

# **Sustainable tourism development monitor: university as a driver for sustainable tourism based on experience and lessons from China**

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THE SCHOOL OF TOURISM MANAGEMENT  
SUN YAT-SEN UNIVERSITY

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XU HONGGANG

# Sustainable tourism development

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- Sustainable tourism is a knowledge and responsibility based paradigm
  - More researches are still needed to answer:
    - what the statuses are and why
    - how to change
  - Actions are needed for various stakeholders to participate (including the academic institutions)
- Can academic institutions active and key role in this process? Innovative models of the university and society should be explored.

# Monitor center of sustainable tourism observatory

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**Monitor center of sustainable tourism observatory setup by the Sun Yat-Sen University with the support by UNWTO is used as an case to show the potential role of the university as the driver for STD.**

**First monitoring center for sustainable tourism globally and now expands to other countries.**



# Process:



# The missions of MCSTO

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- Measure sustainable tourism of typical tourism destinations at the local level
- Understand the process and the mechanism leading to sustainable tourism development
- Share experiences and transfer knowledge within China and global communities;
- Facilitate sustainable tourism development;

Overall, to understand and promote sustainable tourism in China and worldwide

A map of China is shown with various provinces colored in different shades (pink, light blue, green, purple, yellow, brown, dark green, orange, grey). Red star markers are placed in several locations across the map. Colored arrows point from text boxes to these markers. The boxes contain information about specific research case studies, including the location, year, and main themes of the research.

