Sustainable Tourism Observatories and Cases in China

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Part I: Observatories for Sustainable Tourism Development in China;

Part II: Indicators for Sustainable Tourism Development in Yangshuo, China;

Part III: Chinese Sustainable Tourism Cases (Some positive and negative examples)
Part I Observatories for Sustainable Tourism Development in China
Introduction

The Observatory for Sustainable Tourism development in China

- In July 2005, the workshop of "UNWTO Indictors for Sustainable Tourism" was held in Yangshuo, Guilin, China.
- Yangshou Observatory for Sustainable Tourism Development was founded in 2005.

The conference of UNWTO indicators for Sustainable Tourism
In March 2008, the Observatory for Sustainable Tourism Development in Huangshan Mountain was established.

Centre for Tourism Planning & Research, Sun Yat-Sen University, Guangzhou, China, takes the responsibility to monitor the indicators for sustainable tourism in Huangshan Mountain.
The Destinations as Cases for Sustainable Tourism Development in China

- Collaboration Agreement between UNWTO and Sun Yat-Sen University in Oct., 2010
The Destinations as Cases for Sustainable Tourism Development in China

- **Zhangjiajie Sustainable Tourism Observatory by UNWTO, was established in July, 2011**

Zhangjiajie National Park
The Destinations as Cases for Sustainable Tourism Development in China

- Monitoring Centre for UNWTO Sustainable Tourism Observatories was founded in Dec., 2011, at the Centre for Tourism Planning & Research, Sun Yat-Sen University, Guangzhou, China
Part II

Indicators for Sustainable Tourism Development in Yangshuo, China
Yangshuo Observatory for Sustainable Tourism Development

- Foundation-laying ceremony of Yangshuo Observatory for Sustainable Tourism Development by UNWTO in 2005
Yangshuo Observatory for Sustainable Tourism Development

- The Completion Ceremony of Yangshuo Observatory for Sustainable Tourism Development by UNWTO in 2009
Yangshuo Observatory for Sustainable Tourism Development

- Taleb D. Rifai, UNWTO Secretary Visiting Yangshuo Observatory for Sustainable Tourism Development in 2009
Sustainable Tourism Indicators

- Tourism Development in Yangshou

Lijiang River, Yangshuo
Tourism Development in Yangshou

- Foreign tourists discovered Yangshuo

The West Street, Yangshuo, 1999

Foreign tourists help to rebuild the West Street
Tourism Development in Yangshou

- Communities participation: the elite in Yangshuo

Mom Moon

Lisha
Tourism Development in Yangshou

- Popular tourist destinations

The West Street

Lijiang River
Tourism Development in Yangshou

Problem Arising
- Inflation
- Crowded
- Pollution
Tourism Development in Yangshou

- Over Commercialization

The Past West Street

The West Street Now!
Monitoring of Sustainable Tourism in Yangshuo

- In July 2005, the workshop of “UNWTO Indictors for Sustainable Tourism” was held in Yangshuo, Guilin, China.
- The mission of this workshop was to define and apply the indicators of sustainable tourism to a local tourism planning practice, to inspect tourism development process and also provide training for Chinese officials and professionals.
- In addition, the “Yanshuo Agenda” was declared after this workshop.
Sustainable Tourism Indicators

- Sun Yat-Sen University, takes the responsibility to monitor the indicators for sustainable tourism development in Yangshuo.

- These reports were formulated on the basis of a large number of interviews, observed data, and over ten thousand of questionnaire surveys from 2006 to 2011;

- Referred to the systems, contents, and relevant information of “WTO, 2004, Indicators of sustainable tourism, Yangshuo, China,” and “WTO, Indicators of Sustainable Development for Tourism Destination: A Guide Book”.

Monitoring reports on sustainable tourism development

Indicators of sustainable development for tourism destinations: a guidebook.
<table>
<thead>
<tr>
<th>Topic</th>
<th>Basic monitoring indicator</th>
</tr>
</thead>
</table>
| Attitude of Residents to Tourism | • Overall satisfaction (questionnaire)  
• Satisfaction with all aspects of tourism (questionnaire) |
| Impacts of tourism on local communities | • Resident perception of economic, community and cultural impacts of tourism (questionnaire)  
• Services and infrastructure construction arising from tourism (secondhand data) |
| Community engagement and awareness | • Percentage (number) of community residents doing tourism-related jobs and main types (sampling questionnaire survey);  
• Perception of tourism involvement by community residents (questionnaire)  
• Percentage of the concept “sustainable tourism development” by community residents  
• Issues on tourism involvement of concern for community residents (questionnaire, resident interview) |
| Tourist satisfaction | • Tourist satisfaction with all aspects of tourism (questionnaire)  
• Overall tourist satisfaction (questionnaire)  
• Perception of tourism experience against expectation (questionnaire)  
• Willingness of tourists to revisit and recommend (questionnaire) |
| Whether land utilization or development planning supports tourism specifically | • Land use control at the overall strategic level  
• Layout planning of tourism development spaces, and land use control  
• Tourism service facilities and county traffic land planning  
• Land utilization of main destination townships  
• Land conversion and additional tourism land |
## Sustainable Tourism Indicators

