

西递旅游可持续发展 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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第一章 前言

1.1 监测目的

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

由于旅游对皖南古村落的影响不仅仅表现在对有形建筑上,还影响到其无形文化,包括对当地的农耕文化、田园风光以及社区居民,而徽派建筑是中国古建筑最重要的流派之一,具有很高的保护价值。2012 年,监测中心开始在安徽省黟县的西递、宏村成立观测点。此次对西递的监测,主要目的在于通过对保护民居长期持续的监测,了解民居在此段时间内变化路径,记录文化遗产的变化,并根据变化探求出遗产地可持续发展模式,对遗产进行负面影响最小的保护。另外对游客进行满意度与感知的调查,帮助监测旅游中人为活动对建筑本体与环境的影响。本次监测活动是西递的第二年,本次监测主要内容是为监测范围内(大路街,前边溪,后边溪)古民居建档,包括根据对所有者的访谈填写调研表,并对建筑外观和内部使用情况等进行拍照和观察记录,并派发一定量社区问卷和游客问卷。

1.2 监测范围

西递村是安徽省南部黟县的一个古村落,西递村坐落于黄山南麓,距黄山风景区仅 40 公里,素有“桃花源里人家”之称,她始建于北宋 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,至今尚保存古朴典雅的明清民居中 124 幢,大量的砖、

木、石雕等艺术佳作点缀其间。由于村中三条溪水东向西流，又因位于徽州府之西，曾设“铺递所”，故名西递。2000 年 11 月 30 日同宏村一起列入世界文化遗产名录，2011 年 5 月 5 日，西递村景区被国家旅游局正式授予“国家 5A 级旅游景区”称号。

本次调研范围为西递村落，其中游客和社区问卷发放范围为整个村落，民居建档范围为西递村的前边溪和大路街两条街道的临街建筑。

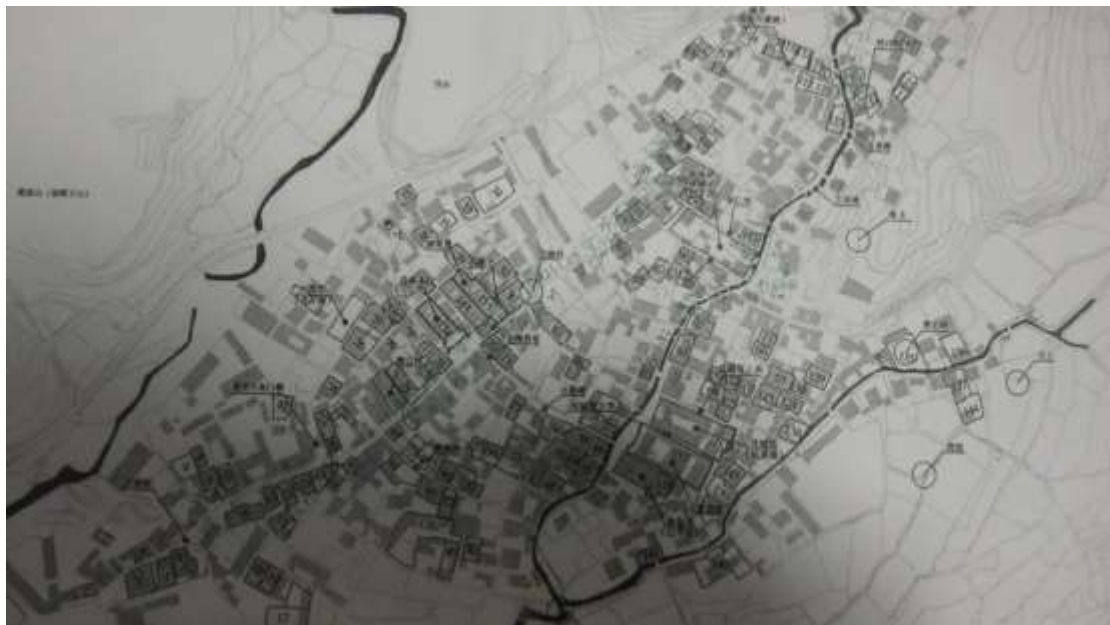


图 1-1 西递村落图

1.3 监测内容

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。

2013 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。本次西递监测组共有 3 名成员。在出发监测前，规划中心老师总共进行了两次培训。第一次培训时间是 8 月 18 日，此次培训发放了有关于徽派建筑的相关材料，并对古居民建当中所要使用的建筑学调研方法进行培训。在第一次培训后，西递小组对此进行讨论分析，并认真阅读西递文化保护相关材料。2013 年 8 月 27 日，西递、宏村及商业化形态组召开第二次培训会，期间规划中心老师细化了监测任务，并对此次监测所要用到的调研表等材料填写的注意事项进行了说明。前期的监测准备为后期工作打下坚实

基础。

8月29日，西递组抵达安徽省黟县西递开始正式调研活动。现场监测分为三个阶段：8月29日至30日两天，进行民居建档的工作，包括对民居群分区、编号，入户调查；8月31日至9月1日两天，在西递核心景区游客集中的地方发放游客问卷，进行简单的访谈，并发放宣传可持续旅游宣传册和黄山监测项目的宣传单。9月1日至4日四天，继续进行民居建档的工作，同时对西递景区内的居民发放社区问卷，并进行简单的访谈；9月5日至7日三天，拍摄前边溪、大路街的街道两旁的连续摄影图，并拍摄制作西递微电影所需要的视频片段。由于本次任务繁重，人手紧缺。9月3日，宏村组1名指导老师，1名研究生，5名本科生团队加入西递组，在当日派发西递社区问卷和进行前边溪部分建档。

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，为古民居编号，发放社区问卷	杨雪珂、于玉、何雪玲
8月30日	进行古民居建档（前边溪）	于玉、何雪玲
8月31日	派发游客问卷	樊远婷、于玉、何雪玲
9月1日	派发游客问卷	樊远婷、于玉、何雪玲
9月2日	进行古民居建档（前边溪）	于玉、何雪玲
9月3日	进行古民居建档、派发社区居民问卷	于玉、何雪玲、杨雪珂、宏村组
9月4日	进行古民居建档（大路街）	于玉、何雪玲
9月5日	拍摄大路街连排照片	于玉、何雪玲
9月6日	拍摄前边溪连排照片、视频	于玉、何雪玲
9月7日	拍摄视频	于玉、何雪玲

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。

古民居建档

将大路街和前边溪的民居重新进行编号，对照上一年的编号图，对大路街和前边溪尚未建立档案的古民居进行补充调查。建档内容主要分为居民基本信息、房屋功能分配，包括文字资料、平面图及照片。至 9 月 4 日建档结束，走访民居 40 余家，完成建档 37 份。大路街完成建档 21 家；前边溪完成建档 16 家。

社区

本次监测的社区调查部分主要以西递景区内的居民为问卷发放对象，问卷发放对象主要集中在西递景区内的前边溪、大路街、直街、横路街和牌坊附近。本问卷共发放 150 份，回收 119 份，回收率达到 79.3%。另外，在调研的过程中还对部分居民进行了访谈，了解了一些西递旅游发展的情况以及问题，这些访谈材料将作为数据分析的补充。

游客

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

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

表 1-2 西递可持续发展监测主要问题和基本指标汇总

主要问题	监测的基本指标
西递文化遗 民居基本信息 产保护	保护等级
	用途属性
	所有关系
户主信息	个人资料
	家庭情况

旅游与社区	民居改造情况	改造情况
		修缮情况
	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
		对遗产的感知
		对本地人的态度
	游客满意度评价	整体满意度评价

活动意向
重游意向
深刻印象
游客建议

第二章 民居建档

2.1 建档范围

本次对西递村明清古民居的调查主要集中在两个街道：大路街和前边溪。一共完成 38 家建档工作。前边溪建档 17 家，大路街建档 21 家。建档范围如下图所示（黄色部分为建档民居）：



图 2-1 西递民居建档图

2.2 前边溪建档

2.2.1 前边溪基本信息

此次调研将古民居的所有关系分为四类：居民自用、出租、公房以及出租兼自用。由下表可以看出，在本次调研范围内，前边溪古民居主要是以自用为主，村集体所有的公房仅占 2 间，一户租给外来经营者开超市（商店），另一户出租用作桌球娱乐室和自行车出租室。

此外，本次前边溪调研的民居大部分为一般民居，无重点保护民居。

表 2-1 前边溪古民居所有关系 1

所有关系	
居民自用	14
出租	0
公房	2
出租兼自用	0
总计	16

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

表 2-2 前边溪古民居用途

用途	
单一住居	11
单一店铺	2
住居+店铺	2
空置	1
总计	16

前边溪的古民居仍以居住为主要用途，具备商铺功能的民居仅为 4 家，说明前边溪居民旅游发展参与程度较低。

前边溪古民居的户主皆为西递本地村民，整体年龄较大，以下是户主年龄分布。

表 2-3 前边溪古民居户主年龄分布

户主年龄段	人数
30-39	2
40-49	1
50-59	4
60-69	5
70 以上	2
总计	14

其中两处民居为村集体公房，无户主。由上表可以看出年龄在 50 岁以上的户主较多，并且大部分户主在此地居住超过 30 年。

前边溪的居民大都仍在务农，家庭经济来源在务农的基础上又多种多样。

表 2-4 前边溪古民居家庭经济来源

编号	收入来源
Q9	
Q10	茶叶店铺、住宿，卖水
Q11	商店收入，养猪，种田
Q13	旅游分红
Q19	种田，卖饼
Q25	种田、卖菜种
Q26	种地、导游、工资
Q29	
Q30	客栈
Q33	儿子做生意，种田
Q36	工资
Q37	打工工资和种田
Q39	种地
Q41	种田，养猪，木匠
Q44	种田，养猪，儿子开车
Q51	

在被调查的所有 16 户居民中，有 5 户人家依靠旅游带来的收益生活，包括住宿、旅游分红、导游工资等，但由 9 户人家依靠种田生活，说明农业对于前边溪的居民来说仍然是非常重要的经济来源，在旅游旺季主要从事旅游活动，在淡季则侧重于农业收入。由此可见，旅游对当地人的收入结构产生了一定影响。

总体而言，本次建档的前边溪民居基本是一般民居，无重点保护民居，其功能以居住为主，少量具备经营功能。该地居民以种植农业为主要生活方式，兼具养猪、打工、买卖等其他生活方式，居民参与旅游业的情况不多，旅游对这一部分的居民生活影响不大。

2.2.2 前边溪民居序列图

具体前边溪所调查的民居所对应的流线序列图如附录 1 所示。

从整体上看，前边溪建筑基本上保持了徽派建筑“厢房——厅堂——厢房”的特点，左侧建筑以及敬爱堂附近建筑还保留了三合院的基本单元，相对来说比较规整，序列感强，而末端右侧建筑在流线序列上略显混乱，没有对称的中轴存在，功能排列也不够清晰；与《空间研究》所呈现的部分建筑序列图进行比较，发现临街的民居流线序列总体比较简单，基本包含一个三合院单元，内部流线相对比较平缓，功能简单。

2.2.3 前边溪民居保护现状

表 2-5 前边溪古民居保护现状一览表

编号	建筑年代	保护现状
Q9	80年代	建筑外观为传统徽派建筑，通过院落、门窗采光，采光良好。无门楼、天井。
Q10	70年代	单体三合院，无门楼，无天井，有院落。一间客厅，其余为厢房，内部装修采用新式木板装修，安装了空调；临街的门口加大。
Q11	老建筑为100多年前，新建筑为30多年前	
Q13	80年代	建筑外观破旧，每两年一修，室内采光一般，无门楼，无天井。
Q19	老建筑为200多年前，新建筑为90年代	传统徽派建筑，建筑外观破旧，采光较差。有门楼，门楼建于200年前。有天井。
Q25	80年代	新式建筑，两层楼，白色墙面，一楼采用地板砖装修。有天井，出入口新建。
Q26	2001年	传统建筑样式，内部装修较新，通过门窗、院落采光，采光良

		好。出入口临街。无较大修缮。
Q29	民国初	单体三合院式样，传统徽派建筑。门楼建于民国初，有天井，基本维持原貌。
Q30	主建筑不清楚，附属建筑建于20多年前	建筑外观破旧，修过屋顶，采光一般，无门楼。
Q33	80年代	建筑外观为农村房屋，90年代进行过装修，铺瓷砖。（之前为祠堂，后改为人民公社，推倒后为现状）
Q36	不详，新房建于30多年前	建筑外观比较新，十年前曾进行装修，采光较好。
Q37	不详	新平房，建筑外观比较新，2000年装修过一次，2008年装修成现状，外墙保留，内部较新。
Q39	2000年左右	多层楼，一间客厅，三间卧室，有院落，为现代建筑。砖、石灰墙、门窗等完全现代，采光良好，无天井，通过门窗采光。
Q41	90年代	两层建筑，一间客厅，两间卧室，一间厨房，一间空置，附属建筑为猪圈。采光良好，没有进行过修缮。
Q44	老建筑为清代建，新建筑为2000年前后	部分传统，部分新建。传统建筑在原来的基础上扩建，修缮过临街前面；新建筑一层。两个出入口，大门位置临街。
Q51	60年代	建筑外观传统，但内部无明显分隔布局，修建了4间杂物间。

根据调研结果，可以看出前边溪建于60年代之后的建筑约10家，古建筑3家。从建筑情况来看，60年代以后的建筑多为两层，无天井、门楼，依靠门窗采光，建筑外观为较新，外墙粉刷白石灰，内部装修较新，采用地板砖铺设，大部分民居都安装有电话、电视、卫生间、煤气甚至空调。超过100年的传统徽派建筑，基本保留了原貌，门楼和天井保存完好，外墙较旧，呈现出历史的沧桑感，但内部装修同样采用了一些现代元素，如瓷板地砖，安装空调，增设了卫生间，或者将原来的房间改造为卫生间，或者扩建了临街道的出入口。从民居的地理位置看，60年代后的新民居集中在前边溪上游（敬爱堂以北），而超过100年的古

建筑多集中在前边溪中段（敬爱堂附近），其分布同旅游冷热点相吻合，原因是因为古民居作为西递主要的旅游吸引物，其所在地正好位于旅游线路上，因而成为旅游热点，民居得以保护，相反，新民居不在旅游线路上，很少有游客到来，因此其维护修缮都不受政府干预，故无论是内部还是外墙都比较新。

从民居的修缮情况看，总体上修缮规模比较小，新建筑（此处指 60 年代后的民居）与老建筑（超过 100 年建设期的民居）在民居修缮方面有所差异。由于新建筑建成不超过 50 年，所以基本无修缮；由于政府对于老建筑修缮有限制，因此古建筑的修缮规模多集中在房顶（房顶漏水），基本是小规模修补者部分扩建（如 Q44 扩建老建筑改造为厨房，Q10 扩建了临街的门口以方便经营），部分民居用玻璃窗封上了天井，但总体上无较大改动。

从修缮目的来看，集中在以下三个方面：1.提高生活质量。民居内安装了电话、电视、空调以及增设卫生设施等目的基本是为了满足现代生活的需要，提高生活的便利程度；2.对存在不便或者潜在威胁的房屋进行整修。部分民居年久失修，最常见的问题就是屋顶漏水，因此居民对屋顶、窗户等进行一定修补；3.经营需要。靠近旅游热点的民居为了能够开商铺参与到旅游业中，对临街的入口进行了扩建，部分建筑的主入口由原来靠近巷道的一侧变成临街一侧。

2.2.4 前边溪民居利用现状

表 2-6 前边溪古民居利用现状一览表

编号	利用现状
Q9	原来为盐库，现做为商店对外经营，由外地人租用；一间作为商铺，其余房间功能为居住；开商铺后曾加宽大门。
Q10	临街道的房间作为茶叶店经营，内部房间主要功能为居住。
Q11	目前为商铺和旅游住宿设施。
Q13	原来为居住，现在仍为居住。无旅游新开口。
Q19	居住
Q25	居住
Q26	居住
Q29	空置

Q30	面向街道无新开口，目前主要功能为居住。
Q33	面向街道无新开口，目前主要功能为居住。
Q36	面向街道无新开口，目前主要功能为居住。
Q37	面向街道无新开口，目前主要功能为农家居住。
Q39	出入口临街，主要功能为居住。
Q41	原来为空地，后来居住；出入口临街，主要功能为居住。
Q44	老建筑原来作为商铺，现做为厨房；新建筑为居住。
Q51	原来为村集体用房，为茶叶厂；现在成为桌球娱乐室和自行车租用，一般为游客使用。

前边溪民居利用方式主要有两种：

1. 居住功能

在前边溪 16 家民居中，以居住为主要功能的房屋占据 13 家，其中仅具备居住功能的民居占 9 家，由此可见居住功能仍旧是前边溪民居的主要功能。

2. 经营功能（商铺和住宿）

前边溪具备经营功能的民居一共 4 家，仅具备经营功能的民居只有 2 家，分别是 Q11（商铺和旅游住宿设施）和 Q51（游客娱乐设施），另外两家是在居住功能的基础上增开商铺对外经营，是在旅游开发的基础上为了参与旅游业对民居进行了新的整改和利用。

可以看出，前边溪民居的主要用途仍以居住为主，部分民居在居住功能的基础上增设了商铺功能，如 Q10 靠近街道的房间扩建了门口，改为茶叶店，而内部的三合院仍为居住，Q11 为旅游住宿设施和商铺，村集体公房都作为了商铺和娱乐室出租经营。

新增店铺功能的民居主要集中在敬爱堂附近（前边溪中段），该处游客较多，店铺相对于前边溪上游也多，上游民居主要是居住功能，基本不参与旅游业。由此可见，旅游给当地民居的功能使用带来了一定的影响，并集中在游客的旅游线路上，即相对热点的地区，而在上游的冷点房屋的功能几乎没有变化。

2.3 大路街建档

2.3.1 大路街基本信息

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

公房以及出租兼自用。

表 2-7 大路街古民居所有关系

所有关系	
居民自用	18
出租	2
公房	1
出租兼自用	0
总计	21

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

表 2-8 大路街古民居用途

用途	
单一住居	4
单一店铺	7
住居+店铺	10
空置	0
总计	21

大路街的古民居由于大部分处于旅游热区，具备店铺功能的有 17 家，单一住居的只有 4 家，说明大路街居民旅游发展参与程度很高。

大路街古民居的户主皆为西递本地村民，整体年龄较大，以下是户主年龄分布。

表 2-9 前边溪古民居户主年龄分布

户主年龄段	人数
30-39	2
40-49	2
50-59	8
60-69	5
70 以上	3
总计	20

其中一处民居为村集体公房，无户主。由上表可以看出户主大部分在年龄在 50 岁以上，

并且大部分户主在此地居住超过 15 年。

前边溪的居民大都从事旅游业工作，家庭经济来源除旅游外还有部分务农。

表 2-10 大路街古民居家庭经济来源

编号	收入来源
D2	酒楼
D6	工资 租金
D7	店铺收入 种田自用
D13	经营客栈
D19	退休金 开超市
D22	种田
D26	住宿收入
D29	工资 种田自用
D36	种地 工资
D40	种地 理发
D42	餐饮、住宿、上楼拍摄收入，种田自用
D44	收租 种田
D45	开店
D46	店铺 教师
D47	经营望月楼
D51	经营酒家
D52	经营古玩
D54	开店铺
D59	工资、店铺，种田自用
D62	工资收入，店收入

在被调查的所有 21 户居民中，除了有一户是供销社出租的，有 16 户人家依靠旅游带来的收益生活，包括住宿、餐饮、旅游商店收入和旅游相关工作的工资等，只有 4 人家依靠种田和非旅游业生活，说明旅游业对于大路街居民来说已经是非常重要的经济来源，大部分居民主要从事旅游活动，少数农业活动只是自给自足。由此可见，旅游对当地人的收入结构产生很大影响。

2.3.2 大路街民居序列图

大路街所调研的每户民居对应的序列图如附表 2 所示。

从整体上看，大路街建筑的内部布局无大变化，基本保留徽派建筑的特点，但其内部功能则从居住向店铺发展；建筑外观和内部风格保存得更为完好，但装修多采用了现代设施；大路街建筑格局较为复杂多变，总体流线比较清晰，比较符合“厢房——厅堂——厢房”序列，部分改造为餐馆的建筑则略显混乱，但由于整体基于实用功能目的改造，功能排列较为清晰。

与《空间研究》所呈现的部分建筑序列图进行比较，发现临街的民居流线序列总体比较复杂，大多建筑由不同的三合院单元组合而成，内部流线相对比较繁杂，功能较多。

2.3.3 大路街民居保护现状错误!未找到引用源。由上表可以看出，在调查范围内，大路街古民居较多，而新式建筑大多为八九十年代所建。大路街民居风格一致，大部分民居从外观来看都是传统徽派，即使是新式建筑，外观也是仿古的徽派建筑。但大多数民居已无天井、门楼，依靠门窗采光，所有民居大门都是临街设立，而内部修缮基本都按照现代风格改造，内部装修较新，采用地板砖铺设，大部分民居都安装有上下水道、电话、电视、厕所、洗澡间、煤气甚至空调；在本次调研民居中，还保留有天井的有 4 家，有门楼的有 7 家，其中有 3 家保留了传统徽派建筑的门楼和天井。这些民居每一两年都有维修，但是只是小修小补，基本保持了原貌。

从民居的修缮情况看，新建筑的修缮比较少，古建筑修缮多集中在房顶（房顶漏水），基本是小规模修补者部分扩建，无较大改动。大路街民居修缮由于政府限制，外观保持了一致，大多为传统徽派建筑，但其内部为提高居住舒适度，采用新式装修，采用电视、电话、煤气等新式设备，或者增设卫生间、杂物室等房间，以满足生活需要。

2.3.4 大路街民居利用现状

表 2-12 大路街古民居利用现状

编号	利用现状
D2	新建，一开始就建成酒楼，有旅游住宿和餐饮设施
D6	原用于居住，后来出租转为查记酒坊，临街有新开口
D7	原只用于居住，后来临街新设开口，不仅自己居住，改为卖茶叶、古玩、纪念品的商店，同时有餐饮和住宿功能
D9	原来是饭店，后来改为卖明信片的商铺同时居住，扩建过大门
D13	新建，一开始就建成客栈，有旅游住宿和餐饮设施
D19	纯住居，自用房
D22	纯住居，自用房
D26	新建，一开始就建成客栈
D29	农家住居，有主屋，猪圈和杂物间三个部分组成
D36	纯住居，自用房
D40	空置，平时用于开理发店和放置物品
D42	新式建筑，一开始就临街开口，居住，后改为居住，住宿和餐饮
D44	开设旅游商店，前面是店铺，后面居住
D45	现为超市，以前是粮食站。
D46	原用于居住，后来改为卖三雕商铺
D47	原用于居住，后改为客栈，有餐饮住宿功能
D51	临街有开口，建造时就有，饭店经营，有餐饮和住宿
D52	现为古玩店，有新开口较大，门楼处小开口被封住了
D54	原用于居住，后开设旅游商店，无新开口
D59	原用于居住，后开设旅游商店，无新开口
D62	原为商铺，现在仍是商铺，无新开口

由上表可以看出，前边溪民居的主要用途是开设与旅游相关的商铺，部分民居仍只保留居住功能，但只有 3 家，而且这三家基本在冷区，游客比较少的地方。由于大路街是游客会经过的主街道，所以在大路街热区段基本所有房子都改为了商铺，有提供餐饮、住宿的酒

楼，有酒坊，有茶叶、三雕、古玩店，有超市等等，这些都是围绕旅游而设立的。这说明旅游给当地民居的功能使用带来了很大的影响，整条街道都经历了很大的变化，特别在游客集中的旅游线路，即相对热点的地区，而后段冷区功能变化较小。

2.4 旅游发展对民居的影响

2.4.1 旅游发展对前边溪古民居的影响

就总体而言，前边溪相对于大路街处于旅游冷点地区，总体上受旅游影响不大。根据本次调研范围，可将前边溪民居分为上游和中游部分（即敬爱堂附近），其所受旅游影响存在明显差异。

上游部分：根据导游的旅游路线，游客参观到敬爱堂后便不再在前边溪停留，前边溪上游几乎无游客进入，因此，这一部分地区的民居多为新式民居，即使一两栋古民居也呈空置状态，大部分民居为 80 年代以后建设，需要维修和改造的地方较少，民居的修缮和改造多由自费，由于不是古民居政府不予补助。该地居民较少参与到旅游业，其旅游收入主要是种地、工作工资等，有一间旅游住宿设施但是入住率极低。

敬爱堂附近：由于敬爱堂在旅游线路上，在一定程度上带动了周围的民居参与到旅游业中。敬爱堂附近的民居多为古老建筑，外观较旧，属于传统徽派建筑，靠近前边溪街道的一段多开设店铺，部分户主为参与旅游业中新设或扩建了出入口。民居的修缮主要是小规模修补，如修防雨屋顶，政府会给予一定补贴。

2.4.2 旅游发展对大路街古民居的影响

此次调查的大路街民居大多处于旅游热区，以商铺为主，受旅游影响较大。在大路街三级岭以下的区域基本都在沿街设立了开口，变成了沿街店铺。这些民居大多保留了徽派建筑的样式，但也经过了内部改造，不少房屋内部都是现代化装修，白石灰墙，里面的设备也全部都采用了现代化样式；而三级岭以上的民居因处于旅游冷区，所以修建改造得较多，无论是从外观还是内部装修，修缮改动得相对较多。而大部分修缮是居民自发的，政府并没有给予很多补贴。由于旅游的影响，居民选择了在大路街那些游客经过的热点区域都开设店铺，给他们带来比较多的收入。而沿街的叫卖声，表面上热闹的氛围也会使游客这里的商业气息很浓。这些店铺所销售的商品基本都是针对游客市场而推出的茶叶，酒，手工艺品，糕点，

纪念品等等。但是这里的商品相对单一化，从摆设到种类都很雷同，对游客没有很大的吸引力。而据我们的访谈得知，这些开设上铺的区域在以前没有开发旅游之前也开设了大量商铺，商铺的数量没有大量增加，只是出售的商品由原来的是居民自用的商品变成了旅游商品，而居民更多地选择了到县城区购买自用的商品。

2.4.3 小结

在本次调研范围内，前边溪调研的建筑基本为新式建筑，内部装修采用地板砖，房间的门也偏新，并安装了电视电话卫生间等设施，主要集中在前边溪上游段，民居修缮保护由村民自费，古建筑集中在敬爱堂附近；而大路街则多数建筑年代相对比较久远，外观还保留了徽派建筑的样式，但是内部修缮已经基本采用了现代化，而三级岭以上的旅游冷区更是如此。民居修缮保护大多是村民自费，古建筑集中在三级岭以下的旅游热区。

就本次调研范围而言，旅游对前边溪的影响并不大，尤其是对上游居民而言，因地理位置出于冷区的原因，他们很难有机会参与到旅游业中，其收入主要依靠传统的耕种和打工，而在敬爱堂附近的民居，因地理优势，他们可以开设店铺，参与到旅游业中，旅游主要对靠近前边溪街道一端的建筑功能产生影响，主要表现在增设或者扩建靠近街道的出入口，面向旅游增设民居的商业功能等。而对于大路街而言，旅游的影响作用比较大，这使得大路街旅游热区沿街都开设了各种售卖旅游商品的商铺，但是总体数量没有增加多少，新增设的开口也不多。旅游使大部分热区居民获益，所以他们乐于参与到旅游中来。

第三章 社区感知调查

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

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；就业机会；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；交通和人口数量；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；反感的游客行为
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；家庭总人口以及从事旅游工作人数；

3.1 问卷基本情况

本次监测的社区调查部分以西递景区内的居民为问卷发放对象，问卷发放对象主要集中在西递景区内的几条主要街道，前边溪、大路街、直街、横路街和牌坊附近。本问卷共发放

150 份,回收 119 份,回收率达到 79.3%。另外,在调研的过程中还对部分居民进行了访谈,了解了一些西递旅游发展的情况以及问题,这些访谈材料将作为数据分析的补充。

表 3-2 社区受调查居民基本情况汇总表

		数量	百分比			数量	百分比
性别	男	55	46.60%	职业	学生	1	0.80%
	女	63	53.40%		种植农户	17	14.40%
年龄	<15	0	0.00%		家禽养殖户	1	0.80%
	15-24	7	5.90%		服务打工者	10	8.50%
	25-44	67	56.80%		公司企业职工	6	5.10%
	45-60	33	28.00%		政府或事业单位	5	4.20%
	>60	11	9.30%		离退休人员	5	4.20%
					个体私营主	67	56.80%
教育程度	小学及以下	7	6.00%		其他	6	5.10%
	初中	50	43.10%	是否与旅游相关	否	18	21.40%
	高中或中专	41	35.30%		是	66	78.60%
	大学或大专	17	14.70%	月收入	<1000	22	20.60%
	硕士及以上	1	0.90%		1001-2000	44	41.10%
居住时间	1 年以下	5	4.50%		2001-3000	25	23.40%
	1 月 3 日	4	3.60%		3001-5000	14	13.10%
	4 月 6 日	10	8.90%		5001-10000	2	1.90%
	7 月 10 日	12	10.70%		>10000	0	0.00%
	10 年以上	81	72.30%				

本次被访 119 位村民中,男性有 55 人,女性有 63 人,大体上男女比例平均。25-60 岁为主要被访人群占 84.8%,文化程度多集中初中、高中或中专程度。有 72.3%的居民在此居住 10 年以上,被访者中旅游旅游相关者和非旅游相关者比例 3.7: 1,在收入方面,2000 元以下的居多,占 61.70%,其次是 2001-3000 元,占 23.4%。收入在 5001 元以上的非常少。被访者以个体私营业主居多,占 56.8%,其次是种植农户占到了 14.40%,服务打工者有 8.50%。

在西递经营的个体私营业主居多，但是存在收入比较低的问题，大部分私营业主家里还种植作物以自用或者供给农家菜所用。

3.2 社区对旅游的感知

3.2.1 对旅游经济影响的感知

表 3-3 居民对旅游经济影响的感知

经济影响	指标	表示反对	没有影响	表示赞同	均值
	旅游大大促进了本地的经济发展	4.2%	2.5%	93.3%	4.10
	旅游为当地带来了更多的就业机会	9.3%	16.1%	74.6%	3.79
	旅游为本地吸引了更多的投资和消费	12.0%	12.0%	64.0%	3.75
	旅游提高了我的生活水平	5.9%	17.8%	76.3%	3.86
	旅游使本地物价上涨，生活成本增加	6.7%	8.4%	84.9%	4.09
	旅游发展使房价上涨	6.7%	8.4%	84.9%	3.86
	旅游发展使本地居民的贫富差距扩大	6.0%	13.7%	80.3%	4.09

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

大多数居民认为旅游大大促进了本地的经济发展、为当地带来了更多的就业机会、为本地吸引了更多的投资和消费、提高了他们的生活水平；在旅游发展中，大多数居民认为旅游使本地物价上涨，生活成本增加，而且旅游的发展使本地居民的贫富差距扩大。总体而言，以上这些指标在两年统计中基本没有多大比例变化。而在旅游发展使房价上涨的问题上，上

一年的统计结果表明“超过半数的居民表示同意，而也有 36.5%的居民对于房价的感知不明显”，与此对比突出的是今年有 80.3%的人对此表示赞同，而认为没有影响的人比例明显下降。总体上来看，两年的各指标均值也基本保持一致，西递旅游给社区居民带来了正的经济影响。

3.2.2 对旅游社会影响的感知

表 3-4 居民对旅游社会影响的感知

社会影响	指标	表示反对	没有影响	表示赞同	均值
	使本地基础设施得到了改善	9.3%	13.6%	77.1%	3.76
	使医疗条件和服务质量得到提高	15.9%	37%	47.1%	3.34
	旅游发展导致本地的犯罪率上升	56%	36.4%	7.6%	2.43
	旅游使本地的交通和人口过度拥挤	17.8%	44.9%	37.3%	3.25
	使本地居民道德水平和信任度降低	45.3%	32.5%	22.2%	2.72
	旅游引发旅游者和本地居民间的冲突	42.6%	29.6%	27.8%	2.82

在社会影响方面，从均值来看，在旅游使本地基础设施得到了改善的指标上均值在 3.5 以上，居民总体上的持赞同态度的，在旅游旅游发展导致本地的犯罪率上升均态度。值小于 2.5，居民总体上持反对态度，而在其他的指标上居民基本均持中立的。说明西递居民对旅游带来的社会影响感知不明显。

大多数的居民认为旅游使本地基础设施得到了改善；大多数居民认为旅游的发展并没有导致本地的犯罪率上升；而在其他方面居民的感知存在着比较大的差异，其中，有 47.1%的居民认为旅游使医疗条件和服务质量得到提高，但是有 37%的居民对此的感知不明显；有 37.3%的居民认为旅游使本地的交通和人口过度拥挤，而 44.9%的居民并不这么认为；有 45.3%的居民认为旅游没有使本地居民道德水平和信任度降低，但有 32.5%的居民对此感知

不明显；有 42.6%的居民认为旅游没有引发旅游者和本地居民间的冲突，但是有 27.8%的居民认为旅游引发旅游者和本地居民间的冲突，有 29.6%的居民对此感知不明显。总体而言，在居民对旅游社会影响的感知的各项指标里，均值基本保持不变而又轻微上升趋势，总体而言，中立而表示感知不明显的人比例在小幅下降，而“旅游导致犯罪率上升”、“旅游使本地的交通和人口过度拥挤”等旅游发展中的矛盾认同率开始轻微上升，表明旅游发展带来的矛盾在小幅加剧，但感知仍不明显。

3.2.3 对旅游文化影响的感知

表 3-5 居民对旅游文化影响的感知

文化影响	指标	表示反对	没有影响	表示赞同	均值
	旅游促进本地和外地的文化交流	6.7%	20.3%	73.0%	3.74
	旅游使民俗和传统文化被破坏和淡忘	41.8%	30.4%	27.8%	2.87
	增加了节庆活动，丰富了我们的生活	21%	18.5%	60.5%	3.40
	旅游促进我去学习更多的语言	16.3%	29.1%	54.6%	3.41

在文化影响方面，从均值上来看居民对“旅游促进本地和外地的文化交流”这项指标总体上是持赞同态度的，而其他三项则是持中立的态度。说明西递居民能部分感知到旅游带来的文化影响，比如说本地与外地的文化和语言交流，但是在民俗和传统文化、节庆活动这些方面的文化影响感知不明显。

大多数的居民认为旅游促进本地和外地的文化交流；超过半数的居民认为旅游促进他们去学习更多的语言；超过半数的居民认为增加了节庆活动，丰富了他们的生活，与上一年“37.1%居民表示对此感知不明显”相比，今年对此认为没有影响的人的比例下降为 18.5%，而表示赞同的人比例明显上升；而有 41.8%的居民认为旅游并没有使民俗和传统文化被破坏和淡忘，这个比例基本与去年一致，但是有 27.8%居民认为旅游使民俗和传统文化被破坏和淡忘，这个比例有上升约 10%，这说明居民对“旅游使民俗和传统文化被破坏和淡忘”的负面感知有所增强。

3.2.4 对旅游环境影响的感知

表 3-6 居民对旅游环境影响的改造

环境 影响	指标	表示 反 对	没有 影 响	表示 赞 同	均值
	旅游发展使空气质量下降	24.5%	44.1%	31.4%	3.07
	旅游发展使噪声污染加重	19.8%	40.5%	39.7%	3.24
	旅游发展使水体污染加重	11.8%	17.8%	70.3%	3.76
	旅游发展使固体垃圾增多	11.8%	5.9%	82.3%	3.85
	宾馆及其他旅游设施的建设破坏 了我们的自然环境	19.7%	42.7%	37.6%	3.22

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

大多数居民认为旅游发展使村内的水体污染加重，也使村内固体垃圾增多了；而有 44.1%的居民对于旅游发展使空气质量下降的问题感知不明显，居民对此问题表示赞成和反对的声音基本持平；有 39.7%的居民认为旅游发展使噪声污染加重了，但 19.8%的居民却不这么认为，持反对态度的比例与去年相比有所下降；有 37.6%的居民宾馆及其他旅游设施的建设破坏了他们的自然环境，但有 19.7%的居民却不这么认为，而更大比例的，有 42.7 的人认为没有什么影响。总体而言，几乎所有环境影响指标的均值都有轻微上升，表明，居民对“旅游发展破坏了环境”这样的观点的赞同度在小幅提升，但总体而言，居民对旅游环境影响的感知还不明显，说明旅游发展对环境的破坏尚在可以控制的范围内。

3.3 居民对旅游开发的态度

3.3.1 社区对旅游的总体态度

表 3-7 居民对旅游的总体态度

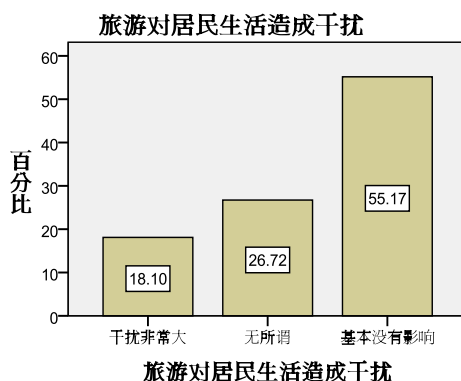
居民态度	指标	表示反对	没有影响	表示赞同	均值
	我对本地旅游发展的现状感到满意	37.1%	15.5%	47.4%	3.05
	我愿意从事与旅游相关的工作	13.7%	12.0%	74.4%	3.68
	我支持西递宏村继续发展旅游业	4.2%	4.2%	91.6%	4.12

从表中可以看出，有 47.4%的居民对西递目前的旅游现状是表示满意的，相比去年超过 60%的人认为满意，不满意的比例也到 37.1%，说明西递居民对本地旅游的发展现状满意度已经下降，不满情绪增加，但幅度还不明显。

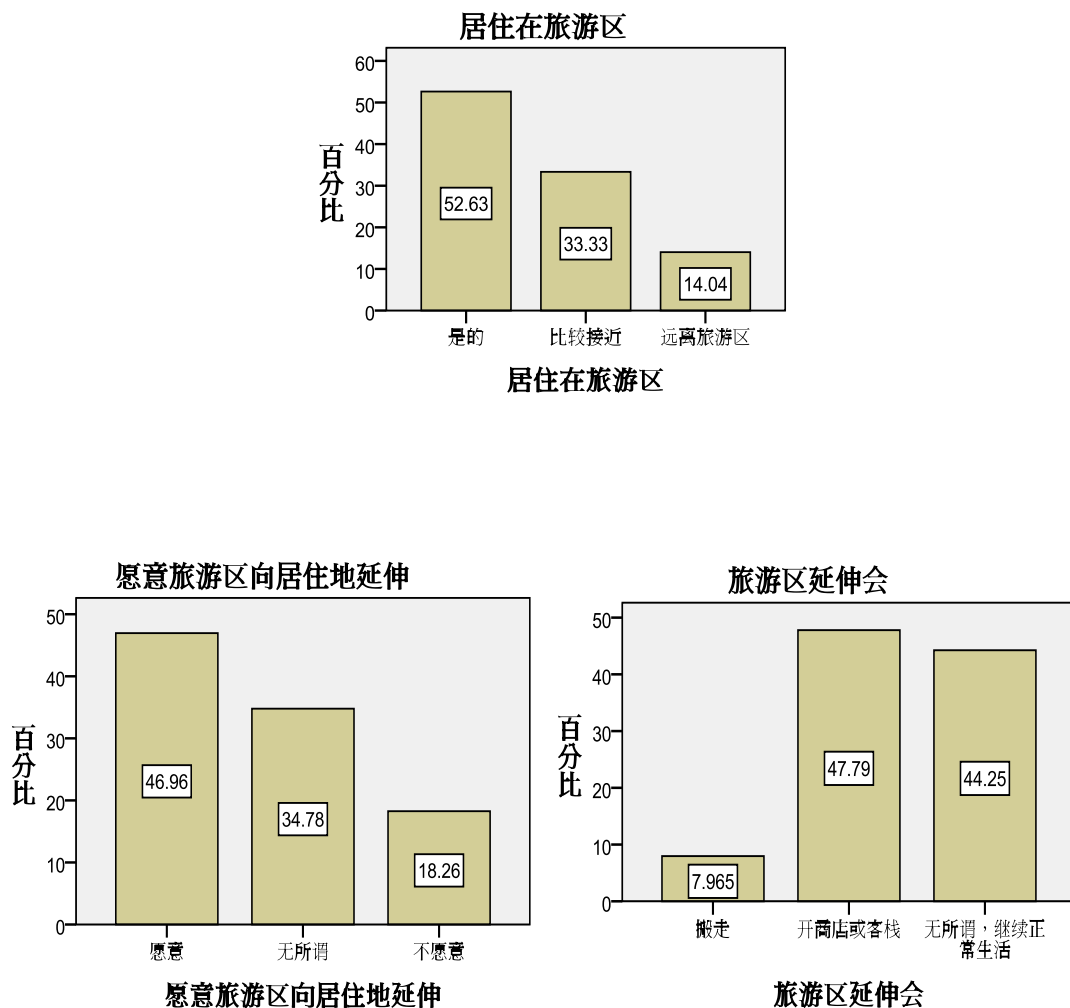
有 74.4%的居民希望能够从事与旅游相关的工作，说明在西递大多数的居民是希望参与到旅游中来，从中获得经济来源的。有 91.6%的居民支持西递继续发展旅游业，而对于反对西递发展旅游也的居民只有 4.2%，这说明绝大部分的居民对于西递发展旅游业是持支持态度的。他们愿意投身到旅游行业中，也支持西递发展旅游。总体而言，测量居民对旅游总体态度的三项指标中，没有影响的比例都大幅下降，说明随着旅游发展，人们对旅游的态度由模糊渐渐明确。

3.3.2 社区对旅游开发的感知与建议

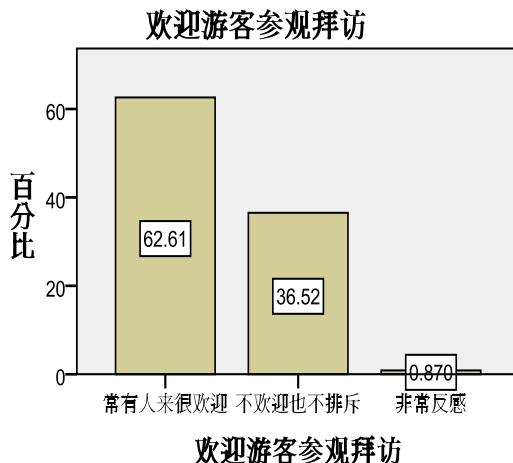
由于西递的旅游方式是参观古民居，游客进入到居民生活的空间内，此部分通过一些问题的设计，希望能够得到旅游是否对居民的日常生活造成了影响。



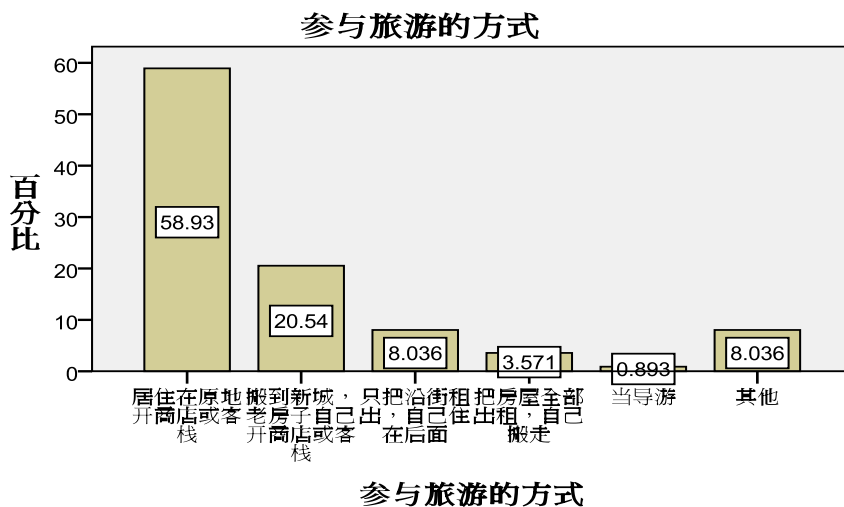
从表中可以看出，有 55.17%的居民认为旅游对他们的生活基本没有影响，而有 26.72%的游客也认为无所谓，这说明在西递旅游发展中，游客在西递的旅游发展中，对居民的生活干扰不大。



从以上三个图可以看出，有 46.96%的居民希望旅游区能够向自己居住地延伸，这个比例相比去年有所下降，同时有 47.79%的游客希望在旅游区向自己居住地延伸时能够开商店或客栈，投入到旅游中来，而很少有人在旅游区向自己居住地延伸时搬走，有 44.25%居民表示会继续正常生活。这说明了，总体而言，旅游对居民的生活没有引起很大干扰和反感，更多的人是持积极参与的态度或者正常生活。



有 62.61%的居民认为常有游客到加重参观或拜访，而且表示很欢迎，有 36.52 的人表示不欢迎但是也不排斥，持一种接受的态度，只有极少数，0.870%的居民对于游客的参观或拜访表示非常反感。总体而言，说明绝大多数居民对于游客的到来不会反感和排斥，而是相对开放或者容忍的态度来看待游客的参观。



有 58.93%的居民希望能够在自己的住处开商店或客栈来参与到旅游中，有 20.54 的居民会选择搬到新城，而老房子自己开商店或客栈，只有 3.571%会选择把房屋全部出租，自己搬走。在选择其他的人里面，只有两人提出不愿意参与，其他人没有填出相应的方式。总体而言，无论采取哪种方式，居民对于参与旅游的热情还是很高的。

