

# Promoting Sustainable Tourism in China

BAO Jigang  
Ph.D

Director, Monitoring Centre for UNWTO Sustainable Tourism Observatories  
Assistant President, Sun Yat-sen University

In the 1990s, UNWTO proposed  
**Sustainable Tourism Indicators**



UNWTO proposed the term of “global observatory of sustainable tourism (GOST)



To facilitate a network at all levels



Through monitoring, evaluating, managing information

To make and implement policies for sustainable tourism

# Yangshuo: the first observatory in Asia

2005.7



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



2010.  
8.29



Agreement for collaboration between UNWTO and SYSU.

2010.10  
~



Observatory Application Procedures established

2011.3




“Indicators of Sustainable Development for Tourism Destinations – A Guidebook” translated into Chinese.

2011.2~  
2012.4



# Observatories and focuses

Kanas, 2012:  
Remote and  
border area  
tourism

A map of China is shown with various provinces or regions highlighted in different colors: light red, light green, light blue, purple, yellow, and pink. Five callout boxes with arrows point to specific locations on the map. The boxes contain text about observatories and their focuses. The locations are Kanas (northwest), Chengdu (central), Huangshan (east), Yangshuo (south), and Zhangjiajie (east).

Chengdu, 2012:  
Urbanization;  
post-disaster  
reconstruction

Huangshan, 2011:  
Environmental  
and cultural  
heritage  
protection;

Yangshuo, 2005:  
Community participation;  
tourism impacts

Zhangjiajie,  
2011: tourism  
for regional  
development

# Yangshuo as an example



- 65 km to Guilin by road and 83 km by water;
- Guilin scenery regarded as “the best under heaven”;
- Tourists say Yangshuo is better, Li River being its highlight, with one of the most popular shows in the country;
- Monitoring period: 2006-2013

# 1. Tourism and Communities

- **Positive impacts :**

Communities participation and benefits  
(e.g. Moon Mom)

