

## Residents' Perceptions of Tourism Impacts in Miaoli, Taiwan

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### Abstract

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Under the rush of global tourism and the "Taiwan Romantic Route 3" national plan, it hopes to promote the economy of traditional Hakka village with a "cultural value-added" and tourism development strategy. This study attempts to examine the relationships between local residents' perceptions of tourism impacts and attitudes of tourism development. It adopts the method of quantitative measurement by using questionnaires and interviews 372 residents. Findings from this study reveal that residents of different backgrounds have some significant differences in their perceptions of tourism impacts and tourism development attitudes, older people have greater perceptions of the socio-cultural impact of tourism development, while younger people have greater perceptions of economic and environmental impacts. These results reinforce some of the past findings of tourism impacts and local tourism development relationship literatures. Therefore, to ensure the positive correlation between perceptions of tourism impacts and attitudes of tourism development. Despite these research findings, author emphasizes the importance of thinking of local residents before developing local tourism.

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**Keywords:** Tourism Impacts, Tourism Planning, Resident Perceptions, Taiwan Romantic Route 3

### 1. Introduction

With continued economic growth and globalization, people are more willing to travel and experience different cultures and lifestyles, which also leads to continued growth in the tourism industry. According to the United Nations World Tourism Organization (UNWTO), the number of international visitors exceeded 1 billion for the first time in 2012, with the Asia-Pacific region experiencing the highest growth rate in foreign tourism, at 6.5%, and an average annual growth rate of 3.8%. In 2030, the number of foreign tourists is projected to reach 1.8 billion. As for the growth of Taiwan's tourism industry, according to Taiwan Tourism Bureau statistics, a record 11.07 million foreigners visited Taiwan in 2018, and the foreign exchange income generated from tourism reached USD13.705 billion. In 2018, the number of domestic tourism trips was 171 million, and the direct economic benefits were more than USD12.487 billion. From the perspective of international tourists and domestic tourism, the overall economic benefits of sightseeing and tourism are more impressive. Taiwan has the fastest-growing industry with the highest economic output value. President Tsai also emphasized at the 2017 Tourism Festival that Taiwan will promote the tourism industry. The tourism bureau indicated that its three major strategies for tourism development will be stabilizing the Chinese mainland market, developing new markets, and expanding the national tourism market. It will focus and join hands with representatives from all walks of life to launch Tourism 2020: Taiwan's sustainable tourism development strategy. The government will fully explore the diversified market, activate the national tourism market, guide the diversified development of the industry, and promote the development of local tourism, so that Taiwan's tourism can move toward Tourism 2020 "Sustainable Tourism, Lighting Locality"! During this period, the tourism industry will work together to continue to promote the overall value and sustainable development of Taiwanese tourism and to convey the most local and simple Taiwanese spirit to the world, so that the world can see the beauty of Taiwan.

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The "Taiwan Romantic Route 3" national plan focuses on the three major axes of "humanistic shaping", "environmental improvement", and "industrial development". It hopes to promote the economy of Hakka village with a "cultural value-added" strategy, and combine the aspects of life, culture, ecology, industry and tourism to jointly create an industrial economy with a historical "Romantic Road". Due to globalization, the importance of tourism development cannot be overemphasized. Most rural residents will wish to enjoy the economic benefits of tourism but not suffer the culturally or environmentally negative impacts. The purpose of this study is to explore the impacts of tourism among residents of different areas in Miaoli, Taiwan. It also examines the relationships between local residents' perceptions of tourism impacts and attitudes of tourism development.

## 2. Literature Review

### 2.1 The Taiwan Romantic Route 3 National Plan and Tourism Planning

Under the context of globalization, the current development of rural communities must anchor the tourism economy in every Hakka village through "culture," not only relying solely on festivals to stimulate consumers to visit the countryside but also combining new ideas about preserving the economic and cultural landscape of the Hakka communities to create a new lifestyle. The Taiwan Romantic Route 3 National Plan covers 16 villages and towns in north Taiwan where Taoyuan, Hsinchu and Miaoli counties are located, and is a major national project for an innovative lifestyle-culture industry. Culture is the foundation of ethnic identity and cohesion. With the evolution of biodiversity, the idea of cultural diversity has also become mainstream. In addition to promoting the culture of respect and tolerance of different cultures, it is necessary to formulate a systematic, coherent, cumulative, and sustainable Hakka cultural strategy to promote the sound development of Hakka culture and Taiwan's diverse cultural identity.

