中国旅游研究院
China Tourism Academy

Managing tourism's impacts on culture, heritage and the environment

-----Practices in China

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Outline

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China tourism performance

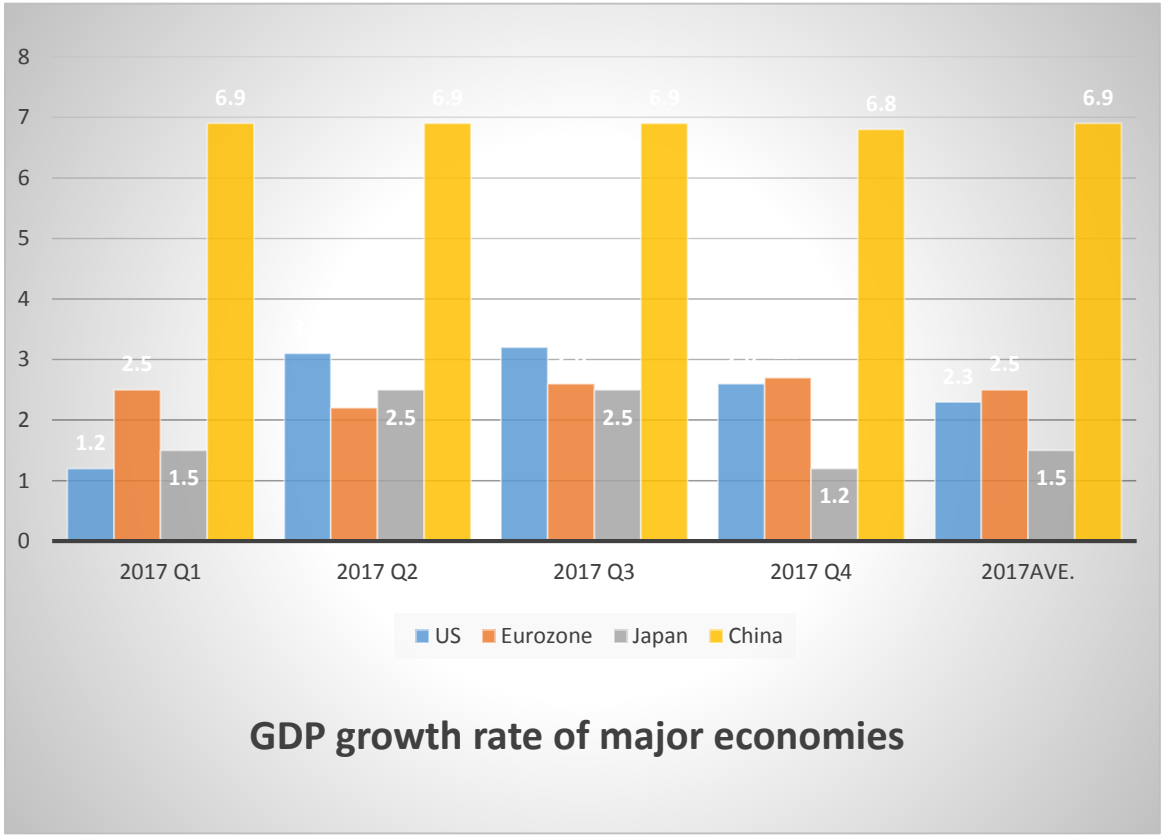
Polices, measures and cases sharing

Challenges

Part 1

China Tourism Performance

Major economies around the world recovered strongly in 2017



GDP growth rate of major economies

In 2017, the global tourism growth rate has exceeded the economic growth rate for the seventh consecutive year and is the best year for tourism development in recent years.

Among them, China's tourism industry has contributed a total of 8.77 trillion yuan, contributing 11.04% to the national economy and 10.28% to the society.

In 2017, global tourism contributed 8.3 trillion US dollars of GDP, accounting for 10.4% of global GDP.