<table>
<thead>
<tr>
<th>Topic</th>
<th>Basic monitoring indicator</th>
</tr>
</thead>
</table>
| Contribution of Tourism to Yangshuo’s GDP and Public Finance         | • Percentage of tourism income to GDP  
• Contribution of tourism income to tax revenue                          |
| Impact of Tourism on Industry Mix                                     | • Overall development trend of tertiary industries driven by tourism  
• Impacts of tourism development on Yangshuo’s agricultural structure |
| Impacts of tourism on Yangshuo’s handicraft and commercial development | • Development trend of accommodation and catering services driven by tourism (statistics) 
• Development trend of handicrafts and characteristic agriculture driven by tourism (statistics, store survey) |
| Impacts of tourism on Yangshuo’s public employment                    | • Job opportunities created by tourism (sampling questionnaire survey, interview) 
• Impacts of tourism on Yangshuo’s employment structure (interview) 
• Resident training and skills development driven by tourism (number of English training agencies in the county) |
| Atmospheric environment                                               | • Air quality monitoring and conformance to standard  
• Evaluation of resident and tourist perceptions                          |
| Utilization of water resources and conservation of aquatic environment| • Utilization of water resources  
• Conservation of aquatic environment  
• Evaluation of resident and tourist perceptions                          |
| Noisy environment                                                     | • Noise monitoring and conformance to standard  
• Evaluation of resident and tourist perceptions                          |
| Solid waste                                                           | • Disposal rate of solid waste  
• Evaluation of resident and tourist perceptions                          |
| Landscape and visual impacts of tourism                               | • Whether there is landscape and visual improvement and control in support of tourism development  
• Evaluation of resident and tourist perceptions                          |
Tourism’s contribution to GDP of Yangshuo

<table>
<thead>
<tr>
<th>year</th>
<th>contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>18.41%</td>
</tr>
<tr>
<td>2001</td>
<td>20.30%</td>
</tr>
<tr>
<td>2002</td>
<td>21.21%</td>
</tr>
<tr>
<td>2003</td>
<td>20.77%</td>
</tr>
<tr>
<td>2004</td>
<td>28.37%</td>
</tr>
<tr>
<td>2005</td>
<td>30.80%</td>
</tr>
<tr>
<td>2006</td>
<td>42.08%</td>
</tr>
<tr>
<td>2007</td>
<td>38.63%</td>
</tr>
<tr>
<td>2008</td>
<td>45.12%</td>
</tr>
<tr>
<td>2009</td>
<td>55.98%</td>
</tr>
<tr>
<td>2010</td>
<td>56.13%</td>
</tr>
<tr>
<td>2011</td>
<td>85.58%</td>
</tr>
</tbody>
</table>

Data Source: Bureau of Statistics of Yangshuo County.

Yangshuo's economy is getting dependent on tourism increasingly.
Sustainable Tourism Indicators

Tourism and Economy

Community perception of tourism and economy

- More and more residents think that tourism has led to price rise;
- Less and less residents think that tourism has improved their living standard greatly.
- Community’s negative perception of tourism and economic development has been increasing.

Data Source: Monitoring reports on Yangshuo sustainable tourism development.
Sustainable Tourism Indicators

Tourism and Economic

Overall tourist satisfaction

- Overall satisfaction
- But the dissatisfaction has been increasing

Data Source: Monitoring reports on Yangshuo sustainable tourism development.
Sustainable Tourism Indicators

Indicators Warning

- Yangshuo's economy is getting dependent on tourism increasingly.
- Yangshuo residents' negative perception of tourism and economic development has been increasing.
- Overall tourist dissatisfaction of Yangshou has also been increasing.
Part III

Chinese Sustainable Tourism Cases (some positive and negative examples)
Sustainable Tourism in China

- Positive Examples: Five Stories in Shangri-La
  (community empowerment, integrity and responsibility, heritage protection, harmony between natural and human, Travel change values of life)
- Negative Example: Conflicts and Destroy

