

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Unit Title	14 Cultural tourism	Unit Code	G733	Session	June	Year	2	0	0	S
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Centre Name

Candidate Name

Evidence: You need to

Centre Number

Candidate Number

International destinations.

Criteria			Teacher Comment	Page No.
AO1.1: You provide a brief description of the reasons for the travel experience and provide only limited examples of the movement of cultures, internal and external features and motivational theory, showing minimal knowledge and understanding;	[0 1 2 3 4]	AO1.2: you provide a description of the reasons for the travel experience, with internal and external features, including travel motivation and the movement of cultures; there may be some omissions but an understanding of the areas is clearly conveyed;	AO1.3: you provide a comprehensive assessment of the reasons for travel motivation, the movement of cultures and visiting, along with a detailed and logical account of cultural movements; you demonstrate thorough knowledge, skills and understanding.	1-8
AO2.1: You apply some knowledge and understanding in your brief description of how religions, traditions and customs have helped define the culture of your two chosen destinations, with only little attempt at comparison and showing a lack of detail, including some omissions and inaccuracies; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;	[0 1 2 3 4]	AO2.2: you apply knowledge and understanding when comparing how religions, traditions and customs have helped define the culture of your two chosen destinations, with some references to your own views and attitudes; there are some inaccuracies and omissions; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;	AO2.3: you apply thorough knowledge and understanding effectively in your detailed explanation of both destinations, demonstrating how religions, traditions and customs have helped define the culture, relating this to your own values and attitudes; you present your work logically, showing use of appropriate terminology and your meaning is clear and accurately conveyed.	
Criteria			Teacher Comment	Page No.
			Examples application to clear assessment of reasons for travel applied to both destinations with very clear account of how cultures can move.	9-33
			Both destinations compared to show importance of cultural stems from different reasons with a range of reasons explained for both with application to own views	

<p><b>A03.1:</b> You undertake some research from limited sources, which may not be clearly identified, to gain information to assess the importance of cultural heritage at your two chosen destinations; your research is not always relevant or effective, and the findings are not appropriately used in the analysis;</p>	<p><b>A03.2:</b> you provide evidence of research, from a variety of sources which are mostly relevant, in producing your analysis of the importance of cultural heritage at your two chosen destinations; you use most of the findings of your research to address the major issues of cultural heritage;</p>	<p><b>A03.3:</b> you carry out detailed and comprehensive research from a broad range of sources when critically analysing the importance of cultural heritage at your two chosen destinations.</p>	<p>Very detailed research from a very broad range of sources used to show the importance of culture -</p> <p>34-57 +11055 OK</p>
<p><b>A04.1:</b> You provide a brief evaluation of the cultural impacts of tourism on the traditional ways of life in your two chosen destinations; there are omissions and limited detail, with little attempt at producing a conclusion;</p>	<p><b>A04.2:</b> you provide an evaluation of the cultural impacts of tourism on the traditional ways of life in your two chosen destinations; there are some omissions but the impacts of tourism are clearly covered for both destinations and you are able to support your conclusions;</p>	<p><b>A04.3:</b> you provide a critical and comprehensive evaluation using accurate data to indicate clear cultural impacts on the traditional ways of life in your two chosen destinations; you include a critical assessment of the impacts at both of your chosen destinations and there is evidence of prediction and future trends for both destinations.</p>	<p>A wide range of data used to support conclusion on the type &amp; significance of impact on both destinations</p> <p>88-73</p>
<p>[0 1 2 3 4 5]</p>	<p>[6 7 8 9 10]</p>	<p>[11 12 13 14 15]</p>	<p>12</p>
<p>[0 1 2 3 4 5]</p>	<p>[6 7 8 9 10]</p>	<p>[11 12 13 14 15]</p>	<p>13</p>
<p>Total/50</p>	<p>45</p>	<p>45</p>	<p>45</p>
<p>If this work is a re-sit, please tick</p>	<p>Session and Year of previous submission</p>	<p>Jan / June</p>	<p>0</p>
<p>Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (<a href="http://www.ocr.org.uk">www.ocr.org.uk</a>).</p>	<p>Please complete one Centre Authentication Form (CCS160) for each unit and forward to the moderator with your sample.</p>	<p>Please tick to indicate this work has been standardised internally</p>	<p>1</p>

### Guidance on Completion of this Form

- One sheet should be used for each candidate.
- Please ensure that the appropriate boxes at the top of the form are completed.
- Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

## Centre Authentication Form

**OCR Entry Level, GCSE, GNVQ, AGCE and GCE qualifications**

One copy of this form must be completed for **each** coursework unit or component and signed by the appropriate person(s). The completed form **must** accompany the coursework or portfolios submission to the moderator/examiner or be inspected by the visiting moderator for Entry Level, GCSE, GNVQ, AGCE and GCE qualifications.

It is now a requirement of the Code of Practice that this authentication form is signed.

**'Authentication of candidates' work** – The internal assessor must present a written declaration that the candidates' work was conducted under the required conditions as laid down by the specification.'

Centre Name

Centre No

Specification or Unit title

Unit 14 Cultural Tourism

Qualification or Unit number/component code

673301

Series

June

Year

2005

**Moderated unit**  
(Please tick box if yes)

☒

In this case this form must accompany the sample posted to the moderator or inspected by the visiting moderator

or

**Examined unit**  
(Please tick box if yes)

☐

In this case this form must accompany the packet of coursework that is posted to the examiner or assessed by the visiting examiner.

Signature(s) of internal assessor(s) – i.e. person(s) responsible for carrying out internal assessment and/or supervision (in the case of examined coursework) of work

I/We the undersigned confirm that the candidates' work was conducted under the required conditions as laid down by the specification.

I confirm, where necessary, that internal standardisation has been carried out before the marks were submitted to OCR.

Signature:

Print name:

Signature:

Print name:

Signature:

Print name:

Please continue on a separate sheet if required.

In order to support internal assessors in authenticating their students' work an **example** of a standard Candidate Authentication Statement is provided on the OCR Website ([www.ocr.org.uk](http://www.ocr.org.uk)). Alternatively centres may wish to continue to use their own internal arrangements for candidate authentication, but these must provide equivalence to the standard Candidate Authentication Statement.

### Notes

In the case of private candidates or distant tutored candidates, the centre must ensure that:

- the tutor/teacher has acquainted themselves thoroughly with the general standard of candidates' work before accepting coursework for Internal Assessment. Work submitted by candidates that is atypical or inconsistent with their general standard may raise concerns over authenticity.
- sufficient on-going regular monitoring of the candidates' examination coursework has taken place.
- Centres are reminded that they must comply with restrictions that may apply to entries e.g. the exclusion of Private candidates from a specification.



## Candidate Authentication Statement

The completed form should be retained within the Centre and should **not** be sent to the moderator or OCR unless specifically requested.

### NOTICE TO CANDIDATE

The work you submit for assessment must be your own.

If you copy from someone else or allow another candidate to copy from you, or if you cheat in any other way, you may be disqualified from at least the subject concerned.

1. Any help or information you have received from people other than your subject teacher(s) must be clearly identified in the work itself.
2. Any books, information leaflets or other material (e.g. videos, software packages or information from the Internet) which you have used to help you complete this work must be clearly acknowledged in the work itself. To present material copied from books or other sources without acknowledgement will be regarded as deliberate deception.

### Declaration by candidate

Centre Name

Centre No

Session

June

Year

2	0	0	9
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Specification or Unit title

Unit 14 CULTURAL TOURISM

Candidate Name

11

Candidate Number

I have read and understood the **Notice to Candidate** (above). I have produced the work without any help from other people apart from that which I have declared in the work itself. I have acknowledged all source materials in the work itself.

Candidate's signature: .....

Date: 1/5/09 .....

### Notes

The Candidate Authentication statement once completed should be stored securely within the Centre. A copy of this authentication form must be available upon request for each coursework/portfolio submission



### Cultural Tourism – Motivators and movement

The definition of cultural tourism can be defined from the definition of culture and tourism. This being that culture is “the refined understanding of the arts and other human intellectual achievements, and the customs and civilisation of a particular time or people” (Oxford Reference Dictionary, Joyce M. Hawkins, 1986, 2/2/09). Cultural tourism itself is ‘the subset of tourism concerned with a country or region’s culture’.

([en.wikipedia.org/wiki/Cultural\\_tourism](http://en.wikipedia.org/wiki/Cultural_tourism), 2/2/09) Tourism then ‘is the travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel’ ([en.wikipedia.org/wiki/Tourism](http://en.wikipedia.org/wiki/Tourism), 2/2/09) The basic understanding of cultural tourism is tourists visiting different destinations or regions to experience the variety of traditions, food, buildings as well as the way people live their lives, values and attitudes that are different to their own. So therefore culture tourism is people travelling to another region which is diverse with a contrasting culture to experience the variety.

The two destinations that I will be viewing cultural tourism on are China and Liverpool, they are diverse because China is oriental and underdeveloped, compared to Liverpool which is occidental and developed.

### Key Travel Motivators

Prime Reason	Secondary reasons	Tertiary preferences	External factors
Leisure	Holiday, Sport or Cultural event, Educational Trip, Pilgrimage	Climate	Destination security
		Attractions	
Business	Conference / exhibition individual meetings	Festivals / events	Exchange rate
		Accommodation / restaurants / bars	
VFR	Stay with family, meet friends	Transport (to and within)	

The reason for key travel to destinations can be judged from the table of key travel motivators. Firstly there is the primary reason for people to travel/visit a destination those being leisure (i.e. short breaks, long holidays e.g. 2 weeks), business (i.e. team building, training, conferences, meetings), and visiting friends and relatives. This primary reason is then followed by the secondary reason why these

destinations are chosen. Destinations for a leisure purpose can be classified using different factors such as holidays, sport, a cultural event, educational trip and pilgrimages. For example in China people can go on a leisure trip for a sporting event such as the Olympics in 2008. Whereas in Liverpool people could go on a leisure trip for an educational trip to the maritime Museum. Business secondary reasons could be for conferences or exhibitions. This can be demonstrated in Liverpool such as by conferences in the BT Convention Centre which is a ‘purpose built meetings facility that consists of 3 auditoriums, 18 breakout rooms and a 3725 m2 multi-purpose hall’.

(<http://www.accliverpool.com/venue/cc/index.asp>, 4/2/09) However this is less so the case for China, but it is becoming more frequent and well-known. Visiting friends and relatives secondary reasons is mainly the purpose of staying with family or to meet friends. This is the case for Liverpool due to domestic tourism from England, but again





less known in China unless families own second homes, or their relatives are originally from China.

The primary and secondary reasons are then influenced by tertiary preferences which are why that particular destination has been chosen in comparison to another. These tertiary preferences of travel motivation are external and internal factors. The climate could be a very influential factor, as in China the climate is completely different compared to Liverpool. As 'China has a climate dominated by dry seasons and wet monsoons, which leads to clear temperature differences in winter and summer. In winter, northern winds coming from high latitude areas are cold and dry; in summer, southern winds from sea areas at lower latitude are warm and moist.' (<http://www.china-travel-tour-guide.com/about-china/climate.shtml>, 4/2/09) This compared to Liverpool's climate which is 'typical of the United Kingdom; highly unpredictable with a mixture of rainy, sunny, windy and cloudy days. Summers are usually warm and sunny, while winters are cold and wet. Temperatures average around 68°F (20°C) in summer and 39°F (4°C) in winter.' (<http://www.wordtravels.com/Cities/England/Liverpool/Climate>, 4/2/09) Attractions also contrast in many different destinations like China and Liverpool, as in Liverpool there is a history from its well-known attractions such as the Maritime museum, The Beatles Museum, Tate Gallery and Liverpool One which is a new shopping experience. (<http://www.visitliverpool.com/site/what-to-do>, 4/2/09) Compared to China which contains attractions such as the "Great Wall", the "Forbidden City" and "Yellow Mountain". (<http://www.china-travel-tour-guide.com/attractions/top10.shtml>, 4/2/09) Festivals and events are also tertiary preferences of why destinations appeal more than others as, China is now well-known for hosting the Olympics in 2008, as well as Chinese New Year where it is a 'swathed in traditions and rituals. The origin of the Chinese New Year is itself centuries old - in fact, too old to actually be traced' (<http://www.chinese.new-year.co.uk/history.htm>, 9/2/09). Compared to Liverpool where it is well-known for being awarded the Capital of Culture 2008.

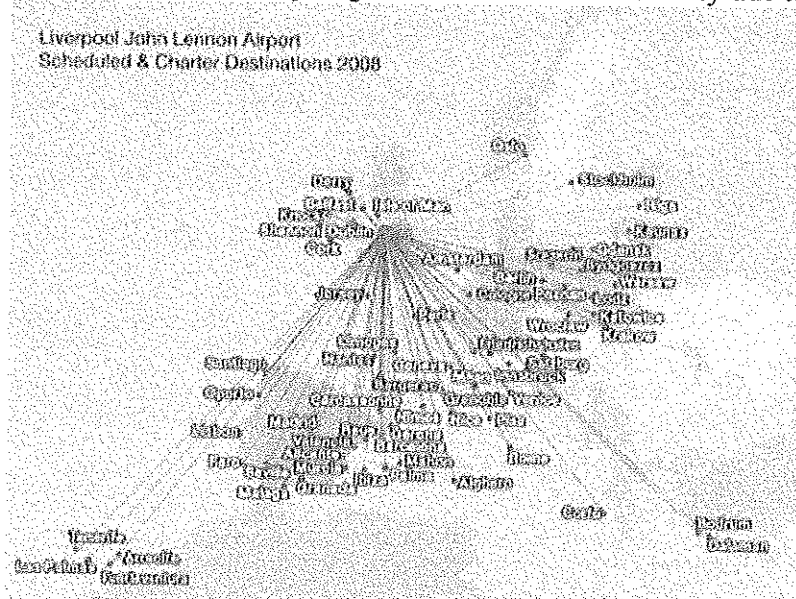
Accommodation, restaurants as well as bars can also be a tertiary preference that can influence a traveller's choice of destination after the prime reason and secondary reason. China is a destination that is well known for its accommodation being very convenient due to a wide range of accommodation from hostels to guesthouses. There are a wide range of accommodation facilities in China that can be convenient and found fast. (<http://www.chinahighlights.com/travelguide/accommodation.htm>, 9/2/09) Restaurants are also a tertiary preference in China due to the fact that 'Food has a special meaning to the Chinese people. The 'waste not, want not's' (<http://www.chinahighlights.com/travelguide/food-and-drink.htm>, 9/2/09) There is also a choice of native and non-native features of accommodation, bars and restaurants such as McDonalds. In comparison to Liverpool which is not as well recognised for accommodation, restaurants, but is well recognised for its bars. Due to the fact that 'Liverpool's bar scene is as lively as ever - better, perhaps, than at any time since the Beatles became too famous to have a pint down their local.' (<http://www.guardian.co.uk/travel/2008/feb/05/liverpool.bars>, 9/2/09) Restaurants and accommodation are still available in Liverpool such as holiday inns and the Britannia Adelphi Hotel (<http://www.liverpoolcityportal.co.uk/hotels/hotels.html>, 9/2/09), however bars are more of an appeal to this destination. There are also native and non-native aspects of this destination in similarity to China, as Liverpool has



non-native tertiary preferences such as Chinese restaurants, as well as containing 'one of the oldest established Chinese communities in Europe.' ([http://www.liverpoolcityportal.co.uk/attractions/china\\_town.html](http://www.liverpoolcityportal.co.uk/attractions/china_town.html), 11/2/09) I think that the biggest tertiary preference between these two destinations is the transport facilities, as Liverpool has a large range of transport facilities from bus, train, car, taxi, and plane as well as the ferry. These transport facilities make Liverpool a destination that is easily accessible for the purpose of domestic and inbound tourism, this destination can be accessed national and internationally due to Liverpool airport. The only problem with Liverpool is that it does not cater for long haul destination flights from China or any other country outside of the EU, so for this reason it is less likely to get to in terms of accessibility due to this.

R01/3  
R03

R01/3



R03

(<http://www.liverpoolairport.com/flight-information/route-maps.html>, 9/2/09)

In comparison China which is classed as a long haul destination can be accessed by a number of different countries. Due to the fact that China has a large number of airports



across the country, which makes this destination accessible nationally and internationally even though it is a long haul destination, for this reason inbound and domestic tourism can be made easier to get into the destination. China's transport facilities have changed to a huge extent over the last number of years. 'Transportation in ancient China was on poor condition. People travelled mainly on foot.' Now China has facilities such as trains, planes, ships, buses and bikes. This was due to 'an aggressive effort since 1949, by the Chinese government to improve their country, a

R01/3

<http://www.mapsofworld.com/international-airports/asia/china.html>, 9/2/09



comprehensive transportation system was created.' (<http://www.chinahighlights.com/travelguide/transportation/>, 9/2/09)

There are also external factors that can influence the destination choices further such as destination security and exchange rates.

Exchange rates are a major external factor of the destination as it is the major factor while tourists feel compelled to visit a destination if they know they are going to get their money's worth. With the exchange rates now people from Liverpool will find that it is much more expensive in which to go abroad due to the current economic climate of the credit crunch in the UK. Though this would be the best time for England and Liverpool to promote domestic and inbound tourism, due to the fact that it is cheaper for overseas visitors because they are getting more £'s for their money due to the pound becoming weaker against other currencies. Tourism can be improved for this reason because there is a much lower standard of living which will make England cheaper for overseas visitors. However in comparison China's exchange rates are higher against other currencies such as the pound. China is well known for being a cheap holiday destination due to people getting more CNY for their money, but now that people are finding exchange rates more expensive for overseas destinations from the UK it may result in China suffering because of this. On the other hand China's currency may be cheaper for overseas visitors compared to domestic visitors. As domestic visitors find sporting goods, such as golf equipment more expensive internally in China compared to for example in Liverpool.

	USD	EUR	GBP	JPY	CAD	AUD	CHF	RUB	CNY
1 USD =	1.00000	0.76607	0.68944	91.7197	1.21706	1.46911	1.15379	35.8049	6.84022
Inverse:	1.00000	1.30537	1.48379	0.01090	0.82104	0.68069	0.86671	0.02793	0.14619
1 EUR =	1.30537	1.00000	0.87386	119.728	1.58990	1.91774	1.50613	46.7387	8.92903
Inverse:	0.76607	1.00000	1.14434	0.00835	0.62897	0.52145	0.66395	0.02140	0.11139
1 GBP =	1.48379	1.14434	1.00000	137.010	1.81939	2.19455	1.72353	53.4851	10.2179
Inverse:	0.66944	0.87386	1.00000	0.00730	0.54954	0.45567	0.58021	0.01870	0.09767

(<http://www.xe.com/>, 9/2/09)

Destination security is the other external factor that the country cannot have power over. When looking at the website <http://www.fco.gov.uk/en/travelling-and-living-overseas/travel-advice-by-country/asia-oceania/china>, 9/2/09, I found that China is not as much of a safe destination as I had thought for a number of reasons. There has been a record of violent attacks since early August 2008 in North West China, bomb blasts in South West China, outbreaks of bird flu with the most recent being in January 2009, an

underlying risk of terrorism and natural disasters such as Earthquakes, flooding and typhoons. Compared to

	Liverpool City Council	English average
Population	436,072.0	--
Households	169,791.0	--
Violence against the person	22.8	16.2
Robbery offences	2.6	1.1
Theft of a motor vehicle offences	4.5	2.7
Sexual offences	0.9	0.9
Burglary dwelling offences	10.2	4.3
Theft from a vehicle offences	11.0	6.9

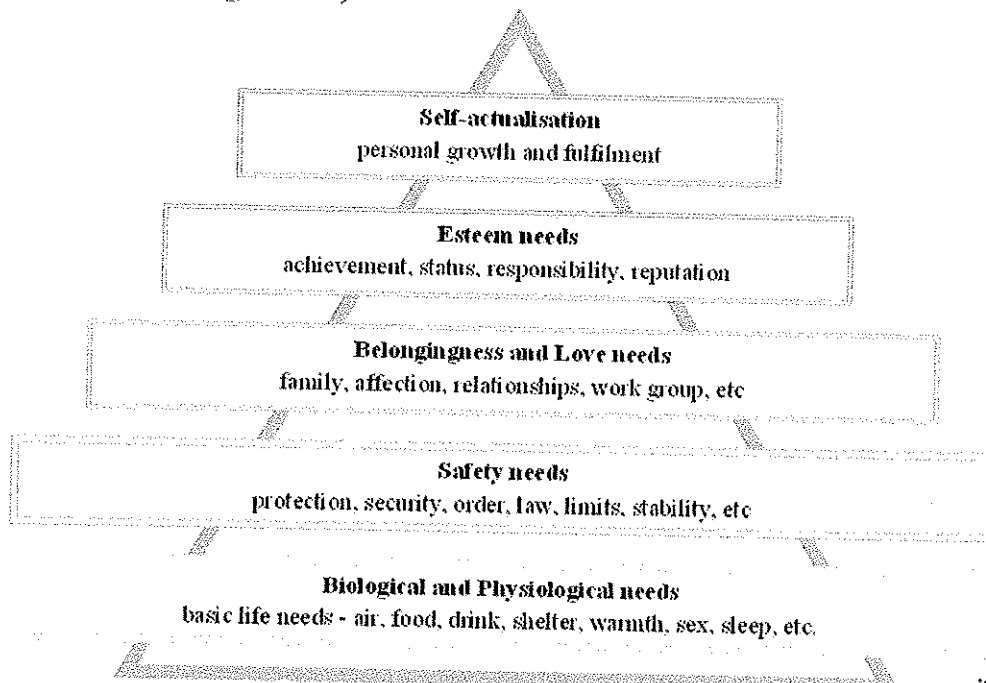
<http://www.upmystreet.com/local/police-crime/figures//Liverpool.html>, 9/2/09



Liverpool where it may have a large number of crime statistics above the English average according to this table, however it does not have some of the serious problems such as violent attacks that China has which could create more appeal to Liverpool as a destination.

However these motivators are not necessarily straight forward, as a tourist if they were to go on a business style visit as the purpose of a key motivator, but they can still experience if they wish the leisure side of the destination and the attractions after a conference or meeting as well. So the key travel motivators are not always as straight forward as the table suggests. Equally to this while visiting friends and relatives a tourist could experience local culture, for example if they were to live with their friends or relatives and live to their customs and local traditions. They could also visit local sites with their friends and relatives such as in Liverpool visiting the Beatles museum, which may not be the primary reason they are a travel motivator of VFR. Trips that are experienced within a destination such as visiting the Great Wall in China are usually a form of a cultural event or to possibly even take a pilgrimage, except this is not to be the likely case in either Liverpool or China. Depending on the events, festivals and attractions of that particular destination can contribute to the decision of cultural tourism or the tertiary preference of the point of travel motivation.

