A Study of Tribe Sport Tourism Products Planning - Case by Smangus in Taiwan

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ABSTRACT

Currently tribes in Taiwan has become a popular tourist preferences depth travel items, however, are still focused on research related to economic and social issues, but they ignore the indigenous tribes is how to develop sports tourism products and marketing. In this study, Smangus tribe as an object, an investigation through qualitative methods, the results showed that the formation of sport tourism products, mainly with the natural environment and indigenous tribal lifestyle and habits, providing active sport tourism conditions of participation, coupled with the tribal tourism development necessary to provide hospitality service. In marketing terms need to match the theme; there is a high degree of well-known attractions, in order to attract tourists to come to tribes. Based on the above findings, this result is not only given to the development of sports tourism other tribes reference, but also to the relevant recommendations for future researchers.

Keywords: sport tourism, tribe, attraction, planning, Smangus

INTRODUCTION

In recent years, with "sports" in the Taiwan-based tourism in the form of popular, According to the Taiwan Tourism Bureau (2014) published the "2013 Taiwan National Travel Survey" report, the purpose of the national tourism "tourism and leisure resort", the trips are mostly "pure tourism" (accounting for 65.9%) most, followed by the "to do sport vocation" (5%). And in sports holidays, mountaineering and hiking is adored by the masses, to become a major sports and leisure activities in Taiwan. Because Taiwan's indigenous tribes, most of them in the mountains area, in addition to having indigenous cultural characteristics, as well as maintaining the original natural ecological resources and offers visitors a place in mountaineering and hiking.

Smangus is famous indigenous tribes in Taiwan, which is located in remote mountainous areas, and there was "Dark Tribe" said the tribe, because of successful experience in tourism development, attracting many scholars in-depth discussion of their development experience. But most Smangus researches are still concentrated in the tourism impacts (Chen, 2006; Chen, Chang & Liu, 2006) or tribal business operation (Chao & Hsu, 2011); fewer studies have examined how they are planning to form a tourism product, particularly in the "sport" based tourism.

Since the development of Taiwan's popular "sport" form-based tourism, the location of indigenous tribes use their own natural resources, coupled with the knowledge that they have for the mountains and cultural heritage awareness, develop a "culture" combined with "sports" tourism products (Huang, 2013; Lin & Chang, 2013), with the value of research. The purpose of this study focuses on the development of tourism Smangus history, analysis tribal tourism resources, and how to plan sport tourism products and marketing, hope the results of this study can provide a reference for other indigenous tribes on development tourism.
LITERATURE REVIEW

Sport Tourism

Sport tourism is defined as a personal travel purpose is for leisure or competition, temporary leaving the main place of residence (or known) to take part in sports, watching sports competitions, or to visit the sports attraction (Gibson, Atlee, & Yiannakis, 1998; Standeven & De Knop, 1999). Gibson (1998b) reviewed relative sport tourism definition; she explicated appropriate definition of sport tourism might read as follows: leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities (p. 49). And she also suggests that there are three distinct type of behaviour associated with sport tourism: (1) actively participating (Active Sport Tourism), (2) spectating (Event Sport Tourism), and visiting and perhaps, paying homage (Nostalgia Sport Tourism) (Gibson, 1998a). On sport tourism activities categories, Kurtzman (2005) pointed out that can divided to: sport tourism events (ex. Olympic Games), sports tourism attractions (ex. Sport museums), sports tourism tours (ex. Sports adventure tours), sport tourism resorts (ex. Snorkel/scuba resorts), and sport tourism cruises (ex. Whale boating cruises). According to Turco, Riley and Swart (2002) developed the sport tourism system, it includes consumers (interest in travel, ability to travel), politics (government organizations), information services (marketers and promoters), transportation (transportation modes), destination services (accommodations, food and beverage product), primary attractions, and secondary attractions. Early studies sports tourism, the majority concentrated in the event sport tourism research, however Weed (2009) reviewed studies of nearly 10 years of sports tourism, but found that the highest proportion of tourists to participate in active sport tourism. Weed and Bull (2009) outlined that rural and naturally attractive areas in particular can benefit from sports tourism based on nature sports such as hiking, cycling or skiing. Although the development of sport tourism has a positive impact for the region, but it is undeniable that there will be a negative impact, such as the environment, culture, and people's values, etc. (Higham, 2005; Hriz & Ross, 2010).

