



# Pioneering Low Carbon and Sustainable Tourism in Mission Hills

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# Overview of Mission Hills Group

- Found in 1992, with staff over 14,000 now
- The first golf club in China to get the ISO 14001 certification in 1999
- In 2004, we have been accredited the “World’s Largest Golf Club” by the Guinness World Records.
- Awarded the title of National AAAA and AAAAA tourist Attraction status by the China National Tourism Administration(CNTA) in 2001 and 2011, respectively.
- Awarded the title of “National Low Carbon Tourism Demonstration Area” in 2012

# Building “National Low Carbon Tourism Demonstration Area”

The concept was first raised by Mission Hills founder Dr. David Chu in the National Committee Meeting of the Chinese People’s Political Consultative Conference in March 2010

## 港区政协委员朱树豪建议设立低碳旅游示范区

2010年03月08日09:22 新华网

新华网北京3月7日电（记者陈键兴）温家宝总理在政府工作报告中明确提出：“要努力建设以低碳排放为特征的产业体系和消费模式。”**全国政协委员、全国政协提案委员会副主任、香港骏豪集团主席朱树豪的2项提案都与此相关：设立低碳旅游示范区，并在全社会倡行低碳生活。**

朱树豪说，要实现到2020年单位国内生产总值二氧化碳排放比2005年下降40%至45%的目标，不仅高耗能、高排放行业要大力实施减排，一向被认为是绿色产业的旅游业也应全面转型，大力发展低碳旅游，通过食、住、行、游、购、娱的每个环节来落实节约能源、降低污染。

**他建议国家有关部门联合制定低碳旅游的国家发展战略和行业指导标准。**后者包括：对景区碳排放量、垃圾处理量、低碳公共交通方式等制定严格标准；对低碳旅游景区进行认证，符合标准的颁发证书。

**朱树豪提出，可考虑在全国范围内逐步设立一批低碳旅游示范区。**示范区在景区和酒店管理、经营各环节应制定有严格的低碳指标；要全面引进节能减排技术，尽可能利用太阳能、风能、地热等清洁和可再生能源；倡导公共交通和混合动力汽车、电动车、自行车等低碳或无碳通行方式，优先发展体现低碳旅游的基础设施和旅游产品，如建设专门的旅游自行车通道，限制不必要或大功率的游乐设施。

朱树豪认为，低碳概念在发达国家和地区起步较早，对低碳旅游的探索已取得了很多好的经验，包括：**针对低碳旅游景区建设进行法律支持和规范，实行经济政策倾斜，进行整体形象宣传与技术指导。**

他还提出，除了政府推动外，还要充分发挥民间力量，在全社会范围内倡导和普及低碳生活方式，包括倡导大型环保行动。

# Key works in promoting sustainable tourism

- Zero wastewater discharge
- Plant waste recycling in scale
- Biodiversity protection in golf resorts
- Eco-design in new golf resorts
- Energy saving
- Social program



# Zero Wastewater Discharge

- Reuse 100% of wastewater for golf course irrigation
- Collect both natural rainwater and grey water from our sewage treatment plants and constructed wetlands and pump them to artificial lakes for golf course irrigation

Saving **4,000,000 m<sup>3</sup>** of water every year (RMB 12,000,000)



# We reuse our own waste

- Organic waste materials such as leaves and trimmed tree branches are collected from golf courses and converted into organic fertilizer for plant nurseries and cultivation.
- The plant waste recycling not only helps greatly reduce the amount of plant waste sent to landfill sites but also reduces the consumption of chemical fertilizer for plant nurseries and cultivation.



Reduce **300 tons** of plant waste every year

# Biodiversity in our golf courses

## - Birds



Black-collared Starling  
(*Sturnus migricollis*)



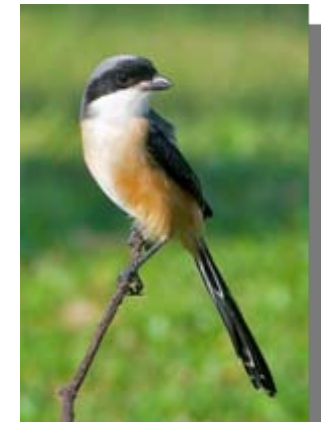
Greater Coucal  
(*Centropus sinensis*)



White-breasted Waterher  
(*Amaurornis phoenicurus*)



Collared Scops Owl (newly hatched)  
(*Otus lettia*)



Long-tailed Shrike  
(*Lanius schach*)

## - Butterflies



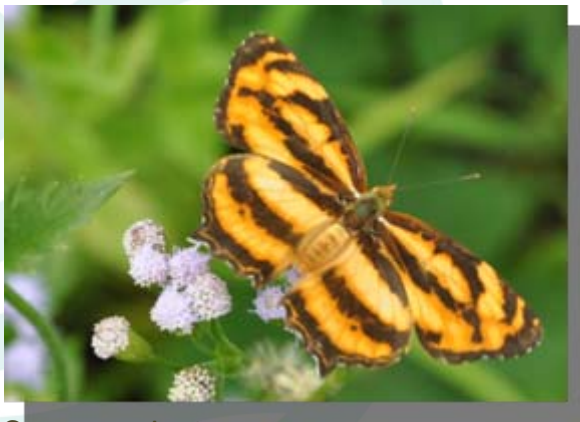
Paris Peacock  
(*Papilio paris*)



Red-base Jezebel  
(*Delias pasithoe*)



Tailed Jay  
(*Graphium agamemnon*)



Common Jester  
(*Symbrenthis lilaea*)



