Wuyishan

on cultural

focuses

tourism

By YUAN SHENGGAO

development.

Wuyishan, a city in East China's

Fujian province, is developing

green tourism to attract more visi-

tors and promote high-quality local

The city's tourism revenue reached about 30.8 billion vuan

(\$4.49 billion) last year. But most

tourists only visit for a one-day tour of the city, spending that time

on activities related to tea, a pillar

Wuyishan plans to upgrade its

tourism industry by transforming

from sightseeing to leisure tours

from tea-focused tourism to cultur

al experiences, and also enlarging

end hotels, shopping facilities and

more, to upgrade the local tourism

The Jialong International Tour-

ist Resort, for example, will have a

giant panda base, a circus park, a

zoo and an animal-themed hotel The 466.6-hectare large resort will combine entertainment, shopping,

catering, education and perfor-

The Wuyistar Tea Park will orga-

nize activities such as academic

study, tea ceremony training, as

well as industrial and agricultural

Guo Yuanhai, deputy gen-

"Though the output value of tea

in the company has reached over

100 million yuan, selling tea only

is not enough. Instead, we should

develop a leisure tour area based

eral manager of Wuvistar, said

industry

sightseeing.

the traveling area across the city. Seven projects, with an investment of 5.68 billion yuan, kicked off last month. That involved an international tourist resort, high-

industry in Wuyishan.

Ecology and economic growth go hand-in-hand

By YUAN SHENGGAO

Zhong Liangsheng, a beekeeper in Wuping county in Longyan city of Fujian province, said he believes ecological protection and economic development are not contradictory to each other. Instead, the two can create mutu-

"The green landscape is our biggest gold mine," he said.

Zhong's bee cooperative reaped over 10 million yuan (\$1.45 million) in annual output value.

As a veteran from the army, Zhong was first hired as forest ranger in Wuping back in 1998. His job was to dissuade and report unlawful felling.



The green landscape is our biggest gold mine."

Zhong Liangsheng, a beekeeper in Wuping county

In 2001, Wuping became one of the first counties in China to conduct forestry reformation and allow local farmers to operate tree farms around their homes.

To increase income for the family and bring wealth to more people, Zhong established a bee cooperative in 2011, where some 300 workers raise bees and sell honey to customers in Fujian, Beijing and Hong Kong.

"Good ecology is the best resources for companies like ours," he said

its reforms on forestry-related

policies, to better protect ecology

and boost the regional economy.

The aim is to balance ecological

reservation with economic development, an official from the pro-

More methods will be released

to solve challenges, which include

the scattering of forestry resourc-

es, difficulty for foresters to

receive loans and the expansion

In December 2018, the first "for-

estry ecology bank" was opened

in Shunchang county of Nanping

It helps integrate the tree farms

scattered in the county by entrust-

ed management, purchase, rental

and mortgage guarantees, said

Zhao Gangyuan, head of the state-

owned forest farm in Shunchang,

In Jiangle county in the west

of Fujian, there are about 13,000

hectares of bamboo forests. Local

residents can get income from the

carbon trading business, accord-

ing to the county's officials.

which operates the bank.

of business.

city of Fujian.

incial forestry bureau said

Wuping county now has about is a weighted average index number 216,000 hectares of forest land of 17 subindices including: ecologiand forest coverage reached 79.7 cal environment, air quality, water quality, per capital GD, pollution As a national forest economy control, coverage of green plants

demonstration base, Wuping and total area of natural reserves. encourages farmers to join forestrelated business, such as planting, points meant a performance on par breeding, products' processing and sightseeing. performance is close to that. Fujian province is continuing

The report said a mark of 80 with a world-leading level. Fujian's

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mark of 75.73 points.

development of China's

various regions, which was

released by the Chinese

The report was based on surveys

development — during 2015-17.

province with a mark of 75.43 zone. points and Chongqing municipaln a report on ecological ity with 74.81 points.

Fujian's coastal city of Xiamen ranked No 1 among all the Chi-Fujian was ranked the first with a means its ecological performance has reached a world-leading level. In a recent survey made by

of the regions' level of "ecological the State Forestry and Grassland civilization" — a Chinese expres-Administration, Fujian's forest covsion for performance in ecological erage reached 66.8 percent. It grew 0.85 percentage points from the The ecological civilization index previous survey and has ranked

> are hailed by locals as proof of the civilization pilot zone.

