Most of the natural and humanitical tourist resources are state-owned.

In accordance with the State Council’s promulgation of *Interim Regulations on the Management of Scenic and Historic Areas (1985)*, *Regulations on Nature Reserves (1994)*, and *Measures for the Management of Forest and Wildlife Nature Reserves (1985)*, and other relevant laws and regulations, the operation, management, protection and development of tourist resources are specifically entrusted to the relevant offices of central government or the local governments, depending on the level and attributes of the resources.

Specifically, higher-level tourist resources are directly managed or managed under supervision by the State; those at the next level are given to local governments at the provincial and municipal levels; those at the next level may be managed specifically by county and district governments. Tourist resources in some villages are managed by village collectives.
The Development Modes of Tourism in China

The Flexible Strategies in the Management of Tourist Resources:

All levels of governments and even village collectives, which hold the ownership to develop and manage tourism resources, may also introduce, entrust or adopt modes such as PPP, and hand over to professional tourism development enterprises or management companies for actual operation.

Some key tourism resources such as Mount Huangshan, Mount Tai, the Forbidden City, Kanas, etc. will set up specialized scenic area management bureaus, or even set up scenic area management committees, which are led by government and enterprise at the same time for management and development.

Some minor scenic spots are mainly developed and operated by state-owned enterprises such as local tourism development group companies affiliated to the governments at all levels; there are also some scenic spots that are marketed by local governments in the form of leasing and commissioning to private enterprises, from which the government extracts profits for necessary supervision and environmental protection.

Cooperation between Government and Enterprises
The Development Modes of Tourism in China

The Flexible Strategies in the Management of Tourist Resources: Theme Parks

- With the marketization and entrepreneurial development of tourist products, tourist products such as theme parks, which are entirely developed on the enterprises’ purchasing or leasing land, are developed, operated, and managed entirely and independently by the enterprises themselves, with the government not interfering in their operation.

- For this type of tourist attractions, local governments often give certain land and tax concessions to encourage private enterprises to invest in construction and development, thereby increasing local fiscal revenues, increasing employment, and promoting local economic development.

  - For example, Shanghai Disneyland is the result of a cooperative investment between the local government and the Disney Group through the local state-owned urban investment companies or tourism development company Shendi Group.
The Development Modes of Tourism in China

Summary

- The property rights and structures of China’s diverse and dispersed tourism resources is quite complex. Besides, the local governments at various levels has adopted different strategies developing tourist resources, which has given rise to a number of tourism development modes.
- Over the past decades, it is this flexibility and variety of development modes of tourism in China that have made the prosperity of tourism possible.
- The multi-mode development of tourism with multi-subjects involved have contributed to the prosperity of tourism market in China.
2005.7

“National Workshop on Tourism Sustainable Indicators” held in Yangshuo, SYSU was invited as experts. First observatory established

2008

Huangshan joining as the 2nd observatory.

2010.8.29

Signing MOU between UNWTO and SYSU

2010.10~2011.3

Establishment of MCSTO, to manage all the observatories in China
Principle when comes to selecting which destination to be observatory

- Representativeness
- Sustainable: destination agrees with the concept; destination itself; the monitoring work can be sustainable;
- Other destinations can learn from it

**Therefore**, apart from baseline issues, we focus on different research subjects for each observatory:

- Yangshuo: community development
- Huangshan: ecological protection
- Xidi-Hongcun: protection of ancient dwellings
- Changshu: local residents’ happiness, etc.
Apart from baseline issues, we also monitor:

- Community participation and development
- Tourism and commercialization
- Different roles Market and Government play in tourism development

**Guilin Yangshuo Observatory**

**Yangshuo County**

Territory: 1,436 km²  
Population: 330,600  
Tourist arrival: 2019: 20.18 million  
first half of 2023: 10.09 million
Apart from baseline issues, we also monitor:

