Master's Thesis

Study the Tourism Impact on Japan Heritage Sites: from Tourism Policy to Local People's Perception

by

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Certification Page

I, NGUYEN Quynh Hoa (Student ID 51218615) hereby declare that the contents of this Master's Thesis are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.

All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

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NGUYEN, Quynh Hoa
2020/06/13

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LIST OF TABLES AND FIGURES

ABBREVIATION

approx.	approximately
CH:	Cultural heritage
DMO:	Destination Management Organization
GDP:	Gross Domestic Product
e.g.	exempli gratia, for example
HS:	Heritage site
HT:	Heritage tourism
JNTO:	Japan National Tourism Organization
JTA:	Japan Tourism Agency
MEXT:	Ministry of Education, Culture, Sports, Science and Technology
NEC:	Perceived negative economic impacts of tourism
NEN:	Perceived negative environment impacts or tourism
NH:	Natural heritage
NSC:	Perceived negative socio-cultural impacts or tourism
OECD:	Organization for Economic Co-operation and Development
PEC:	Perceived positive economic impacts of tourism
PEN:	Perceived positive environment impacts of tourism
PSC:	Perceived positive socio-cultural impacts of tourism
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNWTO:	World Tourism Organization
UK:	The United Kingdom
US:	The Unites States
WH:	World Heritage
WTTC:	World Travel and Tourism Council

ABSTRACT

HT is one of the highest contribution sectors to the tourism development. These days, the quantity of tourists seeking cultural activities, adventurous experiences, historical destinations, and interaction with local communities is increasing. Heritage tourism would give positive effects on economic development and social enhancement, establishes, and promotes a destination's identity and helps preserve the traditions. However, as the volume of traveling rises, the local resident may recognize the negative impacts on their heritage that create tensions and conflicts. Therefore, understanding the tourism policy makers' view and local people's awareness of tourism impacts is not only useful in the conservation of a heritage site, but also contributes to promote the image of that destination and balance the stakeholders' benefits.

The aims of this thesis are to study (1) the tourism impacts on local community, (2) the local people's awareness and consideration between positive impacts and negative impacts, and (3) the difference between government policy makers and residents' points of view about tourism impacts and development. The data were collected from in-depth interviews with Japanese government officers and academic people, and a quantitative survey on 243 local people in some Japanese heritage sites. A series of T-tests were taken to examine significant differences among groups of local people based on their ages, living places, job, and time of living in the places.

The results identified how the local people in Japanese heritage tourism sites perceived about the impacts of tourism on their socio-culture, local economy, and environment and their behaviours according to their perceptions. The study also found

some significant differences of awareness and behaviours among different local people's group, which may be useful for tourism policy planning and implementation. From the findings, some gaps between government policy makers and residents' perception were found and analysed to contribute to the future tourism policy for Japan heritage conservation.

CHAPTER 1: INTRODUCTION

1.1. Background of the Study

Culture and heritage are important parts in tourism attraction as they contribute to tourism destinations' appealing. McIntosh, Goeldner & Ritchie (1995) implied that the traveling motivation of people has been focused on cultural attraction. Many types of attractions, such as architecture, historical places, arts, traditions and folk performance, which are considered as heritage, account for a remarkable contribution of tourism in developed countries (Garrod & Fyall, 2000). Therefore, as the number of tourists seeking for cultural experiences, heritage explorations and local people interaction is increasing, heritage tourism has got more attention of tourism stakeholders.

Heritage tourism (HT) brings benefits to local economy and society, establishes, and enhances a destination's identity and helps to retain the culture. According to Greg (1996), HT would raise cooperation and harmony among local resident, retain culture and improve tourism value. However, as the volume of traveling rises, there are also negative impacts on people and heritage sites (HS). Porter & Salazar (2005) agree that HT can create tensions and conflicts among different stakeholders. Therefore, understanding the tourism policy makers' view and local people's awareness of tourism impacts is not only useful in the conservation of HS, but also contributes to promote the image of that destination and balance the stakeholders' benefits.

Among the OECD countries, Japan was one of the first countries recognized the intangible CH's value (Estol & Font, 2016; OECD, 2016; Kakiuchi, 2014; Boyd, 2003). Todays, Japan is one of the few countries successful in its heritage preservation and enhancement. Kakiuchi (2014) indicated that the awareness of heritage protection was started at the beginning of Japan's Meiji government (1868 - 1912) as a part of its public policy. Through 150 years with a lot of socio-economic change, natural and cultural heritage conservation has always been the core of Japanese law and policies which makes provisions for the cultural activities' support by all the stakeholders and local citizens; and have played a great role in actual implementation.

Since 2006, understanding the importance of tourism, in Japan, many public policies from national to local government levels have been issued to preserve and promote the CH value for sustainable tourism development. The Tourism National Promotion Basic Law (2006) was announced to emphasize abilities to attract more international travelers and supports conservation of local CH, including natural beauty, historic monuments, onsen sites, ecosystems, and traditional handicrafts. This law defined CH as "*one of the most important components of tourism*".

In year 2012, the Japan government released the Japanese Tourism Nation Promotion Basic Plan - The 5-year period from fiscal 2012 to 2016 - to set out the goals: (1) increase in Domestic Consumption, (2) expansion/improvement of International Tourism, (3) increase the satisfaction of international visitors to Japan, (4) become the No. 1 conference-host country in Asia, (5) increase the number of Japanese travellers going overseas, (6) expansion/Improvement of Domestic Tourism, and (7) improve

traveller satisfaction of tourist areas.

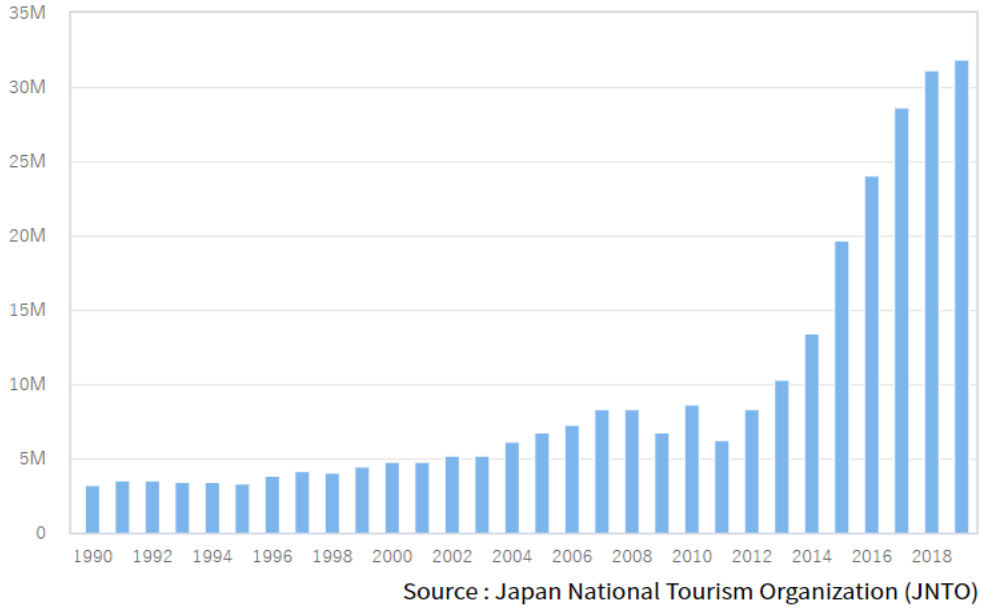

Figure 1.1 – International tourist arrivals to Japan by year

Other laws and tourism policies in Japan was revised to adapt with these Tourism Basic Law and Basic Plan. From central government to local government, more efforts were given to support for the tourism development. Since 2012, Japan has got significant jump in tourism growth, especially international tourist arrivals and tourism revenue (Fig 1.1 and 1.2). The tourism growth leads to the modernization of rural areas, accelerates the urbanization and modernization process, promotes free trade, and reduces border barriers. It also makes the change in the employment structure (people from agriculture sector move to service sector) and save the transportation time and costs due to the improvement of infrastructure and facilities.

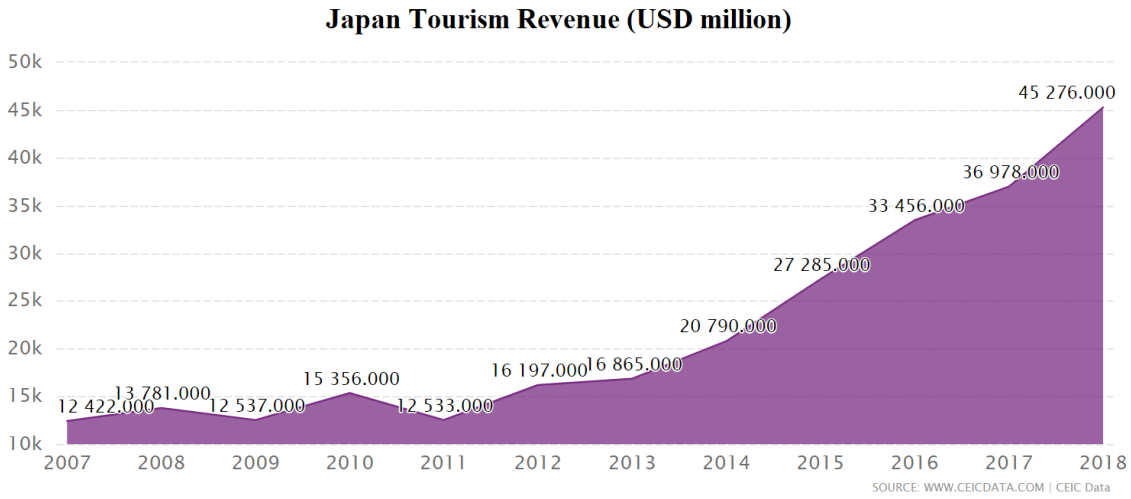

Figure 1.2 – Japan Tourism Revenue by year

However, as the number of tourist arrivals are increasing sharply, there are negative impacts can be recognized and affect the perception and behaviours of inhabitants towards development of tourism. Depending on the resilience of a culture, the reconstruction of the cultural concept would vary greatly. Therefore, study the local people's perceptions and attitude toward tourism impacts and the Japan tourism policy in recent years to minimize the negative effects and maximize the benefits would give the insights for sustainable tourism developments. It would not only give contribution to the heritage tourism literature, but also be good experience for other destinations.

1.2. Literature Gaps:

The literature about tourism impacts on local communities have been widely studied. This thesis reviewed some of previous research in developing countries where the local communities may not be well-educated about heritage conservation and under the pressure of economic growth, so that the tourism policies in those regions are still on studying and need to be further improved; and other studies in some developed countries,

such as Italy, New Zealand, Australia, US, Canada and the UK where the tourism policy for sustainable development of local communities in heritage sites have been well-developed with detailed management concept and framework. From this literature review, it is understood that there is a difference between how the Japanese government manage the tourism development and conserve its heritage and the governments of other countries. While governments in other countries consider heritage tourism as one package, the Japanese government has separated the tourism development policies from heritage conservation policies.

While analyzing the Japanese tourism policies and heritage management policies and laws, it is found that these policies and laws are mainly based on the government's development plan and strategy. The voices and needs of local communities in HSs were not mentioned in these policies and laws, and rarely studied in the literature. Therefore, this study would explore gaps between the Japanese government's tourism planning and policy and the perception and needs of local people in their HSs and bring benefits to the sustainable development.

1.3. Research Objectives:

The aims of this study are to:

(1) Identify and study the tourism impacts on local communities in Japan HSs,

(2) Explore local people's awareness and consideration between "positive tourism impacts" and "negative tourism impacts" and their responses,

(3) Understand the differences between government policy makers and local people's points of view about tourism impacts and development,

(4) Study the experiences from Japanese HT policy development and challenges.

1.4. Research Questions

1. What are local people's perceptions towards environmental, socio-cultural, and economic impacts of tourism in Japan HSs? How the participations and supports of local people for tourism development and policy be affected by these perceptions?
2. How have the Japanese tourism policy and heritage management policy been changing over time to reduce the negative effects and contribute benefits to the sustainable development?
3. How do the Japanese government tourism policymakers and local government consider the benefits from tourism development over its negative impacts in the HSs? What are the challenges to Japanese HT development in the coming years?
4. What are the significant differences in perception and awareness among different groups of local people toward the tourism impacts?
5. What is the gap between the Japanese government tourism policy makers' view and local communities' demand about the tourism development in Japanese HSs?

1.5. Significance of the Study

Around the world, tourism has been considered as a "non-smoke" industry that may bring benefits to the sustainable economic development and international integration. As tourists are interested in exploring and experiencing new culture, historic destination, and unique lifestyles, tourism seem borderless and makes people understand each other

more. However, tourists not only leave their footprints, they may also bring some negative impacts to the places if there is unnecessary management and education for sustainability. Learning the successful model from experienced countries would help people to understand better their roles and behave accordingly. This study would contribute to the understanding of local people's attitude and behaviour in Japanese heritage sites toward tourism impacts on their livelihood.

From this understanding, the study would help the government tourism policymakers and heritage administrators to develop their tourism development policy according to the local communities' demands and preserve the heritage value for sustainable development.

It also may contribute to the body of knowledge about HT in highly developed countries and helps other people to understand the experiences of Japanese tourism management and development of Japanese tourism policy.

CHAPTER 2 – LITERATURE REVIEW

2.1. Introduction

Scholars globally agree that heritage tourism would contribute to the living standard improvement and economic development. However, there are concerns that it can also give some negative effects to the local communities. The tourism impacts on the residents in heritage sites have been studied and still under arguments among economists and environmental and social scientists. The research findings may vary in different countries and region, due to different tourism policy and local people's awareness. However, it is widely accepted in literature that well-planned tourism policy and local people' support are key factors to contribute to the sustainable development's achievements of a tourism destination. This chapter reviews literature of HT, the works of scholars regarding tourism impacts and management, and how tourism policy and heritage management policy in Japan have been changing over time.

2.2. Heritage:

The heritage remain today are what the past society wished to remain. Hardy (1988) explained that the heritage we have today are inherited from the past, through the filter of the society, time after time, were decided to remain and passed down to the next generations. The heritage can be both cultural traditions and physical artefacts. Hall & McArthur (1998) indicated that heritage represents a set of value, from personal value to community's or national value, then it would be considered as personal or family heritage, National Heritage and World Heritage.

Heritage includes “tangible immovable resources” (such as constructions, historic monument, mountain, natural regions); “tangible movable resources” (such as objects in museums, ancient documents); or “intangibles” (such as language, performance, lifestyles, festivals, arts, folk songs, stories, and cultural traditions).

Timothy & Boyd (2003) indicated that HS may be inclusive of tangible and intangible elements which link to culture, history, and the land where people live:

+ historic constructions and monuments

+ important past events’ sites (battles, ceremony, etc.)

+ language, music, art, and literature

+ traditional landscape and indigenous wildlife

+ traditional events and folklore performances

+ traditional lifestyle (sport, culinary, drink, handicraft, ect.)

Intangible heritage is defined as an inclusion of language, music, dance, literature, traditional games and customs, handicrafts, architecture, mythology, rituals, traditional forms of communication and information, and other arts (UNESCO, 1998). People experience these intangible heritages through performance or practice of the artists with close attachment to a specific destination and accompaniment of few complex technologies.

Tangible heritage is defined by UNESCO (2000a) as “all assets that have some physical components of cultural values”, e.g. cultural landscapes, constructions, archaeology, historic sites, and cultural items; or movable cultural property objects.

Tangible heritage may be easier to assess and measure than intangible heritage. However, there are negative impacts from human activities and environment that can be harmful to the assets and values.

2.3 Heritage Tourism (HT)

HT is defined as a tourism model for people who are interested in visiting historic sites, natural scenic beauty, or monuments and those who enjoy participating in cultural activities and learning about local people's lifestyle. It can also be called as experiential tourism as the tourists are interested in "an encounter with nature or feeling part of the history" of a destination. In recent years, UNWTO (2016) declared the increasing of the number of tourists seeking cultural interaction, archaeological exploration, historical adventure, and local people's traditional lifestyle.

Zeppel & Hall (1992) agreed that HT varies from the exploration of natural landscapes and historic destination to the local cultural traditions' experience. While Zeppel & Hall tried to make the links between HT and cultural tourism, other researchers argued about the distinction between them. Moscardo (2001) indicates that HT focuses on the past, whilst cultural tourism focuses on the present. However, Butler (1997) saw no need to make a distinction and pointed out that it is more important to make the tourists satisfied and enjoyable with the traveling experience. Peleggi (1996) and Seale (1996) also agreed with this approach. They suggested that HT is "a phenomenon based on tourists' motivation and perceptions rather than on the specific site elements". On this basis, Poria et al (2001) defined HT as "a subgroup of tourism, in which the main motivation for visiting a site is based on the place's heritage characteristics according to

the tourists' perception of their own heritage". In summary, HT includes both NH and CH.

Figure 2.1 – Definition of HT (Timothy, 2011)

Fig. 2.2 was suggested by Timothy & Boyd (2003) shows that tourists may find a set of heritage attractions and activities during their visits which ranges from natural exploration to artificial exhibitions and performances.

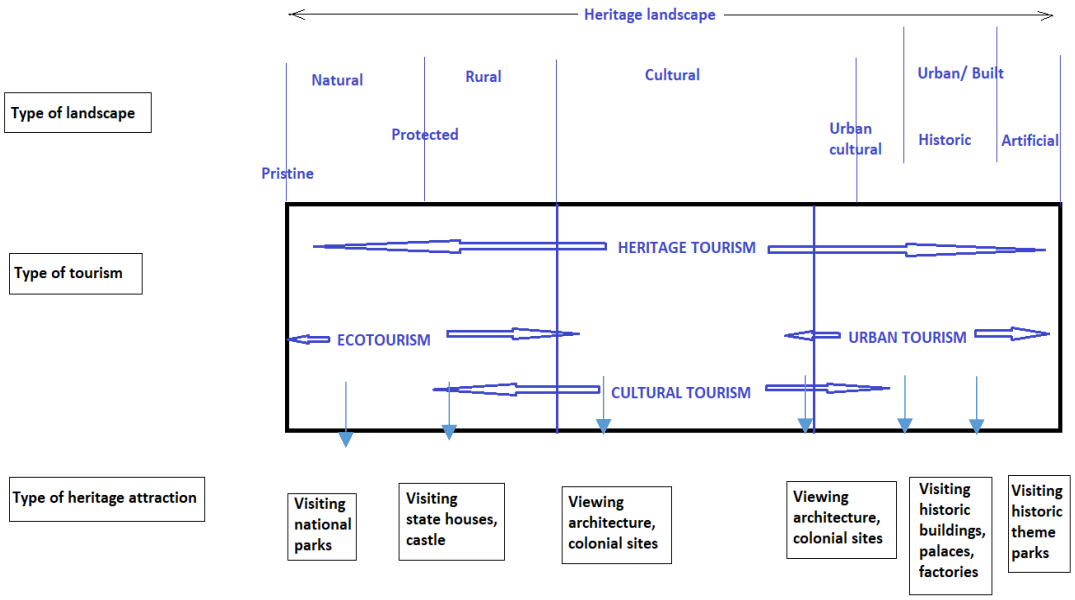

Figure 2.2 – An overlapping concept of HT

2.3.1 Cultural Heritage Tourism

Cultural heritage (CH) is a set of "physical artefacts" and "intangible elements" that "are inherited from the past, maintained in the present and conserved for the future generations' benefits" (Hoa, 2016). CH is inclusive of "tangible culture" (e.g. landscapes, constructions, monuments, documents, artefacts, and works of art), "intangible culture" (e.g. folk song and dance, language, traditional knowledge and customs), and some "natural heritage" (including biodiversity and culturally landscapes).

Moli (2011) divides CH assets into nine groups: 1) visual arts and crafts, 2) traditional games, 3) culinary arts, 4) religious/ethnic festivals, 5) performing arts, 6) traditional medicine, 7) ethnic food/drinks, 8) museums and cultural centres, and 9) historic/heritage sites and interpretive centres.

After the 2002 Johannesburg Summit, researchers have investigated the principles connecting CH, tourism activities and sustainable development (Moli, 2008; Robinson & Picard, 2006). **CH tourism** is understood as “traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources." (Cultural Heritage Tourism, 2005). This means that, in CH tourism, CH are key attractions for tourists, and are their activities’ targets. The US National Trust for Historic Preservation (2009) found that travelers who are fond of CH tourism are likely to have higher incomes and are more willing to spend. Additionally, CH tourism creates benefits for local communities and other stakeholders, beyond economic advantages, that contributes to sustainable development.

Introducing its heritage to the outside world can make a community different from the other. HT may create unique opportunities local communities to collaborate, establish a sense of belonging and feel proud of their places. A good community heritage planning program can bring a variety of positive effects to all tourism stakeholders. Therefore, heritage conservation has been considered as a key player in economic policies to support the development of tourism. Cuccia & Cellini (2007) pointed out that heritage should be used as a key element to differentiate tourism product as tourists may expect different experiences from their vacations. Hughes (2002) emphasized that heritage travellers are not only “well educated, affluent and broadly travelled”, they also represent a “highly desirable type of upscale visitor”. During these experiences, visitors can communicate with: the physical culture (e.g. construction heritage), the local people and the specific traditional culture (e.g. performance and festivals).

However, some researchers argue that CH tourism can maintain an everlasting sustainable vitality only when it is upgraded and enhanced continuously. Huibin (2013) indicates the inner structure of CH tourism consists of four mechanisms and four patterns (as shown in Fig. 2.3) that lead to four sustainable development's goals: resource goal, stakeholder goal, market goal, and management goal.

Figure 2.3 - The inner structure of cultural HT towards sustainable development

2.3.2. Natural Heritage Tourism

Nature heritage (NH) can be a "cultural building" (Sundin, 2005) or a "discursive creation" (Lowenthal, 2005). Nature is the livelihood environment that support human and wildlife. The World Heritage Convention (UNESCO, 1972) has considered the below as NT:

(1) "Natural features" include of "physical and biological formations" or "groups of such formations", which have "outstanding universal value from the aesthetic or scientific point of view";

(2) “Geological and physiographical formations” and “precisely delineated areas” which constitute the living of endanger animals and plants species of “outstanding universal value from the scientific or conservation’s point of view”.

(3) “Natural sites” or “precisely delineated natural areas” of “outstanding universal value from the point of view of science, conservation or natural beauty”.

Mahika (2011) indicated that people around the globe travel to explore natural beauty, different lifestyles, and social culture. Travelers have changed their behaviours from “relaxation” to “self-discovery”. NH tourism does not only focus on observation the nature, but also approach proactively to eliminate the negative impacts and support the positive achievements of heritage and nature-based tourism (Weaver, 2001). However, as NH tourism has been one of the rapid growing sectors of tourism, it might be a threat as well (UNESCO, 2004). In 2001, the World Heritage Committee and UNESCO built a tourism program that would facilitate collaboration among tourism stakeholders that could help to create linkages between heritage conservation and tourism sustainability (Pederson, 2002). However, the implementation of this program requires the cooperation of all tourism stakeholders besides encouraging the participation of residents in the development and conservation to reduce the conflicts of benefit and interest.

