A Study of Indigenous Tribe Tourism Development in Taiwan - Case by Saisiyat Baguali

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ABSTRACT

The main purpose of this study is to analyze the indigenous tribes living in transition from the traditional to the development of tourism of change, and to explore the development of tourism tribal elements, as well as tourists to the resort's main motivation for the tribe. This study used qualitative methods to investigate, through a literature review, field observations and interviews, after the collation and analysis this study has the following findings: 1. Tribal tourism development requires the establishment of the organization, and the common development of integrated strength of the residents; 2. Tribal tourism development can take advantage of to help government agencies and academic institutions; 3. Tribal residents can friendly reception tourists; 4. Tribe need to internal and external integration tribe tourism resources, to develop into a complete tourist product; 5. Tribes can offer tourists a real aboriginal cultural experience; 6. In tribe internal need support catering and accommodation facilities as well as good service. Based on the above findings, this studies not only to make recommendations on the operations of the tribe to develop tourism, but also for the future direction of research researchers have proposed.

Keywords: indigenous tourism, tribe tourism, aboriginal cultural, experiences, attractions

INTRODUCTION

Recent years, due to the booming tourism industry in Taiwan, people gradually switch from mass tourism to thematic tourism. According to the Taiwan Tourism Bureau’s survey show that the average number of domestic tourism was 6.87 times per person, and the times of domestic tourism were 142,070,000 times, moreover, if take children under 12 years old into consider, the total times of domestic tourism were approximately 164,830,000 times in 2012. (Taiwan Tourism Bureau, 2014).

As the indigenous tribes with rich cultural resources and ethnic characteristics, especially some of the remote tribes still retain many of the traditional architecture, social systems, arts and crafts, as well as ritual, those for people living in the city, forming a strong the powerful attraction (Hinch & Bulter, 1996). In addition, most of the indigenous tribes located in the mountains attract people to go there to engage hiking, forest hiking trails and camping. Therefore, the main purpose of this study is to analyze the indigenous tribes living in transition from the traditional to the development of tourism of change, and to explore the development of tourism tribal elements, as well as tourists to the resort's main motivation for the tribe.
Indigenous Tourism

Indigenous tourism is a resource-based tourism type while aboriginal culture as a major tourist attraction (Hinch & Bulter, 1996). Ryan and Huyton (2002) defines "indigenous tourism" is a tourist being aboriginal culture performing arts, celebrations, attractions, historical heritage and customs of the attraction, and trips to engage in indigenous areas. Lin (2003) indicated awareness of aboriginal resources are attractive to tourists, but also about aboriginal culture, indigenous tourism is the main foundation. Chen (2008) indicated that the local aboriginal culture industry is composed of many cultures gathered together the elements, these elements of culture, including food, festivals, arts and crafts, performing arts, natural environment and agricultural products, a successful aboriginal development of local cultural industries must be able to try a number of elements including the front. Chang, Chang and Wu (2013) suggest that elements of tribal tourism development: 1. Tribe requires a high degree of attraction to attract tourists to visit; 2. Tribe with aboriginal culture; 3. Tribe support the catering and accommodation services; 4. Holiday can control the number of visitors and reduce the negative impact on the tribe; 5. Tribes adopt a common business model, so that the tribe's tourism revenue sharing, enhance employment opportunities; 6. Tribal peoples can be a friendly attitude reception of external tourists; 7. Tribes need to have a external communication channels with outside; 8. Tribal properly integrated with other planning local tourism resources.

Huang (2013) studied Cinsbu tribe found that: 1. Attractions which attract tourists to tribe to engage in tourism is an important element, especially in the use of natural resources to plan adventure recreation products. 2. Aboriginal culture is also a major factor in attracting tourists to the tribal. 3. Tribal's public infrastructure must be improved, as well as the service quality. From the above arguments, the aboriginal tribes engage to develop tourism need to consider external elements, such as famous attractions. Also the conditions of transport and infrastructure. Lin and Chang (2013) study the tourism development factors of Bokiu tribal, results showed: 1. Bokiu tribe has the advantage of developing mountaineering adventure tourism products. 2. Tribe provides tourism information services including catering, accommodation and sightseeing, and combined tourism resources with neighborhood regions. 3. Tribes establish disciplines to improve environmental clean and sanitation and create a favorable environment for tourists. 4. Tribe integrates tribal residents' opinions effectively, to develop tourism and sustainable development.