- The impact and role of tourism activities on the ecological environment
- Dual jurisdiction mechanism of tourist destinations
- Governance and Market Operation

Huangshan Scenic Area

Territory: 1,200 km²
Population: not in the scenic area, but about 55,000 residents live in the 5 towns around the scenic area
Tourist arrival: 2019: 3.5 million
up to 28 October 2023: 4 million
Apart from baseline issues, we also monitor:

- Protection of World Heritage Sites

**Xidi Village-UNWTO Best Tourism Village**
- Territory: 0.24 km²
- Population: 1,200

**Hongcun Village**
- Territory: 0.19 km²
- Population: 1,368

Tourist arrival: 2019: 3.97 million
- up to 8 November 2023: 4 million
Apart from baseline issues, we also monitor:

- Tourism as engine for regional development

Zhangjiajie Municipality

Territory: 9,533 km²
Population: 1.5 million
Tourist arrival as in the Mt Tianmen Scenic area:
  2019: 4.73 million
  up to 17 November 2023: 5 million
Apart from baseline issues, we also monitor:

- The relationship between tourism and border region participation in globalization
- The development of ethnic minorities
- Community management

Kanas Observatory
Kanas Scenic Area
 Territory: 10,030 km²
 Population: 2,696 (Hemu village and Kanas village)
 Tourist arrival: 2019: 3 million
 up to 16 October 2023: 4.102 million
Apart from baseline issues, we also monitor:

- Transforming cultural relics resources into tourism resources
- Rural tourism development
- Tourism Information Management/big data

**Luoyang Municipality**

Territory: 15,200 km²
Population: 7.07 million
Tourist arrival: 2019: 104.2 million
up to 20 November 2023: 125 million
Apart from baseline issues, we also monitor:

- The role and impact of tourism on the transformation and upgrading of old industrial cities
- Tourism poverty alleviation

**Jiaozuo Municipality**

Territory: 4,071 km²
Population: 3.52 million
Tourist arrival: 2019: 58.56 million
up to 1 November 2023: 67.39 million
Apart from baseline issues, we also monitor:

- The impact and role of theme parks on urban revitalization

**Henan Observatory-Kaifeng**

**Kaifeng Municipality**

 Territory: 6,166 km²

 Population: 5.6 million

 Tourist arrival: 2019: 79.59 million

 up to 1 November 2023: 102.9 million
Apart from baseline issues, we also monitor:

- Multi-ethnicity
- Tropical rainforest
- The significance of border trade for tourism
- The relationship between ethnic minorities and tourism development

**Xishuangbanna Observatory**

**Xishuangbanna Dai Autonomous Prefecture**

 Territory: 19,096 km²

 Population: 1.3 million

 Tourist arrival: 2022: 47.82 million

 fist half of 2023: over 38 million
Apart from baseline issues, we also monitor:

- The Development of Tourism Industry in Economically Developed Regions and the Improvement of Residents' Quality of Life and Happiness Index
- Development of Tourism Industry and Ecological Protection in Economically Developed Regions
- Excavation and dissemination of intangible cultural heritage, cultural creativity, and research
Apart from baseline issues, we also monitor:

- Development of Tourism Industry and Multicultural Inheritance in World Cultural Heritage Sites
- The Impact of Overseas Chinese and Overseas Chinese Property on Tourism Development

**Jiangmen Observatory**
**Kaiping Municipality (monitoring focus)**

Territory: 1,659 km²  
Population: 682,500 million  
Tourist arrival: 2019: 4.73 million  
up to 1 November 2023: 6 million
Annual monitoring of Changshu in 2023 as example
Preparations for the annual monitoring

1. Recruit volunteers

All volunteers come from the School of Tourism Management, Sun Yat-sen University. Students sign up through the channels provided by the school and choose the monitoring sites they are interested in.

