Guizhou Cultural & Natural Heritage Protection & Development Project - EASUR

For Workshop on New Approaches to Tourism in LACSDN

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Development Issues: Lagging Economic Development in the Province

- Poorest province in China, based on per-capita GDP
- Difficult terrain
- Inadequate infrastructure
- Distance from the coast = low levels of outside investment
- Increasing number of counties designated as low income from 47 in 2000 to 50 in 2005.

Development Issues: Extreme Poverty Among Ethnic Minorities

14 M or 37% of population / 30 ethnic minority groups

- Depend on subsistence agriculture
- 15% inaccessible by road
- 27% not connected to electrical grid
- >50% inadequate water supply and sanitation
Development Issues: Traditional Values, Skills & Lifeways Under Threat

- out-migration
- rapidly increasing tourism
- new roads increasing accessibility
- commodification of culture

Government’s Development Strategy for Sustainable Tourism

Five-Year Plan: speed up tourism development, especially rural tourism

WTO Master Plan
GTG Rural Plan

Champions:
Director of Tourism Bureau
Professor of Anthropology

Other Forces: Party Secretary etc.

Provincial marketing = tourist arrivals increased

- 20% in 2005
- 60% in the first 6 months of 2006
- 11M visitors to rural areas
Project Response:
Address weaknesses
Move quickly

Development Objectives:
• A higher level of livelihood productivity among residents in participating villages
• Effective protection of cultural and natural assets

Component 1. Heritage Protection, Income Generation and Infrastructure in Ethnic Minority Villages and Towns
CDD model, supported by project facilitators
Village tourism associations to manage and implement the programs

Protection of Cultural and Natural Heritage
Community-based:
• identification of physical, natural and intangible heritage;
• development of conservation plans and protection measures/regulations for physical heritage (architecture, cultural landscapes);
• development of village-level interpretation to raise community awareness and inform visitors on the value and significance of the local heritage

Income Generation and Infrastructure Services
Community-based:
• identification of basic community infrastructure
• training for small business development
• expansion of craft production
• small tourist information centers, promotion, marketing
• expansion of tourism activities
Component 2: Park and Scenic Area Facilities Improvement

Provision of improved planning and facilities:

• cultural and natural resource inventory, documentation and monitoring systems
• support for master plans for land use, resource protection and infrastructure needs
• development of infrastructure and tourist services

Component 3: Gateway Town Facilities

Improvements to tourist facilities:

• ethnic minority cultural and historical museum
• small tourist information centers
• provincial center for tourist information, promotion, and marketing
• strategies to renew infrastructure, and leverage investments from the private sector in gateway towns.
Component 4: TA for Tourism Development & Project Implementation

Provincial Tourism Development
- tourism sector capacity building
- tourism marketing information system
- consultant services on international best practice

Project Implementation
International specialist services for:
- physical planning and design
- identification and conservation of intangible cultural heritage
- interpretation master planning
- community driven participatory planning and implementation

Risks and Mitigation Measures

Negative Social and Physical Impacts of Cultural Tourism Development
Preparation of Indigenous Peoples Plans, where appropriate

Participatory planning and consultation to
- provide communities with information on the likely positive and negative impacts of tourism;
- create community consensus on the amount and type of tourism to develop; and
- establish realistic expectations for income to be generated

Planning for basic infrastructure to mitigate physical impacts on communities, such as solid waste removal needs.

Capacity building to assist local residents in developing small tourism businesses and other income generating opportunities
Risks and Mitigation Measures

Inadequate or Inappropriate Development at Cultural and Natural Heritage Sites

Workshops and outreach campaigns for PMOs, PIUs, local government officials and communities on the importance of appropriate protection and conservation of intangible and tangible cultural heritage and natural assets.

Community-based conservation and land use regulations, if none required.

Inclusion of cultural heritage conservation concerns in environmental and social assessments.

Upgrading and screening of all site plans, cultural conservation plans, tourism plans and urban development plans (where applicable) for suitability and consistency.

Technical assistance and training to strengthen site management and planning.

Risks and Mitigation Measures

Insufficient budgets for operation and maintenance of heritage sites.

Focus on increasing self-financing activities.

e.g. raising entrance fees, increasing ticket sales, expanding souvenir sales, and establishing other income-generating activities.

Promote public/private partnerships. Possibilities include private sector development and adaptive reuse of heritage buildings under conservation controls that regulate the extent, design, methods and materials for customizing historic buildings and mandate operation and maintenance practices.
THANK YOU