Club Silverline  
(*Spindasis syama*)



## - Dragonflies



Green Skimmer (*Orthemum sabina*)



Variegated Flutterer (*Rhyothemis variegata*)

## - Amphibians



Gunther's Frog (*Rana guentheri*)



Asian Common Toad (*Bufo melanostictus*)

# Wildlife Species in Mission Hills

## Mammals (4 species)

- Squirrel, Wild boar, Fruit bat, Pangolin

## Birds (32 species)

- Little Grebe, Chinese Pond Heron, Black-crowned Night Heron, Little Egret, Great Egret, Black Kite, Crested Serpent Eagle, White-breasted Waterhen, Spotted Dove, Indian Cuckoo, Plaintive Cuckoo, Common Koel, Greater Coucal, Savanna Nightjar, Barn Swallow, Grey Wagtail, Red-whiskered Bulbul, Chinese Bulbul, Oriental Magpie Robin, Common Blackbird, Yellow-bellied Prinia, Common Tailorbird, Fork-tailed Sunbird, Masked Laughing Thrush, Long-tailed Shrike, Hair-crested Drongo, Asian Azure-winged Magpie, Common Magpie, Collared Crow, Black-colored Starling, Crested Myna, Eurasian Tree Sparrow

## Amphibians and Reptiles (5 species)

- Asian Common Toad, Asiatic Painted Frog, Gunther's Frog, unidentified gecko and snake

## Butterflies (14 species)

- Common Blue Bottle, Tailed Jay, Red Helen, Common Marmon, Great Mormon, Paris Peacock, Red-base Jezebel, Indian Cabbage White, Pale Grass Blue, South China Bush Brown, Common Five-ring, Common Sailer, Blue-spotted Crow, Common Tiger

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**MISSION HILLS ARE RICH**  
**IN ECOLOGICAL RESOURCES.**

# Sustainable golf resorts

- We turned a barren land in Shenzhen and Dongguan, and a bed of ancient lava rock in Haikou to green fields
- We utilized the volcanic rocks onsite to build the golf courses and other premises



# Energy saving in Mission Hills

- Heat recovery system to recover the heat energy from the central air-conditioning system of our hotels for water heating for our hotel guests
- Adopt solar energy for lighting and water heating.
- Use bicycles, which have zero carbon emissions, for security patrols in certain areas in the golf resorts to reduce fuel consumption.

Saving **3,200,000 kwh** of electricity every year (RMB 3,840,000)



# Communications

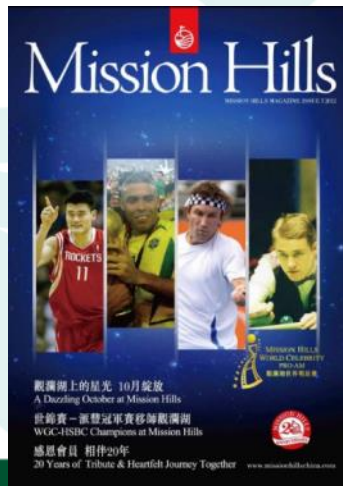
"Building a Green and Eco-Friendly Golf Resort" on 5 June World Environment Day



The world largest human QR code for promoting sustainable development



Environmental column in quarterly Mission Hills Magazine



# Awards

- **International Green Apple Awards for Environmental Best Practice 2012 – Gold** by The Green Organization
- **Hong Kong Green Awards 2012 - Green Management Award (Large Corporation) - Service Provider – Gold** by Hong Kong Green Council
- **National Low-Carbon Tourism Demonstration Area (2012)** by All-China Environment Federation
- **The International Awards for the Livable Communities 2004 - Environmentally Sustainable Projects - Gold Award in Environmentally Sustainable Projects and Winner for Natural Project** by The International Awards for the Livable Communities
- **National 5A Level Tourist Attraction** by the country's National Tourism Administration



# Social Benefit

## Contributions in Sport

- Organize more than hundreds of international golf, tennis, snookers and cycling tournaments, this helps to promote the golf and other sports development in China
- Teach youngsters and train up world class golf players by providing different golf and sports training program and tournament e.g. Mission Hills Jack Nicklaus Junior Championship





# Social Benefit

- Lead the special advisory council for the Beijing 2008 Olympic Bidding Committee and helped to successfully secure the Games for China in Moscow on July 13, 2001
- Assisted Shenzhen City in its successful bid to host the 2011 World University Games; the golf and tennis competitions will be carried out at Mission Hills
- Acted as a major sponsor of the 2009 East Asian Games in Hong Kong



# Social Benefit

## Contributions in Education

- Provided endowments to Nanjing University, Nankai University, Shenzhen University and numerous elementary schools in undeveloped regions of China, including schools in Yunnan, Sichuan, Guizhou and Shanxi
- Supported the establishment of the Physical Education & Sports Science School at the South China Normal University.
- Funded a Physical Therapy Masters Program co-developed by Hong Kong Polytechnic University and Huazhong University of Science and Technology; the program has produced over 200 internationally accredited physical therapy masters to date.

# Economic Benefit

- Annual amount of tax to Guanglan Government accounts for 1/3 of the total tax income of the whole Guanlan town
- ~1.8 million visitors come to MH every year, which 1.2 million visitors are coming from overseas including North America, Europe, Southeast Asia, Japan, Korea and Taiwan, Macau and Hong Kong, etc.
- Support the retailers and manufacturers of Golf equipment and accessories in Guanlan
- To support the rapid industrial growth in the region, SZ government has improved the transportation and highway system between Guanlan and Shenzhen

