

DISCUSSION ON GIAHS TOURISM AND ITS MONITOR

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Outline



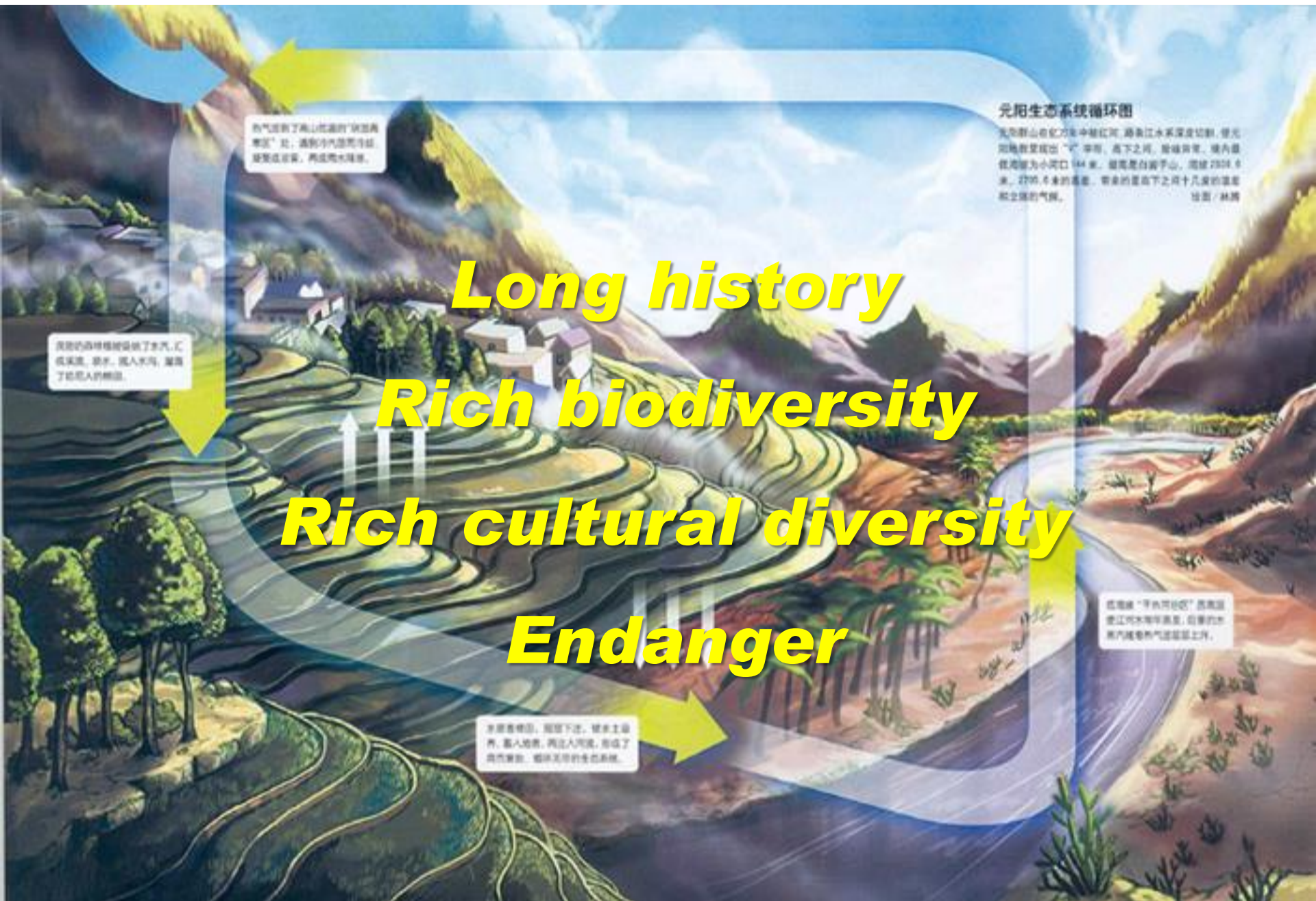
- **Understanding GIAHS tourism**
- **Key issues in GIAHS tourism development**
- **GIAHS tourism monitor framework**
- **Conclusion & discussion (Q&A)**

