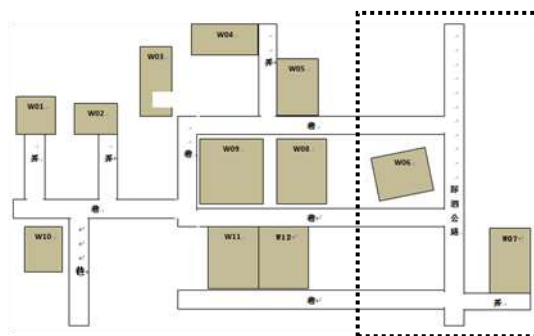
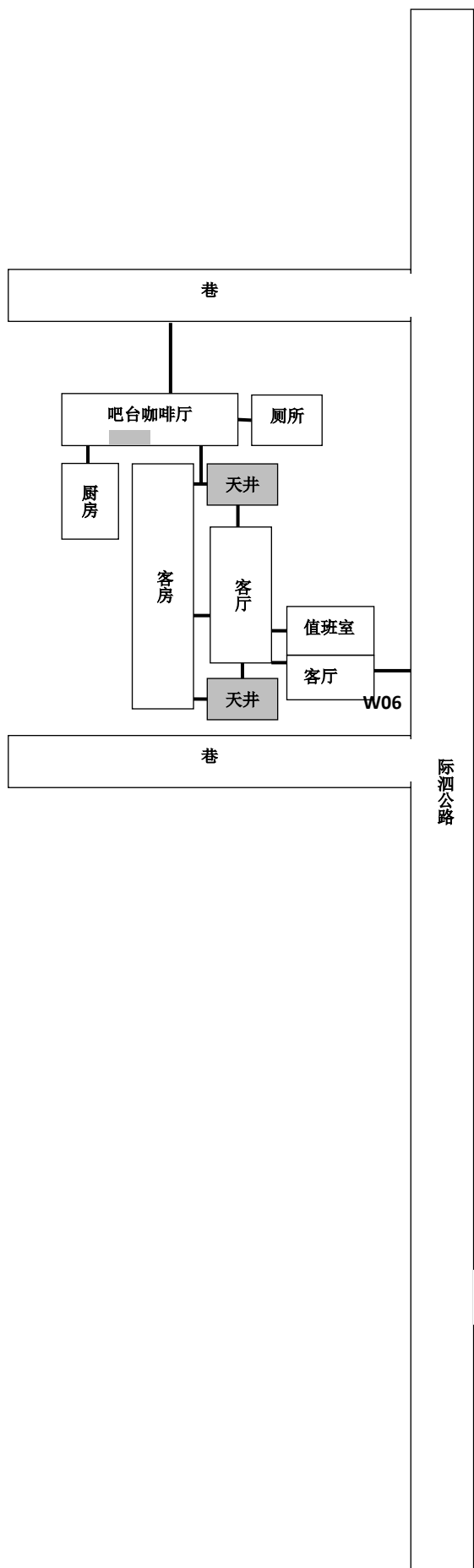
2.4.3 吴氏祠堂周边

图 2-24 吴氏祠堂周边组团民居功能布局图

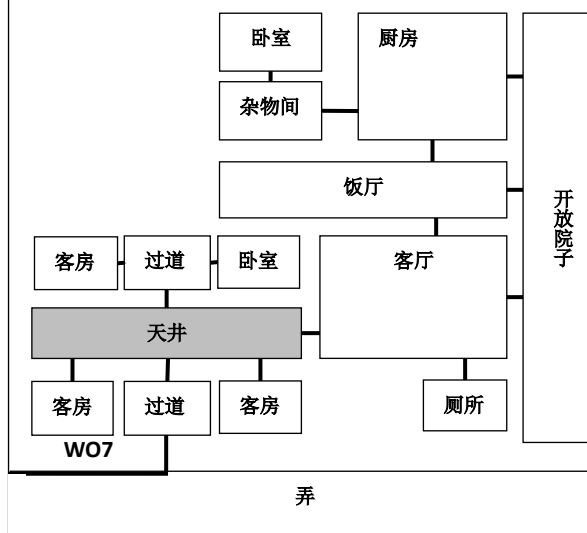








注：方框代表一个空间构成元素；连线代表两个空间可以直接联系，无需穿越其他空间；数字代表平面编号。



组团概况：吴氏祠堂位于宏村东边，图一中编号为 W08。组团有 4 条几乎平行的横巷道以及 5 条几乎平行的纵通道，总共有 12 座民居，被成功建档的有 10 家，其中一家没人在，而吴氏祠堂内部重新正在改建中。

小结：

1. 吴氏祠堂周围组团的民居基本上都是古民居，而且目前都基本保留了原有古民居的基本格局——传统三合院、“日型”、“回型”或是“H 型”，还基本保留了原有的建筑外观风貌。
2. 为了适应现代生活，提高生活质量，民居的功能以及内部装修则发生了很大变化：以前的厢房变成了带有厕所的卧室，并在附属建筑建有厕所；天井基本上不再是以前敞开式，而是会封上一层透明玻璃或是塑料，有的甚至有“窗帘”或是安装了排水管；墙壁有新开的大窗户以及放置有空调；只供居民自己居住的，内部基本上都有装修过，有的贴有现代瓷砖，基本都有现代生活设施（家具等等）；而作为旅游住宿设施的，内部都装修成现代仿古风格并配有现代生活设施。
3. 此组团古民居若为本地人居住，则整体改变不大；若开发成旅游设施的，除了保留基本格局和外观外，内部的改造是很大的，重新使用现代建筑材料并改变常用出入口，有的看上去是全新的“古”建筑，有的则是全新现代民居风格（如 W07）。
4. 组团区有 5 家是居民自己居住，其余 7 家都具有旅游住宿和餐饮的功能，但是这片区没有像上水矸那样有旅游商铺，可以看出这里不属于旅游热区，也不在旅游路线上，否则会有沿街商铺；因此对于冷区的旅游开发方式基本上都是住宿餐饮。

2.5 旅游开发缓冲区概况

图 2-25 缓冲区地图概况



宏村的旅游开发缓冲区分为两块，分别是西区，际村，东区，大片的农作区，田野，北接雷岗山。东区田野多为游客到达宏村的第一印象区，大片的田野以及较为统一的乡村景观，营造皖南古村落的景致。西区 S218 沿线位于际村，街道两旁多布局住宿、餐饮、旅游纪念品商店，多为两层小平房，夜间有大量小摊、开放式卡拉 OK、烧烤店，开放时间到十点左右，少有通宵达旦，且消费者多为团队游客和学生写生群体，商业业态低。水墨宏村比 S218 沿线更远离景区，它是一个小区型的商业地产，其中布局较多酒店，餐馆，少量娱乐设施，多数团队游客住宿和餐饮选在此处，尤其是学生写生团体，但除此外，少有其他游客到达此处。访谈中，有居民反映，S218 沿线将面临整体拆迁，拆迁后作为公共游憩场所，布局公园等设施，而其中的商业设施将规整到水墨宏村中，居民则将安排到水墨宏村对面正在兴建的小区。

图 2-26 缓冲区东区田野景观



图 2-27 缓冲区东区水墨宏村商业街



3. 旅游与社区

目前，宏村全村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。本次对宏村社区的监测范围主要分为三大区域，包括根据游线的分布而划分的旅游热区、旅游冷区以及周边临近社区。其中，旅游热区主要涉及宏村的西部、西北部以及南部，包括：上水畛、茶行弄、前街、月沼、南湖等；旅游冷区主要涉及宏村的东部以及东北部，包括东边田、东边井、湖堽头、后街等。此外，在周边社区中，选取了与宏村相邻较近的际村作为监测的一部分对象。

社区监测指标

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；

问卷基本情况

本次监测调研主要采用问卷调查，共发放问卷 200 份，回收 194 份，其中有效问卷 189 份，有效率约为 97.42%。其中，旅游热区回收的有效问卷为 122 份，冷区回收的有效问卷为 34 份，周边社区（际村）回收的有效问卷为 33 份。调查问卷的内容主要包括四大部分，第一部分主要采用里克特量表测量社区居民对宏村旅游发展的认知度和满意度，第二部分为调查社区居民对旅游开发的感知和建议，第三部分内容主要涉及到居民对遗产保护的感知和建议，最后一部分为样本的基本社会人口特征，包括性别、年龄、文化程度、居住时间、职业等基本信息。其中，样本基本信息的统计结果如表格 3-2 所示：

表 3-2 社区受访者的基本情况汇总表

		数量	百分比			数量	百分比
性别	男	82	43.4	职业	学生	14	7.4
	女	106	56.1		种植农户	20	10.6
年龄	<15岁	6	3.2		家畜养殖户	0	0.0
	15~24岁	26	13.8		服务打工者	20	10.6
	25~44岁	100	52.9		公司企业职员	12	10.6
	45~60岁	35	18.5		政府或事业单位	2	1.1
	>60岁	21	11.1		离退休人员	6	3.2
					个体私营业主	98	51.9
文化程度	小学及以下	33	17.5		其他	12	6.3
	初中	74	39.2				
	高中或中专	62	32.8				
	大学或大专	18	9.5	旅游相关	否	38	20.1

	研究生及以上	0	0.0		是	100	52.9
居住时间	1年以下	6	3.2	月收入	<1000元	35	18.5
	1~3年	13	6.9		1001~2000元	55	29.1
	4~6年	12	6.3		2001~3000元	38	20.1
	7~10年	10	5.3		3001~5000元	18	9.5
	10年以上	139	73.5		5001~10000元	8	4.2
					>10000元	2	1.1

由表 1 可以看出,此次监测调查,受访群体中女性群体比例略高于男性,男女性别比为 0.77:1;年龄分布上以 25-44 岁为主,70%左右的受访者文化程度为初中或高中或中专水平,同时,也有约 70%的受访者表示在宏村居住了超过十年。在职业方面,超过 50%的受访者为个体私营业主,同时,也有超 50%的受访者从事与旅游相关的职业,在月收入方面,将近一半的居民月收入在 1000-3000 元左右。由此可看,在宏村的旅游发展中,大部分的人为在宏村本地长期居住的居民,社区居民直接或间接参与旅游的比例较高,参与旅游成为了他们获得经济收入的重要手段,但总体的经济收入水平一般。

3.1 社区局部概况

3.1.1 旅游冷区

旅游冷区主要包括宏村的东部以及东北部区域,包括东边田、东边井、湖堞头、后街等。这些区域基本上是宏村韩、吴等小性人家的居住地,建筑相对粗糙和简陋。相比于旅游热区,该区域现存的古民居较少,大部分的民居都已受到不同程度的改造或破坏,基础设施如交通等条件也相对较差。目前,该区域游客量较少,基本不存在成型的旅游景点,但集中了较多的旅游住宿设施如农家乐等。

本次监测在冷区共回收了 34 份有效问卷,这一带受访者男女比例相差不大(男性为 16 人,女性 18 人),年龄主要集中在 25-44 岁之间,教育程度与整体问卷结果基本一致,以初中或高中或中专水平为主,超过 85% 的人在宏村居住了超过了 10 年。在职业方面,个体私营户与种植农户的比例相当,均为 32.4%,也有超过一半的受访者从事与旅游相关的职业,在所调查的三大板块社区中,冷区的种植农户比例是最高的,而个体私营业主的比例是最低的(热区为 57.4%、周边社区集村为 51.5%),该地区虽作为宏村旅游发展的非核心地带,但

居民参与旅游的热情较高，居民的谋生方式相对多样化，也保持了较好的村落农耕文化。

表 2-3 宏村旅游冷区受访居民基本情况汇总表

		数 量	百分比 (%)			数 量	百分比 (%)
性 别	男	16	47.1	职业	学生	2	5.9
	女	18	52.9		种植农户	11	32.4
年 龄	<15岁	0	0.0		家畜养殖户	0	0.0
	15~24岁	4	11.8		服务打工者	3	8.8
	25~44岁	15	44.1		公司企业职员	3	8.8
	45~60岁	8	23.5		政府或事业单 位	1	2.9
	>60岁	7	20.6		离退休人员	0	0.0
					个体私营业主	11	32.4
文 化 程 度	小学及以下	8	23.5		务农加其他副 业	0	0.0
	初中	13	38.2		其他	3	8.8
	高中或中专	10	29.4	旅游相 关	否	10	29.4
	大学或大专	3	8.8		是	17	50
	研究生及以上	0	0.0	月收入	<1000元	7	20.6
居 住 时 间	1年以下	0	0.0		1001~2000元	11	32.4
	1~3年	2	5.9		2001~3000元	4	11.8
	4~6年	1	2.9		3001~5000元	2	5.9
	7~10年	1	2.9		5001~10000元	1	2.9
	10年以上	29	85.3		>10000元	0	0.0

3.1.2 旅游热区

宏村的旅游热区指的是导游带领游客参观的主线周边地区，包括上水圳、茶行弄、月沼、南湖、前街，热区中包含大部分景点及标志性景观。

水圳建于明永乐年间（公元 1403—1423 年），至今已有 500 多年历史，总长 1200 多米，绕过家家户户、长年清水不断，该人工水系具有六大功能，一是防火；二是调节小气候，改善气温和湿度，净化空气、美化环境；三是饮用；四是洗涤；五是灌溉；六是发电。茶行弄为当地茶叶商贸交易之地，沿整条巷子两侧均为各类茶铺、茶馆，是游客与当地居民进行茶叶买卖的主要聚集区域。月沼，建于明永乐年间（公元 1403 年—1424 年），老百姓称月塘，所谓“宏村牛胃”之处所在，也是宏村旅游的标志性景观，位于宏村中心区域。

南湖位于宏村南首，建于明万历丁未年（1607 年），湖成大弓形，湖堤分上下层。南湖在历史上大修过三次，1986 年重建中堤，造“画桥”可东西划舟，情趣无穷。南湖同样属于宏村标志性景观区，为游客进村前必经区域。

宏村前街为该村旅游商业聚集区域，所谓“商业一条街”。该区沿道路两旁为各类商铺，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。其与宏村其余区域呈现的村落景观氛围大为不同。

本次调研在热区回收 122 份有效问卷，受调查群体中男女比例相当，年龄分布呈正态分布，以 25-44 年龄段为主，超过七成在当地居住十年以上，职业以个体私营主为主，占 50%以上；超过半数参与到与旅游相关职业；教育程度偏低，仅一成左右为大学教育水平；而月收入超七成在月收入 3000 以下，收入偏低。

表 3-4：热区受调查居民基本情况汇总表（*频率为占总调查者的频率，缺失值比率未在表中注明）

指标	类别	频数	频率	指标	类别	频数	频率
性别	女	68	55.7	教育程度	小学及以下	20	16.4
	男	54	44.3		初中	48	39.3
年龄	< 15	6	4.9		高中或中专	40	32.8
	15-24	19	15.6		大学或大专	13	10.7
	25-44	65	53.3	居住时间	1 年以下	4	3.3
	45-60	21	17.2		1-3	8	6.6
	> 60	11	9.0		4-6	10	8.2
职业	学生	12	9.8		7-10	5	4.1
	种植农户	7	5.7		10 年以上	89	73.0
	服务打工者	10	8.2	月收入	< 1000	23	18.9
	公司企业职员	8	6.6		1001-2000	34	27.9
	离退休人	4	3.3		2001-3000	30	24.6

	员						
	个体私营主	70	57.4		3001-5000	11	9.0
	其他	8	6.6		5001-10000	5	4.1
是否 与旅 游相 关	否	23	18.9		> 10000	2	1.6
	是	66	54.1				

3.1.3 际村

际村位于宏村的西部，全村面积约 13.2 平方公里，与宏村仅有一河之隔，同时也是宏村镇政府的所在地。凭借着世界文化遗产保护与旅游经济发展的缓冲地带这一良好的地理位置优势，际村拥有良好的旅游发展形势，近些年来，正逐步开发水墨宏村、奇墅湖国际旅游度假区、梓路寺、梦寻徽州等重点建设项目。作为与宏村相邻最近的村子，际村也直接或间接地受到了宏村发展旅游所带来的各种效应，成为宏村旅游辐射区域中的重要部分，因此，对宏村周边社区特别是际村进行监测调研，对于宏村的遗产保护与旅游发展的“可持续”都有着重要的意义。

本次监测调研中，该社区受访居民共 33 人，年龄结构上以 25-44 岁为主，教育程度上主要是初中、高中或中专水平为主。居住超过十年的比例是所有调查区域中最低，为 63.6%，其中居住不超过 6 年的达到了 18%，高于调查的整体水平，由此可见，与宏村相比，际村的人口流动程度相对高一些。在职业分布方面，与宏村相比，际村居民服务打工的比例要明显高很多，为 21.1%（旅游热区为 8.2%、旅游冷区为 8.8%），但居民从事旅游相关工作的比例也超过了一半。对受访者的“职业”与“是否与旅游相关”进行交叉性分析，可得，从事服务打工的受访者中，超过 83.3%与旅游相关，而个体私营业主的受访者则全部与旅游相关。由此可知，相比于宏村居民主要以个体经营的方式参与旅游，际村居民参与旅游的方式除了个体经营外，还包括了服务打工的方式。在调查的过程中，可以观察到，这类服务打工的岗位主要集中在宏村周边的餐饮、住宿等服务行业。

表 3-5 际村受访居民基本情况汇总表

		数量	百分比 (%)			数量	百分比 (%)
性别	男	12	36.4	职业	学生	0	0.0
	女	20	60.6		种植农户	2	6.1
年龄	<15岁	0	0.0		家畜养殖户	0	0.0
	15~24岁	3	9.1		服务打工者	7	21.2
	25~44岁	20	60.6		公司企业职工	1	3.0
	45~60岁	6	18.2		政府或事业单位	1	3.0
	>60岁	3	9.1		离退休人员	2	6.1
					个体私营业主	17	51.5
文化程度	小学及以下	5	15.2		务农加其他副业	0	0.0
	初中	13	39.4		其他	1	3.0
	高中或中专	12	36.4	旅游相关	否	5	15.2
	大学或大专	2	6.1		是	17	51.2
	研究生及以上	0	0.0	月收入	<1000元	5	15.2
居住时间	1年以下	2	6.1		1001~2000元	10	30.3
	1~3年	3	9.1		2001~3000元	4	12.1
	4~6年	1	3.0		3001~5000元	5	15.2
	7~10年	4	12.1		5001~10000元	3	6.1
	10年以上	21	63.6		>10000元	0	0.0

3.2 社区对旅游影响的感知

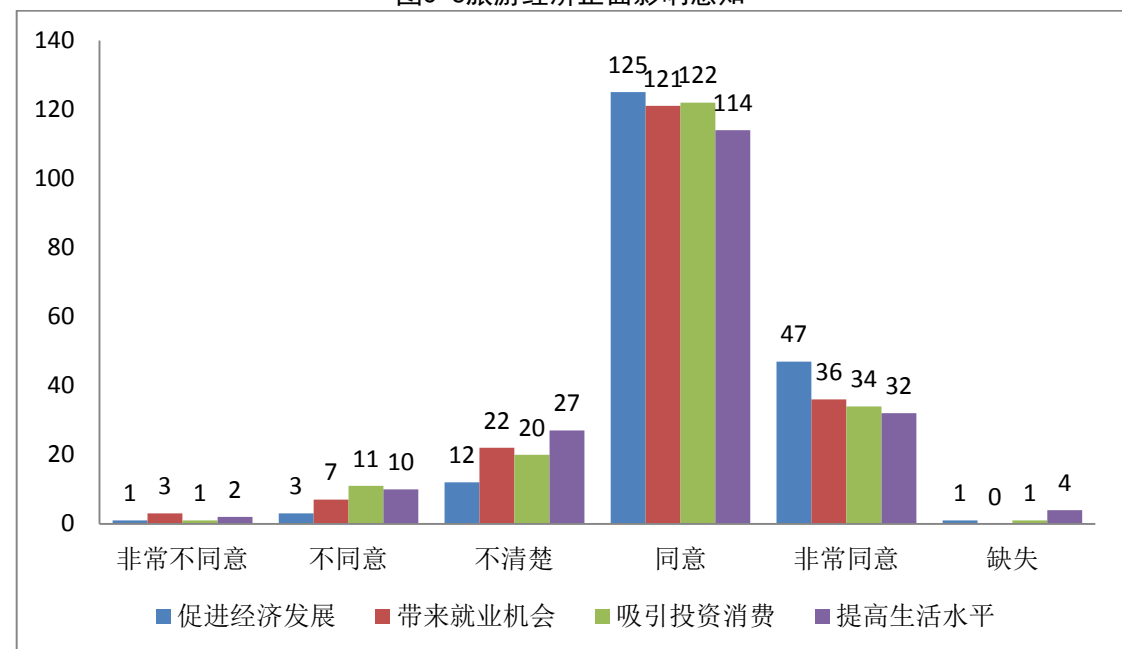
3.2.1 经济影响感知

评价指标主要体现在问卷中促进经济发展、带来就业机会、吸引投资消费、提高生活水平、物价上涨、房价上涨、贫富差距扩大这七方面。

在图中，数据主要集中在“同意”和“非常同意”这两个选项上，当地居民对旅游发展给经济带来的正面和负面的影响皆有很明显的感知，对比，对负面影响持“非常同意”态度较之正面影响更多。

正面经济影响：

图3-6旅游经济正面影响感知



	促进经济发展	带来就业机会	吸引投资消费	提高生活水平
均值	4.1383	3.9524	3.9415	3.8865

从图 3-6 可以看出宏村居民对旅游经济影响的正面评价较高。绝大多数居民都肯定了旅游的经济正面影响，极少数居民（2%左右）不认同旅游促进了经济发展，而 5%左右的居民不认同其带来就业机会、吸引投资消费、提高生活水平。宏村旅游发展，为当地提供了大量就业机会，尤其是创业机会，发展以来，个体经营户增长迅速。

负面影响：

图 3-7 旅游经济负面影响感知

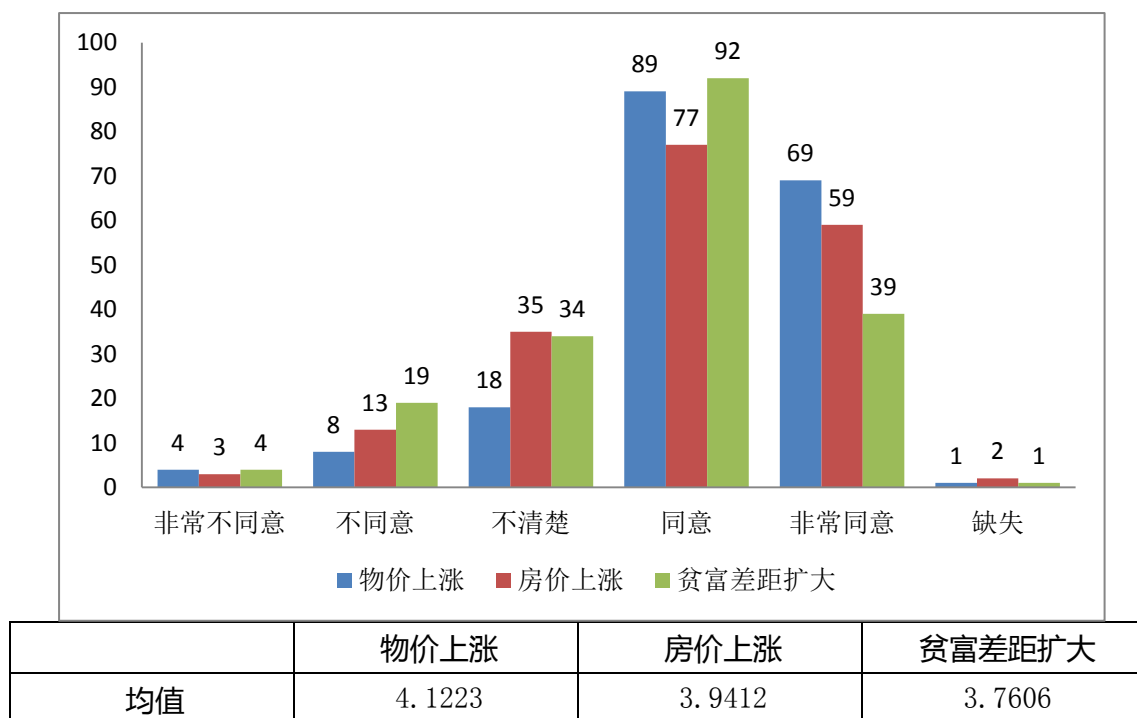


图 3-7 反映了宏村居民对旅游经济影响的负面评价。有 84% 的居民认为旅游导致物价上涨，71.9% 的居民认为旅游导致房价上涨，还有 69.3% 的居民则认为发展旅游会使贫富差距扩大。

总体来讲，宏村居民对旅游经济影响的感知较客观、真实和具有两面性。他们既肯定了旅游对经济发展的带动作用，又为旅游带来的物价上涨、房价攀升表示担忧。同时社区居民也承认贫富差距扩大，一方面缘于居民与景区开发公司和政府的关系有关，另一方面缘于居民是否积极寻求旅游机会有关，对于后者，居民表示这是正常现象，多劳多得。

3.2.2 社会文化影响感知

居民对旅游社会文化影响的感知评价体现在问卷中的基础设施改善、医疗条件服务质量提高、促进本地和外地的文化交流、增加节庆活动、犯罪率上升、交通拥堵、道德水平下降、旅游者与居民冲突、促进学习语言这 9 个指标中。将以上 9 个指标分为居民对旅游社会文化影响的正面评价和居民对旅游社会文化影响的负面评价。

正面影响：

图3-8旅游社会正面影响感知

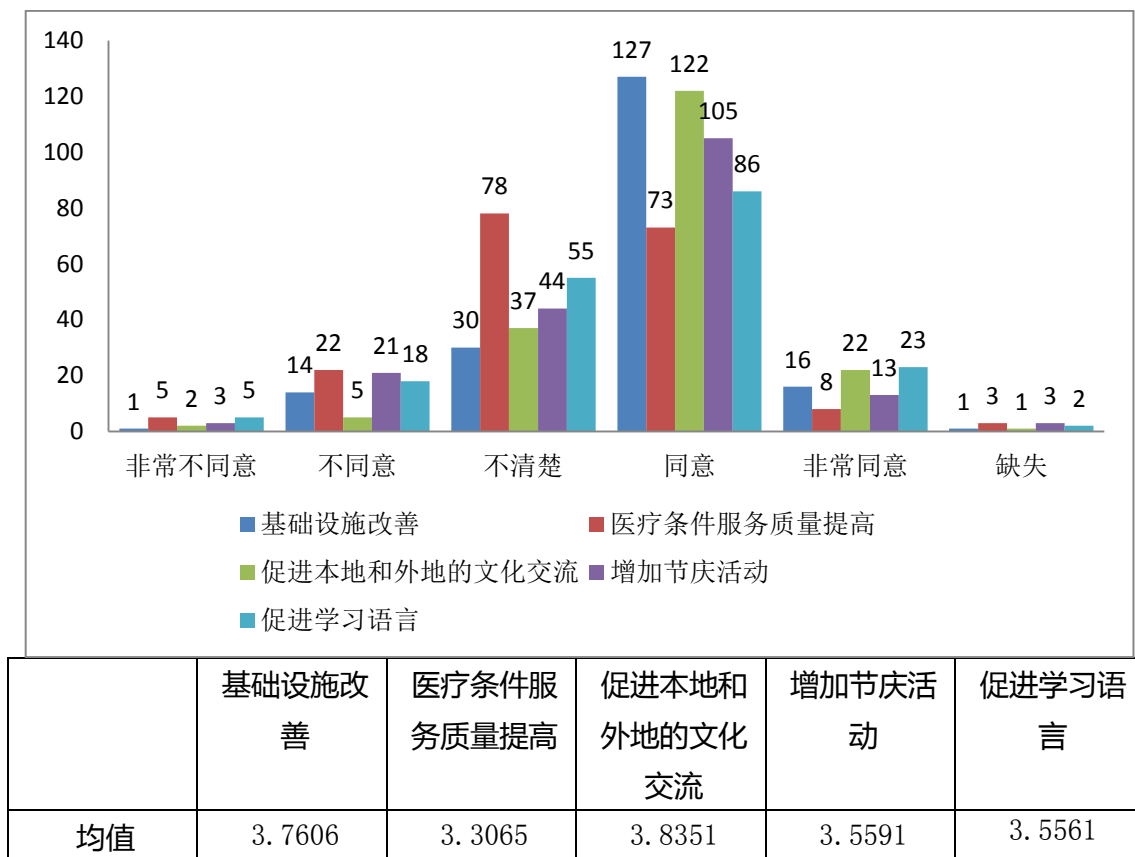
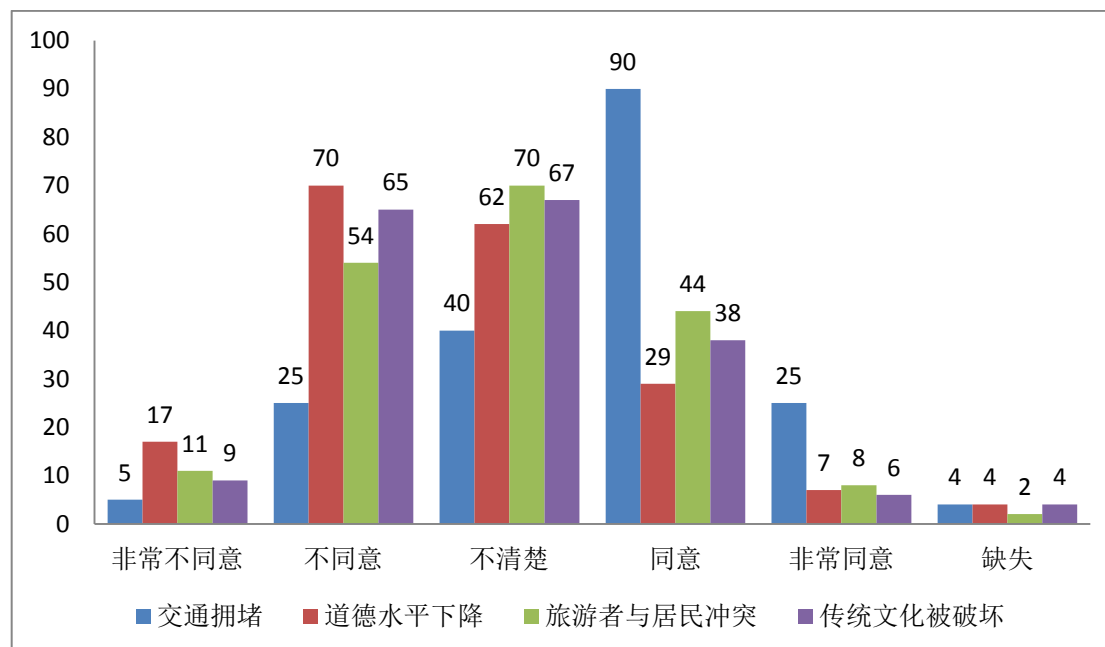


图 3-8 中的 5 个指标体现了宏村居民对旅游社会文化影响的正面评价，分歧较大，而特别的，部分居民对于此影响感知持“不清楚”观点。分歧较大的主要出现在“医疗条件服务质量提高”、“促进学习语言”。由于社区内医疗设施较为简陋，居民使用当地医疗设施的几率较低，多去到黟县县城医院就医，居民不容易感知到医疗条件的质量提高，他们的诉求是希望医护设备及车辆能够随时进入景区并购置适合村内小巷行走的医护设备，方便医患急救或转移治疗。宏村现阶段接待外宾较少，而能接待外宾的宾馆也仅限几家，其他宾馆很难向政府部门取得接待权限，多数居民未能与外宾直接接触、长期接触，居民缺乏学习外语的能力，但随着不断接待来自全国各地的游客，居民普遍学习普通话。由于当地缺乏对当地医疗条件、文化活动的关注，居民对其感知较弱。

负面影响：

图3-9旅游社会负面影响感知



	犯罪率上升	交通拥堵	道德水平下降	旅游者与居民冲突
均值	2.4677	3.5676	2.6703	2.9144

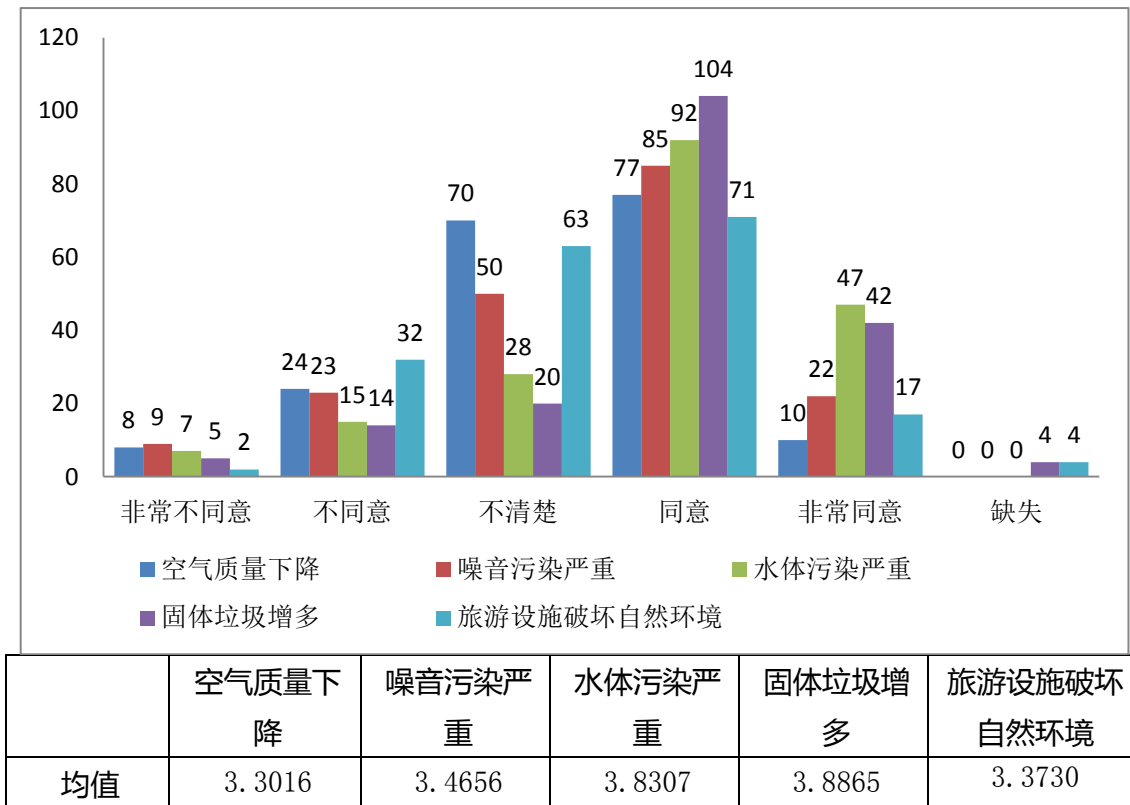
图 3-9 中的 5 个指标体现了宏村居民对旅游社会文化影响的正面评价，分歧很大，即使如此，总体上，多数居民感知到了交通拥堵这一负面影响，但对其他三项负面影响表示不赞同。交通拥堵主要指的是宏村村内游客多而巷子窄引起的拥堵，再者，社区居民用来代步及做生意的电摩托或三轮车加重了拥堵。道德水平下降主要指的是个体经营行为上的不道德行为，例如抢客、蒙骗、虚高价格，抢客现象前些年非常严重，经过管制，2013 年基本消失，蒙骗、虚高价格现象较少。当地治安在社区居民印象中非常好，村内多设有监控摄像头，并常有安保人员巡逻，“现在，把摩托车放家门口不怕偷了”。旅游者与居民冲突的现象较少，多发生于两种情况，一是写生学生不按规章乱倒颜料水，二是游客未经允许乱闯民居或拍摄照片。

3.2.3 环境影响

问卷中的“使空气污染加重”、“使水体污染加重”、“使噪音污染加重”、“使固体废弃物污染加重”、“宾馆及其他旅游设施破坏了景观美感”这五个指标体现了居民对旅游环境影响

的负面评价。对这五个指标的分析如下图：

图 3-10 旅游环境负面影响感知

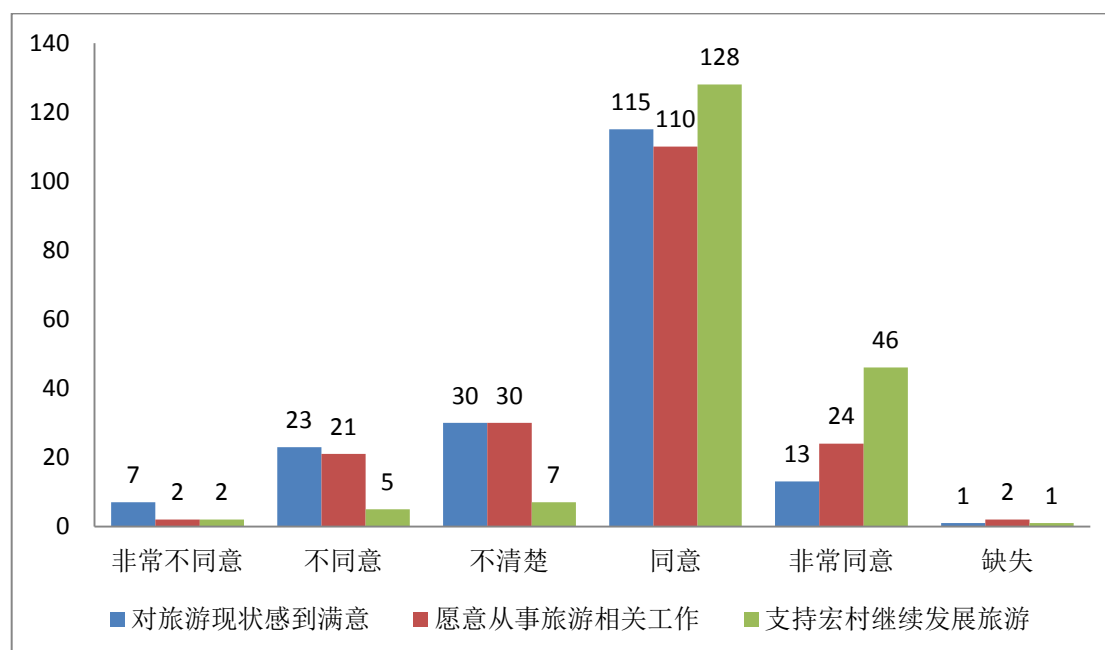


从图 3-10 中可以看出，绝大多数的居民都感知到旅游发展对环境的负面影响，其中，对水体污染和固体废弃物污染的感知最为强烈。社区居民对村内的水系非常重视，并纷纷对以往可以直接取饮用水的水道如今被污染而感到遗憾。尽管村委及景区开发公司对水道进行有效管理使其常年保持清澈，但水道依旧受到居民生活和游客行为的污染，主要是某些居民未按规章而偷偷排污以及少数写生学生乱倒颜料水。居民认为大量的游客到来必然产生大量的固体垃圾，但表示经过有效管理和环卫人员的努力，不会产生太大负面影响。其他方面，部分夜宿宏村村内的学生活动到较晚的时候，有时候喧闹影响居民生活。

3.3 社区旅游参与

社区居民从事旅游业相关工作的情况可以反映居民社区参与的程度；指标通过“对旅游现状感到满意”、“愿意从事旅游相关工作”、“支持宏村继续发展旅游”体现居民社区参与程度。

图3-11社区旅游发展满意度



	对旅游现状感到满意	愿意从事旅游相关工作	支持宏村继续发展旅游
均值	3.5532	3.7112	4.1223

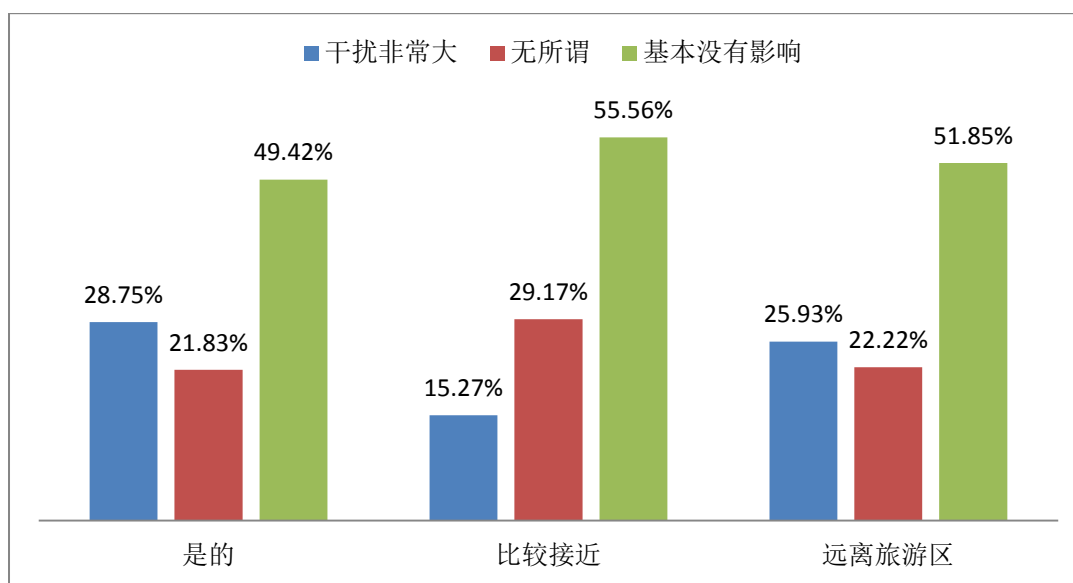
由图 3-11 社区旅游发展满意度可见，尽管有一部分居民对社区现有的旅游发展现状感到不满意，并不愿意从事旅游相关工作，但绝大部分的居民（95%）表示愿意支持宏村继续发展旅游。对旅游现状不满意的方面主要集中于 1. 景区开发中、遗产保护中，政府部门、景区开发公司的行政支持能力较弱，如行政审批不透明、审批时间过长甚至没有回应、为居民量身订造的修缮计划所用费用过高；2. 社区与景区开发公司的利益分配不公，宏村村民总分红仅为数百万，这与景区过亿的门票收入不相称。

3.4 居民对旅游开发的感知

社区居民对旅游开发的感知态度的测量主要体现在问卷中“你觉得旅游对居民生活是否造成了干扰？”、“是否愿意旅游区向居住地延伸？”、“是否欢迎游客偶尔到家中参观或拜访？”、“参与旅游开发的方式”等问题上。

- 不同区域，社区居民对旅游带来的干扰的感知程度存在差异，但差异的程度并不明显，大部分人认为旅游对他们的生活“基本上没有影响”。

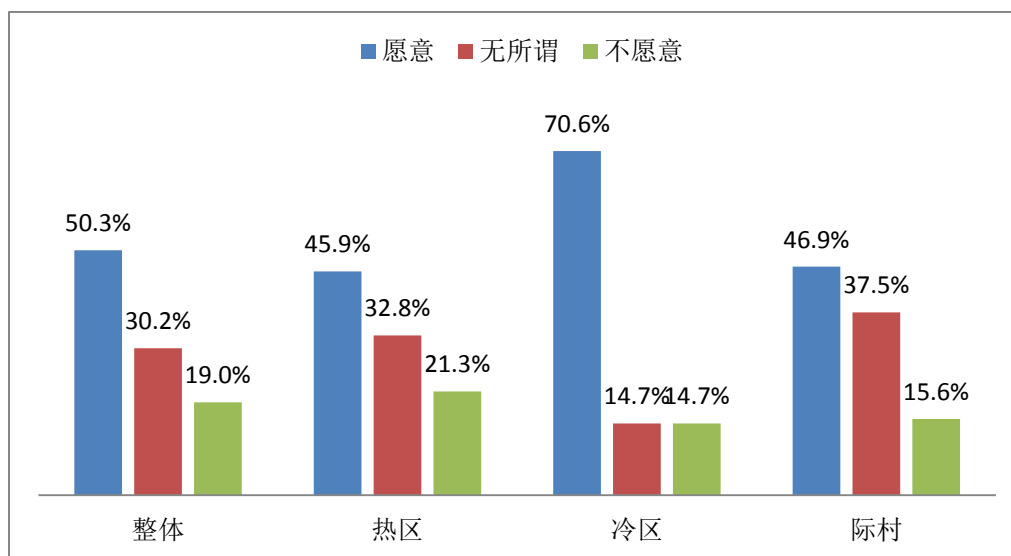
图 3-12 不同区域对旅游带来的干扰的感知情况



由图 3-12 可以看到，无论社区是处于旅游的商业区还是接近、远离商业区，居民对于旅游造成的干扰的感知情况并没有表现出明显的差异，“干扰非常大”、“无所谓”、“基本上没有影响”的比例曲线基本上是相同的，总体上，认为“基本上没有影响”的比例最高，达到了 52.4%，可见，大部分居民认为宏村发展旅游并没有对他们的生活各方面造成了很大的干扰，即使是住在旅游商业区的居民认为“干扰非常大”的比例最高，但也只达到 28.74%。居民表现出来的这种感知结果，在很大程度上是与宏村的旅游发展程度有关的，在对宏村游客的问卷调查以及行为观察中发现，目前的宏村游客结构中，大部分是团队游客，他们在宏村的游览时间不长，通常只有半天以下，晚上选择在宏村住宿的比例并不高。对于当地的居民而言，当大量的游客集中在几个小时内游览完离开后，他们的生活就会回归到正常，游客较短的逗留时间为他们提供了正常生活的空间和时间，他们对游客带来的干扰也不会有太多的感知和体会，表现出来的大部分为“基本上没有影响”。

- 整体上，多数居民对旅游区向居住区延伸表示欢迎的态度，其中，冷区（东边田、东边井、湖堍头、后街）居民的意愿最强烈。

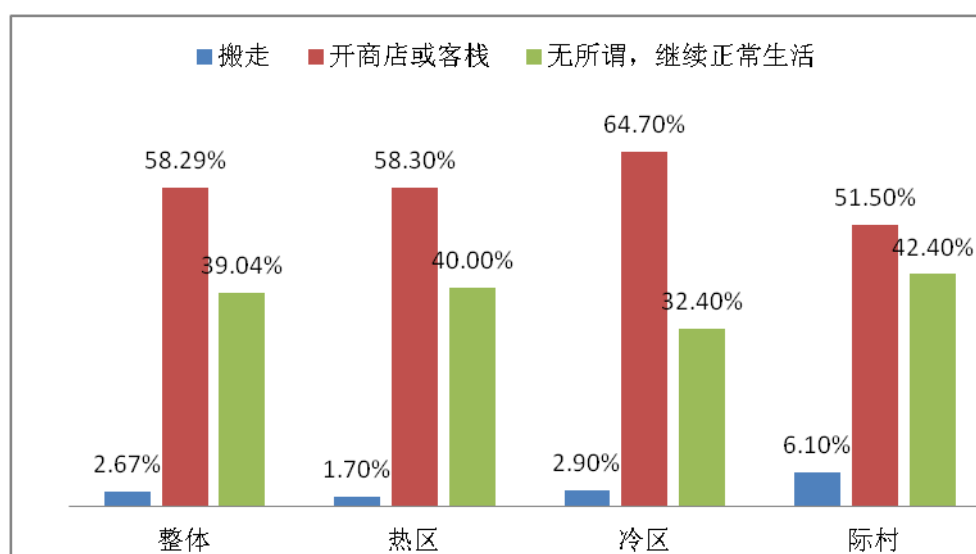
图 3-13 居民对于旅游区向居住地延伸的意愿程度



由图 3-13、可以看出，整体上，多数居民对于旅游区向居住区延伸表示欢迎的态度，在所调查的三个社区中，冷区居民的意愿最为强烈，达到了 70.6%，是所有区域中所占比例最高的，居民这种态度与目前宏村游客的游线设置与旅游开发规划有着大的联系，目前整个宏村的旅游开发主要集中在东部的旅游热区，各种标志性景点以及节点的规划都集中在热区，冷区缺少成型的旅游景观，游客甚少，旅游收入主要来源于农家乐等单一途径，促使他们更加愿意向旅游区扩张来提升收入空间。

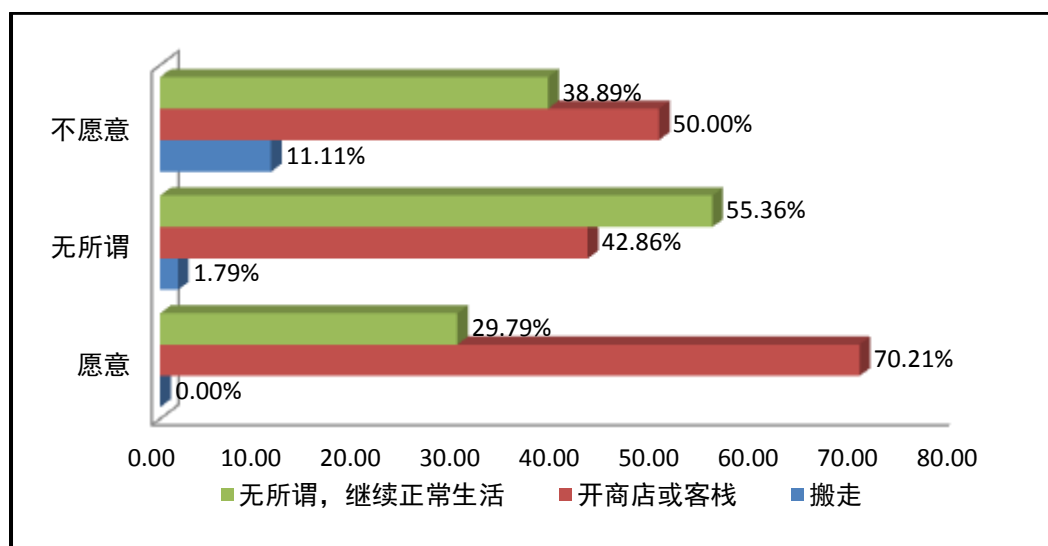
- 大部分居民都认识到了旅游发展所能带来的经济效益，大多数会选择在旅游区延伸后开商店或客栈，旅游参与的热情较高。