Research on Tribe Tourism

On Smangus studied, because of successful experience in tourism development, attracting many scholars in-depth discussion of their development experience. Chen, Chang and Liu (2006) and Chen (2006) studied found Smangus residents believe that the development of tourism in the economic and socio-cultural aspects, positive impact than negative impact. Ni (2008) analysis characteristic of Smangus tourists, the results found the tourists perceived well about the nature, but unconcerned the indigenous culture. Chao, Hsu and Chou (2010) study examines the issue of authenticity in touristic space and activity, the result shows that Smangus are entitled to evolve in response to change circumstances in their own way, instead of as others expect-claiming and exercising that freedom is the ultimate expression of existential authenticity. Chao and Hsu (2011) survey results revealed that the Smangus tribe represents a rare example of a successful community-based operation which is owned and operated exclusively by an indigenous group. Their involvement reflects the new wave of awareness of autonomy for indigenous people in Taiwan. They provide a blueprint for traditional ecological knowledge to be successfully incorporated into current ecotourism management and applications. Chang, Chang, and Wu (2013) studied Smangus tribe tourism development critical success factors, they found the factors is attractions, culture of the aboriginal, providing accommodation and hospitality services, implementation of a number of tourist controls, complementary leisure facilities, integration of local tourism resources, friendly
attitude of residents, and established channels of communication with the outside. In relative tribe sport tourism researches, Huang (2013) studied Cinsbu adventure recreation products the results found: 1. Attraction is an important tension to attract tourists to the tribal tourism, especially in natural resources planning adventure recreation products, the most able to attract tourists to the tribes engaged in tourism activities. 2. Tribes on the basis of public facilities need to be complete, but also has the function of tourism services. 4.Tribe planning and promoters of tourism products, including government tourism units, travel agencies, bus operators, local culture and tourism industry associations, as well as tribe B & B industry. Lin and Chang (2013) studied found essential to the success of the development of the Bokiu indigenous tribe tourism: 1. Tribe fully utilized to develop the neighboring alpine mountaineering adventure tourism products to attract tourists to become engaged in mountaineering tribe main attraction. 2. Tribe has provided food, lodging, tourism and related services, in line with the basic requirements of tourism development and tourism resources combined with neighboring regions to provide complementally recreation services. According to the literature analysis, we can understand indigenous culture is the main reason to attract tourists, but the tribe has a unique location because the natural environment, providing conditions for the development of mountain sports tourism.

METHODOLOGY

Overview of Research Area
A Smangus tribe located at Jianshih Township of Hsinchu County Siouluan Village no. 14 Neighborhood, local elevation of 1,500 meters in the mountains, is Taiwan's most remote indigenous tribes. Since 1979 began to have electricity supply, and the road outside was opened in 1995, so there are "Dark Tribe" said. There are ethnic is Atayal, in the Japanese colonized Taiwan period, they fleeing persecution Japanese migration by Renai Township, Nantou County to the present location. Local indigenous planting peach and alpine vegetables, due to the local found red cypress giant tree in 1991, after 1995 began to develop tourism, so there become Taiwan's famous attraction, and local people call their tribe other name is “God’s Tribe”.

Data Collection Methods
This study used qualitative method; the first step was document analysis, collected relative data. Mainly collect about Smangus tribe introduced by the internet, and again to collect news paper, tourism book and magazines, and academic research papers. Second-step was interviews with local tourism service staffs and residents. The third steps, the researchers actually to tribes live, understanding the living environment, the actual operation of tourist services and visit the various attractions, as well as understanding of the local alpine vegetables and fruit planting situations.

Interview Manuscripts
In this study, the interview manuscript main reference from related research (Chang, Chang & Wu, 2013; Chao, Hsu & Chou, 2010), a total of four questions items, as described below: (1) Tribal tourism development reasons? The main process? Current Development? (2) Tribal main tourism resources (attraction) are those? (3) Tourists to tribe, mainly engaged in the activities of some? Those visiting the main attraction? (4) Why tourists willing to spend time and money to the tribe vacation? The main purpose?
Data Analysis Methods

In this study, the analysis of interview data, the following three steps: (1) First, the researchers will interviewed data recording and readily recorded on it, on the advice of each respondent stated, first organized into a text document. (2) Secondly, according to the study purpose, meaningful data classification and coding, as a follow-up to the discussion and analysis. (3) Researchers select meaningful data for viewing and summarized and compared with literature data, and then after to discussed, and then based on the purpose of the study made conclusion.

