FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Name: Conservation International China Program

Project Title: Linking Tourism to Biodiversity Conservation in Southwest China - Khampa International Ecotourism Conference

Project Dates: 10/1/04 to 5/31/05

Date of Report (month/year): 9/27/05

II. OPENING REMARKS

Provide any opening remarks that may assist in the review of this report.

Background

Khampa region is in the Hengduan Mountains in Southwest China. It lies in the Biodiversity Hotspot region of Conservation International. In general, it is covered by snow mountains and canyons, climate varies in different parts. Because of the various geographic features, there are rich wildlife species in this region, and some are endemic and endangered. This region is important for a different cultural diversity, many minorities inhabited there, such as Han,Tibet, Yi, Qiang.

Along with the rapid growth of Chinese economic, Khampa region is turning to be tourism destination. However, local government is short of experience and capacity at managing tourism. There are already some bad examples of tourism development which impacted environment or hurt local communities. Therefore, local government and communities are eager to get broad information and techniques to develop positive and responsible tourism.

Based on the situation narrated above, Conservation International China Program (CI China) designed the Khampa International Ecotourism Conference.

Summary

Khampa International Ecotourism Conference is sponsored by Critical Ecosystem Partnership Fund (CEPF), hosted by CI-China and Ganzi Tibetan prefecture and Green Globe 21(GG21), co-hosted by Hailuogou landscape Area Management Bureau and Green Khampa. It was hold in November 13-15, 2004.

The conference includes three parts, study trip for overseas ecotourism experts in Khampa, ecotourism workshop, and ecotourism training organized by GG21.

Totally 180 participants attended this conference including local governments of Ganzi Prefecture, international/domestic ecotourism experts, tourism planners and companies, NGOs and other tourism stakeholders. Particularly, 80 participants were government

officers from all the 18 counties of Ganzi prefecture. There were also participants from 8 communities and grassroots NGOs.

CEPF sponsored this conference of $42,000, with a roughly $3,000 remaining after the conference ending, so the program is extended to May, 2005. During the extension term, an ecotourism survey of ecotourism demonstration sites and two ecotourism study trip between communities' leaders were implemented with the money remained.

CI-China matched $10,000 for the study trip of international experts and news reporters. GG21 paid for the ecotourism training and the travel fee of international experts that invited for the workshop and training. The total matching amount is bout $10,000. Ganzi local government matched about $5,000 for the officers' travel fee. Green Khampa and Hailuogou Bureau also matched about $10,000 on the human resource fee. In all, the total leverage of the project is $35,000.

The project has fully fulfilled its objectives set up in proposal:
- Establish co-operation and exchanging between tourism stakeholders in Southwest Mountains of China.
- Search a better approach to increase the ecotourism awareness and strengthen the capacity of ecotourism planning and marketing in khampa Tibetan area.

The ecotourism cooperation and communication network among governments, communities, private sectors, scholars, was founded. The conference distributed the contact list of the participants and volunteers. Many local government officers in Khampa region started the communication with international/domestic experts, and some cooperation initiated after the conference also. Some tour companies, NGOs and communities found new opportunities in cooperation, e.g. Ganzi county had invited Mrs. Uttara who was one conference expert to join the tourism resource assessment of the county; another expert Mr. Toney had returned to China to visited Danba county. A Local NGO named Green River prepared to cooperate with Danba county to deal with the garbage there. George Washington University and Southwest Nationality University built up the partnership in an ecotourism training program.

The conference increased the ecotourism awareness of participants especially for government officers. Many participants said that they learned the new concepts, new knowledge and valuable experience. Ganzi prefecture government officers showed more interests in ecotourism. After the conference, they asked for CI-China's partnership to promote ecotourism development in Ganzi. Hailuogou Management Bureau promised to design and develop new scenic sites according to ecotourism principles.