**Kanas, 2012:**  
Border area and globalization

**Henan, 2014:**  
Impacts of tourism to other industries and transformation of traditional industry

**Mt. Huangshan, Xidi and Hongcun Village, 2011:**  
Environmental protection, Culture inheritance, ancient

**Chengdu, 2012:**  
Urbanization, post-disaster reconstruction, transformation of abandoned industrial areas

**Changshu, 2015:**  
Eco-system, improvement of life quality and happiness index in developed areas

**Xishuangbanna, 2015:**  
Protection and development of ethnic groups, rainforests, border tourism

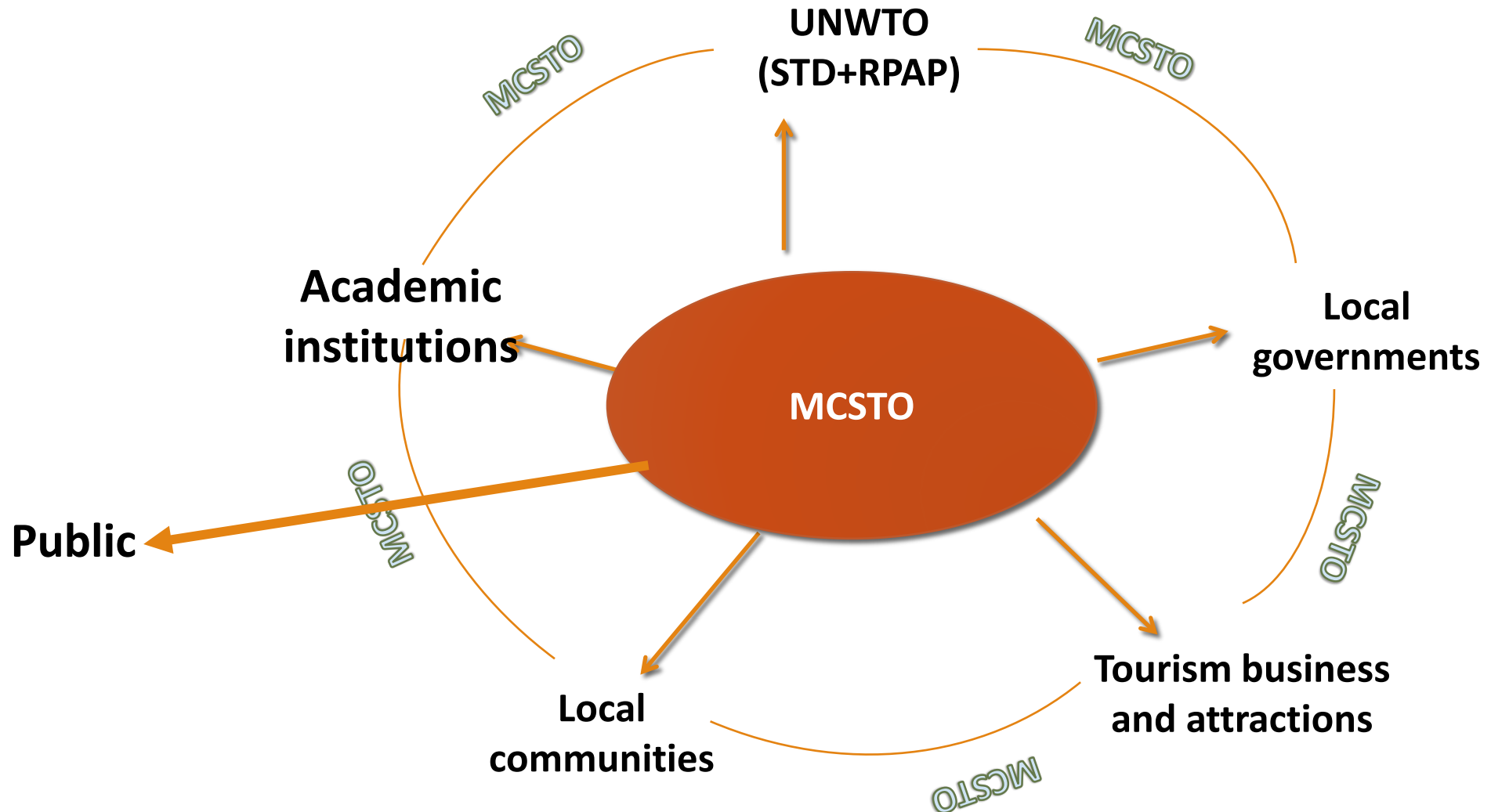
**Yangshuo, 2005:**  
Community participation, commercialization

