

## Influence of World Heritage Tourism to the Local Area:

The Case of Horse-Riding Sightseeing in the Villages around Lashihai Lake, Lijiang

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## Background

- **1994** 8 hours/day, 40 hours of 5 days/week
- **1999** enlargement of consecutive holiday  
⇒ increase of leisure time
- **Yunnan Province**  
1990, International Horticultural Exhibition  
↓  
significant development of tourism

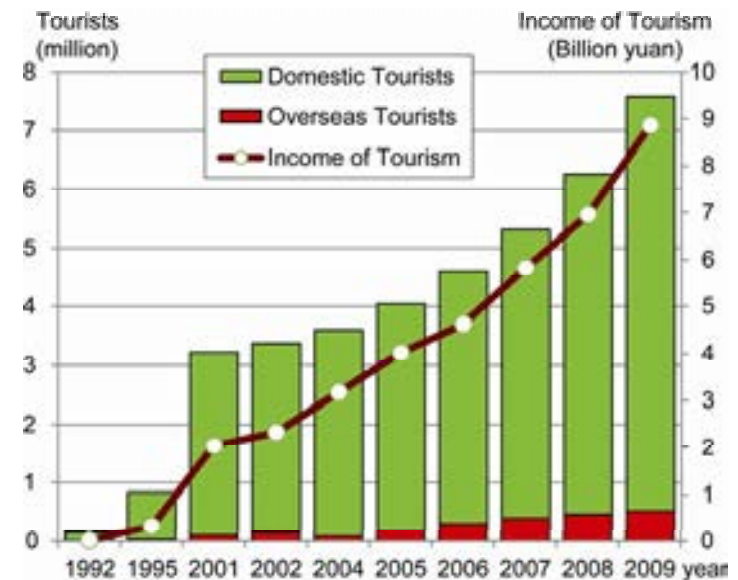
## What is Lijiang?

- **Old Town of Lijiang** 3.5km<sup>2</sup>
- **1986** National Historical and Cultural Town
- **1997** World Heritage



increase of tourists

## Tourism Development in Lijiang



# What is Lashihai Lake?

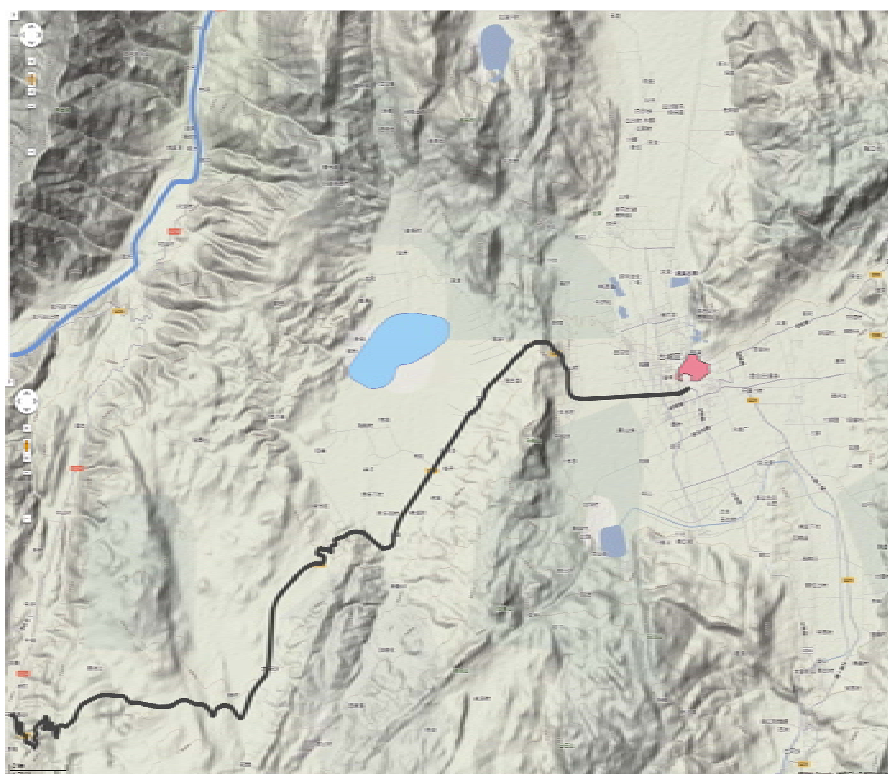
- 10km from the Old Town of Lijiang
- **Altitude** 2,437m
- **1998** the first Wetland Conservation Area in Yunnan
- **2005** International Important Wetland
- **Abundant Nature Environment** more than 60 kinds of birds (including 23 kinds of national preserved)  
Spots for horse-riding and bird-watching
- **Now** one-day-trip destination from the Old Town





