



IMPACTS of TOURISM on WORLD HERITAGE CITY – PINGYAO , CHINA

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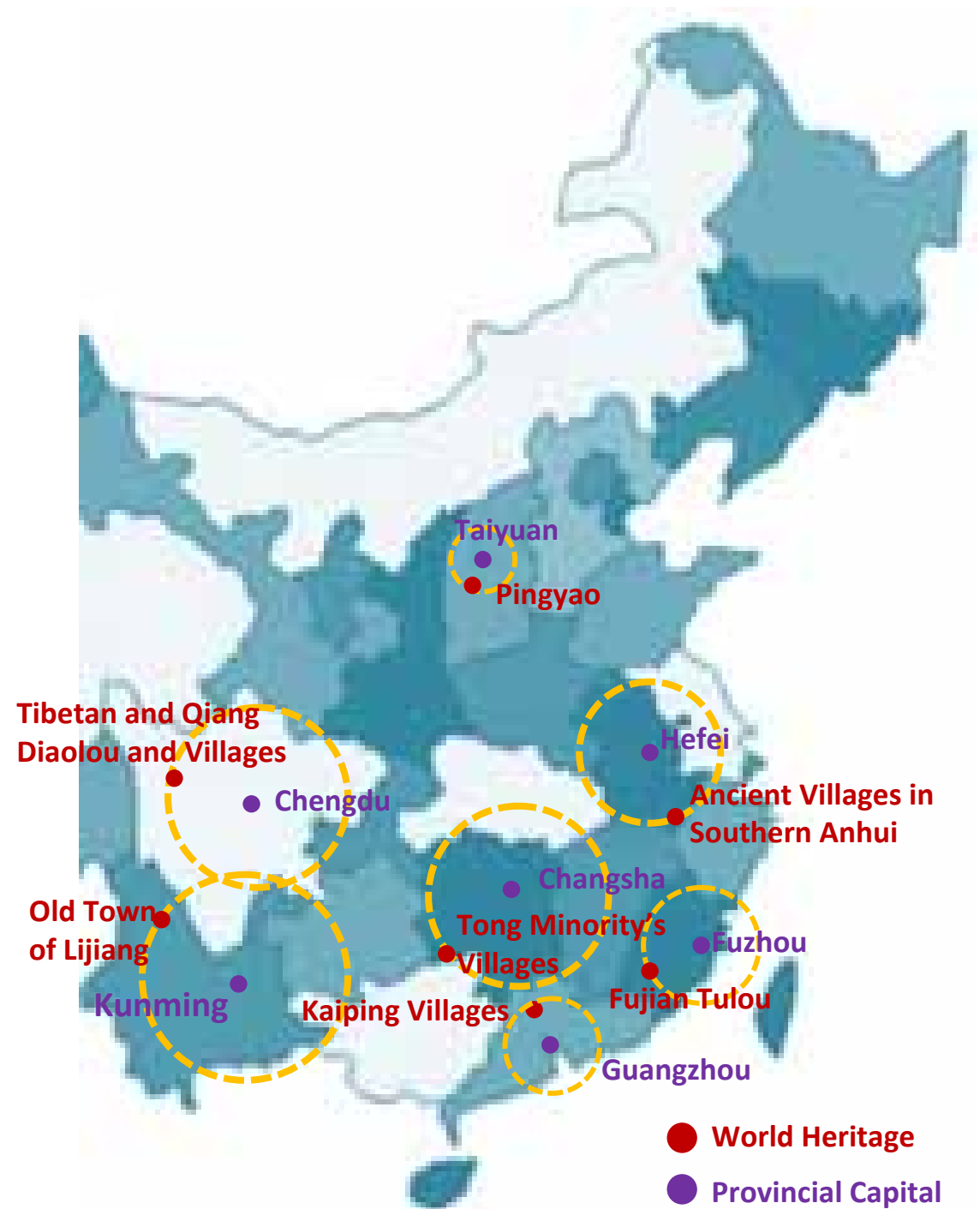