表 3-8 旅游开发中最不满意的地方

序号	旅游开发中最不满意的是
----	-------------

1	不购物
2	不合理，不公平
3	不合理的事
4	不能合理开发，利用
5	不自由
6	财富分配不均
7	城管对人对事不一视同仁
8	党员干部和干部子女上班
9	导游导购是最不满意的
10	导游市场不规范
11	导游素质低
12	店铺、房价高
13	对政府不满意，政府官员都是作秀
14	发展速度不均衡，发展速度慢
15	分红少
16	管理不认真到位，不公平，公开，公证
17	管理水平太差，不公平，不统一
18	河水不能得到很好的处理，比如公厕、垃圾箱
19	很满意
20	环境污染
21	环境污染，垃圾多
22	家族式就业，倚老卖老的管理
23	就业人员非本村的居民太多，广告宣传力度不够
24	开发不全面，水流严重污染
25	客人乱扔垃圾
26	客源少少少
27	垃圾增多
28	利益分配不均

29	旅游带来的一些生活用品垃圾和影响
30	旅游管理方式不行，不知道宣传
31	旅游开发居民收入增长过缓，部分古建筑保护不够
32	满意
33	配套不健全
34	欺客，诈客
35	失地农民无工作，失业率高
36	为什么不能当民间导游？给客人讲解西递的历史和文化
37	卫生不太满意
38	卫生状况日渐下降
39	污染
40	污染重
41	无法参与旅游生意
42	学生写生的染料不分类倒入垃圾桶
43	游客不文明
44	有的客人素质低
45	造成当地水资源污染，固体垃圾增多
46	政府
47	政府不采纳
48	政府不采纳百姓意见，百姓受益少
49	政府房屋补助未落到实处
50	政府管理，办手续太多
51	最不满意的是管理方面不行

从居民对旅游开发的感知与建议的数据中，可以得知居民主要的不满总结为四个方面：

1.利益分配不均，认为受到了政府不公平待遇，比如干部子女当导游；2.政府管理的措施和力度不够，对景区开发不当，宣传不够；3.环境污染严重，如河水污染和固体垃圾增多；4.游客素质低。

总体而言，在西递，游客深入到居民的生活空间中进行旅游活动，总体上并没有对居民

的日常生活造成过多负面的影响，而大多数的居民对于游客的行为也不排斥，反而有比较多的人希望能够借助这样的机会开设商店或者客栈，参与到旅游中来，从中获得经济收入，这表现了西递居民在旅游开发中的积极或者中立的态度，反感情绪较低。但部分反对的声音也不能被忽略，有些村民所提到的一些冷热区发展不平衡，村民利益分配不均的问题也值得考虑。

表 3-9 对旅游开发具体意见或建议

序号	对旅游开发具体意见或建议
1	1. 提高居民素质；2. 改善医疗、生活水平
2	把客人留住，旅游发展越来越好
3	不敢建议
4	处理好公厕的排泄和垃圾的处理
5	从领导做起，从自己做起
6	改革
7	管理需要改革
8	管理制度科学，平等
9	加大宣传
10	加大宣传，妥善管理，合理开发
11	加大宣传，增加人气，做有特色的旅游节目
12	加大宣传力度，增加更多广告
13	坚持可持续旅游的开发和利用
14	建议旅游开发越办越好
15	降低促销
16	可以开发更多的旅游项目
17	扩大水面
18	领导们尽量规划古民居时，民风民俗民貌不破坏，保持古样
19	旅游产品单一
20	旅游开发得越来越好
21	旅游开发要持续开发，不可过度商业化

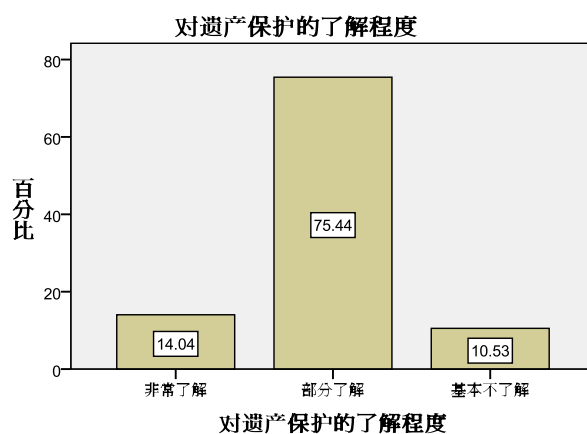
22	全村旅游
23	全面开放，留住旅客，体验生活
24	提高全民素质，文明经商，快乐之行
25	提高生活质量，小轿车不能开入村内，没停车库
26	维持在当初评上世界文化遗产时的状态将会是最好的
27	西递宏村县古民居重要保护，不保护不发展旅游
28	希望加大对外宣传
29	希望领导都能公平，绝没私心地管理
30	希望旅游开发更到位点，管理和宣传做得更好
31	学习先进的管理理念
32	要发展景点
33	要加强对景区管理，同时也要对居民的日常生活有个自由性
34	要引导村民共同致富
35	应开发还没有开发景点，做到留得住游客
36	游客多就好
37	政府不采纳，说了也白说
38	政府不听农民的心声

对旅游开发的建议而言，有的村民提出了要改变利益分配不均状况，改善生活条件，共同富裕；也有村民提出保护环境，坚持可持续旅游；但更多的建议是在如何对西递村这个世界文化遗产地的保护、开发和管理上面，这些建议主要集中在以下几个方面：1.改革管理制度；2.加大宣传；3.保护古民居；4.加大旅游开发，留住游客；5.旅游产品多元化；6.提高居民素质。当然，也有很大一部分的人群没有什么意见，他们认为政府并不会采取他们的意见，所以采取了消极的态度不提意见，或者说不敢提意见，政府说什么就是什么。

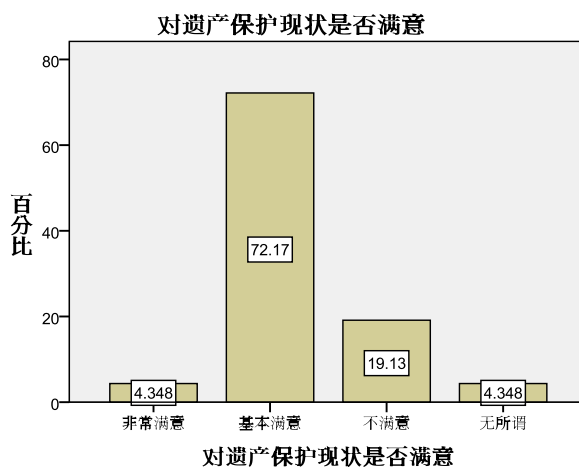
3.3.3 社区对旅游的意见和建议

由于西递的旅游方式以参观古民居为主，所以对遗产的保护是非常重要的，问卷设计了

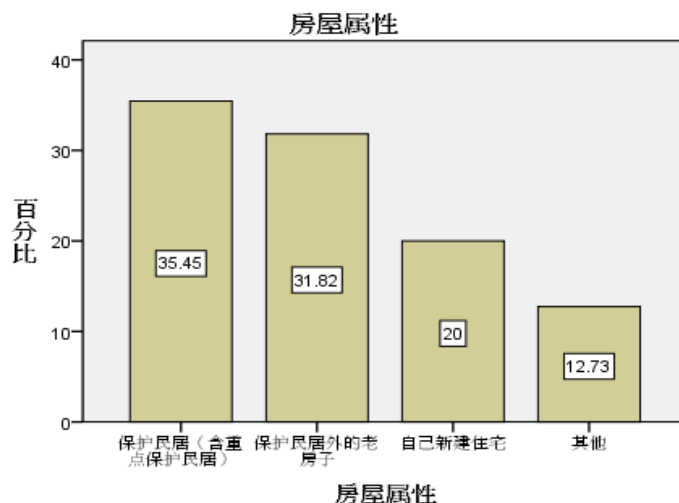
居民对遗产保护的感知和建议的一些问题,希望能够了解居民对于遗产保护的认知的实施情况以及存在的一些问题和建议。



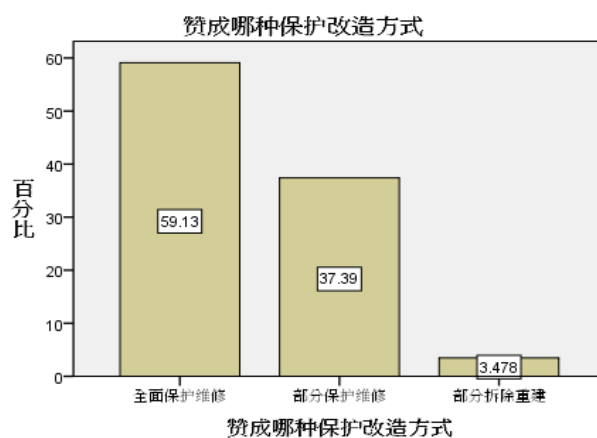
有 75.44%的居民部分了解遗产保护,而非常了解遗产保护的只有 14.04%, 10.53%的居民基本不了解遗产保护。说明政府的遗产保护的宣传教育工作做得比较到位,但还没有全面普及。



有 72.17%的居民部分对遗产保护现状感到满意,而非常满意遗产保护现状的只有 4.348%, 19.13%的居民基本不了解遗产保护,也有 4.348%的人认为无所谓。总体而言,大部分居民对于遗产保护现状持满意态度。



从房屋属性来看，调查的居民中，有35.45%的人居住在保护民居里，而31.82%的人居住在保护民居外的老房子里，20%的人居住在新建住宅里，还有12.73%的人住在其他类别属性房子里。总体而言，居住在新建住宅的比例还是相对较小。



有 59.13%的居民认为传统民居应该要全面保护维修，37.39%的居民认为传统民居应该要部分保护维修，而有 3.478%的人认为古民居要部分拆除重建。这说明居民普遍认为古民居需要在保护的前提下进行维修的，只有很小部分人认为要拆除重建。

表 3-10 居民赞成的遗产开发与保护手法

赞成的遗产开发与保护的手法				
		响应		个案百分比
		N	百分比	
赞成的遗产开发与保护的手法 ^a	遗产地周边建旅游设施，保护区保持原汁原味	67	22.1%	58.8%
	保护物质遗产外，应保护非物质文化遗产	67	22.1%	58.8%
	遗产地周边保持田园风光，保护区内建旅游设施	56	18.5%	49.1%
	标记挂牌重点保护民居，政府出资维修	61	20.1%	53.5%
	登记重点保护单位，用法律手段保护	52	17.2%	45.6%
总计		303	100.0%	265.8%

a. 有效个案数N=114。

而对于遗产开发与保护手法来说，问卷中提出的五种保护方式赞同的人数基本持平，都在20%左右。这说明，居民对提出的这五种保护方式都有较高认同度。

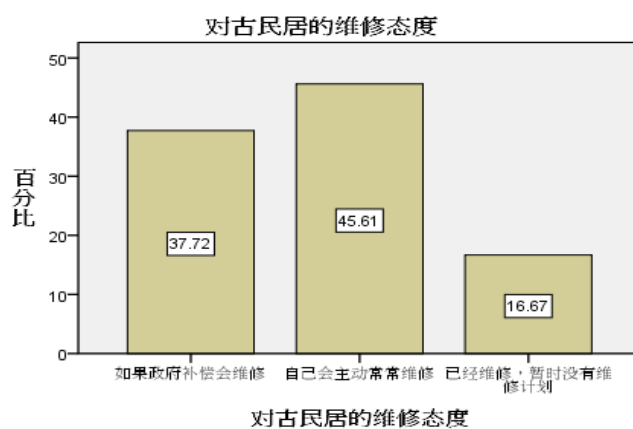


表 3-11 西递居民遗产保护烦恼问题

在西递宏村的遗产保护中觉得最烦恼的问题是				
		响应		个案百分比
		N	百分比	
在西递宏村的遗产保护中觉得最烦恼的问题是 ^a	规定建房木材料难买或贵	41	13.7%	35.3%
	规定的房屋高度	31	10.3%	26.7%
	缺乏维修资金	49	16.3%	42.2%
	卫生设备引入比较困难	30	10.0%	25.9%
	机动车辆难以进入	52	17.3%	44.8%
	道路路面宽度不方便	32	10.7%	27.6%
	其他各种限制太多	53	17.7%	45.7%
	保护最烦恼的其他问题	12	4.0%	10.3%
总计		300	100.0%	258.6%

a. 有效个案数N=116。

从上面图表可以看出，有 45.61%的居民会自己常常主动维修房子，有 37.72%的居民提出如果政府补偿会维修，还有 16.67%的居民已经对房子进行了维修所以暂时没有维修计划。部分居民在访谈中提出维修老房子的价格过高，缺乏资金，还有很多居民认为维修房子存在着规定的建房木材料难买或价格昂贵、规定的房屋高度、卫生设备引入比较困难、机动车辆难以进入、道路路面及宽度不方便、其他各种限制太多等的问题。

表 3-12 令居民反感的游客行为

反感的游客行为				
		响应		个案百分比
		N	百分比	
反感的游客行为 ^a	在水系河道洗涤绘画工具	101	23.9%	86.3%
	大声喧哗	40	9.5%	34.2%
	随意乱丢垃圾	89	21.0%	76.1%
	未经允许进入家中观望	36	8.5%	30.8%

	缺乏对历史文化的了解	42	9.9%	35.9%
	未经允许随意拍照	40	9.5%	34.2%
	乱丢烟头	67	15.8%	57.3%
	反感行为（其他）	8	1.9%	6.8%
总计		423	100.0%	361.5%

从表中可以得知，居民最反感的游客行为是“在水系河道洗涤绘画工具”、“随意乱丢垃圾”、“乱丢烟头”等，比较反感的行有“大声喧哗”、“未经允许进去家中观望”、“缺乏对历史文化的了解”、“未经允许随意拍照”等。

表 3-13 社区居民参加过的文化活动一览表

序号	参加过的徽派文化或宗族文化的传统文化活动
1	《宏村阿菊》为宏村宣传的活动
2	黄梅戏
3	徽州民俗表演
4	祭祖活动
5	祭祖活动，抛绣球
6	没权利，生活困难
7	没有
8	没资格
9	抛绣球，庙会
10	生活困难，没钱参加
11	文化节
12	西递祭祖活动

居民参与过的传统文化活动很少，大部分居民说自己没有参与什么传统文化活动，只有少部分人参加过以祭祖活动，表演活动等，而也有少部分的人说自己没有权利参加，抱怨生活困难。

表 3-14 社区对西递遗产保护意见一览表

序号	对西递宏村遗产保护的建议和意见
1	1. 不得对其主体破坏；2. 加大对违反规定乱拆乱建的处罚力度
2	保持西递宏村的原始模样
3	不应在遗产区内再新建房子，杜绝乱盖新房
4	定期对景区设施检查与维护，及时发现问题，解决问题
5	对西递遗产保护应该管理严格一点
6	恢复原貌很难实现
7	加大对外城市宣传西递，最好是以西递文化为主，建筑为背景，不断地里或城市中的显示屏里播放
8	加强保护意识，重在领导，重视管理
9	加强领导自身修养学识，不要一个领导来一个规划，另一个领导来另一个规划
10	尽量保持原汁原味
11	禁止多修，乱建
12	禁止违章建筑，乱修，乱建
13	领导说了算
14	说了白说，政府不采纳
15	统一管理，一视同仁
16	往家多拨钱
17	西递村和宏村是两个村庄，由于宏村是北京人承租，对西递不友好，起反作用
18	西递分红太少，年收入 3900 万，每人分 1600 元，人口共 1132 人
19	西递是好地方，应开放
20	需要大家的共同爱护
21	学生来西递宏村，卫生问题
22	遗产保护要政府、社会、个人一同参与，由志愿者组织积极参加保护宣传活动，资金由统一的基金支付
23	由政府统一安排，提高全民文化保护意识，特别防火
24	有点过度商业化了，十年前的状态最好

25	政府不采纳
26	政府出资
27	政府进行全面保护和管理
28	政府要对遗产的维修和管理
29	政府怎么做就怎么做
30	注重保护徽派文化，宗族文化等非物质文化遗产
31	自己维修，不要政府维修

对西递宏村遗产保护的建议和意见可以总结为以下两个方面：1.保护民居原貌，杜绝违章建筑，乱拆乱建现象；2.政府加强管理，统一拨款进行开发和保护。而大部分人并没有提出建议，也有些人采取了消极态度，认为提了建议没有用，或者干脆采取政府说了算的态度。

第四章 游客问卷调查

本次对西递游客行为与满意度的监测，主要通过抽样问卷调查的方式，利用一系列“认知指标”对游客本身的行为偏好与满意度感知进行评估，调查组在西递的追慕堂、敬爱堂等主要景点对国内游客进行了随机调查，共发放问卷 200 份，回收有效问卷 192 份。

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

4.1 问卷基本情况

4.1.1 性别及年龄特征

192 份问卷中，187 人填写了性别，189 人填写了年龄，据此得出西递游客性别与年龄分布表。游客性别分布中，女性游客占 53.5%，略占优势。本次调研的游客年龄分布集中在 15 岁到 64 岁，以 15-24 和 25-44 岁游客居多，其中 15-24 岁游客占 56.1%，多是来自各高校的学生，他们一部分是观光学生，虽然经济能力低下，但出游欲望强烈，还有一部分是各学校组织写生的学生，这个年龄段到的游客是西递游客的主体；25-44 岁年龄段的游客经济状况较好，社会地位高，整体出游率较高，占 37%；45-64 岁年龄段的游客虽然社会地位和收入不错，但是由于家庭中有需要照顾的老人或者正在读书的孩子，家庭花费较大，经济紧张，因此出游欲望较弱，因此出游率较低。在本次调研中，15 岁以下和 64 岁以上的游客比例为 0，说明这一部分游客在西递游客中占据很低的比例。

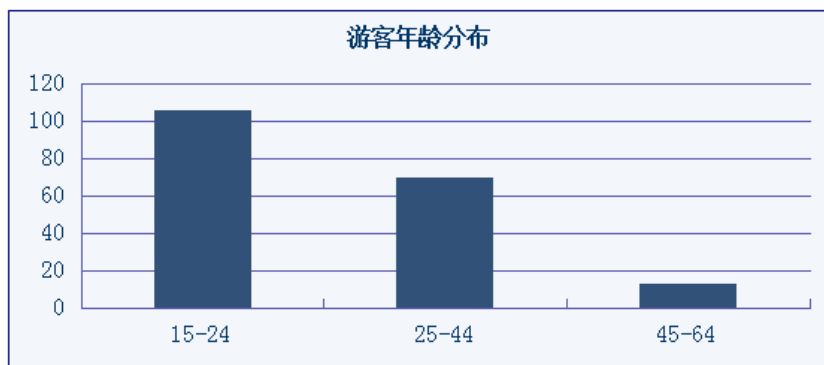


图 4-1 游客年龄分布图

4.1.2 客源市场特征

西递吸引的游客范围广阔，但以省内和周边地区游客为主，安徽省内占 54.7%，可看作一级客源市场；广东、江苏、江西、上海、福建、湖南湖北、浙江等周边地区共占 32.1%，可看做二级市场，其他地方如内蒙、北京、香港澳门等其他地区仅占 13.2%，可看做机会市场。

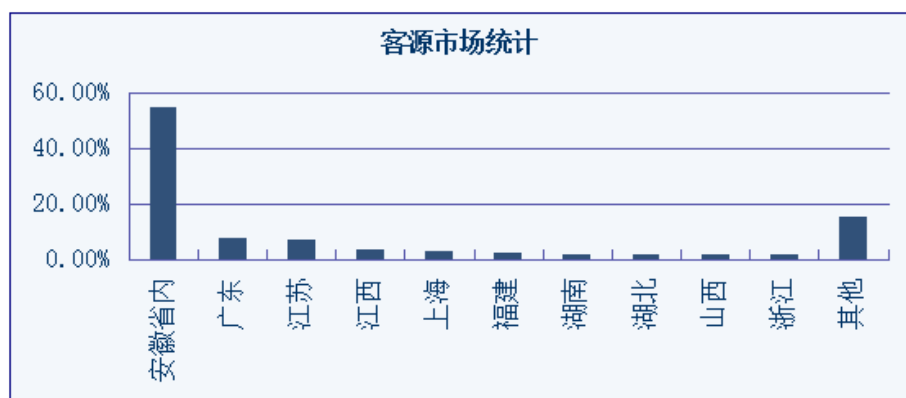


图 4-2 客源市场分布图

4.1.3 文化程度特征

在问及文化程度时，190 人作了回答，其分布如下表。西递游客中本科学历最多，本科及其以上共占 48.4%，近一半，其次是高中或中专，占 36.3%，大专学历分别占 12.1%，初中及以下仅占 3.2%。由此可见西递游客学历普遍偏高。对于西递这类以文化资源为吸引物的旅游地，文化程度地的游客很难感受到其意蕴所在。

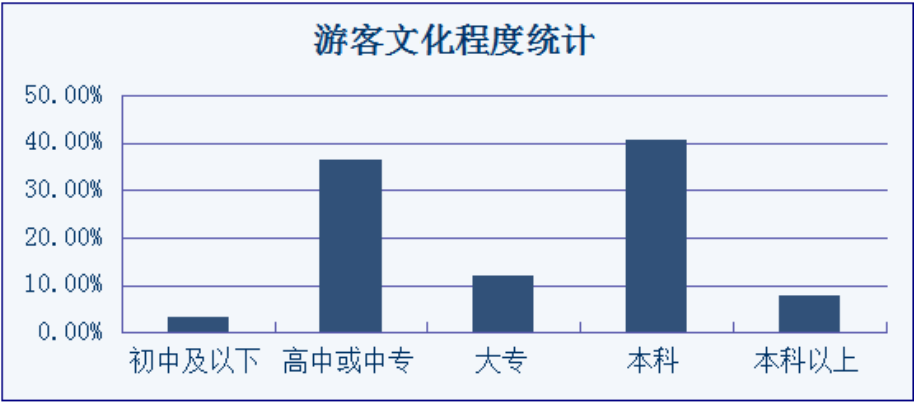


图 4-3 游客文化程度统计图

4.1.4 职业特征

在被访问的游客中，188 人填写了职业，其分布如下表所示。西递游客职业分布以学生和企业职员为主，比例分别为 47.9%和 23.9%，其次为事业单位人员和公务员。学生去观光的普通游客以及各学校组织的写生游客。西递作为写生基地，与许多艺术学校或院系合作，因而每年有大批学生前来写生。企业职员、事业单位人员和公务员这三类群体经济基础优越，社会地位高，福利水平高，相当一部分游客是由单位组织安排或者会议出差的公费旅游，并且其受教育程度高，注重旅游吸引物的文化内涵，西递作为传统徽文化的载体正好迎合了他们这种需求。

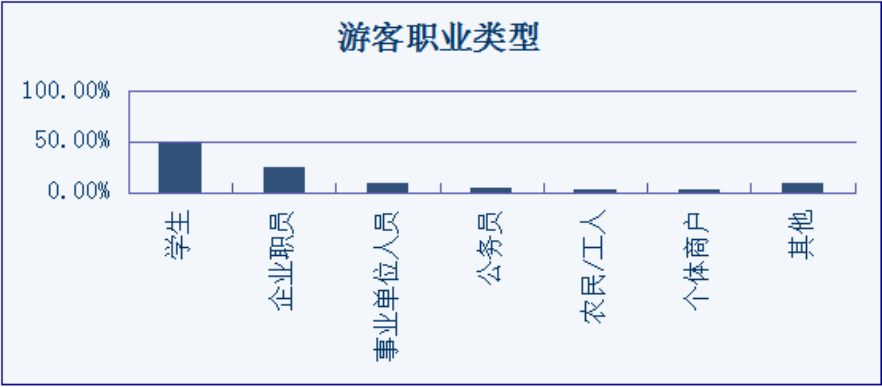


图 4-4 游客职业类型统计图

4.1.5 小结

从以上的分析中可以初步得到西递国内游客的一些特征：年龄段及种子啊 15-44 岁，吸引力范围广阔，但是以安徽省内、广东、江苏游客居多，尤其是省内游客占一半以上；学历集中在高中或中专、本科及以上，职业集中在学生、企业职员、事业单位人员和公务员群体。

4.2 游客旅游偏好

4.2.1 游客的旅游方式

被调查者的旅游方式以团队游为主，63.2%的游客会选择团队游，46.8%的游客选择自由行，此外，88%的游客会跟随导游讲解，说明导游讲解是游客了解徽派建筑文化和西递历史的重要途径，导游的服务质量和讲解的详细程度在很大程度上会影响到游客的满意度。

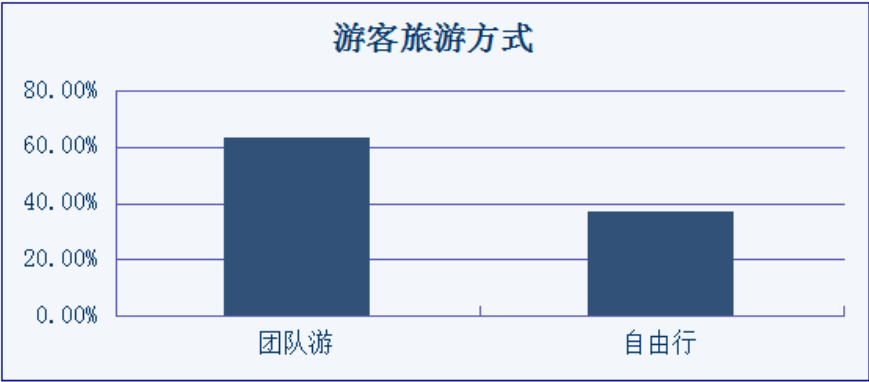


图 4-5 游客旅游方式统计图

在调查的游客中，83.3%的游客是第一次来到西递，仅有 16.7%为重游游客，说明西递游客的重游率比较低，这也是由于西递的旅游产品还停留在观光浏览阶段，游客停留时间短，对西递遗产文化了解不深入，因此重游率不高。



图 4-6 游客重游率统计图

4.2.2 游客停留时间、游览活动

从游客的停留时间看，西递游客游览时间集中在半天或半天一下、五天以上两个时间段，50.0%的游客在西递的停留时间不超过半天，38.0%的游客停留时间为 5 天以上，这是由于西

递特殊的游客结构造成的。大部分观光游客停留时间较短，但是留在这里写生的学生一般都是停留一周以上，因此造成了停留时间上的差异。

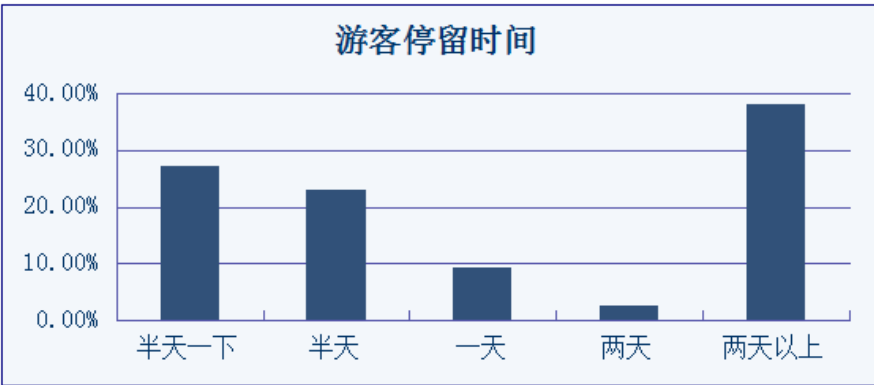


图 4-7 游客停留时间统计图

从表可以看出，游客参与的主要活动包括参观民居、观赏周边田园风光、走遍整个景区、购买旅游商品等大众行为，在村内住宿、品尝农家菜、与居民闲聊等促进游客对西递民俗文理解深度体验行为不多，着也正印证了西递的游客主要以团队游客为主，他们的行为往往受到旅游团游览时间和旅游线路的限制，难以深入体验。另一方面也说明西递所提供的旅游产品比较单一。旅游服务是体验服务，旅游产品的核心是游客的旅游体验，古村落旅游应该注重对其所承载的传统文化内涵的体验和感知，也是游客在参与过程中所感受到的精神的愉悦。但是从目前的现状看，西递所提供的旅游项目比较单一，游客跟着导游走马观花似的游览一遍，欣赏一下自然环境，参观一下建筑，买一些纪念品等，其体验还停留在观光层次，难以感受到西递作为世界文化遗产最精华最有价值的部分。因此，从旅游开发的角度，西递应该充分挖掘文化内涵，提升游客的参与层析，丰富旅游项目。例如可以通过对西递茶文化的挖掘，开展茶艺表演，游客通过品茶参与其中，感受到徽州茶文化的境界。

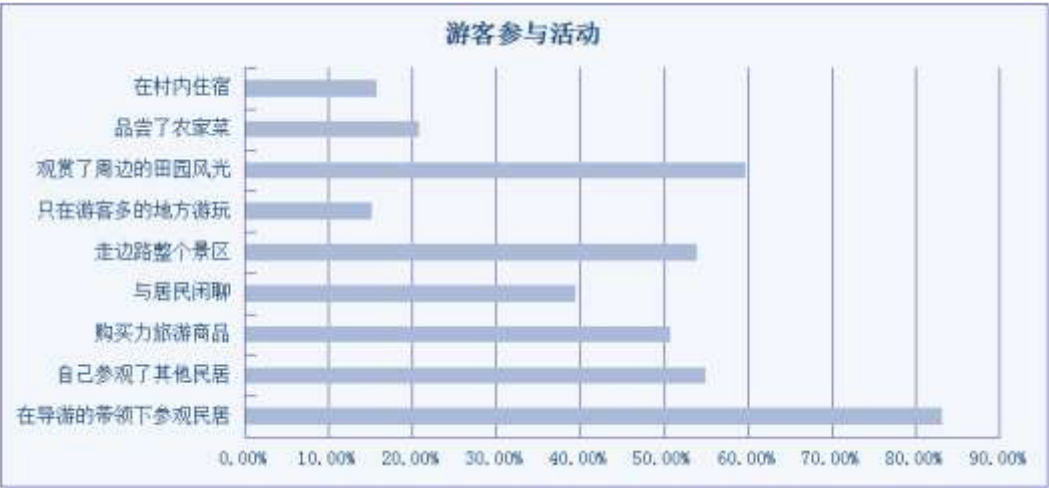


图 4-8 游客参与活动统计图

4.2.3 小结

进一步分析得出，西递游客结构以团队游客为主，包括观光团队和前来写生的学生游客。观光游客的停留时间短，基本不超过半天时间，其游览线路集中在导游带领的线路上，写生游客在西递的停留时间一般超过 5 天，并且通过访谈可知很多学生游客并不在村内住宿，因此两类游客与当地居民的深入接触都不多，此外，游客体验活动还停留在观光浏览的层次，旅游形式单一，项目少，游客体验难以深入了解感受洗涤文化。

4.3 游客满意度

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

4.3.1 游客对目的地景观的评价

表 4-1 游客对目的地景观的评价

主要方面	指标	平均值	标准差	表示赞成的比例	表示反对的比例
目的地景观	田园风光优美	4.2094	0.64739	88.5%	0.5%
	文化内涵丰富	4.3854	0.70703	88.0%	0.5%
	民居魅力独特	4.3958	0.68613	88.5%	0

游客对目的地景观评价主要包括三个指标：田园风光优美，文化内涵丰富、民居魅力独特，由上表可知，游客对西递旅游资源的评价很高，平均分都在 4 分以上，且对三项的赞成比例相近，均高达 88%以上，表示反对的比例也很小，也正说明了西递作为文化遗产的魅力。

4.3.2 旅游信息与进入性

表 4-2 游客对旅游信息与进入性的感知

主要方面	指标	平均值	标准差	表示赞成的比例	表示反对的比例
旅游信息与进入性	路标和指示牌易懂	3.6579	0.89904	54.2%	7.9%
	方便获得地图和宣传册	3.3874	1.02426	45.6%	18.8%
	易获得遗产信息	3.9474	0.88931	73.7%	6.3%
	交通方便	3.7760	0.94168	64.5%	8.9%
	满意导游解说	4.1436	0.78462	82.4%	2.7%

旅游信息与进入性的主要评价指标包括：路标和指示牌易懂、方便获得地图和宣传册、获得文化遗产知识、交通方便、满意导游解说。由上表可以看出，游客对于遗产信息的可获得性、可进入性以及导游解说接近满意或者较为满意，但对于地图和宣传册获得方便程度、

路标指示牌的易懂性方面满意度较低，这两项指标影响了游客的满意度体验，说明景区在给游客提供便利条件和设施方面应该加以改进。

4.3.3 目的地环境

表 4-3 游客对目的地环境的感知

主 要 方 面	指标	平均值	标准差	表示赞成的比例	表示反对的比例
目 的 地 环境	商业气息不浓	3.1885	1.07292	35.6%	24.6%
	生活气息浓厚	3.9737	0.85292	72.7%	3.7%
	景区拥挤	2.9734	1.0965	30.3%	35.1%
	景区干净	3.9465	0.90240	72.2%	5.3%
	被噪声困扰	2.5131	1.12792	17.8%	57.1%

目的地环境的评价指标主要包括：商业气息不浓、生活气息浓厚、景区拥挤、景区干净、被噪声困扰。由上表可以看出，游客的感知可以归纳为认为景区商业气息一般，生活气息浓厚，拥挤程度适中，景区干净，噪声污染较小。与去年相比，游客对景区拥挤的感知从 3.4 降低到 2.9734，游客的拥挤感知下降；景区干净感知提高，从 3.7 到 3.95，游客对景区卫生的感知提升但提升程度不大。

4.3.4 体验与景点相关活动的多样化

表 4-4 游客对体验与景点活动的感知

主要方面	指标	平均值	标准差	表示赞成的比例	表示反对的比例
体验与景点相关活动的多样化	理解民居价值和魅力	4.0681	0.80823	79.0%	2.6%
	了解历史文化	3.7316	0.93523	60%	8.4%
	感受居民生活和文化	4.0211	0.79654	79%	3.2%
	买到特色纪念品	3.7789	1.07574	64.2%	12.1%
	享受到特色食品	3.7632	0.99294	64.2%	8.4%
	游览项目单一	3.3280	1.01074	45.7%	19.9%
	停留时间短	3.3560	1.06076	40.9%	16.2%

体验与景点相关活动的多样化的评价指标主、要包括：理解民居价值和魅力、了解历史文化、感受居民生活和文化、买到特色纪念品、享受到特色食品。由上表可以看出，就整体而言，游客在旅游的过程中对于“理解民居价值和魅力”“了解历史文化”“感受居民生活和文化”“买到特色纪念品”“享受特色食品”等持赞成或者接近赞成的态度，说明经过旅游宣传，徽派建筑和民居的文化价值得到了有效传达，本地的资源特色也得到了一定的挖掘；但是“游览项目单一”“停留时间短”得分在 3 左右，游客持中立态度，说明西递景区开发还停留在观光浏览方面，游览路线短，主要集中在民居、祠堂、牌坊等地，，应开发多样化、趣味性的旅游项目，避免走马观花似的游览，提高游客的停留时间。

与去年相比，游客对“历史文化”“特色食品”的感知有所提升，但是游览项目单一和停留时间短的问题仍没有得到解决。

4.3.5 游客对遗产保护的态度

表 4-5 游客对遗产保护的态度

主要方面	指标	平均值	标准差	表示赞成的比例	表示反对的比例
对世界遗产的感知和态度	知道西递是世界遗产	4.2865	0.87802	87.5%	4.7%
	古民居应当加以保护	4.5812	0.60040	96.9%	3.1%
	对古民居保护情况满意	.1571	0.77896	81.1%	1.6%

游客对世界遗产保护态度的衡量指标主要包括“知道西递是世界遗产”“古民居应当加以保护”“对古民居保护情况满意”三个指标。从上表可以看出，游客基本对西递的遗产保护持支持态度，并且对西递古民居的保护状况感到满意。

4.3.6 当地人的态度

表 4-6 游客对当地人态度的感知

主要方面	指标	平均值	标准差	表示赞成的比例	表示反对的比例
对当地人的态度	有机会接触当地人	4.0469	0.82084	79.2%	3.6%
	本地人热情友好	3.9479	0.91377	72.9%	6.3%

对当地人的态度主要包括有机会接触当地人，本地人热情友好。两项均分均在 4.0 分左右，但是在“有机会与当地人接触”指标上赞成的比例为 79.3%，但是认为本地人热情友好的比例为 33%，这一比例与去年相比有所下降，这说明游客与当地有很多人接触的机会，但是停留时间短，接触的当地人以商铺店主居多，因此对本地人的认知造成了一定的局限性。

4.3.7 总体满意度

表 4-7 游客总体满意度

主要方面	指标	平均值	标准差	表示赞成的比例	表示反对的比例
总体满意度	我对本次旅行整体感到满意	4.0952	0.77968	85.2%	3.2%
	我会向亲友们推荐西递	4.1302	0.78515	82.3%	2.1%
	我会再来西递	4.9689	0.96194	72.8%	6.3%

对游览的总体评价的主要指标包括：我对“本次旅行整体感到满意”、“我会向亲友推荐西递”、“我会再来西递”三个指标。游客满意度是游客期望同实地旅游感知相比较的结果，它强调的是游客的心理比较过程及结果。由上表可以看出每个指标的均指都达到 4.0 以上，说明游客对此次西递旅游的整体满意度较高，其推荐意愿和重游意愿也很高。与去年相比，游客满意度有小幅提升，但是其重游意愿和推荐意愿的均值和赞成比例都有大幅度提高。

4.3.8 对西递的印象

被调查游客在填写“西递给我印象最深的地方”提供了两类答案，一类是针对西递的物质元素，主要是祠堂、对联、绣楼、美食等，另一类针对西递的氛围，如古朴、宁静、古色古香等，由此可以看出西递的目的地形象主要是通过古民居、对联等物质元素体现出来的传统古朴与宁静。

针对“对西递最不满意的方面”，游客反馈主要表现在旅游设施不够完善，厕所、休息室不够，旅游项目单一等问题上。西递提供的公厕只有一处，村民们开放自家厕所并收取一定费用（一般为两三元），导致游客感觉“被宰”，体验质量下降。此外，西递并未建立起正式的游客中心，向游客提供地图、宣传册以及旅游咨询等服务，这也是西递需要改进的地方。

4.3.9 小结

对游客满意度进行分析可以看出,就整体而言,游客对西递的目的地景观、旅游信息与进入性、目的地环境、体验活动与景点相关活动的多样化、遗产保护态度以及对本地人态度的感知都有较高评价,82.3%的游客表示会向亲友推荐西递,但同时从游客反馈中也可以看出西递旅游发展还存在诸多问题,如不容易获得地图和宣传册、纪念品不够具有特色,旅游项目单一,停留时间过短等,应该引起相关管理部门的重视并加以改进,提高游客满意度,建立西递旅游品牌。

第五章 结论

(1)民居的保存和利用情况受到旅游发展的影响，但总体上保存完好，修缮规模较小。

总体而言，具有特色的或者原大户人家的住宅都处于旅游线路上，发展成为旅游热点，此部分住宅在原本的居住功能上又被重新利用，改造成商铺，以大路街尤为明显。处于旅游冷点的地区，保留了徽派建筑的外观，但相对于旅游热点的民居（如大路街）而言，内部装修上更多采用了现代设施，如新设卫生间、瓷板砖等，以前边溪为代表。就修缮而言，西递民居都集中在窗户、屋顶等小规模修补上，如换柱之类的大规模修补较少。

(2)社区氛围较为和谐，但矛盾亦不容忽视。

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

同时，在保护和开发过程中，出现了居民利益分配不均、政府管理和开发措施不当等问题引发了居民与政府之间的矛盾，而环境污染和游客一些低素质行为也引起了居民的不满，但总体而言，这个矛盾还在可控制范围内。虽然也有部分消极的居民认为提建议没有意义，政府不会采纳，或者干脆采取“政府怎么说就怎么做”的听之任之的态度，但还是有部分居民对于保护和开发提出了有价值的建议，比如产品多元化，对西递多加宣传等。

(3)西递游客满意度高，但实际重游率低。

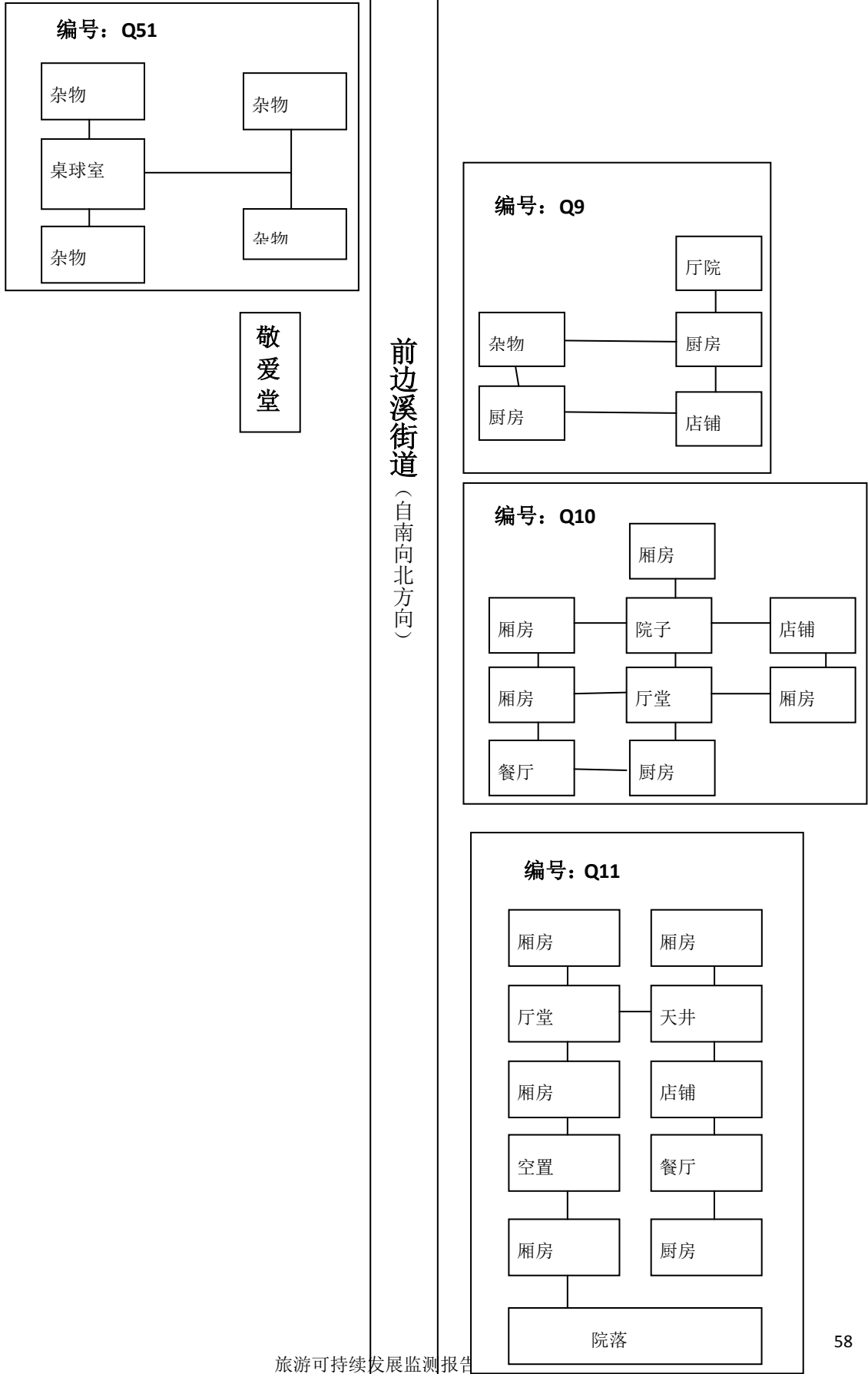
在本次调研中，游客的整体满意度、亲友推荐意愿和重游意愿都很高，但是实际满意度很低，这是因为对大多数游客而言，西递仅作为观光型旅游地，游客停留时间短，具有一定消费能力的观光游客在此地的停留时间一般在两个小时左右，并且旅游形式单一，参与的旅游活动难以深入到居民生活中，感受不到徽州文化的真正价值，因此尽管问卷显示重游意愿高，但是实际上重游的游客不多。