Longji Terraces, Longshen, Guilin
Introduction to Shangri-La

- 1933, James Hilton “Lost Horizon”, Create the word “Shangri-La”;
- 1937, Hollywood put the novel onto the screen and make the place famous;
- 1924~1935 American Austrian Locke published 9 articles in “National Geography” introduce Lijiang, Diqing, Ganzhi, and he lived in the area about 26 years
Beautiful View of Shangri-La
Meili Snow Mountain
Sustainable Tourism Stories in Shangri-La

- 社区增权——雨崩的案例
  Community empowerment: Case of Yubeng
- 诚信与责任——玛佳的故事
  Integrity and responsibility: Maja’s Story
- 人与自然的和谐——藏玛鸡
  Harmony between natural and human: Crossoptilon Chicken
- 遗产保护——古法印制
  Heritage Protection: Ancient Methods of Printing of Sutra (Scriptures)
- 价值观——上海医生的故事
  Travel change values of life: The Story of a Doctor from Shanghai
Community Empowerment

- An Story of Community Empowerment in a small village in Shangri-La
Community Empowerment

Concepts:

- Empower: to authorize, license(person to do); give power to, make able, enable, to commission (Sykes, 1987:339)

- Empowerment is an important prerequisite for sustainable development in a tourist destination (Sofield, 2003)

- Community empowerment can really highlight the dominant position of the community, To achieve sustainable tourism development. (Bao & Sun, 2008)
Sustainable Tourism & Community Empowerment

Social Exchange (power) outcome between community and government (Ap, 1992; Sofield, 2003):

- **Outcome 1**: Sustainable Tourism development;
- **Outcome 2, 3**: Unsustainable Tourism development;
- **Outcome 4**: Tourism can not develop

POWER OF GOVERNMENT

- **HIGH**
- **WEAK**

POWER OF COMMUNITY

- **HIGH**
- **WEAK**

<table>
<thead>
<tr>
<th>1 BALANCED MUTUAL EXCHANGE</th>
<th>2 UNBALANCED GOVERNMENT FAILURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 UNBALANCED COMMUNITY FAILURE</td>
<td>4 BALANCED UNREWARDING EXCHANGE</td>
</tr>
</tbody>
</table>
Community Empowerment

Case: Yubeng village

Location:

- Yunnan Province in China, a remote mountainous area, 63 km away from the downtown, including 18 km where riding horse is needed;
- Elevation of 3050~3150m, a highest village in the area;
- Beautiful view with snow mountain, glacier, waterfall, alpine lakes, pastures, meadows, and primeval forest.
Social & economic situation:

- 34 families, 182 person; Residents believe in Tibetan Buddhism (Gelu).
- Educational level is generally low (illiterate and semi-literate), unable to use Mandarin to communicate.
- Self-sufficiency in agricultural production, the main source of income is animal and herbs; annual income is about 3 to 4 hundred dollars per person.
Community Empowerment

Community Participation in Tourism:

- Horsing: the turn is determined by drawing lots; price for horse riding is fixed.
Community Empowerment

Community Participation in Tourism: Horsing

- **Right**: every family in the village can provide 2 horses to rent, and the price is determined by the community, not by the horse owners;
- **Management**: The leader of the village supervises rules of rotation and arranges horses, maintaining the horses' safe operation;
- **Fairness**: Horse matching for tourists is determined by lottery.
Community Empowerment

Community Participation in Tourism: Accommodation

- 14 Inn; 380 Beds; 6 standard rooms; each family can provide food and Beverage.
Community Empowerment

The Process of Community Empowerment

The First Set of Rules (2002):

- Each family as a unit number; arranged in numerical order every day for accommodating the tourists; supervised by village leader;
- The villagers of the duty family stay in the gate of the village and take the tourists to their houses;
- If the number of tourists go beyond the capacity of the duty family, then they will be arranged to the next family by turn. But accommodation revenue must compensate the duty family (10 RMB per person) in the next day; while food and beverage revenue is not included;
- The tourists have no right to choose which family to stay, only decided by the community.
Community Empowerment

The Second Set of Rules (2003):

- Same as First one, except that

- Tourists have right to choose which family to stay, which is a progress.

