



韩林飞 (Linfei Han) A·B·波可夫 (A.B. Bokov) 李延强 (Yanqiang Li) 蔡辉 (Hui Cai)

An Analysis of Ecological  
and Economic Planning of  
Beach Tourist Zone

滨海

# 旅游度假区 生态与经济规划



中国电力出版社  
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本书第一部分对滨海度假区的生态规划和经济进行分析。第二部分对北海市及北海银滩进行相关基础研究,从而确定北海银滩旅游度假区的产业定位、战略目标和步骤、旅游业发展战略思路。第三部分应用生态规划与经济分析论证结合的方法,对北海银滩旅游度假区进行规划设计,以促进其环境与经济的可持续发展。

The first part of this book analyses the economical and ecological planning of the coastal resort area. The second part makes some fundamental researches to give Beihai silver beach resort area a suitable industrial positioning, stratigical goal and steps and guideline for development of the tourism industries. In the third part, we plan the resort area to promote the sustainable development of the environment and economy, using the method of ecological planning and economical analysis.

## 图书在版编目(CIP)数据

滨海旅游度假区生态与经济规划/韩林飞等编著.—北京:中国电力出版社,2007

ISBN 978-7-5083-5721-8

I. 滨… II. 韩… III. ①海滨—城市环境:生态环境—环境规划—研究—北海市  
②海滨—旅游经济—经济规划—研究—北海市 IV. X321.267.3 F592.767.3

中国版本图书馆CIP数据核字(2007)第121995号

中国电力出版社出版发行

北京三里河路6号 100044 <http://www.cepp.com.cn>

策划编辑:梁瑶 电话:010-58383355 E-mail: [liangyao0521@126.com](mailto:liangyao0521@126.com)

责任编辑:刘 嵩 责任印制:陈焊彬 责任校对:罗凤贤

北京盛通印刷股份有限公司印刷·各地新华书店经售

2007年9月第1版·第1次印刷

787mm×1092mm 1/16·18.25印张·448千字·4插页

定价:48.00元

## 敬告读者

本书封面贴有防伪标签,加热后中心图案消失

本书如有印装质量问题,我社发行部负责退换

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本社购书热线电话(010-88386685)

# 序

## Preface

随着我国经济的发展和社会的进步,生态环境的脆弱性逐渐被人们所重视,生态环境这一课题不断被研究讨论,生态敏感度较强的滨海地区更需加强研究,认真实践。

项目策划和经济论证是城市规划的重要理论依据与技术支持,这在国内外的许多建设项目中均有所体现,但是,以个案为例,把生态规划与经济论证系统地统一于一个滨海旅游度假区规划中的专著却不多,本书主编韩林飞博士,从攻读硕士学位时期就开始注重自然与环境、规划设计与城市经济之间的探讨和研究,留学俄罗斯期间继续这方面的探索,在获得建筑学博士学位后,还在城市经济研究方面有较深的造诣,也获得了该方向的博士学位。回国后,在北京大学进行城市规划设计的生态资源理论研究时,发表和出版了一些该方面的学术论文。这本书以崭新的角度和新颖的思路阐述了滨海旅游度假区的生态规划和经济论证,把城市生态规划与经济分析论证的观点引入城市物质形体规划与设计之中,仔细阅读该书后,感受到编者深厚的理论知识和丰富的经验,我认为该书具有三大特点:

1. 滨海旅游度假区生态规划与经济论证较深入。

本书从城市生态规划和经济论证的角度寻求滨海旅游度假区资源利用的可持续发展模式,协调滨海地区生态平衡和开发建设之间的关系,提出了建设生态、绿色旅游区的原则、方法及可行的实施措施,并对旅游区的空间脉络和形态作了整体的结构分析,还详细地分析了该区的现状(特别是生态环境现状),并对旅游项目进行了经济评估,从而得出较科学的结论。

2. 滨海旅游度假区生态规划与经济论证

With our country economic development and social progress, people have gradually set store by the fragility of environment. The subject of environment is under constant research and discussion. The coastal areas, which are very sensitive to ecology, need to make more efforts to deal with this problem in a better way.

Project planning and economic arguments are important theoretical basis and technical support of urban planning, which is materialized in many construction projects at home and abroad. However, there are few books, which unify ecologic planning and economic arguments with a case study in planning a coastal tourist holiday resort. Dr. Han Linfei, the author of the book, has begun to probe into the relationship between nature and environment, planning and urban economy since he studied for his Master's degree and cooperated with me. He continued with his exploration in this area during his studying abroad and was conferred with the degree of Dr. of Architecture. He also has profound knowledge in the area of urban economy research and got a Doctor's degree in this area. After returning to China, he has made research into the theory of ecologic resources in urban planning in Beijing University and published some academic thesis in this area. The book expatiates upon ecologic planning and economic arguments of the coastal tourist holiday resort with a new perspective and novel train of thought. It introduces the concept of urban ecologic planning and economic arguments to urban planning and designing. After reading this book, I was again deeply impressed by the profound theoretic knowledge and rich experience author has. I think the book has three characteristics:

