

Elements of Indigenous Tourism Development on Tribe-A Case Study of Isingan in Nantou, Taiwan

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ABSTRACT—*The main purpose of this study is to analyze the elements for the development of the indigenous tourism using Isingan tribe as an object for investigation. Through qualitative methods of investigation, result found that the element development of indigenous tourism for tribe is includes: 1. the coupling of natural environment and a variety of aboriginal culture resources; 2. the infrastructure completely; 3. provide hospitality services; 4. the image of the aboriginal culture; and 5. the support from the residents. The findings in this study not only provide other tribes with recommendations for the development of tourism services, but also serve as references for relevant future research.*

Keywords— Indigenous tourism; tribe; impact; adventure; Isingan

1. INTRODUCTION

In the Introduction section, present clearly and briefly the problem investigated, with relevant references. The main results should be enunciated. In recent years, indigenous tourism has become a major leisure and tourism activities in Taiwan, especially some indigenous tribes in the rural or mountain areas and to do tourism industry, they provides diverse cultural experiences and adventure activities, to meet the people's demand for new experiences. Particularly some indigenous tribe has retained the traditional building, social systems, handicrafts, and ritual, which for people living in the city, the formation of a strong attraction. Hinch and Butler [1] pointed out that the indigenous tourism means the indigenous people directly involved in the operation of the tourism industry or the tourism industry as a way to attract tourists to come to the aboriginal culture. In recent years, Taiwan's Government to develop tourism as a major policy objective, and wants to use tourism to improve the lives of indigenous people, and enhance tribal economic development capacity. But some tribes are support, some opposition and sparked protests, for indigenous tribes, the "tourism" are the only way? And each tribe has tourism development elements of it?

Because there are 16 indigenous peoples in Taiwan, the number of about 53 million people, but each tribes people have different characteristics, not necessarily in order to improve employment opportunities for indigenous tourism, some close to the urban tribes, the economic conditions for the development on different; but some economic development due to poor condition, resulting in a population outflow, it needs to develop indigenous tourism provide employment opportunities for the tribal peoples. While tourism has the potential to improve the situation of indigenous economic development [2], but not necessarily each tribe are suitable for, and have elements of tourism development, it must be taken into account [3]. Based on the above discussion, the purpose of this study is to analyze the elements of indigenous tourism development, as well as influence, hope the results can provide references of other tribes to develop tourism.

2. LITERATURE REVIEW

2.1 Element of Indigenous Tourism Development

On the indigenous tourism planning, the most important element is the tribes retain their indigenous cultural resources, and can provide a tribal develop tourism. According to the Johansena and Mehmetoglu [2] tribe tourism development empirical studied results, that indicate the tribe consisting of indigenous tourism products, mainly consists of four elements, habitat, handicrafts, heritage, and history; while this factor has influence for tourists' experiences and perceptions. In the McIntosh and Ryan [3] studied shows that tourists visiting indigenous tourist attractions have a special interest in five central dimensions of a culture: gazing, lifestyle, authenticity, personal interaction, and informal learning. Yang, Ryan, Zhang [4] studied results finding that the Tuva minority nationality of Kanas Scenic Area (China) image as

figures in the landscape, a landscape that is attractive to Han tourists for aesthetic and relaxation reasons. In Taiwan, the related indigenous tourism planning studied findings the tribe to attract tourists to visit of the main reasons, includes: the indigenous tribe itself and residents is an attraction [5] [6] [2]; has characteristics of the aboriginal culture [6] [7]. In addition, tribe developing indigenous tourism, not only have tourist attraction and cultural characteristics, but also need to provide food and beverage, accommodation services; complementary and recreational activities and service to meet the needs of tourists; and integrate local other tourism resources become a suitable travel products [5] [6] [7]; go to outside transportation conveniently [7] [9]; the tribe residents hold friendly welcome outside visitors and for the development of tourism has a positive support attitude [5] [6] [8] [7].

