UNWTO Sustainable Tourism Observatories in China

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Establishment of the Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO)
“UNWTO Indicators for Sustainable Tourism” workshop, Yangshuo Observatory established.

Mt. Huangshan became observatory.

Collaboration Agreement signed between UNWTO and SYSU.

Organizational system of MCSTO and Observatory Application Procedures established.

Unveiling Ceremony of MCSTO
Organizational Structure

UNWTO

Regional Programme for Asia and the Pacific

Sustainable Tourism Development

MCSTO: Panel of Experts + Management Team

Observatory

Observatory

Observatory
Sustainable Tourism

UNWTO

MCSTO

All stakeholders

Local Government

Local Community

MCSTO

Scenic Area

MCSTO
What does MCSTO do?
Collect and Compile Best Practices
Capacity Building for Observatories
Public Educational and Promotional Campaign
Provide Exchange and Communication Platforms for Observatories
Suggestions and Recommendations through Annual Monitoring Reports
China Observatories
Yangshuo, 2005: Community participation, commercialization
Mt. Huangshan, 2008: Environmental protection, Tourism Impact to Surrounding Areas;

Xidi and Hongcun Village, 2011: Culture inheritance, ancient village protection
宏村西递
HONGCUN & XIDI
Zhangjiajie, 2011: Job creation, regional development
Kanas, 2012:
Border area and globalization
Chengdu, 2012: Urbanization, post-disaster reconstruction, transformation of abandoned industrial areas
Henan, 2014:
Jiaozuo: Impacts of tourism to other industries and transformation of traditional industry
Luoyang: Cultural Heritage, Big-data, Rural tourism
Xishuangbanna, 2015: Protection and development of ethnic groups, Protection of rainforests, Border tourism, Tea and ethnic groups, Tourism real state
Changshu, 2015: Eco-system, Environmental Protection, improvement of life quality and happiness index in developed areas
Future Roadmap
• Deepen the research on **Tourism Impacts**, using systematic data and new statistics tools. The newly produced *Report on China Tourist Emotional Image, A Big-Data Approach*, is a new attempt.

• **Experience sharing** with more countries and destinations. Last year MCSTO participated in the preparatory conference of Indonesia for the establishment of observatories, and this year in May, a delegation from the Ministry and Districts which are chosen to be observatories visited us.

• **Knowledge export.** It will be a pleasure for MCSTO to help other destinations to set up observatories. In the future, hopefully China observatories can support some developing countries in establishing observatories.
Thank you!