**Zhangjiajie, 2011:**  
job creation, regional development

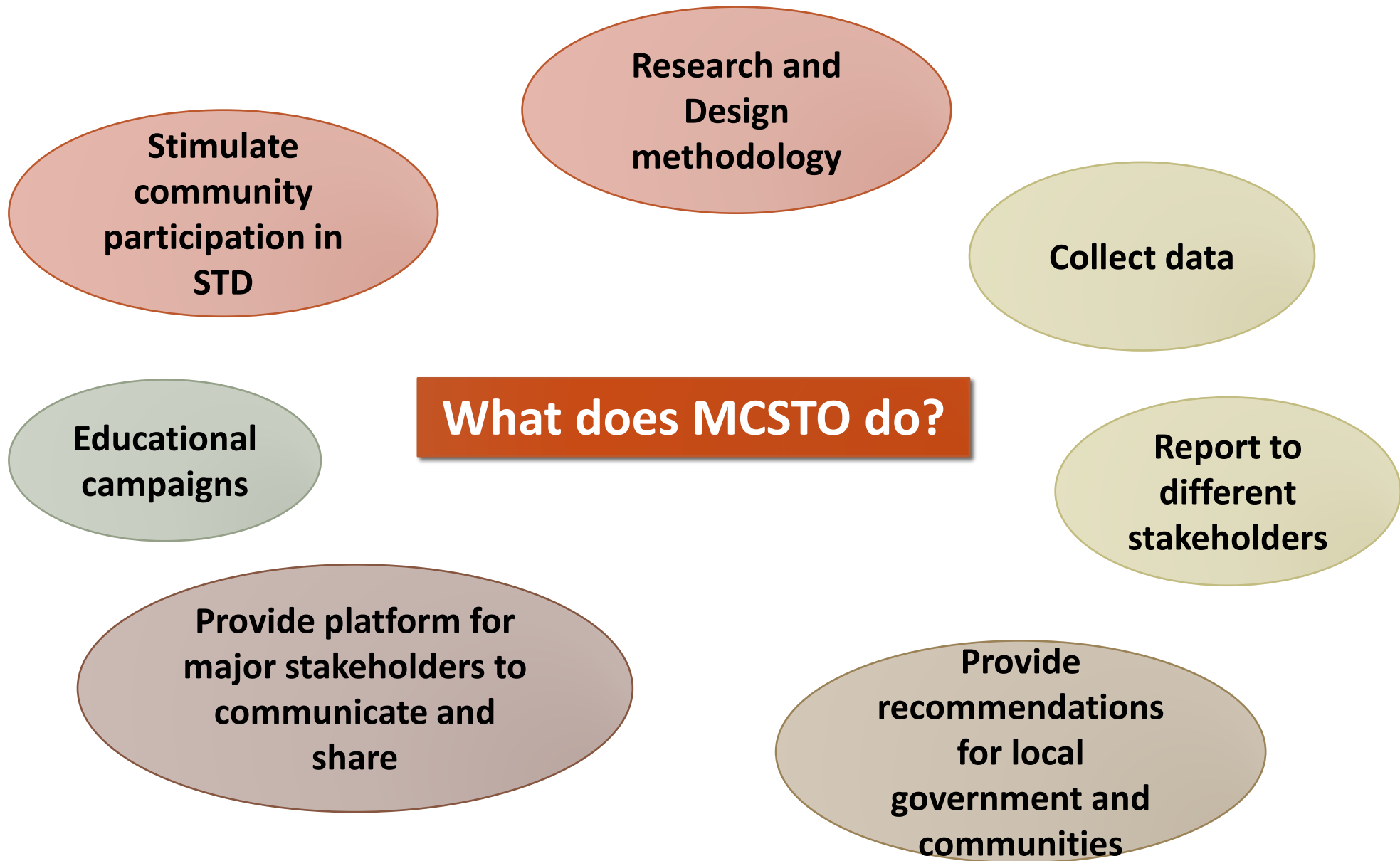
Name	scale	Destination features	administrative	area (km <sup>2</sup> )	population
Yangshuo	County (town + rural)	Community based tourism, rural tourism, natural based tourism	County	1428	300,000
Guilin	Urban area	Urban tourism	Urban area	130	12,000,000
Huangshan	Scenic areas	World natural and cultural heritage	Scenic	169	500,000
Huongcun & xidi	Village community	World cultural heritage	Village	Hongcun 0.19 Xidi 0.13	Hongcun 1368 Xidi 1000
Zhangjiajie	Wulingyuan special district	Tourism led urbanization +world natural heritage	Wulingyuan district	368	30,000
Chengdu	Urban	Urban tourism, spatial structure is complicated	Urban area	406	45,000,000
Luoyang	City	urban +rural	Urban area	151	18,000,000
jiaozuo	City	Urban rural, conservation area	Prefecture level city	4071	35,200,000
Changshu	City	Urban rural and wetland	City	1264	10,700,000
Kanas	National park	National park with minority	National park	10030	5,000
Xishuangbanna	Ethnic Prefecture	Urban, rural, conservation area, ethnic culture	Prefecture	19582	11,300,000



# The institutional structure







# Identification of indicators and data source

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Four dimensions of sustainability: culture, social, environment, institutional

Subjective and objective data

- Subjective : Satisfaction, wellbeing:
- Objective: environmental quality; land use change; secondary data

