

Wildlife tourism research in China: an analysis of the Chinese literature

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Outline



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1. Introduction

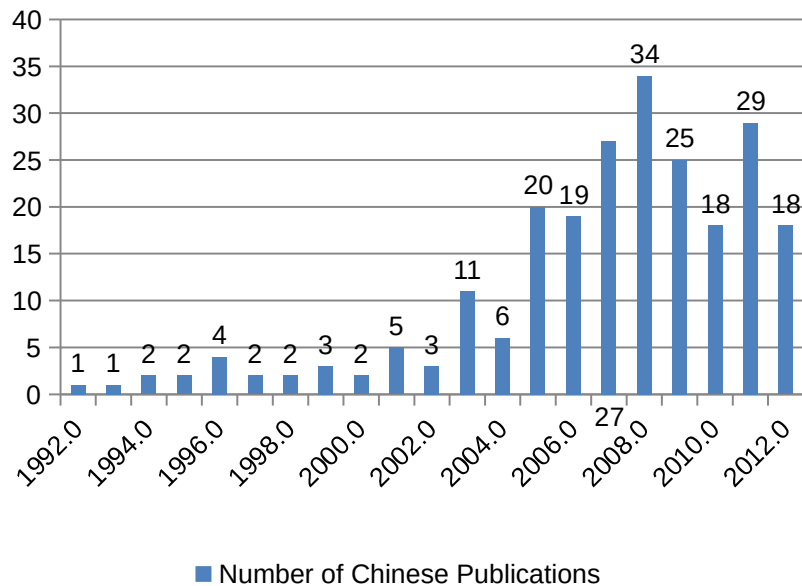
2. Methodology

Data Collection

All the references are collected from China Knowledge Resource Integrated Database (www.cnki.net). All the 234 collections are between 1992-2012.

Definition of wildlife tourism :

Type	Description	Example	Reference
Non-consumptive	Captive	Zoo Tourism. Keeping wild animals in formal zoo settings	Van, 1992; Woods, 1998; Ballantyne, 2007
	Semi-captive	Wildlife breeding centers and open zoo settings (safari park). Captive wildlife in natural settings for example, captive rare marsupials in Western Australia	Cong, Wu, Morrison, Shu & Wang, 2014
	Non-captive	In the Wild. Interactions with animals in the wild.	Newsome, 2004; Orams, 2000
Consumptive	Hunting	Hunting safaris, not for trophy, Shooting wild ducks	MacKay, 2004
	Fishing	Sport fishing.	Abdulkaji, 2008





3. Results of bibliometric analysis

The Top Ten of Repeat contributions by Institution (sorted by instance). The Top Ten Repeat contributions

Institution	Instance
Northeast Forestry University	42
Peking Forestry University	26
Chinese Academy of Sciences	13
Chengdu Universities of Technology	7
Sichuan Normal University	6
Nanjing Normal University	5
Anhui University	4
Sichuan University	4
Zhongshan University	3
East China Normal University	3

Author	Institution	Instance
Ma Jianzhang	Northeast Forestry University	6
Cheng Kun	Northeast Forestry University	6
Wang Hongying	Peking Forestry University	5
Liu Yan	Sichuan Normal University& Sichuan University	5
Jiang Zhigang	Chinese Academy of Sciences	4
Yu Zhaoyuan	Nanjing Normal University	4
Yuan Linwang	Nanjing Normal University	4
Zou Hongfei	Northeast Forestry University	4
Cheng Shengkui	Chinese Academy of Sciences	3
Xu Honggang	Zhongshan University	3
Yu Hongxian	Northeast Forestry University	3

All Species That Take Case for .

Species	Number
Giant Panda	30
Bird (Cranes)	27
Elk	6
Monkey (Golden)	5
Tiger	2
Whale	2
Wild Boar	1
Elephant	1
Butterfly	1



Non- consumptive

4.1. Non-captive Wildlife Tourism

Quantitative evaluations of wildlife value

Take the value of giant panda, which is calculated by travel cost method, as an example, its main value includes commercial value, recreational value, educational value, value of biodiversity, cultural and aesthetic value and scientific value. According to a quantitative evaluation in 2007, the average value of a Chinese giant panda is 195.64 million RMB (Han, 2008)

Products : At present, wildlife tourism in China includes mammals such as giant panda and bird watching such as the red-crowned crane (product description and tourist characteristics)

Tourist attitude, behavior and satisfaction, effects on wildlife, habitat (<10 papers)



Wildlife Park Development :

Until 2011, there are altogether 30 wildlife parks, including aquariums, crocodile parks, monkey parks, and bird parks located in Shanghai, Guangdong, Wuhan, Hefei, Jinan, Beijing, and Hebei (Luo, 2011).

Many wildlife parks demonstrate problems such like short life circle and bad management condition. (Ye, 2007).