The Elite: Rong (video)
Community Empowerment

The Third Set of Rules (2006):

- Four families in a group, one duty group a day;
- If the tourist choose to stay in the duty group, the revenue will be shares in the group;
- If the tourists do not choose the duty group, then the host family has to compensate the duty group (10 RMB per person) in the next day.
## Summary: Comparison of the three rules

<table>
<thead>
<tr>
<th>Rules</th>
<th>Advantages</th>
<th>Disadvantages</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>fairness and incentives</td>
<td>Ignore the tourist’s right to choose</td>
<td>—</td>
</tr>
<tr>
<td>2nd</td>
<td>Guarantee the tourists’ right to choose</td>
<td>Do not know accurate number of tourists, caused conflicts between the villagers</td>
<td>the 1st set of rules are modified by village meeting : allow tourists to choose accommodation</td>
</tr>
<tr>
<td>3rd</td>
<td>Increase supervision, to avoid cheating on the number of tourists</td>
<td>-</td>
<td>the 2nd set of rules are modified by village meeting : 4 family a group, one group a duty day</td>
</tr>
</tbody>
</table>
Community Empowerment

Community Participation in Tourism: Summary

- Every family in the village can participate in tourism and benefit from it;
- Safeguard the legitimate rights and interests of the villagers and maintain interpersonal relationships and social attitudes in the village;
- Properly handling the distribution of tourism revenue among the villagers, considering the economic interests of both sides, and avoiding the disputes due to tourism development.
Community Empowerment

Community Participation in Tourism

- Obligation: Environmental protection
- Each family has to clean one section of the road.
Integrity and responsibility

Story of Maja, an Austrian woman in China

- Integrity: 2 Yuan for a cup of tea, much lower than others.
- “I offer honesty information”.
- Responsibility: concern about the future of the community.

(Video)
Heritage Protection

- Dege Scriptures Printing Temple

(Video)
Harmony between natural and human

■ 藏玛鸡
Tibet Chicken

(Video)
Travel change values of life

■ 上海医生的事故
The Story of a Doctor from Shanghai

(Video)
Unsustainable tourism cases: Conflicts and Destroy

- Case of Longji Terraces
Conflicts and Destroy: Case of Longji Terraces

Case of Longji Terraces: tourism development

- The early 1980s, photographer, painter, writer came here; and generally received by the village leaders.
- After 1993, the villagers began to develop their own family hotels.
- In 1995, villagers began to charge tourists 3 RMB per person; ticket revenue were distributes to each family according to the population of the village.
- In 1998, Scenic Area of Longji terraces was established and operated by the Longsheng Tourism Corporation; Longji began to sell ticket to tourists for 20 RMB per person, only 20% of the ticket revenue was returned to villagers.
In 2001, the Longji Hot Springs Co., Ltd. was established, and charge tourists for tickets of 30 yuan per person; but only allocated 50,000 RMB to the villagers who were very dissatisfied about distribution.

In 2002, Golden Week of "Labor Day", local residents drove the company staff away in the scenic area and sell tickets by their own.

2004, the ticket price was raised, but the allocation to the local residents were not increased correspondingly.

The villagers drove the company staff away once again; and tickets selling not allowed; tourists were not permitted to enter the area;

After several rounds of negotiations, the company agreed to assign 150,000 RMB to the villagers from 2003 on.
Conflicts and Destroy

Case of Longji Terraces: Summary

- Longji terraces as a cultural landscape which created by local residents for generations out of the wisdom and hard work of reclamation, the community is its creator.
- From that point of view, the community has the legal land property rights, they should have the ownership of the assets, the return on assets, but the distribution of tourism revenue are seriously inclined to developers.
- The protection of the terraces is completely count on the local residents, increasing problems such as the balance between tourists used-water and terraces irrigation water are not being solved.
- Community do not want to take care of the terraces to maintain the landscape, even the outbreak of the conflict, seriously affect the Longji terraced landscape.
Questions

What would you consider the main reasons for adopting sustainable tourism planning approaches in your country?

1. Has your country identified specific sites / destinations as test-beds to trial and replicate best practice sustainable tourism planning – and what are the most important lessons being replicated and influencing development in other sites?

2. In your country are the arguments for adopting and resourcing sustainable tourism planning at the national level convincing and, if not, what might be done both in-country and by multilateral institutions such as UNWTO to strengthen these arguments?

3. Monitoring and evaluating using key indicators such as those identified by UNWTO and GSTC among others including setting up of ‘tourism observatories’ are costly to implement. What options are there for financing these costs in your country?
Questions

What would you consider the main reasons for adopting sustainable tourism planning approaches in your country?

4. How essential is community participation, ownership or control to the delivery of benefits to the community from a tourism initiative? What role does sustainable tourism planning play in enhancing and conveying benefits to the community and prevents building enclave tourist resorts?

5. Local government are aware of the importance of the sustainability of tourism in a destination. They know the indicators which are an early warning system for destination of potential risks and a signal for possible action. But the fact in China, the indicators have not been fully accepted and well used yet. What is your opinion and suggestion about how to stimulus the tourism sector comes from the perception to acceptation?
Thank You!
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