300.13 million

10%

1.5 trillion US dollars

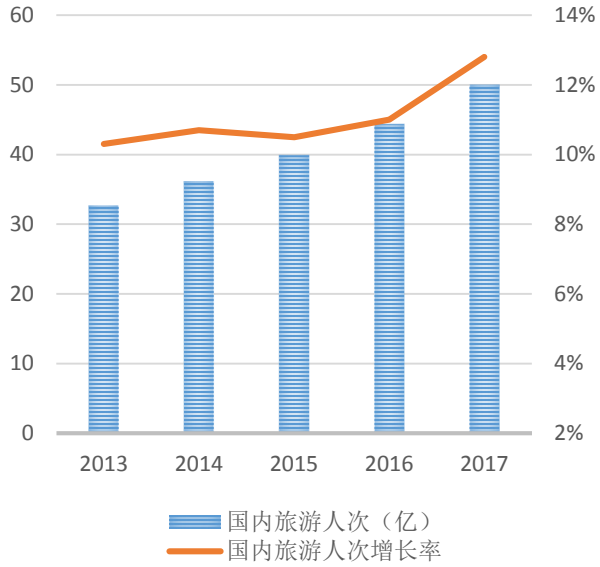
6.5% 28.8%

882 billion US dollars

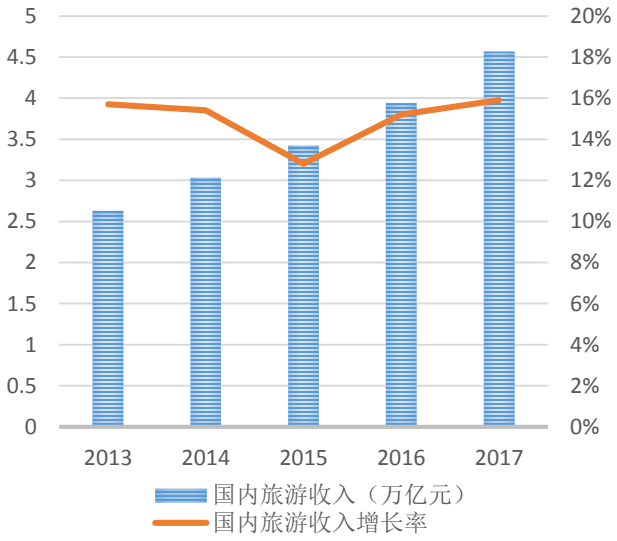
4.5%

Source：WTTC《2018 Travel and Tourism Global Economic Impact Report》

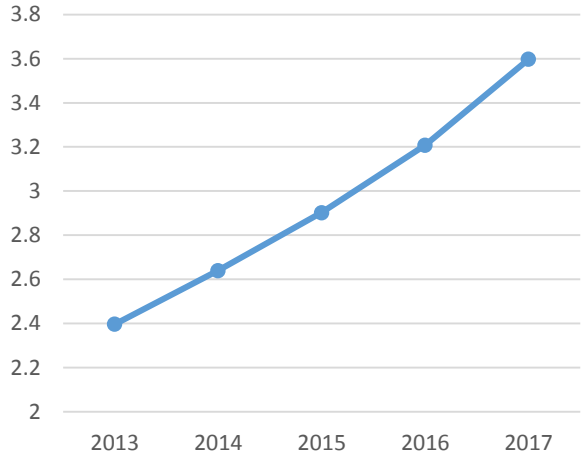
China’s growing domestic market



DOMESTIC TOURIST ARRIVALS AND GROWTH RATE IN THE PAST 5 YEARS



TOTAL DOMESTIC TOURISM REVENUE AND GROWTH RATE IN THE PAST 5 YEARS



PER CAPITA TRIPS

Key statistics of China’ s tourism performance 2017-2022

Indicators	2017	2020 (Planned)	Average annual growth rate（%）	2022 (Predicted)	Average annual growth rate（%）
Domestic market（100 million trips）	50.01	64.00	9.86	80.0	9.9
Inbound market（100 million arrivals）	1.39	1.50	2.28	1.56	2.3
Outband market（100 million departures）	1.31	1.50	5.09	1.68	5.2
Total income (trillion)	5.40	7.00	11.18	9.00	11.0
Comprehensive contribution to GDP（%）	11.04	12.00	-	12.3	-

Part 2

Polices, measures and cases sharing

Policy and legal support in China

01

National Laws & Regulations

《Tourism law》

《Cultural Relics Protection Law》

02

Local protection regulations

Provincial level

03

Specific protection regulations

The Great Wall

04

Leaders' speeches

President

Minister of Ministry of Culture and Tourism

Key measures already and planned to…

capacity control

Forbidden City

Potala Palace

Mo Kao Grottoes

exploiration with preservation

Wuzhen Villiage

Yuanjia Villiage

Landscape design concept

buffer zone

prescibed pathways

intangible heritage protection

organization

3000+ bearers

financial support

Yuanjia Villiage & Wuzhen Villiage

Promoting the development of cultural heritage features by documentary films ……

Cultural innovative products development

In October 2018, the General Office of the CPC Central Committee and the General Office of the State Council issued the "Several Opinions on Strengthening the Protection and Utilization of Cultural Relics", and issued a notice requesting all departments of various regions to conscientiously implement them in light of the actual situation.