- **Negative impacts**

- ✓ Community conflicts
- ✓ Congestion
- ✓ Inflation
- ✓ Pollution



## 2. Tourism and Economy

- **Positive impacts :**

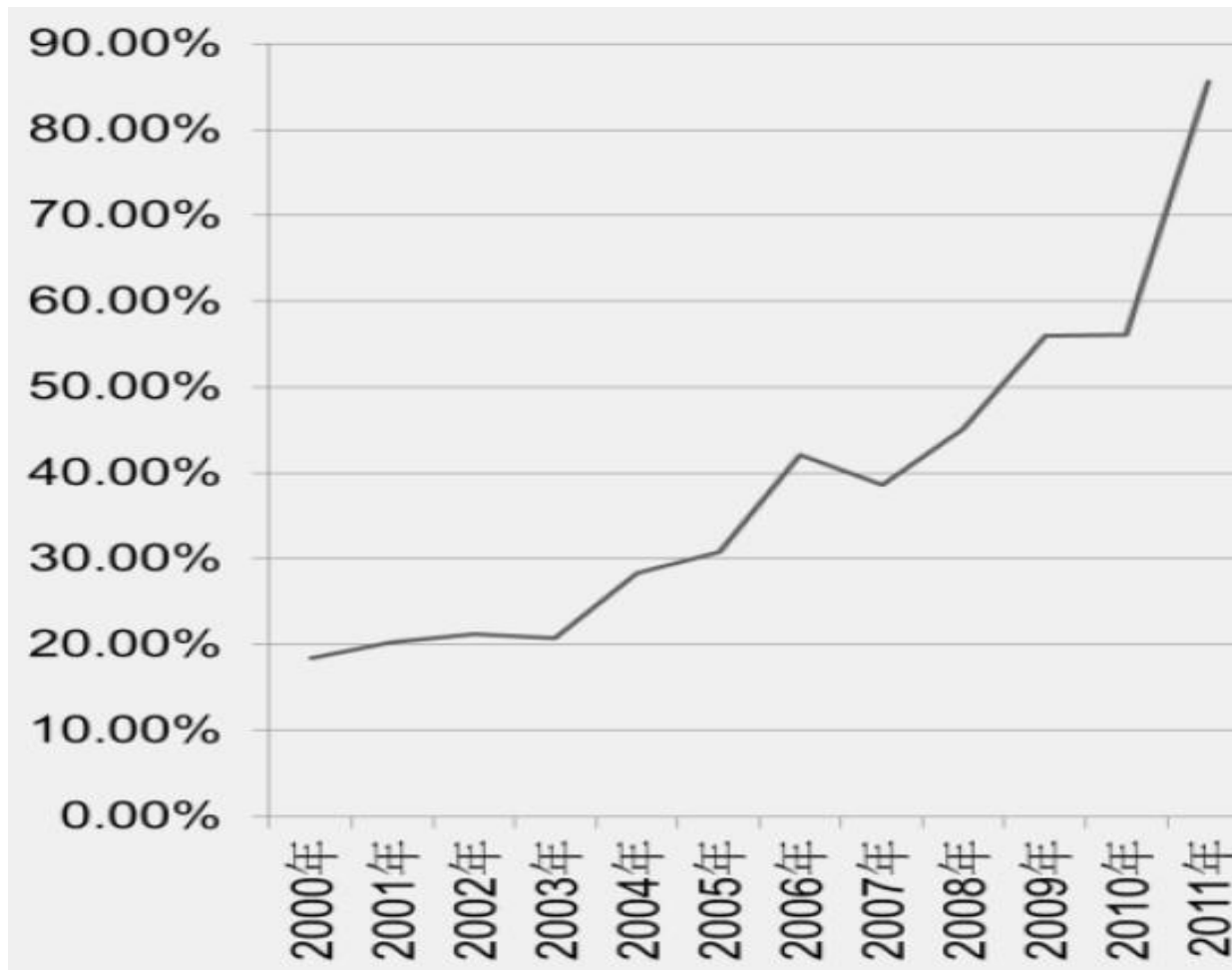
Tourism's contribution to GDP

Development of industry and commerce;