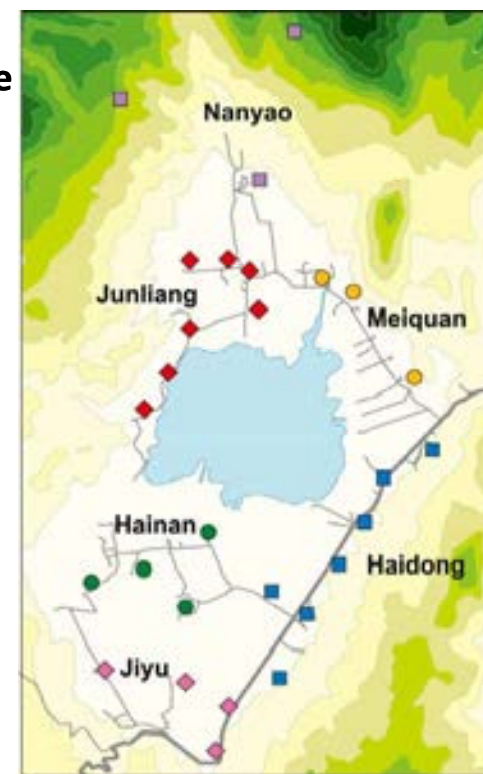
## Area around Lashihai Lake

- **Lashi-Xiang Township** 159.7km<sup>2</sup>
- **Altitude** 2,400-3,860m
- **Population** 15,565 persons (2010)  
mainly Naxi ethnic minority
- **Cultivated Acreage** 23,226 mu (1,548 ha)
- **Main Crops** wheat, corn, broad bean



