



Building a Sustainable, Inclusive, and Resilient Tourism Sector

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ADB

Not merely
"build back
better", but
"build forward
better"

- More closely aligned to the Sustainable Development Goals.
- Actively supporting its member countries in tourism recovery, with 144 projects totaling \$12.8 billion in the Greater Mekong Subregion (GMS) and the Central Asia Regional Economic Cooperation (CAREC) region including the PRC
 - Developing a tourism strategy and an integrated investment action plan leading to 2030
 - Building capacity of community-based tourism that integrates nature-based solutions and innovations
 - Capitalizing on the PRC's unique cultural and ecological assets to boost regional tourism and integration into the Belt and Road Initiative
- ADB projects in the PRC feature sustainability, inclusiveness, and resilience, providing useful lessons for other developing countries to learn and replicate

Revitalizing the Jiangsu Yancheng Wetland Protection Project

- Yancheng Wetland is located in Jiangsu Province, one of Asia's largest coastal wetlands.
- The wetland is home to two national nature reserves: Yancheng Rare Birds and Dafeng Milu.
 - Yancheng Rare Birds is home to the globally endangered red-crowned crane.
 - Dafeng Milu is home to the world's largest population of milu deer or Pere David's deer, which was once close to extinction.
- Over the years, the wetlands have suffered from degradation and pollution
- The government is committed to revitalizing the wetlands and protecting them for future generations
- Community engagement is key to the success of this project





ADB's Intervention to Improve Management of Coastal Wetland

Before ADB's Intervention	More than half of the wetland had vanished because of reclamation land use for agriculture or industry, urban expansion, pollution, and poaching
Ecosystem Services	Marine and plant species could not adequately protect against coastal erosion, tsunamis, and storm surges
Water Quality	The wetland also could not adequately improve water quality by filtering household and industrial pollution
Tourism Destination	The nature reserves were not a popular tourist destination thus hindering employment and income of local communities
ADB Intervention	ADB approved a loan of about \$37 million in 2011 (the project was completed in 2019) to help the PRC improve the management of the coastal wetland and preserve their valuable ecosystem functions

Transforming to More Sustainable, Inclusive, and Resilient Tourism Destination

- The project achieved remarkable results by employing engineering interventions to protect the wetland, rehabilitating and securing coastal forest as a habitat and protection for birds, and conducting comprehensive trainings for key stakeholders including project beneficiaries who were trained in eco-farming, fishing, and off-farm skills, of whom over 60% are women.
- The Yancheng Wetland was listed as a UNESCO World Heritage Site in 2019.
- The Dafeng Milu Nature Reserve was upgraded to a 5-star tourism site, the highest level in the country in 2015.
 - The population of birds in Yancheng Rare Birds Nature Reserve increased by 365% to about 15,000 in 2018 from 2016.
 - The population of milu deer increased by over 280% in 10 years to over 7,000 heads in 2022, accounting for over 70% of the world's population.
- Both nature reserves have become popular tourist destinations, attracting more than 1 million visitors annually.
- Employment was created for more than 2,900 people, of whom about half are women.



ADB's Guangxi Li River Comprehensive Ecological Project

- ADB's project involves ecological restoration and protection along the Li River
- Project's objective is to improve the livelihoods of local communities
- Project's focus is on sustainable agriculture and eco-tourism
- Project is expected to benefit 110,000 people directly and 270,000 indirectly
- ADB is partnering with Guangxi government for the implementation of the project





Thank you.

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