Promoting Sustainable Tourism in China

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

Agreement for collaboration between UNWTO and SYSU.

Observatory Application Procedures established.

“Indicators of Sustainable Development for Tourism Destinations – A Guidebook” translated into Chinese.
Kanas, 2012: Remote and border area tourism

Yangshuo, 2005: Community participation; tourism impacts

Chengdu, 2012: Urbanization; post-disaster reconstruction

Huangshan, 2011: Environmental and cultural heritage protection;

Zhangjiajie, 2011: Tourism for regional development

Chengdu, 2012: Urbanization; post-disaster reconstruction
• 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

![Bar chart showing responses to the questionnaire on whether tourism causes air pollution. The chart compares responses to the statement for clean air in Yangshuo (Domestic) and Yangshuo (Foreign). The data shows a higher percentage of agreement for clean air in Yangshuo (Domestic) compared to Yangshuo (Foreign).]
4. Other indicators

• **Tourist Satisfaction**
  - Evaluation of tourists on
    - Landscape
    - Environment Cleanliness
    - 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

- Satisfied
- Average
- Unsatisfied

Foreign Tourists Overall Satisfaction

![Bar chart showing overall satisfaction of foreign tourists from 2006 to 2011. The chart indicates that satisfaction levels remained high from 2006 to 2008, with a slight decrease in 2011. The chart uses different colors to represent satisfied, average, and unsatisfied tourists.](image-url)
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 1st UNWTO Sustainable Tourism Observatory Conference & The 2nd 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!