图 3-14 旅游区延伸后居民的反应



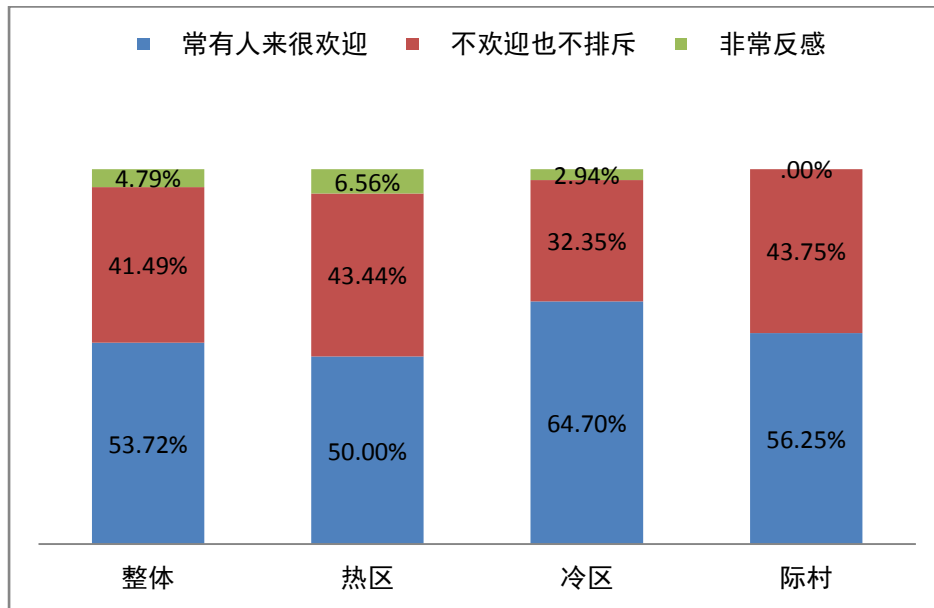
由图 3-14 可以看出，无论是旅游热区、冷区还是际村，超过一半的居民在旅游区的延伸后会选择开商店或者客栈等方式参与旅游的发展，只有极少数的居民会选择搬走或离开。同时，对旅游区延伸态度与反应两变量进行交叉分析后，发现，旅游区延伸后，表示欢迎态度的居民大多会选择开客栈或餐饮，参与旅游的热情较高，要搬走的人基本上没有，而表示“无所谓”的居民虽然大部分选择继续正常的生活，但也有 42.86% 的居民选择参与旅游。对于持“不愿意”态度的居民，“搬走”的比例在三种态度中是最高的，但其中 50% 的居民也会选择参与到旅游中（如图 3-15 所示）。这说明，宏村旅游经过了十几年发展后，大部分的当地居民都能较为切身地体会和认识到旅游发展所能带来的经济效益，虽然存在对旅游区延伸不愿意或无所谓的态度，但如果旅游区延伸后，持有这些态度的居民的很大部分人会出于经济效益的考虑而选择适应旅游、参与旅游发展。

图 3-15 整体居民对于旅游区向居住区延伸的三种态度下的反应



- 多数居民对游客的参观表示欢迎的态度，“非常反感”的比例很少，不超过 5%。

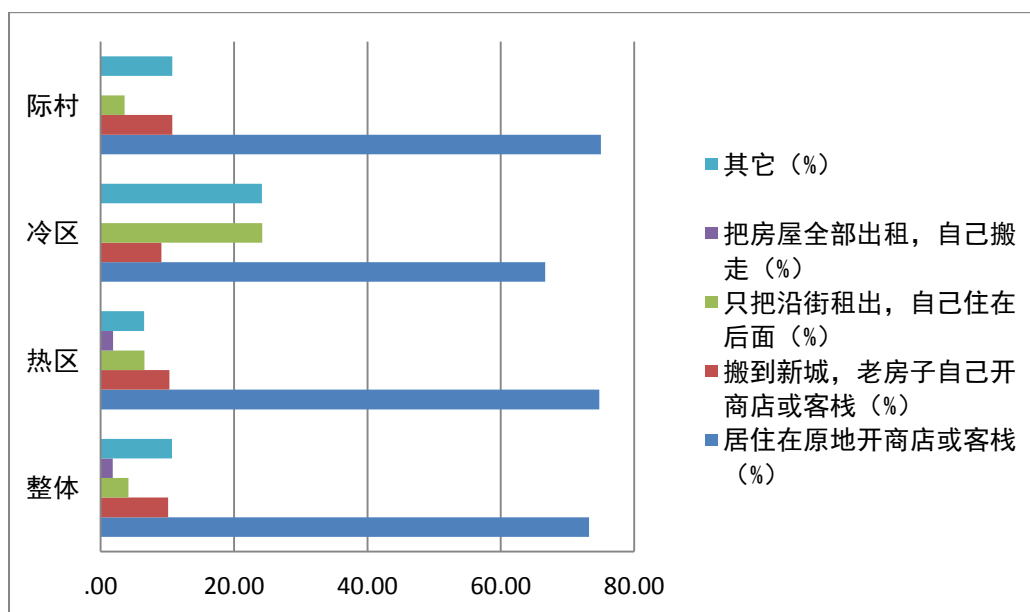
图 3-16 社区居民对游客的态度



在整体的受访者中，有 53.72% 的居民表示很欢迎游客到家中参观或拜访，仅有不高于 5% 的居民持有“非常反感”的对立态度，其余 41.49% 的居民表示“不欢迎也不排斥”的中立态度，由此可见，当地居民对于游客的到来基本上会表现出东道主友好的态度。对不同区域的社区居民态度进行分析，发现冷区居民表示欢迎的比例是所有调查区域中最高的，达到了 64.70%，而际村表示欢迎的比例也高于整体的平均比例，“非常反感”的居民基本上没有。原因是，相比于发展较好的旅游热区，目前冷区和周边的际村从旅游发展中获得的收益还处于一个相对低的状态，出于经济因素和商业利益的考虑，这两个区域的居民就希望有更多的游客访问以增加获益的可能性，同时，这两个区域从事旅游的方式大部分为农家乐、住宿、餐馆等服务性行业，从业人员的服务意识、待客礼仪等素质和态度会直接影响到店面的经营效益，促使居民以友好和热情的态度接待游客。而对于旅游热区的居民而言，除了经济效益的考虑外，情感利益上的自我认同与自豪感的满足也是他们欢迎游客的重要影响因素，旅游热区中集中了宏村作为世界文化遗产的大部分价值性景观，世界文化遗产的符号在很大程度上增强了居民的地方认同感与自豪感，游客的好奇心使他们获得更多心理上的满足，对待游客也就表现出了东道主欢迎的积极态度。

- 居民参与旅游开发的方式多样化，以居住在原地、个体经营开商店或客栈的方式为主。

图 3-17 居民参与旅游开发的方式



在整体的受访者中，对于“参与旅游开发的方式”，居民的选择表现出多样化，但“居住在原地开商店或客栈”占了大多数，达到了 73.21%，也有 10.12% 的居民会选择搬到新城，老房子自己开商店或客栈。总体上，不管是在热区、冷区还是际村，大部分的居民会居住在原地，选择自己开店铺当老板而不是将房屋出租的方式，也符合了前面对于居民的职业调查结果。同时，相比于出租的形式，个体经营效益的高低与游客的关系更为直接，符合了大部分居民对游客表示欢迎态度的表现。此外，对于“其它”的旅游参与方式，在实地的调查中发现，这类居民大多是冷区或际村的居民，他们的身份通常是一些流动小摊贩的摊主，如冷区的居民平常会用篮子装着各种水果、食物等在游客寄集中的区域贩卖来获得经济收入，而际村的这部分居民则会选择在路边摆摊销售小饰品、帽子等来获得收入。在旅游热区中，凭借着大量的游客以及较好的地理位置，大部分的居民可以直接将自己的房子装修成商店，进行固定店面的经营，而处于冷区或际村的居民，拥有的游客基数相对小很多，难以支撑起一个固定门面的运营，大部分人则会选择灵活的、成本相对较低的方式如流动贩卖参与到旅游开发中去。

- 在旅游开发最不满意的居民反馈中，不同区域，居民关注的角度存在明显差异。处于宏村村内的居民，对水体污染、固体垃圾增多等环境卫生问题提及的次数最多，居民普遍的环境保护意识较强，其次是政府政策和管理方面的问题如民居改造和建设的规定太严格等，而处于村外围的际村居民，则对物价太高等经济利益问题最不满意。

●

对居民的信息反馈内容进行整理和分类后，可归纳为环境卫生、经济利益、政府政策管

理等主要方面，如表所示：

表 3-6 居民对旅游开发最不满意的信息

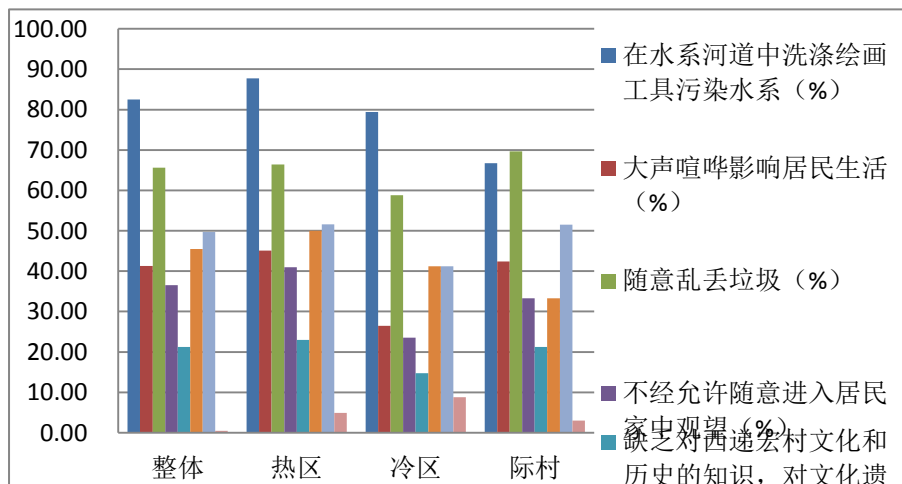
整体	热区	冷区	际村
环境卫生 (水体污染、垃圾增多)	47.73% 对水的治理不到位,写生学 生颜料水随意倾倒 固体垃圾较多 垃圾增多,湖水污染 乱扔,画水乱倒,乱拍照 水源遭到了较大的污染 写生的太多,污染了水源	38.46% 环境卫生太差 环境污染 环境不好 画画涂料	18.18% 自然环境污染 烧烤
经济利益 (物价高、利益分配机制不公、房屋维修费用高等)	13.63% 按标准装修房子太贵,没法 开农家乐 开发商给我钱不够 开发商钱给的少了 旅游经营者的分红政策 物价太高	23.08% 不让私人卖东西,老 房子没钱分,路线太 短 分红不公 物价高,不平等	36.36% 宏村外围的居民没有 得到宏村门票的分红 希望政府多考虑居民, 把旅游打向全世界 限制多特别多;邻村贵 很多 物价过高
政府政策与管理(民居建设与改造的规定严格,景区门票管理缺少人性化等)	20.45% 亲戚朋友来我家门票很麻 烦 不能有任何建设 不能在景区搭建不影响游 客参观的房屋	23.08% 亲戚来客栈拜访自 己的时候不方便 瓦房改造规定较死, 本来有太阳能,对生 活很不方便,200元 电费/人/年 公家管理态度 房屋难以维修	18.18% 旅游开发经济效益固 然重要,但做得人性化 点就会更好 对政府不满

其它	18. 18%	15. 38%	27. 27%
▶	出去都是人，很不方便 ▶	▶ 噪音	▶ 旅游车乱停放(停车的地方)
▶	拉客现象严重 ,停车场搭车		▶ 导游
	来回吃饭住宿等		▶ 门票高
▶	有些游客素质太低		
▶			

由表 3-6 可以看出,对于宏村村内部的居民,无论是处于旅游热区还是冷区,他们普遍最关心的是环境卫生方面的问题,对旅游开发中的水体污染、固体垃圾增多等现象最不满意,其次是政府的政策和管理如民居的建设和修缮规定太严格、门票管理缺乏人性化等等。而处于宏村外围的际村居民,最不满意的多是经济利益层面的问题,如“物价太高”、“比邻村贵很多”、“宏村外围的居民没有得到宏村门票的分红”等,对环境卫生问题也有提及,但感知并不强烈。

宏村作为世界文化遗产的价值性除了保存完好的古民居建筑外,还包括村内规划完好的水系。穿行于各街各巷的水体资源是宏村区别于中国其它古村落的重要标志,同时也宏村旅游开发的重要资源。至今,村落大大小小的水系仍然是村民日常生活的重要组成部分。而在宏村现有的游客结构中,学生是不可忽视的市场群体,他们往往逗留的时间比较长,主要的活动是写生,在月沼、上水畛、南湖甚至是冷区的街巷都可以看到他们的身影。这类写生群体在成为宏村旅游的独特景观的同时也对宏村的水系生态问题带来了挑战和威胁,而村民的日常生活与水系等自然环境息息相关,水体污染等环境生态问题也就成为了居民最为关注和最敏感的问题,该现象在“最反感的游客行为”中也得到了体现(如图 3-18 所示),在最反感的游客行为选项中,“在水系河道中洗涤绘画工具污染水系”、“随意乱丢垃圾”的比例最高,均超过了 50%,由此可见,当地居民的环境保护意识普遍较强。

图 3-18 居民最反感的游客行为



小结:

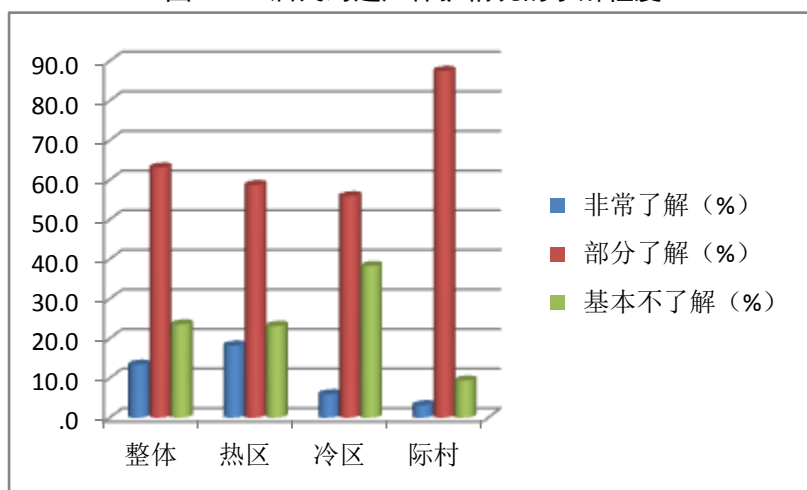
对于宏村目前的旅游开发现状,无论是处于热区、冷区还是周边社区际村,大部分居民并未觉得旅游对他们的日常生活造成了很大的干扰,而是基本上没什么影响。对于游客,多数居民的态度较为正面,表现出了东道主的热情与欢迎,也愿意旅游区向居住地延伸并且将会以个体经营的方式参与到旅游的发展中。总体上,除了反应最为明显的环境问题外,社区居民对目前宏村的旅游开发基本上保持着正面的态度,社区参与旅游的程度和热情都较高,参与的方式以个体经营如开商店、开客栈等为主,但参与的层次较为单一,集中在了经济参与这一层面。

社区居民对旅游开发的感知在很大程度上是与目的地的旅游发展程度相关的。就目前宏村的旅游发展情况而言,一方面,在游客的行为特征上,游客的平均逗留时间较短,也较为集中,游客与当地居民的接触并不深,当大量的游客高度集中在白天游览完离开后,居民的生活就会回归到正常的空间和时间,因此居民对旅游发展所可能带来的干扰感知并不强烈。另一方面,在社区的旅游参与现状上,经过十几年的发展,大部分本地居民都对旅游发展所能产生的经济效益有了较为清楚的认知,大部分居民也以个体私营或其它方式参与到整个宏村的旅游发展中,经济效益与游客直接挂钩,因此出于利益层面的考虑,多数居民会与游客保持着较为和谐的关系。

3.5 遗产保护的感知情况

- 大部分居民对于宏村遗产保护的了解处于“部分了解”的程度,但对目前宏村的遗产保护现状基本满意。

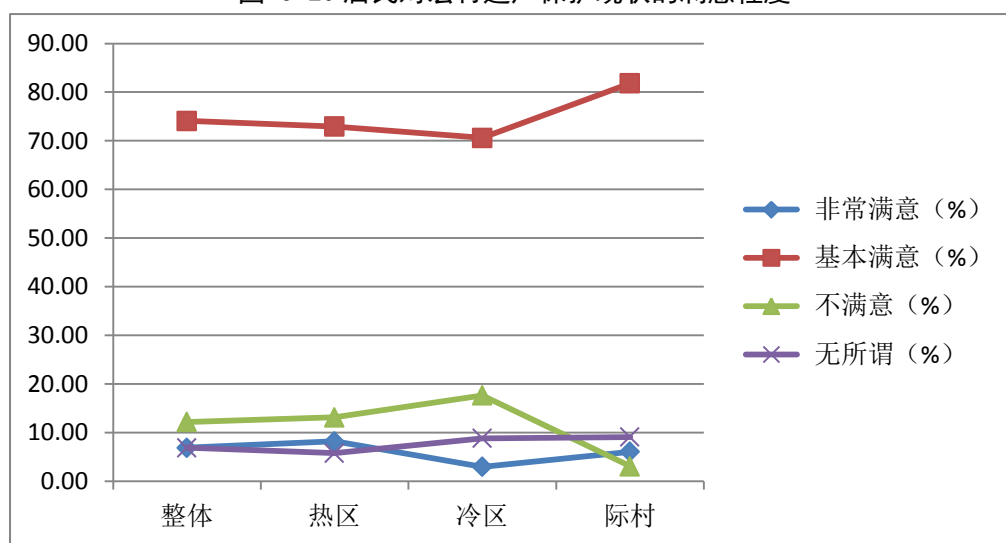
图 3-19 居民对遗产保护情况的了解程度



就整体情况而言,大部分居民对于宏村作为一个世界文化遗产的保护情况基本上处于部分了解的程度,“非常了解”的居民比例并不高,大部分是处于旅游开发程度较高的热区,

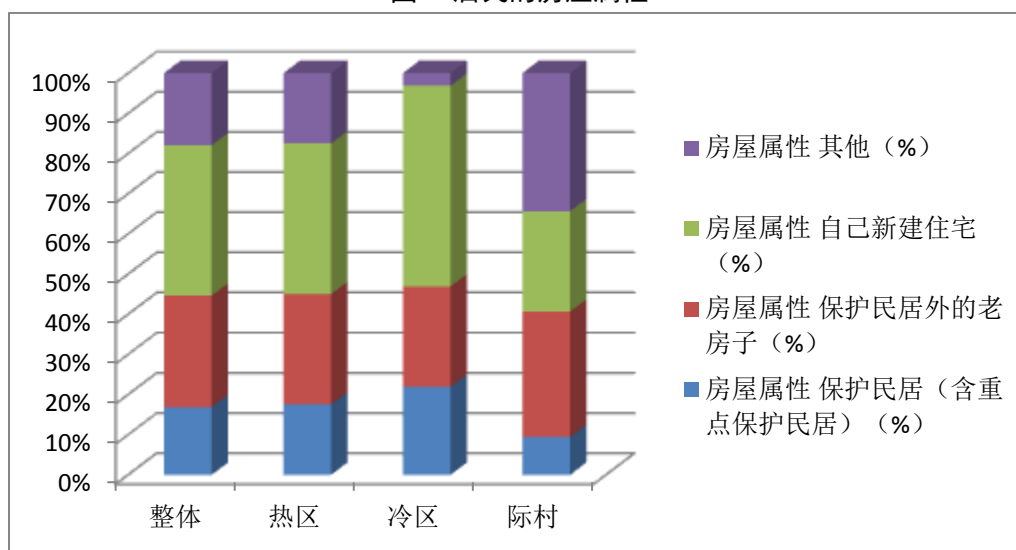
而旅游冷区如东边街、湖头等地块的居民“基本不了解”的比例在所有调查区域中最高，达到了 38.2%。居民对遗产保护的了解程度的差异在很大程度上是与遗产的分布情况相关的。旅游热区集中了宏村内大部分价值性高的徽派建筑代表，是宏村遗产的核心地带，政府等相关部门对于该区域的遗产保护都会给予较高的重视，对居民遗产保护知识的教育和宣传工作也会着重地加大力度，而对于冷区，政府的各方面宣传和教育工作则相对少一点，居民对遗产保护知识的了解程度也有所下降。虽然居民对遗产保护的了解程度并不深，但对于目前宏村的遗产保护现状，大部分人还是基本满意的，超过了 70%的比例（如图 3-20）。

图 3-20 居民对宏村遗产保护现状的满意程度



- 受访者的房屋属性分布较为平均，其中冷区的新建住宅比例相对较高。

图 1 居民的房屋属性



就整体情况而言，受访者的房屋属性比例较为平均，最高的为新建住宅，占了 37.50%，最低比例的为保护民居达到了 16.85%。值得注意的是，在对三个调查区域的房屋属性进行分

别统计时发现，冷区的新建住宅比例明显高于其他区域，达到了冷区调查总体的 50%，究其原因，可能是多方面的。一方面，在宏村历史的发展沿革中，冷区地块一般为小性人家的居住地，因为资金、人力等方面的限制，建筑往往较为粗糙和简陋，质量上也难以与热区的大户人家相比，经过几十年的使用，很大部分会出现倒塌等情况，有不少居民会选择推倒重建。另一方面，在政府关于房屋建设和改造的政策规定方面，相比于热区的严格限制，冷区则相对宽松很多，为了开展农家乐等商业经营，原有的老房子条件难以达到经营标准，也会有不少居民通过新建的住宅来满足要求。

- 大部分居民对对传统民居的保护及改造保持着积极主动的态度，会有为了适应现代生活而对民居进行部分的维修，但传统民居的主体轮廓与核心部分仍保留得较为完好。

图 3-22 居民对传统民居的保护及改造方式的态度

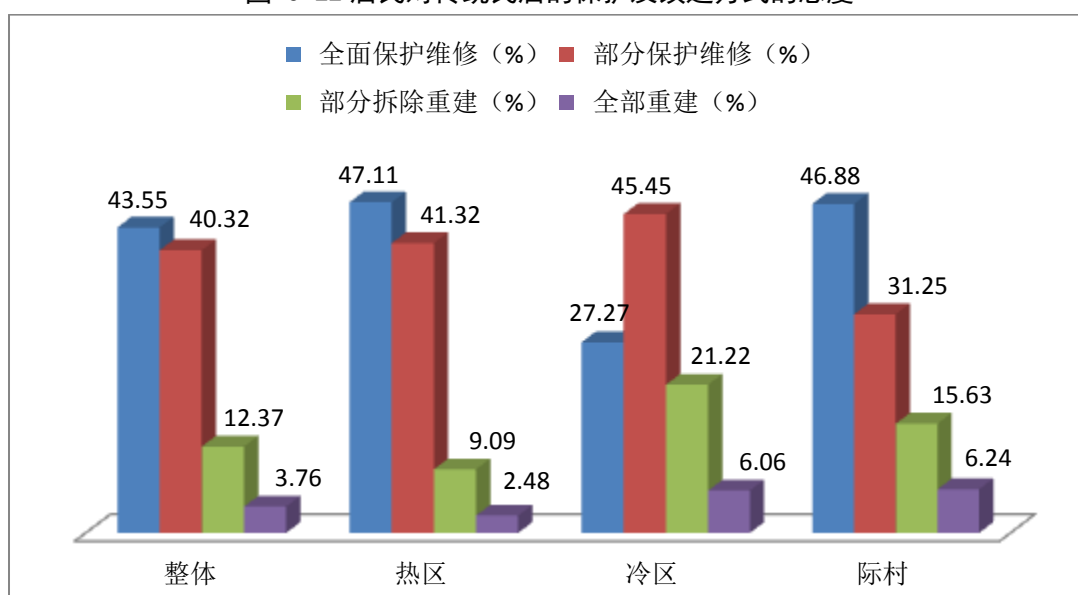
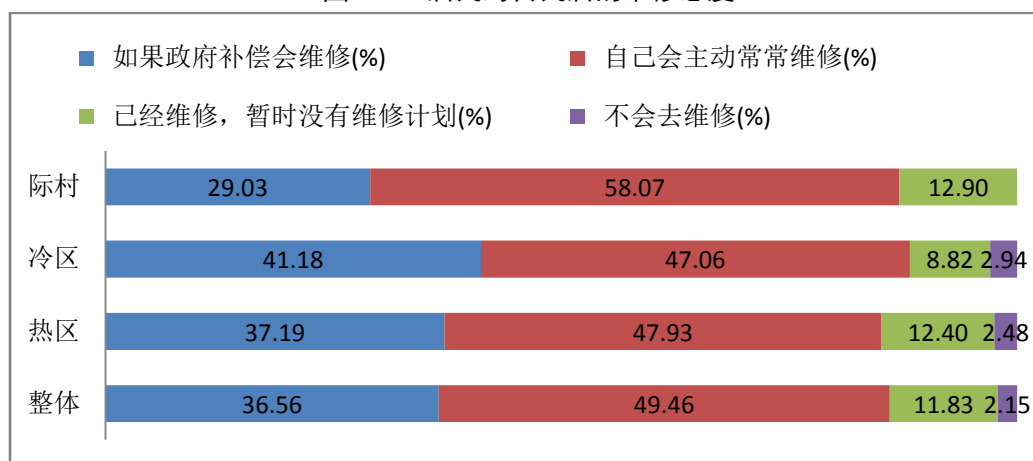


图 3-23 居民对古民居的维修态度

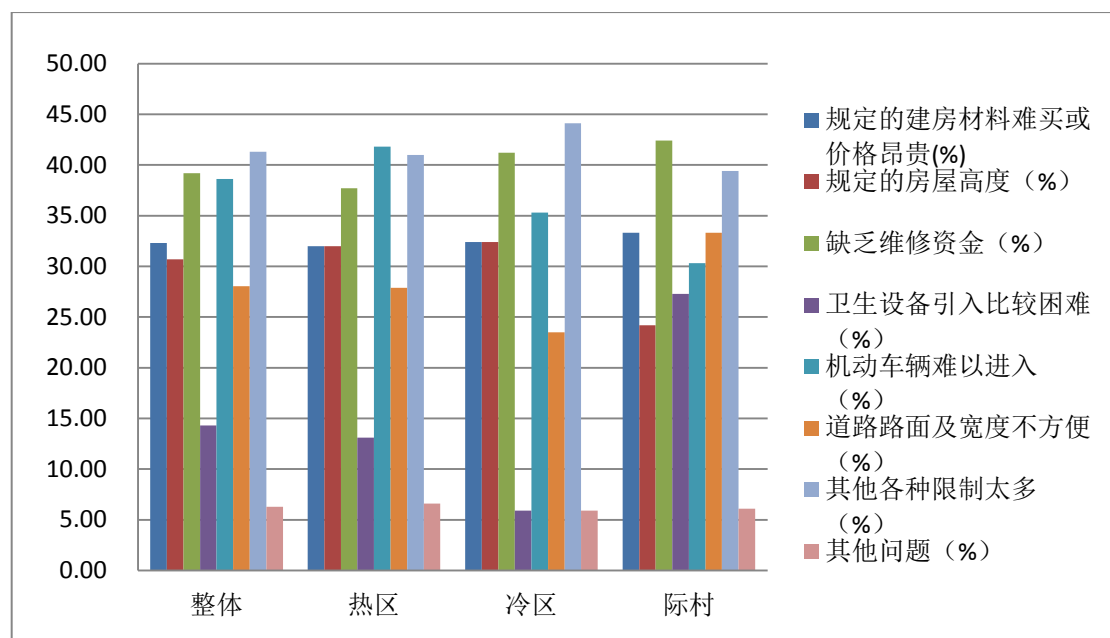


在对待传统民居保护及改造方式的态度上，大部分居民倾向于全面保护维修或部分保护维修的方式，支持“全部重建”的比例很小，不超过 4%；在维修的态度上，也有将近一半的

受访者表示自己会主动常常维修。由此可见，整体上，当地居民对于传统民居的保护与改造仍然保持着积极主动的态度。宏村作为徽州文化的代表地之一，深受儒家伦理价值观以及封建宗法制度的影响，居民对宗族、传统往往保持着尊敬之心，传统民居作为联系祖宗与后代的最客观形式，在很大程度上寄托着后代人对于祖先的追忆，这种情感联系促使着居民对传统民居的保护保持着积极、主动的态度。对于选择“部分保护维修”的居民，他们往往是为了更好地适应现代生活的需要，对民居的某些部分如卫生间、卧室、厨房等进行改造，但民居核心的主体轮廓、风水方位等方面基本上保持不变。

- 房屋建设和改造的严格规定、资金缺乏、交通的难以进入性等等是居民在遗产的保护中最困扰的问题。

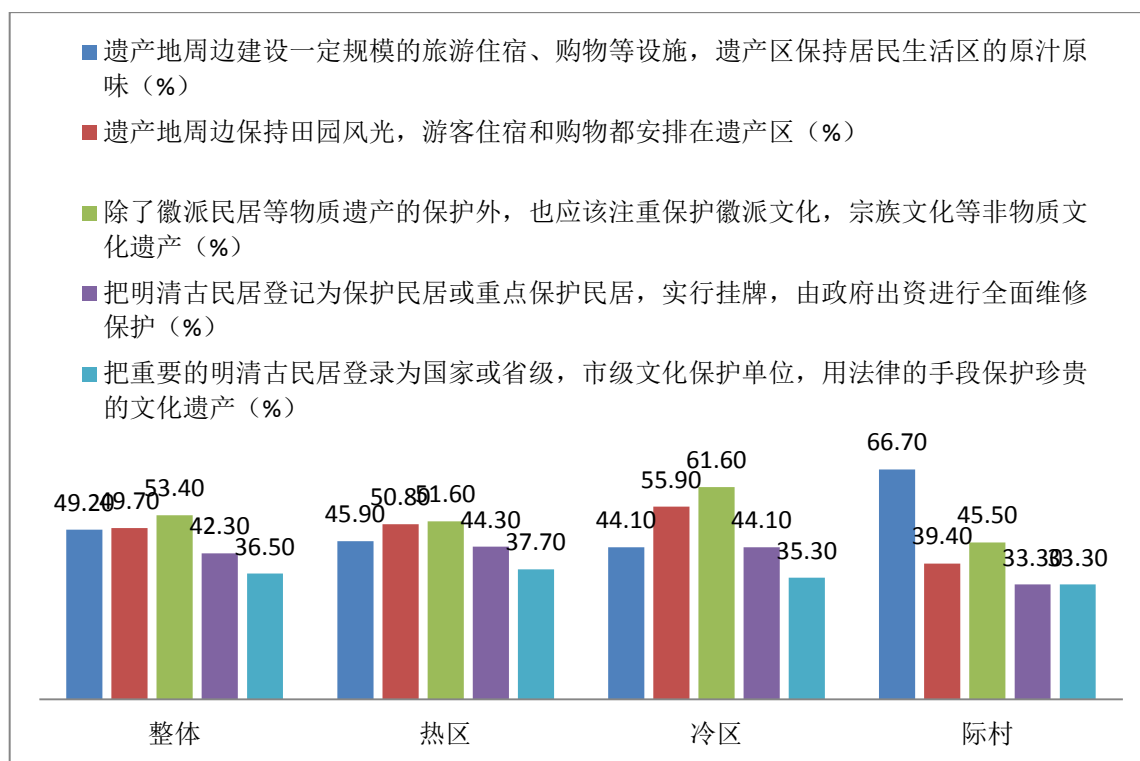
图 3-24 居民对遗产保护中最困扰问题的感知



对于遗产保护中最烦恼的问题，居民的反馈信息较为多样，以“规定的建房材料难买或价格昂贵”、“规定的房屋高度”、“缺乏维修资金”、“机动车辆难以进入”、“道路路面及宽度不方便”为主要的困扰问题。其中，资金问题在各个调查区都较为明显，而交通工具的可进入性问题在上水畛、月沼等热区表现最为突出，而冷区和际村由于靠近公路，交通工具的限制则相应少一些。对于“卫生设备的引入”这些现代生活的基本条件，由于其对村落的遗产价值性与旅游整体景观并未造成影响，政府的政策等方面的限制并不严格，占到的比例较低。

- 对遗产保护与开发手法的认识中，居民的观点较为多元，对于旅游住宿、购物等设施安排在遗产区内还是遗产地周边，居民的态度较为平均，但大部分的居民都关注到了非物质文化遗产的重要性。

图 3-25 居民对遗产保护开发手法的感知



整体上，受访者对于遗产保护与开发各种手法的态度较为分散，并未出现较明显的偏向。对于遗产区是否该设置旅游住宿、购物等设施，村内的热区和冷区正反两面的态度比例相当，未出现较大的差异，而村外的际村认为在“遗产地周边建设旅游设施，遗产区保持居民生活区的原汁原味”的比例最高，达到了 66.70%，高于平均水平。对于这种态度，大部分居民在很大程度上是出于经济效益的考虑的，而不仅仅是出于遗产保护的角度的。如果将旅游设施全部都搬出遗产区，村内不设旅游设施，而际村作为宏村旅游区最邻近、受旅游辐射效应最强的周边社区，获得的经济收益则会比目前的多很多，自然也就获得更多居民的认可。值得注意的是，有超过一半的受访者认为应该保护徽派文化等非物质文化，说明多数的当地居民也意识到了非物质文化保护的重要性。在遗产保护的途径上，相比于用法律手段对遗产进行保护，更多的受访者希望可以依靠政府的力量，但比例也并不高，不超过一半。目前中国关于遗产保护的相关法律法规还处于一个相对不健全的阶段，全国范围内的遗产保护也往往是一个自上而下的过程，导致居民主动性与积极性被不同程度地扼住，居民通过法律手段去保护权益的意识并不强，依靠政府的力量往往成为最终的选择。

小结：

对遗产保护的感知方面，虽然大部分的居民对于遗产的保护情况并不是十分了解，多数处于“部分了解”的程度，在居民看来，维修资金的缺乏、交通工具的难进入、房屋建设改

造的规定等是目前限制和困扰遗产保护工作的最主要问题。整体上，社区居民对遗产的保护与维修基本上保持着积极、主动的正面态度，也有不少居民意识到了保护徽派文化、宗族文化等非物质文化遗产的重要性。

宏村登录世界文化遗产，在很大程度上增强了当地居民的地方认同感和自豪感，但就目前中国的遗产保护情况而言，政府的保护性工作往往是一个自上而下的过程，很少能够充分考虑到地方性。社区居民通常处于一个被动的地位，纵使拥有较为主动和积极的态度，但真正拥有的话语权并不多，政府仍然是目前中国遗产保护的重要力量。而在宏村的旅游发展中，由于利益分配机制的问题，社区居民与政府的关系一直处于紧张的状态，在这种情况下，遗产保护与旅游发展如何能够协调互补互助，仍然需要多方努力探讨。

4 游客感知与满意度

本次对宏村游客行为与满意度的监测，主要通过抽样问卷调查方式，利用一系列感知评价的指标了解了游客基本特征，对游客行为以及满意度的感知进行了评估，调查组在宏村的主要游客停留集中点（村口大树、南湖）对国内游客进行了随机调查。共发放问卷 350 份，回收 340 份，其中有效问卷 334 份。

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重要指标。对比 2012 年的监测，本次的游客问卷新加入了遗产感知评价的三项指标，目的是为了了解游客对于宏村作为世界旅游遗产的信息和保护情况的感知。

表 4-1 测量游客感知与满意

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
	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
	景区旅游环境评价	游客对景区商业气息、古村落生活气息、景区拥挤度、干净程度、噪音的评价
	体验评价	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。
	遗产感知评价	游客对了解宏村是师姐遗产、应该加以保护和保护情况满意度的评价
	本地人态度评价	游客对接触到本地人机会和本地人是否人热情友好的态度评价
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

表 4-2 问卷游客基本情况汇总表

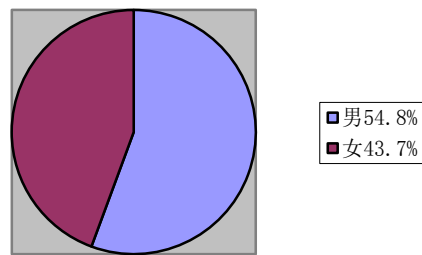
游客个人信息		数量	百分比 (%)	游客旅行信息		数量	百分比 (%)
性别	男	183	44.4	旅行方式	团队游	176	54.7
	女	146	55.6		自助游	146	45.3
年龄	<15岁	0	0		有讲解员	136	76.4
	15~24岁	154	47.0		无讲解员	42	23.6
	25~44岁	155	47.3	是否第一次	第一次	306	92.2
	45~60岁	18	5.5		不是第一次	26	7.8
	>60岁	1	0.3	准备游玩时间	半天以下	95	28.8
文化程度	初中及以下	7	2.1		半天	87	26.4
	高中或中专	29	8.9		一天	37	11.2
	大专	57	17.4		两天	24	7.3
	本科	203	62.1		两天以上	87	26.4
	本科以上	31	9.5	基本活动	导游带领参观古民居	245	74.2
职业分布	公务员	17	5.2		自己参观古民居	193	58.5
	企业职工	100	30.9		购买了旅游商品	136	41.2
	农民/工人	5	1.5		与居民闲聊	84	25.5
	个体工商	12	3.7		走遍了景区	157	47.6
	事业单位人员	27	8.3		只在游客多的地方游玩	72	21.8
	学生	131	40.4		品尝了农家菜	114	34.5
	离退休人员	3	0.9		在村内住宿	75	22.7
	其它	29	9.0				

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 329 份，其中 54.8%的男性，43.7%的女性。男性略多于女性，整体比例协调。

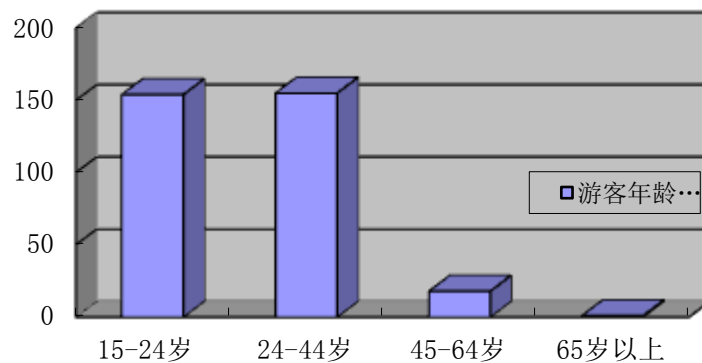
图 4-1 游客性别比例



(2) 中青年游客为主

在 328 份完成年龄调查的有效问卷中，15-24 岁和 25-44 岁这两个区间的游客最多，分别为 154 人和 155 人，分别占总数的 46.1%和 46.4%；其余 45-64 岁、大于 65 岁的游客人数分别为 18 和 1 人，分别占总数的 5.4%和 0.3%。因此，中青年占了样本整体 99%以上的比例。

图 4-2 游客年龄频数



(3) 来源地

在 334 份游客有效问卷中，所有人都完成居住地调查。安徽省内游客最多，其余游客较多的省份依次为江苏、浙江、陕西、广东。按照省份频率如下表：

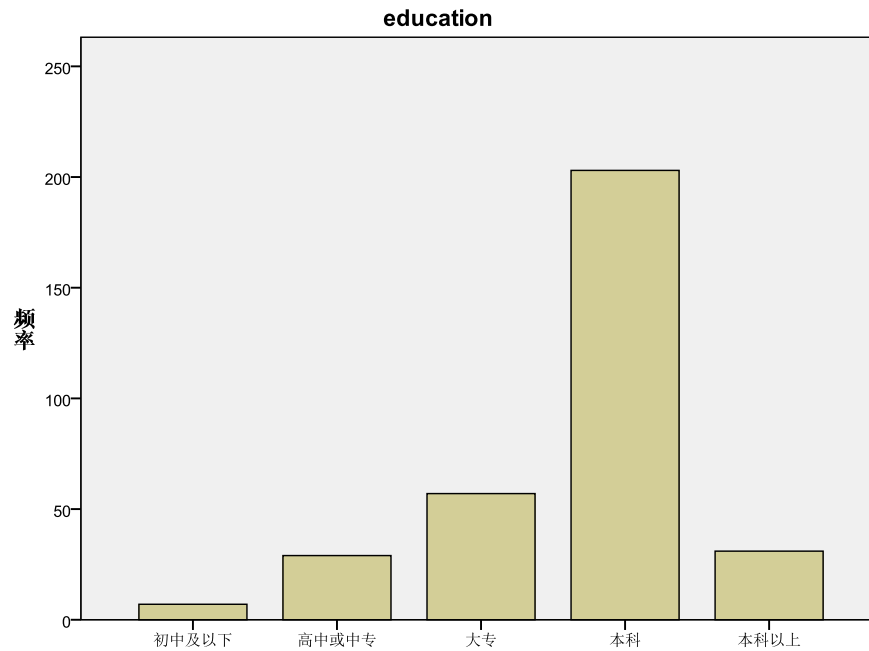
表 4-3 游客来源频数

安徽	99	29.64	湖南	12	3.59	湖北	4	1.20
江苏	37	11.08	上海	10	2.99	重庆	3	0.90
浙江	21	6.28	辽宁	9	2.69	北京	2	0.60
陕西	18	5.39	山东	9	2.69	甘肃	1	0.30
广东	16	4.79	河南	8	2.40	吉林	1	0.30
河北	15	4.49	云南	7	2.10	新疆	1	0.30
黑龙江	15	4.49	内蒙古	6	1.80	台湾	1	0.30
天津	15	4.49	福建	6	1.80	合计	334	100%
江西	13	3.89	山西	5	1.50			

（4）游客文化层次偏高

在 327 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 203 人，占 62.1%；大专为 57 人，占 17.4%；高中或中专为 29 人，占 8.9%；本科以上为 31 人，占 9.5%；初中及以下为 7 人，占 2.1%。对文化程度的分析中可以看出，拥有本科学历的游客占了样本有效数的 60%以上，因此从整体上来说，到宏村旅游的游客文化层次偏高。

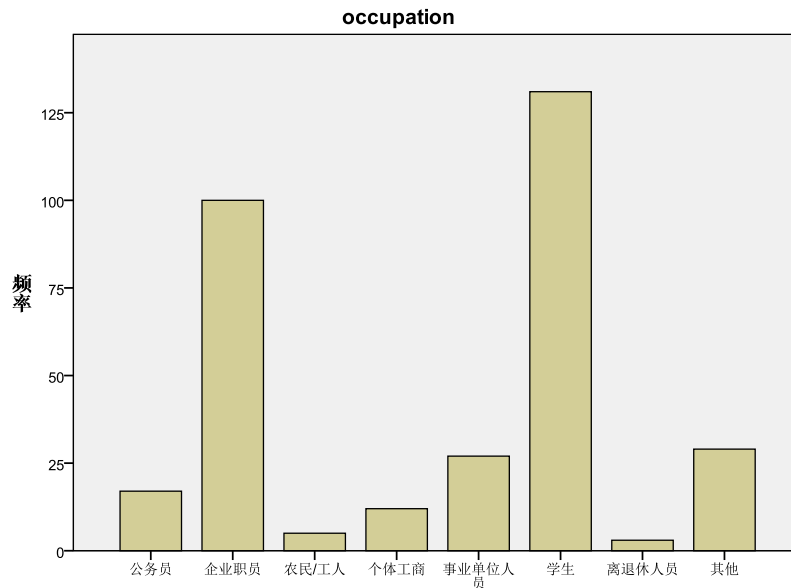
图 4-3 文化层次频数



（5）学生和企业职员为主的游客人群

在 324 份完成职业调查的有效问卷中，游客的职业分布较为集中，最多的是学生和企业职员，分别为 131 人和 100 人，分别占总数的 40.4%和 30.9%。其余人数较多的有事业单位人员为 27 人，占 8.3%，公务员 17 人，占 5.2%，个体工商 12 人，占 3.6%。另外有 8.7%的游客选择其他一项，如自由职业者、导游等职业。从所占比例来看，学生群体和企业职员在宏村旅游中不可忽视。

图 4-4 职业分布频数



4.1.2 旅行信息

旅行基本内容

(1) 团队游客略多于自助游客

在 322 份完成旅行方式的有效问卷中,有 176 份是团队游客,占 54.7%;自助游客有 146 人,比例为 45.3%。

(2) 重游游客少

在 332 份完成是否第一次来的有效问卷中,有 306 人是首次来到宏村,占总数的 92.2%,仅 26 人表示不是第一次来宏村,占 7.8%。

(3) 学生停留时间长,其余游客停留时间较短

在 330 份完成停留时间的问卷中,两天以上的有 87 人,占 26.4%,半天以下有 95 人,占 28.8%,以两小时居多,其余为两天 24 人、一天 37 人、半天 87 人、分别占总数的 7.3%、11.2%、26.4%。

从下表中可以看到,学生 130 人中有 80 人都选择了准备停留两天以上,而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。

注: 1.00 为半天以下, 2.00 为半天, 3.00 为一天, 4.00 为两天, 5.00 为两天以下。

表4-4 准备游玩时间 交叉制表

		准备游玩时间					合计
		1.00	2.00	3.00	4.00	5.00	
职业	公务员	7	7	2	1	0	17
	企业职工	42	38	11	8	0	99
	农民/工人	4	1	0	0	0	5
	个体工商	4	2	1	3	0	10
	事业单位人员	12	13	1	0	1	27
	学生	11	13	20	6	80	130
	离退休人员	1	2	0	0	0	3
	其他	11	9	1	5	3	29
	合计	92	85	36	23	84	320

(4) 旅行基本内容

在完成游览活动的 330 份有效问卷中，多数游客会选择在导游的带领下参观整个宏村（245 人），观赏了周边田园风光（203 人），自己参观其他古民居（193 人），另外旅行活动较多人参与的有走遍了整个景区（157 人）购买旅游商品（136 人）。

表4-5 旅行基本内容

旅行内容	人数	比例
导游带领参观古民居	245	74.2%
自己参观其他古民居	193	58.5%
购买了旅游商品	136	41.2%
与居民闲聊	84	25.5%
走遍整个景区	157	47.6%
只在游客多的地方玩	72	21.8%
观赏了周边田园风光	203	61.5%
品尝了农家菜	114	34.5%
在村内住宿	75	22.7%
共计	330	100%

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

同意度	田园风光	丰富文化	徽派民居
5	32.9%	33.8%	45.8%
4	55.4%	44.6%	39.2%
3	10.8%	21%	14.1%
2	0.6%	0.6%	0.6%
1	0%	0%	0%
均值	4.21	4.12	4.31

4.2.2 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 4-7 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	1.5%	5.5%	2.1%	3.0%	1.2%
2	6.0%	23.9%	7.6%	12.3%	1.5%
3	38.6%	38.2%	33.6%	28.7%	21.6%
4	37.0%	20.3%	40.0%	38.9%	50.3%
5	16.9%	12.1%	16.7%	17.1%	25.3%
均值	3.62	3.10	3.62	3.55	3.97

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。

4.2.3 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、古村落生活气息、景区拥挤度、干净程度、噪音困扰。

表 4-8 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
1	5.1%	0.3%	3.9%	0.9%	9.4%
2	25.5%	8.2%	24.5%	3.3%	40.5%
3	38.1%	29.0%	40.9%	24.1%	30.5%
4	22.2%	41.7%	22.1%	51.8%	12.4%
5	9.0%	20.8%	8.5%	19.9%	7.3%
均值	3.05	3.74	3.07	3.86	2.67

从上表看出，景区噪音还未对有课造成困扰，其均值低于 3；商业气息相较于去年低于 3 的均值虽然有所上升，但仍未对游客造成困扰，其均值均在 3 左右；而游客比较赞同村落生活气息农村，认为景区比较干净。

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	0.9%	2.7%	27.8%	47.7%	20.8%	3.85
了解宏村的历史文化	0.9%	9.0%	41.9%	35.6%	12.6%	3.50
能感受到当地居民的生活文化	0.9%	5.3%	32.5%	43.8%	17.5%	3.72
买到具有特色的纪念品等	3.6%	16.2%	31.8%	32.7%	15.6%	3.41
享受到本地特色风味食品	3.0%	16.6%	33.1%	34.0%	13.3%	3.38
觉得宏村游览项目单一	2.7%	12.0%	35.8%	38.0%	11.4%	3.43
觉得停留时间太短	4.8%	17.1%	41.6%	25.4%	11.1%	3.21

上表可以看出，游客体验度较好，评价得分中庸，均值均在 3 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(68.5%认同);48.2%的人赞成通过旅游了解宏村历史文化,41.9%的人保持中立态度。61.3%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,48.3%的游客认为买到具有当地特色的纪念品;47.3%的游客享受到本地特色风味食品。

需要注意的是,大约一半的游客(49.4%)赞同宏村游览项目单一。63.5%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。

4.2.4 遗产感知评价

问卷中游客对遗产的感知有3个子项目,分别为游客对宏村是世界遗产这一信息的了解、认为宏村古民居应该加以保护的 attitude 以及对共存古民居的保护情况的满意度。

表 4-10 游客遗产感知评价统计表

	知道宏村是世界遗产	古民居应该加以保护	对古民居保护情况满意
1	1.2%	0	0.6%
2	8.1%	1.2%	3.0%
3	14.2%	6.0%	23.0%
4	44.0%	42.5%	49.7%
5	32.5%	50.3%	23.6%
均值	3.98	4.42	3.93