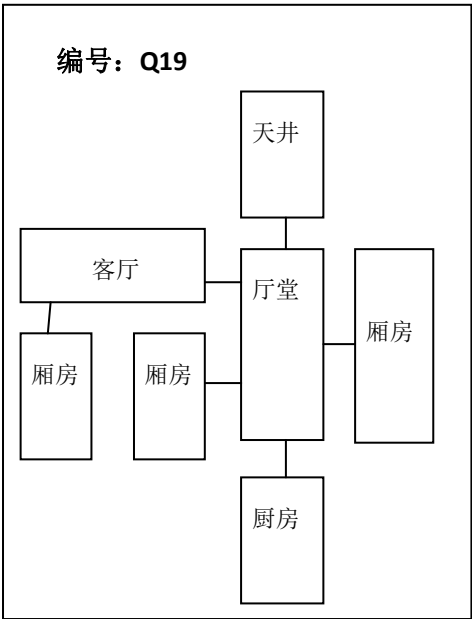
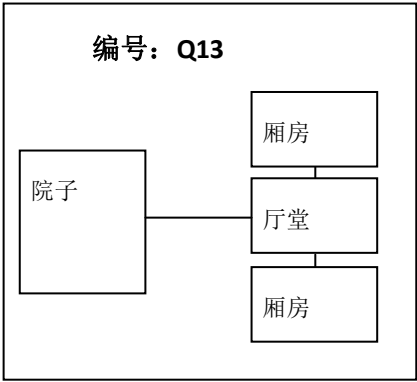
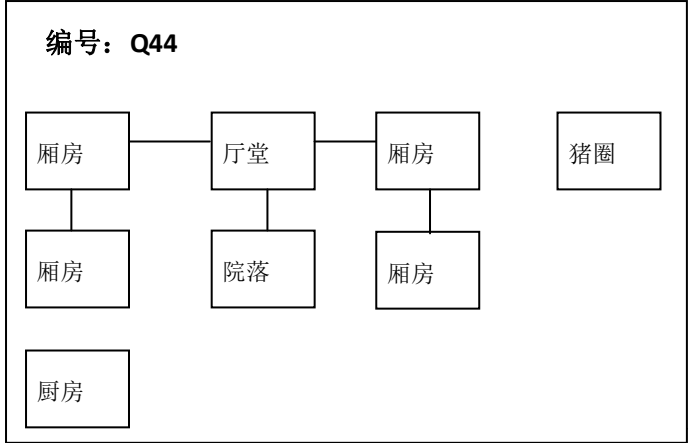
另外，问卷显示游客对西递景观的感知评价、满意度都非常高，其数据也可能存在偏差，由于被调查者有一超过一半的游客是安徽人，所以在填写问卷时可能会带有作为安徽人的自

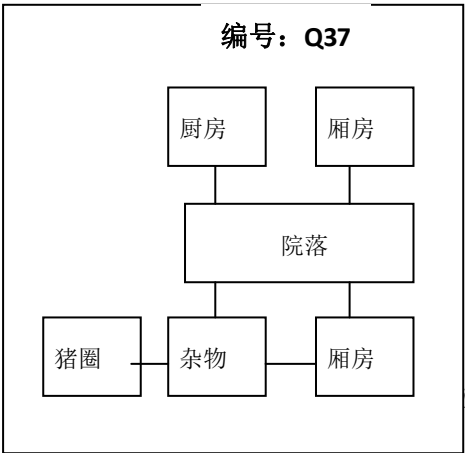
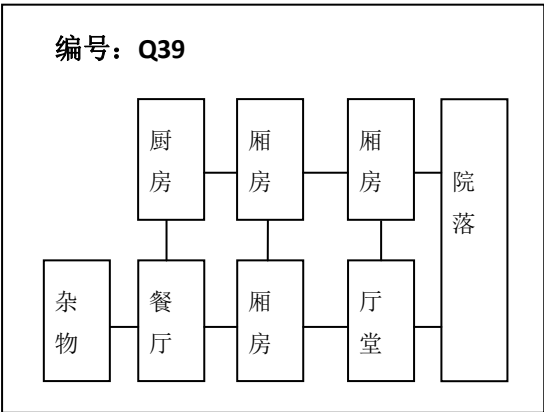
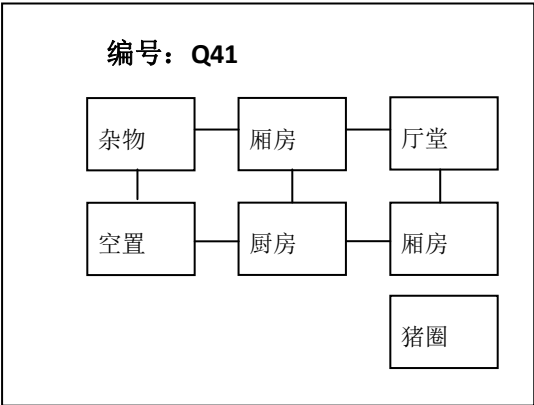
豪感，或者在填写时带有某种与道德相关的价值判断，因而评价偏向赞美，导致重游意愿偏高。

总体而言，西递的保护和开发总体呈现较为和谐的状态中，但在其中一些凸显出来的矛盾也不容忽视，政府部门应当采取措施进行解决。

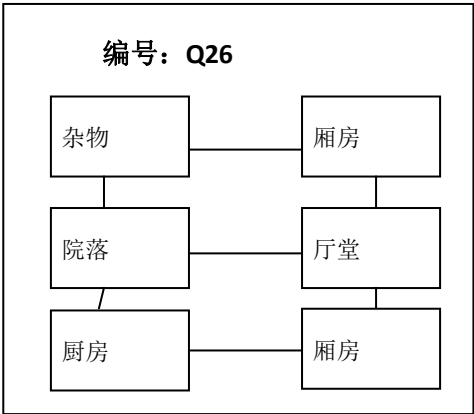
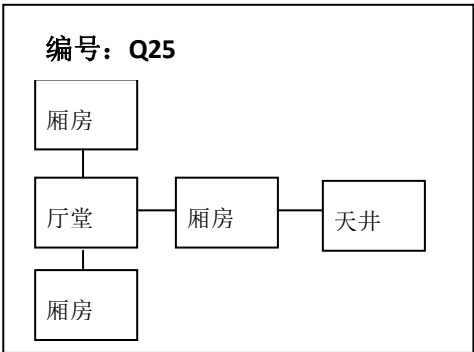
附录一：前边溪临街民居内部流线序列图

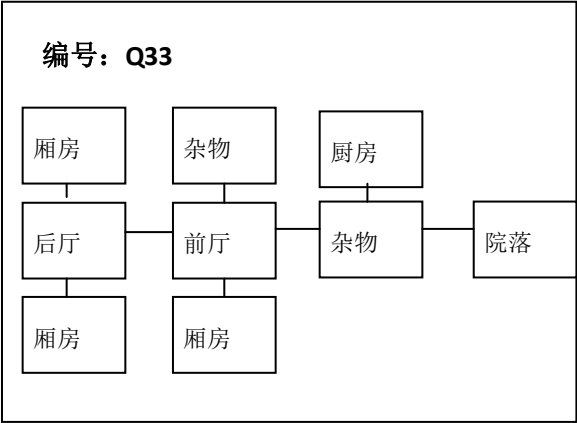
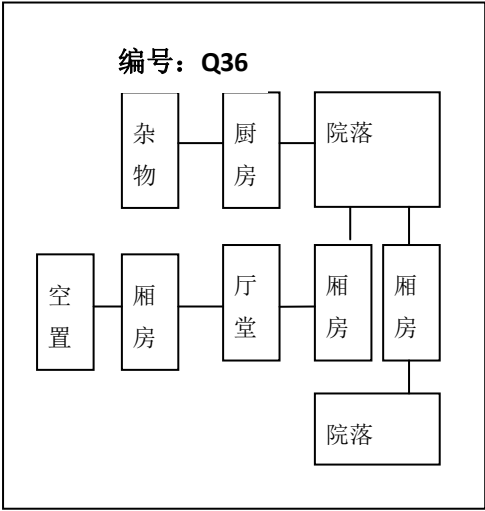




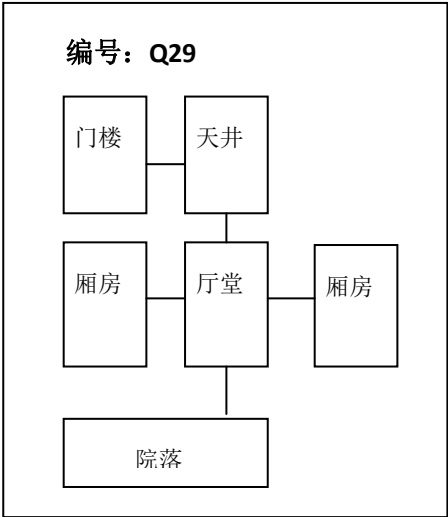


前边溪街道
(自西南向东北方向)

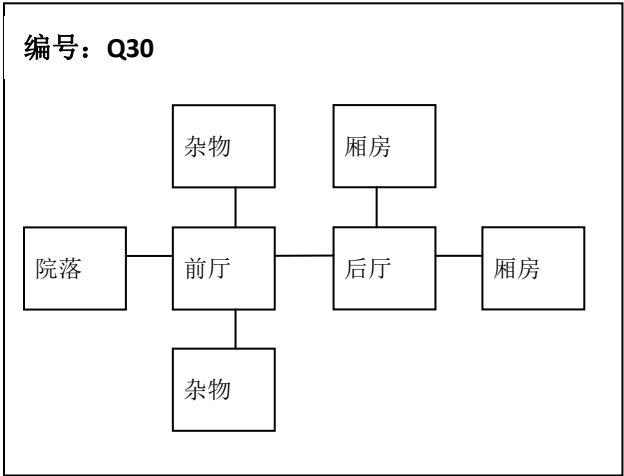




前边溪街道
(自西南向东北方向)

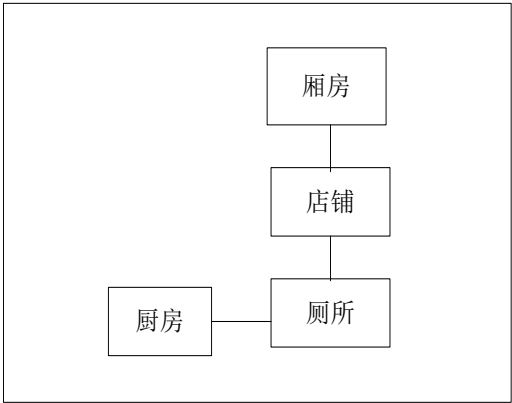


前边溪街道
(自西南向东北方向)

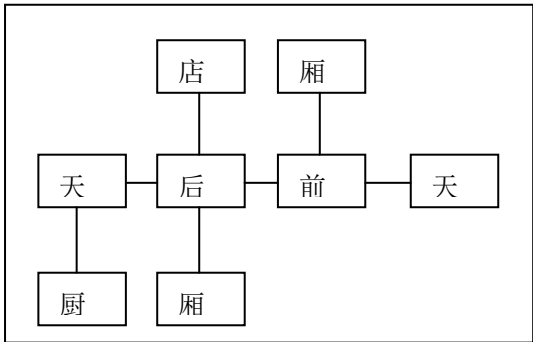


附录二：大路街街民居内部流线序列图

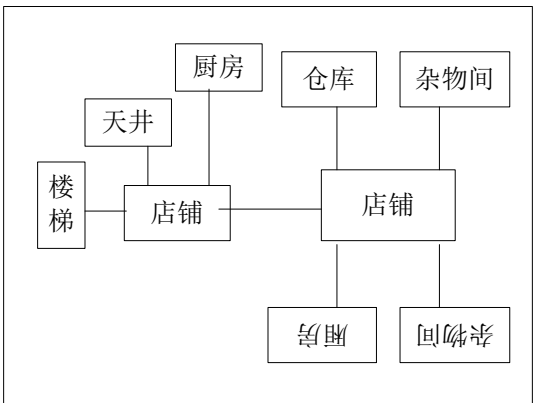
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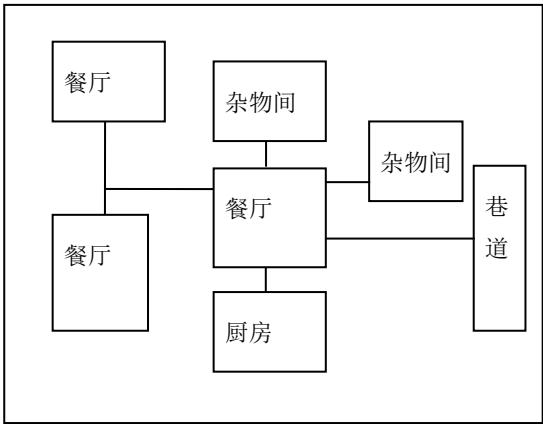
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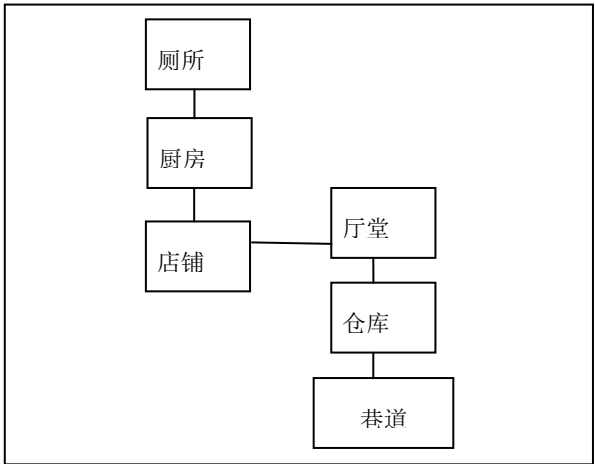
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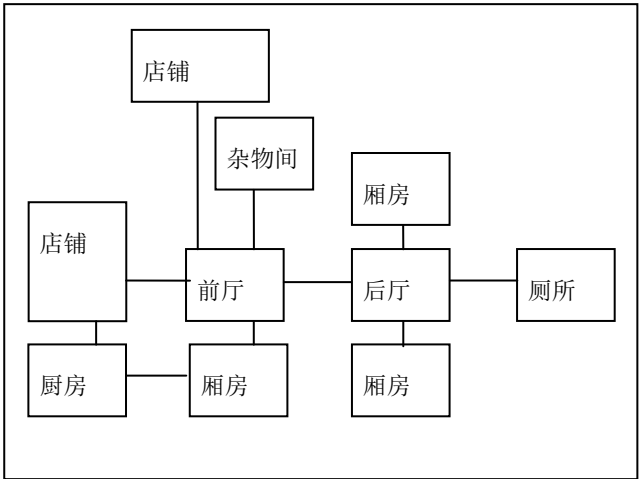
编号：D2



编号：D6

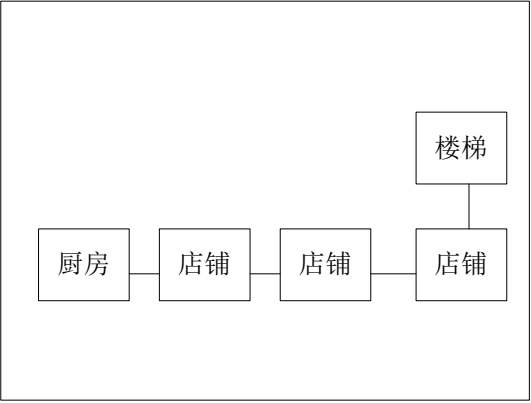


编号：D7

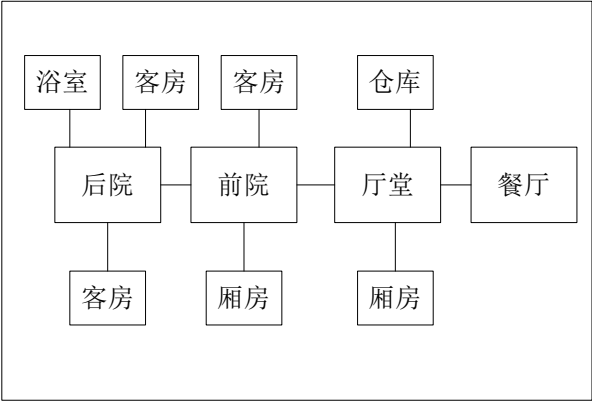


大路街街道
(自南向北方向)

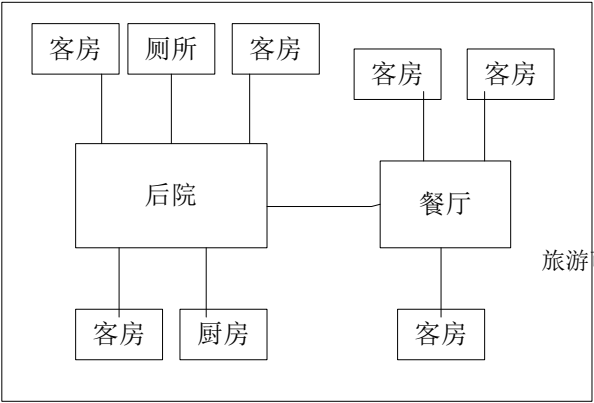
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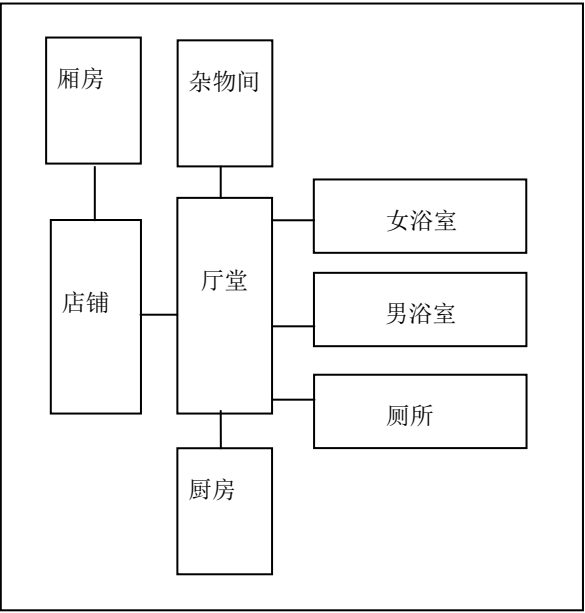
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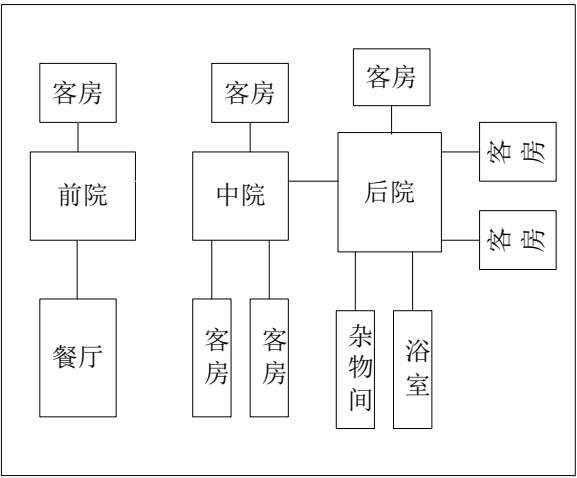
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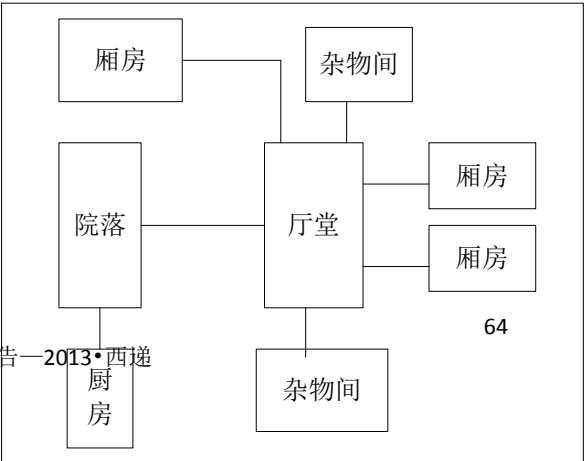
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编号：D13

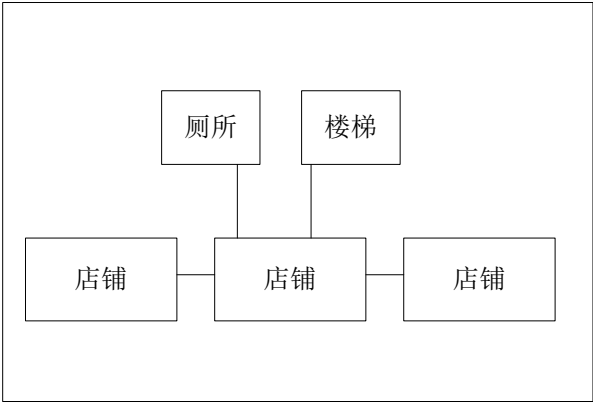


编号：D19

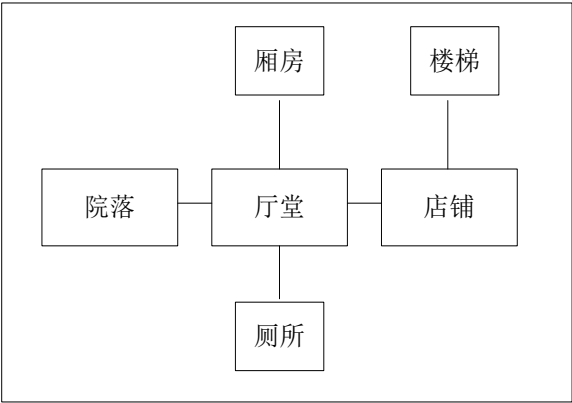


大路街街道
(自南向北方向)

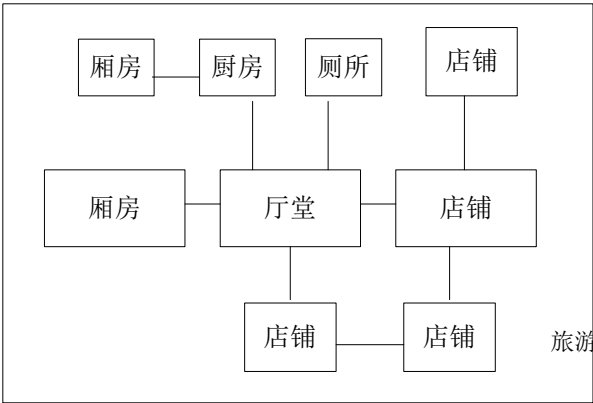
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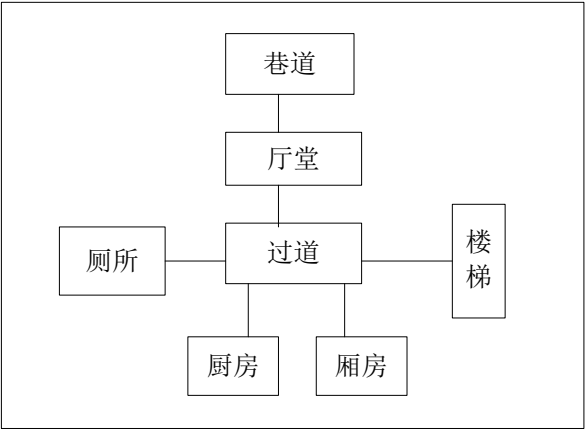
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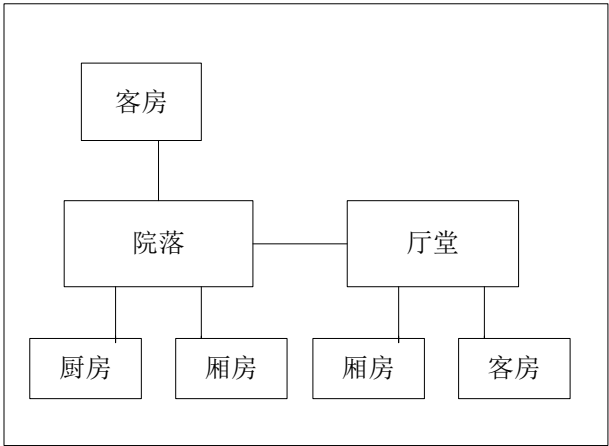
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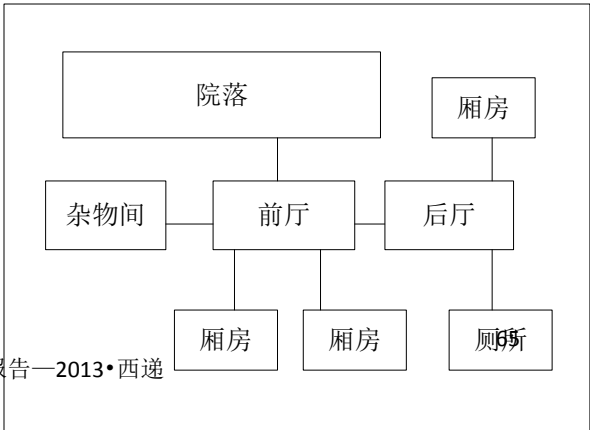
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编号：D26

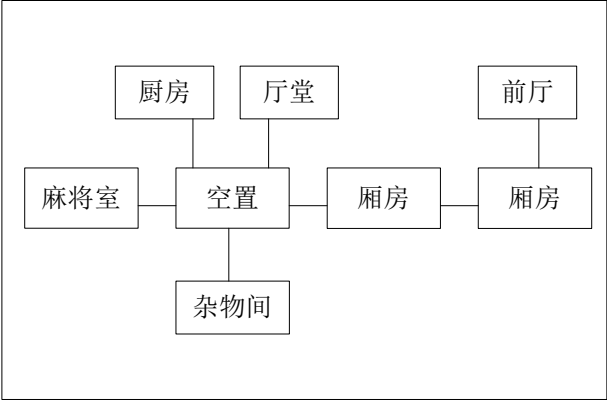


编号：D29

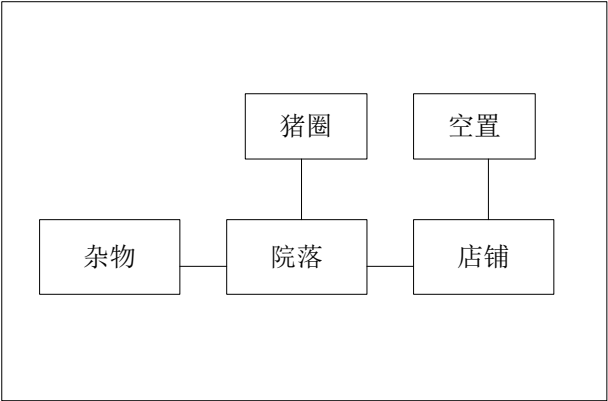


大路街街道（自南向北方向）

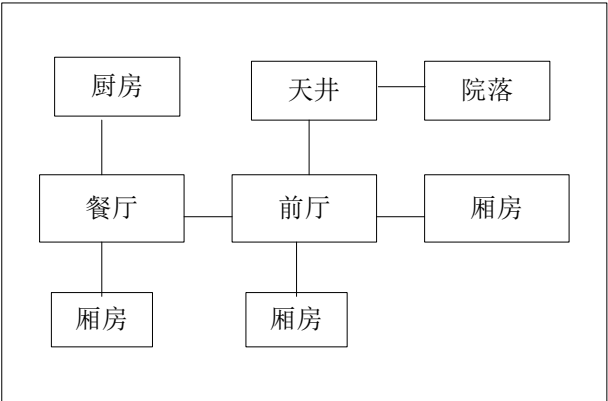
编号：D42



编号：D40



编号：D36



大路街街道
(自南向北方向)

附录三：西递旅游可持续发展调查问卷（社区）

2013 西递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

1) 保护民居（含重点保护民居） 2) 保护民居外的老房子 3) 自己新建住宅 4) 其他

4、您赞成哪种对传统民居的保护及改造方式

1) 全面保护维修 2) 部分保护维修 3) 部分拆除重建 4) 全部重建

5、对古民居的维修态度是

1) 如果政府补偿会维修 2) 自己会主动常常维修

3) 已经维修了，以后暂时没有维修计划 4) 不会去维修

1) 规定的建房木材料难买或价格昂贵
2) 规定的房屋高度
3) 缺乏维修资金
4) 卫生设备引入比较困难
5) 机动车辆难以进入
6) 道路路面及宽度不方便
7) 其他各种限制太多
8) 其他问题
()

- 1) 遗产地周边建设一定规模的旅游住宿, 购物等旅游设施, 遗产区保持居民生活区的原汁原味。
- 2) 遗产地周边保持田园风光, 游客住宿和购物都安排在遗产区。
- 3) 除了徽派民居等物质遗产的保护外, 也应该注重保护徽派文化, 宗族文化等非物质的文化遗产。
- 4) 把明清古民居登记为保护民居或重点保护民居, 实行挂牌, 由政府出资进行全面维修保护。
- 5) 把重要的明清古民居登录为国家或省级, 市级文物保护单位, 用法律的手段保护珍贵的文化遗产。

1) 在水系河道中洗涤绘画工具污染水系 2) 大声喧哗影响居民生活 3) 随意乱丢垃圾
4) 未经允许随意进入居民家中观望 5) 缺乏对西递宏村文化和历史的知识,对文化遗产漠视
6) 未经允许被游客随意拍照 7) 乱丢烟头,引发消防隐患 8) 其他()

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。

1、您的性别： 1) 男 2) 女

2、您的年龄： 1) 15 岁以下 2) 15-24 岁 3) 25-44 岁 4) 45-60 岁 5) 60 岁以上

3、您的文化程度：

1) 小学及以下 2) 初中 3) 高中或中专 4) 大学或者大专 5) 硕士及以上

4、您在此地的居住时间： 1) 1 年以下 2) 1—3 年 3) 4—6 年 4) 7—10 年 5) 10 年以上

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。

附录四：西递游客满意度调查问卷

西递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）旅游可持续发展西递监测项目组的调查员，希望通过本问卷来了解您对西递旅游的满意度。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，说明您对西递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
西递田园风光优美	1	2	3	4	5
西递文化内涵丰富	1	2	3	4	5
西递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
我能方便获得西递世界文化遗产的知识和信息	1	2	3	4	5
我来西递旅游交通很方便	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
我觉得西递商业气息不浓	1	2	3	4	5
我觉得西递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
我能够理解西递传统徽派民居的价值和魅力	1	2	3	4	5
我了解了西递的历史文化	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
我觉得西递游览项目单一	1	2	3	4	5
我觉得停留时间太短	1	2	3	4	5

对遗产的感知	非常反对	反对	中立	赞成	非常赞成
我知道西递是世界遗产	1	2	3	4	5
西递古民居应该加以保护	1	2	3	4	5
我对西递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
我会向亲友们推荐西递	1	2	3	4	5
我会再来西递	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. 是否第一次来西递: 1. 是 2. 否

4. 准备在西递游玩的时间: 1. 半天以下 (小时) 2. 半天 3. 一天 4. 两天 5. 两天以上

5. 您在西递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) 观赏了西递周边的田园风光 8) 品尝了农家菜 9) 在村内住宿

6. 西递旅游给你留下印象最深的地方是: _____

7. 您对西递旅游的建议: _____

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

附录五：西递古民居建档调查表

2013 年 8 月-9 月世界遗产西递古民居建档调查表

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	1		2	
（*每栋编号在院落 平面配置图上标出）	3		4	
各栋现用途	1		2	
	3		4	
基本设施	1 上下水道 2 煤气 3 有线电视 4 电话 （*已有设施打勾） 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？

Monitoring Report on the Sustainable Tourism Development of Xidi

**Government of Xidi Village, Xidi Town, Yixian County,
Huangshan City**

**Monitoring Center for UNWTO Sustainable Tourism
Observatories**

Sep 2013

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Chapter 1 Preface

1.1 Monitoring Purpose

With the gradual deepening of the concept of sustainable development, it has become a global common understanding to promote sustainable tourism development, which requires long-term impact monitoring, and necessary preventive and corrective measures. Looking for specific monitoring techniques of sustainable tourism development has become a focus of concern. Since 2006, Sun Yat-sen University has established a cooperative relationship with the World Tourism Organization (WTO for short) to apply the indicators of sustainable development specified by WTO for the tourism of the destinations. Observatories of sustainable development of tourism have been established in Yangshuo of Guangxi, Huangshan of Anhui and Zhangjiajie of Hunan, China to monitor the tourism development of the destination on a regular basis (once a year); On September 28, 2010, UNWTO and SYSU entered into a cooperative agreement, and founded the UNWTO Monitoring Center for Sustainable Tourism Observatories (UNWTO MCSTO, hereinafter “MCSTO”) to take charge of the management and monitoring of sustainable tourism observatories in China and even those in the Asian-Pacific region in the future.

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

satisfaction and perception will help monitor the impacts of human activities tourism in on the building body and the environment. This is the second year of the monitoring over Xidi. In this period, the main task is to set up files for the ancient residential buildings (Dalu street, Qianbian Creek, Houbian Creek) , including sorting the interviews with all the respondents into survey forms, taking pictures of, observing and recording the appearance and interior conditions of buildings, and distributing a certain number of community questionnaires and tourist questionnaires.

1.2 Monitoring Scope

Xidi is an ancient village in Yixian County, southern Anhui Province. It is located at the south foot of Huangshan Moutain, only 40 km from Huangshan Mountain scenic spot. Know as the "peach-blossom paradise", it took shape in the Huangyou period of the Northern Song dynasty, greatly developed in the middle Jingtai Period of the Ming Dynasty, and reached its height of prosperity in the early Qing Dynasty, evolving form more than 960 years. So far it has preserved 124 quaint and elegant Ming and Qing residential houses, among which a large of adorning brick, and wood, and stone art masterpieces are interspersed. Xidi village is named after Pudisuo (the name of post office) situated in the west of Weizhou prefecture and the three crooks running from east to west. It was included into the list of World Heritage, together with Hongcun village, on November 30, 2000. Xidi Village scenic area was awarded the title of National 5 A Tourist Attraction by the National Tourism Administration on May 5, 2011,

Given this round of survey covers Xidi Village, the tourist questionnaires and community questionnaires are distributed across the whole villages, and residential house files will be created for the buildings along Qianbian Creek and Dalu Street of the Village.



Figure 1-1 Xidi Village

1.3. Monitoring Content

This round of monitoring is divided into three phases, monitoring preparation, on-site monitoring, and report paperwork.

The monitoring group Monitoring group, set up in August 2013, consists of seven teachers, doctors and masters from the Center of Tourism Planning and Research, Sun Yat-sen University, and 12 undergraduates from the School of Tourism Management, Sun Yat-sen University. The Group is divided into four sub-groups, i.e. Huangshan, Xidi, Hongcun, and commercialization form, according to the monitoring locations and contents. The Xidi subgroup consists of 3 members. Before departure for monitoring, the teachers at the planning center conducted a total of two sessions of training. In the first training in the survey methodology for architecture to be applied to the ancient residential houses organized on August 18, related materials on Huizhou genre architecture were distributed. After the first training, Xidi subgroup made discussion and analysis and studied the materials related to the conservation of Xidi Culture. Xidi and Hongcun and commercialization form subgroups convened a second training session on August 27, 2013. During the session, the teacher detailed the monitoring tasks and explained the important points on the completion of the survey forms to be used in this round of monitoring. The early monitoring preparation laid a

solid foundation for the subsequent work.

The Xidi subgroup arrived in Xidi village, Yixian County, Anhui and formally started survey activities on August 29. The on-site monitoring is divided into three phases: two days, from August 29 to 30th, allotted to creating files for residential buildings, including delineating and numbering residential groups and conducting household surveys; two days from August 31 to September 1, allotted to distributing tourist questionnaires at the spots of concentrated footfall in the core of Xidi village scenic area, conducting brief interviews and dishing out brochures of sustainable tourism and flyers of Huangshan monitoring items; four days from Sep 1 to 4th, allotted to resuming creating of files of residential buildings, distributing community questionnaires to the residents in the Xidi village scenic area and making brief interviews, three days from September 5 to 7th, allotted to taking pictures of the both sides of Qianbian Creek and Dalu Street, and making video clips necessary for the Xidi micro film. The tasks in this round are arduous and shorthanded. On September 3, 1 instructor, 1 graduate and 5 undergraduates from Hong Village subgroup joined the Xidi subgroup to distribute Xidi village community questionnaires and create some files for Qianbian Creek.

Table 1-1 Schedule of field monitoring

Date	Task contents	Members
Aug 29	Conduct pre-survey, number the ancient residential buildings, distribute community questionnaires	Yang Xueke, Yu Yu, and He Xueling
Aug 30	Create files for ancient residential buildings (Qianbian Creek)	Yu Yu, and He Xueling
Aug 31	Distribute tourist questionnaires	Fan Yuanting Yu Yu, and He Xueling
Sep 1	Distribute tourist questionnaires	Fan Yuanting Yu Yu, and He Xueling

Sep 2	Create files for ancient residential buildings (Qianbian Creek)	Yu Yu, and He Xueling
Sep 3	Create files for ancient residential buildings and distribute community questionnaires to residents	Yu Yu, He Xueling, Yang Xueke and the Hongcun subgroup
Sep 4	Create files for ancient residential buildings (Dalu Street)	Yu Yu, and He Xueling
Sep 5	Take pictures in a row of Dalu Street	Yu Yu, and He Xueling
Sep 6	Take pictures in a row and make videos of Qianbian Creek	Yu Yu, and He Xueling
Sep 7	Make videos	Yu Yu, and He Xueling

In this round of monitoring, a great deal of raw information was collected, including household surveys about residential building conservation, community and tourist questionnaires etc.

Creating files for ancient residential buildings

The subgroup renumbered the residential buildings along Dalu Street and Qianbian Creek, made a comparison with the numbering pictures of last year, and investigated the ancient residential buildings at Dalu Street and Qianbian Creek for which files have not be created. The file contents are divided into fundamental information on resident, house function assignment, including text, floor plans and photos. By September 4 on which are the files are created, the subgroup visited more than 40 residential houses and created 37 files, of which, 21 are for Dalu Street, 16 for Qianbian Creek.

Community

In the community survey in this round of monitoring, questionnaires were mostly distributed to the residents inside the Xidi scenic area, hanging around Qianbian Creek, Dalu

Street, Zhijie Street, Henglu Street, and Arch. 150 community questionnaire were distributed, 119 recovered, at the recovery rate 79.3%. In addition, interviews with some residents were also conducted during the survey to get some ideas about the tourism development of Xidi village as well as issues. These interviews will be supplement to data analysis.

Tourist

In this round, Xidu tourist behaviors and satisfaction were monitored through sampling questionnaires listing a series of perception indicators to assess the behavior preferences and satisfaction of tourist. The survey group conducted random survey of domestic tourists at main scenic spots in Xidi, dished out 200 questionnaires in total copies, 200 recovered, 183 valid at the rate of 91.5%.

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

The summary of main topics and basic indicators for the monitoring over the sustainable development in Xidi

Main topics		Basic monitoring indicators
Xidi cultural heritage conservation	Basic information on	Degree of conservation
	Residential dwellings	Usage
		Ownership
	Head of household	Personal information
		Family situation
	Residential alteration	Alteration
Tourism and community		Renovation
	Perception of tourism impact	Perception of economic impacts of tourism
		Perception of social impacts of tourism
		Perception of culture impacts of tourism
		Perception of environmental impacts of tourism
	Attitude towards tourism	Travel support and activity of involvement
	Satisfaction with tourism development	Satisfaction with current tourism development
	Perception of tourism development	Degree of disturbance on the residents; the distance between residence areas and business districts; residents' willingness to expand business districts; residents'

		attitude towards the extension of business district; residents' attitude towards tourists visiting residential houses; the ways in which residents participate in tourism development;
	Perception of heritage conservation	Familiarity; properties of the residential housing; the methods approved by residents in for the conservation and alteration of traditional houses; maintenance attitude; troubles of heritage conservation;
Tourists' perceptions and satisfaction	Tourists' evaluation on tour experience	Evaluation of scenic landscape
		Evaluation of tourism environment
		Tourist information and accessibility
		Tourist experience
		Perception of heritage
		Attitude towards the local
	Evaluation of tourist satisfaction	Evaluation of overall satisfaction
		Activity intention
		Willingness to recommend
		Impressed
		Tourists recommendations

Chapter II Create Files for Residential Buildings

2.1 Scope of Creation

This survey of the ancient residential buildings of the Ming and Qing Dynasties of Xidi Village focused on two streets: Dalu Street and Qianbian Creek. Files were created for 38 buildings altogether, of which, 17 are for Qianbian Creek, 21 for Dalu Street. The scope of creation is shown in the following figure (the residential buildings for which files were created are in yellow):



Figure 2-1 Xidi residential buildings covered by file creation

2.2 File Creation for Qianbian Creek

2.2.1 Basic Information on Qianbian Creek

The ancient residential buildings in this survey are divided into four categories: private

use by residents, rent, public use, rent slash private use. As can be seen by the following table, in the scope of this survey, ancient residential buildings at Qianbian Creek are mainly in private use, only two houses are in public use by the village collective, one is leased to out-of-town operators to run a supermarket (shop), and another house is rented out as a billiard room and bicycle hire room. Besides, most of the residential buildings in this Qianbian Creek survey are ordinary, none under key production.

Table 2-1 Ownership of the ancient residential buildings at Qianbian Creek 2

Ownership	
private use by residents	14
For rent	0
Public use	2
For rent and private use	0
Total	16

According to the use, the ancient residential building can be divided into: pure residence, pure business (including room and board), residence slash business (includes room and board) as well residence slash attraction. The types of use of the ancient residential buildings at Qianbian Creek are shown in the following table

Table 2-2 The use of the ancient residential buildings at Qianbian Creek

Use	
Pure residence	11
Pure business	2
Residence+business	2
Not in use	1
Total	16

The ancient residential buildings at Qianbian Creek are mostly in residential use, only 4 are capable of serving as business premises, which implies the residents at Qianbian Creek are hardly involved in tourism development.

The household heads of the ancient residential buildings at Qianbian Creek are local Xidi villagers, generally at senior age. Here is the age distribution of the household heads.

Table 2-3 Age distribution of the household heads at Qianbian Creek

Age brackets of household head	Number
30-39	2
40-49	1
50-59	4
60-69	5
Above 70	2
Total	14

Two houses are in public use by the village collective without household heads. The table above suggests that the brackets above 50 are dominant and most household heads have been living here for more than 30 years.

The residents at Qianbian Creek mostly live on agriculture but on this basis, the sources of income of those families are various.

Table 2-4 The Source of Incomes of ancient residential building families at Qianbian Creek

No.	Source of incomes
Q9	
Q10	Tea shop, accommodation, water
Q11	Store business, pig-breeding, farming
Q13	Tourism dividend
Q19	Farming, selling cakes
Q25	Farming, selling vegetable seeds
Q26	Farming, tour guide service, wages
Q29	
Q30	Guesthouse
Q33	business (son of the household head), farming
Q36	Wage
Q37	Wage and farming
Q39	Farming

Q41	Farming, pig breeding, carpentry
Q44	Farming, pig breeding, driving cars (son)
Q51	

Among the 16 households surveyed, 5 households live on tourism, including providing accommodations, receiving tourism dividend tour guide wages, 9 households live on agriculture. This indicates that agriculture remains to be a very important source of incomes to the residents at Qianbian Creek. Some engage in tourism activities in peak tourist season and mainly rely on farm incomes in the off-season. This shows that tourism has changed the structure of income of the local people to a certain extent.

Overall, the residential houses covered by file creation are ordinary, non under key conservation. Most of them are in residential use, few in business use. The residents here make a living mainly by farming, as well as big breeding, , doing work for others, running business etc. Few are involved in tourism, and those lead a life hardly changed by tourism.

2.2.2 Sequence Chart of Qianbian Creek Residential Houses

The streamline sequence chart corresponding to the residential houses at Qianbian Creek surveyed is shown in Appendix 1.

Form an overall perspective, the buildings Qianbian Creek are in the featured pattern of Huizhou architecture: "wing--hall--wing". The buildings in the left and the buildings around Jing'ai Hall maintain the basic pattern of three-section compound, well structured and sequenced. Yet the buildings in the right at the end of streamline are somewhat out of order without a symmetric axis nor a clear functional arrangement. A comparison with the architectural sequence of some buildings in the *Spatial Study* suggests that the streamline sequence of the residential houses immediately along the street is simple and contains a three-section compound unit, while the internal streamline is gentle with reduced functionality.

2.2.3 Preservation of Sequence figures of Qianbian Creek residential houses

Table 2-5 Preservation of the ancient residential buildings at Qianbian Creek

No.	Year of construction	Present condition
Q9	1980s	The building is under the appearance of traditional Huizhou architecture with good daylighting thanks to the yard and windows. No Gatehouse or patio
Q10	1970s	This is a single building without gatehouse or patio but with a yard. It has a guestroom and the rest are wing-rooms. It is decorated with new style wooden plates and provided with AC. Its gate facing the street is widened.
Q11	The old building dates back to more than 100 years ago and the new one, some 30 years ago.	
Q13	1980s	The building is in bad repair despite the biannual renovation. It has poor daylighting, no gatehouse, no patio.
Q19	The old building dates back to more than 200 years ago and the new one, some 90	The building is under the appearance of traditional Huizhou architecture, out of repair, with poor daylighting. It has a gatehouse dating back to 200 years ago. It has a patio.

	years ago.	
Q25	1980s	This is a modern 2-floor building with white walls, its first floor decorated with tiles. It has a patio and new entrance and exit.
Q26	2001	This is a traditional building outside with new decoration inside, with daylighting thanks to the doors, windows and yard. Its entrance and exit face the street. No major repair.
Q29	Beginning of the Republic of China	This is a single three-section compound in the traditional style of Huizhou architecture. The gatehouse dates back to the beginning of the republic of China and the patio basically remains the way it was.
Q30	Unclear about the year of construction of the main building. The annex dates back to some 20 years ago.	The building is in bad repair despite the roof renovation. It has fair daylighting, no gatehouse.
Q33	1980s	This house with a rural exterior was renovated in 1990s. Its floor is tiled. It was an ancestral hall in the first place, converted into a people's commune. The present condition remained from demolition.
Q36	Unclear. The new building dates back to some 30 years ago.	The building under a new appearance was decorated 10 years ago. It has good daylighting.

