



**OUTDOORS  
PARTNERSHIP**

FORUM 2014

# Australia, China and the Great Outdoors

## 2014 Forum

### Draft Forum Program and Call for Sponsors

Date: 1 – 4 December 2014

Venue: Baoshan, Yunnan, China

Theme: Culture, Nature and  
Sustainability

[www.outdoorspartnership.com](http://www.outdoorspartnership.com)



# Overview

The Australia, China and the Great Outdoors 2014 Forum builds on the success of the 2013 Workshop held at The University of Western Australia on 27 September 2013. That Workshop gathered scholars and representatives from government, non-government, industry and grassroots sectors in both Australia and China to share experiences and discuss issues of common concern arising from the growth of Chinese engagement in outdoor pursuits and ecotourism initiatives. The objectives of the workshop were twofold: 1) to better understand the opportunities and challenges facing the rapid growth of outdoor tourism and recreation in China and how Australia might get involved by sharing its experience and providing expertise; and 2) to consider ways to attract Chinese outdoor enthusiasts as tourists to enjoy Australia's diverse array of international standard ecotourism and outdoor tourism products.

Attendees came from Western Australia, Queensland, mainland China and Taiwan. Topics covered by presentations included trail design, national park management, ecotourism marketing and operations,

**“China is already the number one source of inbound tourists to Australia, with over 600,000 visits last year”**



ecotourism project work in China, and the social and environmental impact of outdoor tourism in China.

Two clear conclusions were made at the Workshop: 1) that Australia's experience and development of best practice was highly relevant and applicable to China's current situation; 2) that Australia has great potential to attract inbound Chinese ecotourists, who are also the main body likely to serve as advocates for change in their home country.

It was therefore decided to schedule a follow-up Forum for December 2014, which would take place in China and therefore have the advantage of being more accessible to Chinese representatives from both government and nongovernment sectors. While broadening the scope of potential attendance, the 2014 Forum will also build on connections made and ideas mooted at the 2013 Workshop to discuss specific project areas that can be the subjects of collaborative action. The objects of the 2014 Forum should be seen as: a) identifying specific and achievable goals, and b) identifying pathways towards achieving those goals.

The theme for the 2014 Forum is 'Culture, Nature and Sustainability'. This theme recognises the important place of 'culture' in outdoor activities. This is particularly pertinent to China where popular destinations for outdoor and ecotourism activities often take place within or alongside significant cultural zones. The forum organisers believe that outdoor enthusiasts and ecotourists should not only work towards promoting and developing sustainable activities in nature but also cultivate a respect for local cultures as well.

The final day of the Forum will consist of a Site Visit to review the feasibility of a 'Test Project for Sustainable Hiking' in the Baoshan area. The site is located in the Gaoligong Mountain Range Nature Reserve and includes significant natural and cultural heritage, including a well preserved portion of ancient path that is part of the Southern Silk Road.

The venue and hosting arrangements are being made through the generous support of the Baoshan City Museum and Cultural Relics Bureau. Baoshan is located in southwest China's Yunnan Province and is rich in cultural heritage and nature-based tourism resources.

A draft agenda for the first two days of the Forum is provided below, followed by an introduction to the proposed Site Visit and Gaoligongshan Test Project. This is in turn followed by a formal call for sponsorship of this event.

**“The 2013 Workshop was supported by a mixture of university and private industry funding. The 2014 Forum also targets a mix of grant and sponsorship support.”**