4.2.5 本地人态度感知评价

问卷中游客对本地人的态度的感知评价有2个子项目,分别是游客有机会接触到当地人的程度以及感知到本地人热情友好的程度。

表 4-11 游客对本地人态度感知评价统计表

	有机会与当地人接触	本地人热情友好
1	2.7%	0.9%
2	11.0%	7.3%
3	31.1%	39.6%
4	41.8%	38.4%
5	13.4%	13.9%
均值	3.52	3.57

从上表可以看出,居民与游客的交流适中,有过半(55.2.4%)游客有机会与当地人接触,同时游客也认为本地人较为热情友好,有52.3%的人赞成本地人热情友好。

4.3 整体满意度评价

(1) 整体满意度评价较高：77.4%的游客满意本次旅行，21.4%的游客保持中立态度，1.2%的游客不满意本次旅行。均值 3.94，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 72.9%的游客选择赞同，有 3.3%游客表示不赞同，另外 23.8%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 52.2%选择赞同态度，有 15.1%游客选择不赞同，表示不会再来宏村，有 32.8%的游客表示中立。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 4-12 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	18.1%	22.6%	14.2%
4	59.3%	50.3%	38.0%
3	21.4%	23.8%	32.8%
2	1.2%	3.0%	12.7%
1	0	0.3%	2.4%
均值	3.94	3.92	3.49

(4) 深刻印象

共有 255 名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 60 个评价，其中水系有 28 个，风景有 23 个；

建筑：包含了徽派民居、桥，共 49 个评价，其中民居有 44 个；

人：包含了当地人及来此写生的学生，共 7 人有此评价；

环境卫生：共 19 个评价；

对文化的赞赏有 9 个评价；

商业因素有 6 个负面评价，包括厕所收费、商贩强势、食物少不好吃，也有两个正面评价：食物好吃、东西便宜。

其余关于房屋保护的有 3 个评价、骑自行车 1 个评价，认为人多的 1 个评价。

(5) 游客建议

游客对景区管理有更多建议，共有 156 位游客对宏村旅游发展提出自己的建议。其中：

门票方面：8 人认为门票过高，应该降价；1 人认为西递宏村应该实行联票。

交通、标识方面：9 位认为到达宏村交通不方便，3 为认为路标不清楚，2 人认为应该发放地图册，1 人认为应该完善旅游线路，一人认为应该增设游览车。

商业方面：有 12 人认为景区应该减少商业化，2 人认为应该完全不要商业化，1 人认为景区内不应该摆地摊。11 人认为景区内的住宿餐饮设施应该更完善，2 人认为景区内消费应该更便宜。

环境卫生方面：共有 6 人提出了注重环保，1 人认为水源不干净。

关于停留时间：有 2 人认为景区内停留时间太短，应延长停留时间；

景区开发与管理方面：有 28 人认为应该加强景区内的原有文化和建筑的保护，避免过度开发，有 1 人提出应该在旺季限制游客数量，1 人提出应该减少团队游数量，1 人提出应当加强景区门口流动人员的管理。2 人认为应该清楚环保车在内的机动车，1 人认为景区内摩托车的数量过多。另外关于景区的活动和产品，有 15 人认为过于单一，应该在表演、景点、酒吧等娱乐设施加强开发的数量和力度。1 人认为宏村应该不发展旅游，保持原生态，1 人认为宏村投资还过于保守，2 人认为宏村应该加强宣传。

基础设施方面：有 4 人认为道路拥挤，2 人认为应该增设休憩点，3 人认为应该增设公厕和取消公厕收费。

服务与互动方面：2 人认为导游讲解不够到位，2 人认为应当增加历史讲解，2 人认为当地旅游从业人员态度应该更好。2 人认为本地人应该更加热情，2 人认为本地人的素质应该提高，还有 1 人认为应该增加互动。

小结：总体来说，游客认为宏村的古民居和原生态的氛围应该加强保护，同时在旅游设施方面（包括住宿餐饮以及基础设施道路、公厕和交通）上应该有所完善，更重要的是要增加活动的多样性，尤其是加入一些现代的娱乐元素。

4.4 小结

在随机调研问卷的过程当中，只有少数问卷是由艺术写生的学生填写，在这样的情况下，仍然显示有四成的游客职业为学生，并且学生也相较其他职业的游客准备停留最久，可见这个时期宏村旅游的主力是学生。

而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满意度评价最高；对景区的可进入性评价较高，其中游客认为最不方便获得地图和宣传手册；对景区旅游环境的评价一般；遗产感知评价较高；对本地人态度感知评价一半。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。

5. 案例对比：宏村与西递

5.1 旅游发展背景

宏村始建于南宋，现存民居和风景点建于元末明初。1985 年，宏村旅游初次开发，“承志堂”以县旅游局景点的名义向游人开放。1994 年开始，宏村向县政府申请村办旅游，未有回应。1996 年 6 月，宏村人终于注册了旅游开发公司，上交镇政府承包保证金后，拿到了旅游开发权。但 1998 年县政府拍板，将宏村三十年开发权卖给北京京黟公司，每年门票收入 95% 归公司，4% 给镇里，1% 给村里。2000 年 10 月 30 日，宏村被联合国教科文组织授予“世界文化遗产”称号。往后，宏村社区居民在景区门票收益分配和民居维护修缮等问题与京黟公司及相关政府产生矛盾，曾有村民用马车阻挡游客，甚至用牛马粪涂墙，拒绝让民居给游客参观，并向游客追讨拍摄费等。2012 年，宏村的门票收入达 7756 万元。

西递始建于北宋皇佑年间，发展于明朝景泰中叶，鼎盛于清朝初期，至今已近 960 余年历史。1982 年左右，来西递调研的老师与两位上海退休老人带领当地村民整理祠堂并搭建小棚成立西递旅游接待站。1994 年，“西递旅游接待站”正式更名为“西递旅游服务公司”。2000 年以后，西递旅游服务公司从每年的纯收入中拿出 50% 按照人口进行分配，用于景区内资源保护和环境保护。2000 年 11 月，西递村作为皖南古村落代表荣登《世界文化遗产名录》。2012 年，西递村旅游集体经营性收入达到 3466.47 万元。

宏村与西递的旅游发展道路是不同的，前者在征求村办旅游的过程中屡屡不顺，后“交由”外来公司开发，在利益分配不均中，社区居民、开发公司、政府之间的关系显得较为紧张；后者从旅游开发起始就村办旅游，在各项决策中考虑民意，社区与村办公司、政府之间的关系较为缓和。这在开展旅游调研中可以明显感知，宏村村民对旅游调研较为抵触，认为持续的调研工作未能接纳他们的意见，也未能改变现状。但在旅游开发上，宏村由京黟公司运作，市场化程度高，反映快，商业形态也相对较为高级，而西递村办公司需要考虑村民民意，并由于村民自身教育水平限制，未能更快更好地做出旅游开发决策，这一点则在两个村落旅游人次和旅游收入上比较明显。

5.2 社区与遗产保护

	宏村	西递
所有关系	大部分自用，少部分出租	绝大部分自用，少数公房出租
民居用途及属性	大部分为非农家住居，旅游商店，旅游住宿设施、旅游餐饮设施较多	前边溪较多农家住居，大路街则较多非农家住居，住宿餐饮多集中于大路街
冷热区	同： 两村皆存在较为明显冷热区的界限区别，游线附近区域为热区，热区民居往旅游住宿、商铺、餐饮发展的多，而冷区依旧以居民自居为住，部分民居由于无民居维护费面临空置甚至倒塌	
	异： 月沼、上水圳属于其热区，吴氏祠堂周边属于冷区，近年来旅游业从热区慢慢向冷区拓展，冷区出现大量农家乐型住宿	大路街属于其热区，旅游业是其居民的重要经济来源；前边溪属于冷区，除旅游分红外，农业是其重要的经济来源，因此，民居多以自居为主，少量具备经营功能，居民较少参与旅游业。
民居改造	同： 修缮房屋破损、提高生活质量、旅游造成的房屋改造（开设旅游设施、增加靠近旅游线路的入口）	
	异： 有为提高私密性造成的房屋改造，如分家	

5.3 旅游社区参与

	宏村	西递
社区受访者的基本情况	同：居住时间十年以上都占七成以上，月收入大部分在 3000 以下，年龄偏中高齡，个体私营主占五成左右	
	异：文化程度较西递低，缘于大量青年外迁到邻村际村；从事旅游相关工作占五成	文化程度较高，缘于其居民留守，有大约 15%的受访者为大学或大专教育水平
旅游经济影响	较西递，宏村居民对旅游带来就业机会和吸引投资消费更赞同；较宏村，西递居民对贫富差距拉大更赞同；其他影响感知较为相同	
旅游社会文化影响	较西递，对于旅游导致交通拥堵更赞同；其他影响感知较为相同	
旅游环境影响	较西递，对于旅游导致的对环境的负面影响（空气污染、噪音污染、水体污染、固体垃圾、旅游设施破坏环境）皆有更高同意度；其他影响感知较为相同	
旅游社区参与	较西递，对旅游现状更为满意，并更愿意从事旅游相关工作；其他影响感知较为相同	
旅游开发感知	大部分人认为旅游对他们的生活“基本上没有影响”，对旅游区向居住区延伸表示欢迎的态度，认识到了旅游发展所能带来的经济效益，会选择在旅游区延伸后开商店或客栈，旅游参与的热情较高，并对游客的参观表示欢迎的态度，参与旅游开发的方式多样化，以居住在原地、个体经营开商店或客栈的方式为主。但较西递而言，宏村居民表现了对游客参观较低的欢迎态度，缘于旅游开发以来，部分游客不礼貌的举止以及居民对于社区旅游开发的不满。	
对旅游开发的不满及建议	1. 环境卫生（水体污染、垃圾增多）2. 经济利益（物价高、利益	冷热区发展不平衡，村民利益分配不均

	分配机制不公、房屋维修费用高等) 3. 政府政策与管理(民居建设与改造的规定严格, 景区门票管理缺少人性化等)	
遗产保护了解	较西递而言, 宏村居民对遗产保护了解程度较低, 赞同全面保护维修来保护传统民居较低, 其他影响感知较为相同	

5.4 游客体验

总体来说, 两村游客大多数为中青年, 宏村重游率较西递低, 游客停留时间短, 文化感知较低。而旅游信息与进入性评价(旅游服务)上, 西递较宏村做得出色得多, 游客在景区内标识系统、宣传册、文化遗产信息、交通、导游解说等服务质量上皆高于宏村。同样, 在景区旅游环境评价、游客体验、遗产感知评价、本地人态度感知评价、整体满意度评价维度上, 游客在西递有着比在宏村更好的评价。

6. 总结

6.1 民居方面小结

本次调研对 52 家民居进行建档，其中上水畍 19 家，月沼 23 家，吴氏祠堂周边 10 家。明清古建筑总共有 28 家（除了建筑年代不详以外）。宏村旅游最大的吸引点是其保存完整的古徽派建筑以及其村落风貌，而这些又是人类宝贵的文化遗产，因此古民居保护显得尤为重要并值得关注。

虽然宏村古民居整体都有一定程度的受损并受到旅游的影响，但是不同区域的徽派古民居保护利用情况有着较大的差异——位于旅游线路，即旅游热区中的上水畍片区、月沼片区的古民居保护情况比位于旅游冷区中的吴氏祠堂周围片区的要好很多。**首先是挂牌方面**，旅游热区的古民居，有 4 家重点保护古民居、19 家保护民居，而旅游冷区则没有重点保护民居，但是从建筑风格以及建筑年代来看，冷区有 9 家是古民居，但是却没有得到政府的挂牌保护，可见政府对冷区古民居保护并不重视。**其次是修缮方面**，古民居修缮的审批门槛较高，手续较繁重并且费用昂贵，位于热区的古民居因为处于旅游景观线上，政府和古民居主人都会相对重视其修缮保护工作，特别是作为旅游景点的古民居，例如承志堂和树人堂，它们就保存很完整；但是位于冷区的古民居，因为主人缺乏修缮资金，一般都是有心无力，只能任其坍塌破烂，例如编号为 W11 的古民居，因为无力修缮，古民居二楼已经坍塌，只能用几根木棍支勉强撑着，而一楼基本废置。**最后是改造方面**，政府对于热区的改造有着更加严格的监管，所以热区古民居基本保留以前风貌，只是为了提高生活条件，进行古民居内部小改造，例如增建厕所、天井封上透明物以及“窗帘”等等，即使是作为旅游住宿餐饮设施的，古民居改动规模小，他们往往以附属建筑的改建适合此功能而非主体古民居建筑；而冷区更多的则只是保留古老的外观以及大框架，内部改造都是大规模的，有的已无法辨别原有格局（W08，吴氏祠堂），有的甚至是推倒重建（W07，聚友堂）。**关于古民居利用情况方面**，热区的古民居大多自有居住或者部分作为自营商铺或是出租给别人做商铺，部分古民居作为自营的旅游住宿餐饮设施；而冷区的古民居要么勉强作为居住用地，要么废置，要么完全整栋出租甚至卖给外来人作为旅游住宿设施。

6.2 社区方面小结

宏村居民对目前宏村的旅游发展还是持有较为积极的态度。宏村居民肯定了旅游发展为他们带来的经济效益以及社会安定效益，他们基本上认为旅游并未给他们生活带来影响，并且绝大部分居民对游客是持欢迎态度的，他们（特别是旅游冷区居民）也愿意旅游区向居住地延伸并且将会以个体经营的方式参与到旅游的发展中，其实目前相当部分居民已经积极参与到旅游开发发展当中。

但旅游对居民的负面影响仍然不可忽视。居民对于政府以及旅游公司尤为不满，认为他们相互勾结，剥夺了宏村居民利益，本地居民没能很好地从旅游发展得到自己应得的利益。此外，游客（特别是写生的学生）对宏村水体的污染以及其他环境破坏的行为让本地居民很反感。本地居民还抱怨物价房价上涨和交通不便。

社区居民对遗产相关知识认识不足，古民居修缮阻力很大。绝大部分本地居民对于遗产知识只是略知一二甚至完全不了解，并且修缮古民居的审批手续繁杂，费用昂贵，特别不利于遗产的保护以及保存，因此有必要加大遗产知识宣传力度以及古民居修缮资金的投入。

6.3 游客方面小结

特征——中青年游客为主，学生和企业职员是主力军，团队游客多于自助游客，短程游客较多，游客停留时间短（绝大部分是半天），重游率低但重游意愿高，游客活动以参观古民居为主。

体验——游客基本认可宏村徽派建筑景观和其保护现状、田园风光以及村落生活人文气息，但基本都认为宏村旅游产品单一、信息获取渠道缺乏（缺乏旅游宣传册以及指引标识，交通不便等等）以及基础设施不完善（宿餐饮以及基础设施道路、公厕和交通）。

6.4 总体建议

➤ **加大古民居保护力度：**政府要简化古民居修缮审批的手续并加大资金投入；还要对挂牌的有价值的古民居进行挂牌保护，特别是冷区；此外，严格监管古民居主体建筑的改造，至少在不能破坏原有的格局基础上；当然还需通过宣传教育提升游客素质，避免其对古

民居以及村落环境的破坏。

➤ **留住本地居民：**政府以及旅游公司应该更多考虑社区居民的利益，让利于民，减少不同利益群体之间的冲突；合理规划控制宏村商业情况，既让本地居民积极参与旅游，又不能让游客反感其商业气息；还要严格控制古民居产权转让，尽量不让本地居民外迁，前提当然能为本人居民提供谋生机会，不让外来人挤掉其利益。

➤ **加强遗产相关知识普及：**本地居民对遗产相关知识认识越深刻越有利于遗产地的保护以及其可持续发展；此外，也不能忽视对游客的普及，这样才能从外部巩固遗产的保护，遗产价值才能得到最大化的传播。

➤ **提升游客体验：**丰富宏村旅游产品，不再只是观光游，应该有些可以增强游客参与的项目；改善住宿餐饮设施，还有交通，增建旅游厕所，增建清晰有趣的标识以及增派旅游宣传册等等。

附录

宏村建档民居保护利用情况一览表

编号	位置	所有者	结构	建造年代	保护情况	利用情况
S01	上水圳01号	洪 丽芬	砖木石	460 年前	古老传统的徽派建筑外观，主体建筑的传统三合院布局仍可辨析；采光好；外墙放置了空调主机；2004 年起花了 3 年维修，政府补贴 100 万，其余自费。	在保留房屋大框架情况下，内部改建装修成现代仿古旅游住宿设施。
S03	上水圳04号	汪 鹤年	砖木石	万历年间（1602）	主体建筑为万历年间建造，1835 年修缮重建了清代打战损坏的部分；主体建筑为三合院格局并保存完整，附属融合了南方庭院风格以及现代居住风格；门楼简单；采光好；1950s 被大队代管为俱乐部，收回所有权后每 3 年自费修缮一次。	现为所有者居住、旅游住宿以及旅游餐饮综合体。
S04	上水圳06号	余 福来	砖木石	160 年前	主体为传统三合院格局并保存完整，附属为现代居住风格；门楼拆后重建；采光好，天井用透明物遮住；沿街左边的门关闭不再使用；每年自费修缮。	此为所有者居住、旅游住宿以及旅游餐饮综合体。
S05	上水圳07号	汪 志诚	砖木石	不详	维持古老徽派建筑风格，内为两个三合院对接的“回型”布局。	（因没有进去，其余不详）
S06	上水圳	汪 先生	混凝土	1980s	80 年代修建了新的院门楼；古建筑已推到重建为现代两	此为所有者居住以及旅游住

					层民居。	宿设施。
S07	上水圳09号	卢耀庆	砖木石	100 多年前	破旧的外观，无门楼，内为传统三合院格局并保留完整；主体建筑破旧无修缮，采光很不好；附属 20 多年前改建为现代两层民居。	所有者居住，沿街门口处作为售卖小吃的摊位。
S08	上水圳10号	汪先生	砖木石	嘉庆年间	主体建筑为两个三合院对接的“回型”格局，保存完整；院门楼建于 1990s，里门楼建于嘉庆年间；采光好；附属处新建两层现代仿古民居。	作为所有者居住地。
S09	上水圳11号	汪锐华	砖木石	100 多年前	主建筑为传统三合院格局；外观为破旧传统徽派建筑；厢房 1980s 改建为现代卧室；每年小修缮；因为分家，旁边建筑闲置。	作为非农家住房。
S10	上水圳12号	汪先生	混凝土	1990s	90 年代推到古民居重建的新民居。	沿街门口处作为旅游商铺，里面为居住、旅游住宿以及餐饮设施。
S11	上水圳14号	不详	混凝土	不详	新民居	沿街门口处作为旅游工艺品商铺。
S12	上水圳16号	汪先生	砖木石	不详	破旧的传统徽派建筑外观，主建筑为两个三合院对接的“回型”格局并保留完整的传统风貌；附属改为现代厨房；采光好。	房主和租客一起居住，主建筑一楼作为旅游工艺品的商铺。
S15	上水圳	谢建平	砖木石	明末清初	主建筑为两个三合院对接的“回型”格局并保留完整的传统风貌；天井封上透明玻璃并有可以拉伸的“窗帘”；正门楼常年关闭不使用；沿	沿街附属房作为商铺，古建筑作为居住场所。

					街附属改建为现代厨房和商铺；2000~2009 年自费修缮改建。	
S18	上水圳	汪先生	混凝土	1990s	新两层民居	一楼作为茶叶商铺。
S19	上水圳	汪先生	混凝土	1999	1960 年推到古民居重建，1979 年再重建，1999 年再次重建为外观仿古的现代民居。	沿街庭院出租作为商铺，里面作为所有者居住和旅游住宿设施。
S21	上水圳 20、21 号	汪先生	砖木石	100 多年前	外观为破旧传统徽派建筑，主建筑为传统三合院格局并保存完整，内部破旧。	沿街三间房子作为茶叶商铺出租；内部为所有者居住场所。
S22	上水圳 39 号	汪伟严	砖木石	150 多年前	破旧的徽派建筑外观，传统三合院格局并保存完整，内部有现代家具。	所有者居住地。
S25	上水圳树人堂	汪森强	砖木石	1862 年	主建筑为两间传统三合院并排，传统徽派建筑风貌保存完整。	作为旅游景点。
S26	上水圳松鹤堂	王维新	砖木石	清朝	传统三合院格局；1998 年附属改建为现代住宿设施；1968、1998 年因为白蚁自费修缮了古民居。	旅游住宿、餐饮设施以及所有者居住。
W2	东边田 14 号	万先生	砖木石	清道光初年	破旧长满草的院门楼，无主建筑门楼；主建筑为传统三合院格局，内部装修铺了瓷砖；天井封上了透明玻璃并带有排水管；每年自费修缮损坏处。	作为所有者居住地。
W3	东边井 17 号	万桂英	砖木石	100 多年前	传统徽派建筑外观，传统三合院格局；5 年前主建筑内部装修为现代木质仿古客栈；天井封上透明玻璃；正门楼墙上有改建的窗户以及	作为旅游住宿设施以及居住地。

					放置的空调；附属 1970s 改建为平房。	
W4	东边井 12 号	汪先生	砖木石	清光绪年	破旧八字院门楼，长满草的主建筑门楼；2011 年附属内部装修，2012 年附属建筑改建为客栈；主建筑三合院格局并存完好但布满灰尘。	旅游住宿、餐饮设施以及居民居住。
W5	东边井 19、20 号	万先生	砖木石	100 多年前	破旧八字院门楼，里门楼在文化大革命时重新粉刷过；天井封上透明塑料；主建筑为两个三合院串接的“日型”格局并保存完整，6~7 年前内部自费装修，地板铺了瓷砖。	所有者居住用地。
W6	东边井 04 号	汪冬关	砖木石、混凝土	1864 年（同治三年）	传统徽派建筑外观，内部除了保留大框架外，两年前整个传统格局被打破，被改造成面目全非的仿古客栈，有一侧门被封起来。	旅游住宿设施。
W7	东边井	万先生	混凝土	不详	因木头腐烂严重，因此除了保留正门楼以及其连接的左侧的墙之外，其余推到重建为两层现代住宿民居。	所有者居住、旅游住宿以及餐饮设施。
W9	东边井十间房	余松	砖木石、混凝土	100 多年前	传统徽派建筑外观，内部两个三合院反接的“H 型”格局清晰可辨，但除了大框架保留外，内部改建为仿古住宿设施；墙壁有新建窗口以及放置有空调；正门楼破旧并紧闭不再使用。	旅游住宿设施。
W10	东边田 09 号	万先生	砖木石	100 多年前	破旧的非传统八字门楼，门楼右侧的墙壁有新建窗口以及被封上的侧门；内部非传统徽派建筑格局并且破旧无修缮；天井很小并封有透明物。	所有者居住用地。

W11	东边井 29 号	吴宝林	砖木石	不详	破旧的门楼；主建筑为三合院格局；6 年前自费把附属建成现代 2 层民居；古民居 2 楼坍塌并废置，一楼除了厅堂仍使用外，其余也废置。	古民居基本处于废置状态，所有者住在附属新民居中。
W12	东边街 31 号	不详	砖木石	300 多年前	破旧门楼，其两侧墙壁有新建的排气口，右侧墙壁架有 3 台空调；内部传统两个三合院对接的“回型”格局清晰可见，只是除了保留大框架外，2011 年内部全部重建成仿古客栈，附属建成花园。	作为旅游住宿设施。
Y1	月沼东北角	解 XX	土木	100 多年前（清末建成）	内部框架原本的两个三个院“反接”的“H”型结构基本保持不变。外观上仍保持着粉墙黛瓦的徽派传统风格。南面墙体有修补，但与传统风格不符，北面墙体上装置有为了疏导厨房烟火而穿墙孔安装的管道。	住居+商铺。东部（面向月沼）庭院改造成了三开间，用以旅游商店的经营；北部厅堂也经改造后增设了商铺功能，经营各种纪念品。
Y2	乐山书屋（里月塘 04 号）	汪庆平	土木	190 多年前（清代嘉庆年间）	户主上世纪 90 年代进行大整修后，原本的传统格局已基本改变，天井有保留。庭院为水院，东北方向的门为圆形拱门，是非传统徽派风格门楼。外立面有刷新、翻修。	以居住为主，内设有客房，可接待游客。
Y3	里月塘 05 号	汪先生	土木	不详	内部格局和外立面整体上保存较为完好，为传统徽派风格。门楼的梁枋上安装有电灯，两根垂柱也消失了，其余部门保存基本完好。	以居住为主，无增设任何旅游服务功能。
Y4	中街 18 号	舒继平	混凝土	1980 年左右	为上世纪 80 年代左右建成的现代建筑，二层平房。外立面采用混凝土碎石粉刷，无天井、门楼、马头墙等基本的徽派风格元素。	住居+客栈，二楼装修成客房，用以接待游客。
Y5	冒华居（月沼西南侧）	汪贵泉	土木	170 多年前	能够进入的部分内部框架基本保持传统三合院布局，有天井。外立墙体仍为粉墙黛瓦。有门楼，门楼的砖雕样式仍较为清晰，瓦片有些许的残缺。	民居北部（面向月沼）原附属建筑改造成厨房，庭院也改造成了音乐商店，用以出租。
Y6	伴月楼	余先生	混凝土	1998 年左右	房屋原址为老房子，98 年推倒重建成现代的二层建筑，内部布局非传统三合院型；外墙上装饰有	住居+客栈，二楼开设客房，提供游客住宿接

					仿徽派风格的马头墙、黛瓦等元素。无天井、无门楼。	待服务。
Y7	前街 2 号	旺 先生	以混凝土为主，内装饰有木结构	1970 年左右	为上世纪 70 年代修建的民居，内部设有天井，但整体框架非传统的三合院型；天井经改造后加上玻璃，并蒙上布纱以遮阳。外墙立面以黄色混凝土粉刷，较为鲜明突出。	内部进行仿古装修后，二楼开设 7 间客房。
Y8	中街 20 号	余 先生	混凝土	2000 年左右	现代的平房建筑。内部无天井，非传统三合院格局。外观装饰有马头墙。有门楼，但不符合传统徽派风格，只有抛出墙面的屋顶，没有垂柱和横向的梁枋。	以居住为主，无增设任何旅游服务功能。
Y9	前街 21 号（得月楼）	吴 伟宏	混凝土	1998 年左右	现代建筑。厨房部分原为上世纪 70 年代老民居；内部框架不符合传统三合院型，装修较为现代；无天井、无门楼，庭院前门为圆形拱门。	住居+客栈。内设有接待游客的餐厅包厢及住宿客房。
Y10	前街 22 号	汪 先生	土木	100 多年前	内部基本保持有三合院型的布局，天井 60 年代改造后加盖瓦片；外墙粉刷翻新，南部增设朝南的大窗口。	住居+商铺。临近月沼的北部改造成布衣商店，南部的庭院增设了洗澡间（卫生间）。
Y11	里月塘 07 号	汪 先生	土木	不详	内部结构较为简单，三开间但非传统三合院型。无天井，门楼已拆（时间不详）。	以出租的商铺为主，经营茶铺、酒铺。
Y12	一刀光（里月塘 08 号）	汪 松寿	土木	不详	内部布局因商铺需要已基本改变，无天井，无门楼；外立面仍保持着粉墙黛瓦的形式。	以出租的商铺为主，临街部分（北、面向坦）出租，经营雕刻生意。
Y13	中街	汪 先生	土木	超过 100 多年	主体建筑的内部框架基本上保持着两个三合院“反接”的“H”型平面布局，天井与门楼均有保留，外立墙面基本上为粉墙黛瓦；附属建筑体为现代建筑，非传统三合院风格。	住居+商铺+客栈。主体建筑的前院临街部分搭盖遮顶棚，改造成了小面积的空间，出租成小商铺；附属建筑开设客栈，提供住宿接待服务。
Y14	因无人在，未能进入。					
Y15	不详	舒 先生	土木	1988 年左右	内部框架上基本保持着传统的三合院型布局，有天井但无门楼。外墙立面以白粉粉刷，屋顶瓦片装饰有马头墙等元素，但朝南方	住居+商铺，西部因在游线上，改造成了商铺，用以经营酒铺。

附录

					向开设有大窗口，不符合传统徽派风格。	建筑其余部分仍为住居。
Y16	在修,未能进入					
Y17	月沼东侧（民居西侧为坦）	汪 XX	土木	上 世 纪 50、60 年代	主体部分内部框架上保持基本的一个三合院型布局，但无天井、无门楼。外立面上装饰有马头墙。	住居+商铺。临近月沼的西部建筑被改造成了商铺，经营瓷画。
Y18	敬修堂					
Y19	弘宝斋	谢 XX	混凝土	1970 年 左右	现代建筑，内部框架非传统三合院型，无天井、无门楼；外立面上粉刷较新，东面临街墙开设有三个窗户。	住居+商铺。东面临街的厅堂改造增设了商铺，用以经营收藏品、石砚等商品。
Y20	里月塘 17 号	汪 XX	土木	100 多 年 前 （光 绪 年间）	主体部分整体上（内部框架、外立面）保存较为完好，有天井、有门楼。北部附属部分因建筑年代较近，内部框架等方面均为现代风格。	以住居为主，无增设任何旅游服务功能。
Y21	培德堂（里月塘 03 号）	汪 XX	土木	1880 年 （光 绪 六年）	主体建筑的内部框架上基本保持着两个三合院“串接”的“日”型结构，民居内部的木雕精美，天井和外部门楼的样式均保持较好。	住居+商铺。主体部分的厅堂增设了小摊，经营炸年糕、绿豆汤等小吃、加工食物；西部的附属建筑改造成了商铺，经营茶叶。
Y22	望月塘（里月塘 01 汪氏祠堂东侧）	汪 先 生	土木	不详	内部框架上基本保持着两个三合院“串接”的“日”型结构，天井与门楼均保持较好。南部（面向月沼）墙体开设两个了面积较大的窗口，不符合徽派传统风格、	以居住为主。南部大门（面向月沼）增设了临时的灵活小摊，经营木雕生意。
Y23	月铭阁（汪氏祠堂西侧）	朱 先 生	混凝土	上 世 纪 80 年代 左右	现代的平房建筑，内部框架非传统的三合院形式，无天井、无门楼，南部有露天庭院。	住居+商铺。临街（面向月沼）庭院的门口部分改造成了商铺，经营茶叶生意。

世界遗产宏村古民居建档表

2013 年 8 月-9 月世界遗产宏村古民居建档调查表

编号: (* 1 重点保护民居 2 保护民居 3 一般民居)

	民居基本信息
详细地址	
用途属性	1 住居（农家非农家） 2 商店（一般旅游） 3 旅游住宿设施 4 餐饮设施 5 空置 6 其他 ()
所有关系	1 居民自用 2 出租 3 公房 4 企业所有 5 其他 ()
访谈对象	姓名: 年龄: 民族: 职业: 与户主的关系:
户主基本情况	姓名: 年龄: 民族: 职业: 现居住地: 祖籍:
家庭基本情况	1 家庭总人口及家庭构成: 2 在此居住几口人: 3 在此居住多少年: 4 家庭经济来源及收入情况:
	民居建筑基本情况
建筑年代	1 2 3 4
栋数	栋
各栋原用途 (*每栋编号在院落 平面配置图上标出)	1 2 3 4
各栋现用途	1 2 3 4
基本设施 (*已有设施打勾)	1 上下水道 2 煤气 3 有线电视 4 电话 5 厕所 6 洗澡间

房屋平面图

观察记录

建筑外观：

内部修缮改造及采光：

面向街道有无新设开口部（旅游用途）：

出入口和大门的位置：

门楼的建筑年代和风格：

其他访谈内容：

- 1) 关于民居修缮，有无修缮，何时进行了修缮，修缮资金来源，有无补助等情况？
- 2) 对自家房屋最满意的地方是什么？如果需要修缮主要想修缮哪里？

2013 宏村旅游可持续发展调查问卷（社区）

尊敬的女士/先生：

您好！我们是联合国世界旅游组织（UNWTO）旅游可持续发展西递宏村监测项目组的调查员，对西递宏村旅游发展与遗产保护相关问题进行调查。本调查成果仅用于学术研究，不会用于任何商业用途，所有问题均为匿名回答，请您根据自己的实际情况放心填写。

非常感谢您的配合与支持！

一. 请根据您的对西递宏村旅游发展影响的认知度和满意度，在您认为合适的选项上划“√”。

经济影响	非常不同意	不同意	没影响	同意	非常同意
旅游大大促进了本地的经济发展	1	2	3	4	5
旅游为当地带来了更多的就业机会	1	2	3	4	5
旅游为本地吸引了更多的投资和消费	1	2	3	4	5
旅游提高了我的生活水平	1	2	3	4	5
旅游使本地物价上涨，生活成本增加	1	2	3	4	5
旅游发展使房价上涨	1	2	3	4	5
旅游发展使本地居民的贫富差距扩大	1	2	3	4	5
社会影响	非常不同意	不同意	没影响	同意	非常同意
使本地基础设施得到了改善	1	2	3	4	5
使医疗条件和服务质量得到提高	1	2	3	4	5
旅游发展导致本地的犯罪率上升	1	2	3	4	5
旅游使本地的交通和人口过度拥挤	1	2	3	4	5
使本地居民道德水平和信任度降低	1	2	3	4	5
旅游引发旅游者和本地居民间的冲突	1	2	3	4	5
文化影响	非常不同意	不同意	没影响	同意	非常同意
旅游促进本地和外地的文化交流	1	2	3	4	5
旅游使民俗和传统文化被破坏和淡忘	1	2	3	4	5

增加了节庆活动, 丰富了我们的生活	1	2	3	4	5
旅游促进我去学习更多的语言	1	2	3	4	5
环境影响	非常不同意	不同意	没影响	同意	非常同意
旅游发展使空气质量下降	1	2	3	4	5
旅游发展使噪声污染加重	1	2	3	4	5
旅游发展使水体污染加重	1	2	3	4	5
旅游发展使固体垃圾增多	1	2	3	4	5
宾馆及其他旅游设施的建设破坏了我们的自然环境	1	2	3	4	5
居民态度	非常不同意	不同意	没影响	同意	非常同意
我对本地旅游发展的现状感到满意	1	2	3	4	5
我愿意从事与旅游相关的工作	1	2	3	4	5
我支持西递宏村继续发展旅游业	1	2	3	4	5

二. 居民对旅游开发的感知与建议

1、您觉得旅游对居民生活是否造成了干扰？

1) 干扰非常大 2) 无所谓 3) 基本没有影响

2、您是否住在旅游商业区？ 1) 是的 2) 比较接近 3) 远离旅游区

3、是否愿意旅游区向居住地延伸？ 1) 愿意 2) 无所谓 3) 不愿意

4、如果将来旅游区向自己住地延伸将会 1) 搬走 2) 开商店或客栈 3) 无所谓，继续正常生活

5、是否欢迎游客偶尔到家中参观或拜访

1) 常有人来，很欢迎 2) 不欢迎也不排斥 3) 非常反感

6、参与旅游开发的方式

1) 居住在原地，自己开商店或客栈 2) 搬到新城居住，老房子自己开商店或客栈

3) 只把沿街门面租出去，自己仍居住在后面 4) 把房屋全部租出去，自己搬走

5) 当导游 6) 其他

()

7、旅游开发中最不满意的是什么？

8、对旅游开发的具体意见或建议？

三. 居民对遗产保护的感知与建议

1、您对遗产保护情况的了解程度是 1) 非常了解 2) 部分了解 3) 基本不了解

2、您对目前西递（宏村）遗产保护现状是否满意

1) 非常满意 2) 基本满意 3) 不满意 4) 无所谓

3、您的房屋属性是

以下是您的个人资料，我们将以此为依据进行分类研究，我们将为您保密，请您放心填写。

- 旅游可持续发展监测报告—2013·宏村

5、您目前的职业为：_____

- 1) 学生 2) 种植农户 3) 家禽养殖户 4) 服务打工者 5) 公司企业职工
6) 政府或事业单位 7) 离退休人员 8) 个体私营业主 9) 其他_____

是否与旅游相关： 1) 是 2) 否

6、您每月的收入： 1) 1000 元以下 2) 1001—2000 元 3) 2001—3000 元 4) 3001—5000 元

- 5) 5000—10000 元 6) 10000 元以上

7、您家庭总人口为_____人，有_____人从事与旅游相关的工作。

宏村游客满意度调查问卷

尊敬的女士/先生：

您好！我们是联合国世界旅游组织（UNWTO）旅游可持续发展宏村监测项目组的调查员，希望通过本问卷来了解您对宏村旅游的满意度。本调查成果仅用于学术研究，不会用于任何商业用途，所有问题均为匿名回答，请您根据自己的实际情况放心填写。非常感谢您的配合与支持！祝您旅行愉快！

1. 请根据您的实际情况，填写以下评价表，说明您对宏村旅游相关方面的满意度，在合适的选项上划“√”。【1表示“非常反对”，2表示“反对”，3“中立”表示“既不赞成也不反对”，4表示“赞成”，5表示“非常赞成”。】

评价项目	游 客 评 价				
目的地景观	非常反对	反对	中立	赞成	非常赞成
宏村田园风光优美	1	2	3	4	5
宏村文化内涵丰富	1	2	3	4	5
宏村传统徽派民居独具魅力	1	2	3	4	5
旅游信息与进入性	非常反对	反对	中立	赞成	非常赞成
景区内路标和指示牌清楚易懂	1	2	3	4	5
我能方便获得景区地图和宣传册	1	2	3	4	5
我能方便获得宏村世界文化遗产的知识和信息	1	2	3	4	5
我来宏村旅游交通很方便	1	2	3	4	5
我对导游的解说很满意	1	2	3	4	5
目的地环境	非常反对	反对	中立	赞成	非常赞成
我觉得宏村商业气息不浓	1	2	3	4	5
我觉得宏村古村落生活气息浓郁	1	2	3	4	5
我觉得景区很拥挤	1	2	3	4	5
我认为景区很干净	1	2	3	4	5
我被景区的噪声所困扰	1	2	3	4	5
体验与景点相关活动的多样化	非常反对	反对	中立	赞成	非常赞成
我能够理解宏村传统徽派民居的价值和魅力	1	2	3	4	5
我了解了宏村的历史文化	1	2	3	4	5
我能感受到当地居民的生活和文化	1	2	3	4	5
我买到了具有当地特色的纪念品和手工艺品	1	2	3	4	5
我享受到了本地特色风味食品	1	2	3	4	5
我觉得宏村游览项目单一	1	2	3	4	5

我觉得停留时间太短	1	2	3	4	5
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对遗产的感知	非常反对	反对	中立	赞成	非常赞成
我知道宏村是世界遗产	1	2	3	4	5
宏村古民居应该加以保护	1	2	3	4	5
我对宏村古民居的保护情况满意	1	2	3	4	5
对本地人的态度	非常反对	反对	中立	赞成	非常赞成
我有机会与当地人接触	1	2	3	4	5
我觉得本地人热情友好	1	2	3	4	5
总体满意度	非常反对	反对	中立	赞成	非常赞成
我对本次旅行整体感到满意	1	2	3	4	5
我会向亲友们推荐宏村	1	2	3	4	5
我会再来宏村	1	2	3	4	5

2. 您的旅行方式是： 1. 团队游 2. 自由行（是否跟随讲解员游览：1. 是 2. 否）

3. 是否第一次来宏村： 1. 是 2. 否

4. 准备在宏村游玩的时间：1. 半天以下（ 小时） 2. 半天 3. 一天 4. 两天 5. 两天以上

5. 您在宏村的游览中进行了以下哪几项活动（可多选，请在相应的选项上划“√”）：

- 1) 在导游带领下参观了古民居 2) 自己参观了其他古民居 3) 购买了旅游商品
4) 与居民闲聊 5) 走遍了整个景区 6) 只在游客众多的地方游玩
7) 观赏了宏村周边的田园风光 8) 品尝了农家菜 9) 在村内住宿

6. 宏村旅游给你留下印象最深的地方是： _____

7. 您对宏村旅游的建议： _____

以下是您的一些个人资料，我们将依此进行研究分类，请您在相应的选项前划“√”：

1、您的性别： 1. 男 2. 女

2、您的年龄： 1. 15—24 岁 2. 25—44 岁 3. 45—64 岁 4. 65 岁及以上

3、您来自哪里？ _____ 省（自治区/直辖市） _____ 市（县）

4、您的学历是？

1. 初中及以下 2. 高中或中专 3. 大专 4. 本科 5. 本科以上

5、您目前从事的职业是：

1. 公务员 2. 企业职工 3. 农民/工人 4. 个体工商 5. 事业单位
人员 6. 学生 7. 军人 8. 离退休人员 9. 其他 _____

Monitoring Report on the Sustainable Tourism Development of Hongcun

**Mt. Huangshan Tourism Bureau
Monitoring Center for UNWTO Sustainable Tourism
Observatories
August 2012**

Address: Building 329, Sun Yat-sen University, 135, Xingang West Road,
Guangzhou, P.R. China

Postcode: 510275

Tel.: +86-20-84114683

Fax: +86-20-84113621

Contents

1. Foreword	109
1.1 Monitoring Background and Purpose	109
1.2 Monitoring Process and Contents.....	110
2 Status Quo of Hongcun Heritage Preservation.....	115
2.1 Status Quo of Use of Historic Houses	115
2.1.1 Basic Information of Houses of Shangshuizhen	116
2.1.2 Basic Information of Houses of Yuezhao	124
2.1.3 Basic Information of Houses in the Less Popular Tourist Area	130
2.1.4 Summary	134
2.2 House Renovation	135
2.3 Tourism Impact on Change of Preserved Houses.....	144
Cases: House lease in the popular tourist area and less popular tourist area	145
2.4 Analysis of Plane Function of Historic House.....	148
2.4.1 Shangshuizhen.....	148
2.4.2 House Group of Yuezhao	150
2.4.3 Adjacent area of Wu's Ancestral Hall	152
3. Tourism and Community.....	160
3.1 General Situation of Local Community	163
3.1.1 Less Popular Tourist Area.....	163
3.1.2 Popular Tourist Area.....	164
3.1.3 Jicun	167
3.2 Perception of Community of Tourism Impact	169
3.2.1 Perception of Economic Impact	169
3.2.2 Perception of Society and Culture Impact	171
3.2.3 Environment Impact.....	173
3.3 Community Involvement in Tourism	175
3.4 Perception of Residents of Tourism Development	176
3.5 Perception of Heritage Preservation.....	185
4 Tourist Perception and Satisfaction	191
4.1 Tourist's Basic Information.....	192
4.1.1 Personal Information.....	194
4.1.2 Travel Information.....	197
4.2 Travel Experience Evaluation.....	199

4.2.1 The Landscape Evaluation Is High	199
4.2.2 Tourism Information and Accessibility Evaluation (Tourism Service)	199
4.2.3 Evaluation of Tourist Environment	200
4.2.4 Tourist Experience.....	201
4.2.4 Evaluation of Heritage Perception	202
4.2.5 Evaluation of Perception of Local Attitude	202
4.3 Overall Satisfaction Evaluation	203
4.4 Summary	205
5. Case Comparison: Hongcun and Xidi.....	207
5.1 Tourism Development Background.....	207
5.2 Community and Heritage Protection.....	209
5.3 Community Involvement	210
5.4 Tourist Experience.....	212
6. Conclusion	213
6.1 Summary of Houses	213
6.2 Summary of Community.....	214
6.3 Summary of Tourists	214
6.4 Overall Suggestions.....	215
Appendix	216
List of Hongcun house preservation and utilization in file.....	231
File table of Hongcun ancient house as world heritage	231
Questionnaire of Hongcun Sustainable Tourism Development in 2013 (for community residents)	234
Questionnaire of tourist satisfaction with Hongcun	239

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 is divided into three stages: Monitoring preparation, field monitoring and report making.

The monitoring group organized in August 2012 is composed of 7 teachers, doctors and postgraduates from the center for tourism planning & research of Sun Yat-sen University (CTPR) and 12 undergraduates from the school of tourism management of Sun Yat-sen University. It is divided into four teams according to different monitoring places and contents: Mt. Huangshan subgroup, Xidi subgroup, Hongcun subgroup and commercial form subgroup. Hongcun subgroup is composed of six members. Upon receipt of monitoring task, the subgroup carried out a discussion and analysis and carefully read the related materials of Hongcun culture protection. On August 18, 2013, Xidi subgroup, Hongcun subgroup and commercial form subgroup organized the first training session in Zhuhai, at which the inspection tasks and methods were specified. On August 26, 2013, the second training session was held, during which teachers from the CTPR specified the monitoring tasks. The preliminary monitoring preparation lays a solid foundation for later work.

On August 29, Hongcun subgroup arrived in Hongcun, Yi county of Anhui province to start a monitoring survey. The field monitoring is divided into three stages: On August 29, the preliminary survey was made in Hongcun to identify the historic house number and distribution as well as the distribution of local business form distribution; From August 30 to September 2, some members set up files for local houses, including partitioning and numbering of historic houses, and household survey and some distributed questionnaires to community residents; From September 3 to 4, the members distributed questionnaires to and interviewed the residents living in the core scenic area of Hongcun and some living in Jicun.

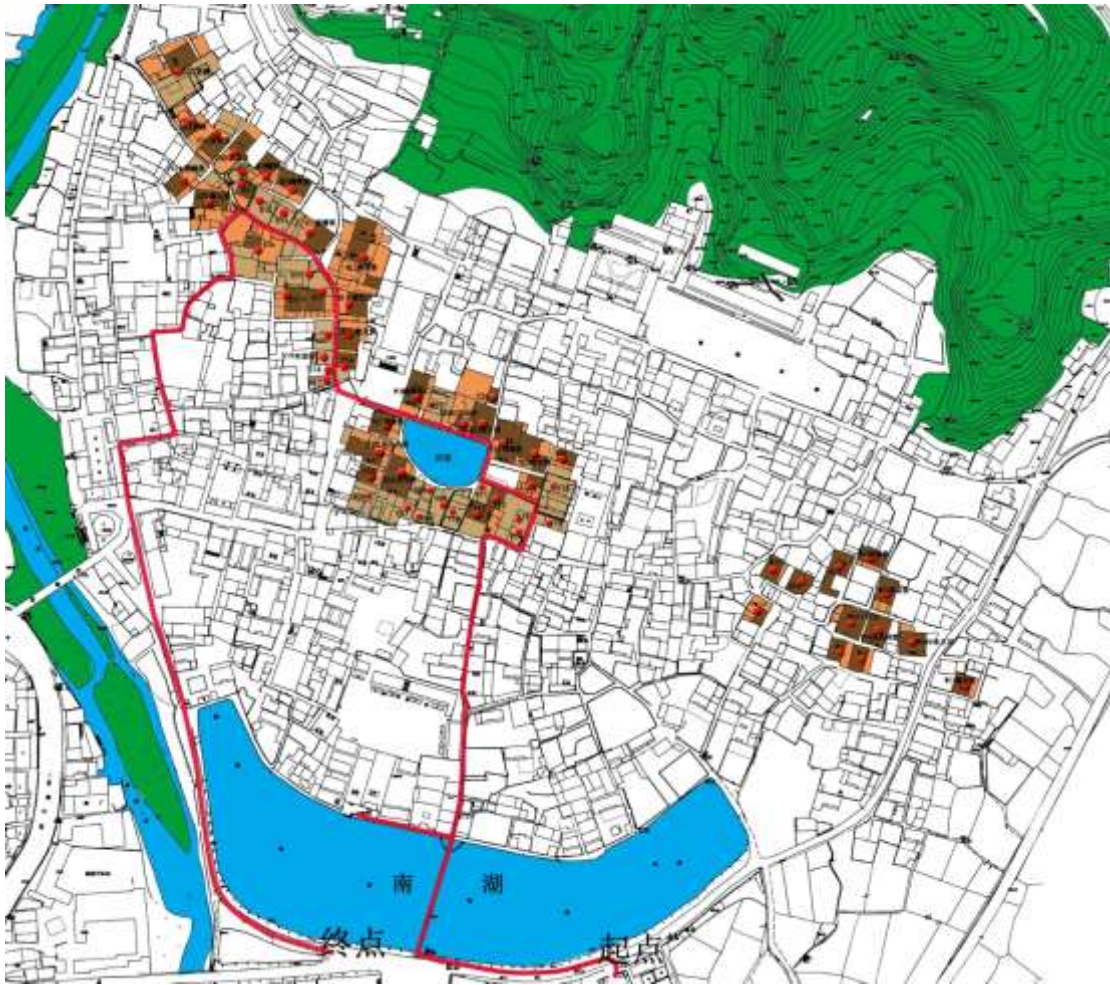
Table 1-1 Field monitoring time schedule

Date	Contents	Participant
August 29	Preliminary survey and numbering of historic houses	Qiu Guisen, Yang Zhenrui, Xu Risheng and Wu Cuiying
August 30	Filing of historic houses (Shangshuizhen and Yuezhaoh) Questionnaire distribution to community residents	Yang Zhenrui, Xu Risheng, Qiu Guisen and Wu Cuiying; Zhao Chuyi and Zhou Cenyi
August 31	Filing of historic houses (Shangshuizhen and Yuezhaoh) Questionnaire distribution to	Yang Zhenrui, Xu Risheng, Qiu Guisen and Wu Cuiying;

	community residents	Zhao Chuyi, Zhou Cenyi
September 1	Filing of historic houses (Shangshuizhen and less popular tourist destination) Questionnaires distribution to community residents	Qiu Guisen and Wu Cuiying; Yang Zhenrui and Xu Risheng; Zhao Chuyi and Zhou Cenyi
September 2	Filing of historic houses (Less popular tourist destination) Questionnaires distribution to community residents	Yang Zhenrui and Xu Risheng; Zhao Chuyi, Zhou Cenyi, Qiu Guisen and Wu Cuiying
September 3	Questionnaires distribution to community residents	All members
September 4	Questionnaires distribution to community residents	All members
September 5	Questionnaires distribution to tourists	All members
September 6	Questionnaires distribution to tourists	All members

A great deal of raw information was collected for the survey, including the house protection information acquired from household survey as well as questionnaires from community and tourists.

