



LUO AIYU / FOR CHINA DAILY

Tourists enjoy the natural beauty of Fanjing Mountain in Tongren city, Guizhou province.

Guizhou aims to be destination, not pit stop

By LI JUN in Guiyang
lijun@chinadaily.com.cn

Chen Jun initially planned to drive to Yunnan province after a quick stopover at the Huangguoshu Waterfall in Guizhou, but in nearby Huashishao village, he found reason to stick around.

Enchanted by the old folk customs, beautiful scenery and the unique architecture, Chen said it was difficult to leave.

"Self-driven travel is very tiring, so we wanted to find a place for some rest. Luckily, I found this village where I could relax and enjoy local folk culture. That is just the charm of the Huashishao village," Chen said.

A landmark tourist destination in Guizhou, Huangguoshu Waterfall always draws visitors with its natural splendor. It is attractive not only for its landscape but also the surrounding ecological culture, Chen added.

The village, populated mostly by people of the Bouyei ethnic group, is now home to a number of folk-style inns and resorts managed by a local tourism company, which has invested 5 million yuan to rebuild eight houses with 41 rooms and 71 beds.

They received more than 1,000 travelers in less than a month after opening in July last year, according

to Tang Tao, an executive of the company.

The development of the village is considered a "successful model" for it promotes tourism and provides jobs to locals while conserving the waterfall area's ecology.

The 41-year-old Luo Zhaohui is one of the villagers cooperating with the development company to open an inn in his rebuilt house. The company has spent 800,000 yuan to decorate the house, and pays him 2,000 yuan rent each year, plus a monthly salary of 1,200 yuan.

For those who want to escape from the hustle and bustle of the cities, the traditional Bouyei village has provided a place for them to enjoy idyllic country life in a pristine ecological environment.

The Huashishao model is actually a miniature of Huangguoshu Waterfall's ecological restoration project.

Ecological restoration also offers "a golden opportunity" for the transformation and upgrade of Huangguoshu's tourism, which is symbolic in Guizhou, said local officials.

The model is also a means to make the waterfall area a destination in its own right rather than a stop on the way to somewhere else, said Zhou Yunhong, general manager of Guizhou Huangguoshu Tourism Group Co Ltd.

"Highlighting the Bouyei culture centered in Huangguoshu is our present priority," he said.

Yang Kaihua, Party secretary of the Huangguoshu scenic area's administration, plans to develop the waterfall into one of the nation's premier internationally known first-class resorts.

"Huangguoshu must forge unique ethnic cultural elements to attract more foreign visitors because culture is the soul of tourism," said Yang, adding that more cooperation with other cities in the Pan-Pearl River Delta is necessary.

As a member of the Pan-Pearl River Delta cities, Guizhou attaches great importance to cooperation in ecological tourism. Due to Huangguoshu Waterfall's leading role in provincial tourism, it should take the responsibility to promote the scenic area's ecological construction and share experiences in the meantime, Yang said.

Guizhou Governor Chen Min'er suggested that the integration of all resources would help the province upgrade its tourism and leisure industry, and build the province's brand throughout the world.

"Our goal is to make Guizhou a world-famous tourist attraction. We need to learn experiences from developed countries," said Fu Ying-



ZHAO HUI / FOR CHINA DAILY

Foreign tourists at a Miao ethnic village in southeastern Guizhou taste distinctive local food placed on a long table.

chun, director of Guizhou Tourism Administration.

He noted that regional tourism cooperation, especially with the Pan-Pearl River Delta cities, is crucial to making Guizhou's tourism more international. The province also

should take the initiative to explore more avenues of cooperation.

"Thanks to new means of transport and tourist destinations, we intend to create regional tourism products to seek trans-provincial cooperation," Fu said.

The statistics from Guizhou Tourism Administration show that Guizhou has received 130 million tourists in the first half of the year, an increase of 25 percent year-on-year, which has led to revenue of 106 billion yuan, up 27 percent.

Village's stewardship of local ecology has reach through region

By ZHAO KAI in Guiyang
zhaokai@chinadaily.com.cn

When 50-year-old Li Jibao first took the job as a ranger, he didn't realize it meant protecting the environment of a much larger area than just his home village.

Li lives in Xinping village, located in Bijie city of southwest China's mountainous and wooded Guizhou province.

"Although cutting is strictly prohibited, it still occurs occasionally," Li said. Deforestation has caused serious soil erosion and rock desertification in the area.

In 2008, Li volunteered to serve as the only ranger in his village. Guarding the forests has been his job ever since.