#### Maslow's Hierarchy of Needs (original five-stage model)



(<http://cefeindo.wordpress.com/2008/page/12/>, 4/2/09)

In relation to Maslow's Hierarchy of Needs people can base their reason for travel motivation based on this hierarchy. Due to the fluctuating stages of the hierarchy it is not like a tourist can work their way up continuously only, that is why the reason for travel motivation can relate to this hierarchy based on the fluctuating stages that a tourist can experience at different destinations. These stages are the internal factors of the





Dies" which was set partly in China in the South China sea ([http://en.wikipedia.org/wiki/James\\_Bond\\_locations](http://en.wikipedia.org/wiki/James_Bond_locations), 15/2/09)

RD3

Comedy is also a form in the movement of culture. Liverpool has many famous comedians such as Ken Dodd (<http://www.comedy-zone.net/standup/comedian/d/dodd-ken.htm>, 15/2/09) even though comedy is mainly for that particular cultural nation, because other nations do not understand or have similar ideas of comedy. China in comparison though is not very well known as a destination for comedy, as commonly comedy may leave Britain, but not come the other way. This could be probable due to language barriers or miscommunication on the different forms of comedy globally. Food and cookery, which can also be demonstrated in programmes, can cause a movement of the cultures food from a destination. China is much acknowledged for its cuisine of spring rolls, fried rice, soup and duck ([http://chinesefood.about.com/od/dimsumandparty/recipes/u/classic\\_chinese.htm](http://chinesefood.about.com/od/dimsumandparty/recipes/u/classic_chinese.htm), 15/2/09), which can be shown through the popularity of Chinese restaurants and takeaways in England for example. As well as this Liverpool has one of the oldest China towns outside of China which shows a large movement of the Chinese culture in terms of the diversity in culture that is experienced in Liverpool after a trip to China town, "which illustrates the way in which this community has integrated within the city." ([http://www.liverpoolcityportal.co.uk/attractions/china\\_town.html](http://www.liverpoolcityportal.co.uk/attractions/china_town.html), 15/2/09) Liverpool has traditional local food, such as scouse which is a form of stew. (<http://uktv.co.uk/food/recipe/aid/517541>, 15/2/09) However this food is not as much widely distributed as a cultural movement outside of England if that. Due to this famous dish not being as widely recognised or familiar to people internationally, in comparison to China's cuisine, possibly due to media, diversity and ceremonies. Drinks can also cause a culture movement. As in China they have traditional cultural ceremonies for example weddings, where tea is used. Chinese tea is well known due to it being incorporated into the cultural ceremonies of the destination as well as being linked to food. (<http://chinese-tea.net/>, 15/2/09) Liverpool however is not known for any form of drink.

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Monuments, buildings and landmarks are also seen as movements of culture. Liverpool has a selection of buildings such as the Albert dock (<http://www.albertdock.com/>, 15/2/09), the Liver building (<http://www.birminghamuk.com/liver.htm>, 15/2/09), as well as the Mersey Ferry (<http://www.merseyferries.co.uk/>, 15/2/09). China is also known for its landmarks such as the 2008 Olympic Stadium named "The bird's nest" (Beijing Olympic Bird's Nest ready, BBC News, 28<sup>th</sup> June 2008, 15/2/09) and the Great Wall of China which is also declared as a world heritage site by UNESCO (<http://whc.unesco.org/en/list/438>, 15/2/09). These monuments, buildings and landmarks are shown through the use of films, TV, media as well as tour operators and websites. Festivals can also be recognised as a form of cultural movement between destinations, Chinese New Year is a primary example of this which is celebrated in many destinations around the world such as England (<http://www.enjoyengland.com/attractions/events/calendar/february/chinese-new-year.aspx>, 15/2/09). Compared to Liverpool which celebrate St. Patrick's Day even though this festival is originally from Ireland (St Patrick's Day in Liverpool, Liverpool Echo, Tina Miles, 17<sup>th</sup> March 2008, 15/2/09).

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An additional movement of culture can be sport, but this factor is less relevant to China. Liverpool or England as a destination can send out a poor message on British culture. It is known that the English also take pride, respect and love for football by wearing their teams T-shirts as a form of support. However it has been known that negative messages about these supporters have been made aware in terms of drinking large amounts of alcohol and break out into fights. It usually involves a large group of lads which eventually make a nuisance of themselves, even though England is actually more sophisticated because of our history of more than thousands of years (<http://www.great-britain.co.uk/history/history.htm>, 15/2/09). For this reason England and many other destinations with football supporters do not portray their culture well internationally for example when the World Cup takes place every 4 years.

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R03

The movement of culture is an external factor and it can show how culture has developed in either direction. The incentive to travel may be a knock on effect of an experience at home. For example experiencing China town in Liverpool might encourage a trip to China. Therefore as you view culture it can move through time and not just people, such as through a museum exhibition like visiting the Beatles museum in Liverpool.

R01/3



## A02 – Cultural Characteristics

Cultural characteristics can be identified as well as explained from the specific cultural elements which make up the appeal of both my destinations Liverpool and China which must be considered. There are many cultural characteristics that can draw attention to the capture of culture in these destinations which can effect peoples perceptions as travellers as well as my own values and beliefs. Culture is made up of a variety of things which are learnt as well as viewpoints people share from the same culture or background. Having an insight and view of these characteristics will influence understanding when concerning tourists. These characteristics are very widely diverse which will be explored throughout. Religions, traditions and customs can be identified from a variety of aspects of culture. A02/2

Religion is one of the biggest distinctions between destinations especially when concerning oriental and occidental. Within Liverpool the primary religion is mainly Christian, but England is known for its multi-cultural religions as Judaism and Hinduism are also strong religions within England. The history of Christianity within England has dated back many centuries based on when the Bible was created and approved by the early founders of the Churches of England. (<http://www.allaboutreligion.org/history-of-christianity-in-england-faq.htm>, 27/2/09) Religion is still important within this religion with many churches within Liverpool, with specific festivals and traditions such as church on Sunday, Easter, Christmas and holy days of obligation. Dress in religious buildings is very well respected, with women and men dressing in some of their best clothes to look presentable. "The church of England is one of Britain's major landowners." (Culture shock, A survival guide to customs and etiquette, Britain, by Terry Tan, 2006, 27/2/09) A02/2

Most of England converted to the church of England when Henry the 8<sup>th</sup> founded it. The Irish catholic population in Liverpool now is due to the potato famine in 1845 who then migrated to Liverpool which has been known to caused conflict. Due to the fact that different beliefs even though it is the same religion, with the creation of the catholic cathedral it helped to create more acceptance between the two religions which stopped the conflict which had been created. After this occurred Anglicans and Catholics now have a stronger communication between them, due to the close proximity of the buildings within Liverpool on Hope street. As the Anglican Cathedral which was built on St. James mount which is situated half a mile north of the Catholic Metropolitan Cathedral linked by Hope Street, showing the stronger communication likes avoiding conflict between these two religions, which has made Liverpool develop due to the fact that it is modern and adapted in accepting a more mutli-cultural society of different religions. A02/3

([http://en.wikipedia.org/wiki/Liverpool\\_Cathedral](http://en.wikipedia.org/wiki/Liverpool_Cathedral), 2/3/09)

In comparison China's religion is Confucianism, Daoism and Buddhism which are the 3 main pillars from ancient China's thoughts, but large amounts of China's customs and traditions are influenced by these 3 main pillars such as how a child cares for their parents to careers. (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 27/2/09) Buddhism is China's main ancient religion even though it is non-native to this destination. (<http://www.travelchinaguide.com/intro/religion/buddhism/>, 27/2/09) With Buddhism being a religion which focuses on spiritual development, the religion can be practised at home or within a temple. Temples are designed to symbolise the five elements, earth, fire, water, air, wisdom. A02/2



Buddhists are known to sit on the floor barefoot while praying, they face a picture of Buddha while chanting from the religious texts and sometimes along with instruments ([http://www.bbc.co.uk/religion/religions/buddhism/customs/worship\\_1.shtml](http://www.bbc.co.uk/religion/religions/buddhism/customs/worship_1.shtml), 27/2/09) Buddhism usually involves men and women wearing yellow robes and are well-known as monks and nuns, as well as a variety of holidays and celebrations such as Sakyamuni Buddha's Birthday (Vesak Day) on the 8th of April, which can be linked to the reason that the number 8 is seen as lucky within China. (<http://www.ibpsweden.com/eng/buddhism/belives.htm>, 27/2/09) The history of Buddhism is believed to come to China during the Han Dynasty in AD 67, and its point of entry was Xinjiang. (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 27/2/09). However religion was not always strong within China due to communism banning religion. The Chinese government changed the law in 1982 to allow the freedom of religion within China. (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 2/3/09).

With comparing these two religions within these destinations I can see that my values and beliefs are much different when religion is considered due to the fact that I do not believe in religion. The fact that religion is extremely strong in both of these destinations shows how powered their belief is which makes me feel that religion can impact largely on the culture of a destination. These two destinations have very different circumstances due to the fact that Liverpool is a lot more accepting of different religions due to England being a multi-cultural destination, whereas China has a more distinct religion of Buddhism which could mean that they are not as accepting when different religions are introduced to them. I find that the religion that is more interesting to me is Buddhism due to the fact that I have been brought up in a Christian environment and I have accepted that I do not believe in that religion, so therefore I am more willing to find other religions interesting such as Buddhism.

The most easiest identifiable aspect of culture is the destinations language and communication being a very primary part of a destinations culture, such as in Liverpool they use the English alphabet: (<http://www.omniglot.com/writing/english.htm>, 25/2/09)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
 [ei] [bi:] [si:] [di:] [i:] [ef] [dʒi:] [eɪtʃ] [aɪ] [dʒei] [keɪ] [el] [em]  
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 [en] [əʊ] [pi:] [kju:] [ɑ:] [es] [ti:] [ju:] [vi:] [ˈdʌbəl.ju:] [eks] [waɪ] [zed/zi:]

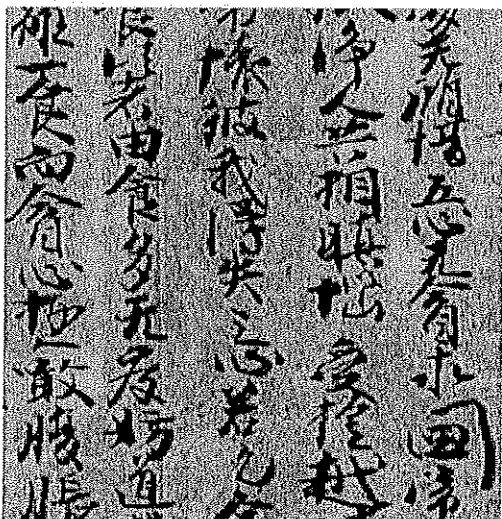
However as well as letters being used in the English alphabet, Liverpool also uses a variety of sayings or key word phrases which are not very widely recognised. These sayings can be used in general conversation instead of the proper English words or phrases. (<http://bdaugherty.tripod.com/liverpool/scouseLS.html>, 25/2/09)

#### Words

bins	glasses, spectacles
bizzies	the Police
beyvy	drink (alcoholic)
bevvied	drunk
coggers	Catholics
deadbeat	person of no bloody use at a particular task
divvy	stupid person
(the) J. Arthur	the bank (i.e. Barclays etc)
in bulk	laughing fit to burst
Jesus boots	sandals
nomark	someone of little importance
ospy	hospital
sagging	playing truant
shoot	leave, go somewhere else
slumming	coins that have collected in your pocket and you want to get rid of
th'saffy	this afternoon
twirlies	bus-pass-holders
US	useless
wozzer	wasp







Language differences especially considering the alphabet and key word phrases can create a distinction in a destinations culture. When considering the comparison between Liverpool and China communication is extremely different. China use a completely different alphabet (which can be seen on the left) due to them using symbols rather than letters like the English alphabet. This can make the culture much harder to understand due to them having a completely different alphabet containing different symbols to the English alphabet that can not be well recognised or learnt.

([http://www.logoi.com/notes/img/chinese\\_alphabet.jpg](http://www.logoi.com/notes/img/chinese_alphabet.jpg), 27/2/09) However as well as these symbols being used in the Chinese alphabet. Phrases and keywords

are also used within China which are very difficult to understand. These basic phrases can be used on holiday to create successful communication between the traveller and the host population.

#### Basic Phrases (and Responses)

Hello	nǐhǎo	你好
How are you? [Good/Okay/Bad]	nǐhǎoma? [wǒ hén hào/hái kěyì/wǒ bù hào]	你好吗? [我很好/还可以/我不好]
Bye	zàijiàn	再见
Thank you [You're welcome]	xièxiè [bùkèqǐ]	谢谢 [不客气]
Excuse me (sorry) [No Problem]	duìbǐqǐ [méiguānxi]	对不起 [没关系]
Excuse me (I have a question)	qǐngwèn	请问
Where's the toilet?	cèsuǒ zài nǎlǐ?	厕所在哪里?
How much? (money)	duōshǎo qián?	多少钱?
This	zhège	这个
That	nèige	那个
Shall we go?/Let's go	zǒuba?	走吧?
I don't understand (what you said)	wǒ tīngbùdǒng	我听不懂
Can you speak English?	nǐ huì jiǎng yīngwén ma?	你会讲英文吗?
Please give me a pair of chopsticks.	qǐng gěi wǒ yī shuāng kuàizi	请给我一双筷子
Please give me two bottles of beer.	qǐng gěi wǒ liǎng píng pǐjiǔ	请给我两瓶啤酒

(<http://treehouse.ofb.net/go/en/mandarin/phrases>, 27/2/09)

"True fluency, especially in written Chinese, is rare among people not raised to it." (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 2/3/09). The history of Chinese language as well as writing it is split in China as there is apparently no need to learn to write it to be able to speak the dialect. Chinese in the form of calligraphy is one of the oldest languages and became more common in 1800BC which a brush, ink and paper. (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 2/3/09).

When comparing these two destinations in the form of communication and language they are contrasting due to China using symbols and Liverpool using letters. When looking at the contrast with these two destinations my values and attitudes feel very unequal due to the fact that there is a language barrier due to the fact there is no similarity with the language or even the alphabet, which can create a fear of not understanding the culture as much due to the fact that the communication is a very big issue that could be



established. Relating to my values and beliefs I find that the language due to the difference in alphabets and key word phrases make me feel unequal as I have no understanding or knowledge of the language of China, due to the fact that it is not as straight forward as English. However this could be due to me being brought up in England and learning the language and the form of communication of the country.

There is also the form of non-verbal communication in the form of gestures, as well as acceptable and unacceptable body language. (<http://www.ling.gu.se/~biljana/gestures2.html>, 2/3/09) Within China there are a number of gestures that can be used. For example to greet lecturers in school students greet them by lowering down their head and bending slightly to show respect. Shaking hands is not used between people of different status, reaching an agreement within China is a sign of good wish and hoping that the agreement will last. As well as this Chinese make a two hand gestures to express a feeling of thankfulness such as in public occasions. (<http://huiqing21.tripod.com/id2.html>, 2/3/09) There are also forms of unacceptable and acceptable body language. All of these gestures associated with China make the Chinese seem very hard to read, the fact that they have no facial expressions to show their emotions it makes them very unpredictable.

Meaning in China	Body Language
Anger, irritation, frustration, remorse	Stamping one's foot
Thank you; mutual positive feelings	Speaker or performer clapping at the same time audience applauds
Curiosity, sometimes surprise	Staring, gaping
Disapproval, hissing	"Shoo"
Seldom used; occasionally adults may pat head of children to show affection; patting the head of a teenager or adult would cause displeasure and can be insulting	Pat on head
"Come here" (beckoning some to come)	Hand extended toward person, open palm, palm down, with all fingers crooked in a beckoning motion
"Shame on you!" (semi-joking gesture)	Forefinger of one hand extended, tip touches one's own face several times quickly; similar to scratching, but with the forefinger straight (usually with the remark "Shame on you!")
"I'm very full" (after a meal)	One or both hands open, lightly patting one's own stomach

([http://www.china-window.com/china\\_business/doing\\_business\\_in\\_china/body\\_languages.shtml](http://www.china-window.com/china_business/doing_business_in_china/body_languages.shtml), 2/3/09)

Compared to Liverpool where shaking hands is usually used a greeting or an introduction between people. However there are not as many gestures within Liverpool that are seen as acceptable, but there are a number of rude gestures. The most common gesture within the UK is known as the 'V-sign', which can be done by sticking up your index and middle finger and placing them into a "V" shape and the remaining fingers and thumbs are curled into the palm of the persons hand. The gesture is made when the palm is turned inwards towards the persons body whom in which is giving the gesture. Within



the UK there are differences depending which way the palm is facing, towards the person giving the gesture is the offensive "V-sign", but with the palm facing away from the person giving the sign it means peace. "The insulting meaning is not generally recognised outside of the UK which can result in unfortunate misunderstandings for visitors to Britain." (<http://www.bbc.co.uk/dna/h2g2/A11047132>, 2/3/09) However the origins of the "V-sign" are from the Battle of Agincourt between the English and British armies, where the English bowmen were an important part of their king's army and the French king decided that any captured English soldier was to have his first two fingers cut off, to prevent him from being able to use a longbow. As an act of defiance against the French generally, the English came to stick their two (attached) bow-fingers at them - a way of saying 'we can still fire our longbows at you' (or more generally 'go stuff yourself!'). (<http://www.bbc.co.uk/dna/h2g2/A11047132>, 2/3/09) When taking into account my values and beliefs I feel that China has more of a respect when gestures of a non-offensive nature are concerned, whereas Liverpool is more offensive and inappropriate as well as ignorant for not knowing the actual meaning of the "V-sign". I feel that my values and beliefs have changed when taking into account that China have more gestures and forms of body language to show as a sign as respect towards each other, but they also show a form of inequality between economic status. Whereas Liverpool has a more accepting form of gestures by shaking hands with everyone even if they were a different status showing more equality and development of social acceptance within Liverpool.

Social customs such as greetings and ceremonies also show cultural characteristics. Within China the hand shake is seen as a very normal yet standard greeting. The Chinese prefer to shake hands lightly with the timing of 10 seconds. The Chinese wait for the opposite person to make the extension of shaking hands so they do not appear rude as not all people like to be greeted with a handshake. "However it has been made clear that you must "never scratch others palm with your fingers when shaking hands or you will fall into a trouble as this action is deemed as sexual intrigue and an intrusive act." (<http://www.autumnjade.com/culture.html>, 4/3/09) Additionally, what also can be seen is the Chinese lowering their eyes when they meet a person, which is classed as a respectable symbol as some people find staring uncomfortable. ([http://resources.alibaba.com/article/2489/Greetings\\_in\\_China.htm](http://resources.alibaba.com/article/2489/Greetings_in_China.htm), 2/3/09) This shows that China has more of a respectful greeting when meeting people, however a diversity in status allows a number of greetings to be made, due to people of a different status not shaking hands as a form of greeting. Making eye-contact is made very aware in China as staring or even not making eye-contact is taken into account as a form of impoliteness. However walking in public places around China staring or having direct eye contact with a person is not common especially with areas with international visitors or tourists, but in smaller areas such as towns more stares are seen as a sign of curiosity especially if a person is blonde or redhead as that is not a common hair colour in China. (<http://www.autumnjade.com/culture.html>, 4/3/09) These greetings within China make the Chinese seem very respectful towards meeting new people with their social customs, they seem approachable and friendly, however their facial expression could still make people feel that they can not understand their moods.

Greetings within Liverpool can also vary like in China, the handshake is the most common form of greeting to introduce someone new. A kiss can be used to greet a person who you have not seen for a long time, which is a kiss on the cheek to the opposite sex. Whereas a more formal greeting is verbally such as "How do you do?" showing them



being polite towards that person. Whereas a more informal greeting can be used such as "Hi" or "Hello". (<http://www.woodlandsjunior.kent.sch.uk/customs/greetings.htm>, 2/3/09) This shows that Liverpool has more of an established welcome for whether you knew the person or not. In terms of my values and beliefs I feel that the social customs in the form of greetings are more diverse in Liverpool than in China possibly due to social society. However I feel that Liverpool's approach is more approachable and friendly with everyone and not bothered about social status, I feel that this goes well with my values and beliefs as I have been brought up in a country where equality is a main point and people must be treated the same. It has also been made clear that the Chinese do not like to be touched, especially when meeting people they have not met before. It has been acknowledge that within China it would be inappropriate to hug or place your arm around someone's shoulder as a form of greeting, this is due to the fact that Chinese are very aware of personal space compared to Liverpool where a kiss on the cheek is a common greeting or even a hug. (<http://www.autumnjade.com/culture.html>, 4/3/09)

Ceremonies also indicate social customs within a country. Within China they have a large amount of ceremonies within their culture for a number of different reasons such as the Chinese wedding and Chinese tea ceremony. The Chinese tea ceremony is a ceremony that is the customs of serving and drinking tea in the way it is traditionally drank (<http://www.holymtn.com/tea/chinetea.htm>, 4/3/09) which is a major cultural role within the country. As the Chinese tea ceremony represents and inspires the art of poetry and song, with it being a ceremony of mutual love. This ceremony has been alive for centuries and has a special link to Chinese people such as poets and intellectual. The main ceremony that is used within China is the Chinese wedding ceremony. (See Appendix, <http://www.weddinggazette.com/content/002360.shtml>, 4/3/09) However there are many different customs between China and Liverpool in the form of a wedding ceremony. A Chinese wedding ceremony focuses more on family and tradition such as asking the parents for permission before they even start the process of arranging the marriage. The Chinese wedding ceremony seems extremely family orientated where they are involved at every stage if not controlling the ceremony altogether.

Whereas in Liverpool it is not a strong custom to ask permission, but it can be done in form of respect to the parents before even asking the bride to be. The fact that the grooms parents decide on the date of the wedding in China, and when is the best day to send gifts to the bride, is a different custom to Liverpool as normally it is known that the bride and groom set a date for the wedding in which is best for them. A Chinese wedding ceremony is very much traditional in the way that the grooms parents will pay for the wedding, compared to Liverpool where anyone from the groom and bride themselves, or both of their families pay for the wedding. The bride and the groom also perform a hair ceremony the night before the wedding, however in Liverpool it is not a custom for the bride and groom to see each other the night before the wedding due to the fact that it is classed as bad luck. However they usually go out on a "Hen party" for the bride or a "Stag do" for the groom to celebrate their last night of being single.