- 25% graduate students
- 75% undergraduates

Publicize through school media

Educational level of students
Preparations for the annual monitoring

2. Host workshops

- Introduction to the origins and background of the monitoring.
- Description of the objectives of the monitoring.

3. Determine the division of labor and work schedule

Online Workshop

Sharing files within workgroups
### Three parts of observatories

<table>
<thead>
<tr>
<th>Surveys on the important scenic spots (17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hongdou Villa, Guli Zhilv Street, Jiangxiang Village, Shajiabang, Confucian Temple, Yanzi Former Residence, Wengguan, Guqin Hall, Yanyuan, Zengyuan · Zhaoyuan, Fangta Yuan, Wang Ganchang Former Residence, Zhitang Fengwu Street, Tongguanshan Rural Park, Yushan, Bosideng, Longrich</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Informal discussions with government departments (6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bureau of Culture, Sports and Tourism, Tourism Development Center, Culture and Art Center, Cultural Expo Center, Sports Development Center</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interviews with local tourism enterprises (21)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Cultural and creative enterprises: Yuqi Lan Gongxiang Culture, Blue Park Cultural Industry Company, Fengxi Cheongsam, Oriental Redwood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance venues: Changshu Grand Theater, Shenggu Grand Theater, Huanlu Live House</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cultural Communication and Local Media Research: Changshu Zero Distance, Jiangnan Star Brand Planning Company, Changshu Today, Bugu Culture Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchants settled in characteristic cultural street</td>
</tr>
</tbody>
</table>
Surveys on important scenic spots
Surveys on important scenic spots

◆ Before

- Reach out to scenic spots staff.
- Determine the outline of the survey.

◆ After

- Write survey notes.
Distribute questionnaires
Distribute questionnaires

◆ Before

• Determine where and when the questionnaire will be distributed.

• Prepare gifts.

◆ After

• Count the number of questionnaires.

• Enter questionnaires data.
Interviews with local tourism enterprises and officers
Interviews with local tourism enterprises and officers

◆ Before

• Contact interviewees.

• Determine the outline of the interview.

◆ After

• Organize the text of the interviews.
Monitoring results

Routine content
1. Tourism and Resources and Environmental Protection
2. Tourism & Community
3. Visitor behaviour and satisfaction
4. The economic impact of tourism

Thematic content
1. Research on urban leisure and residents' well-being in Changshu
2. Review of Changshu's tourism development strategy
3. Changshu cultural tourism product content planning and case reference
Timeline of writing monitoring reports

27 Aug. - 9 Sept.
Data collection and outline writing

10 Sept.
Outline discussion

First draft writing
Timeline of writing monitoring reports

**First draft discussion**
- 6 Oct.

**Report revision and finalization**

**Proofreading and typesetting**
All the other observatories proceed similar approach.
MCSTO in China is a specialized organization in sustainable tourism monitoring *under the auspices of UNWTO* and it is *under the overall responsibility of Sun Yat-sen University* in administrative and legal terms.

- Promote UNWTO methodology of monitoring on sustainable tourism development in China
- Collect and compile good practices of sustainable tourism development on the basis of UNWTO methodology for sustainable tourism indicators
- Coordinate annual monitoring reports
- Provide recommendations for local destinations
- Support capacity building activities related to sustainable tourism development of observatories
- Facilitate and coordinate networking and exchange opportunities among observatories in the region.
What do we do?

- Annual monitoring → **monitoring reports**
- Promotion of Sustainable Tourism observatories → **Activities during monitoring**
- Capacity building → **Annual training**
- Collection and sharing of best practices → **Publication, documentary, etc.**
- Recommendations to governments → **Annual reports, meetings, consultation, etc.**
- Exchange of experiences → **international conferences, workshop with other countries**
Monitoring work
Public Educational Campaign on Promoting Sustainability
Capacity Building

Workshop with other countries
Collect and Share Best Practices
 Helping destinations to get international recognition
Exchange of experiences
Providing assistance to other countries
THANK YOU!