2.2 Tourism Impact

Tourism for the economic development of tribes, however, plays an important role, but not each tribe are suitable for the development of tourism, or should be dependent on tourism to maintain living of tribal residents. And tribe tourism development also bring to negative impact on indigenous life, if the impact are greatest that will cause collapse of tribal culture, and some indigenous tribes in remote areas, because a lot of tourists come to visit, also have a negative impact on the ecological environment and animal habitats [10]. For example, Yang [11] studied Han tourists' perceptions of Mosuo ethnic tourism in Lugu Lake, Yunnan, China. Result found a small number of tourists were disappointed the commercial setting, inadequate tourist facilities, poor service, and limited tourism programs. Many tourists are argued there are losses Mosuo of traditional customs. Ryan [12] pointed out that indigenous culture has often had to adapt to the values and norms of tourists, who are normally Western oriented. Huang, Liu and Chang [13] research found any tribal tourism development, require participation and programming of indigenous, and the Government's position should be on assistance and counseling role. Tribal tourism, however, is not always a negative impact, in terms of positive impact, but also infrastructure improvements in the area of Government pay more attention to indigenous rights. Therefore, the development of tourism does not necessarily have a negative impact on indigenous culture, through appropriate protection and maintenance, it will able to maintaining the preservation of indigenous culture [14], to promote tribal economic development [15], increase aboriginal cultural identity and socioeconomic revival [3] [16], provide visitors or tourists with an opportunity to gain a better comprehend of the historical and contemporary aboriginal life [15], such as exotic cultural experience [17]. Kayoko Ishii [18] studied impact of ethnic tourism on hill tribes in Thailand, the results indicate that ethnic tourism provides income to the local minority community.

3. METHODOLOGY

3.1 Overview Research Area

Isingan tribe is located at Sinyi Township, Nantou County, Taiwan (see Fig 1, 2) [19], belong to the Bunun peoples. According to the government statistics in June 2015, the Isingan tribe number of households living in 228 and populations are 819. Tribal industry is grow rice, tea, bamboo shoots, asparagus, tomatoes, spices (cinnamon plants most part), river fish farming, wild boar, chicken and so on. Outside the tribal natural environment, wildlife muntjac, serow, sambar, wild boar, and flying squirrels. Bunun people traditional craft has basketry, weaving, wood carving, etc., basketry to back baskets, filled with a screen-based appliance, such as rattan. Weaving, the use of horizontal straps to weaving machines, diamond pattern is most representative of the pattern. Bunun peoples follow crop production season, hunting activities during the fallow, hunting in the first time around when the millet harvest, which is the period from April to June. Moreover, because the introduction of Christianity, 11-December will hunt in the mountains, after the celebration of the church, the meat can be shared with friends to participate in activities.