Q37	Unclear	This new one-floor house under new appearance was decorated in 2000 and its present appearance came from the decoration in 2008. Its exterior walls are retained and interior new.
Q39	Around 2000.	This modern multi-floor building has one sitting room, three bedrooms, and a yard. Its bricks, limestone walls, windows and doors are modern. It has good daylighting from doors and windows and no patio.
Q41	1990s	The two-floor has a sitting room, two bedrooms, a kitchen, a vacant room. Its annex serves as a hogpen. It is with good daylight, never renovated.
Q44	This old building dates back to the Qing Dynasty and the new one, around 2000.	Part of the structure is traditional and the rest new. The traditional structure is enlarged. The front facing the street was renovated and a new floor was added. Out of its two entrance/exit, the gate faces the street.
Q51	1960s	The building with traditional appearance and no interior partitions has for utility rooms.

The investigation results suggest that there are about 10 buildings dating back to behind 1960s and 3 ones to ancient times at Qianbian Creek. Architecturally speaking, buildings after 1960s, in most cases here, are two-floored, provided with no patio and no gatehouse, daylighted through doors and windows. They have new appearance, white lime exterior walls, new interior decoration, tiled floors, and most of them are equipped with telephones, TVs, bathrooms, gas pipeline and even AC. Those building more than 100 years and in the traditional style of Huizhou architecture basically retained their original appearance, preserved gatehouses and patios, old exterior walls, all of which give a historic impression, but their interior is decorated with modern elements, such as tiles, AC, added or converted bathrooms, or added entrances/exits facing the street. Locationally speaking, the new houses

behind the 1960s are concentrated in the upstream of Qianbian Creek (in the north of Jing'ai Hall), while the ancient buildings more than 100 years, along the middle section of the Creek (around Jing'ai Hall), in such a distribution that coincide with the tourist hotspots, because the ancient houses are the major tourist attractions in Xidi and they happen to be lined up along the tour route. On the contrary, the new houses are not alongside the tourist route and thus hardly visited by tourists. Also, their maintenance and renovation are not subject to government intervention, which is why they look new outside and inside.

When it comes to renovation, the overall size of renovation is small and there is a renovation difference between the new houses (those built after 1960s) with those old ones (those more than 100 years). Since the new ones are younger than 50 years, they basically did not go as far as renovation; and since the government imposes restrictions on the renovation of old buildings, the renovation of most old ones focuses on roof (because of leakage) and generally at a small scale (for instance, Q44 is renovated with an additional kitchen and Q10, an gate facing the street to facilitate operation). Some residential houses are with glazed patio, but no major changes are made to them.

Judging from the renovation purpose, they focus on the following three aspects: 1. improving the living quality. The residential houses are provided with telephones, TVs, ACs and bathroom facilities to meet the needs of modern life and facilitate life; 2. renovating inconvenient and potentially dangerous houses. Some residential houses are out of repair. And a most common problem is the roof leakage, promoting the residents to repair the roofs and windows; 3. meeting business needs. To run a business in tourism, residents living near the tourist hotspots expanded their houses by carving out an entrance to the street and some houses have their original main entrance near the lanes replaced by new entrance facing the street.

Table 2-6 Use of the ancient residential buildings at Qianbian Creek

No.	Status quo of use
Q9	A salt warehouse in the old days, now it is converted into a store, rented to out-of-town people. One of its rooms is now a store and the rest are residential. For the purpose of business, the gate was widened.
Q10	The room near the street is turned into a tea store and the rest remain residential.
Q11	It is now turned into business and accommodation facilities.
Q13	It is as residential as it was. No new opening carved out for tourism purpose.
Q19	Residential
Q25	Residential
Q26	Residential
Q29	Not in use
Q30	It is now mainly residential without new opening towards the street.
Q33	It is now mainly residential without new opening towards the street.
Q36	It is now mainly residential without new opening towards the street.
Q37	It is now mainly a farm house without new opening towards the street.
Q39	It is now mainly residential, with its entrance and exit facing the street.
Q41	The open space in the old days is now turned into a residential establishment, with its entrance and exit facing the street.
Q44	The old structure was a shop in the past, it is now a kitchen. The new building is residential.
Q51	It was a village collective facility, a tea plant, now it is turned into a billiard room and bicycle hire room patronized mainly by tourists.

The residential buildings at Qianbian Creek mainly are put into two ways of use.

3. Residential

Out of 16 residential houses at Qianbian Creek, 13 mainly serve as abode, 9 are only capable of serving as abode. It is inferable that residence remains to be the main feature of the

residential buildings.

4. Commercial (shop and accommodation)

4 of the residential houses at Qianbian Creek are capable of serving as business premises and 2 of serving only as business premises, being Q11 (shop and accommodation) and Q15 (recreational facilities) respectively. The other 2 are the combination of residence with added shops, as a result of modification and utilization for the purpose of involvement into tourism in response to tourism development.

As can be seen, the residential houses at Qianbian Creek are mainly used for residential use and some are added with business feature on the basis of residence, for instance, Q10, which has an added gate in the room near the street and gets turned into a tea shop, the rest part of the three-section compound are still residential; Q11 is turned into a tourism accommodation facility and shop, even the village collective facility is rented out as a shop slash recreation room.

Residential houses with added business feature are mainly distributed around Jing'ai Hall (by the middle section of Qianbian Creek), where footfall is large and the shops are more than those by the upstream section of the Creek. Residential houses by the upstream section are mainly residential and away from the tourism industry. That suggests even though tourism has slightly changed the functionality of local residential houses, which concentrates alongside the tour routes, i.e. the comparative hotspots, the features of the residential houses in the upstream remain almost unchanged.

2.3 File Creation for Dalu Street

2.3.1 Basic Information on Dalu Street

Like the ancient residential buildings at Qianbian Creek, those at Dalu Street are divided into four categories: private residential use by residents, rent, public use, rent slash private residential use.

Table 2-7 Ownership of the ancient residential buildings at Dalu Street

Ownership	
Private use by residents	18
For rent	2
Public use	1
For rent and private use	0
Total	21

According to the use, the ancient residential building can be divided into: pure residence, pure business (including room and board), residence slash business (includes room and board) as well residence slash attraction. The types of use of the ancient residential buildings at Dalu Street are shown in the following table

Table 2-8 Use of the ancient residential buildings at Dalu Street

Use	
Pure residence	4
Pure business	7
Residence+business	10
Not in use	0
Total	21

The ancient residential buildings at Dalu Street are mostly located in tourism hotspots. 17 are capable of serving as business premises, 4 alone as pure abode, which implies the residents at Dalu Street are highly involved in tourism development.

The households of the residential houses at Dalu Street are local Xidi villagers, at advanced age overall older, as shown in the table of age distribution.

Table 2-9 Distribution of the age of the households of ancient residential buildings at Qianbian Creek

Age brackets of household head	Number
30-39	2
40-49	2
50-59	8
60-69	5
Above 70	3
Total	20

One house is in public use by the village collective without household heads. The table above suggests that the brackets above 50 are dominant and most household heads have been living here for more than 15 years.

The residents at Qianbian Creek mostly live on tourism, and on this basis, the sources of income of those families lie in agriculture, in addition to tourism.

Table 2-10 The Source of Incomes of ancient residential building families at Dalu Street

No.	Source of incomes
D2	Restaurant
D6	Wage and rent
D7	revenues on shop and farmland
D13	Inn
D19	Pension and supermarket business
D22	Farming
D26	Accommodation
D29	Wage and revenue on farmland
D36	Revenue on farmland, wage
D40	Revenue on farmland and barber business
D42	Catering, accommodation, upstairs photography studio, revenue on farmland
D44	Rent and revenue on farmland

D45	Revenue on shop
D46	Revenue on shop, teacher wage
D47	Revenue on Wangyue Restaurant
D51	Revenue on restaurant
D52	Revenue on antique business
D54	Revenue on shop
D59	Wage and revenue on farmland
D62	Wage and revenue on shop

Among the 21 households surveyed, except on is rented out by the supply and marketing collective, 16 households live on tourism, including providing accommodations and catering services, earning revenues on tourist shops and tourism related jobs, only 4 households live on totally on agriculture and non-tourism related business. This indicates that tourism has become a very important source of incomes to the residents at Dalu Street. Most of them engage in tourism activities and some in agricultural activities to maintain self-sufficiency. This shows that tourism has changed the structure of income of the local people to a great extent.

2.3.2 Sequence Chart of Residential Houses at Dalu Street

The sequence chart recording every residential house surveyed at Dalu Street is as shown in Schedule 2.

From an overall perspective, the buildings at Dalu street with no major changes in internal layout retain the features of Anhui genre architecture, but its internal functionality is shift from residence to shop; despite their better preserved exterior and interior style, they are nicely decorated with modern facilities; the patterns of the buildings at Dalu Street, though along an overall clear streamline of wing room - hall - wing room , are complicated and different, except for the disorder introduced by the conversion into restaurants, but thanks to the modification based on practical features, the functionality arrange is quite clear.

A comparison with the architectural sequence of some buildings in the *Spatial Study* suggests that the streamline sequence of the residential houses immediately along the street is

complicate, that most buildings consist of different three-section compound units, while the internal streamline is miscellaneous in both shape and functionality.

i. Preservation of the Ancient Residential Buildings at Dalu Street

Table 2-1 Status quo of conservation of ancient residential houses at Dalu Street

No.	Year of construction	Status quo of conservation
D2	1990s	It has an antique architectural appearance, but modern essence inside the white limestone walls. It is completely modernized after renovation. Its lighting, coming from the windows is just so so. Its gate faces the street door, no gatehouse is built. The new house is not repaired.
D6	1980s	It has an antique architectural appearance, but modern essence inside the white limestone walls. Its lighting, coming from the windows is bad. P Its gate faces the street door, no gatehouse is built. The roof was repaired two years ago.
D7	400 years ago	It is under the appearance of Huizhou architectural style. Its lighting comes from doors and windows lighting. No patio is built. The gate, which faces the street, is already in existence before tourism development. It has a gatehouse, which is older than that of Kuangyouzai. Its interior is repaired from time to time, at the expense of the owner without government subsidies.
D9	Unknown	Under the appearance of Huizhou architectural style, it has its interior transformed into a modern style. Its lighting, coming from the yard, doors and windows, is not so good,. The gate faces the street, not repaired, nor subsidized.
D13	one built in Ming or Qing Dynasty, two	On the overall it is a combination of traditional and modern style, i.e. the eaves and roofs in Huizhou architectural style, but the walls and interior decoration in modern style. Its gate faces the street,

	in 1990s	not repaired, or subsidized.
D19	In late Ming or early Qing dynasty	It is under the appearance of Huizhou architectural style, its lighting coming from the yard and windows. Despite the modest lighting, the roof repair is very pervious to light. It has a gate facing the street and a gatehouse dating back to the late Ming or early Qing Dynasty. Though not repaired in recent years, it is very satisfactory to its owner.
D22	Unknown	Under the appearance of Huizhou architectural style, it receives poor lighting from doors and windows. It has an old gate, which faces Dalu Street, blocked during the Cultural Revolution, and a small gate. Now the large gate is perpendicular to Dalu Street. It has a gatehouse which was already there when it was bought in 1983. It was renovated in 1990s without subsidies.
D26	1995	It is a new building that receives courtyard lighting. It has a gate facing the street and no gate house. Being a new house, it basically needs no repairing. The house is very satisfactory because of its large space provided by two floors.
D29	2 built 200-300 years ago, 1 in the last decade	Under the appearance of Huizhou architectural style, all of its rooms, except the small bathroom, were built in the old days. Its poor lighting coming from the doors, windows and yard. It has a gatehouse facing the street and a two or three hundred years old gate house. It is repaired at small scale every year, without government subsidies. Its owner intends to repair the hogpen walls and door which are about to collapse. The house is satisfactory because it is warm in winter and cool in summer.
D36	In late Ming or early Qing dynasty	It is in the traditional Huizhou architectural style, except for the small side door made of stainless steel. Except a room and the antechamber decorated with floor tiles, the rest retains the traditional style. The house receives poor light from doors and

		windows and patio. It has a gate facing the street and a gatehouse dating back to late Ming or early Qing Dynasty. It is repaired every year, without government subsidies.
D40	1990s	It is a new building receiving good lighting from the yard, doors and windows. Its gate, out of repair, faces the street. It is renovated almost every year, because of, for instance, the rotten wood beams, at the expense of the owner without subsidies.
D42	1998	It boasts its gatehouse and eaves in Huizhou architectural style, but its walls and decoration are all modern. It receives good lighting through windows and doors in a modern architectural style. It has a gate facing the street and a gatehouse added in 2000 at governmental cost. The new house is not repaired yet.
D44	1980s	Under the appearance of Huizhou architectural style, it has a modern interior, poor lighting supplemented by lamps, and a gate facing the street. The owner intends to repair the roof.
D45	Early 19th century	There are two floors, the first of which is modern and the second, the well-preserved ancient structure. After modification, the first layer receives good lighting without patio. It has a gate facing the street, its interior repaired at a small scale without no subsidies.
D46	Around the 18th century	Under the appearance of Huizhou architectural style, it has modern interior decoration, good lighting in some rooms (the rest relies on lamps), a small patio. It is repaired in 2005 at the cost of the owner without subsidies.
D47	About 2000	Inside the whitish facades it relies on patio, doors and windows to receive good lighting. It has a gate facing the street and a gatehouse built around 2000.
D51	1998	The modern architecture fashions after antique buildings. Made of mahogany, it receives lighting from doors, windows, courtyards and windows. Its gate faces the street and its roof was just repaired

		in 2013.
D52	100 to 200 years ago	Huizhou style architecture receives lighting from windows and doors as poor as necessary to turn on lamps during the day. Its gate faces the street.
D54	130 years ago	The Huizhou architecture relies on the patio lighting. It has never been overhauled, except for the waterproof roof.
D59	200 years ago	The Huizhou architecture receives lighting through patio, doors and windows. It has a gatehouse dating back to the Qing Dynasty. The house passed down from ancestral grandfather is repaired at a small scale every one or two years. It is to the satisfaction of the owner because it is warm in winter and cool in summer.
D62	22 years ago	The traditional architecture receives poor lighting from louver, windows and doors light but it is necessary to turn on lamps during the day. The interior was repaired some 20 years ago with subsidies and at the cost of more than 10,000 borne by the owner, who intends to repair the ceiling.

The table above shows that the ancient buildings which are covered in the survey account for better half of the Street and the modern buildings are mostly built in 1980s and 1990s. The residential houses at Dalu Street share a style, which, judged by appearance, seems to be the traditional Huizhou genre, even the new buildings are under the archaistic cover of Huizhou genre. Those buildings, in most cases, are provided with no patio and no gatehouse, daylighted through doors and windows; on the other hand, they are modernly decorated inside with tiled floors. Most of them are equipped with telephones, TVs, bathrooms, gas pipelines and even ACs. Among the surveyed residential houses, 4 retained patios, 7, gatehouses, and 3, patios and gatehouses in Huizhou style. They basically kept the original look owing to the maintenance and renovation, though minor, on a biannual basis.

Judged by renovation, new buildings are so not so much renovated, while the renovation of most old ones focuses on the roof (because of leakage) and generally at a small scale, but

no major changes are made to them. Under the governmental retentions on renovation, the residential houses at Dalu Street maintain consistency of appearance, mostly in traditional Huizhou style, however, to get a cozier life, the residents adopted modern decoration and furnished their houses with TVs, telephones, gas pipelines and other new appliances, or added bathroom, utility rooms and the like to satisfy the need of living.

2.3.4 Use of the Ancient Residential Buildings at Dalu Street

2.-12 Use of the ancient residential buildings at Dalu Street

No.	Status quo of use
D2	This new building is already a restaurant in the first place, providing tourist accommodation and catering facilities.
D6	It was a residential place. It is now rented out and converted into Cha's Winery with a new opening immediately facing the street.
D7	It was a pure residential place but later it is modified with an additional opening immediately facing the street and converted into both private residential use and tea, antique and souvenir store with room and board feature.
D9	It was a restaurant in the past and now it is converted into a postcard store slash private residence with an additional gate.
D13	This new building is already an inn in the first place, providing tourist accommodation and catering facilities.
D19	Purely residential house for private residential use
D22	Purely residential house for private residential use
D26	This new building is already an inn in the first place.
D29	It is a farm house consisting of the main room, hogpen, and utility room.
D36	Purely residential house for private residential use
D40	Vacant, or serving as the barbershop premise and utility room.

D42	A modern building in private residential use, with an opening immediately facing the street in the first place, converted into residence, hotel and eatery.
D44	A tourist shop, business premise in the front and residential space in the rear.
D45	Now a supermarket, used to be a grain supply center.
D46	Used to be a residence, converted into a three carvings shops now.
D47	Used to be a residence, now converted into an inn with room and board feature
D51	The house is built with the opening immediately facing the street in the very start. It is a restaurant with room and board feature.
D52	Now it is converted into an antique store with a new wide opening, because the small opening on the gatehouse is blocked.
D54	It was a residential place. It is converted into a tourist shope without new openings.
D59	It was a residential place. It is converted into a tourist shope without new openings.
D62	It is a store as it was, without new opening.

As can be seen in the above table, the residential houses at Qianbian Creek, in most cases, are tourism related stores, as few as 3 residential houses retain the residential feature, and the three are located outside hotspots, visited by few tourists. Given Dalu Street is a main passageway for tourists, basically all the houses at the hot section of the Street are converted into business premises, including restaurants with room and board, winery, tea store, three carvings, antique stores, supermarkets, and so on, all centering around tourism. That suggests that tourism has so significantly changed the functionality of local residential houses that the entire street has undergone great changes, especially in the area overlapped with hot tour routes, i.e. the comparative hotspots, while the rear section outside hotspots is only slightly changed.

2.4 Impact of Tourism Development on Residential Houses

2.4.1 Impact of Tourism Development on Ancient Residential Houses at Qianbian Creek

Overall, Qianbian Creek block, unlike Dalu Street block, is located outside tourism hotspots and thus hardly under the impact of tourism. Based on the coverage of this survey, the residential house at Qianbian Creek can be divided into upstream and middlestream (around Jiang'ai Hall), which are under significantly different impact of tourism.

Upstream: following guided tourism routes, tourists will not stay at Qianbian Creek after visiting Jing'ai Hall and the upstream of the Creek is hardly visited. Therefore, the residential houses in this area are mostly modern, the solitary one or two ancient residential house are vacant. Most of the residential houses are built after 1980s and only few parts of them need renovating and modifying. Their renovation and modification are at the cost of owners in most cases without governmental subsidies since they are not ancient. Residents here, few of which are involved in the tourism industry, mainly live on farmland and non-tourism jobs. One of the residential houses provides accommodation facilities, but its occupancy rate is extremely low.

Around Jing'ai Hall: since Jing'ai Hall is included into tour routes, the Hall involves the residential houses into tourism to a certain extent. Most residential houses around Jing'ai Hall are under old appearance and they are traditional Hui-style architecture. Most residential houses near Qianbian Creek are turned, in whole or in part, into stores and some households add or widen entrance/exit openings to be better involved into tourism. Their renovation is at small scale, for example, roof renovation against rain, which is covered by governmental subsidies to a certain extent.

2.4.2 Impact of Tourism Development on Ancient Residential Houses at Dalu Street

Most of the residential houses surveyed in this round are inside the tourist hotspots. In most cases they are, in whole or in part, converted into business premises and under

significant impact of tourism. Residential houses below the Sanji Ridge area at Dalu Street are modified with openings immediately facing the Street and turned into store along the Street. Most of the residential houses have the Huizhou architectural style outside and modification inside, many of them are modernly decorated with white lime walls, equipped with modern devices; but the residential houses above Sanji Ridge are outside tourism hotspots, they are modified greatly, both outside and inside. And most of the renovation projects are at the cost of the residents, who are granted few governmental subsidies. Under the impact of tourism, residents choose to set up stores at the tourist hotspots at Dalu Street and such business earns them handsome profit. The hawkers' Street crying their goods for sale, part of the lively atmosphere on the surface, contributes to the great commercial atmosphere here. The commodities carried by those stores are basically tea, wine, crafts, bakery, souvenirs, and so on targeting at the tourist market. However, they are comparatively homogenized, from layout to variety, and not so much appealing to tourists. And our interview reveals that the area with stores were alive with stores before tourism is developed, hence the number of store did not increase by large margin, except the commodities for sale are changed from daily commodities targeting at the residents to tourist commodities, and the residents choose to purchase supplies in the county downtown.

2.4.3 Summary

The buildings at Qianbian Creek in this round of survey are modern houses, interiorly decorated with floor tiles and new doors, furnished with TVs, telephones, bathrooms and other facilities. They are mainly located in the upstream of Qianbian Creek and their renovation and maintenance are at the cost of the villagers. The ancient buildings are concentrated near Jing'ai Hall; while most buildings at Dalu Street are comparatively old with Huizhou architecture style, but they are interiorly modernized, especially those in the less visited tourism area above Sanji Ridge. In most cases, the renovation of residential houses is borne by villagers on their own. The ancient buildings are concentrated in the tourism hotspots below Sanji Ridge.

It is found in this round of survey that tourism has little impact on Qianbian Creek, especially on those upstream residents, who, living outside tourism hotspots, have few

chances to be involved into tourism and traditionally live mainly on farmland and non-tourism related jobs, while the residents live around Jing'ai Hall, endowed with locational advantage, may run store business and get involved into tourism. Tourism mainly has impact on the architectural functionality of the buildings at the front end of Qianbian Creek in such ways that the buildings are modified with added or widened openings near the Street and with added business features. However, tourism has such a greater impact on Dalu Street that the Street is alive with stores selling tourist commodities, but the overall number did not increase by large margin and the new openings are not many. Tourism benefits most of the hot spot residents, so they are willing to be part of tourism.

Chapter III Community Perception Survey

Xidi village, located at the south foot of Huangshan mountain, the northeast corner of Yixian basin, only 40 kilometers from Huangshan scenic area, is known as the "peach-blossom paradise", with its geographical coordinates are east longitude 117 ° 38 ', north latitude 30 ° 11', and an area of 12.96 hectares. It was established in Huangyou Period in the North Song Dynasty, more than 960 years from now. Most villagers are surnamed by Hu, the descendant of Emperor Taizhong Li Shimin of the Tang Dynasty. The village preserves more than 300 ancient residential buildings of the Ming and Qing Dynasties, of which 124 are intact as they were in the old days.

Table 3-1 Community monitoring indicators

Contents	Questions	Monitoring indicators
Community perception of tourism impact	Perception of economic impacts of tourism	Local economic development; job opportunities, investment and consumption; living standards; prices, the cost of living; housing prices; the gap between the rich and the poor ;
	Perception of social impacts of tourism	Infrastructure; medical conditions and quality of service; local crime rates; moral standards; conflict between tourists and residents;
	Perception of culture impacts of tourism	Cultural exchanges; traditional culture; festival activities; language learning;
	Perception of environmental impacts of tourism	Air quality pollution; noise pollution; water pollution; solid waste; impact of tourism on the natural environment;
Community attitude towards tourism development		Travel support and activity of involvement
Community satisfaction with		Satisfaction with current tourism development

tourism development	
Residents' perception of tourism development	Degree of disturbance; the distance between residence areas and business districts; residents' willingness to expand business districts; residents' attitude towards the extension of business district; residents' attitude towards tourists visiting residential houses; the ways in which residents participate in tourism development;
Residents' perception of heritage conservation	Familiarity; housing properties; the approved methods for conservation and alteration; maintenance attitude; troubles in heritage conservation;
Residents' personal information	Gender; age; education; residence time; occupation and relevance with tourism; monthly income; total household population and the number of people engaged in tourism;

3.1 Basic Information on the Questionnaires

In the community survey in this round of monitoring, questionnaires were mostly distributed to the residents inside the Xidi scenic area who hang around the main streets in the scenic area: Qianbian Creek, Dalu Street, Zhijie Street, Henglu Street, and Arch. 150 community questionnaire were distributed, 119 recovered, at the recovery rate 79.3%. In addition, interviews with some residents were also conducted during the survey to get some ideas about the tourism development of Xidi village as well as issues. These interviews will be supplement to data analysis.

Table 3 - 2 Summary of basic information on surveyed community residents

		Quanti ty	Percenta ge			Quanti ty	Percenta ge
Gender	Male	55	46.60%	Occupati on	Student	1	0.80%
	Female	63	53.40%		Grower	17	14.40%
Age	<15	0	0.00%		Poultry raisers	1	0.80%
	15-24	7	5.90%		Employee in service industry	10	8.50%
	25-44	67	56.80%		Company employee	6	5.10%
	45-60	33	28.00%		Governmen tal or public institution worker	5	4.20%
	>60	11	9.30%		Retiree	5	4.20%
					Self-employ ed laborer	67	56.80%
education al backgrou nd	Primary school and below	7	6.00%		others	6	5.10%
	Middle school	50	43.10%		No	18	21.40%
	High school or vocational school	41	35.30%		Yes	66	78.60%
	University or college	17	14.70%	Whether tourism related			
	postgradu	1	0.90%				
				Monthly	<1000	22	20.60%

	ate and above			income			
Residenc e time	less than a year	5	4.50%		1001-2000	44	41.10%
	3 Jan.	4	3.60%		2001-3000	25	23.40%
	6 Apr.	10	8.90%		3001-5000	14	13.10%
	10 Jul.	12	10.70%		5001-10000	2	1.90%
	More than 10 years	81	72.30%		>10000	0	0.00%

Among the 199 villagers surveyed, 55 are male, 63 female, in equal proportion at large. Those aged from 25 to 60 form the major respondent group, accounting for 84.8 % and having an education background concentrated on junior high school, high school or vocational school. 72.3 % of the residents have lived here for more than 10 years. Those doing a job related to tourism and those not are at a ratio of 3.7:1, in terms of income, the receivers below 2000 Yuan are the majority group, accounting for 61.70 %, followed by those between 2000-3000 Yuan, answering for 23.4 %. Those above 5001 answer for too few a percentage. Among the respondents, self-employed laborers dominate the proportion as much as to 56.8 %, followed by farmers, 14.40 %, then service workers, 8.50 %. Despite being in a better half of proportion, those self-employed labors are not a high income group; most of them have to grow crops for private use or for supply.

3.2 Community Perception of Tourism Impact

3.2.1 Perception of Economic Impacts of Tourism

Table 3-3 Residents' perception of the economic impacts of tourism

Economic impact	Indicator	Disagree	Not impacted	Agree	Mean
	Tourism contributes greatly to the local economic development	4.2%	2.5%	93.3%	4.10
	Tourism brings more employment opportunities to the locality	9.3%	16.1%	74.6%	3.79
	Tourism attracts more local investment and consumption	12.0%	12.0%	64.0%	3.75
	Tourism improves my standard of living	5.9%	17.8%	76.3%	3.86
	Tourism drives up local prices and the cost of living	6.7%	8.4%	84.9%	4.09
	Tourism drives up housing prices	6.7%	8.4%	84.9%	3.86
	Tourism extends the local gap between the rich and the poor.	6.0%	13.7%	80.3%	4.09

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

Most residents believe that tourism has contributed greatly to the development of the local economy, brought more job opportunities to the locality, attracted more funds and consumers, and improved their standard of living; during the tourism development, most of the residents think tourism has driven up the local prices and costs of living, and has extended the local gap between the rich and the poor. From a general view, no great changes occurred to the two-year statistics on those indicators. As for what tourism has done to drive up the

housing prices, the statistics of previous year show that more than half of the residents believe the housing prices is driven up by tourism development, and 36.5% of the residents has no obvious perception of housing prices, whereas it is significantly on the contrary that 80.3 % agrees on with this, and the percentage of those disagreeing the statement has declined markedly. Overall, the means of the indicators over the two years basically remain the same, and Xidi tourism has caused positive economic impacts on the community residents.

3.2.2 Perception of social impacts of tourism

Table 3-4 Residents' perception of the social impact of tourism

Social impact	Indicator	Disagree	Not impacted	Agree	Mean
	Local infrastructure has been improved	9.3%	13.6%	77.1%	3.76
	Medical conditions and quality of services are improved	15.9%	37%	47.1%	3.34
	Tourism development has led to an increase in local crime rate	56%	36.4%	7.6%	2.43
	Tourism aggregates the local traffic and overcrowding	17.8%	44.9%	37.3%	3.25
	Tourism undermines local moral standards and trust	45.3%	32.5%	22.2%	2.72
	Tourism gives rise to the conflict between tourists and local residents	42.6%	29.6%	27.8%	2.82

In terms of social impacts, the mean value for the indicator that tourism contributes to the improvement on local infrastructure is above 3.5, indicating that in general the residents agree to it. But in terms of the amounting attitude towards the opinion that tourism leads to a higher local crime rate, the mean value is below 2.5, indicating generally the residents disagree, and they cherish a neutral attitude towards the rest indicators, suggesting Xidi residents do

not have an obvious perception of social impact.

The majority of residents believe that tourism leads to improvement on local infrastructure; and the majority of residents believe that tourism development is not responsible for the increase in local crime rate; while in other aspects, the perception of the residents varies dramatically: 47.1% of the residents believe that tourism contributes to the enhancement of medical conditions and quality of service, but 37% of the residents does not have obvious perception of that; 37.3% tourism aggregates traffic congestion and overcrowding, but 44.9% does not think so; 45.3% does not blame the decline in ethics and trust of local residents on tourism, but 32.5% have no obvious perception of that; 42.6% does not see tourism as the cause to the conflicts between tourists and local residents, but 29.6% of residents think that is the case. In general, the means of the indicators of residents' perception of social impact of tourism basically remain the same while showing a slight upward tendency. Overall, the proportion of those assuming a neutral attitude and having no obvious perception is declining by a small margin, while that of those agreeing on the contradictions in tourism development that tourism development has led to an increase in local crime rate and tourism aggregates the local traffic and overcrowding begin to increase slightly, implying the contradictions resulting from tourism development are getting intensified by a small margin but not so obvious.

3.2.3 Perception of Cultural Impact of Tourism

Table 3-5 Residents' perception of cultural impact of tourism

Cultural impact	Indicator	Disagree	Not impacted	Agree	Mean
	Tourism promotes cultural exchanges between the Xidi and other places	6.7%	20.3%	73.0%	3.74
	Tourism ruins folk and traditional culture	41.8%	30.4%	27.8%	2.87
	Tourism brings more festivals and enriches our lives	21%	18.5%	60.5%	3.40
	Tourism spurs me to learn more languages	16.3%	29.1%	54.6%	3.41

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

The majority of residents believe that tourism promotes cultural exchanges between the local and foreign places; more than half of the residents believe that tourism spurs them to learn more languages; also, more than half of the residents agree that tourism brings more festivals and enriches our lives, but compared with the indicator in previous year that 37.1% of the residents does not have a strong perception of it, this proportion of this year drops to 18.5%; while 27.8% of residents believes that tourism does not undermine folk and traditional culture, up by 10%, indicating residents are having a stronger negative perception about it.

3.2.4 Perception of the Environmental Impact of Tourism

Table 3-6 Residents' perception of the environmental impact of tourisms

Environmental impact	Indicator	Disagree	Not impacted	Agree	Mean
	Tourism development bastardizes air quality	24.5%	44.1%	31.4%	3.07
	Tourism development aggregates noise pollution	19.8%	40.5%	39.7%	3.24
	Tourism development aggregates water pollution	11.8%	17.8%	70.3%	3.76
	Tourism brings more solid wastes	11.8%	5.9%	82.3%	3.85
	The construction of hotels and other tourist facilities spoils our natural environment	19.7%	42.7%	37.6%	3.22

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

Most of the residents think that the tourism development aggregates the water pollution in the village and brings more solid waste; while 44.1% does not have an obvious perception towards the indicator that tourism bastardizes air quality, almost the proportion of residents agreeing to the indicator is the same with the proportion of residents that disagreeing; 39.7% of residents believes that the development of tourism increases noise pollution, but 19.8% of the residents does not think so, resulting in a decrease in the proportion of those against the statement; 37.6% of the residents sees the construction of hotels and other tourist facilities a cause to their spoiled natural environment, but 19.7% of the residents thinks otherwise, and a greater proportion, 42.7%, of them does not see any impact. Generally speaking, the means of

almost all of the indicators of environmental impact go up by a small measure, indicating that there is a slight increase in the number of residents for the statement that tourism development spoils environment, however, from a global view, the residents are not feeling strong about the environmental impact, or, the impact on environment of tourism development is under control.

3.3 Residents' Attitude towards Tourism Development

3.3.1 Community's General Attitude towards Tourism

Table 3-7 Residents' general attitude towards tourism

Resident attitude	Indicator	Disagree	Not impacted	Agree	Mean
	I am satisfied with the status quo of the development of local tourism	37.1%	15.5%	47.4%	3.05
	I am willing to be engaged in a tourism job	13.7%	12.0%	74.4%	3.68
	I support Xidi to continue development of tourism	4.2%	4.2%	91.6%	4.12

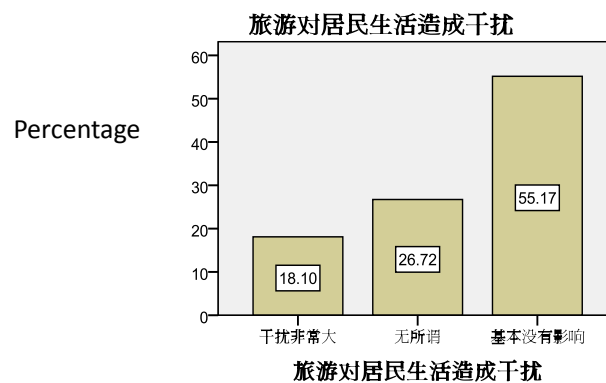
As it can be seen from the figure, 47.4% of residents expresses satisfaction with the status quo of Xidi tourism, compared with 60% satisfied, the proportion of those unsatisfied reaches 37.1%, indicating Xidi residents' satisfaction with the current development of the local tourism has been declining, and there is a growing dissatisfaction, though not obvious.

74.4% of the residents want to engage in tourism-related jobs, indicating that the majority of residents in Xidi wish to get involved in tourism travel and gain a source of income. 91.6% of residents supports Xidi to continue tourism development, only 4.2% opposes to it, indicating most of the residents are supportive of the development of tourism of

Xidi. They would like to be part of the industry and support Xidi to develop tourism. Overall, the three indicators measuring residents' general attitude towards tourism, the proportions of those feel unimpacted drop by a great measure, indicating that as tourism develops, ambiguous attitude towards tourism is giving way to definite attitude.

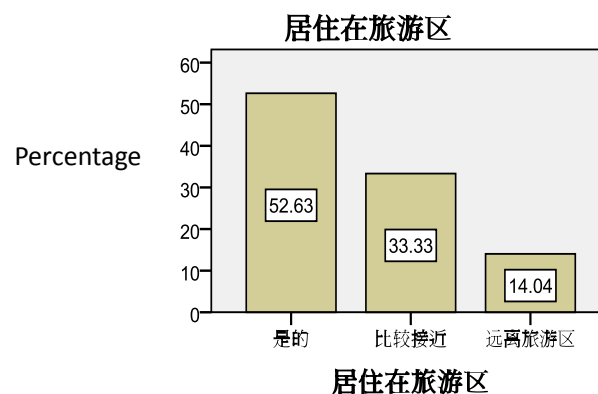
3.3.2 Community's Perception of and Recommendations on Tourism Development

Considering tourists go to Xidi to see the ancient residential houses, they would step into the space where residents live. Here some questions are designed to find out if tourism has disturbed the daily life of residents.

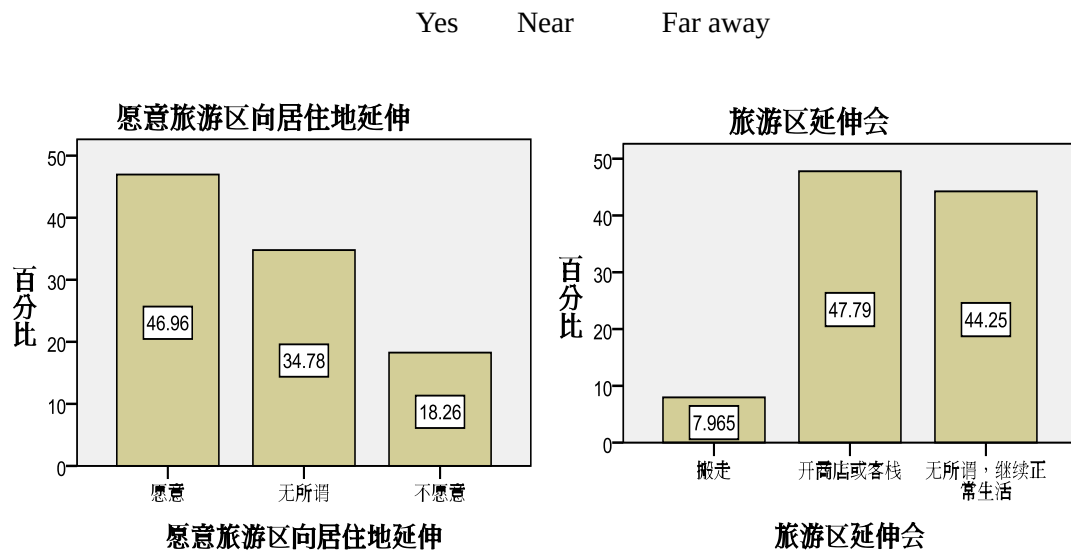


The disturbing of tourism on people's life

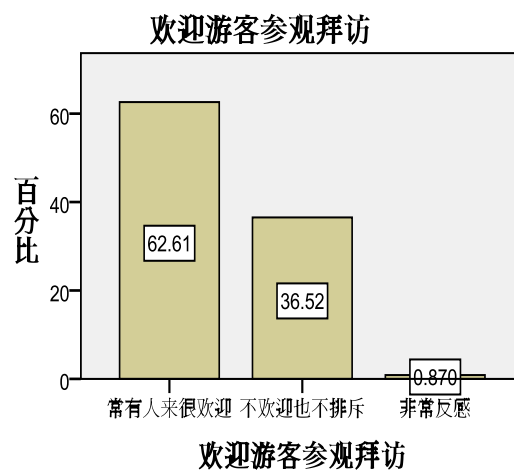
The tables shows that 55.17% of residents does not think they are disturbed by tourism, and 26.72% of tourists does not care about it, which indicates that in the tourism development of Xidi, tourists did not disturb the residents much.



Living in the tourism area

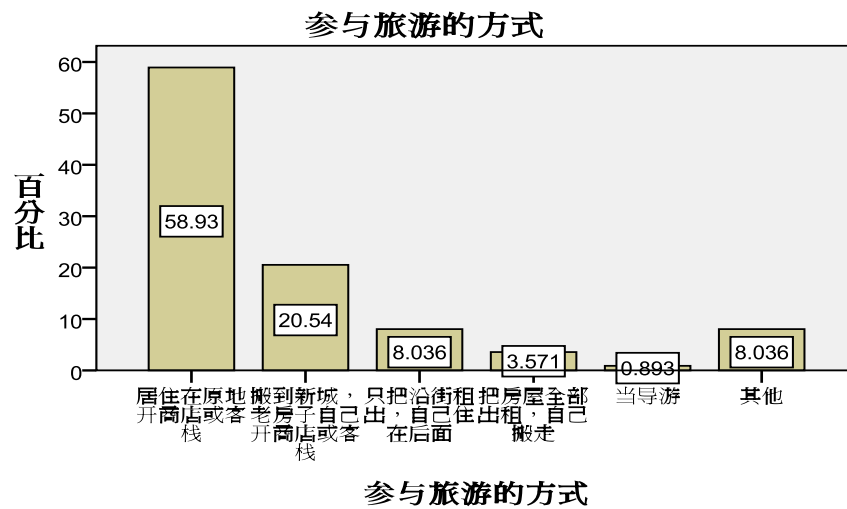


As can be seen from the three figures above, 46.96%, a decreased proportion compared with that in previous year, of residents would like to see the tourist area expand to their own residential area, 47.79% of them would like to run a store or inn and get involved in tourism when the expansion comes true, and few would move when faced with the expansion, 44.25% says they would continue with their normal life as usual. This shows that, in general, and tourism does not make itself a great source of disturbance and obnoxiousness to the residents, who hold an involvement attitude or lead a life as usual.



62.61 % of the residents claims they are visited by tourists from time to time and hospitable, 36.52% is so hospitable nor against it, there are only a handful, 0.870 % of them

are very objectionable. Generally, it means most residents are not against the visitation by tourists, they hold an open or tolerant attitude towards it.



The way to participate in tourism

58.93% of residents would like to run a store or inn at their own premises to get involved into tourism, 20.54% would choose to move to the new downtown, and turn the old houses into stores or inns, only 3.571 % would put all their houses for rent and move away. Among those checking Others, only two say they do want involved in tourism and the rest overlooked the option. Generally, in one way or another, residents are very enthusiastic about involvement into tourism.

Table 3-8 The least satisfied aspects about tourism development

No.	The least satisfied aspects about tourism development
1	No shopping
2	unreasonable and unfair
3	Unreasonable things
4	could have been more reasonably developed and utilized
5	Free restricted
6	Unequal distribution of wealth
7	The urban administrators does not treat everyone and everything fair

8	the way party member cadres and their children work
9	Most unsatisfied with guided shopping
10	The guide market needs standardization
11	Poor quality of guides
12	High store and house prices
13	Unsatisfied with the Government and the government official shows
14	uneven and slow development rate
15	little dividend
16	The administration is not in place, serious, fair, open nor equal.
17	Poor, unfair, inconsistent administration
18	Waste in rivers, toilets and trash bins need better disposal
19	Very satisfied
20	Environmental pollution
21	Environmental pollution, much waste
22	Family employment, seniority-based administration
23	Too much out-of-village residents. Poor publicity.
24	Incomplete development, serious river pollution
25	Tourists litter.
26	Too few tourists.
27	More waste
28	Unequal distribution of interest
29	Tourism brings about some domestic garbage and has bad impact.
30	Bad tourism administration, bad publicity.
31	Resident income from tourism development increases too slow. Insufficient conservation of some ancient buildings.
32	Satisfied
33	Incomplete supporting facilities.
34	fraud and deception with tourists.
35	Landless farmers become unemployed. High unemployment rate

36	Why can't we be guides off the book? We can explain the history and culture of Xidi to tourists.
37	Not so pleased with the hygiene.
38	Sanitary conditions becomes worse and worse each day
39	Pollution
40	Serious pollution
41	Unable to be involved in tourism business
42	Residual dye discarded by students are not dropped into the right classified trash bins
43	Some tourists are not so civilized
44	Some tourists are with low quality
45	More pollution of local water resources, more solid waste
46	The government
47	Fall on deaf ear of the government.
48	The government turns a deaf ear to us. We don't get much benefit
49	The governmental housing subsidies are not in place.
50	Governmental administration and too many formalities.
51	The least satisfied aspect is poor administration

From the data above, it can be seen that the dissatisfied aspects of residents can be boiled down to four: 1. unequal distribution of benefits: they feel given the shaft when they see the children of cadres get to be guides; 2. Insufficient measures and efforts in governmental administration, such as improper development of the scenic area and inadequate publicity; 3. severe environmental pollution, such as worsening river pollution and solid waste; 4; poor quality of tourists.

Overall, tourists will intrude into residents' lives when they visit Xidi, but they did not have too much negative impact on their daily life, and most residents are not against tourists, but rather, they would like to take the opportunity to set up stores or inns to get involved in tourism and gain economic incomes. This indicates Xidi residents assume a much positive or neutral more than a resistant attitude. However the opposing voices should not be ignored.

Some villagers mentioned the gap between hot spots and cold spots and unequal distribution of benefits among villagers.

Table 3-9 Comments or recommendations about tourism development

No.	Comments or recommendations about tourism development
1	1.Enhance resident quality; 2.Improve medical and living standards
2	Hold the guests and make more efforts to develop tourism
3	Not dare to made recommendations
4	Better measures for toilet and waste disposal.
5	Equality begins with leaders and contribution begins with us.
6	Reform
7	Administrative reform
8	Scentific and equal administrative system
9	More publicity
10	Greater publicity, proper administration and reasonable development
11	More publicity, more popularity,featured tourism programme
12	Make more publicity efforts, place more ads.
13	Adhere to sustainable development and utilization of tourism
14	Better tourism development
15	cut price down to carry out sales promotion
16	Develop more tourism projects
17	Expand waters
18	I suggest the leaders, when developing plans for ancient residential houses, try to maintain the folklore, customs and the antique appearance
19	Non-diversified tourism products
20	Better tourism development

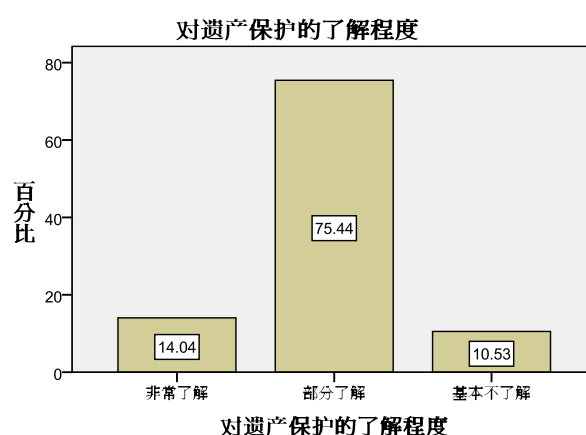
21	Keep developing tourism, but do not go too far with commercialization
22	Involve the entire village into tourism
23	Completely open the village to tourism, hold the tourists and let them experience the life here
24	Enhance the quality of the whole people, run business in a civilized way, and give tourists a pleasant trip
25	Improve living standards. Stop cars from the village, where they have no place to be parked
26	It would be the best if the circumstances at the time when it was included into the list of world cultural heritage can be maintained.
27	The ancient residential houses at Xidi Hongcun county deserve key production. No conservation no tourism development.
28	Enhance external publicity
29	Hope the leaders can demonstrate equality and absolute selflessness in administration.
30	Better efforts are called to put tourism development in place and enhance administration and publicity
31	Learn advanced administration concepts
32	Develop scenic spots
33	Enhance management of the scenic area and conserve the the daily life of residents from disturbance
34	Lead villagers to realize common prosperity
35	Develop developable scenic spots to hold tourists
36	Just bring in more tourists
37	Its a waste of my breath. The government wouldn't listen
38	The Government just does listen to what we farmers say

When making recommendations about tourism development, some villagers call for the change in unequal distribution of benefits, for improvement of living conditions, and for

common prosperity, some villagers call for the conservation of environment, and for sustainable tourism; but more recommendations are about the conservation, development and management of Xidi, the world's cultural heritage. These recommendations focus primarily on the following aspects: 1. reform the administration system; 2. enhance publicity; 3. conserve ancient residences; 4. enhance tourism development and hold the tourists; 5. diversify tourism product; and 6. improve resident quality. Of course, a considerable number of residents contributed no recommendations, as they did not think what they say would be taken by the government seriously, hence they taken a negative attitude, made no recommendation, or dared not to make, just resigned themselves to what the Government says.