Reliability and Validity for Interview Data

In order to increase data reliability and validity, this study on a practice of the following steps: 1. Real to tribes live twice, in different seasons of the points, first take the form of actual observation, understanding the operation situation of local tourism services. 2. Visit various attractions, and then compare the data collected beforehand, to determine compliance with the actual situation. 3. Tourists form the actual observation of activities engaged in, and then compare the relevant literature to determine whether belonging to participate in the form of "sports tourism" is. 4. Interviews with researchers and respondents are not limited to only once, but many times interviews mining (informal chat mode), to learn about the authenticity of the interview were answered, and ends in the case determined that no new information after interview. 5. In this study, interviews and information gathered by researcher's to discuss after induction and then summed to avoid getting the researcher's subjective judgment.

RESULT

Tribal tourism development process

Because of the simple life Smangus originally only indigenous tribes in the process of tourism development, but also because several major events (or policies), smooth let tribal tourism development, a brief history of these important researchers as described in Table 1:

<table>
<thead>
<tr>
<th>Year</th>
<th>Major Events</th>
<th>Description</th>
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<tbody>
<tr>
<td>1979-1980</td>
<td>Tribe began to electricity supply</td>
<td>Taiwan Power Company for the observance of the government to take care in remote areas, &quot;local grassroots&quot; policy, excluding loss carry &quot;service users, to provide cheap and reliable power&quot; and &quot;every family has a lamp 'goals. 1979 sent survey design, rack tower erection of transmission lines across the valley and other projects, May 26, 1980 Smangus power transmission, the joy of the day just as the tribal people's mood is the same as everyone in the wedding, the whole night-night excitement.</td>
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<td>1991</td>
<td>Found Giant Trees Group (9 trees)</td>
<td>Hsinchu County Magistrate himself after the then uphill exploration that thanked has developed value and can improve the livelihood of the tribe, thus indicated the opening of the county government as soon as possible on the outside of the road.</td>
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<tr>
<td>1992-1994</td>
<td>Marketing Tribe Attractions</td>
<td>Service Corps initiative off the mountain and through the media reporters and historians contacted, the news spread out, consciously towards tourism development. Media also in line with the latest Smangus have electricity, the latest facts of the road, the tribe constructed as &quot;dark tribe&quot;, &quot;Xanadu&quot;, &quot;last pure land&quot; and other rich original, distant, simple meaning of the tourist area. Giant trees where forests have been described as &quot;rich in primitive&quot;, &quot;misty mountain&quot; become another tourist attraction.</td>
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1995 | Tribe connecting outside road completed | After four years of tribal road opened to traffic, due to successful marketing has become an important tourism attraction, began the influx of tourists. 
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1999 | The President Company hold “Smangus tribe ecological and cultural tour” | November 1999 A Seven-11 Convenience Store Company sponsored Smangus tribes hold "Smangus tribal ecological and cultural tours", though, when some questioned the activities of the tribe are there "tribal development consortium intervention" is suspected. Later, after discussing the tribal council, the tribe decided to accept the grant of the enterprise but asked for the ad to be the tribes 'culture and tradition' demands to really express it. Through this activity, not only further fired Smangus tribe visibility, more aroused public concern for tribe. 
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2000 | Appeared tourism negative impact | With the advent of open roads and giant tree base, attracting a large number of curious tourists, in order to meet the continuous influx of tourists, tribal households have built B & B. But intense competition derived during the B & B business, be differentiated tourism industry, leading to conflicting residents of various financial gap. Seeing tribe tribal elite competition due to the commercial, which led to tense relations between the opposing tribe, began to try to find a proper solution. 
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2001 | Common operating system appears | Eight houses (B & B, food and beverage support). Tribe established The Association for the Development of Atayal Smangus na Kalan. 
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2002 | Have telecommunications and regulated tribe rule | Tribal telecommunications (Internet and telephone) opened. Tribal council resolution "Smangus common Code of Practice (draft)" 
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2003 | Tribal implementation of a common operations model (Tnunan) | At the time Smangus pastors assistance from the tribe agreed to the following year was renamed the "Tnunan" (Atayal language), the intention is to say in the process of weaving, we should each thread closely, in order to weave a beautiful works for all tribes expect a line like cloth, like, to have "united unity", "sustainable", "share the spirit of" mutual love each other, hard work, good management of ancestral lands given to create a better future. 82% of Smangus tribe agreed to by all of its assets, "Tribal Development Association Smangus Jianshih Township, Hsinchu County Atayal" centralized condominium, a symbol of tribal cooperation and common life, ethnic division of labor. 
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2005 | Restore Sm’atu | Closure of nearly half a century of Atayal millet sowing festival (Sm’atu) activities, in March 5, 2005 - the 6th officially resumed. The event will also be reported through tribal networks and magazines, so that more people understand the most important year Atayal rituals. In June 2005 Chunghwa-Telecom latest advertisements, but also to Smangus tribe for the protagonist, in addition to promote local products with peaches, but also introduce local cultural style, this ad makes Smangus again became an attractive tourist attention naturally attraction. 
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2013 | Implement traffic control | Occurred Dec. 9, 2012 in tribal fall outside the valley road minibus accidents, resulting in 13 deaths and 10 people were injured. 

