

Minimizing the discrepancy of sense of place between locals and tourists in developing cultural tourism: A case study of Tai O



Lit Cho Ying

RESEARCH BACKGROUND

- Tai O is a famous fishing village in Hong Kong with the reputation of “Oriental Venice”, located on an out-lying island in the west of Lantau Island
- Under development of tourism, various news shops, “instagrammable” cafés, and different tourism activities on the site
- Prevalent trend of tourists behavior may not be identical to the host community
- Sense of place may be different among the locals and tourists
- Find out whether the image of Tai O that being created and promoted under tourism is in accordance with the perceptions of the host community

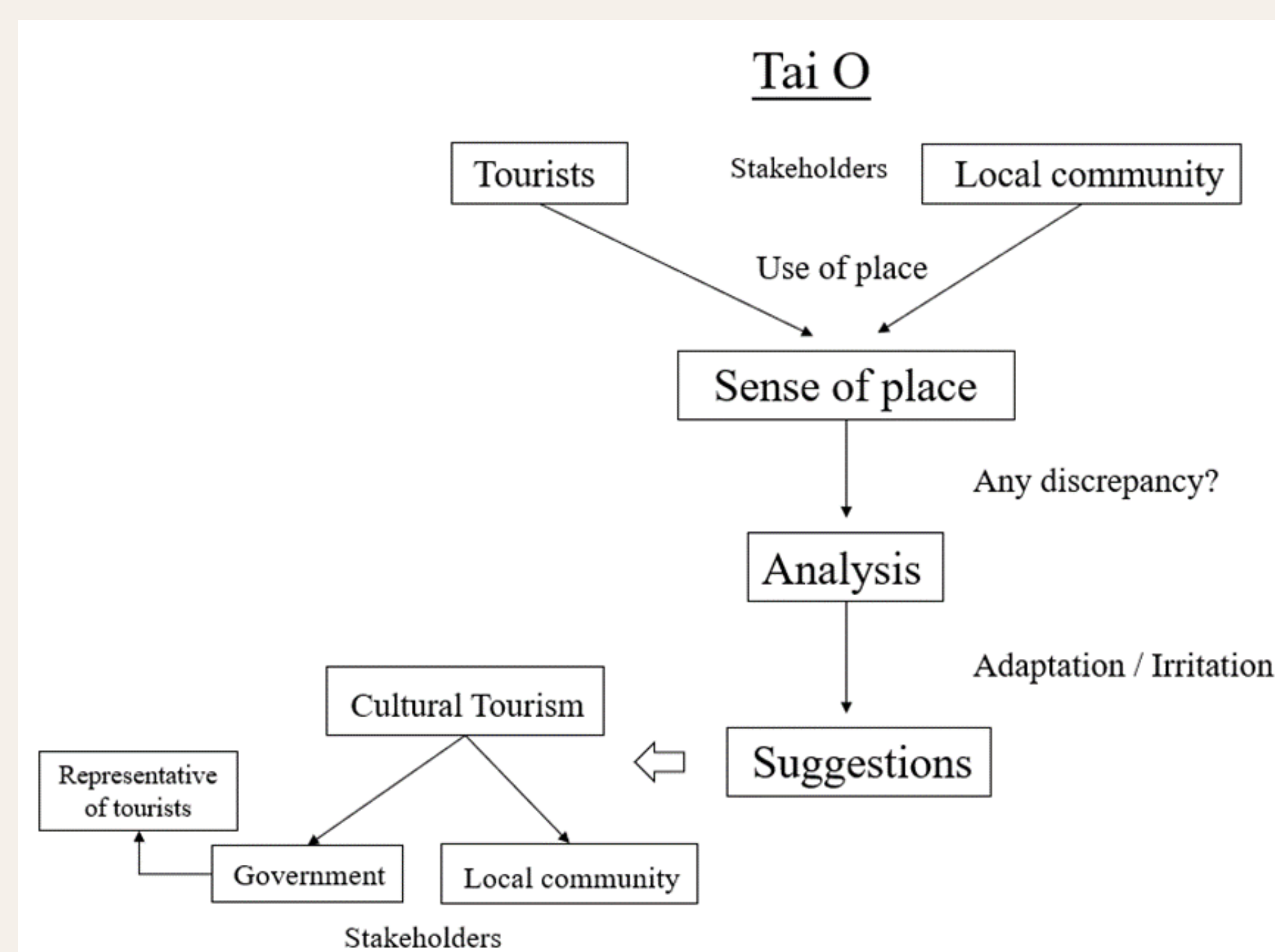
RESEARCH OBJECTIVES

1. To find out the use of place of the Tai O community and tourists
2. To identify whether there are distinctions between the sense of place of the Tai O community and tourists
3. To suggest ways for further developing cultural tourism in Tai O

RESEARCH SIGNIFICANCE

- The culture of Tai O is facing the threat of being diminished with this generation of old people
- The government intended to revive Tai O with sustainable tourism (Huang, 2018)
- With the influx of tourists, it is important to retain the authenticity of the culture of this village
- To propagate the intrinsic value of the local culture and identify the insufficiency of current cultural tourism to enhance cultural preservation of the site
- Provide framework and suggestions for the government in their planning

CONCEPTUAL FRAMEWORK



METHODOLOGY

- In depth interview
→ Local residents
- Questionnaire
→ Tourists + Local residents
- Field observation
- Independent T-test

MAJOR FINDINGS

Use of place of tourists

- Sightseeing, cuisine, photography
- Cultural activities received less attention by the respondents

Tourists' perceptions towards Tai O

Key words most frequently mentioned: Scenery, food, stilt houses, cats, living culture

Use of place of local residents

- Mainly for practical purposes, e.g., shopping and socializing
- Full of collective memories

Tourists' perceptions towards Tai O

- Stilt houses, living culture

Independent T-test

- Significance p-value < 0.0001
- < 0.05
- There is discrepancy in the sense of place between the Tai O community and tourists

Tourism-induced change model

- Adaptation was observed of the local businesses
- Irritation and annoyance were revealed among the local community

SUGGESTIONS

Government

- Conservation of stilt houses
- Mitigation measures: control the flow of tourists, giving the priority of local residents to take the bus
- Walking trails in the mangrove area
- Invest in building a presentable museum for the disappeared salt pan
- Local facilities improvement

Local community

- Active community engagement
- Local residents cooperate with the local organizations to organize in-depth tours for the visitors