ZOO:

Wildlife welfare research
Education function of Zoo

Tourist

The main factors impacting on the viewing time of tourists significantly are exhibition characteristics, including exhibit size, visual barriers, variety, distance, visibility, next exhibit, and crowding; animal characteristics including activity level, animal size and infant presence and other factors including tourist group size, interpretative media and ambient temperature (Chen, 2003).



Hunting : From 1984 to 2005, Chinese international hunting tourism received 1101 foreign hunting tourists, who hunted 1347 wildlife animals contributing 36.39 million dollars (Ji, 2007).

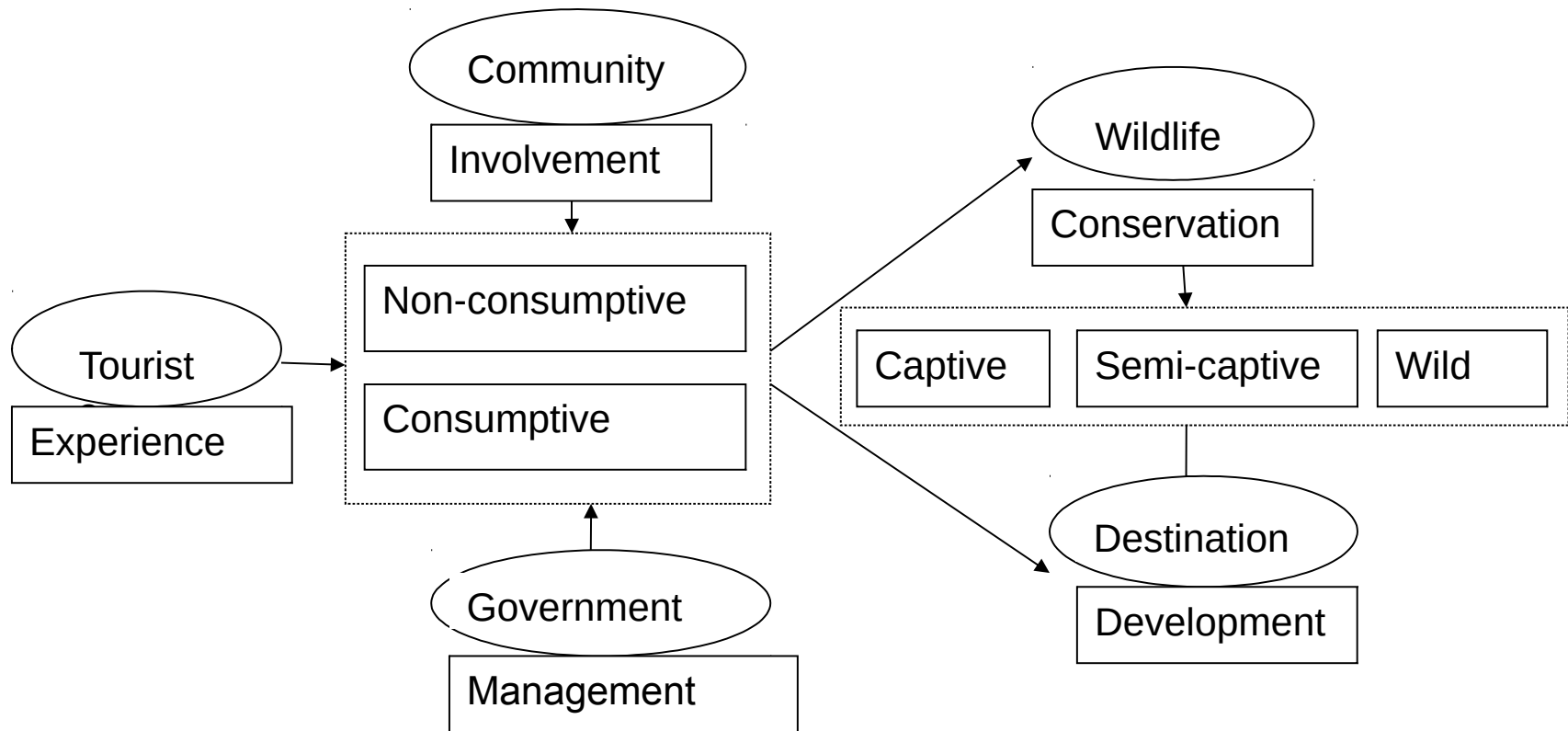
After the International hunting auction (licenses) failed in 2006, because of pressure from public opinion, hunting tourism stopped and had little chance to start again (Ji, 2007).

Fishing: Leisure fishing started at the beginning of 1990s in China (Xu, 2012). However, the operators of fishing tourism products are still small and emerging tourism products. Ocean leisure fishing has just started and operating well in Qingdao and Zhuhai..



Progress of Wildlife tourism research in China

5. Discussion and conclusion



From the stakeholder perspective, the tourist, wildlife, destination, community and the government are the most important five stakeholders for researchers and the core question for each stakeholder are experience, conservation, development, involvement, and management. Almost all the questions about the wildlife tourism are related to the interaction for the five stakeholders

5. Discussion and conclusion

***THANKS !
QUESTIONS &
SUGGESTIONS !***

