



## Gansu Cultural and Natural Heritage Protection and Development Project (P091949)

EAST ASIA AND PACIFIC | China | Urban Development Global Practice |  
IBRD/IDA | Specific Investment Loan | FY 2008 | Seq No: 9 | ARCHIVED on 16-Jun-2015 | ISR18386 |

Implementing Agencies: Gansu Provincial Development and Reform Commission

### Key Dates

#### Key Project Dates

Board Approval date:20-Mar-2008

Effectiveness Date:11-Aug-2008

Planned Mid Term Review Date:21-Oct-2011

Actual Mid-Term Review Date:19-Mar-2012

Original Closing Date:31-Dec-2013

Revised Closing Date:30-Jun-2015

### 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 Objective?

No

### Components

Name

Protection and Development of Priority Sites:(Cost \$46.07 M)

Institutional Strengthening and Capacity Building:(Cost \$1.38 M)

### Overall Ratings

Name	Previous Rating	Current Rating
Progress towards achievement of PDO	● Moderately Unsatisfactory	● Moderately Satisfactory
Overall Implementation Progress (IP)	● Moderately Satisfactory	● Moderately Satisfactory
Overall Risk Rating	--	● Substantial

### Implementation Status and Key Decisions



The project's progress toward meeting the PDO is now upgraded to moderately satisfactory. Of the seven cultural heritage sites being upgraded under the project, all have culture conservation plans approved by the Gansu Cultural Relics Bureau and the State Administration of Cultural Heritage (SACH), with the last one for Maijishan Scenic Area approved by SACH on December 22, 2014. Works carried out under the project have improved site access and tourist facilities and services at all nine sites. Project improvements in Maijishan and Suoyang contributed to their being listed as Silk Road World Heritage sites by UNESCO in 2014, which could, in turn, increase their visibility to international tourists as well as domestic tourists. Visitor satisfaction with the sites and visitor spending levels are exceeding expectations as seen in the Results Framework. Increasing attention is being paid to operations and maintenance of the infrastructure and facilities constructed. Taken together these bode well for sustainable tourism. Benefits generated by the project for local communities include increased tourist purchasing of local private tourism services, increased awareness and knowledge of the significance of the cultural site, increased access to basic services such as water, sanitation, roads, power and solid waste management. Gansu is carrying out additional surveys to quantify economic benefits generated by the project by analyzing the development data for Maijishan and Qingcheng project sites. The completion report will be completed by December 2015.

## Risks

### Systematic Operations Risk-rating Tool

Risk Category	Rating at Approval	Previous Rating	Current Rating
Political and Governance	--	--	● Low
Macroeconomic	--	--	● Moderate
Sector Strategies and Policies	--	--	● Substantial
Technical Design of Project or Program	--	--	● Substantial
Institutional Capacity for Implementation and Sustainability	--	--	● Substantial
Fiduciary	--	--	● Moderate
Environment and Social	--	--	● Moderate
Stakeholders	--	--	● Low
Other	--	--	--
Overall	--	--	● Substantial

## Results

### Project Development Objective Indicators



► Number of people participating in the provision of tourism services at the project sites (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	3,130	7998	11,531	3,740
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2014

► Percentage of tourists who purchase private tourism services when visiting the project sites (%) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	34%	64%	62%	60%
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2014

► Percentage of local community members with awareness and knowledge of the significance of the cultural site (%) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	63%	88%	86%	80%
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2014

Overall Comments

**Intermediate Results Indicators**

► Number of heritage sites in project with approved cultural conservation plans (#) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	1	6	7	7
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2014



► Level of visitor satisfaction with access to site (% fully satisfied) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	37	87%	87%	60
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013

► Level of visitor satisfaction with interpretation of site (% fully satisfied) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	24	90%	90%	60
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013

► Level of visitor satisfaction with management of site (% fully satisfied) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	21%	85%	87%	60%
Date	31-Dec-2008	31-Oct-2014	31-Dec-2014	31-Dec-2013

► Level of visitor satisfaction with environment of site (% fully satisfied) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	15%	84%	86%	50%
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013



## ▶ Average expenditure per tourist visit at Maijishan Scenic Area (RMB/visitor/visit) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	400	564	572	480
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013

## ▶ Average expenditure per tourist visit at Yellow River Stone Forest Geological Park (RMB/visitor/visit) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	335	625	580	430
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013

## ▶ Average expenditure per tourist visit at Jiayuguan Great Wall Scenic Area (RMB/visitor/visit) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	625	830	800	800
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013

## ▶ Average expenditure per tourist visit at Yadan National Geological Park (RMB/visitor/visit) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	350	543	600	425
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013



► Participation of communities in sustainable tourism regarding cumulative number of local people trained in sustainable tourism-related activities (#) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0	10,506	11,523	9,000
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013

► Participation of communities in sustainable tourism regarding number of community persons with improved road access to main tourist areas within Maijishan and Qingcheng (#) (Text, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0	20,217	39,511	27,000
Date	31-Dec-2007	31-Oct-2014	31-Dec-2014	31-Dec-2013

► Direct project beneficiaries (Number, Core)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0.00	0.00	47800.00	47800.00
Date	31-Dec-2007	04-Dec-2013	31-Dec-2014	31-Dec-2014

▲ Female beneficiaries (Percentage, Core Supplement)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	55.00	55.00	55.00	60.00
Date	31-Dec-2007	04-Dec-2013	31-Dec-2014	31-Dec-2014

Overall Comments

Based on the actual monitoring data provided by Gansu, 8 project sites received 4.7 million tourists in 2014 comparing 2 million in 2008 when project implementation started.



