

## Submission Form

At its 35th session (UNESCO Paris, 2011), the World Heritage Committee (Decision 35COM12D.7) “requested the World Heritage Centre, with the support of the Advisory Bodies, **to develop, for further consideration the proposal** contained in Document WHC-11/35.COM/12D [...] and to further **explore ways of recognising and rewarding best practice through a one-off initiative** at the closing event of the 40th anniversary of the World Heritage Convention (November 2012, Japan)...”.

States Parties to the World Heritage Convention are invited to participate in this initiative by proposing World Heritage properties in their country that they regard as an example of successful management and sustainable development.

In order to be eligible the site has to apply with the following criteria:

- The suggested site must be a property inscribed on the World Heritage List;
- Successful management and sustainable development has to be clearly demonstrated;
- Best practices are considered those that are tried, tested and applied in different situations and in a wider context;
- An overall good performance on all headings mentioned in the submission form, with an exemplary performance in at least one of the areas;
- An outstanding example of innovative management in dealing with one or more management challenges / issues that could offer lessons to other sites.

Each State Party may propose a maximum of two properties, preferably relating to one cultural and one natural site.

This form contains 9 topics for demonstrating best management practice – it is not necessary to comply with all of them but it would be appreciated if you could provide a comprehensive response to as many topics as possible. In your responses to the question, please provide all facts and figures to substantiate the answers, and describe the before and after situation of implementing the best practice intervention. The objective is to illustrate clearly why the example can qualify as a best practice and can be used as a source of inspiration for other World Heritage properties.

The topics are based on questions dealt with in the Periodic Reporting questionnaire.

**Recognizing and rewarding best practice in management of World Heritage properties**

State Party: China

Title proposed World Heritage property: Jiuzhaigou Valley Scenic and Historic Interest Area

Brief description of the property: [you may use the Brief description provided through <http://whc.unesco.org>]

Stretching over 72,000 ha in the northern part of Sichuan Province, the jagged Jiuzhaigou valley reaches a height of more than 4,800 m, thus comprising a series of diverse forest ecosystems. Its superb landscapes are particularly interesting for their series of narrow conic karst land forms and spectacular waterfalls. Some 140 bird species also inhabit the valley, as well as a number of endangered plant and animal species, including the giant panda and the Sichuan takin.

**Please answer the questions below demonstrating the successful management and sustainable development of the World Heritage property and why it is an example of a best practice.**

	<b>Topics for demonstrating best management practice:</b>	<b>Please indicate in this column why your World Heritage property is a best practice in relation to the topic:</b>
1.	<p><b>Conservation:</b></p> <p><i>What innovative management practices or strategies are being applied in order to ensure the conservation of the Outstanding Universal Value (OUV) of the property (e.g. better resource management, restoration and rehabilitation, addressing various man-made or natural threats and challenges, etc.)?</i></p>	<p>The administration takes measures to minimize negative impacts from business, such as:</p> <p>The Bus Sightseeing Company was established in order to shunt transport and limit vehicles from entering the park, which thoroughly resolved the traffic congestion, air pollution from vehicle emissions .</p> <p>Jiuzhaigou United Operation Company was set up, engaging in to pursue unified management for tourism operation. There has but one restaurant inside the park and its capacity is 3000.</p> <p>The administration takes management strategy of “visit inside, accommodate outside” the park.</p> <p>There has 70km Ecological boardwalk inside the park, such kind of elevated walkway lives space for vegetation and conserve forest floor effectively.</p>