Filing of historic houses: Define the residential area near the package tour route (Figure 1-1 The read line is the package tour route) as popular tourist area (including the street along Shangshuizhen, Yuezhao, Chahangnong, Zhongjie, Front Street and Nanhu) and the residential area away from the package tour route as less popular tourist area (including Dongbian Street, Dongbiantian, Back Street, Huchengtou, and Dongbiankeng). Shangshuizhen and Yuezhao, where many tourists are accommodated, are defined as the filing scope of popular tourist area, while Dongbian Street, where the buildings are well-preserved, is defined as the filing scope of less popular tourist area (see figure 1-1). To facilitate household survey, the survey members number the historic houses within those defined scopes. The filing contents, which include texts, plans and pictures, consist of house information and house function allocation. Up to September 2, the date of completion of filing, 4 houses in Shangshuizhen and 3 houses in Yuezhao in the popular tourist area as well as 1 house in less popular tourist area were inaccessible and the Wu's Ancestral Hall was under decoration. 52 houses were filed (including 19 in Shangshuizhen, 23 in Yuezhao and 10 near Wu's Ancestral Hall);

Figure 1-1 Filing scope of Hongcun houses

Community: The survey is carried out by questionnaire distribution with the aid of interviews. Of 200 distributed questionnaires, 189 were received, with the recovery rate of 94.5%. The distribution scope includes the core scenic area of Hongcun and Jicun. To assist analysis, interviews were conducted on key questions during questionnaire distribution;

Tourists: 334 out of 350 distributed questionnaires were received, with the recovery rate of 95.4%. The scope of questionnaire distribution to tourists include Old Tree at the entrance of the village, Nanhu, square, and business street. To assist analysis, some tourists were interviewed during questionnaire distribution.

Government: Secondary data like historic house management methods of Hongcun, house maintenance regulations and samples, and Hongcun's houses maintenance and decoration application list in recent two years were collected.

From September 10 to early October, the monitoring subgroup finalized a report under the aid of the materials acquired from monitoring. The basic indicators for monitoring of sustainable development of Hongcun are concluded as follows by reference to the materials acquired from survey, WTO key performance indicator as well as the basic indicators for

monitoring of sustainable development of Mt. Huangshan:

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	
	House owner 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 development	Degree of interference with residential life; distance from residential place and 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 planning³, the number of houses distributed in the village based on the construction class is shown as follows (table 1-3).

³ Hongcun Scenic Area Planning

Table 1-3 Basic information 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 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 (table 1-4), the basic information of the houses in Shangshuizhen, Yuezhao and less popular tourist area are given:

Table 1-4 House preservation measuring indicators

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

2.1.1 Basic Information of Houses of Shangshuizhen

Situated in the northwest of Hongcun, Shangshuizhen is the head of ditches in the village. There have the most existing historic houses in Hongcun, totaling 16 historic houses⁴. 26 houses were numbered and 20 houses were file in the monitoring. Houses S02, S17 and S24 and houses S16, S20 and S23 were not filed due to their vacancy and inaccessibility (figure 2-1). Of 26 numbered houses, 4 are of key preservation (S1, S14, S25 and S26). House S13 is state-owned and the others are privately-owned. In terms of use purpose, S13 (Chengzhi Hall)

⁴ Duanjin *Space research 4 Spatial Resolution of Hongcun*, A World Cultural Heritage Southeast University Press

and S25 (Shu Ren Hall) are tourist destinations; S03, S04, S06, S10, S11, S21 and S26 are inns; S01 is a high-class club; S07, S11, S12, S13, S14, S16, S18, S23 and S24 are tourist shops; and only S13, S24 and S25 are not for living.

Table 2-1 Basic information of preserved houses in Shangshuizhen of Hongcun

House number		S01	S02	S03	S04	S05 (Information of previous year)	S06	S07	S08	S09
House name (Address)		Watchtower No. 01, Shangshuizhen	No picture and file (Vacant or in accessible)	Biyuan No. 04, Shangshuizhen	Jushan Hall No. 06, Shangshuizhen	Chongzhi Hall No. 07, Shangshuizhen	Hong'an Inn	No. 09, Shangshuizhen	Xinyuan No. 10, Shangshuizhen	Chunhui Hall No. 11, Shangshuizhen
House information	Preservation class	Key preserved house		Preserved house	Preserved house	Preserved house	Common house	Preserved house	Preserved house	Preserved house
	Use purpose	Living house (not farmhouse), tourist accommodation		Living house (not farmhouse), tourist accommodation, restaurant	Living house (not farmhouse), tourist accommodation, restaurant	Living house (not farmhouse),	Living house (not farmhouse), tourist accommodation, restaurant	Living house (not farmhouse), shop and snack store	Living house (not farmhouse)	Living house (not farmhouse)
	All relations	Privately-owned		Privately-owned	Privately-owned	Privately-owned	Privately-owned	Privately-owned	Privately-owned	Privately-owned
House owner information	Name	Hong Lifen		Wang Henian	Yu Fulai	Wang Zhicheng		Lu Yaoqing	Wang Ruihua	Mr. Wang
	Age	47		74	45	77	50	76	63	54
	Nationality			Han nationality	Han nationality	Han nationality	Han nationality	Han nationality	Han nationality	Han nationality
	Occupation	Artist		Retired	Self-employed	Retired	Self-employed	Teacher (Retired)	Tour guide	Self-employed
	Living place	Hongcun		Hongcun	Hongcun	Hongcun (Yuetan Inn)	Hongcun	Hongcun	Hongcun	Hongcun

	Native place	Taiwan		Hongcun	Hongcun	Hongcun	Hongcun	Yi County (outside Hongcun)	Hongcun	Hongcun
Family	Total population	3		About 15	4	2	3	9	3	4
	Composition						Father, mother and son		Father, mother and son	Father, mother and two daughters
	Living members	3		6	4	2	3	3	2	2
	Living year	30 years		From childhood	Over 20 years		Over 20 years	Over 20 years	Over 60 years	About 20 years
	Economic state	Club income		Retirement pay and inn income	Inn income	Retirement pay	Inn income and income from son	Income from selling snacks and retirement pay	Income from being a tour guide and Fengshui interpretation	Income and selling handicrafts and antiques
Building time		More than 460 years ago		During the period of Wan-Li of Ming Dynasty, 1602; 1835 (repair and rebuild after damage in Qing Dynasty)	More than 160 years ago	Unknown	1980s	More than 100 years ago; more than 20 years ago	During the reign of Emperor Jiaqing; 1990s	More than 100 years ago;
House number		S10	S11	S12	S13 (Same	S14	S15	S16	S17	S18

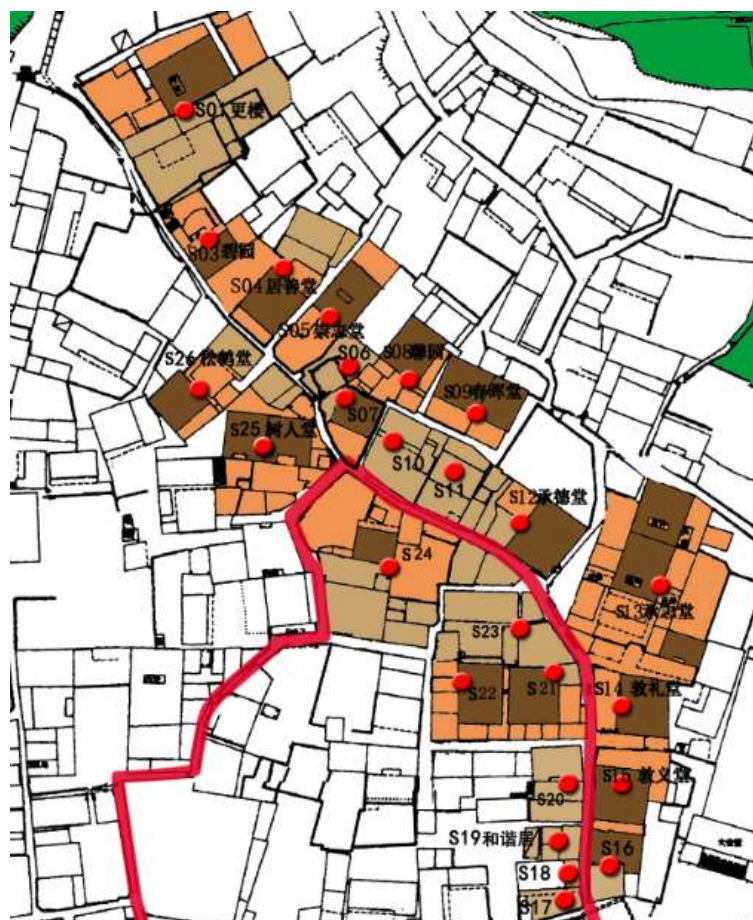
					as last year)	(inaccessibl e, same as last year)				
House name (Address)		Shunyanlou Inn No. 12, Shangshuizh en	Yanyi Shihu No. 14, Shangshuizh en	Chengzhi Hall No. 16, Shangshuizh en	Chengzhi Hall	Dunli Hall	Dunyi Hall	Some pictures, no file list, tourist shop in the square of Shangshuizh en (sales of shoes) (inaccessible due to incoordinati on of shop owner)	No picture and file list, shop at the far left of Shangshuizh en (Newly-built , vacant, inaccessible)	
House informati on	Preservati on class	Common house	Common house	Preserved house	Key preserved house	Preserved house	Preserved house			Common house
	Use purpose	Living house (not farmhouse), tourist accommodat ion, restraurant	Living house (not farmhouse), shop, tourist accommodat ion	Living house (farmhouse), shop (ancient wood furniture), visit	Scenic spot	Living house (not farmhouse), tourist shop (accessory)	Living house (not farmhouse), tourist shop (accessory)			Living house (not farmhouse), shop (tea leaves)
	All relations	Privately-ow ned	Privately-ow ned	Privately-ow ned and rented	Public	Privately-ow ned	Privately-ow ned			Privately-ow ned
	House owner	Name	Mr. Wang	Have some pictures and	Mr. Wang	Wang Dinggui	Wang Xiaoying			Mr. Wang

informati on			file list (Only some houses are acesible due to incoordinati on)		(Former)				
	Age	Over 30		Over 60		43	56		
	Nationalit y	Han nationality		Han nationality	Han nationality	Han nationality	Han nationality		Han nationality
	Occupatio n	Self-employ ed			Salter	Farmer	Work in the coute government		Self-employ ed
	Living place	Hongcun			The third generation of the faimly	Hongcun	Yi County		Hongcun
Family	Native place	Hongcun		Hongcun	Hongcun	Hongcun	Yi County		Hongcun
	Total populatio n	5		4	State-owned	4 人	4 人		5
	Compositi on	Grandparent s, father, mother and son		Grandmother , father, mother and daughter		Father, mother, son and daughter	Grandmother , father, mother and daughter		Grandparent s, father, mother and son
	Living members	5		4		4	3		5
	Living year	From childhood		From childhood		From childhood	From childhood		Since 1990s
Time of construction	Economic state	Income from accomodatio n facility, restaurant, and small shop	New house (After 2000)	Rent, income from working in the post office and farmhouse		Husband is working in the oil plant and wife is a farmer. Rent	Salary and shop income		Income from tea selling
				Unknown, old house in Qing			Late Ming and early Qing		19990s

House number		S19	S20	S21	S22	S23	S24	S25	S26
House name (Address)		Hexieju Inn	No picture and file list (Newly-built, in accessible)	No. 20 and 21, Shangshuizhen	No. 39, Shangshuizhen	No picture and file list, shops on the roadside (three tea shops). Rented to others for living, pigsty was built in the courtyard (inaccessible)	No. 13, Shangshuizhen	Shuren Hall	Songhe Hall
House information	Preservation class	Common house		Preserved house	Preserved house		Vacant and inaccessible. One painting shop and one tea selling shop on the roadside	Key preservatoin	Preserved house
	Use purpose	Living house (not farmhouse), shop (wood carving), accommodation		Living house (farmhouse)	Living house (farmhouse)			Scenic spot and tourist shop	Living house (not farmhouse), accommodation, restaurant
	All relations	Privately-owned and rented		Privately-owned and rented	Privately-owned and rented			Privately-owned and rented	Privately-owned and rented
House owner information	Name	Mr. Wang		Mr. Wang	Wang Weiping			Wang Shenqiang (one of five house owners)	Wang Weixin
	Age	Over 50		Over 60	56			65	54
	Nationality	Han nationality		Han nationality	Han nationality			Han nationality	Han nationality
	Occupation	Self-employed		Self-employed	Farmer			Amateur writer	Self-employed
	Living place	Hongcun		Hongcun	Hongcun			Hongcun	Hongcun
	Native place	Hongcun		Hongcun	Hongcun			Hongcun	Hongcun
Family	Total population	5		5 and an old women from other family	5			4	4

	Compositio n	Grandparents and grandson		Father, mother, son and son's wife	Grandparents, father, mother, and son			Father, mother, son and son's wife	Father, mother and two daughters
	Living members	3		2	5			Vacant	4
	Living year	From childhood		From childhood	From childhood			40	54
	Economic state	Income from accommodatio n facility, restaurant, and farming (occasional)		Income from selling tea leaves	Farming and business dealing			Income from book writing and inn	Inn income
Time of construction		1999		More than 100 years ago	More than 150 years ago			1862	Ding Dynasty (unknown)

Figure 2-1 Map of filing scope of Shangshuizhen



2.1.2 Basic Information of Houses of Yuezhao

Situated in the middle of Hongcun, Yuezhao is like the cattle stomach of Niuxingcun. In Yuezhao, 25 houses were numbered and 21 were filed. As Y18 and Y25 are open scenic spots and the owner of Y14 is out of the store, these houses are not filed. Y16 is under decoration. Of 25 numbered houses, Y25 is state-owned (open to public as an ancestral hall), Y18 is of key preservation, 7 houses (Y1, Y2, Y3, Y5, Y20, Y21 and Y22) are preserved and 14 are common. In terms of use purpose, Y18 and Y25 are scenic spots, and Y1, Y11, Y12, Y14 and Y19 were changed to tourist shops. Except Y11 and Y14, other houses are still for living.

Table 2-2 Basic information of preserved houses in Yuezhao of Hongcun

House number		Y01			Y02	Y03	Y04	Y05	Y06	Y07	Y08
House name (Address)		Genxin Hall (at the northeast corner of Yuezhao)			Leshan Study	Liyue 05	No. 18, Zhongjie	Maohuaju	Banyuelou (at the south of Yuezhao)	Beside Maohuaju No. 2, Front Street	No. 20, Zhongjie (at the back of Banyuelou)
House information	Preservation class	Preserved house		Preserved house		Preserved house	Common house	Preserved house	Common house	Common house	Common house
	Use purpose	Living house (not farmhouse), shop (tourism)		Living house (not farmhouse), tourist accommodation facility		Living house (not farmhouse)	Living house (not farmhouse), tourist accommodation facility	Living house (not farmhouse), shop (general travel)	Living house (not farmhouse), tourist accommodation facility, restaurant	Living house (not farmhouse), tourist accommodation facility	Living house (not farmhouse)
	All relations	Privately-owned		Privately-owned		Privately-owned	Privately-owned	Privately-owned and rented	Privately-owned	Privately-owned	Privately-owned
House owner information	Name	Jie		Wang Qingping		Wang	Shu Jiping	Wang Guiquan	Yu	Wang	Yue
	Age	Over 70	73	Over 50	Over 30		About 85		Over 60	Over 45	Over 30
	Nationality	Han nationality	Han nationality	Han nationality	Han nationality		Han nationality		Han nationality	Han nationality	Han nationality
	Occupation	Self-employed	Retired (technical cadre)	Self-employed	Self-employed		N/A		Self-employed	Water and electricity maintenance	Employee
	Living place	Genxin Hall	Hongcun/Beijin	Hongcun	Hongcun		Hongcun		Hongcun	Hongcun	Hongcun

Status Quo of Hongcun Heritage Preservation

	Native place	Hongcun	Hongcun	Hongcun	Hongcun	Hongcun	Unknown	Hongcun	Unknown
Family	Total population	3	5	3	3	7	6	3	5
	Composition	XX	Old couple	Couple and old mother	Father, mother and daughter		Grandfather, grandmother, father, mother and two sons	Grandmother, son and son's wife	Grandparents, father, mother and daughter
	Living members	3	2	3	3	2	6	3	5
	Living year	16	Long stay	Long stay	Long stay	More than 80 years	More than 10 years	Long stay	More than 10 years
	Economic state	Income from self-employment and wood carving business	Retirement pay	Income from self-employment and antique shop	Hotel income	Child support and shop rent	Accommodation and restaurant	Water and electricity maintenance	Income from husband work
Time of construction		Building in the late Qing Dynasty; Modern building	During the reign of Emperor Jiaqing	Unknown	1980s	Over 170 years	Renovated in 1998	1930s	About 2000
House number		Y09		Y10	Y11	Y12	Y13	Y14	Y15
House name (Address)		No. 21, Front Street		No. 22, Front Street	Liyuetang 07	Liyuetang 08 (Yidaoguang)	Zhongjie (At the east of cloth dying shop)	Common house, composed of two small stores, detail unknown	Near No. 16, Liyuetang
House information	Preservation class	Common house		Common house	Common house	Common house	Common house		Common house
	Use purpose	Living house (not farmhouse), tourist accommodation facility,		Living house (not farmhouse),	shop (tourism)	Living house (not farmhouse), shop (tourism)	Living house (not farmhouse), shop (tourism), tourist		Living house (farmhouse)

		restaurant	shop (general commodity)			accommodation facility		
	All relations	Privately-owned	Privately-owned	Rented	Rented	Privately-owned		Privately-owned
House owner informat ion	Name	Wu	Wang	Wang Songshou Wang	Wang Songshou Over 65	Building 1 Wang	Building 2 Wang	Shu
	Age	About 35	Over 30	Over 65	Han nationality	About 40	Over 40	Over 60
	Nationality	Han nationality	Han nationality	Han nationality	Retired	Han nationality	Han nationality	Han nationality
	Occupation	Self-employed	Self-employed	Retired	Yi County	Self-employed	Work outside	Farmer
	Living place	Hongcun	Hongcun	Yi County		Hongcun	Hongcun	Hongcun
	Native place	Unknown	Unknown			Local	Hongcun	Hongcun
	Total population	4	4			4	3	2
Family	Composition	Grandfather, father, mother and son	Grandmother, father, mother and daughter			Grandfather , father, mother and son	Father, son and son's wife	Old couple
	Living members	4	4			3	3	2
	Living year	Over 10 years	Over 40 years			Long stay	Long stay	Over 30 years
	Economic state	Income from accommodation facility and	Income from sewing and			Inn income	Child support	Income from farming and

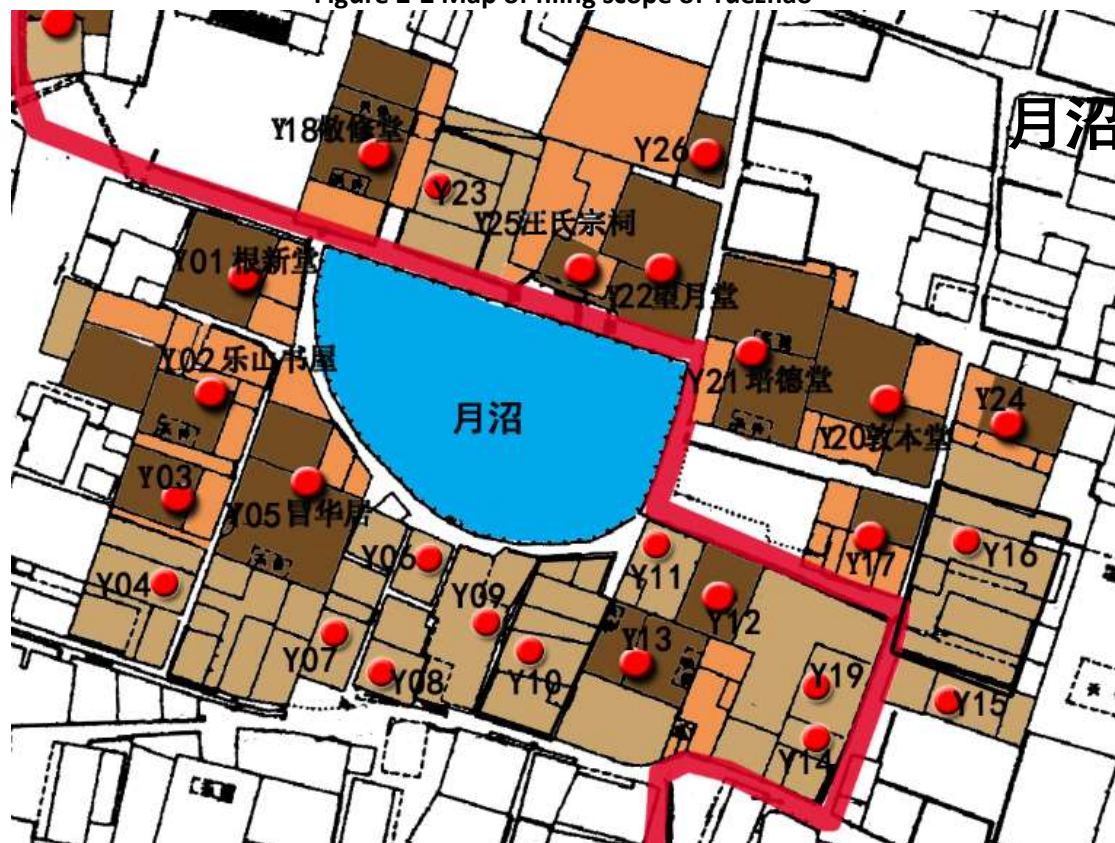
Status Quo of Hongcun Heritage Preservation

		restaurant	cloth making				and rent		children support
Time of construction		1998	Over 100 ago	Unknown	Unknown	2000	Before 1990	Modern	1988
House number		Y16	Y17	Y18	Y19	Y20	Y21	Y22	Y23
House name (Address)		Near No. 16, Liyuetang	Beside Yuezhao	(Use the file of last year) Liyuetang 03	Near No. 21, Liyuetang (Near Hongbaozhai)	Dunben Hall No. 17, Liyuetang	Peide Hall No. 03, Liyuetang	No. 1, Liyuetang Wanyue Hall	Wang's ancestral hall At the west of Lexu Hall
House information	Preservation class	Common house, under decoration	Common house	Key preserved house	Common house	Preserved house	Preserved house	Preserved house	Common house
	Use purpose		Living house (not farmhouse), shop (tourism)	Living house (not farmhouse)	Living house (not farmhouse), shop (tourism)	Living house (not farmhouse)	Living house (not farmhouse), shop (tourism)	Living house (not farmhouse), shop (tourism)	Living house (not farmhouse), shop (tourism)
	All relations		Privately-owned, rented	Privately-owned	Privately-owned	Privately-owned	Privately-owned, rented	Privately-owned	Privately-owned
House owner information	Name		Wang	Wang Jingsan	Xie	Wang	Wang	Wang	XX
	Age		Over 70	58	About 40	About 50	Over 60	Over 50	Over 40
	Nationality		Han nationality	Han nationality	Han nationality	Han nationality	Han nationality	Han nationality	Han nationality
	Occupation		Retired	Store running	Hongcun		Self-employed	Self-employed	Self-employed
	Living place		Hongcun	Hongcun	Hongcun		Hongcun	Hongcun	
	Native place		Hongcun	Hongcun	Hongcun		Hongcun	Hongcun	
Family	Total population		1	10	3	6		4	3
	Composition		Grandmother	Unknown	Couple and son				Couple and son
	Living members		1	4	3	3	7、8个	4	3

Status Quo of Hongcun Heritage Preservation

	Living year		Over 50 years	Nearly 60 years	Long stay	19	Over 60 years	Over 50 years	Over 20 years
	Economic state		Unemployed, children support (work outside)	Old house running	Store running		Farming income, store income and rent	Store income	Tea store income
Time of construction			1950s	During the reign of Emperor Daoguang; 1820	1970s	At the sixth year under the reign of Emperor Guangxu; after 2000	1880 (At the sixth year under the reign of Emperor Guangxu)	Unknown	1980s

Figure 2-2 Map of filing scope of Yuezhao



2.1.3 Basic Information of Houses in the Less Popular Tourist Area

12 houses were numbered and 10 houses were filed in the less popular tourist area. W01 is not kept in file as it has been sold by the house owner and is vacant. W8 is Wu's Ancestral Hall and is now in the progress of decoration into a coffee shop, it can't be filed. Of 10 filed houses, none of them are key preserved and state-owned. At present, 3 houses (W3, W4 and W7) are combination of living and tourist accommodation (i.e. farmhouse), 3 are inns (W6, W9 and W12), and 4 are only for living (W2, W5, W10 and W11). In addition, 1 is under decoration (W5 Wu's Ancestral Hall). 9 of 10 filed houses near Wu's Ancestral Hall were built in Ming and Qing Dynasties, but none of them were attached with the sign of preserved house or key preserved house.

Table 2-3 Basic information of preserved houses in the less popular tourist area of Hongcun

House number	W01	W02	W03	W04	W05	W06 (Some information is from last year)	W07	W08	W09	W10	W11	W12
House name (Address)		Dunheng Hall No. 14 Dongbianjiantan	Restaurant in the scenic spot (Mingde Hall) No. 17, Dongbianjing	Jishan Hall No. 12, Dongbianjing	Shuzhi Hall No. 19 and 20, Dongbianjing	Impression Old House No. 04, Dongbianjing	Juyou Hall	Wu's Ancestral Hall	Ten Houses Inns	No. 09, Dongbianjing	No. 29, Dongbianjing	High-class Inn No. 31, Dongbian Street
House information	Preservation class	Common house	Common house	Common house	Common house	Common house	Common house	Preserved house	Preserved house	Common house	Common house	Preserved house
	Use purpose	Living house (farm house)	Living house (farm house), accommodation, restaurant	Living house (farm house), accommodation, restaurant (farm house)	Living house (farm house)	Living house (not farm house), accommodation, restaurant	Living house (farm house), accommodation, restaurant	Under decoration (change into a coffee shop)	Living house (farm house), accommodation,	Living house (farm house)	Living house (not farm house)	Living house (farm house), accommodation, restaurant
	All relations	Self-employed	Self-employed	Self-employed	Self-employed	Rented	Self-employed	Picture, no file list (Owned by	Owned by enterprise (right of	Self-employed	Self-employed	Self-employed

									the leaser of Impr essio n Old Hous e)	mana geme nt)			
Hous e owne r infor matio n	N a m e	Mr. Wan	Wan Guiyi ng	Wang Wu	Wang Lijua n	Wang Dong guan	Mr. Wan	Mr. Wan		Mr. Wan	Mr. Wan	Wu Baoli n	Mr. Hu
	A ge	Over 70	47	44	77	Over 90	Over 30	Over 30		Over 60	57	59	
	N ati on ali ty	Han natio nality	Han natio nality	Han natio nality	Han natio nality	Han natio nality	Han natio nality	Han natio nality		Han natio nality	Han natio nality	Han natio nality	
	O cc up ati on	Farm er	Self- empl oyed	Farm er and self-e mplo yed	N/A		Self- empl oyed	Self- empl oyed		Farm er	Stall owne r of the handi craft mark et	Self- empl oyed	
	Li vi ng pl ac e	Hong cun	Hong cun	Hong cun	Hong cun	Hong cun	Hong cun	Hong cun		Hong cun	Hong cun	Hong cun	
N ati ve pl ac e	Hong cun	Hong cun	Hong cun	Hong cun	Hong cun	Hong cun	Hong cun	Hong cun		Hong cun	Hong cun	Anhu i	
Famil y	T ot al po pu lat ion	4	4	3	6	The mana geme nt right is acqui red	4	The shop mana ger (Mr. Shen) refus es to coop erate and the shop owne r is out of the villag e		3	6	4	
	C o m p o s it ion	Fathe r, moth er son and son's wife			Gran dmot her, moth er, daug hter, son, son's wife and grand	by Hefei Gaog e Film TV and Medi a. But the interv	Moth er, son, son's wife and grand daug hter		Gran dpare nt and grand daug hter	Fathe r, moth er, two sons, one sone's wife and grand	Fathe r, moth er, daug hter and son-i n-law		

						son	new object refuses to cooperate. As the information is provided by neighbors, it needs further examination.					son	
	Living members		2	4	Hongcun	6		4			3	5	Uncertain
	Living year		From childhood	From 1990	From childhood	From childhood		From childhood			From childhood	For vacation	
	Economic state		Income from farming and retirement pay	Income from farming and inn	Income from farming and farm house	Income from farming and selling		Inn income			Income from farming and work (by the eldest son)	Income from stall, daughter-in-law working the supermarket and son	Salary and inn income
Time of construction			During the early period under the reign of Emperor Daoguang (over 2000 years ago); 1821	Over 100 years ago; 1970s	During the period under the reign of Emperor Daoguang ; Last year (2012)	Over 100 years ago	the third year under the reign of Emperor Tongzhi)	Demolish the old house and built a new one		Over 100 years ago	Over 100 years ago	The details of the old house are unknown. Newly built in 2007	Over 300 years ago

Figure 2-3 Map of filing scope of less popular tourist area



2.1.4 Summary

Most of the houses in Hongcun are state-owned. Of 52 filed houses, only S13 (Chengzhi Hall), which is deemed as an open scenic spot, is state-owned. Compared with the less popular tourist area, the preservation measures and intensity applied by the government to the preserved houses in Shangshuizhen and Yuezhao are better and stronger. There are four key preserved houses in these two areas while no key preserved houses or preserved houses are found in less popular tourist area. However, according to the time of construction, except W7 (Juyou Hall), other buildings made in Ming and Qing Dynasty and failed to be listed in preservation due to their situation in the less popular tourist area should be well-preserved.

Shangshuizhen has the most preserved houses and the preservation class of the existing preserved houses in Shangshuizhen and Yuezhao is relatively high. Located near the package tour route, these houses play an important role in landscape composition of the core area of Hongcun. Both government and villagers have right and obligation to maintain the tradition feature of the houses. Although the less popular tourist area has fewer tourists, a number of houses built in Ming and Qing Dynasties need to be preserved. Wu's Ancestral Hall which was vacant last year and is under decoration this year fully embodies the insufficiency in preservation of the historic houses in that area.

Most of the privately-owned preserved houses are for living. The use function is not

monotonous. Generally, the house has two or more functions. In addition to sightseeing, the houses in the above three areas are for living. The tourist accommodation facilities in Hongcun are generally part of the living house. Compared with Shangshuizhen and the less popular tourist area, fewer facilities of this kind are found within the filing scope of Yuezhaohao, because most of the houses are used for tourist shops. This is relevant to tour route.

More houses are rented in the popular tourist area than those in the less popular tourist area. These rented houses are generally divided into two parts: one for rent and one for self-living. In the less popular tourist area, the house owners tend to move to other place and sell the management right of the entire house to others.

Within the filing scope, the Wu's Ancestral Hall is under decoration into a coffee shop. So far, few halls in the less popular tourist area have been well-preserved. Most of the local houses within that area are for living and accommodation provision. Seldom tourist shops are found. The function of popular tourist area is more diversified.

2.2 House Renovation

Table 2-4 (shown below) is prepared according to preservation class, all relations and use purpose. Of 52 filed houses, 24 are common houses, 4 are key preserved houses and 24 are preserved houses; 28 houses were built in Ming and Qing Dynasties. In terms of all relations, 46 are for self-use, 5 are rented, 1 is for public use and 1 is business-owned. 3 houses are for both self-living and rent; as for use purpose, 10 are farmhouses, 38 are not farmhouses, 17 are tourist shops, 20 are accommodation facilities, 12 are restaurants, 2 are scenic spots and 1 is vacant. Most of these houses are used for multiple purposes, such as self-living, tourist accommodation, restaurant and shop; all of the shops are tourism-related

Except 14 houses which are only used for living, the remaining 38 are tourism-related. Generally speaking, to meet the modern living needs (such as adding a toilet, bathroom, sewer, staircase, etc.), all the houses were renovated and decorated. As for the renovation for tourism purpose, except inn, the first floor is the major renovation place, while the second floor and above are often kept for their original purpose or vacant. The periods from 1970s to 1990s and from 2003 to 2012 are the peak time of function and appearance change of historic houses.

Table 2-4 Summary of house information

Section		Shangshuizhen	Yuezhao	Less popular tourist area (Wu's Ancestral Hall)	Sub-total
Preservation class	Key preserved house	3	1	0	4
	Preserved house	12	7	5	24
	Common house	5	13	6	24
Buildings in Ming and Qing Dynasties (excluding those which time of construction is unknown)		12	7	9	28
All relations	Self-use	19	19	8	46
	Rent	0	5	0	5
	Public use	1	0	1	2
	Business-owned	0	0	1	1
Use purpose	Farmhouse	3	1	6	10
	Not farmhouse	15	19	4	38
	Tourist shop	8	9	0	17
	Tourist accommodation facility	8	6	6	20
	Restaurant	5	2	5	12
	Scenic spot	2	0	0	2
	Vacant	0	0	1	1

According to the house renovation purpose by villager, the renovation is mainly classified into 4 parts:

1. Damage repair. This renovation is small and focuses on repair and maintenance. Hongcun is humid and rainy, and the historic houses there are often affected by ants. Villagers often need to repair and maintain the old and damaged parts, such repairing roof and wall, and replacing top beams. In addition to changing them into modern houses and inns, the historic houses built in Ming and Qing Dynasties and during 1990s and still used for living today underwent repair.

Figure 2-4 Wall repair of a house located in the northeast corner of Yuezhao



Figure 2-5 The damaged roof of a house near Wu's Ancestral Hall (No. 29, Dongbianjing) is supported by a wooden stick.



2. Renovation for improvement of living quality. Decoration dominates the role in this respect while maintenance plays a support role. Take addition of toilet as an example. In the past, villagers need to go to the public toilet because the Hui-style house has not toilet. From the late 1990s to the early 21st century, many villagers added an annex (such as toilet) to their houses and moved the kitchen to the annex from the main building. To improve indoor daylighting, the small windows were expanded. Some articles of modern furniture were added. More importantly, they changed the traditional patio and staircase of Hui-style architecture – many steep and narrow staircases built in historic houses were rebuilt to make it more spacious with lower slope. This not only ensures safety, but improves comfort. To keep the house from rainwater, the patio of some historic houses were sealed by transparent glass or plastic and equipped with drain pipe. Some villagers even added a curtain to it to prevent sun exposure in the summer (see figures).

Figure 2-6 Toilet added to Chunhui Hall in Shangshuizhen



Figure 2-7 Modern furniture and tiles in Dunheng Hall (No. 14, Dongbianjing)



Figure 2-8 Changed patio (S15 at upper left, W2 at lower left and W3 at right)



3. Renovation for piracy improvement. Separation is the most representative example. This renovation is featured by a wall built between front hall and back hall to separate the house into two or more. Each house has its own entrance. For example, Honghai tea shop and its neighboring two tea shops in Shangshuizhen, which were originally of the same building, are now separated by walls.
4. Renovation for tourism. One renovation is for tourism facility development. For example, the residential house was changed into an inn (see figure 2-11 for 10-room inn), an ambulatory was added in the courtyard for tourists to take rest or eat food, or the lumber room is changed into a tourist shop, see Jushan Hall (S04) in figure 2-10. The other renovation is for adding of doorway and outer wall to the tour route. As shown in figure 2-9, the entrance of Songhe Hall (S26) was extended to the road and a new door was added.

Figure 2-9 A new door was added to Songhe Hall (access to road)



Figure 2-10 Ambulatory in Jushan Hall



Figure 2-11 10-room inn upon renovation (near Wu's Ancestral Hall)



According to the renovation done by villagers, it can be divided into four categories:

1. Functional renovation of main building. This renovation is conducted internally, including renovation of front and back halls and wing rooms. Take Y17 as an example, the house was changed into a combination of home and shop. The portion along Yuezhao street is rented to others to sell porcelain painting while the portion inside is kept for living. Some buildings

were internally changed into shops or inns with their original patterns hard to identify. For example, the original pattern of Impression Old House (W6) was completely destroyed except its external framework and changed into an inn at the designer's will (see figure 2-12) – the hall was redesigned subject to the look of the past Hui-style hall; patios were added at both sides of the lounges behind the hall; and retro white wall was used to cover the toilet entrance. Some historic houses are vacant due to comfort problem. For example, the owner of W11 lives in the annex added to it. In W11, except the hall on the first floor, other portions are vacant (see figure 2-13).

Figure 2-12 Newly designed hall (left) and patio (middle) and special toilet entrance (newly-built retro white wall, right) of Impression Old House



Figure 2-13 Hall of W11 (left), vacant historic house (middle) and newly-built modern house (right) next to the historic house



1. Change of number and function of annex and renovation of public space. Annex means the

building which doesn't belong to main building, such as kitchen and silkworm shed. One of the annexes of Chunhui Hall (S09) was a silkworm shed from 1980 to 2000. It was changed into a lounge to the wedding room since 2000 due to the marriage of the owner's son; the other two annexes were changed into bathroom and toilet (figure 2-14). In the popular tourist area, many annexes were changed into stores, while in the less popular tourist area, into kitchens or living houses.

Figure 2-14 Toilet and bathroom (left and middle) in the annex and lounge changed from a silkworm shed (right)



2. Renovation of external wall, addition or removal of arch over the gateway, addition of window, and increase or reduction of doorways. To meet the modern requirements of tourists, the tourist accommodation facilities and restaurants changed from historic houses were equipped with air conditioning and added with a large window. For example, a large window was added beside the arch over the gateway of W3 (restaurant in the tourist area) and air conditioning and water pipe were installed; a large window was added on both sides of the arch over the gateway of W7 (Juyou Hall) respectively and 6 air conditionings were mounted at wall (figure 2-15). Some doorways were closed without being sealed because of their low frequency of use. For example, the front door of S15 (Dunyi Hall in Shangshuizhen) is usually closed because the house owner opens an accessory store at the side entrance on the roadside. As this side entrance connects the newly-built house to historic house, the front door is closed for the sake of security and privacy (figure 2-16). However, some doors are sealed up as they are not used anymore. For example, one side door of W6 (Impression Old House) is an entrance to the kitchen commonly used by two families. To facilitate members of two families to enter that kitchen, two side doors are provided. However, as the possession was passed over from one another, the current house owner changed the kitchen into bar and built a toilet in it. For this reason, the left side door is sealed up (2-17) because it accesses to the toilet. W4

(Jishan Hall) is another example. Its side door at the right of the arch over the gateway (see from inside) was built in 1996 to facilitate access to the left annex (kitchen). In 2012, as the house was decorated into an inn and the kitchen was changed into a living room, the door was sealed up by the house owner (2-17).

3. Demolition and reconstruction. This phenomenon is commonly seen in the less tourist area (around Wu's Ancestral Hall). Many historic houses were redesigned internally with their entire framework maintained. Some were completely demolished with two external walls left. Take W8 (Wu's Ancestral Hall) as an example. The internal structure of W8 was completely demolished with its framework maintained after it had been sold to an outsider. It is now being changed into a coffee shop (figure 2-18). Another example is W7 (Juyou Hall). Except the wall of front arch over the gateway and its left wall, the building was demolished and reconstructed into a modern accommodation facility which provides foods and drinks (figure 2-18).

Figure 2-15 Added window and changed external wall (Left is W7 and right is W3)



Figure 2-16 Left: Side door of S15 on the roadside; Middle and right: Closed front door of S15



Figure 2-17 Left: Sealed-up side door of W6; Right: Sealed-up side door of W4



Figure 2-18 Upper left: Wu's Ancestral Hall (W8) under decoration; upper right: Two historic house walls left for W7; bottom: Modern indoor decoration of W7



2.3 Tourism Impact on Change of Preserved Houses

The differences of houses between 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 2-5 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
Annex	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 annex is kept
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. S19 in the popular tourist area (Shangshuizhen) and W09 in the less popular tourist area are used for comparison to describe and analyze the difference between popular tourist area and less popular tourist area:

Cases: House lease in the popular tourist area and less popular tourist area

S19 in Shangshuizhen - Hexieju

Located at the lower section of Shangshuizhen, S19 is a privately-owned house. It underwent three reconstructions in 1960, 1979 and 1999. With the architectural pattern preserved since 1999, the building is big enough to accommodate the family of the house owner. Although it provides accommodation, foods and drinks to tourists, no signs of

large-scale reconstruction are seen. The front courtyard at the roadside is rented to others to sell handicrafts. The leasee wraps things up and put them in the front courtyard every day before leave. The communication between leaser and lease is few. .

Figure 2-19 Left: Rented front courtyard



Right: Simply decorated inn and restaurant



W09 in the less popular tourist area

According to file, W09 is business-owned. Located in the west of Wu's Ancestral Hall in the less popular tourist area, W09 is far from tour route and road. The original owner rented W4 to a company in Yi County and transferred its right of management. Instead of maintenance of original design, a large portion of the building was reconstructed except external wall and basic internal structure. The change is large and diverse. The original function of the house is completely lost. Now it becomes a hotel at the company's will. The original wing rooms and the rooms on the 2nd and 3rd floors were changed into guest rooms. The partition between front and back halls was broken down. Two doorways were added, a wall around the courtyard was built, and roads to rooms were added. The public space was also changed largely.

W3 became an accommodation facility after decoration. The owner moved out and rented the whole building out and allowed the lessee to make a big change and renovation.

Figure 2-20 W09 floor plan

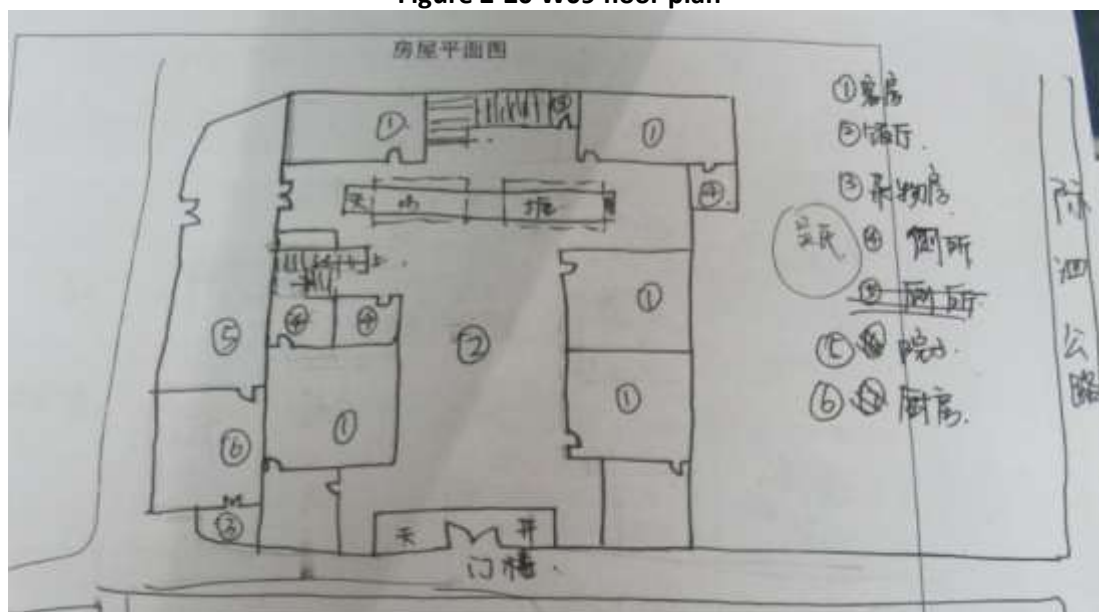


Figure 2-21 W09 pictures (From left to right: Wing room, main lobby, door and window, courtyard)



Conclusion

A big difference exists between the attitudes of residents in popular tourist area and less popular tourist area towards lease:

1. Lease scope: Residents in the popular tourist area often rent their annexes and buildings in the neighboring popular tourist area out. As the lease scope is small, the buildings are often used as tourist shops. However, residents in the less popular tourist area tend to rent their entire buildings out. For example, W09 is located away from popular tourist area and road. So, seldom of them are used as tourist shops, Instead, they are often changed as accommodation facilities.

2. Right of lessee to use the house. As the owner in the popular tourist area uses the house together with the lessee, the right and scope of use are reduced. Lessees in the less popular tourist area have greater right in term of house use as they rent the entire building. This is the reason why the structure of W09 can be largely changed.

3. Influence of lessee on the life of owner. The sharing of house between owner and the

lessee in the popular tourist area will more or less bring influence on the daily life of owner. This influence occurs while the lesser is selling things at the stall and the life of owner returns to normal after he packs up. Although in the less popular tourist area, the original life of the owner changes a lot as they rent the entire building out and move to other place. However, the influence becomes less as the contact between the two gets less.

2.4 Analysis of Plane Function of Historic House

2.4.1 Shangshuizhen

Summary of Shangshuizhen

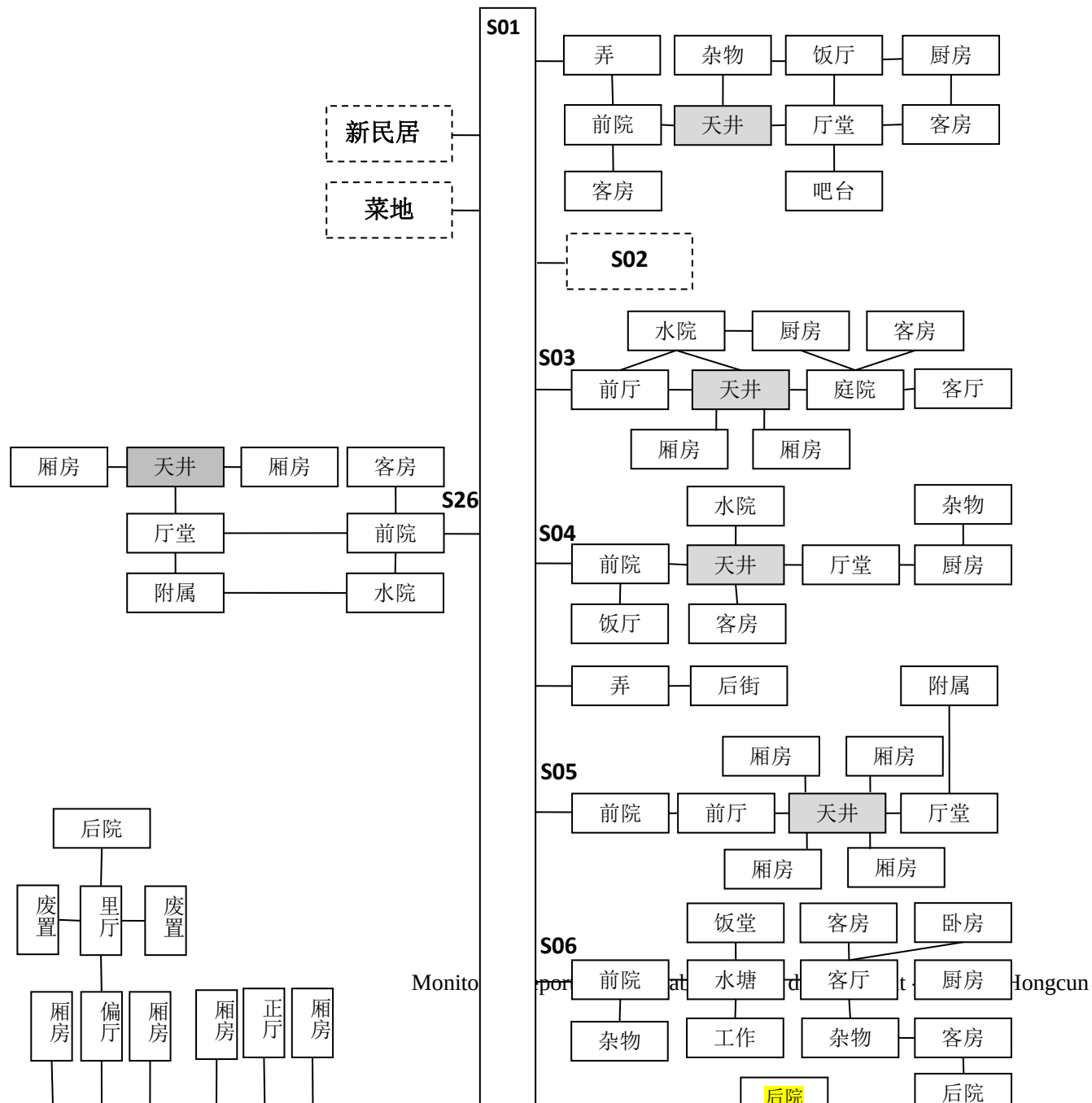
As shown in the following figure, in Shangshuizhen, some houses are newly built while some are well-maintained. The well-preserved rooms are for self-use or used as tourist attractions. At the same time, the house function is changed.

First, it can be seen from the figure that houses with patio are historic while those without patio are newly built. The newly-built houses and historic houses are densely distributed along the street of Shangshuizhen. Nearly all the newly-built houses kept in file are used as inns and shops or for other tourism business purpose, such as S10 and S11.

Second, the original functions of historic houses were changed at different levels. The wing rooms were changed into bedrooms or guestrooms; Infrastructure like toilet and bathroom was added in courtyard or annex; the location of kitchen was changed. It can be seen that during tourism development and villagers living, the use function of tradition house was changed and improved to enhance living environment and conditions.