Quantitative and qualitative data: not only the environmental and monetary data

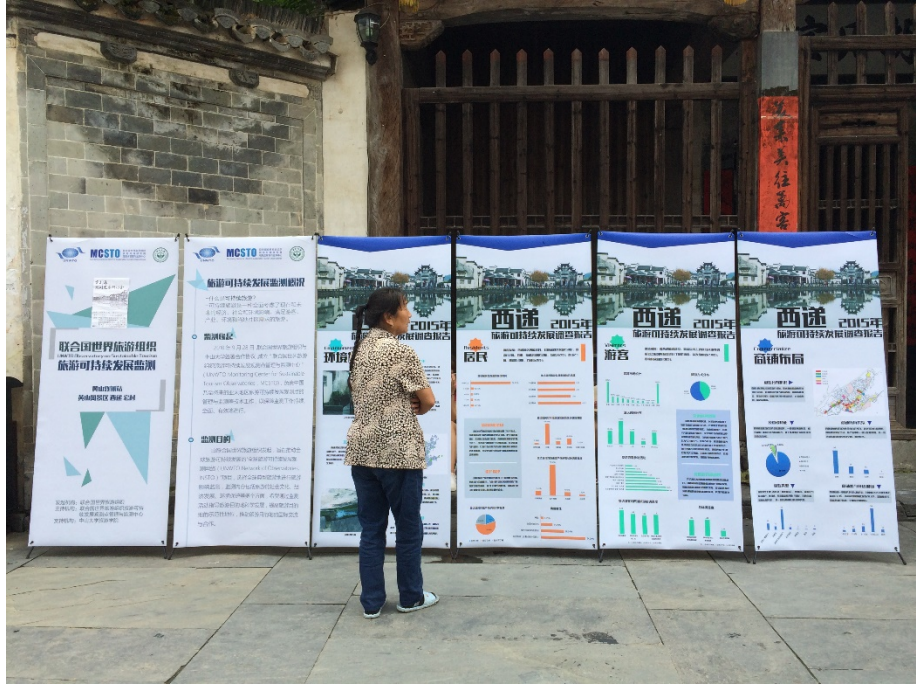
- Case study;
- Policies and plans

Frequency: annual; bi-annual; ...