With the rapid growth of the economy, Hakka communities have a crisis of population migration and aging. In the future, community training and local presence will attract young people to return to the rural communities, and through the Romantic Route 3 National Plan and the forestry industry and the local The combination of tangible cultural assets such as important buildings, traditional settlements, cultural relics, and intangible cultural assets such as drama, music, crafts, festivals, etc., creates a story and original value so that Hakka culture and industry take root in the land to strengthen the vitality of the Hakka communities. Many rural communities along Taiwan's Route 3 have traditionally relied on extractive industries such as farming, ranching, timber harvesting, and mining. However, these industries have experienced drastic declines over the past two decades. Figure 1 shows the situation of The Route 3 passing by Miaoli.

Tourism is not without social, economic, and environmental consequences. Much research has focused on the impact affects the residents' attitudes toward tourism development (Allen, Hafer, Long, and Perdue 1993). These studies have identified both positive and negative economic, social, and environmental impacts. For the most part, these studies have relied on cross-sectional survey research designs that do not consider the economic dynamics of the community (Ap 1992). Furthermore, most studies have looked at areas with relatively large, well-established tourism industries (Long, Perdue, and Allen 1990). Dredge & Jamal (2015) examined progress in tourism planning and policy knowledge and identifies gaps and future directions for research. The study employs a post-structuralist perspective presented in two analytical movements: a bibliographic study of tourism policy and planning publications in Scopus and Science Direct and thematic analysis, plus an archaeological excavation. The results pointed to an urgent need to progress tourism planning and policy towards greater visibility, legitimacy and importance in tourism studies through more critical engagement with tourism public policy and planning practice. Nunkoo & Gursoy (2016) were rethinking the role of tourism planning, and argued that citizens' trust in tourism institutions is vital for a democratic tourism planning process. This study suggested that citizens' power in tourism decision-making and their trust in tourism institutions are vital for gaining their political support for development.



**Figure 1:** The Route 3 in Miaoli of Taiwan

## 2.2 Tourism Impact Perceptions

Community residents' attitudes toward tourism play a key role in tourism development. Residents support tourism development, mainly due to the economic benefits of tourism. Relevant research indicates that attitudes toward tourism development are related to the community's stage of tourism development (Perdue et al., 1987; Wu, 2003); in addition, the personal background of the community residents, contact with tourists, and other factors will also lead to different attitudes toward tourism development (Wu, 2003; Yu, 2006). Although the development of tourism has brought numerous economic benefits to various countries or regions, it has also had some social and cultural impacts. Mathieson & Wall (1982) and Ap & Crompton (1998) will develop three categories of tourism impacts: social and cultural influences, economic impacts, and environmental impacts, each of which includes positive and negative impacts.

### 2.2.1 Social and cultural impact perceptions

Pizam & Milman define sightseeing as follows: "Sightseeing contributes to a process of value systems, personal behavior, family relationships, collective lifestyles, ethical behaviors, creative expressions, traditional celebrations, and changes in community organization" (Mathieson & Wall, 1982). Ap & Crompton (1998) believe that tourism causes changes in local language and lifestyle. The changes caused by sightseeing activities, including personal lifestyle and ethical behavior, creativity performance and family relationships, traditional etiquette and social organization, and the social and cultural impacts of tourism development also differ due to different regional characteristics. Tourist areas may have different positive and negative perceptions due to different cultural characteristics, customs, living habits, values of residents, and degree of tourism development.

### 2.2.2 Economic impact perceptions

Tourism is generally seen as a means of promoting local economic development. Tourism development can help increase employment opportunities, national taxation, foreign investment, and local infrastructure improvements, and even attract more industries (Lankford & Howard, 1994). Research related to economic shocks usually ignores the cost of being a tourist area and emphasizes the benefits derived from that status. Mathieson & Wall (1982) divided the economic effects into two categories. On the one hand, the economic benefits of tourism include increased national income, employment opportunities, improvement of economic structure, and revitalization of commercial activities; on the other hand, tourism carries an economic cost. There is a danger of over-reliance on sightseeing, rising land prices, increased imports, inflation, and external costs. According to Ap & Crompton (1998), the positive economic effects include increasing incomes and improved quality of life, improving local economic conditions, increasing employment opportunities, promotion of economic investment, development and infrastructure consumption, increasing taxes, promoting foundations, construction of road-traffic infrastructure, increased shopping opportunities, and other projects. Negative impacts include rising prices and shortages of goods and services, rising land prices, rising living expenses, and tax increases.