Tourism Impact

Cheng and Kuo (2008) studied Wutai Township, Pingtung County, Taiwan aborigines' perception of tourism impact and found that respondents felt the positive impact of tourism in "promote local awareness", "improve public facilities", "made communities interpersonal interact more closely" and "increase employment opportunities", and so on. However, respondents pointed out the reasons of tourism development, and also generate "visited friends and relatives made economic load", "goods price increases" and "tribal population emigration" as negative impacts. Lee and Hung (2012) studied Sandiman villages Paiwan tribe indigenous cultural tourism developing in Pingtung County, Taiwan, the results showed that: 1. Due to the development of tourism, not only increase the employment opportunities, but also make the continuation of local culture somewhat; 2. Sandiman tribe maintain craft products in quality conditions, and with a high degree of identity; 3. Due to the tourists made mess and noise in the tribe, the tribe residents has a bad impression toward tourists; 4. Development of tourism has caused commercial competition in the tribal, and the impact of interpersonal and inter-tribal cultural
identity impact; 5. Due to tourism development, tribe's traditional culture "willing to share" value will likely gradually fade away.

**Motivation and Satisfaction**

Ryan (2002) pointed out that tourists enjoy indigenous festival activities; the main purpose is to understand and experience the culture and rituals of indigenous peoples, as well as to participate in their dance ceremony. Aboriginal dance is an expression of culture, lifestyle, and customs, usually related with worship heaven and earth, and this is what the tourists most want to experience (Ryan, 2002; Chang, 2006). Chang, Hung & Wu (2007) found that the motivation of tourists who participate in B&B for aboriginal festival tourism was “cultural exploring”, “cultural experiences and learning”, “socialization”, “novelty and “calm recovered” five factors. Lee and Hsu (2013) studied the Amis Ilisin and Saisiyat Pas-taai tourist motivation and satisfaction, and analyze motivation and satisfaction of tourists. The results showed tourists’ motive to attend the celebrations action will indirectly affect loyalty and satisfaction will directly affect loyalty.

**METHODODOLOGY**

**Research Area**

Baguali tribe is located at Nanzhuang Township, Miaoli County, Taiwan. According to Tri-Mountain National Scenic Area (2014), Baguali Community is a Saisiyat of approximately 20 households. There is a series of eight peaks counting from this place, therefore, the Japanese called it Hakaliki during the colonial period which means eight mountains. In the postwar era, Hakaliki was translated by sound into Baguali. The Baguali Cultural Area offers authentic Siaisyat songs and dance, as well as restaurants, guesthouses, and Saisiyat crafts. This is the place to experience the authentic aboriginal culture (Tri-Mountain National Scenic Area, 2014).

**Interview Manuscripts**

The research interview manuscripts mainly refer to the relevant research literature (Chang, Chang & Wu, 2013; Huang, 2013; Lin & Chang, 2013; Lin, 2003; Tri-Mountain National Scenic Area, 2014) prepared the questions of the interview with the object as described below:

A. Resort, B&B owner and tribal residents : 1. What is the main reason for the development of tourism in tribe? 2. Where are the tribe main tourism attractions? 3. After the development of tourism is there any impact on the tribal economy?

B. Tourist : 1. What is your main motivation to come here on vacation? 2. What are your feelings for aboriginal cultural experiences? 3. Do you satisfied on indigenous tribal service?