2.3.3. Heritage Tourism in Japan:

In 1992, Japan joined in the UNESCO World Heritage Convention, and since then, HSs in Japan have been recognized to the “World Heritage List” continuously. As of May 2020, 23 properties in Japan have been recognized as WH, which includes 19 cultural

heritages and 4 natural heritages. Japanese government has issued various measures to conserve not only the HSs but also their surroundings. These actions helped to gain the public understanding and awareness of the importance of cultural properties and their environment. Through the World Heritage Convention, Japan takes its responsibility in the international system of heritage conservation. Moreover, Japan has provided support for the retainment of folk dances, traditional music, and craftsmanship in many countries through the "Japanese Funds-in-Trust for the Safeguarding of the Intangible Cultural Heritage" that was operated by UNESCO.

Figure 2.4 – Location of Japanese WH sites

(Source: https://en.wikipedia.org/wiki/List_of_World_Heritage_Sites_in_Japan, accessed 2 May 2020)

Besides World Heritages, Japan are well known for unique traditions, culture and heritage from national to regional levels. Each prefecture in Japan, in both rural and urban areas, possesses numerous of cultural and natural heritages which vary from traditional customs, festival, music and dance, food, arts, craft-making skills, and forms of knowledge to natural beauty, agricultural areas, ancient buildings, temples, and natural resources. Many of Japanese culture was adopted from China and other Asian countries from ancient times

to the Middle Ages. Since the Meiji period, Japan has been primarily influenced by Western countries. Through various processes of absorption and selection, the culture and heritages remain in Japan today are the mixture of modern and history making this country stand as one of the most impressive and attractive culture in the globe.

2.4. **Tourism impacts on HS areas:**

Cultural creativity and heritages are essential elements of community development and play a vital role for sustainable livelihoods (Moli, 2008). HT contributes its values in many areas. Hall & McArthur (1993a) pointed out that besides economic benefits, HT helps establishing individual, community, and national identities, determining a sense of belonging, and providing opportunities that local habitants can promote the heritages to gain attachment to their places. They also emphasized the contribution of heritage tourism to the environment conservation. Many protected areas and national landscapes maintain specific ecosystems and wildlife that may be useful for science. They also conserve endanger species and environment. HT is also educative by introducing tourists with knowledge of the living history, culture, and local communities' traditions.

However, researchers agree that there are negative effects on the local habitants. Pizam (1978) emphasized that once they were negatively impacted by tourism, the local people may behave badly to the tourism development and tourists. This may reduce the destination's appealing, which leads to reduction of the tourism revenue and employment opportunities.

How local resident perceive tourism development and impacts implies their participation in both economic development and conservation support (Nicolas et al., 2009; Wang & Pfister, 2008; Walpole & Goodwin, 2001). Researchers have been sharing their concerns of tourism impacts on the inhabitants' socio-culture, environment and economy (Andereck, Valentine, Knopf & Vogt, 2005; Jimura, 2011; Pizam, 1978; Jaafar, Noor & Rasoolimanesh, 2015; Chen, 2000; Andriotis, 2002; Mitchell & Reid, 2001; Jeonglyeol, Li & Kim, 2007), and therefore, can be perceived both positively and negatively.

2.4.1. Positive Economic Impacts

According to the UNWTO Barometer (2020), based on reports from destinations around the world, in 2019, international tourist arrivals worldwide increased 3.8% to approx. 1.5 billion, It was a year of steady growth, although less than the impressive rate of 6% in 2017 and 2018. While the Middle East led highest growth of 8%, Asia and Pacific followed by 5%, and the Americas saw the growth of 2%. According to previous analysis, economic forecast and the UNWTO Confidence Index, the UNWTO at that time expected an increase of 3 to 4% in the international tourist arrivals in 2020 globally. However, due to the current situation of covid-19 pandemic, this forecast is no more appropriate. But it is still true to say that tourism has huge economic effects on the development of all countries and regions.

Tourism industry has been playing a major role in the economic growth due to its contribution to the total GDP and employment of many countries. It generates financial sources for public investment, upgrades infrastructure, improves social capital,

strengthens management of natural resources and requests for local communities' livelihood improvement.

Local government can use tourism as a solution to gain global awareness, introducing local goods, cultural exchange, and international reputation enhancement through media exposure. Hall (2000) emphasized that governments can recognize tourism as a tool for "peace and goodwill", besides revenue. Smith, Ioannides & Debbage (1998) indicated that one advantage of tourism development is earning revenue more rapidly and with less challenge than other products. Therefore, to encourage international tourists to travel to their destinations, governments spend a considerable part of their budgets to tourism policy, planning and marketing. However, there have been some problems among tourism development policy, environment policy and social development policy.

While bringing positive impacts on economic development to a destination, tourism also foster pride of the local communities about their cultural traditions and value so that the local people would like to retain them as their heritage for the next generation.

2.4.2. Negative Economic Impacts

As the result of the globalization process, tourism is continuously growing. However, there is a doubt that the more economic increasing, the more environmental problems incur (Masuku, 2010). Hence, tourism may limit local access to natural resources, lead to local facilities overused and disturb social life. There are some examples around the world where local people lost their traditional means of living due to inability to access natural resources. In many developing countries, some famous

tourism destinations are under management of outside corporation. Studies of Adongo et al. (2017), Aref et al. (2009), Caust & Vecco (2017), Esman (1984), Jaafar et al. (2015), Mowforth & Munt (2003), Wang & Pfister (2008) pointed out some facts in some developing countries. While expecting rapid economic growth, tourism may also generate a "crisis in water supply", and "limited infrastructure benefits" for the local communities as agriculture land and rural heritage have been turned into large resorts and golf courses. Farmers and fishermen have lost their traditional jobs and livelihood environment. These are unsustainable effects that may be much more than the new jobs created from tourism to the local people in those places.

Besides, in some tourism destinations, due to the rise of international tourists, the living costs are also raising, and some new taxes are created. The residents may consider the benefits from the economic gaining cannot compare with the trouble, costs of and required investment in tourism development. Therefore, the local authorities are responsible for policy making and tourism management to control the negative economic impacts on the inhabitants. Only when tourism brings the benefits and income for the residents, improve their living standard, it will get the support from them.

2.4.3. Positive Environmental Impacts

Many economic studies indicate that tourism would balance the environment conservation's achievements and economic development in and around the NH. Tourism can increase funds for the preservation of natural area, HTs, and gain awareness of residents and tourists for ecosystem value (Ashworth & Van der As, 2006; Figgis & Bushell, 2007; Hoa, 2016). Once the residents recognize the benefits of tourism, they

would like to preserve the surrounding environment, cultural and natural resources for the long-term development. The overall goal of protected areas, especially heritage sites, is to conserve them and use them for sustainable development. Therefore, tourism development in a heritage site would be considered beneficial if it is planned and retained sustainably. Then it would raise the awareness among local people and tourists and increase planning and administrative management in tourism destinations, such as recycling programs and pollution reduction policy.

Some other studies (Perdue et al., 1990; McCool & Martin, 1994) found positive attitudes of local people toward the environmental impacts in places where the community appearance was improved or more recreation and entertainment parks were created.

2.4.4. Negative Environmental Impacts

Previous studies (Pearce, 1989, Hunter & Green, 1995, Holden, 2000, Telfer & Sharpley, 2008) seem to agree that tourism development have adverse effects on natural environment of a destinations and these negative impacts may restructure the tourism sites' ecosystem through the process of facilities building around the attraction places. Bleasdale & Tapsell (1996) identified that uncontrolled tourism could ultimately change the geographic features of a destination, which will influence the local communities' cultural and environment. Scheyvens (2002) agreed that many developing countries had become the victims of poorly planned tourism development and policies. Without strategic control and support from governments, mass tourism could significantly damage the local people's living environment and over-exploit the natural resources. In some developing countries

where have experienced rapid growth of mass tourism with largely uncontrol from authorities, tourism has put more pressure on the fragile natural environment and local communities (Winter et al., 2008; Sharpley, 2009; Adongo, Choe, & Han, 2017).

Despite the efforts to promote HT as a model to match the demand of environmental conservation with economic growth, the image of tourism industry has been synonymous with exploitation of natural resources and local communities (Cohen, 1987; Black, 1995; Smith & Duffy, 2003). There has been increasing skepticism among researchers toward positive relationship between tourism and environment sustainability and biodiversity. As local people are suffered the most from environmental degradation, their awareness and behaviors would be important to understand, and they should be an important player in tourism development.

Adongo et al. (2017) mentioned that it has been discussed widely in literature that negative tourism impacts on environment include of air, water, and noise pollution, land degradation, unsustainable use of local resources and intensified use of land for construction activities. Intensified use of land for tourism infrastructure developments along with irresponsible tourist activities may make irreversible damage to a tourism site's ecosystem, such as coral reefs, wildlife, bird migratory, etc.

Besides, Sharp (2008), Moss (2017) and Surugue (2017) agree that mass tourism may ruin the original natural scenery and fragile ancient cultural constructions. Moreover, uncontrol mass tourism would increase visual pollution, stress, and annoyance to the local community.

2.4.5. Positive Socio-Cultural Impacts

The tourism growth leads to the modernization of rural areas, accelerates the urbanization and modernization process, promotes free trade, and reduces border barriers. It also makes the change in the employment structure (people from agriculture sector move to service sector) and save the transportation time and costs due to the improvement of infrastructure and facilities. Tourism is a significant factor to the improvement of technology, especially information technology, AI, smart transport, and e-money. These trends generate impacts not only on tourists' behaviours, but also on local people's awareness and behaviours.

While economic growth may be any government's priority, other researchers (Mowforth & Munt, 2003, Esman, 1984) argue that the socio-culture is a dynamic feature of the human life and therefore, is as important as economy. Since CH is an essential component of tourism experience for tourists, it is obviously to see that many destinations' tourism administrators employ culture and heritage as a solution of social, economic and political achievement, while in the same time, hoping tourism to help preserve local culture and traditions. In Pizam (1978), he found out that "those residents who have a higher income, work in manual or clerical occupations, or are older and more affluent will have a more positive attitude towards tourism".

Tourists are fond of observation and experience of different cultures and tradition. They leave not only physical footprints on landscape of a tourism site, but also intangible socio-cultural impacts on local traditions, value systems and ways of life (Tourism Concern, 2017). Timothy (2011) emphasizes that tourists who are interested in HT are

motivated to enhance a culture experience, to learn new knowledge, to enjoy time with family and friends, or simply to spend their excess time. Richards (1996), Hall & Zeppel (1990a) and Herbert (2001) found that heritage visitors are "more educated than the general public". Since they are higher educated, they might be better at financial condition and have better-paying occupations (Richards, 2001b; Balcar and Pearce, 1996; Light and Prentice, 1994b). Robinson & Picard (2006) implied that culture is the center of international tourism, helps the tourism industry grow and enable diverse societies to get involve in the development process. Therefore, it not only provides local people a chance to communicate with visitors, promotes a place as a cultural destination, but also foster pride among them, brings them closer and gives them the chances of relaxation and entertainment.

2.4.6. Negative Socio-Cultural Impacts

While acknowledge that HT brings benefits to the economic growth and enable diverse societies to get involve in the development process, tourism researchers and tourism policymakers have been emphasizing the importance of culture retain. International tourism is criticized for undermining of local culture, traditional ways of life and encourage Western culture influence on less developer communities. This process would lead to loss of local autonomy, authenticity, and cultural degradation, further creating the concept of increased homogeneity among cultures (Andereck et al., 2005; Meethan, 2003; Sinclair-Maragh & Gursoy, 2015; Smith, 2009). Depending on the resilience of a culture, the reconstruction of the cultural concept would vary greatly. According to Ryan (1991), tourism may likely culturally affect these eight specific areas: (1) local handicraft jobs, (2) traditions, (3) architecture, (4) languages, (5) art, folk music

and dance, (6) culinary, (7) dress and lifestyles, and (8) religion.

Pizam (1978) pointed out that the tourism's negative effects on the resident are from promotion of "undesirable activities such as prostitution and gambling", "excessive concern for material gains", "loss of cultural identity", etc. He concluded that the dependency of local people's income and occupation on tourism can be the best predictors of their attitude towards tourism. His study showed that the "less dependent a resident is economically on tourism, the more negative his attitude is towards it". And the less attachment to a place, the more negative the one's attitudes towards tourism. However, other studies (Jaafar, Noor & Rasoolimanesh, 2015; Harrill, 2004; Um & Crompton, 1987) disagree with Pizam (1978) as they all indicate from their findings that local people who have more sense of belonging to a place would perceive more negatively about tourism activities.

Besides, the traffic flow and overcrowding are the most impressive tourism's negative impacts. Overcrowding not only can destroy the conserved resources, but also ruin the visitor experience. In Kim (2016), the researcher found that the local people complain about noise pollution and littering which are proportional to the increasing tourist arrivals. In addition, the major negative impacts on local people's life in many famous tourism sites is overcrowding which increases invasion of their privacy and traffic congestion. Postma & Schmeuker (2017) and Dogan (1989) agree that there are variety of reasons leading to the conflicts between tourists and local habitants, from overcrowding to "privacy", from "lack of adaptivity" to "feelings of strangeness in one's own place". Nistor (2011) analysed the Japanese tourism capacity and pointed out that

besides the increasing of international tourist arrivals annually, Japanese people spend approximately more than 150 million travels every year. This fact leads to the overcrowded and overloaded facilities in some of Japan's main tourism destinations. Annually, about 60 million tourists visit Kyoto, a city of 1 million residents; and approximately 4 million tourists arrive to Nara, a city of 150.000 inhabitants.

Besides, there is a risk of crime rising together with the increase of tourist arrivals to a place, and a higher rate of crime in a destination may lead to the reduction of its attractiveness. Child labour, alcoholism, drug additions, prostitution and terrorist attacks are problems that got high concerns of tourism stakeholders, policy makers and local communities (King, Pizam & Milman, 1993). The residents' quality of life may be disrupted by these factors as well.

Hence, the challenge of managing the balance between minimizing tourism negative effects on socio-culture and optimizing the economic development is the core of a country's tourism policy.

2.5. Local People's Perceptions and Attitude towards Tourism Impacts:

Since the local people's perception and attitudes toward tourism impacts can influence the success or failure of tourism development of a destination, listening carefully their voice before issuing and implementing any tourism plan or policy in the sites is necessary. Satisfied residents are incline to welcome and express hospitability to visitors, hence, improving the destination image and attracting more travellers. On the

other hand, dissatisfied residents may express their hostile behaviours towards tourists that might scare them away from the destination (Nejati, Mohamed & Omar, 2014). Therefore, since local people are allowed to participate in tourism activities and management has been recognized as a prime solution for tourism development sustainability (Chambers, 2002), listening to their voices and understanding their perception and behaviours towards tourism impacts can help policy-makers for better tourism development.

2.5.1. Local people's perception and attitude towards economic impacts of tourism

It has been widely recognized a relatively higher percentage to the total GDP and employment than the average as the contribution of tourism industry in many developing countries (WTTC, 2009), therefore got attention from government, regional and local authorities, and other economic stakeholders. Local inhabitants may realize the tourism impacts, either positive or negative – such as infrastructure upgrading, cultural exchange, medical system improvement, business opportunities and poverty reduction. Tourism can also enhance the minority cultures' values and introduce them widely. Liu and Var (1986) indicated a strong awareness among local people of increased local businesses, investment and employment as the positive tourism impacts on the local economy. Haralambopoulos & Pizam (1996) recognized residents' support to tourism for its benefits to the local economy, such as improved living standard, income and upgraded attitude to work. Other studies (McCool & Martin, 1994; Gilbert & Clark, 1997; Perdue, Long & Allen, 1990; Johnson, Snepenger & Akis, 1994) have also found residents' supportive attitudes, such as improvement of life quality, more jobs and increased standard of living.

Table 2.1 – Summary of some key studies on the local people's perception towards positive economic impacts of tourism

Study	Context	Local people's perception towards positive economic impacts of tourism
Haralambopoulos & Pizam (1996)	Samos, Greece	Improve income, living standard, and attitude to work
Gilbert and Clark (1997)	New Zealand	Provide local employment opportunities; Improve living standard
Johnson, Snepenger & Akis (1994)	Idaho, USA	Provide local employment opportunities; Improve living standard, local infrastructure and public services Overall benefits from tourism is more than the costs
Liu and Var (1986)	Hawaii, USA	Increased employment, investments, and local businesses opportunities
Fleming and Toepper (1990)	USA	Improve public services, infrastructure and living standards; Increase business opportunities, residents' income and employment opportunities; Lead to regeneration and redevelopment of tourism sites
Andriotis (2002)	Crete, Greece	Increase employment opportunities, income, welfare; Enhance infrastructure and services
Abdollahzadeh and Sharifzadeh (2012)	Iran	Create job opportunities and increase income; Increase trading for local products, local business opportunities and services
Pham (2012)	Vietnam	Enhance international reputation through media
Hall (2000)	New Zealand	Improve the tourism sites worldwide
Kim et al (2012)	S.Korea	Provide the sense of wellbeing, health and safety
Chen and Chen (2010)	Taiwan	Foster pride of the local people about their cultural traditions and heritage, and place attachment Tourism benefits outweigh its potential costs

The study of Horn and Simmons (2002) on the local people's attitude in two tourism destinations in New Zealand, one was Rotorua which tourism development had been stable and well controlled, and the other was Kaikoura which tourism had made rapid changes, pointed out the differences in the attitude and perceptions of local people towards tourism impacts to their destinations in the same cultural context, which indicated the importance of economic impacts of tourism to each destination. Other studies of

Haralambopoulos and Pizam (1996), Nunkoo and Gursoy (2012), Lindberg and Johnson (1997), and Chen and Chen (2010) agree that economic impacts of tourism influence significantly the local people's attitude towards tourism, which in turn affected their support for tourism growth and policy.

While many studies have indicated the positive impacts of tourism on local communities, some others pointed out some negative effects. The local people in Liu and Var (1986) indicated their negative perception on the rising of the living costs, besides economic benefits. Haralambopoulos and Pizam (1996) revealed the same perception among the local communities in their study. The negative attitude of local people towards tourism may occur as they perceive tourists will bring some bad behaviours to their communities, such as drug abuse, sex, alcohol drinking and gambling. These negative perceptions can arise if they notice that "tourists are excessive consumers of sex, child labour, alcohol, and natural resources" (Andereck, Valentine, Knopf & Vogt, 2005; Tosun, 2002; Cohen, 1988).

Table 2.2 – Summary of some studies on the local people's perception towards negative economic impacts of tourism

Study	Context	Local people's perception towards negative economic impacts of tourism
Haralambopoulos and Pizam (1996)	Samos, Greece	Lead to increased tax rates and living costs for local people Bring some bad behaviors to the local people
Bastias-Perez and Var (1995)	Australia	The large investment required to develop tourism cannot be justified in terms of the economic benefits that will be generated for residents
Andereck, Valentine, Knopf & Vogt (2005)	US	Bring some bad behaviors to the residents
Tosun (2002)	Turkey	
Cohen (1988)		

2.5.2. Local people's perception and attitude towards environmental impacts of tourism

While realizing the support upon positive perception of local people towards economic benefits from tourism, researchers have found that the local people are concerned more about the tourism impacts on their environment, especially in places where tourism have developed rapidly and without proper sustainable development policy. Aref, Redzuan & Gill (2009) found that environment issues got more concerns than the economic effects. They were worried about pollution, traffic congestion and overcrowding at public facilities the most. Andereck (1995) found that the local people were aware of air pollution, water pollution, wildlife destruction and other natural resources damage as the growth of tourism. These include visual pollution, such as large buildings which destroy natural scenery, unfitting architectural objects, and unwanted graffiti. Perdue et al. (1990), King et al. (1991), Liu et al. (1987), Reid and Boyd (1991) indicated the residents' concern about tourism impacts on traffic, littering, noise and overcrowded.

Table 2.3 – Summary of some key studies on the local people's perception towards negative environmental impacts of tourism

Study	Local people's perception towards negative environmental impacts of tourism
Andereck (1995), Adongo et al. (2017)	Tourism will damage the natural environment
Andereck (1995), Perdue et al. (1990), King et al. (1991), Aref, Redzuan & Gill (2009)	Tourism will increase noise pollution
Andereck (1995), Aref, Redzuan & Gill (2009), Adongo et al. (2017)	Tourism will increase visual pollution
Brunt & Courtney (1999), Gilbert and Clark (1997), Lankford (1994), Adongo et al. (2017)	Tourism will increase littering
Andereck (1995), Aref, Redzuan & Gill (2009), Adongo et al. (2017)	Tourism will increase air pollution
Reid & Boyd (1991), Hillery, Nancarrow, Griffin & Syme (2001)	Tourism will spread disease faster

On the contrary, some studies revealed the tourism positive impacts on the environment with proper developing policy. Residents in Liu & Var (1986) agreed that tourism provided "more parks and recreation areas", improved the infrastructure quality and public facilities. They believed that tourism was not the reason for ecological destroy. In addition, the local people in this study disagreed that tourism led to traffic problems, overcrowding, distruption of life and tranquility of public areas. Other studies also indicated that the local communities had positive attitude towards environmental impacts of tourism. They perceived improvement of their communities' appearance and environmental awareness (Perdue et al., 1990).

Table 2.4 – Summary of some key studies on the local people's perception towards positive environmental impacts of tourism

Study	Local people's perception towards positive environmental impacts of tourism
Perdue et al. (1990)	Tourism will improve environmental conservation and protectionism
Perdue et al. (1990), Nejati, Mohamed & Omar (2014)	Tourism will raise environmental awareness
Liu & Var (1986), McCool & Martin (1994)	Tourism will stimulate planning and administrative controls such as recycling policies and pollution controls

2.5.3. Local people's perception and attitude towards socio-cultural impacts of tourism

It is recognized the importance role of governments in tourism planning for the well-being of citizens while minimizing the costs of development. Therefore, researchers have paid their attention on the tourism impacts on socio-culture and how the local people perceive these impacts and behave accordingly. Some studies (Mowforth & Munt, 2003,

Esman, 1984) argue that the socio-culture is as important as economy since it is a dynamic feature of the human life. Socio-cultural impacts of tourism would make change in value systems, people's behaviours, social relationships, lifestyles, traditional events and community network (Pizam and Milman, 1984; Pearce, 1989). Hence, the socio-cultural impacts of tourism can be easier to see in the local people's demographic, occupational and cultural changes, and consumption behaviour adjustments. Local people observe these changes and perceive them positively or negatively based on their own criteria of value, cost and belief. Travis (1984) listed out the socio-cultural costs that a community has to be aware in exchange with tourism development, including of host culture destruction and fading, social instability, changes in law and social order, commercialized host-guest relationships, change in traditional values and political destabilization. These issues would lead to residents' quality of life disruption and disturb.