### 2.2.3 Environmental impact perceptions

Ap & Crompton (1998) pointed that the environmental impact of tourism includes both positive environmental effects, including the preservation of the natural environment, the maintenance of historical buildings and monuments, and the improvement of regional appearance, and negative effects, namely traffic congestion, overcrowding, and noise and garbage pollution. Sightseeing and growth may also lead to environmental degradation and regional decline. Therefore, the environment is critical for sightseeing. Maintaining a good environment is essential for tourism growth.

As for the negative environmental impacts, these can be summarized as air, water, noise, and garbage pollution, as well as the disappearance of rural and pastoral landscapes, the extinction of animals and plants, and the erosion of historical sites (Mathieson & Wall, 1982). In general, the environmental impact of tourism development will be both positive and negative. In terms of empirical research on the impacts of domestic tourism, Yu (2000) conducted a survey on the behaviors of residents of traditional Beipu settlements and residents' attitudes toward tourism development from the perspective of environmental behavior. He believed that Beipu was not for sightseeing and should explore the development of local culture, emphasize feedback from tourism interests, and build consensus through the overall construction of the community. Lin (2006) and Peng (2007) believed that the attitude of Beipu residents to future tourism development depended on the economic interests of the tourism industry; the results of Beipu tourism development changed the industrial structure and cultural landscape of the Beipu area.

The environment and residents' lives were affected by all aspects of tourism. Li (2010) observed that residents of Nanzhuang expressed support for the development of tourism; there were significant differences in the degree of tourism profit, perceptions of the positive and negative impacts of tourism, attitudes toward tourism development, and tourism management strategy. Yang et al. (2014) explored the cognitive sense of place, tourism impact perceptions and tourism development attitude for Tsu-Huang-Kun's surrounding residencies. The residents' sense of place, cognition of tourism impact had positive and significant effect on their attitude toward tourism development. Lin et al. (2017, 2018) explored the relevance of local residents' perception of the impact of tourism development on the Sun Moon Lake catchment area.

However, Tsai (2019) indicated that community tourism is different from mass tourism, it is based around local unique cultures as the main tourism resource and local residents are highly related with its development. This study inspected Yongan Community in Taitung, and 18 local residents were interviewed. Participants advocated the community tourism development should be based on the traditional agriculture, and the traditional good practices of the local culture should be sustained. Chen et al. (2018) had shown three cases of featured attractions' impacts on local tourism, respectively Fenchihu, Orchid Island and El Patio Del Cielo. With the discussion on both positive and negative impacts of featured attractions on tourism while the local government actively develops them, this paper urged the local government to be aware of the needs and thoughts of local residents, so as to avoid future residents' dissatisfaction and controversy, and eventually create scenic spots where positive impacts outweigh negative ones.

### 3. Research Methodology

The purpose of this study was to investigate the attitudes of Miaoli residents toward the impacts of tourism and tourism development and then to analyze how different residents' characteristics affected their perceptions of the impact of tourism and their attitudes toward tourism development. The infrastructure of this research is shown as Figure 2. The research adopts the method of quantitative measurement by using questionnaires and statistical software analysis as tools to evaluate the perspectives of residents and by referring to related literature, cross-checking, and then clarifying the true situation of Miaoli residents' perception of the impact of tourism. The study was conducted in the form of structured interviews of local residents of Miaoli. The interview questions included questions about local sentiment (age, reside area and reside time) and the impact on cultural heritage. Questions about perception (social-cultural impact, economic impact, environmental impact) and attitudes toward tourism development, etc., were also asked.