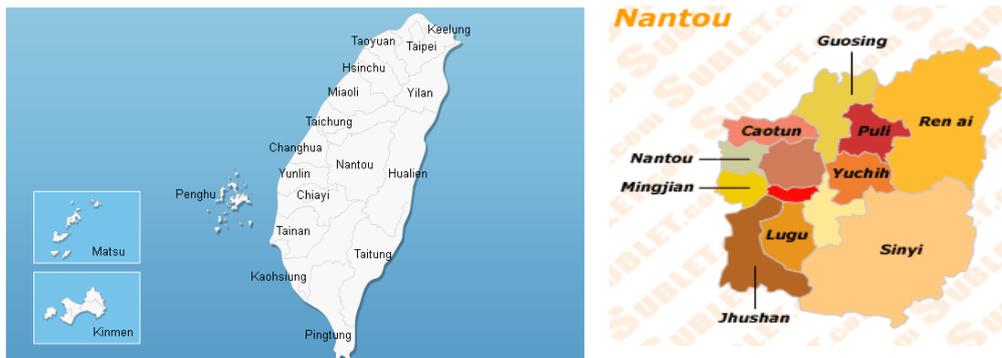


Fig: 1 Nantou county Map, Taiwan



Fig: 2 Isingan tribe



Fig: 3 Isingan Elementary School

3.2 Data Collection Method

This study used qualitative method; the first step is document analysis, gathering relevant information. Mainly collect about Isingan tribe introduced by the internet, and again to collect reports of government tourism brochures and tourism magazines, and academic research papers. Second-step was interviews with local B & B owner, shop and inhabitants, and also interviews the tourists go to the ground at the time, in order to increase the reliability of the data (respondents profile see Table I). In addition, researchers and field visits to various attractions and tribe several times, in order to understand the contents of the authenticity of the interview and document. Interview data of this study are based on respondents' identity number (RS1, RS2, RS3, RS4, T1, T2, and T3), title of interview (AT=attraction, HS=hospitality service, EA=enhance the appearance, and LRC= local residents and community.), and arranged by the selected sentences. For example, RS101AT011, RS1 is a resident (female) short title 01 represents the first question and AT=attraction, 011 which means researchers interviewed answered connected with attraction of the sentence

TABLE 1 THE RESPONDENTS PROFILE

Respondents	Gender	Age	Explanation
RS1	Female	65	Eatery owner(indigenous)
RS2	Female	48	Grocery store (indigenous)
RS3	Male	66	Famer (indigenous)
RS4	Male	55	B & B Owner (indigenous)
T1	Female	44	Tourist (housewife, Taichung city)
T2	Male	48	Tourist (service, Taichung city)
T3	Female	65	Tourist (retire, Taipei city)

3.3 Interview Manuscript

In this study, interview manuscript mainly based on the elements for tourism development [5] [6] [8] [9], and tourism impact perspective [11] [14] [15] [16]. Interview outlines five topics, following as:

1. Where are the major tourist attractions in the tribe? Tourists mainly visit these attractions?
2. Where provides hospitality service in the tribe? Offers which leisure and recreation services?
3. On the tourism development, residents how to enhance tribe appearance and the culture images?
4. On the tourism development the tribal residents is hold supporting attitude or against?
5. Tourists visit tribe they bring which positive and negative impact?

3.4 Data Analysis Method

Data analysis step of this study are follows as: a. On completion of the interviewed, according to the order of the respondents to do data arrangement and analysis. b. Listened to sound recording of interviews and compared wrote manuscripts, in order to facilitate the next step of data integration and analysis. c. To classified and coded of data based on the research purposes to conclude useful sentences. d. After through the data analysis, arrangement, integration with researchers to discussed, modified and arranged the facts of the results, and finally presented the conclusions and recommendations of this study.

3.5 Reliability and Validity

Data reliability and validity analysis step of the research are as follows: a. Previous to the interviews, the researchers prepared to complete a manuscript, first to other indigenous tribe pilot interviews, to comprehend the relevance of the interview focused on. b. Secondly, the respondents' intentions and interview locations, this study will be consideration,

the most important thing is the willingness of respondents surveyed. c. In this study, the whole interviews process implemented by the researchers, in a relaxing and stress-free environment, accomplished by manuscript guide respondents used chat interviewed. d. After accomplishment of the interviewed, researchers sort out interviews data immediately, in determining the grouped data is accurate. e. In the analysis, the researchers not only come together to discuss, but also discussed with the tourists who have to get to the place, avoid the conclusion will turn out to be the authors' subjective verdict.

4. RESULTS

4.1 Attraction

The respondents mentioned: " the Isingan falls is the tribe's main attraction, about 100 meters above the falls is located on a steep mountain walls, height of 800 meters above altitude, divided into upper falls and lower falls (terrain has changed because of the 921 earthquake), because of the large camp level drop into a splash of beauty.....Forest trails on both sides of the waterfall full of plum trees, plum will bloom in the winter; form a landscape of white flowers ocean (RS401AT016)". Another respondent said: "current visit tribes' tourists are increase, because Isingan waterfall affected by the 921 earthquakes and Toraji typhoon, waterfall from the original height of over 100 meters, but it is currently broken into two parts, a waterfall flowing water quantity is small, and thus affect the number of tourists visit motivation (RS101AT011)". Another respondent said:" because waterfall located downstream Isingan valley, owing to the natural environment, clear streams, and no man-made destruction. Thus visitors can enjoy the magnificent cliffs, the sound of water, green trees and boulders across the river. Currently tribe takes advantage of this natural environment, providing visitors to river trekking, Pailiao float and rock climbing adventure experience (RS201AT009) ".

