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** 3.5km²
- **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** 159.7 km²
- **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

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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, ecotourism
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

<table>
<thead>
<tr>
<th>Case</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
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</thead>
<tbody>
<tr>
<td>Village</td>
<td>Anzhong</td>
<td>Anzhong</td>
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<td>Juzudang</td>
<td>Enzong</td>
<td>Anshang</td>
<td>Qiancun</td>
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<td>Age</td>
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<td>Sex</td>
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<tr>
<td>Position</td>
<td>leader</td>
<td>liaison</td>
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<td>leader</td>
<td>member</td>
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<td>Persons in family</td>
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<td>Owned farmland (mu)</td>
<td>20</td>
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<td>18</td>
<td>16</td>
<td>9</td>
<td>11.2</td>
<td>6</td>
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<tr>
<td>Owned horses</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Labor employed (person&amp;day)</td>
<td>50</td>
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<td>100</td>
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<td>70</td>
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<td>Land use (mu)</td>
<td>F</td>
<td>C</td>
<td>G</td>
<td>F</td>
<td>C</td>
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<td>Annual income (10 thousand yuan)</td>
<td>13</td>
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Problems in Horse-Riding Sightseeing

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