# Where is Baoshan?

China



Yunnan  
Province

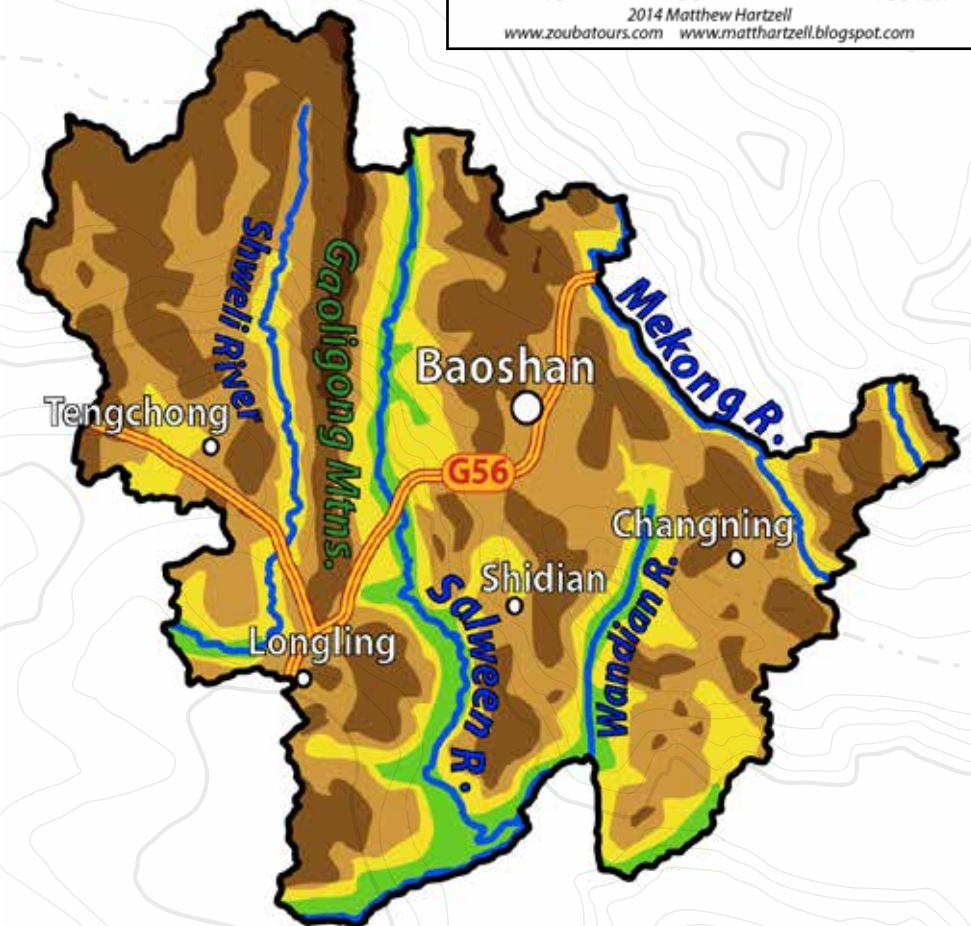
Yunnan Province



Kunming

Baoshan


Baoshan



## Baoshan City-Level Prefecture

○ Prefectural Capital  
○ County Seat

 Railways  
 Expressways

Elevation (meters)  < 500 1000 1500 2000 3000 4000 >

  
10 50 100 km

2014 Matthew Hartzell  
[www.zoubatours.com](http://www.zoubatours.com) [www.matthartzell.blogspot.com](http://www.matthartzell.blogspot.com)

# Forum Program (Draft)

## Day 1

Monday 1 December

### Morning Session: China's Outdoor Community: Trends, Challenges and Opportunities

- Welcome, Introduction and Review of Post-2013 Workshop Actions.

#### Presentations will focus on:

- Empirical studies of China's grassroots hiking clubs and community.
- Studies of outbound behaviour of Chinese outdoors community and ecotourists, with particular reference to Australia but also possibly including relevant experience from other countries.
- Proposals for action on educating China's outdoor community on safety, environmental sensitivity and cultural awareness.