On other attractions, the respondent answered: "the Isingan Elementary School (see Fig 3), this school is Taiwan's first indigenous cultural significance and characteristics of the building conceived, the entire campus everywhere Bunun favorite calendar diamond graphic and decorative stones calendar, building facades using the Chinese moccasin back argyle pattern made totem decoration, imitating the old tribal sun rise course and put as smoke signals venue to highlight the spiritual symbol of the tribe (RS401AT038)". Our neighboring attractions with Taiwanese tea planting area, it in the mountains, at an altitude of 1,000 meters above the daytime tourists overlooking tidy green tea, tea and enjoy tea cultivation and harvest of tour guide, visitors can watch the stars at night and insect ecology (RS301AT012). Because old tribe located there are still has a traditional Bunun style Stone-board house, also attract tourists to experiences. A grocery store owned said: Stone-board House is Bunun people traditional house, our good use materials by the natural environment, the house was built use the mountain stone, stacked into a square or rectangular house (RS201AT035). Stone-board house, has lived and storage functions, and also considering the topography and built a house and a safe, a symbol of the enemy defenses and spiritually. Traditionally we will hang millet, bamboo ware and produce on stone-house outside walls, and in the house which is included stove, bed, and millet granary (RS401AT028).

4.2 Hospitality service

A respondent said: "currently on tribe accommodation, a total of four B & B, namely: Damalauon B & B - Bunun cultural experience as the main character, Maiason B & B-Bunun process as the main character, Isingan Inn-to Bunun style meals as the main feature, and Great Wall Farm-to alpine ecosystems experience as the main feature. There are several eateries in the tribe catering to tourists and local residents (RS402HS042)".

In leisure service, the tribe offers adventure, cultural, and ecological tours to tourists choose, resident said: "at holiday or weekend, tourists come to tribe go vacation, the tribe of B & B has provided the original forest ecological experience, mountaineering adventure, hunting experience, indigenous handicraft product introductions, as well as to explain the tribal culture (RS202HS025)". These activities, mainly in the following three types of tours (RS402HS066):

- a. The first day of the trip for the tourists arrived tribe enjoy dinner (picnic or specials), night guide or performances seniors' tours, and mountain stargazing activities. Next morning as tribal and cultural guide tours, waterfall trail ecological guide, and river trekking, tea garden tour.
- b. The first day of the trip is arrived tribe at noon before, noon to enjoy the Bunun special flavor meals, afternoon tribe street guide, visit the tribe craft studio, hand-craft DIY, Bunun style wild boar roast flavor experience, night ecological tour. The next morning trip to the waterfall of plants and animals observed (enjoy the forest Pythoncidere), Isingan Elementary School, hunting traps illustration, noon to enjoy indigenous stone meals.
- c. The first day of the trip is arrived tribe at noon before, noon to enjoy Bunun special flavor meals, afternoon is tribe tour (indigenous crafts) and waterfall experience, watch the Bunun eight part chorus films at night. The next morning visit vegetable growing areas, mountain tea plant and orchard area, and enjoy the Bunun style meal at noon, afternoon trail bamboo forest bathing experience.

Another respondent said: " visitors to tribe, we have two Bunun crafts workshops, offer they DIY aboriginal carvings and traditional clothing, handbags, tapestries, scarves, and beads, etc., in addition to the external exhibitions

offer visitors a purchase (RS202HS021)". Respondent said: "I take part in two-day and one-night trip, tour includes: cultural guide tours, waterfall trail ecological guide, and river trekking, tea garden tour, very interesting, very adventurous and challenging, and culture and ecological experience, if next time have the opportunity I would also like to join in the future (T202HS039)". Another tourist said: We participate in the tribe cultural tour, experience Bunun tribe flavor dishes, as well as DIY Bunun handicrafts jewelry and found it very interesting. Hiking activity in here, I think the environment is very good, but also beneficial to physical and mental health (T302HS014).