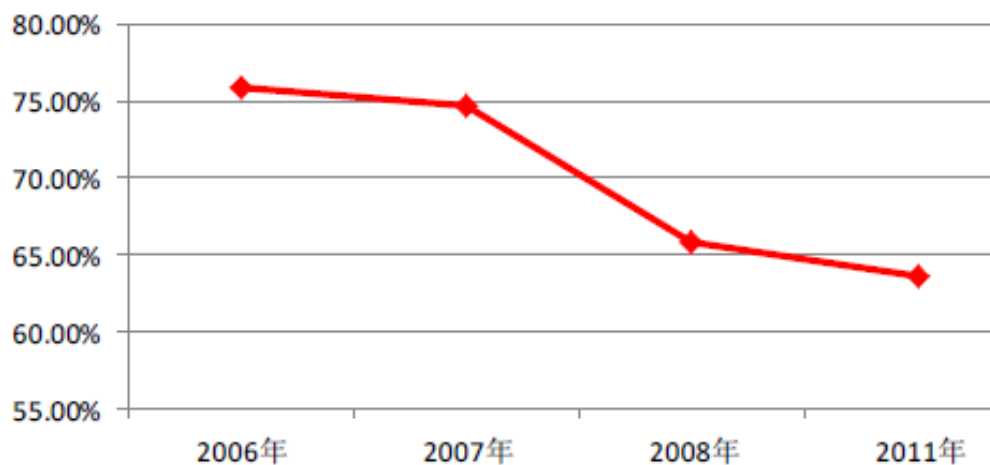
- **Negative impacts :**

Over commercialization

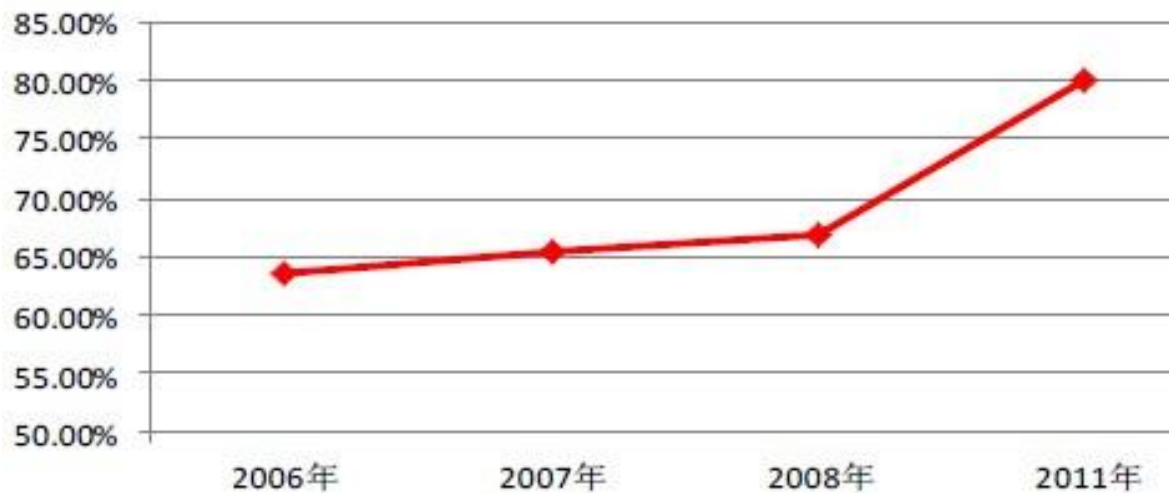
Price raising



## Residents who think tourism has improved living standard greatly



## Residents who think tourism has led to price rise



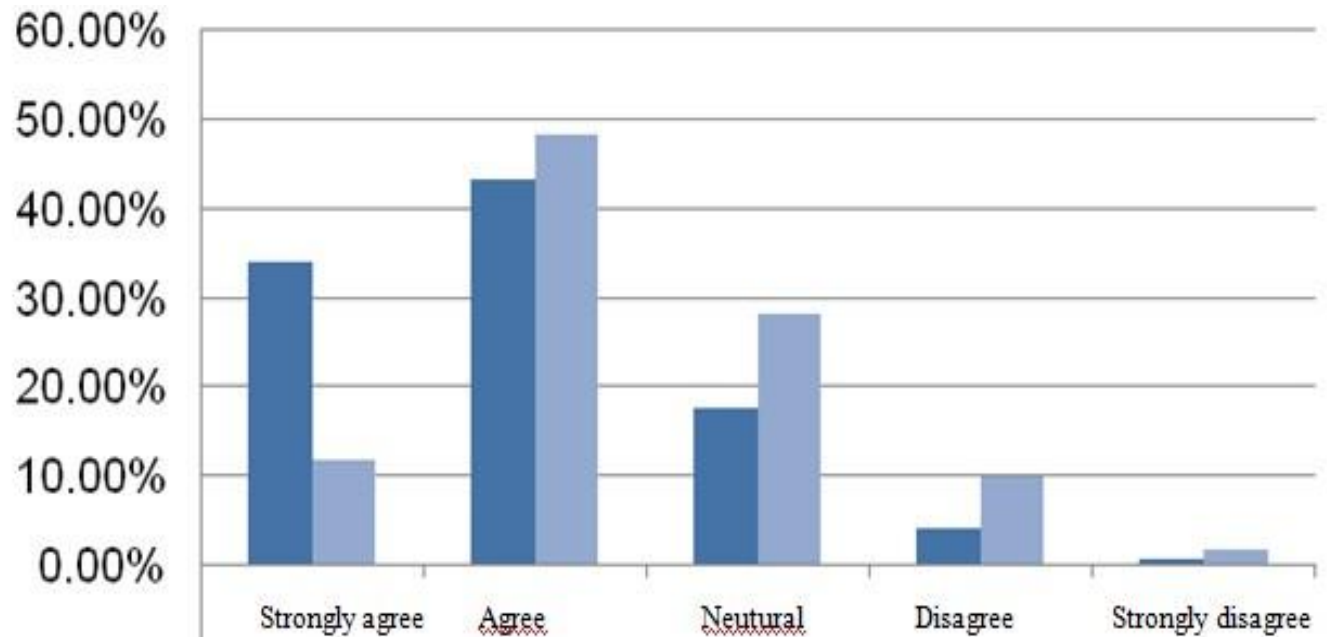


### 3. Tourism and Protection of Resources and Environment

- ✓ Mountains and forests
- ✓ Water
- ✓ Air
- ✓ Energy
- ✓ Noise
- ✓ Ancient buildings
- ✓ .....