**Data Collection Methods**

In this study the data collection methods followed the steps: 1. First, collected internet, newspapers and travel magazines for the news of Baguali tribe. 2. Second, field observations to understand the actual situation. 3. Finally, the implementation of the interview, respondents will be informed before the interview, the purpose of the study and the issues the researchers want to explore.
Table 1: Respondents Profile

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Explanation</th>
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<tbody>
<tr>
<td>Resort, B&amp;Bs (RB)</td>
<td>RB1, female, manager; RB2, female, staff</td>
</tr>
<tr>
<td>Residents (R)</td>
<td>R1, male, worker; R2, male, worker; R3, female, tribe tourism service participant; R4, female student; R5 female, small shop owner; R6, male, tribe tourism service participant.</td>
</tr>
<tr>
<td>Tourist (T)</td>
<td>T1, male, married, businessman; T2, female, married, homemaker; T3, male, married, manager; T4, female, married, service manager; T5, female, unmarried, teacher; T6, female, married, homemaker; T7, male, student, teenager; T8, female, student, teenager; T9, female, elementary school student, T10, male, elementary school student.</td>
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**Data Analysis Methods**

1. In this study after the interview, transformed the recorded data into the transcript. 2. According to the research purposes, classified and induced the interview manuscripts. 3. Simplified the information to present the true expression of respondents. 4. After induction and consolidation data, discussed the interpretation of the results and completed the analysis.

**RESULT**

**Resort, B&B owner and tribal residents**

*Maint reason for the development of tourism in tribe*

Saisiyat tribe scattered in Hsinchu, Miaoli area mountains, Baguali tribe ethnic minority Saisiyat tribe together, twenty years ago it was planning to demonstrate B&Bs indigenous village, earlier regarded indigenous tourism development areas. However, the lack of overall management of updates and hardware facilities, the long run B&Bs village fell into decline. And the local indigenous also pointed out that in the eyes of many tourists, indigenous and tribal ceremonies only attractions, but always knew where the place of the tribe. Pas-ta'ai (Taiwan's aboriginal Saisiyat an ancient tradition festival, held annually around the full moon after the harvest, about lunar calendar mid-October.) attracts many tourists up the mountain, everybody knew Saisiyat tribe came out to join the festivities, but do not knew where they live, what is the main tribal culture? Ms. Shin-Ling Do a decade ago from the city back to the tribe lived, in order to find the home is the opportunity for development, but it found difficulties exist on B&Bs village management, want to re-integrate, but difficult, until met The Saisiyat Promotion of Arts and Culture Associations Ms. Shin-Mei Pan, and in consultation with the ongoing discussions within the tribal elders and solicited experts opinions, after deciding Baguali tribe cultural park in the direction of development.

Because Ms. Shin-Mei Pan is Saisiyat weaving masters, she hopes to deepen cultural connotation Baguali tribe, becoming the outside world know Saisiyat cultural park. Through the transformation of tribal peoples together, by way of joint operations, in the tribe establishment of Saisiyat architecture and culture totem, trimming trails within the tribe, and invited outside scholars and experts to teach residents new crafts, service and reception of knowledge, tribal culture the depth of the navigation and so on. After years of efforts, the Baguali tribe became Saisiyat Culture Park and preserves the natural environment of style, only to become workers tribal residents of the park, and a reasonable share of the benefits, jointly operated by another tribe to become a model. Ms. Shin-Ling Do pointed out that when the tribal culture park started operating, was also faced a troubled, because tribes they hasn’t experience to receive tourist, so often cannot find work to help tribesmen. Because of this, Ms. Shin-Ling Do first call her son back to
the city to work to assist tribal hospitality services, but also to influence other tribes, so that they trained at the reception after the service, then the service of the engaging work.

As the tourists came to the tribe, most want to see is the aboriginal culture; aboriginal culture is the most important dance. Although Baguali organized tribal dance group, after tribal elders negotiated, allowing part Pas-ta'ai dance performances, but because there is no fixed location, only invited to performances, Ms. Shin-Mei Pan hope this dance group, can return to tribal performances. In the tribal officers tried running, through the government agencies grant funds, established by the tribesmen themselves around dance, natural stone seats, becoming the largest specialty dance, Baguali finally returned to tribal dance group performances. The presence of tribal dance circle, so that the tribe can for their cultural performances, Ms. Shin-Mei Pan own choreography, the myth Saisiyat tribe, presented to the audience (tourists). And the researchers found that all perform as dancers, are inside the tribal men and women, can also be learned from the tribal people are involved in the tourist service work (RB 1 and news reported).