"During the dry season, I have to live in the mountain to ensure the safety of the forests," said Li, adding that patrolling the forests has not always been an easy task.

"Now the people in the village have realized the importance of ecological protection, and forestation has become a common objective for us," he said.

However, Li and his fellow villagers were surprised to learn that their hard work has affected more than their own forest.

1m
hectares
forest area in Bijie in 2012

43
percent
forest coverage rate of Bijie in 2012

As the upper reaches of the Pearl River Basin, Guizhou plays an important role in the ecological environment of the entire region.

"Bijie is located in the upper reaches of the Pearl River. To ensure the ecological security of the middle and lower reaches, we must insist that economic development and short-term growth not come at the expense of the environment," said Chen Changxu, mayor of the city.

Chen said the unique geological features of the ecosystem in Bijie have caused the soil erosion and land desertification in the past years. He said addressing the environmental issue will also improve the quality of life for local people.

In Bijie's Zhejue county, home to an important tributary of the Pearl River, the forest coverage rate



ZHU XINGXIN / CHINA DAILY

Terry Gou (second from left), founder of Foxconn, speaks at the Eco Forum Global Annual Conference Guiyang 2013. Foxconn is planning a manufacturing base in Guizhou.

“To ensure the ecological security of the middle and lower reaches, we must insist that economic development and short-term growth not come at the expense of the environment.”

CHEN CHANGXU, MAYOR OF BIJIE

was only 40 percent in 2002, which was far from being able to effectively protect the environment at the time. But after a little more than a decade, the rate has grown to 56.4 percent.

In addition to planting trees, the local government also encourages locals to grow herbs that are materials for traditional Chinese medicines, said Lan Honggui, Party chief of Zhejue.

Now locals call the forest a "green bank", because they can benefit from it. In spring, they can get more than 100 yuan every day just by picking

up pine needles, which is used to cover the soil to help the herbs grow.

From 1988 to 2012, the forest area in Bijie increased from some 400,000 hectares to more than 1 million hectares, with the forest coverage rate increasing from around 15 percent to 43 percent, according to Chen.

According to the document issued by the State Council in 2012 to further promote Guizhou's development, an upstream ecological barrier will be established in the province for the Yangtze River and the Pearl River.

Growing vegetables helps farmers to see more green

By ZHAO KAI in Guiyang
zhaokai@chinadaily.com.cn

The vegetables on the table of a Hong Kong family might be grown in Guizhou, some 1,000 km away, because the vegetable industry is becoming a new bridge for connecting the western China province with the Pan-Pearl River regions.

Zhou Qing, a local farmer in Sandu county, said he earned 18,400 yuan (\$3,000) in the first quarter of this year from cabbage he planted, and in the second quarter growing tomatoes brought him another 20,000 yuan.

Zhou has improved his life by growing vegetables in recent years on his 0.22-hectare plot of farmland. Zhou said the vegetables will be taken away by dealers and sent to the Pearl River delta regions once they are ripe.

Unlike Zhou, Wang Jing, who also lives in Sandu, has another method of raising income by growing vegetables.

"We used to rely on 0.22 hectares of farmland to feed the entire family," Wang recalled. His family grew rice and rapeseed for a living.

But in 2009 the local government introduced a farming company to his township, and Wang's family members "suddenly changed from farmers to employees of the company," said Wang.

The company rented all his farmland and started to plant green veg-

etables instead of traditional crops, such as rice.

Thanks to the emerging vegetable industry, Wang said the annual income of his family has increased from 5,000 yuan to 30,000 yuan.

"Most of our products will be sold to regions like Guangdong and Hong Kong," said Wang Zhougang, the manager of the farming company, which has rented a 33-hectare growing base to provide vegetables to those regions.

Wang believes the unique climate, soil and water quality are particularly suitable for planting vegetables.

"In the next step we are planning to improve the nutrition and health value of the vegetables to provide organic vegetables to our customers in the Pearl River delta regions," he said.

Statistics from the provincial agricultural authority indicated that in 2012 the overall vegetable planting area reached 1.2 million hectares, with total annual output of 26.5 million tons, both increasing around 25 percent year-on-year.

Dozens of vegetable plantations have been established across the province. Many of the products are directly sold to regions outside Guizhou.

Liu Fucheng, director of the province's agriculture committee, said Guizhou has become a main source of vegetables for the Pearl River and Yangtze River deltas, as well as Hong Kong and Macao and even some ASEAN member countries.