Topics for demonstrating best management practice:	Please indicate in this column why your World Heritage property is a best practice in relation to the topic:
	The sewer system inside park and sewage treatment plant outside park runs smoothly.
<p><b>2. Local People:</b></p> <p><i>What exemplary practices are you using in order to effectively address the needs of local stakeholders within the management system for the property, and enable their full and active participation?</i></p>	<p>On the one hand tourism invigorates Jiuzhaigou and local economy while it raises the challenge of balancing between protection and development on the other. Seeing that, the reserve has identified the general goal of using resource superiority to develop ecotourism so as to protect the overall natural resources and help the local people to lift themselves out of poverty and become well-off. Changes were first made in the design of tourism management and the role of local people in effective management. The participatory management with the sharing of benefits was finally established through tremendous efforts to change: from obstructive to motivated force, from burden to productive force and from being supervised to being masters of the scenic areas. A harmonious relationship between the reserve and the local people was thus formed.</p> <p>Local residents play the predominant role in management, protection and economic. They are arranged into special fire brigades, sanitation groups, forest rangers, and restaurant. Meanwhile, they also manage businesses such as selling tourist products, leasing folk clothes and taking pictures of tourists, etc. Additionally, from 2001 to 2005 the residents were given 8.4 million RMB annually from the ticket office revenues as an additional policy-assistance income. Starting in 2006, RMB 7 from each entrance tickets sold is now being channeled to the local residents.</p>
<p><b>3. Legal framework:</b></p> <p><i>What special measures have you taken to ensure that the legal framework for the World Heritage site is effective in maintaining the OUV of the property?</i></p>	<p>Sichuan Provincial Regulation on World Heritage Protection.( approved by in 2002)</p> <p>General Plan for Jiuzhaigou National Park (approved by the State Council in 2006)</p>

	<b>Topics for demonstrating best management practice:</b>	<b>Please indicate in this column why your World Heritage property is a best practice in relation to the topic:</b>
		Aba Zang and Qiang People Autonomous Prefecture Regulation on Implementing Sichuan Provincial Regulation on World Heritage Protection.( approved by the Standing Committee of the People's Congress of Sichuan Province in 2007)
4.	<b>Boundaries:</b>  <i>What innovative ways of dealing with the boundaries of the property, including for management of the buffer zone do you have in place, to effectively to manage the site and protect its OUV?</i>	The boundaries as well as the buffer zones of the World Heritage property are adequate to maintain the property's Outstanding Universal Value, which are known by the management authority and some local communities. The boundaries include the whole nature reserve and part of the economic areas outside. Some economic facilities are located along outside the borders of the property, this area has been designated as buffer zone. The property is under efficient co management of Jiuzhaigou administration and local government.
5.	<b>Sustainable finance:</b>  <i>What effective strategies have you developed and implemented to assure adequate and sustainable financial resources for implementing the management measures required to</i>	It was almost a virgin land hidden in the high mountains of the northwest Sichuan Plateau for thousands of years. Most people outside did not experience the rich biological and geological resources, beauty of Jiuzhaigou is unique. On the premise of the protection priority, natural resources in Jiuzhaigou has been exploited and utilized rationally, although the administration make effort to publicize and build Jiuzhaigou an international tourism destination. To maintain authenticity and integrality of the property, large-scale development is not allowed in Jiuzhaigou. The developed tourism area make up a very small proportion of the property. 97% funding sources come from

<b>Topics for demonstrating best management practice:</b>	<b>Please indicate in this column why your World Heritage property is a best practice in relation to the topic:</b>
<i>maintain the site's OUV?</i>	Individual visitor charges (e.g. entry, tourism business, parking, ecotourism fees, etc.) ,especially focus on entrance fee. Separation of managers and finance, which means adherence to the two-line principle of revenues and expenditures, sustainable financial resources were ensured by the government.
<b>6. Staffing training and development:</b>  <i>What approaches and strategies have you developed and implemented to assure that the human resources are adequate to manage the World Heritage property?</i>	Jiuzhaigou fulfil the strategy that the talent makes administration strong, build a learning organization. It attaches importance to exchanges and cooperation with renowned universities at home and abroad and carry out various forms of education and training activities regularly. Jiuzhaigou cultivated specialists by its own, 3% of which have master or Ph. D. degrees, 2% of which have oversea employment experience, 74% of which have higher education background. Jiuzhaigou International Lab for Ecological Environment and Sustainable Development was established, which integrate domestic and foreign science resources to strengthen property conservation research building.
<b>7. Sustainable development:</b>	Comprehensive environmental monitoring projects carry out thoroughly and regularly, include Online hydrology, water quality, weather, geological Hazards, forest disease and pest control, biology,