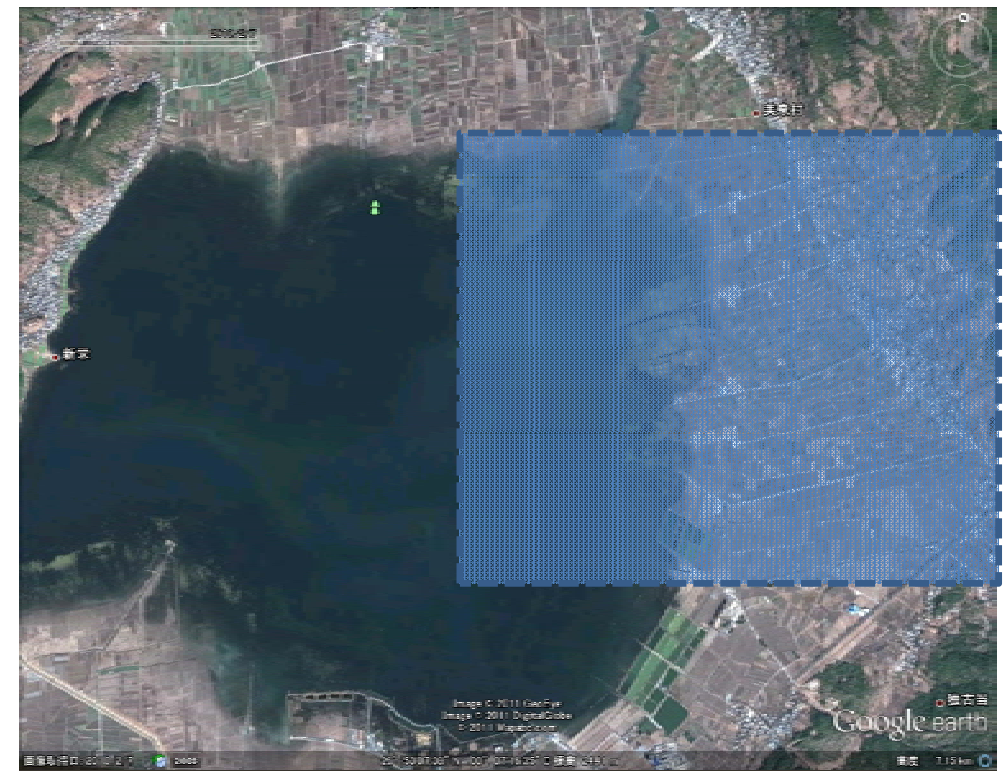
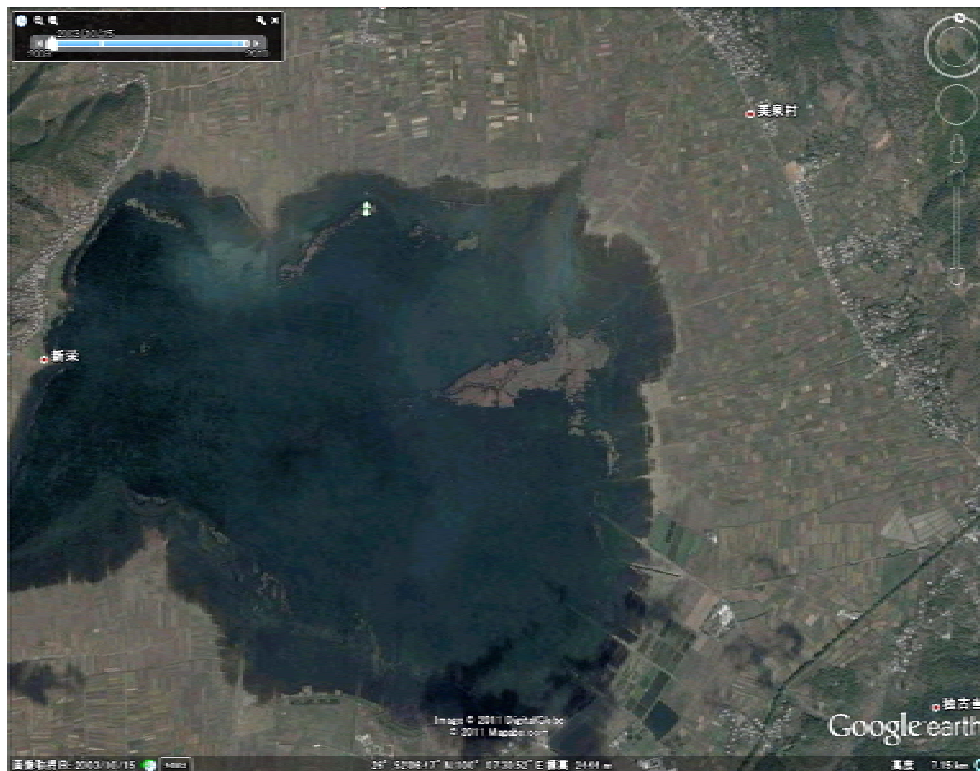
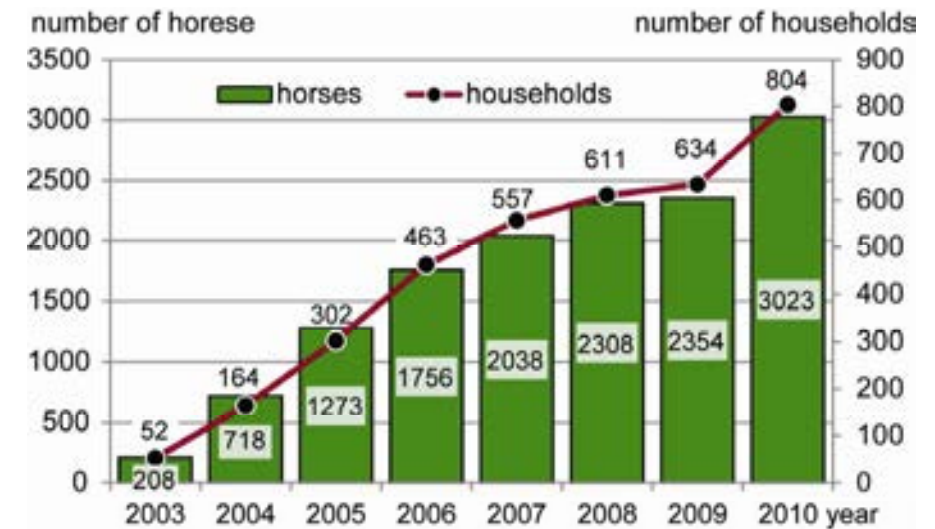
6 administrative  
villages

