

Implementation Status & Results
China
Gansu Cultural and Natural Heritage Protection and Development Project (P091949)

Operation Name: Gansu Cultural and Natural Heritage Protection and Development Project (P091949) Project Stage: Implementation Seq.No: 4 Status: ARCHIVED Archive Date: 27-Jun-2011

Country: China Approval FY: 2008
 Product Line: IBRD/IDA Region: EAST ASIA AND PACIFIC Lending Instrument: Specific Investment Loan
 Implementing Agency(ies): Gansu Provincial Development and Reform Commission

Key Dates

Board Approval Date	20-Mar-2008	Original Closing Date	31-Dec-2013	Planned Mid Term Review Date	21-Oct-2011	Last Archived ISR Date	27-Jun-2011
Effectiveness Date	11-Aug-2008	Revised Closing Date	31-Dec-2013	Actual Mid Term Review Date	19-Mar-2012		

Project Development Objectives

Project Development Objective (from Project Appraisal Document)

The project development objective is to generate benefits for local communities from the development of sustainable cultural tourism in Gansu Province.

Has the Project Development Objective been changed since Board Approval of the Project?

Yes No

Component(s)

Component Name	Component Cost
Protection and Development of Priority Sites	46.07
Institutional Strengthening and Capacity Building	1.38

Overall Ratings

	Previous Rating	Current Rating
Progress towards achievement of PDO	Satisfactory	Satisfactory
Overall Implementation Progress (IP)	Moderately Satisfactory	Moderately Satisfactory
Overall Risk Rating		

Implementation Status Overview

Progress toward meeting the project's development objective is satisfactory based on its three key indicators: (a) 5,014 people are participating in the provision of tourism services at the project sites exceeding the end-of-project target of 3,740; (b) 51% of tourists are purchasing private tourism services which meets the 2011 target; and (c) 83% of local community members have awareness and knowledge of the significance of the cultural sites in their area, exceeding the end-of-project target of 80% . Other indicators on visitor satisfaction rates and average tourist expenditures are also meeting or exceeding targets for 2011. The Jiayuang municipal government has received additional financing for conservation work for the Jiayuguan Great Wall Fortress as a result of good preparation progress under the project. Jiayuang will start this additional conservation work but will incorporate technical review comments provided by the Bank and the international consultants beforehand to ensure good quality works and sustainability. Arrangements for management, operations and

maintenance of the newly created assets should be a focus of management attention by project city government and responsible local agencies to further promote sustainability. Overall, with strong continued commitment of project cities to complete the remaining project components and with tourist interest growing with the installation of site infrastructure, the project should be able to continually generate benefits for the local communities from the development of sustainable cultural tourism in the province.

Locations

Country	First Administrative Division	Location	Planned	Actual
China	Gansu Sheng	Sunan Yugur Zizhixian		
China	Gansu Sheng	Suzhou Qu		
China	Gansu Sheng	Jiuquan Shi		
China	Gansu Sheng	Jinta Xian		
China	Gansu Sheng	Jiayuguan Shi		
China	Gansu Sheng	Jiayuguan		
China	Gansu Sheng	Dunhuang		
China	Gansu Sheng	Guazhou Xian		
China	Gansu Sheng	Zhangye Shi		
China	Gansu Sheng	Yuzhong Xian		
China	Gansu Sheng	Yongdeng		
China	Gansu Sheng	Tianshui Shi		
China	Gansu Sheng	Qingcheng		
China	Gansu Sheng	Lanzhou Shi		
China	Gansu Sheng	Gaolan Xian		
China	Gansu Sheng	Gansu Sheng		
China	Gansu Sheng	Baiyin Shi		
China	Gansu Sheng	Zhongquan		
China	Gansu Sheng	Liancheng		
China	Gansu Sheng	Yadang		

Results

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Project Development Objective Indicators

Indicator Name	Core	Unit of Measure		Baseline	Current	End Target
Percentage of local community members with awareness and knowledge of the significance of the cultural site (%)	<input type="checkbox"/>	Text	Value	63%	83%	80%
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 76% so this was exceeded as well as EOP target.	
Percentage of tourists who purchase private tourism services when visiting the project sites (%)	<input type="checkbox"/>	Text	Value	34%	51%	60%
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 50% so target was exceeded.	
Number of people participating in the provision of tourism services at the project sites	<input type="checkbox"/>	Text	Value	3,130	5014	3,740
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 3,530, so this target was exceeded. EOP target has been exceeded as well.	

Intermediate Results Indicators

Indicator Name	Core	Unit of Measure		Baseline	Current	End Target
Participation of communities in sustainable tourism regarding number of community persons with improved road access to main tourist areas within Majijshan and Qingcheng (#)	<input type="checkbox"/>	Text	Value	0	27800	27,000
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 25,000 so this was exceeded as well as EOP target.	
Participation of communities in sustainable tourism regarding cumulative number of local people trained in sustainable tourism-related activities (#)	<input type="checkbox"/>	Text	Value	0	12970	9,000
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 7,900 so this was exceeded as well as EOP target.	
Average expenditure per tourist visit at Yadan National Geological Park (RMB/visitor/visit)	<input type="checkbox"/>	Text	Value	350	460	425
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 410 so target was exceeded as well as EOP target.	