CI-China have draw out a ecotourism strategy targeting at all the major issues which concluded by the conference, for example, tourism resource development right demising and the benefit of local communities depriving. New projects are designed to seek solutions for all the issues basing on the strategy.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose*: Enter project purpose from the Logical Framework worksheet of the approved project proposal.*

1 Establish co-operation and exchanging between tourism stakeholders in Southwest Mountains of China.
2 Search a better approach to increase the ecotourism awareness and strengthen the capacity of ecotourism planning and marketing in khampa Tibetan area.

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
Collect the information and materials, learn about the tourism development situation in Sichuan,Yunnan,Qinhai and Tibet	Tourism development status identified, the major tourism issues analyzed, good and bad tourism examples found.
Analyze the issue and strategy	Targeting at the issues, 8 topics designed for discussion. Ecotourism strategy drafted concerning 3 fields: How to develop the ecotourism products, how to set up ecotourism standards for local place, how can local government promote ecotourism .
Priority action in short term	The conference had concluded the priority actions suggestion: Ganzi government should focus on fond a signal tourism product , start a ecotourism pilot projects for demonstration in Gonga mountain.
Strengthen the relationship between tourism decision makers, business operators, research departments and other stakeholders	Contact lists for ecotourism stakeholders and tourism volunteer edited and distributed, Cooperation among Ecotourism stakeholders initiated

Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

1 Cooperate tightly with local government and get their support. From the very beginning of conference designing, the partnership with Ganzi Prefecture Government was established.
2 Built the partnership with NGOs and local landscape management bureau. Make use of different resource from different partners. Built the partnerships with Green Khampa, GG21, and Hailuogou Management Bureau. The partners provided leverages of human resource, equipments and experts to organize a conference team and ensure the success of the workshop.
3 Call for broad participation of different stakeholders to attend the conference, built the dialogues between government, enterprises and communities. There were 80 participants from governments, 11 from enterprise and 15 from grassroots NGOs or communities.
4 Invite international experts in the conference to share their alternative perspective and advanced ideas. 17 international ecotourism experts participated in the workshop.
5 Take into account the different needs of different stakeholders to design the workshop topics. Before designing, reviewing issues which local government and other stakeholders care about.
6 Participatory approach had been used in the workshop. Such approach ensured an equal dialogue and had a deep impact on both communities and governments. This was the first time in Ganzi that the communities can dialogue with government on a

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same event. For example, a local community named Yading Society discussed how government could better promote ecotourism development with local county officers.

Were there any unexpected impacts (positive or negative)?
After the conference, there were about $3,000 remained. The money was used to support an ecotourism survey of ecotourism demonstration sites and two ecotourism study trip between communities' leaders. The survey is study trip to pilot project site of World Wildlife Foundation in Shanxi, and the ecotourism operation in Qinling by GG21 and a nature reserve. What's more, 2 communities in Khampa's study trip were organized in 4 others ecotourism projects operated by local Tibetan communities.

IV. PROJECT OUTPUTS

Project Outputs: Enter the project outputs from the Logical Framework for the project

- Output1: Focus on the issues, opportunities and strategy of ecotourism in southwest mountain region of China, hold a Ecotourism conference with stakeholders' broad participation and publish the conference articles.
- Output2: Find out and train potential person with ecotourism management ability for southwest China; study the human resource training strategy.
- Output3: Make clear ecotourism strategy suits the region, study the appropriate ecotourism developing model and approach.
- Output4: Promote ecotourism stakeholders to start priority actions by themselves and cooperate with each other.
- Output5: Strengthen social awareness of ecotourism, especially for local government officers.