1. Background

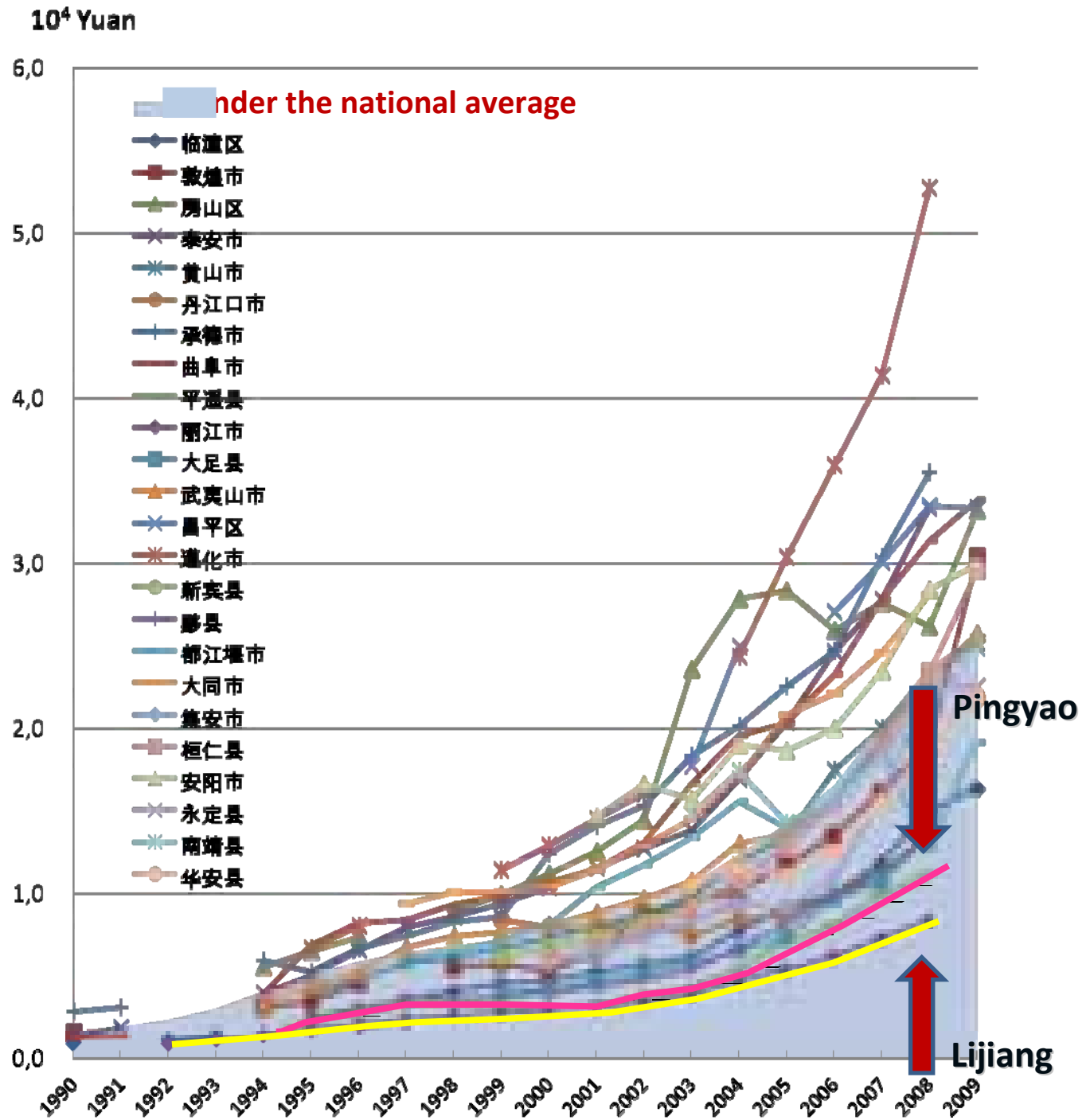
- 6 Historic cities , towns and villages have been inscribed on the world heritage list in China (till 2013).
- And other 8 towns and villages are in the national tentative list.

1	Ancient City of Ping Yao	City	World Heritage
2	Old Town of Lijiang	City	World Heritage
3	Ancient Villages in Southern Anhui – Xidi and Hongcun	Town	World Heritage
4	Kaiping Diaolou and Villages	Village	World Heritage
5	Fujian Tulou Villages	Village	World Heritage
6	Cultural Landscape of Honghe Hani Rice Terraces	Village	World Heritage
7	Sanfangqixiang Historic Area, Fuzhou	City Center	Tentative List
8	Ancient water towns in Southern Yangtze River	Town	Tentative List
9	Dong Minority Villages	Village	Tentative List
10	Tibetan and Qiang Diaolou and Villages	Village	Tentative List
11	Enclosing houses in Gannan	Village	Tentative List
12	Miao Minority Villages	Village	Tentative List
13	Villagers’ Houses in Shanxi and Shan’Xi Provinces	Village	Tentative List
14	Villager’s Houses in Red Brick in Southern Fujian	Village	Tentative List

- Geo-economic background of WH towns and villages:
- Far away from provincial capitals and economic centers ;



GDP per capita
 ➤ are also below the national average:
 Pingyao and Lijiang



3) 5 Motivations for Tourism Developments in Historic Towns & Villages

- Attracting investments;
- Increasing incomes of local residents;
- Avoid industry pollution;
- Improving urban infrastructure and living environments;
- To ensure more funds for conservation.

