



Developing Tourism for Fragile
Environments

生态脆弱地区的旅游业发展

*China Responsible Tourism Forum, December
2011*

中国旅游社会责任论坛 2011年12月

Photo by Amanfayun

AGENDA

- Who is WildChina? 谁是 WildChina?
- An Example: Yubeng 实例:雨崩
- Engage in Guizhou 体验贵州
- Our Learnings 宝贵经验

Who is WildChina? 谁是 WildChina?



Photo by Songtsam Lodges, Yunnan Province

Fast Developing Urban Areas 城市快速发展



Photo by the Opposite House Hotel, Beijing

Traditional Rural Life Remains Unchanged
农村依然不曾改变



Photo by Susan Meiselas/Magnum photos, Yunnan

Off the Beaten Path Travel

WildChina Works Beyond Beijing, Xi'an and Shanghai
除了北京、西安、上海, WildChina在许多偏远地区都开展了工作



WildChina Travelers 旅行家



Founded in 2000, WildChina works with:

- Harvard University
- Stanford Business School
- Princeton University
- McKinsey
- Goldman Sachs
- UN Foundation
- Head of MNCs
- Nobel Prize winners
- Academy Award winners



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Yubeng 雨崩



Photo by Rongkun Liu, Yubeng, Yunnan

My Experience with Yubeng
我的雨崩之行



Mt. Meili 梅里雪山



Photo by Eric Liu, Yunnan

Present Situation
现状



Photo by Liu Jianqiang, Yubeng, Yunnan 摄于云南雨崩

Yubeng in 2011

- **The Nature Conservancy** got involved early on in profit sharing strategies that improved local conditions.
- In 2009, local government **handed over management to an outside state-owned tourism company**. 2009年, 当地政府把管理权交付外资旅游公司
- Thousands of yuan spent to employ Yubeng locals to handle rubbish. The villagers took the money and **didn't bother with the rubbish**.大量资金用于雇佣当地村民处理垃圾, 但是村民拿了钱却对仍对垃圾置之不理.
- Today, each inn has a boiler needing 500 kilograms of firewood a day – 20 inns use 10,000 kilograms. And so, over the last two years, **significant damage to tree population**.现在当地的每家客栈都有一个日耗500公斤木材的炉子, 20家客栈就要消耗10000公斤。因此在过去的两年中当地的森林资源遭受了极大的破坏。



Photo by Liu Jianqiang, Yubeng, Yunnan 摄于云南雨崩

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Present Situation of Guizhou



- Guizhou is one of **China's hidden treasures**
 - A province of vibrant minority cultures, lush terraced rice fields, and rich forests
充满活力的少数民族文化，一望无际的梯田和丰富的森林资源
- It is also one of **China's most underdeveloped and remote regions**
 - 2.55 million people living in absolute poverty (annual income less than USD 85) 2, 550, 000人生活在贫困线上(年收入低于85美元)
- **Education, health, water supply, and waste treatment** are the most pressing needs for many villages in Guizhou在贵州的许多村庄，教育、医疗、供水、垃圾处理都亟待完善

Ethnic Miao Population 苗族



Rice Terraces in Guizhou Province 贵州的梯田



Making a Life Here 生活在此



VIRTUOUS CYCLE

Engage

WildChina
Clients

Larger
Community

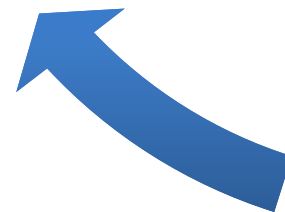
Inspire



*Social change can only be
brought about by a
reinforcing cycle*

NGOs and
Local Gov't

Local
Community



WildChina
Team



良性循环

参与

WildChina
客户

大型团体

启发

强力的良性循环才能给当地带来社会变化

非政府组织
和当地
政府

当地社区

WildChina
团队

Embracing the Passion of WildChina Guides



- Guizhou guide Billy is **committed** to supporting and **preserving** local village culture
- WildChina supports guides like Billy– and many others throughout China– to **improve their local communities** by assisting in donating books, building libraries, and other service projects

It All Began with an Inspired Staff Member



Overview

- Cara traveled to Guizhou province on a WildChina hiking journey and saw the need for a **voluntourism program**组织的一次贵州徒步旅行中，看到了当地对公益旅游的需求
- Returned to office and was empowered to design a trip product
回到办公室她便着手设计了一个旅游产品
- Within six months, WildChina pioneered the program with a Hong Kong international school. 六个月后, WildChina便组织了香港国际学校参加这次旅程

Work with Local NGOs to Gain Expertise
与非政府组织合作受益匪浅



Community Service 社区服务



- Most villages have neither the financial resources nor local man power to regularly maintain, much less improve, the local infrastructure. 大多数村落缺乏财力及人力定期维护和修缮基础设施
- To support the village, we will work on repairing local roads used for farming, as well as help villagers with some local chores such as collecting wood and crops. 我们修缮道路以便村民耕作, 也会帮助他们干一些诸如伐木和收割类的农活。



School Exchange



The elementary schools in these rural communities serve not only local villager's kids but also students in from neighboring villages.当地的小学不仅要接收本村的孩子，还要为附近村庄的孩子提供教育。

Most students do not have the chance to see people coming from outside. Our visits provide them with a rare opportunity to interact with people from other countries.村里大多数孩子没怎么见过生人，我们的来访使他们有机会和来自外面的人交流。

Empowering Local People 当地居民



Setting an Example of Ecotourism 生态旅游的良好模板



Present Situation 现状



In 2011, WildChina led 9 distinct programs to Guizhou province to volunteer in the local school, build playgrounds, and improve water irrigation systems. 2011年, WildChina 开展了9个不同的志愿者计划, 帮助当地的学校, 建操场, 完善灌溉系统

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宝贵经验

1. Influencing local government is key 关键在于动员当地政府
2. Partner with responsible travel professionals 与可靠的业界专家合作
3. Devise sustainable profit sharing strategies 主张可持续发展的利益分配

Michael Mudd 摄于云南



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体验不一样的中国

WWW.WILDCHINA.COM