#### Currently Scheduled:

- Speaker from the Chinese Ministry of Sport: China's outdoor tourism and leisure policy.
- Mr Ai Huaisen, Director of the Cultural Bureau, Baoshan: **An introduction to outdoor activities in the Gaoligong Mountains.**
- Prof. Gary Sigley (UWA, Perth): **The 'donkey friend' (Chinese hikers) phenomenon and the emergence of the Chinese outdoor leisure market.**
- Prof. Gao Jun (Shanghai Normal University): **Ecotourism/outdoor tourism – Defining concepts in different social and cultural contexts.**





## Day 1 Keynote Address: Corporate Social Responsibility and the Great Outdoors

### Afternoon Session: Ecotourism and Managing the Impact of Outdoor Development

#### Presentations will focus on:

- Relevant case studies. These may not necessarily be confined to China, as relevant experience may be found in other regions.

- Theoretical or practically based approaches to eco-tourism or outdoor tourism management.
- The potential role of Australian, and other developed countries' experience and best practice in assisting sustainable outdoor and ecotourism development in China.
- The role of 'corporate social responsibility' programs in aligning commercial drivers with sustainable use and management of resources.
- Proposals for project-based action.

#### Currently Scheduled:

- Dr. Ed Jocelyn (Red Rock Treks & Expeditions, Dali): **Trail design & management with Chinese characteristics – with focus on the Gaoligongshan Test Project** [see day 3].
- Cr Russell Green (Chair, Planning and Development; Sunshine Coast Regional Council, Noosa Shire Council): **Management Models in the development of ecotourism assets; experiences from Australia's Sunshine Coast.**





# Day 2

Tuesday 2 December

## Morning Session: Exploring the Outbound Potential of China's Outdoor Community

### Presentations should focus on:

- Case studies of marketing eco-tourism resources to China.
- Theoretical approaches to marketing Australian eco-tourism resources to China.
- Proposals for China-specific eco-tourism initiatives in Australia.

### Currently Scheduled:

- Mr. Warwick Powell (Outdoor Partnership): **Chinese consumer insights on experiences and expectations - A quantitative and qualitative survey.**
- Mr Bruce Manning (Western Australia's Great Southern): **Regional experiences in marketing to Chinese eco-tourists.**
- Mr. Cameron Crowe (Leave No Trace (Australia)): **The cultural dimensions of Leave No Trace.**
- Dr David Guifoyle (Applied Archeology International): **Interpreting cultural Landscapes and heritage in the Australian Great Outdoors.**





## **Day 2 Keynote Address: Community Participation and the Great Outdoors**

### **Afternoon Session: Ecotourism, Yunnan and Southeast Asian: Exchanging Experiences**

As this Forum is taking place in Yunnan Province, an area with rich historical, cultural and contemporary links to the wider Southeast Asian region, it would seem both instructive and useful to explore the experience of those countries neighbouring Yunnan. With the generous support of the Asian Development Bank the Forum will have a range of speakers from Mainland Southeast Asia, as well as Guangxi and Yunnan. Input will also be provided from the Yunnan Tourism Bureau, the Yunnan Environmental Protection Bureau, and the Yunnan Forestry Bureau.

The Forum will also include a session exploring the important issues relating to women and the outdoor tourism sector.

### **Closing Session**

A summation of proceedings moderated by Prof. Gary Sigley, in which attendees consider the key themes to have arisen out of preceding discussions and focus on future action points.







## Day 3

### Wednesday 3 December

#### Project Site Visit

Less than an hour's drive from Baoshan, the Forum attendees will visit the western section of the ancient trading road – known as the Southern Silk Road – over the Gaoligong Mountain Range (part of the Gaoligong Mountain Range Nature Reserve). From at least the 6th Century, perhaps much earlier, this route connected Yunnan's major trading centers with Southeast Asia. It also connected to the Maritime Silk Road in Southeast Asian and India thereby providing another connection to Europe. An 18km section of ancient stone-paved road can be followed across the mountain range via the Gaoligong Mountain Nature Reserve, which was designated an 'Eco-tourism Development Base' in the early years of the 21st century.

**“This Test Project may serve as a model for subsequent action in other parts of China”**

On the basis of site visits in 2012, Forum initiators Prof. Gary Sigley and Dr. Ed Jocelyn observed: a) remarkable old-growth forest and wildlife resources, together with the longest known stretch of paved caravan trail extant in Yunnan Province; and b) considerable trail degradation and litter impacts as a consequence of ad hoc use by approximately 1,000 visitors per year.