4) The case of Pingyao

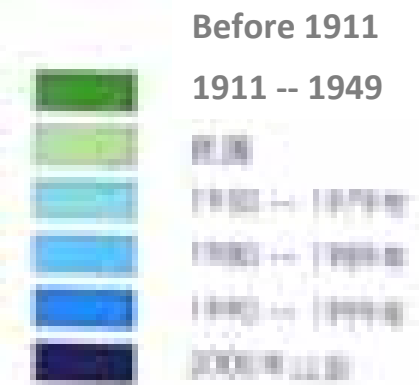
a) The contexts of the city

- Located in Shanxi Province, 150km away from Provincial Capital, Taiyuan; 700km away from Beijing;



➤ Around 4000 traditional courtyard complexes, of which 700 were shops, stores and temples ;

➤ Periods of buildings







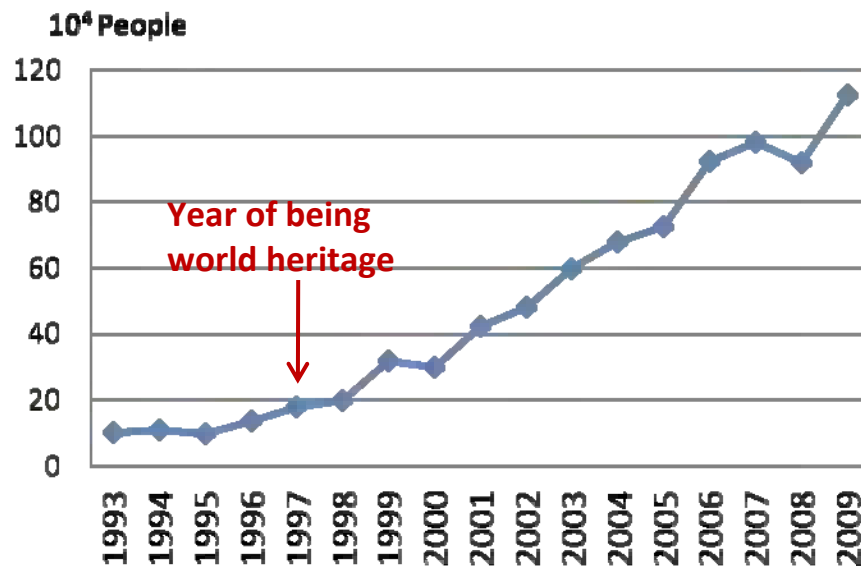
b) Economic Situation before listed:

- Relied on industries as the main driving forces to the county's lift as well as income complementary to its large agricultural base, which caused pollutions in the region;
- Per capita income level: 2500 yuan in 1996;

2. Improvement by Tourism in Pingyao City

1) Number of Tourists is keeping increasing

103,000—1,127,000



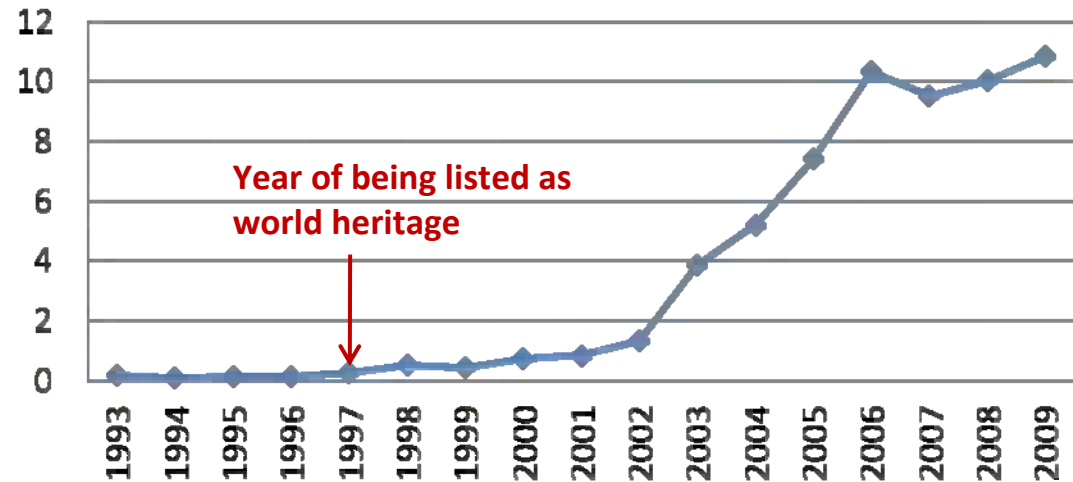
The number of tourists in Ancient City of Ping Yao