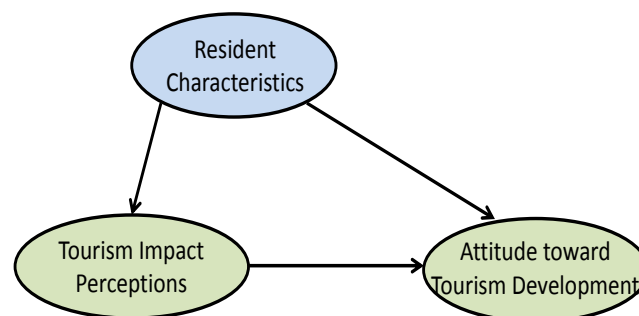


Figure 2: Research framework

The questionnaire is divided into four parts, which examine the basic background characteristics of the residents, their sense of place, their perception of the impact of tourism, and their attitudes toward tourism development. The so-called sense of place refers to the extent to which people are involved in or recognize local affairs. From their life situations to how residents feel about the place, there are four items. The possible impacts of tourism development on local society can be divided into three aspects: social-cultural impacts, economic impacts, and environmental impacts. This study is based on the questionnaire design by Chou & Su (2008), Zhang & Song (2010), Yang et al. (2014) and other related literature, to which the characteristics of Miaoli cultural heritage are added. There are 22 questions about the perceptions of tourism impacts. “Attitude toward tourism development” refers to the residents' perceptions, emotions, and behavioral tendencies toward local development and sightseeing and measures the tendency to support tourism development. There are five questions of tourism development. In addition to the basic characteristics of the residents, the questionnaires were in the form of a Likert five-point scale, which ranged from “very much disagree” to “very much agree.” Respondents were asked to verify the degree of consent and respond using 1–5 points according to their current situation.

After the questionnaire design was completed, an initial interview was conducted to correct the content of the questionnaire. After the questionnaire was revised, a formal field interview was conducted. After the questionnaire was collected, the section of the scale first analyzed the relationship of the project and removed the items of little relevance to the project; the awareness of the tourism impact was reduced from the original 22 items to 18 items, which are respectively social and cultural impacts. There are six questions on the economic impact and seven questions on the environmental impact. The reliability test of the scale was carried out to confirm the reliability of the study. The reliability of each measurement facet of the tourism impact scale is illustrated in Table 1. The Cronbach  $\alpha$  value of social and cultural impact is 0.610; the Cronbach  $\alpha$  value of economic impact is 0.689; and the Cronbach  $\alpha$  value of environmental impact is 0.699. Therefore, the Cronbach  $\alpha$  value of the overall tourism impact is 0.836, which implies that the research tool has superior reliability and is suitable for subsequent statistical analysis.

**Table 1: Questionnaire reliability analysis**

Variables	Cronbach's $\alpha$
Social and cultural impact	0.610
Economic impact	0.689
Environment impact	0.699
Total tourism impact	0.836

This questionnaire survey is based on the residents of Miaoli County, and according to the “Taiwan Romantic Route 3” national plan, the towns that the actual Route 3 refers to are the core areas, including the first part, of which there are six townships. As for the surrounding areas, it is the township that passes through Route 3, and there are seven townships. Other areas are the remaining townships in Miaoli County, including five townships. Therefore, a total of 400 questionnaires were distributed for the survey, and 380 questionnaires were collected, including 372 valid questionnaires and 8 invalid questionnaires.

#### 4. Research Analysis and Results

##### 4.1 Sample Descriptive

After eight residents' incomplete questionnaires were ignored, the subjects in the study numbered 372. Of these, there were 156 male (41.9%) and 216 female (58.1%) participants. Those residents were largely college or university graduates (49.7%), and 36.3% of respondents had high school educations. In terms of residence time, at 53.8% (200 people), the largest group was composed of people who had lived in Miaoli “21 years or more,” and only 40 people had lived in Miaoli for “less than five years.” This finding indicated that most of the respondents had always lived in Miaoli or had lived there for a long time. The demographic profile data of respondents are presented in Table 2.

**Table 2:** Demographic Variables Distribution (N=372)

Demographics	Frequency	Percentage
Gender		
Male	156	41.9%
Female	216	58.1%
Age		
Under 30 years old	134	41.9%
31-50 years old	89	41.9%
Over 51 years old	149	58.1%
Education		
Junior high school and below	52	41.9%
High school	135	41.9%
College or university and above	185	58.1%
Job related tourism		
Yes	113	41.9%
No	259	58.1%
Reside area		
Core area	184	49.5%
Surrounding area	135	36.3%
Other	53	14.2%
Reside time		
Less than 5 years	40	10.8%
6~20 years	132	35.4%
21 years or more (always living here)	200	53.8%

#### 4.2 Tourism Impact Perceptions of Local Residents

Based on the literature and previous studies, this study is divided into three categories: “Social and Cultural Impact,” “Economic Impact,” and “Environmental Impact,” and analyzes the personal characteristics of respondents using single-factor variance. Differences in the perception of the impacts of tourism. Table 3 illustrates the results of single-factor variance analysis of social and cultural impacts. Statistical data reveal by gender, age, residence time, and even occupational work status whether persons are engaged in tourism-related industries and other variables and their perceptions of the social and cultural impacts of tourism. Statistically significant differences. According to the statistical results, men's cognition of social and cultural impacts is higher than that of women; older persons (over 51 years old) have greater perceptions of the sociocultural impacts; the longer they live (more than 21 years), their society. The cognition of cultural impact is also higher than that of other groups of respondents; in professional work, those who engage in tourism-related industries have higher recognition and deeper connections to the localities.