**The tribe main tourism attractions**

1. Internal tourism resources

   Our tribal tourism resources can be divided into the natural environment and indigenous culture, natural environment, tribes located in mountain forest, has a great vision, the most pristine natural environment, as well as urban decidedly different pace of life. Everything in life is very simple in tribal, everywhere is full of mountains atmosphere, tourists (or visitors) can fully experience the different ecological (birds, frogs, and insects). And in our tribe, tourists can enjoy the mountains on a day of thousands of weather changing, watching the growth of the natural park landscape ecology, and more can be seen in the evening sky and stars. Tribal trees throughout the year, there are different views, such as the sakura blossoms in spring when you can see it again when the red maple leaves in autumn.

   In aboriginal culture, tribe retains some early Saisiyat buildings, let tourists know our tribe's way of life. Can be seen from the door into the tribal pillars, carved reliefs indigenous people face, and the interior has Saisiyat tribal totem billboards. And in our tribe, almost every house is coated with Saisiyat wooden totem with relief, that we wear lifestyle and appliance life. Trails within the tribe, indigenous people have a type of wooden reliefs, but also hit hunters hunting prey as well as on the ground. There are Saisiyat tribal arts and crafts center, open to tourists to visit, and let them choose and purchase, but most are only open holiday. Of course, the tribe most proud is that we have a distinctive round with Saisiyat theater performances, the audience seats are piled with stones, and the whole theater is decorated with statues and with Saisiyat symbolic totem, like tribal spiritual gatherings (RB 1).

2. External tourism resources

   Our tribe is the bit in the Tri-Mountain National Scenic Area in the Lion's Head Scenic Area range, so a lot of attractions nearby, including: Shierliao Plantation, Tongjing Forest Trail, Yung-Ho-Shan Reservoir, Sawan-Neighboring Scenic Spots, Emei Lakeshore Trail, Shierliao Trail, Shantangbei Trail, Wanfo Temple, Lion’s Head Mountain Historic Trail, Jingang Temple, Quanhua Temple, Beipu Old Street, Erliao Scared Tree, Shuilian Bridge Trail, Beipu Cold Spring, Tengping Trail, Liouliao Trail, Yuanshan Scenic Area, Hengpingbei Fish Eco-Trail, Walu Industrial Cultural Center, Museum of Saisiat Folklore, Nanjiang Recreational Agriculture District, Tongan Trail, Xiaodonghe Hiking Trail, Penglai River Ecology Park, Xian Mountain, Shimen Trail, Shexian Valley, Luchang Tribe and Jialishan Trail (RB 2, and refer Tri-Mountain National Scenic Area Weber side).
Tourism development impact

I was engaged in construction work, not directly involved in tourism services, the arrival of tourists on my life and have no impact, but I welcome them to the tribe’s vacation, at least to the tribe have the opportunity to work, and we have a little extra income (R1). Our tribe was originally simple, after the development of tourism, especially to be planned in Lion's Head Scenic Area inside the government (Council of Indigenous Committee, the Ministry of Culture, and Miaoli County Government) funding grants to come, and therefore tribal the environment and public facilities improvements (R2). In the tribal side, looking for work is not easy, especially not as easy to other cities to find work, Miaoli County, the development of tourism after the tribe, I was in the resort services, and participate in dance performances (R3). Usually I was in school, holidays, help tribal dance performances, can be considered additional income. ....... Tourists to our performances are holding a positive attitude; I think it is right Saisiyat cultural affirmation (R4). Previous years of tribal people to urban development, will come back only important day tribes, tribal economy now and living environment is good, young back several times during the holidays and willingness tribe is relatively high (R5). Tourists come here will be to consume, for example, to small shop, eateries meal, and buy our handicrafts (R6).

Tourists

Tourists’ motivation on vacation

During holidays, I will bring the whole family out camping, picnic and barbecue, is a feeling of relaxation. ....... Most of us are with colleagues, friends, and neighbors traveling together, everyone prepare different foods, we enjoy together, can promote feelings between them (T1). Our main purpose is to give children an environment close to nature, to experience a different environment of everyday life, and the purpose of camping, but also allow children to learn how to take care of themselves (T2). The reason we went to tribal tourism, because a good friend's recommendation, want access to culture and customs of indigenous peoples, because usually we are busy, thereby can relax (T3). To indigenous tribe vacation, mainly want to have new and fresh experiences, to enjoy the tranquility of the mountains, and now also happens to be the season of sakura blossoms in full bloom period (T4). Tribal here just resort to it ...just want exposure to different people, experience a different life and culture, but also be learning new knowledge (T5). We live in New Taipei City, like everywhere holiday travel, as seen media reports that the tribe is quite distinctive, and therefore chose to stay here; we have other journey tomorrow (T6). I was together with the parents, but also did not want to do, though, am a passive come along, but also want to see the real aboriginal culture (T7).