2) Annual tourism incomes increase

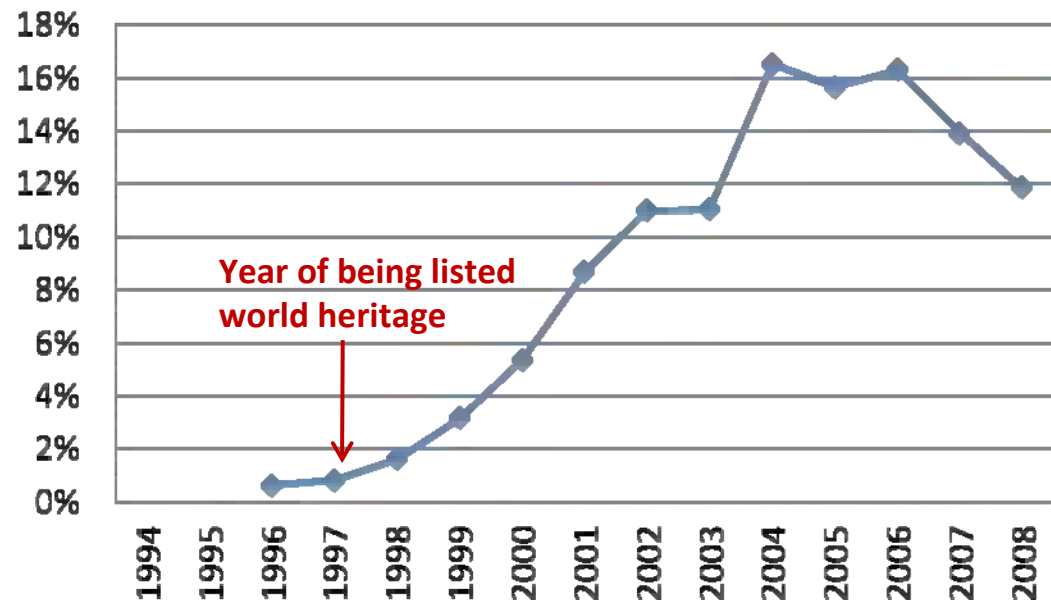
1997: 18.5 million yuan
2012: 100, million yuan plus

Ten Million Yuan



3) The proportion of the tourism income to county GDP is becoming important

1997: 1%
2012: 6% .

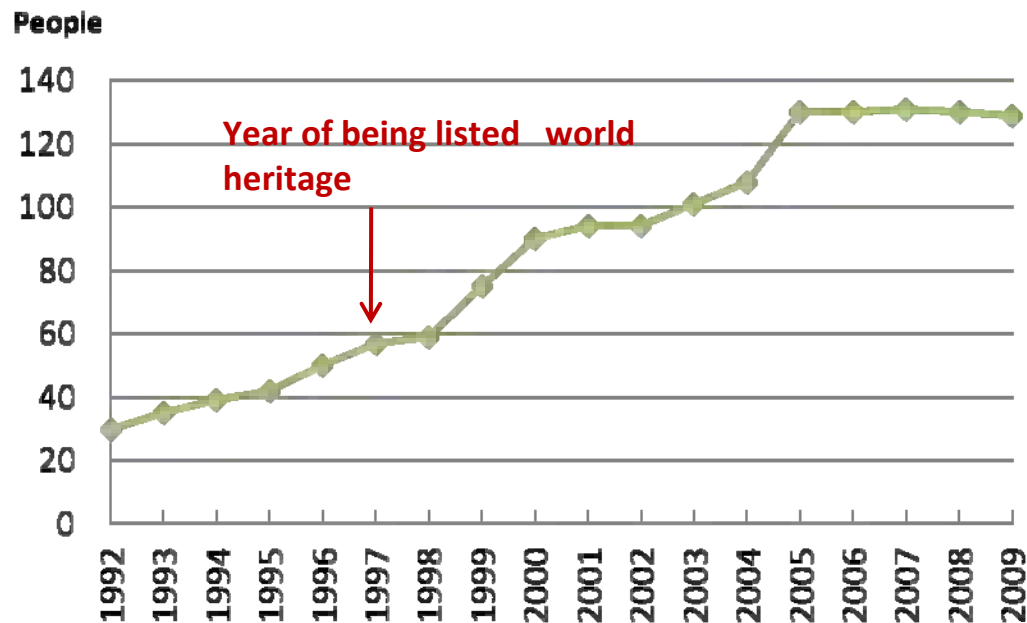


4) Increases in jobs related to tourism

The staffs in administration for the of old town:

30 in 1997——130 in 2012

Jobs in tourism development in the old town is more than 13,000, a great proportion of the total in the old town.