4.3 Enhance Appearance

Researchers interviewed mentioned that the tribe to develop tourism, how to enhance the cultural characteristics and the shaping of images? Residents had replied: "we have not specifically targeted at tourism development, decorate our tribe, or trying to attract tourists to come to the tribe and have special cultural meanings like shape (RS103EA015)"..... "But at the gates to enter the village, one with Aboriginal people like arches and stacked slate, is a symbol of the tribe's entrance, the Taiwan indigenous tribes are common, and even different ethnic backgrounds (RS203EA011)". Another of the residents interviewed said: "due to the development of modern society, peoples do not live a traditional house, because it is not convenient, we are now living a modern house...however in old tribe area there are still preserve the Bunun traditional architecture (Stone-board House) (RS303EA021)". Tourist service providers interviewed said: "most characteristic of our tribe is the Isingan Elementary School, and the old tribe there, we have to provide a cultural experience in the journey, so that tourists can experience the Bunun life (RS403EA016)". Tourist interviewed said: "arrived at the village entrance, feel like entered the indigenous tribe, but after into the tribes don't get that feeling, because there is modern house, even if have some Aboriginal totem and wall paintings, but it is not very clear (T103EA048)".

4.4 Local Residents and Community

The tribe's main source of income in order to aspects of life, respondents mentioned: "Most of the residents living in the tribal farming are based, some people are working to neighboring areas, we grow vegetables and crops, Farmers Association will come to tribal procurement, and we do not have transport to the outside place to sell.....Everyday foods (such as pork, chicken and other food) has outside retailers to sell daily will go to tribe we do not have to buy the outside place (RS304LRC039)". A researcher noted how tribal residents living situation, whether with other tribes, there is a drinking problem. The respondents replied: "tribal alcoholism situation is still serious, because planting crops, are about four o'clock in the morning till the fields, about ten o'clock call it a day, and then they nothing just to drink (RS204LRC011)"..... "Most residents on weekdays only the elderly and children, young people studying and working in the other place since the holidays have come back to the tribe.our tribe with fewer peoples, households are scattered throughout the village, did not like Tamalung (close to Isingan tribe) residents living concentrated (RS104LRC016)". When asked whether they would welcome tourists, respondents mentioned: "We welcome tourist's tribe to visit; tourists can experience the life and culture of our indigenous, and it also brings some economy income (RS104LRC036) (RS204LRC049) (RS104LRC012)". Interviewed tourist said: we are older and retired, so I just wanted to find a quiet and cozy place for a holiday, the tribe we found very good, fresh air, the tribe was quiet and no noise and environmental contamination, the residents are very friendly (T302LRC032).

5. DISCUSSION AND SUGGESTION

5.1 Discussion

Although tourism for the economic development of indigenous tribes, plays an important role, but not every tribe are suitable for the development of tourism, or must rely on tourism to maintain life tribal inhabitants [13]. From the case of this study, can be found in the economic sources of the Isingan tribe not to rely on tourism services, which is mainly dependent on tourism some tribes in Taiwan (ex. Smangus tribe) and adopt the way of "co-operation" [6], or tribal peoples to participate in tourism services (ex. Bokiui tribe) different places [11].

From attraction is concerned, Isingan unique waterfalls and cliffs, plus the natural ecological protection zone is located, is a tribal attract tourists or visitors to visit the main reason for the holiday. The main reason addition to the factors of the natural environment, in fact, visitors visit to the tribe, or to experience culture, and in this study also found that the tribe itself, in addition to strengthening the building Bunun cultural meaning, and also found a "workshop" to make cultural heritage. From the results of the above analysis, can be found the Isingan tribe developing of indigenous tourism, attracting tourists to visit tribal reasons, the most important is the culture, lifestyle of indigenous and pristine natural environment, above finding similar with the relevant indigenous tourism research results [2] [3] [7] [11].