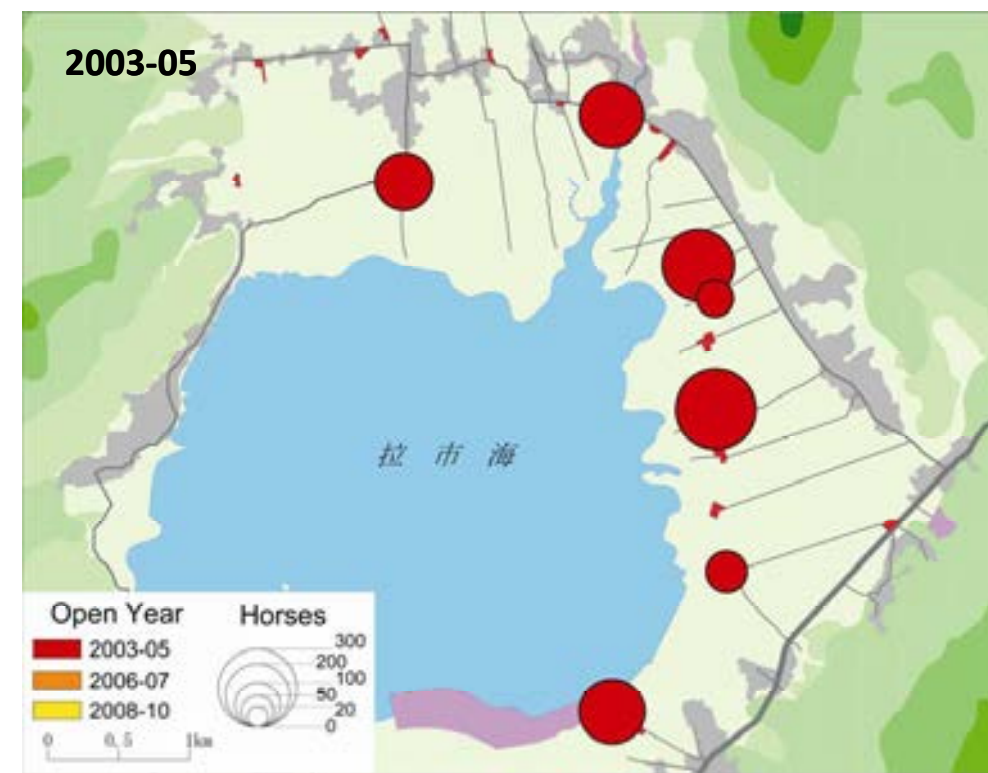
28 villages

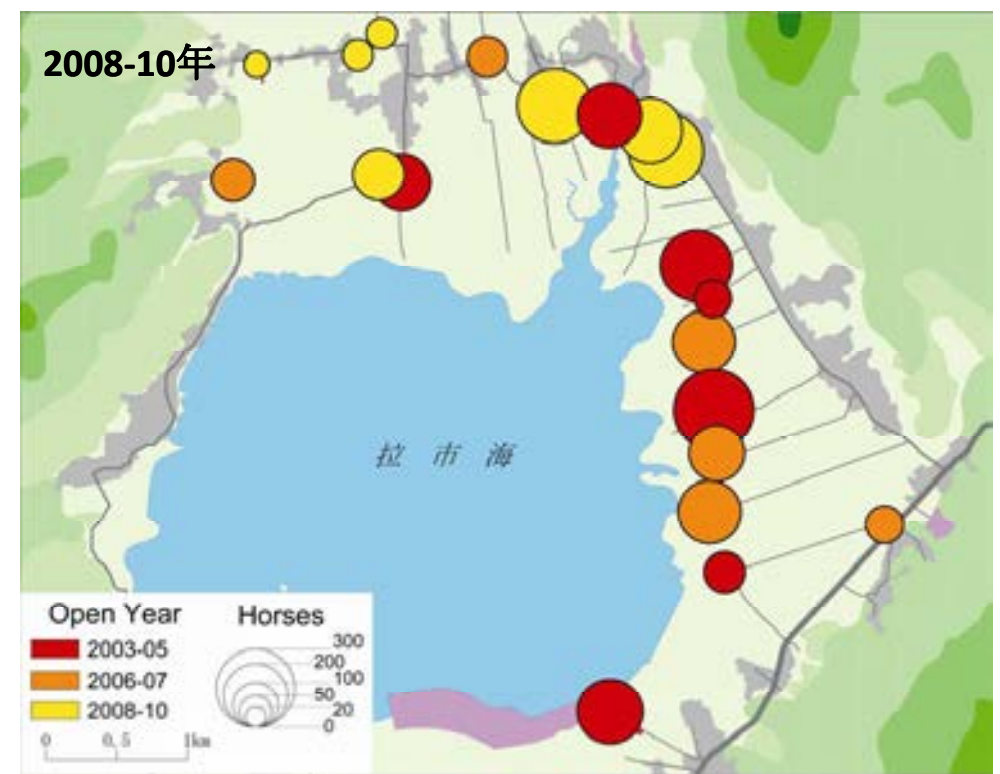
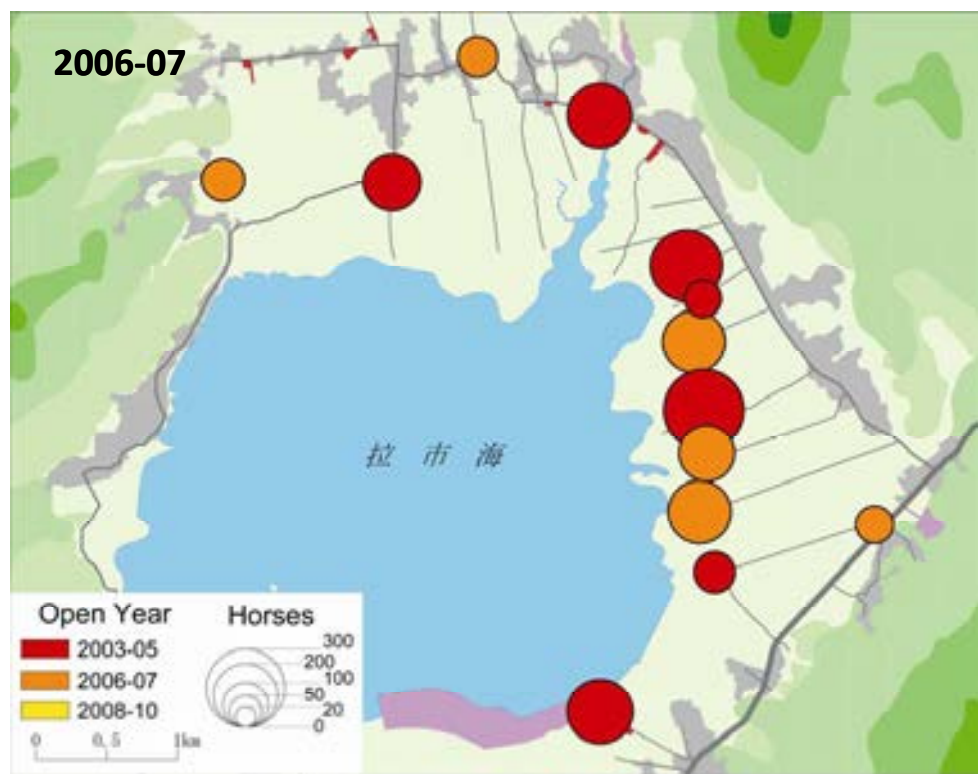


## Development of Horse-Riding Sightseeing

- **1998** tourist requested to ride horse
- **1998** boat sightseeing by 14 households  
horse-riding by 8 households
- **2003** horse-riding sightseeing with 20 households organization
- **2010** 20 horse-riding sites opened







## Why is horse-riding sightseeing popularized?

- **Tourists** urban residents  
curiosity for rural life and scenery
- **Tourism Resource** ethnic culture of **Naxi**  
Naxi: between Tibetan and Bai  
Culture and Tradition of Horse
- **Interest Distribution** commission to travel guides  
and drivers

## Management of Horse-Riding Sites:

### 1, participation of villagers

- **Per Household** 2-5 horses, 1-2 persons
- **Numbers of Horses** adjusted with number of  
tourists

## Management of Horse-Riding Sites: 2, allotted task

- **Manager** leader
- **Course Description** content, route, price
- **Salesman** liaison
- **Guide** horse conductor, course interpreter
- **Catering** cooking, waiter
- **Business Hours**  
summer: 7:30-19:00 winter: 8:30-17:30



## Management of Horse-Riding Sites: 3, service

- **Course Contents** horse-riding, boat, meal
- **Course Setting** within the area of each administrative village  
climb to mountains to overlook the lake view
- **Catering** by women, or picnic
- **Intervention of External Traders** accommodation, cannon, restaurant, bridal photograph