Other studies also indicate the concern of local people about the increasing of crime as an externality of tourism development. King et al. (1993) and Pizam (1978) revealed that local people perceived the correlation between tourism growth and the increasing rate of crime in their places.

Table 2.5 – Summary of some key studies on the local people's perception towards negative socio-cultural impacts of tourism

Study	Local people's perception towards negative socio-cultural impacts of tourism
Travis (1984), Andereck et al. (2005), Meethan (2003), Sinclair-Maragh & Gursoy (2015), Smith (2009)	"Tourism will disrupt residents' quality of life
Nistor (2011), Postma & Schmeuker (2017), Dogan (1989)	Tourism will lead to overcrowding of local facilities
King, Pizam and Milman (1993), Pizam (1978)	Tourism will increase crime

On the contrary, Liu and Var (1986) observed there were strong agreement among the Hawaii communities about the positive socio-cultural benefits of tourism, together with economic benefits. Local people perceived that tourism provide them the chances to meet new people and exchange culture, which help them to understand better the outside world. Tourism also gives them the opportunities to introduce their history and culture internationally, therefore, enhance their pride about their tradition and cultural heritage. Despite their awareness of the linkage between tourism and increasing crime rate, the local people felt that they should be courteous and friendly to tourists. Nicolas et al. (2009) emphasizes that the perception of residents about tourism impacts and their behaviours relates to their involvement in tourism activities and conservation programs, especially in HSs.

Table 2.6 – Summary of some key studies on the local people's perception towards positive socio-cultural impacts of tourism

Study	Local people's perception towards positive socio-cultural impacts of tourism
Liu & Var (1986)	Tourism will bring the local community closer
Liu & Var (1986), Dyer, Gursoy, Sharma, and Carter (2007)	Tourism will provide residents a chance to meet new people
Liu & Var (1986), Okech (2010), Andereck, Valentine, Knopf & Vogt (2005)	Tourism will foster pride among residents
Liu & Var (1986)	Tourism will promote this place as a multi-cultural destination
Jaafar, Noor & Rasoolimanesh (2015), Long, Perdue, and Allen (1990), McGehee and Andereck (2004)	Tourism will provide residents relaxation and entertainment
Liu & Var (1986)	Tourism will strengthen local community bonds and cohesion

2.5.4. Factors affect local people's perception and attitude towards tourism impacts

Resident's support is a main factor in tourism growth of a destination. Gursoy, Jurowski and Uysal (2002) implies that the successful story of tourism in a destination depends on its attractions and the hospitality of residents. Other researchers (Ap, 1992; Yoon, Gursoy & Chen, 1999; Belisle & Hoy, 1980) agree with this identification. They indicated that local people's hostile behaviours towards tourism and tourists could restrain the development of tourism. The hostile attitude of residents may occur due to their perception of negative impacts of tourism to their places. Therefore, it is necessary to listen to the need of local people in early planning stage of tourism development and incorporate it into tourism policy to minimize the negative effects and maximize the tourism benefits.

Besides studying the relationship between local people's perceptions and attitude and tourism development, some researchers have focused on analyzing the categories in relation to local people's perceptions and attitude that would help to understand the factors that influence these perceptions and attitude.

Table 2.7 – Summary of some factors influence local people's perception and attitude towards tourism impacts on their places

Study	Factors influence local people's perception and attitude towards tourism impacts
Jackson and Inbakaran (2006)	Demographic, personal, social, other factors
Harill (2004)	Socioeconomic factors, spatial factors, economic dependence
Almeida-Garcia et al. (2016)	Gender, age, marital status, the condition of being native (localborn), years of residence in the place, parental status, education level, participation in local association and

	neighbourhood groups, type of work (in relation to tourism)
Haralambopoulos & Pizam (1996)	Age, having children, education level, type of work (economic dependence on tourism)
Bastias-Perez & Var (1995)	Age, education levels, employment in the tourism industry, whether they are local-born or not, levels of income and whether their income depending on tourism related jobs
King et al (1993)	Age, having children, type of work (economic dependence on tourism), community attachment

These studies were conducted in developed countries, especially in the US, and in the countries and regions where tourism has developed intensely and been well managed under detailed tourism policies and laws, such as Canada, Australia, New Zealand, and the UK. However, the contexts of each research within which those factors occur may vary depended on the scale and type of tourism development or the tourists' behaviours to the local communities.

2.6. Relationship between HT and Local People's Participatory for Sustainable Development

Bramwell et. al. (1996) pointed out seven attributes of sustainable development: (1) environment, (2) economy, (3) society, (4) culture, (5) politic, (6) management, and (7) government. It is obvious that tourism stakeholders in each of these dimensions might have different benefits and targets. Therefore, public policies would step in and help stakeholders to operate accordingly to reach the final targets of sustainable development. The problem is, tourism has been the fastest growing economic sectors over the world in recent decades and brings huge profits to nations, therefore some governments might want to promote tourism to attract more and more tourists to come, despite the fact of environment and local communities' negative impacts. The key point of such policy is to

make the current mass tourism become as sustainable as possible. Clarke (1997) indicates the mass tourism needs movements in (1) global impacts, (2) ecological/ physical impacts, (3) environmental management systems assessment and audit of "reuse", "recycle" and "reduce", (4) guidelines, and (5) organization focus to become sustainable tourism. Four basic principles are implied by Bramwell (1993) to be practical to the sustainable tourism development's concepts: (1) the need to protect both human heritage and biodiversity, (2) preserving essential ecological processes, (3) to develop in such a way that productivity can be sustained over the long term for future generations, and (4) holistic planning and strategy-making. In short, the balance between natural resources usage and economic development, and the balance of fairness and opportunities among tourism stakeholders should be recognized and carefully considered in tourism policy.

It is necessary to understand that local communities are the important element of the HT products. They should be respected, and their concerns and ideas should be listened. This is supposed to minimize the negative impacts of tourism on the local societies. If local people are empowered to decide their own futures, they would likely be more supportive for tourism development and behave more hospitable to tourists. Yung & Chan (2013) found that the participation of a community in heritage projects would give its residents' sense of place attachment positively, collaboration and cohesion, develops social networks, improve their pride, and increases the understanding of culture and heritage values. In order to do so, the local people should be allowed to (1) participate in decision making, and (2) participate in the tourism benefits:

(1) Participation in decision making

Participation in decision making is understood as the empowerment for local people to raise their own wishes, concerns and fears for HT development and contribute to the decision making from their own experiences and knowledge. They would gain their role in planning and management besides the tourism organizations and administrations (Timothy, 2002b). It would allow the local community to say which artefacts, constructions, and customs they would like to promote as HT resources and which ones they decide to keep for themselves. McArthur & Hall (1993b) implied that this may be a method to enhance "community pride", "sense of ownership of heritage" and tourism, as it helps them reclaim their own cultural history and allows them to decide how it will be portrayed to the broader society. This is particularly crucial in ethnic minority communities, as there are fewer people with each passing generation who know and understand the meanings of traditions, cultures, and artefacts. As there is a danger that dominant ethnic groups and their heritage may overpower and eventually eliminate the heritage of minorities, this rule is necessary to minimize the tourism negative impact from the local communities' perception (Boyd & Ward, 1993).

To promote the benefits of sustainable development, all stakeholders are encouraged to cooperate in HT management. HT stakeholders who have an interest in HT and heritage conservation may be heritage conservation academic groups, government tourism administration, tourism businesses that might benefit from tourism's growth, and NGOs.

(2) Participation in the benefits of tourism

Participation in the benefits of tourism is understood that the local communities should have right to get their revenues and other benefits from tourism development. Local resident should have their advantage of earning from tourism than other outside corporations. Timothy (1999c) pointed out that the residents should have opportunities to own their businesses, employ local people, be trained, and educated about their role in managing HT's impacts in their places. Once they got benefit from HT, they will recognize the need of traditional jobs, cultural traditions and natural resources conservation for their sustainable economic development and next generation's benefits (Hoa, 2016).

Jaafar, Noor & Rasoolimanesh (2015) agreed that the better positive perceptions of local people toward tourism development, the more participation of them in supporting the tourism policy. It has been accepted widely in previous studies that community participation in HT would positively create the sense of belonging and cohesion among local people, strengthen social networks among resident, and enhance their place attachment, and participation into conservation of the heritage values (Tosun, 2002; Nicolas et al, 2009; Gursoy et al., 2002; Yung & Chan, 2013).

2.7. Tourism Policy in Tourism Impact Management in HSs:

Ho & McKercher (2004) proposed three scenarios that may lead to unsuccessful in heritage tourism management (Fig. 2.4).

Scenario 1: Both sectors separately performed their own duties

Both the HS manager/ entities and the tourism sector develop their own plan and strategy to access and serve their customers/ tourists, but without discussion and understand the demands of each other, so that the plans conflict to each other and thus do not serve the tourists well.

Scenario 2: Both parties did nothing for the tourists

Both the HS manager/ entities and the tourism sector do not do anything to support or instruct tourists about their behavior or responsibilities to the sites and let the tourism develops spontaneously. In this case, tourists and local community may not know each other demands and unsatisfied with the tourism experience. There are some negative impacts to the sites if there is no control or regulations which lead to unsustainable development.

Scenario 3: The HS managers grew tourism alone without consulting the tourism sector about the market demand, or tourist profile and behaviour

In this scenario, the tourism sectors simply search for tourists and bring them to the tourism sites. The HS manager/ entities do the promotion and serve tourists without consulting the tourism sectors. Therefore, the targets do not match, which may lead to the lack of education to tourists.

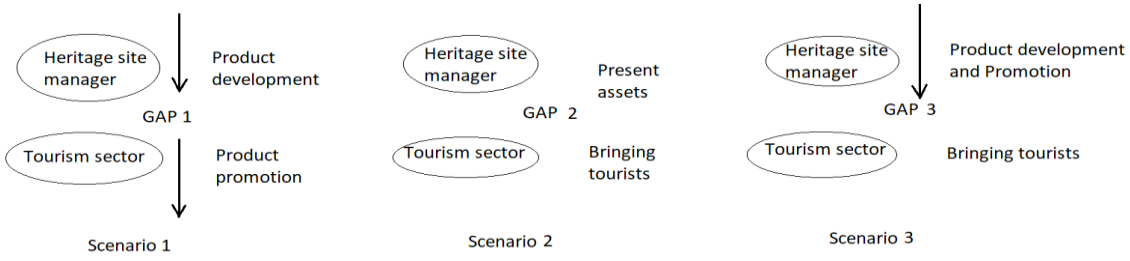

Figure 2.5 - Three gap scenarios of tourism policy lead to unsuccessful HT

Italy, France, Greece, Spain, and some other countries which possess many UNESCO World Heritages have all built sophisticated legal mechanisms for protecting the heritage since the early 1900s (OECD, 2016; Aplin, 2002). Their heritage policies highlight the importance of education and both international and regional cooperation towards development of HT. Local government plays a key role in policy issuance and implementation across their territory, from town planning, economic development to environmental conservation and local infrastructure upgrading, which allows them to have a general vision of sustainable development and integration.

Together with Japan, the UK was one of the first countries to enact legislation for the protection of built heritage (Aplin, 2002; Hall & Lew, 2009). In 1882, the Ancient Monuments Protection Act was issued, paving the way for significant efforts to protect archeological and historic sites throughout Great Britain. Following the Second World War, many legislation actions were taken throughout the British Isles in an attempt to conserve the built environment. These laws and regulations have set a trend in heritage conservation.

In the US, early legislation focused on preserving elements of the nation's natural heritage. Canada quickly followed the US in taking steps to safeguard its natural heritage and which led to the development of its early national parks. It is because of such early legislative developments that Canada is today renowned for its natural heritage tourism attractions, with most of tourists visiting the western parks as part of their overall trip experience (Timothy & Boyd, 2003).

Heritage conservation Acts in New Zealand (Aplin, 2002) over the years have been a unique blend of edicts that mixed concerns both for indigenous Maori culture as well as that of the country's European heritage. The Historic Place Acts 1980 established the New Zealand Historic Place Board of Trustees to clarify and protect historic buildings, historic areas, archaeological sites, and traditional sites.

Several management concepts that have relevance to management of natural heritage places include the "Visitor Activity Management Process (VAMP)" (Graham, 1992), the "Visitor Impact Management Process (VIMP)" (Graefe et al., 1990) and "Visitor Experience and Resource Protection (VERP)" (Vaske & Whittaker, 2004). These management models were developed for implementation in the national parks and the natural resource management planning process. They focused on producing management decisions that are based on both "ecological data" and "social information" to reduce or control negative impacts. The key elements of these model aimed at (1) defining appropriate experience opportunities for specific management objectives, (2) identifying key impact indicators, (3) setting quantitative standards for the selected impact indicators, (4) inventorying and monitoring existing conditions against the standards, and (5) linking management actions to standards when impacts exceed standards.

However, these management models should also include efforts to improve tourist experiences, maintain the heritage values and preserve "a high-quality environment that both residents and tourists can enjoy" (Orbasli, 2000).

According to Timothy (2011), to minimize the negative effects of visitors, the tourism policies most commonly focus on:

(1) Controlling traffic, visitor flows and congestion”

+ Seasonal closures

+ Limit the certain groups’ sizes at specific periods of time

+ Quota systems to some types of vehicles to provide enjoyable and safer environments for tourists.

(2) Limiting contact between visitors and the artefacts

+ Roping off sensitive areas

+ Video cameras prohibit

+ Overshoes on travelers at some HSs to minimize the effects of shoes that can damage original wood, carpet, and marble floors

(3) Fees and pricing

Fees and additional charges may be considered to reduce crowdedness during peak periods. Fee raising during peak periods and reduction in other times can “achieve a steadier and more balance flows of tourists” (Fyall & Garrod, 1998).

(4) Providing a way for visitors to leave their mark

Guest book, souvenir, or books can help the visitors the mean to inform their coming and prevent the heritages from the “souvenir hunting” behaviors from the visitors.

(5) Providing high-quality experiences

Research has shown that good visitors services can create environment that people can enjoy themselves more. People may respect more for the site and try to make minimum negative impacts.

(6) Marketing/ promotion

Marketing and promotion activities can be used as an effective tool to encourage more tourists to come in the off season and less in the peak season. Education and marketing program are also able to reduce impacts, as indicating certain groups and group sizes are targeted in favour (Mc Arthur and Hall, 1993c). Besides, this can be used as an effective way to introduce potential tourists of necessary behavior in protected areas.

(7) Hardening the resource

As an effort of minimizing the HT's negative impacts, harden the resource can be considered to apply. However, McArthur and Hall (1993c) argued that this effort should be made with care, intentions and environmentally friendly materials and techniques to conserve the heritage values.

(8) Interpretation

Interpretation is an "education-based activity" that explains the meanings of historic destinations, local people, and their stories. It is inclusive of exhibits and displays, printed brochures and maps, signs, audio presentations, websites and other IT media and guide tours. Like marketing, interpretation can instruct people "away from sensitive areas" and inform them how to act respectfully (Shackley, 1998a). Interpretation and other off-site interpretation (printed brochures, websites, and social media) can be used to gain public awareness of a specific HS, or to increase general awareness of heritage values and the need to protect them.

(9) Creating mindful visitors

"When people are mindful, they care more for the world around them". Langer's

(1989) and Moscardo (2000) agreed that creating mindful visitors would lead to better decision-making, better health and higher levels of self-esteem. Therefore, they would be "more sensitive to context, the historical information and have better personal control". Mindful visitors have "greater understanding of, and appreciation for the past" (McIntosh, 1999; Moscardo, 1996). According to Moscardo (2000), mindless visitors are less able to learn new information and change their behaviours.

According to Bramwell & Lane (1999), Bramwell & Sharman (1999), Timothy (2000), the key to successful tourism sustainable development involves collaboration and coordination among all tourism entities in public and private sectors: government, local government, NGOs, tourism businesses, academic people, tourists, and local communities. However, because of benefit conflicts, these stakeholders may have different views of what sustainable tourism development is. Nilnoppakun et. al. (2015) indicated that the local communities' needs for communication with other tourism stakeholders are increasing, but their voices are not being heard. Especially in some developing countries, the crony capitalism and economic system where power concentration might be under the control of a few local elites. This issue has hindered the government's attempt to implement the tourism policy to minimize the negative impacts on local people.

2.8. Japanese Tourism Policy and Japanese Heritage Conservation Laws and Policy:

Over the last decades, it has become clear that tourists and public in somehow are the heritage owners, therefore, they have the right to see and experience it, and the existence of the NH and CH are dependent on how they feel about them (Knudson et at,

1995). Thus, the goals of sustainable heritage management are included of:

(1) To maximize tourists' respect and interests of HS; and

(2) To minimize the negative impacts

Therefore, studying the Japanese policy and experience in these two aspects has been an interesting topic. Although Japan has no specific policy for HT, tourism development and heritage conservation have always been concerned and intertwined in the Japanese law and policy system.

Obviously, government obviously are responsible for the linkages between economic development and heritage conservation. Not only in charge of tourism planning and policy, government is also responsible for heritage policy and the conservation of culture and heritage. These policies aim to maximize the effective management and conservation of heritages, control visitors' activities and attitude towards local community and customs, avoid intrusive collateral activities and provide necessary support. Policy will be implemented through law, tax, and subsidy. In Japan, regional tourism policy objectives are to demonstrate community pride, which is declared by the Tourism National Promotion Basic Law (2006).

Among the OECD countries, Japan is one of the most successful in promoting its heritage image and value to the world. The awareness of heritage protection "was started since the beginning of Japan's Meiji government as a part of its public policy" (Kakiuchi, 2004). Through 150 years with a lot of socio-economic change, natural and cultural heritage conservation has always been the core of Japanese law and policies which

encourage the implementation and support of cultural activities from all tourism stakeholders. Realizing the importance of tourism as a growth industry, in Japan, since 2006, many public policies from national to local government level have been enacted to preserve and promote the CH and NH values for tourism development sustainability.

Kakiuchi (2014) mentioned that Japan was one of the first countries recognized the value of intangible cultural heritage, and it still remains one of the leading countries to legislate its heritage. In the Russo-Japanese War, Japan depended about 40% of the war cost on foreign bond. To improve the balance of this international debt, tourism policy was one of the solutions for acquisition of foreign currency. **National Treasure Conservation Act** was enacted in 1929 and the **National Park Act** was enacted in 1931. Besides, the **Historic-relics Scenic Spot Natural Treasure Conservation Act** in 1919 and the **Law about Preservation of an important art object** in 1933 were also built to retain the Japanese cultural and natural heritage. In 1950, the **Living Human Treasures program** was introduced to allow "living national treasures" or "holders of important intangible cultural properties" to be "identified individually or collectively" (UNESCO, 2000a,b).

In 1950, the **Cultural Properties Protection Law** was issued to define "cultural property", impose restrictions in areas and undertake a set of preservation and utilization measurements. From the explanation of this law, cultural assets in Japan were recognized as tourism attractions. This law was established far ahead of other countries, indicated its domestic efforts for their cultural heritage protection.

In 1963, the **Tourism National Law** (Law No. 107 of June 20, 1963), was enacted by the lawmakers as the fifth organic act after the war. In Chapter III, Article 14 – Protection, Cultivation and Development of Tourist Resources), it is stated clearly that:

> *"The State shall take necessary measures for the protection, cultivation and development of historic sites, noted beauty spots, natural monuments and other cultural properties, places of scenic beauty, hot springs, and other tourist resources relating to industry, culture, etc."* (The International Tourism Development Institute of Japan, 1999)

In 1966, the **Law for Preservation of Ancient Capitals** (Law No. 1 of January 13, 1966; amended by Law No.60 of April 28, 1966; amended by Law No. 101 of June 15, 1968; amended by Law No. 88 of May 31, 1971) was applied to "ancient national capitals" in term of politics and culture. It acts as regulations to protect historical landscapes and living environment. This is a special measures law for the preservation of historical climate in ancient capitals. In this law, the term "ancient capital" refers to the cities of Kyoto, Nara and Kamakura which occupy historically significant status as the center of government and culture of Japan in the past. And the term "historical climate" means the situation of the area in which buildings and remains which have significance in Japanese history, embody and formulate the tradition and culture in ancient capitals in perfect harmony with surrounding natural environment.

Therefore, this law aims to stipulate special measures to be taken by the State for the purpose of preserving historical climate in ancient capitals, which all the nation should equally enjoy the benefit thereof and which shall be succeeded to posterity nations as

cultural assets peculiar to Japan, thereby promoting the love for the realm, and contributing to the elevation and development of culture in general.

In 1975, the **Law for the Protection Cultural Properties Protection** was enacted to preserve and utilize cultural properties. It would promote and contribute the Japanese culture to the world cultural evolution. With this law, Japanese government strengthened the protection for historical buildings in:

- responsibility of the owners, custodial bodies, and/or administrative organizations to protect the existing condition of the designated cultural properties;
- requirements to the "owners to carry out regular repairs and actions for disaster prevention, the costs of which are partly subsidized by the government";
- exemption some "taxes on cultural properties such as the fixed asset tax (property tax)";
- cooperation among public authorities in all actions for the cultural property preservation.

In 1979, the **Natural Parks Law** (Law No. 87, 1979) aims at the scenic beauty conservation, through the "promoted utilization thereof, at the contribution to the health, recreation and culture of the people". In Section 4 "Protection and Utilization" (Article 17 to 24), the law has pointed out the works in detail to protect, design and carry to conserve the National Parks. This law also appointed the person/ entity in charge for the National Parks preservation, not only the safety, but also the scenic beauty and the spectacular sight of the National Parks (The International Tourism Development Institute of Japan, 1999).

In 1992, Japan joined in the UNESCO World Heritage Convention, and since then, HSs in Japan have been added to the "World Heritage List" continuously. Up to now, 23 properties in Japan have been recognized as WH, which includes 19 cultural heritages and 4 natural heritages. Japanese government has issued various measures to conserve its HSs and their surroundings. These actions have gained the public recognition of the importance of cultural properties and their environment.

In year 1992, the **Law for improvement of tourism and specified local commerce and industry by performing events utilizing local traditional entertainment** (Law No. 88 of June 26, 1992) also was issued. In the Chapter II – "Performance of utilized events" of this law, Article 4 has stated clearly that "The prefectural government may establish the basic plans regarding the promotion of tourism and specified local commerce and industry by performing the utilized events within the prefectural governments concerned".