At the same time, at the lower part in the north of Shangshuizhen (see figure), the shops are densely distributed along the street, many of which are selling tea. Tourism plays an important road in this area as it is part of the only tour route.

Figure 2-22 House function layout of Shangshuizhen (See the next page)



新民居 Newly-built house 菜地 Vegetable field 弄 Lane 杂物 Lumber room
饭厅 Dining room 厨房 Kitchen 前院 Front yard 天井 patio 厅堂 Hall
客房 Guestroom 吧台 Counter 水院 Water patio 前厅 Lobby 庭院 Courtyard
客厅 Living room 厢房 Wing room 附属 Annex 后院 Backyard 废置 Abandon
里厅 Inner hall 正厅 Main hall 卧房 Bedroom 水塘 Pond 偏厅 Side hall 商铺
Store
书房 Study 厕所 Toilet 洗浴 Shower room 菜园 Vegetable garden 巷 Alley

2.4.2 House Group of Yuezhao

Figure 2-23 Function layout of house group of Yuezhao



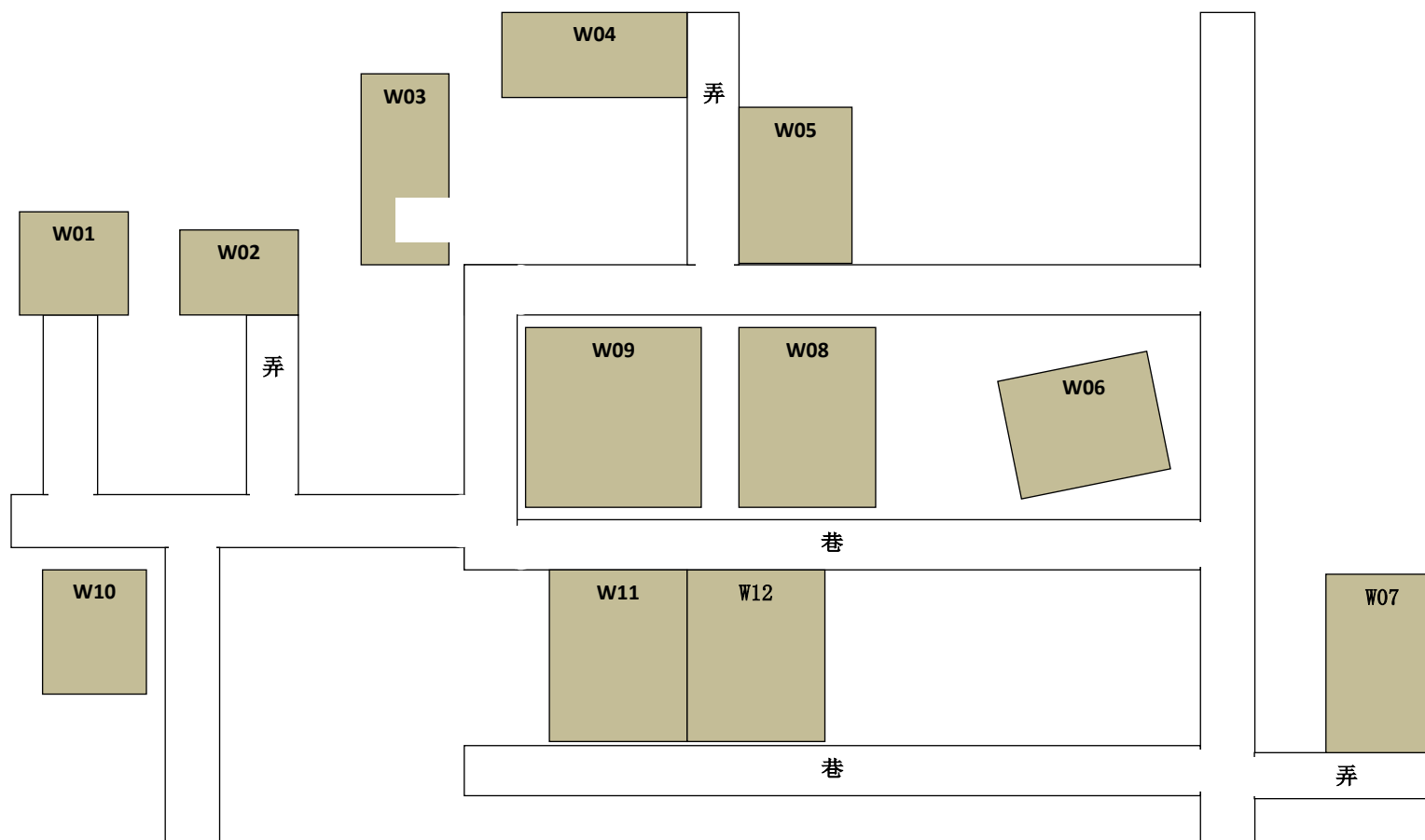
后街 Back Street 柴房 Firewood room 里厅 Inner hall 厢房 Wing room 天井 patio
杂物 Lumber room 弄 Lane 巷 Alley 厅堂 Hall 偏厅 Side hall 庭院 Courtyard
院子 Yard 厨房 Kitchen 前厅 Lobby 商铺 Store 上水圳 Shangshuizhen
未能进入 Inaccessible 死胡同 Blind alley 坦 Flat floor 原里门总祠堂 Yuanlimen
ancestral hall 在修缮中 In the process of maintenance 月沼 Yuezhao 餐厅 Restaurant
大厨房 Large kitchen 仓库 Ware house 客房 Guestroom 中街 Middle Street

Summary of Yuezhao

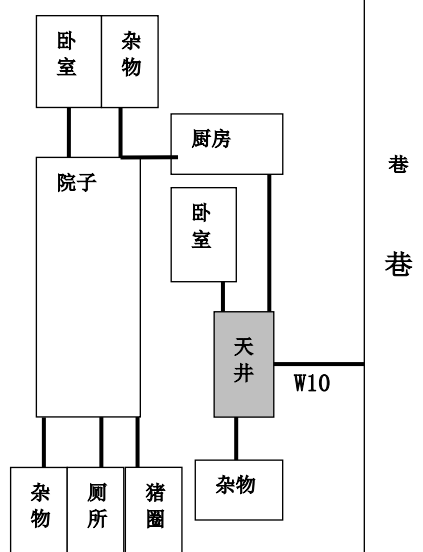
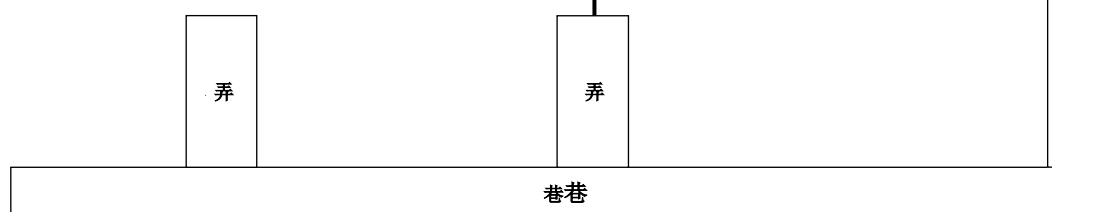
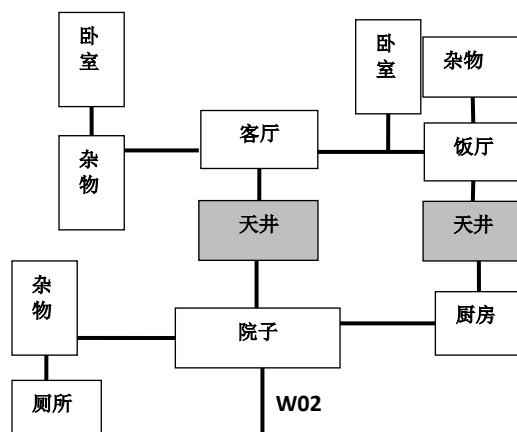
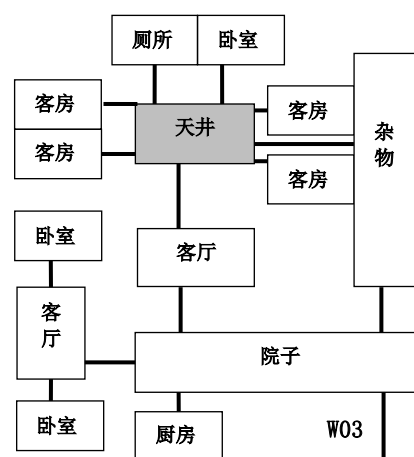
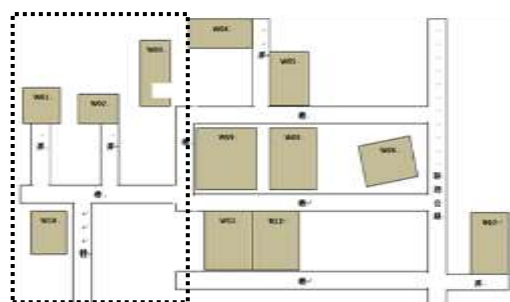
Tour route and modern life decide the change of use function of Yuezhao houses, which is embodied in several aspects. First, the majority of houses along the main tour route have a new entrance. Although the front doors of houses in the south of Yuezhao face south, the doorway facing north (original back door) are now deemed as the main entrance. At the same time, the repair and new construction are strictly limited (says the owner of Peide Hall) as the houses are located along the main tour route. Now many new houses were built before application for world heritage. Second, to meet the requirements of modern life, many houses were largely changed, such as installation of air conditioning and sealing up or cover the patio with cloth. Besides the above changes, there are points that need to be noticed. Although Yuezhao is located in the popular tourist area, houses far from the main tour route may collapse due to lack of repair cost. For example, the collapsed historic house behind Y22 (Wangyue Hall) was rebuilt; as the repair is strictly limited, the buildings which can accommodate tourists are newly built, such Y4, Y6, Y9 and Y13.

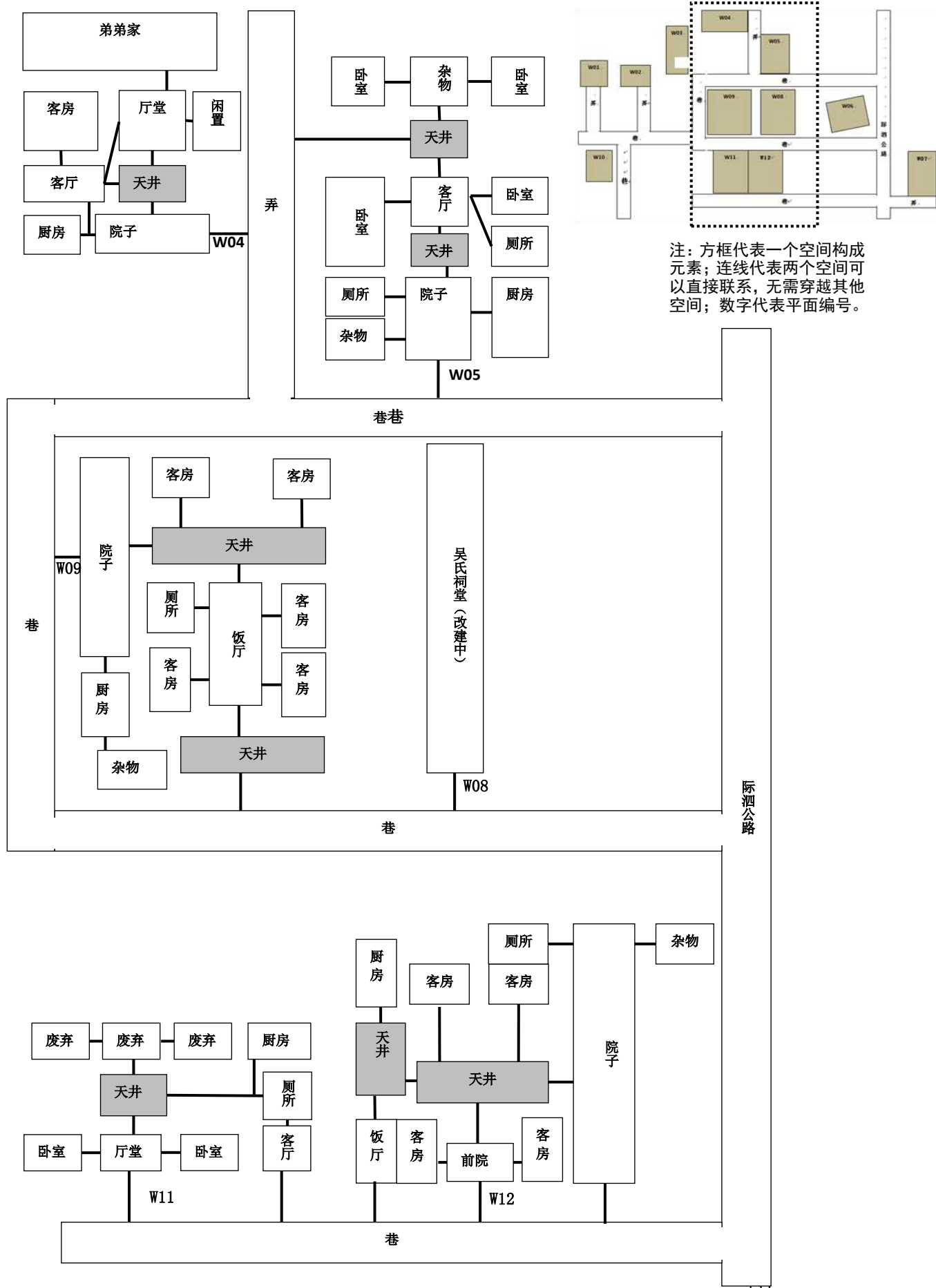
2.4.3 Adjacent area of Wu's Ancestral Hall

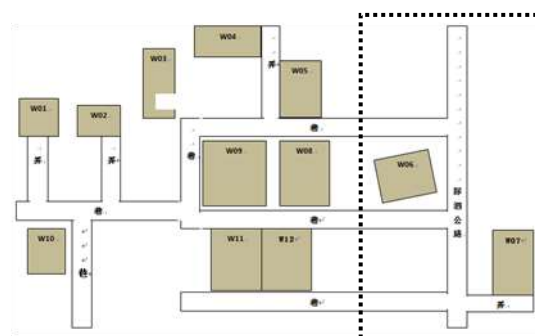
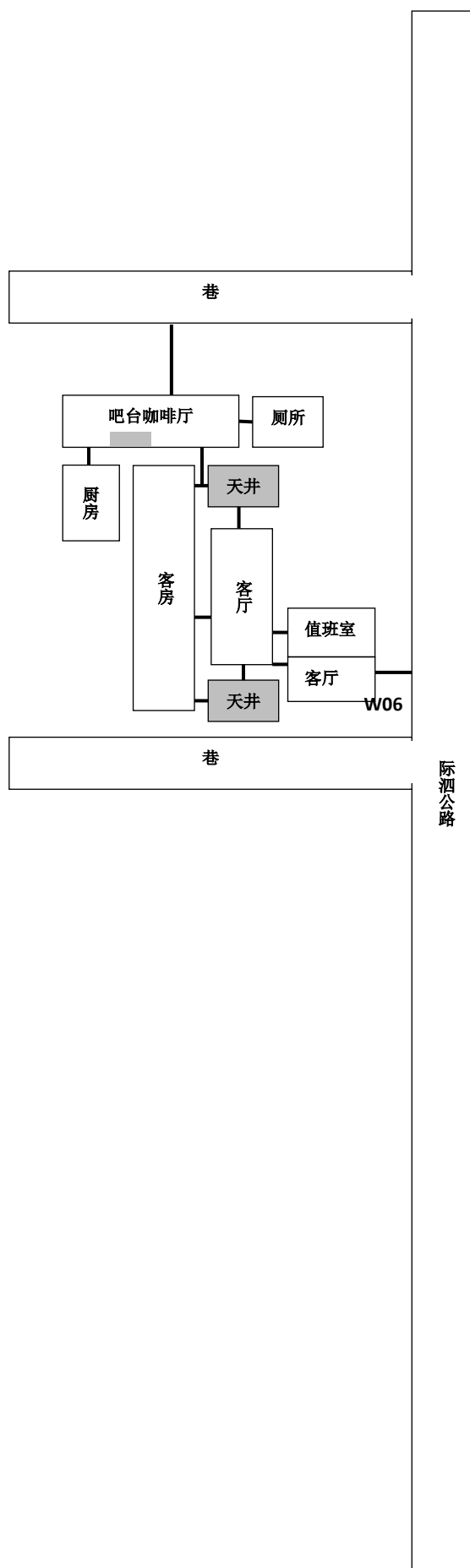
Figure 2-24 Function layout of house group at the adjacent area of Wu's Ancestral Hall



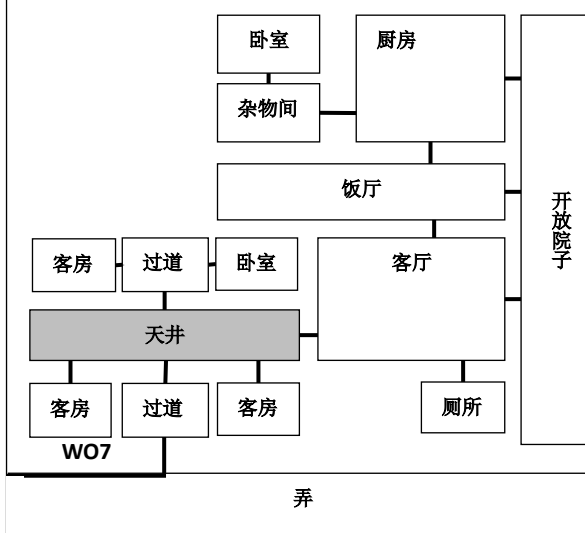
注：方框代表一个空间构成元素；连线代表两个空间可以直接联系，无需穿越其他空间；数字代表平面编号。







注：方框代表一个空间构成元素；连线代表两个空间可以直接联系，无需穿越其他空间；数字代表平面编号。



厕所 Toilet 卧房 Bedroom 客房 Guestroom 天井 patio 杂物 Lumber room 饭厅 Dining room 院子 Yard 弄 Lane 巷 Alley 闲置 Vacant 厅堂 Hall 弟弟家 Brother's house 吴氏祠堂（改建中） Wu's Ancestral Hall (Under renovation) 际泗公路 Jisi Road 废置 Abandon 吧台咖啡厅 Coffee shop at the counter 值班室 Duty room 开放院子 Open courtyard 过道 Corridor

注：方框代表一个空间构成元素；连线代表两个空间可以直接联系，无需穿越其他空间；数字代表平面编号

Note: The box means one space composition element; the line means two spaces can directly link to one another; figure means the number of plane graph.

General situation of house group: Wu's Ancestral Hall is located in the east of Hongcun and is numbered W08 in figure 1. The house group is composed of 12 houses which are distributed in 4 parallel horizontal lanes and 5 parallel vertical lanes. 10 of 12 houses were filed, one of which is vacant. Wu's Ancestral Hall is under reconstruction.

Summary:

1. The group of houses at the adjacent Wu's Ancestral Hall are historic houses whose original pattern (traditional three-section compound, and "Ri (日 in Chinese character) shaped", "Hui (回 in Chinese character) shaped" or "H shaped" pattern) and architectural appearance are basically kept.

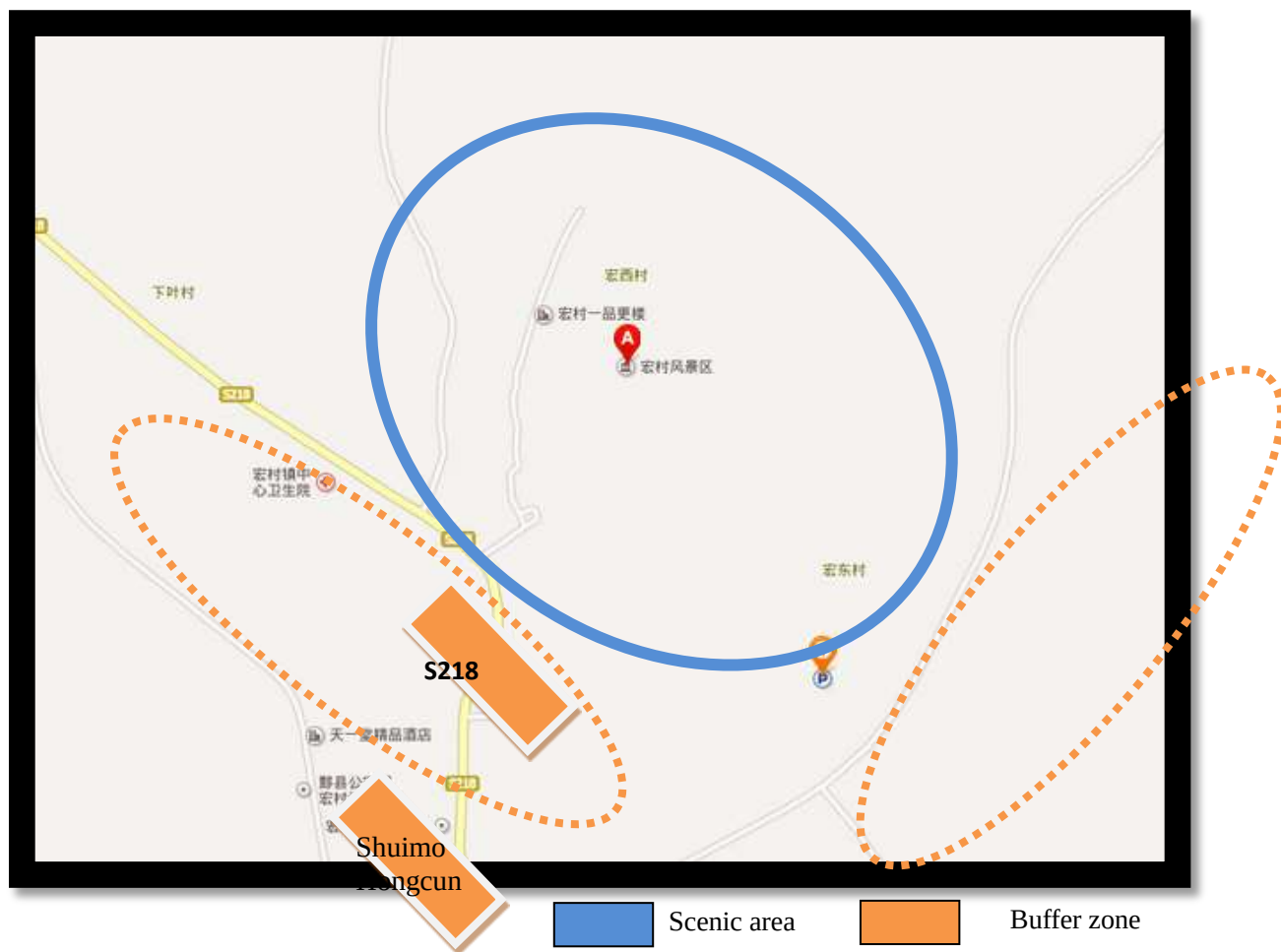
2. To meet the requirements of modern life and improve living quality, the house function and internal decoration were largely changed; The wing room became bedroom with toilet and extra toilet was added in the annex; the patio was sealed up with a transparent glass or plastic sheet and some were provided with "curtain" or drain pipe; new windows and air conditioning were built and installed at wall; houses which are used for self-living were internally decorated. Some were tiled and nearly all of them were furnished modern living facilities (furniture, etc.); houses which are used as accommodation facility were internally decorated in modern-classic style and furnished with modern living facilities.

3. If the historic houses are for self-living, the overall change is limited; if they are developed into tourism facilities, the internal change will be big (but the basic pattern and appearance are kept). Modern building materials are used and the frequently-used doorway is changed. Some look like a brand new "historic" building and some are in new modern style (e.g. W07).

4. Within the house group area, five are for self-living and the remaining seven are used as inns and restaurants. However, as no tourist shop is found in this area, it can be concluded that it is not popular tourist destination along the tour route. So, many tourism facilities are inns and restaurants. This is the tourism development mode of less popular tourist area.

2.5 Information about Tourism Development Buffer Zone

Figure 2-25 Map of buffer zone



The tourism development buffer zone of Hongcun is divided into two parts: west part (including Jicun) and east part (farming area, field and Mount. Leigang to the north). The field in the east part is the first impression of tourists upon their arrival in Hongcun. The large field and the relatively unified rural landscape form a scene of ancient village of southern Anhui. In the west part, S218 are located in Jicun. Inns, restaurants, and souvenir shops are distributed on both sides of the street, many of which are two-story buildings. Booths, open-type karaoke, are BBQ stalls are set up at night until 10 o'clock, seldom of which are open throughout the night. The consumers are package tourists and students. The commercial form is low. Shuimo Hongcun is far away from tourist attractions than S218. It is a small commercial property which has hotels, restaurants, and some entertainment facilities. Many package tourists and sketching students eat and live there. But, seldom individual tourists are found. The resident said in the interview that S218 would be completely changed into a public recreational place furnished with park facilities, the commercial facilities would be moved to Shuimo Hongcun, and the residents would be relocated in the new living area opposite to Shuimo Hongcun.

Figure 2-26 rural landscape in the east of buffer zone



Figure 2-27 Business Street of Shuimo Hongcun in the east of buffer zone



3. Tourism and Community

Now, the scenic spots in Hongcun 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 monitoring scope of Hongcun consists of three areas: popular tourist area and less popular tourist area defined subject to tour route, as well as adjacent community. The popular tourist area covers west part, northwest part and south part, including Shangshuizhen, Chahangnong, Front Street, Yuezhao, Nanhu, etc.; the less popular tourist area covers east part and northeast part, including Dongbiantian, Dongbianjing, Huchengtou, Back Street, etc. In the adjacent community, Jicun was chosen as part of the monitoring object.

Community monitoring indicators

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;

Basic information of questionnaire

Questionnaire survey is employed in the monitoring. 200 questionnaires were distributed, of which 189 out of 194 returned questionnaires are effective, with the effective rate of 97.42%. 122 effective questionnaires were returned from the popular tourist area, 34 from the less popular tourist area and 33 from the adjacent community (Jicun). The questionnaire contents includes four parts: 1. Likert scale is used to measure the awareness and satisfaction of community residents towards Hongcun tourism development; 2. Perception and suggestions of residents of tourism development; 3. Perception and suggestions of residents of heritage preservation; and 4. Basic social-demographic features, including sex, age, education level, time of residence, occupation, etc. See table 3-2 for statistic result of sample basic information:

Table 3-2 Summary of basic information of community respondents

		Number	Percentage			Number	Percentage
Sex	Male	82	43.4	Occupation	Student	14	7.4
	Female	106	56.1		Farmer	20	10.6
Age	<15	6	3.2		Stockman	0	0.0
	15~24	26	13.8		Service worker	20	10.6
	25~44	100	52.9		Company employee	12	10.6
	45~60	35	18.5		Government	2	1.1

					t or public institution		
	>60	21	11.1		Retired	6	3.2
Education level	Primary school and below	33	17.5		Private owner	98	51.9
	Junior high school	74	39.2		Others	12	6.3
	Senior high school or technical secondary school	62	32.8				
	University or junior college	18	9.5	Tourism involvement	No	38	20.1
	Postgraduate and above	0	0.0		Yes	100	52.9
Time of residence	Less than 1 years	6	3.2	Monthly income	<1000 Yuan	35	18.5
	1~3 years	13	6.9		1001~2000 Yuan	55	29.1
	4~6 years	12	6.3		2001~3000 Yuan	38	20.1
	7~10 years	10	5.3		3001~5000 Yuan	18	9. 5
	Over 10 years	139	73.5		5001~10000 Yuan	8	4.2
					>10000 Yuan	2	1.1

It can be seen from table 1 that the percentage of female respondents is larger than that of male respondents in the monitoring survey with the male female ratio of 0.77:1. The age ranges between 25 and 44. 70% of the respondents are graduates of the junior or senior high schools or technical secondary schools. About 70% have live in Hongcun for over 10 years. In terms of occupation, more than 50% are private owners and more than 50% are involved in

tourism. Nearly half of the residents have a monthly income of 1000-3000 Yuan. It is clear that most of the residents have lived in Hongcun for a long time during its tourism development and the proportion of community residents directly or indirectly participating in tourism is relatively high. Tourism involvement has become an important means for local residents to acquire economic income, but the general economic income level is modest.

3.1 General Situation of Local Community

3.1.1 Less Popular Tourist Area

The less popular tourist area covers the east part and northeast part of Hongcun, including Dongbiantian, Dongbianjing, Huchengtou, Back Street, etc. It is a residential place of Han's and Wu's families of Hongcun. The buildings are relatively simple and rough. Compared with the popular tourist area, less historic houses exist. Most of the houses have undergone renovation and suffered damage at different levels and the infrastructure, such as transportation condition, is relatively poor. The number of tourists is small in this area and few tourist attractions have been formed. But it has many accommodation facilities, such as farmhouse.

34 effective questionnaires were returned from this area. The ratio between male and female respondents is not big (16 are male and 18 are female), with the age ranging between 25 and 44. According to the questionnaire result, many of them are graduates of junior or senior high schools or technical secondary school. More than 85% of respondents have lived in Hongcun for over 10 years. Regarding occupation, the proportion of private owners and the proportion of farmers are equal, both of which are 32.4%. More than half of the respondents are engaged in tourism. Of three areas under survey, the proportion of farmers in the less popular tourist area is the highest while the proportion of private owners in that area is the lowest (57.4% in popular tourist area and 51.5% in adjacent community). Although it is not the core of Hongcun tourism development, the willingness of residents to participate in tourism is high and the resident ways of making live are diverse. The farming culture is well-maintained.

Table 2-3 Summary of basic information of community respondents in the less popular tourist area of Hongcun

		Number	Percentage %			Number	Percentage %
Sex	Male	16	47.1	Occupation	Student	2	5.9
	Female	18	52.9		Farmer	11	32.4
Age	<15	0	0.0		Stockman	0	0.0
	15~24	4	11.8		Service worker	3	8.8
	25~44	15	44.1		Company employee	3	8.8
	45~60	8	23.5		Government or public institution	1	2.9
	>60	7	20.6		Retired	0	0.0
Education level	Primary school and below	8	23.5		Private owner	11	32.4
	Junior high school	13	38.2		Farming and other sideline	0	0.0
	Senior high school or technical secondary school	10	29.4		Others	3	8.8
	University or junior college	3	8.8	Tourism involvement	Private owner	10	29.4
	Postgraduate and above	0	0.0		Farming and other sideline	17	50
				Monthly income	<1000	7	20.6
Time of residence	Less than 1 years	0	0.0		1001~2000	11	32.4
	1~3 years	2	5.9		2001~3000	4	11.8
	4~6 years	1	2.9		3001~5000	2	5.9
	7~10 years	1	2.9		5001~10000	1	2.9
	Over 10 years	29	85.3		>10000	0	0.0

3.1.2 Popular Tourist Area

The popular tourist area means the adjacent area of the main tour route, including Shangshuizhen, Chahangnong, Yuezhao, Nanhu and Front Street. This area covers many scenic spots and landmarks.

Shangshuizhen was founded during the period under the reign of Emperor Yongle in Ming Dynasty (between 1403 and 1423), with a history of over 500 years and a length of 1200 meters. The artificial water system which runs through each house is furnished with six functions: 1. Prevent fire; 2. Adjust microclimate, improve temperature and humidity, purify air and upgrade environment; 3. Supply drinking water; 4. Clean things; 5. Irrigate plants; 6. Generate power. Chahangnong is a place of local tea leaves transaction. Different types of tea shops and teahouses are set up along the street. It is a main place of tea leaves transaction between tourists and local residents. Founded during the period under the reign of Emperor Yongle in Ming Dynasty (between 1403 and 1423), Yuezhao is called Yuetang by local residents. Deemed as the “cattle stomach of Hongcun”, it is the local tourism landmark and lies in the center of Hongcun.

Located in the south of Hongcun and built in 1607 under the reign of Emperor Wanli in Ming Dynasty, Nanhu is bow-shaped with the lake embankment consisting of two layers. It underwent three reconstructions in the history. During the reconstruction of middle embankment in 1986, a “bridge” was built and the rowing was open to public. Nanhu is also a landmark of Hongcun as well as the tourist destination that must be passed.

Front Street is the tourism business center of Hongcun, which is called “business street”. Different types of shops (in traditional Hongcun style and modern style) are set up on both sides of the street. It is not only the area with the strongest business atmosphere, but also the end of the tour route. So, it gather many tourists, most of which are from one-day tour or DIY tour. The rural landscape atmosphere there is so different from other places of Hongcun.

122 effective questionnaires were returned, with equal ratio between male and female respondents. The age ranges between 25 and 44. More than 70% of them have lived in the local area for more than 10 years and over 50% of them are private owners; over half of the respondents are engaged in tourism; the education level is relatively low with only 1% graduated from university; more than 70% of respondents earn a monthly income of less than 3000 Yuan.

Table 3-4 Summary of basic information of community respondents in the popular tourist area of Hongcun (*frequency is the frequency of total respondents and the missing value ratio is not indicated)

Indicator	Category	Number of frequency	Frequency	Indicator	Category	Number of frequency	Frequency
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Sex	Female	68	55.7	Education level	Primary school and below	20	16.4
	Male	54	44.3		Junior high school	48	39.3
Age	<15	6	4.9		Senior high school or technical secondary school	40	32.8
	15-24	19	15.6	Time of residence	University or junior college	13	10.7
	25-44	65	53.3		Less than 1 year	4	3.3
	45-60	21	17.2		1-3 years	8	6.6
	>60	11	9.0		4-6 years	10	8.2
	Student	12	9.8		7-10 years	5	4.1
Occupation	Farmer	7	5.7	Monthly income	Over 10 years	89	73.0
	Service worker	10	8.2		<1000	23	18.9
	Company employee	8	6.6		1001-2000	34	27.9
	Retired	4	3.3		2001-3000	30	24.6
	Private owner	70	57.4		3001-5000	11	9.0
	Others	8	6.6		5001-10000	5	4.1
	Tourism involvement	No	23		>10000	2	1.6
	Yes	66	54.1				

3.1.3 Jicun

Located in the west to Hongcun and covering an area of 13.2 sq. km., Jicun is separated from Hongcun by a river and is the place in which Hongcun town government lies. On the strength of the geographical advantage as a world cultural heritage site and a buffer zone of tourism economy development, Jicun enjoys a favorable tourism development trend. Key construction projects are under stepwise development in recent years, such as Shuimo Hongcun, Qishuhu international tourism resort, Zilu temple, and Dream pursuit in Huizhou. As a nearest village of Hongcun, Jicun, which was directly or indirectly impacted by the effects brought by the tourism development of Hongcun, has become an important part of Hongcun tourism radiation area. So, monitoring Hongcun's adjacent community, particularly Jicun, plays a significant role in sustaining the heritage preservation and tourism development of Hongcun.

33 residents, aged between 25 and 44, were questionnaire in the survey, many of which were graduated from junior or senior high schools as well as technical secondary school. 63.6% of them have lived in the local area for more than 10 years, the lower proportion of all survey sections. 18% have lived there for less than 6 years, which is higher than the average level. It can be concluded that the population mobility of Jicun is higher than that of Hongcun. With regard to occupation, the proportion of service workers in Jicun is higher than Hongcun, which accounts for 21.1% (8.2% from popular tourist area and 8.8% from less popular tourist area). More than half of the residents are engaged in tourism. According to the cross-over analysis on tourism involvement of respondents, 83.3% of the service workers are involved in tourism. Of all respondents, 100% of the private owners are engaged in tourism. It can be seen from this that compared with Hongcun residents which participate tourism by means of private business, the way of tourism involvement of Jicun residents is more diverse, including private business and service work. It can be observed from the survey that many of those service workers work at the restaurants and hotels near Hongcun.

Table 3-5 Summary of basic information of respondents in Jicun

		Number	Percentage %			Number	Percentage %
Sex	Male	12	36.4	Occupation	Student	0	0.0
	Female	20	60.6		Farmer	2	6.1
Age	<15	0	0.0		Stockman	0	0.0
	15~24	3	9.1		Service worker	7	21.2

	25~44	20	60.6		Company employee	1	3.0
	45~60	6	18.2		Government or public institution	1	3.0
	>60	3	9.1		Retired	2	6.1
Education level	Primary school and below	5	15.2		Private owner	17	51.5
	Junior high school	13	39.4		Farming and other sideline	0	0.0
	Senior high school or technical secondary school	12	36.4		Others	1	3.0
	University or junior college	2	6.1	Tourism involvement	Private owner	5	15.2
	Postgraduate and above	0	0.0		Farming and other sideline	17	51.2
Time of residence	Less than 1 years	2	6.1	Monthly income	<1000 Yuan	5	15.2
	1~3 years	3	9.1		1001~2000 Yuan	10	30.3
	4~6 years	1	3.0		2001~3000 Yuan	4	12.1
	7~10 years	4	12.1		3001~5000 Yuan	5	15.2
	Over 10 years	21	63.6		5001~10000 Yuan	3	6.1
					>10000 Yuan	0	0.0

3.2 Perception of Community of Tourism Impact

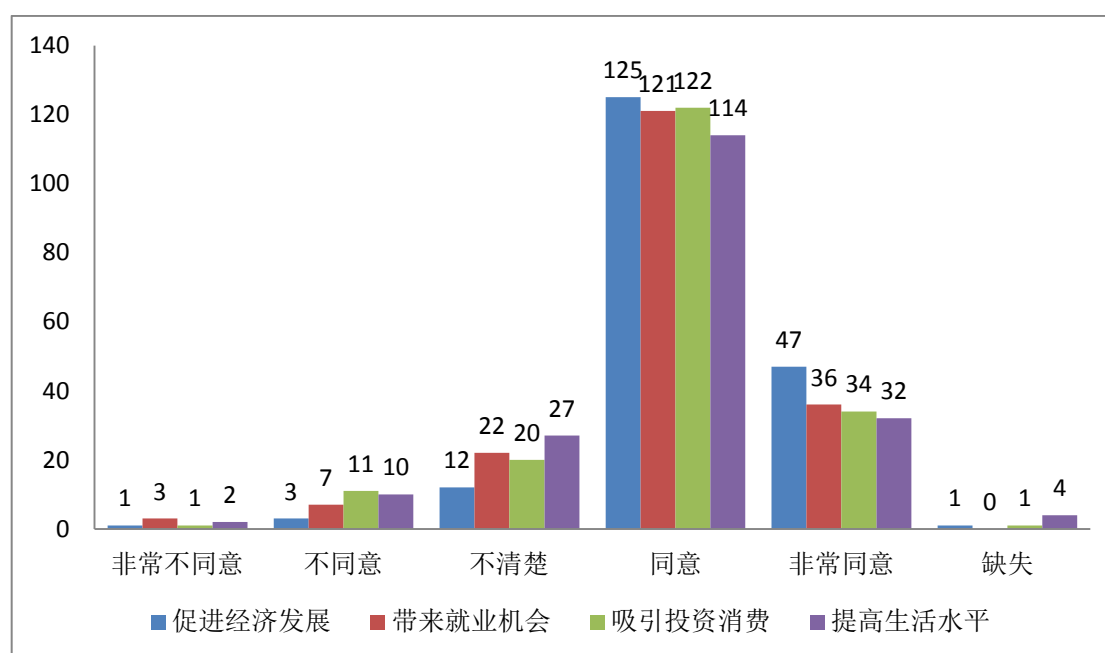
3.2.1 Perception of Economic Impact

The evaluation indicators embodied in the questionnaire includes promotion of economic growth, creation of more jobs, attraction of investment and consumption, improvement of living standard, price hike, rise in house prices and gap between the rich and the poor.

In the figure, the data mainly come from two options (“Agree” and “Strongly agree”). The perceptions of local residents on positive and negative economic impacts brought by tourism development are obvious. More residents chose “Strongly Agree” in negative impact than positive impact.

Positive economic impact

Figure 3-6 Perception of positive impact of tourism economy



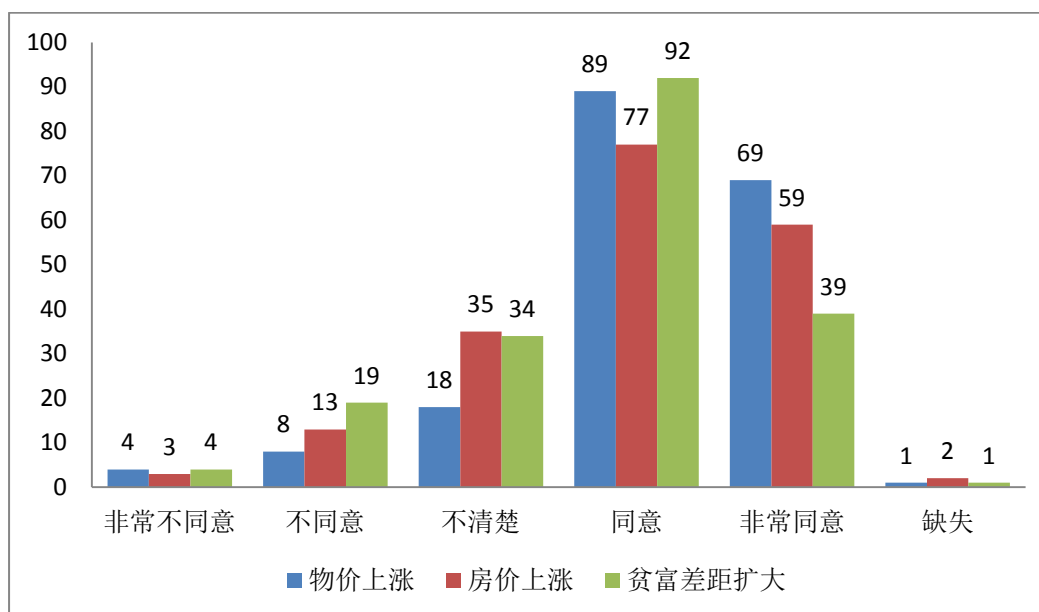
	Promote economic growth	Create more jobs	Attract investment and consumption	Improve living standard
Average value	4.1383	3.9524	3.9415	3.8865

It can be seen from figure 3-6 that the perception of Hongcun residents on positive impact of tourism economy is high. A majority of them recognize the positive impact of tourism economy and only 2% of them disagree that tourism has promoted economic growth.

5% of residents disagree that tourism has brought more job opportunities, attracted more investment and consumption and improved living standard. The tourism development of Hongcun has brought a large number of job opportunities to the local area, particularly the opportunity of business establishment. The number of self-employed entrepreneur has greatly increased since its tourism development.

Negative impact:

Figure 3-7 Perception of negative impact of tourism economy



	Price hike	Rise in house prices	Big gap between the rich and the poor
Average value	4.1223	3.9412	3.7606

Figure 3-7 reflects the negative evaluation of Hongcun residents on tourism economy impact. 84% of residents hold that tourism has led to price hike, 71.9% hold that tourism has led to the rise in prices houses and 69.3% believe that tourism has broadened the gap between the rich and the poor.

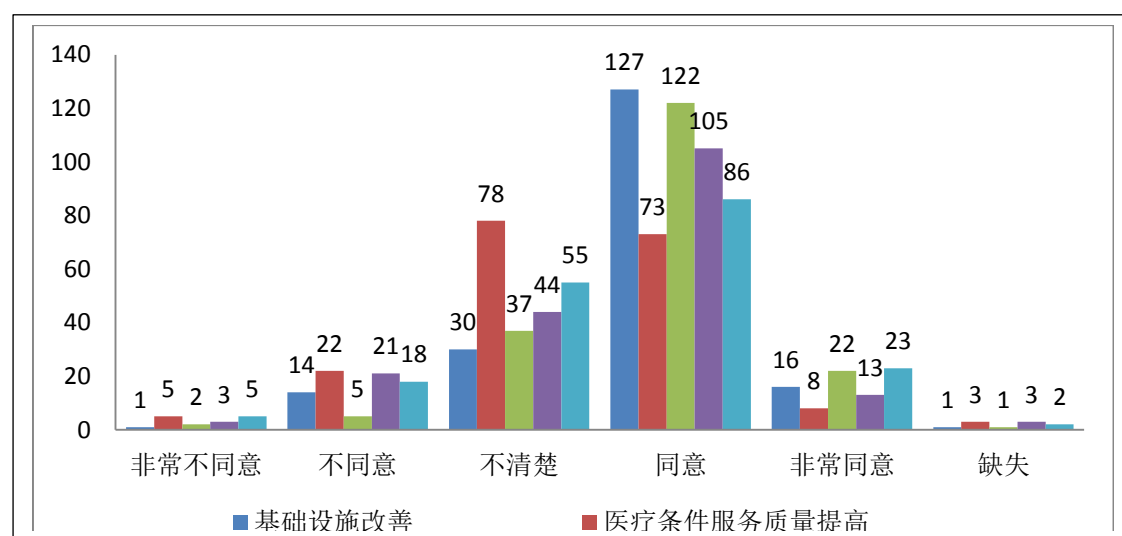
Generally speaking, the perception of Hongcun residents on tourism economy impact is objective and realistic. They recognize the economic growth brought by tourism and express concern about the price hike and rise in house prices caused by tourism. At the same time, the community residents admit that the increasing gap between the rich and the poor is the result of the relation among residents, scenic spot developer and government as well as the enthusiasm of residents in pursuit of tourism opportunity. Residents think the result of latter one is normal because one who does more work gets more pay.

3.2.2 Perception of Society and Culture Impact

The evaluation indicators regarding the residents' perception of tourism impact on society and culture embodied in the questionnaire includes infrastructure improvement, improvement of medical service quality, promotion of local and foreign cultural exchange, increase of festival activities, increase of crime rate, heavy traffic, decline of moral level and trust, conflict between tourists and residents and promotion of language learning. These indicators are divided into two parts: positive impact of tourism on society and culture and negative impact of tourism on society and culture.

Positive impact:

Figure 3-8 Perception of positive impact of tourism on society



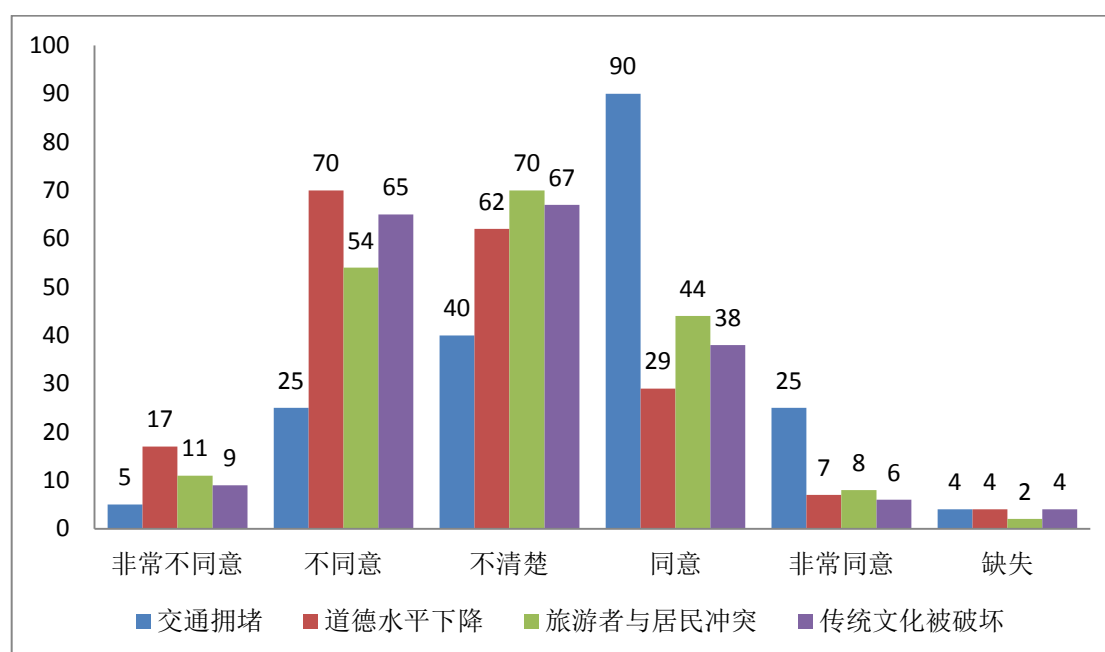
	Infrastructure improvement	Improvement of medical service quality	Promotion of local and foreign cultural exchange	Increase of festival activities	Promotion of language learning
Average value	3.7606	3.3065	3.8351	3.5591	3.5561

The five indicators in figure 3-8 reflect the positive evaluation of Hongcun residents on tourism impact on society and culture. The difference in opinion is big. Particularly, some residents are not clear about the impact. "Improvement of medical service quality" and

“promotion of language learning” are two aspects that lead to such a big difference. As the medical facility is simple in the community, the application rate of local medical facility by residents is low. Many of them will seek medical advice in the hospital in Yi County. It is hard to feel the improvement of local medical quality. To facilitate emergency treatment and medical transfer, they hope that the medical equipment and vehicle can reach the scenic area at any time and appropriate mobile medical equipment which can be freely moved in and out of the small lane can be bought. The number of hotels which are allowed to receive foreign guests is limited. It is hard for other hotels to obtain such authority from the governmental department. The opportunity of direct contact or long-term contact with foreign guests is rare among local residents. Residents lack the ability to learn foreign language. However, as more and more tourists across the country come, many residents learn to speak mandarin. The perceptions of residents of local medical condition and cultural activities are weak.