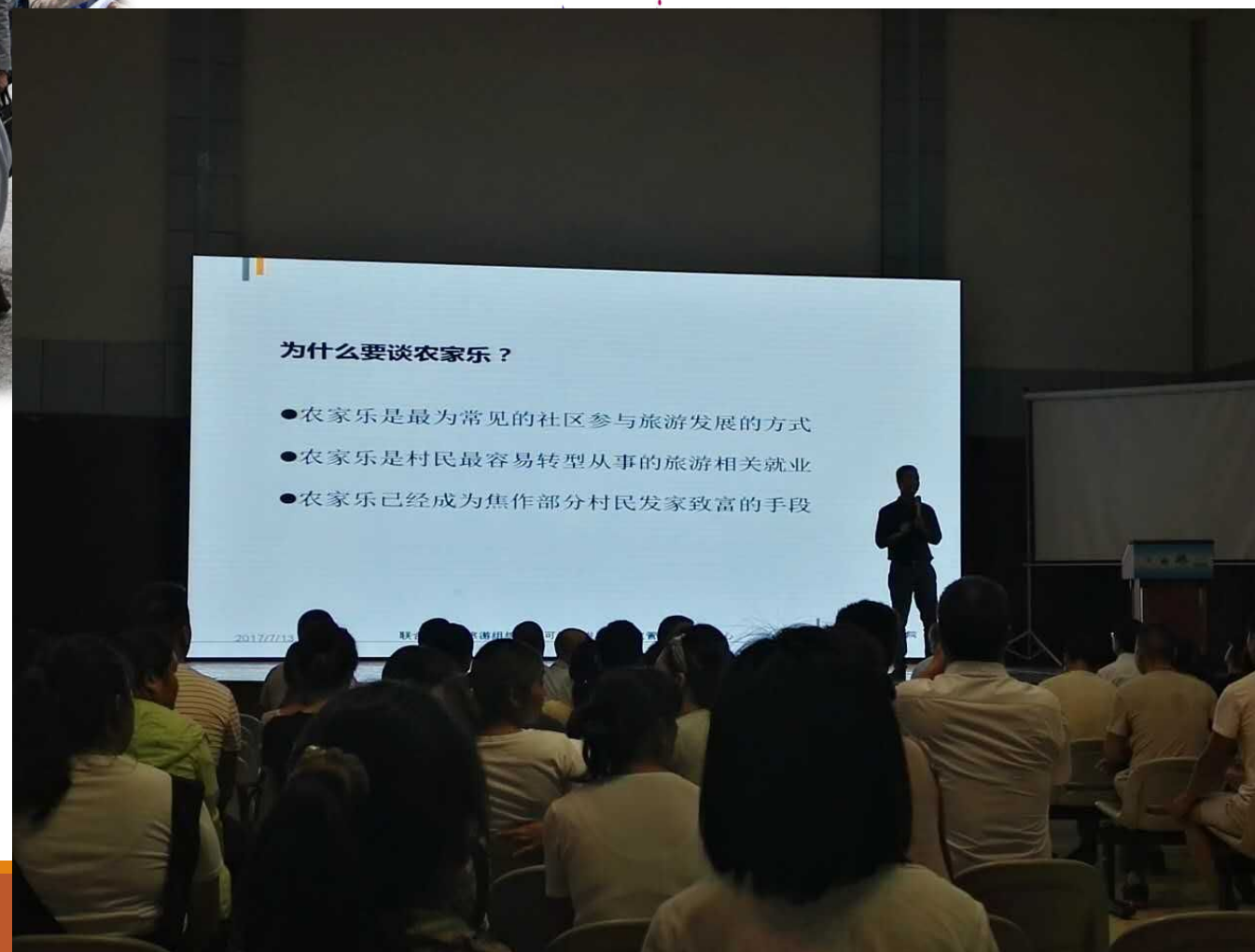
# Participants involved

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- local communities
- Destination government bureaus, CNTA, UNWTO
- Universities students
- International volunteers
- Tourists
- Business people













视频

播单

自频道

综合排序

最新发布

最多播放

时长

画质

时间

分类

优酷



1080P

08:42

玉双的故事(MCSTO高清版) 10.0

艺美影视

300

8月前



超清

10:13

MCSTO 2015上半年大事记

艺美影视

194

1年前



超清

03:07

MCSTO-2017西双版纳监测点随行纪录片(初剪)

艺美影视

291

18天前



超清

03:21

西双版纳MCSTO2017随行纪录片3.0

艺美影视

22

6天前



08:20

2016MCSTO中国8个观测点

艺美影视

132

7月前



超清

16:00

西双版纳 Xishuangbanna (MCSTO)