In year 2001, the Japanese government issued the **Fundamental Law for the Promotion of Culture and Arts** to incorporate a broad and inclusive definition of culture. The Law also mentions about support of cultural activities by all tourism stakeholders in Japan.

Since 2006, many public policies from national to local government level have been issued to preserve and promote the CH value for tourism development sustainability. In this year, the Tourism National Promotion Basic Law was fully revised to emphasize strategic policies to attract international tourists. This law supports conservation and improvement of local CH including historic sites, places of natural beauty, landscapes, historic sites, onsen and traditional handicrafts.

Besides, the Tourism Nation Promotion Basic Law also prepared regulation about preservation of environment and scenery as a basic act. Based on this law, other laws were revised accordingly, such as the Basic Environmental Law and Fundamental Law of Education.

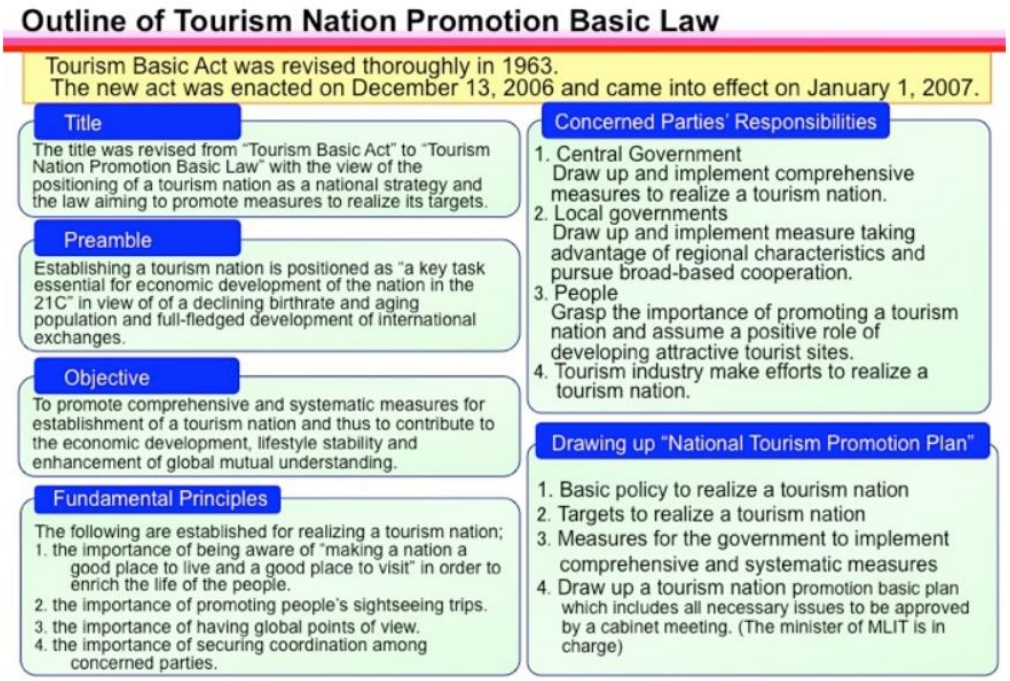

Figure 2.6 – Outline of Tourism Nation Promotion Basic Law 2006

In 2012, the Japanese government released the Japanese Tourism Nation Promotion Basic Plan - The 5-year period from fiscal 2012 to 2016 – to set out the goals: (1) increase in Domestic Consumption, (2) expansion/improvement of International Tourism, (3) increase the satisfaction of international visitors to Japan, (4) aiming to become the No. 1 conference-host country in Asia, (5) increase the number of Japanese travellers going overseas, (6) expansion/Improvement of Domestic Tourism, and (7) improve traveller satisfaction of tourist areas.

Lately, the Tourism Vision Realization Program 2018 (Action Program for Realization of Tourism Vision 2018) was announced at the 9th meeting of the "Ministerial Conference for the Promotion of Tourism" (June, 2018). According to the JTA (Press Release, 2018), it targeted to "achieve the goal of 40 million international visitors to Japan in 2020" as Japan planned to hold the Tokyo Olympics in this year by (1) further publishing and opening up "attractive public facilities and infrastructures", (2) enhancing "multilingual commentary on cultural properties", (3) further developing the "branding of national parks", (4) pioneering new tourism resources such as enhanced night life and the utilization of beaches, (5) accelerating immigration procedures by utilizing "state-of-the-art technology" such as facial recognition , (6) realizing world-class tourism services such as the development of a free Wi-Fi environment on the Shinkansen, (7) promoting global campaigns focused on Europe, the US and Australia markets, and (8) strengthening the local DMOs training.

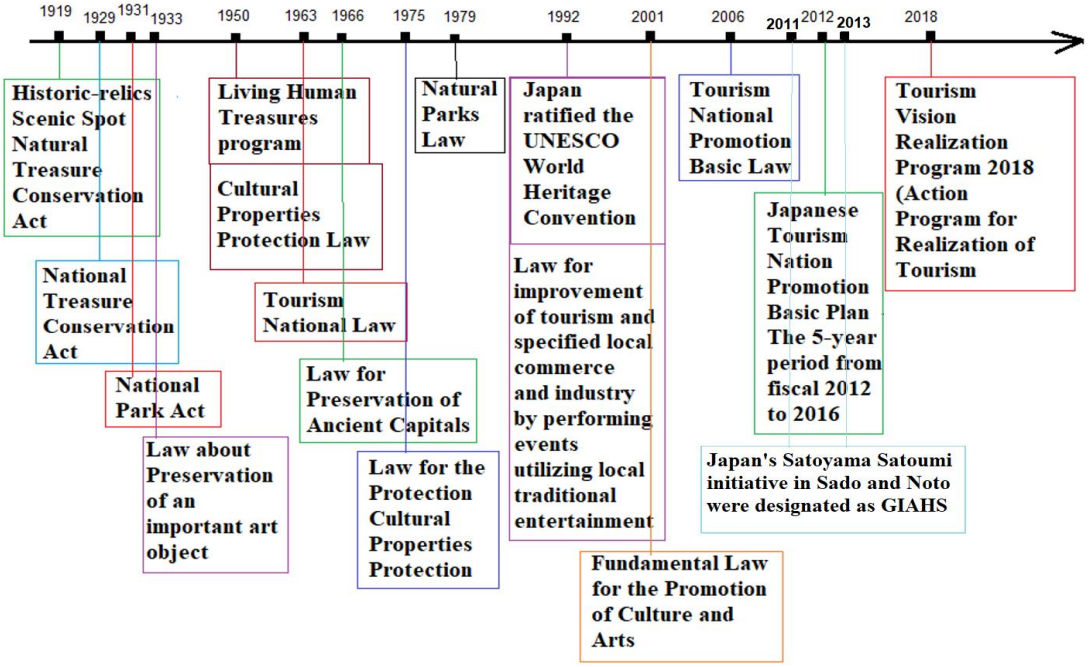

Figure 2.7 - The development of Japan tourism policy and heritage conservation policy over time

2.9. Literature Gap

Literature has been studying the economic, socio-cultural, and environmental impacts of tourism in many tourism destinations (Hall & Lew, 2009).

On the one hand, some of them were in developing countries where the local communities may not be well-educated about heritage conservation and under the pressure of economic development. The tourism policies in those regions are still on studying and need to be further improved.

On the other hand, in some developed countries, such as Italy, New Zealand, Australia, Canada, etc., they have well-developed the management concept and framework for tourism policy and management in heritage sites.

As per above literature review, in Japanese practice, the government has separated the tourism development policies from heritage conservation policies. Moreover, they are mainly based on the government's development plan and strategy. For instance, the "Japanese Tourism Nation Promotion Basic Law" in 2006 pointed out that the country would formulate a "Tourism Nation Promotion Basic Plan" which promotes tourism as a prioritized industry and thus, other plans of Japan must be based on this plan. However, the voices and needs of local communities in HSs were not mentioned in this Plan and rarely studied in the literature. Therefore, this study would explore gaps between the Japanese government's tourism planning and policy and the perception and needs of local people in their heritage sites and contribute to the sustainable development of these areas.

2.10. Conceptual Framework

The following conceptual framework for this study is generated based on literature review and research works. The framework shows the relationship between the impacts of tourism on residents and the efforts of government to control the negative impacts and promote the positive ones. The conceptual framework aims to explain how previous studies are related to the research methodology in the next Chapter.

The framework (Fig. 2.9) highlights the importance of understanding the perception, attitude and needs of the local people in the Japanese heritage sites towards tourism impacts. Based on this understanding, the tourism policy makers and local government can proceed to issue proper tourism policy for development sustainability in the HSs and balance the local communities' demands and the economic development goals.

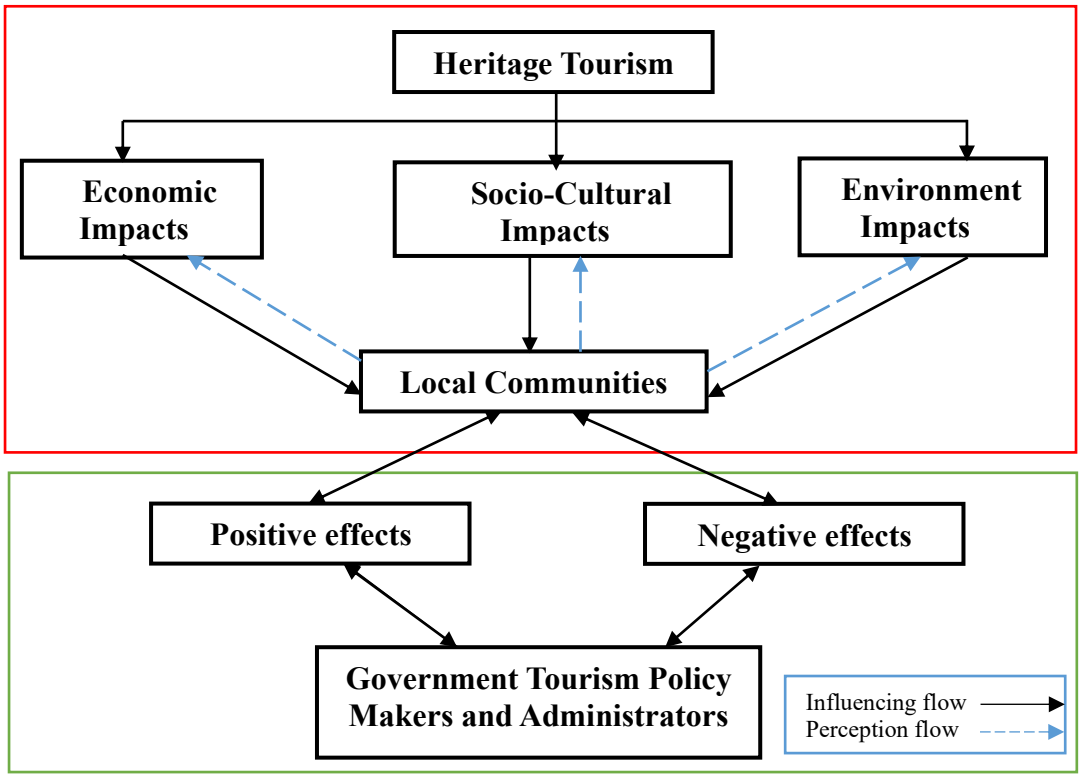

Figure 2.8 – Conceptual Framework

CHAPTER 3 – METHODOLOGY

3.1. Introduction

This thesis explores the tourism impacts on the local communities in Japanese heritage sites and the Japan tourism policy to minimize the negative impacts and maximize the positive impacts of tourism. Therefore, it is necessary to conduct two phases of research:

(1) In-depth interview with Japan tourism policy makers and other stakeholders (NGOs, academic people, local government and local community's leaders) of heritage tourism to understand their views, expectation, challenges and future development plans.

(2) Survey on local people living in Japan heritage tourism sites to understand their perceptions towards tourism impacts on their life and places. With the items adopted for previous studies in other regions and context, the findings from this survey would help to identify the need of Japan people in HT sites and how it is different to the perception and attitude of people in other contexts.

Since the local people's perception and attitudes toward tourism impacts can affect the success or failure of tourism development and tourism policy in their places, it is necessary to understand how they perceive tourism before implementing any plan or policy in the tourism sites. Therefore, the implementation of these two phases of research is needed to better understanding the Japan context and help to recommend for the sustainable development of local communities in Japan HT sites.

3.2.Interview with Government Officers and Other Stakeholders about their Views and Directions of HT Development and Impacts in Japan:

In-depth interviews with governments officers of Japanese Ministry of Justice, Agency of Cultural Affair (MEXT), local government authority and local community's leaders in some Japanese heritage sites and academic people were conducted from December 2018 to December 2019 during some research field trips. They were encouraged to express their ideas and views towards the HT development and its impacts on local communities.

Table 3.1 – Interviewing schedule with some HT stakeholders

Time	Place of interview	Interviewee	Content
December 2018	Rural areas in Oita Prefecture: Ryuoai village, Usa, Kunisaki Peninsula	Local government and local community's leaders	The local government and community leaders' role in development of tourism, heritage conservation and tourism impact in their places
12th – 15th July 2019	Kanazawa city and Shunran-no-Sato village, Ishikawa Prefecture	Local community's leaders in Noto Peninsula, Prof. Koji Nakamura from Kanazawa University, people working in tourism area (hotels, stations, tourist information counter, etc.) and some tourists	HT policy, tourism development policy for heritage sites, local community cooperation and management on tourism operation and management, and tourism impacts on sustainable development in their places
24th – 28th November 2019	Tokyo	Government officers of Japanese Ministry of Justice, and Agency of Cultural Affair (MEXT)	Japanese policy on tourism activities in HSs, tourist management and local community development

3rd – 4th December 2019	Tokyo	Assoc. Prof. Masataka Tamai from Tohoku University of Community Service and Science and Dr. Ninoos Y. Benjamin (Principal Economist of Mutual Capital Advisors)	Tourism impacts on socio-culture, economy development and environment in Japan.
12th December 2019	Beppu city	Mr. Toshiyuki Fukuda – officer of JICE (Kyushu office), former officer of JTA (domestic department)	Tourism policy in Japan and its development strategy

During the research field trips, **direct observations** were used to have a practical insight of how the tourism policies are applied in some HSs in Japan and how the local people and visitors obey the policies and follow the instructions. It is helpful to understand the context in Japan and compare with the literature and other countries' implementation. Direct observation gives data that are not able to get from interviews or questionnaires and the real situation in each destination.

3.3. Survey on Local People about their Perceptions and Attitude toward Tourism Impacts in Their Places

3.3.1. Research Plan

The study planned to recruit the residents of some HSs to participate into the survey during several research trips. A questionnaire was designed where local people living in heritage sites were asked to rate their views, attitudes, and awareness on tourism activities and tourism impacts to their places and life. There were 31 items adopted from literature

review measuring the negative impacts and positive impacts of tourism on social-cultural life, economic development and environment at the sites and local people's attitude towards tourism development and policy were examined. There were 4 moderator variables were used for further study and comparison about the differences among different groups.

The items chosen are widely used in international travel literature from the literature review. A "5-point rating Likert scale" where "1 = strongly disagree, 3= neutral, and 5 = strongly agree" was applied to quantify the responses to the items. The questionnaire was written in Japanese and English as it targeted local community people and it would be easier for the author to follow during studying (Appendix B).

According to Wolf, Harrington, Clark & Miller (2013), determining "the sample size requirement for structural equation modelling is a challenge often faced by investigators, peer reviewers, and grant writers". Boomsma (1982, 1985) suggested a "minimum sample size" requirement of "between 100 and 200". In the meanwhile, Bentler & Chou (1987) and Bollen (1989) indicate that the sample size should be "5 or 10 observations per estimated parameter". As this study proposes 31 items to be measured, the researcher planned to recruit 300 participants.

3.3.2. Research implementation:

From July 2019 to February 2020, some research trips were conducted in some heritage sites in following Japanese Prefectures:

Table 3.2 – Schedule for data collection for the survey

Date and time	Place
12th – 15th July 2019	Kanazawa city and Shunran-no-Sato village, Noto Peninsula GIAHS, Ishikawa Prefecture Toyama Prefecture
1st September 2019 – 30th October 2019	Kunisaki GIAHS, Beppu, Oita Prefecture
	Saga Prefecture
	Fukuoka Prefecture
	Miyazaki Prefecture
	Yamaguchi Prefecture
24th November 2019 – 6th December 2019	Tokyo Metropolis
	Nikko in Tochigi Prefecture
20th – 24th February 2020	Okinawa Prefecture

The last research trip was scheduled to conduct in some HSs in Kansai area from 28th April to 7th May 2020. However, due to the risk of covid-19, it was cancelled and changed to an on-line survey instead. A link of the questionnaire was made on Google Drive and sent to the people in the researcher's network who are studying in those areas (Kyoto, Osaka and Kobe) and asked them to forward it to local people living in these areas that they know. They used smart phones and tablet to ask local people to answer the online link and all the responses were collected automatically to the researcher's Drive account. The link was also posted on several travel blogs and forums from 15th March to 15th April 2020. It was seeking the participation of local people who are living in heritage areas in Japan, however, the responses through this method were low.

Up to 15 April 2020, a total of 266 answers were collected, however, due to the limitation of time, the researcher decided to stop the survey to start the data analysing and writing up. After checking, 243 answers were usable for coding and analysis. Participation in this study was voluntary and all the information from the answers is confidential. It is believed that all respondents answered the questionnaire honestly as it was anonymous and self-administered.

To understand the differences of local people's attitude, perception and awareness toward tourism impact in Japanese HSs, a series of T-tests were conducted on SPSS 22.0 to compare groups of local people based on their age, living place, place of birth (whether they are local-born or not) and job (whether their jobs relate to tourism or not).

CHAPTER 4 - RESEARCH FINDINGS AND DISCUSSION

4.1. Government Officers and Tourism Administrators' Views and Ideas of HT Development and Impacts in Japan

4.1.1. Some Current Problems of HT Development and Management in Japan:

From interviewing and observation, it is found that the management network in Japan somehow different from other countries. In Japan, the local government in each municipality or prefecture plays an important role in tourism policy and control. Central government and ministries only give out the general directions and support upon the request of local governments.

The management and information flows among Japanese HT stakeholders would be drawn as in Fig. 4.1 below. In this network, the local government plays as the central node to communicate with other nodes and control the tourism activities and policies within its area. However, NGOs and academic people contribute highly to tourism development by policy planning and suggestion to the local government. NGOs and academic people also work closely with local communities to understand their difficulties and needs and help them to solve the problems or take note for the local government.

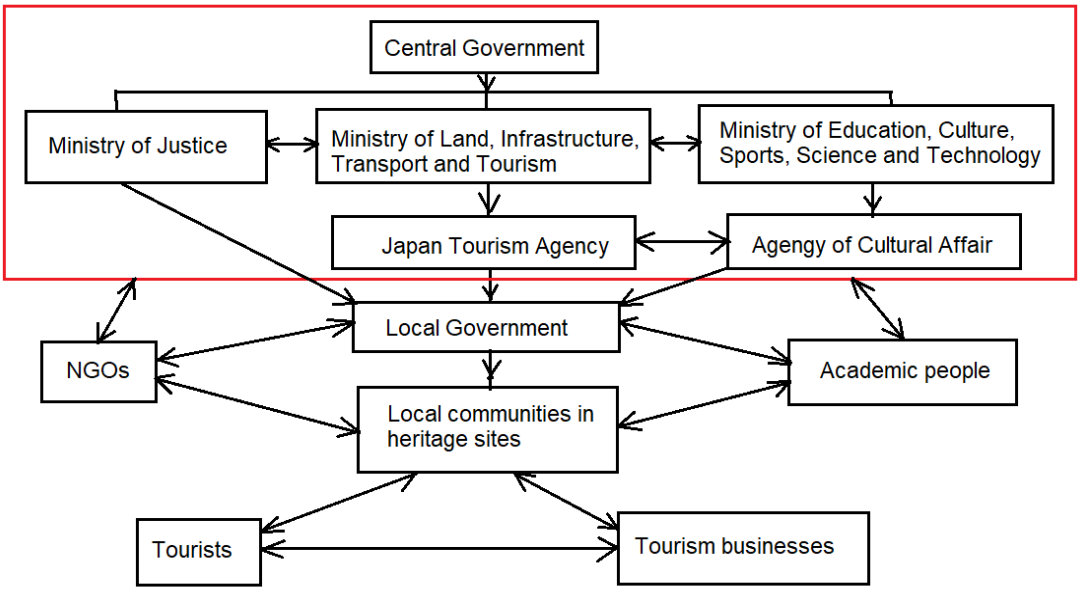

Figure 4.1 – Management and information flows among Japanese HT stakeholders

However, there are some problems in HT development and management in Japan:

4.1.1.1. Aging Population

According to Japan Statistic Handbook (2018), Japan has been facing the aging population to an unprecedented degree. Over 20% of Japan's population is more than 65 years old. This not only takes effects on the economic growth, but also makes change in family and social structures in the world's third largest economy.

Recently, the aging problem has been more and more serious. In rural and remote areas, where retain many Japanese cultural and natural heritage, after the young have moved to urban areas for higher education and jobs, there are mostly elderly people who are left behind.

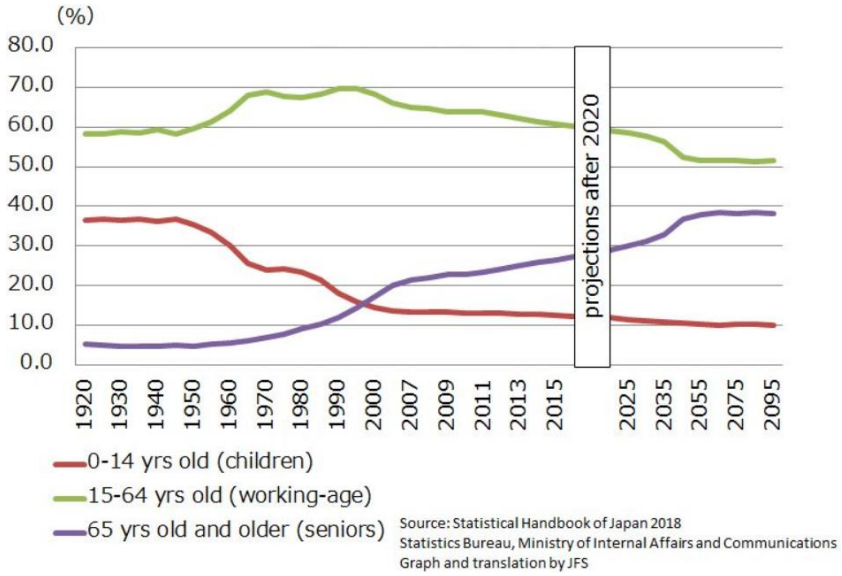

Figure 4.2 – Population trends and forecast in Japan

Figure 4.2 shows that from 1920 to 1950, in Japan, the proportion of people over 65 years old was only approx. 5%. Then after, from the 1950s to the 1970s, the aging population process was begun. In 2015, the elderly people were accounted for one-fourth of the Japan's population. This process is foreseen to continue in the coming years. It is expected that the seniors may reach up to 30% of the population in 2025 and approx. 40% in 2055.