(<http://www.henwed.com/93/religion-and-culture/english-weddings.html>, 4/3/09) On the day of the wedding in China the bride wears a red wedding gown as a sign of good luck, and the groom and groomsmen pick her up to take to the ceremony, this custom is entirely different when taking Liverpool in account as the bride traditional wears a white wedding gown which symbolises purity and that she was a virgin before the wedding, and the bride and groom make their own way to the church and do not see each other





until the ceremony takes place. Tea is then served at the bride's family home followed by the grooms as well as an exchange of gifts. Leaving the house to go to the ceremony the bride is unable to let her feet touch the floor, whereas in Liverpool it is a custom for the groom to carry the bride over the threshold after their honeymoon. Compared to China Liverpool's wedding ceremony is planned more by the bride and groom to be the parents can get involved, but usually it is if they are asked by the bride and groom to be. This shows that people from Liverpool understand that a wedding is about the people getting married and their happiness and what they want on their day, whereas people in China see it as a family occasion that is extremely special. R2B

Once the official ceremony has taken place the wedding banquet takes place, this is the only similarity towards Liverpool as a party is held in celebration for the new bride and groom. However it is also known that the bride and groom in Liverpool leave the party before the end to go on their honeymoon to any destination of their choice. When comparing these two ceremonies I can see that from my values and beliefs that in China weddings are more of a family time which heavily involve the parents, whereas in Liverpool it is still involving parents but I feel that the wedding is more focused on the bride and groom as it is their day. However in early wedding tradition in Liverpool some similarities were the same as the present Chinese ceremonies have been experienced from as centuries ago dating back to the sixteenth century as in these times marriages were arranged and taken care of by the parents and the bride and groom most of the time do not meet before the wedding, but in the present day it is the bride and grooms right to choose who they wish to marry. (<http://www.weddingdetails.com/lore/english.cfm>, 4/3/09) R2B  
However the early wedding traditions have been changed and modified in Liverpool over the course of its development and social customs, which makes the present wedding ceremony in comparison with China completely different. On the other hand these two destinations do have similarities in forms of superstitions such as in China the bride's feet are not allowed to touch the floor, whereas in Liverpool it is not accustomed to see the bride the night before the wedding as well as a wedding tradition known as: Something Old, Something New, Something Borrowed, Something Blue, which is a rhyme that was created in Victorian times for luck. (<http://www.weddings.co.uk/info/traditions.htm>, 4/3/09) R2B

Social customs are also diverse in Liverpool and China due to the fact that children and fertility is extremely different. Within China married couples have a limit on how many children they are allowed due to China's "One child policy" (BBC News, China steps up "one child" policy, 25<sup>th</sup> September 2000, 4/3/09) Whereas in Liverpool there is no limit to the number of children a couple can have. Except for the fact that in Liverpool some people do not get married and just live together which is known as cohabiting, as well as the fact of adoption and IVF treatment for those who have difficulty in conceiving children, or even for gay and lesbian couples. Whereas in China gay and lesbian couples are not accepted as well as in Liverpool (Human Rights Watch, China: Police Shut Down Gay, Lesbian event, 19<sup>th</sup> December 2005, 4/3/09), this would therefore make it more difficult for adoption and IVF compared to in Liverpool. This shows that the Chinese are strict where children are concerned due to laws and restrictions from the Chinese government, however this does make the Chinese very strict when laws are concerned even though China is very family orientated which can be seen from their wedding ceremony. However because the Chinese are allowed to only have one child it obviously is very important to see your only child be happy and get married, which could be way R2B



the parents are more involved. Compared to Liverpool which has no restriction on children it is up to the people how many children whether they want them or not it is entirely up to them.

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As well as this the way they eat their food is also a large difference in culture. Within Liverpool people are known to use a knife and fork to eat their food. (<http://www.501csw.usafe.af.mil/factsheets/factsheet.asp?id=11512>, 4/3/09) Whereas in China they eat with chopsticks, as chopsticks are seen as the greatest invention which is seen as reflecting wisdom of the ancient Chinese people, whereas in the present day chopsticks in China are seen as a lucky gift for marriages and ceremonies. (<http://www.travelchina.guide.com/intro/cuisine.htm>, 4/3/09) (<http://www.cuisinenet.com/glossary/chinaday.html>, 4/3/09) Within China socialising around meal times such as dinner and lunch is classed as a very important social custom. The Chinese are well known for being stopped in their tracks no matter how interesting or important the task is to sit down and have a meal, weekdays the main meal is eaten in the evenings, whereas on a weekend the main meal is midday or lunchtime. As well as this Chinese do not go anywhere before having breakfast which is between 9 and 10 am. (<http://factsanddetails.com/china.php?itemid=112&catid=4&subcatid=19>, 4/3/09) Traditions believe that it is impolite to talk too much while eating, that they eat from a common dish in the centre of the dinner table or even from a number of plates on a round table, with each individual eating from their own bowl or small plate. The Chinese see food as a family coming together by always eating together and have table manners such as not eating until the oldest person reaches for their chopsticks. Compared to Liverpool where table manners are still enforced but it has become more common for families to sit down and eat together once a week on a Sunday, as it may not be possible for them any other day.

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Compared to Liverpool Chinese are not a large fan of sweets and deserts after a meal, instead a soup course is used to wash down the meal. When taking into account the table etiquette of China there are many different manners that are used, such as that they do not start eating until the eldest member at the table picks up their chopsticks or spoon, plus offering a piece of table wear such as a plate to someone older than yourself is a sign of respect when handed to them with both hands. However traditions and signs of respect such as this one are becoming more uncommon due to westernization. (<http://factsanddetails.com/china.php?itemid=112&catid=4&subcatid=19>, 4/3/09) Compared to Liverpool the one main difference between the ways in which they eat their food is that within China if you clear your plate it is a bad sign that the host has not provided enough food. Whereas in Liverpool children are taught from a small age to clear their plates as a sign of respect and to show they enjoyed it, as well as the saying 'eat everything up, there are poor starving children in Asia who don't have anything' being used. (<http://www.bbc.co.uk/dna/h2g2/A354782>, 4/3/09) However there is a large superstition in China that you must never point your chopsticks up or even at an individual because it is a sign of bad luck. Within Liverpool there are differences within dining etiquette towards China's social customs due to the World War II rationing when most foods were scarce which has emphasised the point that you must clear your plate as a sign of gratitude towards the host. As well as Liverpool having different meal times being named a variety of phrases, such as lunch, tea, dinner, breakfast or even elevenses. In terms of my values and beliefs I feel that dining and eating is more strict in China where it shows a sign of respect to the host and the eldest guest, whereas in Liverpool there is a sign of respect in the form of clearing your plate and table manners such as not putting your

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elbows on the table as it is classed as rude and inappropriate, taking this into account I feel that Chinese way of dinning is far too strict and the Liverpool has a much relaxed and friendly dining experience that would be more enjoyable instead of having to worry about if you offended anyone in China because of for example pointing your chop sticks at a guest.

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Food and drink has its cultural characteristics for every destination especially comparing China and Liverpool. The traditional food of Liverpool is known as Scouse which can be identified as the Liverpool version of Irish stew, some ingredients of this dish are lamb, potatoes, carrots, onions and water. As well as this dish there is another well known food in Liverpool which is called the "Butty" which is another word for sandwich. Common sandwiches within Liverpool are: the Sugar Butty and the Conny Onny Butty which is a sandwich from condensed milk. (<http://www.bbc.co.uk/dna/h2g2/A280892>, 6/3/09) A delicacy of Liverpool that is also quite famous is the Everton Mint, which is a piece of candy with black and white stripes, with the shell outside hard and the centre being a soft and chewy mint. Everton Mints comes from the fact that a Lady known as the Toffee Lady threw handfuls of these mints to the crowds at Everton games during half time, which is where they notoriously get their name from. (<http://www.bbc.co.uk/dna/h2g2/A280892>, 6/3/09) Whereas in China there are a number of traditional food dishes such as the "Nian Gao" which is a sweet sticky rice pudding which is steamed, "Zong Zi" which is rice wrapped in leaves of reed, as well as a steamed wheat bread which is served with meat dumplings known as "Man tou". Another traditional Chinese food is a pudding called "Fa gao" which is a cake made from wheat flour which symbolises prosperity. (<http://www.mapsofworld.com/china/china-food/traditional-chinese-food.html>, 6/3/09) All of these traditional Chinese dishes are made as well as eaten with all of your family members. "Cantonese (the style the majority of Westerners are most familiar with) is only one regional style of Chinese cooking." (Columbus World Travel Guide, 24<sup>th</sup> Edition, 2005, 20/3/09)

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Food that is eaten on special occasions in China is usually eaten on specific days of the year. New year is one of the main events where the most traditional food is consumed with family and friends. The traditional dish that is prepared for new year is a vegetarian dish known as "Jai". Some of the ingredients used have various meanings that make the traditional dish which can be seen listed below:

- \* Lotus seed - signify having many male offspring
- \* Ginkgo nut - represents silver ingots
- \* Black moss seaweed - is a homonym for exceeding in wealth
- \* Dried bean curd is another homonym for fulfilment of wealth and happiness
- \* Bamboo shoots - is a term which sounds like "wishing that everything would be well"
- \* Fresh bean curd or tofu is not included as it is white and unlucky for New Year as the colour signifies death and misfortune." ([http://www.educ.uvic.ca/faculty/mroth/438/CHINA/traditional\\_foods.html](http://www.educ.uvic.ca/faculty/mroth/438/CHINA/traditional_foods.html), 6/3/09) Compared to Liverpool which does not have as many traditional dishes as China, but it has certain food that is traditional for special occasions. At Easter it is known that people are given Easter eggs, as history states that they represent a number of things from mystery, magic, medicine, food and omen. The Easter egg is a common symbol for the celebration of Easter "and has been dyed, painted, adorned and embellished in the celebration of its special symbolism."

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(<http://www.geocities.com/Heartland/8149/egg.html>, 6/3/09) Turkey is usually eaten on Christmas day, even though which first travelled over to the British Isles in 1526 by

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Yorkshirman William Strickland who had six American Indian traders birds given to him on his journey and who then sold these on for a small price in Bristol.

(<http://www.britishturkey.co.uk/turkey-bytes/uk-christmas.sh tml>, 6/3/09) So even though this traditional is not originally from Liverpool and it has been brought over from another country, it is still a well recognized tradition in Liverpool. As well as these the most well known traditional dish in Liverpool is a Sunday roast dinner. Sunday dinner is traced back to Yorkshire when the Industrial Revolution took place. The tradition comes from meat being left in the oven to cook before church on a Sunday and ready to eat when the family arrived home after church later on at lunchtime. ([http://en.wikipedia.org/wiki/Sunday\\_roast](http://en.wikipedia.org/wiki/Sunday_roast), 6/3/09) It has also become a local tradition that nowadays in Liverpool on a Friday night people can not be bothered to cook and instead they go out to a local Chinese or Indian take away, which has been known to be more convenient.

Within China there are no real restrictions on food, however due to the religion in China being mainly Buddhism and they believe that the first idea is seen as 'do not harm,' as many Buddhists have the choice to be vegetarian due to this idea, as Buddhists believe in reincarnation and that humans and animals can live on in different forms, which is why Buddhists never kills animals as well as do not eat meat or fish as it is considered as bad karma. (<http://www.faithandfood.com/Buddhism.php>, 6/3/09) However the Chinese would not be upset with a tourist if they were to eat meat in China even though the main religion changes the Chinese perception into being vegetarian, but with westernization and MacDonald's being present in China it is not a law or that everyone must be vegetarian as the Chinese understand that everyone's view is different when religion comes into play. Compared to in Liverpool the only real restriction on food is due to their religion where meat can not be eaten on good Friday, as well as few Christians choose to fast on a Good Friday, which allows them to remember the sacrifice Jesus on the day of crucifixion. (<http://www.woodlandsjunior.kent.sch.uk/customs/easter/goodfriday.htm>, 6/3/09) Lent is also a religious holiday in Liverpool by where people give up food that they love to show the faith and importance of religion to God and what happened to Jesus within the period of time which is known as Lent and ends with Easter, such things people like to give up on Lent is chocolate from the 40<sup>th</sup> day before Easter. (<http://www.woodlands-junior.kent.sch.uk/customs/easter/lent.html>, 6/3/09) As well as this Liverpool would not eat dog which can be eaten in China, due to the fact that people in Liverpool keep dogs as pets there is a distinct restriction on eating dog in Liverpool compared to in China due to the way people in Liverpool and China have been brought up differently. Within China dog is not eaten widely however it is possible for it too be eaten in a number of locations within China, but it will not be as common shark fin soup.

Traditions within these destinations are extremely different based on the culture in terms of music, dance and arts and crafts. Within Liverpool there is a well known song that is used, even though Liverpool is a destination that is not famous from people writing songs about. Liverpool has had a few songs about its city such as "Ferry Cross the Mersey", 'Penny Lane', 'Strawberry Fields Forever', 'Maggie Mae', 'The Leaving of Liverpool', 'Liverpool Lullaby' and 'In My Liverpool Home'." (<http://www.bbc.co.uk/dna/h2g2/A280892>, 9/3/09) One of the songs called "In my Liverpool home" which can be seen within the appendix is one of the many songs that sing about living in Liverpool and the area itself. I think the most famous song from Liverpool that represents Liverpool's traditions and culture are The Beatles, with songs such as "The Yellow Submarine" which is located in Liverpool to show the tradition and culture of the fact that The Beatles





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originated and came and firmly put Liverpool on the map.

(<http://jonathan.rawle.org/gallery/liverpool/yellowsub/>, 9/3/09)

Songs within China are not as famous compared to Liverpool. However China has a variety of unique and traditional instruments (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 9/3/09) a 2 stringed fiddle which is called the 'erhu' is one of the many examples of these. "The rise of bowed string instruments in China may have begun around the mid-8th century, the date of the first records of lute-form instruments scraped with a bamboo strip rather than bowed with horsehair." (<http://www.shef.ac.uk/music/staff/js/AbErhu.html>, 9/3/09) Modern instruments have been incorporated into Chinese culture due to westernization, as the Chinese are massive fans of classical music. (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 9/3/09)

Within the 'The Opposite House' hotel in Beijing is one of the newest hotels that draws massively on China's arts and crafts. (Asia: China chic. (Hotel Review), Travel Gazette UK & Ireland, 5<sup>th</sup> Dec 2008, 18/3/09) In terms of my values and attitudes I find that music is a great form of expression in culture for a destination, as even when you do not understand due to language barriers the tone and sound of the music is more expressive and understandable in any language.

The most traditional dance within Liverpool is known as 'Morris Dancing' which is also a cultural event that ranges within various areas within England. This style of dancing has been a tradition of England and indeed Liverpool for a minimum of 600 years. This dance has adapted and changed through periods while still keeping its origin and traditional dance, dancing in circles has no reference to older Morris dancing, as it was a form of dance popular in Court masques and entertainment purposes.

(<http://www.themorrisring.org/more/index.html>, 9/3/09) Whereas compared to China which has a unique style of dance which represents feelings and thoughts along with grace and elegance. (<http://china.tourism-asia.net/chinese-dance.html>, 9/3/09) There are two distinct types of Chinese dance as a tradition one of which is traditional dance where it can include drum music and long silk ribbons. The other is known as prevalent dance where it is the development of traditional Chinese dance which can include reference to ballet and modern dance, followed by the study of traditional Chinese dance. In terms of my values and beliefs I find that Chinese dance is much more expressive and vivid to the eye compared to Morris dancing, however this could be due to the fact that I have grown up not understanding the meaning and representation of Chinese dance which is possibly why I find it more appealing to watch. This shows that the Chinese are more traditional along with Liverpool when dance is involved due to the traditional culture being kept alive and used in festivals and events.

Arts and crafts within Liverpool consist of museums and galleries. [www.visitliverpool.com](http://www.visitliverpool.com), 9/3/09 shows there are a numbers of sites you can visit for arts and crafts. It states on the site that Liverpool areas extend from the interest beyond World Heritage Sites. Sites are located within the city as well as on the outskirts, which have a variety of characteristics such as architecture, cathedrals and art. Some of the arts and crafts within Liverpool in the form of galleries and museums are the Walker Art Gallery, Tate Gallery, Merseyside Maritime museum and the Beatles museum. Whereas arts and crafts within China are contrasting to Liverpool as Liverpool is known for its architecture and paintings. However China is known for it poetry and writing due to the fact that it is the only country that has a language and literature from ancient years dating back 3,000



years, due to the fact that this language is old and traditional arts. (Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 9/3/09) With arts and crafts I feel that due to my beliefs being that arts and crafts can include a range of things from buildings to poetry that all aspects of the cultures' arts and crafts would interest me and make a destination more unique, because each destination has its own style which makes it more intriguing to learn and experience.

R02/3

In the form of dress within a destination being acceptable for everyday wear within Liverpool, there is a very westernised approach that all forms of dress are excepted, even though it would be far to cold to walk around in Liverpool in your bikini, people do not discriminate or stare for what a person wears due to the development of Liverpool throughout the years. In similarity within China all forms of clothing are excepted as long as they are appropriate for the event you wish to do. In terms of my values and attitudes I find that people should not have an acceptable dress code due to the fact that it is a free world and everyone has the right to wear what they wish, regardless of other people's opinions. This shows that both destinations understand the importance of respectful dress even though they are allowed to wear whatever they wish within their destination. However the known appropriate dress can be incorporated with fashion for example, so they do not offend anyone in terms of religion or just respect for the rest of the population.

R02/3

R02/3

For special occasions in Liverpool people are known to dress in their best clothes such as for church on Sunday, black at funerals or even to go out drinking in Liverpool of a night. Within particular buildings however due to Liverpool being a multi-cultural society there are a number of different religions and religious buildings that require certain dress to be more appropriate, such as in a church there are no real restrictions however in a mosque you must cover your head, by the means of ladies wearing a head scarf and taking your shoes off before entering in a form of respect. (<http://www.bigloveturkey.com/pages/03-mosque-etiquette.asp>, 9/3/09) Formal Chinese clothing is usually used for special occasions such as for religious purposes or even weddings, which can include a Xuanduan, which is the equivalent to a dark robe compared to the black tie and a priest's ceremonial dress within Liverpool. (<http://ezinearticles.com/?Formal-and-Informal-Clothing---Japan-and-China&id=1802666>, 9/3/09) My values and beliefs know that special occasions are very important within a destination and wearing clothes that are nicer or more presentable makes the occasion feel better and that you recognize that dressing to impress and for the occasion is extremely important for any destination. This shows that within both destinations know when to wear their best clothes for occasions to show that they understand it is a special or significant event.

R02/3

R02/3

R02/3

Costumes within Liverpool are not used, due to the fact of Liverpool being so developed and traditional costumes are not known of due to fashion and high street stores, whereas China has costumes that have elegance as well as expressing the symbol of China, as every piece of clothing which is traditional has its own value and expression. ([http://library.thinkquest.org/20443/g\\_clothing.html](http://library.thinkquest.org/20443/g_clothing.html), 9/3/09) The fact that people in Liverpool go to funerals in black is the only form of costume that is used within Liverpool as a sign of mourning. Within China there are 3 main traditional pieces of Chinese clothing. The first being 'The pien-fu' which is described as an ancient 2 pieces, one being the tunic and the rest being a skirt or pants. Second is the 'ch'ang-p'ao' which is an all in one piece of clothing which travels from the shoulders to the floor, and the final being the 'shen-i' which is a relation between the first two garments.

R02/3

R02/3



([http://library.thinkquest.org/20443/g\\_clothing.html](http://library.thinkquest.org/20443/g_clothing.html), 9/3/09) The shen-i is the most commonly worn Chinese costume which is known to have a wide fit due to its large sleeves. The fact that costumes are still involved with the culture of China shows that even though western countries are influencing China through fashion they have been able to keep their traditional clothing that represents their culture well. Compared to Liverpool that has no costumes for occasions except the modern clothing such as wearing black at funerals, I think this has been due to the modern idea of fashion and that Liverpool has no designated costume compared to China in a traditional sense.

In terms of informal and formal dress, there are a number of ways this can be interpreted in Liverpool and China. Within Liverpool there is informal dress that can be worn around the city or on a daily basis, that is such items like jeans and a t-shirt depending on fashion as Liverpool as a city is highly influenced by fashion due to it being a westernized country and highly developed in this present day. Formal dress within Liverpool due to the fact that it is highly involved and influenced by fashion can range from a variety of dress, formal dress is usually used to attend meals or meetings, going out or even to religious ceremonies, it usually can include dresses for women and suits for men, whereas informal clothing within China can include tops, pants and one piece dress that wrap around the body. Whereas formal clothing in China is mainly for the purpose of a special occasion such as religious festivals or important people, which includes the garments stated earlier. (<http://ezinearticles.com/?Formal-and-Informal-Clothing---Japan-and-China&id=1802666>, 11/3/09) Covering body parts is a term of respect within the destination such as for religious purposes. Liverpool has no particular laws based on this factor however it would be extremely inappropriate to wear very little clothing in public. China has the same view on dress and covering body parts just as long as it is respectful towards religion when visiting religious buildings and wearing appropriate clothes in public. In terms of my value and attitudes I find that as long as your dress is appropriate and you feel comfortable you can wear whatever you like just as long as you recognize that if you give a person respect from the way you dress to show that you understand their religious beliefs and choose to respect their social customs by dressing right it makes you a better person.