3.3.3 Community Comments and Recommendations about Tourism

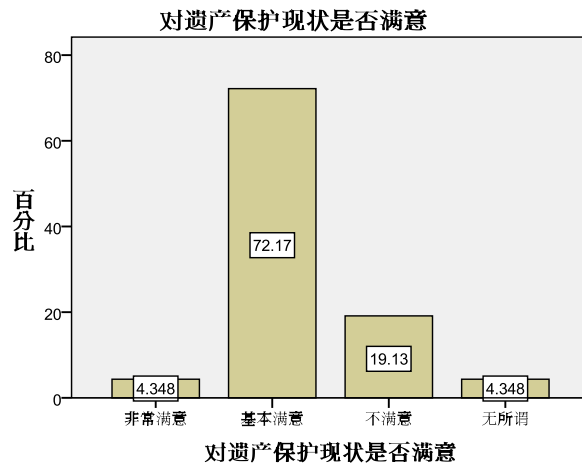
Since by Xidi tourism it means visiting the ancient houses, i.e., tourists enter into the living space of residents, some questions are designed here to find out what do they think about heritage conservation and what are the problems and their recommendation.



The degree of understanding heritage protection

Very well somewhat well somewhat not well

75.44% of the residents have an uncertain idea about heritage conservation, only 14.04%, a very clear idea about it and 10.53%, even no idea about it. This indicates the governmental education and publicity of heritage conservation has been in place but not popularized.

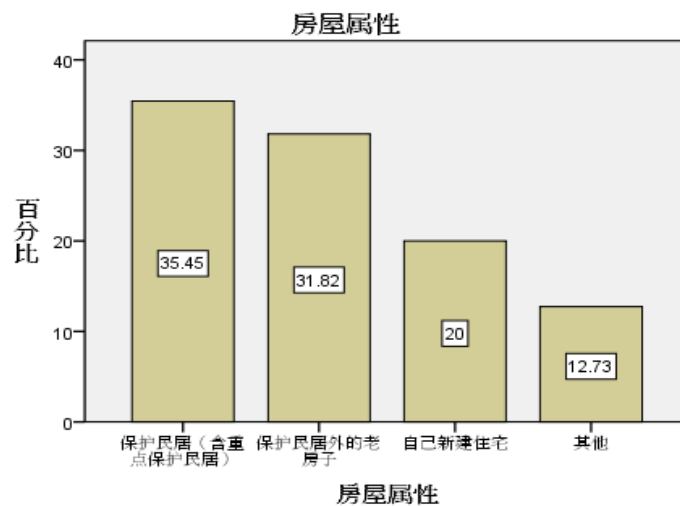


Satisfaction with status quo of heritage protection

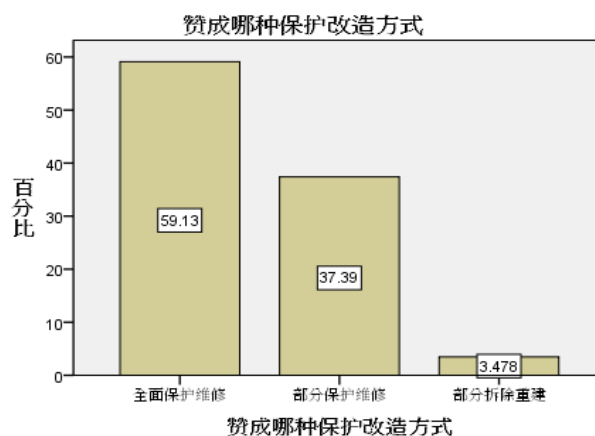
Satisfied very much somewhat Satisfied

Dissatisfied do not care

72.17% of the residents is satisfied with heritage conservation, only 4.348%, very satisfied, 10.53%, 19.13% has no idea about it, and 4.348% makes no account of it.. On the whole, most residents hold a satisfied attitude towards the status quo of heritage conservation.



Judged from the house attribute, among the surveyed, 35.45% of the residential building are conserved, 31.82%, old houses outside of the conserved residential buildings, 20% in new residences, and 12.73% in houses of other attributes. In general, the proportion of those living in new houses is relatively small.



59.13% of the residents think the traditional residential houses deserve overall conservation and maintenance, 37.39% sees only some deserve them, and 3.478% considers some demolishable and rebuildable. This indicates the residents generally agree that the ancient residential houses need maintaining under conservation, only a handful people believe some should be demolished and rebuilt.

Table 3-10 Heritage development and conservation methods approved by the residents

Heritage development and conservation methods approved				
		Response		Percenta ge
		N	Percenta ge	
Heritage development and conservation methods approved	Develop tourist facilities around the heritage, retain the original features of the conserved area	67	22.1%	58.8%
	conserve both tangible heritage and intangible cultural heritage	67	22.1%	58.8%
	Maintain the rural landscape around the heritage, develop tourist facilities inside the conserved area	56	18.5%	49.1%
	Identify and hang plates on residential house deserving key conservation, repair them under governmental funds	61	20.1%	53.5%

	Register the units under key conserveoin, conserve them with legal means	52	17.2%	45.6%
Total		303	100.0%	265.8%

a. Total number of valid cases N=114.

on each of the five methods of heritage development and conservation, the number of people agreeing basically is the same with each other, accounting for about 20%. This explains the residents highly approve of those five proposed methods.

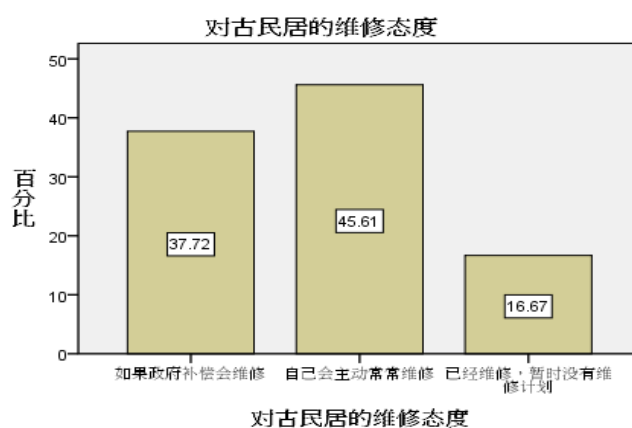


Table 3-11 Aspects of heritage conservation annoying to Xidi villagers

The aspects of heritage conservation most annoying to Xidi Village and Hongcun Village				
		Response		Percentage
		N	Percentage	
The aspects of heritage conservation most annoying to Xidi Village and Hongcun Village	Difficult to find or afford the timbers specified for construction	41	13.7%	35.3%
	Specified house height	31	10.3%	26.7%
	Lack of repair funds	49	16.3%	42.2%
	Difficult to introduce sanitary facilities	30	10.0%	25.9%
	Difficult access for motor vehicles	52	17.3%	44.8%

	Inconvenient road width	32	10.7%	27.6%
	Too many other restrictions	53	17.7%	45.7%
	Other most annoying aspects in conservation	12	4.0%	10.3%
Total		300	100.0%	258.6%

a. Number of valid cases N=116.

As can be seen from the chart above, 45.61% of residents will repair houses of their own accord from time to time, 37.72% would only repair their houses with governmental funds, 16.67% has already repaired and has no further repair plans for the moment. In the interviews, some residents mentioned the unaffordable repairing costs and the lack of funds, and many residents mentioned the difficulties in finding or affording the timbers specified for construction, specified house height, difficulties in introducing sanitary facilities, difficult access for motor vehicles, inconvenient road width, and too many other restrictions.

Table 3-12 Tourists behaviors offensive to the residents

Offensive tourist behaviors				
		Response		Percentage
		N	Percentage	
Offensive tourist behaviors	Wash painting tools in rivers	101	23.9%	86.3%
	Clamorous	40	9.5%	34.2%
	Littering	89	21.0%	76.1%
	Intrusively look into residential house without permission	36	8.5%	30.8%
	A lack of understanding of history and culture	42	9.9%	35.9%

	Take pictures without permission	40	9.5%	34.2%
	Litter cigarette butts	67	15.8%	57.3%
	Other offensive behaviors (others)	8	1.9%	6.8%
Total		423	100.0%	361.5%

It can found out from the table that the most offensive behaviors to the residents are "washing painting tools in rivers", "littering garbage", "littering cigarette butts" and so on, and offensive behaviors including "being clamorous", "intrusively looking into residential houses without permission" "lacking understanding of the history and culture", "taking pictures without permission".

Table 3-13 List of cultural activities in which community residents participated

No.	Traditional Huizhou culture or clan culture activities participated in
1	Hongcun Ju, the Hongcun promotion activity
2	Huangmei Opera
3	Huizhou folk show
4	Ancestor worship activities
5	Ancestor worship activities, embroidered ball tossing
6	Too down and out to be eligible
7	Never
8	Not eligible
9	embroidered ball tossing,, temple festivals
10	Too badly off to afford participation
11	Cultural festivals
12	Ancestor worship activities

The residents participated in very few traditional cultural activities. Most of them say they did not participate in any traditional cultural activities, and only a small number of them participated in ancestor worship activities, performances, and a few said they, instead of

having the right to participate in, complained about the difficult living conditions.

Table 3-14 Community comments about Xidi heritage conservation

No.	Recommendation and comments on heritage conservation at Xidi Village and Hongcun Village
1	1. Do no damage the principal part of the heritage; 2. strengthen the penalties for unpermitted and illegal dismantle and construction
2	Retain the original features of Xidi Village and Hongcun Village
3	Construction of new buildings in the heritage area should be prohibited. Unpermitted construction of new buildings should be prohibited.
4	Inspect and maintain the scenic area on a regular basis, detect and solve problems timely
5	Management of Xidi heritage conservation should be more stricter.
6	It is difficult to reinstate the original features
7	Give more publicity of Xidi to other cities, play the the main contents, Xidi culture, in an architectural background off urban display screens
8	The key to strengthening conservation awareness lies in leadership and importance attached to management
9	Leadership should strengthen their self-cultivation of knowledge.No do give us a plan when one leader comes and another plan when another leader comes.
10	Retain the original features as much as possible
11	Prohibit excessive and unplanned construction
12	Prohibit illegal construction and renovation
13	Leader's call
14	It is pointless,it falls on deaf ear of the government.
15	Consistent administration and fair treatment
16	Grant us more fund
17	Xidicun and Hongcun are two village. There is a backfire because Hongcun village is rented to Beijing people, who are unfriendly to Xidi.
18	Xidi gets too few dividends. Its annual revenue of 39 million Yuan is split by as many

	as 1132 villagers, 1600 Yuan per person.
19	Xidi village is good destination, it should be open.
20	It should be taken care of by everyone
21	There is a sanitation problem when to students visit Xidi Village and Hongcun Village
22	Heritage conservation requires the joint efforts form the government, community, and individuals. It is suggested to organize volunteer publicity campaign, at the cost of a consolidated fund
23	The government should make unified arrangement, raise the cultural awareness of the whole people, particularly the awareness of fire control.
24	It is a bit too commercialized new. The way it was ten years ago is the best.
25	it'll just fall on deaf ear of the government.
26	Governmental fund
27	The government should conserve and manage it in a comprehensive way.
28	The government should maintain and manage the heritage.
29	Leave the government to its own device
30	conserve both Anhui culture and clan cultural heritage and other intangible cultural heritage
31	Renovate house on our own,if the government could stop interfering with it

The recommendations and comments on heritage conservation at Xidi Village and Hongcun Village can be boiled down to the following two aspects: 1. retaining the original features of the residential houses, prohibiting illegal construction and demolition; 2, strengthening governmental management, allocating funds, developing and conserveing the heritage on a unified basis. However, most of them did not make recommendations, some hold a passive attitude for they see their recommendation pointless, or, they just leave the government to its own devices.

Chapter IV Tourist Questionnaires

In this round, Xidu tourist behaviors and satisfaction were monitored through sampling questionnaires listing a series of perception indicators to assess the behavior preferences and satisfaction of tourist. The survey group conducted random investigation of domestic tourists at main scenic spots in Xidi, such as Zhuiu Hall, Jing'ai Hall, dished out 200 questionnaires in total copies, 192 valid recovered.

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

4.1 Basic Information on the Questionnaires

4.1.1 Gender and Age Characteristics

In the 192 questionnaires, 187 respondents fill gender, 189, age, so that we have the gender and age distribution of Xidi tourists. In the distribution of tourist gender, women account for 53.5%, a narrow dominance. The age of the tourists in this round of survey is concentrated in the range from 15 to 64, and those in the 15-24 and 25-44 age brackets are in the majority, of which 15-24 aged tourists account for 56.1%, mostly college students, some of who are sightseeing students who do not have much money but a burning desire of tour, the rest of who are sketch students organized by school. Tourists in this age bracket is the main source of Xid tourists; the tourists in the 25-44 age bracket are in better economic situation, at high overall tourism rate, and have high social status, accounting for 37%, the tourists in the 45-64 age bracket have high social status and making good money, but they are under a great economic pressure for spending much in taking care of the elderly or the school children in the family, so they do not have much desire to travel and their tourism rate is low. In this

survey, tourists below 15 years and over 64 years old accounted for 0, indicating they answer for a very low proportion of Xidi tourists.

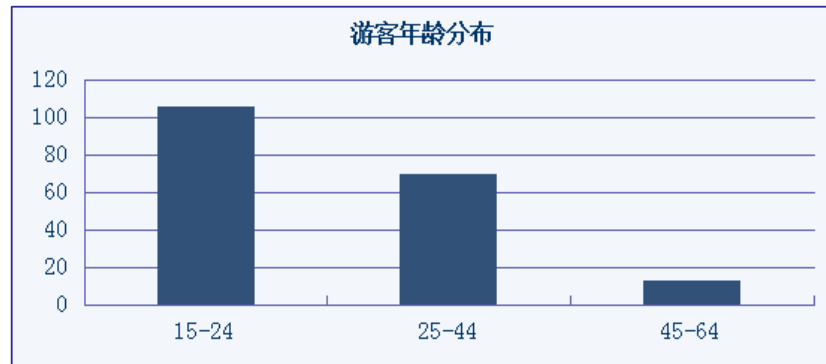


Figure 4-1 Distribution of tourist age

4.1.2 Tourist Source Market

The tourists attracted to Xidi come from a wide range, but mainly from within the province and surrounding areas. Anhui Province accounts for 54.7% of the tourists and can be regarded as a level one tourist source market; Guangdong, Jiangsu, Jiangxi, Shanghai, Fujian, Hunan, Hubei, Zhejiang neighboring areas account for 32.1% in total and can be deemed as a level two market, other places, such as Inner Mongolia, Beijing, Hong Kong, Macau and other area only answer for 13.2% and can be viewed as an opportunity market.

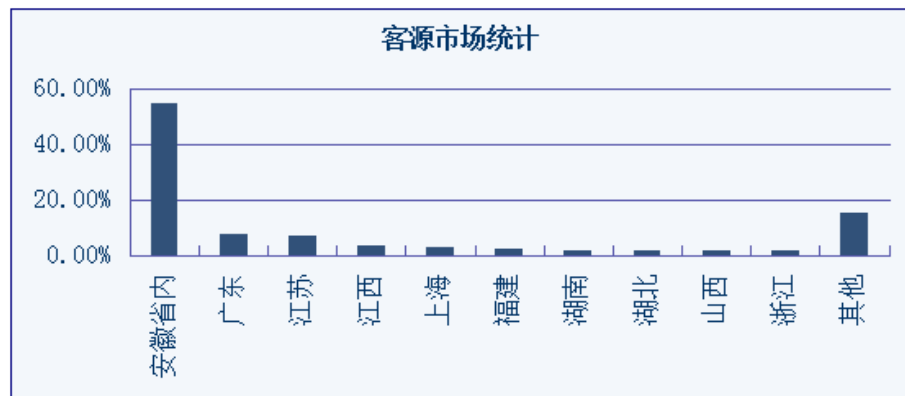
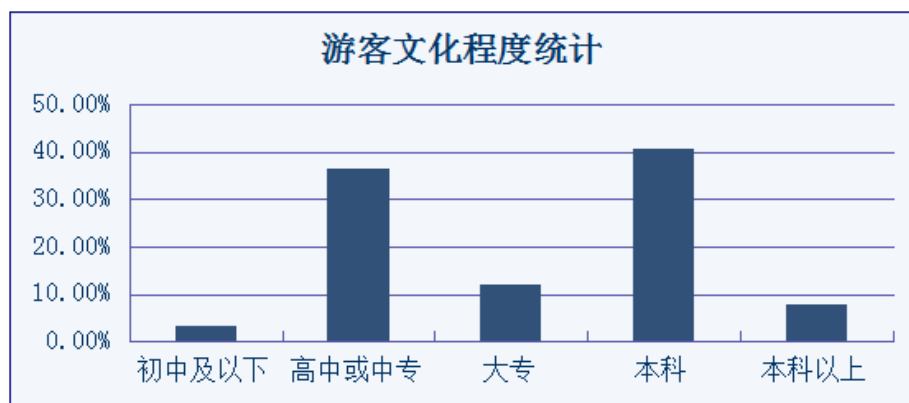


Figure 4-2 Distribution of tourist source market

4.1.3 Education Level

When asked about the educational level, 190 people responded, and their distribution is as follows. Among the Xidi tourists, bachelor are the most, bachelors and above account for 48.4% in total, almost half, followed by those having an educational background of high

school or secondary school, accounting for 36.3%, those with college degree answering for 12.1%, those only finishing junior high school and below 3.2% alone. It can be seen that Xidi tourist generally have a high educational background. For tourist destinations like Xidi boasting such cultural resources, it is difficult for tourists with poor literacy to appreciate their implications.



4-3 Statistics of tourist education level

4.1.4 Occupation

Among surveyed tourists, 188 fill in their occupation, and the distribution of occupation is as shown in the following table. In terms of occupation distribution, Xidi tourists mostly are students and employees, accounting for 47.9% and 23.9% respectively, followed by public institution employees and civil servants. Students consist of ordinary sightseeing tourists and school organized sketching tourists. As a sketching base, Xidi Village cooperates with many art schools or faculties thus, a large number of students come here to sketch from nature. Company employees, public institution workers and civil servants, three groups have superior economic foundation, high social status and high levels of welfare, a significant proportion of tourists are make a trip arranged by the organization or a expenses-paid conference trip, they are well educated, and interested in the cultural connotation of tourist attraction, and Xidi village, as the carrier of traditional Hui culture, happens to cater to their needs.

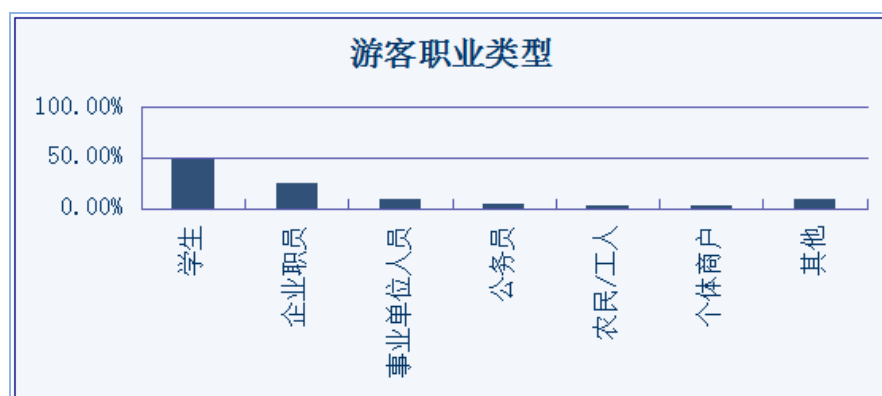


Figure 4-4 Statistics on tourist occupation classification

4.1.5 Summary

The analysis above initially suggests some characteristics of domestic tourists of Xidi village: they are aged from 15 to 44-a wide of attracted range-mostly from Anhui, Guangdong, and Jiangsu, especially those from Anhui accounting for more than half, graduated from, in most cases, high schools or technical secondary schools, colleges and above, their occupations are concentrated in students, company employees, public institution workers, and civil servants.

4.2 Tourist Preferences

4.2.1 Tour Methods

Respondents visit Xidi mainly in groups. 63.2% of tourists choose group tour, and the rest 36.8%, DIY tour. In addition, 88% would follow the narration of guides, indicating the commentary given by guides is an important path for tourists to understand Huizhou architectural culture and Xidi history. The service quality and narrative detailedness would decide the tourist satisfaction to a great extent.

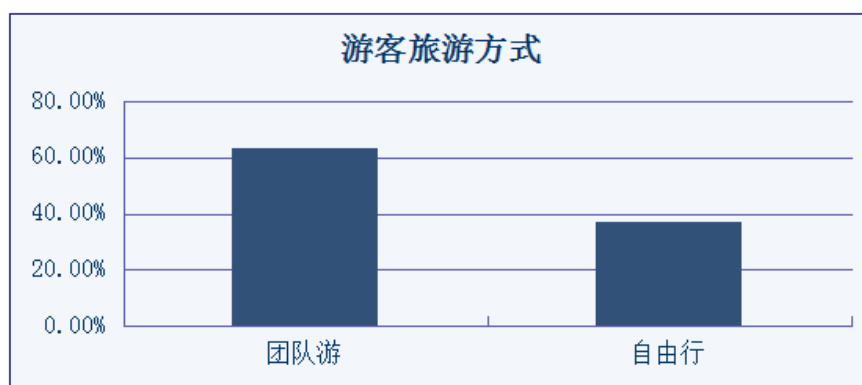
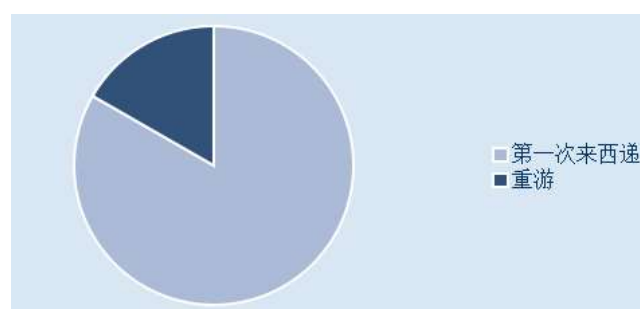


Figure 4-5 Statistics on tour methods

Among the surveyed tourists, 83.3% of them never visited Xidi village before, only 16.7% are revisiting tourists, implying Xidi has a low revisiting rate, probably because the tourism products of Xidi have not gone beyond sightseeing and been unable to hold tourists longer, as a result, they did not have the chance to develop an in-depth understanding of the cultural heritage of Xidi and the revisit rate is not high.



4-6 Statistics on re-visit rate

4.2.2 Tourist Stay and Tours Activities

Judged from tourist stay, Xidi tourists are concentrated in two stay brackets: half a day or less than half a day, or more than five days: 50% of tourists stayed in Xidi village for no more than half a day, 38% stayed for more than 5 days. This is a result from the special structure of Xidi tourists. Most tourists stay for a short period. But sketching students generally stay here for a week or more, resulting in a difference in the length of stay.

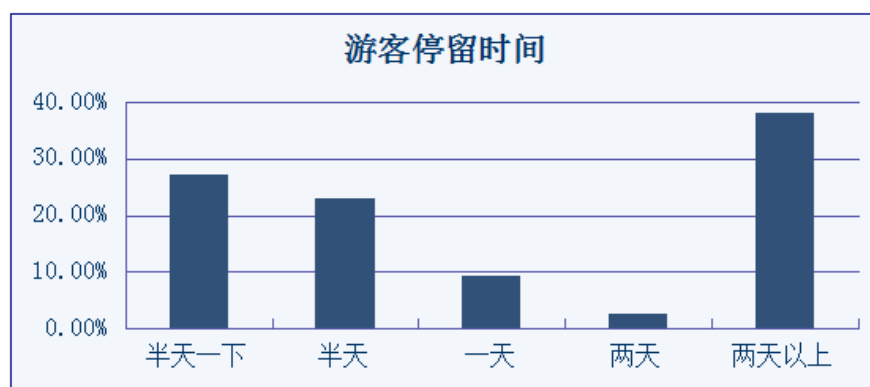


Figure 4-7 Statistics on tourist stay

The table shows that tourist activities mainly include visiting residential houses, admiring surrounding pastoral scenery, being showed around the entire scenic area, and purchasing tourism commodities and other common behaviors, but they did not participate in experience activities much which could have better exposed them to the folk culture of Xidi, such as staying overnight in the village, tasting farm cuisine, chat with the residents. This just confirms Xidi tourists mostly are group tourists, whose behaviors are too restricted by allotted tour time and tour routes to give them in-depth experience. This also denotes the tourism products offered by Xidi are not diversified. Tourism services are experiencing services, and the essence of tourist products is tourist experience. Ancient village tourism should focus on its experience and perception of its inherent traditional culture, or the spiritual joy in nature felt by tourists in participatory process. But judged from the status quo, the tourism offering of Xidi village is not diversified. Tourists follow their guides through a whistlestop tour, spending some time checking the natural environment, visiting the buildings and buying some souvenirs, all of their experience still remain at the sightseeing level where it is difficult for them to appreciate the essence of Xidi village as the world's most valuable cultural heritages. Therefore, from the angle of tourism development, Xidi should fully tap the cultural connotation, bring the tourist involvement to a higher level and enrich tourism offerings. For example, Xidi people may dig into the tea culture, put on tea art performance where tourists may have tea and feel the realm of Huizhou tea culture.

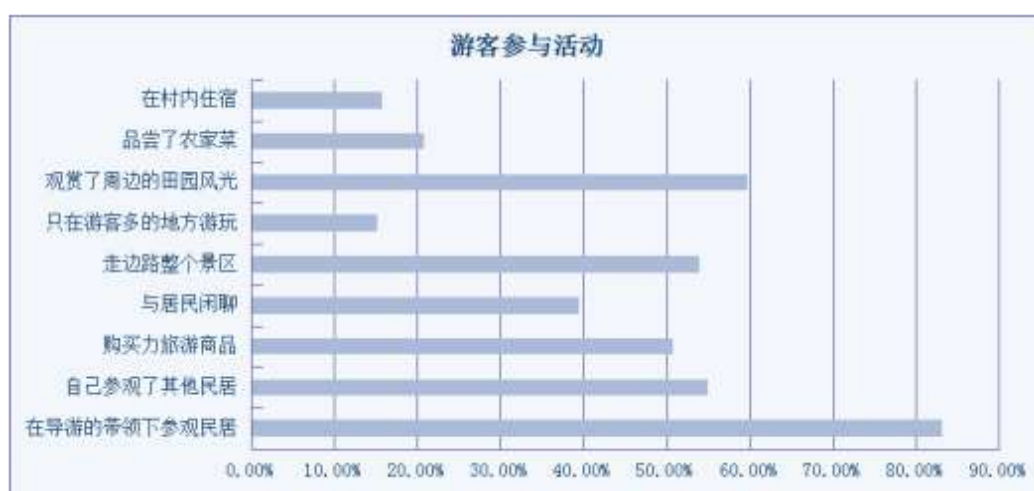


Figure 4-8 Statistics on tourist activities

4.2.3 Summary

The further analysis reveals that the structure of Xidi village tourists is mainly a group tourist structure, including sightseeing groups and sketching students. Sightseeing tourists stay for a short while, basically no more than half a day and their tour routes concentrated in guide routes. Sketching tourists stay in Xidi for more 5 days in general, and interviews reveals that many student tourists did not seek accommodation in the village, so those two kinds of tourists did not have the chance to intensively interact with local residents, so, tourists experience activities did not go beyond the sightseeing levels, plus non-diversified tourism forms and few tourism offerings, it is difficult to form an in-depth understanding Xidi culture.

4.3 Tourist Satisfaction

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

4.3.1 Tourists' Evaluation of the Destination Landscape

Table 4-1 Tourist evaluation of the destination landscape

Main aspects	Indicator	Mean	Standard deviation	Proportion of tourists agreeing with the statement	Proportion of tourists disagreeing with the statement
Destination landscape	beautiful rural scene	4.2094	0.64739	88.5%	0.5%
	Rich cultural connotations	4.3854	0.70703	88.0%	0.5%
	Unique charm of residential houses	4.3958	0.68613	88.5%	0

Tourists' evaluation of destination landscape mainly includes three indicators: the beautiful rural scenery, rich cultural connotations, and unique charm of residential houses. The table above shows that tourists think highly of Xidi tourism resources and the indicators are above 4 points on average, and the proportions of tourists agreeing with the three statements are close, all above 88%, whereas the proportions of tourists disagreeing with them are small proving the Xidi charm as cultural heritage.

4.3.2 Tourism information and accessibility

Table 4-2 Tourists perception of tourist information and accessibility

Main aspects	Indicator	Mean	Standard deviation	Proportion of tourists agreeing with the statement	Proportion of tourists disagreeing with the statement
Tourism information and accessibility	Road signage and understandability	3.6579	0.89904	54.2%	7.9%
	Easy access to maps and brochures	3.3874	1.02426	45.6%	18.8%
	Ease access to heritage information	3.9474	0.88931	73.7%	6.3%
	Convenient accessibility	3.7760	0.94168	64.5%	8.9%
	Satisfied with tour guide commentary	4.1436	0.78462	82.4%	2.7%

The main evaluation indicators of tourist information and accessibility include: road signage and understandability, easy access to maps and brochures, and acquisition of cultural heritage knowledge, convenient transportation, and satisfaction with the tour guide commentary. It can be seen from the table above that the tourist satisfaction with tourism information, accessibility and tour guide commentary is high, but that with the access to maps and brochures and accessibility to signage is low, which two indicators drag down the tourist satisfaction, indicating more efforts should be made to provide tourists with convenient conditions and facilities in the scenic area.

4.3.3 Destinations Environment

Table 4-3 Tourists' perception of destination environment

Main aspects	Indicator	Mean	Standard deviation	Proportion of tourists agreeing with the statement	Proportion of tourists disagreeing with the statement
Destinations environment	Not commercial enough	3.1885	1.07292	35.6%	24.6%
	A strong smack of everyday life	3.9737	0.85292	72.7%	3.7%
	Crowded scenic area	2.9734	1.0965	30.3%	35.1%
	Clean scenic area	3.9465	0.90240	72.2%	5.3%
	Disturbed by noise	2.5131	1.12792	17.8%	57.1%

The evaluation indicators of the destination environment include: poor commercial atmosphere, a strong smack of everyday life, crowded scenic area, clean scenic area and disturbing noise. As can be seen in the above table, tourist perception can be summarized as modest commercial atmosphere in the scenic area, a strong mack of everyday life, moderate crowding, clean scenic area and little noise pollution. Compared with the data of last year, tourist perception of scenic crowding reduced from 3.4 to 2.9734, their perception of clean perception increased from 3 to 7 to 3.95 but by too small a margin.

4.3.4 Diversification of Experience and Scenic Spot-Related Activities

Table 4-4 Tourists perception of the experience and scenic spot-related activities

Main aspects	Indicator	Mean	Standard deviation	Proportion of tourists agreeing with the statement	Proportion of tourists disagreeing with the statement
Diversification of experience and scenic spot-related activities	Recognize the value and charm of the residential houses	4.0681	0.80823	79.0%	2.6%
	Get to know the history and culture	3.7316	0.93523	60%	8.4%
	Taste the life and culture of the residents	4.0211	0.79654	79%	3.2%
	Buy special souvenirs	3.7789	1.07574	64.2%	12.1%
	Enjoy specialty foods	3.7632	0.99294	64.2%	8.4%
	Undiversified tour offerings	3.3280	1.01074	45.7%	19.9%
	Short stay	3.3560	1.06076	40.9%	16.2%

The evaluation indicators for diversification of experience and scenic spot-related activities include: understanding the value and charm of residential houses, understanding the history and culture, tasting the living and culture of the residents, buying unique souvenirs and enjoying specialty foods. As can be seen from the table above, as a whole, tourists hold an affirmative or almost an affirmative attitudes towards the statements Recognize the value and charm of the residential houses, Get to know the history and culture, Taste the life and culture of the residents, Buy special souvenirs, Enjoy specialty foods, which indicates that tourism publicity has effectively communicated the cultural value of Huizhou architecture and residential buildings, and the featured local resources are tapped to a certain extent, but the indicators, Undiversified tour offerings and Short stay only got about 3 points, the result from tourists' neutral attitude, indicating the development of Xidi scenic area has not developed beyond sightseeing in short tour concentrated mainly in places such as residential houses, ancestral halls, and arches. It is suggested to develop diversified and interesting tourism projects to avoid whistlestop tour and to prolong the stay.

Compared with last year, tourists have a better perception of "history and culture" and "specialty foods", yet the problem of short stay and non-diversified offerings are unresolved.

4.3.5 Tourist Attitude towards Heritage Conservation

Table 4.-5 Tourist attitude towards heritage conservation

Main aspects	Indicator	Mean	Standard deviation	Proportion of tourists agreeing with the statement	Proportion of tourists disagreeing with the statement
Perception of and attitude towards heritage conservation	Xidi is a world heritage to my Knowledge.	4.2865	0.87802	87.5%	4.7%
	Ancient residential houses should be conserved	4.5812	0.60040	96.9%	3.1%
	Satisfied with the conservation of ancient residential houses	.1571	0.77896	81.1%	1.6%

The indicators for tourist attitude towards the conservation of the world heritage mainly include three statements: Xidi is a world heritage to my Knowledge, Ancient residential houses should be conserved, and Satisfied with the conservation of ancient residential houses. As can be seen from the above table, tourists holds a supportive attitudes towards the

conservation of Xidi heritage, and they are satisfied with the conservation.

The attitude of the locals

Table 4-6 Tourists perception of the locals' attitude

Main aspects	Indicator	Mean	Standard deviation	Proportion of tourists agreeing with the statement	Proportion of tourists disagreeing with the statement
Attitude towards the locals	Have access to the locals	4.0469	0.82084	79.2%	3.6%
	The locals are cordial and friendly	3.9479	0.91377	72.9%	6.3%

The indicators for the attitude towards the locals include the access to the locals and the cordial and friendly reception by the locals. Those two indicators are around 4.0 points, to be specific, 79.3% of the tourists thought they had access to the locals but only 33% a declining figure compared with last year, would describe the locals with cordial and friendly. That indicates that the tourists had many accesses to the locals but confined by the short stay, they had limitations on how they think of the locals since the locals they dealt with are mostly store owners.

4.3.7 Overall Satisfaction

Table 4.-7 Overall tourist satisfaction

Main aspects	Indicator	Mean	Standard deviation	Proportion of tourists agreeing with the statement	Proportion of tourists disagreeing with the statement
4.3.7 Overall satisfaction	I am satisfied with the tour as a whole	4.0952	0.77968	85.2%	3.2%
	I would recommend Xidi village to friends and folks.	4.1302	0.78515	82.3%	2.1%
	I would come to Xidi village again.	4.9689	0.96194	72.8%	6.3%

The indicators for overall satisfaction with the tour I am satisfied with the tour as a whole, I would recommend Xidi village to friends and folks, and I would come to Xidi village again. The tourist satisfaction is the result from comparison of tourist expectations with perception of tour, it stresses on the psychological process and results. As can be seen in the table above, the mean of each indicator is above 4.0, suggesting tourists are highly satisfied with the Xidi tour overall , and their willingness to recommend and re-visit it is also very high. Compared with those in last year, the mean of the indicator for tourist satisfaction increased by a small margin, but the means and proportion in favour of the statements of tourist willingness to revisit and recommend Xidi have a substantial increase.

4.3.8 Impressions of Xidi Village

The surveyed tourist provide two kinds of answers to "Xidi's most impressive places of attraction", of which one refers to the tangible elements such as ancestral hall, couplet, and embroidery building, and gourmet, and the other, to the atmosphere of Xidi, such as quaintness, and quietness, and antiqueness, proving that the destination image of Xidi is the traditional quaintness and quietness conveyed through the ancient houses, couplets, and other material elements.

In answering to the aspects of the most dissatisfaction with Xidi Village", tourists complained about inadequate tourist facilities, toilets, lounge, and tourism offerings. There is only one public toilet for free in Xidi and the private bathrooms of the residents are accessible but with charge for use at 2 or 3 Yuan a time, which is bad for the experience quality. In addition, Xidi does not have an officially established tourist center to provide services such as maps, brochures and tourist information, that's where Xidi village can make improvement on.

4.3.9 Summary

The analysis of tourist satisfaction shows that, on the whole tourists think highly of the Xidi destination landscape, tourism information and accessibility, destination environment, and diversification of experience activities and attraction-related activities, and attitude towards heritage conservation and towards the locals, 82.3% of tourists said they would recommend Xidi to olks and friends, meanwhile, tourist feedback reveals the problems in Xidi tourism development, such as difficult access to map and brochures, common souvenirs, non-diversified tourism offerings, short stay and so on, which deserves the attention of management authorities and the efforts to be made to improve on them, enhance tourist satisfaction, and establish Xidi tour brand.

Chapter VI Conclusion

(1) Residential house preservation and use is under the influence of tourism development, but generally the houses are well preserved, repaired at small scale.

In General, the characterful residential houses or those of the old rich and influential families are on the tour routes and have been developed as hot spots; such residential houses are re-utilized and turned into stores, especially at Dalu Street. Residential houses in less visited areas preserve the Huizhou architectural appearance, but compared with the residential houses in the hot spots (such as Dalu Street), they are interiorly decorated with much modern facilities, such as new bathrooms, ceramic tiles, as represented by Qianbian Creek. As far as renovation is concerned, Xidi residential houses are focused on small-scale repatching, not common is large-scale repatching such as column replacement.

(2) Though the community atmosphere is harmonious, contradictions cannot be ignored.

Currently in the view of local residents, the tourism development of Xidi village is good, and have had many positive impacts, particularly in remarkable terms of economic aspects, yet tourism development have cause many problems closely related to the living of the residents, such as rising prices, increasing inequality between rich and poor, aggregating water pollution, more and more solid waste, and so on. Many of the residents want to engage in tourism-related jobs and get gain a source of income. As far as the conservation of ancient residential houses, the residents have a sharp awareness, but they don't know much when it comes to specific conservation; also, there are many problems in renovation of ancient residential houses, among the rest, fund is a big one, followed by difficulties in finding or affording the timbers specified for construction, specified house height, difficulties in introducing sanitary facilities, difficult access for motor vehicles, inconvenient road width, and too many other restrictions.

At the same time, during conservation and development, there have been conflicts between the residents and the Government arising from uneven distribution of benefits among local residents, improper governmental management and development measures, and environment pollution and bad tourist manners have prompted dissatisfaction from the residents, but overall, the conflicts are under control. Although some pessimistic residents

think it is pointless to make proposals, for the Government will not listen, or they simply leave the government to its own devices, there is still a number of residents who contributed valuable recommendations on the conservation and development, such as product diversification, more publicity efforts for Xidi, and so on.

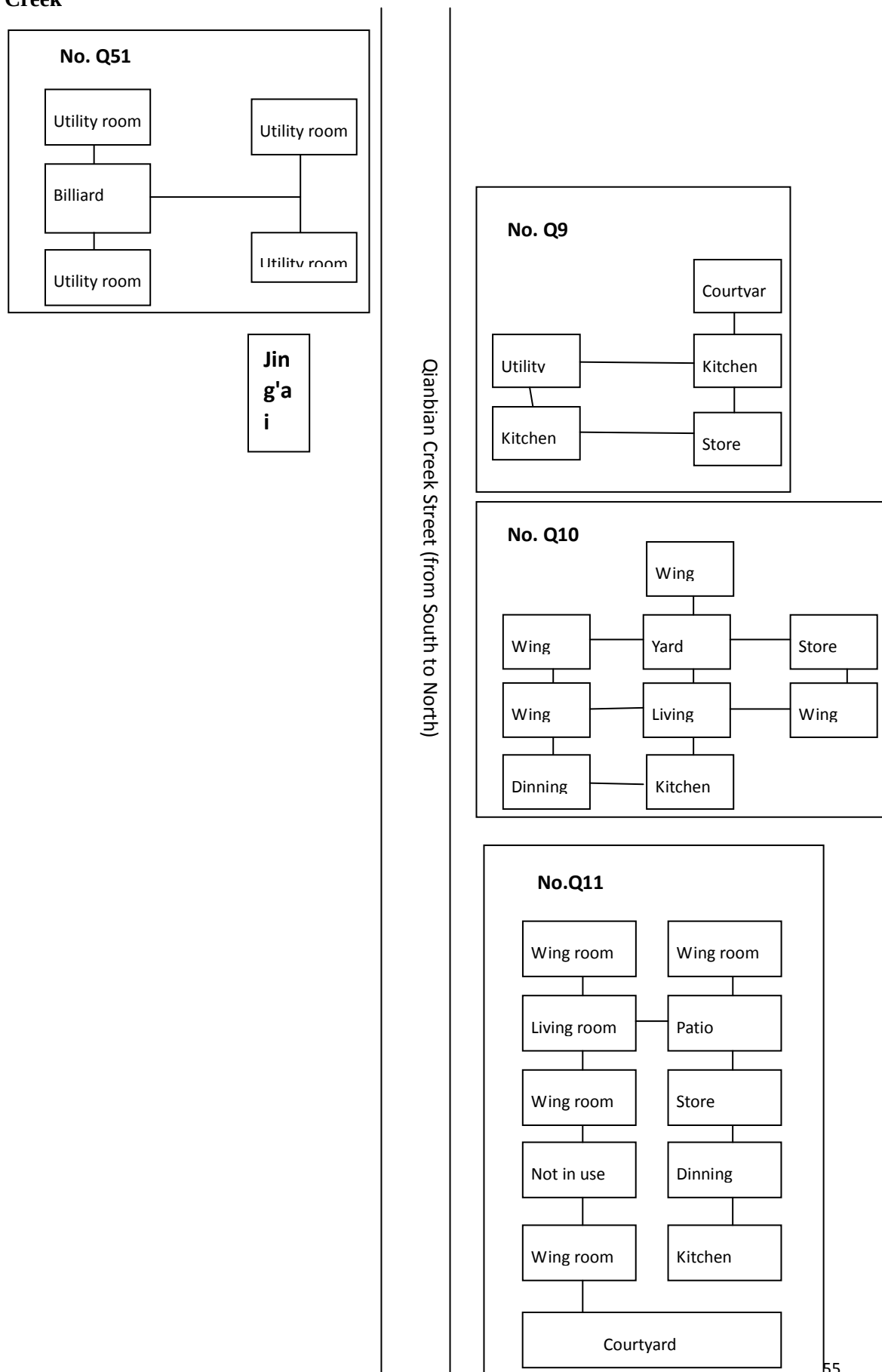
(2) Contrary to the high tourist satisfaction, Xidi has a low revisit rate.

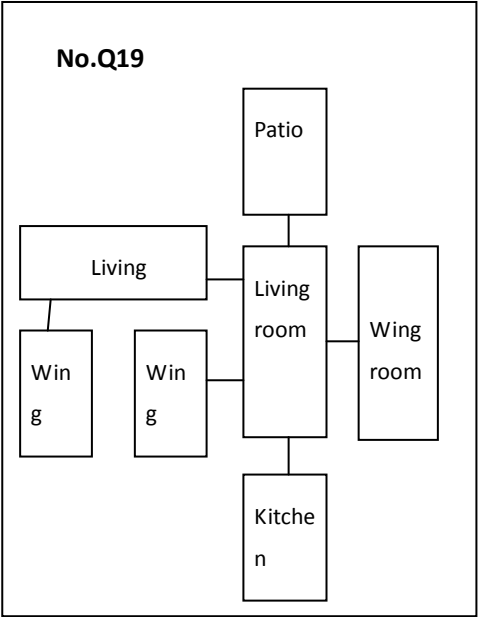
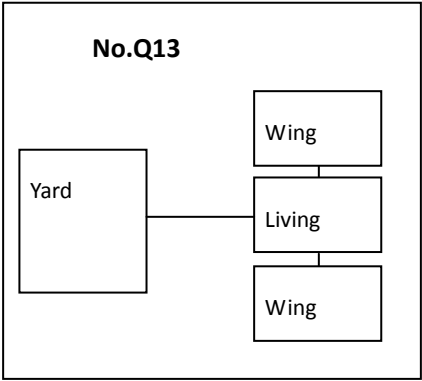
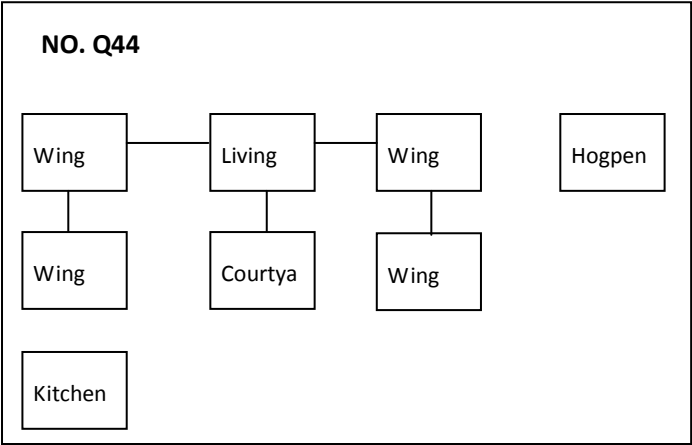
This round of survey finds out that tourists are highly satisfied overall, highly willing to recommend to folks and friends and to revisit Xidi, yet the actual satisfaction is low, since to most tourists, Xidi is just a sightseeing destination which does not hold even tourists with good consumption power longer than about 2 and can only involve them into non-diversified tourism forms incapable of exposing them to the living of tourists and the true Huizhou culture, hence though questionnaires show high willingness to revisit Xidi, few people actually revisit it.