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Average expenditure per tourist visit at Jiayuguan Great Wall Scenic Area (RMB/visitor/visit)	<input type="checkbox"/>	Text	Value	625	800	800
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 760 so target was exceeded and EOP target met.	
Average expenditure per tourist visit at Yellow River Stone Forest Geological Park (RMB/visitor/visit)	<input type="checkbox"/>	Text	Value	335	545	430
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 415 so target was exceeded as was EOP target.	
Average expenditure per tourist visit at Maijishan Scenic Area (RMB/visitor/visit)	<input type="checkbox"/>	Text	Value	400	481	480
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 465 so target was exceeded and EOP target met.	
Level of visitor satisfaction with environment of site (% fully satisfied)	<input type="checkbox"/>	Text	Value	15%	46%	50%
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 40%, so this target was exceeded.	
Level of visitor satisfaction with management of site (% fully satisfied)	<input type="checkbox"/>	Text	Value	21%	75%	60%
			Date	31-Dec-2008	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 50% so this has been exceeded as well as EOP target.	
Level of visitor satisfaction with interpretation of site (% fully satisfied)	<input type="checkbox"/>	Text	Value	24	65%	80
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 60% so target was exceeded.	
Level of visitor satisfaction with access to site (% fully satisfied)	<input type="checkbox"/>	Text	Value	37	84%	60
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target of 50% was exceeded slightly as was EOP target.	
Number of heritage sites in project with approved cultural conservation plans (#)	<input type="checkbox"/>	Text	Value	1	4	7
			Date	31-Dec-2007	31-Dec-2011	31-Dec-2013
			Comments		YR4 target was 7. The new conservation plans for Maijishan and Lutusi have	

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been prepared and they are still under review by the provincial and municipal governments.

Data on Financial Performance (as of 18-Jan-2012)

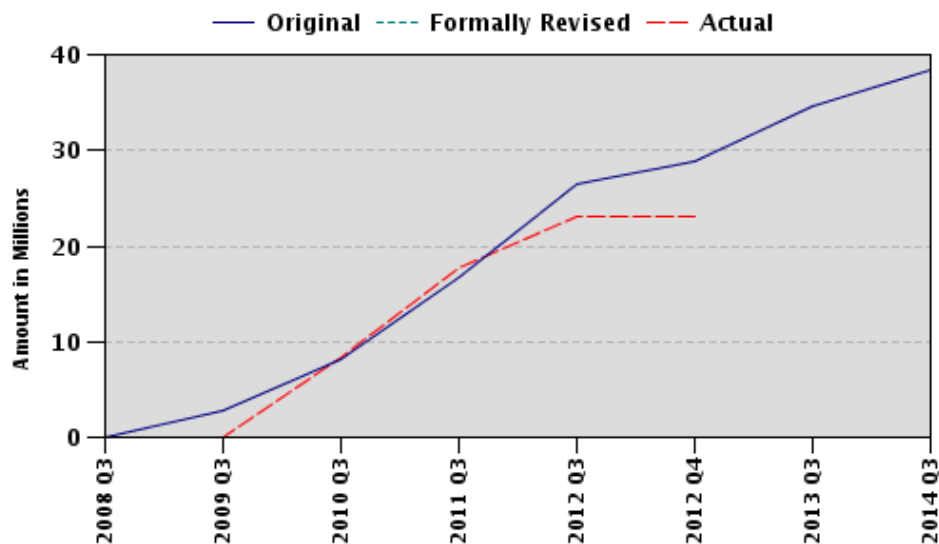
Financial Agreement(s) Key Dates

Project	Loan No.	Status	Approval Date	Signing Date	Effectiveness Date	Closing Date
P091949	IBRD-75420	Effective	20-Mar-2008	28-May-2008	11-Aug-2008	31-Dec-2013

Disbursements (in Millions)

Project	Loan No.	Status	Currency	Original	Revised	Cancelled	Disbursed	Undisbursed	% Disbursed
P091949	IBRD-75420	Effective	USD	38.40	38.40	0.00	23.19	15.21	60.00

Disbursement Graph



Key Decisions Regarding Implementation

The borrower needs to secure additional counterpart funds needed to complete the conservation and interpretation related works and strengthen the management capacity of the provincial project management office. Arrangements for management, operations and maintenance of the newly created assets should be a focus of management attention by project city government and responsible local agencies. The next supervision mission is scheduled for August 2012.

Restructuring History

There has been no restructuring to date.

Related Projects

There are no related projects.