Cultural attractions within Liverpool have different classifications such as world heritage sites. Within Liverpool there is only one World Heritage site classed by UNESCO, called the Maritime Mercantile City located within Liverpool awarded in 2004. The main world heritage sites within Liverpool that tourists are most likely to visit are the Maritime and Beatles museum as well as the Liver building, due to the links with the historical culture of Liverpool and the fact that the Liver buildings' story is well known from the popularity of Liverpool Football Club. UNESCO has awarded this site a world heritage site justification because 6 areas of this area such as docklands are from development from the early 18<sup>th</sup> and 19<sup>th</sup> centuries from major traders; this is due to Liverpool showing an exceptional development process of growth and the main heat of migration such as slaves and emigrants. (<http://whc.unesco.org/en/list/1150>, 11/3/09) Compared to China which consists of a larger list of world heritage sites due to its history and the fact that Liverpool is a city, in contrast to China which is a country, the list of world heritage sites from UNESCO can be seen within the Appendix. The main world heritage sites within China that tourists will be mainly focused on seeing is the Great Wall due to its ancient history as well as The Terracotta Army, this is due to the fact that these sites show the strong historical culture of China which is only available



and unique to China which is why these two world heritage sites are the most popular. The growth of culture and heritage tourism within both China and Liverpool is reasonably steady due to the fact that there is the same heritage in both destinations that there has been for many years beforehand. The fact that heritage and the growth of culture has become more respected in terms of tourism and cultural tourism trips, which has made both destinations more appealing in terms of attracting a whole new market of tourism to a different audience altogether. In terms of my attitudes and beliefs world heritage sites can be classed based on a lot of different characteristics such as history, features and architecture. R2P

Within Liverpool there are a large number of buildings and places with cultural significance for the modern day and history. Liverpool Cathedrals are buildings with religious significance as Liverpool contains two main cathedrals along a main street within the city called "The Catholic Cathedral" and "The Anglican Cathedral". Liverpool consists of a variety of landmarks which can show the cultural properties of Liverpool. The Tate gallery is a modern art gallery located in the Albert dock which shows the present culture of Liverpool. The Albert Dock itself is a very old industrial port in Liverpool which now has been redeveloped for tourist purposes and to show the history of Liverpool, as the dock contains the Beatles Museum and the Maritime museum as well, which are the past cultures of Liverpool. St George's Hall is a famous architecture building from the Neo-Greco-Roman period; the Walker Art Gallery is the oldest galleries with a very 21<sup>st</sup> century exhibition in place at this present time. The Liver Building has 'Liver Birds' above the building which represents Liverpool which can also be seen on Liverpool Football Clubs logo, this was due to the story that these birds used to drink from Liverpool when it started as a pool. (<http://www.bbc.co.uk/dna/h2g2/A280892>, 11/3/09) One of the most well known cultural buildings I find within Liverpool is Anfield Stadium, which is a football stadium within Liverpool and is home to Liverpool Football Club, built in 1884 where the ground was originally for Everton Football Club. These teams are now rivals after the founder of Jon Houlding created a new football club named Liverpool. (<http://www.123football.com/stadiums/england/anfield/index.htm>, 11/3/09) R2P3

In comparison within China is that there are again a number of buildings and places within the culture that are significant, however the majority of China's landmarks are world Heritage sites. The Great Wall of China is the most famous and well recognised world heritage site and landmark within China due to the history behind the construction of it. As The Great Wall was constructed in 220 B.C., which was ordered by Qin Shi Huang, which was based on the fact of forming a defense system against north invaders. The Great Wall is seen as the largest military development and its history and location is important for architect founders. (<http://whc.unesco.org/en/list/438>, 11/3/09) The Great Wall of China is more than 200 years old and being the largest man-made construction in the world. (<http://www.asianartmall.com/greatwallarticle.htm>, 11/3/09) In terms of my values and attitudes landmarks are cultural attractions and show the culture of the destination based on the history and links to the destinations cultural background, such as The Beatles originating from Liverpool and that now being represented by The Beatles Museum in the Albert Dock. R2P3

Cultural events can also be apparent in these destinations. As in China they are well-known for traditions and cultural events such as Chinese New Year which is the most important event within the country of China throughout the year. New Year is the festival





that is known to celebrate the start of a new life. The festival of New Year starts on the first lunar day of the month which is when the moon is the brightest. The first week of New Year is visiting family and friends for traditions which are designed to give good luck as the Chinese are highly superstitious, and the following week ends the festival called Lantern on the 15<sup>th</sup> day of the month. (<http://www.bbc.co.uk/schools/events/chinese/newyear/>, 13/3/09) Chinese traditions and festivals are based on the lunar and solar calendars, the events occur throughout the whole year. Aside from Chinese New Year there are also a number of festivals that are within China such as the Ching Ming festival, Tin Hau festival, the Dragon Boat event, Cheng Chau festival and the Birthday of Buddha. (<http://www.asiarooms.com/travel-guide/china/china-festivals-&-events/index.html>, 13/3/09) Aside from events China also has a dance festival which full of activities that have variety and are artistic held in the Yunnan Province. The festival of dance aims to bring cultural traditions in China such as promoting dance, development, the economy and social development. ([http://www1.chinaculture.org/library/2008-01/31/content\\_127381.htm](http://www1.chinaculture.org/library/2008-01/31/content_127381.htm), 13/3/09) A list of even more Chinese festivals can be seen within the appendix. All of these cultural events are mainly supported by locals however they are also supported by tourists such as Chinese New Year being celebrated worldwide as well as in China itself.

However one of the things that China also class as a cultural event is "Horse Power" where Chinese people gamble on horses fighting to the point of death. (Horse Power, The Times, Saturday, 7<sup>th</sup> February 2009, 18/3/09) To me in terms of my values attitudes and beliefs gambling over horses fighting to the point of death is very inhuman and heart retching. The fact that Chinese people have fun with watching this event to me is harsh as it is not a normal occurrence with horses unless they are protecting territory, they are usually friendly animals. In terms of gambling in China this cultural event is classed as a very popular cultural activity where friends and family can take part which shows social acceptance and that the Chinese are friendly people when social activities such as these take place. Chinese people do not always find the social activity a way to meet new people though, they are very interested in the "get rich quick" attitude that westernized countries had brought to China. The Chinese see gambling as a sign of being able to be successful and getting rich, and therefore be more socially accepted from a higher social classes perspective. However the fact that gambling is widely accepted and popular within mainland China it is also a source of entertainment in terms of stopping boredom as a hobby. Gambling is also seen as a source of escaping everyday life's difficulties and troubles.

Compared to Liverpool China has a large number of festivals. Liverpool does have a variety of festivals like China that occur throughout the course of the calendar year such as the John Smith's Grand National hosted every year and happens to be the most popular sporting event within Liverpool and even the UK, by attracting 150,000 people to this 3 day event in 2008, as well as over 600 million viewing the races on TV. (<http://www.visitliverpool.com/grandnational/home>, 13/3/09) Again like China there are also a number of festivals other than the John Smiths grand national such as Creamfields, Knowlsey Hall Music festival, Mathew Street Music festival, Eclectica Music festival, International Guitar Festival, Brouhaha International Street Festival, Liverpool Irish Festival and Southport International Jazz Festival. (<http://www.visitliverpool.com/site/experiences/liverpool-rocks/festivals>, 13/3/09) Liverpool comedy festival is also an event and festival that takes place annually within Liverpool. The other major event that takes



place within Liverpool is Aintree Ladies Day (Liverpool Echo, Aintree Ladies' Day catches the eye, April 4th 2008, 13/3/09), (Ladies Day at Aintree, Manchester Evening News, April 13<sup>th</sup> 2007, 13/3/09) This day is extremely important in Liverpool and almost half of its population wait all year for the event to take place, as in 2008 50,000 people gathered to appear at Aintree Ladies day. The day also has a fashion contest whereby the winning lady wins a Jaguar worth over £20,000 as well as press attention which is the first prize. (Aintree ladies day, BBC News, 17th March 2005, 13/3/09) All of these festivals within Liverpool however are supported massively by tourism whether it be inbound or domestic due to the fact that they are modern and more westernized compared to China's traditional festivals which reflects more heavily on the historic culture of China.

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A musical cultural event that is well established within Liverpool is the New Year song, showing the celebration of a new year coming. The song (Auld Lang Syne) can be seen within the appendix. The Liverpool football song also represents the culture of Liverpool in the fact that football is a massive cultural event within Liverpool due to Anfield stadium and Liverpool being home to Liverpool Football Club. This song again can be seen within the appendix. In terms of my values and beliefs the Chinese festivals are more cultural in relation to their history and the traditional way of life, whereas within Liverpool the festivals and events within the city are more based on the 21<sup>st</sup> century in terms of the fact that Liverpool is situated in a very westernized world and is heavily influenced by development.

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Religious tourism and pilgrimages can also be a part of the cultural characteristics. Within China religious tours of China shows the landscape about the religions of Buddhism, as well as photos being available from scenery. The religious tours within China are becoming extremely popular to foreign visitors. (<http://www.china-tourism.net/>, 13/3/09) However there is not a large quantity of religious tourism within China possibly due to the fact that it is a communist country and religion was kept under control and due to laws and restrictions. Within China due to the religion mainly being Buddhism there are pilgrimages that can take place, however none of the sights are located within China, as Buddhist pilgrimages from ancient years traveled locations for teaching by The great master. The four main locations are called "Lumbini, Bodh Gaya, Sarnath and Kusinara. Lumbini, in what is now Nepal, is the birthplace of Gautama Buddha. The others are in India." (<http://www.buddhanet.net/e-learning/buddhistworld/about-pilgrim.htm>, 16/3/09) China for many factors such as recent as well as historic appeals to tourism due to its oriental culture, the Beijing Olympics 2008 made China even more popular in terms of tourism. The Olympic stadium has been recognised worldwide since the Olympics as "The Bird's Nest" stadium due to its architectural work. (Now's a great time for Oriental adventure, Daily Mail, Saturday, March 15<sup>th</sup> 2008, 18/3/09) Compared to within Liverpool religious tourism is part of the tourism industry within Liverpool, due to the fact that the communities within this city have a rich and variety in the history of faith. "Merseyside has some of the finest places of worship in the country, including Liverpool Cathedral." (<http://www.visitliverpool.com/site/what-to-do/faith-tourism>, 16/3/09) One of the only pilgrimages within Liverpool is known as the Liverpool Archdiocesan pilgrimage to Lourdes. This pilgrimage has been held annually since 1923. (Contesting the Sacred: the anthropology of pilgrimage, John Eade, Micheal J. Sallnow, 2000, 16/3/09) In terms of my beliefs and attitudes I feel that pilgrimages are a significant part in both destinations however it is the

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location of the destination that is not associated with the pilgrimage, but just because of the main religion in that destination.

Other factors that the Chinese are known for is their large amount of superstition. In China it is frowned upon to use offensive language and unlucky words such as "four" as this word within China sounds like a word associated with death and is therefore classed a superstition within China. However most of China has a range of superstitious that are associated with Chinese New Year. As Chinese New Year is classed as the start of a new year all bad luck must be gone by Chinese New Year to start the following year with lucky. Superstitions that can be done to show this within China are shooting firecrackers to say goodbye to the last year and hello to the following year, as stated before in food and drink meat is not eaten on New Year as a vegetarian dish is the traditional food. These superstitions shape the Chinese people's way of life. Compared to Liverpool where Chinas way of life is based around good fortune and luck due to this large amount of superstition that is a cultural past time. As in Liverpool there are superstitions such as not walking under a ladder as something could fall on your head, as well as not letting black cats walk in front of you due to witchcraft. Walking under a ladder is extremely realistic within Liverpool as it is most possible that something could fall on top of your head and injure you, however the association of black cats and witch craft is extremely unrealistic unless the person believed in witchcraft due it being a pagan ritual from England centuries ago. Within China it is also widely known that they find the number 8 extremely lucky, this could be the reason the Olympics 2008 started in China on the 8<sup>th</sup> August 2008. In terms of my own values and beliefs I feel that a person's way of life should not be based around superstitions as this could limit a person's activities and daily life. I feel that the Chinese seem to be very strict people in terms of them having beliefs in good fortune and how to bring it, as well as them not showing their facial expressions which I feel makes them much harder people to read and understand this could then make a tourist feel uneasy around the Chinese as even though they may appear friendly from gabbling being classed as a social activity, they may not appear welcoming due to gestures or body language.

In conclusion the factors I have discussed and evaluated above defines and shapes the culture in both my destinations in completely different ways. Within China the culture is shaped from the very basic things such as the religion of Buddhism which reflects on the food that is suitable for them to eat and the clothing that is appropriate to wear. Greetings and non verbal gestures are shaped by the respects of older generations which are also shown within wedding ceremonies where the parents are heavily involved within the planning stages as well as the ceremonies. Language and the dialect within China has impacted on the cultures greetings and gestures much like the religion has in terms of respect for people of a different social status to their own. Food and drink is not very much affected by many things due to it being such a historic cultural characteristic. However the cultural events and festivals I feel is the most significant characteristic within China as they have shaped the culture as a whole from the research I have done. The fact that they are heavily family orientated and all of their other cultural characteristics such as food, drink, clothing, language and gestures are all included within cultural events whether they be modern or historic such as Chinese New Year.

Compared to Liverpool which is more shaped by the local traditions and history of the destinations compare to China which I feel their culture is shaped from religion and builds up points from this factor on. Liverpool has had such as heritage and history



behind it from the Slave trade to The Beatles. Showing that Liverpool has always been heavily affected by events occurring around it such as the potato famine which lead to the conflict between religion which now contains stronger communication then ever due to equality being established due to Liverpool being more acceptable because it consists of a multicultural society. Liverpool's gestures, language and communication in form of greetings have developed with the country becoming more developed and westernized giving those different perceptions than previous times. A2/3

Both destinations have been shaped and defined by their culture and taking into account my values and attitudes by historic and modern factors. I feel that the strongest factor of culture that defines these destinations altogether is the religion. Religion is one of the oldest characteristics of both destinations dating back more years than anything else. The religions are very widely accepted and believed that this impacts people's viewpoints and therefore the culture. Due to the fact that Buddhists are known not to hurt anything so therefore this makes them vegetarians. Compared to Liverpool where the Christianity impacts a person's behaviour towards another by the commandment "Love thy neighbour". I understand that there are some anomalies with the defining culture by religion as some people choose to not believe in religion altogether like myself, but I do feel that because the vast majority of people in both these destinations have some belief or links to and in a religion therefore I feel religion defines and shaped the culture of both these destinations the strongest. A2/3





## **Appendix**

### **Chinese weddings**

"Chinese weddings are teeming with symbolic preparations quite different from Western wedding rituals. In emotion, though, they are exactly the same - beautiful, romantic, and funny. Here's how the Chinese tie the knot.

- Once a couple decides they want to be married, both the bride and the groom go to their parents and ask for their permission/blessing.
- The groom's family sets the date for the wedding, after consulting the Chinese Astrological Calendar for "good" days in which to wed.
- The groom's family consults the astrological calendar again to find a "good" day in which to send gifts to the bride's family.
- The groom then presents the bride's family with a monetary gift, even though today the groom's family will more likely pay for the wedding instead of give money. The bride will probably bring family jewellery to the groom's family for a gift.
- Unlike American wedding customs, it is the responsibility of the groom's family to organize the Big Day; they usually decide the guest list, and then relay to the bride's family how many people they can invite.
- The couple purchases a new bed for their wedding night and covers it with new linens that are, of course, red. If the couple already has a bed, they will purchase new red linens for their wedding night. A new bed and bed sheets symbolize a new beginning, and are also supposed to bring good luck to the couple.
- Both the bride and the groom perform a hair-combing ceremony the night before the wedding, symbolizing the entrance into adulthood. The bride should perform the hair-combing under the gaze of the moon to bring her children. Both should comb their hair four times, each stroke bringing good luck. The first symbolizes the unity of the couple from the beginning of the marriage to the end, the second brings harmony and faithfulness into old age, the third brings lots of children and grandchildren, and the fourth stroke brings wealth and a long-lasting marriage.
- On the day of the wedding, both families decorate their houses top to bottom in red. The bride wears a red wedding gown, although she may change her costume four or five times during the course of the day.
- On the day of the wedding, the groom and the groomsmen go to the bride's house to pick her up. Before he can see his bride, the bridesmaids make him perform a series of silly tests to prove himself "worthy" of his bride. The tests can be anything that will force him to show his love, from physical feats to singing songs. The final test, though, is whether or not he brought "good luck" for the bridesmaids, usually contained in red envelopes full of money or small gifts for the girls. Then the wedding party moves on.
- They stop at the bride's family's home first, where the bride and groom serve the parents tea and receive gifts. Again, monetary gifts are presented in red envelopes, and there is usually jewellery for the bride.
- The couple then moves to the groom's family's home, where the same ritual is performed, ending again with gifts and money.
- Leaving the house, the bride is not allowed to touch her feet to the ground until they reach the ceremony site, so she is carried from the door to the car. Opening a red umbrella over the bride at this time brings good luck to the bride's fertility.



- The official ceremony is performed. Afterward, family and friends move on to the wedding banquet, which is considered the most important part of the wedding day.”  
(<http://www.weddinggazette.com/content/002360.shtml>, 4/3/09)

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#### World Heritage Sites within China

- “Imperial Palaces of the Ming and Qing Dynasties in Beijing and Shenyang (1987, 2004)
- Mausoleum of the First Qin Emperor (1987)
- Mogao Caves (1987)
- Mount Taishan (1987)
- Peking Man Site at Zhoukoudian (1987)
- The Great Wall (1987)
- Mount Huangshan (1990)
- Huanglong Scenic and Historic Interest Area (1992)
- Jiuzhaigou Valley Scenic and Historic Interest Area (1992)
- Wulingyuan Scenic and Historic Interest Area (1992)
- Ancient Building Complex in the Wudang Mountains (1994)
- Historic Ensemble of the Potala Palace, Lhasa (1994, 2000, 2001) 7
- Mountain Resort and its Outlying Temples, Chengde (1994)
- Temple and Cemetery of Confucius and the Kong Family Mansion in Qufu (1994)
- Lushan National Park (1996)
- Mount Emei Scenic Area, including Leshan Giant Buddha Scenic Area (1996)
- Ancient City of Ping Yao (1997)
- Classical Gardens of Suzhou (1997, 2000)
- Old Town of Lijiang (1997)
- Summer Palace, an Imperial Garden in Beijing (1998)
- Temple of Heaven: an Imperial Sacrificial Altar in Beijing (1998)
- Dazu Rock Carvings (1999)
- Mount Wuyi (1999)
- Ancient Villages in Southern Anhui – Xidi and Hongcun (2000)
- Imperial Tombs of the Ming and Qing Dynasties (2000, 2003, 2004)
- Longmen Grottoes (2000)
- Mount Qingcheng and the Dujiangyan Irrigation System (2000)
- Yungang Grottoes (2001)
- Three Parallel Rivers of Yunnan Protected Areas (2003)
- Capital Cities and Tombs of the Ancient Koguryo Kingdom (2004)
- Historic Centre of Macao (2005)
- Sichuan Giant Panda Sanctuaries - Wolong, Mt Siguniang and Jiayin Mountains (2006)
- Yin Xu (2006)
- Kaiping Diaolou and Villages (2007)”
- South China Karst (2007)
- Fujian Tulou (2008)
- Mount Sanqingshan National Park (2008)”

(<http://whc.unesco.org/en/list>, 11/3/09)

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Festivals in China

Spring Festival	Yunnan Yi Torch Festival
Lantern Festival (Yuanxiao Festival)	Qingdao Int'l Beer Festival
Zigong Lantern Show	Shoton Festival in Tibet
Qintong Boat Festival in Yangzhou	Xinjiang Grape Festival
Spring Flower Fair	Shaolin Int'l Martial Arts Festival
Water Splashing Festival	Dalian Int'l Fashion Festival
Hainan Int'l Coconut Festival	Zhangjiajie Int'l Forest Festival
Luoyang Peony Festival	Qufu Int'l Confucian Festival
Goddess Mazu Festival	Mid-Autumn Festival ( Moon Festival)
Weifang Int'l Kite Festival	Mt. Huangshan Festival
Dragon Boat Festival	Chang'an Calligraphic Conference
Guizhou Azalea Festival	Jingdezhen Int'l Ceramics Festival
Qinghai Folk Song Festival	Harbin Ice and Snow Festival
Wutai Mountain Tourist Month	The Corban Festival
Nadam Tourist Festival	

(<http://www.chinatour.com/countryinfo/festival.htm>, 13/3/09)

"In my Liverpool Home":

I was born in Liverpool, down by the Docks  
My religion was Catholic, occupation hard knocks  
At stealing from lorries, I was adept  
While under old overcoats, each night we slept

**(Chorus)**

In my Liverpool home, in my Liverpool home  
We speak with an accent exceedingly r-a-r-e  
Meet under a statue exceedingly b-a-r-e  
If you want a cathedral, we've got one to s-p-a-r-e

In my Liverpool home. (la-di-da)  
Now when I grew up, I met Bridget McCann  
She said, 'You're not much, but I'm needing a man  
Coz I want 15 kids and a house out in Speke'  
The spirit was willing, but the flesh it was weak

**(Repeat Chorus)**

Way back in the Forties, the world it went mad  
Mr Hitler threw at us everything that he had  
When the smoke and the dust had all cleared from the air  
'Thank God', said an old man, 'the Pier Head's still there'

(<http://www.bbc.co.uk/dna/h2g2/A280892>, 9/3/09)

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**Liverpool Football Song, You will never look alone**

When you walk through a storm  
Hold your head up high,  
And don't be afraid of the dark,  
At the end of a storm,  
There's a golden sky,  
And the sweet silver song of a lark,  
Walk on through the wind,  
Walk on through the rain,  
Though your dreams be tossed and blown,  
Walk on, walk on, with hope in your heart,  
And you'll never walk alone,  
You'll never walk alone,  
Walk on, walk on, with hope in your heart,  
And you'll never walk alone,  
You'll never walk alone...

(<http://www.fanchants.com/football-songs/liverpool-chants/walk-on/>, 13/3/09)

AOB

**New Year Song**

**Auld Lang Syne by Robert Burns**

Should old acquaintances be forgotten,  
And never brought to mind?  
Should old acquaintances be forgotten,  
And days of long ago !

*Chorus:*

*For old long ago, my dear  
For old long ago,  
We will take a cup of kindness yet  
For old long ago.*

We two have run about the hillsides  
And pulled the daisies fine,  
But we have wandered many a weary foot  
For old long ago.  
We two have paddled (waded) in the stream  
From noon until dinner time,  
But seas between us broad have roared  
Since old long ago.  
And there is a hand, my trusty friend,  
And give us a hand of yours,  
And we will take a goodwill draught (of ale)  
For old long ago!  
And surely you will pay for your pint,  
And surely I will pay for mine!  
And we will take a cup of kindness yet  
For old long ago!

(<http://www.newyearfavours.com/new-years-eve-song.html>, 13/3/09)





Liverpool Football Song, You will never look alone

When you walk through a storm  
Hold your head up high,  
And don't be afraid of the dark,  
At the end of a storm,  
There's a golden sky,  
And the sweet silver song of a lark,  
Walk on through the wind,  
Walk on through the rain,  
Though your dreams be tossed and blown,  
Walk on, walk on, with hope in your heart,  
And you'll never walk alone,  
You'll never walk alone,  
Walk on, walk on, with hope in your heart,  
And you'll never walk alone,  
You'll never walk alone...

