Environmental policies, strategies and technologies in the context of Heritage Tourism: a comparative case study analysis of natural and cultural World Heritage Sites in China and Malaysia

Presented at the 4th Interdisciplinary Tourism Research Conference, Bodrum, Turkey

by

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As a response to climate change, energy shortages and increasing impact of tourism activities, over the past few years a number of initiatives in heritage sites have sought to promote the introduction of environmental technologies and sustainable tourism initiatives. However, the role of different actors in the creation and adoption of these strategies in the context of World Heritage Sites has seldom been investigated. The purpose of this research is to fill this gap and advance the understanding of the dynamics influencing the introduction of environmental policies, strategies and technologies. Furthermore, the study develops a new analytical framework for conducting multi-level analysis of actors, drivers and barriers in the adoption of new measures for environmental protection. It adopts a comparative mixed method case study approach to analyse two cultural and two natural heritage sites in China and Malaysia. The results highlight the impact of tourism on the local economy and depict different scenarios in which the social fabric of the place is central to the formulation of responses at institutional and industry-level to the pressures on environment and the local culture.