艺美影视

288

1年前



超清

12:34

黄山 (Huangshan) 成功举办MCSTO2015中国观测点培

艺美影视

135

1年前

Record Individual life-changing stories



# Inspire national youngsters

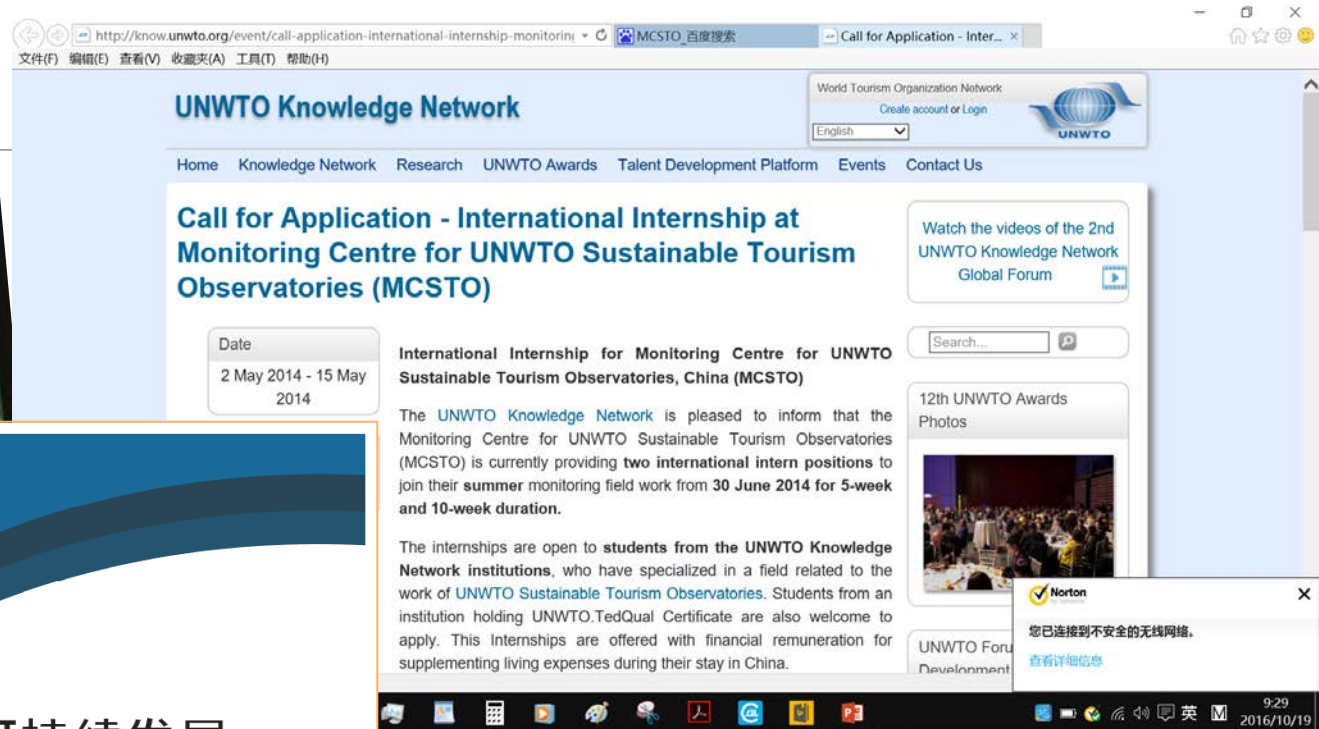






## 旅游可持续发展 监测报告 Monitoring Report on Sustainable Tourism Development

2015·常熟  
2015-Changshu



# Journal papers and dissertations

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Journal of Sustainable Tourism



ISSN: 0966-9582 (Print) 1747-7646 (Online) Journal homepage: <http://www.tandfonline.com/loi/rsus20>

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## Sustainability and nature-based mass tourism: lessons from China's approach to the Huangshan Scenic Park

第71卷 第12期  
2016年12月

地 理 学 报  
ACTA GEOGRAPHICA SINICA

Vol.71, No.12  
December, 2016

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## 阳朔“西街现象”的形成机理分析 ——旅游地发展中的游客理性消费与政府“无为而治”

杨 昀, 保继刚

(中山大学地理科学与规划学院 中山大学旅游发展与规划研究中心, 广州 510275)

# Discussions: university as the potential driver in sustainable tourism

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- Build a platform to organize different stakeholders;
- Raise awareness among the public;
- Participate in the governance of sustainable tourism development;
- **Knowledges** production and delivery;
- Train human resources in sustainable tourism skills.

# Why is this model possible?

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## China context

- The trust on academic institutions in Chinese culture.
- The tradition of Chinese value system
  - “knowledge is to be applied”. (学以致用)(Confucius)
  - “Practice and theory should be integrated” (理论与实践相结合, promoted in modern China)
- National strategy for sustainable development promotion of ecological civilization (生态文明) makes it possible for the stakeholders to be interested in sustainable tourism development. (funding issue)