(<http://www.fanchants.com/football-songs/liverpool-chants/walk-on/>, 13/3/09)

R22/3



## Fact File

- Drive on the left hand side of the road
- Currency is known as "Pound"
- Time is GMT.
- "Liverpool is a city located in Merseyside in England in the UK with good bus, rail and road links and is located 200 miles south west of London." (<http://www.liverpool.tourist-information-uk.com/>, 10/3/09)

## Language

Within Liverpool they use English as there first language however Scouse is also used in various areas due to the accent and the area. Some phrases used are as followed:

(<http://bdaugherty.tripod.com/liverpool/scouseLS.html>, 25/2/09)

bins	glasses, spectacles
buzzies	the Police
bevvie	drink (alcoholic)
bevvied	drunk
coppers	Catholics
deadbeat	person of no blood; use at a particular task
divvy	stupid person
(che)l Arthur	the bank (i.e. Saturdays etc)
in bulk	laughing fit to burst
Jesus boots	sandals
nomark	someone of little importance
osny	hospital
sagging	playing truant
shoot	leave, go somewhere else
slumming	cons that have collected in your pocket and you want to get rid of
th'raffy	this afternoon
twifles	bus-pass holders
us	useless
wizzer	wasp

## Non verbal gestures

There are many on verbal gestures in Liverpool some are appropriate and others are not. Some of the appropriate gestures and forms of respect within Liverpool are to form queues such as standing in a line for a bus which shows you can wait patiently and on a first come first serve basis, taking your hat off when you go indoors, to say "excuse me", "Thank you", "Sorry" and "Please" to show good manners, as well as smiling to have a more approachable look. However Liverpool also have non

verbal gestures that can be seen as inappropriate, such as to ask a women's age, to pick your nose, burp, pass wind or spit in public areas (<http://www.woodlands-junior.kent.sch.uk/customs/behaviour.html>, 10/3/09)

There are also certain hand gestures that are offensive to use such as the "V-sign" and "Middle finger", which are both interpreted as an insult to Liverpool residents.

([http://www.icons.org.uk/library/stock-images/the-v-sign/otherversion\\_200.jpg](http://www.icons.org.uk/library/stock-images/the-v-sign/otherversion_200.jpg), 10/3/09)



([http://saraschaefer.com/ss/middle\\_finger.jpg](http://saraschaefer.com/ss/middle_finger.jpg), 10/3/09)

## Greetings

Within Liverpool there are a number of greeting that can be used to greet a person:

- A handshake
- A kiss on the cheek (but only if you know them)
- A hug (Again if you know the person otherwise it could be invasion of privacy)

Liverpool has a number of informal and formal greeting depending on whether you know the person and in what kind of situation you are in. A formal greeting begins with a handshake and one person asking the other "How are you?" and vice versa. An informal greeting usually consists of one person saying to the another "Hi, how are you?"

(<http://www.woodlands-junior.kent.sch.uk/customs/greetings.htm>, 10/3/09)

## Suitable Food and Drink

The most suitable food to try within Liverpool to experience its culture is Scouse. Scouse is a form of stew containing

beef or lamb, where it is "a popular dish in Liverpool, where it is a staple of local pub and cafe menus, although recipes vary greatly and often include ingredients which are inconsistent with the thrifty roots of the dish." ([http://en.wikipedia.org/wiki/Scouse\\_\(food\)](http://en.wikipedia.org/wiki/Scouse_(food)), 10/3/09) Within Liverpool there is also suitable drink to try called "Cannes bitter" which offers you to try their "Cannes bitter", originated from within Liverpool due to it being served and made within Liverpool from its very own brewery.



## Personal Safety

([http://login.gmgnr.net.li/gmgnr/i-nfomanagementv2/medienarchiv/2006/pics/www/1474\\_18\\_07\\_2006\\_492\\_liverpool.logo.jpg](http://login.gmgnr.net.li/gmgnr/i-nfomanagementv2/medienarchiv/2006/pics/www/1474_18_07_2006_492_liverpool.logo.jpg), 10/3/09)

In terms of your own personal safety "Liverpool is officially one of the safest cities of its size in the country. However, you should still be aware of how to keep safe."

(<http://www.liv.ac.uk/carnatic/welfare/safety.htm>, 10/3/09) There are a few simple rules that can be followed to make sure your safe at all times within the city.

1. Never walk on your own at an evening
2. Make sure you get a taxi or some form of public transport of an evening or even after a night out.

## Religious and social customs

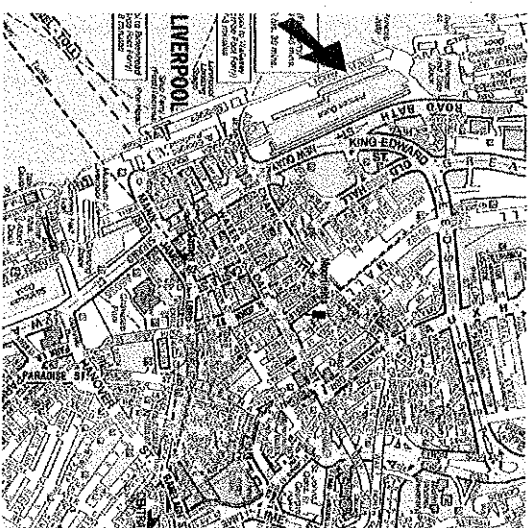
Liverpool is a multi-cultural society so therefore it has a number of respectful gestures concerning religion, such as being quite and not taking pictures when ceremonies and prayers are being made within religious buildings, to also look up if there are any distinct dress that must be worn to visit a religious buildings such as in Mosques were you must take you shoes off and cover your head. In terms of respect to social customs in Liverpool you should not use any offensive gestures that could be classed as racist or discriminating towards people, as well as not using any offensive gestures that were outlined within this leaflet.

## *Language: phrases and phonetic pronunciation*

English Phrases
How are you?
Thanks for your help
Hello
Good morning/ Good afternoon
Good evening/ Good night
Good-bye
Sorry
Excuse Me
Do you speak English?
Could you repeat that?
Pardon
Nice to see you
Most Welcome
Always a pleasure
Take care
Have a safe journey
Pleasure to meet you



## **Tips For** Liverpool



(<http://www.charity-commission.gov.uk/Library/Images/Liverpool.gif>)

## Language: phrases and phonetic pronunciation

English	Phenetics English
<b>Greetings:</b>	
Hello	knee how
Where are you from?	knee tzaun nar lee lei
What is your name?	neen gway shing
<b>Useful Sayings:</b>	
Yes	shr
No	boo shr
Right or Correct	dway
Wrong	boo dway
No, thanks	boo yong la, sheh sheh
Thank you	sheh sheh
You are welcome	boo yong sheh
Excuse me	dway boo chee
I do not understand	wore ting boo dong
I would like	wore yeow
How much?	dor sheow chen
Too expensive	tie gway la
<b>Make Directions:</b>	
Stop!	ting
Left	zaw
Right	yo
Go straight	chee an
There	nar lee
Here	jur lee

([http://www.tourbeijing.com/beijing\\_travel/Chinese\\_Phrases\\_for\\_travelers.php](http://www.tourbeijing.com/beijing_travel/Chinese_Phrases_for_travelers.php), 9/3/09)

### Fast File

- Drive on the right hand side of the road (<http://www.alernet.org/db/cp/china.htm>, 9/3/09)
- Currency is known as "Yen" (<http://www.kwintessential.co.uk/resources/global-etiquette/china-country-profile.html>, 9/3/09)
- China is 8+ hours GMT.

### Language

Mandarin is the most common language used with China in the present day. "It is one of the five working languages designated by the United Nations." (<http://www.cnto.org/ac-language.asp>, 9/3/09)

### Non verbal gestures

Chinese people are heavily reliant on facial expressions, the tone of your voice as well as your body language towards them which can indicate to them they way a person feels. "Frowning while someone is speaking is interpreted as a sign of disagreement. Therefore, most Chinese maintain an impassive expression when speaking."

(<http://www.kwintessential.co.uk/resources/global-etiquette/china-country-profile.html>, 9/3/09) It is also inappropriate to stare at another person in the eye, with not giving them eye contact it gives the other person privacy.

### Greetings

When meeting someone for the first time you must always formally greet the oldest person first. Handshakes are the most commonly form of greeting used when foreigners are involved.

(<http://www.kwintessential.co.uk/resources/global-etiquette/china-country-profile.html>, 9/3/09) However you must be aware that the Chinese do not like to be touched as they do not make body contact as they are very aware of personal space. "Many Chinese consider winking to be rude."

(<http://www.expats-moving-and-relocation-guide.com/nonverbal-communication.html>, 9/3/09) The most misunderstood gesture is when "Chinese tend to smile easily when they feel difficulty or embarrassment. Smile because of embarrassment by a Chinese might be interpreted as

being friendly by a westerner, but really they are embarrassed." (<http://www.expats-moving-and-relocation-guide.com/nonverbal-communication.html>, 9/3/09)

### Suitable Food and Drink

Chinese cuisine has an extremely world-wide reputation due to the Chinese having such a rich culture, with the country having such a variety of natural resources involving the social customs and development.

"China's very varied cuisine is considered as one of the top three in the world. The staple food in China is usually rice and wheat. Millet, corn, buckwheat, potato, sweet potato and many kinds of legumes are also common. Apart from rice, wheaten food like steamed bread, noodles, deep-fried twisted dough sticks, steamed stuffed buns, as well as various gruels, cakes and snacks with special local flavours always make the dining table rich and colourful to bring you extraordinary treats."

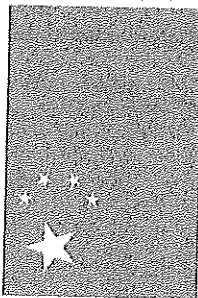
(<http://www.travelchinaguide.com/essential/what.htm>, 9/3/09)

### Personal Safety

China according to <http://www.cnto.org/tips-safety.asp>, 9/3/09 is "considered one of the safest countries in the world to travel. Crime is very low throughout China, and there are virtually no crimes committed against tourists visiting China. Even during the late evening hours travellers have little to be concerned about. The Chinese are friendly and hospitable, and Chinese law is quite strict."

### Religious and social customs

With China consisting of a strong Buddhist based country to show respect it would be polite to not take pictures when visiting the temples which can disrupt prayers. There is no appropriate dress needed as long as it is not too revealing as a sign of respect. (<http://www.asia-planet.net/china/religions-social-customs.htm>, 9/3/09)



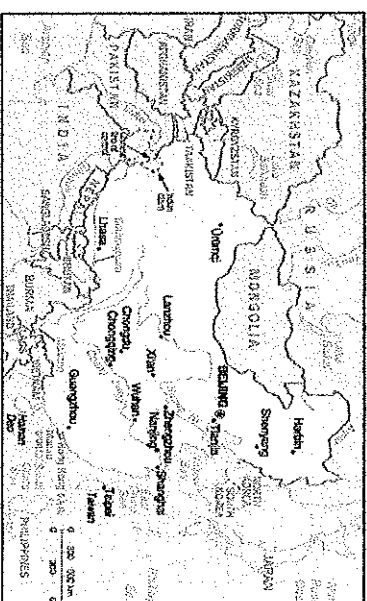
(<http://www.netxp.com.au/~brazdnec/assets/images/ChinaFlag.jpg>, 9/3/09)

## Further Language: phrases and phonetic pronunciation

English	Phenetics English
in the restaurant::	
Chopstick	kw/hy za
Knife	dow
Fork	char z
Spoon	sheow z
Water	shway
Settle the Bill	my dan
Pronouns:	
I / Me	wore
You	knee
He / She / It	Tar
Numbers:	
1	e
2	r
3	san
4	sz
5	oo
6	leo
7	chee
8	bah
9	jeo
10	shr

([http://www.tourbeijing.com/beijing\\_travel/Chinese\\_phrases\\_for\\_travelers.php](http://www.tourbeijing.com/beijing_travel/Chinese_phrases_for_travelers.php), 9/3/09)

## Tips For China



(<http://www.kwintessential.co.uk/resources/globe etiquette/china-country-profile.html>, 9/3/09)

### **A03**

#### **Websites**

[en.wikipedia.org/wiki/Cultural\\_tourism](http://en.wikipedia.org/wiki/Cultural_tourism), 2/2/09

[en.wikipedia.org/wiki/Tourism](http://en.wikipedia.org/wiki/Tourism), 2/2/09

*These references were helpful for me to use as they allowed me to define what culture tourism and what culture is within my work so I had a clear and basic understanding of what cultural tourism is.*

<http://www.accliverpool.com/venue/cc/index.asp>, 4/2/09

*This reference was helpful as it allowed me to establish Liverpool as a destination for business tourism due to the fact that it has various locations with convention centres.*

<http://www.china-travel-tour-guide.com/about-china/climate.shtml>, 4/2/09

<http://www.wordtravels.com/Cities/England/Liverpool/Climate>, 4/2/09

*These two references allowed me to establish a tertiary preference of climate which was helpful to show a difference between my two chosen destinations of China and Liverpool.*

<http://www.visitliverpool.com/site/what-to-do>, 4/2/09

<http://www.china-travel-tour-guide.com/attractions/top10.shtml>, 4/2/09

[http://www.liverpoolcityportal.co.uk/attractions/china\\_town.html](http://www.liverpoolcityportal.co.uk/attractions/china_town.html), 11/2/09

*These references were helpful allowing me to understand the attractions my destinations have to offer as an internal factor that could motivate tourism within a destination.*

<http://www.chinese.new-year.co.uk/history.htm>, 9/2/09

*This reference was helpful for establishing the importance of Chinese New Year as a key travel motivator, which allowed me to include a quote on the traditions of New Year.*

<http://www.liverpoolcityportal.co.uk/hotels/hotels.html>, 9/2/09

<http://www.chinahighlights.com/travelguide/accommodation.htm>, 9/2/09

*These references were helpful as they allowed me to establish the certain range of accommodation that my destinations have to offer. It was then easier to establish the contrasts between destinations in similarity to key motivators.*

<http://www.chinahighlights.com/travelguide/food-and-drink.htm>, 9/2/09

<http://www.guardian.co.uk/travel/2008/feb/05/liverpool.bars>, 9/2/09

*These two references were extremely useful to establish food and drink as a form of key travel motivators. They allowed me to distinguish the contrasts between these destinations.*

<http://www.liverpoolairport.com/flight-information/route-maps.html>, 9/2/09

*This reference was extremely helpful for me to acknowledge the destinations that Liverpool airport fly to, this helped me distinguish that Liverpool is a national airport and this may affect its key travel motivators.*

<http://www.mapsofworld.com/international-airports/asia/china.html>, 9/2/09

*This reference was helpful as it allowed me to locate the number of airports and their locations within China, showing that the country so easily accessible inter-nationally.*

<http://www.chinahighlights.com/travelguide/transportation/>, 9/2/09

*This reference allowed me to understand the developments of transportation within China, and to discuss the improvements of transportation that would encourage tourism domestically and inbound as the country would be more accessible.*





<http://www.xe.com/>, 9/2/09

*This reference was helpful as it allowed me to know the current exchange rate to discuss as a external factor of both destinations.*

<http://www.fco.gov.uk/en/travelling-and-living-overseas/travel-advice-by-country/asia-oceania/china>, 9/2/09

*This website was very helpful as it is widely acknowledged for informing tourists of destination security which I could then discuss as an external factor.*

<http://www.upmystreet.com/local/police-crime/figures/l/Liverpool.html>, 9/2/09

*This website was helpful as Liverpool and even England was not present on the fco.gov.uk website possibly because it is a British website. I then used this website to discuss crime statistics to relate and discuss for the purpose of destination security.*

<http://cefeindo.wordpress.com/2008/page/12/>, 4/2/09

*This website was helpful to include Maslow's Hierarchy of needs diagram within my work to relate to cultural movements and motivators.*

<http://www.983wedding.com/chinese/teaceremony.php>, 11/2/09

*This website was helpful as it gave me an example of a Chinese ceremony that can display aspects of cultural tourism and local traditions.*

<http://www.aito.co.uk/v2home/cultural-holidays.html>, 15/2/09

*This website was very helpful as it allowed me to reference an organisation that develops cultural holidays, so tourists can meet the top stages of Maslow's hierarchy of needs.*

[http://en.wikipedia.org/wiki/The\\_Beatles](http://en.wikipedia.org/wiki/The_Beatles), 15/2/09

*This website was helpful as it allowed me to get facts on the Beatles such as when they started off, as a form of cultural movement involving music.*

<http://www.imdb.com/title/tt0227984/>, 15/2/09

[http://en.wikipedia.org/wiki/James\\_Bond\\_locations](http://en.wikipedia.org/wiki/James_Bond_locations), 15/2/09

*These websites were helpful as they gave me the correct information I was looking for, in this case where were these films set and where they were filmed by location.*

<http://www.comedy-zone.net/standup/comedian/d/dodd-ken.htm>, 15/2/09

*This website was helpful as it allowed me to reference that Ken Dodd was originally from Liverpool so that I could include this in my coursework.*

[http://chinesefood.about.com/od/dimsumandparty/recipes/u/classic\\_chinese.htm](http://chinesefood.about.com/od/dimsumandparty/recipes/u/classic_chinese.htm), 15/2/09

[http://www.liverpoolcityportal.co.uk/attractions/china\\_town.html](http://www.liverpoolcityportal.co.uk/attractions/china_town.html), 15/2/09

<http://uktv.co.uk/food/recipe/aid/517541>, 15/2/09

<http://chinese-tea.net/>, 15/2/09

*These websites were helpful as they allowed me to get information and useful facts to include on local food and drink for my specific destinations.*

<http://www.albertdock.com/>, 15/2/09

<http://www.birminghamuk.com/liver.htm>, 15/2/09

<http://www.merseyferries.co.uk/>, 15/2/09

*These websites were useful as they allowed me to include were I had got the information of famous or well-known buildings, monuments and landmarks within my destinations.*

<http://whc.unesco.org/en/list/438>, 15/2/09

*This website was helpful as it allowed me to distinguish the fact that the Great Wall of China is declared as a national world heritage site from the organisation UNESCO.*



<http://www.enjoyengland.com/attractions/events/calendar/february/chinese-new-year.aspx>, 15/2/09

*This website was helpful as it allowed me to show proof that England celebrates Chinese New Year showing a movement of culture from China to England.*

<http://www.great-britain.co.uk/history/history.htm>, 15/2/09

*This website was very useful as it allowed me to acknowledge how old Britain's history is.*

<http://www.allaboutreligion.org/history-of-christianity-in-england-faq.htm>, 27/2/09

[http://en.wikipedia.org/wiki/Liverpool\\_Cathedral](http://en.wikipedia.org/wiki/Liverpool_Cathedral), 2/3/09

*This website was good to outline to me the culture of religion within Liverpool. As well as the other websites stating the religious buildings and that they were located just down the road from each other.*

<http://www.travelchinaguide.com/intro/religion/buddhism/>, 27/2/09

[http://www.bbc.co.uk/religion/religions/buddhism/customs/worship\\_1.shtml](http://www.bbc.co.uk/religion/religions/buddhism/customs/worship_1.shtml), 27/2/09

<http://www.ibpsweden.com/eng/buddhism/beliefs.htm>, 27/2/09

*These websites were good for me to understand the religion of Buddhism in terms of their beliefs. These websites allowed me to talk about the religion and why it is so important and how it came about in China.*

<http://www.omniglot.com/writing/english.htm>, 25/2/09

[http://www.logoi.com/notes/img/chinese\\_alphabet.jpg](http://www.logoi.com/notes/img/chinese_alphabet.jpg), 27/2/09

*These websites were useful as they gave me the English and Chinese alphabet to include within my coursework and therefore was useful to include to show the comparisons between the two.*

<http://bdaugherty.tripod.com/liverpool/scouseLS.html>, 25/2/09

<http://treehouse.ofb.net/go/en/mandarin/phrases>, 27/2/09

*These websites were useful as they gave me phrases that are commonly used in both Liverpool and China, to compare as well as include within my coursework to relate the difference in language and verbal communication.*

<http://www.ling.gu.se/~biljana/gestures2.html>, 2/3/09

<http://huiqing21.tripod.com/id2.html>, 2/3/09

[http://www.china-window.com/china\\_business/doing\\_business\\_in\\_china/body-languages.shtml](http://www.china-window.com/china_business/doing_business_in_china/body-languages.shtml), 2/3/09

<http://www.autumnjade.com/culture.html>, 4/3/09

[http://resources.alibaba.com/article/2489/Greetings\\_in\\_China.htm](http://resources.alibaba.com/article/2489/Greetings_in_China.htm), 2/3/09

<http://www.autumnjade.com/culture.html>, 4/3/09

<http://www.woodlandsjunior.kent.sch.uk/customs/greetings.htm>, 2/3/09

*These websites were useful to use as they described best body language as well as gestures that are appropriate and inappropriate for comparison between the two destinations.*

<http://www.bbc.co.uk/dna/h2g2/A11047132>, 2/3/09

*This website was good when I needed to find out the origins of inappropriate hand gestures in Liverpool to explain why they were used.*

<http://www.holymtn.com/tea/chinetea.htm>, 4/3/09

<http://www.weddinggazette.com/content/002360.shtml>, 4/3/09

<http://www.henwed.com/93/religion-and-culture/english-weddings.html>, 4/3/09

<http://www.weddingdetails.com/lore/english.cfm>, 4/3/09



<http://www.weddings.co.uk/info/tradsup.htm>, 4/3/09

*These websites when discussing the differences between ceremonies and their purpose of the culture within these two destinations.*

<http://www.501csw.usafe.af.mil/factsheets/factsheet.asp?id=11512>, 4/3/09

<http://www.travelchina.guide.com/intro/cuisine.htm>, 4/3/09

<http://www.cuisinenet.com/glossary/chinaday.html>, 4/3/09

<http://factsanddetails.com/china.php?itemid=112&catid=4&subcatid=19>, 4/3/09

<http://www.bbc.co.uk/dna/h2g2/A354782>, 4/3/09

<http://www.bbc.co.uk/dna/h2g2/A280892>, 6/3/09

<http://www.mapsofworld.com/china/china-food/traditional-chinese-food.html>, 6/3/09