GIAHS is about the future not the past



Biodiversity can be seen as a “life insurance policy for life itself” - Something specially needed in this time of fast-paced global change. *Kofi Annan*





热气遇到了高山绝顶的“锅盖雨”处，遇到冷空气而冷却，凝结成云雾，再成雨而降。

茂密的森林植被吸收了水汽，汇成溪流，泉水，流入水沟，灌溉了农民的梯田。

水顺着梯田，层层下注，顺来主沟，流入地表，再流入河流，形成了向心灌溉，滋润无垠的生态森林。

元阳生态系统循环图

元阳群山在亿万年中被红河、澜沧江水系深度切割，使元阳地貌呈现出“V”字形，山下之河，层峰间架，境内最佳海拔为小河口144米，最高是白岩子山，海拔2704.9米，2704.9米的高度，带来的是山下之间十几度的温差和全球的气候。

绘图 / 林勇

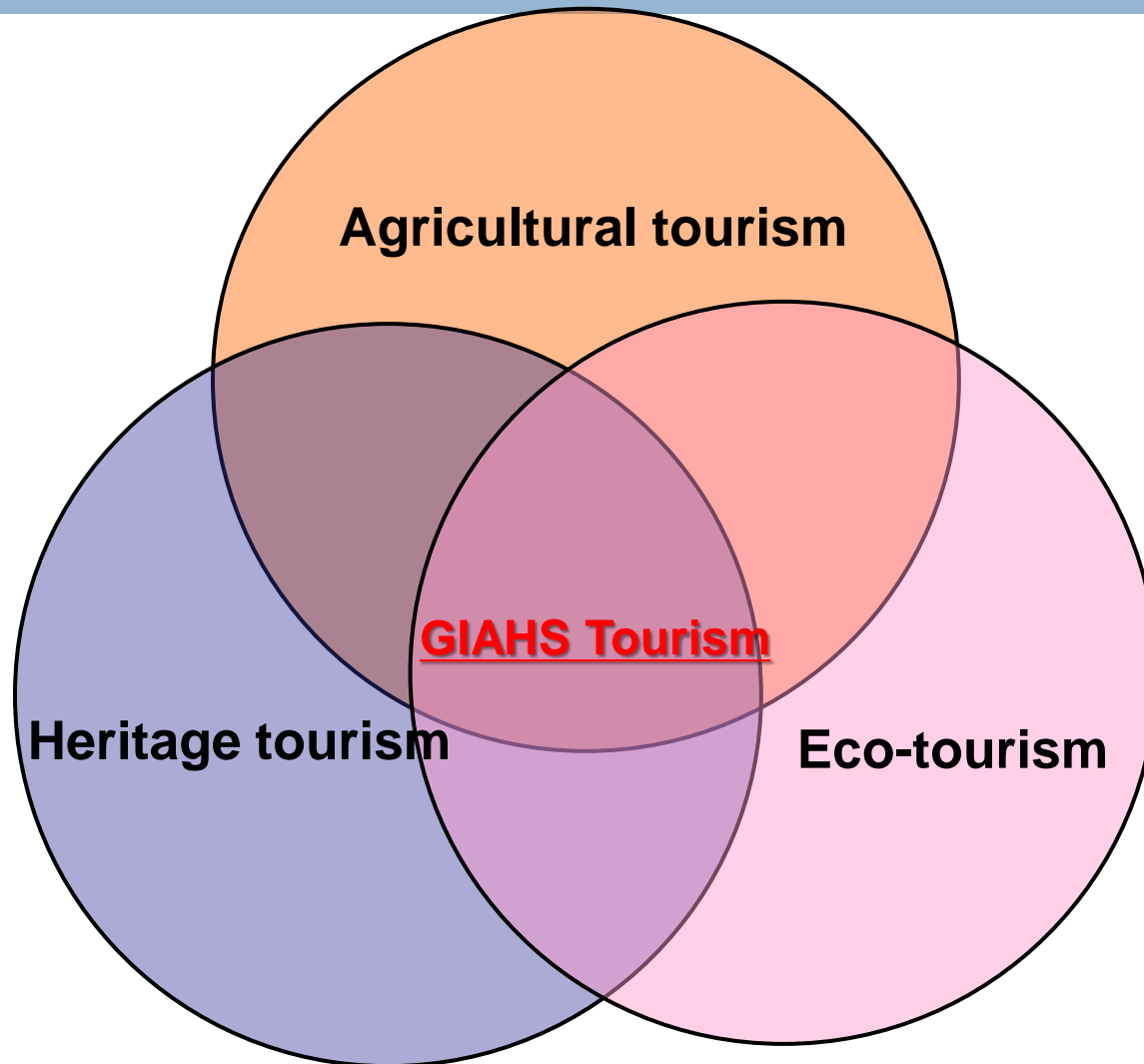
在海拔“千奇百怪”的元阳，使江河大海平流，但水的流动随着热气层层上升。

Long history
Rich biodiversity
Rich cultural diversity
Endanger

Why tourism?

- People are attracted by the fame of agricultural heritage sites.
- many recent examples of tourism actually supporting the conservation of heritage sites and artefacts (Alzue et al. 1998; Herbert 2001; McKercher et al. 2005)
- FAO dynamic conservation approach

GIAHS Tourism



GIAHS Tourism

Agricultural heritage tourism

≠

Rural tourism, agricultural tourism,
farm house enjoyment...

cultural tourism
Local identity

recreation
mass tourism

Heritage tourism, tourism
activities based on the agricultural
heritage experience, education
and knowledge

experience

Tourism activities based on
countryside elements, agriculture
and related elements

Several key issues in GIAHS tourism development



- ❑ **Characteristics as tourism resources & landscape**
- ❑ **Community significance**
- ❑ **Balance of commodity and conservation**

Characteristics as tourism resources & landscape

- **A living heritage:** farmers are living the heritage, but not living with the heritage.

Consider more livelihood of the farmers

- **Eco-vulnerability:** the object is easy to be damaged with low resistance capacity and hard to be recovered(Qiao et al., 2008).

Landscape design need to consider more about the biodiversity, water and land conservation.



Cole flower

昵图网 www.nipic.com

By:当风起时 No.20120531011909715129

Xinghua Duotian Agrosystem, China



Characteristics as tourism resources & landscape

- **Culture sensitivity:** one culture is easy to be affected by the other culture, and lose the features itself, especially for those culture which is not mainstream.

Pay attention to the demonstration effect of tourists.