# Why is this model possible?

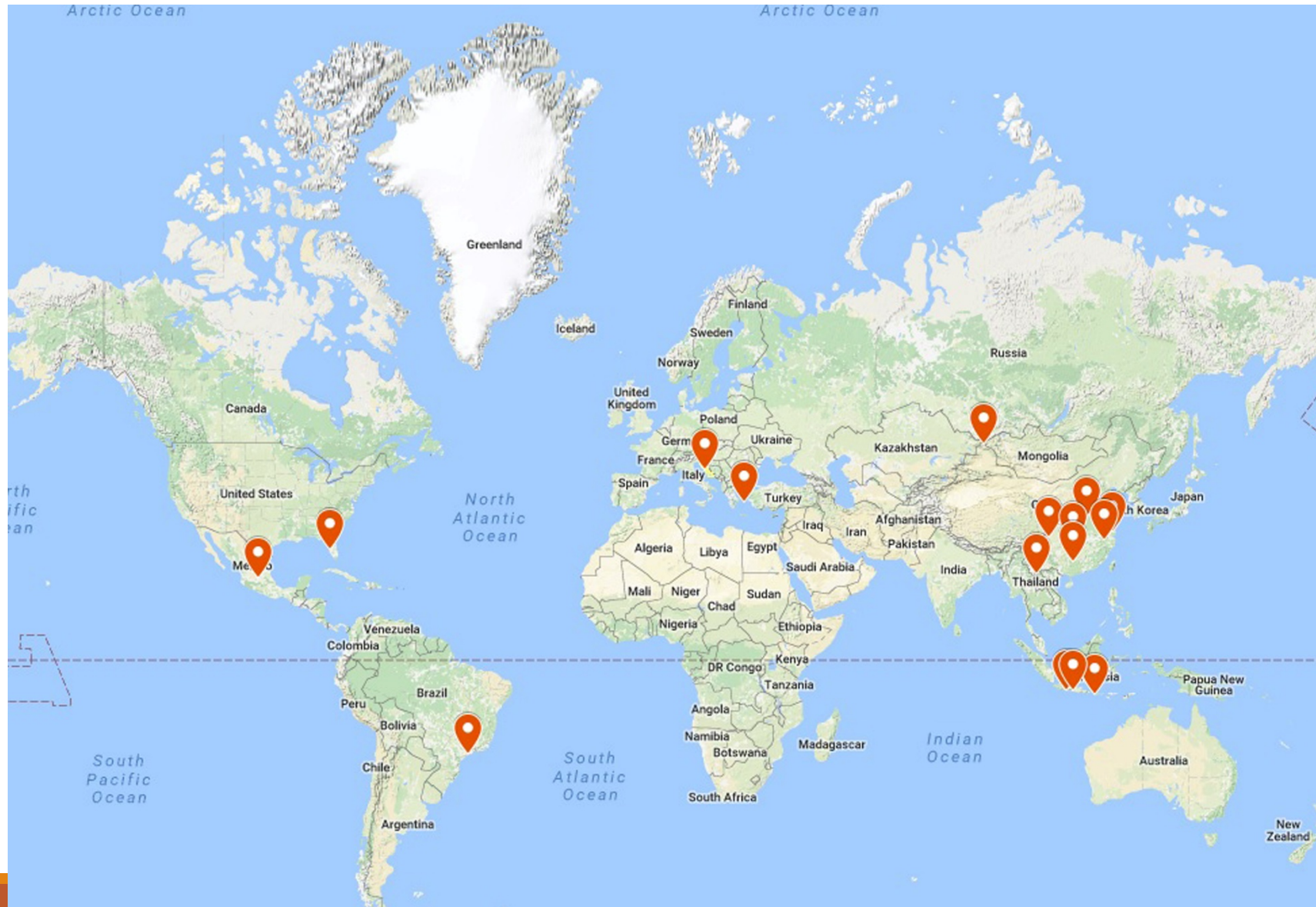
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## The context of tourism study field

- Tourism study was developed on practical issues. Applied science.
- The practical teaching and learning in universities creates opportunities for students and teachers to participate.
- Monitoring in effect is a longitude study of a few destinations (what is needed).  
Therefore it is possible to develop in-depth understanding of the dynamics of local tourism development.
- The monitoring itself is a test of hypotheses and theories we developed in the researches.



## INSTO: international network sustainable tourism obseitory





Thank you

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