Most of Taiwan's indigenous tribes, as there are a common characteristic, that is, young people have to work or study outside city, the tribe left the elderly and children [5] [7]. And inhabitants to stay in the tribal farming, besides farming of time, there is still the problem of alcoholism. But researchers from the actual observation, and reactions from the inhabitants, a drinking problem and did not cause tourists negative impressions on the tribe. Researchers have actually visited tribe several times, and chatting with inhabitants of different ages and found that tribal people are very

friendly, even if they did not operate tourism service, but very welcome outside tourists to visit tribe and go vacation and depth experience indigenous culture. In the tribe related study [5] [7], noted that the friendly attitude of the residents is an important condition for the development of tourism, it can be seen from the tribe already has the elements of tourism development.

And the tribe has B & B offers tourist accommodation, food and beverage services, and develop a distinctive tour (ecology, adventure, natural landscape and cultural) to provide tourists choose, but also to create opportunities for other tribal inhabitants employment. The results of this study supported Chang and Chang Liao [7], and Chang, Chang, and Wu [6] studied results, and the development of tribal tourism, accommodation, food with beverage, leisure recreation services and catering tourists need is necessary, and provide employment opportunities for inhabitants [10] [17] [18]. Because tourists to visit tribe most want to see is distinctive indigenous culture architecture, sculpture and totems, Isingan tribe in this part of the effort to shape the imagery also Bunun and allow tourists (or visitors) to understand the lifestyle of the Bunun in the spirit of culture. So from Isingan tourism development does not negatively impact on indigenous culture, but is properly protected and maintained through, maintaining the preservation of indigenous culture. From the above results, the accord Colton [14] pointed out that the development tourism of indigenous tribes to save and maintain the historical and cultural, and let tourists can understand the depth of the history of indigenous culture and life [15].

5.2 Suggestion

According to the findings of this study, after discussion and analysis, the following recommendations:

1. Because the development of tourism traffic convenience is an important factor, although Isingan currently on the road go outside are smooth, but due to the attack of previous typhoons, so that part of the mountain road has not been repaired. Suggested government agencies should accelerate the repair of the road into the tribe, because there are several places, at any time with the risk of collapse and rockfall. These potentially dangerous places, not only have an influence on local inhabitants and out of the tribe, but also pose a threat to the life of tourists. Therefore, the Taiwanese government to promoting indigenous tourism in the case of external traffic for tribal convenience and security should be classified as the most important factor.
2. In case of this study, although tribe affected by the natural disaster several times, but under the Government's assistance and the tribal people have a common consensus (established Community Development Association), the use of cultural and natural resource development and tourism, an opportunity to create a new tribe of sustainable development. So for tribes interested in developing tourism, the prerequisites for the development of the first tribal inhabitants opinions must be able to reach a consensus, and the establishment of a Community Development Association, with the assistance of government and academic institutions, concludes that tribal tourism resources, and to plus integrated into tourism products.
3. However, the development of indigenous tourism is not mass tourism, but exquisite and depth of the travel itinerary (to reduce the negative impact on the tribe), and therefore need help tribal peoples (support accommodation, meals, activities, services, and selling souvenirs for tourists or visitors), the main purpose is to tourism development can provide a source of additional income for the tribe inhabitants, increase the employment rate and the maintenance of the spirit of traditional culture.
4. Because Isingan tribe tourism service is not co-operation, only a few people operating, and therefore not a lot of tourists, so this study only to investigate operational aspects of tribal tourism. So for the follow-up study, the researchers suggest depth interviews can stay and participate in the activities of tourists about their feelings for tribal tourism experience, take a more clear understanding of the effectiveness of the tribe to promote tourism, tourist preferences and the need to further strengthen the department improvements.

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