Tourists’ feelings for aboriginal cultural experiences

Before coming here on vacation, I have checked some information that Saisiyat Taiwan's indigenous population is the least family, come here to experience the Saisiyat discover ancient brewing rice wine, rice cakes and traditional weaving, totem traditional Saisiyat Culture (T1, T2). Let me feeling away from the busy city life, the depth of exposure to aboriginal culture, especially the round dance of Saisiyat traditional dance performances, so I appreciate the rich aboriginal culture (T3). Into the tribe saw a lot of Saisiyat painted totem carving, feeling very strong aboriginal culture, tribal villagers in their house walls, drawing the full performance characteristics of each household or family life personalities, such as the entire wall murals Pas-ta'ai grand festival, it was made with a wooden pound cakes, someone circumference circle dancing, as well as the rhythm of the tambourine beat. In material part mostly local materials used, such as Makino bamboo, wood, stone and also the use of traditional bamboo handicraft
making and decorative bamboo house, I feel great on the ground characteristics (T4). We think that together with indigenous people dancing and also made sticky rice balls pounding together is actually aboriginal life experiences (T5, T6).

**Satisfied on indigenous tribal service**

The natural environment here is very good, all the original forest, and pastoral scenery, it feels like living in a green environment, tribal camp provided a good environment, very quiet at night, we felt their service satisfaction (T1). I think the tribal village trail ring very quiet relaxed, listening to tribal people say, Baguali when the original built, as far as possible without destroying the original landscape setting, just a feeling everywhere watch the best areas of ecology and the mountains scenery in the park (T2). The tribe has a very special kiln baked bread supply; tourists can also make their own bread, very interesting........I think the tribe’s food is also very special, with local specialties, which we also experience less on weekdays, I feel great. (T3). I feel very boring here, in addition to barbecue and camping more interesting at night do not know what to do, activities........tribal arrangements, probably only the middle-aged and the children think is interesting, and I with lived in Resort several students, evening only online chat, I hope they can provide nighttime adventure activities (T8). We are the parents to take us to the space here is very wide, you can meet new friends, and friends can run around and chase, barbecue a lot of fun, and we hope to be here next can play (T9, T10).

**DISCUSSION AND SUGGESTION**

**Discussion**

From the interviews, the most important to development tribe tourism is the integration of tribal people forces, residents can identify with tribal tourism development brings benefits, it helps to develop tourism. Freya, Trevorrow, and Sparrow (2014) pointed that the development of tourism is to seek economic opportunity, help to strengthen the communication between tribal tribe. This study Baguali tribe with only 20 households, lack of overall management and updates the facilities, so the B&B Village declining in the long run. In Lin and Chang (2013) found that tribal organizations can integrate the views of residents effectively, and consensus the development of tourism in order to achieve the purpose of sustainable development.

In fact, the development of tourism in Taiwan, some tribal elements of success, most of the tribe is to take all the way clansman co-operation (Chang, Chang and Wu, 2013), so that the tribe's tourism revenue sharing, enhance employment opportunities to integrate most of the views of residents together develop tourism. Since Baguali tribes began to develop tourism, in the case of lack of experience, with the power to external assistance, such as government agencies, local tourism organizations and other academic institutions to assist, allowing tribes tourism can operate faster on the track. Hughes (1995) study showed that the local government for the development of tourism, the most important thing is to provide an effective business model to be a reference. In an interview in this study, as well as practical experience and observation to tribes, tribal residents researchers found, can friendly reception tourists soon. In a related study in tribal tourism, has found a cordial reception outside to tourists, tourism is an important factor in the development of tribal one (Chang, Chang and Wu, 2013). According to Cheng and Kuo (2008) and Lee and Hung (2012) tribal tourism studies have found that respondents were feeling the impact of tourism and more positive attitude, and there are "raising local awareness", "improving public facilities" "To help the community to interact more closely," "increase employment opportunities".
"culture has been a continuation," and "is proud to maintain the culture of indigenous technology products," the positive benefits exist, and in this study have the same findings.