Negative impact

Figure 3-9 Perception of negative impact of tourism on society



	Increase of crime rate	Heavy traffic	Decline of moral level	Conflict between tourists and residents
Average value.	2.4677	3.5676	2.6703	2.9144

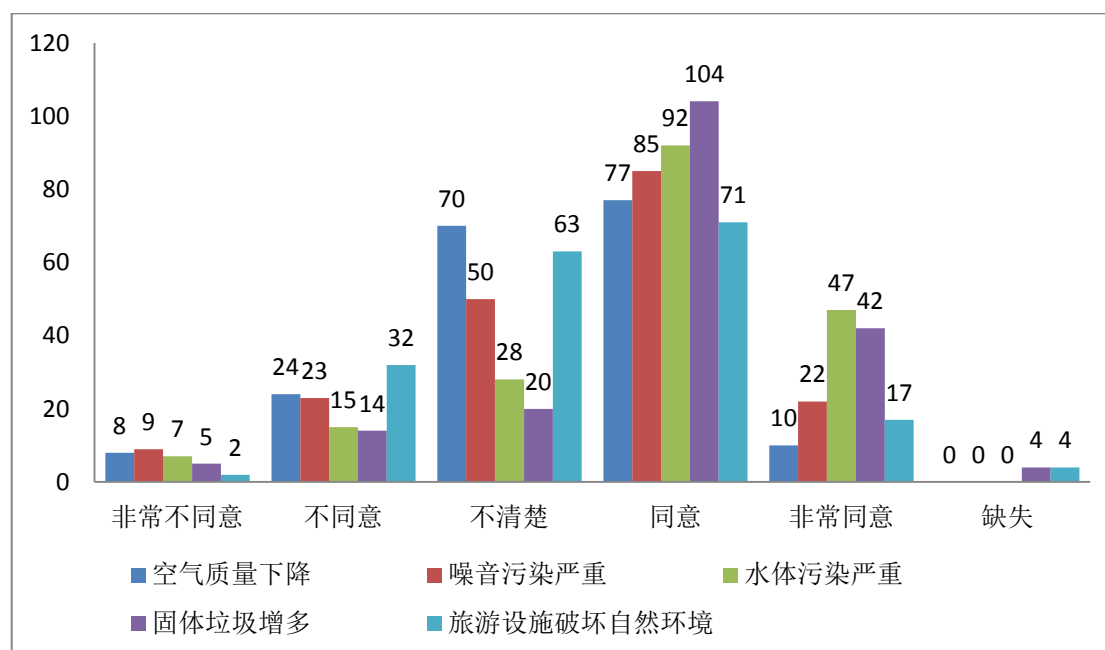
The five indicators in figure 3-9 reflect the negative evaluation of Hongcun residents on

tourism impact on society and culture. The difference in opinion is big. Generally speaking, many residents perceive the negative impact of traffic jam and disagree in the other three negative impacts. The traffic jam is caused by the increasing number of tourists and narrow lanes. The motorcycles or tricycles used by community residents to do business exacerbate the jam. The decline of moral level is the result of the wrongdoings by self-employed businessmen, such as grabbing customers, deception, and unreasonable high price. The phenomenon of customer grabbing had been serious a few years ago and was relieved and disappeared in 2013 after control. Deception and unreasonable high price are seldomly seen. According to the community residents, the local security is very good. Surveillance cameras were installed in the village and security guards go on patrol on a regular basis. “Your motorcycle will not be stolen even if it is left at door”, says a resident. The conflict between tourists and residents becomes less. Such conflict is often seen when: 1. The sketching student pours the pigment against rules; or 2. The tourist enters the local house or shoots a picture without permission.

3.2.3 Environment Impact

In the questionnaire, the five indicators, deterioration of air pollution, worsening of water pollution, worsening of noise pollution, increase of solid wastes and destroy of natural environment by hotels and other tourism facilities, reflect the evaluation of residents on the negative impact of tourism on environment. See the following figure for analysis of five indicators:

Figure 3-10 Perception of Negative Tourism Impact on Environment



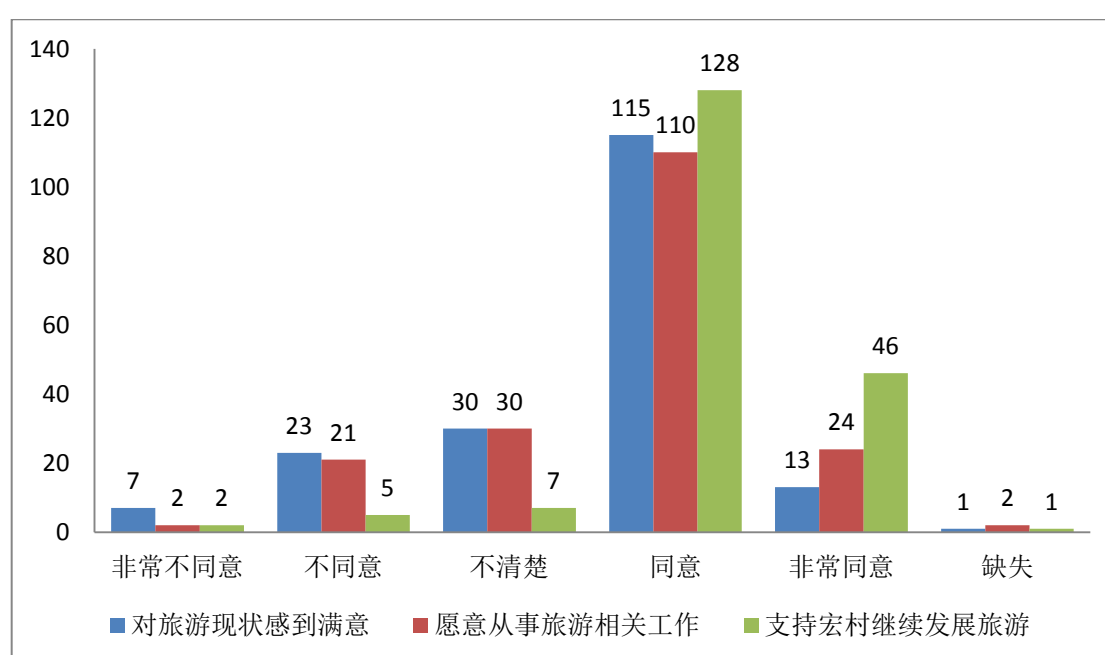
	Deterioration of air pollution	Worsening of noise pollution	Worsening of water pollution	Increase of solid wastes	Destroy of natural environment by hotels and other tourism facilities
Average value	3.3016	3.4656	3.8307	3.8865	3.3730

It can be seen from figure 3-10 that the majority of residents feel the negative impact of tourism development on environment. The perception of water pollution and solid waste pollution is the most strongest. The community residents attach great importance to the water system in the village and feel sorry for the pollution of water which can be drunk directly in the past. Although the village committee and the scenic spot developer effective control the waterway to make the water clean, it is still polluted as some residents discharge sewage without permission and students pour the pigment against rules. Residents hold that more solid wastes will be produced with the increasing number of tourists, but it won't bring much negative impact through effective management and efforts of sanitation workers. In addition, some residents' lives are affected by the noise of students who live in Hongcun.

3.3 Community Involvement in Tourism

The involvement of community residents in tourism can reflect the degree of community involvement in tourism: such involvement degree is embodied by three indicators: “The community residents are satisfied with the status quo of local tourism”, “The community residents are willing to be engaged in tourism” and “The community residents support the future sustained tourism development”.

Figure 3-11 Satisfaction of community to tourism development



	The community residents are satisfied with the status quo of local tourism	The community residents are willing to be engaged in tourism	The community residents support the future sustained tourism development
Average value	3.5532	3.7112	4.1223

It can be seen from the satisfaction of community to tourism development in figure 3-11 that although some residents are not satisfied with the status quo of current tourism development and are not willing to do tourism-related work, 95% of residents are willing to support sustained tourism development of Hongcun. The following aspects are the key points that lead to that dissatisfaction: 1. the administrative support from the governmental department and scenic spot developer is poor during the scenic spot development and heritage

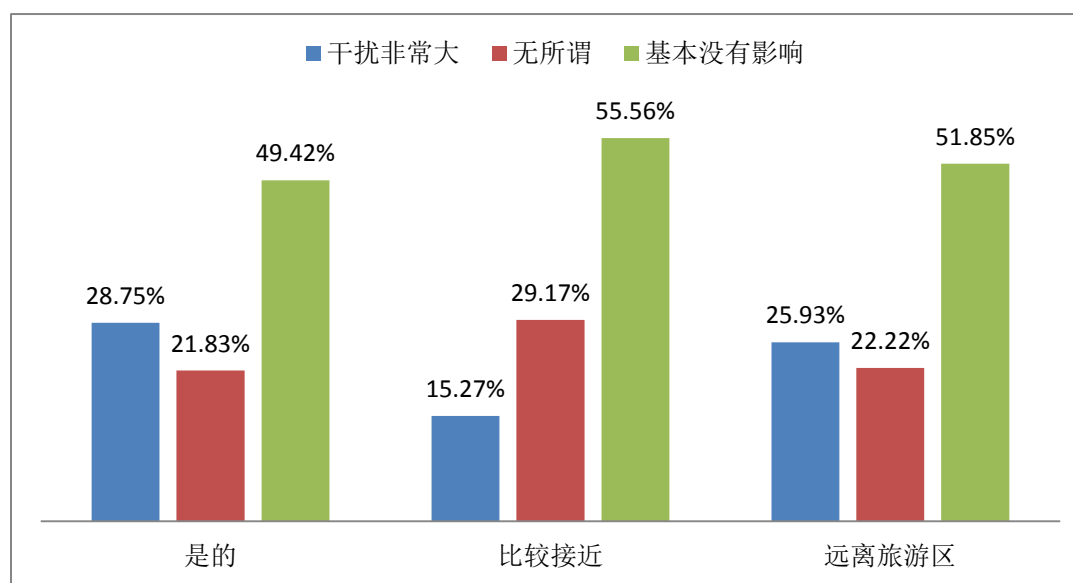
preservation. For example, the administrative examination and approval are not transparent, the approval time is too long or no response is given and the cost of repair plan which is tailored for residents are too high; 2. The interest distribution between community and scenic spot developer is unfair. The dividend to Hongcun villagers which is only worth millions of Yuan doesn't match the ticket proceeds of the scenic spots which exceed 100 million Yuan.

3.4 Perception of Residents of Tourism Development

The following questions are the key indicators to measure the perception of residents of tourism development: "Do you feel that tourism disturbs your life?" "Are you in favor of the extension of tourism to living place?" "Do you welcome tourists visit your home occasionally?" "How do you participate in tourism development?"

- **The perception of residents of disturbance brought by tourism varies with regions. But the difference is not apparent. Many people think that tourism basically has no impact on their life.**

Figure 3-12 perception of residents of disturbance brought tourism in different regions

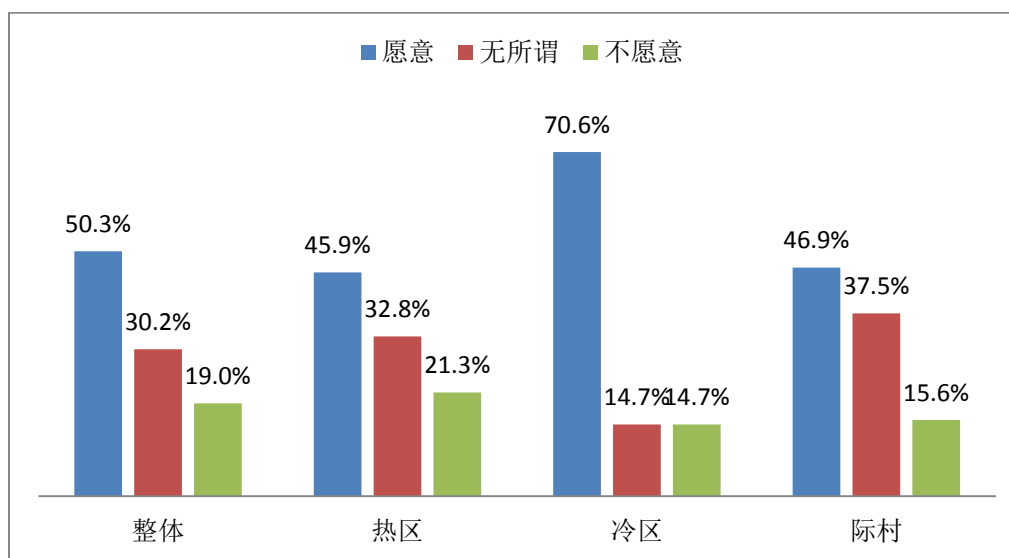


It is clear from figure 3-12 that no obvious difference exists in the perception of disturbance brought by tourism no matter whether the community is in, near or far from the business district. The curves of "serious disturbance", "moderate disturbance" and "nearly no disturbance" are basically the same. Generally speaking, the percentage of "nearly no disturbance" is the highest, reaching 52.4%. It is concluded from this that most of the residents think that their lives are not seriously disturbed by tourism development. Even though the percentage of "serious disturbance" in the business district is the highest, it only reaches

28.74%. This perception results is largely related to the tourism development of Hongcun. If is found during questionnaire survey and behavior observation of Hongcun tourists that many tourists travel in Hongcun are from package tour. The residents are not affected as their length of stay is not long (only a few hours). The short length of stay provides them with normal life space and time. So they have little feeling and experience about life disturbance. That is the reason why the majority of them chose “nearly no disturbance”.

- **Many residents are willing to see the extension of tourism to living place. The willingness of residents in the less popular tourist area (Dongbiantian, Dongbianjing, Huchengtou, and Back Street) is the strongest.**

Figure 3-13 Willingness of residents to extension of tourism to living place

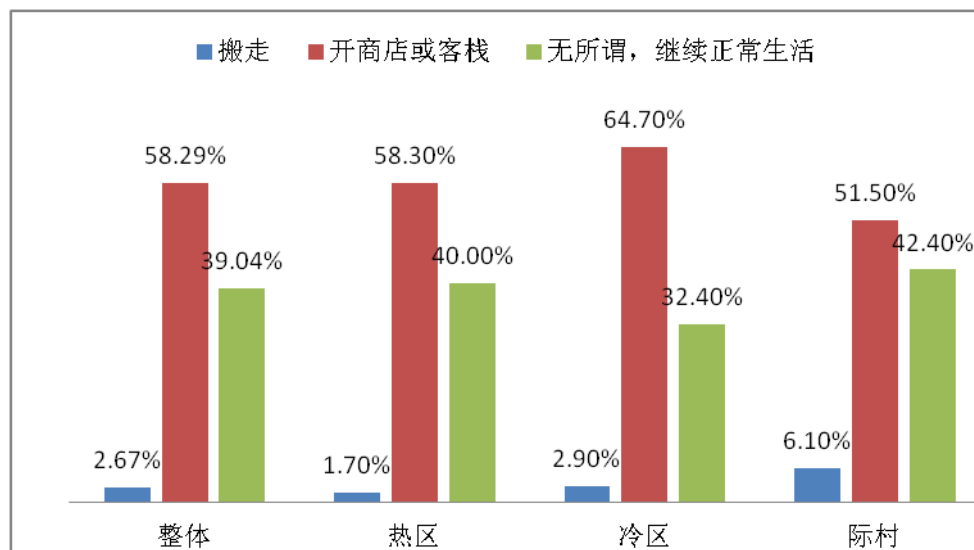


It can be seen from figure 3-13 that generally, most of residents are willing to see the extension of tourism to living place. Of three communities under survey, the willingness of residents (70.6%, the highest proportion of all regions) in the less popular tourist area is the strongest. This attitude has a great connection with the current tour route design and tourism development planning of Hongcun. Now, Hongcun focuses on the development of popular tourist area in the east, which is the essential place for planning of all landmarks and nodes. As the scenic spots taken in shape in the less tourist area is few, the number of tourists in that area is small. Farmhouses are the main source of tourist income. This is the reason why residents of that area are willing to depend on tourism extension to increase tourist income.

- **Most of residents think that tourism development will promote economic benefit and many choose to set up a shop or inn after tourism extension. The enthusiasm of**

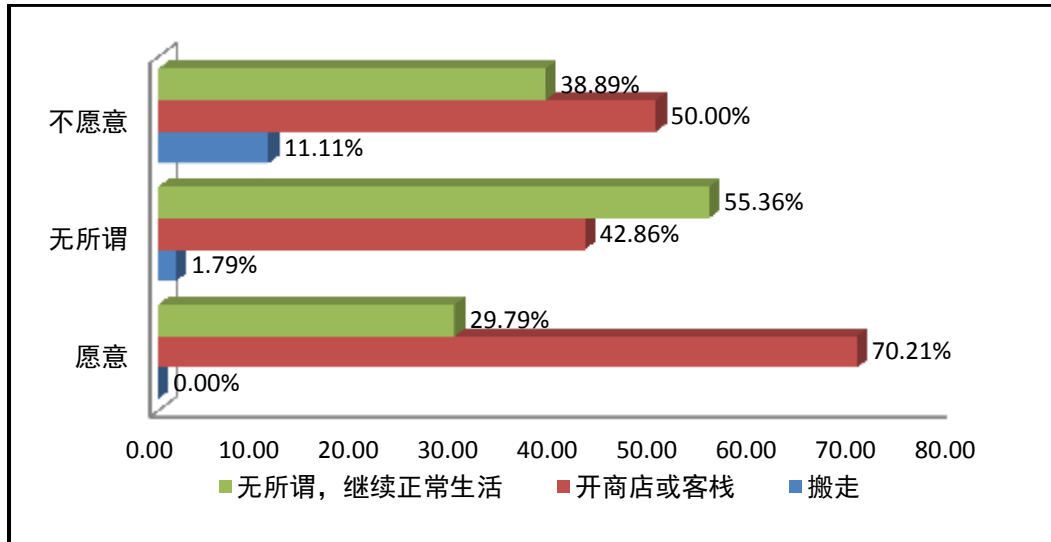
participation in tourism is high.

Figure 3-14 Resident response after tourism extension



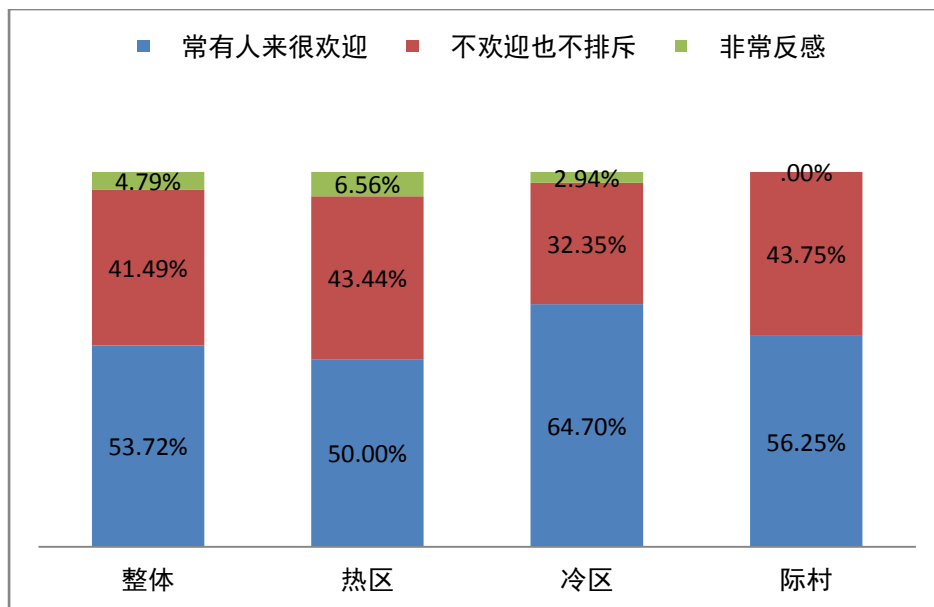
According to figure 3-14, more than half of residents will participate in tourism by setting up a shop or inn after tourism extension no matter whether they are in popular tourist area, less popular tourist area or Jicun. Only a very few of them will move out or leave. Upon our cross-over analysis on the attitude and response to tourism extension, it is found that those who are welcome tourism extension will choose to set up a restaurant or inn after tourism extension and no one is willing to leave. Although those who hold neutral attitude choose to continue their normal life, 42.86% are willing to participate in tourism. For those holding negative attitude, the percentage of choosing “move out” is the highest, but 50% of them are willing to participate in tourism (see figure 3-5). This indicates that after over 10 years of tourism development, many local residents start to experience and realize the economic benefit brought by it. Although some hold neutral or negative attitude towards tourism development, most of them are willing to keep pace with and being part of it in consideration of the economic benefit.

Figure 3-15 Response of residents to three attitudes towards tourism extension to living place



- Most of residents are welcome tourists to visit their home and less than 5% hold opposite attitude.

Figure 3-16 Attitude of community residents to tourists

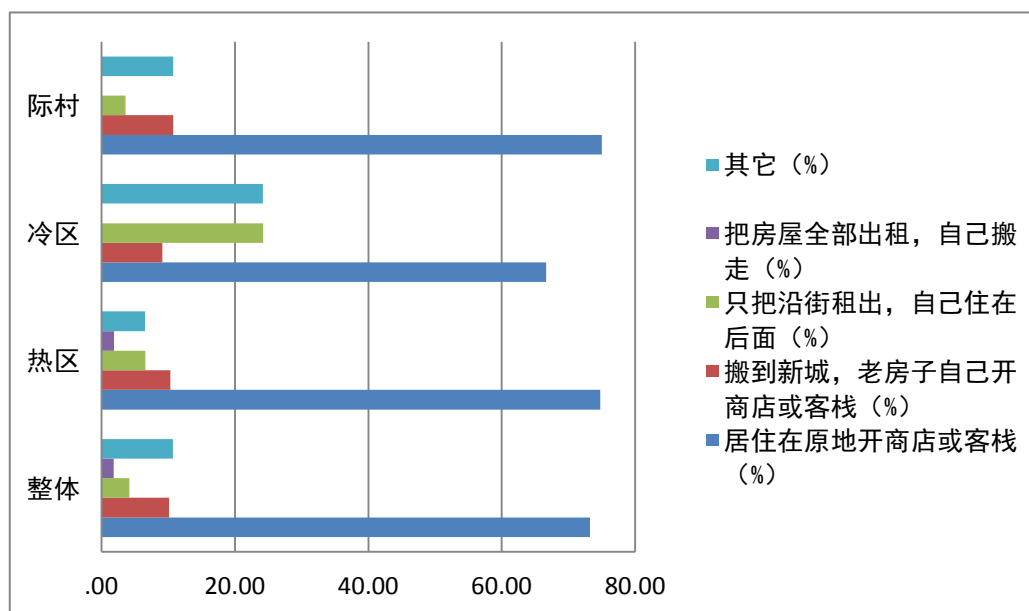


53.72% of respondents are welcome tourists to visit their home and only less than 5% hold opposite attitude (Strongly oppose). The proportion of holding neutral attitude (not

welcome or reject) amounts to 41.49%. This indicates that local residents hold friendly attitude to tourist's visit. Upon our analysis on attitudes of residents from different regions, it is found that the proportion of residents in support of that visit in the less popular tourist area is the highest, reaching 64.70%. The proportion in Jicun is higher than the overall average and none of residents in that village hold opposite attitude. This is because the benefit obtained from tourism development by the less popular tourist area and adjacent Jicun is low compared with the popular tourist area. For the sake of economic factor and business interests, residents of those two regions are willing to see more tourists. At the same time, as farmhouses, inns and restaurants are the main source of tourist income in those two regions, the service awareness, etiquette, quality and hospitality attitude of the employees may directly affect the operation performance. These elements cause the residents to treat tourists well. To the residents living in popular tourist area, besides economic benefit, the self-identity of emotional benefit and the satisfaction of pride are the important factors influencing their attitudes to tourists. The popular tourist area has the majority of valuable landscapes of Hongcun as a world cultural heritage. The sign of world cultural heritage has largely enhanced the sense of identity and pride of local residents. The curiosity of tourists brings the residents higher sense of satisfaction psychologically, which in return, causes them to be more hospitable.

- **The ways of residents to involve in tourism are diverse, among which running of shops or inns dominates the role.**

Figure 3-17 Ways of residents to involve in



The “ways of involvement in tourism development” by residents are diverse, but most of them (73.21%) choose to “run a shop or inn in their living place”. 10.12% of them choose to move to other town and leave their old houses to do business. Generally speaking, most of

residents, whether in popular tourist area, less popular tourist area or Jicun, choose to live in their place and be a shop owner instead of renting their houses out. This corresponds to the above-mentioned survey results concerning resident occupation. The operation performance of self-employed business has a higher direct connection with tourists than house rent, which explains why the residents hold hospitality attitude to tourists. In addition, it is found by field survey that residents living in less popular tourist area or Jicun employ other ways of tourism involvement, such as being a mobile vendor. Residents in the less popular tourist area often carry a basket to sell fruit or food to tourists while some in Jicun tend to set up a stall at roadside to sell accessories and hats. In the popular tourist area, many residents can directly change their house into a shop to sell things on the strength of the great number of tourists and good geographical advantage. However, in the less popular tourists, as the number of tourists is small, it is hard to sell things in a fixed place. So, many of them participate in tourism development in a flexible and low-cost way, such as being a mobile vendor.

● **As for the resident feedbacks regarding the dissatisfaction with tourism development, the resident concerns vary with regions. Residents living in Hongcun, which have higher awareness of environmental protection, are dissatisfied with the environment impact brought by tourism, such as water pollution and increase of solid wastes. Some complain about the government policy and management, such as strict house renovation and construction. Residents living in Jicun are dissatisfied with price hike and other economic benefit problems.**

Upon collection and classification of resident feedbacks, the dissatisfaction is mainly embodied in the following aspects, including environmental sanitation, economic benefit and government policy and management:

Table 3-6 Information about dissatisfaction of residents with tourism development

Entire area	Popular tourist area	Less popular tourist area	Jicun
Environment sanitation (water pollution and increase of wastes)	47.73%	38.46%	18.18%
	The water governance is poor. Some students pour pigment into water at wil. Solid wastes increases Wastes increase and	The environment sanitation is poor Environment pollution Bad environment Painting pigment	The natural environment is polluted BBQ

	lake water is polluted ▶ Drop litter carelessly, pour pigment into water and shoot a photo without permission ▶ The water source is badly polluted ▶ There are too many sketching students, which leads to water source pollution ▶		
	13.63%	23.08%	36.36%
Economic benefit (Price hike, unfair interest distribution mechanism, high house maintenance cost, etc.)	▶ High decoration cost and failure of setting up a farmhouse ▶ The money given by the developer is not enough ▶ The money given by the developer is less ▶ Dividend policy of travel operator ▶ Price hike ▶	▶ Private dealing is prohibited, nothing benefits from the old house or the tour route is too short ▶ Unfair dividend distribution ▶ Price hike, unfair mechanism, etc. ▶	Residents living outside Hongcun fail to obtain dividend from ticket proceeds The government should consider more for residents and make efforts attract more foreign tourists to Hongcun There are too many limitations and the prices are much higher than adjacent village The prices are too high
Government policy and management (Strict house renovation and construction, lack of	20.45%	23.08%	18.18%
	▶ It is hard to get tickets for my relatives and friends ▶ No construction is allowed. ▶ Putting up a house which affects the	▶ It is inconvenient for relatives to visit me at inn ▶ The regulations of tile-roofed house renovation are too stiff. Life is	It will be better to be more human-based in tourism development despite the importance of economic benefit Disatisfaction with the government

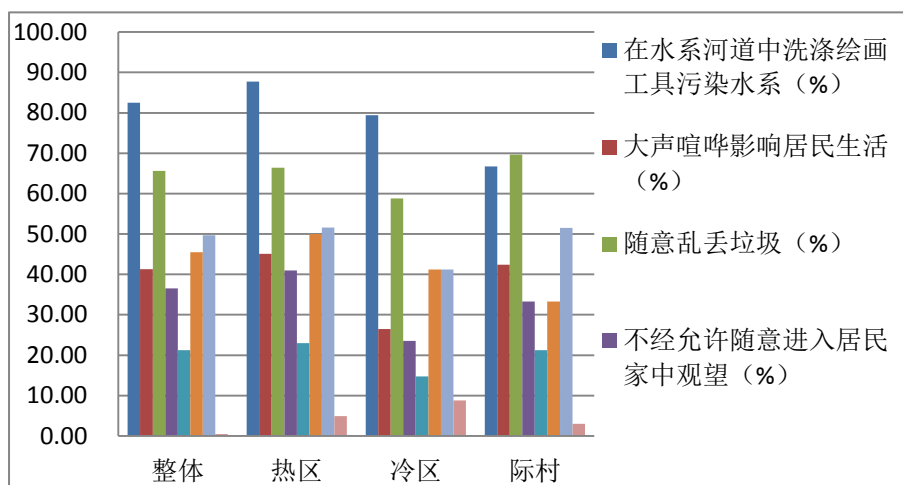
human-based ticket management)	sightseeing of scenic area is not allowed	inconvenient even though we have a solar power system. The electric charge is 200 Yuan/person each year. ▶ Public management attitude ▶ The house is hard to be maintained.	
Others	18.18%	15.38% ▶	27.27%
▶	Crowded and inconvenient	▶ Noise	▶ The cars are randomly parked (in the parking lot)
▶	The phenomenon of grabbing customer is serious	▶	▶ Tour guide
▶	The quality of some tourists is low	▶	▶ High ticket price
▶			

It can be seen from table 3-6 that the residents of Hongcun, whether in popular tourist area or less popular tourist area, worry about environment sanitation most. Residents are most dissatisfied with water pollution and increase of solid wastes, followed by government policy and management. Some complain that the house construction and maintenance are too strict and the ticket management is not human-based. Residents in adjacent Jicun are most dissatisfied with economic interests. They complain that the prices are too much higher than adjacent village and fail to obtain dividend from ticket proceeds. But their dissatisfaction with environmental problem is not strong.

As world cultural heritage, Hongcun has well-preserved historic houses and well-planned water system. The water resource system which passes through streets and lanes is an important sign which *distinguishes* Hongcun from other ancient villages. It is also an important resource of tourism development. Now, it still plays a significant role in villagers' daily life. In the existing tourist structure, students are a market group that can't be neglected. They stay there for a long time for sketching. Yuezhao, Shangshuizhen, Nanhu and streets and lanes in the less popular tourist area are their activity range. They become a unique sight of Hongcun, but at the same time, bring challenges and threats to the eco-water system. As

villagers' daily life is closely linked to water system and natural environment, pollution of water system becomes the most sensitive topic that causes great concern. This phenomenon is reflected in the option "Behavior you dislike the most" (figure 3-18). In this option, the percentages of these two items are the highest, both of which exceed 50%: "Water is polluted by washing painting tools" and "Litter at random". Thus, it can be seen that local residents have strong awareness of environment protection.

Figure 3-18 Tourist behavior that resident dislikes the most



Summary:

As for the status quo of Hongcun's tourism development, most of residents, whether in popular tourist area, less popular tourist area, or adjacent Jicun, don't feel that their daily life is greatly disturbed by tourism and the impact thereof is very few. Most of residents hold positive and hospitable attitude to tourists. They are willing to see the extension of tourism to living place and contribute to the tourism development as a self-employed businessman. Generally speaking, residents hold positive attitude towards Hongcun's tourism development except environment pollution. The degree and enthusiasm of tourism involvement are high and the way of tourism involvement is individual operation, such as setting up shop or inn. The purpose of tourism involvement is limited to economy.

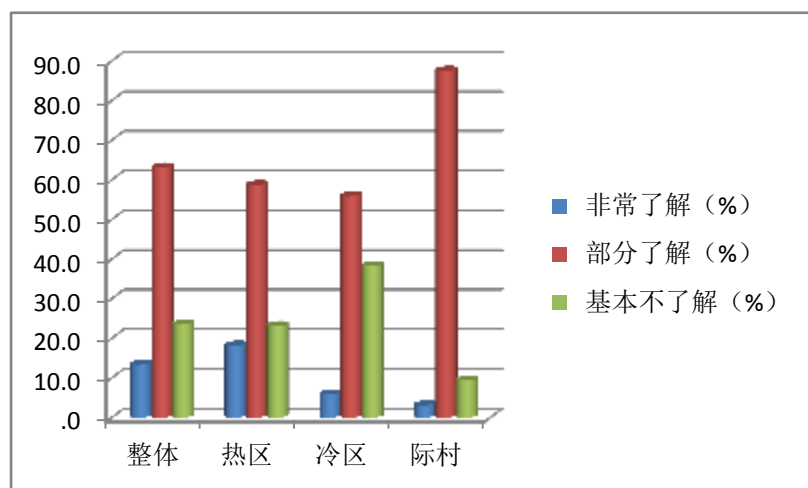
The perception of community residents of tourism development is closely related to the tourism development of destination. The following two aspects are concluded from the status quo of Hongcun's tourism development: 1. Behavior characteristics of tourists. As the average length of stay of tourists is short and concentrated, the contact between tourists and local residents is not deep. The lives of residents return to normal after the tourists traveling in the daytime leave. So, they don't feel much disturbance brought by tourism development. 2. Community involvement in tourism. After more than 10 years of development, most of local residents are clearly aware of the economic benefit brought by tourism development. They get themselves involved in tourism by individual operation and other ways. As tourists have a

direct bearing on economic benefit, many residents are willing to keep a harmonious relationship with tourists in consideration of interests.

3.5 Perception of Heritage Preservation

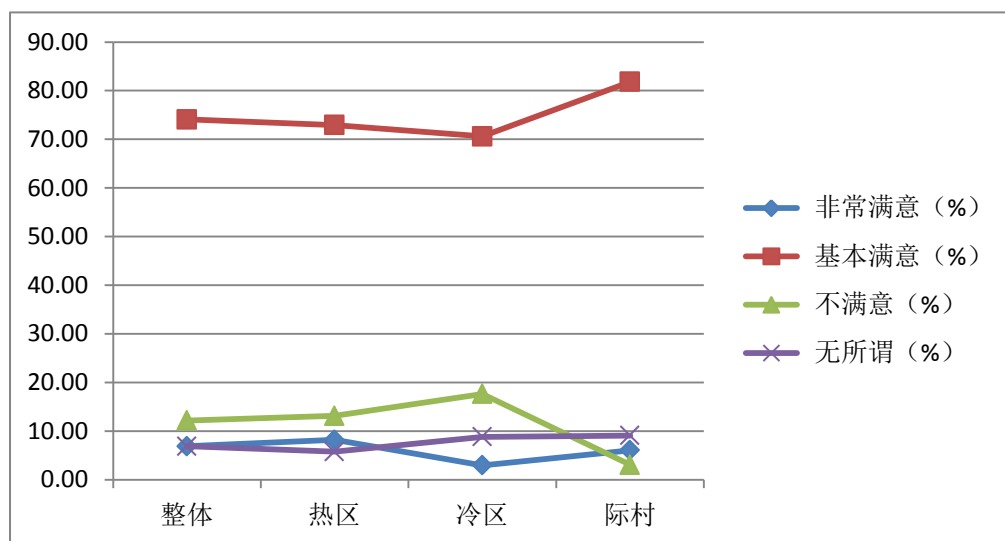
- The understanding of residents in heritage preservation is partial, but they are satisfied with the status quo of heritage preservation of Hongcun.

Figure 3-19 Degree of understanding of residents in heritage preservation



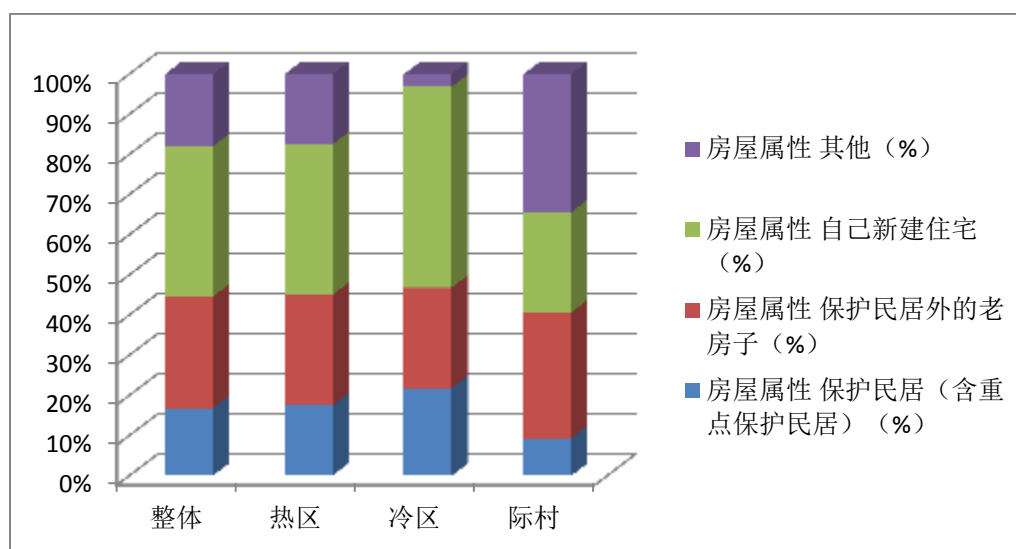
Generally speaking, many residents have a partial understanding in protection of Hongcun, a world cultural heritage. Not many of the residents in the popular tourist area, in which tourism is well-developed, know it well. In the less popular area (such as Dongbian Street and Hutou), 38.2% of residents, the highest proportion of all regions under survey, have no idea of heritage preservation. The difference of understanding of residents in heritage preservation is largely related to heritage distribution. The popular tourist area has a lot of valuable Hui-style architectures and is the core of Hongcun heritage. The government and development concerned attach high importance to the heritage preservation of this area. However, in the less popular tourist area, the efforts of propaganda and education made by the government are less in this regard, the residents have little knowledge about heritage preservation. Despite all this, more than 70% of them are satisfied with the status quo of heritage preservation of Hongcun.

Figure 3-20 Satisfaction of residents to the status quo of heritage preservation of Hongcun



- The house property of respondents is uniformly distributed and the proportion of newly-built houses in the less popular tourist area is high.

Figure 1 House property of residents



Generally speaking, the proportion of house property is average. 37.50% are newly-built houses and 16.85% are preserved houses, the highest and lowest proportions in house property respectively. It is noted that according to the statistics of house property in three regions under survey, the proportion of newly-built houses in the less popular tourist area is apparently higher than that in other areas, accounting for 50%. The reason of this includes many aspects:

1. In the Hongcun's development history, people living in the less popular tourist area are generally with not so popular surnames. The houses are mostly rough and simple due to

capital and labor limitations, with their quality hard to match those in the popular tourist area. Many houses collapsed after decades of use, many were collapsed. Under this situation, rebuilding house is the top priority among residents. 2. The government regulations on house construction and renovation are not so strict as those in the popular tourist area. As the old houses are far from being used as a business place (e.g. farmhouse), the residents choose to rebuild it to meet the business needs.

- Many residents hold an active and positive attitude to protection and renovation of traditional houses and are willing to maintain them to meet the modern living needs with their main outline and core elements kept.

Figure 3-22 Attitude of residents to protection and renovation of traditional houses

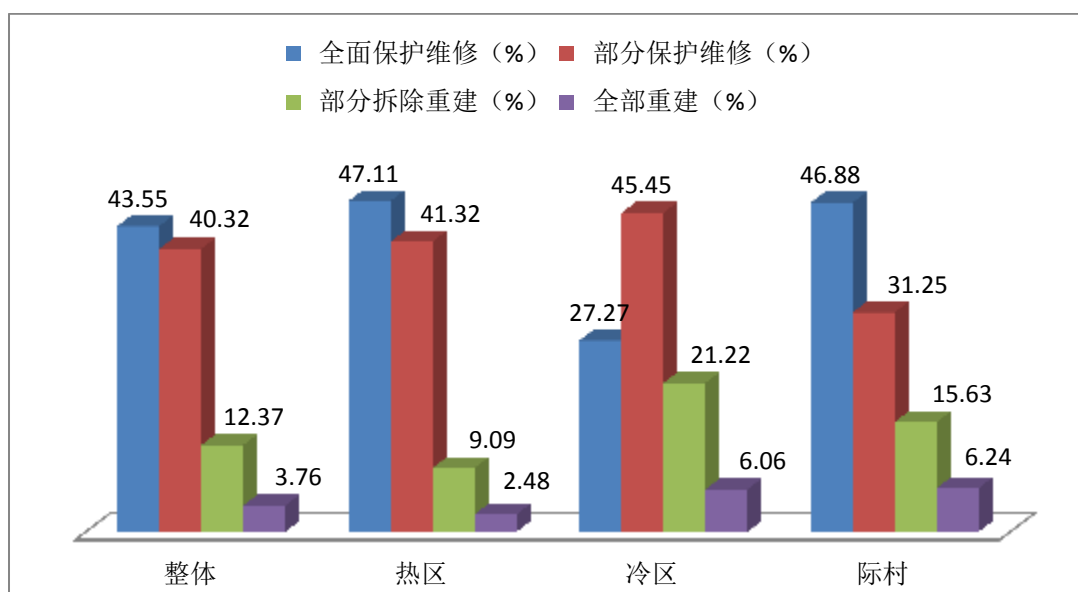
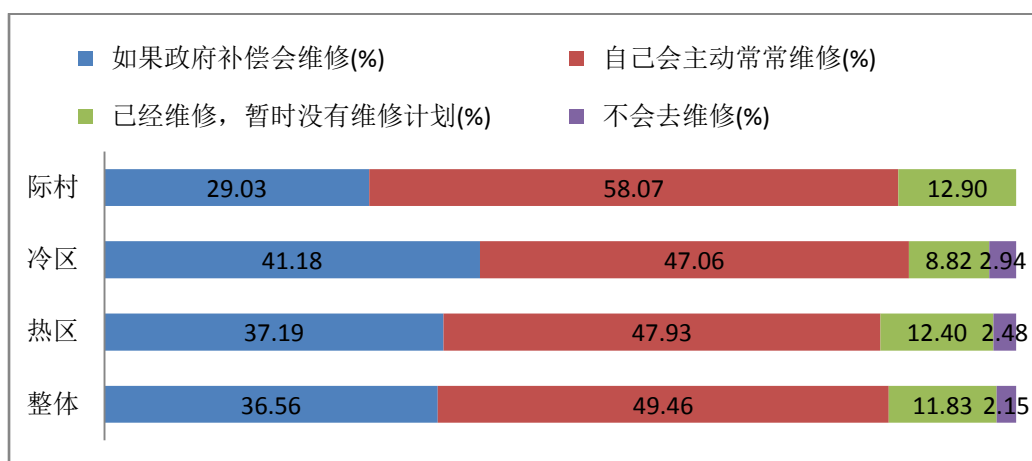


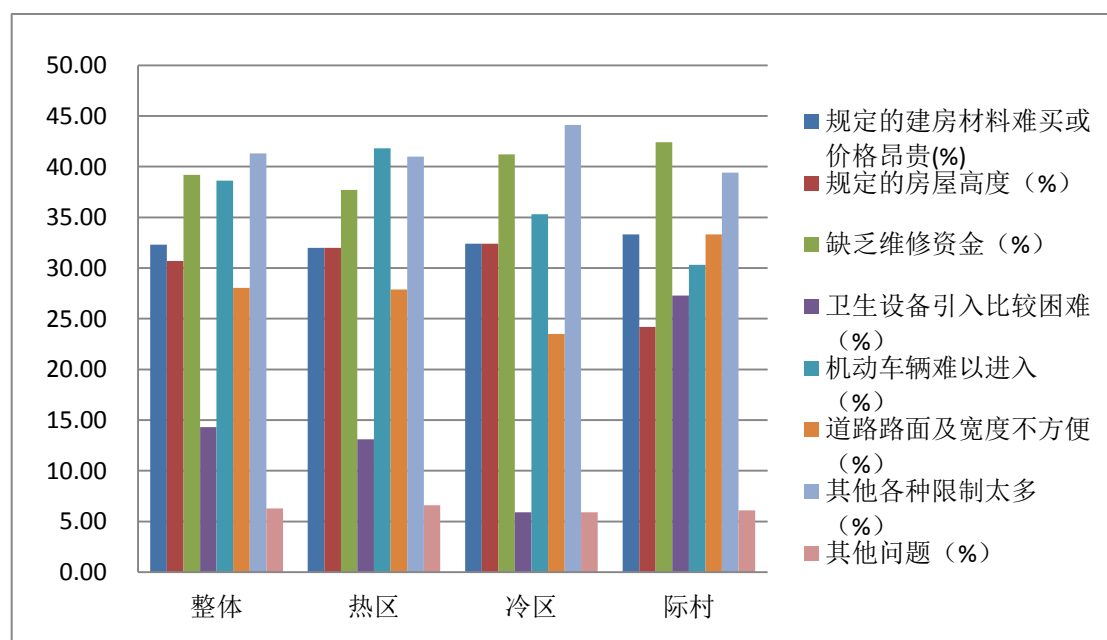
Figure 3-23 Attitude of residents to maintenance of historic houses



Regarding the attitude to protection and renovation of traditional houses, most of residents prefer all-round or partial protection and maintenance rather than reconstruction. Less than 4% residents support reconstruction; in respect of the attitude to maintenance, nearly half of respondents said they often maintained the houses. It can be concluded from this that the local residents still hold an active and positive attitude to protection and renovation of traditional houses. As one of the representative places of Huizhou culture, Hongcun is deeply affected by the value of Confucian ethics and feudal patriarchal system and respects patriarchal clan and tradition. The traditional houses, as an objective link between ancestors and descendants, carry the memory of ancestors. This emotional link is the cause of the active and positive attitude of residents to traditional house protection. Residents who prefer partial maintenance are for better getting accustomed to the modern life. Although extra toilet, bathroom, kitchen and other structures are added, the main outline and Fengshui direction are kept.

- **Strict regulations of house construction and renovation, lack of fund, and hard access are the most worrying problems in heritage preservation.**

Figure 3-24 Perception of residents of the most worrying problems in heritage preservation

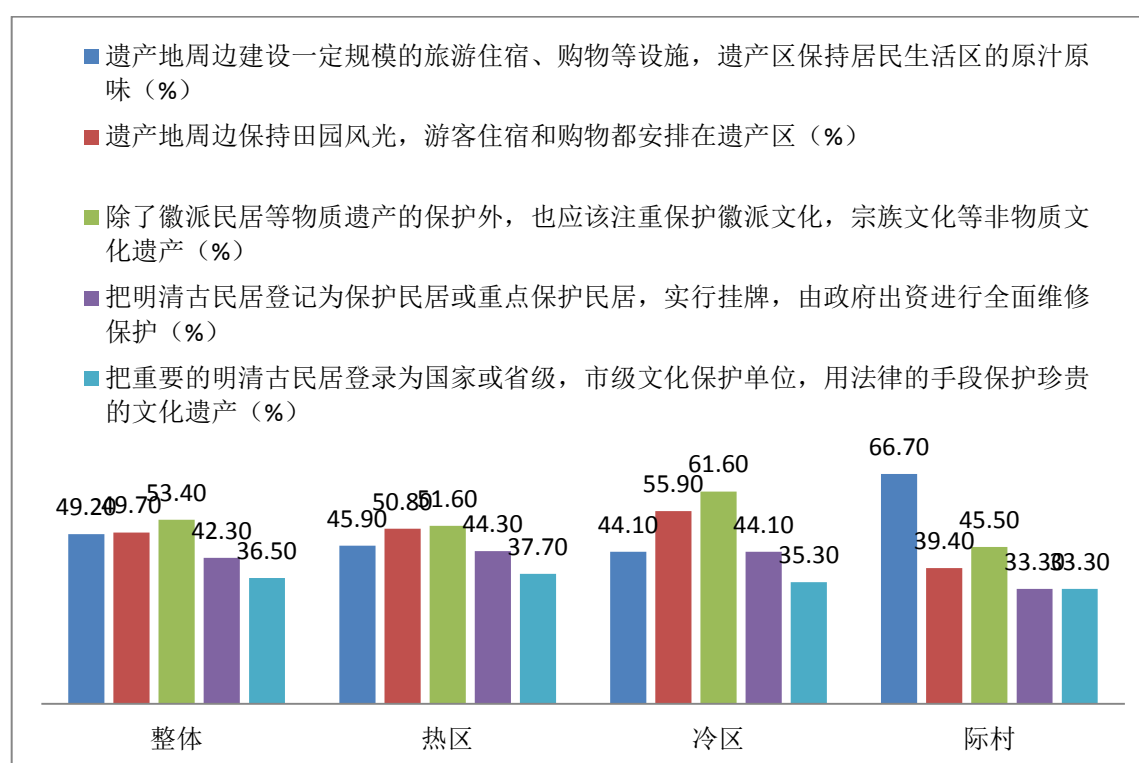


The problems of heritage preservation that worry residents the most are: “Inadequate source or high price of building materials”, “house height”, “lack of maintenance fund”, “hard access”, and “road surface and width”. The financial problem is the most serious one of all regions under survey and the access problem is prominent in the popular tourist area like Shangshuizhen and Yuezhaoh. As the less popular tourist area and Jicun are near road, less

transportation restrictions are found. The government policy concerning sanitation equipment introduction are not strict as this introduction brings little impact on the heritage value and tourism landscape. So many residents don't take it as a problem.

- **In the resident's point of view, the means of heritage preservation and development are diverse. No bias is found with regard to the attitude towards the locations of such facilities like hotel and shop, whether in the heritage site or the neighboring area of the heritage site. Many residents pay attention to the importance of intangible culture.**

Figure 3-25 Perception of residents of heritage protection and development means



Generally speaking, the attitude of respondents to the means of heritage preservation and development is decentralized, and no obvious bias is found. As for the locations of such facilities like hotels and shops, the proportions of residents holding positive and negative attitudes in the popular and less popular tourist areas are basically equal. No big difference is found. 66.70% of people living in Jicun hold that the tourism facilities should be established in the neighboring area of the heritage site and living style of residents in the heritage site should be maintained. Economic benefit and heritage preservation are two considerations which affect the resident attitude. If the tourism facilities are moved out of the heritage site, the adjacent Jicun, which is strongly effected by tourism radiation of Hongcun, will benefit more economically. It is worth noting that many local residents start to realize the importance of

intangible culture and more than half of the respondents think that the intangible culture such as Hui-style culture should be protected. In terms of the way of heritage preservation, more respondents (less than 50%) depend on government support rather than other legal means. At present, the related laws and regulations of heritage preservation are imperfect. Residents still deem that the heritage preservation is the government responsibility, so their initiative and enthusiasm are very limited. The awareness of protecting rights and interests by means by legal means is not strong. Dependence on government support is the ultimate choice.

