

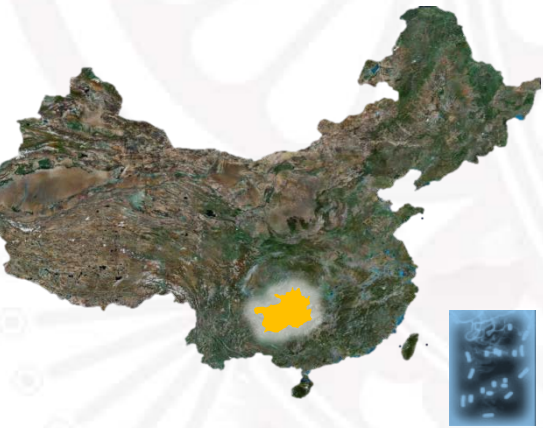
# Cultural Heritage and Sustainable Tourism Action Plan in GuiZhou Province, China

Guizhou Provincial Tourism Development Commission

June 15, Tokyo







GDP growth in January  
to March of 2018

**10.1%**



In 2017, GDP per Capital was ranked at **29**  
in 31 provinces.

GuiZhou - Fast Growing, but still one of the poorest provinces in China

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## **TOURISM AS PILLAR INDUSTRY**

Guizhou was labeled as a park-like province with diversified ethnic groups



# Key Challenges in GuiZhou Province, China

1. Rapid urbanization leads to the vanish of cultural diversities.



2. Over utilization of cultural properties



3. Over emphasis on quantity

4. Low community participation

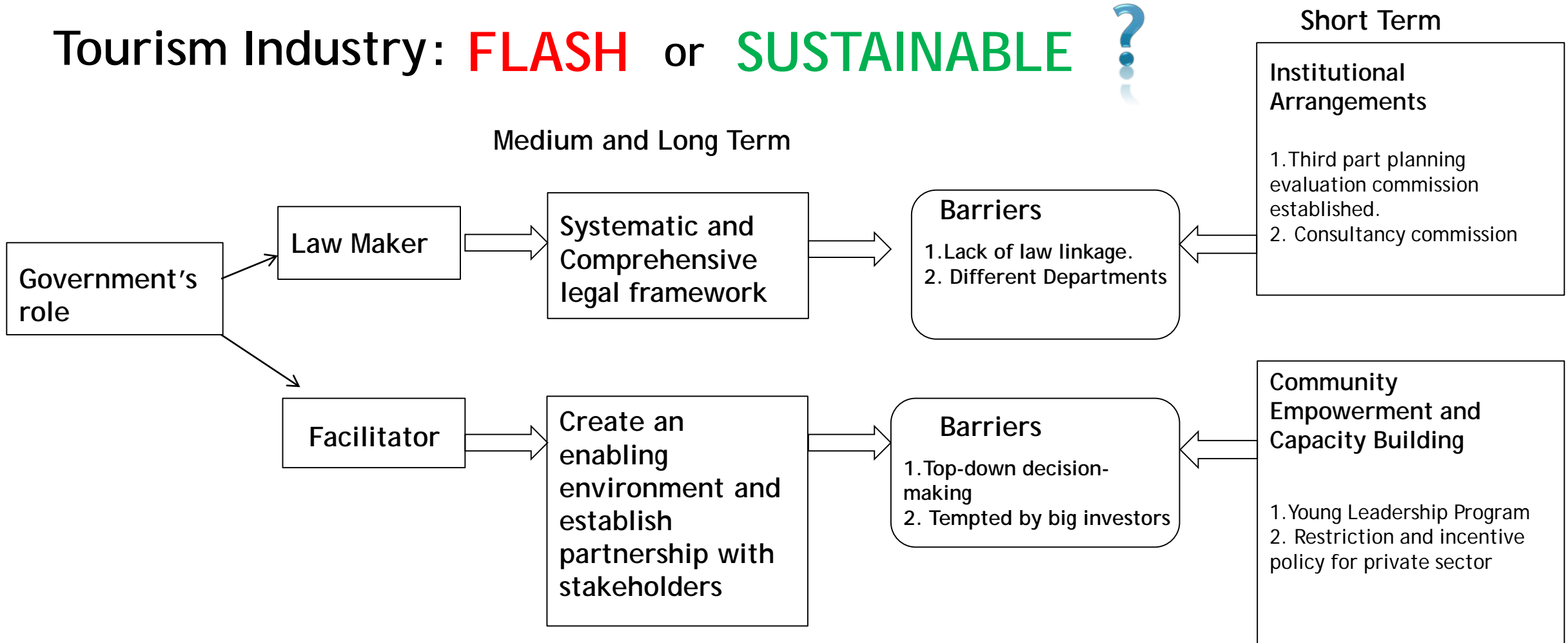


## Implications from the Experiences on Kyoto

1. Enhancing cultural pride and participation for all the stakeholders to reach an agreement on the future version
2. A package of comprehensive legal framework from preservation, designation to utilization to guarantee over commercialization and prosperity share.
3. A combination of different funding sources based on sustainable business prosperity to support cultural heritage protection and revitalize regional economies.



## Tourism Industry: FLASH or SUSTAINABLE ?





# Lending and TA Active or Needed

## Technical Assistance Work Planned:

- **Suggestions on sustainable tourism development in the Fourteenth Five-Year Plan for Guizhou Province (2020-2025)**
- **Institutional arrangements suggestion (can be used for the institutional reform for local different levels government)**
- **Plans on cultural properties protection and sustainable tourism development will be integrated on the legally executive scheme such as construction program and land-use scheme.**
- **Microfund be established for Young Leadership Program for community**
- **Restriction and incentive policy for private sector**

# Support Needed

- **World Bank:**
  - Policy adviser research on cultural heritage conservation and sustainable tourism development tailored to GuiZhou province
  - A follow-up project to leverage private sector investments to conserve unique cultural heritage and bring economic benefits to local people.
- **TDLC Program (Japan)**
  - Conservation technical skills and training
  - Policy and legal framework of culture heritage protection and urban regeneration