[http://www.educ.uvic.ca/faculty/mroth/438/CHINA/traditional\\_foods.html](http://www.educ.uvic.ca/faculty/mroth/438/CHINA/traditional_foods.html), 6/3/09

<http://www.geocities.com/Heartland/8149/egg.html>, 6/3/09

<http://www.britishturkey.co.uk/turkey-bytes/uk-christmas.shtml>, 6/3/09

[http://en.wikipedia.org/wiki/Sunday\\_roast](http://en.wikipedia.org/wiki/Sunday_roast), 6/3/09

<http://www.faihandfood.com/Buddhism.php>, 6/3/09

<http://www.woodlands-junior.kent.sch.uk/customs/easter/goodfriday.htm>, 6/3/09

<http://www.woodlands-junior.kent.sch.uk/customs/easter/lent.html>, 6/3/09

*These websites were helpful for me to establish what the cuisine and drink is like within China and how they eat as well as this reflecting on the difference between Liverpool and China's food and drink characteristics. As well as this some of the websites allowed me to gain even more information of food and drink at special occasions which made the websites even more useful to include. The websites gave me facts on forbidden foods as well especially in China and Liverpool on specific days due to religion.*

<http://www.bbc.co.uk/dna/h2g2/A280892>, 9/3/09

<http://jonathan.rawle.org/gallery/liverpool/yellowsub/>, 9/3/09

<http://www.shcf.ac.uk/music/staff/js/AbErhu.html>, 9/3/09

<http://www.newyearfavors.com/new-years-eve-song.html>, 13/3/09

<http://www.fanchants.com/football-songs/liverpool-chants/walk-on/>, 13/3/09

*These websites allowed me to view the traditions of the destinations in terms of arts and crafts, especially music by stating famous songs that include reference to the destinations or facts on instruments used within the destination.*

<http://www.the.morrisring.org/more/index.html>, 9/3/09

<http://china.tourism-asia.net/chinese-dance.html>, 9/3/09

*These two websites then continue the theme of tradition; however they provide useful information in terms of dancing rather than arts and crafts.*

[www.visitliverpool.com](http://www.visitliverpool.com), 9/3/09

*This website established the many museums and art galleries within Liverpool that are highly cultural for tourism purposes and was useful to include.*

<http://www.bigloveturkey.com/pages/03-mosque-etiquette.asp>, 9/3/09

<http://ezinearticles.com/?Formal-and-Informal-Clothing---Japan-and-China&id=1802666>, 9/3/09

[http://library.thinkquest.org/20443/g\\_clothing.html](http://library.thinkquest.org/20443/g_clothing.html), 9/3/09

[http://library.thinkquest.org/20443/g\\_clothing.html](http://library.thinkquest.org/20443/g_clothing.html), 9/3/09

<http://ezinearticles.com/?Formal-and-Informal-Clothing---Japan-and-China&id=1802666>, 11/3/09



<http://ezinearticles.com/?Formal-and-Informal-Clothing---Japan-and-China&id=1802666>, 11/3/09

*All of these websites above were useful to include within my research due to the fact that they laid out the formal and informal clothing and dress of both destinations in terms of business and even special occasions and casual during the day things.*

<http://whc.unesco.org/en/list/1150>, 11/3/09

<http://whc.unesco.org/en/list/438>, 11/3/09

<http://whc.unesco.org/en/list>, 11/3/09

*These websites were useful as they gave me a list of all the heritage sites within China and Liverpool.*

<http://www.bbc.co.uk/dna/h2g2/A280892>, 11/3/09

<http://www.123football.com/stadiums/england/anfield/index.htm>, 11/3/09

<http://www.asianartmall.com/greatwallarticle.htm>, 11/3/09

*These websites were useful as they allowed me to include further information on famous landmarks and buildings within Liverpool and China that contribute to the culture of the city and country.*

<http://www.bbc.co.uk/schools/events/chinesenewyear/>, 13/3/09

<http://www.asiarooms.com/travel-guide/china/china-festivals-&-events/index.html>, 13/3/09

[http://www1.chinaculture.org/library/2008-01/31/content\\_127381.htm](http://www1.chinaculture.org/library/2008-01/31/content_127381.htm), 13/3/09

<http://www.visitliverpool.com/grandnational/home>, 13/3/09

<http://www.visitliverpool.com/site/experiences/liverpool-rocks/festivals>, 13/3/09

<http://www.chinatour.com/countryinfo/festival.htm>, 13/3/09

*These websites were helpful to use as they gave me information on cultural events within the destinations which shows they are a huge part of the characteristics of the culture.*

<http://www.china-tourism.net/>, 13/3/09

<http://www.buddhanet.net/e-learning/buddhistworld/about-pilgrim.htm>, 16/3/09

<http://www.visitliverpool.com/site/what-to-do/faith-tourism>, 16/3/09

*These websites again were useful to include the level of detail for describing religious tourism and pilgrimages related to my destinations.*

<http://14yearslater.blogspot.com/2006/04/some-useful-phrases-and-phonetic.html>, 10/3/09

[http://www.tour-beijing.com/beijing\\_travel/Chinese\\_Phrases\\_for\\_travelers.php](http://www.tour-beijing.com/beijing_travel/Chinese_Phrases_for_travelers.php), 9/3/09

*These websites were good to include within my leaflets as it established phrases with the phonetic pronunciation to help explain how they are pronounced.*

<http://www.kwintessential.co.uk/resources/global-etiquette/china-country-profile.html>, 9/3/09

<http://www.charity-commission.gov.uk/Library/images/Liverpool.gif>, 10/3/09

*These websites were good as they allowed me to include an image of where China is located and a map of Liverpool.*

<http://www.alertnet.org/db/cp/china.htm>, 9/3/09

*This website was useful as it told me the correct driving factors in China.*

<http://www.kwintessential.co.uk/resources/global-etiquette/china-country-profile.html>, 9/3/09

*This website was good as it allowed me to include the correct currency within China.*

<http://www.cnto.org/ac-language.asp>, 9/3/09

*This website was good as it established with detail the language used within China.*





<http://www.travelchinaguide.com/essential/what.htm>, 9/3/09

[http://en.wikipedia.org/wiki/Scouse\\_\(food\)](http://en.wikipedia.org/wiki/Scouse_(food)), 10/3/09

*These websites were helpful as they allowed me to include factors on suitable food and drink with China and Liverpool that travellers should be made aware of to try.*

<http://www.kwintessential.co.uk/resources/global-etiquette/china-country-profile.html>, 9/3/09

<http://www.expats-moving-and-relocation-guide.com/nonverbal-communication.html>, 9/3/09

<http://www.woodlands-junior.kent.sch.uk/customs/behaviour.html>, 10/3/09

<http://www.woodlands-junior.kent.sch.uk/customs/greetings.htm>, 10/3/09

*These websites were helpful as they outlined the non verbal gestures and gestures within China and Liverpool which are or are not appropriate.*

<http://www.cnto.org/ttips-safety.asp>, 9/3/09

<http://www.liv.ac.uk/carnatic/welfare/safety.htm>, 10/3/09

*These websites were useful to use as they allowed me to establish that both Liverpool and China is safe for travelling to for tourism purposes.*

<http://www.asia-planet.net/china/religions-social-customs.htm>, 9/3/09

*This website was helpful to allowed me to include how social customs and religions can be respected within China by tourists.*

<http://www.netxp.com.au/~brandner/assets/images/ChineseFlag.jpg>, 9/3/09

*This website was useful as it gave me the Chinese flag to include within the leaflet.*

<http://www.liverpool.tourist-information-uk.com/>, 10/3/09

*This website allowed me to include the description of the location of Liverpool within the UK.*

<http://bdaugherty.tripod.com/liverpool/scouseLS.html>, 25/2/09

*This website allowed me to include Scouse phrases that travellers could be unaware of with the English translation so it more understandable.*

[http://www.icons.org.uk/library/stock-images/the-v-sign/otherversion\\_200.jpg](http://www.icons.org.uk/library/stock-images/the-v-sign/otherversion_200.jpg), 10/3/09

[http://saraschaefer.com/ss/middle\\_finger.jpg](http://saraschaefer.com/ss/middle_finger.jpg), 10/3/09

*These two websites were good for me to include the images of inappropriate gestures that should not be used by travellers within Liverpool.*

<http://www.cultural tours.co.uk/far-east/silk-road.php>, 1/4/09

<http://www.martinrandall.com/>, 1/4/09

[www.responsibletravel.com](http://www.responsibletravel.com) 1/4/09

<http://www.local-farmers-markets.co.uk/merseyside.html>, 1/4/09

[www.travelmole.com](http://www.travelmole.com), 1/4/09

*These websites were good to use as they allowed me to look at sources, where I could then state my predictions for both my destinations for the future of tourism, culture and local population.*

## **Books**

Oxford Reference Dictionary, Joyce M.. Hawkins, 1986, 2/2/09

*This reference was helpful as it helped me understand what culture is, so I could then clearly define what cultural tourism is for my own understanding.*

A2 Travel & Tourism, Rickerby et al Philip Allen, 2006

*This reference was helpful as it helped me understand the table of key travel motivators so I could then describe this as part of the reason for travel motivators to destinations.*



Culture shock, A survival guide to customs and etiquette, China, by Angela Eagan and Rebecca Weiner, 2007, 27/2/09, 2/3/09, 9/3/09

*This book was helpful for a number of reasons such as religious purposes, dressing within Buddhism, the Chinese alphabet, songs within China (musical instruments), arts and crafts. This book gave me such a large amount of detail that I kept on using it for other topics within the coursework.*

Culture shock, A survival guide to customs and etiquette, Britain, by Terry Tan, 2006, 27/2/09

*This book was helpful for the history and development of religion within Britain in terms of royalty and how religion was created.*

Contesting the Sacred: the anthropology of pilgrimage, John Eade, Micheal J. Sallnow, 2000, 16/3/09

*This book was good to read up on pilgrimages on Liverpool to Lourdes, it gave me a brief idea on what it entailed so I could include it within my coursework and talk about it within my own words.*

Columbus World Travel Guide, 24<sup>th</sup> Edition, 2005, 20/3/09

*This book was good to use as it gave me some very small points that I incorporated into my coursework with my own words to emphasis points on culture.*

### **Newspapers/ Articles**

Liverpool lands 2008 MTV Awards, BBC News, 31<sup>st</sup> October 2007, 15/2/09

*This reference was helpful as it discussed how Liverpool had won the chance to host the MTV music awards, which gave me a point to discuss Liverpool in the forms of music.*

Beijing Olympic Bird's Nest ready, BBC News, 28<sup>th</sup> June 2008, 15/2/09

*This reference was helpful as it allowed me to reference the Bird's Nest as well as gain extra information on the landmark such as it hosted the 2008 Beijing Olympics.*

St Patrick's Day in Liverpool, Liverpool Echo, Tina Miles, 17<sup>th</sup> March 2008, 15/2/09

*This newspaper article was useful as it allowed me to learn that Liverpool celebrates St Patrick's Day, even though it traditionally comes from Ireland.*

BBC News, China steps up "one child" policy, 25<sup>th</sup> September 2000, 4/3/09

*This newspaper article was helpful as it had the contents of the China one child policy so I could relate it back to the culture of China.*

Human Rights Watch, China: Police Shut Down Gay, Lesbian event, 19<sup>th</sup> December 2005, 4/3/09

*This newspaper was helpful be distinguishing how China has developed in terms of homosexuality within their country compared to Liverpool.*

Liverpool Echo, Aintree Ladies' Day catches the eye, April 4<sup>th</sup> 2008, 13/3/09

Ladies Day at Aintree, Manchester Evening News, April 13<sup>th</sup> 2007, 13/3/09

Aintree ladies day, BBC News, 17<sup>th</sup> March 2005, 13/3/09

*These newspaper articles were helpful as they allowed me to describe Aintree's ladies day in terms of what happens and why it is such a cultural attraction within Liverpool.*

Asia: China chic. (Hotel Review), Travel Gazette UK & Ireland, 5<sup>th</sup> Dec 2008, 18/3/09

*This newspaper article was helpful to use as it showed how hotels have incorporated the arts and crafts culture into their accommodation facilities.*

Now's a great time for Oriental adventure, Daily Mail, Saturday, March 15<sup>th</sup> 2008, 18/3/09, 24/4/09



*This reference was good to use to include the appeal of the oriental destination in terms of tourism.*

Horse Power, The Times, Saturday, 7<sup>th</sup> February 2009, 18/3/09

*This reference was helpful to include as it shows the Chinese in a completely different light when gambling comes into play.*

Debunking the scally image: behind the headlines over Rhys Jones, a policy of zero tolerance on Merseyside has been setting a benchmark for the rest of the country says Jason

Bennetto.(CRIME), Jason Bennetto, New Statesman (1996), June 9<sup>th</sup> 2008, 1/4/09

Crime and China: Hong Kong, The Economist (US), May 2, 1992, 1/4/09

*These references were good to use as it helped me establish and describe crime in Liverpool and China, as well as how it then impacts tourism, culture and the local peoples way of life.*

Spitting image: as the Games approach, the state is trying to wipe out habits visitors may find offensive (CHINA), New Statesman (1996), August 4<sup>th</sup> 2008, 30/3/09

*This reference was good to use as it helped me understand what inappropriate behaviour has been restricted within China to attract tourism.*

Who Benefits?: Tourism development in Fenghuang Country China, Human Organisation, summer 2008, 30/3/09

The tourist trap; Last chance, The Times, London, January 6<sup>th</sup> 2001, 30/3/09

*This reference was good to use as I was able to explain and write about how altering the destination for the benefit of tourists can impact on the locals way of life and the culture of both of my destinations.*

Asia – Does the tourism boom threaten cultural heritage? . . ., The Seattle Times, June 6<sup>th</sup> 1999, 30/3/09

Hard work on Paradise Street (Liverpool Paradise Street Redevelopment), Reed Business Information Limited, Oct 8, 2008, 4/4/09

REGENERATION LIVERPOOL: Paradise regained, CMP Information, July 21, 2006, 4/4/09

*These three references were good to use as they allowed me to understand how redevelopment and restaging of culture and heritage impacts the culture of both my destinations.*

The price of westernization, Family Practice News, 1/5/04, 7/4/09

Liverpool: Imagine, Conference & Incentive Travel, 21/1/05, 7/4/09

*These articles were very good for me to include in my work due to the fact that they discussed the loss of culture identity in both of my destinations and how this impacts culture and the local population.*

National consumer campaign set to drive roast beef sales over St. George's 'weekend', Grocer, April 17, 2004, 7/4/09

Chinese dragon puppet. Highlights for Children, Jan 2009, 4/4/09

A glimpse of Chinese folk crafts, Xinhua News Agency, August 19, 2008, 4/4/09

*These articles were good for me to use as I was able to talk about how the provision of customs and crafts is important for the culture and not for the importance of tourism.*

Life satisfaction and family structure among adolescents in Hong Kong, Social Indicators Research, March 2008, 7/4/09

*This website was adequate for me to use as it showed how family structure is important within China, as well as me linking it to Liverpool as well.*



Made in China: working successfully with Chinese suppliers requires an understanding of language and cultural differences, Business News Publishing, Feb 2006, 4/4/09  
China's new culture of cool; understanding the world's fastest-growing market, Book News, Nov 2006

*These two articles were useful for me to include as the aiding and understanding of both my destinations is not only important for tourism, but for locals and the provision of the culture as well.*

An Atlas of Climate Change, U.S. News & World Report, August 4, 2008, 7/4/09

*This website was good to use as it helped me discuss how conflicts with the host community impacts the culture and locals in China.*

Locals caught in a tourist trap, The Times, London, June 13<sup>th</sup> 1998, 30/3/09

Number of Drug Addicts Increases in Beijing, Xinhua News Agency, Feb 6, 2002, 7/4/09

Time to reduce alcohol abuse, China Post, Sept 23, 2006, 7/4/09

*These references were good to use as they helped me to state social problems within both my destinations in a very detailed way.*

Asia – Does the tourism boom threaten cultural heritage? . . ., The Seattle Times, June 6<sup>th</sup> 1999, 30/3/09

Liverpool profits from Capital of Culture status, Caterer & Hotelkeeper, Reed Business Information, Jan 29, 2009, 4/4/09

*These references were helpful for me to use as they helped me discuss and link how economic development and the increased employment impacts culture and the local way of life.*

City title is hot property, Europe Intelligence Wire, June 19, 2003, 7/4/09

*This reference was good to use as it helped me to discuss and evaluate the increased cost of living on the local population.*

Cleaning Beijing, World and I, April 2004, 7/4/09

A new initiative to promote clean coal, Finance & Development, Dec 1997, 7/4/09

LIVERPOOL: Regional funds to boost waterfront, Building Design, Sept 5, 2008, 7/4/09

Regeneration, Building Design, Sept 30, 2005, 7/4/09

*These references were good to use as they helped me to evaluate the environmental impacts on the culture and the local people in terms of improved assets in both destinations.*

Economy may be down, but height of skyscrapers going up, Real Estate Weekly, Feb 25, 2009, 7/4/09

Liverpool to limit tower development, Building Design, Jan 23, 2009, 7/4/09

*These references were good to use when discussing panoramic view damage to the environment in China and Liverpool.*

Habitat degradation and conservation status assessment of gallinaceous birds in the Trans-Himalayas, China, The Journal of Wildlife Management, August 2008, 7/4/09

Landmarks threatened by tides and erosion, Europe Intelligence Wire, August 26, 2008, 7/4/09

*These references were good to use as they allowed me to evaluate and show how the conservation of both Liverpool and China effect the culture and the local population.*

Liverpool city council--a vision: having successfully achieved the auspicious title of Europe's city of culture 2008, Liverpool's evolution from 'seaport to e-port' reflects an unprecedented achievement in delivering efficient and accessible public services, GEO: connexion, Feb 2009, 7/4/09

*This references was very helpful to use as it allowed me to discuss how regeneration as an environmental impact affects the culture and the local population.*





Global Warming joins tourism as biggest threat to historical sites (Travel). Daily Telegraph, London, June 9<sup>th</sup> 2007, 30/3/09

*This references was helpful to use as I could talk about and then evaluate further how environmental education and conservation awareness in important within China as a tourist destination.*

Pedal power, New Internationalist, Nov 2008, 8/4/09

Asia – Does the tourism boom threaten cultural heritage?, The Seattle Times, June 6<sup>th</sup> 1999, 30/3/09

Letter: Noise pollution, Europe Intelligence Wire, Oct 16, 2002, 8/4/09

CREAMFIELDS TO GO AHEAD DESPITE COUNCIL PROTESTS, World Entertainment News Network, June 28, 2006, 8/4/09

*These references were great to use as they allowed me to evaluate and discuss vehicle congestion and how it impacts the environment, tourism, culture and local population within both Chin and Liverpool.*

Thousands of homes destroyed to make way for Olympic tourists, The Times, May 26 2005, 30/3/09

*This reference was good to use as it showed how development pressures and inappropriate development has affect China due to the Beijing Olympics.*

China Plans to Expand Protection of Giant Panda in Habitat: Expert, Xinhua News Agency, March 12, 2001, 8/4/09

*This reference was extremely helpful in stating how the destruction of natural wildlife systems and breeding patterns has affected China as a destination in terms of its culture.*

## **Other**

### **Questionnaires**

*These questionnaires that I used as primary research were useful in making my future predictions about cultural tourism, and the host populations way of life as they gave me a range of feedback that I could make an informed judgement about.*



**A04 - Cultural Tourism Questionnaire**  
**Liverpool**

*Please Circle the correct answers where appropriate*

1. When did you visit this destination?

Recently

Up to 5 years ago

More than 5 years ago

2. What was the purpose of the visit?

Business

Leisure

Visiting Friends and Relatives

3. How many times have you been to this destination overall?

1

2

3

4

5

More

4. Did you visit any local heritage sites? Which ones?

Yes

No

5. Did you see any festivals and do you know what they were called?

Yes

No

6. Did you eat local/traditional food? Where (*e.g. local restaurant, hotel*)?

Yes

No



7. Was there evidence on international change (e.g. McDonalds), Which ones?

☒ Yes

☐ No

Teuco, KFC, Aldi.

8. Did you take part in organised excursions? Which ones?

☐ Yes

☒ No

9. Were the buildings modern or traditional?

☒ Modern

☐ Traditional

10. Did you buy any customs or crafts from the destination? What were they?

☐ Yes

☒ No



**A04 - Cultural Tourism Questionnaire**  
**Liverpool**

*Please Circle the correct answers where appropriate*

1. When did you visit this destination?

☒ Recently

☐ Up to 5 years ago

☐ More than 5 years ago

2. What was the purpose of the visit?

☒ Business

☐ Leisure

☐ Visiting Friends and Relatives

3. How many times have you been to this destination overall?

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☒ More

4. Did you visit any local heritage sites? Which ones?

☐ Yes

☒ No

5. Did you see any festivals and do you know what they were called?

☐ Yes

☒ No

6. Did you eat local/traditional food? Where (e.g. local restaurant, hotel)?

☐ Yes

☒ No





7. Was there evidence on international change (e.g. McDonalds), Which ones?

☒ Yes

☐ No

High Street Store

8. Did you take part in organised excursions? Which ones?

☐ Yes

☒ No

9. Were the buildings modern or traditional?

☒ Modern

☐ Traditional

10. Did you buy any customs or crafts from the destination? What were they?

☐ Yes

☒ No



**A04 - Cultural Tourism Questionnaire**  
**China**

*Please Highlight the correct answers where appropriate*

1. When did you visit this destination?

Recently

Up to 5 years ago

More than 5 years ago

2. What was the purpose of the visit?

Business

Leisure

Visiting Friends and Relatives

3. How many times have you been to this destination overall?

1

2

3

4

5

More

4. Did you visit any local heritage sites? Which ones?

Yes

No

Chongqing

5. Did you see any festivals and do you know what they were called?

Yes

No

6. Did you eat local/traditional food? Where (e.g. local restaurant, hotel)?

Yes

No

local restaurants.