Summary:

As for the perception of heritage preservation, many residents have little or partial knowledge about heritage preservation. To them, lack of maintenance fund, hard access and strict regulations of house construction and renovation are the main problems that hinder heritage preservation. Generally, the community residents hold an active and positive attitude to heritage preservation and maintenance. A few of them realize the importance of intangible heritage culture, such as Hui-style culture and clan culture.

The sense of identity and pride of local residents was greatly increased as Hongcun was listed as the world cultural heritage. However, now in China, the government work of heritage preservation is a top-down process, thus the locality is hard to be fully considered. The community residents are often in a passive state. Their right to speak is very limited despite the active and positive attitude. Government is still the main force of heritage preservation. In the process of Hongcun's tourism development, the relation between residents and government is tense due to the interest distribution mechanism. Under this situation, more deliberations are needed to coordinate heritage preservation and tourism development.

4 Tourist Perception and Satisfaction

The monitoring of tourist perception and satisfaction of Hongcun was conducted by means of questionnaire survey. A set of indicators are used to acquire the tourist's basic information and evaluate the perception of tourist behavior and satisfaction. 350 questionnaires were distributed to the domestic tourists at the stopovers (such as the old tree at the entrance of the village and Nanhu) randomly, of which 340 were received and 334 were effective.

The tourist satisfaction depends on tourist willingness to revisit or recommend. It is an important indicator for sustainable tourism development. Compared with the monitoring of 2012, three indicators to evaluate the perception of heritage were added to questionnaire for the purpose of understanding the tourist perception of information and protection of Hongcun as a world heritage.

Table 4-1 Measurement of tourist perception and satisfaction

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
	Tourism information and accessibility evaluation	Tourist evaluation of the signage system, promotion information, traffic, tour description and other service quality in the scenic zone
	Evaluation of tourist environment	Tourist evaluation of the business atmosphere, rural

		atmosphere, congestion, cleanliness and noise in the scenic zone
	Experience evaluation	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
	Heritage perception evaluation	Knowledge about Hongcun as a heritage, further protection of heritage and satisfaction with current protection
	Evaluation of local attitude	Opportunity of tourists to contact with local residents and local resident friendliness
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

Table 4-2 Summary of tourist's basic information in questionnaires

Personal information		Number	Percentage (%)	Travel information		Number	Percentage (%)
Sex	Male	183	44.4	Way to travel	Package tour	176	54.7
	Female	146	55.6		DIY tour	146	45.3
Age	<15	0	0		With	136	76.4

				First time or not	interpreter		
	15~24	154	47.0		Without interpreter	42	23.6
	25~44	155	47.3		Yes	306	92.2
	45~60	18	5.5		No	26	7.8
	>60	1	0.3		Less than half a day	95	28.8
Education level	Junior high school and below	7	2.1	Length of stay	Half a day	87	26.4
	Senior high school and technical secondary school	29	8.9		One day	37	11.2
	Junior college	57	17.4		Two days	24	7.3
	University	203	62.1		More than two days	87	26.4
	Postgraduate and above	31	9.5		Visit historic house led by tour guide	245	74.2
Occupatio n	Civil servant	17	5.2	Basic activit y	Visit historic house individuall y	193	58.5
	Employee	100	30.9		Buy tourist souvenir	136	41.2
	Farmer/workde r	5	1.5		Chat with local people	84	25.5
	Self-employed	12	3. 7		Walk around the	157	47.6

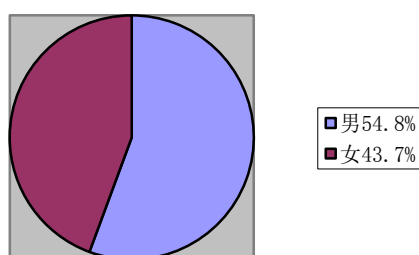
					scenic area		
	Public institution	27	8.3		Visit popular tourist destinations	72	21.8
	Student	131	40.4		Try farm food	114	34.5
	Retired	3	0.9		Stay in the village	75	22.7
	Others	29	9.0				

4.1.1 Personal Information

(1) Sex proportion

Of 329 effective questionnaires in which the sex is filled, 54.8% are men and 43.7% are female. Although the number of males is slightly higher than the number of women, the overall proportion is balanced.

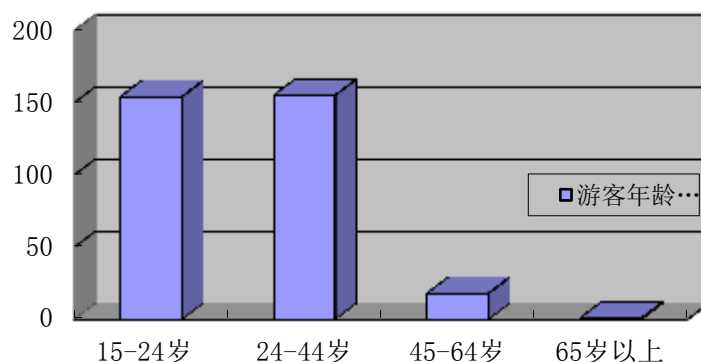
Figure 4-1 Sex proportion of tourists



(2) Young and middle-aged tourists dominate the role

Of 328 effective questionnaires in which the age is filled, most of the tourists are aged between 15 and 24 (154) and 25 and 44 (155), accounting for 46.1% and 46.4% of the total number; 18 tourists are aged between 45 and 64 and 1 tourist is aged above 65, accounting for 5.4% and 0.3% respectively. The proportion of young and middle-aged tourists accounts for over 99%.

Figure 4-2 Frequency of tourist age



(3) Source place

The place of residence is completed in all 334 effective questionnaires. Most of the tourists are from Anhui province, and some from Jiangsu, Zhejiang, Shaanxi, and Guangdong. See the frequency of provinces as follows:

Table 4-3 Frequency of tourist source places

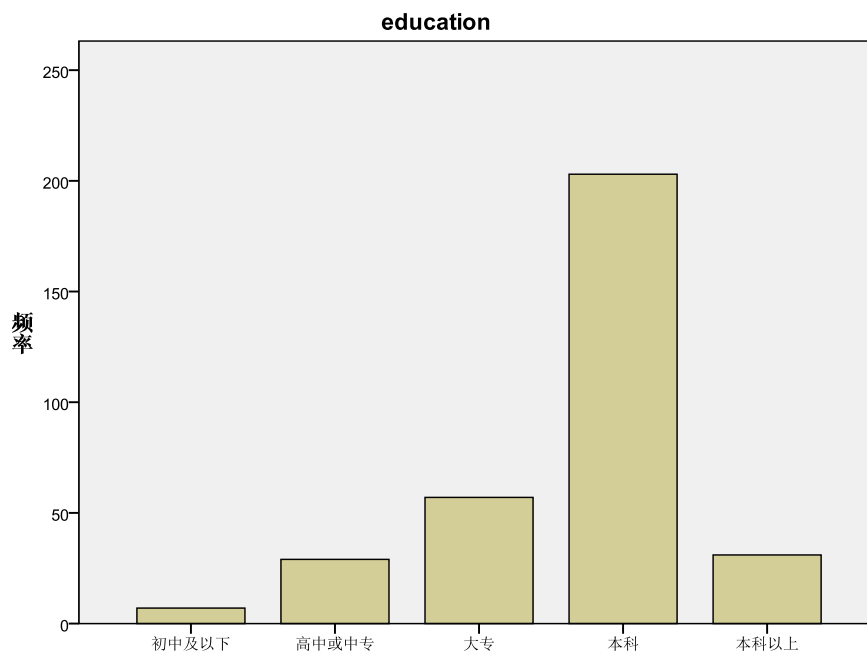
Anhui	99	29.64	Hunan	12	3.59	Hubei	4	1.20
Jiangsu	37	11.08	Shanghai	10	2.99	Chongqing	3	0.90
Zhejiang	21	6.28	Liaoning	9	2.69	Beijing	2	0.60
Shaanxi	18	5.39	Shandong	9	2.69	Gansu	1	0.30
Guangdong	16	4.79	Henan	8	2.40	Jilin	1	0.30
Hebei	15	4.49	Yunnan	7	2.10	Xinjiang	1	0.30
Heilongjiang	15	4.49	Inner Mongolia	6	1.80	Taiwan	1	0.30
Tianjin	15	4.49	Fujian	6	1.80	Total	334	100%
Jiangxi	13	3.89	Shanxi	5	1.50			

(4) The tourist educational level is high

It can be seen from 327 effective questionnaires in which the education background is completed that the overall educational level is high: 203 tourists are graduated from university, accounting for 62.1%; 57 tourists are graduated from junior college, accounting for 17.4%; 29 tourists are graduated from senior high school or technical secondary school, accounting for 8.9%; 31 tourists have a certificate above a bachelor degree, accounting for 9.5%; and only 7 tourists are graduated from junior high school or below, accounting for 2.1%. It can be seen

from the analysis of educational level that more than 60% of tourists are *graduated* from university. Generally speaking, the educational levels of the tourists to Hongcun are relatively high.

Figure 4-3 Frequency of education level



(5) Students and employees are the main source of tourists

Of 324 effective questionnaires in which the occupation is completed, 131 are students, accounting for 40.4%, 100 are working in enterprises, accounting for 30.9%; 27 are working in the public institutions, accounting for 8.3%. 17 are civil servants, accounting for 5.2%. 12 are self-employed, accounting for 3.6%. 8.7% of the tourists choose the option of others, such as *freelancer*, tour guide, etc. According to the proportions, students and employees are the main source of tourists to Hongcun.

Figure 4-4 Frequency of occupation



4.1.2 Travel Information

Basic contents

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

Of 322 effective questionnaires, 176 are tour group tourists, accounting for 54.7%; 146 are DIY individual tourists, accounting for 45.3%.

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

Of 322 effective questionnaires, 306 tourists come to Hongcun for the first time, accounting for 92.2%; only 26 (7.8%) tourists have been there before.

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

Of 330 effective questionnaires, 87 tourists stay there for more than more than two days, accounting for 26.4%; 95, less than half a day, accounting for 28.8%, most of which stay for over two hours; 24, two days, accounting for 7.3%; 37, one day, accounting for 11.2%, and 87, half a day, accounting for 26.4%.

It can be seen from table that 80 out of 130 students choose to stay there over two days while few tourists (excluding students) are willing to stay there for such a long period of time. They prefer half a day or less than half a day.

Note: 1.00 means less than half a day; 2.00 means half a day; 3.00 means one day; 4.00 means two days and 5.00 means less than two days.

Table 4-4 Cross table for length of stay

	Length of stay					合计
	1.00	2.00	3.00	4.00	5.00	
Occupati Civil servant	7	7	2	1	0	17
Employee	42	38	11	8	0	99
Farmer/worker	4	1	0	0	0	5
Self-employed	4	2	1	3	0	10
Public institution	12	13	1	0	1	27
Student	11	13	20	6	80	130
Retired	1	2	0	0	0	3
Others	11	9	1	5	3	29
Total	92	85	36	23	84	320

(4) Basic travel contents

Of 330 effective questionnaires in which the travel contents are completed, 166 tourists choose to visit Hongcun led by the tour guide, 203 choose to see the adjacent idyllic scenery, and 193 choose to visit other historic house individually. In addition, 157 choose to walk around the scenic area and 136 choose to buy tourists souvenirs.

Table 4-5 Basic travel contents

Travel contents	Number of tourists	Proportion
Visit Hongcun led by tour guide	245	74.2%
Visit other historic houses individually	193	58.5%
Buy tourist souvenirs	136	41.2%
Chat with the local residents	84	25.5%
Walk around the scenic area	157	47.6%
Visit popular tourist destinations	72	21.8%
See the adjacent idyllic scenery	203	61.5%
Try farm food	114	34.5%
Stay in the village	75	22.7%
Total	330	100%

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 4-6 Statistical analysis of the evaluation of tourist satisfaction with landscape

Degree of agreement	Idyllic scenery	Rich culture	Hui-style architecture
5	32.9%	33.8%	45.8%
4	55.4%	44.6%	39.2%
3	10.8%	21%	14.1%
2	0.6%	0.6%	0.6%
1	0%	0%	0%
Average value	4.21	4.12	4.31

4.2.2 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 Statistical table on tourist evaluation of tourist environment

	The signs at the scenic zone are clear and understandable.	The map and brochure are accessible	The cultural heritage information is accessible	The traffic is convenient	Satisfaction with tour description
1	1.5%	5.5%	2.1%	3.0%	1.2%
2	6.0%	23.9%	7.6%	12.3%	1.5%
3	38.6%	38.2%	33.6%	28.7%	21.6%
4	37.0%	20.3%	40.0%	38.9%	50.3%
5	16.9%	12.1%	16.7%	17.1%	25.3%
Average value	3.62	3.10	3.62	3.55	3.97

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.

4.2.3 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, and noise.

Table 4-8 Statistical table on 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
1	5.1%	0.3%	3.9%	0.9%	9.4%
2	25.5%	8.2%	24.5%	3.3%	40.5%
3	38.1%	29.0%	40.9%	24.1%	30.5%
4	22.2%	41.7%	22.1%	51.8%	12.4%
5	9.0%	20.8%	8.5%	19.9%	7.3%
Average value	3.05	3.74	3.07	3.86	2.67

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 average value of business atmosphere is around 3. Although it is higher than that of last year, which was lower than 3, it doesn't disturb the tourists; The tourists like the rural atmosphere there and think the scenic zone is clean.

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 4-9 Statistical table on tourist satisfaction with experience

	1	2	3	4	5	Average value
I understand the traditional Hui-style house value	0.9%	2.7%	27.8%	47.7%	20.8%	3.85
I understand Hongcun's historical culture	0.9%	9.0%	41.9%	35.6%	12.6%	3.50
I feel the local living culture	0.9%	5.3%	32.5%	43.8%	17.5%	3.72
I buy some unique souvenirs	3.6%	16.2%	31.8%	32.7%	15.6%	3.41
I enjoy the local food	3.0%	16.6%	33.1%	34.0%	13.3%	3.38

The tour itinerary is monotonous	2.7 %	12.0 %	35.8 %	38.0 %	11.4 %	3.43
The length of stay is too short	4.8 %	17.1 %	41.6 %	25.4 %	11.1 %	3.21

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

As for cultural experience, 68.5% of the tourists recognize the value and charm of the traditional Hui-style architecture. 48.2% say that they learn more about Hongcun's historical culture by travelling. 41.9% stay neutral on this point and 61.3% of the tourists say that they feel the local living culture. 48.3% of the tourists bought the souvenirs with local characteristics and 47.3% enjoyed the local food.

One thing needs to be noticed. 49.4% of the tourists think the tour itinerary is monotonous. 63.5% don't want to stay there for too long as the time of travel is enough to meet all their travel demands.

4.2.4 Evaluation of Heritage Perception

There are three sub-items *concerning* tourist experience in the questionnaire: Do you know Hongcun is a world heritage? Do you think further protection is needed? Are you satisfied with the current protection of historic houses?

Table 4-10 Statistical table on evaluation of heritage perception

	Do you know Hongcun is a world heritage?	Do you think further protection is needed?	Are you satisfied with the current protection of historic houses?
1	1.2%	0	0.6%
2	8.1%	1.2%	3.0%
3	14.2%	6.0%	23.0%
4	44.0%	42.5%	49.7%
5	32.5%	50.3%	23.6%
Average value	3.98	4.42	3.93

4.2.5 Evaluation of Perception of Local Attitude

There are two sub-items *concerning* tourist experience in the questionnaire: Opportunity of

tourists to contact with local residents and local resident friendliness.

Table 4-11 Statistical table on evaluation of tourist perception of local attitude

	Opportunity of tourists to contact with local residents	Local resident friendliness
1	2.7%	0.9%
2	11.0%	7.3%
3	31.1%	39.6%
4	41.8%	38.4%
5	13.4%	13.9%
Average value	3.52	3.57

It can be seen from table that 55.2.4% of tourists have the opportunity to contact with local residents and 52.3% think that the local residents are friendly and hospitable.

4.3 Overall Satisfaction Evaluation

(1) The overall satisfaction evaluation is relatively high: 77.4% of the tourists are satisfied with their trip, 21.4% stay neutral and only 1.2% of the tourists are not satisfied with it. The average value is 3.94. The overall satisfaction is high.

(2) Willingness to recommend: In the survey, 72.9% of tourists say that they are willing to recommend Hongcun to their friends and relatives while 3.3% refuse to do so. 23.8% of 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, 52.2% of tourists say that they are willing to revisit Hongcun while 15.1% refuse to do so. 32.8% stay neutral. 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 4-12 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	18.1%	22.6%	14.2%
4	59.3%	50.3%	38.0%
3	21.4%	23.8%	32.8%
2	1.2%	3.0%	12.7%
1	0	0.3%	2.4%
Average value	3.94	3.92	3.49

(4) Deep impression

255 tourists describe their impression on Hongcun in the questionnaire. The key words include:

Natural scenery: Hongcun landscape, water system and idyllic scenery. 28 people make a comment on water system and 23 on landscape;

Building: Hui-style architecture and bridge. 49 comments are received, of which 44 are about local houses.

People: Local people and students. 7 comments are received;

Environmental health: 19 comments are received;

Culture admiration: 9 comments are received;

Commercial factors: There are 6 negative evaluations, including toilet charge, selling by force, and less food, and 2 positive evaluations, including delicious food and low price.

Other comments include house preservation (3), bike (1) and crowded environment (1).

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

156 tourists provide suggestions on the tourism development of Hongcun:

Ticket: 8 tourists suggest that the ticket price should be lowered; 1 tourist suggests that coupon ticket should be used for Xidi and Hongcun.

Traffic and signs: 9 tourists think the transportation to Hongcun is inconvenient, 3 think the signs are illegible, 2 think that map should be distributed, 1 think the tour route should be improved and 1 think sightseeing bus should be added.

Business: 12 tourists think that the scenic area should be less commercialized, 2 think

that the village should not be commercialized, 1 think that setting up of stalls should be prohibited. 11 think that the accommodation and catering facilities should be further improved and 2 think the consumption should be cheaper.

Environmental health: 6 tourists think more attentions should be paid to environmental protection and 1 think the water source is not clean.

Length of stay: 2 tourists think the length of stay is too short and should be extended;

Scenic zone development and management: 28 tourists think the protection of current culture and architecture should be strengthened and excessive development should be avoided, 1 think the number of tourists should be limited in peak season, 1 think that the number of package tours shall be reduced, and 1 think the management of mobile population at the entrance should be reinforced. 2 think the number of motor vehicles, including green cars, should be made clear and 1 think the number of motorcycles are too high. As for activity and product, 15 think they are monotonous and more performance, scenic spot, bar and other entertainment facility should be added. 1 think Hongcun should be kept original and no tourism should be developed. 1 think Hongcun investment is too conservative and 2 think more promotions are required.

Infrastructure: 4 think the street is crowded, 2 think more stopovers should be established and 3 think more toilets should be added and toilet charge should be canceled.

Service and interaction: 2 think the interpretation of tour guide is not detailed, 2 think more information about history should be provided, 2 think the local tourist practitioners should be more friendly and 2 think the local people should be more hospitable. 2 think the quality of local people should be improved and 1 think more interaction should be allowed.

Summary: Generally speaking, tourists think that the historic houses and the atmosphere of eco-environment should be further protected, the tourism facilities (including accommodation and catering facilities, infrastructure, road, toilet and transportation) should be improved, and the activities should be more diverse, especially adding of some modern entertainment elements.

4.4 Summary

Of all questionnaires, only a few of them were completed by sketching students. Despite this, 40% of tourist occupation is student. The length of stay of students is longer than that of other tourists. It can be concluded that students are the main force of Hongcun tourism.

The comments of tourists on their travel experience are mostly positive. A large difference exists. The satisfaction of tourists with landscape is the highest, followed by accessibility. But many tourists think it is hard to get a map and brochure and keep moderate

attitude toward the scenic area environment; the tourist perception of heritage is high while the perception of local attitude is moderate. Generally speaking, tourists are satisfied with their travel experience in Hongcun, and many of them are willing to revisit Hongcun (although the number in this regard is low) and recommend it to others.

5. Case Comparison: Hongcun and Xidi

5.1 Tourism Development Background

Hongcun was founded in Southern Song Dynasty with its existing houses and scenic spots established at the turning of Yuan and Ming dynasty. Hongcun tourism was first developed in 1985. During that time, “Chengzhi Hall” was open to public in the name of the scenic spot of the county tourism bureau. From 1994, Hongcun applied for the right of tourism development to the county government, but received no reply. In June 1996, Hongcun people succeeded in registering their first tourism developer and obtained the right of tourism development after providing the earnest money to the county government. In 1998, the county government decided to sell the 30-year development right of Hongcun to Beijing Jingyi company, after which 95% of the ticket proceeds belonged to company, 4%, county and 1%, village. On October 30, Hongcun was listed as the “world cultural heritage” by UNESCO. Since then, a dispute over ticket proceeds distribution and house maintenance and repair among Hongcun residents, Jingyi company and related government arose. There were the cases that villagers used carriages to block the entrance to prevent tourists from entering the village, poured cow dung and horse dung against the wall to keep tourists from houses or charge tourists for shooting. In 2012, ticket proceeds reached 77.56 million Yuan.

Founded during the period under the reign of Emperor Huang You in northern Song Dynasty, Xidi developed in the middle period under the reign of Emperor Jingtai in Ming Dynasty and reached its great prosperity in early Qing Dynasty. It has a history of over 960 years. In 1982, a teacher and two retired men from Shanghai who came to Xidi for a field survey led the local villagers to clean up halls and set up a shelter to bring Xidi tourism reception station become possible. In 1994, the station was named “Xidi Travel Service Company”. After 2000, 50% of the company’s net income was allocated on a per capita basis for the purpose of resource and environment protection. In November 2000, Xidi, as a representative of ancient village of southern Anhui, was listed as the world cultural heritage. In 2012, the collective operating income of Xidi amounted to 34,664,700 Yuan.

The tourism development roads of Hongcun and Xidi are different. After encountering many setbacks and failures in application, the former one handed the right of tourism development over a foreign company. In the interest allocation, the relation among community residents, developer and government was tense. The latter one took the right of tourism development in the beginning. As it took into consideration the public will in each decision making, the relation among community residents, developer and government was eased. It can

be clearly sensed from the survey of tourism development that Hongcun villagers are dissatisfied with the tourism survey. They think that their opinions are not taken into account in the ongoing survey and the survey can't change the status quo. However, as Jingyi takes the charge of the tourism development of Hongcun, it brings high degree of marketization, quick response and relatively senior business form. In Xidi, the company needs to take into consideration the public will, it is hard to make a decision on tourism development in a faster and better way due to the limited education level of villagers. This is demonstrated by the obvious difference in the number of tourists and tourist income between two villages.

5.2 Community and Heritage Protection

	Hongcun	Xidi
All relations	Most of the houses are for self-living and a few of them are rented out.	A majority of the houses are for self-living and a few of them are rented out.
Use purpose and property of house	Most of the houses are accommodation and catering facilities, not farmhouses and tourist shops.	Many houses are farmhouses at the front stream and accommodation & catering facilities on both sides of Dalu street.
Popular tourist area	Similarity: Both villages have a clear boundary between popular and less popular tourist areas. The area near tour route is popular tourist area, in which inns, shops and restaurants dominate the role. In the less popular tourist area, the houses are mainly used for self-living. Some houses are on the verge of collapse due to shortage of maintenance fee.	
	Difference: Yuezhao and Shangshuizhen are popular tourist area while Wu's Ancestral Hall and its surrounding area are less popular tourist area. In recent years, the tourism gradually extended from popular tourist area to less popular tourist area. A large number of rural inns were established.	Dalu street is popular tourist area. Tourism is the main economic source of local residents; front stream is less popular tourist area. Agribulture is the main economic source in addition to tourism dividends. So, many houses in that area are for

		self-living and only a few of them have business function. Not many tourists are engaged in tourism.
House renovation	Similarity: The damaged houses are repaired, the living quality is improved and the houses are renovated (more tourism facilities are built and entrances to tour route are added).	
	Difference: Change the house for privacy improvement, such as house separation.	

5.3 Community Involvement

	Hongcun	Xidi
Basic information of community respondents	Similarity: More than 70% of respondents have lived in the village for over 10 years. Most of them are in middle and old age with a monthly income below 3000 Yuan. About 50% are self-employed.	
	Difference: The education level is lower than that of Xidi. This is because that many young people moved out to adjacent Jicun. 50% of residents are engaged in tourism.	The education level is high because many residents live in the village. About 15% of respondents are graduated from university or junior college.
Tourism impact on economy	Compared with Xidi, more people of Hongcun agree that tourism has brought more jobs and attracted more investment and consumption, while more people of Xidi agree that the gap between the rich and the poor has been widened by tourism; the perceptions of other impacts are basically the same.	

Tourism impact on society and culture	Compared with Xidi, more people of Hongcun think that tourism has led to traffic congestion; the perceptions of other impacts are basically the same.	
Tourism impact on environment	More people of Hongcun than Xidi agree that tourism has brought an negative impact on environment (air pollution, noise pollution, water pollution, solid wastes, and environment damage by tourism facilities); the perceptions of other impacts are basically the same.	
Tourism impact on community involvement	Compared with Xidi, more people of Hongcun are satisfied with the status quo of tourism and are willing to do tourism-related job; the perceptions of other impacts are basically the same.	
Perception of tourism development	Many people think that tourism basically has no impact on their lives and are happy to see the extension of tourism to living place. They realize the economic benefit brought by tourism development, choose to run a shop or inn after that extension, actively participate in tourism, and are welcome tourists to visit. The way of tourism involvement is diverse. Many residents become part of tourism by running an inn or shop. However, compared with Xidi, people of Hongcun seem less hospitable to tourists because they are dissatisfied with the bad manners of some tourists as well as the current community tourism development.	
Disatisfaction with and suggestions of tourism development	Environmental health (water pollution and increase of wastes) Economic benefit (price hike, unfair interest allocation, high house maintenance cost, etc.) Government policy and management (strict regulations of house construction and renovation,	Development imbalance between popular tourist area and less popular tourist area, and unfair interest allocation

	and lack of human-based management of ticket)	
Understanding of heritage protection	Compared with Xidi, people of Hongcun have less knowledge about heritage protection. Less people agree that traditional houses shall be protected through overall maintenance and repair. The perceptions of other impacts are basically the same.	

5.4 Tourist Experience

Generally speaking, most of the tourists to two villages are young and middle-aged. Less tourists are willing to revisit Hongcun than Xidi. The length of stay is short and the culture perception is low. In terms of travel information and accessibility (tourism service), Xidi does far better than Hongcun. The service quality of scenic area, such signage System, brochure, cultural heritage information, transportation, and tour description is better than Hongcun. Similarly, the evaluation of tourism environment, tourist experience, heritage perception, local attitude and overall satisfaction is higher than that of Hongcun.

6. Conclusion

6.1 Summary of Houses

52 houses were filed in the survey, of which 19 are in Shangshuizhen, 23 are in Yuezhao and 10 are in the adjacent area of Wu's Ancestral Hall. 28 houses were built in Mining and Qing Dynasties (excluding those whose time of building is unknown). The well-preserved Hui-style architecture and village landscape are the selling points of Hongcun. As this is the precious cultural heritage of human being, the protection of historic houses becomes especially important.

Although the historic houses in Hongcun are damaged and affected by tourism to some extent, a large difference exists in preservation and utilization of Hui-style houses in different regions – The preservation of historic houses in Shangshuizhen and Yuezhao is better than those in the adjacent area of Wu's Ancestral Hall. 1. **Listing.** In the popular tourist area, 4 are key preserved houses and 19 are preserved houses. In the less popular tourist area, no historic houses are of key preservation. However, according to the architectural style and time of construction, the less popular tourist area has 9 historic houses. But none of them are listed as a preserved house by the government. This shows that the government pays less attention to preservation of historic houses in the less popular tourist area. 2. **Maintenance and repair.** The threshold of approval for maintenance and repair of historic houses is high, the formalities are complicated and the cost is expensive. As the historic houses in the popular tourist area are located along the tour route, more attentions to house maintenance and repair are received from government and house owners. Especially those historic houses which are the tourist attractions (such as Chengzhi Hall and Shuren Hall) will be further preserved; however, in the less popular tourist area, some historic houses collapse due to lack of maintenance fund. For example, the second floor of W11 collapse and is only supported by several wooden sticks. Its first floor is abandoned. 3. **Renovation.** As the government poses more strict restrictions on house renovation in the popular tourist area, the traditional feature of the historic houses is maintained. To improve the living standard, the houses only underwent small changes, such as adding a toilet and sealing up the patio. The change is small even though it is used as an inn or restaurant. To adapt to certain function, the annex is changed instead of main building. However, in the less popular tourist area, the house often undergoes a drastic change internally with its appearance and framework maintained. Some (such as W08 Wu's Ancestral Hall) are unable to be identified after change while some are knocked down for reconstruction (such as W07 Juyou Hall). **As for house utilization,** most of historic houses in the popular tourist area

are for self-living or used as a shop or rented out partially. Some historic houses are used as an accommodation or catering facility; in the less popular tourist area, the historic house is either used as a shop or abandoned. Some are rented out or sold to others as a whole.

6.2 Summary of Community

Hongcun residents hold a positive attitude to the tourism development of Hongcun. They recognize the economic benefit and social stability brought by tourism development and basically believe that tourism has no impact on their lives. Many are welcome tourists to visit and are willing to see (particularly those living in the less popular tourist area) the extension of tourism to living area. They contribute to tourism development by means of individual operation. At present, a quite number of residents have actively participated in tourist development.

But the negative impacts of tourism on residents shall not be neglected. The residents are dissatisfied with the doings of government and travel company. They think they act in collusion to deprive of their interests. The local residents fail to benefit from tourism development. In addition, they hate those (especially sketching students) who pollute water and damage environment. Some complain about price hike, rise of house price and traffic inconvenience.

The knowledge of community residents about heritage is inadequate and more difficulties are encountered in repair and maintenance of historic houses. Many residents have little knowledge about heritage, the approval formalities of house repair and maintenance are complicated and the repair and maintenance cost is high. All these go against the protection and storage of heritage. So, it is necessary to further promote heritage knowledge and increase investment in repair and maintenance of historic houses.

6.3 Summary of Tourists

Feature - Young and middle-aged tourists dominate the role. Students and employees are the main force. The number of tourists from package tour is larger than that from DIY tour. Many tourists stay there for a short time (mostly half a day). The number of tourists who revisit the place is small but the willingness of revisit is high. Visiting historic houses is the main tourist activity.

Experience – Tourists basically recognize the Hui-style architecture landscape and its preservation state, idyllic scenery and village cultural atmosphere. But they generally think the tourist product is monotonous, the channels to acquire information are not enough (no travel

brochure and indication signs, traffic inconvenience, etc.) and the infrastructure (inns, restaurants, roads, toilets and transportation) is not improved.

6.4 Overall Suggestions

➤ **Strengthen house preservation:** The government shall simplify the approval formalities and increase investment; list those valuable historic houses as preserved houses, particularly in the less popular tourist area; it shall strictly monitor the renovation of main building, and ensure that the original pattern of the building is maintained; the quality of tourists shall be improved by means of propaganda and education to protect the historic houses and village environment from being damaged.

➤ **Keep local residents:** The government and travel company shall take into consideration the resident interests and reduce the conflict between interest groups; they shall reasonably plan the control the business state of Hongcun by encouraging local residents to actively participate in tourism and preventing the village from being too commercialized. The house transfer shall be strictly controlled. More money-making opportunities and interests shall be given to local residents to prevent them from moving out.

➤ **Reinforce heritage knowledge popularization** – The more knowledge they learn about heritage, the better the heritage preservation and sustainable development will be; to consolidate heritage preservation and further spread the importance of heritage value, related knowledge shall be popularized among tourists.

➤ **Improve tourist experience:** Diversify tourist products rather than sightseeing and increase tourism participation activity; improve accommodation and catering facilities as well as traffic conditions, add more toilets and clear signs and provide more travel brochures.

No.	Location	Owner	Structure	Construction time	Preservation	Utilization
S01	Shangshui zhen 01	Hong Lifen	Brick, wood and stone	460 years ago	Still identifiable layout of traditional three-section compound for main building from the appearance of ancient and traditional Anhui-style architecture; good daylighting; air conditioning unit on the facade; and three-year maintenance since 2004, spent respectively for RMB 100 as government subsidy and at their own expense for the rest.	Modern archaized tourist accommodation facilities altered and decorated inside, with house framework preserved.
S03	Shangshui zhen 04	Wang Henian	Brick, wood and stone	Shen Zong's reign in Ming Dynasty (1602)	Main building was built in Shen Zong's reign in Ming Dynasty, and the damaged portion in the battles in Qing Dynasty was renovated and rebuilt in 1835; main building modeled in three-section compound has been preserved well, integrating southern courtyard and modern living styles; simple gate tower; good daylighting; it has been used for the club by production	It is now used as the owner's residence, tourist accommodation and tourism catering.

					brigade in 1950s, and renovated every three years at the owner's own expense after the ownership is reverted.	
S04	Shangshui zhen 06	Yu Fulai	Brick, wood and stone	160 years ago	Main building modeled in traditional three-section compound has been preserved well, supported by modern living style; gate tower reconstruction after demolishing; good daylighting, with the skylight covered by transparent material; closed door left to the street; and annual renovation at the owner's own expense.	It is now used as the owner's residence, tourist accommodation and tourism catering.
S05	Shangshui zhen 07	Wang Zhicheng	Brick, wood and stone	Unknown	Ancient Anhui-style architecture has been maintained, connected by two three-section compounds in "hollow square" layout.	(Unknown because of no presence in person)
S06	Shangshui zhen	Mr. Wang	Concrete	1980s	Construction of new gate tower in 1980s; newly built and modern two-storey house after the demolishing of ancient buildings.	It is now used as the owner's residence and tourist accommodation facilities.
S07	Shangshui zhen 09	Lu Yaoqing	Brick, wood and stone	More than 100 years ago	With shabby appearance and no gate tower, traditional three-section compound has been	It is now used as the owner's residence, with the door along the

					preserved well; main building was shabby and not renovated, with poor daylighting; supportive buildings have been altered as two-storey modern house in 20 years ago.	street as the snack stall.
S08	Shangshui zhen 10	Mr. Wang	Brick, wood and stone	Emperor Jiaqing's reign in Qing Dynasty	Main building modeled in two three-section compounds in "hollow square" layout has been preserved well; gate tower was built in 1990s, and internal tower was built in Emperor Jiaqing's reign in Qing Dynasty; good daylighting; and newly built and modern two-storey antique house.	It is now used as the owner's residence.
S09	Shangshui zhen 11	Wang Ruihua	Brick, wood and stone	More than 100 years ago	Main building is modeled in traditional three-section compounds; it is subject to shabby Anhui-style architecture appearance; wing room has been altered as modern bedroom in 1980s; annual small renovation; vacant supportive buildings due to family division.	It is now used as the non-farmhouse.
S10	Shangshui	Mr.	Concre	1990s	Newly re-built house in	Tourism-related

Conclusion

	zhen 12	Wang	te		1990s after ancient house demolishing.	shops outside along the street, and living, tourist accommodation and catering facilities inside.
S11	Shangshui zhen 14	Unknown	Concrete	Unknown	New house	Handcraft shops along the street.
S12	Shangshui zhen 16	Mr. Wang	Brick, wood and stone	Unknown	Shabby and traditional Anhui-style architecture is connected with two three-section compounds in "hollow square" layout and maintained well; supporting building is altered as modern kitchen, with good daylighting.	Residence for both the owner and tenants, along with first floor of main buildings for handicraft shops.
S15	Shangshui zhen	Xie Jianping	Brick, wood and stone	Late Ming and early Qing dynasties	Main building modeled in two three-section compounds in "hollow square" layout has been preserved well; the skylight is covered by transparent glass, equipped with stretchable "curtain"; closed front gate tower; supporting buildings along the street are altered as modern kitchen and shops; renovation and alteration at the owner's own expense in 2000 - 2009.	Supporting buildings along the street for shops and ancient buildings for living.
S18	Shangshui	Mr.	Concrete	1990s	New two-storey house	Tea shops at first

	zhen	Wang	te			floor.
S19	Shangshui zhen	Mr. Wang	Concrete	1999	Newly re-built house in 1960 after ancient house demolishing and re-building in 1979, and modern antique house rebuilt again in 1999.	Tourism-related shops from the yard outside along the street, and accommodation facilities for the owner and tourists inside.
S21	Shangshui zhen 20 and 21	Mr. Wang	Brick, wood and stone	More than 100 years ago	Shabby and traditional Anhui-style architecture is connected with three-section compounds and maintained well, shabby inside.	Tea shops in three houses along the street; the owner's residence inside.
S22	Shangshui zhen 39	Wang Weiyan	Brick, wood and stone	More than 150 years ago	Shabby and traditional Anhui-style architecture is connected with three-section compounds and maintained well, with modern furniture.	The owner's residence.
S25	Shu Ren Hall in Shangshui zhen	Wang Senqiang	Brick, wood and stone	1862	Main building includes two traditional three-section compounds side by side, intact in traditional Anhui-style architecture.	Tourist attraction.
S26	Songhe Hall in Shangshui zhen	Wang Weixin	Brick, wood and stone	Qing Dynasty	Traditional three-section compounds; supporting buildings were altered as modern accommodation facilities in 1998; the renovation of ancient house due to the termites in 1968 and 1998 at the owner's own expense.	Tourist accommodation, catering facilities and the owner's residence.

W2	Dongbiantian 14	Mr. Wan	Brick, wood and stone	Early years in Daoguang reign of Qing Dynasty	Herby and shabby yard gate tower, without the tower of main building; traditional three-section compound, tiled inside; the skylight is covered by transparent glass equipped with drainage pipe; annual renovation at the owner's own expense.	It is now used as the owner's residence.
W3	Dongbiantian 17	Wan Guiying	Brick, wood and stone	More than 100 years ago	Traditional three-section compound for ancient Anhui-style architecture; modern wooden antique inn inside main building five years ago; the skylight is covered by transparent glass; front gate tower is equipped with the altered windows and air conditioning; supporting buildings were altered as the bungalows in 1970s.	It is now used as the owner's residence and tourist accommodation facilities.
W4	Dongbiantian 12	Mr. Wang	Brick, wood and stone	Guangxu reign of Qing Dynasty	Shabby eight-shape gate tower and herby gate tower of main building; interior decoration of supporting buildings in 2011 and the inn altered by supporting buildings in 2012; main building modeled in three-section compound has been preserved well, but	It is now used as the owner's residence, catering and tourist accommodation facilities.

					dusty.	
W5	Dongbianj ing 19 and 20	Mr. Wan	Brick, wood and stone	More than 100 years ago	Shabby eight-shape gate tower and internal gate tower re-painted in the Cultural Revolution; the skylight is covered by transparent plastic; main building modeled in three-section compound has been preserved well, with internal decoration at the owner's own expense before 6-7 years and tiles on the floor.	It is now used as the owner's residence.
W6	Dongbianj ing 04	Wang Donggua n	Brick, wood and stone and concret e	1864 (3 rd year of Tongzhi reign in Qing Dynasty)	Traditional Anhui-style architecture keeps internal frame, and entire layout was broken two years ago, and it was altered as unrecognizable antique inn, with one side door sealed.	It is now used as tourist accommodation facility.
W7	Dongbianj ing	Mr. Wan	Concre te	Unknown	Modern house in two storeys altered from other demolished buildings, except for front gate tower and its left wall, due to severe wood rot.	It is now used as the owner's residence, tourist accommodation and tourism catering.
W9	Ten-room in Dongbianj ing	Yu Song	Brick, wood and stone and concret e	More than 100 years ago	Traditional Anhui-style architecture includes two three-section compounds in reverse "H-shape", clearly visible, but except for the frame left, internal structure was	Tourist accommodation facilities.

					altered as antique accommodation facilities; the walls are equipped with new windows and air conditioning; front gate tower is shabby and never used after being closed.	
W10	Dongbiantian 09	Mr. Wan	Brick, wood and stone	More than 100 years ago	Non-traditional and shabby eight-shape gate tower is equipped with new windows and closed side door in the right; internal non-traditional Anhui-style architecture is shabby but without no renovation; the skylight is small and sealed with transparent material.	The owner's residence.
W11	Dongbiantian 29	Wu Baolin	Brick, wood and stone	Unknown	Shabby gate tower; main building in traditional layout of three-section compound; modern house in two storeys altered from supporting building at the owner's own expense six years ago; second floor of ancient house was collapsed and abandoned, and other spaces except for the hall in use in first floor were abandoned.	Ancient house is basically abandoned, and the owner lived in new supporting house.
W12	Dongbiantian	Unknown	Brick,	More than	Shabby gate tower is	Tourist

	Street 31	n	wood and stone	300 years ago	equipped with new vents at wall sides along with three air conditioning on right wall rack; two three-section compounds in "hollow square" layout are included inside, clearly visible, but except for the frame left, all internal structures were altered as antique inn with supporting buildings as the garden in 2011.	accommodation facilities.
Y1	North east of Yuezhao	Xie XX	Earth and wood	More than 100 years ago (completed in late Qing Dynasty)	Original two three-section compounds in reverse "H-shape" are not changed. Anhui-style architecture with white walls and black tiles is maintained. Southern wall is repaired, but inconsistent with traditional style, while northern wall is equipped with the pipes through the wall for kitchen smoke evacuation.	Residence + shop. East (facing Yuezhao) courtyard was altered as a three-bay house, for tourism-related shops; northern hall was altered and added with commercial functions for the souvenirs.
Y2	Leshan bookstore (Liyue pool 04)	Wang Qingpin g	Earth and wood	More than 190 years ago (Jiaqing reign of Qing Dynasty)	After important renovation by the owner in 1990s, original traditional layout is basically changed, with the skylight left. The	It is now used mainly for living, with guest rooms for the tourists.

					yard is altered as water yard, and northeast door is round arched door, as non-traditional Anhui-style. The façade is re-painted and renovated.	
Y3	Liyue pool 05	Mr. Wang	Earth and wood	Unknown	Internal structure and facade are intact as a whole, as traditional Anhui style. The lamp is installed on the square wood of gate tower, with two vertical columns disappeared and the remaining preserved intact.	It is now used mainly for living, without additional tourism service functions.
Y4	Middle street 18	Shu Jiping	Concrete	About 1980	Two-storey bungalow completed in about 1980 as modern building. The façade is painted with crushed concrete, without skylight, gate tower, horse head wall and other basic Anhui-style elements.	Residence +inn, with guest room on second floor for the tourists.
Y5	Maohua house (the southwest of Yuezhao)	Wang Guiquan	Earth and wood	More than 170 years ago	Accessible internal frame is basically kept in traditional layout of three-section compound, with the skylight. The façade is equipped with white walls and black tiles. Gate tower brick carving is still clear, while the tiles are	Original supporting building north to the house (facing Yuezhao) was altered as the kitchen, and the yard was built as the music store for rental.

					slightly incomplete.	
Y6	Banyue building	Mr. Yu	Concrete	About 1998	The old house demolished in 1998 was re-built as two-storey modern building, with non-traditional three-section compound inside; the façade is equipped with horse head walls and black tiles similar to Anhui style, without skylight and gate tower.	Residence + inn, with guest rooms on second floor for tourist accommodation reception.
Y7	Front Street 2	Mr. Wang	Subject to concrete, along with wood structure inside	About 1970	The house built in 1970s is equipped with the skylight, but not traditional three-section compound in entire frame; the altered skylight is installed with the glass, covered by cloth and yarn for sunshade. The façade is painted by yellow concrete powder, more distinctive and prominent.	Seven guest rooms on second floor after antique renovation inside.
Y8	Middle Street 20	Mr. Yu	Concrete	About 2000	Modern bungalow building, without the skylight, other than traditional three-section compound. Horse head walls are equipped. It has gate tower, but inconsistent with traditional Anhui style,	It is now used mainly for living, without additional tourism service functions.

					only with the projected roof out of the wall, but without vertical column and horizontal square wood.	
Y9	Front Street 21 (Deyue building)	Wu Weihong	Concrete	About 1998	Modern architecture. The kitchen is part of the original 1970s old house; internal frame is inconsistent with traditional three-section compound, in modern decoration; it has no skylight and gate tower, with round arched door in the front of the courtyard.	Residence + inn. There are restaurant balcony and guest rooms.
Y10	Front Street 22	Mr. Wang	Earth and wood	More than 100 years ago	The layout of three-section compound is basically kept inside, and skylight after the alteration in 1960s is tiled; the façade is painted and renovated, and big windows towards the south are installed in the south.	Residence + shop. The north near Yuezhao is altered as cloth shop, and the bathroom (toilet) is added in southern courtyard.
Y11	Liyue pool 07	Mr. Wang	Earth and wood	Unknown	Internal structure is relatively simple, three-bay but not subject to traditional three-section compound. It has no skylight, with gate tower demolished (unknown).	It is now used mainly for the shops in tea and liquor.
Y12	Yidaoguan	Wang	Earth	Unknown	Interior layout has been	It is now used

	g (Liyue pool 08)	Songshou	and wood		basically changed due to the shops, without skylight and gate tower; the facade is still subject to white walls and black tiles.	mainly for shop rental, along the street (north) in carving business.
Y13	Middle Street	Mr. Wang	Earth and wood	More than 100 years	Two three-section compounds in reverse "H-shape" are basically kept inside main building, with skylight and gate tower kept, and the facade is painted basically with white walls and black tiles; supporting building as modern style is non-traditional style of three-section compound.	Residence + shop + inn. Forecourt frontage of main building is covered with sun-shade, divided into the space in small size for small shops; supporting buildings are used as the inns, for accommodation reception.
Y14	Inaccessible due to no owner presence					
Y15	Unknown	Mr. Shu	Earth and wood	About 1988	Traditional three-section compound is basically kept inside the frame of main building, with the skylight and no gate tower. The facade is painted by white powder, and roof tile is decorated for horse head wall, but big window towards the south are installed, inconsistent with traditional Anhui style.	Residence + shop, with the west into shops in liquor business due to the location on tourism line. The remaining is still used as the residence.

Y16	Inaccessib le due to the constructi on in progress					
Y17	The east to Yuezhao (the west)	Wang XX	Earth and wood	1950s and 60s	The layout of three-section compound is kept basically inside the frame of main building, without skylight and gate tower. The façade is installed with horse head walls.	Residence + shop. Western buildings near Yuezhao were altered into the shops in china and painting business.
Y18	Jingxiu Hall					
Y19	Hongbaoz hai	Xie XX	Conc rete	About 1970	Modern architecture, inconsistent with traditional three-section compound in internal frame, without skylight and gate tower; the façade is painted newly, and three windows are installed on east wall along the street.	Residence + shop. The east hall along the street was altered into the shops in collectibles, inkstones and other goods.
Y20	Liyue pool 17	Wang XX	Earth and wood	More than 100 years ago (Guangxu reign of Qing Dynasty)	Main building (internal frame and facade) is well kept as a whole, with the skylight and gate tower. Northern supporting building constructed in recent years is subject to modern internal frame style.	It is now used mainly for living, without additional tourism service functions
Y21	Peide Hall	Wang	Earth	1880 (the 6 th	Two three-section	Residence + shop.

	(Liyue pool 03)	XX	and wood	year of Guangxu reign of Qing Dynasty)	compounds in connected "日-shape" are basically kept in internal frame of main building, with beautiful wood carving inside the house and good patterns of skylight and external gate tower.	The stalls added in the hall of main building are operating fried rice cakes, bean soup and other snacks, along with processed food; western supporting building has been altered into the shops in tea business.
Y22	Wangyue pool (Liyue pool 01 The east of Wang Ancestral Hall)	Mr. Wang	Earth and wood	Unknown	Two three-section compounds in connected "日-shape" are basically kept in internal frame of main building, with the skylight and gate tower in good condition. Southern (facing Yuezhao) walls are installed with two big windows, inconsistent with traditional Anhui style.	It is now used mainly for living. Southern door (facing Yuezhao) is equipped with temporary stalls in woodcarving business.
Y23	Yueming pavilion (the west of Wang Ancestral Hall)	Mr. Zhu	Concrete	About 1980s	Modern bungalow building, without the skylight and gate tower, other than traditional three-section compound in internal frame, and with open yard in the south.	Residence + shop. Yard entrance along the street (facing Yuezhao) has been altered into the shops in tea business.

Appendix

List of Hongcun house preservation and utilization in file

File table of Hongcun ancient house as world heritage

File questionnaire of Hongcun ancient house as world heritage in August - September 2013

Number: (* 1 key protected house 2 protected house 3 Common house)

	Basic resident information
Address	
Use & Property	1 Residence (farm & non-farm houses) 2 Shop (common tourism) 3 Tourist accommodation facilities 4 Catering facilities 5 Vacant 6 Other ()
Ownership	1 Owner-occupied 2 Rental 3 Public housing 4 Enterprise ownership 5 Other ()
Interviewee	Name: Age: Nationality: Occupation: Relationship with household head:
Basic information of household head	Name: Age: Nationality: Occupation: Current residence: Family origin:
Family information	1 Total family population and composition: 2 How many people living here: 3 How many years for living here: 4 Family finance source and income:
	Basic house buildings
Construction time	1 2 3 4
Number	unit
Original purpose per building (* the number per building is marked in courtyard layout plan)	1 2 3 4
Current purpose per building	1 2 3 4

Basic facilities(* Tick for existing facilities)	1 Water supply and drainage pipelines 2 Gas 3 Cable TV 4 Telephone 5 Toilet 6 Bathroom
--	---

Housing Plan**Observation record**

Building appearance:

Interior renovation, alteration and lighting:

Whether there is new opening facing the street (tourism purposes):

Location of entrances and gates:

Construction time and style of gate tower:

Other interview contents:

- 1) As for house renovation, it is required to check whether it is renovated, when to renovate, renovation funding sources, as well as available subsidies etc.?

