

PERSPECTIVES ON TOURISM PLANNING IN CHINA

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INTRODUCTION

- **PLACES THAT ARE GOOD TO LIVE IN ARE ALSO GOOD TO VISIT - PRODUCT OF TOURISM IS EXPERIENCES**
- **SUCH PLACES DO NOT OCCUR BY CHANCE BUT REQUIRE CAREFUL PLANNING AND MANAGEMENT**
- **FOCUS OF PRESENTATION ON TOURISM PLANNING IN CHINA**

NATURE OF EVIDENCE

- **PERSONAL EXPERIENCES WITH TOURISM PLANNING IN ASIA AND ELSEWHERE**
- **INVOLVEMENT IN TOURISM PLANNING INITIATIVES IN CHINA FOR ALMOST 20 YEARS**
 - **PROVINCIAL TO LOCAL**
 - **URBAN TO RURAL**
 - **WIDE GEOGRAPHICAL DISTRIBUTION**
- **DIRECTED MULTI-YEAR ENVIRONMENTAL PROJECTS IN CHINA**
- **SUPERVISED 30 THESES ON TOURISM IN CHINA**
 - **NUMEROUS PUBLICATIONS**
 - **ETHNIC TOURISM PLANNING (Xishuangbanna, Yunnan)**
- **INTERACTED WITH OFFICIALS, ACADEMICS, TOURISTS, RESIDENTS, SOME OPERATORS**

WHY DO DESTINATION AREAS WANT TOURISTS?

- **TO IMPROVE THE QUALITY OF LIFE OF RESIDENTS**
- **IMPLICATIONS**
 - **TOURISM IS A MEANS RATHER THAN AN END IN ITSELF**
 - **TOURISM PLANNING SHOULD BE AS MUCH ABOUT RESIDENTS AS TOURISTS**
 - **APPROPRIATE SPECIFICATION OF GOALS AND OBJECTIVES**

CHINESE CONTEXT

- **MANY SUCCESSES – TOURISM GROWTH OVER 25 YEARS**
- **ALSO FAILURES**
 - **“BUILD THE NESTS AND THE BIRDS WILL COME” – NOT TRUE!**
- **CHALLENGES OF SPEED AND SCALE OF DEVELOPMENT**
- **TIME RIGHT FOR EVALUATION**
 - **2013 INTERNATIONAL VISITOR STATISTICS DISAPPOINTING SO FAR**

CHINESE CONTEXT (cont'd)

- **PRESIDENT HU – TOURISM DEVELOPMENT (PLANNING) SHOULD BE ‘SCIENTIFIC’ AND ‘HARMONIOUS’**
- **PRESIDENT XI – ENVIRONMENT AND MORE EQUITABLE**
- **WHAT DOES THIS MEAN?**

CHINESE CONTEXT (cont'd)

- **TOURISM NOT A SCIENCE (DEBATED) BUT SHOULD BE DEVELOPED:**
 - LOGICALLY
 - SOUND PRINCIPLES AND CONCEPTS
 - APPROPRIATE DATA / INFORMATION
- **HARMONIOUS = SUSTAINABLE**
 - BALANCE BETWEEN ECONOMY, ENVIRONMENT AND CULTURE
 - LONG TIME HORIZON
 - EQUITY – SOCIALLY AND SPATIALLY
- **DOES TOURISM PLANNING MEET THESE CRITERIA?**

PROCESS AND PRODUCT PROCESS

- **CURRENTLY TOP-DOWN**
 - **NEED FOR INVOLVEMENT OF MORE STAKEHOLDERS**
- **EXPERT DRIVEN**
 - **BUT ARE THEY REALLY EXPERTS?**
- **NOT BASED ON ADEQUATE DATA / ANALYSES**
- **STATUS OF TOURISM AUTHORITIES WEAK**
 -

PRODUCT

- **NARROW FOCUS ON ATTRACTIONS**
- **LIMITED INTEGRATION**
 - **WITH OTHER SECTORS**
 - **INSUFFICIENT ATTENTION TO ENVIRONMENT OR SOCIO-CULTURAL IMPLICATIONS**
- **INSUFFICIENTLY STRATEGIC**
 - **CONTAIN MUCH USELESS INFORMATION**
 - **SELDOM PHASED ADEQUATELY**
 - **RESPONSIBILITIES FOR IMPLEMENTATION UNCLEAR**
- **PLANS NOT PUBLIC DOCUMENTS**

CONCLUSIONS

- **OVERALL, TOURISM IN CHINA IS A SUCCESS STORY (WHEN VIEWED NARROWLY)**
- **LESS CLEAR IF WELL-BEING OF RESIDENTS IMPROVED**
- **GOALS COULD BE BETTER ACHIEVED IF BOTH PLANNING PROCESS AND PRODUCTS IMPROVED:**
 - **GOALS / OBJECTIVES SPECIFIED WITH CARE**
 - **PLANS HAD BROADER CONTENT**
 - **HAD STRONGER INFORMATION BASE (RESEARCH)**
 - **INVOLVED MORE STAKEHOLDERS (ESPECIALLY RESIDENTS)**
 - **MORE ACCESSIBLE (PUBLIC DOCUMENTS)**