**Resources:** This study collected

**Tribal main tourism resources (attraction)**

1. Giant Trees Area

   In this area have nine giant trees, in which Yaya Qparung (in the Atayal language mean is "Mom's birth and upbringing") red cypress big than others, this tress age of 2500 year old, is currently ranked fourth in the Taiwanese giant trees rankings. Tourists need to go hiking ways to there, a distance of about 5.2 kilometers, consuming about 4-5 hours walking back and forth along the spectacular mountains, streams, valleys, forests, and peculiar landscape.

2. Slif Waterfalls Trail
Mainly watch Slifu waterfalls, abundant rainfall in the summer, tourists can enjoy the magnificent waterfalls, autumn maple leaves visible along the trail, crape myrtle, mountain paint and other plants. Due to the narrow trail to the falls and the gap is large, and some sections of the trail, is a plank of wood frame, dangerous when walking.

3. Koraw Natural Ecological Park
   Early Smangus tribe, after the mountain farming, back before the rest of the woodland tribes would stay. Since all belong to the natural environment, with sufficient ecosystem, there is no damage to man-made and, therefore, provide tourists on vacation in the tribe, short ecological hiking places.

4. Mysterious Valley
   A distance of about 0.5 kilometers, consuming about 50 minutes walking back and forth, the local built a platform that is to enjoy two main tributaries in the valleys Tucker river intersection, the water at the confluence of looking down from the high, just like there is with a stream two different flow direction.
   Also in the tribe, as well as the construction of the observatory belonging to the Atayal culture, woven bamboo house, Atayal warrior statues, as well as a symbol of Atayal culture totem and so on. In every year in May to June, the tribe planted honey peach, also sold to tourists. Tribe offers visitors guided tours of services, including Atayal cultural background, the development process of Smangus, and ecosystem interpretation. Provide evening activities at night tribe, tourists can choose freely to participate in, or on their own activities.

DISCUSSION AND SUGGESTION

Discussion
   In this part of the investigator based on the results of field surveys and analysis, plus after finished interviews after induction, refer to the relevant literature will be discussed. This study Smangus course of tourism development and attraction analysis found that the formation of sport tourism products, mainly with the natural environment and indigenous tribal lifestyle and habits, to provide conditions for participation in active sport tourism. According to the definition Gibson (1998b) of, active sport tourism is that people leave their own scope to engage in or participate in other parts of the body of tourism-related activities, but has now become a mainstream sport tourism (Weed, 2009). Since the development of sport tourism needs natural tourism resources (Turco, Riley & Swart, 2002), the majority of Taiwan's indigenous tribes in remote mountain areas, the natural environment provides the basic conditions for the development of sports tourism (Huang, 2013: Lin & Chang, 2013), especially in active sport tourism participation, such as mountain climbing, hiking, river trekking and rock climbing and so on.

   For indigenous, in mountain climbing or hiking, not entertainment, but their way of life, because they live in areas of terrain that is the case, go to farming or hunting, mountains and forest adventure is necessary. For example respondents mentioned: "Koraw Natural Ecological Park is our mountain farming, rest in the afternoon back to the tribe, through this beautiful forest, usually we will stopover rest (B21C0132)." After the discovery of giant trees area, plus government assistance, building on the connected with outside of the road, tribal elders determined to develop tourism, to change the tribe's economy and living environment.