- 2) Which part do you satisfy most in your own house? Where do you want to renovate if required?

Questionnaire of Hongcun Sustainable Tourism Development in 2013 (for community residents)

Dear Sir or Madam,

Hello! We are from **Xidi - Hongcun sustainable tourism development monitoring task group of the United Nations World Tourism Organization (UNWTO)**, doing a study on the tourism development and heritage protection of Xidi - Hongcun. The results of this study are for academic research only, and will not be used for commercial purposes. All your answers will be kept anonymous. Please complete it as per your actual information.

Thank you for your cooperation and support!

I Please tick the appropriate option based on your perception and satisfaction of Xidi – Hongcun tourism development impact.

Economic Impact	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Tourism contributed greatly to the development of the local economy	1	2	3	4	5
Tourism development has brought more job opportunities	1	2	3	4	5
Tourism industry attracts more investment and spending	1	2	3	4	5
Tourism has improved living standard greatly	1	2	3	4	5
Tourism has led to price rise and increased living cost	1	2	3	4	5
Tourism development has led to increased housing price	1	2	3	4	5
Tourism has widened resident's income gap	1	2	3	4	5
Social Impact	Strongly disagree	Disagree	No impact	Agree	Strongly agree
Tourism has improved infrastructure greatly	1	2	3	4	5
Tourism has improved medical	1	2	3	4	5

facilities and services greatly					
Tourism has increased crime rate	1	2	3	4	5
Tourism caused local overcrowding in traffic and population	1	2	3	4	5
Tourism enabled local residents to reduce the degree of ethical standards and trust	1	2	3	4	5
Tourism led to the conflict between tourists and local residents	1	2	3	4	5
Cultural impact	Strongly disagree	Disagree	No impact	Agree	Strongly agree
Tourism promotes cultural exchanges between the locals and outsiders	1	2	3	4	5
Local folklore and traditional culture are destroyed and forgotten	1	2	3	4	5
Tourism increased festivals and activities and enriched our life	1	2	3	4	5
Tourism promoted the residents to learn more languages	1	2	3	4	5
Environmental Impact	Strongly disagree	Disagree	No impact	Agree	Strongly agree
Tourism has led to air quality decline	1	2	3	4	5
Tourism has led to aggravated noise pollution	1	2	3	4	5
Tourism has led to aggravated water pollution	1	2	3	4	5
Tourism has led to more solid wastes	1	2	3	4	5
Hotel and other tourism facilities damage the scenery	1	2	3	4	5

Resident Attitude	Strongly disagree	Disagree	No impact	Agree	Strongly agree
I'm satisfied with current development of local tourism	1	2	3	4	5
I am willing to engage in travel-related work	1	2	3	4	5
I support the continued development of tourism in Xidi - Hongcun	1	2	3	4	5

II. Residents' Perceptions and recommendations of tourism development

1. Do you think the tourism has interfered the resident's life?

1) Very large 2) Indifferent 3) No impact basically

2. Are you living in tourism business district? 1) Yes 2) Close 3) Far away from tourist area

3. Are you willing to extend tourist area to the residence? 1) Yes 2) Indifferent 3) No

4. What would you do if tourist area is extended to your own residence in the future 1) Move away 2) Open a shop or inn 3) Indifferent, continue to live in a normal life

5. Would you like to welcome the tourists to visit or look around your house occasionally

1) People often come, very welcome 2) No welcome and rejection 3) Very offensive

6. How to participate in tourism development

1) Living in their own place to open the shops or inns 2) Moving to new town, with old houses for shops or inns by themselves

3) Leasing the frontage but still living in the back 4) Leasing all houses and moving out

5) As a guide 6) Other ()

7. What are the tourists most dissatisfied with in tourism development?

8. What is specific comment or suggestion on tourism development?_____

III. Resident's perception and suggestions of heritage protection

1. Do you know heritage protection: 1) Yes, I know it very well. 2) Yes, but I know a part of it. 3) No, I know nothing about it.

2. Are you satisfied with the status quo of heritage protection in Xidi (Hongcun)?

1) I'm very satisfied with it. 2) I'm OK with it. 3) I'm not satisfied with it. 4) I don't care.

3. Your house property:

1) Preserved house (including key preserved house) 2) Old house other than preserved house 3) Self-built house 4) Others

4. Which way do you use to protect and change traditional house?

1) Overall protection and maintenance 2) Partial protection and maintenance 3) Partial reconstruction 4) Overall reconstruction

5. Your attitude to house repair and maintenance:

1) I will maintain and repair the house as long as I receive compensation from the government.

2) I often maintain the repair the house by myself.

3) The house has been maintained and repaired and no further plan is made at the moment.

4) I won't maintain and repair the house.

6. Which thing bothers you the most in heritage protection of Xidi and Hongcun? (Multiple options)

1) Hard to buy required building materials or the price is high. 2) Required height of house. 3) Lack of repair and maintenance fund

4) Required height of house. 5) Vehicle inaccessibility 6) Road surface and width

7) Too many restrictions 8) Others
()

7. Which way will you use to protect and develop heritage? (Multiple options)

1) Build a number of accommodation and shopping facilities around the heritage site and maintain the original atmosphere of the living place.

2) Keep the idyllic scenery around the heritage site and build the accommodation and shopping facilities in the heritage site.

3) Attach importance to the protection of intangible cultural heritages such as Hui-style culture and clan culture, besides Hui-style houses and other tangible heritages.

4) List the historic houses in Ming and Qing Dynasties as preserved or key preserved houses and let the government take charge of their maintenance and protection.

5) List the important houses in Ming and Qing Dynasties as culture relic protection sites at state, provincial or city levels and use legal means to protect valuable cultural heritage.

8. Which tourist behaviors you dislike the most? (Multiple options)

1) Wash the painting tools in the river 2) Speak loudly and make noise 3) Drop litter randomly

- 6) Shoot a picture without permission 7) Drop cigarette butts randomly 8) Others
()

1. Your sex 1) Male 2) Female

3. Your education level:

- 4. Your length of stay** 1) Less than 1year 2) 1—3 years 3) 4—6 years 4) 7—10 years 5) Over 10 years

1) Student 2) Farmer 3) Stockman 4) Service worker 5) Employee
6) Government or public institution 7) Retired 8) Self-employed 9)
Other

6. Your monthly income 1) Below 1000 Yuan 2) 1001—2000 Yuan 3) 2001—3000 Yuan 4) 3001—5000 Yuan

7. How many members do you have in your family? ____ How many of them engaged in tourism?

Questionnaire of tourist satisfaction with Hongcun

Hello! We are from **Hongcun sustainable tourism development monitoring task group of the United Nations World Tourism Organization (UNWTO)**, doing a study on tourist satisfaction with Hongcun. The results of this study are for academic research only, and will not be used for commercial purposes. All your answers will be kept anonymous. Please complete it as per your actual information.

Thank you for your cooperation and support!

2. Please tick the appropriate option based on your perception and satisfaction of Hongcun tourism development impact.

[1 means “Strongly disagree”, 2 means “Disagree”, 3 means “Neutral”, 4 means “Agree” and 5 means “Strongly agree”]

Evaluation item	Tourist evaluation				
Destination landscape	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Beautiful idyllic scenery	1	2	3	4	5
Rich cultural connotation	1	2	3	4	5
Unique charm of traditional Hui-style houses	1	2	3	4	5
Tourism information and accessibility	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The signs at the scenic zone are clear and understandable.	1	2	3	4	5
The map and brochure is accessible	1	2	3	4	5
The cultural heritage information is accessible	1	2	3	4	5
The traffic is convenient	1	2	3	4	5
Satisfaction with tour description	1	2	3	4	5
Destination environment	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The business atmosphere is not	1	2	3	4	5

strong.					
The village's rural life is strong.	1	2	3	4	5
The scenic area is crowded.	1	2	3	4	5
The scenic area is clean.	1	2	3	4	5
The scenic area is noisy.	1	2	3	4	5
Experience and diverse activity of scenic spot	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I can feel the value and charm of Hongcun's traditional Hui-style houses.	1	2	3	4	5
I learn feel Hongcun's history and culture.	1	2	3	4	5
I can feel the lives and culture of local residents.	1	2	3	4	5
I bought souvenir and handicraft with local characteristics.	1	2	3	4	5
I enjoyed local food.	1	2	3	4	5
I feel the tourism activity is monotonous.	1	2	3	4	5
I feel the length of stay is too short.	1	2	3	4	5

Heritage perception	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I know Hongcun is a world heritage.	1	2	3	4	5
The local historic houses should be further protected.	1	2	3	4	5
I'm satisfied with house preservation.	1	2	3	4	5
Local attitude	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I have a chance to contact with local people.	1	2	3	4	5
I think the local people are friendly and hospitable.	1	2	3	4	5
Overall satisfaction	Strongly	Disag	Neut	Agre	Strongly

	disagree	ree	ral	e	agree
I'm satisfied with this tourism.	1	2	3	4	5
I will recommend Hongcun to my friends and relatives.	1	2	3	4	5
I will revisit Hongcun.	1	2	3	4	5

2. Your way of travel 1. Package tour 2. DIY tour (With tour guide or not: 1. Yes
2. No.)

3. Is it your first time to visit Hongcun: 1. Yes 2. No.

4. Your length of stay: 1. Less than half a day (hour) 2. Half a day 3. One day 4. Two days 5. Over two days

5. Which activities did you participate in during your travel in Hongcun? (Multiple options. Please tick the appropriate option):

- 2) Visit historic house led by tour guide 2) Visit historic house individually 3) Buy tourist souvenir
- 4) Chat with residents 5) Walk around the scenic area 6) Visit popular tourist destinations
- 7) Enjoy the idyllic scenery around Hongcun 8) Try farm food 9) Stay in the village

6. Which places impress you the most in Hongcun? _____

7. Your suggestions of Hongcun tourism: _____

The following is your personal information. We will carry out classified study on this basis. Please tick the appropriate option:

1. Your sex 1) Male 2) Female

2. Your age: 1.15—24 2.25—44 3.45—64 4. 65and above

3. Where are you from?? _____province (autonomous region/ municipality directly under the central government) _____city (county)

4. Your education level:

1. Junior high school and below 2. Senior high school or technical secondary shcool

3. Junior college 4. University 5. Postgraduate and above

5. Your occupation

- | | | | |
|-----------------------|-------------|------------------|------------------|
| 1. Civil servant | 2. Employee | 3. Farmer/worker | 4. Self-employed |
| 5. Public institution | 6. Student | 7. Soldier | 8. Retired |
| 9. Other_____ | | | |

宏村商业监测报告

2. 宏村商业旅游街监测报告

2.1 宏村旅游商业街概况

宏村前街原是宏村镇的集市所在地，街道两旁商铺林立，供销社、菜市场、粮食加工厂等分布在前街街道两侧，且政府、地税局等行政单位位于宏村内。随着供销社解体，大量公房空置，分配给职工，个体经营户发展起来。1997 年，中坤旅游公司购买宏村旅游经营权，开发中将政府、地税局、菜市场等迁出宏村，前街的集市功能慢慢减弱。2000 年登录世界文化遗产名录，游客越来越多，宏村商铺逐渐发生了交大转变，服务对象由居民转向游客，但小部分原有商铺也保留至今，比如缝纫店、五金店等。

2.2 宏村旅游商业街调研概况

宏村北至雷岗山，西至西溪西岸，东南至南湖外公路 50 米范围为遗产区，即宏村景区核心区，面积约 28 公顷。在遗产区内商铺共计约 420 家，（去年 480 家，旅游商品市场内店铺统计方式不同，所以数量有所减少；村内店铺数量增加 22 家，经营内容改变店铺共计 7 家）其中村庄南端的旅游商品市场有 159 家店面，村庄内部约 261 家，见图一。本次监测中主要针对村内部商铺，因为旅游商品市场远离村内居民居住区和生活区，位于村庄外围，所在地原为游客停车场，停车场东移后，改造为纯旅游商铺设施，商业程度高。

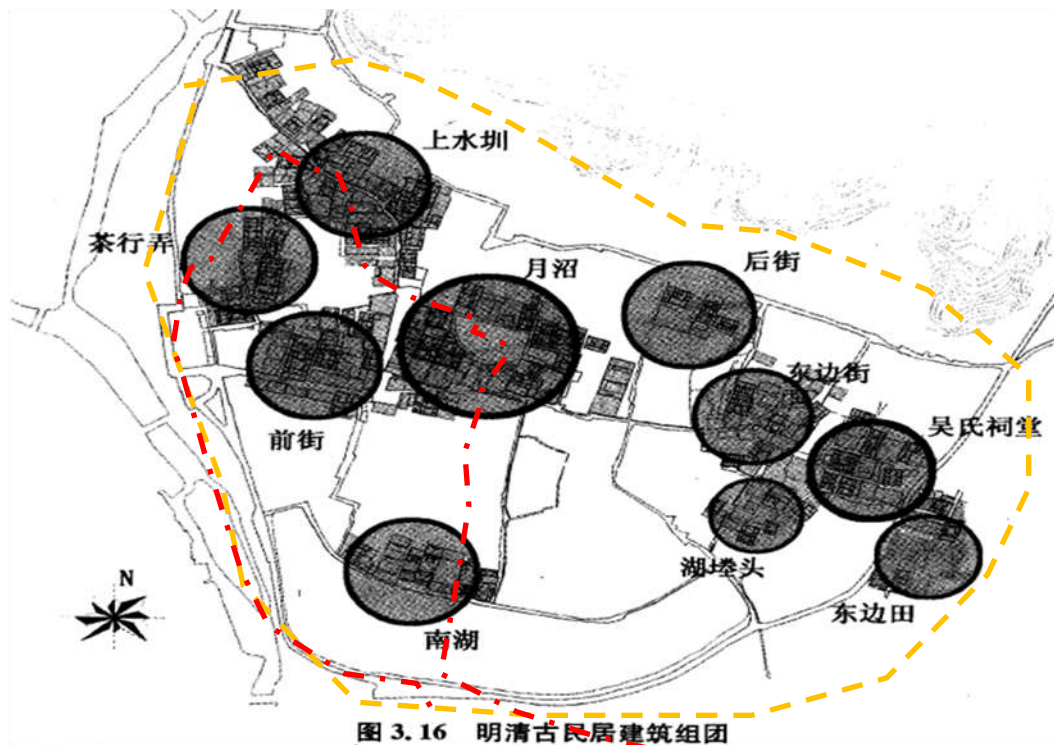


图 3.16 明清古民居建筑组团

图一：宏村地图

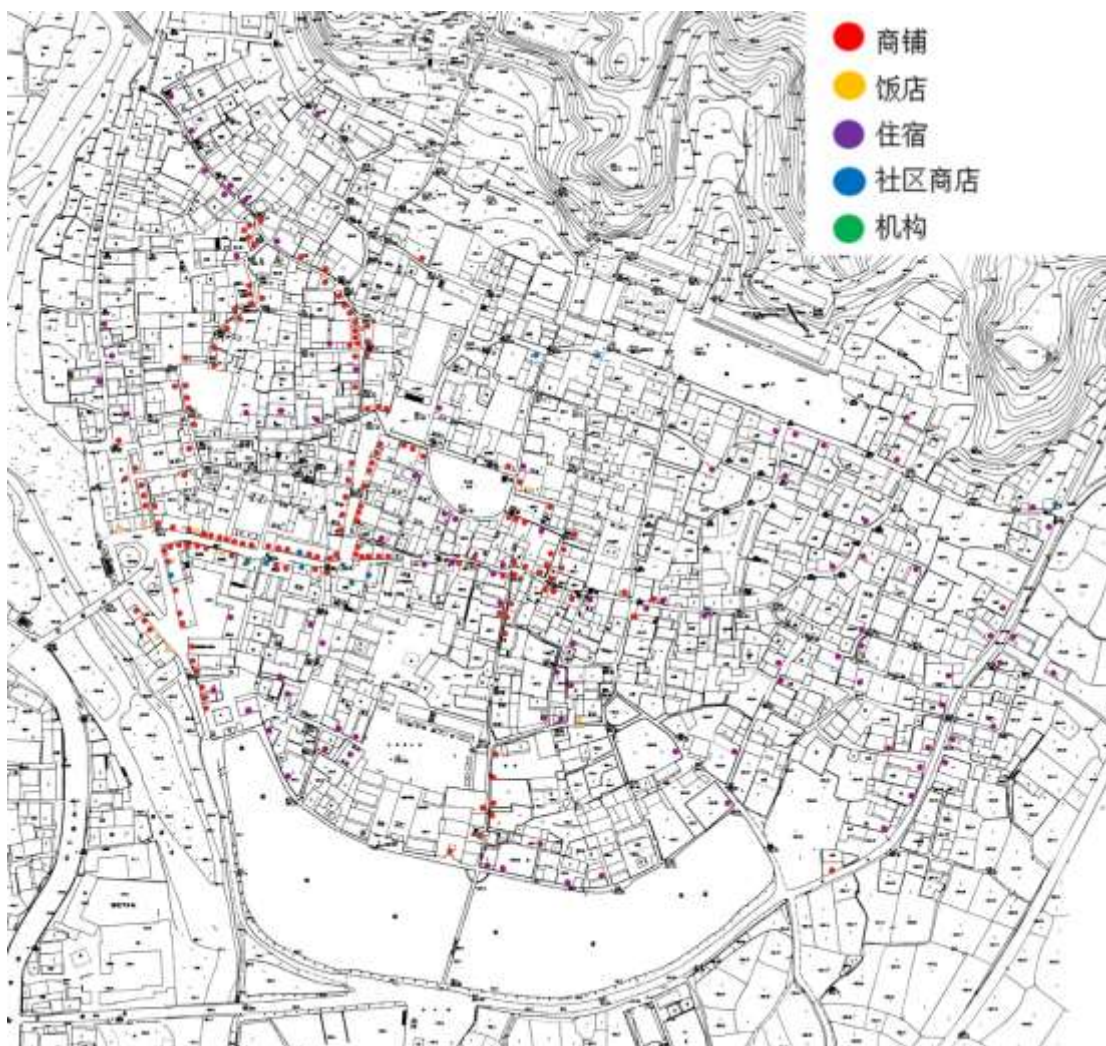
监测中对村内部所有商铺进行分布标注，绘制宏村商铺分布图；并对新增商铺一一进行信息登记，登记信息包括经营者基本情况、开店时间、商铺房屋所有关系及原有用途、经营业种、经营内容等，统计中逐家统计，新增商铺共计 22 家，增加的店铺均在村内，其中新增旅游住宿设施 17 家，新增商铺 5 家。据今年统计，样本中各分区商铺数量为：前街 39 家，月沼 45 家，茶行弄 17 家，上水圳 24 家，后街 9 家，东边街 9 家，湖塍头 7 家，吴氏祠堂 4 家，南湖 1 家。

2.3 宏村旅游商业街情况

2.3.1 商铺分布图及特征

景区游览路线主要为停车场—画桥—南湖—月沼—上水圳—茶行弄—前街及村口（见图表 1），所以沿着画桥南北直线的西边是游客集中地，而东边则少有游客到达。按照游客到达多少，宏村景区明显分为旅游热区和冷区。

与游客游览路线及分布一致，商铺主要分布在旅游线路中的道路两侧，并且也形成相应的商铺热区与冷区，西边商铺密集，种类丰富，其中以月沼和前街两片区最为密集，而东边商铺稀疏，种类单一。热区包括前街、月沼、上水圳、茶行和南湖五个片区，冷区包括后街、东边街、湖塍头、吴氏祠堂和东边田五个片区，商铺分布具体图 2。



图二、宏村内部商铺分布图

前街是位于村口，是游客最后一个游览项目一两棵树的所在地，游客停留时间较多，所以有大量商铺，共计约 39 家，且商铺类型较丰富。由于以前集市的主要商业街，两边主要为供销社，供销社解体后，个体商铺主要集中于此，保留着部分普通社区商店。商铺类型主要为旅游纪念品商店，社区商店；。据和当地人访谈了解到，先阶段前街店铺租金较高，经营者多为外地人。

月沼是景区中知名度最高的片区，与前街相接，商铺分布众多，约有 45 家。店铺类型主要为旅游纪念品商店，经营范围包括当地特产、小吃、茶叶、木雕、手工艺等。

上水圳和茶行弄商铺数量次之，上水圳约 24 家，茶行弄约 17 家。两片区集中分布着较多的茶叶店，上水圳靠村庄西北方向集中分布住宿、餐饮设施，共计约 11 家。

南湖湖畔风景优美，商铺基本为住宿、餐饮较多，共计约 13 家，住宿 12 家（住宿的客栈均提供餐饮服务），店铺 1 家。

冷区商铺中几乎全部为住宿和餐饮设施，共计约 37 家，主要分布在东边街和后街片区，以农家乐的形式为主，经营客栈并且提供餐饮服务。

2.3.2 商铺经营者特征

新增店铺中，男性占 48.6%，女性占 45.9%，其中缺失数据 5.4%，年龄主要分布在 25-60 岁，占 94.1%，年龄在 60 岁以上占 0.06%，没有经营者年龄在 25 岁以下。

经营者中 53.1% 是宏村人，安徽省内但非宏村占 28.1%，外省人包括大同、广东、合肥、南京和陕西人（共计 5 人）占 15.6%。较去年相比，外省经营者比例显著提高，去年外省经营者共计 9 人，今年外省经营者共计 14 人，提高 55.6%。经营者中 84.8% 居住在宏村，9.1% 居住在黟县，居住在屯溪有 1 人，南京有 1 人。

2.3.3 商铺房屋所有关系

商铺所有关系上，主要是自己的房子，占 57.7%，出租房占 34.6%，店主买下房子占 0.08%，具体见表 1。本地人是宏村内部商业发展中的主体，当地人将自家房屋改造为商铺，尤其是旅游住宿设施，由自己居住房子改为旅游住宿的设施的占 73.3%，租用房子经营旅游住宿设施的占 13.3%（2 家），买下房子做旅游住宿设施的占 13.3%（2 家）。而旅游纪念品商店主要是租用房子开店，占 62.5%，自家居住的房子开设旅游纪念品店占 35.7%，详见表格 2。

表格 3 房屋所有关系

房屋所有关系

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	居民自用	23	62.2	67.6	67.6
	出租屋	9	24.3	26.5	94.1
	其他	2	5.4	5.9	100.0
	Total	34	91.9	100.0	
Missing	999.00	3	8.1		
Total		37	100.0		

表格 2 房屋所有关系关系与业种交叉分布表

Count		业种				Total
		住宿设施	餐饮设施	旅游纪念品店	普通社区商店	
房屋所有关系	居民自用	17	1	4	1	23
	出租屋	2	2	5	0	9
	其他	2	0	0	0	2
Total		21	3	9	1	34

2.3.4 商铺房屋原有用途

房屋原用途中，所有新开设的家庭旅馆和客栈的原用途均为自家居住，旅游纪念品店中 57.1% 原来的用途是自家居住，28.6% 原用途是社区商店，见表格三。原有社区普通商店减少数量较多。调研中发现，村里的理发店、打铁店、碾米厂等已经消失，现有社区普通商店仅剩 8 家，较去年减少 5 家。通过分类分析发现，现存社区普通商店中大部分其实存在为游客服务的功能，可以分为三种情况：

1) 超市型，出售饮料、食品等；

2) 商店中空间一分为二，除了面向社区的商品内容外，也出售面向游客的工艺品，比如乐贤堂的两家商店：鞋店和杂货店，前街的一家商店除了出售饮料也摆摊出售当地特色小吃；

3) 原属于当地的手工艺品逐渐也成为旅游纪念品，比如绣花鞋、蜡染，从而使得部分布衣类商店保留下来。

并且此类商店物价相对于其他商店，价格偏低，游客与当地人消费价格保持一致。

表格 3 房屋原用途

房屋原用途		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	住居	27	73.0	81.8	81.8
	社区商店	3	8.1	9.1	90.9
	其他	3	8.1	9.1	100.0
	Total	33	89.2	100.0	
Missing	999.00	4	10.8		
Total		37	100.0		

2.3.5 商铺经营内容

新增的店铺中，经营内容主要为旅游住宿设施，占 77.3%，旅游纪念品商店占 22.7%，详见表格 4。旅游住宿设施中，有 3 家是客栈，开店者均为外地人，外地经营者买下了古民居（2 家），租用古民居（1 家），并且投入巨资进行内部修缮，客栈品味较高，房价也较高，其中最高的套房一晚住宿需要 780 元，相比较普通农家乐，住宿一晚仅需要 100 多元。村内的客栈和家庭旅馆由于房价较高，一般居住的人群为游客，写生的学生一般会居住在村外（如际村），也有部分会居住在村内写生基地。据与住宿的客栈老板交流得知，现在村内家庭旅馆多是本地人开设，客栈是外地人开设较多，店铺本地与外地经营者几乎各占一半，这与调查结果产生的基本一致。

表格四、商铺业种统计

业种		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	住宿设施	22	59.5	59.5	59.5
	餐饮设施	5	13.5	13.5	73.0
	旅游纪念品店	9	24.3	24.3	97.3
	普通社区商店	1	2.7	2.7	100.0
	Total	37	100.0	100.0	

经营内容整体而言和去年比较基本一致，旅游纪念品商店主要经营竹雕、茶叶，木雕，手工艺，笔砚，字画等。竹雕主要是雕刻古诗词的卷轴，各家店均会在门口进行现场雕刻，但是各家店经营竹雕内容基本相似。小吃经营者多为中老年妇女，经营内容主要为鸡腿，烧饼，板栗糕，炸薯饼等，经营的摊位较小，一般少有单独租一个大店铺卖小吃，多为在商铺门口摆小摊卖或者租用很小的店面。买服饰的店主要经营外地服饰，当地蜡染店数量仅为1~2家。社区商店买东西的价格与村外基本一致，价格大约只贵0.5~1元。村内旅游纪念品商店的价格基本一致，售卖商品类型相似度也很高，店铺摆设较为凌乱，对游客吸引力较低。据对店铺老板访谈得知现在游客购买商品较少，多数仅是在店里买看，收入最高的时候是五月以及十月。

此外，尽管景区管理公司不允许流动商贩经营，但是村内还是有较多流动商贩，主要售卖玉米、橘子、野生猕猴桃、甜杆、桃子等，这些商贩在村内游客游览线路上流动售卖，也都在南湖边聚集。

与西递不同，宏村内没有酒吧、网吧、饰品店。西递村内几乎没有流动商贩。

2.3.6 商铺开店时间

新增店铺的开店时间如下表，可见各家店铺的开店时间比较分散，但总体而言，在2012年新增店铺数量最多。

表格 5 商铺开店时间统计

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2000	3	8.1	9.1	9.1
	2003	2	5.4	6.1	15.2
	2007	1	2.7	3.0	18.2
	2008	3	8.1	9.1	27.3
	2009	3	8.1	9.1	36.4
	2010	4	10.8	12.1	48.5
	2011	2	5.4	6.1	54.5
	2012	10	27.0	30.3	84.8
	2013	5	13.5	15.2	100.0
	Total	33	89.2	100.0	
Missing	999	4	10.8		
Total		37	100.0		

从开店时间与经营者的交叉统计表开业看出，主要的经营者还是村内居民，而外省经营者是近几年才进入村内开设店铺。

表格 6 商铺开业时间与经营者出生地交叉分布表

开业时间		出生地		
开业		宏村	省内除宏村	省外
时间	2000	2	1	0
	2003	1	1	0
	2007	1	0	0
	2008	3	0	0
	2009	1	1	1
	2010	2	1	1
	2011	2	0	0
	2012	3	3	1
	2013	0	3	2
总计		15	10	5

从开业时间与业种的交叉分布表开业看出，从去年到近年增加最多的是旅游住宿设施，其次是旅游纪念品商店。

表格 7 开业时间与业种交叉分布表

		业种				Total
		住宿设施	餐饮设施	旅游纪念品店	普通社区商店	
开店时间	2000	1	0	2	0	3
	2003	1	0	1	0	2
	2007	1	0	0	0	1
	2008	2	1	0	0	3
	2009	2	0	1	0	3
	2010	3	1	0	0	4
	2011	1	0	0	1	2
	2012	7	1	2	0	10
	2013	2	1	2	0	5
Total		20	4	8	1	33

由开业时间与房屋所有关系交叉分布表可以看出,新增的店铺原本主要是居民自用,而后才被改造成为商铺;而从去年到近年,新增的店铺中,主要所有关系是租赁居民的房屋,这可能是由于外地经营者进入所导致。由于外地经营者没有当地房屋的所有权,所以只能向村民租赁房屋,或者有少数外地经营者是购买了古民居用于商品经营。

表格 8 开业时间与房屋所有关系交叉分布

		房屋所有关系			Total
		居民自用	出租屋	其他	
开店时间	2000	3	0	0	3
	2003	1	1	0	2
	2007	1	0	0	1
	2008	3	0	0	3
	2009	3	0	0	3
	2010	2	2	0	4
	2011	2	0	0	2
	2012	5	2	1	8
	2013	0	4	1	5
Total		20	9	2	31

2.3.6 商铺从业人员

统计中 37 家店铺共计有 72 人,平均一家雇佣人数 2 人,其中有一家旅游纪念品店雇佣人数最多,达 20 人。新增床位共计 249 个床位。

2.4 对宏村商业发展未来的推测及发展意见

有新增店铺的分布图可以看出，主要的新增住宿设施分布在吴氏祠堂附近，而新增的店铺分布在茶行弄。可以看出店铺有从热区向冷区扩张的趋势，而主要形式是以住宿农家乐以及外商投资的客栈为主。扩张的店铺，是否会引起冷区也进行旅游开发，吸引更多的游客呢？尤其是外地人投资的高档次的酒店，更能吸引高端游客，这样是否会对本地人经营的家庭旅馆造成冲击？

图 3 新增店铺分布图



在村外，新建了水墨宏村，村内开设了餐馆，酒店，打印店，理发店，以及一个小区。团队客以及写生的学生会在此处就餐。而际村，相比较去年，晚上村外的活动也更多，例如路边开设 KTV，烧烤，摆摊卖小饰品等，晚上由于宏村内部除前街（沿街摆设买手工艺的小摊贩）没有其他娱乐设施，学生、游客以及当地村民都会在村外马路或者水墨宏村进行娱乐消遣。由于宏村内部娱乐设施不足，且晚上村内几乎没有路灯，出行十分不便，如此是否会导致更多的游客愿意在村外住宿？

通过去年到今天的统计情况得知，村内外地经营者的比例正在大幅增加，大量增加的外地经营者比重是否会影响村内居民关系？外地经营者资金实力雄厚，装修豪华，有些店铺即

使没有接到外宾的资格，由于种种原因，仍然可以接待外宾，如此会不会引起村民不满？外地经营者更加了解游客的需求，店铺装潢更具小资情调或者更加复古，这类的店铺是否会吸引更多的游客，由此也导致更多的外地经营者在村内开店？加之宏村对外地经营者的限制，以及房屋买卖、租赁的限制较为宽松，虽然买家不能获得房产证，卖家与卖家之间达成协议，买家即可使用房屋。以吴氏祠堂为例，这幢保护民居被外地经营者租用后，除了房屋框架没有变化，对内部整体格局都进行了翻修和装潢，即将改成一家咖啡厅，这样的咖啡厅的存在，是否影响了村内古民居的保护呢？

村内售卖的旅游纪念品店铺虽然数目众多，但是售卖同一类型的商品的店铺，其商品同质性很高，真实性也有待考证，这样的纪念品如何才能保持其抑或继续发扬当地传统文化呢？村内当地的店铺，多数摆设缺乏吸引力，店铺内灯光较昏暗，也缺乏应有的装饰，仅仅是把商品放在货架上进行陈列，如此也难以吸引游客购买。

据调查，多数村民均反映村内物价上涨严重，生活成本增加，这样的现状是否会影响村民的生活水平？而村民对公司的利益分配存在一定不满，政府应当如何更好的规划村内旅游以及商业的可持续发展，使其可以让公司和村民同时获益，并且使得旅游更好的促进村内古民居和传统文化的保护。

Business Monitoring Report of Hongcun

2. Tourism Business Street Monitoring Report of Hongcun

2.1 General Information of Tourism Business Street of Hongcun

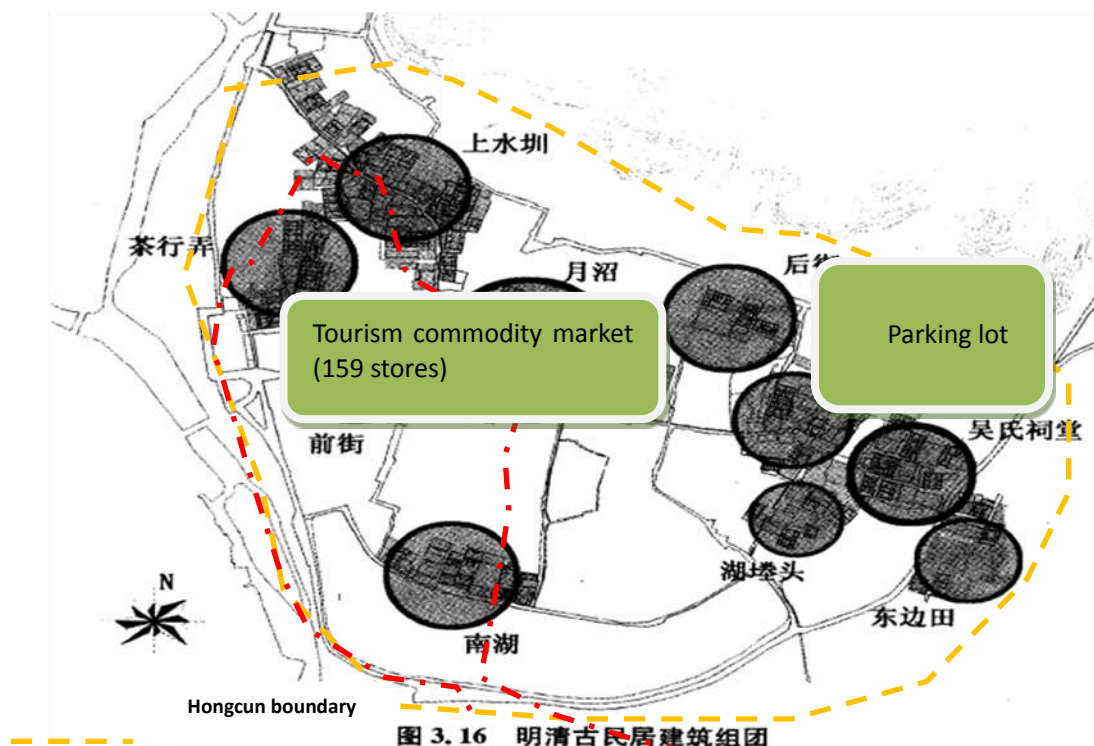
Hongcun Front Street, which is lined with stores on both sides, including supply and marketing cooperatives, market, food processing plant, etc., was the marketplace of Hongcun town. The government, local tax bureau and other administrative units are seated in Hongcun. With the dissolution of supply and marketing cooperatives, many public houses became vacant and were allocated to employees and self-employed businessmen started to grow. In 1997, Zhongkun Tourism bought the tourism management right of Hongcun. As the government, local tax bureau and market were moved out of Hongcun during its development, the market role in Front Street was slowly impaired. In 2000, Hongcun was listed as the world cultural heritage. The increasing number of tourists gradually brought a large change to the local stores whose service object was shifted from residents to tourists. However, a small number of old stores (such as sewing store and hardware store) remain.

2.2 General Information of the Survey of Tourism Business Street of Hongcun

Hongcun lies to the north of Mount Leigangshan, west of Xixi west bank, and southeast of the

Figure 1: Hongcun map

heritage area. This heritage area, which is deemed as the core of Hongcun scenic area, is 50m from the road of Nanhu district and covers an area of about 28 hectares. It has about 420 stores (480



indicated last year due to the different statistical method used in the tourism commodity market; 22 stores were increased in the village and 7 stores changed its operation scope), of which 159 are situated in the tourism commodity market at the south of the village and 261 are situated in the village area, see figure 1. This monitoring focus on the stores situated in the village area. As the tourism commodity market is far from the residential area and living area of the local residents and the former parking has been moved to east and changed into a place for tourist stores, the area is highly commercialized.

All the stores in the village were marked and the store distribution map was made during monitoring; new stores were registered with such information as operator, date of opening, ownership of the store and original purpose, operation type and operation scope. 22 stores were increased in the village, of which 17 are for accommodation provision and 5 are for business dealing. According to the statistics this year, the number of stores distributed in each section is as follows: 39 in Front Street, 45 in Yuezhao, 17 in Chahangnong, 24 in Shangshuizhen, 9 in Back street, 9 in Dongbian Street, 7 in Huchengtou, 4 in Wu's Ancestral Hall and 1 in Nanhu.

2.3 Status of Tourism Business Street of Hongcun

2.3.1 Store Distribution Map and Characteristics

The travelling route in the scenic area is mainly parking lot – Huaqiao – Nanhu – Yuezhao – Shangshuizhen – Chahangnong – Front Street and Village entrance (see figure 1). The western part along the straight south-north line of Huaqiao is the central area of tourists while the few tourists are seen in the eastern part. Hongcun scenic area is divided into popular tourist area and less popular tourist area subject to the number of tourists.

Like the travelling route and tourist distribution, the stores mainly lie on both sides of the road along the travelling route and the popular business area and less popular business area are formed. A wide variety of stores are situated in the west, particularly in Yuezhao and Front Street, while in the east, not so many of stores are found and most of them are of simple type. The popular business area consists of Front Street, Yuezhao, Shangshuizhen, Chahangnong and Nanhu and the less popular business area consists of Back Street, Dongbian Street, Huchengtou, Wu's Ancestral Hall and Dongbiantian. See figure 2 for store distribution.



Figure 2 Store distribution map of Hongcun

Located at the entrance of the village, Front Street is the last destination of tourists – Two Trees. As many tourists stay there for a long time, about 39 stores are found in that street. The business types of these stores are varied. In the past, the supply and marketing cooperatives were situated on both sides of the main business street. After their dissolution, the number of stores for self-employed business began to grow with the remains of some for community groceries. Souvenir stores and community groceries stores are two main types. According to the interview with the local residents, the store rent is relatively high in Front Street and many operators are from other places.

As the most famous destination in the scenic area, Yuezhao connects with Front Street with a distribution of about 45 stores. Most of them mainly sell local specialties, snack, tea leaves, wood carvings and handicrafts.

Following Yuezhao is Shangshuizhen and Chahangnong, which have about 24 stores and 17 stores respectively. Many of these stores mainly sell tea leaves. In Shangshuizhen, about 11 accommodation facilities and restaurants were distributed near the northwest of the village.

Along the beautiful lakeside of Nanhu, there are about 13 accommodation facilities

(provide catering service) and 1 store.

In the less popular business area, nearly all 37 stores are accommodation and catering facilities. These stores are mainly distributed in Dongbian Street and Back Street, most of which are farmhouses and provide catering service.

2.3.2 Store Operator Characteristics

Regarding the newly-added stores, the number of male operators and female operators accounts for 48.6% and 45.9% respectively, of which 5.4% are missing data. 94.1% of them are aged between 25 and 60 and 0.06% of them are aged above 60. No operator aged below 25 is found.

Of these operators, 53.1% are from Hongcun, 28.1% are from other places of Anhui province and 15.6% (5 persons) are from Datong, Guangdong, Hefei, Nanjing and Shaanxi. The number of operators from other provinces increased by 55.6% to 14 compared with 9 last year. 84.8% of the operators live in Hongcun and 9.1% live in Yi County. In addition, 1 lives in Tunxi and 1 lives in Nanjing.

2.3.3 Store Ownership

57.7% of the stores are individually owned, 34.6% are rented and 0.08% is bought. See table 1 for more details. Local residents play an important role in the business development of Hongcun. 73.3% of the accommodation facilities are changed from self-owned houses, 13.3% (2) are rented and 13.3% (2) are bought. As for souvenir stores, 62.5% are rented and 35.7% are changed from self-owned houses. See table 2 for more details.

Table 1: House ownership

房屋所有关系		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	居民自用	23	62.2	67.6	67.6
	出租屋	9	24.3	26.5	94.1
	其他	2	5.4	5.9	100.0
	Total	34	91.9	100.0	
Missing	999.00	3	8.1		
Total		37	100.0		

Table 2 Table of house ownership and business type

Count		业种				Total
		住宿设施	餐饮设施	旅游纪念品店	普通社区商店	
房屋所有关系	居民自用	17	1	4	1	23
	出租屋	2	2	5	0	9
	其他	2	0	0	0	2
Total		21	3	9	1	34

2.3.4 Original Purpose of Store

All the new family guesthouses and inns were originally used for living. As for souvenir stores, 57.1% were used for living and 28.6% were used for selling community groceries, see table 3. The stores selling community groceries were largely decreased in number. According to the survey, the barbershops, iron forging stores and rice milling plants have gone. Now, there only 8 stores selling community groceries, a decrease of five compared with last year. It is found from analysis that in fact, many existing community groceries stores serve the tourists. They can be classified to three types:

- 1) Supermarkets and food & drink stores;
- 2) Stores selling community groceries and handicrafts, such as Lexiantang which sells shoes and groceries, or the store in Front street which sells drinks and local specialties;
- 3) Stores which sell local handicrafts and tourist souvenirs, such as embroidered shoes and wax printing fabric. It is these stores that some traditional cloth gowns are preserved.

In addition, the prices in these stores are relatively low and fair to both tourists and local residents.

Table 3 Original purpose of house

		房屋原用途			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	住居	27	73.0	81.8	81.8
	社区商店	3	8.1	9.1	90.9
	其他	3	8.1	9.1	100.0
	Total	33	89.2	100.0	
Missing	999.00	4	10.8		
Total		37	100.0		

2.3.5 Store Operation Content

Of the new stores, 77.3% provide accommodation and 22.7% sell souvenirs, see table 4. Three of the accommodation facilities are inns established by operators from other places.

With two bought and one rented, these operators invested heavily in house renovation. As these inns are well-decorated, the room rate is relatively high with the highest rate of 780 Yuan per night. This is particularly high compared with the rural farmhouse which only costs about 100 Yuan per night. Tourists are the main consumption group of the inns and guesthouses in the village due to high prices. To students of sketching, they will choose to live outside the village (such as Jicun) or in the sketching base in the village. According to the talk with the inn holder, most of the guesthouses in the villages are run by local residents and inns are run by outsiders. The proportion of store running by local residents and outsiders are fifty-fifty, which is basically the same as the research result.

Table 4 Statistics of store business type

业种		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	住宿设施	22	59.5	59.5	59.5
	餐饮设施	5	13.5	13.5	73.0
	旅游纪念品店	9	24.3	24.3	97.3
	普通社区商店	1	2.7	2.7	100.0
	Total	37	100.0	100.0	

业种 Business type

住宿设施 Accommodation facility

餐饮设施 Catering facility

旅游纪念品店 Souvenir store

Generally speaking, the operation content is basically the same as last year. Souvenir stores mainly sell bamboo carvings, tea leaves, wood carvings, handicrafts, writing brushes and ink stones, scripts and paintings, etc. Bamboo carvings, which are made on the spot at the entrance of store, mainly mean the scrolls carved with ancient poetries. With the similar contents, tourists can find them nearly in all stores. Most of the snack sellers are middle and old aged women. They usually sell drumsticks, Chinese style baked rolls, chestnut cakes, and hash browns in a small booth set up at the store entrance or in a small rented store. Seldom of them rent a large store for selling snacks. The clothing stores mainly sells cloths imported from other places and only one or two stores sell local wax printing fabrics. The prices of community groceries in the village are very close to the prices outside the village, generally 0.5 - 1 Yuan higher. The prices of souvenirs are basically the same in the village, but the high similarity and messy decoration make the souvenirs become less attractive to tourists. After talking with the store owner, we find that tourists often come for watching rather than buying and May and October are the peak periods.

In addition, there are many peddlers selling corns, mandarin oranges, wild kiwi fruit, sugarcanes, peaches, etc. along the travelling route or by the lakeside of Hanlu, even though they are forbidden by the scenic spot management company.

Different from Xidi, no bar, internet bar and jewelry store are found in Hongcun, while in Xidi, peddlers are rarely seen.

2.3.6 Store Opening Time

See the following table for the opening time of new stores. It can be seen from the table that the opening time is relatively dispersed. Generally speaking, 2012 is the year with the most number of new stores.

Table 5 Opening time of stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2000	3	8.1	9.1	9.1
	2003	2	5.4	6.1	15.2
	2007	1	2.7	3.0	18.2
	2008	3	8.1	9.1	27.3
	2009	3	8.1	9.1	36.4
	2010	4	10.8	12.1	48.5
	2011	2	5.4	6.1	54.5
	2012	10	27.0	30.3	84.8
	2013	5	13.5	15.2	100.0
	Total	33	89.2	100.0	
Missing	999	4	10.8		
Total		37	100.0		

It can be seen from the cross distribution table of store opening time and place of birth of operator that the majority of operators are local and operators from other places come to the village in recent years.

Table 6 Cross distribution table of store opening time and places of birth of operators

Opening time		Place of birth		
Opening time		Hongcun	Places in the province, excluding Hongcun	Places outside the province
	2000	2	1	0
	2003	1	1	0
	2007	1	0	0
	2008	3	0	0
	2009	1	1	1
	2010	2	1	1
	2011	2	0	0
	2012	3	3	1
	2013	0	3	2
Total		15	10	5

It can be seen from the cross distribution table of opening time and business type that the number of accommodation facilities, followed by souvenir stores, increases the most in recent years.

Table 7 Cross distribution table of opening time and business type

		业种				Total
		住宿设施	餐饮设施	旅游纪念品店	普通社区商店	
开店时间	2000	1	0	2	0	3
	2003	1	0	1	0	2
	2007	1	0	0	0	1
	2008	2	1	0	0	3
	2009	2	0	1	0	3
	2010	3	1	0	0	4
	2011	1	0	0	1	2
	2012	7	1	2	0	10
	2013	2	1	2	0	5
Total		20	4	8	1	33

It can be seen from the cross distribution table of opening time and house ownership that the newly-added stores was originally used for living by local residents before renovation; however, in recent years, most of the new stores are rented by people from other places. As they have no local house ownership, they have to rent a house from local resident or buy an ancient house to do business.

Table 8 Cross distribution table of opening time and house ownership

		房屋所有关系			Total
		居民自用	出租屋	其他	
开店时间	2000	3	0	0	3
	2003	1	1	0	2
	2007	1	0	0	1
	2008	3	0	0	3
	2009	3	0	0	3
	2010	2	2	0	4
	2011	2	0	0	2
	2012	5	2	1	8
	2013	0	4	1	5
Total		20	9	2	31

2.3.6 Store Employees

The statistics show that there are 72 people working in 37 stores. In other words, one store hires two employees on average. Of these 37, there is 1 store which has the largest number of employees, 20 in total. 249 beds are added.

2.4 Prediction and Advices of Future Business Development of Hongcun

It can be seen from the new store distribution map that the newly-established accommodation facilities are near Wu's Ancestral Hall and the newly-added stores are distributed in Chahangnong. There is a trend of extension of stores from popular area to less popular area, many of which are farmhouses and foreign-invested inns. Will this trend bring about the development of less popular area and help attract more tourists? The high-class hotels invested by people from other places will attract more high-end tourists. Will this bring an impact on the guesthouses run by local residents?

Figure 3 New store distribution map

In the newly-built Shuimo Hongcun outside the village, there are restaurants, hotels, print shops, barbershops and a community. Group tourists and sketching students often take meals there. Compared with year, the activities in Jicun become more diversified at night. Tourists can go to KTV or buy barbecue food and accessories on the roadside. Because there is no other entertainment in Hongcun except some peddlers selling handicrafts in Front Street, students, tourists and local villagers often look for distractions on the road or in Shuimo Hongcun outside the village. Will more tourists tend to live outside the village due to its lack of entertainment and street lamps as well as commuting inconvenience?

According to the statistics made since last year, the proportion of operators from other places is greatly increased. Will this bring an impact on the local residents? Will their strong financial strength, luxurious decoration and ability to receive more foreign guests for various reasons cause dissatisfaction among local villagers? They better know what the tourists need

and how to attract more tourists through bourgeoisie-style decoration and vintage-style decoration. Will this attract more operators from other places to set up a store in Hongcun? The restrictive conditions of house transaction and lease are not strict in Hongcun. Although buyer can't get the title deed, he can use the house for his own upon reaching an agreement with seller. Take Wu's Ancestral Hall as an example, after rented, it was completely renovated and decorated into a coffee shop except its framework. Will this impact the protection of ancient houses in the village?

Although there are many souvenir stores, they sell similar souvenirs. How the local traditional culture survives in face of the high similarity and doubtful genuineness of so many souvenirs? The less attractive and creative display, dim lights and poor decoration make it harder for local stores to attract tourists.

According to the survey, many villagers reflect that their living cost increase due to serious price hike in the village. Will this bring an impact on the villager's living standard? In face of the dissatisfaction of villagers toward the company profit distribution, how should the government do to better plan the sustainable development of tourism and business to benefit both company and villagers and promote the protection of ancient houses and traditional culture?