7. Was there evidence on international change (e.g. McDonalds), Which ones?

☒ Yes

☐ No

Clothes Shops

8. Did you take part in organised excursions? Which ones?

☐ Yes

☒ No

9. Were the buildings modern or traditional?

☒ Modern

☒ Both

☐ Traditional

10. Did you buy any customs or crafts from the destination? What were they?

☒ Yes

☐ No

Fans  
weaving stick  
jack  
chop sticks



**A04 - Cultural Tourism Questionnaire**  
**Liverpool**

*Please Circle the correct answers where appropriate*

1. When did you visit this destination?

Recently

Up to 5 years ago

More than 5 years ago

2. What was the purpose of the visit?

Business

Leisure

Visiting Friends and Relatives

3. How many times have you been to this destination overall?

1

2

3

4

5

More

4. Did you visit any local heritage sites? Which ones?

Yes

No

Liver building

5. Did you see any festivals and do you know what they were called?

Yes

No

6. Did you eat local/traditional food? Where (e.g. local restaurant, hotel)?

Yes

No





**A04 - Cultural Tourism Questionnaire**  
**Liverpool**

*Please Circle the correct answers where appropriate*

1. When did you visit this destination?

☒ Recently

☐ Up to 5 years ago

☐ More than 5 years ago

2. What was the purpose of the visit?

☐ Business

☒ Leisure

☐ Visiting Friends and Relatives

3. How many times have you been to this destination overall?

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☒ More

4. Did you visit any local heritage sites? Which ones?

☒ Yes

☐ No

Bealtes + Maritime Museum

5. Did you see any festivals and do you know what they were called?

☐ Yes

☒ No

6. Did you eat local/traditional food? Where (e.g. local restaurant, hotel)?

☐ Yes

☒ No



7. Was there evidence on international change (e.g. McDonalds), Which ones?

☒ Yes

☐ No

Global companies eg. Tesco

8. Did you take part in organised excursions? Which ones?

☐ Yes

☒ No

9. Were the buildings modern or traditional?

☒ Modern

☐ Traditional

10. Did you buy any customs or crafts from the destination? What were they?

☐ Yes

☒ No



**A04 - Cultural Tourism Questionnaire**  
**Liverpool**

*Please Circle the correct answers where appropriate*

1. When did you visit this destination?

☒ Recently

☐ Up to 5 years ago

☐ More than 5 years ago

2. What was the purpose of the visit?

☐ Business

☐ Leisure

☒ Visiting Friends and Relatives

3. How many times have you been to this destination overall?

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☒ More

4. Did you visit any local heritage sites? Which ones?

☐ Yes

☒ No

5. Did you see any festivals and do you know what they were called?

☐ Yes

☒ No

6. Did you eat local/traditional food? Where (*e.g. local restaurant, hotel*)?

☐ Yes

☒ No



7. Was there evidence on international change (e.g. *McDonalds*), Which ones?

☒ Yes

☐ No

High Street Stores, eg TopShop

8. Did you take part in organised excursions? Which ones?

☐ Yes

☒ No

9. Were the buildings modern or traditional?

☒ Modern

☐ Traditional

10. Did you buy any customs or crafts from the destination? What were they?

☐ Yes

☒ No





**A04 - Cultural Tourism Questionnaire**  
**Liverpool**

*Please Circle the correct answers where appropriate*

1. When did you visit this destination?

☒ Recently

☐ Up to 5 years ago

☐ More than 5 years ago

2. What was the purpose of the visit?

☐ Business

☒ Leisure

☐ Visiting Friends and Relatives

3. How many times have you been to this destination overall?

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☒ More

4. Did you visit any local heritage sites? Which ones?

☐ Yes

☒ No

5. Did you see any festivals and do you know what they were called?

☐ Yes

☒ No

6. Did you eat local/traditional food? Where (*e.g. local restaurant, hotel*)?

☐ Yes

☒ No



7. Was there evidence on international change (e.g. *McDonalds*), Which ones?

☒ Yes

☐ No

McDonalds, KFC etc.

8. Did you take part in organised excursions? Which ones?

☐ Yes

☒ No

9. Were the buildings modern or traditional?

☒ Modern

☐ Traditional

10. Did you buy any customs or crafts from the destination? What were they?

☐ Yes

☒ No



#### A04 – Impact of tourism on culture and way of life

When looking at the impacts of tourism on the culture and the way of life for the host population there are a large number of positive and negative economic, environmental, and social cultural impacts; even though all of these factors impact tourism on culture and the populations way of life the most significant impact is social cultural. All of these factors may or may not have changed the destination as a result of these factors and tourism.

#### **Social Cultural Impacts**

##### *Crime*

Within Liverpool crime is a major factor that can impact culture and peoples way of life in terms of safety and people's behaviour. Merseyside police however have managed to make a 18% drop in recorded crime on an annual scale, which has emphasised on an 11% decrease compared to last years overall time. (Debunking the scally image: behind the headlines over Rhys Jones, a policy of zero tolerance on Merseyside has been setting a benchmark for the rest of the country says Jason Bennetto.(CRIME), Jason Bennetto, New Statesman (1996), June 9th 2008, 1/4/09) I feel that Liverpool has not changed as a destination from the results of crime; in fact I feel that Liverpool is trying to make the destination as safe as possible for the local population primarily as word of mouth in terms of domestic tourism is more beneficial to Liverpool as a tourist destination. R2B

Compared to Liverpool China's crime rate has risen in recent years especially in Hong Kong, even though Hong Kong is still classed as the world's safest cities. (Crime and China: Hong Kong, The Economist (US), May 2, 1992, 1/4/09) I feel that China has changed as a result of crime because the government is still trying to attract tourism to China so they must establish that they are a safe destination to attract tourists to want to come. R2H2

In terms of a socio-cultural impact crime in both of these destinations is not because of tourism, it is not the tourists causing the problems and issues of crime but the local people. So the benefit of crime decreasing in Liverpool is more beneficial to the host population rather than tourism. However this does then make Liverpool more appealing to tourists because crime rates are decreasing which can benefit tourism, but it is not an impact of tourism. Like in China even though crime may have increased it is not aimed at the tourists but rather it's the local people such as the Triad and drugs, this then shows that again Hong Kong is still seen as a safe destination due to crime not being aimed at tourists or on the other hand influenced by tourists either, as China in some regions can be poverty stricken and I would see that tourism may cause crime due to them bringing valuables and money with them on holiday. However this is not the case in China which is why again this is classed as a positive social-cultural impact. R2H3

##### *Inappropriate behaviour*

Inappropriate behaviour within China there was a campaign launched before the Olympics in 2008 in an attempt to wipe out habits that tourists and visitors to China may find offensive or disgusting. This campaign was launched by the government of China in an attempt to make visitors feel more welcome and comfortable within the destinations culture, such actions include spitting, litter and as much as jumping in a queue. The



consequence of the Chinese doing these actions would be by fining anyone. As the Chinese have classed spitting to be a much hated habit even though it is extremely common, as well as clearing your throat loudly. Due to the fact that within China it has been made aware that for many years it has been made socially acceptable to spit within the Chinese culture the government wish to suppress this habit which tourists could find vulgar and offensive, which could therefore encourage tourism to China in a positive light. (Spitting image: as the Games approach, the state is trying to wipe out habits visitors may find offensive (CHINA), New Statesman (1996), August 4<sup>th</sup> 2008, 30/3/09) A03

Compared to China Liverpool has inappropriate behaviour in the forms of the "V-sign" and the middle finger, as every country consists of inappropriate behaviour such as spitting in China and specific hand gestures in Liverpool. However in terms of a socio-cultural impact I feel that inappropriate behaviour in China is being suppressed by the government which in turn is trying to create a loss in cultural identity by preventing the Chinese to change their way of life. As within China spitting is a common aspect of the Chinese culture and it is well known world-wide for this, because this inappropriate behaviour within China is being seen as offensive and disgusting from a tourist point of view. The culture is trying to be changed to benefit tourism to China on the basis of the 2008 Olympics, from this I can see that within China inappropriate behaviour in terms of suppressing the local culture and changing traditional people's way of life as spitting in China is seen as acceptable, therefore this is a negative social-cultural impact. Whereas Liverpool's inappropriate behaviour is not a negative socio-cultural impact because it is not being controlled by the government therefore the culture and host populations 'way of life is not being changed on the basis of improving tourism. A2H3

#### *Altering the destination for the benefit of tourists*

In terms of altering the destination for the benefit of tourists the Chinese government adapted a rural strategy of development to develop the resources of culture and nature to increase tourism numbers and therefore income. China has sold this development strategy for an increased profit to private organisations; the projects themselves have impacted 374,000 people. It has been stated that the partnership between the public and private sectors has been made successful for both parties due to tourism increasing and boosting GNP of China. (Who Benefits?: Tourism development in Fenghuang Country China, Human Organisation, summer 2008, 30/3/09) I feel that China is adapting its culture and country to attract more and more tourists and in turn could threat the host populations' way of life. A03

However as tourism is the most developed industry it can make or break a country, as it can attract visitors to both China and Liverpool. (The tourist trap; Last chance, The Times, London, January 6<sup>th</sup> 2001, 30/3/09) Within Liverpool it has been made clear that England as a country is trying to promote domestic tourism according to [www.travelmole.com](http://www.travelmole.com), 1/4/09. Research shows that one in five people that went on a holiday last year 90% have now apparently considered ways to save money, this is where Visit England has spent £3 million on promotional material to encourage domestic tourism to prevent people from Britain from going on holiday and taking their money with them. I feel that Liverpool has changed as a result of tourism due to them trying to create more appeal for domestic tourism to try to encourage spending within England overall so they are not losing money as an import to another country like China. A2H3





In terms of a socio-cultural impact altering the destination for the benefit of tourists I feel that both China and Liverpool are trying to improve the destinations for mainly tourists. The fact that China is trying to encourage development strategies and Liverpool is trying to promote domestic tourism to improve their economy on the basis of attracting more tourists. However I feel that this is a negative socio-cultural impact due to the fact that the host population and their way of life is not the main priority for the development and encouragement of promotions. Even though the host population could benefit from the developments and promotions of the destinations I feel that they are not the target audience for these factors. For this reason because the destinations are not putting the culture and the host populations' way of life as the primary factor for the development instead for the hopes of attracting and encouraging a boost in tourism. The attractions and buildings being built such as hotels within China are meeting the desires of tourists more than usually, as in China new hotels are now serving western food and showing premiership football instead of the traditional local food and customs within China. Whereas new hotels within Liverpool are offering the local food of Liverpool to meet the tourists needs, however the jobs that are being made for European workers instead of the local population of Liverpool. For this reason I find that the effects of tourism on both of these destinations is prioritising tourists needs which is effecting the local culture by not providing jobs and the traditional customs to the tourists, therefore the culture and host population is being effected due to tourism. A34B

#### *Redevelopment and restaging of culture and heritage*

As China is trying to create an increase in tourism within its destination to boost its economy there is reason to suggest that this increase in tourism is threatening the heritage of the destinations in terms of a cultural means. As Asia is one of the fastest growing continents for the purpose of leisure tourism it is not surprising that world heritage sites within China are helping attract and create a increasing percentage to the contribution of the countries GNP. As the increase of tourism brings more profit to China as tourism is a huge industry and with a large amount of World heritage sites within China only increases the attraction to the destinations itself. However China has found that cultural tourism needs to be developed more to preserve cultural sites to keep them sustainable. People have been focused on as the reason for the risk towards historic buildings such as modern developments from skyscrapers to the number of tourists at a historic site being higher than the carrying capacity. (Asia – Does the tourism boom threaten cultural heritage? . . ., The Seattle Times, June 6<sup>th</sup> 1999, 30/3/09) I feel that China is again like Liverpool reliant on tourism in terms of its economy at a cost of its cultural heritage being unsustainable. A342

Within Liverpool the redevelopment of the destination is based on the European Capital of Culture, a redevelopment that is taking place is the £700m Liverpool Paradise Street development which is the largest within the UK of this type. This development has introduced a large proportion of the city centre including new shops, residential and leisure facilities. The development shows a link to Albert Dock as views are possible from landmark hotels and new public parks. (Hard work on Paradise Street (Liverpool Paradise Street Redevelopment), Reed Business Information Limited, Oct 8, 2008, 4/4/09) From this I can see that there is redevelopment taking place, however the restaging of culture and heritage is not being focused on within this redevelopment due to A03



it trying to improve Liverpool as a city centre in terms of its facilities for locals, but possibly tourists as well. It has become clear that regeneration of Liverpool is based on the retail industry which is now known as Liverpool One. Within Liverpool the destination has become well-known in terms of this industry and the new shopping centre now in place within the centre of the city centre, which could boost tourism massively. However I feel that this regeneration could also provide more facilities for locals and not just tourism. Liverpool One was built as an urban regeneration project costing Liverpool £900million. This development has not only boosted visits to Liverpool but has improved access to other areas of Liverpool such as the Albert Dock. (REGENERATION LIVERPOOL: Paradise regained, CMP Information, July 21, 2006, 4/4/09)

A2H3

A03

Where this socio-cultural impact is concerned I feel that the redevelopment and restaging of culture and heritage in both China and Liverpool is a positive impact due to the fact that even though both destinations have developed largely to attract tourism such as boosting tourism numbers in China from World Heritage sites and developing more facilities within Liverpool, because of this I can see that both destinations are again trying to promote themselves in a tourism perspective. However I feel that this impact is positive due to the fact that none of these developments or restages are aimed at tourism alone, these are to provide more facilities for the locals as well as the tourists. As the local population can benefit from such developments it does not harm their way of life, but in fact improve it. The redevelopment of Albert Dock and Forthlin Road within Liverpool and the Beijing clear up for the Olympics are both positive impacts to go along with the redevelopment and restaging of culture due to the fact that these areas were derelict or not as well developed as other areas. The Albert Dock was a derelict dock that as never used and has now been redeveloped and transformed into a nicer place to live by and visit. All of these redevelopments are positive due to them improving the local aesthetics of the destinations for the benefit of tourism to promote and attract more appeal to both destinations, as well as improving the quality of life and the cultural heritage of both destinations to attract cultural tourism.

A2H3

A2H3

#### *Loss of cultural identity*

Within China it is becoming massively affected by westernisation due to private sector organisations that are world-wide such as McDonalds, KFC and even Starbucks creating business in China in cities like Beijing. However now there is a new western industry that is appearing in China which is plastic surgery. (The price of westernization, Family Practice News, 1/5/04, 7/4/09) However from what I can see no tourists do the latest western craze within China it is mainly effecting and providing the service for the locals. From what I can see though tourists do not visit China for the western services such as MacDonald's, they visit the destination to view the destination in terms of its beauty, culture or even for the whether and heritage sites, but the western services available make the destination seem more recognisable and familiar which could create more appeal, but I feel that this is not the reason why tourists visit China but the increase in tourism to China is promoting more western services to open within China due to profit.

A2H2

On the other hand Liverpool has created headlines and images for this destination such as the Liverpool themed red football shirt, The Beatles, The Grand National and the ferry across the Mersey. All of these factors have created a strong heritage from the birth of Liverpool football club. (Liverpool: Imagine, Conference & Incentive Travel, 21/1/05,

A03



7/4/09) Due to Liverpool football club and football creating a large amount of Liverpool's heritage compared to China, Liverpool is not creating a loss of cultural identity but more making a name for itself from all of the images that can represent Liverpool which makes it a much stronger generation.

A2+H3

In terms of a loss of cultural identity I can see that China is experiencing this due to the destination being heavily influenced by western attitudes such as plastic surgery which in terms is a negative socio-cultural impact due to the fact that this industry is new to this destination and has changed the Chinese way of life and thinking by the fact that they feel they need to get surgery on things they dislike with one of the extremes being altering their height which can go horribly wrong. However this is not a tourism impact or even down to tourism, it is because of changing attitudes and peoples views that this western attitude has been introduced. In the end this affects the culture as western worlds are influencing China so much that they could lose sight of their culture upbringing altogether if more industries from western worlds develop within China. However I feel that this factor with Liverpool is a positive impact due to the fact that they are enhancing their cultural identity instead of developing some other destinations culture due to influences from businesses.

A2+H3

#### *Preservations of customs and crafts*

Within England recently there has been a large push for St George's day to be celebrated within England as people in England think that we should celebrate St. George's day due to the fact that he is actually our saint. Many retailers are stocking up on beef for roast dinners for St. George's day as they feel that the push of promoting this day as a national holiday will drive sales for small and large businesses which will increase profit. (National consumer campaign set to drive roast beef sales over St. George's 'weekend', Grocer, April 17, 2004, 7/4/09)

A2+H2  
A03

With China there are many customs and crafts from a historical time, the dragon is a strong symbol within China that is popular around Chinese New Year. Paper puppets can be made from this culture, however they are world known crafts of China that are not hard to make therefore are not unique and individual for the Chinese to make alone and therefore can be massed produced. (Chinese dragon puppet. Highlights for Children, Jan 2009, 4/4/09) During the Beijing Olympics Chinese folk crafts were displayed for the visitors to China which even included some athletes. Some of these crafts were wooden kites made from bamboo strips and paper-cut-outs such as origami. However origami is only being produced because of tourism, due to the fact that the local population have no need for this craft but the appeal of tourists buying these crafts is the only reason this tradition is being kept alive. These traditional folk crafts are unique to China as these crafts cannot be mass produced and are individual to China and its culture. (A glimpse of Chinese folk crafts, Xinhua News Agency, August 19, 2008, 4/4/09) As tourists can buy these crafts from within China they are creating a preservation of these customs and crafts, however I do believe that these crafts still belong in China for a reason because the Chinese also buy and use these crafts as well as produce them so they are not heavily reliant on tourists to buy them to keep these crafts alive for China.

A2+H2  
A03

A2+H3

A03

A2+H3

In terms of the preservation of customs and crafts both China and Liverpool are trying to promote their crafts and customs within their destinations. Liverpool on one hand is trying to promote their customs by raising awareness that they should celebrate their



culture due to the fact that they are trying to not be influenced by other culture such as St. Patrick's day from Ireland. The celebration of all things Beatles and Matthew Street Festival are helping the preservation of customs and crafts within Liverpool as these experiences are a main cultural focus within this destination which is extremely popular in terms for the local population being proud of their culture and heritage, as well as tourism by creating appeal to the destination because of this cultural craft and customs. Whereas China is trying to preserve their crafts not for the purpose of tourism but for their culture, even though in China they are creating crafts for tourists to buy this is not the sole purpose of the creation of crafts in China they are simply trying to keep their crafts alive. Overall I feel that for these reasons the preservation of customs and crafts is a positive socio-cultural impact as the population and culture is not reliant and driven by customs and crafts from the destinations.

A24B

A24B

A24B

#### *Changes to family structure*

Family structure can change a destinations population way of life due to the way people live their life and influences from western countries. (Life satisfaction and family structure among adolescents in Hong Kong, Social Indicators Research, March 2008, 7/4/09) Family structure within China has changed due to tourism by the example of the Chinese mans' farmland that was taken away from him for this purpose of a car parking facility for the Great Wall of China, he now sells brochures and booklets about the Great Wall near this car parking facility. This has changed the family structure within China as due to the country being communist, the government has control over everything including land so they have the power to say and get anything done such as this example. For this reason family structures can be changed at the drop of a hat within China due to the government's control of the country. This is a negative social cultural impact due to the fact that the change in family structure is being changed due to tourism facilities and other factors like this being made to promote tourism. For this reason the change in family structure is a resulting impact from tourism. Whereas within Liverpool there is no change in family structure due to the government having no power over land which is not owned by them, therefore the change in family structure in Liverpool is not effected by tourism.

A24B

A24B

#### *Aiding of understanding*

When aiding and understanding of the culture comes into play it is extremely important to understand the culture, customs and language of the destination. A manufacturing company has stated that within China they must learn and develop knowledge of accessibility within China which helps their business and when they travel to China for business tourism. (Made in China: working successfully with Chinese suppliers requires an understanding of language and cultural differences, Business News Publishing, Feb 2006, 4/4/09) From what I can see only general information is passed onto tourists rather than the true meaning of culture within China. Due to the fact that tourism and the facilities China has to offer tourists can not be as detailed about culture as this would not meet all the forms of tourism within China, therefore the information has to be generalised. China as a destination has developed rapidly with its culture still intact. Chinese culture has four basic elements those being; food, style, home and family life, and travel. (China's new culture of cool; understanding the world's fastest-growing

A23

A24B





market, Book News, Nov 2006) The internet and customs from the Olympics can show tourists the culture to educate them, however the aiding and understanding of the Chinese culture is not high priority on all tourists lists, only those high on Maslow's hierarchy of needs. Tourists and the host population in China mix within China in any destination as it is an integrated society whereby locals are not restricted from tourist areas unless they are all inclusive resorts. A03  
A04/2

In terms of a socio-cultural impact the aiding of understanding is a positive impact within China this because as a destination it is trying to educate tourists about its culture to raise awareness and to preserve its culture as much as possible to try to maintain and make its population proud of its heritage. Whereas within Liverpool aiding of understanding is being made from brochures, leaflets and information boards being located around Liverpool to educate tourists about the culture. As both destinations are creating aiding of understanding and educating tourists they are showing how their culture was made and is being maintained through education and keeping the cultures intact and strong within both destinations. For this reason I feel that aiding and understanding is an effected from tourism as there would be no need to educate tourists if both destinations were not popular in terms of tourism, but it is a positive impact as both destinations are making there cultures sustainable through education. A04/3

#### *Conflicts with host community*

China can experience conflicts from tourism that has built up for a number of reasons such as water shortages as well as food in-securities due to failure of crops from a global warming impact. The fact that tourism is then promoted in China puts an even bigger strain on resources due to the fact that they will be using water and eating food within China creating less for the host community. Water shortage is from such events like droughts or monsoons which haves caused an erosion of soil which has impacted on Chinese Governments raising farmers in China's taxes because of this. (An Atlas of Climate Change, U.S. News & World Report, August 4, 2008, 7/4/09) A04/2  
A03

In terms of this factor I see conflicts with the host community as a negative socio-cultural impact due to the fact that conflicts should not be present within any destination as it should be an integrated society of people whether they are the host community or tourists. For this reason as China already has issues with tourists due to sparse water supply and provision of food is scarce which is being used by tourists which is effecting the supply for locals as China also has a large population so there is already a strain on the supplies of the country added on top of this is tourists using these facilities it is no wonder that there are conflicts with the host community and tourists. Within Liverpool there is no issue or conflicts with the host community as no impacts are affecting the host population due to the destination being mutli-cultural and accepting and understanding that tourism needs to occur to keep the economy strong within Liverpool. For this reason I feel that tourism is only affecting China in terms of conflicts with the host community, but not Liverpool as no issues are present within this destination. A04/3  
A04/2

#### *Social problems*

It has been made aware by people within Britain that they are under focus when tourism is concerned. As tourism is classed as a business of a world-wide status, more and more people want to get involved with the industry. Within Britain in 1996 it had 25



million overseas visitors which turned out to be an increased figure from the previous year by 1 million. However tourism has also brought some social problems with it. Within Britain where there is a tourist attraction there has become conflict with the tourists and host population. As in Liverpool there are large numbers of coach tours travelling to 20 Forthlin Road that our Beatle fans, this causes insecurities for the community surrounding Forthlin Road. The house is open to the public due to the fact that it was brought by the National Trust as it was previously lived in by Paul McCartney whom spent his teenage years here writing songs with the former band members that were known as The Beatles at a later stage. As coach loads of people flock to this location it causes disturbances to the residents of the area due to large amounts of people exceeding the carrying capacity that would not disturb the peace. (Locals caught in a tourist trap, The Times, London, June 13<sup>th</sup> 1998, 30/3/09) However you can only visit this site on the Beatles tour, so therefore the disruption is minimised as if this house was available to be viewed by the public the area would be even more congested and disrupted due to individually cars arriving at the site, compared to a few coaches a day. For this reason the impact is not as bad as it could be if the site was open to the general public. However I feel that Liverpool has changed as a result of this factor as it has become heavily reliant on tourism as an industry which has created these social problems as tourism is being promoted and encouraged, but in some regions is exceeding the carrying capacity and therefore affecting the local's way of life.