**Data on Financial Performance**

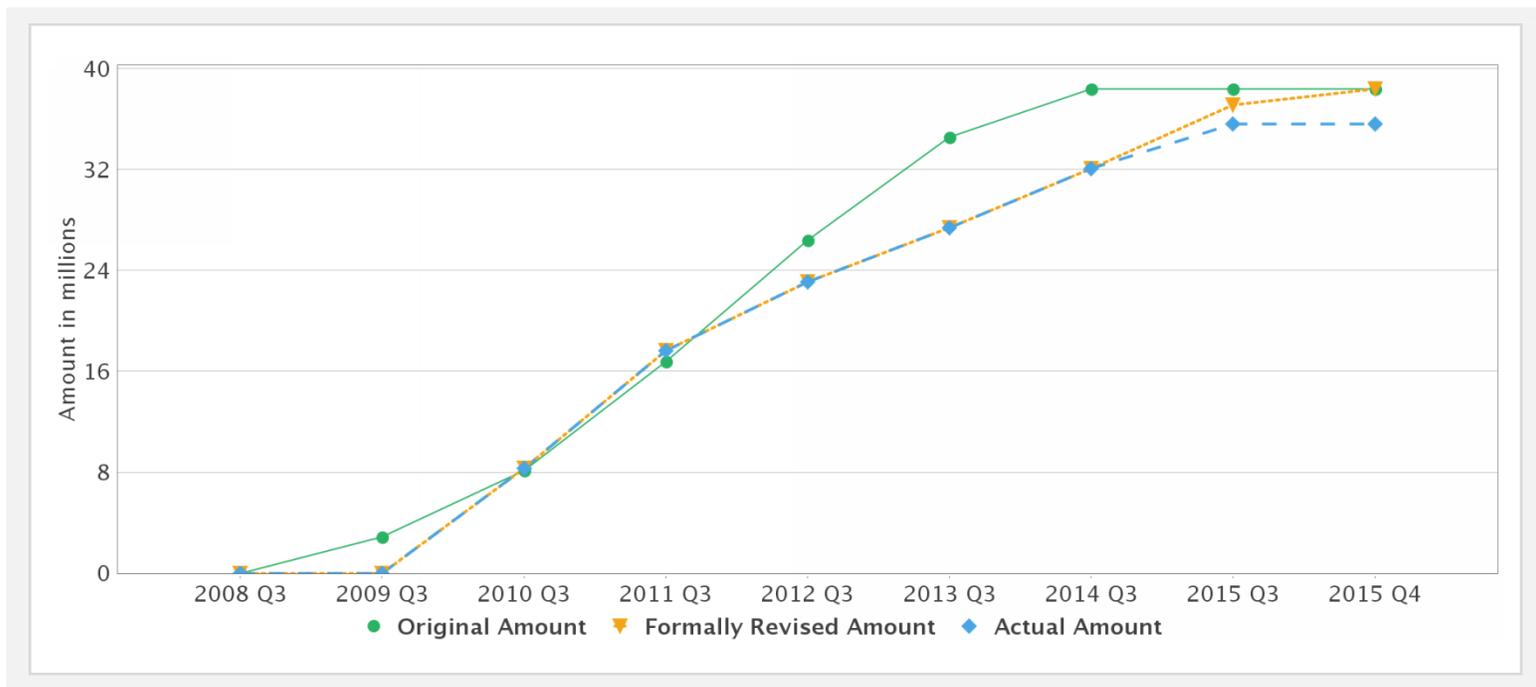
**Disbursements (by loan)**

Project	Loan/Credit/TF	Status	Currency	Original	Revised	Cancelled	Disbursed	Undisbursed	Disbursed
P091949	IBRD-75420	Effective	USD	38.40	38.40	0.00	35.71	2.69	93%

**Key Dates (by loan)**

Project	Loan/Credit/TF	Status	Approval Date	Signing Date	Effectiveness Date	Orig. Closing Date	Rev. Closing Date
P091949	IBRD-75420	Effective	20-Mar-2008	28-May-2008	11-Aug-2008	31-Dec-2013	30-Jun-2015

**Cumulative Disbursements**



**Restructuring History**

Level 2 Approved on 09-Aug-2013 ,Level 2 Approved on 22-Dec-2014

**Related Project(s)**



There are no related projects.

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