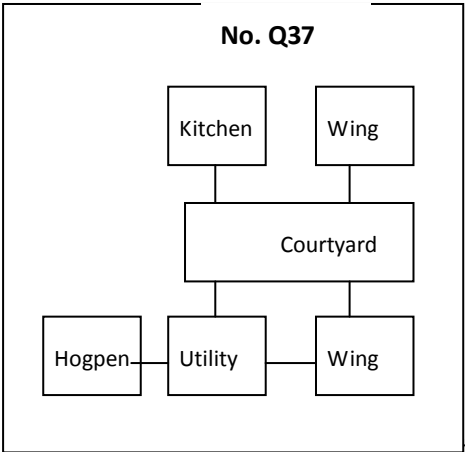
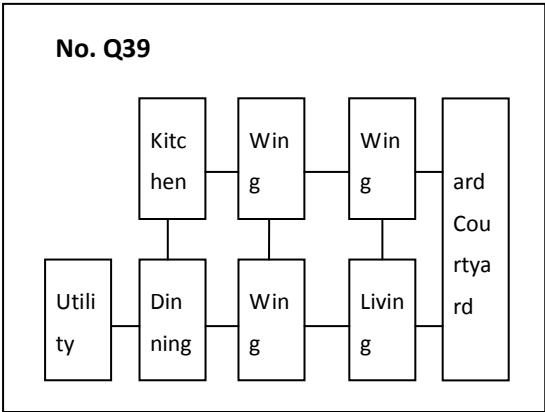
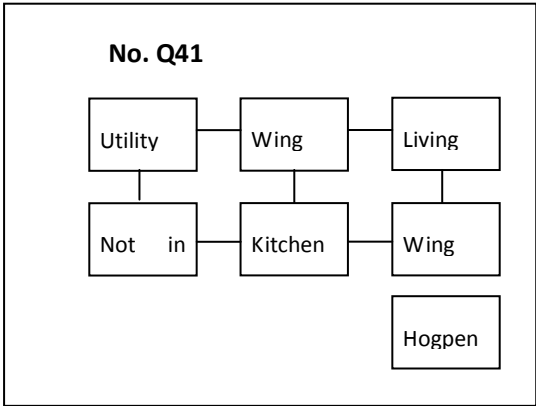
Besides, even questionnaires show the tourists are highly satisfied with Xidi landscape, there might be a data deviation behind the fact that tourists in a better majority are from Anhui and the sense of pride, or some sort of ethics related value, may have overcome them when they were filling out the questionnaires, which is why the reviews are given biased towards favorable terms and the willingness to revisit on paper is high.

Overall, Xidi village seems to be in an overall harmonious state in its conservation and development, but the contradictions arising from which deserve as much attention as appropriate governmental measures.

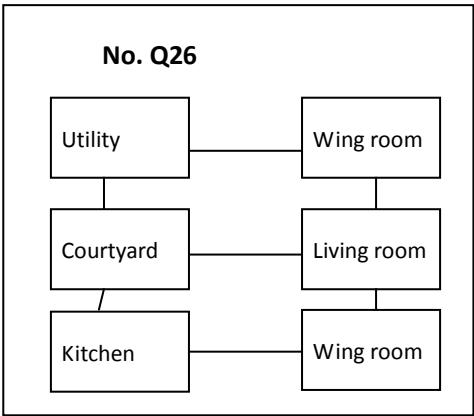
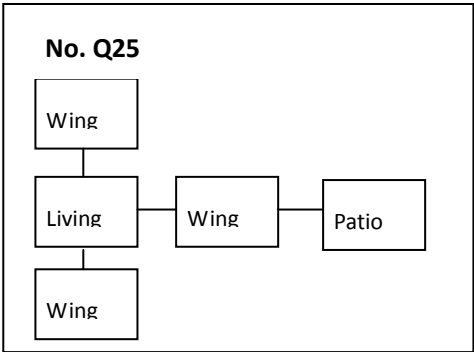
Appendix I: Sequence chart of interior streamline of the residential houses at Qianbian Creek

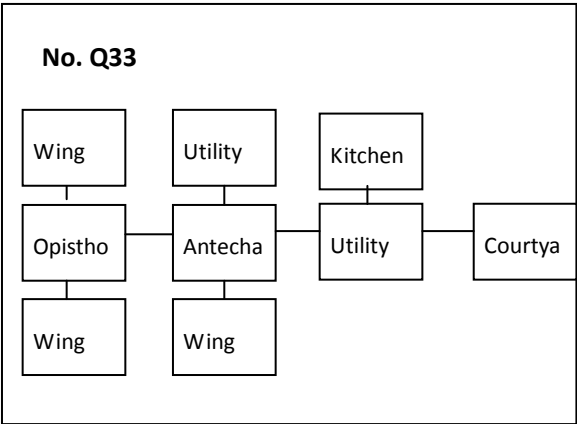
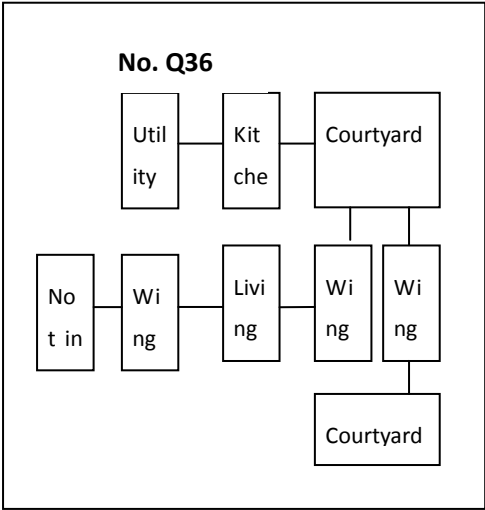




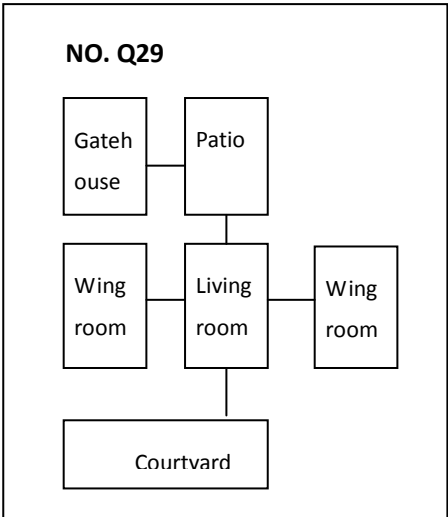


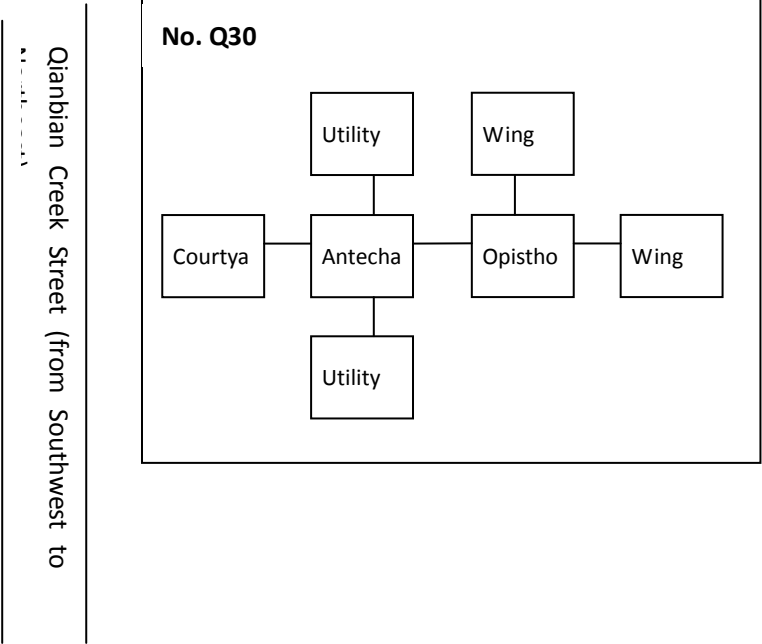
Qianbian Creek Street (from Southwest to Northeast)





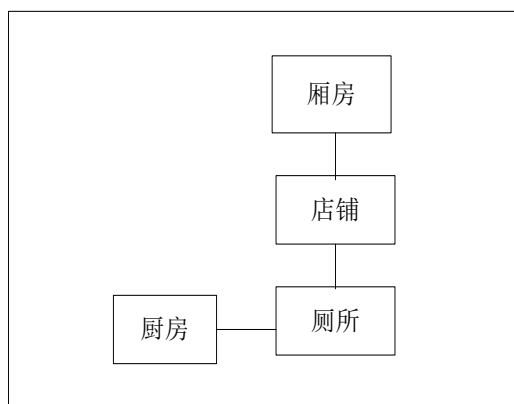
Qianbian Creek Street (from Southwest to Northeast)



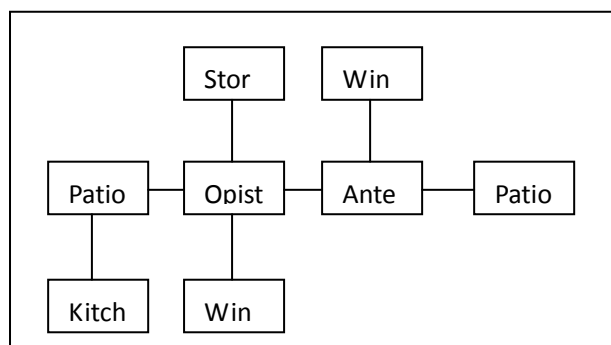


Appendix II: Sequence chart of interior streamline of the residential houses at Dalu Street

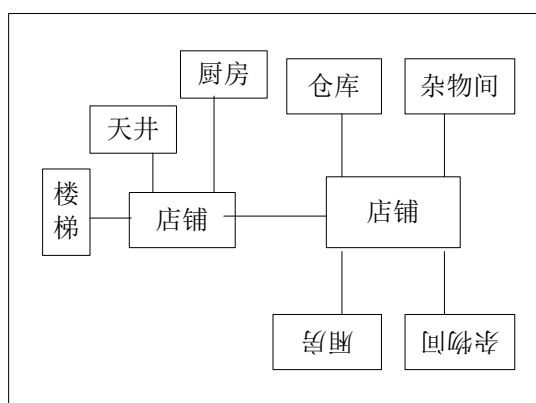
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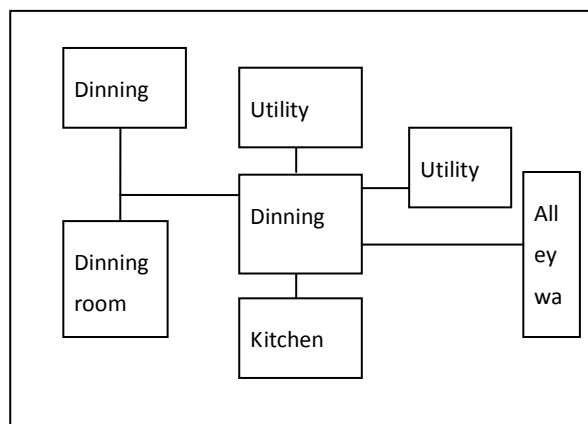
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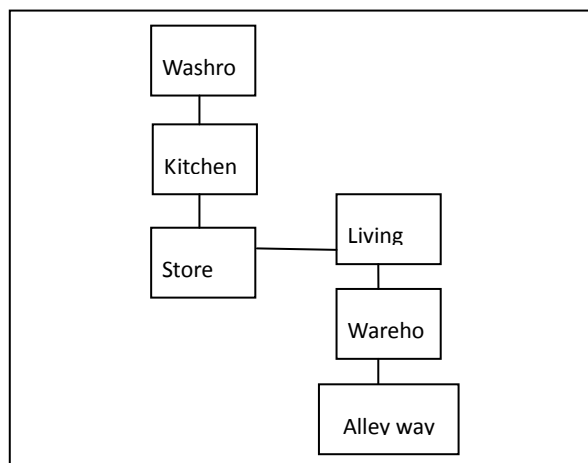
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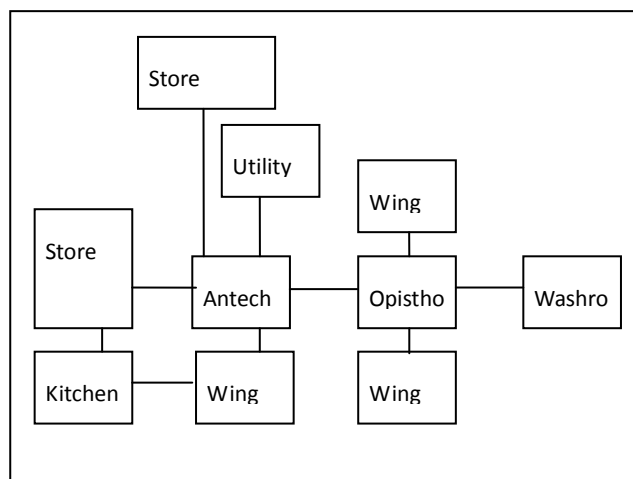
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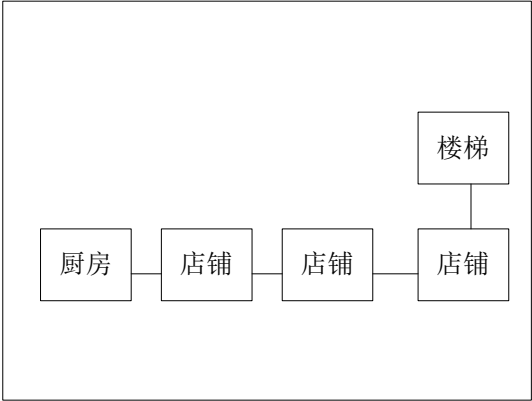
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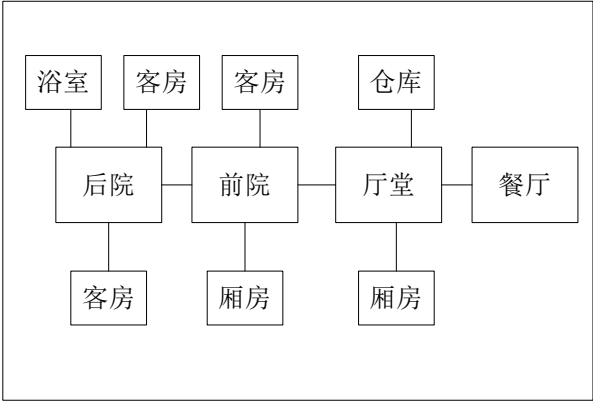
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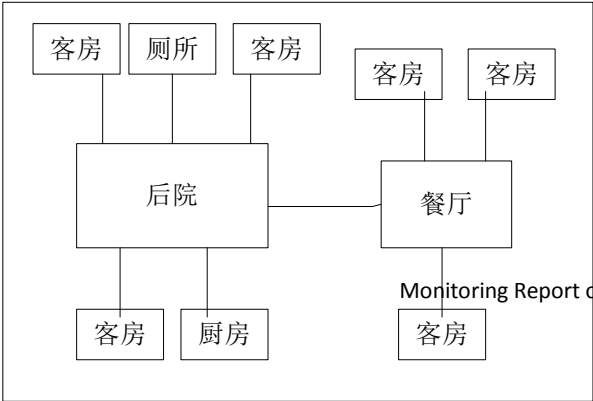
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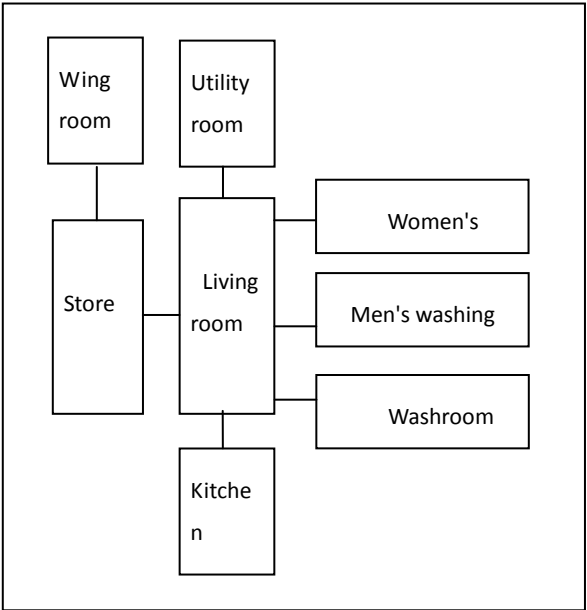
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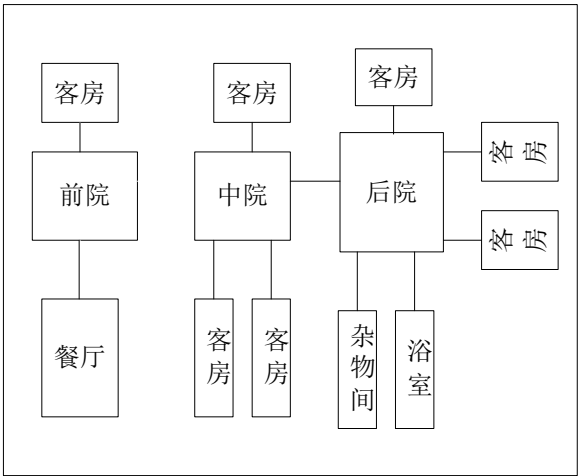
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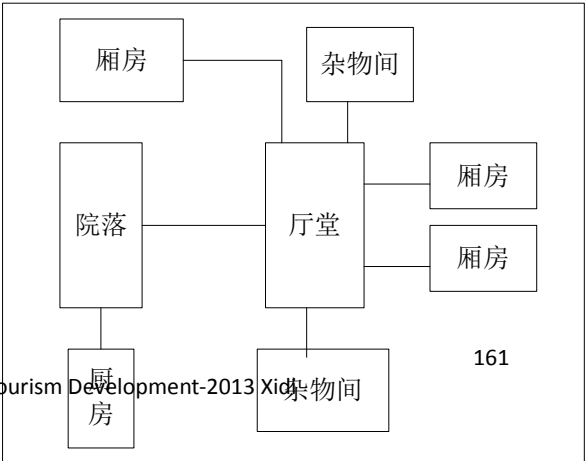
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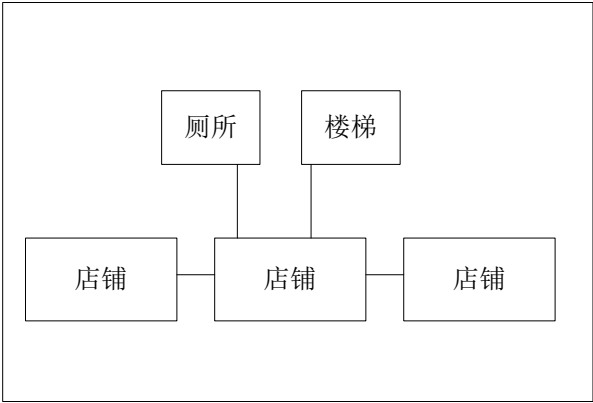
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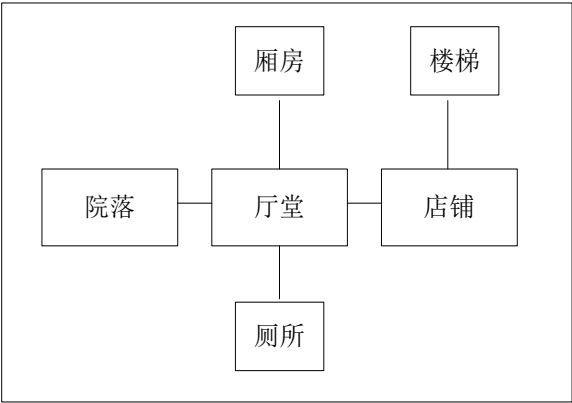
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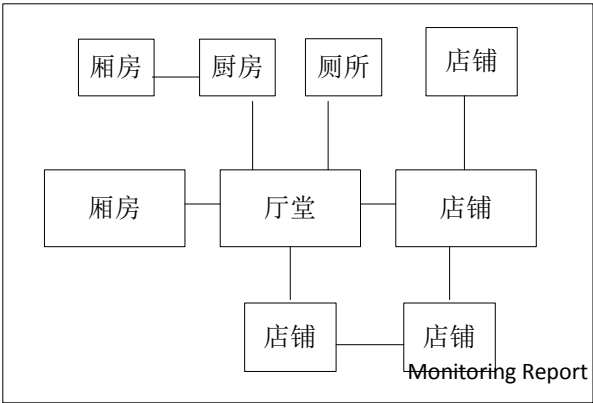
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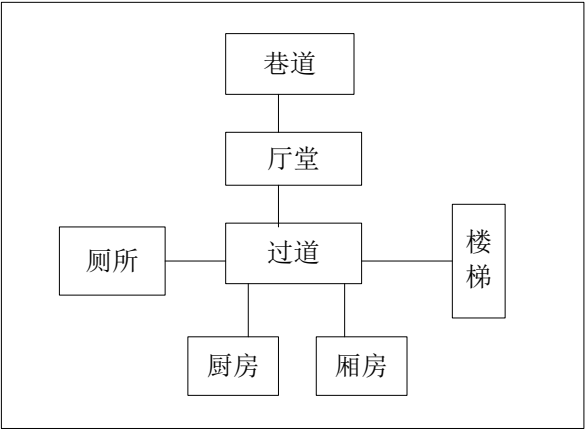
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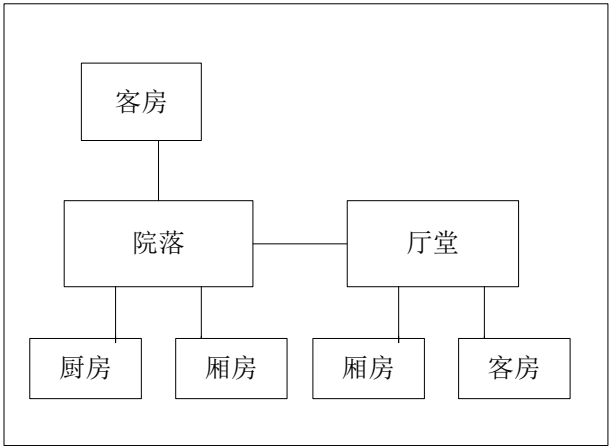
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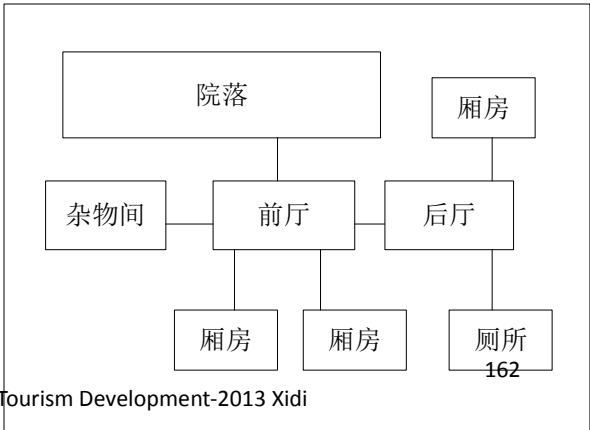
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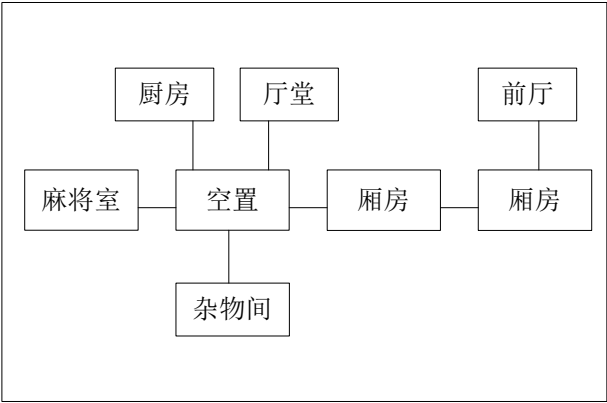


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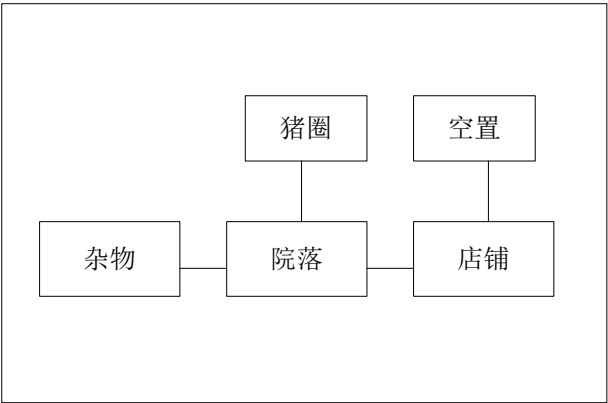


Dalu Street (from South to North)

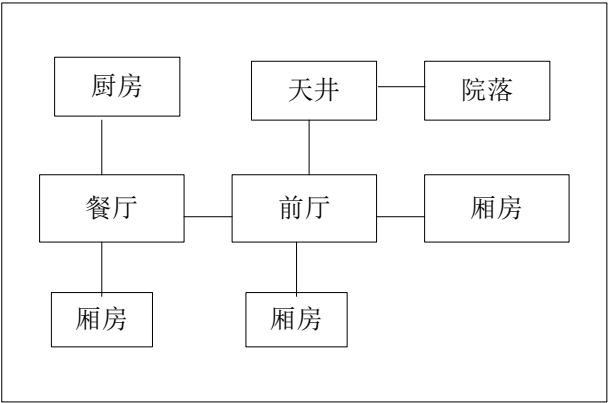
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Dalu Street (from South to North)

Appendix III: Questionnaire of Sustainable Tourism Development of Xidi

Questionnaire of Sustainable Tourism Development of Xidi (for community)

Dear Madam/Sir:

We are surveyors on the team of Xidi Village and Hongcun Village monitoring project from the Monitoring Center for UNWTO Sustainable Tourism Observatories. The survey results are for academic and research use only rather than any commercial purposes, all answers to the questions are anonymous please feel assured when you fill out the questionnaire according to your own actual situation.

Thank you for your cooperation and support!

Check the options you think fit with "√" according to your perception of the impact of and the satisfaction with tourism development of Xidi village Hongcun village.

Economic impact	Strongly disagree	disagree	It is all one to me	Agree	Strongly agree
Tourism contributes greatly to the local economic development	1	2	3	4	5
Tourism brings more employment opportunities to the locality	1	2	3	4	5
Tourism attracts more local investment and consumption	1	2	3	4	5
Tourist improves my standard of living	1	2	3	4	5
Tourism drives up local prices and the cost of living	1	2	3	4	5
Tourism drives up housing	1	2	3	4	5

prices					
Tourism extends the local gap between the rich and the poor.	1	2	3	4	5
Social impact	Strongly disagree	disagree	It is all one to me	Agree	Strongly agree
Local infrastructure has been improved	1	2	3	4	5
Medical conditions and quality of services are improved	1	2	3	4	5
Tourism development has led to an increase in local crime rate	1	2	3	4	5
Tourism aggregates the local traffic and overcrowding	1	2	3	4	5
Tourism undermines local moral standards and trust	1	2	3	4	5
Tourism gives rise to the conflict between tourists and local residents	1	2	3	4	5
Cultural impact	Strongly disagree	disagree	It is all one to me	Agree	Strongly agree
Tourism promotes cultural exchanges between the Xidi and other places	1	2	3	4	5
Tourism ruins folk and traditional culture	1	2	3	4	5

Tourism brings more festivals and enriches our lives	1	2	3	4	5
Tourism spurs me to learn more languages	1	2	3	4	5
Environmental impact	Strongly disagree	disagree	It is all one to me	Agree	Strongly agree
Tourism development bastardizes air quality	1	2	3	4	5
Tourism development aggregates noise pollution	1	2	3	4	5
Tourism development aggregates water pollution	1	2	3	4	5
Tourism brings more solid wastes	1	2	3	4	5
The construction of hotels and other tourist facilities spoils our natural environment	1	2	3	4	5
Resident attitude	Strongly disagree	disagree	It is all one to me	Agree	Strongly agree
I am satisfied with the status quo of the development of local tourism	1	2	3	4	5
I am willing to be engaged in a tourism job	1	2	3	4	5
I support Xidi to continue	1	2	3	4	5

development of tourism					
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II. Residents' perception and recommendations of tourism development

1, Do you think tourism has disturbed residents ' life?

1) Very much 2) I don't care 3) Basically not

2, Do you live in the tourism business district? 1) Yes, I do 2) Very close 3) Away from it

3. Would you like it if the tourist area expands to the residential area?

1) Yes I would 2) I don't care 3) No I wouldn't

4. If the tourist area expands to your place of residence in the future, you will 1) move 2) run a shop/Inn 3) It's one to me, i would continue with my life as usual

5. Do you like it when tourists occasionally visit your home?

1) They often visit my house, and they are welcome

2) they are not so welcome nor do i hate it

3) No I don't

6. Involvement into tourism development

1) live in the same place, open a store or inn 2) Move to the new downtown, and turn the old residence into a store or inn

3) rent out room immediate along the street and live in the rear rooms 4) rent out all the rooms and move away

5) become a guide 6) others ()

7. What is your least satisfied aspects about tourism development?

8. What are your comments or recommendations about tourism development?

III. Residents' perception of and recommendations on heritage protection

1. How much do you know about heritage conservation? 1) Know it very well 2) Know something about it 3) Basically don't know about it

2. Are you satisfied with the current conservation of Xidi(Hongcun)heritage ?

1)Yes, I'm very satisfied 2) Basically yes 3) No, I'm not 4) It's all one to me

3.What is the property of your house?

1) Residential house under conservation (including residential house under key conservation)

2) Residential house out of the conservation scope

3) New house of my own 4) others

4. Which way of conservation and reconstruction of traditional residential houses are you in favor of?

1) Conserve and maintain all of them

2) Conserve and maintain some of them

3) Demolish and reconstruct some of them

4) Reconstruct them all

5. What is your attitude towards repairing of ancient residences?

1) Repair them if the government grant funds 2)I will repair them from time to time myself

3) I already repaired and don't have a repair plan for the moment 4) I will not repair it

6. What do you find most annoying in heritage conservation of Xidi Village and Hongcun Village?

1) Difficulties in finding or affording the timbers specified for construction 2) Specified house height 3) Lack of repairing funds

4) Difficulties in introducing sanitary facilities 5) difficult access for motor vehicles

6) Inconvenient road width

7) Too many other restrictions

8) Other problems

7. Which method(s) of conservation and development are you in favor of?

1) Develop tourist facilities, such as accommodation and shopping centers, around the heritage; retain the original features of the conserved residential area

2) Maintain the rural landscape around the heritage; develop tourist facilities, such as accommodations and shopping centers, inside the conserved area

3) Conserve both Anhui culture and clan cultural heritage and other intangible cultural heritage, in addition to tangible heritage such as Huizhou residential houses

4) Register ancient residence as residential houses under conservation or key conservation, hang plates on them, repair and conserve them at the cost borne by the government

5) Register important ancient Ming and Qing residential houses as national, provincial, or municipal cultural relic protection units, and use legal means to protect the precious cultural heritage.

8. Which tourist behavior(s) is/are most objectionable to you?

1) Washing painting tools in rivers and pollute them 2) Being annoyingly loud 3) littering

4) Intrusively looking into residential houses without permission 5) Lack of knowledge of culture and history of Xidi village and Hongcun village, ignorant about cultural heritage

6) Being taken pictures by tourists without permission 7) littering cigarette butts and causing fire hazard 8) others

9) Which activities of traditional Huizhou culture or clan culture have you participated in?

10. Do you have any other recommendation and comments on heritage conservation at Xidi Village and Hongcun Village?

Your personal information is solicited below. We will take them as the basis for classified research. We will keep them confidential, so please feel assured when you furnish them.

1. Your gender: 1) male 2) female

2. Your age: 1) below 15 2) 15-24 3) 25-44 4) 45-60 5) over 60

3. Your education background:

1) Primary school and below 2) junior high school 3) high school or technical secondary school 4) University or junior college 5) master's degree or above

4. You have been living here for: 1) less than 1 year 2) 1-3 years 3) 4-6 years 4) 7-10 years 5)

more than 10 years

5. Your current occupation is: _____

1) student 2) grower 3) poultry farmer 4) service worker 5) corporate worker

6) Government or public institution worker 7) retiree 8) private owner 9) others _____

Whether tourism related 1) Yes 2) No

6. Your monthly income is: 1) less than 1000 2) 1001-2000 3) 2001-3000 4) 3001-5000

6) 5000-10000 6) above 10000

7. There are _____ people in your family, and _____ of them is/are engaged in tourism related job(s).

Appendix IV: Satisfaction Questionnaire of Xidi Tourists

Satisfaction Questionnaire of Xidi Tourists

Dear Madam/Sir:

We are surveyors of Xidi monitoring project from the Monitoring Center for UNWTO Sustainable Tourism Observatories. We have some questions for you here to find out how much you are satisfied with Xidi tourism. The survey results are for academic and research use only rather than any commercial purposes, all answers to the questions are anonymous please feel assured when you fill out the questionnaire according to your own actual situation. Thank you for your cooperation and support! Wish you a good trip!

2. Please fill out the evaluation form according to your actual situation by checking the options you think fit to show how do you think of the following aspects about Xidi tourism. 【1 means "strongly disagree", 2, "disagree", 3 "neutral", "neither agree nor disagree", 4, "agree", and 5, "strongly agree".】

Evaluation items	Tourist evaluation				
Destination landscape	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Xidi rural scene is beautiful.	1	2	3	4	5
Xidi conveys rich cultural connotations	1	2	3	4	5
The traditional Huizhou residential houses in Xidi have a unique charm.	1	2	3	4	5
Tourism information and accessibility	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The road signs and direction signs are clear.	1	2	3	4	5
I was provided with easy access to maps and brochures	1	2	3	4	5

I was provided with easy access to knowledge and information on Xidi world heritage	1	2	3	4	5
The traffic which leads me to	1	2	3	4	5
I'm satisfied with the	1	2	3	4	5
Destination environment	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I don't think Xidi is every much commercialized	1	2	3	4	5
I think the ancient Xidi village has a strong smack of everyday life	1	2	3	4	5
I think the scenic area is crowded	1	2	3	4	5
I think the scenic area is very clean	1	2	3	4	5
I was troubled by the noises from the the scenic area	1	2	3	4	5
Diversification of experience and scenic spot-related activities	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I can appreciate the value and charm of the traditional Huizhou residential houses conveyed by Xidi	1	2	3	4	5
I'm familiar with the history and culture of Xidi	1	2	3	4	5

Appendix

I can taste the life and culture of the local residents	1	2	3	4	5
I purchased the souvenirs and crafts of local features.	1	2	3	4	5
I enjoyed the special food of local features	1	2	3	4	5
I think the Xidi tour offerings are undiversified	1	2	3	4	5
I think the stay is rather short	1	2	3	4	5

Perception of heritage	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Xidi is a world heritage to my Knowledge.	1	2	3	4	5
Xidi ancient residential houses should be conserved	1	2	3	4	5
I am satisfied with the conservation of ancient residential houses in Xidi	1	2	3	4	5
Attitude towards the local	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I was given the opportunities to deal with the locals	1	2	3	4	5
I think the locals are cordial and friendly	1	2	3	4	5
Overall satisfaction	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I am satisfied with the tour as a whole	1	2	3	4	5
I would recommend Xidi village to friends and folks.	1	2	3	4	5

I would come to Xidi village again.	1	2	3	4	5
-------------------------------------	---	---	---	---	---

2. The nature of your tour is: 1. Group tour 2. DIY tour (following commentators: 1.yes
2. no)

3. Is is you first tour to Xidi village: 1.yes 2.no

4. How long is you planned stay in Xidi village: 1. less than half a day(hours) 2.half a day.
3. one day 4. two days 5. more than two days

5. Which of the following activities were carried out by you during your tour in Xidi village
(tick one or more of them):

2) Visited the ancient houses following a guide 2) visited other ancient houses by myself 3)
purchased tourism commodities

4) chatted with the residents 5) have gone over the entire area 6) only visited those places of
many tourists 7) admired the rural scenery around Xidi village 8) tasted farm food 9) stay in
the village for night

6 . What about Xidi tour impresses you the most : _____

7. Your recommendations on Xidi tourism: _____

Here is your personal information, which we will study and classify. Please tick the
appropriate option in from of them:

2、**1. Your gender:** 1) male 2) female

2. Your age: 1. 15-24 2.25-44 3.45-64 4. 64 and above

3. Where are you from? _____city (county)_____province (autonomous

regions/directly controlled municipalities)

4. What is your education backgroud?

1) Junior high school and below 2) high school or technical secondary school 3) Junior college 4) University 5) Above university

5. Your current occupation is: _____

1.Civil servant 2.Enterprise worker 3. Farmers/workers 4. Individual business owner 5. Public institution worker 6. Student: 7. Military man 8. Retirees 9. Others

Appendix V: Questionnaire of file creation for Xidi residential houses

Questionnaire of file creation for World Heritage of Xidi Residential Houses from
August to September 2013

No: (* 1 Residential houses under key conservation
2 Residential houses under conservation 3 Ordinary residential houses)

	Basic information on Residential houses
Detailed address	
Usage	1. Residence (farm house, non-farm house) 2. Stores (general tour) 3. Tourist accommodation facilities 4. Catering facilities 5. Vacant 6. Others ()
Ownership	1. Private use by residents 2 For rent 3. Public use 5. Owned by enterprise 5. Others()
Interviewees	Name: Age: Ethnic group: Occupation: Relations with the head of household:
Basic Information on the head of household	Name: Age: Ethnic group: Occupation: Current place of residence: Ancestral home:
Basic Information on family	1. Household population and family composition: 2. How many families live here: 3. How long have you been living here: 4. Family economic sources and incomes
	Basic Information on residential buildings
Year of construction	1 2 3 4
Number of building	Building
Original use of	1 2

building (*indicate the number of each building on the courtyard floor plan)	3	4
Current of use of building	1	2
	3	4
Basic facilities (* Check the facilities available)	1. Sewage 2. Gas 3. Cabled TV 4. Phone 5. Washroom 6. Bathroom	

House floor plans

Observation record

Building exterior:

Internal renovation and lighting:

Any new opening facing the street (for tourism purposes):

Positions of entrances and gates:

Year of construction and style of gatehouses

Other aspects covered by the interviews:

- 3) About the repair of residential houses: Were, when were they repaired, what were the repair fund? Were there any subsidies?
- 4) What about your own residential houses satisfies you most? If it needs repairing, where it would be?