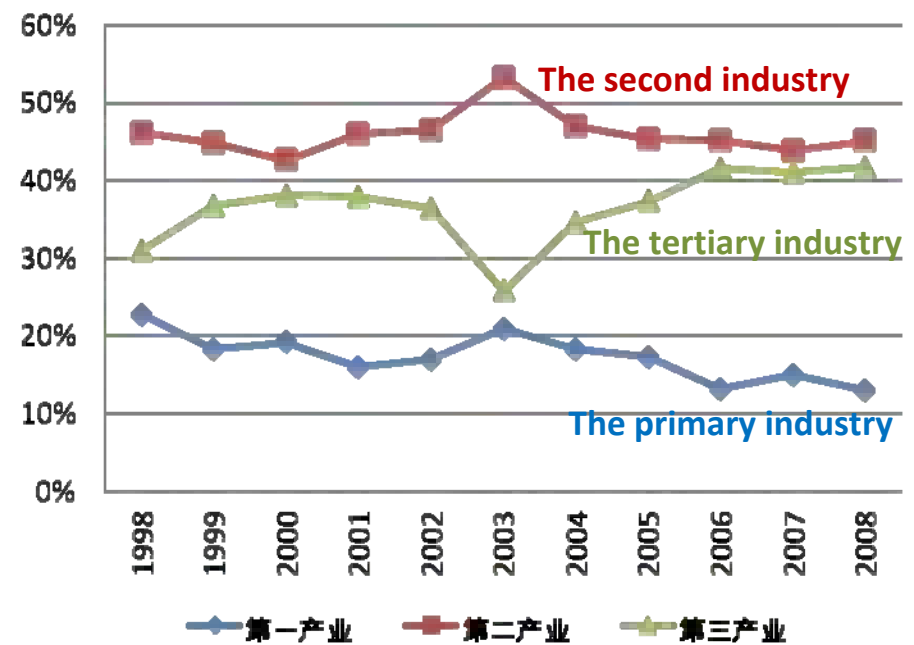
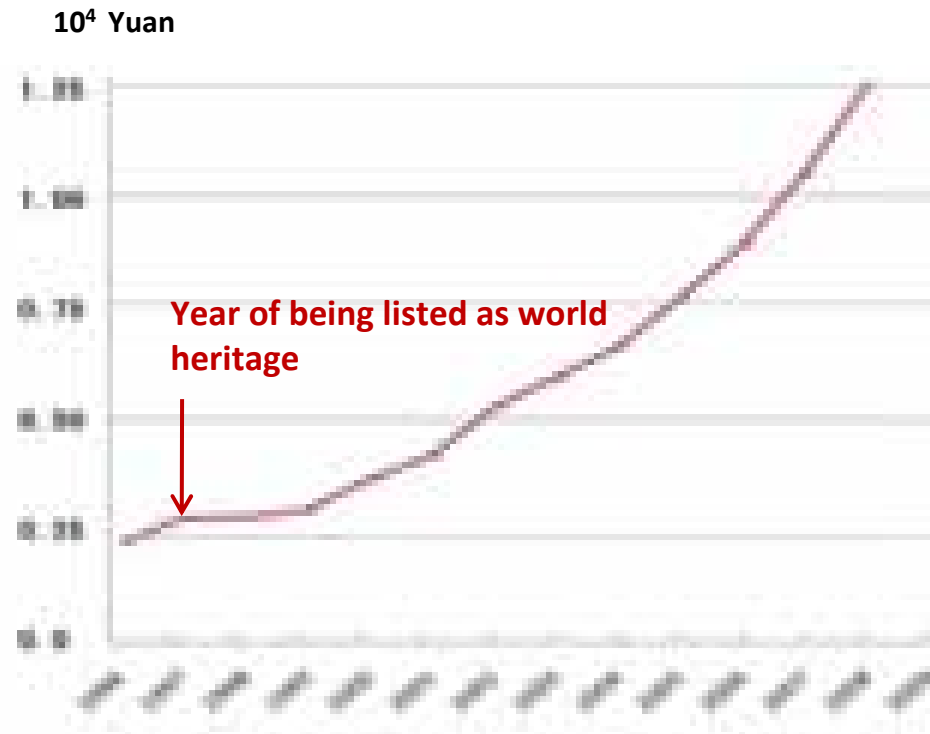
Number of staff in administration of Pingyao old town