According to the government officers, it would be a threat to the CH retaining in Japan. The CH belongs to and live within the local community, through the conservation of its people. As there is a little proportion of young people living in the rural and heritage sites, people have less chances to know or learn their cultural heritage. If the elderly people who possess the cultural heritage pass away, there will be a risk of some cultural heritage being disappeared.

Therefore, the Japanese government has tried to allocate a support fund for cultural heritage conservation and cultural properties protection. However, this amount is considerably small. The Agency for Cultural Affair (ACA) is responsible for culture conservation national wide, however, its budget has remained as only 0.1% of the total general account of the Japanese government for several decades (Kakiuchi, 2017). Looking at Fig. 4.3, about 60% of the ACA budget is allocated to heritage and the rest is for arts support. Within the budget for heritage, nearly 40% is allocated to heritage protection, and 15% is for maintenance and management of national museums and theaters of heritage protection (ACA, 2013).

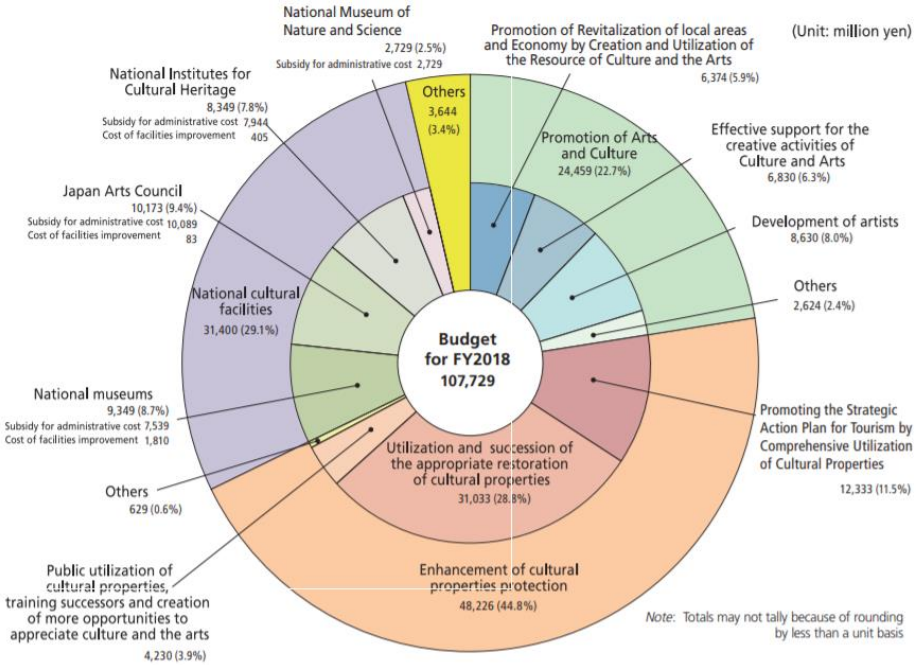

Figure 4.3 – ACA budget for FY 2018 (ACA, 2018)

4.1.1.2. Shortage of Labour Force in Tourism Industry

The aging population also leads to another problem for Japanese tourism, especially in rural areas. That is the shortage of labour force in tourism industry. The proportion of people in the working-age (15-64 years old) in Japan is decreasing significantly. In many

rural and remote areas, as observation, there is no youth or children; all the local people are over 60 years old, and many of them are over 70 years old. The ratios and number of senior people in Japanese urban areas are also increasing over year (Population Census Report, 2015; Institute of Population and Social Security Research, 2013).

This situation raises a concern of the labour shortage, especially in tourism industry. As the Japanese government plans to increase the international tourist arrivals and to turn Japan into a "tourism country" as per the declaration of the National Tourism Policy (2016), the lack of tourism labour force would be a problem to the tourism development. If the number of visitors is higher than what the residents expected in a long run, they will feel overloaded, and annoyed. It would be a challenge to the serving facilities and the local community's resilience. It might give a negative impact on the socio-culture of the local community. Even though the Ministry of Justice has planned to attract more international labours to work in Japan, the lack of working-age people in Japanese rural areas and heritage sites will be a problem for the local governments in the coming years.

4.1.1.3. Cultural Heritage Fading

The interviewed government officers and academic people share the same concern of the loss of many unique cultural traditions and knowledge as Japan ages and rural towns face depopulation. According to a survey by Kyodo News in January 2017, 60 cultural events in 20 prefectures have been shelved due to falling populations and aging. As cultural heritages define a community's identity, the disappearance of them means the disappearance of communities. Therefore, the local governments in many Japanese rural areas allocate the budget to make plan and policy to attract more youth come to live and

work in their places upon their graduation. CH would have chances to live in its community. Therefore, interviewees agree that tourism, especially heritage tourism, would be an ideal solution for heritage and culture conservation. As the people recognize the benefit from it, they would like to retain their heritage for the next generation.

4.1.1.4. Positive Impacts of Tourism on Local Economic Development:

In some HSs in Japan, such as Kyoto, Osaka, Kanazawa, Beppu, etc., tourists have to pay tax on their stays at hotel and traditional ryokan inns. These accommodation taxes first appeared in large metropolitan areas. Tokyo adopted one in 2002, followed by Osaka Prefecture in 2017 and Kyoto city in 2019. This policy is followed by Nara, Kitakyushu, Fukuoka, and Kanazawa. Roughly 20 municipalities are considering doing so, as a survey by Nikkei found in 2019. The revenue from this tax is typically used for purposes such as building tourism infrastructure and providing information to visitors. Therefore, tourism would give positive economic impact and infrastructure upgrading and modernization.

4.1.2. Tourism Policy to Manage Tourism Impacts Practice in Some Japanese HSs:

The tourism impacts management in Japan HSs are more similar to what mentioned in Timothy (2011). By observation, the main management activities in some Japanese HSs are:

(1) “Controlling traffic, visitor flows and congestion” is applied in some Japanese HSs including cultural heritage, natural heritage and protected areas, such as “seasonal

closures", "visiting group size restriction" at specific periods, and "vehicle quota" systems, to preserve the wild species and their life cycles, maintain the gene pool for the next season and avoid over-exploiting the resources. Visitors also can enjoy the safety and diversified ecosystem for their best experiences. During covid-19 pandemic, many HSs in Japan announced their closure in order to save the wild animals from the disease and minimize virus spreading.

(2) "The direct contact between visitors and the artifacts are prohibited or limited" in many heritage sites or exhibitions. Visitors may be required to overshoes to minimize the damage original properties, avoid entering sensitive areas, and avoid using video cameras.

(3) "Fees and additional charges may be considered to raise during peak periods" to reduce crowdedness and lower during other time to balance the visiting flows in many Japanese HSs.

(4) In many Japanese HSs, guest book, souvenir, free photo taking places are provided to help tourists to keep their visit memories and inform their coming. It is helpful to prevent the heritages from negative behaviours of some "souvenir hunting" people.

(5) There are some game and education corners, interactions places so that visitors can play with the animals, or watch their friendly performances, or exploring the nature, or experience the traditional culture, and learn new knowledge about the HSs, etc. As they enjoy themselves more, they would be more respect the heritage and local people and try to minimize their negative impacts.

(6) Marketing/ promotion and interpretation activities are also used to inform tourists and educate them how to behave properly and respectfully in HSs in Japan, explain to them the meanings of cultural customs and history, historic destinations, local people, and their stories. Websites, printed brochures, IT media and information counters are settled in public areas near and around the HSs. However, in some HSs in rural or remote areas, the provision of these marketing activities is limited or mostly in Japanese which might be difficult for the visitors to understand and follow.

4.2. Local People's Perception and Attitude about Tourism Impacts on their HSs:

4.2.1. Descriptive Statistic

According to the frequency analyses on the profile of the respondents, most came coming from Tokyo Metropolis (54.3%), and Kansai (29.2%). These two areas are home to many of Japan's CH and NH sites. According to the annual statistical reports of the JNTO (2019), these two areas also got the largest number of international tourist arrivals. Therefore, there might have more concerns of negative tourism impacts in these areas.

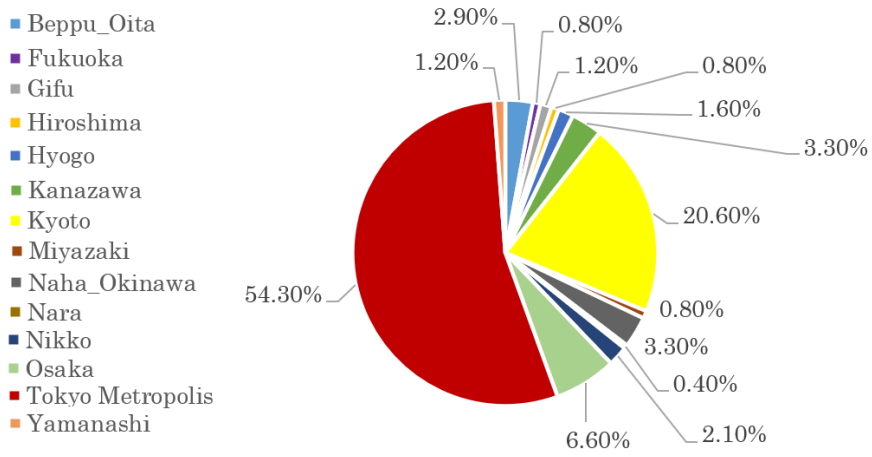

Figure 4.4 – Place of living

Table 4.1 – Provision of "Place of living"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beppu_Oita	7	2.9	2.9	2.9
	Fukuoka	2	.8	.8	3.7
	Gifu	3	1.2	1.2	4.9
	Hiroshima	2	.8	.8	5.8
	Hyogo	4	1.6	1.6	7.4
	Kanazawa	8	3.3	3.3	10.7
	Kyoto	50	20.6	20.6	31.3
	Miyazaki	2	.8	.8	32.1
	Naha_Okinawa	8	3.3	3.3	35.4
	Nara	1	.4	.4	35.8
	Nikko	5	2.1	2.1	37.9
	Osaka	16	6.6	6.6	44.4
	Tokyo Metropolis	132	54.3	54.3	98.8
	Yamanashi	3	1.2	1.2	100.0
	Total	243	100.0	100.0	

In this study, the local-born people are slightly above half of the respondents, and there are 46.5% of the participants were coming from another places. It is assumed that people who were born in where they live would have higher "sense of belonging" to their place than people immigrate from other places. This would be interesting to study the differences between the perception of local-born people and immigrants toward their attitude of how tourism gives impacts on their living place.

Table 4.2 - Place_of_birth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	113	46.5	46.5	46.5
	Yes	130	53.5	53.5	100.0
	Total	243	100.0	100.0	

The respondents were mostly from 25 to 40 years old (44.4%) while young people (under 25 years old) were 24.3% and those people from 40 to 60 years of age were 28.4%. The rest (2.9 percent) was over 60.

Table 4.3 - Age_group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25	59	24.3	24.3	24.3
	From 25 to 40	108	44.4	44.4	68.7
	From 40 to 60	69	28.4	28.4	97.1
	Above 60	7	2.9	2.9	100.0
	Total	243	100.0	100.0	

One-third of the respondents are working in tourism related areas, such as: hotels, restaurants, transport, logistics, etc.

Table 4.4 - Tourism_related_job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	161	66.3	66.3	66.3
	Yes	82	33.7	33.7	100.0
	Total	243	100.0	100.0	

4.2.2. Reliability Analysis

Cronbach's Alpha is the common measure to examine the internal consistency or the reliability of the scale using in the research questionnaire. It is used to test how closely the set of items are in each group "PEN", "NEN", "PEC", "NEC", "PSC", and "NSC".

Fig. 4.5, 4.6, and 4.7 below show that the alpha coefficient for the items in "PEN", "NEN", "PEC", "PSC", and "NSC" are all above **0.80**, suggesting that the items in these groups have relatively high internal consistency. Within these groups, the highest values are "PEC" = 0.885 and "NEN" = 0.884.

The alpha coefficient for the three items in NEC group is 0.627 (Fig. 4.7). However, it is widely accepted in literature that "alpha of 0.6 – 0.7 indicates an acceptable level of reliability" (Hulin, Netemeyer, & Cudeck, 2001).

From this measurement, the data are reliable to use for further analysis and using for the study's purposes.

Scale: Positive socio-cultural impacts of tourism

Reliability Statistics

Cronbach's Alpha	N of Items
.838	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PSC1	21.72	10.799	.635	.810
PSC2	21.06	12.298	.642	.807
PSC3	21.09	12.103	.718	.795
PSC4	21.14	12.688	.543	.825
PSC5	21.64	11.429	.591	.818
PSC6	21.27	12.232	.606	.813

Scale: Negative socio-cultural impacts of tourism

Reliability Statistics

Cronbach's Alpha	N of Items
.810	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NSC1	6.64	4.735	.619	.780
NSC2	5.78	4.488	.696	.700
NSC3	6.21	4.574	.662	.736

Figure 4.5 – Reliability analysis of PSC and NSC

Scale: Positive environment impacts of tourism

Reliability Statistics

Cronbach's Alpha	N of Items
.805	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEN1	7.65	3.293	.610	.781
PEN2	7.48	3.110	.729	.652
PEN3	7.37	3.522	.625	.762

Scale: Negative environment impacts of tourism

Reliability Statistics

Cronbach's Alpha	N of Items
.884	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NEN1	18.13	18.988	.722	.860
NEN2	17.84	18.463	.770	.852
NEN3	18.16	19.358	.696	.865
NEN4	17.34	19.225	.722	.860
NEN5	17.82	18.314	.758	.854
NEN6	17.26	21.488	.511	.892

Figure 4.6 – Reliability analysis of PEN and NEN

Scale: Positive economic impacts of tourism

Reliability Statistics

Cronbach's Alpha	N of Items
.885	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEC1	27.34	10.317	.673	.869
PEC2	27.52	9.986	.615	.877
PEC3	27.33	10.394	.754	.862
PEC4	27.52	9.862	.645	.873
PEC5	27.42	9.997	.757	.859
PEC6	27.55	9.910	.603	.879
PEC7	27.47	9.837	.739	.860

Scale: Negative economic impacts of tourism

Reliability Statistics

Cronbach's Alpha	N of Items
.627	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NEC1	6.15	3.254	.462	.490
NEC2	6.44	3.280	.422	.549
NEC3	6.86	3.551	.424	.544

Figure 4.7 – Reliability analysis of PEC and NEC

4.2.3. Factor Analysis of Perceived Tourism Impact Items

In addition to measuring internal consistency, it is necessary to provide the evidence that the scale in the questionnaire of this study is unidimensional. Therefore, a principal component factor analysis with Varimax rotation (Hair et al., 2010; Tho, 2012) using 28 dependent variables was undertaken to determine the dimensions underlying the perceived tourism impact items.

Table 4.5 – Principal component factor analysis with Varimax rotation

	Factor loading						
	1	2	3	4	5	6	Communalities
PEC5	.846						.751
PEC7	.791						.713
PEC1	.779						.711
PEC3	.775						.678
PEC4	.662						.553
PEC2	.616						.576
PEC6	.608						.563
NEN5		.826					.743
NEN4		.820					.729
NEN2		.735					.706
NEN6		.704					.580
NEN1		.687					.669
NEN3		.664					.631
PSC3			.782				.714
PSC2			.725				.639
PSC1			.721				.643
PSC6			.656				.595
PSC4			.635				.513
PSC5			.571				.551
PEN1				.847			.735
PEN2				.812			.764
PEN3				.711			.657
NSC2					.782		.781
NSC3					.781		.745
NSC1					.722		.655
NEC2						.804	.671
NEC1						.625	.580
NEC3						.552	.513
Eigenvalues	4.363	4.153	3.432	2.388	2.217	1.809	
% of Variance	15.582	14.831	12.256	8.528	7.917	6.462	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

The 28 items consist of six factors with **Eigenvalues higher than 1.0**. The factors **accounted for 65,576% of the variance** and were labelled: PSC, NSC, PEN, NEN, PEC, and NEC. **All items revealed factor loadings of over 0.5** and communalities values for each variable, which accounts for the variances explained by the factors, ranged from 0.513 to 0.781, indicating that **each variable contributes to forming the factor structure**.

4.2.4. Overview of Local People's Perception and Awareness of Tourism Impacts at Their Places:

Table 4.6 indicates the mean and standard deviation values of all 31 items. In general, almost of them have mean above the neutral point of 3. The highest of 4.70 was found for "Tourism will increase business opportunities". Items in the PEC have the highest mean among all perceived positive impacts groups, ranging from 4.47 to 4.70, indicate that local people realize the benefits from tourism to their economic development: business opportunities, employment, infrastructure, and public service improvement. Local people are also aware that HT helps to improve their destination image and reputation worldwide, and proud of their heritage and would like to retain it for their next generation.

However, the least positive impacts are on environment issues. The mean scores for the items in PEN are from 3.60 to 3.88.

Regarding negative impacts of tourism, local people found the most threatened issues to their life are "disease spreading" (4.05), "littering increasing" (3.97), "tax rates and living costs increasing" (3.57), and "overcrowded of local facilities usage" (3.54). These problems also incur in many other famous tourism destinations around the world.

Many studies recently have indicated that local communities are tired and annoyed of too many tourists coming to their place, which leading to negative impacts to their life. Besides, the respondents in this study showed their concerns of "disease spreading" the most as they were learning from the covid-19 pandemic circumstance.

Only two items "Tourism will disrupt residents' quality of life" and "Tourists will bring some bad behaviors to the local people" have the score below neutral point of 3, which are 2.67 and 2.86, respectively. The rest of negative impacts' means are slightly above the neutral point, from 3.1 ("Tourism will increase crime") to 3.49 ("Tourism will increase air pollution"). This means that Japanese local people in HT sites are aware of negative tourism impacts, but do not think that they can disrupt their quality of life. As Japan is considered as one of the safest countries in the world, it is not surprised that the people's concern for crime increasing as the impact of tourism is not as high as many other developed countries in other previous studies of Pizam (1978) and King et al. (1993). In other words, the negative impacts of tourism are not serious in the inhabitants' perception.

Despite their perception of negative tourism impacts, the local people are proud of their heritage value. They believe that "tourism's positive impacts outweigh its negative ones" (4.34) and wish "the local government should hold more tourism events to promote and develop the tourism potentials in their places" (4.40). Finally, they agree to "support tourism development and tourism policy" in their places (4.32).

Table 4.6 – Descriptive Statistics

	Items	Mean	Std. Deviation
PSC	**Perceived positive socio-cultural impacts**		
PSC1	Tourism will bring the local community closer	3.87	1.106
PSC2	Tourism will provide residents a chance to meet new people	4.52	.815
PSC3	Tourism will foster pride among residents	4.49	.784
PSC4	Tourism will promote this place as a multi-cultural destination	4.45	.838
PSC5	Tourism will provide residents relaxation and entertainment	3.94	1.035
PSC6	Tourism will strengthen local community bonds and cohesion	4.31	.863
NSC	**Perceived negative socio-cultural impacts**		
NSC1	Tourism will disrupt residents' quality of life	2.67	1.208
NSC2	Tourism will lead to overcrowding of local facilities	3.54	1.196
NSC3	Tourism will increase crime	3.10	1.207
PEN	**Perceived positive environmental impacts**		
PEN1	Tourism will improve environmental conservation and protectionism	3.60	1.065
PEN2	Tourism will raise environmental awareness	3.77	1.023
PEN3	Tourism will stimulate planning and administrative controls such as recycling policies and pollution controls	3.88	.981
NEN	**Perceived negative environmental impacts**		
NEN1	Tourism will damage the natural environment	3.18	1.10602
NEN2	Tourism will increase noise pollution	3.47	1.12531
NEN3	Tourism will increase visual pollution	3.15	1.08458
NEN4	Tourism will increase littering	3.97	1.07334
NEN5	Tourism will increase air pollution	3.49	1.15838
NEN6	Tourism will spread disease faster	4.05	.99234
PEC	**Perceived positive economic impacts**		
PEC1	Tourism will provide locals employment opportunities	4.68	.62523
PEC2	Tourism will improve the provision of public services and infrastructures	4.50	.74064
PEC3	Tourism will increase business opportunities	4.70	.55696
PEC4	Tourism has led to the regeneration and redevelopment of towns and cities	4.51	.74062
PEC5	Tourism will enhance this place's international reputation through world media exposure	4.60	.63075
PEC6	Tourism will improve this place's image worldwide	4.47	.76757
PEC7	Tourism will foster pride of the local people about their cultural traditions (dance, folk song, history, food, handicraft, etc.) and the local people will retain these heritages for their next generations.	4.56	.67385
NEC	**Perceived negative economic impacts**		
NEC1	Tourism has led to increased tax rates and living costs for residents	3.57	1.11986
NEC2	The large investment required to develop tourism cannot be justified in terms of the economic benefits that will be generated for residents	3.29	1.15321
NEC3	Tourists will bring some bad behaviors to the local people	2.86	1.06118

OAT	Overall local people's attitude towards tourism		
OAT1	Overall tourism's positive impacts will outweigh its negative ones	4.34	.76149
OAT2	The local government should hold more tourism events to promote and develop the tourism potentials in this place.	4.40	.78803
OAT3	Overall, I support tourism development and tourism policy in this place as a resident.	4.32	.81048

Note: Likert 5-point scale including strongly disagree (1), neutral (3), strongly agree (5)

4.2.5. Differences in Local People' Perception and Attitude toward Tourism Impacts on HSs in Japan according to some Sociodemographic Variables

The differences in local people's perception and attitude toward tourism impacts in Japanese HSs according to their "living places", "place of birth" (whether they are local-born or not), "job" (whether it relates to tourism area or not), and "age" were tested using series of T-test.

4.2.5.1. Place of living

The respondents were divided into 3 groups: (1) Tokyo Metropolis area, (2) Kansai area (Kyoto, Osaka, Hyogo, Nara), (3) other heritage sites (HSs) in Japan. Using one-way ANOVA test, the *p*-values of PSC1, PSC6, NSC1, PEC1, PEC2, PEC5, PEC 7, and OAT2 are < 0.05 (See Appendix C), indicating there are significant differences of perceived tourism impacts among people on these issues in different places of living. The people in Kansai area and other HSs believe that HT would bring them "closer, stronger and more cohesive" than those living in Tokyo Metropolis. Besides, even though the perception of Tokyo Metropolis residents regarding "Tourism will disrupt residents' quality of life" (NSC1) is below the neutral point (2.89), it still higher than those in Kansai area (2.39) and other HSs (2.45), indicate that there are more people in Tokyo

area concerned of this issue.