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2013 年西递旅游商业监测报告

1 西递商业历史

西递的商业历史较为悠久。在西递最盛的时期，即清中后期，在大路街，直街北段以及前边溪至古来桥段都形成了一定规模的商业。前边溪段主要是为村民生活服务的小型店坊，汝药铺、油坊、铁匠铺等。大路街进来主要是酒馆茶楼，这与川村而过的古驿道有关系。在《黟县志》中记载，民国 10 年至民国 20 年（1921-1931）年间，黟县城区有 67 个行业数百家商店，其中，西递也有一些资金雄厚的综合商号和小杂货店。

2 商业监测概述

2.1 商业监测范围

本次监测的范围为西递的核心区域，包括大路街、横路街、直街、前边溪、后边溪和公路两侧。监测内容包括对所有商铺进编号并标注，绘制西递商铺分布图；并对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、从业人数等；另外，与 2012 年监测比较，今年商业监测多增加对西递明清建筑保护利用情况的统计。整个商业监测逐家调查，避免遗漏，共统计 141 家（包含 4 处经营者一年一换的固定摊点以及 4 家只在旅游旺季经营、平日务农为主的商户），比去年监测增加 54 家，样本覆盖度大幅度增加。样本中位于大路街商铺有 69 家（去年 41 家），横路街 13 家（去年 11 家），直街 22 家（去年 18 家），前边溪 19 家（去年 17 家），后边溪 10 家（去年未有纪录），公路两侧 8 家（去年未有纪录）。除此之外，对西递村内小摊点与收费厕所等情况也稍做统计。



图 1

2.2 商铺数目及分类

此次商业监测将店铺分类，共统计 12 家餐饮设施（包括水果食品、小吃、奶茶店、茶室、餐厅等），30 家住宿设施（包括客栈、商务酒店、家庭旅馆），61 家旅游纪念品店，18 家茶庄，4 家酒坊，12 个社区商店，4 处休闲娱乐设施（KTV，酒吧，桌球，烧烤场等），7 个小摊点及 3 处收费厕所。2013 年西递商业监测对象主要增加纪念品店 14 家，住宿设施 23 家，茶庄酒坊 4 家，餐饮设施 4 家，社区商店 6 家，休闲娱乐设施 3 家，以及 7 处小摊点和 3 处收费厕所。此次商业监测对西递商业发展状况做更全面细致的调查统计，并做更深入分析。



图 1

西递商铺不仅数目发生变化，2012 与 2013 年各商业种类比例占总数比例也不相同。

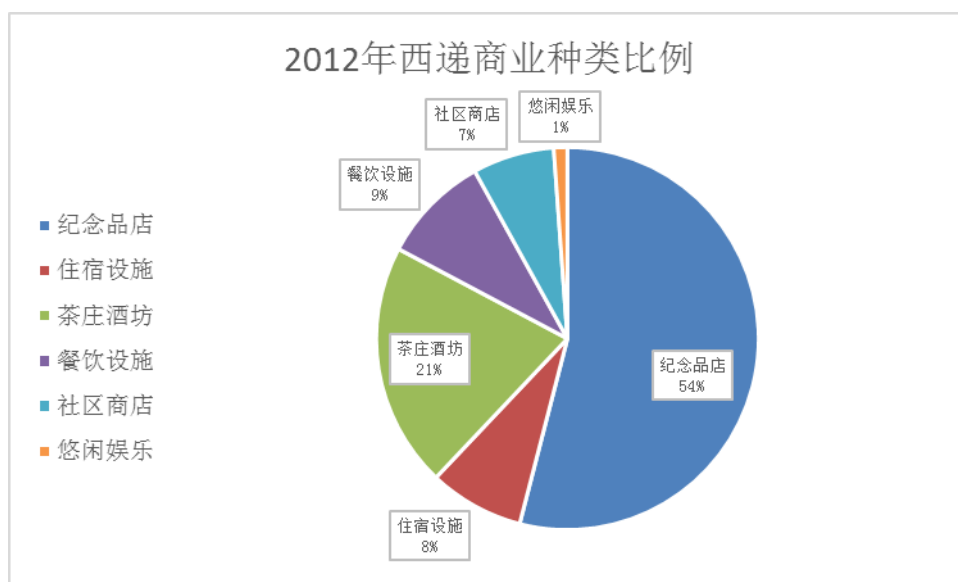


图 2

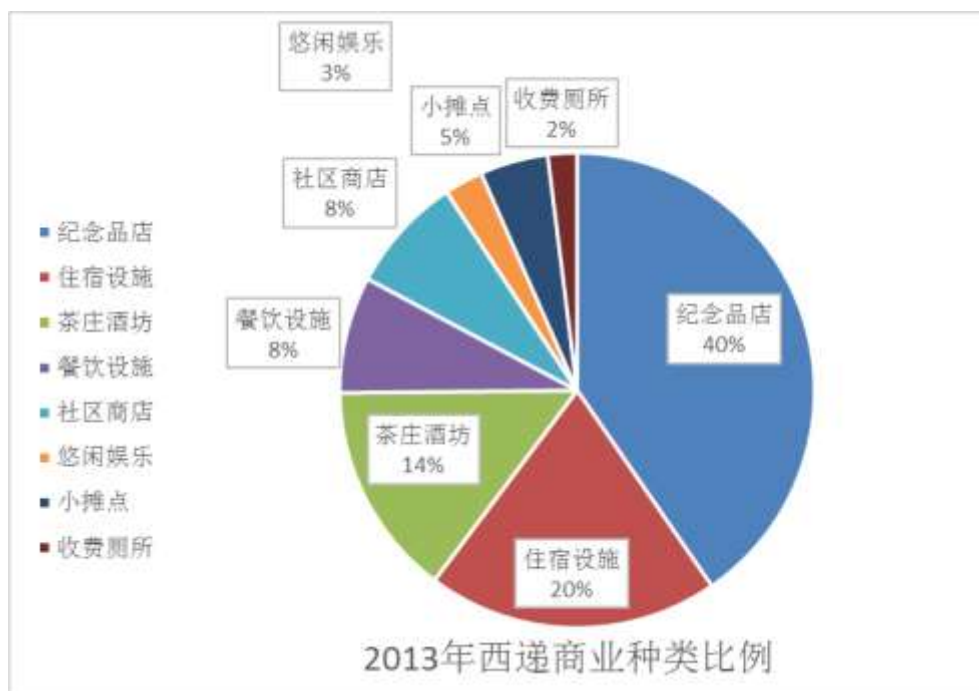


图 3

2.3 商铺分布及特征

2.3.1 景点与旅游路线

景区内现开放景点 23 处，旅游路线贯穿著名祠堂：追慕堂和敬爱堂，常为入口胡文光刺史牌坊——瑞玉庭——东西园——敬爱堂——追慕堂，经过大路街——横路街——直街——前边溪——大路街。

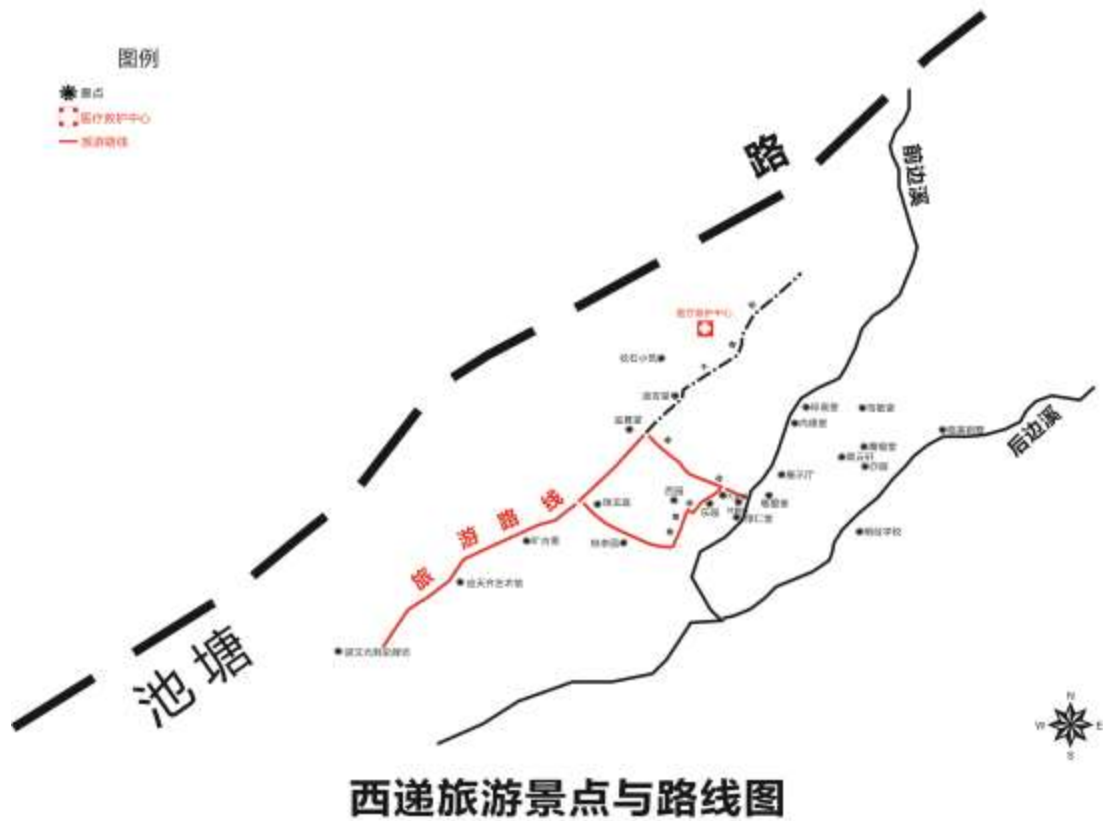


图 4

2.3.2 餐饮设施分布

餐饮设施共有 12 家，多分布在入口、大路街和直路街，即沿旅游路线分布，旅游路线未至处如前边溪、后边溪和大路街往里区域并未发现餐饮类，因为餐饮设施均以一日游游客为目标客户群。西递政府在入口、直路街和敬爱堂旁边设有木质结构固定摊位，经营者一年一换，由抽签决定。监测计为四处，共有 33 位经营者（入口处 15 个，直路街 12 个，敬爱堂旁边 6 个）。经营内容多为纪念品、土特产和小吃类。

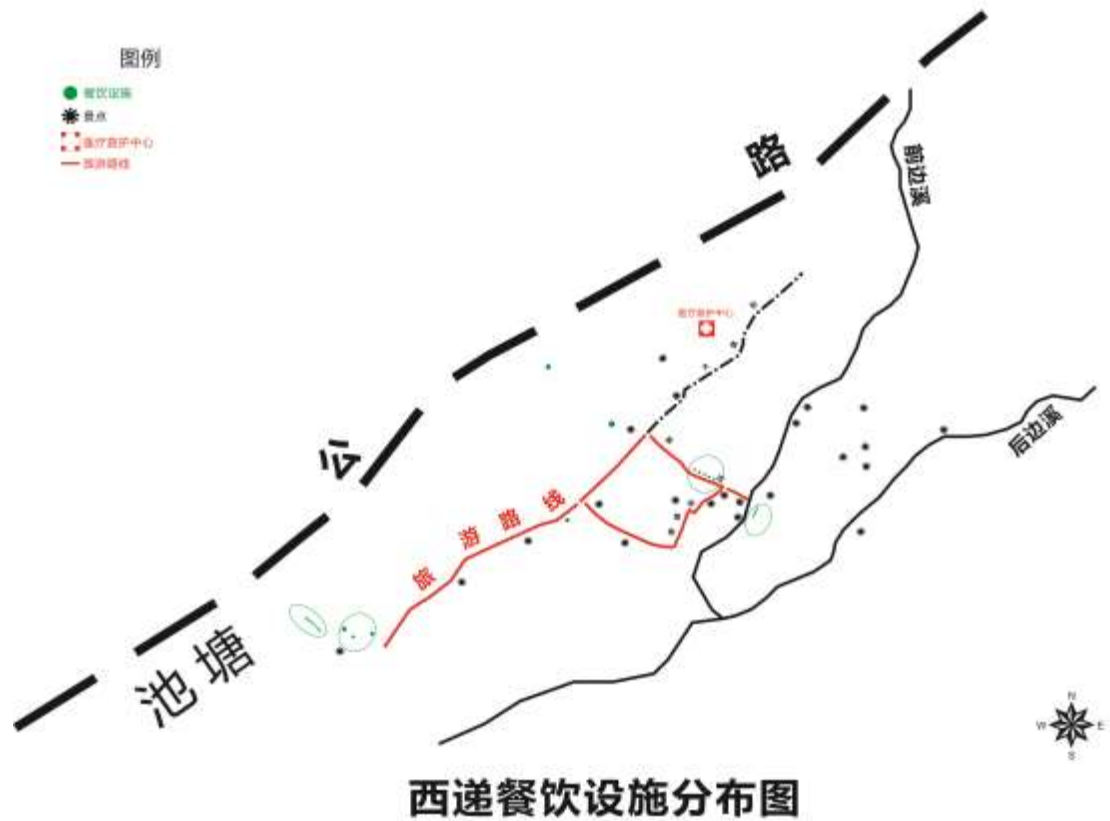


图 5

2.3.3 住宿设施分布

西递住宿设施共有 30 家，最受游客欢迎的有青云阁、仰高堂和涌泉客栈等。由于住宿西递的游客多为西递文化底蕴浓厚的古民居吸引，西递居民利用自家民居开设客栈成本低，利润好，住宿设施基本分布在古建筑集中区域，如前边溪和后边溪，多非旅游路线所及处。较引人注意的是西递行馆，行馆占地面积大，拥有 48 间特色客房，150 餐位的徽式私房菜，特式咖啡吧，文四宝展示厅及精美艺术展览区，经营者为香港人士。

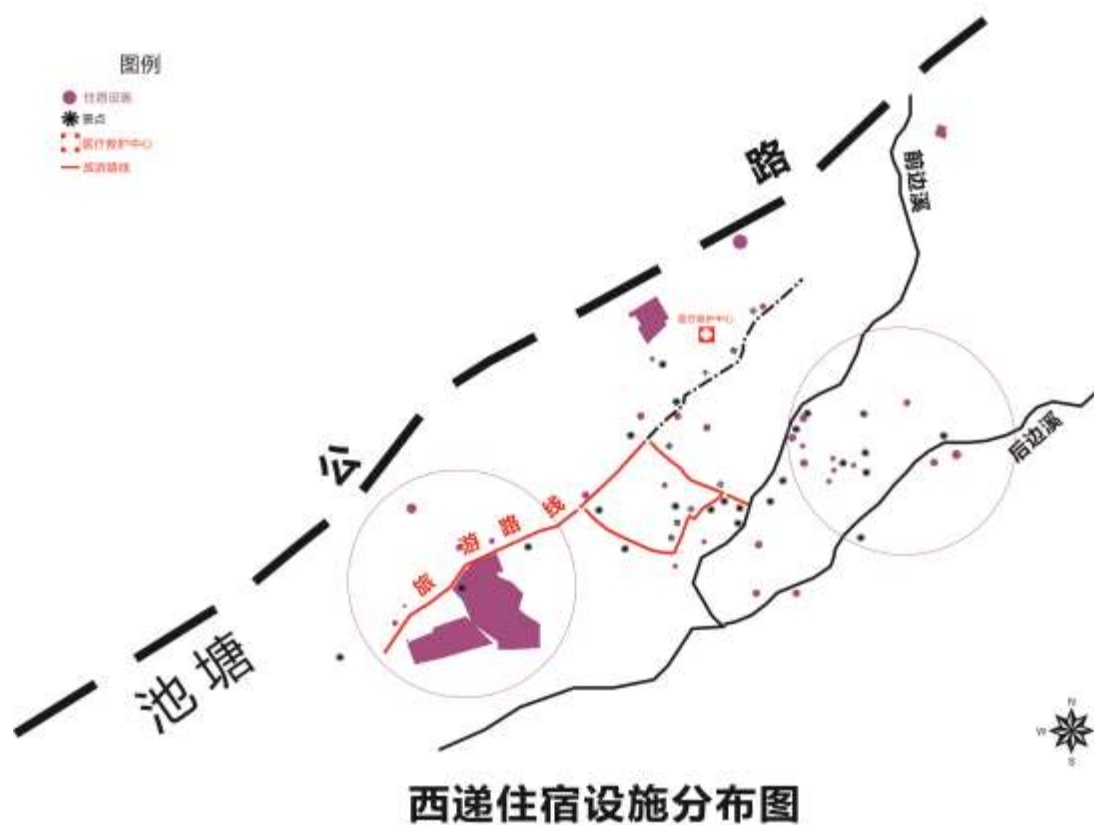


图 6

2.3.4 旅游纪念品分布

西递旅游纪念品店共有 61 家，多卖竹雕，石雕，木雕及民族服饰等。该类商店沿旅游路线分布，尤其集中在大路街、横路街和直街。前边溪零星分布着售卖服饰、帽子，扇子等物，与前三处商店不同，多针对写生学生。其货源多来自黟县其它手工艺品生产商。

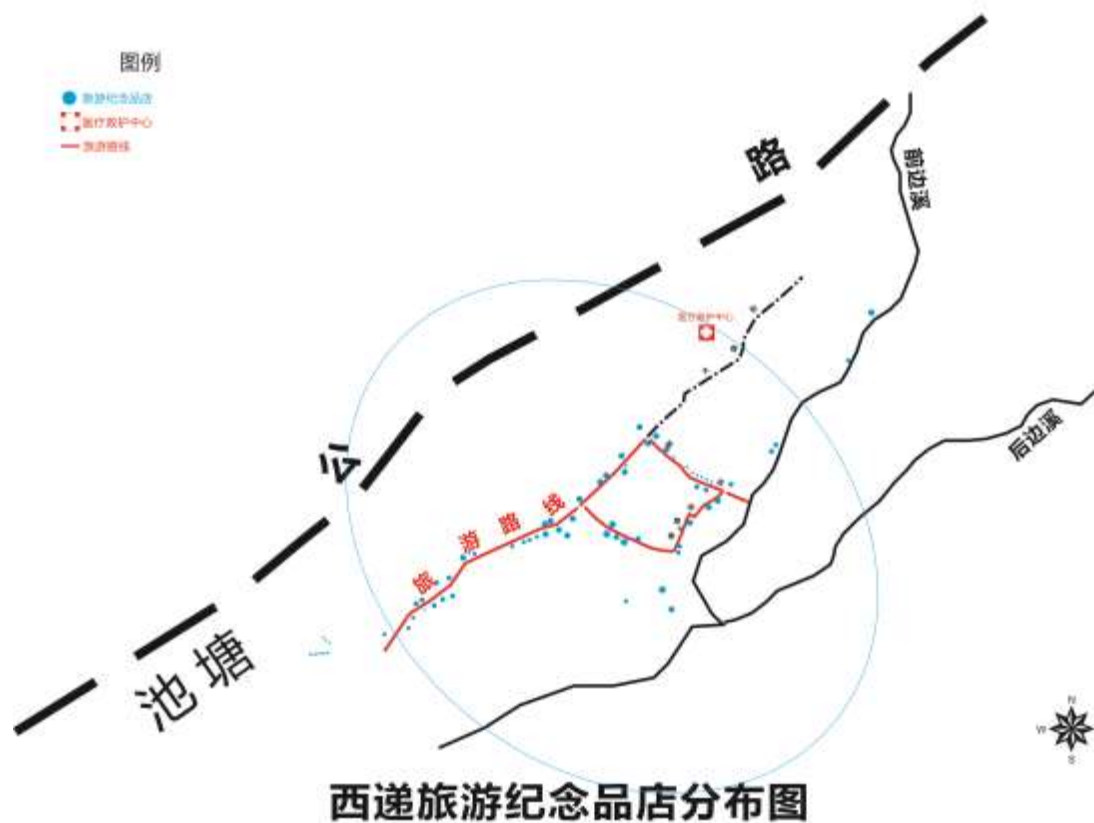


图 7

2.3.5 茶庄酒坊分布

西递商业另一大特点是茶庄酒坊较多，共计 18 家茶庄，售卖黄山名茶，诸如：祁门红茶，毛峰，猴魁，高山云雾和其它花茶，多分布在横路街与直街。酒坊共有四处，分别由三位经营者拥有，分布在大路街、直街和敬爱堂旁。



图 8

2.3.6 其它种类商铺分布

其它商业种类，如休闲娱乐共有四处，分别为酒吧，桌球，KTV，烧烤场；12 家社区商店散布在各街道旁；另有 7 个小摊点（多由居民随意搭蓬摆摊，卖烙饼及绿豆汤等少量食物）和 3 处收费厕所（收费价格各异，居民任意收取）。



图 9

2.3.7 总体分布特征

以纪念品店和茶庄酒坊为代表的商铺主要沿旅游路线道路两侧分布，并且也形成相应的商铺热区与冷区，西边热区商铺密集，种类丰富，其中以大路街、横路街和直街三条街最为密集。冷区包括大路街东段、前边溪上游、后边溪三个区域。

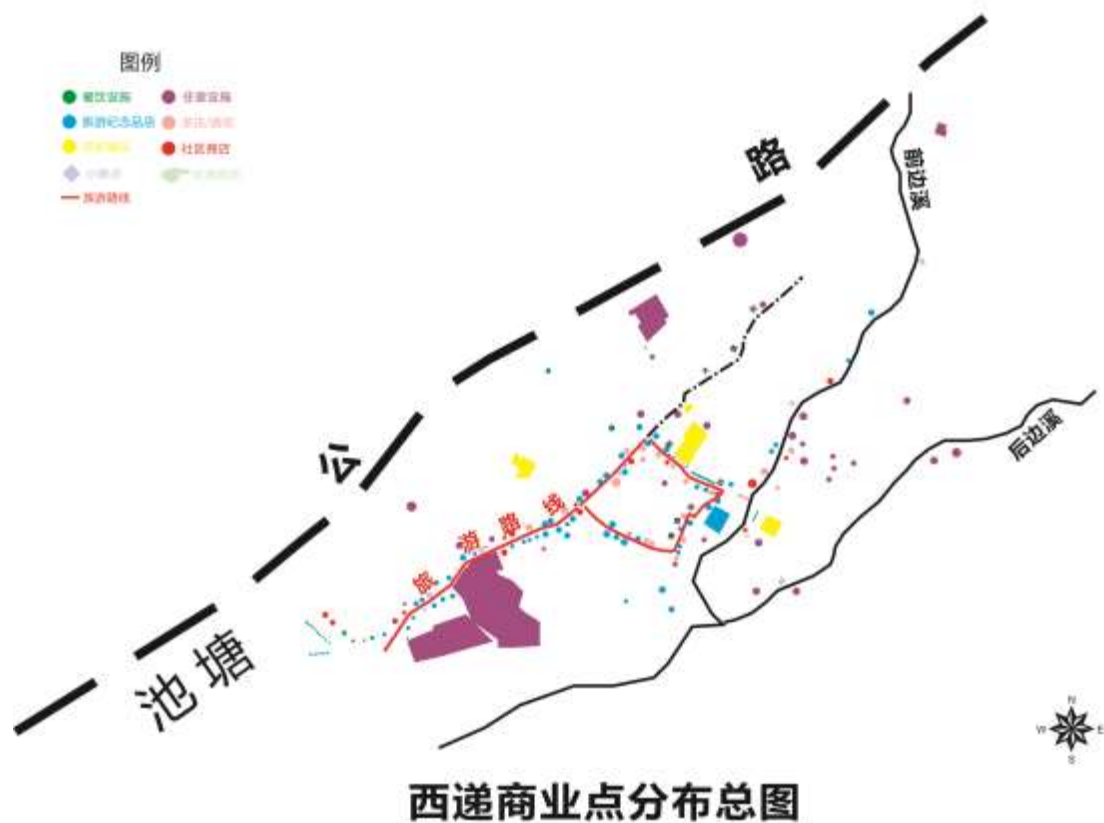


图 10

3 商铺经营者特征

3.1 从业人数

据不完全统计，西递商铺大约有 330 个工作有员，平均每家商铺 2.3 个工作人员，绝大多数为西递村民。

3.2 性别

商铺经营者中男性占 66%，女性占 34%，年龄多分布在 30-54 岁之间，且男女性别中年龄分布类似。



图 11

3.3 出生地与居住地

经营者中 54%是西递本地人，39%为黟县人，外县人占 10%，而宏村与西递旁边小村庄合占 8%，共 11 户。经营者 70%现住在西递，26%住在黟县，较少人居住在宏村和外县。

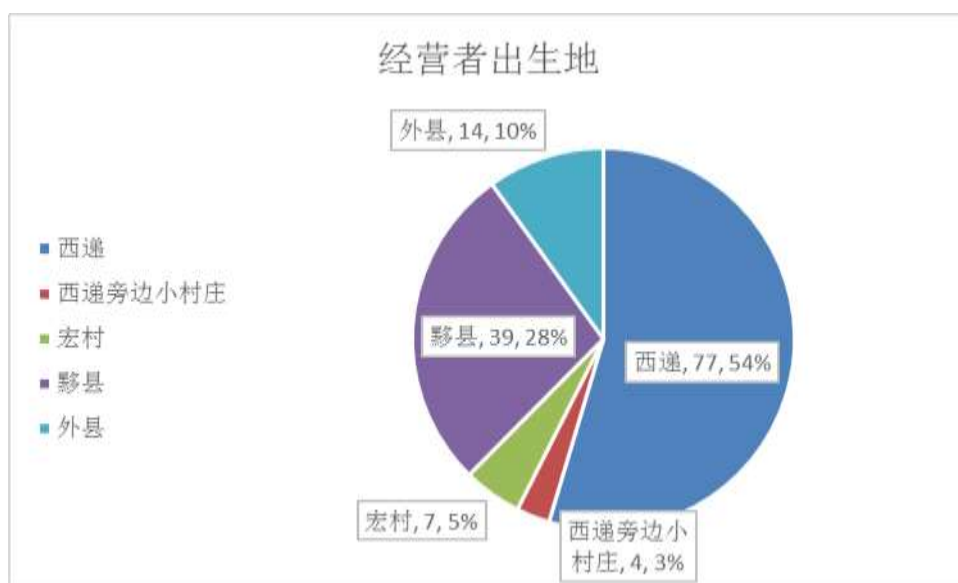


图 12

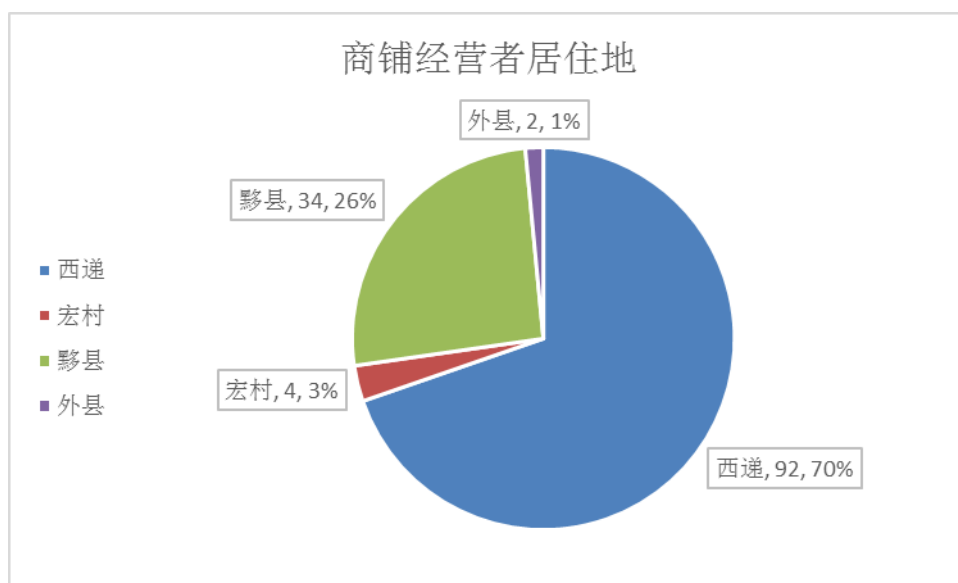


图 13

3.4 经营者出生与商铺种类关系

从经营者出生地与业种选择来看，西递本地经营者倾向选择经营旅游纪念品店和住宿设施；非西递本地经营者倾向选择旅游纪念品店和餐饮。在住宿设施类商铺中西递本地居民占 79%，黟县人与外县人均占 10%；餐饮设施类西递本地居民占 41%，黟县人占 44%；旅游纪念品店西递本地居民占 47%，黟县人占 31%。由于宏村和西递旁边小村庄经营者数目较小，不纳入此分析。



图 14

4 商铺经营状况

4.1 经营内容

住宿、餐饮以农家乐和酒店两种形式存在，前者规模小，设施水平和服务标准较高，后者主要面对写生的学生，规模大价格较低。

纪念品店具体内容主要包括小吃、茶叶、竹木雕、笔砚、古玩、字画、服装首饰等。小吃主要是当地女性、老人经营，以现做的烧饼、鸡腿、糕点等为主，摊位较小。茶叶、土特产（包括当地的干笋、梅干菜、蘑菇等）为当地的特产，茶叶有较多的专门的茶庄会出售并不是当地出产，附近出产的茶叶品种，例如黄山毛峰、太平猴魁等；多为当地的村民经营，将自家多余的农产品加工出售，货品数量较少。徽雕是一项著名的民间工艺，经营者多数为代售现成木雕、竹雕作品，也会有现场工艺展示，在商店出售自己工作室自己及同事的作品。服饰首饰店出售的都不是本地的出产，主要是具有明显的民族风情的布衣布鞋以及饰品（包括项链、耳环、手链、围巾），当地居民世代为汉族，自然这些具明显民族元素的服饰并不是本土的东西。其余商品，如笔砚、字画、古玩和玉器多由其他地方进货，然后以高于成本相当多的价格出售给游客。

西递商铺多会对游客采用价格歧视策略，尤其以茶庄酒坊、纪念品店为代表。普通观光客大多处于价格劣势地位，而学生群体则有价格优势。学生群体在西递商业发展中扮演非常重要角色，部分商铺常年做为写生基地，其它商铺顾客中学生也占很大比例。

4.2 经营时间

西递商铺开店时间平均为 8.59 年，其中开店不超过 3 年的有 54 家，占总数 38%；4-9 年的商铺共有 40 家，10-15 年的商铺有 27 家，16-33 年的商铺有 19 家，存在 66 年的是当地的农业银行，建于 1947 年。经营时间超过 10 年的商铺共占总数 37%。

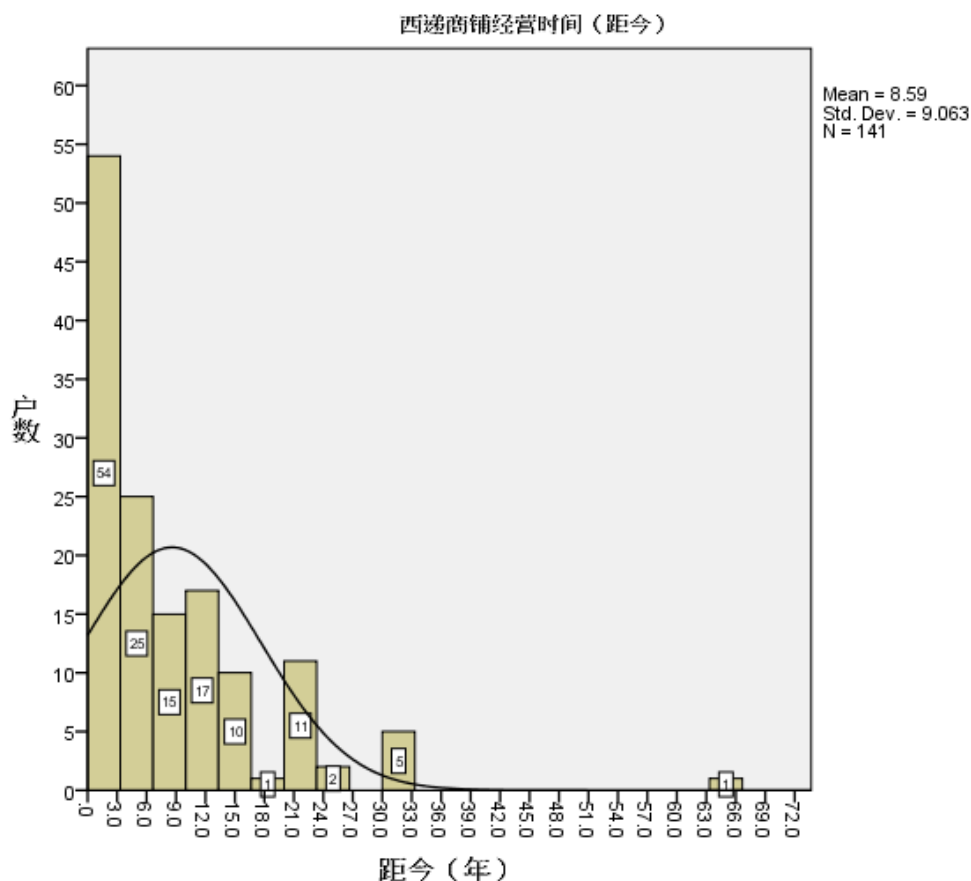


图 15

4.3 商铺种类与经营时间的关系

从商铺种类及经营时间的关系来推测，33-16 年前，西递村内主要商业种类为住宿设施、旅游纪念品和社区商店；15-10 年前的发展阶段中，西递商业占主导地位的为旅游纪念品店，住宿设施反而大幅减少，餐饮设施兴起；9-4 年前，西递村内餐饮与住宿设施均显著增加，开始出现新型休闲设施，如酒吧等；3 年前至今，增加最多的为纪念品店和餐饮设施，新型休闲设施未增加，住宿设施又开始减少。这业态变化可看出非西递本地经营者的进入、政府对西递发展策略的调整对西递商业发展的影响。

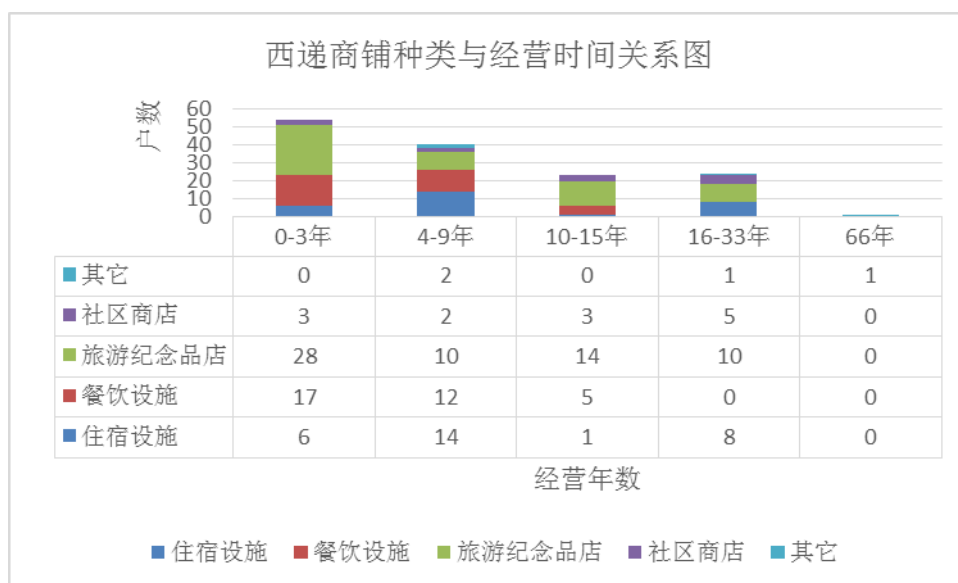


图 16

4.4 商铺房屋所有关系

商铺房屋所有关系最多为自己所有，占 43%，其次为出租屋占 41%。本地人是西递商业发展中的主体，当地人将自家房屋改造为商铺，特别是住宿、餐饮和纪念品店经营者。

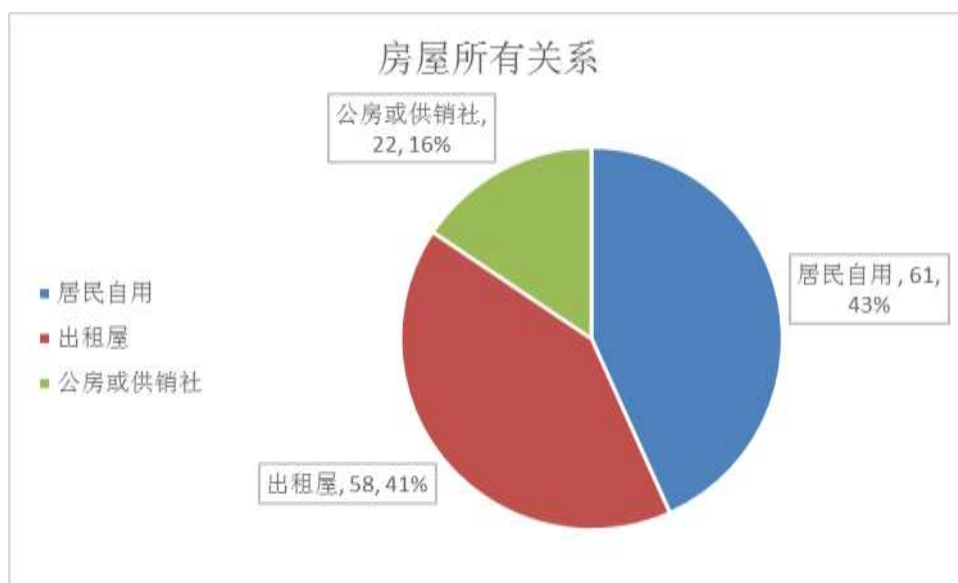


图 17

相对于旅游纪念品店，住宿、餐饮一般需要宽敞的空间，旅游纪念品店主要考虑位置，临近街道，所空间不必很大。本地人自家房屋空间富余，改造为住宿、餐饮设施，且因为旅游淡季旺季，村里部分住宿、餐饮只能在旺季或黄金假期时才接待游客，如果是自家房屋，没有房租压力。而外来经营者主要租独立的房间，用于商品销售。

调研中也发现，出租房一般面积狭小，有的是仓库、柴房、牛栏、厨房、走道、大门、后厅等，经过改造，单独作为店面租给外地人。

4.5 商铺房屋原有用途

房屋原有用途上，65 家是住房，32 户为旅游接待设施，30 户为社区普通商店。可以看出，随着旅游开发，村民倾向于将住房用于商业发展，社区普通商店开始向旅游接待设施转型，且旅游接待设施由于经营者变换而更替，西递的商业发展充满活力。

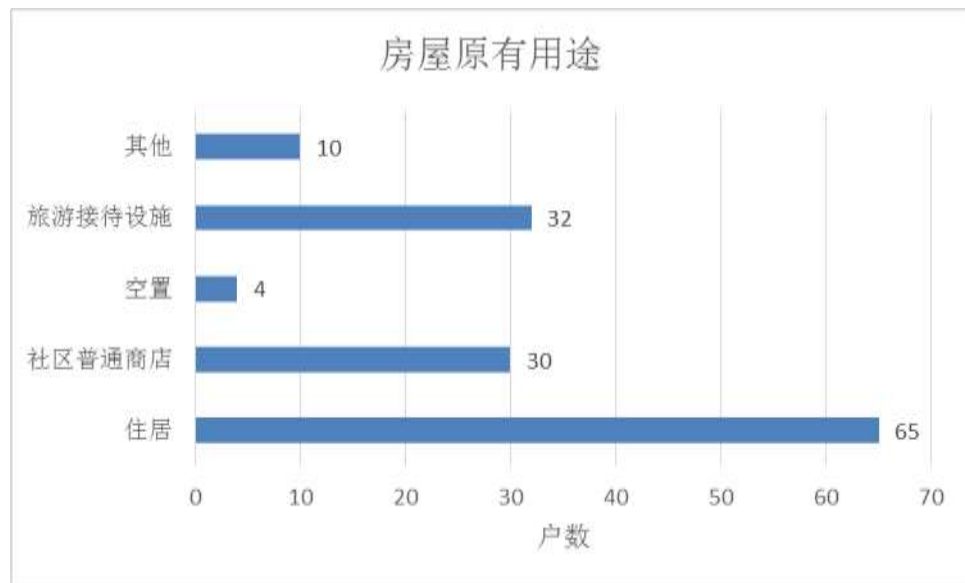


图 18

4.6 明清建筑保护利用情况

西递村以徽派古建筑闻名于世，其中明清建筑数量较多。此次监测统计了 101 户明清建筑，发现仅用途家居占 36%，用作商店占 21%，18% 开发为景点，而 26% 的明清建筑却已经空置，这主要是老房子住居甚有不便，湿润阴暗，不易通风等缘故。另外，也将各建筑分布及保护利用情况做出标注。



图 19

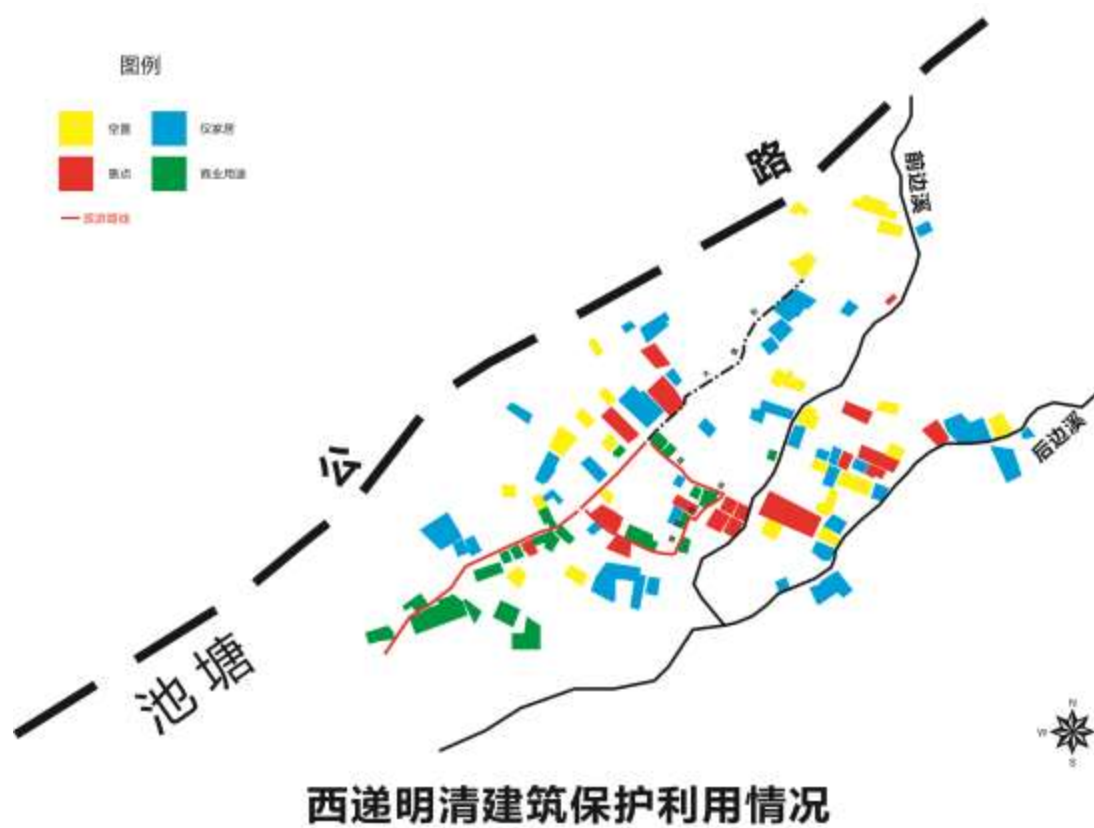


图 20

5 西递商业发展预测

5.1 管理体制改变

西递村于今年 9 月份施行经营方式改变,由原来西递政府主导发展转变为由西递旅游公司接手。相关人员表示,未来几年对西递商铺无重大改变,主要侧重公共基础设施建设。西递村内将加大现代宣传媒体和数字导览系统,改善游客体验质量;加大对商铺规范化管理,杜绝自家摆摊、乱收费等现象发生;严格控制房屋所有权,禁止出卖文化遗产建筑等。商业化运作定将对西递商业市场的经营者、业态结构发生影响,西递本地居民的利益将需要得到特别重视。

5.2 原生态保护

西递现有居民多为中老年人,青年人在外打工或居住。古老建筑不断老化;且由于居住不便,实际利用率降低。如何保护西递旅游资源,保持村镇的原生态对旅游发展极具挑战。

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5 Commerce History of Xidi

Xidi Village has a long history of commerce. In its heyday, i.e. the middle and late Qing Dynasty, Xidi developed commerce of a certain scale at Dalu Street, the North section of Zhijie Street, Qianbian Creek and even the Gulai Bridge section. The Qianbian Creek section is mainly alive with grocery stores, pharmacy, oil mills, blacksmith etc. Alongside Dalu Street are drunkeries and tea houses, thanks to the ancient post route crossing the village. As recorded in Yixian Annals, from 10th to 20th year of the Republic of China (1921-1931) there were hundreds of stores in 67 industries in the downtown areas in Yixian County, among them, some were well-funded general stores and grocery stores.

6 Overview of Commerce Monitoring

2.1 Scope

The scope of this round of monitoring is the core of Xidi, including Dalu Street, Henglu Street, Zhijie Street, Qianbian Creek, Houbian Creek, and highway sides. The tasks involved by monitoring are numbering and identifying all stores, plot their distribution; recording their information including the basic information on business owners, establishment time, and store ownership, and the original uses, and business category and scope, number of workers; also, there is an additional task in monitoring in this year compared with that in 2012, the statistics on the conservation and use of Xidi Ming and Qing buildings. The commerce monitoring team conducted in a door-to-door way to avoid omission (including 4 business owners who change places of fixed address every year and those who only run business in peak seasons and do agricultural work in the rest of year) a survey of 141 stores, up by 54 compared with that in last year. The sample coverage has increased significantly. Among the samples, 69 (41 in last year) stores are located at Dalu Street, 13 (11) at Henglu Street, 22 (18) Zhijie Street, 19 (17) Qianbian Creek, 10 (N/A) Houbian Creek, and 8 (N/A) alongside

highway. In addition to this, a little bit of statistics on stalls and toll toilets in Xidi were done.

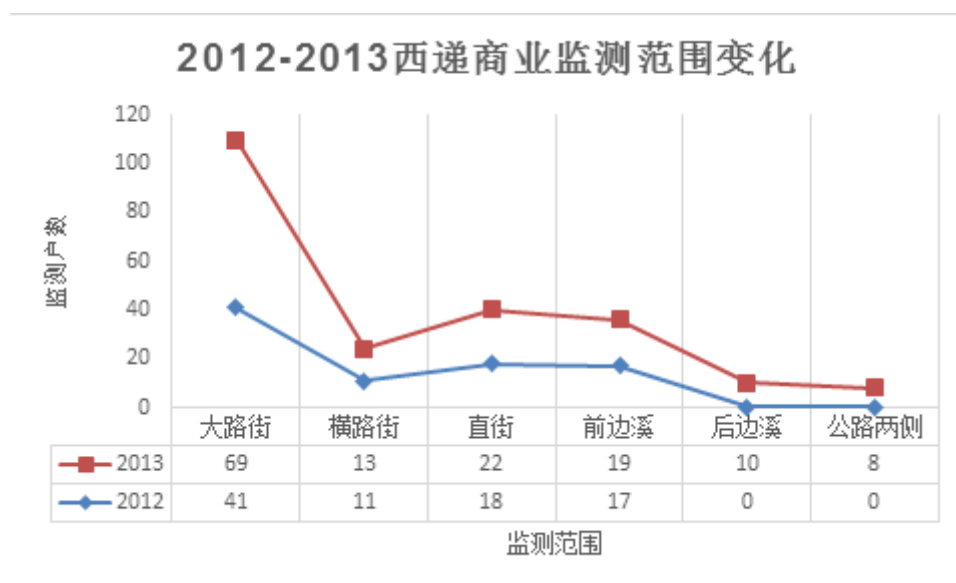


Figure 21

2.2. The Number of Stores and Classification

In this round of commerce monitoring, stores are classified. According to the total statistics, there are 12 catering facilities (including fruit, and snack, milky tea, tea rooms, and restaurant,) 30 accommodation facilities (including Inns, and business hotels, and family hotels), 61 tourism souvenirs store, 18 teahouses, 4 drunkeries, 12 a community stores, 4 recreational and entertainment facilities (KTVs, bars, pool ball, barbecue field,) and 7 stalls and 3 toll toilets. Comparatively, the scope of 2013 Xidi commerce monitoring is greater with the addition of 14 souvenir stores, 23 accommodation facilities, 4 tea houses and drunkeries, 4 dining facilities, 6 community stores, 3 recreational and entertainment facilities, and 7 stalls and 3 tall toilets. This round of commerce monitoring results in a more comprehensive and detailed investigation and more intensive analysis of the commercial development of Xidi.

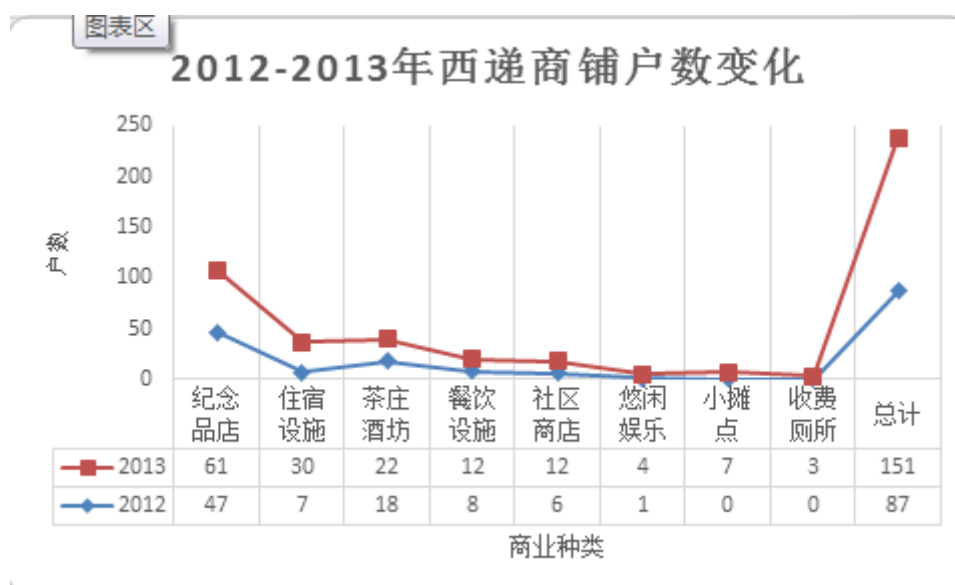


Figure 22

Changes have occurred to not only the number of stores in Xidi village, but also the the proportion of commercial types in 2013 compared with those in 2012.