5) Increase in income level of local residents

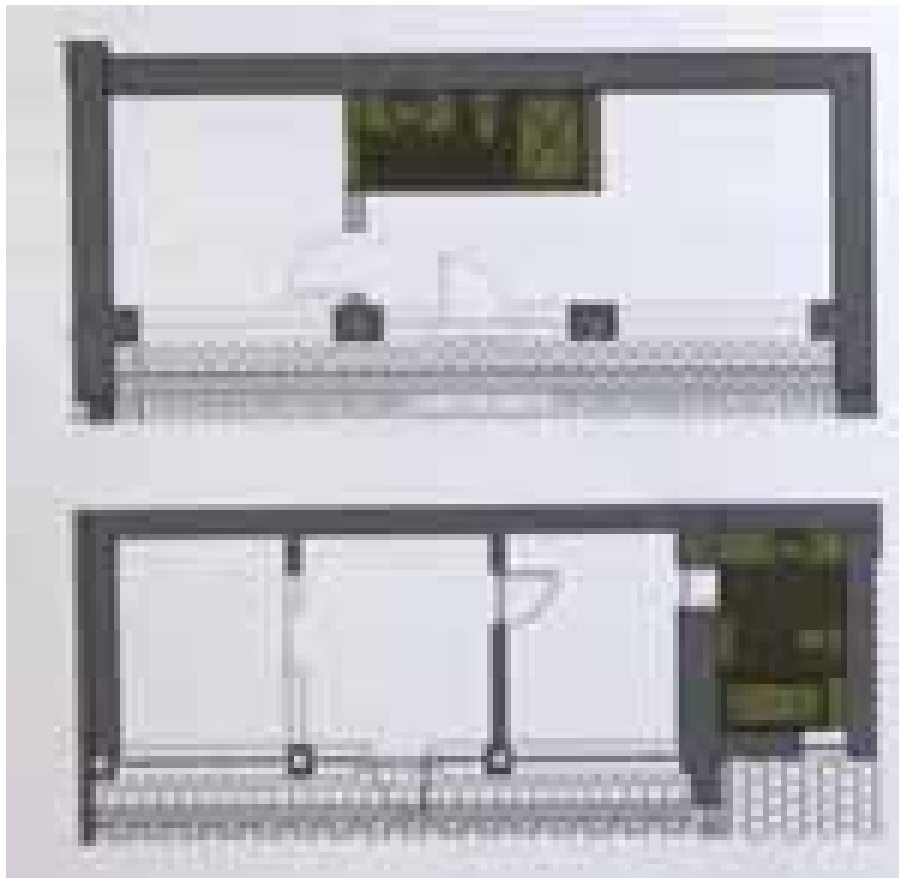
2,500 yuan ——12,500 yuan

6) Increase of the Tertiary Industry



7) Increase in conservation funds

- **Monuments:** Restored by local authority;
- **Courtyard houses funds:** 1/3 from government; 1/3 from an overseas funding program; 1/3 from the owners (from 2011)



Used as museums after restorations



Old housing restorations



3. Problems brought by heavy dependence on tourism

1) Overcrowding

- the average daily tourist number is 3,800,
- The peak is high than 20,000 a day;



2) Over Commercialization

- In last year, more than 80 yards were restored , 80% of them will be used as restaurants or hotels, taking about 2% per year of the total 4000 yards in the Old City.
- In 2013 there have been more than 130 hotels already in the Old City.