## Management of Horse-Riding Sites: 4, organization and profit division

- **Profit Division** divided equally each day
- **Positions** elected by all members democratically
- **Organization** local Naxi ethnic minority  
autonomous and democratic operation system



## Management of Horse-Riding Sites: 5, Business Operating

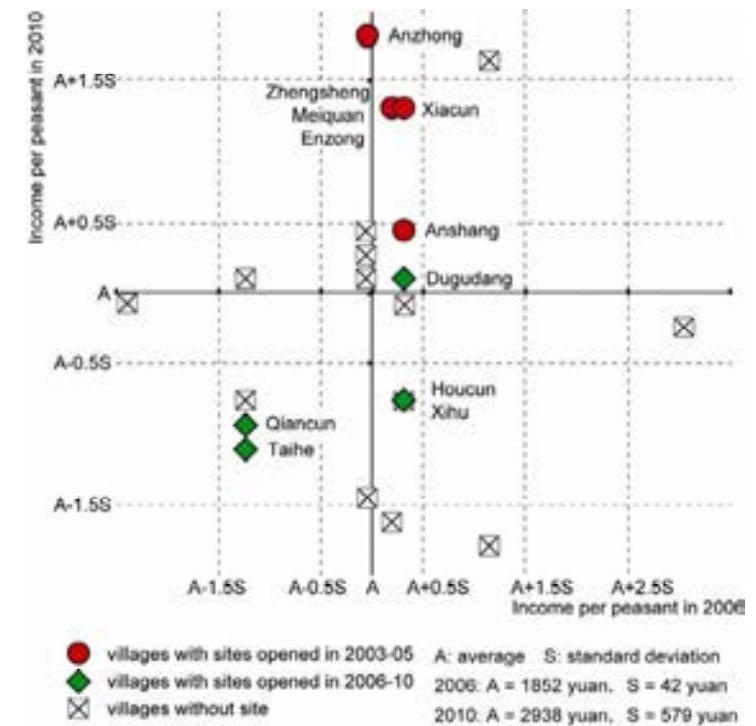
- **Tenant** photography
- **Kiosk** souvenir, beverage, snack, hat, raincoat, etc.  
1,500 yuan/month
- **Canoe**
- **Restaurant**





## Influence of Horse-Riding Sightseeing:

### 1. Income Increase for Villagers





## Influence of Horse-Riding Sightseeing: 2. Labor Absorption

- Restaurants of local culinary
- Can also respond for groups more than 100 persons

## Influence of Horse-Riding Sightseeing: 3. Realization of Democratic Management

- Election by participant villagers
- Democratic collaboration and management

## Influence of Horse-Riding Sightseeing: 4. Enrichment of Tourism Contents

- **World Heritage** “Old Town of Lijiang”



- **Horse-Riding Sightseeing**  
adventure tourism, green tourism, eco-tourism



## Influence of Horse-Riding Sightseeing: 5. Improvement in Villagers' Capability

- Communication with tourists
- Anzhong village: invited to Hong Kong for sightseeing
- Meiquan village: wearing uniform  
unification of the saddles of horses



# Influence of Horse-Riding Sightseeing:

## 6. Changes in Occupation

Case	A			B			C			D			E			F			G		
Village	Anzhong			Anzhong			Anzhong			Dugudang			Enzhong			Anshang			Qiancun		
Age	37			-			30			25			39			42			42		
Sex	male			male			male			male			male			male			male		
position	leader			liaison			liaison			leader			member			member			member		
persons in family	7			5			5			4			5			4			4		
owned farmland (mu)	20			10			18			16			9			11.2			6		
owned horses	4			4			4						3			4			3		
labor employed (person&day)	50			70			100			non			—			70			—		
land use (mu)	F	C	G	F	C	G	F	C	G	F	C	G	F	C	G	F	C	G	F	C	G
	13	6	1	6	3	1	5	11	4	8	4	0	0	8	1	2	13	2	0	6	1
annual income (10 thousand yuan)	F	P	H	F	P	H	F	P	H	F	P	H	F	P	H	F	P	H	F	P	H
	1	1	3	1	2	3	1		3	3	0	2	0	0	2	1	0	3	0	1	1

# Problems in Horse-Riding Sightseeing

- Superfluous Commission
- Burden of infrastructure to villagers
- Government’s Support and Environment