B4H2

B4H2

B4H3  
AB3

B4H3

B4H3

Within China there has been an increase in the number of drug addicts in Beijing to 20,000. This drug abuse has created an increase in crime and other social problems. Even though it has been stated that these social problems developed from the increase in drug use they are becoming harder to see by security officers. (Number of Drug Addicts Increases in Beijing, Xinhua News Agency, Feb 6, 2002, 7/4/09) Other than drug problems in China, alcohol abuse is apparent in this destination as well which is creating more disease and violence and therefore social problems. Alcohol is blamed for increasing problems including drink driving within China as well as many other countries. (Time to reduce alcohol abuse, China Post, Sept 23, 2006, 7/4/09) However this impact within China is not the resulting impact of tourism but rather the local population.

In terms of a social problem this factor is a negative socio-cultural impact due to the fact that all social problems are related to tourism such as noise and disturbance in tourist location like in Liverpool which is affecting the host community by preventing them from living their life the way they would normally carry it out. Within China the social problems are not directly related to tourism and factors they might bring with them, however the social problems are affecting the culture and peoples way of life by causing social problems and negative factors such as causing health problems and abuse the host community from the influence of drugs and alcohol abuse. For this reason I feel that Liverpool's social problems are a direct impact from tourism even though the situation could be worse if individual tourists and cars travelled to Forthlin Road. Whereas China's social problems are not because or even related to tourism, but rather the host population.

B4H3



## **Economic Impacts**

### *Economic development and increased employment*

Tourism as an industry has generated a large amount of income to the destination. It has been acknowledged that visitors have provided an income of \$12.6 billion into China, which was spent on the 63.5 million trips to China in 1998. Tourism is known as the number one industry world wide which is why China finds it so important to attract inbound and domestic tourism to strengthen the countries economy. As tourism is an established industry within China many direct and indirect jobs have been created for the host population, which contributes to the multiplier effect whereby a single Yen will be spent within China approximately 10 times. (Asia – Does the tourism boom threaten cultural heritage? . . ., The Seattle Times, June 6<sup>th</sup> 1999, 30/3/09) I feel that any countries income and economy is mainly related to tourism in many ways both direct and indirect, if tourism was to leave China altogether jobs and income will decrease massively as tourism plays a large part of a destinations main source of income as a major industry in its economy.

Within Liverpool the European Capital of Culture generated £176 million in tourist's spending money within Liverpool as a whole, this was a contribution from many different sectors such as 1 million hotel beds being full as well as attracting 3.5 million new visitors to the destination. Overall this created an economic benefit to Liverpool of £800 million. However the Capital of Culture 2008 also helped generate visitors totalling over 15 million to venues and events of a cultural purpose. (Liverpool profits from Capital of Culture status, Caterer & Hotelkeeper, Reed Business Information, Jan 29, 2009, 4/4/09)

In terms of an economic impact these factors I feel are a positive impact on the way of life and culture of the countries, due to the fact that tourist is developing their economy by increasing expenditure and visits. As tourism is an industry within both of these destinations it is extremely important as it boosts the destinations economy and that expenditure that is earned is put back into the destination to do things such as preserve its culture and heritage sites, or to provide facilities for tourists but also for the locals creating the multiplier effect. For this reason this factor is a positive impact as it is promoting and developing the destinations to attract tourism even more but also to improve the way of life and culture for the local people by providing jobs in direct and indirect employment. Both of these destinations do not experience seasonal tourism as they have winter and summer activities which promote tourism even more. For this reason I feel that even though the overall impact of economic development and increased employment is a positive impact, the destinations are still affected by the fact that the jobs that are being provided are not going to the local populations but rather to European or foreign visitors in both destinations, due to the populations in both destinations not wanting some of the jobs being available such as cleaning or reception jobs. This could even create a small amount of leakage in both destinations as the money earned by these employees are not being spent necessarily in the local destination and area.

### *Increased cost of living*

Within Liverpool during the Capital of Culture 2008 property prices rose dramatically due to this award to the destination. It is apparent that apartments within Liverpool have risen in price by 15% due to the Capital of Culture 2008, this goes to show that when a destination is promoted in status it affects the cost of living by it increasing due to the



fact that the demand to live or visit that area has risen and so has economic growth of that destination. Liverpool was advertised massively due to the award in 2008 and to create a profit for the destination to boost its economy by the multiplier effect. (City title is hot property, Europe Intelligence Wire, June 19, 2003, 7/4/09)

In terms of this factor I feel this is a negative socio-cultural impact due to the fact that an increased cost of living does not just affect tourists who would like to live in an area, but it also effects the host community as they have to pay the same increase in living cost which reduces their disposable income and can impact their way of life. Whereas in China this impact of the increased cost of living is not an impact due to the country being a communist country and taxes not being as high as the government run and have the power to do anything within China. For this reason the increased cost of living is not effected within China by tourism, but Liverpool is due to the popularity and demand for the apartments and facilities this destinations has to offer, and can therefore increase the cost of living to gain more money for the economy, which can therefore be used to improve the destinations even further as well as increasing GDP.

### **Environmental Impacts**

#### *Improved assets*

China from the Beijing Olympics was in major need of environmental improvement and this event was the reason for them to be set in motion. Pollution was improved from factories and the burning of fossil fuels such as coal. From the Olympics Beijing managed to launch a large scale environmental challenge to clean up the area to improve it altogether, this plan has planted 10 million trees to improve the appearance of Beijing as well as to reduce pollution. The success of this scheme was that 70% of the outer area of Beijing was covered in trees. Factories are also being moved further away from the city to reduce the pollution in Beijing as well as vehicle use being reduced to decrease fuel emissions by 80% which will improve the areas for the host community and tourists. (Cleaning Beijing, World and I, April 2004, 7/4/09) China has also set up a scheme whereby it has launched a "Clean Coal Initiative 1996" to create a more sustainable environment within China. (A new initiative to promote clean coal, Finance & Development, Dec 1997, 7/4/09) Features of Beijing however were lost in the clean up such as traditional hut buildings which can only be found within China, this is effecting the host population and is being directly affected from tourism as if the Beijing Olympics did not take place the clean up would not have occurred. As the only reason that the clean up occurred was to create a good appeal and impression of Beijing for tourists who came when the Olympics took place in 2008, so would hopefully want to visit again.

Whereas in Liverpool the Northwest Regional Development Agency has given them £1.9 million to improve Waterfront Connections within the city centre to improve its appearance. This grant will improve infrastructure, public view and the environment altogether both for the host community and tourists as they will both be encouraged to travel to the city centre of Liverpool more as it is more appealing and environmentally friendly. (LIVERPOOL: Regional funds to boost waterfront, Building Design, Sept 5, 2008, 7/4/09) As well as this Liverpool has also been given £4 million to improve Aintree Industrial Estates in an infrastructure and environmental point of view for the host community. (Regeneration, Building Design, Sept 30, 2005, 7/4/09)





In terms of improved assets I think that this is a positive environmental factor due to the fact that the environment is not being improved to attract tourists primarily but to improve the area for the host community to improve their way of life and to encourage their standard of living. For this reason I feel that this is a positive impact as the host community is being put first before tourists, however tourists can benefit from improved assets within both destinations as a secondary factors.

AB43

#### *Panoramic view damage*

In terms of buildings creating visual pollution China has one of 2008s top ten high rise buildings which is Minsheng Bank Building consisting of 1,087 feet. (Economy may be down, but height of skyscrapers going up, Real Estate Weekly, Feb 25, 2009, 7/4/09) However this building is not due to tourism compared to the Olympic "Bird's Nest" stadium. This building again has caused panoramic view damage, but has also not been made to fit in with the traditional and cultural buildings of Beijing. The fact that the Chinese are not keeping to there traditional building styles shows that the culture is being lost due to the construction of modern buildings. As well as in Liverpool tall high rise buildings has been restricted to preserve the city's world heritage status but also not to spoil the panoramic view damage. (Liverpool to limit tower development, Building Design, Jan 23, 2009, 7/4/09) In terms of this factor I feel it is a positive environmental factor due to the fact that restrictions are being made to prevent visual pollution from creation of high rise buildings due to the fact that it is not appealing the host community or tourists to view, and is therefore benefitting the host communities way of life. For this reason I feel that panoramic view damage is effected by tourism if not promoted by it, as the demand for modern, spectacular and more buildings is effecting the traditional building styles as well as creating panoramic view damage.

AB42

AB3

AB43

#### *Conservation*

Conservation is extremely important as habitat degradation can be preventing when conservation is in place for the environment as well as animals. Within China one conservation scheme is in place to protect the gallinaceous birds from risk of dying off. This conservation scheme has been proven to be effective in protecting these species. (Habitat degradation and conservation status assessment of gallinaceous birds in the Trans-Himalayas, China, The Journal of Wildlife Management, August 2008, 7/4/09) Due to this fact tourists are actually contributing to helping conservation within China. Coastal erosion is a large impact around the region of the Northwest where Liverpool is located, due to rising sea levels and it being located on the coast is prone to coastal erosion. Protection from erosion in this area is from sea walls or even sand dunes systems. (Landmarks threatened by tides and erosion, Europe Intelligence Wire, August 26, 2008, 7/4/09)

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In terms of a conservation point of view I see this as a positive environmental factor on culture and the people's way of life due to the fact that conservation is a major factor which must be made aware of. In both destinations conservation protects the environment and the destinations in terms of their heritage of wildlife and the environment which can benefit the local people and in China could even provide a livelihood.

AB43



### *Regeneration*

Liverpool has experienced large amounts of regeneration for many different reasons such as to transform its image for the award of Capital of Culture 2008 by gaining an amount of £3 billion programme. Areas such as the Albert Dock have been transformed to promote tourism to the area from the form of regeneration, by building new shops and placing museums and galleries within the area to generate an appeal to the area from this regeneration scheme. Liverpool has undergone a large amount of regeneration which has updated infrastructure, as well as creating 14,000 new jobs. (Liverpool city council--a vision: having successfully achieved the auspicious title of Europe's city of culture 2008, Liverpool's evolution from 'seaport to e-port' reflects an unprecedented achievement in delivering efficient and accessible public services, GEO: connexion, Feb 2009, 7/4/09)

In terms of regeneration I feel it is a positive environmental factor because it is re-imaging and creating new appeal to Liverpool for tourists. However it also provides more facilities such as shops, galleries and even jobs in a variety of industries to the host community, which improves there quality of life and even improving the culture of the destination. Whereas in China regeneration has not taken place on a large scale apparent from the Beijing Olympics which was not a regeneration project. For this reason tourists have not had an impact on China to do regeneration to any of its towns or cities.

### *Environmental education and conservation awareness*

One of the major factors that is being experienced world wide and not just in China and Liverpool is global warming. The fact that this factor is causing an impact to historic sites puts world heritage sites under threat, as global warming is a human influence that has caused a threat for cultural heritage states the World Monuments Fund (WMF). It has been seen that heritage sites are under threat as there is a rapid increase in tourists visiting fragile sites such as the Great Wall of China. The WMF is a voluntary organisation that lists the most endangered sites due to global warming and the rapid rise in tourism. The main solution to the effects of climate change on cultural and natural world heritage sites both within Liverpool and China is to protect and conserve the area by the means of sustainable tourism. Since this effect being established the WMF has raised £100 million for 214 sites that are threatened with this facing factor including The Great Wall of China. (Global Warming joins tourism as biggest threat to historical sites (Travel). Daily Telegraph, London, June 9<sup>th</sup> 2007, 30/3/09) As tourists visit these World Heritage sites they pay a set entrance fee that then is given to the World Heritage sites so they can be maintained and keep sustainable by preserving these sites with the money given and even donated by tourists. I feel that environmental education and conservation awareness has not changed the culture and peoples way of like due to tourism, but I do feel that China involving its heritage sites are changing and becoming under threat because the destination is so focused on attracting tourism and encouraging them to see their heritage sites that they have abandoned the importance of conservation and sustainability.

In terms of an educational perspective and conservation awareness I feel it is a positive environmental impact as raising awareness is creating a better environment for the local people and the host community, and they are also gaining knowledge on different cultures and there way of life that tourists can then respect in any destination to the host community. Whereas in Liverpool environmental education and conservation awareness is not as widely acknowledged as Liverpool has no major UNESCO World



Heritage sites compared to China, therefore there is not as much need for this impact within Liverpool as World Heritage sites are not at risk. For this reason I feel that this impact is not affected by tourism, but rather promoted and helped by tourism.

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*Vehicle congestion: water, litter, air and noise pollution*

Within both of my destinations vehicle congestion and pollution can affect the host community's way of life massively. However within China traffic congestion from vehicles is reduced due to the fact that the growth in the number of bicycles within China has increased, this is also good for the environment as it reduces vehicle emissions creating pollution and an unpleasant environment to live in. Bicycles are used in China for individual use and also can be used as Taxi's called Boda-Boda's. The reason bicycles are becoming heavily popular within China could be due to 200,000 hectares of farmland being taken to create new roads each year, with car numbers being reduced the number of roads could also therefore be reduced. (Pedal power, New Internationalist, Nov 2008, 8/4/09) Tourists can have the choice how to travel by bike or by car so they can help prevent vehicle congestion and help prevent pollution within China, or they can even take a Boda-Boda which also gives money to the local people as a form of income which can create the multiplier effect. However litter is the worst habit within China as well as vandalism including graffiti. It has been noticed by UNESCO in particular that these problems of pollution or even such things like erosion of the heritage sites, is faster than they can be restored and maintained. This is the reason why UNESCO launched responsible tourism within China to keep such sites sustainable and conserved. (Asia - Does the tourism boom threaten cultural heritage?, The Seattle Times, June 6<sup>th</sup> 1999, 30/3/09)

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Unfortunately within Liverpool fuel emission is not being reduced to the expansion of Liverpool airport which will cause a larger number of fuel emissions from planes but it will also create large amount of noise pollution and visual pollution for local residents of that area of Liverpool which can affect the way they live their lives. However this expansion will be undergone to bring more tourists into Liverpool to make it more easily accessible while affecting the host community. (Letter: Noise pollution, Europe Intelligence Wire, Oct 16, 2002, 8/4/09) Noise pollution within Liverpool is a major factor of the destination and many protests to decrease it are being carried out for changes to be made to make sure the host community is not affected by such causes of pollution. (CREAMFIELDS TO GO AHEAD DESPITE COUNCIL PROTESTS, World Entertainment News Network, June 28, 2006, 8/4/09)

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In terms of pollution and vehicle congestion I feel that this is a negative environmental impact because in both destination litter and noise pollution can affect not only the environment and the appeal of the destination but also the host community's way of life. These factors do not make the communities life better but in fact worse because they have to live with it every day. The drive to attract tourists is impacting on the environment such as in Liverpool as the host community is not being taken into account before the airport was expanded and now they are suffering from noise pollution because the demand for tourism in Liverpool is being promoted and needed. The only positive factor is that China is trying to reduce its vehicle emissions and use to make the environment cleaner for the host community, but then it could also encourage tourism as well. For this reason I feel that tourism is contributing to vehicle congestion in both

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destinations due to the carrying capacity of both destinations being high, however tourists have the choice especially in China in what form of transport they wish to use such as Boda-Boda's and pedal bikes decreasing congestion and pollution in China.

AB4B

#### *Development pressures and inappropriate development*

Within China due to the Beijing Olympics being hosted in 2008 there were many conflicts about the development of the "Birds Nest" being inappropriate in terms of its development. This was due to the fact that thousands of homes were destroyed to make way for homes for Olympic tourists and the stadium itself. It has been said that 300,000 city residents were relocated to make way for the £42 billion project. However the worst factor is that those residents who complained were prosecuted and some even jailed, even though the development of this project is a large benefit to Beijing by encouraging tourists to travel to China during and after the Beijing Olympics 2008. (Thousands of homes destroyed to make way for Olympic tourists, The Times, May 26 2005, 30/3/09) However within Liverpool buildings were destroyed in Liverpool in 2008 to make space for Liverpool One which has become a massive shopping complex and has promoted domestic and inbound tourism even more for Liverpool since its development.

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In terms of this pressure on the environment from development China has not considered the host population but only the chance of attracting more tourists due to the Olympics. However the host community have lost their homes, livelihoods and their lives basically to make way to attract tourism, this makes this impact a negative environmental factor due to the fact that the host community is being made homeless and they are also losing part of their culture to make space for the "Bird's Nest" to be created. This has caused impacts to the host community and the culture in which they used to have in that area which will now be lost forever due to inappropriate development pressures. From what I can see tourists are promoting development pressures and inappropriate behaviour by governments thinking they need to generate more appeal to each destination by creating more positive and persuading attractions to attract even more tourists to help boost the GDP and economy.

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#### *Destruction of natural wildlife systems and breeding patterns*

Within China the panda is a creature that is at risk of extinction from the destruction of its habitats and the destruction of its breeding pattern possibly due to development within China. The panda's habitat needs to be preserved to make sure these species are kept alive for future generations to see. The Giant Panda Breeding Technology Committee within China is doing their best to preserve their environment so Panda's bedding and life is not affected, they are constructing plantations of bamboo for the panda's and monitoring their behaviour and the environment closely so they are not affected. (China Plans to Expand Protection of Giant Panda in Habitat: Expert, Xinhua News Agency, March 12, 2001, 8/4/09) Pandas are trying to be protected within China due to the risk of extinction; there are many conserved areas and protected habitats for Panda's within China in which tourists can visit and pay an entrance fee which will help to keep these areas of conservation in place. (Now's a great time for Oriental adventure, Daily Mail, Saturday, March 15<sup>th</sup> 2008, 24/4/09)

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In terms of this environmental factor I see this as a positive factor as the Panda is well recognised in China which is one of the only countries that have this specie, for this





reason it is extremely important to protect these creatures to keep the natural culture of China alive and sustainable. This will then maintain the culture and could even attract tourism to view these animals, but this factor is positive as they only want to maintain these species for the benefit of China and its culture and not for the purpose of attracting tourism. For this reason I feel that tourism is helping to contribute to conservation and helping prevent animal extinction by paying the entrance fee to these areas of conservation, whereas in Liverpool tourists are contributing to erosion due to the increase in visitors to the destination.

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#### *Predictions for the destinations*

For my predictions of China in the future I feel that the country will become quite popular in terms of cultural tourism. The fact that there are many tour operators making Chinese culture available as a tourist destination this will boost the increase of tourism to China massively. There are many tours that are on offer from Beijing, Xi'an, Guilin, Shanghai, Three Gorges, Chongqing and Hong Kong, these particular tours highlight the main cultural attractions that China has to offer such as The Great Wall. As well as these holiday tours that last from as little as a week, the same tour operator offers short tours on a day excursion to specific Chinese sites. (<http://www.culturaltours.co.uk/far-east/silk-road.php>, 1/4/09) Martin Randall Travel is another tour operator which specialise in tours for a cultural purpose to many destinations including China, (<http://www.martinrandall.com/>, 1/4/09), as well as [www.responsibletravel.com](http://www.responsibletravel.com) 1/4/09 making cultural tourism available to be heard of such as tailor made holidays to specific destinations. The fact that cultural tours are growing successfully which can be seen by the amount of tour operators that have these specific tours to China shows that there is a niche market for this tourism. I feel that due to cultural tourism developing and becoming advertised more, China will have a very positive impact from this factor.

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In terms of Liverpool according to [www.travelmole.com](http://www.travelmole.com) 1/4/09 cultural tourism has been focused into a domestic tourism push costing £250,000. It has been made clear that from research that was carried out in England that 22% prefer cultural type holidays. As well as regional tourist boards promoting the culture of Liverpool for example by the event of the farmers market (<http://www.local-farmers-markets.co.uk/merseyside.html>, 1/4/09) From this information I feel that Liverpool will be able to promote cultural tourism from its cultural heritage linking back decades, which will make Liverpool a more appealing destination in my opinion for tourism due to many destinations, organisations and tour operators promoting cultural tourism more and more in the last few years. The main aspect of the culture that will contribute to the future prediction I have made for Liverpool is the past culture such as The Beatles and the Maritime Museum, as well as Liverpool Football Club with the Liver birds. Whereas for China I find that the main aspects of the culture are the past traditions such as the traditional tea ceremonies as well as the World Heritage sites, such as the Great Wall of China due to the fact that it has so much history attached to it from ancient times from China. I feel that these are the main aspects of the culture which is what I have based my future predictions and trends.

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However from the research of my questionnaires I have found that not many people have visited China as I only got 1 questionnaire back from China to get feedback from, so I would state that the culture is safe from tourism due to the culture being controlled and



not influenced through promoting tourism. On the other hand for Liverpool I have found that there were too many people to get feedback from so the culture is under threat due to mass tourism whether it is domestic or inbound. My questionnaires show that China has a large amount of local Heritage sites as well as traditional food being extremely string even though there was a lot of notice from international change such as retail shops and fast food restaurants such as China. Whereas Liverpool seems to have a lot of purposes for tourists to visit the destination such as business, leisure and visiting friends and relatives, however I had found from the feedback that not many of the cultural sites were visited, which could show that the main reason people visit this destination is not for a cultural purpose. I have also noticed that there is a mixture of traditional and modern buildings which shows that regenerative and redevelopment has taken place to attract more tourism.

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