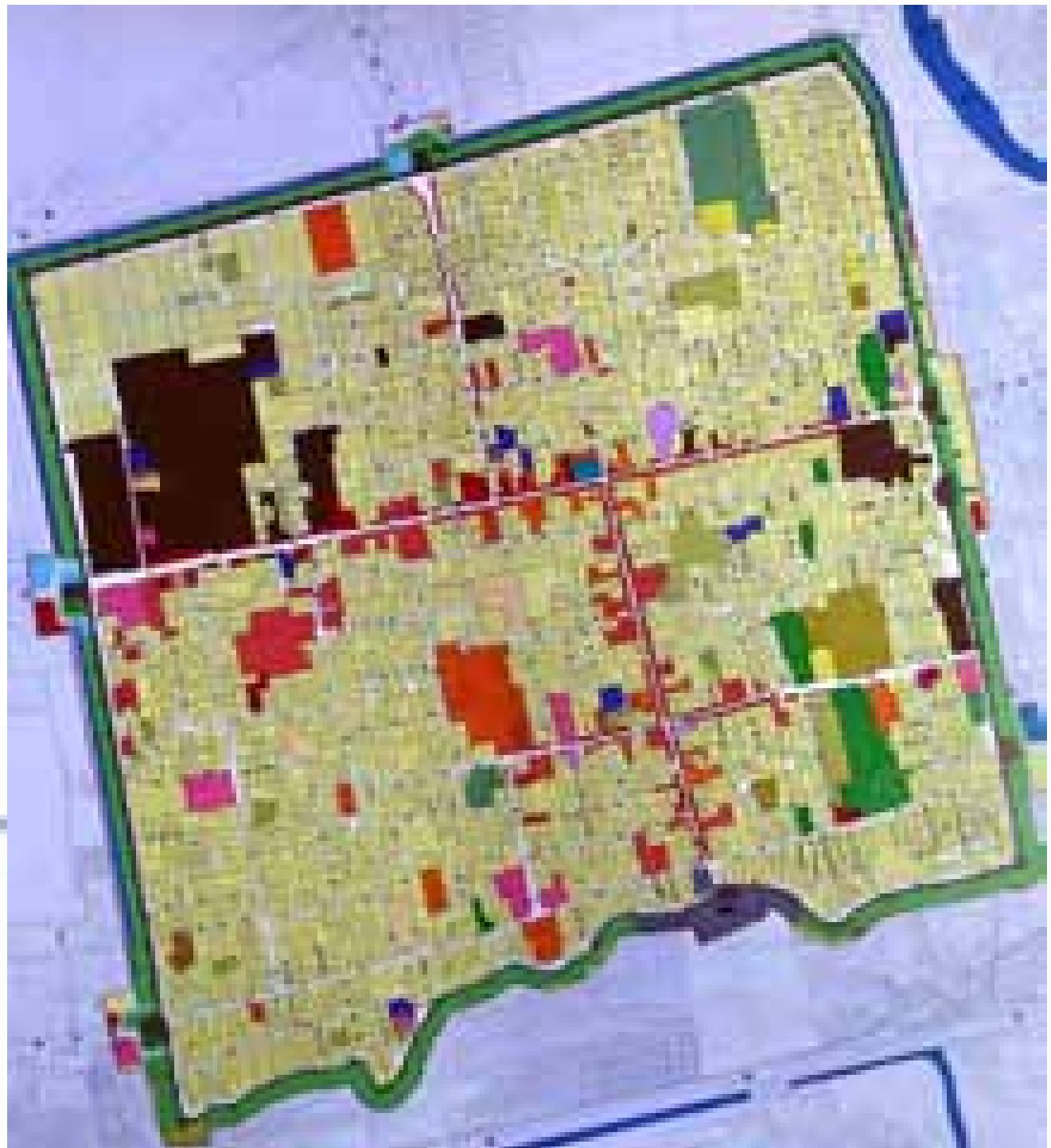
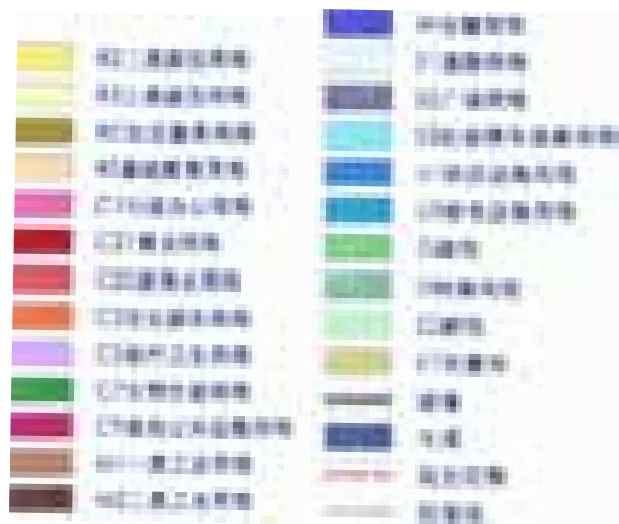
Restaurant



Hotel

3) Thread to the Diversity of Town functions

There are 25 types of landuse before the major tourism development, including: residence, administration, offices, commercials, schools and etc.