On the other hand, people in other HSs in Japan have highest PEC mean score in comparison with those live in Tokyo Metropolis and Kansai area. (See Appendix C for PEC1, PEC2, PEC 5, and PEC 7). This means that people in more rural or remote areas believe that tourism would bring more benefits to their economy as it increases "employment and business opportunities", improves "infrastructure and public service", enhance the place's image worldwide and local economy, and conserves the "heritage for the next generation" than those in urban areas.

As a result of this, the people in other HSs in Japan think that the government should "hold more tourism events to promote and develop the tourism potentials" in their places (OAT2) than people in Tokyo and Kansai areas, although there is no significant difference in the supporting attitude of people in all groups toward tourism development and policy.

4.2.5.2. Place of birth

Local people in this survey are all Japanese residents. Assuming that local-born people have more sense of belonging to where they live, the **"Place of birth"** variable was used to group people who live in the place since they were born as "local born", and people who are the residents of the place but were born in other places as "non-local-born". It is to investigate if there is any significant difference in perceived tourism impacts between these two groups. Using independent-samples T-test, it is interesting to know that local born people perceive more negative socio-cultural impacts of tourism than the

other group, as the *p*-values of NSC1 and NSC3 are < 0.05. The local-born concern more for “disruption of life quality” (NSC1 = 2.89), and “crime increase” (NSC3 = 3.25) than non-local-born people (NSC1 = 2.43; NSC3 = 2.94).

However, except the above-mentioned items in NSC, the two groups have similar perception on the remaining tourism impact factors. This result agrees partly with previous studies of Jaafar, Noor & Rasoolimanesh (2015), Harrill (2004), Um & Crompton (1987) as they indicated that residents who have more sense of belonging to their place perceive tourism development more negatively. And it disagrees with Pizam (1978)’s argument that the local-born people might have fewer negative attitudes towards tourism.

4.2.5.3. Jobs

Using independent-samples T-test to examine the significant differences between people whose jobs relate to tourism area and people whose job do not, there are cognitive differences in “Tourism will disrupt residents’ quality of life” (NSC1), “Tourism will lead to overcrowding of local facilities” (NSC2), and “Tourism has led to increased tax rates and living costs for local residents” (NEC1). Assuming that people who are working in tourism related area depend their income more on it, the study shows that their scores on negative perception of these items are higher. (Appendix E)

However, tourism-related job holders have better perceived positive environment impacts as their mean score of “Tourism will improve environmental conservation and protectionism” (PEN1 = 3.82), and “Tourism will stimulate planning and administrative controls such as recycling policies and pollution controls” (PEN3 = 4.05) are higher than

tourism-non-related people (PEN1 = 3.48 and PEN3 = 3.80). This result agrees with Pizam (1978) that "the less dependent a resident is economically on tourism, the more negative his attitude is towards it."

4.2.5.4. Age

According to the result of *p*-value of one-way ANOVA test (Appendix F), there are significant differences in the perceived negative environment impacts between people over 60 years of age and people in other groups in some items. The people over 60 years old seems less negative about the tourism impacts on environment. Their mean scores of "Tourism will damage the natural environment" (NEN1 = 2.57), "Tourism will increase noise pollution" (NEN2 = 2.29), "Tourism will increase visual pollution" (NEN3 = 2.43), and "Tourism will increase air pollution" (NEN5 = 2.71) are all below the neutral point of 3, which mean they are inclined to disagree with these statements. In the meantime, people in groups "Under 25", "From 25 to 40" and "From 40 to 60" years old have the mean scores above neutral point, indicate their concern of negative environment impacts from tourism in these issues.

The over 60 years old also have different perception in how "tourism will improve the provision of public services and infrastructures" (PEC2) as they have significantly lower mean score than other groups, however, it is higher than the neutral point of 3, indicating their belief, but not much. On the other side, the residents from 25 to 40 years old have less positive perceptions how heritage tourism would promote their place as "a multi-cultural destination" (PSC4) and "stimulate planning and administrative controls

such as recycling policies and pollution controls" (PEN 3) than other groups of ages.

This result is different to what Bastias-Perez and Var (1995) found in the study in Australia that middle-age residents appreciate the positive economic benefits from tourism development and are also concerned more about the potential pressure of tourism development on local infrastructure. Thus, the Japan context might be different to other countries and regions and therefore, need further studies in the future to better understand the voice of local people toward sustainable development.

Summary, although there are some differences in local people's perception of tourism impacts in some items, people in Japan HSs generally have relatively equal attitudes and perceptions about the tourism impact on local economy, environment, and socio-culture. They appreciate the positive effects of tourism on local economic development and heritage value and are most concerned about the negative impacts of tourism on the local environment. However, they believe the local government's tourism policy will help to solve these problems. Therefore, people in all HSs agree that tourism's positive impacts will outweigh its negative one and support tourism activities and government's tourism development policy in their places. This attitude is important to the tourism development in Japan as it has been widely accepted in many studies that the resident's support is a main factor in tourism growth of a destination (Gursoy, Jurowski & Uysal, 2002; Ap, 1992; Yoon, Gursoy & Chen, 1999; Belisle & Hoy, 1980).

4.3. Summary:

The results help to understand and answer the research questions. All the HT stakeholders in this study believe that "tourism's positive impacts will outweigh its negative ones" and "the local government should hold more tourism events to promote and develop the tourism potentials" in the HSs. However, there are some gaps between the views of tourism policy makers and management and the perception of local people in Japan heritage sites towards tourism impacts that need more consideration.

1. As Japanese government wants to boost up the number of international tourist arrivals to Japan in the coming years, the government officers want to have more transportations to connect Japanese main cities to rural HSs, especially by expanding *shinkansen*. However, from the result of the survey, local people are mostly concerned about the overcrowding of their local facilities, littering, noise, and air pollution due to the increased number of tourists. But the government policy makers and tourism administrators do not consider these as big problems as they believe their policies are able to educate and instruct the tourists to behave properly during their travels in Japan.

2. Japan is an island country with 5 main islands and 6,847 remote islands. The terrain is mostly rugged and mountainous with 66% forest. Its population is clustered densely in urban areas on the coast, plains and valleys (JNTO, 2020). As mentioned in the findings from interviewing with Japan policy makers and other local government officers, the aging population has led to shortage of labour force and

cultural heritage fading in Japan rural and remote areas. According to the results of local people's survey, people living in rural and remote areas need more support from government for tourism development. The rural and remote areas' residents perceive that tourism would give them more "employment and business opportunities", improves "infrastructure and public service", enhance the place's image worldwide and local economy, and conserves the "heritage for the next generation" than those in urban areas. Thus, the Japanese tourism policy makers and local governments should put more efforts and have more policies to attract more tourists to come to these areas. Culture and heritage would be the core products to get the interest of tourists.

3. Local people in this study are all Japanese native people. However, local born people are concerned more for "disruption of life quality" and "crime increase" as the increase of tourist arrivals to their places. Although in overall, they are supportive to the tourism development and activities in their place, the policy makers and local government should be aware of this perception. This findings indicate that the socio-cultural negative impacts of tourism in Japan heritage sites is still under the level that the local people can accept, but in the long-term, there should be policy to educate and help the local born people to reduce their concern and hostile behaviours to tourists.

4. According to the survey, people whose job related to tourism areas have less negative perception towards tourism impacts. This result is not only relevant to previous studies, but also give an insight to the understanding of tourism policy makers and local government about the local people's need. To reduce this negative

perception, there should be policy to encourage local people to participate in tourism activities and decision making and planning in their places so that they will be a part of tourism development.

5. It is interesting to know from this study that people above 60 years old have more positive perception towards tourism impacts to their place than other groups of age. Considering that about 30% of Japan population are over 60 years old, it would be an advantage to adopt tourism development plan and policy in Japan HSs. However, there should be programs to educate and help people in other groups of age to understand more and participate more in tourism development and planning in their places to reduce their concerns and contribute more to the benefits of tourism.

The information got from two phases of this study not only helps to understand better the situation of heritage tourism development and local people's perceptions and attitude towards tourism impacts in Japan HSs, but also give some insights to the tourism policy makers and local government to consider the voice of local people into their future policy and contribute to the sustainable tourism development in HSs in Japan.

CHAPTER 5: CONCLUSION

5.1. Summary

The purposes of this thesis are to identify the tourism impacts on local people in Japan HSs and study how the Japan tourism policy was used to manage those impacts for sustainable development. The findings have answered the research questions by studying the literature and adopt the attributes of tourism impacts in other countries and regions into the survey to explore how those impacts are perceived by local people in Japan heritage sites. Although there are some concerns of tourism impacts on environment and socio-culture of the HSs, in overall, government policy makers, tourism administrators, academic people, and local people in this study agree that tourism brings many benefits to the local community development, especially in economy and reputation. The local people are proud of their heritage and would like to introduce it to the outside world.

As local communities play an important role in the success of tourism development in their place, government policy makers, tourism administrators and other stakeholders should respect and listen to their voice, understand their perception and adopt their needs into the development strategy and policy. Besides, analyzing the change of Japan tourism policy and heritage conservation policy through time helps to understand more the differences and experience of Japan in comparison with other countries. Furthermore, given the fact that HT has been one of the fastest growing tourism sectors lately, it has become a valuable tool to help retaining the cultural values, branding one's destination identity and promote international exchange. If the government understand fully the

awareness and demands of the local communities, it would well-balance the benefits among the stakeholders and minimized the negative impacts on local communities in HSs.

Besides the challenges of heritage tourism management to minimize the negative impacts and maximize the positive impacts of tourism that has mentioned in the earlier chapters, the tourism policy makers and local government should be aware of the followings:

1. As Japan has a good welfare and pensions system for its elderly, many local people in rural areas and HSs indicate that their participation in the tourism activities is not for gaining economic benefits. Living in rural areas, they have the habit of self-cultivating and raising based on nature as their own food source. They also do not have many personal needs for luxury goods or entertainment. Some people expressed their concerns with fading culture and traditions, that is why they want to participate into heritage tourism as they want to educate the young tourists about the traditional knowledge, culture and working methods. The local people in Japanese rural HSs are mostly elderly, so that they would be tired if there are too many tourists come to their place in a short time. They are eager to have guests but within a limited number. Some senior local people are worried that once they become too old or pass away, no one will continue to operate HT in their places, as all young people want to go to urban cities to pursue other jobs. In the meantime, the government want to have more international tourists coming to its HSs to

contribute to the economy benefits of the local communities and introduce their culture and beauty of nature to the globe.

2. Language barriers is another problem to Japan HSs' communities, especially in rural and mountainous areas. If the Japanese government wants to educate and communicate better with the international tourists about its heritage value, there should be some solutions to help the local community to overcome the language problems. The local government would play an important role as a central node to connect local community, tourists and tourism businesses for the general target and benefits.

In conclusion, even though there are some issues that need improvement for sustainable development of the local community in the Japan HSs, the local people are supportive to the tourism development and policy.

5.2. Recommendations:

The analysis in Chapter 4 has revealed some problems in tourism development and management in Japan HSs and found out the most concerns of the local people in these areas. Although Japan tourism has been considered as one of the most successful in the world, there are some negative impacts affecting the residents' quality of life and the local governments' targets. As the results of the study indicate that negative impacts of tourism have not yet reach the unbearable limits of the local people, it is an opportunity for the government policy makers to learn how to reduce these effects and create appropriate

policies toward sustainable development, especially in the context of significant adverse influences from covid-19 pandemic to the Japan economy and tourism.

There are some recommendations for policy directions, based on the findings of the research as following:

1. Local people involvement in HT development and policy
2. Heritage tourism product development
3. Region collaboration and network
4. Government support and commitments

5.2.1. Local people involvement in HT development and policy

The involvement of local people in tourism policy making for their living places empower them and earn benefits from their own experiences, knowledge, and skills. People in Japan HSs can raise their voice to let the government understand their wish, concerns and fears. They would gain their role in planning, management and earn more benefits from tourism besides other stakeholders. The local community can decide which heritage they would like to promote as HT resources and which ones they decide to keep for themselves. With this approach, local people would perceive less negative impacts from tourism and support more for its development in their places.

5.2.2. Heritage tourism product development

AI, 3D media, and other advanced technologies are the advantage of Japan; however, they are applied mainly in urban areas and prime tourism destinations. In rural and remote areas, the application of these smart technologies is still limited. They are not only can provide the enjoyable experience and convenience to the tourists, but also can partially help with the aging population, shortage of labour and language barrier problems in these areas.

Smart technologies can be used as a tool to preserve cultural heritage and enhance the live experience to the visitors, especially for the young people, introducing some new methods of cultural performance and traditional knowledge education. It may earn more attention and interests of young people and tourists in learning and participation into rare cultural heritage of local or ethnic communities.

Besides, due to the concern of overcrowds and limited tourism infrastructure facilities and services in rural and remote areas in Japan, the sharing economy product-service systems can be considered as a beneficial solutions to both local people and tourists, besides loosening the pressure on local government's budget.

Some tourism services such as car renting, homestay, tour guide, etc. can be consider as good examples for sharing economy services. AirBnB, Grab, BlaBlaCAr, RideShare, etc. have been well-developed and contribute to the tourism development around the world. Local people and travellers can exchange their services, resources, time,

knowledge and skills. Those services reduce the traveling expenses, minimized the negative impacts on local society and environment and bring more economic benefits to the local communities. With the development of Internet and smart technologies, which are Japan's advantage, the sharing economy networks can help to manage the tourism impacts and bring more fruitful values to Japan heritage tourism stakeholders.

5.2.3. Regional collaboration and network

As depopulation and aging are the problem with high concerns of Japanese government policy makers, tourism administrators and local government that are considered as the weakness of HT in rural and remote areas and set out the challenges for the local governments to plan their tourism development strategy, an associated structure and framework among rural HSs in Japan should be created to:

- Make a positive and effective collaboration among these areas to create typical heritage tourism products for each of them, relevant to the strategic tourism and economic development plan of the whole area.

- Create a forum to communicate, discussion, and building a general plan for unique and specific tourism products, avoid similar products.

- Share information and experience among HSs, especially in tourism impact management and sustainable development.

5.2.4. Government support and commitments

It is found that local people in Japan HSs perceive the least positive impacts of tourism on their environment and concern most for the socio-cultural issues. “Disease spreading”, “littering”, “tax rates and living costs increasing” and “overcrowding at local facilities” are the main problems in their perceptions. The people in urban areas and big cities/ main tourism destinations are aware tourism as something might disrupt their life, and lead to living cost increase; while the people in rural and remote areas enjoy the benefits from tourism to their local economy and infrastructure renovation. Therefore, central government would play an important role in balancing the benefits among different groups, regions and communicate closely with local government to achieve the general sustainable development targets.

The different in perception of each local people group toward tourism impacts in this study also reveal the conflict of benefits among the communities themselves. To solve out these problems, it is necessary for the government policy makers and administers to listen more carefully to the local people’s needs, educate and support them to reduce the distance of awareness, balance the benefits and instruct appropriate behaviours.

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APPENDICES

Appendix A: Questions to interview the government officers and academic people

1. How the tourism and tourists give the impacts on Japan HSs? What impacts do you think most important, both positive and negative ones?
2. What is the difficulty in manage the negative impacts and heritage conservation in Japan? What is your idea to solve these problems?
3. What are the challenges to Japan heritage tourism and heritage conservation now?
4. How do you consider the role of local community in heritage conservation and tourism?

Appendix B: Questionnaire to the local people in some Japan HSs

こんにちは。立命館アジア太平洋大学（APU) の学生です。宿題でこのアンケートを行なっています。あなたが日本国民であれば、アンケートを回答いただけますと幸いで。どうもありがとうございました。

1. 現在、日本ではどこに住んでいますか？
   Where do you live in Japan now?

2. どのぐらいここに住んでいますか？
   How long have you been living in this place?

3. ここで生まれです。
   I was born in this place. □ *はい Yes* □ *いいえ No*

4. 次の各文について、あなたの意見を最もよく反映するボックスにチェックを入れてください。**（強く同意しない= 1、強く同意する= 5）**
For each of the following statements, please **tick one box** that best reflects your opinion. (*Strongly disagree*=1 and *Strongly agree*=5)

PSC1	観光はコミュニティの人々をより近づけます Tourism will bring the local community closer	1	2	3	4	5
PSC2	観光は住民に新しい人と出会う機会を提供します Tourism will provide residents a chance to meet new people	1	2	3	4	5
PSC3	観光はここのすべての住民の間で誇りを育みます Tourism will foster pride among residents	1	2	3	4	5
PSC4	観光は多文化の目的地としてこの場所を促進します Tourism will promote this place as a multi-cultural destination	1	2	3	4	5
PSC5	観光は住民にリラックス感とエンターテイメンを提供します Tourism will provide residents relaxation and	1	2	3	4	5

	entertainment					
PSC6	観光は、地域社会の絆と結束を強化します Tourism will strengthen local community bonds and cohesion	1	2	3	4	5
NSC1	観光は住民の生活の質を混乱させる Tourism will disrupt residents' quality of life	1	2	3	4	5
NSC2	観光は地元の施設の過密につながる Tourism will lead to overcrowding of local facilities	1	2	3	4	5
NSC3	観光は犯罪を増加させる Tourism will increase crime	1	2	3	4	5
PEN1	観光は環境保護と保護主義を改善する Tourism will improve environmental conservation and protectionism	1	2	3	4	5
PEN2	観光は環境意識を高める Tourism will raise environmental awareness	1	2	3	4	5
PEN3	観光は、リサイクル政策や公害防止などの計画と管理の管理を刺激します Tourism will stimulate planning and administrative controls such as recycling policies and pollution controls	1	2	3	4	5
NEN1	観光は自然環境にダメージを与えます Tourism will damage the natural environment	1	2	3	4	5
NEN2	観光は騒音公害を増加させる Tourism will increase noise pollution	1	2	3	4	5
NEN3	観光は視覚汚染を増加させる Tourism will increase visual pollution	1	2	3	4	5
NEN4	観光はポイ捨てを増加させる Tourism will increase littering	1	2	3	4	5
NEN5	観光は大気汚染を増加させる Tourism will increase air pollution	1	2	3	4	5
NEN6	観光は病気をより速く広める Tourism will spread disease faster	1	2	3	4	5
PEC1	観光は地元の人々に雇用機会を提供します Tourism will provide locals employment opportunities	1	2	3	4	5
PEC2	観光は、公共サービスとインフラストラクチャの提供を改善します Tourism will improve the provision of public services and infrastructures	1	2	3	4	5
PEC3	観光はビジネス機会を増やす Tourism will increase business opportunities	1	2	3	4	5
PEC4	観光は町や都市の再生と再開発をもたらします Tourism has led to the regeneration and redevelopment of towns and cities	1	2	3	4	5
PEC5	観光は、メディアへの露出を通じてこの場所の評判を高める Tourism will enhance this place's international reputation through world media exposure	1	2	3	4	5
PEC6	観光はこの場所のイメージを改善します Tourism will improve this place's image worldwide	1	2	3	4	5

PEC7	観光は地元の人々の文化的伝統に対する誇りを育み、彼らの文化を次の世代のために保持します。 Tourism will foster pride of the local people about their cultural traditions (dance, folk song, history, food, handicraft, etc.) and the local people will retain these heritages for their next generations.	1	2	3	4	5
NEC1	観光は地元住民の税率と生活費を引き上げます Tourism has led to increased tax rates and living costs for residents	1	2	3	4	5
NEC2	観光の開催に必要な多額の投資は、居住者にもたらされる経済的利益の観点から正当化することはできません The large investment required to develop tourism cannot be justified in terms of the economic benefits that will be generated for residents	1	2	3	4	5
NEC3	観光客は地元の人々にいくつかの悪い行動をもたらすでしょう Tourists will bring some bad behaviours to the local people	1	2	3	4	5
OAT1	地方自治体は、この場所の観光の可能性をさらに促進および発展させるために、より多くのイベントを開催する必要があります。 The local government should hold more tourism events to promote and develop the tourism potentials in this place.	1	2	3	4	5
OAT2	全体として、観光のポジティブな影響はネガティブな影響を上回る Overall tourism's positive impacts will outweigh its negative ones	1	2	3	4	5
OAT3	全体として、この場所で観光を発展させることに同意します Overall, I agree to develop tourism in this place and support tourism in this place as a resident	1	2	3	4	5

5. Other

観光**に興味がありますか**。

Do you like tourism? はい Yes ☐ いいえ No ☐

あなたの仕事は観光客（ホテル、レストランなど）に関係していますか？

はい Yes ☐ いいえ No ☐

年齢 Your age:

<25 (Below 25) ☐ 40 – 60 (From 40 to 60) ☐

25– 40 (From 25 to 40) ☐ >60 (Above 60) ☐

ご協力ありがとうございます。

Appendix C: One-way ANOVA test on "Place of living"

