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
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.
Actions to be Taken

Tourism Industry: **FLASH** or **SUSTAINABLE**?

**Medium and Long Term**

**Law Maker** → Systematic and Comprehensive legal framework → Barriers
1. Lack of law linkage.
2. Different Departments

**Government’s role** → **Facilitator** → Create an enabling environment and establish partnership with stakeholders → Barriers
1. Top-down decision-making
2. Tempted by big investors

**Short Term**

**Institutional Arrangements**
1. Third part planning evaluation commission established.
2. Consultancy commission

**Community Empowerment and Capacity Building**
1. Young Leadership Program
2. Restriction and incentive policy for private sector
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