Introduction

• **About the Concept:**
  * 1985: Peter E. Murphy: Tourism, A Community Approach
  * 1997: Agenda 21 for the Travel & Tourism Industry Towards Environmentally Sustainable Development
  * In China, theory of Community Tourism from 1990s → Early 21st century, is increasingly popular but also reflecting and correcting; the industry of Community tourism is also developing fast.

• **How does tourism contribute to Community Development in China:**
  Transform the old mindsets, improve infrastructure, increase income of residents, better protect historical sites and cultural heritage...

• **Law and regulations**
  1. **Tourism Law-PRC**
     Article 4: The development of tourism shall follow the principle of unifying social, economic and ecological benefits.

  2. **Green Tourist Attraction (绿色旅游景区) - LB/T 015—2011, CNTA, Feb 2011**
     Article 9.7 Community Development (社区发展): employment, infrastructure, training, education and sense of environmental protection.

  3. **Shanghai Tourism Regulations –Dec 2014**
     Article 14: 推进旅游公共服务进社区，加强对社区的旅游宣传，为社区居民旅游出行、旅游投诉维权提供便利 (community tourism service + civilized travels)
Benefits

• How do communities benefit from tourism
  1. Employment (M v. F)
  2. Medium-small businesses
  3. Training and education

• How does this serve as a support or catalyst for development?
  1. Democratic process speeding-up
  2. Public interests better protected
  3. Negative influences of tourism reduced
  4. Modernizing socially...
Stakeholders

• **Who are the supporting agencies:**

  Tourism community is a whole entity: local government, residents, tourism associations and enterprises /investors...

• **Tourism Industry**
  – Contribution of the tourism industry (Page 3)
  – How are they involved in community development:
    * Government: a leading role;
    * Public hearing;
    * Brainstorming;
    * Public bidding;
    * The whole process.
Assets

**What are the core tourism attractions being promoted?**

Tangible v. intangible, Historical v. contemporary...
1. Old towns and villages;
   - E.g.: old towns and villages of Xitan, Zhejiang; Fengjing, Shanghai; Phoenix, Hunan; Qiqiao (Painted Bridge), Jiangsu
2. Ethnic heritages (esp. of minority groups);
3. Ecological tourism (urban and rural);
4. **Rural tourism (East v. Mid-west).**

**What is the link or connection to community development?**
Cultural + Economic (houses, facilities, food, clothes, languages, folk arts....)
Planning & Strategy

• Do regional plans include a tourism component?
  – Yes, wherever and whenever necessary and possible.

• How is this implemented?
  - Local government-led implementation
  - Local community-led implementation
  - Joint implementation by the main stakeholders
  - Entrustment and professionalism
  But, Sometime or somewhere, it is not so good.

• Do you have a national or state community-based tourism strategy? - (sorry)

• Who is responsible for implementation?
Case Studies / Examples

- Tourism supporting community development
- Community development projects and tourism

National Tourism Conference Report 2015-Li Jinzao, Chairman of CNTA:

1. Wulong County, Chongqing
   *poverty alleviation
   *1.75 million visitors in 2013

2. Huaxi Village, Jiangsu
   *Balanced and harmonious development of community
   *Annual visitors: over 3 million
   *Tourism: One of the top 3 industries

3. Shuigao Manor, Tianjin
   AAA attraction; farmers → service industry employees;
   At present: high investments, low returns.

Issues

• What are the key issues to be overcome / resolved?
  
  Many...

  1. imbalance of stakeholders as subjects involved
  2. inactive involvement of certain residents
  3. modes / channels of residents involvement
  4. interests sharing and contradictions between different stakeholders
Lessons Learned / Recommendations

• What are the key recommendations
  Genuine public involvement + strong leadership + professionalism ;
  Genuine attention to public interests;
  Quantitative → qualitative (reform, adjust and upgrade) → sustainable.

• Lessons to be learned
  1. Don’t develop at expense of environment or resources;
  2. Niche products are needed (特色产品，避免同质化和恶性竞争);
  3. Balance of interests among various stakeholders shall gain higher attention.
Thank You

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