   Respondents noted: "For modern people, especially the people living in Taiwan that no electricity and no road link with the outside is unthinkable. Because tribes are called "dark tribe", plus the whole of Taiwan's most remote tribes, full of mystery, and therefore attract a lot of tourists come to visit
(C33Q0108). For these reasons, let Smangus has thematic, mystery, and not easily accessible, and when the tribe connected outside road construction is completed, become Taiwan's most attractive tourist to visit the tribe. Respondents also mentioned: "We are very fortunate tribes, due to those reasons just mentioned, so many mass media access to tribal report, and very happy to tribal propaganda, this is our reason for the success of tourism development, thanks to God's blessing, so why do we call ourselves God's tribe (C33Q0109)."

Tribe develop tourism, accommodation, food, beverage, and related services are necessary, in the relevant tribal study also found that providing hospitality service also confirmed that the tribe is on the development of tourism is very important work (Chang, Chang & Wu, 2013). Turco, Riley and Swart (2002) The analysis pointed out that sports tourism and other industries like tourism, sport attractions will lead to the development of other industries, most notably the transportation, restaurant business and hotel industry. Although the development of sport tourism has a positive impact for the region, but it is undeniable that there will be a negative impact, such as the environment, culture, and people's values, etc. (Higham, 2005; Hriz & Ross, 2010). For example, in the present study also found that, Smangus at the time of the beginning of the development of tourism, has also undergone a tribe of vicious competition, and the circumstances generation hate each other, and therefore will have a common operations idea generation.

Respondents noted: "As travel giant tree area, a total distance of 10 kilometers back and forth, although the trail is flat, undulating slope, but tourists still need physical strength and stamina. We had also just thought this is forest ecology trip, but now just like you (referring to the researchers) to say, to go to the giant tree area or tribe other attraction is the way you need to hiking to reach, is more in line with sports tourism type, because just as participating in mountain hiking activities (A11E0268). "From the above description, the result may be that tourists leave their own or are familiar with the range of activities to engage in hiking activities Smangus, are part of sport tourism (Gibson, 1998b; Gibston, Attle, & Yiannakis, 1998; Standeven & De Knop, 1999), also belong to the active sport tourism (Gibson, 1998a).

Smangus is Taiwan's few successful adoption of common operations model tribe (Chao and Hsu, 2011), the main reason is due to the development of tourism experienced the negative impact of the respondents mentioned that: "While the tribe is now a common business mode, but there are still a minority in the tribal tribe, their use of their own environment as a bed and breakfast, offers tourists accommodation and did not participate in joint operations(A12D0008)." But in terms of the current operating status of Smangus of business tourism is a success, and is higher than the positive impact of negative impacts, also in line with Chen, Chang and Liu (2006) and Chen (2006) studied found. Process of sport tourism related Smangus tribal development, researchers will discuss the above summarized as shown in Figure 1.
Suggestion

Because Smangus tribe tourism is mountaineering and hiking, so the clarity of the trail as well as indicators of safety is very important, as are the first tourists to visit the tribe, tribal environment is not very familiar with. First, go to Giant Trees Area trails, traveling along the flat is very convenient, but the mountain is dangerous rockfall in some areas, the tribe should be set up warning signs. In Slif Waterfalls Trail also set safety handrail along the way in order to avoid careless tourists walk the valley fall, causing physical aspects of the injury. In Koraw Natural Ecological Park, trail indicators are not clear, easily lead to lost tourists, it is necessary to actively improve the tribal tourism operators’.

In the night's entertainment tribe is involved in indigenous party (or church worship), or the public square in the tribe barbecue, tea, coffee, drink and chat and so on. Due to an altitude of 1,500 meters tribe, so tourists can enjoy the beautiful night and the stars, as well as original local ecology. Therefore recommended that the tribe can provide nighttime adventure activities, so that visitors can have a variety of activities to choose from, and be more understanding and experience of indigenous lifestyle.

For future studies, the researchers suggest that because some indigenous tribes located at the mountains, mostly using their own cultural characteristics and lifestyle, such as hunting, farming, and fruit picking, etc., developed into a sports and adventure tourism products. It is recommended that future research may be facing different ethnic tribes and regions to understand the differences tourism products and features; the most important thing is how to develop successful. There is also recommended that future researchers, from the existing tribal tourism product, and then developed with a sports and adventure tourism product characteristics.
REFERENCES