### 3. Tourism and Protection of Resources and Environment

e.g. Questionnaire on whether tourism causes air pollution



■ Clean air in Yangshuo (Domestic)	34.12%	43.32%	17.66%	4.15%	0.74%
■ Clean air in Yangshuo (Foreign)	11.67%	48.33%	28.33%	10.00%	1.67%

## 4. Other indicators

- **Tourist Satisfaction**

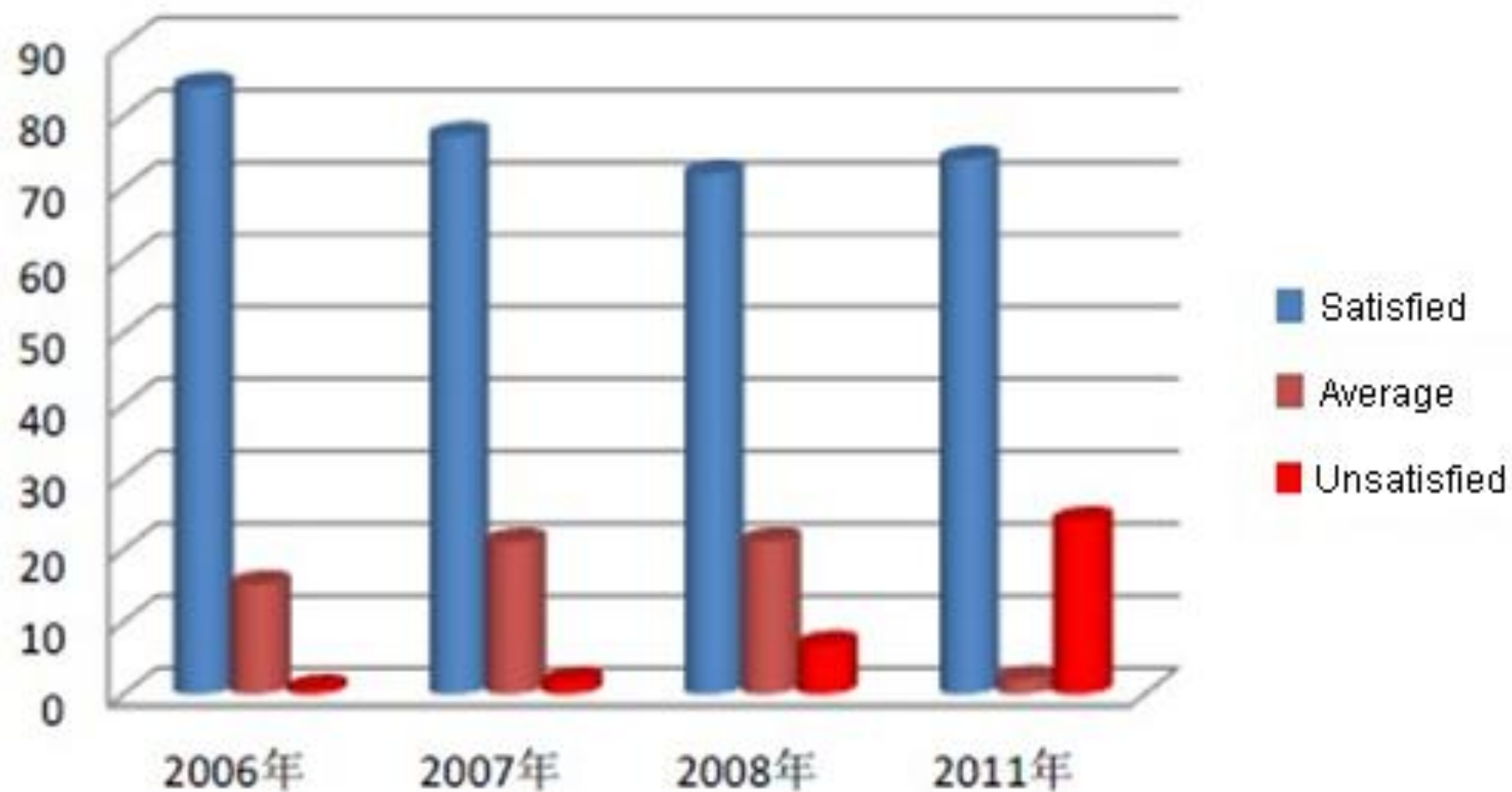
Evaluation of tourists on

- ✓ Landscape
- ✓ Environment Cleanness
- ✓ Congestion of Scenic Spots
- ✓ Cultural Values of Scenic Spots
- ✓ Water Quality of Yulong River
- ✓ Transportation System
- ✓ Sign System
- ✓ Public image