**Table 3:** Social and Cultural Impact Analysis with One-way ANOVA

Variables	Item	Mean	S.D.	F value
Gender	Male	3.386	0.658	6.702**
	Female	3.218	0.588	
Age	Under 30 years old	3.249	0.621	6.503**
	31-50 years old	3.130	0.591	
	Over 51 years old	3.417	0.622	
Education	Junior high school and below	3.219	0.604	2.526
	High school	3.384	0.630	
	College or university and above	3.238	0.619	
Job related tourism	Yes	3.416	0.648	6.923**
	No	3.232	0.606	
Reside area	Core area	3.449	0.653	2.396
	Surrounding area	3.203	0.684	
	Other	3.275	0.599	
Reside time	Less than 5 years	3.005	0.579	6.268**
	6~20 years	3.250	0.593	
	21 years or more (always living here)	3.370	0.636	

In terms of economic impact, the analysis of single-factor variability can reveal whether there is a statistically significant difference between age and occupational work, whether it is a factor in tourism-related industries, and the perception of economic impacts (see Table 4 for details). The statistical data demonstrate that people who are engaged in tourism-related jobs and who are under 30 years old have greater awareness and feelings about the economic impact.

In addition, in terms of environmental impact cognition, the results reveal that age, residence time, occupational work, engagement in tourism-related industries and other variables, and statistical impact differences are statistically significant, as illustrated in Table 5. According to the statistical results, people under 30 years of age have greater awareness of environmental impacts; those who live in Miaoli have a greater awareness of environmental impacts; in occupational work, those engaged in tourism-related industries suffer environmental impacts.

#### 4.3 Attitude toward Tourism Development

Based on the analysis of the comprehensive perception of tourism impact, it is revealed that the differences between the personal characteristics of the respondents and the perceptions of tourism impacts, regardless of the “social-cultural impact perception,” “economic impact perception,” and “environmental impact perception,” are age-related and tourism-related jobs. The second item has the deepest impact on tourism. In addition, long-term residence in Miaoli will also have a deeper impact on the social culture and environmental impact of tourism development. Overall, the economic impact of the development of tourism was the deepest; the average was 3.673. The “environmental impact” was the second deepest (the overall average was 3.484), followed by the “social and cultural impact” (the overall average was 3.288).

To the statement “Miaoli will take tourism development as the main axis”, 270 residents agreed or very much agreed (accounting for 72.6% of the total sample). When asked if they “support the development of the Romantic Route 3 plan,” more than 301 people agreed or very much agreed (accounting for 80.9% of the total sample). When asked if they supported providing tourists with tourism and recreation services, 255 residents agreed or very much agreed (accounting for 68.5% of the total sample). It is believed that 312 residents agreed or very much agreed (accounting for 83.9% of the total sample) that tourism development is beneficial to the area around Miaoli. Moreover, 295 respondents who supported the government's Romantic Route 3 plan to develop tourism in the area voiced agreement or strong agreement (accounting for 79.0% of the total sample). This level of agreement demonstrates that Miaoli residents are eager to promote local prosperity through tourism development, support the use of local cultural or natural sightseeing, and look forward to economic growth through the planning and development of tourism.

**Table 4:** Economic Impact Analysis with One-way ANOVA

Variables	Item	Mean	S.D.	F value
Gender	Male	3.687	0.573	0.149
	Female	3.666	0.476	
Age	Under 30 years old	3.751	0.530	3.113**
	31-50 years old	3.577	0.551	
	Over 51 years old	3.664	0.479	
Education	Junior high school and below	3.577	0.445	1.623
	High school	3.726	0.562	
	College or university and above	3.665	0.502	
Job related tourism	Yes	3.760	0.507	4.389*
	No	3.638	0.520	
Reside area	Core area	3.761	0.550	1.104
	Surrounding area	3.703	0.502	
	Other	3.651	0.515	
Reside time	Less than 5 years	3.533	0.533	2.355
	6~20 years	3.732	0.504	
	21 years or more (always living here)	3.665	0.521	