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PSC1	Tokyo Metropolis	132	3.70	1.041	.091	3.52	3.88	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.14	1.175	.139	3.86	4.42	1	5
	Other heritage sites	40	3.95	1.108	.175	3.60	4.30	1	5
	Total	243	3.87	1.106	.071	3.73	4.01	1	5
PSC2	Tokyo Metropolis	132	4.48	.786	.068	4.35	4.62	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.58	.921	.109	4.36	4.80	1	5
	Other heritage sites	40	4.55	.714	.113	4.32	4.78	3	5
	Total	243	4.52	.815	.052	4.42	4.63	1	5
PSC3	Tokyo Metropolis	132	4.41	.720	.063	4.29	4.53	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.65	.830	.098	4.45	4.84	1	5
	Other heritage sites	40	4.48	.877	.139	4.19	4.76	2	5
	Total	243	4.49	.784	.050	4.39	4.59	1	5
PSC4	Tokyo Metropolis	132	4.39	.835	.073	4.24	4.53	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.54	.876	.104	4.33	4.74	1	5
	Other heritage sites	40	4.50	.784	.124	4.25	4.75	3	5
	Total	243	4.45	.838	.054	4.34	4.55	1	5
PSC5	Tokyo Metropolis	132	3.82	.979	.085	3.65	3.99	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.11	1.141	.135	3.84	4.38	1	5
	Other heritage sites	40	4.05	.986	.156	3.73	4.37	2	5
	Total	243	3.94	1.035	.066	3.81	4.07	1	5
PSC6	Tokyo Metropolis	132	4.17	.866	.075	4.02	4.32	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.46	.876	.104	4.26	4.67	1	5
	Other heritage sites	40	4.53	.751	.119	4.28	4.77	2	5
	Total	243	4.31	.863	.055	4.20	4.42	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PSC1	Between Groups	9.416	2	4.708	3.946	.021
	Within Groups	286.370	240	1.193		
	Total	295.786	242			
PSC2	Between Groups	.432	2	.216	.324	.724
	Within Groups	160.194	240	.667		
	Total	160.626	242			
PSC3	Between Groups	2.643	2	1.322	2.171	.116
	Within Groups	146.081	240	.609		
	Total	148.724	242			
PSC4	Between Groups	1.150	2	.575	.816	.443
	Within Groups	168.957	240	.704		
	Total	170.107	242			
PSC5	Between Groups	4.558	2	2.279	2.148	.119
	Within Groups	254.635	240	1.061		
	Total	259.193	242			
PSC6	Between Groups	6.260	2	3.130	4.318	.014
	Within Groups	173.970	240	.725		
	Total	180.230	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
NSC1	Tokyo Metropolis	132	2.89	1.006	.088	2.72	3.07	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	2.39	1.419	.168	2.06	2.73	1	5
	Other heritage sites	40	2.45	1.300	.206	2.03	2.87	1	5
	Total	243	2.67	1.208	.078	2.52	2.83	1	5
NSC2	Tokyo Metropolis	132	3.71	.985	.086	3.54	3.88	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.25	1.481	.176	2.90	3.60	1	5
	Other heritage sites	40	3.48	1.198	.189	3.09	3.86	1	5
	Total	243	3.54	1.196	.077	3.39	3.69	1	5
NSC3	Tokyo Metropolis	132	3.18	1.062	.092	3.00	3.36	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	2.94	1.403	.166	2.61	3.28	1	5
	Other heritage sites	40	3.13	1.285	.203	2.71	3.54	1	5
	Total	243	3.10	1.207	.077	2.95	3.26	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
NSC1	Between Groups	13.944	2	6.972	4.930	.008
	Within Groups	339.373	240	1.414		
	Total	353.317	242			
NSC2	Between Groups	9.906	2	4.953	3.533	.031
	Within Groups	336.472	240	1.402		
	Total	346.379	242			
NSC3	Between Groups	2.642	2	1.321	.906	.405
	Within Groups	349.786	240	1.457		
	Total	352.428	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PEN1	Tokyo Metropolis	132	3.52	.953	.083	3.35	3.68	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.56	1.156	.137	3.29	3.84	1	5
	Other heritage sites	40	3.93	1.207	.191	3.54	4.31	1	5
	Total	243	3.60	1.065	.068	3.46	3.73	1	5
PEN2	Tokyo Metropolis	132	3.70	.899	.078	3.54	3.85	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.89	1.190	.141	3.61	4.17	1	5
	Other heritage sites	40	3.80	1.091	.172	3.45	4.15	1	5
	Total	243	3.77	1.023	.066	3.64	3.90	1	5
PEN3	Tokyo Metropolis	132	3.83	.830	.072	3.69	3.98	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.82	1.223	.145	3.53	4.11	1	5
	Other heritage sites	40	4.18	.931	.147	3.88	4.47	2	5
	Total	243	3.88	.981	.063	3.76	4.01	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEN1	Between Groups	5.268	2	2.634	2.348	.098
	Within Groups	269.209	240	1.122		
	Total	274.477	242			
PEN2	Between Groups	1.717	2	.859	.820	.442
	Within Groups	251.377	240	1.047		
	Total	253.095	242			
PEN3	Between Groups	4.046	2	2.023	2.122	.122
	Within Groups	228.728	240	.953		
	Total	232.774	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
NEN1	Tokyo Metropolis	132	3.26	.888	.077	3.10	3.41	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.11	1.347	.160	2.79	3.43	1	5
	Other heritage sites	40	3.05	1.280	.202	2.64	3.46	1	5
	Total	243	3.18	1.106	.071	3.04	3.32	1	5
NEN2	Tokyo Metropolis	132	3.53	.912	.079	3.37	3.69	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.30	1.281	.152	2.99	3.60	1	5
	Other heritage sites	40	3.55	1.431	.226	3.09	4.01	1	5
	Total	243	3.47	1.125	.072	3.32	3.61	1	5
NEN3	Tokyo Metropolis	132	3.25	.877	.076	3.10	3.40	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.04	1.281	.152	2.74	3.35	1	5
	Other heritage sites	40	3.00	1.301	.206	2.58	3.42	1	5
	Total	243	3.15	1.085	.070	3.01	3.29	1	5
NEN4	Tokyo Metropolis	132	4.01	.887	.077	3.85	4.16	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.77	1.354	.161	3.45	4.10	1	5
	Other heritage sites	40	4.20	1.043	.165	3.87	4.53	1	5
	Total	243	3.97	1.073	.069	3.84	4.11	1	5
NEN5	Tokyo Metropolis	132	3.49	.953	.083	3.33	3.66	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.52	1.361	.162	3.20	3.84	1	5
	Other heritage sites	40	3.43	1.394	.220	2.98	3.87	1	5
	Total	243	3.49	1.158	.074	3.34	3.64	1	5
NEN6	Tokyo Metropolis	132	4.15	.805	.070	4.01	4.29	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.00	1.134	.135	3.73	4.27	1	5
	Other heritage sites	40	3.83	1.238	.196	3.43	4.22	1	5
	Total	243	4.05	.992	.064	3.93	4.18	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
NEN1	Between Groups	1.792	2	.896	.731	.483
	Within Groups	294.241	240	1.226		
	Total	296.033	242			
NEN2	Between Groups	2.885	2	1.443	1.140	.321
	Within Groups	303.568	240	1.265		
	Total	306.453	242			
NEN3	Between Groups	3.043	2	1.522	1.297	.275
	Within Groups	281.623	240	1.173		
	Total	284.667	242			
NEN4	Between Groups	5.012	2	2.506	2.197	.113
	Within Groups	273.787	240	1.141		
	Total	278.798	242			
NEN5	Between Groups	.239	2	.119	.088	.916
	Within Groups	324.486	240	1.352		
	Total	324.724	242			
NEN6	Between Groups	3.560	2	1.780	1.820	.164
	Within Groups	234.745	240	.978		
	Total	238.305	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
NEC1	Tokyo Metropolis	132	3.67	.953	.083	3.51	3.84	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.38	1.258	.149	3.08	3.68	1	5
	Other heritage sites	40	3.58	1.338	.211	3.15	4.00	1	5
	Total	243	3.57	1.120	.072	3.43	3.71	1	5
NEC2	Tokyo Metropolis	132	3.13	1.073	.093	2.94	3.31	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	3.41	1.178	.140	3.13	3.69	1	5
	Other heritage sites	40	3.60	1.297	.205	3.19	4.01	1	5
	Total	243	3.29	1.153	.074	3.14	3.43	1	5
NEC3	Tokyo Metropolis	132	2.90	.907	.079	2.75	3.06	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	2.97	1.171	.139	2.69	3.25	1	5
	Other heritage sites	40	2.55	1.280	.202	2.14	2.96	1	5
	Total	243	2.86	1.061	.068	2.73	3.00	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
NEC1	Between Groups	3.990	2	1.995	1.599	.204
	Within Groups	299.500	240	1.248		
	Total	303.490	242			
NEC2	Between Groups	8.270	2	4.135	3.165	.044
	Within Groups	313.566	240	1.307		
	Total	321.835	242			
NEC3	Between Groups	4.955	2	2.478	2.222	.111
	Within Groups	267.563	240	1.115		
	Total	272.519	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PEC1	Tokyo Metropolis	132	4.64	.570	.050	4.54	4.73	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.66	.810	.096	4.47	4.85	1	5
	Other heritage sites	40	4.88	.335	.053	4.77	4.98	4	5
	Total	243	4.68	.625	.040	4.60	4.76	1	5
PEC2	Tokyo Metropolis	132	4.39	.674	.059	4.28	4.51	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.56	.937	.111	4.34	4.79	1	5
	Other heritage sites	40	4.75	.439	.069	4.61	4.89	4	5
	Total	243	4.50	.741	.048	4.41	4.60	1	5
PEC3	Tokyo Metropolis	132	4.63	.515	.045	4.54	4.72	3	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.77	.637	.076	4.62	4.93	1	5
	Other heritage sites	40	4.80	.516	.082	4.63	4.97	3	5
	Total	243	4.70	.557	.036	4.63	4.77	1	5
PEC4	Tokyo Metropolis	132	4.36	.754	.066	4.23	4.49	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.68	.732	.087	4.50	4.85	1	5
	Other heritage sites	40	4.68	.616	.097	4.48	4.87	3	5
	Total	243	4.51	.741	.048	4.41	4.60	1	5
PEC5	Tokyo Metropolis	132	4.57	.497	.043	4.48	4.65	4	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.58	.873	.104	4.37	4.78	1	5
	Other heritage sites	40	4.75	.494	.078	4.59	4.91	3	5
	Total	243	4.60	.631	.040	4.52	4.68	1	5
PEC6	Tokyo Metropolis	132	4.39	.706	.061	4.26	4.51	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.56	.857	.102	4.36	4.77	1	5
	Other heritage sites	40	4.60	.778	.123	4.35	4.85	1	5
	Total	243	4.47	.768	.049	4.38	4.57	1	5
PEC7	Tokyo Metropolis	132	4.48	.624	.054	4.38	4.59	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.59	.821	.097	4.40	4.79	1	5
	Other heritage sites	40	4.75	.494	.078	4.59	4.91	3	5
	Total	243	4.56	.674	.043	4.47	4.64	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEC1	Between Groups	1.793	2	.897	2.318	.101
	Within Groups	92.808	240	.387		
	Total	94.601	242			
PEC2	Between Groups	4.269	2	2.135	3.987	.020
	Within Groups	128.480	240	.535		
	Total	132.749	242			
PEC3	Between Groups	1.465	2	.732	2.388	.094
	Within Groups	73.605	240	.307		
	Total	75.070	242			
PEC4	Between Groups	5.871	2	2.935	5.553	.004
	Within Groups	126.870	240	.529		
	Total	132.741	242			
PEC5	Between Groups	1.070	2	.535	1.348	.262
	Within Groups	95.210	240	.397		
	Total	96.280	242			
PEC6	Between Groups	2.216	2	1.108	1.894	.153
	Within Groups	140.360	240	.585		
	Total	142.576	242			
PEC7	Between Groups	2.260	2	1.130	2.520	.083
	Within Groups	107.625	240	.448		
	Total	109.885	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
OAT3	Tokyo Metropolis	132	4.26	.706	.061	4.14	4.38	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.39	.978	.116	4.16	4.63	1	5
	Other heritage sites	40	4.40	.810	.128	4.14	4.66	2	5
	Total	243	4.32	.810	.052	4.22	4.42	1	5
OAT1	Tokyo Metropolis	132	4.27	.711	.062	4.15	4.40	1	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.32	.907	.108	4.11	4.54	1	5
	Other heritage sites	40	4.58	.594	.094	4.38	4.77	3	5
	Total	243	4.34	.761	.049	4.24	4.43	1	5
OAT2	Tokyo Metropolis	132	4.30	.749	.065	4.17	4.42	2	5
	Kansai (Kyoto, Osaka, Hyogo, Nara)	71	4.42	.936	.111	4.20	4.64	1	5
	Other heritage sites	40	4.70	.516	.082	4.53	4.87	3	5
	Total	243	4.40	.788	.051	4.30	4.50	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
OAT3	Between Groups	1.163	2	.581	.884	.414
	Within Groups	157.800	240	.658		
	Total	158.963	242			
OAT1	Between Groups	2.823	2	1.412	2.464	.087
	Within Groups	137.506	240	.573		
	Total	140.329	242			
OAT2	Between Groups	5.079	2	2.539	4.197	.016
	Within Groups	145.201	240	.605		
	Total	150.280	242			

Appendix D: Independent-Samples T-test on "Place of birth"

Group Statistics

	Place_of_birth	N	Mean	Std. Deviation	Std. Error Mean
PSC1	No	115	3.94	1.157	.108
	Yes	128	3.80	1.058	.094
PSC2	No	115	4.54	.871	.081
	Yes	128	4.51	.763	.067
PSC3	No	115	4.54	.830	.077
	Yes	128	4.45	.740	.065
PSC4	No	115	4.49	.862	.080
	Yes	128	4.41	.818	.072
PSC5	No	115	3.97	1.139	.106
	Yes	128	3.92	.936	.083
PSC6	No	115	4.28	.960	.090
	Yes	128	4.34	.768	.068
NSC1	No	115	2.43	1.243	.116
	Yes	128	2.89	1.138	.101
NSC2	No	115	3.40	1.241	.116
	Yes	128	3.66	1.145	.101
NSC3	No	115	2.94	1.216	.113
	Yes	128	3.25	1.184	.105

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PSC1	Equal variances assumed	.003	.959	.946	241	.345	.134	.142	-.145	.414
	Equal variances not assumed			.942	232.058	.347	.134	.143	-.147	.416
PSC2	Equal variances assumed	.024	.878	.299	241	.765	.031	.105	-.175	.238
	Equal variances not assumed			.297	228.057	.767	.031	.106	-.177	.239
PSC3	Equal variances assumed	.066	.797	.931	241	.353	.094	.101	-.105	.292
	Equal variances not assumed			.925	229.801	.356	.094	.101	-.106	.294
PSC4	Equal variances assumed	.077	.782	.676	241	.500	.073	.108	-.140	.285
	Equal variances not assumed			.674	235.027	.501	.073	.108	-.140	.286
PSC5	Equal variances assumed	4.143	.043	.325	241	.745	.043	.133	-.219	.306
	Equal variances not assumed			.322	221.195	.748	.043	.135	-.222	.309
PSC6	Equal variances assumed	1.177	.279	-.590	241	.556	-.065	.111	-.284	.153
	Equal variances not assumed			-.583	218.027	.561	-.065	.112	-.287	.156
NSC1	Equal variances assumed	7.407	.007	-2.984	241	.003	-.456	.153	-.757	-.155
	Equal variances not assumed			-2.970	232.133	.003	-.456	.153	-.758	-.153
NSC2	Equal variances assumed	1.639	.202	-1.725	241	.086	-.264	.153	-.566	.038
	Equal variances not assumed			-1.717	232.823	.087	-.264	.154	-.567	.039
NSC3	Equal variances assumed	.142	.706	-2.018	241	.045	-.311	.154	-.614	-.007
	Equal variances not assumed			-2.015	236.730	.045	-.311	.154	-.615	-.007

Group Statistics

	Place_of_birth	N	Mean	Std. Deviation	Std. Error Mean
PEN1	No	115	3.54	.994	.093
	Yes	128	3.65	1.127	.100
PEN2	No	115	3.83	.976	.091
	Yes	128	3.72	1.064	.094
PEN3	No	115	3.88	1.019	.095
	Yes	128	3.89	.949	.084
NEN1	No	115	3.13	1.128	.105
	Yes	128	3.23	1.088	.096
NEN2	No	115	3.34	1.139	.106
	Yes	128	3.58	1.106	.098
NEN3	No	115	3.12	1.077	.100
	Yes	128	3.17	1.095	.097
NEN4	No	115	3.87	1.128	.105
	Yes	128	4.06	1.018	.090
NEN5	No	115	3.45	1.172	.109
	Yes	128	3.52	1.150	.102
NEN6	No	115	4.10	.921	.086
	Yes	128	4.01	1.054	.093

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PEN1	Equal variances assumed	1.336	.249	-.798	241	.426	-.109	.137	-.379	.160
	Equal variances not assumed			-.804	240.923	.422	-.109	.136	-.377	.159
PEN2	Equal variances assumed	1.199	.275	.816	241	.415	.107	.131	-.152	.366
	Equal variances not assumed			.820	240.898	.413	.107	.131	-.150	.365
PEN3	Equal variances assumed	.423	.516	-.098	241	.922	-.012	.126	-.261	.236
	Equal variances not assumed			-.098	233.634	.922	-.012	.127	-.262	.237
NEN1	Equal variances assumed	.008	.929	-.676	241	.500	-.096	.142	-.376	.184
	Equal variances not assumed			-.674	236.156	.501	-.096	.143	-.377	.185
NEN2	Equal variances assumed	.127	.722	-1.659	241	.098	-.239	.144	-.523	.045
	Equal variances not assumed			-1.656	236.565	.099	-.239	.144	-.523	.045
NEN3	Equal variances assumed	.139	.710	-.359	241	.720	-.050	.140	-.325	.225
	Equal variances not assumed			-.359	239.001	.720	-.050	.139	-.325	.225
NEN4	Equal variances assumed	.466	.495	-1.402	241	.162	-.193	.138	-.464	.078
	Equal variances not assumed			-1.394	230.864	.165	-.193	.138	-.466	.080
NEN5	Equal variances assumed	.076	.783	-.478	241	.633	-.071	.149	-.365	.222
	Equal variances not assumed			-.478	237.219	.633	-.071	.149	-.365	.223
NEN6	Equal variances assumed	.862	.354	.756	241	.450	.097	.128	-.155	.348
	Equal variances not assumed			.762	240.829	.447	.097	.127	-.153	.346

Group Statistics

	Place_of_birth	N	Mean	Std. Deviation	Std. Error Mean
PEC1	No	115	4.70	.651	.061
	Yes	128	4.67	.603	.053
PEC2	No	115	4.50	.777	.072
	Yes	128	4.51	.710	.063
PEC3	No	115	4.71	.589	.055
	Yes	128	4.69	.529	.047
PEC4	No	115	4.53	.741	.069
	Yes	128	4.48	.742	.066
PEC5	No	115	4.63	.597	.056
	Yes	128	4.57	.660	.058
PEC6	No	115	4.49	.799	.074
	Yes	128	4.46	.741	.066
PEC7	No	115	4.61	.631	.059
	Yes	128	4.52	.710	.063
NEC1	No	115	3.62	1.089	.102
	Yes	128	3.53	1.150	.102
NEC2	No	115	3.20	1.201	.112
	Yes	128	3.37	1.107	.098
NEC3	No	115	2.82	1.073	.100
	Yes	128	2.91	1.053	.093

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PEC1	Equal variances assumed	.012	.912	.295	241	.768	.024	.080	-.135	.182
	Equal variances not assumed			.294	233.146	.769	.024	.081	-.135	.183
PEC2	Equal variances assumed	.316	.575	-.128	241	.899	-.012	.095	-.200	.176
	Equal variances not assumed			-.127	232.028	.899	-.012	.096	-.201	.177
PEC3	Equal variances assumed	.120	.729	.356	241	.722	.026	.072	-.116	.167
	Equal variances not assumed			.354	230.429	.723	.026	.072	-.117	.168
PEC4	Equal variances assumed	.390	.533	.483	241	.629	.046	.095	-.142	.234
	Equal variances not assumed			.483	238.307	.629	.046	.095	-.142	.234
PEC5	Equal variances assumed	1.855	.174	.795	241	.427	.064	.081	-.095	.224
	Equal variances not assumed			.799	240.988	.425	.064	.081	-.094	.223
PEC6	Equal variances assumed	.033	.857	.263	241	.793	.026	.099	-.169	.221
	Equal variances not assumed			.262	233.307	.793	.026	.099	-.169	.221
PEC7	Equal variances assumed	2.297	.131	1.075	241	.283	.093	.087	-.077	.264
	Equal variances not assumed			1.082	240.976	.280	.093	.086	-.076	.262
NEC1	Equal variances assumed	.968	.326	.598	241	.550	.086	.144	-.198	.370
	Equal variances not assumed			.600	240.320	.549	.086	.144	-.197	.369
NEC2	Equal variances assumed	.190	.663	-1.129	241	.260	-.167	.148	-.459	.125
	Equal variances not assumed			-1.124	232.773	.262	-.167	.149	-.460	.126
NEC3	Equal variances assumed	.581	.447	-.651	241	.516	-.089	.137	-.358	.180
	Equal variances not assumed			-.650	237.243	.516	-.089	.137	-.358	.180

Group Statistics

	Place_of_birth	N	Mean	Std. Deviation	Std. Error Mean
OAT3	No	115	4.40	.793	.074
	Yes	128	4.25	.823	.073
OAT1	No	115	4.43	.727	.068
	Yes	128	4.25	.784	.069
OAT2	No	115	4.50	.788	.073
	Yes	128	4.31	.781	.069

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
OAT3	Equal variances assumed	.102	.750	1.444	241	.150	.150	.104	-.055	.355
	Equal variances not assumed			1.447	239.826	.149	.150	.104	-.054	.354
OAT1	Equal variances assumed	.180	.672	1.899	241	.059	.185	.097	-.007	.376
	Equal variances not assumed			1.906	240.745	.058	.185	.097	-.006	.376
OAT2	Equal variances assumed	.218	.641	1.818	241	.070	.183	.101	-.015	.382
	Equal variances not assumed			1.817	237.800	.071	.183	.101	-.015	.382

Appendix E: Independent-Samples T-test on "Job"

Group Statistics

	Tourism_related_job	N	Mean	Std. Deviation	Std. Error Mean
PSC1	No	161	3.86	1.083	.085
	Yes	82	3.89	1.155	.128
PSC2	No	161	4.50	.807	.064
	Yes	82	4.57	.832	.092
PSC3	No	161	4.51	.759	.060
	Yes	82	4.45	.834	.092
PSC4	No	161	4.48	.783	.062
	Yes	82	4.39	.940	.104
PSC5	No	161	3.88	1.023	.081
	Yes	82	4.07	1.052	.116
PSC6	No	161	4.29	.862	.068
	Yes	82	4.37	.868	.096
NSC1	No	161	2.56	1.166	.092
	Yes	82	2.90	1.263	.139
NSC2	No	161	3.41	1.212	.096
	Yes	82	3.79	1.130	.125
NSC3	No	161	3.04	1.185	.093
	Yes	82	3.22	1.247	.138

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PSC1	Equal variances assumed	.213	.645	-.220	241	.826	-.033	.150	-.329	.263
	Equal variances not assumed			-.216	154.184	.830	-.033	.153	-.336	.270
PSC2	Equal variances assumed	.058	.810	-.689	241	.491	-.076	.111	-.294	.142
	Equal variances not assumed			-.683	158.812	.496	-.076	.112	-.297	.144
PSC3	Equal variances assumed	.898	.344	.545	241	.586	.058	.107	-.152	.268
	Equal variances not assumed			.529	150.302	.598	.058	.110	-.159	.275
PSC4	Equal variances assumed	4.490	.035	.773	241	.440	.088	.114	-.136	.312
	Equal variances not assumed			.729	139.635	.467	.088	.121	-.151	.327
PSC5	Equal variances assumed	.525	.469	-1.409	241	.160	-.197	.140	-.473	.079
	Equal variances not assumed			-1.396	159.219	.165	-.197	.141	-.477	.082
PSC6	Equal variances assumed	.027	.870	-.684	241	.495	-.080	.117	-.311	.151
	Equal variances not assumed			-.682	162.089	.496	-.080	.117	-.312	.152
NSC1	Equal variances assumed	.005	.945	-2.110	241	.036	-.343	.163	-.664	-.023
	Equal variances not assumed			-2.056	152.121	.042	-.343	.167	-.673	-.013
NSC2	Equal variances assumed	.888	.347	-2.381	241	.018	-.383	.161	-.699	-.066
	Equal variances not assumed			-2.435	173.499	.016	-.383	.157	-.693	-.073
NSC3	Equal variances assumed	1.111	.293	-1.076	241	.283	-.176	.164	-.498	.146
	Equal variances not assumed			-1.058	155.899	.292	-.176	.166	-.505	.153