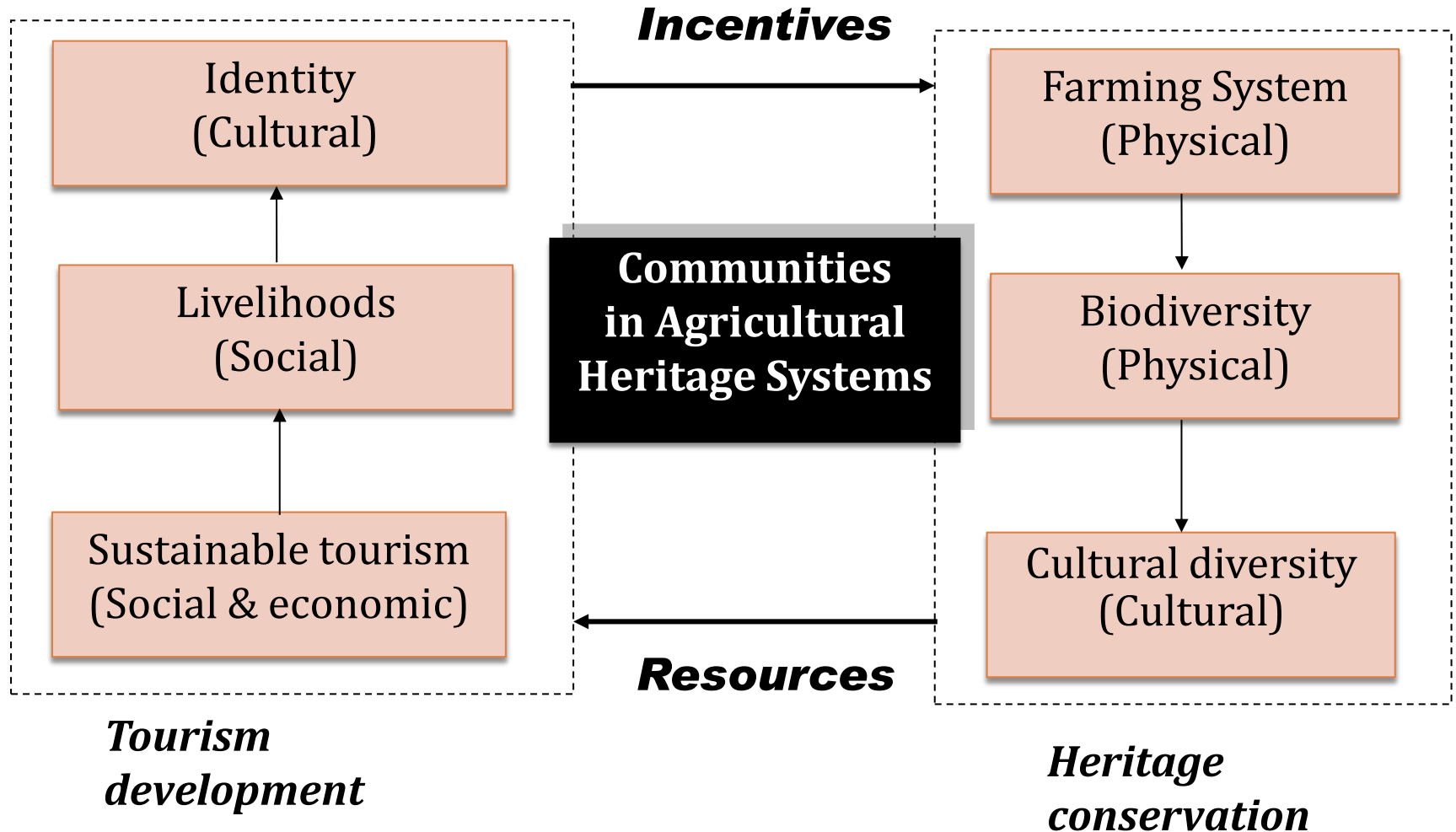
- **Seasonality of the landscape**

Consider the seasonal features of the landscape.

Community significance

- **Local community is the owner of the GIAHS;**
- **Biodiversity and cultural diversity was created in the daily lives of local community;**
- **Improve the livelihood is one of the main purposes of GIAHS conservation**

An integrated model of a community based agricultural heritage system conservation and tourism development