In June 2016, Fujian was denied. approved by the central government as the country's first nationallevel ecological civilization pilot

With lush vegetation, Bihu Park in Zhangzhou city is a demonstration of the local government's efforts to improve ecology. Provided to CHINA DAILY

Since then, Fujian has carried out 38 reforms for this purpose. Eighteen practices have been studied and copied by Chinese regions. nese cities in this report, with a One is a tighter assessment of the Academy of Engineering in April, mark of more than 80 points. This environmental effect caused by In Guangze county in the north-

west of Fujian, the government of Lifang township recently rejected a project proposed by a businessman outside the county. The businessman intended to

build an eel cultivation farm valued first in the country for 40 years in at 30 billion yuan (\$4.38 million) near the Xixi Stream, a tributary The ranks of Fujian and Xiamen of Fujian's largest river Minjiang.

The township government's province's achievements in devel- appraisal deemed the project oping a national-level ecological likely to affect the water environment. The investment proposal was

> Guangze county's government leaders, as well as officials in the rest of Fujian, are required to link



Fujian puts environment before economic gain

Area leading the way as China's first national-level ecological civilization pilot zone



WE ARE STILL EXPLORING NEW APPROACHES, FOR BETTER PROTECTION OF BOTH THE ECOLOGY AND FARMERS' RIGHTS.'

Yang Yongquan, official at the forestry bureau in Wuping county

their performance to an ecologybased auditing system.

The auditing will examine their performance in their duties to maintain the local ecology. "To grow at the cost of ecology

and the environment is no longer of Engineering report for our approach to development," said ecological development Zhao Hongyu, head of the Lifang performance in China township government.

She added that the township will welcome businesses to invest in such eco-friendly industries as modern agriculture and tourism. Another reform initiative is the government purchase of tree farms'

In Yanqian township, Wuping county, Liang Hancai was the own- the operational rights of the affecter of a tree farm. He could make ed farms. an annual net profit of more than 100,000 yuan by selling timber and other related products.

However, in 2015 an area of more

points

The mark that makes Fujian No l in the Chinese Academy

meant that logging was forbidden,

according to law. In Wuping, there are a total of 5,600 hectares of tree farms included in various reserves for ecological protection. Logging is not allowed.

To compensate the farm owners, the local government purchased "The purchase is about 22,500

acceptable," Liang said.

He added that he can continue than 30 hectares in his farm was to utilize or develop the under-making, according to its founding

instance, cultivating medical herbs, fruit shrubs and fungi, as well as raising animals like chickens and goats.

According to Liu Ziyin, an official at the local forestry administration, renting the tree farms is another option of the government.

"We are still exploring new approaches, for better protection of both the ecology and farmers' rights," added Yang Yongquan, another local forestry official.

To aid the government's application of new measures for developing the Fujian ecological pilot zone,

The think tank will use the memyuan a hectare and the price is bers' research to conduct more systematic and feasible studies to help the government in decision-

reform and technology bureau. The Wufu town of Wuyishan has

become a hot spot for investors in the tourism industry, as eight cultural tourism-related projects and 12 agricultural tourism-relat ed projects have been operational

"The Wufu town is expected to be a new driver for the local economy,"

ship government. Wuyishan also plans to offer diversified tourism products such

Wuvishan. 320,000 visits during this year's May Day period, up 96 percent

nine local universities and research institutions forged an ecological civilization think tank in Novem-

on experience of the tea culture." Millennium Resort Wuyishan,

one of the luxurious hotels, introduced a top-level management team from the headquarters of the The resort hotel invested by Shi-

mao Group, is expected to introduce the local natural landscape into its decoration and design according to Wang Yuansheng, director of the city's development

said Li Xiaoyong, head of the town-

as rural tours, sports and family

"The multiple products aim to enrich experiences for visitors and

promote high-quality development of the local tourism industry," said Zhang Xianjun, deputy mayor of The city welcomed more than

year-on-year. Tourism revenue

reached 340 million yuan, 108 per-

cent higher than the same period



After decades of afforestation efforts, Changting county in the south- million yuan Its experience has been a lesson for the Changting in soil erosion control rest of the province.