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1:	
10 international/domestic ecotourism experts participate the workshop and share experience	53 experts attended the workshop to make lectures or join discussion.
At least 3 sessions concerning different issues divided for discussing	8 topics designed in 8 lectures and discussions.
10 international/domestic ecotourism cases analyzed.	10 ecotourism cases analyzed and shared the experience.
An integrated summary writen	Conference summary and articles edited and distributed to participants
Output 2:	
50 tourism stakeholders from Sichuan, Yunan, Qinhai,Tibet participate the conference.	160 person from these region attended the workshop
5 different community representatives invited to the conference.	8 different communities and local NGOs representatives attended the workshop.
Ecotourism based on community selected a discussing topic	The topic discussed in the conference.
Output 3:	
Different tourism environment of at least 3 typical tourism sites analyzed	Such analysis was completed. The different typical cased are: How to deal with investment in huge scenic site such as Hailuogou landscape How to develop tourism in small community such

	as Danba Jiajv vallege, How to implement ecotourism in nature reserves such as Wanglang Nature Reserve
Offer 3 different developing models for different typical tourism sites	Scenic sites, communities, nature reserves are recommended with different developing approaches.
Tourism planning, products developing, marketing and management discussed as at least in one section.	Such topics had been designed as independent section to be analyzed and discussed.
Output 4	
The priority action should be identified and SWOT analysis of tourism investing conducted	The conference concluded the suggestion of the prior actions such as building a signal ecotourism product and building a demonstration ecotourism projects in Gonga. SWOT analysis of ecotourism investing in Ganzi conducted
Output 5	
The comments discussed should be reported by at least 3 media and social attention attracted.	The conference had been reported by 3 daily papers, 1 TV station and 1 magazine. The conference is a important international conference in Ganzi, attention by social.

Describe the success of the project in terms of delivering the intended outputs.
- Set up the outputs in detail when designing the topics, selected presentations carefully. Guarantee speakers and facilitators well prepared in advance.
- Find typical cases and representatives of different developing ideas.
- Invite local officers and communities representatives rather than only scholars.
- Invite news reporters before the conference, encourage them to learn and know more about the conference objectives and contents.

Were any outputs unrealized? If so, how has this affected the overall impact of the project?
None.

V. SAFEGUARD POLICY ASSESSMENTS

Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.
- The conference invited plenty of local officers, provided them the opportunities to learn and exchange with experts, and enhanced their conservation awareness.
- The conference invited many tourism planning makers, influenced their implicit opinion on tourism designing and planning, decreased the risk on environment caused by wrong designing.
- Invited communities and local NGOs, created the dialogue between them and government, stimulated them to devote into ecotourism and attention paid to their benefits.

VI. LESSONS LEARNED FROM THE PROJECT

Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.

Project Design Process: (aspects of the project design that contributed to its success/failure)

1 Include broad stakeholders' participation in the program when designing.
2 Build the partnership with local government.
3 Collect sufficient local information at the beginning, find out the major ecotourism challenges, and design the conference to target at these challenges.
4 Participatory approaches adopted to ensure stakeholders getting the equal opportunities to express their opinion and to promote communication.
5 Invite international experts to bring an alternative perspective, make the participants open their eyes on the world rather than limit only in their own cases, and help them to get international advanced concept and experience.
6 Emphasize community participation, emphasize local cases. Make the workshop discussion deep into operation level but not only remain on the concept level, make local officers and communities understand and accept new concepts and models more smoothly.

Project Execution: (aspects of the project execution that contributed to its success/failure)

1 Build a good cooperation with partners, and make full use of different resources. Ganzi Prefecture government made permission to officers to participate in the conference. CI-China devoted in designing the conference and organizing, Hailuogou Management Bureau and Green Khampa contributed on human resource and logistics, GG21 invited some experts and prepare the training. 2 work team had been organized, one is for the cooperation between different partners, another is for logistics and conference organization.
2 Conference was combined with workshop, group discussing, lectures, movie shows and so on. The conference became colorful and meaningful with high passion from participants.
3 Participatory approach adopted to ensure an equal dialogue amongst tourism stakeholders.

VII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

VIII. INFORMATION SHARING

CEPF aims to increase sharing of experiences, lessons learned and results among our grant recipients and the wider conservation and donor communities. One way we do this is by making the text of final project completion reports available on our Web site, www.cepf.net, and by marketing these reports in our newsletter and other communications. Please indicate whether you would agree to publicly sharing your final project report with others in this way.
Yes ____X___
No _____

If yes, please also complete the following:

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