**Table 5:** Environmental Impact Analysis with One-way ANOVA

Variables	Item	Mean	S.D.	F value
Gender	Male	3.463	0.617	0.086
	Female	3.480	0.499	
Age	Under 30 years old	3.535	0.570	3.379*
	31-50 years old	3.345	0.558	
	Over 51 years old	3.492	0.520	
Education	Junior high school and below	3.376	0.420	1.475
	High school	3.526	0.580	
	College or university and above	3.460	0.560	
Job related tourism	Yes	3.582	0.596	6.466**
	No	3.425	0.525	
Reside area	Core area	3.396	0.718	0.830
	Surrounding area	3.441	0.536	
	Other	3.495	0.515	
Reside time	Less than 5 years	3.239	0.577	4.913**
	6~20 years	3.548	0.528	
	21 years or more (always living here)	3.469	0.550	

However, to explore the correlation between residents' perception of tourism impacts and tourism development attitude, this study uses Pearson correlation analysis to calculate the correlation. The results show that the correlation coefficient between each item is between 0.353 and 0.613. The correlations between "social and cultural impact", "economic impact", "environmental impact" and "tourism development attitude" are positive correlations, which are moderately correlated and all reach significant levels (see Table 7).

**Table 6:** Attitude toward tourism development percentage analysis (%) N=372

Statement	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Take tourism development as the main axis	0.5	3.5	23.4	50.3	22.3
Support the Romantic Route 3 plan	0.3	2.4	16.4	55.1	25.8
Provide tourists with tourism services	1.9	5.4	24.2	50.0	18.5
It is beneficial to the area around Miaoli	0.3	3.2	12.6	60.2	23.7
Support tourism development of Miaoli	0.8	3.8	16.4	52.7	26.3

**Table 7:** Correlation analysis of tourism impacts and tourism development

Variables	Mean	Social and Cultural Impact	Economic Impact	Environmental Impact	Tourism Development
Social and Cultural Impact	3.288	1			
Economic Impact	3.673	0.518**	1		
Environmental Impact	3.484	0.480**	0.613**	1	
Tourism Development	3.952	0.353**	0.547**	0.432**	1

\*p<0.05, \*\*p<0.01, \*\*\*p<0.001

## 5. Conclusion and Suggestion

This study interviewed 372 residents. Most of these respondents were lifelong or long-term residents. Older people have a greater sense of the social and cultural impact of tourism development, whereas younger people have a better understanding of the economic and environmental impacts. In terms of occupation, those engaged in tourism-



related industries are more sensitive to the social, cultural, economic, and environmental aspects of tourism development than those who are not engaged in tourism-related industries. Most of them agree or strongly agree with tourism development in Miaoli. The statistics reveal that Miaoli residents expect the development of tourism to promote local prosperity and support the use of local cultural assets as tourism to promote the humanities and society of Miaoli. Economic growth. This study determined that because of tourism and government policies, Miaoli residents have high expectations for tourism development. However, the opinions of all residents should be reflected in promoting the development of tourism in Taiwan. This allows for top-to-bottom planning and development of sightseeing and can also achieve complementary effects from the bottom up. This point is also consistent with the original intention of this study to explore the cognition and development attitude of Miaoli residents.

With the advent of the experience-economy era, culture and creativity have combined with the industry trend to promote the development of the industry by means of sightseeing or activities. Many countries are paying more and more attention to the improvement and execution of the cultural environment, and changing the mode of governance can influence the development of the industry. Rural community tourism is a type of tourism involving the cultural environment, including landscape, visual and performing arts and other special regional lifestyles, value traditions, event activities, and other creative and cultural exchange processes. The townships along the Route 3 of Miaoli retain Hakka culture and have a special human landscape and important cultural heritage, including the Tsu-Huang-Kun which is the earliest and most important oil-mining site in Taiwan. Shengxing Station and Longteng Bridge are the old railways of Taiwan Railway.

The most distinctive landscape sites on the road are cultural heritage sites worthy of generation. How to transform such cultural assets into heritage tourism, provide visitors with cultural identity and tourist visits, and enhance the economic and living conditions of residents are key issues for the preservation of cultural assets and tourism planning in the future. And, it is very important that citizens' participation in tourism decision-making.

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