Changing used to suffer the worst ecological conditions. The county feacher cent in 2017. As a result, the soil erotologicals. tured red soil and hills with little veg- sion rate decreased, according to the

million vuan (\$1.46 million) annually development. on average to help control soil erosion

west of Fujian province has set a role

The annual investment from the model for environmental protection. provincial government to help

country's forestry bureau.

serious soil-eroded area in Fujian provecotourism destinations.

control soil erosion.

With the company's help, the Shibi township adopted a new type of environmental protection method that been planted in scenic areas and along features tree planting and engineer- roads. Farmland on mountain slopes ing measures. Just three years later, have been turned in forests. forest coverage in Shibi reached 85

In Datian, the traditional mining sound ecological environment. county in central Fujian, the governfor soil erosion control. Since 2000, the from Changting's experience in envigovernment has cooperated with the lion yuan. provincial government has invested 10 ronmental protection and sustainable province's research institution for the "The sound ecological environment ecological restoration of mines. Some now is the core competitiveness of the Changing's neighboring county, of the mining areas have been transcounty to attract big dairy industry

Yongding district of Longyan city Changing grew to more than 116,600 In 2012, the county government is home to a number of tulous, the Contact the writer at

on UNESCO's world heritage list. The district has combined soil erosion prevention with development of tourism facilities. Trees and grasses have

Jianning county, at the source of percent and the area of sandy land the Minjiang River, has focused on the soil erosion in Fujian because of poor from 59.8 percent in 1986 to 79.8 per- was reduced by 70 percent, according dairy industry after solving its soil erosion. sion. Dairy is a sector that demands a

The county has developed a high-In 1983, the provincial government In 2016, Fujian provincial government has highlighted what can be tech, ecological-friendly dairy industry designated Changting as a pilot area ment called on other regions to learn done with its deserted mines. The park at a total investment of 2.67 bil-

and associated poverty alleviation in Ninghua used to be the second-most formed into forests, farms, parks and projects," said Zheng Jianbo, Party sec-

hectares. Forest coverage increased spent 5 million yuan setting up a comspecial residential buildings included liangkaiyan@chinadaily.com.cn





From top: After a decade of improvement, the Mulan Stream has become a scenic river in Putian city. WEI YONGOING / FOR CHINA DAILY A tea farm dotted with sakura flowers in Zhangping city has become a popular destination for tourists. WANG MIN / FOR CHINA DAILY

Mountains and rivers are commonly seen in Fujian, making natural preservation a significant priorindustry needs financial support, ity of the province in East China. insiders said. Fujian encourages Fujian's forestry authorities want using forest rights as collateral to to do more to improve the region's obtain loans and other financial

to cooperate with foresters, insid-hectares, since 2016.

more than 5,200 new-type business ince integrated some State-owned been built in forests.

estry cooperatives and household

Development of the forestry hectares

important means of production in nationally for tree farm reform in of such farms from 235 to 129 in forest coverage. Fujian's rural areas and also offer major ecological areas. The local three years. Employee income in the the most potential for farmers to governments have bought or rented farms increased and infrastructure slopes of about 7,000 square kilomesuch forests for nature reserves and was improved during that period. Representatives from the provin- other ecological zones, where log- In recent years, Fujian has procial forestry bureau said Fujian has ging is restricted, to balance eco-moted afforestation in mountainous towns are also a focus of Fujian's released four guideline documents logical protection with foresters' areas, cities, countrysides and also forestry authorities. They aim to on promoting forestry reform since interests. Fujian has piloted such a on the coasts. The province encour- have 100 forest cities and towns, 2014. It is fostering new business practice for tree farms, which has a ages planting trees around dwell- improve 100 urban forest parks and entities and leading private capital total area of 272,000 mu or 18,133 ings, roads, villages and waters. build 100 urban afforestation dem-

To date, the province is home to can also be seen in Fujian. The prov- and ecological landscape belts have Contact the writer at

of trees have been planted on the mountains in Fujian province

More precious broad-leaf species onstration areas by the end of 2022. Other forms of forestry reform have been planted for afforestation

Statistics showed the province planted 473,000 hectares of trees on the mountains and 14,200 hectares of trees in villages and towns since

Local authorities also highlighted scientific management of forests. They imposed a quota on cutting trees on the mountain slopes to The province is a forerunner tree farms, reducing the number avoid water erosion and increase

In 2014, they closed mountain

ters to avoid logging. Greening projects in cities and

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