It is proposed that this section of trail serve as a Test Project for trail design and management according to principles first discussed at the 2013 Workshop, and to be further analysed at the 2014 Forum. This Test Project may serve as a model for subsequent action in other parts of China.

A draft set of Trail Management principles will be worked out in advance of the Forum in cooperation with the Gaoligong Mountain Nature Reserve and Baoshan government authorities. These principles shall be further discussed and refined at the Forum, in particular with reference to attendees' observation during the Site Visit. A meeting shall be convened on the evening of Day 3 to discuss the results of the Site Visit and make recommendations for further action.





# OUTDOORS PARTNERSHIP

FORUM 2014

# Australia, China and the Great Outdoors

## 2014 Forum

### Call for Sponsors

Date: 1 – 4 December 2014

Venue: Baoshan, Yunnan, China

Theme: Culture, Nature and  
Sustainability

Contact Person:  
Professor Gary Sigley  
[gary.sigley@uwa.edu.au](mailto:gary.sigley@uwa.edu.au)



THE UNIVERSITY OF  
WESTERN AUSTRALIA  
*Achieve International Excellence*

A CENTURY OF  
ACHIEVEMENT  
1913 - 2013





The 2013 Workshop was supported by a mixture of university and private industry funding. The 2014 Forum also targets a mix of grant and sponsorship support.

The 2014 Forum is seeking financial support from potential sponsors to assist in costs of hosting the event including: media and website development, catering, accommodation, printing, and transport of invited international and domestic experts and key stakeholders.

As an industry leader, sponsorship of this event is a modest contribution towards achieving sustainability of China's emerging outdoor tourism sector over the long run. This is good for the industry and all stakeholders as a whole.

As specific sponsors, participation and contribution to the Forum will provide you with unique access to key decision-makers and consumer groups active in the Chinese outdoor tourism market place. This means connections and inroads into a market that conservatively already has over five million active participants, growing at an annual rate of 20% with an estimated direct expenditure of AUD500 million per year (gear, equipment, travel, accommodation etc.). Not only that, this market represents the head-end of the

burgeoning middle classes of China, with consumer values that emphasise sustainability, ecology and social responsibility.

As well, exposure to this market also opens opportunities to build on the growing inbound tourism flow to Australia from China. In 2010 the China inbound market contributed \$3.26 billion to the Australian economy. By 2020, this market has the potential to contribute \$7 to \$9 billion annually. (Tourism Australia, 2020 China Strategic Plan).

#### **Sponsors' Benefits Summary:**

- Promotion of brand to leading players in the Chinese hiking and outdoor tourism community.
- Encouragement of these players to learn from world's best practice in hiking activities and transmit and adapt back to China.
- Input into the development of the Test Project.
- Ongoing association with post-forum work.
- Align sponsors with mainstream Chinese political and economic currents, particularly with a focus on the outdoor recreation sector and market place.

**Media Strategy:** The Forum will actively engage with domestic and international media in publicising the Forum and support from sponsors. A number of the participants are active writers in the Chinese and English outdoor and ecotourism sector. A website, in Chinese and English versions, has been developed that highlights the sponsors, participants and objectives of the workshop. The website is:

**[www.outdoorspartnership.com](http://www.outdoorspartnership.com)**

The workshop will also be actively promoted throughout China's hundreds of thousands of outdoor recreation consumers through information disseminated via the 'Donkey Friends' network of clubs and associations.

Deploying this combination of resources the media and communications strategy is expected to reach an audience in excess of 500,000 persons directly (mainly consumers) and hundreds of key decision-makers in industry and government.

**[www.outdoorspartnership.com](http://www.outdoorspartnership.com)**



SPONSORS



THE UNIVERSITY OF  
WESTERN AUSTRALIA