Figure 23

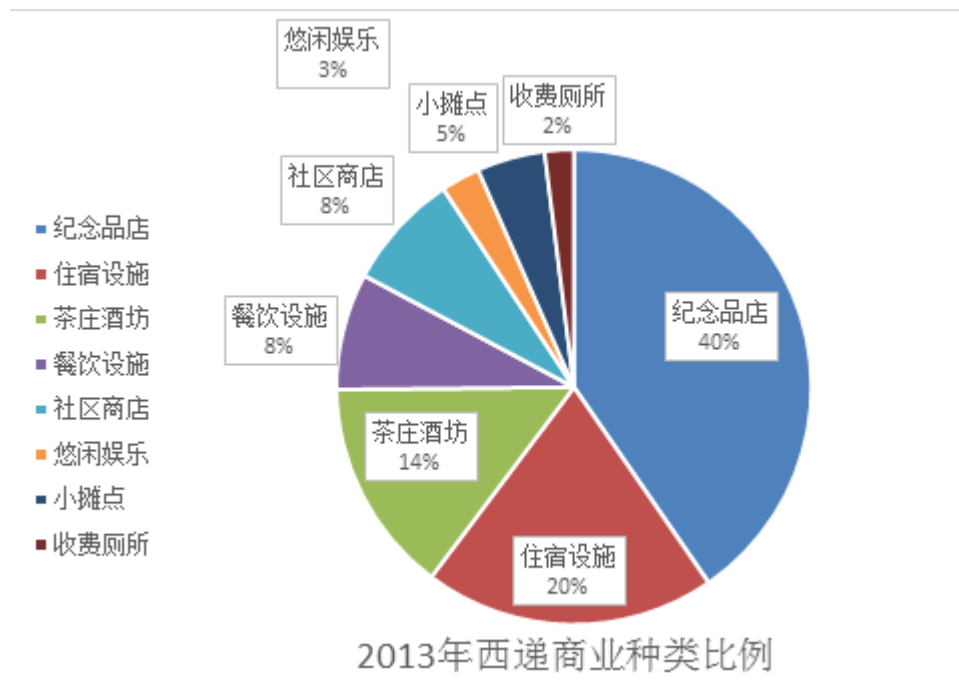


Figure 24

2.3 Store Distribution and Characteristics

2.3.1 Scenic Spots and Tourism Routes

There are 23 scenic spots available in the area, lining up in a tourist route running through the famous ancestral halls: Zhuimu Hall and Jing'ai Hall, from the usual entrance Hu Wenguang Governor Arch – Ruiyu Yard– Dongxi Park--Zhuimu Hall--Jing'ai Hall, to Dalu Street-Henglu Street--Zhijie Street--Qianbian Creek– Houbian Creek– Dalu Street.

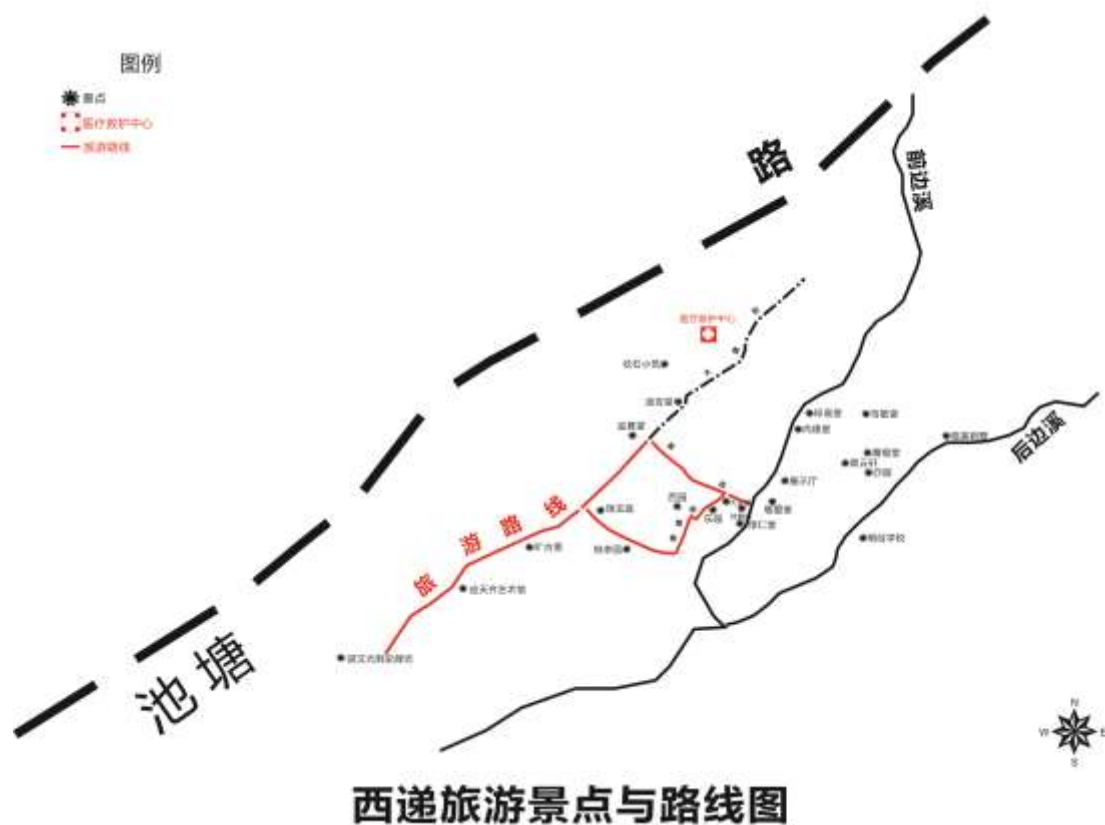


Figure 25

2.3.2 Distribution of Catering Facilities

There are 12 catering facilities, distributed at the entrance, Dalu Street and Zhijie Street, or along the tourist route. No catering facilities are found in the section not covered by the route, such as Qianbian Creek, Houbian Creek and Dalu Street, as the targeted customer base of catering facilities are one-day trip tourists. Xidi government has set up at the entrance, Zhijie Street and Jing'ai Hall regular wooden stalls kept by operators to be re-assigned every year by lot. Four monitoring points are set up. There are a total of 33 operators (15 at the entrance, 12 at Zhijie Street, and 6 at Jing'ai Hall). Their offerings mostly are souvenirs, specialty products and snacks.

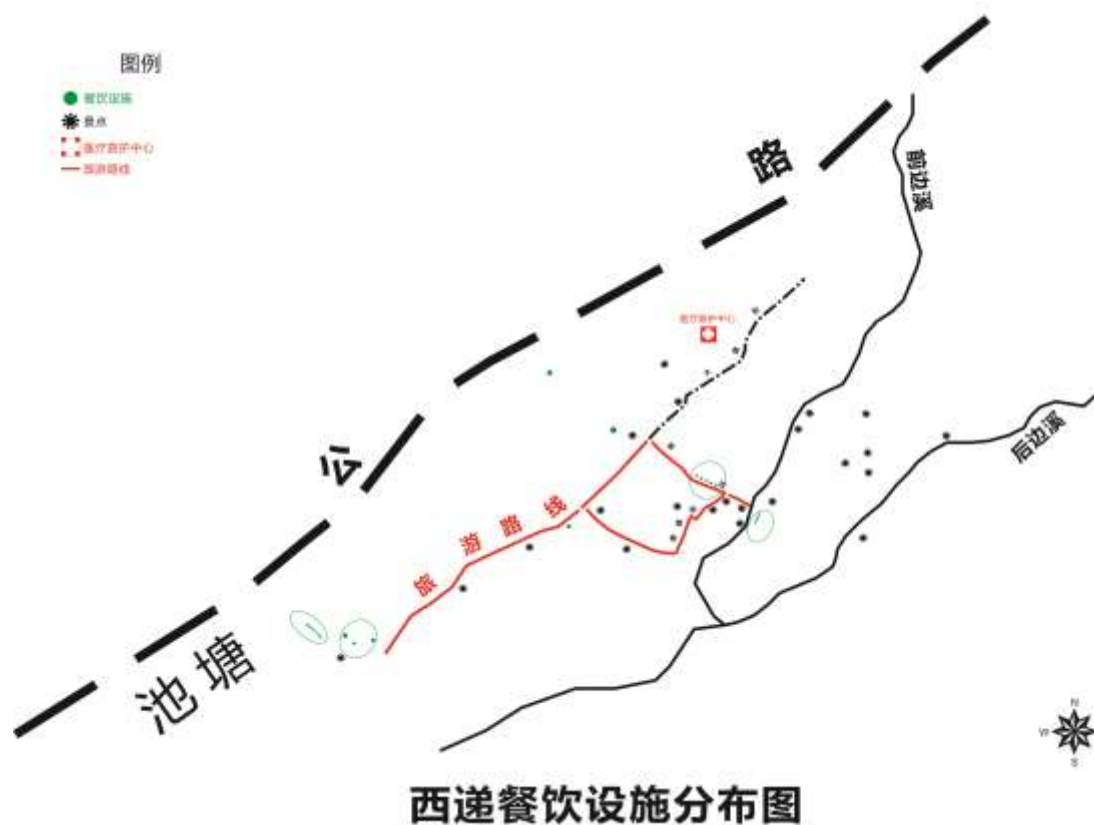


Figure 26

2.3.3 Distribution of Accommodation Facilities

There are 30 accommodation facilities in Xidi. Qingyun Chamber, Yanggao Hall and Bubbling Spring Inn are the most popular ones. Since tourists staying overnight at Xidi are admirers of the ancient residential houses of rich Xidi cultural deposits, Xidi villagers turn their own residential houses into low-cost profitable inns. The accommodation facilities are basically distributed in the ancient architecture concentration areas, for example, Qianbian Creek and Houbian Creek, mostly out of the tourist route. A every noticeable place of accommodation is Xidi Guesthouse. It has a large floor area, 48 featured rooms, 150 seats served with Huizhou cuisine, special Café exhibition hall of four stationery treasures of Chinese study, and fine arts exhibition section. It is run by Hong Kong people.

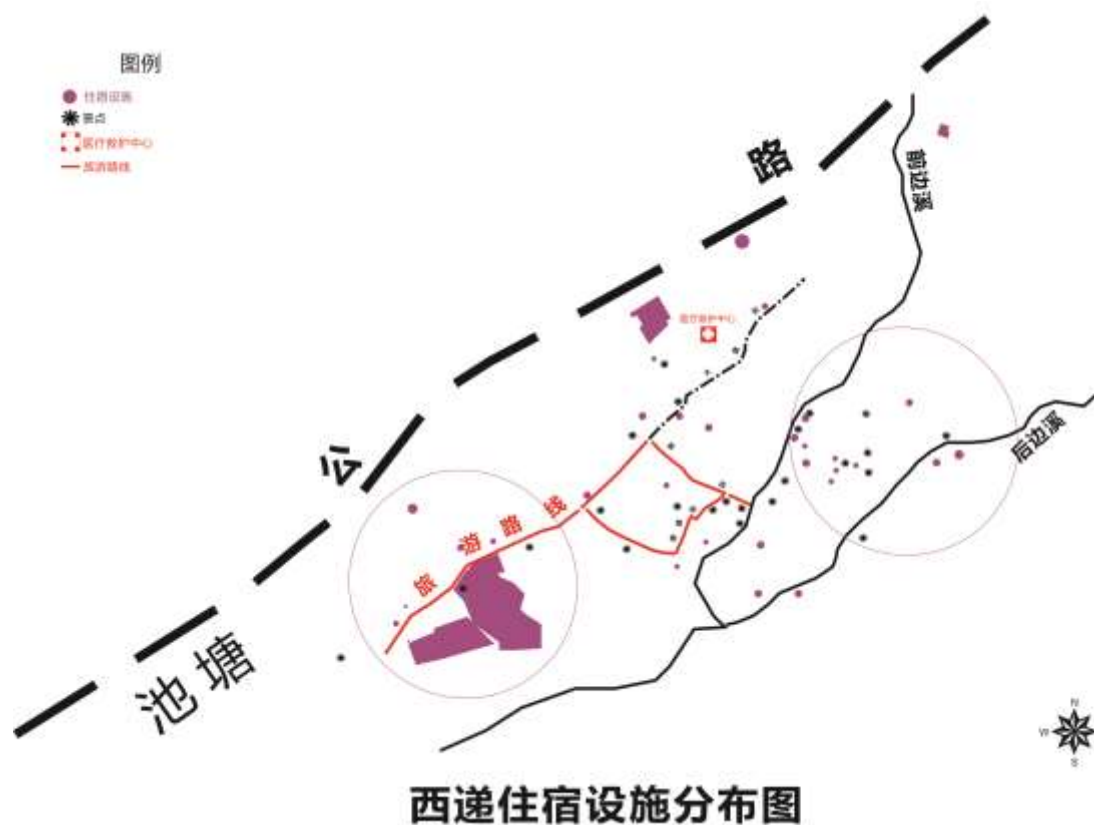


Figure 27

2.3.4 Distribution of Tourism Souvenirs

There are 61 tourism souvenir stores in Xidi, most of them carries bamboo carving, stone carving, wood carving and folk costumes, and so on. Such stores are distributed along the tourist route, especially Dalu Street, Henglu Street and Zhijie Street. Along the Qianbian Creek, sporadic stores carrying costumes, hats, fans and other items, unlike the stores in the first three places, mainly serve painting students. Their sources of goods come from Yixian County and other arts and crafts producers.

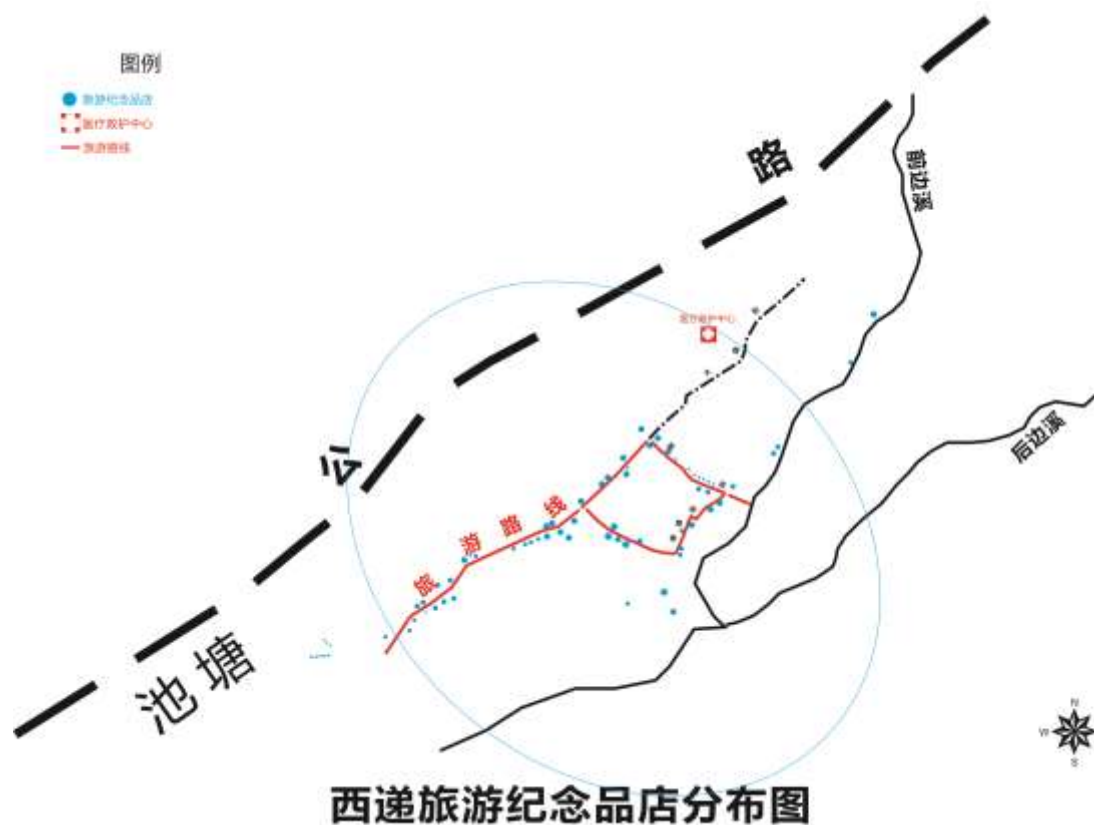


Figure 28

2.3.5 Distribution of Tea Houses and Drunkeries

Another major feature of Xidi commerce is a plenty of tea houses and drunkeries. There are a total of 18 tea houses, mostly at Henglu Street and Zhijie Street, selling famous Huangshan tea such as Keemun, maofeng, hokui, cloud and other scented teas. There are four drunkeries, respectively owned by three operators and distributed at Dalu Street, Zhijie Street and Jing'ai Hall.



Figure 29

2.3.6 Distribution of Other Types of Stores

Other types of commerce, such as recreational and entertainment facilities, of which there are 4, respectively being bar, billiard room, KTV, and barbecue stall; 12 community stores are scattered along the streets; besides, there are 7 stalls (mostly are makeshift stall erected by the residents offering pancakes and mung bean soup and alike) and 3 tall toilets (available at different charges to be collected by the residents).



Figure 30

2.3.7 Overall Distribution

The stores, represented by souvenir stores, tea houses and drunks, are mainly alongside the tourist route distribution and, accordingly in hot spots and cold spots. The west hot spots, especially Dalu Street, Henglu Street and Zhijie Street, teem with stores and abundant goods. The cold spots refer to the eastern section of Dalu Street, upstream of Qianbian Creek and Houbian Creek.

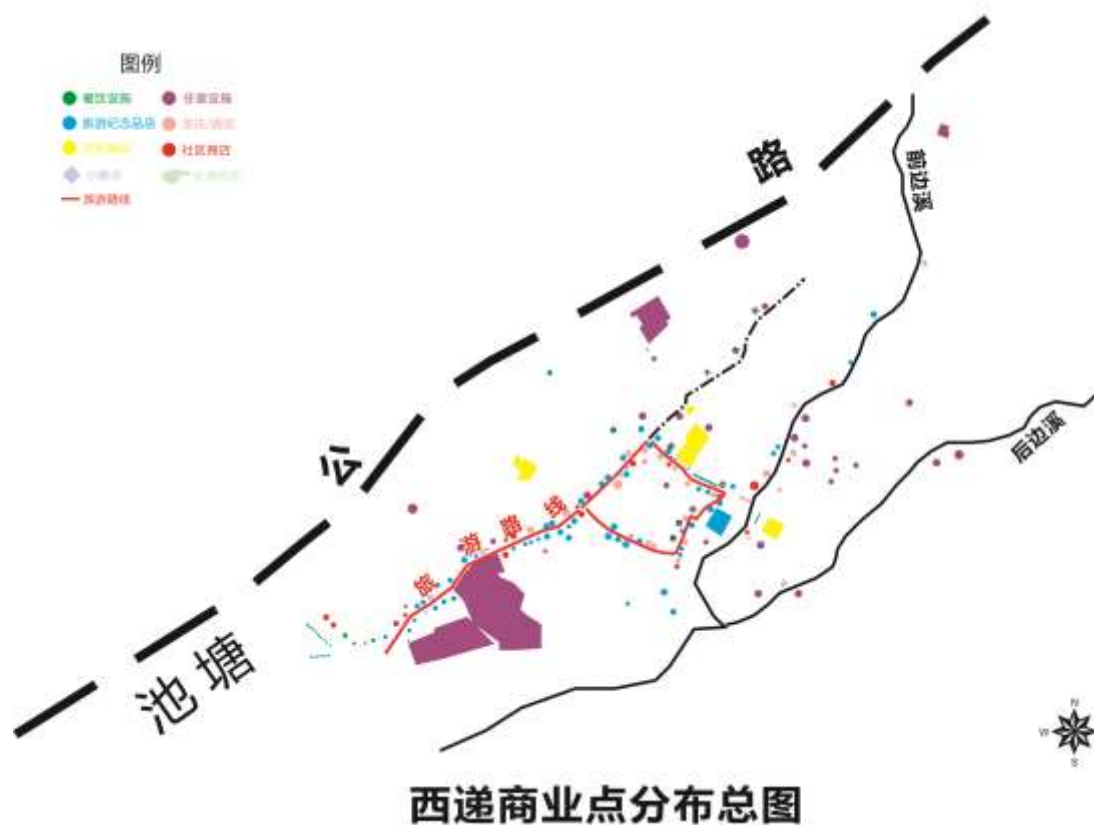


Figure 31

7 Characteristics of Store Keepers

3.1 Number of Jobholders

According to incomplete statistics, there are about 330 job holders in Xidi stores, 2.3 workers per store on average, a vast majority of whom are Xidi villagers.

3.2 Gender

Among the store keepers, 66% is male, 34%, female, most of them are between 30-54, and the age distribution of males is similar with that of females.

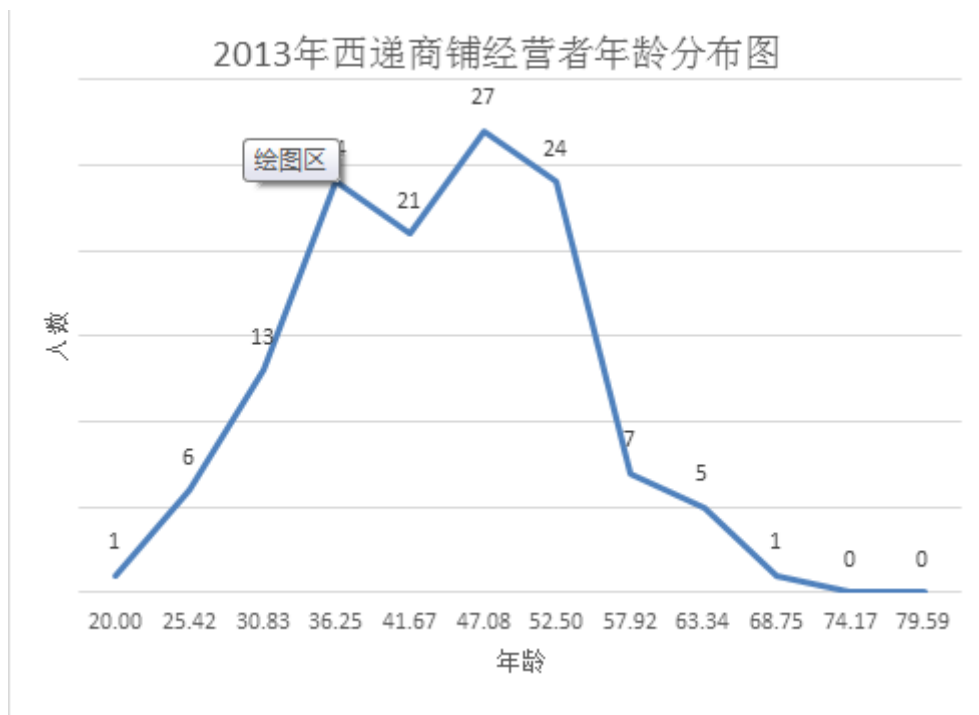


Figure 32

3.3 Place of Birth and Residence

Among the keepers, 54% is Xidi native, 39% is Yixian County people, 10% is out of town, and those from the villagers next to Hongcun Village and Xidi account for 8%, or a total of 11. 70% of keepers now lives in Xidi village, 26% in Yixian County, few in Hongcun and out of town.

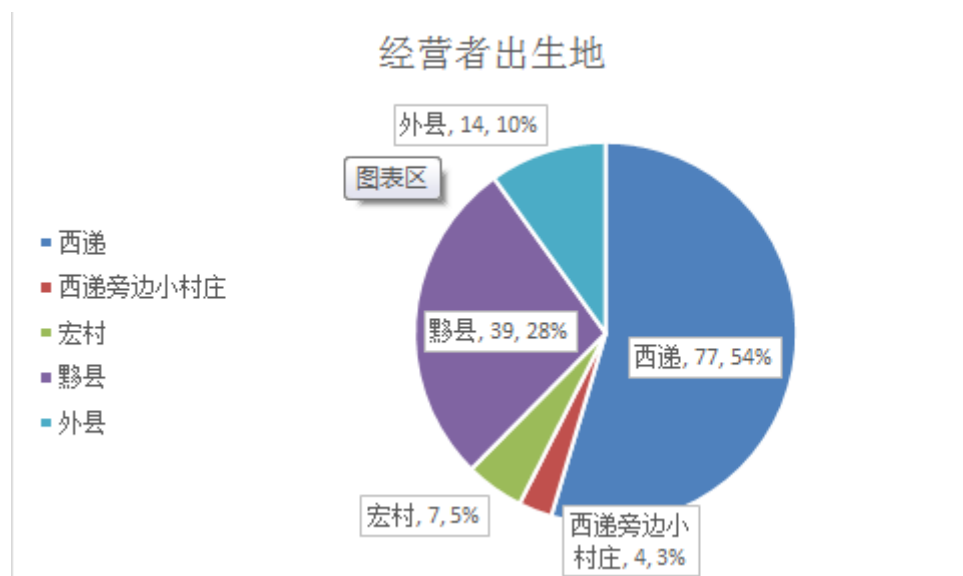


Figure 33

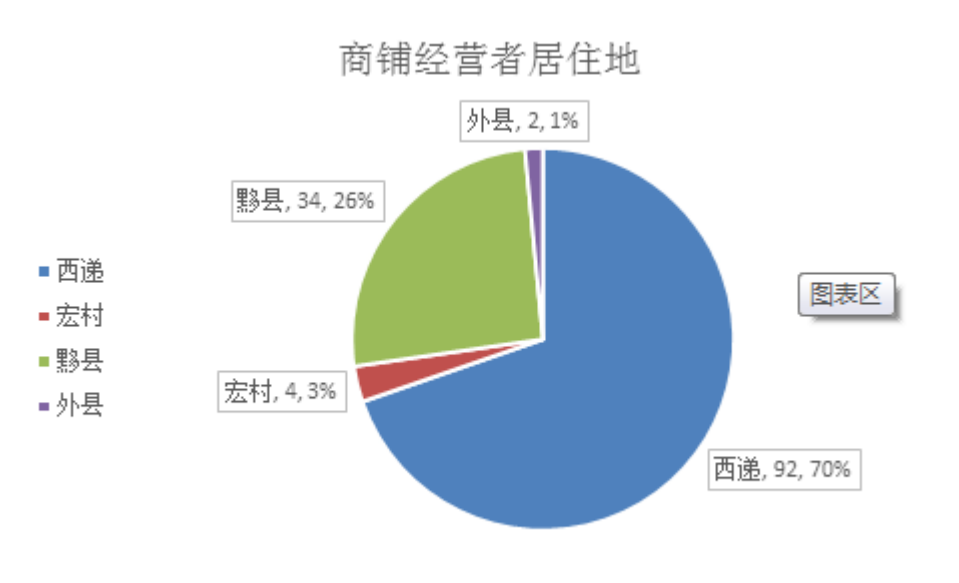


Figure 34

3.4 Relation between Place of Birth of Keepers and Types of Store

Judged by place of birth and choice of business, Xidi local keepers prefer tourist souvenir stores and accommodations; out-of-town keepers, souvenir stores and catering. Among the keepers of accommodation facilities, Xidi local residents account for 79%, and Yixian County and out-of-town people, 10%; among the keepers of catering facilities, Xidi local residents answer for 41%, Yixian County people, 44%; among the keepers of souvenir stores, Xidi local residents make up 47%, and Yixian County people, 31%. The keepers from the villages next to Hongcun and Xidi are too few to be included in this analysis.

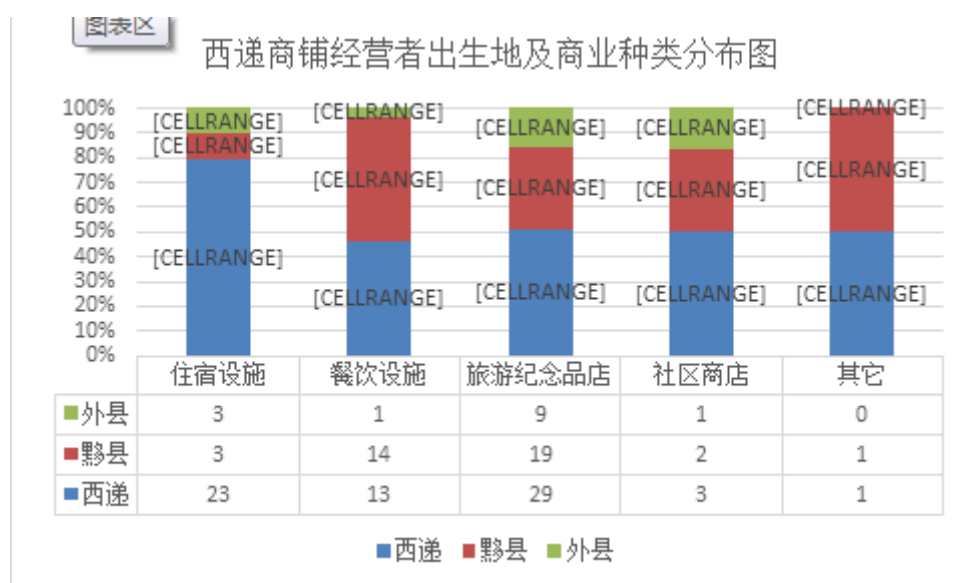


Figure 35

8 Store Operation

4.1 Offering

Accommodation and catering are in two forms, farmhouse and hotel, of which the former is at small scale and operates by higher standard level of facilities and services, while the latter of which, mainly serving painting students, is large at scale and low at service price.

Souvenir stores mainly offer snacks, tea, bamboo and wood carvings, writing brushes and ink stones, antiques, calligraphy and painting, costume jewelries, and so on. Most snack stalls, very small, are kept by local women and elderly selling freshly made pancakes, chicken legs, pastries and the like. Tea and local specialties (including local dried bamboo shoots, preserved vegetables, mushrooms, etc) are native products. Teas are for sale in May specialized tea houses but they are not all local, such as Huangshan maofeng, Taiping houkui; tea stores mostly are kept by local villagers who process their surplus agricultural products available in few quantity.

Huizhou carving is a famous folk craft. Store keepers, in most cases, sell ready-made wood carving and bamboo carving works. There will also be on-site craft shows to sell their own and their coworkers' works at the store. The goods for sale at costume and jewelry stores are not local product, they mainly are cotton garment and shoes and jewelries with distinct ethnic

features (including necklaces, earrings, bracelets, and scarves). Since the local residents are Han people for generations, naturally those costumes of these apparent ethnic elements are not local. The rest merchandise, such as writing brushes, inkstones, calligraphy, antique, and jades, are sourced out of town and for sale at prices much higher than costs to tourists.

Xidi stores, especially the tea houses, drunkeries and souvenir stores, set discriminative prices against tourists. Ordinary tourists are mostly in a disadvantaged position in a bargain but the student groups have the price advantage. Student group plays a very important role in the development of Xidi commerce; some stores are painting bases all year round. Students also accounted for a large proportion of patrons of other stores.

4.2 Business History

Xidi stores have an opening history of 8.59 year on average , 54 stores have a history no more than 3 years and they account for 38%, 40, between 4-9 years, 27, 10-15 years, 19, 16-33 years. The one in existence for 66 years is a local agricultural Bank of China, built in 1947. Stores surviving more than 10 years answer for 37% of the total.

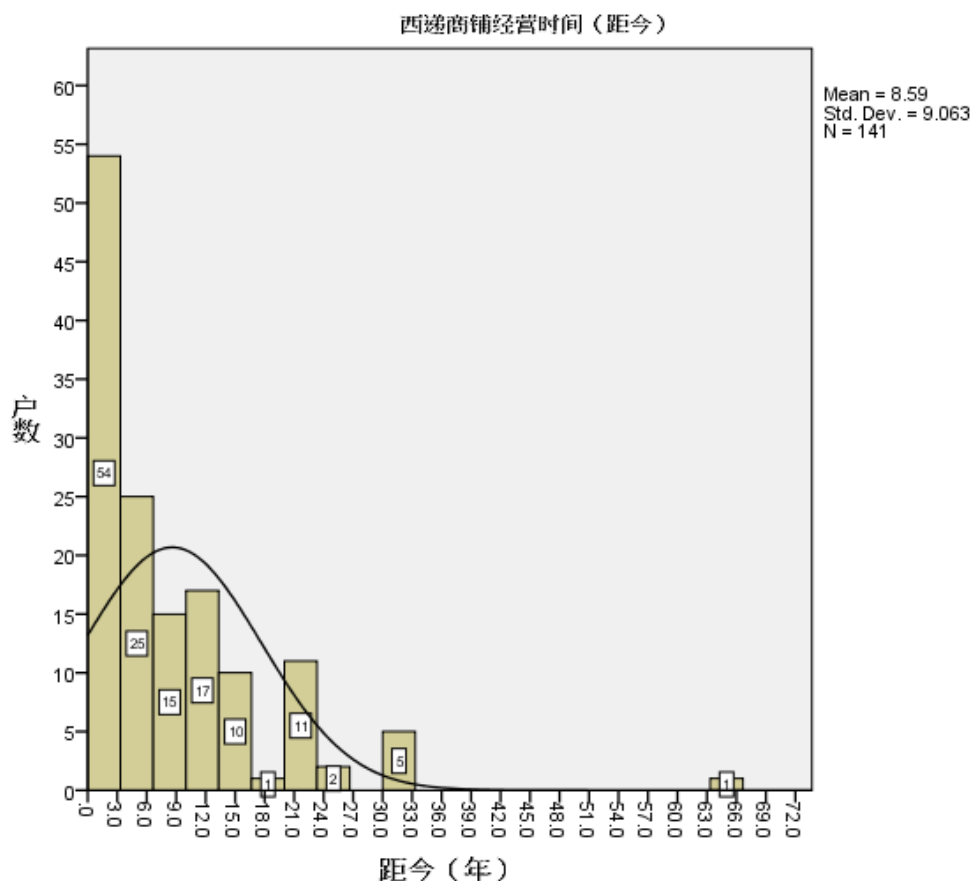


Figure 36

4.3 Relationship between Types of Store and Business History

Speculated by the relationship between types of store and business history, 33-16 years ago, the main types of business were accommodation facilities, and tourism souvenirs and community stores; during the development phase 15-10 years ago, the dominant business facilities were tourism souvenirs stores, the number of accommodation facilities decreased sharply and catering facilities rose; 9-4 years ago, the number of catering and accommodation facilities in Xidi village significantly increased, new recreational facilities appeared, such as bar; 3 years ago, the most mushroom stores were souvenirs store and catering facilities, no new recreational facilities appeared, but accommodation facilities started to shrink again. These changes in the types of business reflect how Xidi commerce development is shaped by the entry of out-of-town operators and governmental adjustment of Xidi development strategies.

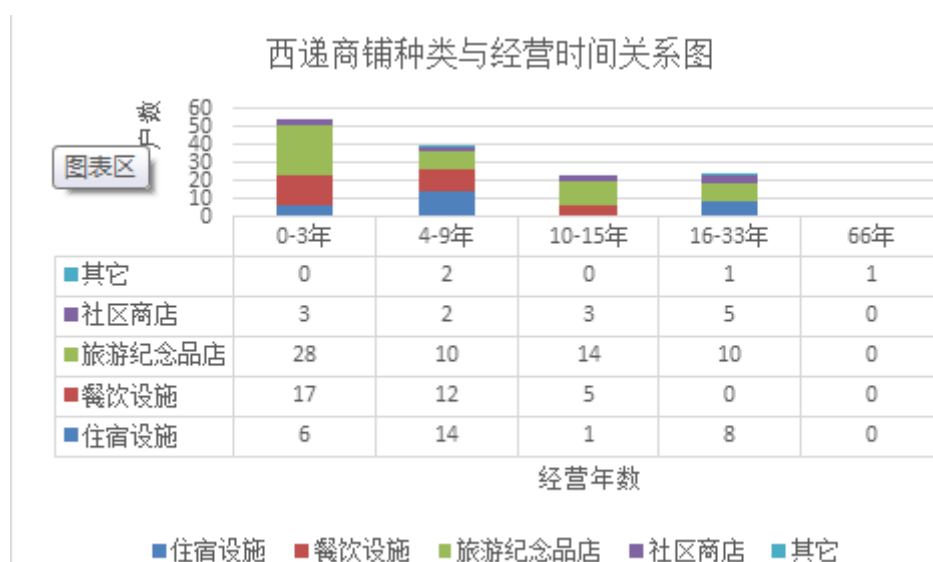


Figure 37

4.4 Ownership of Store Premises

In most, or 43%, cases, the store premises are owned by store keepers, and in 41% cases, they are rented. Locals are the subject of commerce development of Xidi village. Many local people turn their houses into stores, particularly in operators of accommodation, restaurants and souvenir facilities.

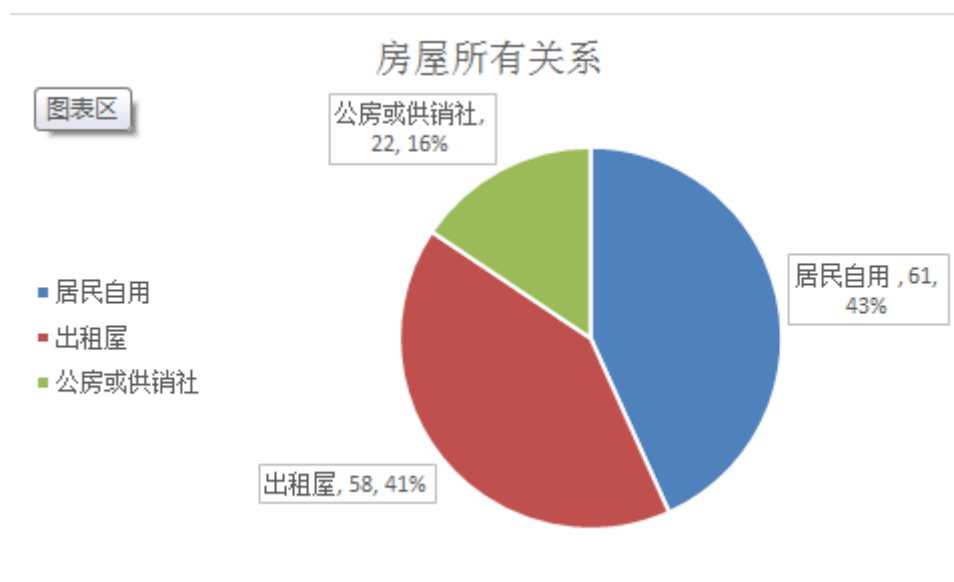


Figure 38

Compared with tourist souvenir stores, accommodation and catering facilities require ample spaces, what to be considered for souvenir stores is location, i.e. near the streets; hence

the space for a souvenir store need not be huge. Local residents turn their surplus rooms into accommodation and catering facilities, some of which receive tourists only in peak seasons and being part of their own residences these facilities do not bring the pressure of rent upon the residents., whereas out-of-town operators rent separate rooms to sell merchandises.

The research also found that the rented rooms are generally cramped, some are converted from warehouses, woodshed, cowshed, kitchens, walkways, gates, opisthodomies to separately rented to outsiders.

4.5 The Original Use of Store Premises

65 store premises were originally intended for part of residence, 32 for tourist hospitality facilities, and 30 for community general store. As can be seen, as tourism development deepens, villagers show a growing inclination for conversion of houses into commercial development, community stores began to shift to tourist reception facilities which changes as operators were replaced from time to time, as a result, the Xidi commerce development is very dynamic.

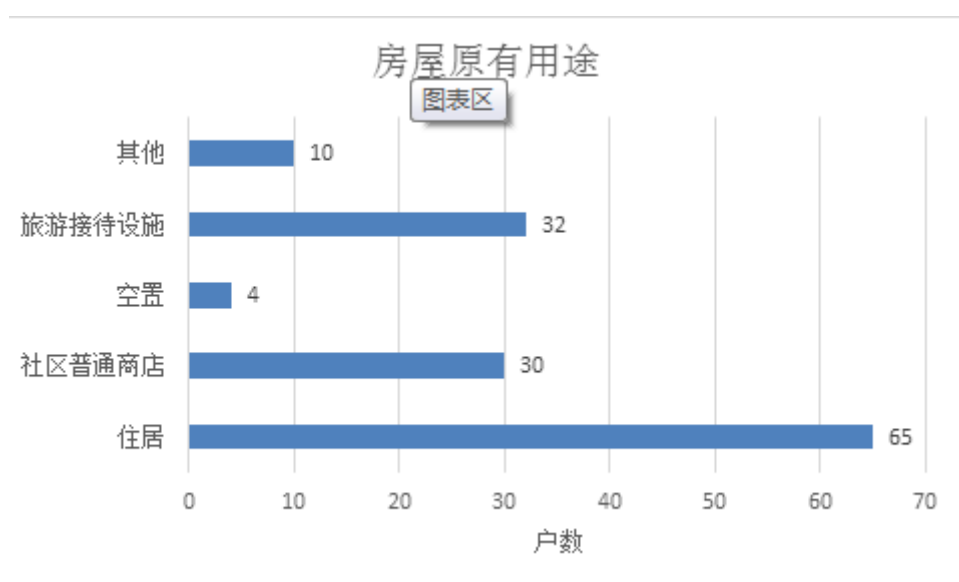


Figure 39

4.6 Conservation and Utilization of Ming and Qing Buildings

Xidi Village is known for Huizhou style ancient buildings dominated by Ming and Qing

dynasty architectures. The statistics on 101 Ming and Qing dynasty architectures sorted out in this round of monitoring suggests only 36% of them are in private residential use, 21% are utilized as store premises, 18% turned into attractions, and 26% vacant, mainly because they are inconvenient for living, moist and dark, poorly ventilated and alike. Besides, the distribution, conservation and utilization of the buildings are identified.



Figure 40

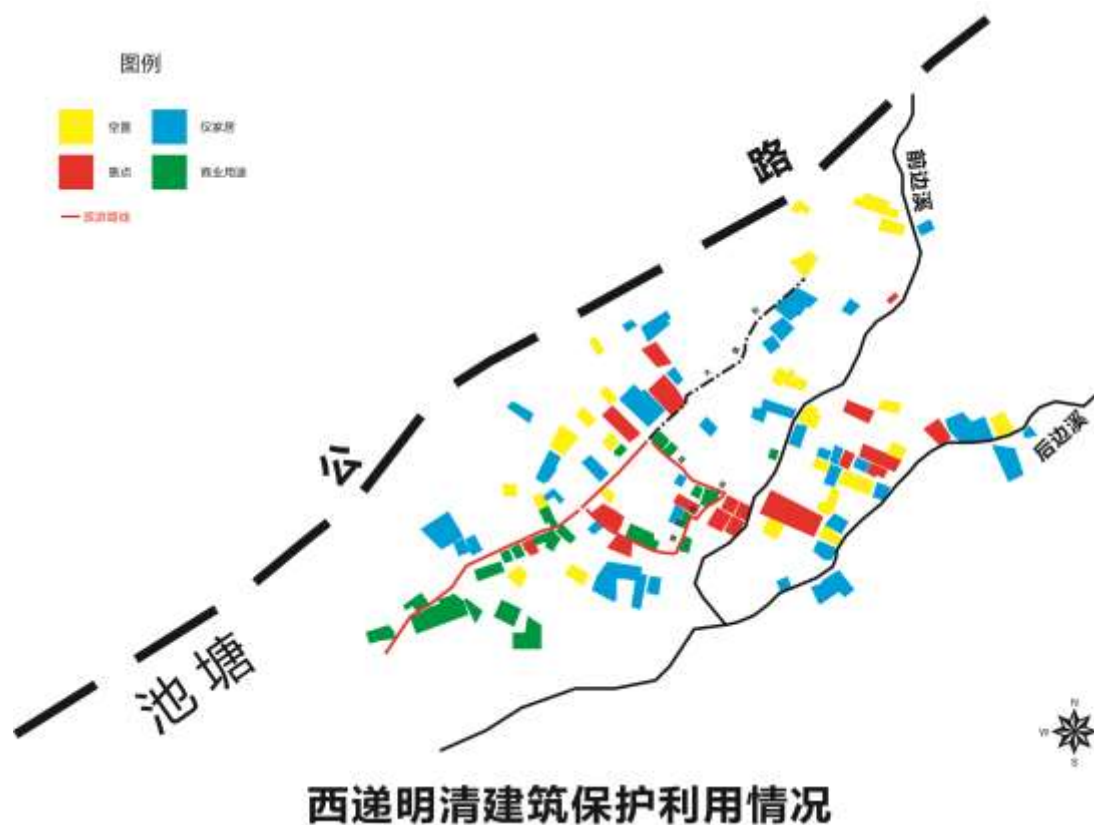


Figure 41

5. Forecast of Commerce Development in Xidi

5.1 Changes in Management System

Xidi Village has begun to change business method since this September by handing over the development led by the government to Xidi tourism company. According to a source, significant change will not occur to Xidi stores in the coming years, and the focus is primarily on public infrastructure. Xidi Village will make better efforts to construct modern media and digital navigation systems to improve the quality of tourist experience; to strengthen the standardization of stores, eliminate unauthorized stalls and arbitrary charges; to strictly control house ownership and prohibit sellout of cultural heritage buildings. Commercialization will have an impact on the operators and business structure in Xidi commerce market and the interest of Xidi locals will be especially valued.

5.2 Conservation of Original Ecology

Most existing Xidi inhabitants are middle-aged and elderly people; young Xidi villagers do not work or live here. Ancient buildings are aging day after day, and since they are not convenient for living, their utilization rate is decreasing. How to protect the tourism resources in Xidi village and maintain the original ecology is a great challenge to tourism development.