2015-2016 MCSTO Work Report: on the way of exploring Sustainability & Harmony

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UNWTO CONFERENCE ON TOURISM: A CATALYST FOR DEVELOPMENT, PEACE AND RECONCILIATION

Passikudah, Sri Lanka, 11-14 July 2016
What is MCSTO in China
1990s, UNWTO promoting the use of sustainable tourism indicators

UNWTO launched the concept of the Global Observatory of Sustainable Tourism (GOST) to facilitate the establishment of a network at all levels for formulation and implementation of sustainable tourism policies, strategies, plans, and etc. Through monitoring, evaluation, and information management techniques, a common will from public and private sectors can be achieved. This network is for local governments, communities in all different kinds of collaboration. For formulation and implementation of sustainable tourism policies, strategies, plans, and etc.
2010.8.29 Agreement of collaboration signed between UNWTO and SYSU.

2010.10~2011.3 Organizational system of MCSTO and Observatory Application Procedures established.


2005.7 Workshop of “UNWTO Indicators for Sustainable Tourism” held in Yangshuo. Yangshuo Observatory established.

WHY CHINA?
FIRST OBSERVATORY IN ASIA ---- YANGSHUO, CHINA

MCSTO
What does MCSTO do?

- Monitoring
- Collect and compile good practices
- Provide recommendations
- Stimulate community participation, people with less resources
- Educational campaigns
- Capacity building
- Provide opportunities: local governments, communities, countries and regions.
AFTER ALL, IT IS A NETWORK

No textbook to follow, but experiences through practices

Support from all stakeholders

MCSTO (STD+RP AP)

Local governments

Scenic areas

Local communities
Yangshuo, 2005: Community participation, commercialization

Zhangjiajie, 2011: Job creation, regional development

Mt. Huangshan, Xidi and Hongcun Village, 2011: Environmental protection, culture inheritance, ancient

Kanas, 2012: Border area and globalization

Chengdu, 2012: Urbanization, post-disaster reconstruction, transformation of abandoned industrial areas

Henan, 2014: Impacts of tourism to other industries and transformation of traditional industry

Xishuangbanna, 2015: Protection and development of ethnic groups, rainforests, border tourism

Changshu, 2015: Eco-system, improvement of life quality and happiness index in developed areas

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Xishuangbanna Observatory officially established in April 2015.
Cultural Exchange between Chinese Observatories and New Zealand Maori
Launch of Tourism Shaping Tomorrow – Global Observatories of Sustainable Tourism: Building a better tourism future
Monitoring work for 8 Observatories finalized in July and August, publication of monitoring reports
Ten-year Monitoring of Yangshuo Observatory
Five-year Monitoring of Zhangjiajie Observatory
Five-year Monitoring of Mt. Huangshan Observatory
For five years,

2240 Tourist Q.

Visited more than 16 villages and two forestry stations

More than 52 students and professors participated

1621 Community Q.

Communicated with Mt. Huangshan Management Committee, Investment Group, joint-stock Company, District Government, government of five towns and other villages.
Apart from the regular monitoring, we also did:

Research on Tourists’ perception on Cultural Heritage of Mt. Huangshan

2011
Apart from the regular monitoring, we also did:

Research on Economic Leak in Buffer Areas and City Centre; and Satisfaction of Employees who work on the mountain.

2012
Apart from the regular monitoring, we also did:

Research on Tourists’ Heritage Value and National Identity

2013

Case Study of Feicui Alley
Apart from the regular monitoring, we also did:

Research on Conscious of micro companies for Social Responsibility and Branding; and Evaluation of Tourist Guides on Mr. Huangshan’s Development

2014
Apart from the regular monitoring, we also did:

Research on Tourists’ perception of the educational function of interpretation system; and garbage disposal system in Tangtou Town.
Rebuilding trust and fostering local elites: Establishing village forum to introduce our findings and identify new problems that we can help immediately on spot. This work significantly improve local trust of our works.
We stay with Sri Lanka on the way of seeking peace and reconciliation through tourism.