In Lin and Chang (2013) studied of tribal tourism development factors pointed out, do not require the tribe to develop tourism catering, accommodation and tourism consulting services, to meet the basic requirements of tourism development, and tourism resources to be able to combine neighborhood offers complete recreation services. Since Baguali tribe located in Tri-Mountain National Scenic Area in the Lion's Head Scenic Area range, close to the rich tourism resources, the government relies on the integration and planning, making the tribe internal and external tourism resources, to develop into a complete tourist product. In the tourist motivation and satisfaction can be found in respondents' Baguali tribes are very pleased with the primeval forest environment is the main motivation for them to come here on holiday. According to Chang, Hung & Wu (2007) found that more emphasis tourists’ aboriginal tribes living experience, the main reason to choose their B&Bs are attracted to the mountain woodland landscape, the study also found the same results with the above.

From the interviews, the majority of tourists to the tribal tourism, the most important is to experience aboriginal culture, it can be found that Aboriginal culture is a major tourist attraction tribes (Hinch & Bulte, 1996; Lin, 2003 ; Ryan & Huyton, 2002) the study also found that tourists to Baguali Saisiyat traditional tribal dance performances, special diets, DIY experience activities and crafts satisfied. According to Chen (2008) research indicated that the success of aboriginal elements of local cultural industries, including food, festivals, arts and crafts, performing arts, natural environment and agricultural products, and tourism development Baguali tribal element is in line with the successful development of local cultural industries Aboriginal. And the study also found that respondents expressed the tourists coming holiday wishes come tribe, the tribe of their services can be seen with a high degree of satisfaction, especially Saisiyat traditional dance performances, also in line with Aboriginal dance is to attract tourists to the tribal tourism the main reason (Ryan, 2002; Chang, 2006). According to Lee and Hsu (2013) study showed that tourists Aboriginal celebrations satisfaction is high, the future of their willingness to continue to visit the tribe will be higher. Since the development of tourism, catering and accommodation facilities as well as good service are a necessary condition for development. Since Baguali tribes developed into resorts, in the relevant tribal studies have found that the tribe provides accommodation and food, so that tourists can extend the residence time in the tribe and to promote the necessary conditions for consumption (Chang, Chang & Wu, 2013; Lin & Chang, 2013). Pointed out that Aboriginal tourism development, in addition to appealing to attract tourists to come to visit tribal conditions and public transport infrastructure, tourism development need to consider the condition of the tribe in Huang (2013) study of Cinsbu tribe after interviews and field observations by the researchers also found the conditions Baguali infrastructure construction has been good, but the signs are not clear within the tribe.

**Suggestion**

Tribal culture is the main reason to attract tourists to visit, however, offering a variety of tourist services are also important. Therefore, the development of tourism in practice should be the followings: 1. Tribes should set up an association or organization, to plan tourism development strategy. 2. To seek residents’ common consensus, to encourage and assist those who intend to engage in tourism services. 3. The tribe can request assistant from government agencies, such as granting funds, training courses and counseling tribal restructuring and development tourism. 4. To investigate internal and external tourism resources and then design the comprehensive package tours. 5. Catering and accommodation are the key
elements for the development of tourism, the tribal organization shall have the economic ability to assist residents to improve the business. 6. To keep hospitality attitude toward tourists.

This study used a qualitative approach to investigate, but there are still some limitations. Since there is only 20 households in the tribe, and almost the majority of people are involved in tourism service (Saisiyat aboriginal dance show, restaurant in, service centers, etc.), so it is easy to understand their opinions in tribal tourism development. But for the tourists, although respondents in this study be distinguished them from gender and age, but still the amount of sample is limited, so it is hard to understand the overall satisfaction of tourists to tribal services, and their main motivation to visit tribal. Therefore, the further researchers can refer to the results of this study, and conducted the quantitative approach to explore the motivation and satisfaction of tourists for the tribal tour.

REFERENCES


