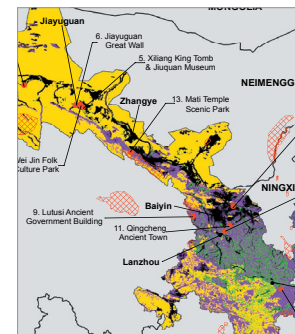


Gansu Natural and Cultural Heritage Protection Project



China
World Bank; CIDA; Gansu Development Reform Commission

Issues Many of China's most significant cultural and natural heritage sites are located in Gansu Province. Ownership of these assets is fragmented among local communities at the city and town levels. Many of the sites are in remote and extremely poor areas and are significantly under-developed and at risk. While rich in tourism resources, the sector only contributes 3% of provincial GDP. Sound tourism management practices and careful environmental management are urgently needed to ensure the long-term protection of Gansu's heritage and to ensure that its full tourism potentials can be realized.



01

Approach Chreed conducted two assignments on this project. In 2005 the Gansu Provincial Government (GPG) asked us to assist in the preparation of a proposed US \$ 57 million project to support tourism-based local economic development across the province (the second poorest in China) through investments in the preservation of cultural heritage sites along the historic Silk Road, and through associated local infrastructure improvements. The World Bank agreed to assess the Project for Bank co-financing of US\$ 40 million.



02

This Project was to be the first China/World Bank initiative specifically directed toward applying cultural heritage-based tourism as an instrument for developing local economies in poverty regions.

The purpose of Chreed's work (co-financed by CIDA) was to ensure that GPG proposed investments and policy reforms that were consistent with World Bank policies, and that the technical, social, cultural, environmental, economic, financial, and institutional aspects of the Project would be sufficiently detailed, at the required standards, to be approved by the World Bank at the Project's Appraisal stage.



03

Once preparation was completed, Chreed was retained by the World Bank to assist in economic analysis of the proposed project, and to prepare a GIS-based MIS of more than 150 sub-projects scattered across the province.

- 01 GIS-based habitability analysis of Gansu Province
- 02 Jiayuguan Fortress, a UNESCO World Heritage site
- 03 Most heritage sites are in poor, isolated areas such as Qingcheng Township
- 04 Courtyard houses in Qingcheng to be restored under the Project

Results The Project was fully appraised by the World Bank in July 2007. All environmental, social, and cultural heritage safeguard policies of the World Bank were met in the Project Design, and all internal Bank management approvals for the Project were obtained. The Loan was approved by the Bank's Board in March 2008.

The Project MIS, which included high resolution satellite imagery of project sites, is being used by the Bank to monitor project implementation.



04

2006-2007

Client:
World Bank
CIDA
Gansu Development Reform Commission

Project Team:
Edward Leman: Regional Dev't. Specialist
Zhang Rufei: Community Dev't. Specialist
Derek Ireland: Economist
Erin Novakowski: Economic Geographer

Stephen Dolan: Environment Specialist
John Tinhoft: GIS Manager
Zhou Weier: GIS Analyst

Project Area Population:
26 mn