“Safe travel Responsible travel” initiative

Sponsored by:

UNDP----The United Nations Development Programme

CCIEE ----China Center for International Economic Exchanges

CTA----China Tourism Acadey

Ctrip Group

Cooperation between international organizations

Google Arts & Culture

Border Tourism Pilot Zone and cross-border cooperation

In November 2015, China and Vietnam signed the Cooperation Agreement on Protection and Development of Detian Waterfall Tourism Resources, which is China's first cross-border tourism cooperation zone.

In April 2018, the State Council agreed to establish Manzhouli and Fangchenggang Border Tourism Experimental Zone the Manzhouli in Inner Mongolia and Guangxi province. This is the first batch of border tourism pilot zone established in China.

Part 3

Challenges

Challenges in China & Roles of CAREC

Promoting inter-country communications (cultural, institutional, economic, legal)

Simplification measures for passengers entering and leaving the cooperation zone

Acceleration of the construction of transportation infrastructure

Potential programs and joint researches

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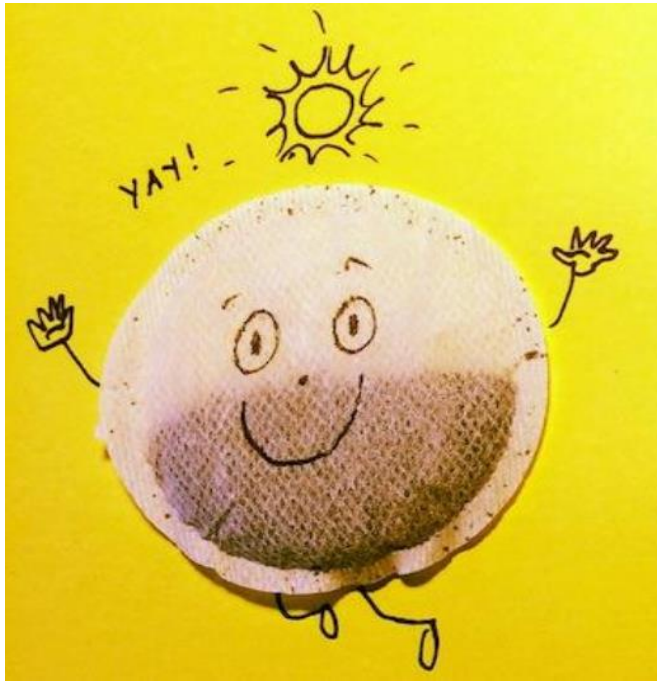

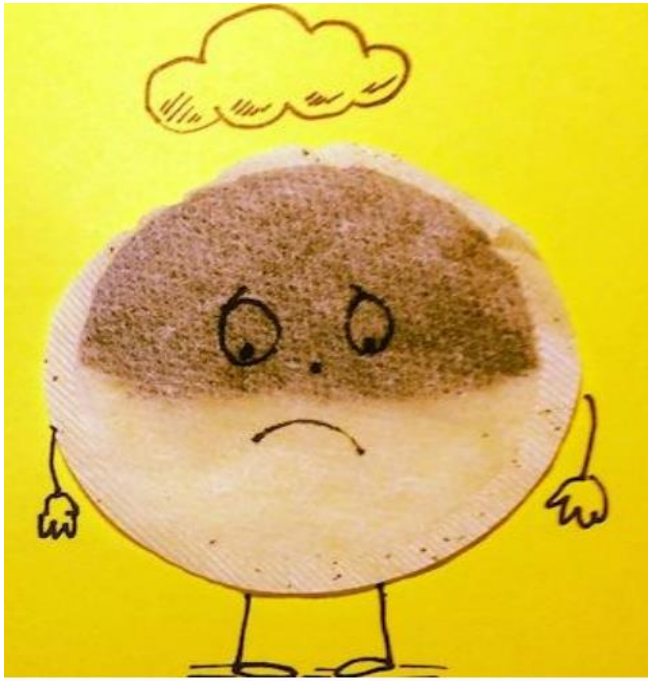

To sum up and promote successful experiences from heritage sites with developed tourism industry

To research feasible solutions for poverty alleviation and coordinated development for the heritage sites with undeveloped tourism industry

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Thank you for listening!