Balance of commodity and conservation

- ❑ Merchandized and lose authenticity



Balance of commodity and conservation

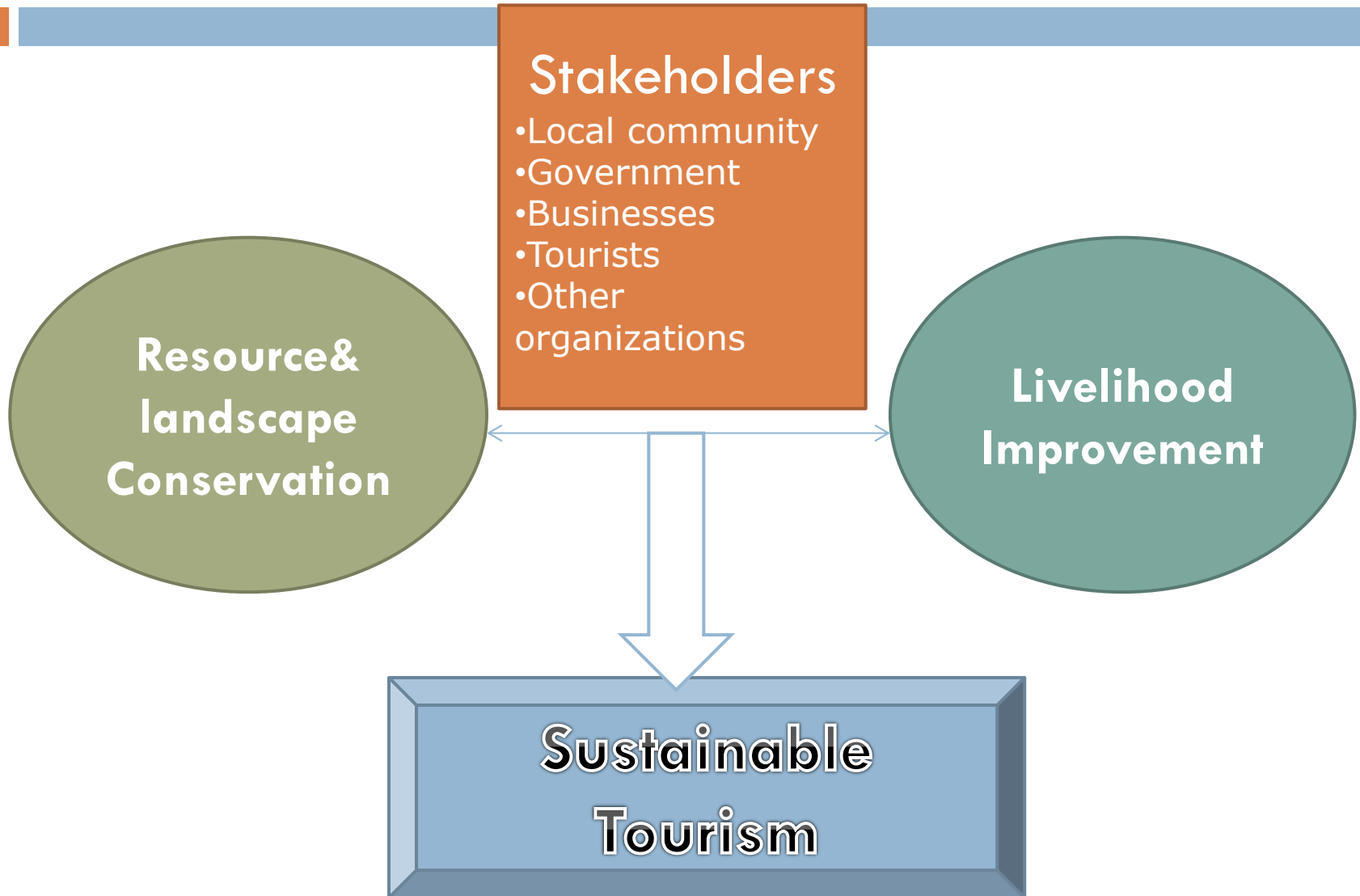
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Education  
Scientific research"] --> B["On site show  
Museum  
The role of the tourism business"]; C[Relative Authenticity];
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Demonstration
Education
Scientific research

Relative
Authenticity

On site show
Museum
The role of the tourism business

GIAHS tourism monitor framework



Sustainable tourism indicators

测量指标 (UNWTO,1996)

No	Indicator	Specific measures
1	Site protection	Category of site protection according to IUCN index
2	Stress	Tourist numbers visiting site(per annum/peak month)
3	Use intensity	Intensity of use in peak period (persons per hectare)
4	Social impact	Ratio of tourists to locals (peak period and over time)
5	Development control	Existence of environmental review procedure or formal controls over development of site and use densities

No	Indicator	Specific measures
6	Waste management	percentage of sewage from site receiving treatment (also structural limits of other infrastructural capacity on site, such as water supply)
7	Planning process	Existence of organized regional plan for tourist destination region
8	Critical ecosystem	Number of rare/endangered species
9	Consumer satisfaction	Level of satisfaction by visitors (questionnaire based)
10	Local satisfaction	Level of satisfaction by locals (questionnaire based)
11	Tourism contribution to local economy	Proportion of total economic activity generated by tourism only

Some index design for GIAHS tourism

Index	Conservation	Tourism development
Tourist no./income	Stress/Use intensity	Tourism contribution to local economy
GIAHS tourism service(restaurant/ accommodation /transportation/sightseeing/commodity/entertainment)	Development control/Waste management/Social &cultural impact	Consumer satisfaction
Tourism categories & site selection	Critical ecosystem	Planning process
Interpretation /Tourist education	Knowledge of GIAHS	Experience improvement

Thank you for your listening

Q& A

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