<b>Topics for demonstrating best management practice:</b>		<b>Please indicate in this column why your World Heritage property is a best practice in relation to the topic:</b>
	<i>What are the effective mechanisms in place to ensure that resource use permitted in and around the World Heritage site is sustainable and does not impact negatively on OUV?</i>	<p>tourist survey, traditional culture preservation, etc. Monitoring data supports decision making. For direct preservation, 7 protect stations was set up.</p> <p>Where the tourism business and the road network system, such as road planning, construction and ecological environment indicators are very strict planning, no one can break, construction project needs to be assessed for environment influences should have evaluation documents approved by relevant Environment Protection Department.</p>
<b>8.</b>	<p><b>Education and interpretation programmes:</b></p> <p><i>How do the education, interpretation and awareness programmes you have developed and implemented significantly enhance the understanding of OUV of the site among stakeholders?</i></p>	<p>The establishment of interpretation system is an effective medium for stakeholders a successful understanding. The property's interpretation system includes: route design, signage boards, digital media, brochures, lectures, and explanation provided by tour guides. Programmes we have developed and implemented just want the stakeholders to understand they play predominant role in conservation and everyone will benefit from it, which enhance the understanding of OUV of the site among them.</p>
<b>9.</b>	<p><b>Tourism and interpretation:</b></p> <p><i>What innovative plans have you designed and successfully implemented to ensure that visitor management does not negatively impact on the maintenance of the property's OUV?</i></p>	<p>Booking travel. Limit visitors capacity divert tourists, reduce visitors pressures of "busy season".</p> <p>An Entropy-RFID-Based Management Model for Spatiotemporal Separation Navigation during the Peak Tourist Season was adopted in Jiuzhaigou National Park.</p> <p>Projects "Digital Jiuzhaigou" and "Smart Jiuzhaigou" give mutual information to stakeholders, strengthened the communication, increase each other understanding, ensured that visitor management does not negatively impact on the maintenance of the property's OUV.</p>
<b>Additional comments:</b>		
Jiuzhaigou property administration had finished "15" national research program 1, National 863 Hi-tech Project 1. At present, is taking charge of a		

research subject of state science and technology support program 1, international cooperative projects 1 supported by NSFC(The national natural science fund projects).

**Brief description/ summary of the best practice, including a statement on how it can be useful for other sites (max.600 words)**

The administration takes measures to minimize negative impacts from tourism business, such as: The Bus Sightseeing Company was established in order to resolve the traffic congestion, air pollution from vehicle emissions. Jiuzhaigou United Operation Company was set up, unified management for tourism operation. There has but one restaurant inside the park. The administration takes management strategy of “visit inside, accommodate outside” the park. There has 70km Ecological boardwalk inside the park, such kind of elevated walkway lives space for vegetation and conserve forest floor effectively. Eco-friendly toilet with waste packed out, sewer system inside park and sewage treatment plant outside park.

The property is under efficient co management of Jiuzhaigou administration and local government.

Separation of managers and finance, which means adherence to the two-line principle of revenues and expenditures, sustainable financial resources were ensured by the government.

Fulfil the strategy that the talent makes administration strong, build a learning organization,.

Set up International Lab for Sustainable Development, which integrate domestic and foreign science resources to strengthen property conservation research building.

Comprehensive environmental monitoring projects carry out thoroughly and regularly.

Limit visitors capacity divert tourists, reduce visitors pressures of "busy season"

**Finally, please provide us, if possible, with up to ten images of the concerned World Heritage property that can be used free of rights in UNESCO publications (commercial and/or non-commercial), and on the UNESCO website. Please provide the name of the photographer and the caption along with the images (he/she will be credited for any use of the images).**