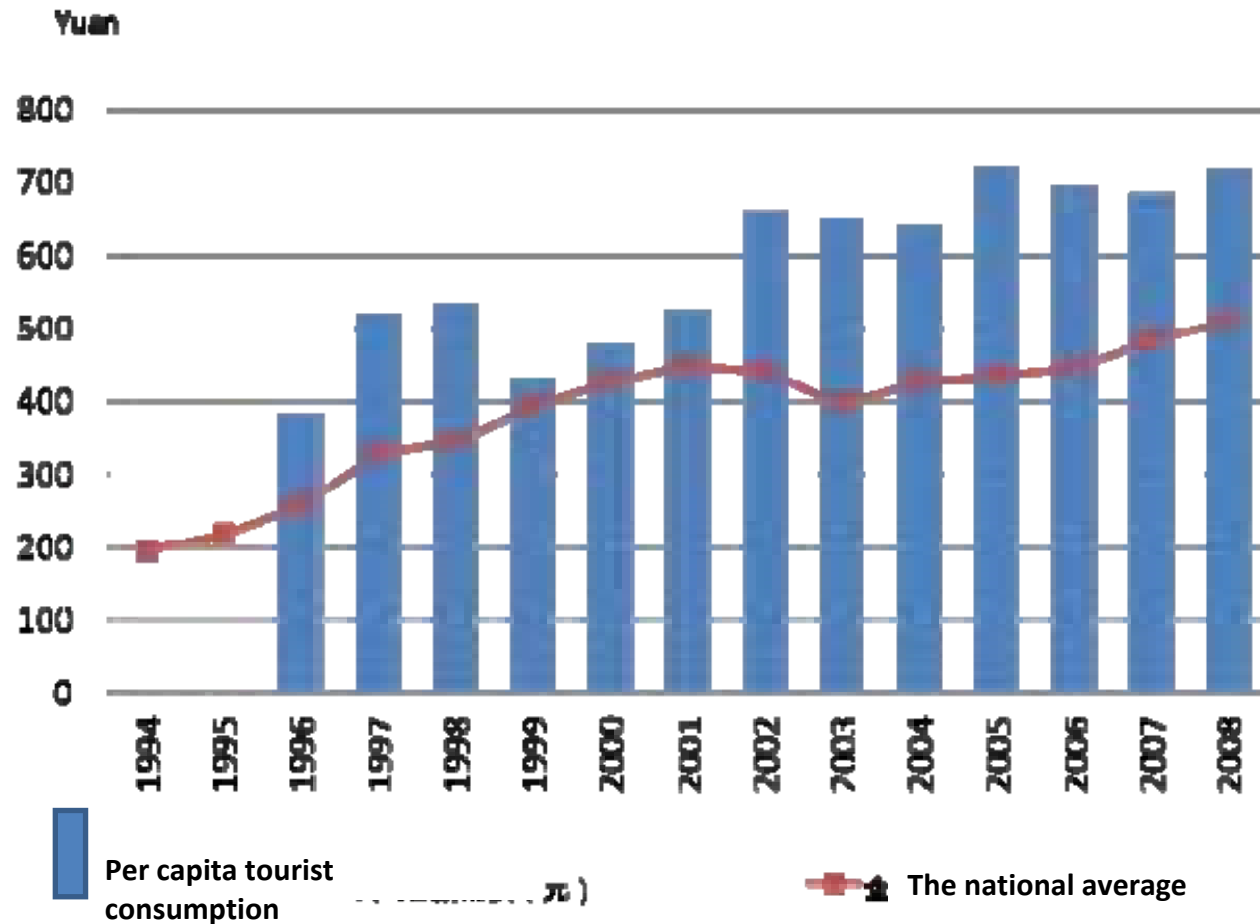
After the major tourism developments there are only few types remained, basically related to commercials and hotels, besides residence.

- 第一类居住用地
- 第二类居住用地
- 第三类居住用地
- 公共管理与公共服务用地
- 商业用地
- 工业用地
- 仓储用地
- 交通用地
- 公用设施用地
- 水域（水利）用地
- 绿地与广场用地
- 其他用地
- 道路
- 铁路
- 高压走廊
- 高压走廊



4) Unbalanced social development

- Level of tourist consumption is much higher than that of the residents ;
- The CPI of Pingyao is also higher than the national average;
- The living cost of a householder was 600 yuan a month in 2009, but now it is up to 1000 yuan.
- **Those not benefiting from tourism are living with difficulties compared with the past.**



Year	2008	2009	2010	2011
CPI of China	5.90	0.70	3.30	5.4
CPI of Pingyao	13.2	0.90	3.6	5.9

5) Moving out of local residents:

➤45,000 in 1996—20,000 in 2013 ; Partly caused by conservation planning, partly by the shifts of working places, and partly by the degrading daily living environment including noises, rising prices, etc.







Deserted kindergarten

6) Uncontrolled building activities

Two-floored buildings were rare in the past, but common now in the new built in addition to the new materials and forms.





New buildings with odd facades

7) Erosion of its settings

The expansion of the town in its immediate outskirts are changing settings of the old town.



Dilemma: Can tourism be a more constructive force in Chinese heritage towns and villages along with the country's fast urbanization?