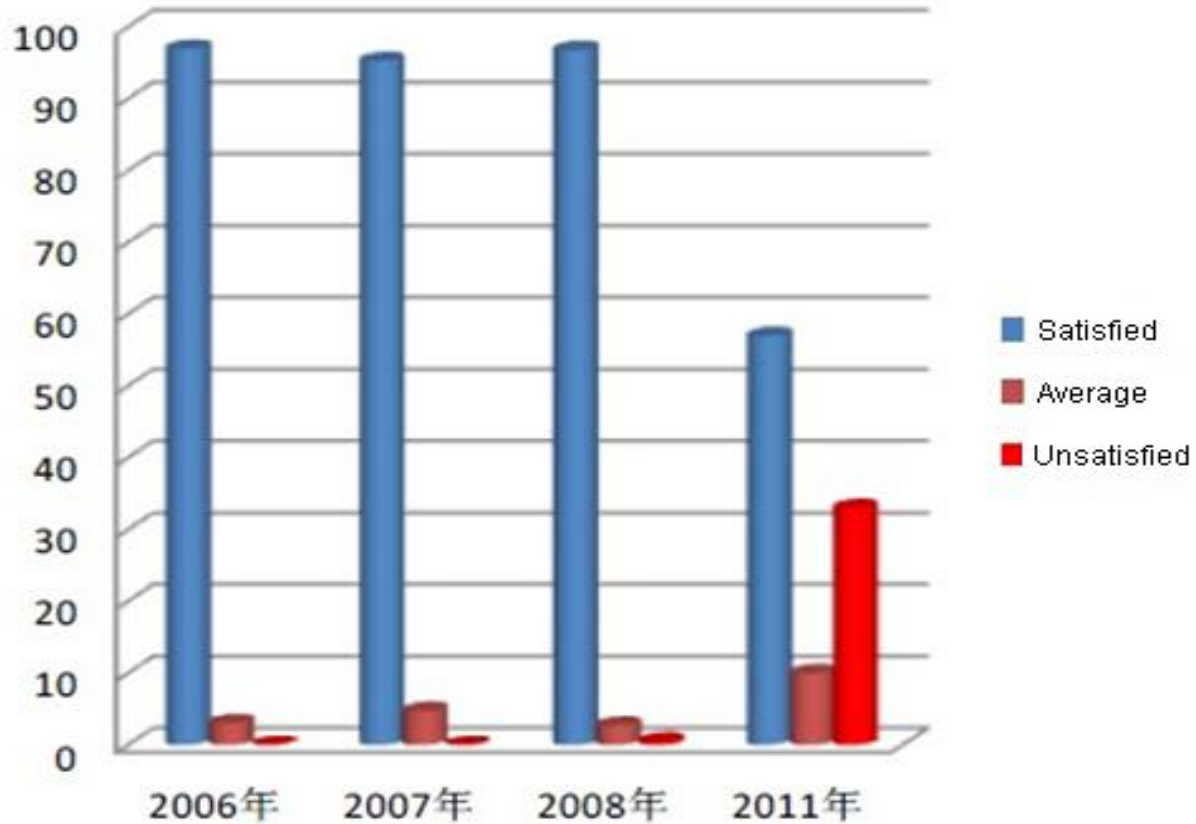
- **Health Care and Safety**

- ✓ Perceptions of Health Care and Fire Control
- ✓ Perception on Sanitation
- ✓ Perception on Public Security

## Domestic tourists overall satisfaction



# Foreign Tourists Overall Satisfaction



# Challenges and problems

- ✓ Sustainability of the Observatories
- ✓ Awareness that the “guidebook of indicators” can be improved
- ✓ Involve more stakeholders
- ✓ Educate the general public about the sustainability of tourism

**“The 1<sup>st</sup> UNWTO Sustainable Tourism Observatory  
Conference & The 2<sup>nd</sup> Annual Working Meeting of  
UNWTO Sustainable Tourism Observatories in China”**

**Madrid, Spain, 11 - 13 December 2013  
UNWTO Headquarters**

If you want to participate, please contact us or UNWTO  
Regional Programme for Asia and the Pacific or  
Programme for Sustainable Tourism Development

**Thank you!**