Group Statistics

	Tourism_related_job	N	Mean	Std. Deviation	Std. Error Mean
PEN1	No	161	3.48	1.107	.087
	Yes	82	3.82	.944	.104
PEN2	No	161	3.71	1.069	.084
	Yes	82	3.88	.921	.102
PEN3	No	161	3.80	1.024	.081
	Yes	82	4.05	.874	.096
NEN1	No	161	3.16	1.127	.089
	Yes	82	3.23	1.069	.118
NEN2	No	161	3.43	1.047	.083
	Yes	82	3.54	1.269	.140
NEN3	No	161	3.17	1.058	.083
	Yes	82	3.10	1.140	.126
NEN4	No	161	3.93	1.055	.083
	Yes	82	4.05	1.110	.123
NEN5	No	161	3.43	1.100	.087
	Yes	82	3.61	1.264	.140
NEN6	No	161	4.05	.973	.077
	Yes	82	4.06	1.035	.114

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PEN1	Equal variances assumed	4.310	.039	-2.323	241	.021	-.333	.143	-.615	-.051
	Equal variances not assumed			-2.446	187.582	.015	-.333	.136	-.601	-.064
PEN2	Equal variances assumed	2.924	.089	-1.181	241	.239	-.164	.139	-.437	.109
	Equal variances not assumed			-1.240	185.890	.217	-.164	.132	-.424	.097
PEN3	Equal variances assumed	4.183	.042	-1.870	241	.063	-.248	.132	-.508	.013
	Equal variances not assumed			-1.969	187.491	.050	-.248	.126	-.496	.001
NEN1	Equal variances assumed	.431	.512	-.509	241	.612	-.076	.150	-.372	.220
	Equal variances not assumed			-.517	170.866	.606	-.076	.148	-.368	.215
NEN2	Equal variances assumed	4.330	.039	-.707	241	.480	-.108	.153	-.409	.193
	Equal variances not assumed			-.664	138.508	.508	-.108	.163	-.430	.214
NEN3	Equal variances assumed	.054	.816	.518	241	.605	.076	.147	-.214	.367
	Equal variances not assumed			.506	152.813	.614	.076	.151	-.222	.375
NEN4	Equal variances assumed	.332	.565	-.804	241	.422	-.117	.146	-.404	.170
	Equal variances not assumed			-.790	156.027	.430	-.117	.148	-.410	.176
NEN5	Equal variances assumed	2.419	.121	-1.154	241	.250	-.181	.157	-.491	.128
	Equal variances not assumed			-1.102	144.545	.272	-.181	.164	-.506	.144
NEN6	Equal variances assumed	.914	.340	-.084	241	.933	-.011	.135	-.277	.254
	Equal variances not assumed			-.082	154.599	.935	-.011	.138	-.283	.261

Group Statistics

	Tourism_related_job	N	Mean	Std. Deviation	Std. Error Mean
PEC1	No	161	4.66	.681	.054
	Yes	82	4.73	.498	.055
PEC2	No	161	4.45	.750	.059
	Yes	82	4.60	.718	.079
PEC3	No	161	4.70	.557	.044
	Yes	82	4.70	.560	.062
PEC4	No	161	4.52	.725	.057
	Yes	82	4.49	.774	.085
PEC5	No	161	4.58	.677	.053
	Yes	82	4.65	.530	.059
PEC6	No	161	4.47	.775	.061
	Yes	82	4.49	.758	.084
PEC7	No	161	4.56	.697	.055
	Yes	82	4.56	.630	.070
NEC1	No	161	3.42	1.099	.087
	Yes	82	3.88	1.104	.122
NEC2	No	161	3.18	1.083	.085
	Yes	82	3.50	1.260	.139
NEC3	No	161	2.86	.971	.077
	Yes	82	2.87	1.225	.135

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PEC1	Equal variances assumed	2.925	.089	-.864	241	.388	-.073	.085	-.241	.094
	Equal variances not assumed			-.954	211.572	.341	-.073	.077	-.225	.078
PEC2	Equal variances assumed	1.673	.197	-1.438	241	.152	-.144	.100	-.342	.053
	Equal variances not assumed			-1.458	169.522	.147	-.144	.099	-.339	.051
PEC3	Equal variances assumed	.131	.718	.089	241	.929	.007	.076	-.142	.156
	Equal variances not assumed			.089	162.467	.929	.007	.076	-.143	.156
PEC4	Equal variances assumed	.592	.443	.275	241	.783	.028	.101	-.171	.226
	Equal variances not assumed			.270	154.140	.788	.028	.103	-.175	.231
PEC5	Equal variances assumed	2.242	.136	-.802	241	.423	-.069	.086	-.237	.100
	Equal variances not assumed			-.868	201.190	.387	-.069	.079	-.225	.087
PEC6	Equal variances assumed	.009	.923	-.211	241	.833	-.022	.104	-.228	.184
	Equal variances not assumed			-.212	166.395	.832	-.022	.104	-.226	.183
PEC7	Equal variances assumed	.001	.969	-.021	241	.983	-.002	.092	-.182	.178
	Equal variances not assumed			-.022	178.224	.982	-.002	.089	-.177	.173
NEC1	Equal variances assumed	.032	.859	-3.094	241	.002	-.462	.149	-.756	-.168
	Equal variances not assumed			-3.088	162.359	.002	-.462	.150	-.757	-.167
NEC2	Equal variances assumed	5.059	.025	-2.058	241	.041	-.320	.155	-.626	-.014
	Equal variances not assumed			-1.960	143.243	.052	-.320	.163	-.642	.003
NEC3	Equal variances assumed	5.926	.016	-.017	241	.986	-.002	.144	-.287	.282
	Equal variances not assumed			-.016	134.238	.987	-.002	.155	-.310	.305

Group Statistics

	Tourism_related_job	N	Mean	Std. Deviation	Std. Error Mean
OAT3	No	161	4.30	.775	.061
	Yes	82	4.35	.880	.097
OAT1	No	161	4.30	.773	.061
	Yes	82	4.41	.736	.081
OAT2	No	161	4.35	.825	.065
	Yes	82	4.49	.707	.078

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
OAT3	Equal variances assumed	.934	.335	-.448	241	.655	-.049	.110	-.266	.168
	Equal variances not assumed			-.430	146.067	.668	-.049	.115	-.276	.178
OAT1	Equal variances assumed	.153	.696	-1.128	241	.260	-.116	.103	-.320	.087
	Equal variances not assumed			-1.147	170.382	.253	-.116	.102	-.317	.084
OAT2	Equal variances assumed	1.899	.169	-1.253	241	.212	-.134	.107	-.344	.077
	Equal variances not assumed			-1.317	186.761	.190	-.134	.102	-.334	.067

Appendix F: One-way ANOVA test on "Age"

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PSC1	Between Groups	4.448	3	1.483	1.216	.304
	Within Groups	291.338	239	1.219		
	Total	295.786	242			
PSC2	Between Groups	3.057	3	1.019	1.546	.203
	Within Groups	157.568	239	.659		
	Total	160.626	242			
PSC3	Between Groups	.525	3	.175	.282	.838
	Within Groups	148.199	239	.620		
	Total	148.724	242			
PSC4	Between Groups	5.606	3	1.869	2.715	.045
	Within Groups	164.501	239	.688		
	Total	170.107	242			
PSC5	Between Groups	3.665	3	1.222	1.143	.333
	Within Groups	255.529	239	1.069		
	Total	259.193	242			
PSC6	Between Groups	2.222	3	.741	.995	.396
	Within Groups	178.008	239	.745		
	Total	180.230	242			
NSC1	Between Groups	6.051	3	2.017	1.388	.247
	Within Groups	347.266	239	1.453		
	Total	353.317	242			
NSC2	Between Groups	5.970	3	1.990	1.397	.244
	Within Groups	340.408	239	1.424		
	Total	346.379	242			
NSC3	Between Groups	4.556	3	1.519	1.043	.374
	Within Groups	347.872	239	1.456		
	Total	352.428	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PSC1	Under 25	59	3.93	1.032	.134	3.66	4.20	1	5
	From 25 to 40	108	3.72	1.109	.107	3.51	3.93	1	5
	From 40 to 60	69	4.03	1.124	.135	3.76	4.30	1	5
	Above 60	7	4.00	1.414	.535	2.69	5.31	1	5
	Total	243	3.87	1.106	.071	3.73	4.01	1	5
PSC2	Under 25	59	4.59	.698	.091	4.41	4.78	3	5
	From 25 to 40	108	4.42	.918	.088	4.24	4.59	1	5
	From 40 to 60	69	4.65	.614	.074	4.50	4.80	2	5
	Above 60	7	4.29	1.496	.565	2.90	5.67	1	5
	Total	243	4.52	.815	.052	4.42	4.63	1	5
PSC3	Under 25	59	4.51	.728	.095	4.32	4.70	2	5
	From 25 to 40	108	4.44	.824	.079	4.29	4.60	1	5
	From 40 to 60	69	4.55	.676	.081	4.39	4.71	2	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.49	.784	.050	4.39	4.59	1	5
PSC4	Under 25	59	4.64	.663	.086	4.47	4.82	3	5
	From 25 to 40	108	4.29	.907	.087	4.11	4.46	1	5
	From 40 to 60	69	4.54	.739	.089	4.36	4.71	2	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.45	.838	.054	4.34	4.55	1	5
PSC5	Under 25	59	4.10	.995	.130	3.84	4.36	1	5
	From 25 to 40	108	3.81	1.060	.102	3.61	4.02	1	5
	From 40 to 60	69	4.01	.978	.118	3.78	4.25	1	5
	Above 60	7	3.86	1.464	.553	2.50	5.21	1	5
	Total	243	3.94	1.035	.066	3.81	4.07	1	5
PSC6	Under 25	59	4.44	.856	.111	4.22	4.66	1	5
	From 25 to 40	108	4.22	.868	.084	4.06	4.39	1	5
	From 40 to 60	69	4.36	.785	.095	4.17	4.55	2	5
	Above 60	7	4.14	1.464	.553	2.79	5.50	1	5
	Total	243	4.31	.863	.055	4.20	4.42	1	5
NSC1	Under 25	59	2.90	1.199	.156	2.59	3.21	1	5
	From 25 to 40	108	2.65	1.138	.110	2.43	2.87	1	5
	From 40 to 60	69	2.49	1.279	.154	2.19	2.80	1	5
	Above 60	7	3.00	1.528	.577	1.59	4.41	1	5
	Total	243	2.67	1.208	.078	2.52	2.83	1	5
NSC2	Under 25	59	3.68	1.090	.142	3.39	3.96	1	5
	From 25 to 40	108	3.54	1.123	.108	3.32	3.75	1	5
	From 40 to 60	69	3.51	1.324	.159	3.19	3.83	1	5
	Above 60	7	2.71	1.704	.644	1.14	4.29	1	5
	Total	243	3.54	1.196	.077	3.39	3.69	1	5
NSC3	Under 25	59	3.29	1.260	.164	2.96	3.62	1	5
	From 25 to 40	108	3.12	1.150	.111	2.90	3.34	1	5
	From 40 to 60	69	2.91	1.210	.146	2.62	3.20	1	5
	Above 60	7	3.14	1.574	.595	1.69	4.60	1	5
	Total	243	3.10	1.207	.077	2.95	3.26	1	5

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PEN1	Under 25	59	3.54	1.208	.157	3.23	3.86	1	5
	From 25 to 40	108	3.59	.996	.096	3.40	3.78	1	5
	From 40 to 60	69	3.59	1.048	.126	3.34	3.85	1	5
	Above 60	7	4.14	1.069	.404	3.15	5.13	2	5
	Total	243	3.60	1.065	.068	3.46	3.73	1	5
PEN2	Under 25	59	3.76	1.056	.137	3.49	4.04	1	5
	From 25 to 40	108	3.64	1.036	.100	3.44	3.84	1	5
	From 40 to 60	69	3.96	.915	.110	3.74	4.18	2	5
	Above 60	7	4.00	1.414	.535	2.69	5.31	1	5
	Total	243	3.77	1.023	.066	3.64	3.90	1	5
PEN3	Under 25	59	4.14	.937	.122	3.89	4.38	1	5
	From 25 to 40	108	3.69	.981	.094	3.51	3.88	1	5
	From 40 to 60	69	3.97	.923	.111	3.75	4.19	1	5
	Above 60	7	3.86	1.464	.553	2.50	5.21	1	5
	Total	243	3.88	.981	.063	3.76	4.01	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEN1	Between Groups	2.264	3	.755	.663	.576
	Within Groups	272.213	239	1.139		
	Total	274.477	242			
PEN2	Between Groups	4.630	3	1.543	1.485	.219
	Within Groups	248.464	239	1.040		
	Total	253.095	242			
PEN3	Between Groups	8.143	3	2.714	2.888	.036
	Within Groups	224.631	239	.940		
	Total	232.774	242			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
NEN1	Between Groups	10.339	3	3.446	2.883	.036
	Within Groups	285.694	239	1.195		
	Total	296.033	242			
NEN2	Between Groups	12.249	3	4.083	3.317	.021
	Within Groups	294.203	239	1.231		
	Total	306.453	242			
NEN3	Between Groups	4.720	3	1.573	1.343	.261
	Within Groups	279.947	239	1.171		
	Total	284.667	242			
NEN4	Between Groups	2.858	3	.953	.825	.481
	Within Groups	275.941	239	1.155		
	Total	278.798	242			
NEN5	Between Groups	9.313	3	3.104	2.352	.073
	Within Groups	315.411	239	1.320		
	Total	324.724	242			
NEN6	Between Groups	2.839	3	.946	.961	.412
	Within Groups	235.466	239	.985		
	Total	238.305	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
NEN1	Under 25	59	3.51	1.006	.131	3.25	3.77	1	5
	From 25 to 40	108	3.07	1.083	.104	2.87	3.28	1	5
	From 40 to 60	69	3.13	1.175	.141	2.85	3.41	1	5
	Above 60	7	2.57	1.134	.429	1.52	3.62	1	4
	Total	243	3.18	1.106	.071	3.04	3.32	1	5
NEN2	Under 25	59	3.66	1.240	.161	3.34	3.98	1	5
	From 25 to 40	108	3.47	1.045	.101	3.27	3.67	1	5
	From 40 to 60	69	3.41	1.102	.133	3.14	3.67	1	5
	Above 60	7	2.29	.951	.360	1.41	3.17	1	3
	Total	243	3.47	1.125	.072	3.32	3.61	1	5
NEN3	Under 25	59	3.24	1.119	.146	2.95	3.53	1	5
	From 25 to 40	108	3.19	1.045	.101	3.00	3.39	1	5
	From 40 to 60	69	3.07	1.116	.134	2.80	3.34	1	5
	Above 60	7	2.43	.976	.369	1.53	3.33	1	3
	Total	243	3.15	1.085	.070	3.01	3.29	1	5
NEN4	Under 25	59	4.10	.977	.127	3.85	4.36	1	5
	From 25 to 40	108	4.00	1.032	.099	3.80	4.20	1	5
	From 40 to 60	69	3.81	1.179	.142	3.53	4.09	1	5
	Above 60	7	4.00	1.414	.535	2.69	5.31	1	5
	Total	243	3.97	1.073	.069	3.84	4.11	1	5
NEN5	Under 25	59	3.76	1.135	.148	3.47	4.06	1	5
	From 25 to 40	108	3.44	1.138	.110	3.23	3.66	1	5
	From 40 to 60	69	3.41	1.129	.136	3.13	3.68	1	5
	Above 60	7	2.71	1.604	.606	1.23	4.20	1	4
	Total	243	3.49	1.158	.074	3.34	3.64	1	5
NEN6	Under 25	59	3.95	1.074	.140	3.67	4.23	1	5
	From 25 to 40	108	4.01	1.000	.096	3.82	4.20	1	5
	From 40 to 60	69	4.17	.839	.101	3.97	4.38	2	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.05	.992	.064	3.93	4.18	1	5

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PEC1	Under 25	59	4.73	.552	.072	4.59	4.87	2	5
	From 25 to 40	108	4.65	.646	.062	4.52	4.77	1	5
	From 40 to 60	69	4.74	.504	.061	4.62	4.86	3	5
	Above 60	7	4.29	1.496	.565	2.90	5.67	1	5
	Total	243	4.68	.625	.040	4.60	4.76	1	5
PEC2	Under 25	59	4.66	.659	.086	4.49	4.83	1	5
	From 25 to 40	108	4.48	.648	.062	4.36	4.61	3	5
	From 40 to 60	69	4.48	.797	.096	4.29	4.67	1	5
	Above 60	7	3.71	1.496	.565	2.33	5.10	1	5
	Total	243	4.50	.741	.048	4.41	4.60	1	5
PEC3	Under 25	59	4.75	.477	.062	4.62	4.87	3	5
	From 25 to 40	108	4.68	.526	.051	4.58	4.78	3	5
	From 40 to 60	69	4.72	.511	.062	4.60	4.85	3	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.70	.557	.036	4.63	4.77	1	5
PEC4	Under 25	59	4.64	.663	.086	4.47	4.82	2	5
	From 25 to 40	108	4.47	.716	.069	4.34	4.61	2	5
	From 40 to 60	69	4.51	.720	.087	4.33	4.68	2	5
	Above 60	7	3.86	1.464	.553	2.50	5.21	1	5
	Total	243	4.51	.741	.048	4.41	4.60	1	5
PEC5	Under 25	59	4.66	.545	.071	4.52	4.80	3	5
	From 25 to 40	108	4.56	.646	.062	4.43	4.68	1	5
	From 40 to 60	69	4.64	.542	.065	4.51	4.77	3	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.60	.631	.040	4.52	4.68	1	5
PEC6	Under 25	59	4.64	.580	.076	4.49	4.80	3	5
	From 25 to 40	108	4.39	.747	.072	4.25	4.53	1	5
	From 40 to 60	69	4.48	.833	.100	4.28	4.68	1	5
	Above 60	7	4.29	1.496	.565	2.90	5.67	1	5
	Total	243	4.47	.768	.049	4.38	4.57	1	5
PEC7	Under 25	59	4.64	.550	.072	4.50	4.79	3	5
	From 25 to 40	108	4.49	.730	.070	4.35	4.63	1	5
	From 40 to 60	69	4.61	.548	.066	4.48	4.74	3	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.56	.674	.043	4.47	4.64	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEC1	Between Groups	1.577	3	.526	1.351	.259
	Within Groups	93.024	239	.389		
	Total	94.601	242			
PEC2	Between Groups	5.920	3	1.973	3.718	.012
	Within Groups	126.829	239	.531		
	Total	132.749	242			
PEC3	Between Groups	.744	3	.248	.797	.497
	Within Groups	74.326	239	.311		
	Total	75.070	242			
PEC4	Between Groups	4.195	3	1.398	2.600	.053
	Within Groups	128.546	239	.538		
	Total	132.741	242			
PEC5	Between Groups	.737	3	.246	.614	.606
	Within Groups	95.543	239	.400		
	Total	96.280	242			
PEC6	Between Groups	2.738	3	.913	1.560	.200
	Within Groups	139.838	239	.585		
	Total	142.576	242			
PEC7	Between Groups	1.220	3	.407	.894	.445
	Within Groups	108.665	239	.455		
	Total	109.885	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
NEC1	Under 25	59	3.59	1.176	.153	3.29	3.90	1	5
	From 25 to 40	108	3.52	1.009	.097	3.33	3.71	1	5
	From 40 to 60	69	3.64	1.175	.141	3.36	3.92	1	5
	Above 60	7	3.57	1.813	.685	1.90	5.25	1	5
	Total	243	3.57	1.120	.072	3.43	3.71	1	5
NEC2	Under 25	59	3.46	1.104	.144	3.17	3.75	1	5
	From 25 to 40	108	3.16	1.161	.112	2.94	3.38	1	5
	From 40 to 60	69	3.26	1.184	.143	2.98	3.55	1	5
	Above 60	7	4.14	.690	.261	3.50	4.78	3	5
	Total	243	3.29	1.153	.074	3.14	3.43	1	5
NEC3	Under 25	59	2.80	1.141	.149	2.50	3.09	1	5
	From 25 to 40	108	2.81	.981	.094	2.62	2.99	1	5
	From 40 to 60	69	3.03	1.098	.132	2.77	3.29	1	5
	Above 60	7	2.71	1.254	.474	1.55	3.87	1	4
	Total	243	2.86	1.061	.068	2.73	3.00	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
NEC1	Between Groups	.633	3	.211	.167	.919
	Within Groups	302.857	239	1.267		
	Total	303.490	242			
NEC2	Between Groups	8.706	3	2.902	2.215	.087
	Within Groups	313.130	239	1.310		
	Total	321.835	242			
NEC3	Between Groups	2.672	3	.891	.789	.501
	Within Groups	269.847	239	1.129		
	Total	272.519	242			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
OAT1	Under 25	59	4.39	.670	.087	4.22	4.56	3	5
	From 25 to 40	108	4.26	.741	.071	4.12	4.40	2	5
	From 40 to 60	69	4.41	.773	.093	4.22	4.59	1	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.34	.761	.049	4.24	4.43	1	5
OAT2	Under 25	59	4.54	.727	.095	4.35	4.73	2	5
	From 25 to 40	108	4.29	.774	.074	4.14	4.43	2	5
	From 40 to 60	69	4.45	.758	.091	4.27	4.63	1	5
	Above 60	7	4.43	1.512	.571	3.03	5.83	1	5
	Total	243	4.40	.788	.051	4.30	4.50	1	5
OAT3	Under 25	59	4.27	.906	.118	4.03	4.51	1	5
	From 25 to 40	108	4.30	.727	.070	4.16	4.43	2	5
	From 40 to 60	69	4.43	.776	.093	4.25	4.62	1	5
	Above 60	7	4.00	1.414	.535	2.69	5.31	1	5
	Total	243	4.32	.810	.052	4.22	4.42	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
OAT1	Between Groups	1.203	3	.401	.689	.560
	Within Groups	139.127	239	.582		
	Total	140.329	242			
OAT2	Between Groups	2.747	3	.916	1.483	.220
	Within Groups	147.533	239	.617		
	Total	150.280	242			
OAT3	Between Groups	1.827	3	.609	.926	.429
	Within Groups	157.136	239	.657		
	Total	158.963	242			