1. The ecologic planning and economic arguments of the coastal tourist holiday resort is thorough.

The book tries to seek a sustainable development mode of utilizing the resources in coastal tourist holiday areas from the perspective of urban ecologic planning and economic arguments, and coordinate the relationship between ecologic balance in the coastal areas and development. It puts forward the principles, methods and feasible means to develop ecologic and green tourist areas, and conducts a complete structural analysis of space skeleton and shape of tourist areas. It also analyses



的观点较新。

该书对滨海旅游度假区规划提出一些值得借鉴的新观点：以绿色环保为特色，强调沿城市边界和沿海滨边界的绿色景观带，通过潮汐河等七个水道生态带联系在一起，并与该区绿地相沟通，并和红树林构成特色风景线，七个生态水流系统是联系陆上和海滨生态的媒介，还提出了滩涂利用的方式及旅游区植被培育计划。

3. 滨海旅游度假区生态规划与经济论证的方法具有较强的可行性。

该书引进城市生态规划与经济分析论证的观点，有大量的理论依据（城市生态规划理论及城市经济学理论），并有详细的经济评价及论证的技术支撑（经济分析可行性评价等），使所提出的规划设计具有较强的可行性。

希望本书的出版能丰富生态规划与经济论证方面的理论，对不断探索我国生态环境可持续发展起到一定的推动作用。

郑光中  
2003.12.15.  
于清华园.

郑光中

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in detail the status of tourist areas (especially environment status) and arrives at the conclusion, which is based on economic evaluation of tourist projects.

II. It has a novel idea on ecologic planning and economic arguments of the coastal tourist holiday resort.

The book brings forward many new viewpoints, which are worth for reference: It is characteristic of environment-friendly protection. It emphasizes the ecologic connections among green sight belts along the city borders and seaside borders through seven watercourses and link with the greening area. It constitutes a distinct landscape with the mangroves in the exit area. Seven ecologic watercourse systems are the media of connecting land and coastal ecology and puts forward the methods of utilizing the shallows, It also advances the plans of vegetation cultivation of tourist areas.

III. The methods of ecologic planning and economic arguments of the coastal tourist holiday resort are unique.

The book introduces the concept of urban ecologic planning and economic arguments with a great deal of theoretic basis (namely, the theories of urban ecologic planning and urban economics) and technical support of detailed economic appraisal and arguments (economic analysis, feasibility appraisal and so on), which greatly the feasibility of the plan and design.

I hope the publication of this book will enrich the theoretic in the area of ecologic planning and economic arguments, and become a driving force for the sustainable development of China's environment.

Guangzhong Zheng

Master Planner of Urban Planning & Design  
Institute, Tsing Hua University

Assistant Chairman Urban Planning Society  
of China



北海市现状图

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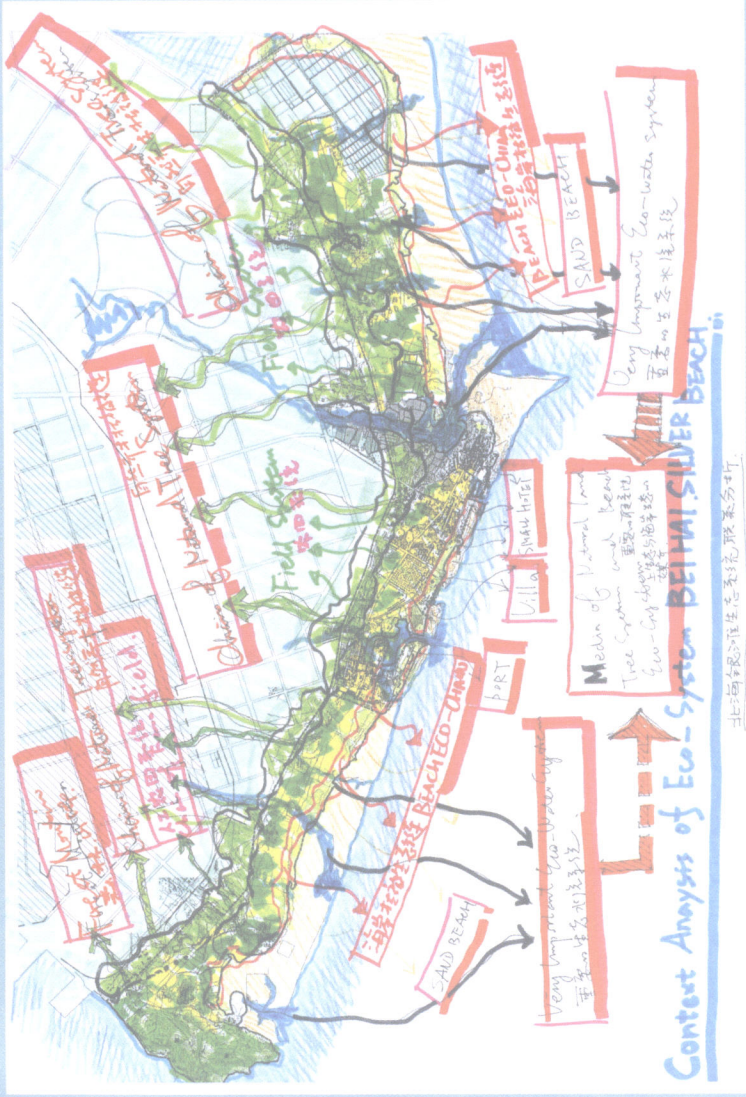
北海市现状图 (The Map of Bei Hai)





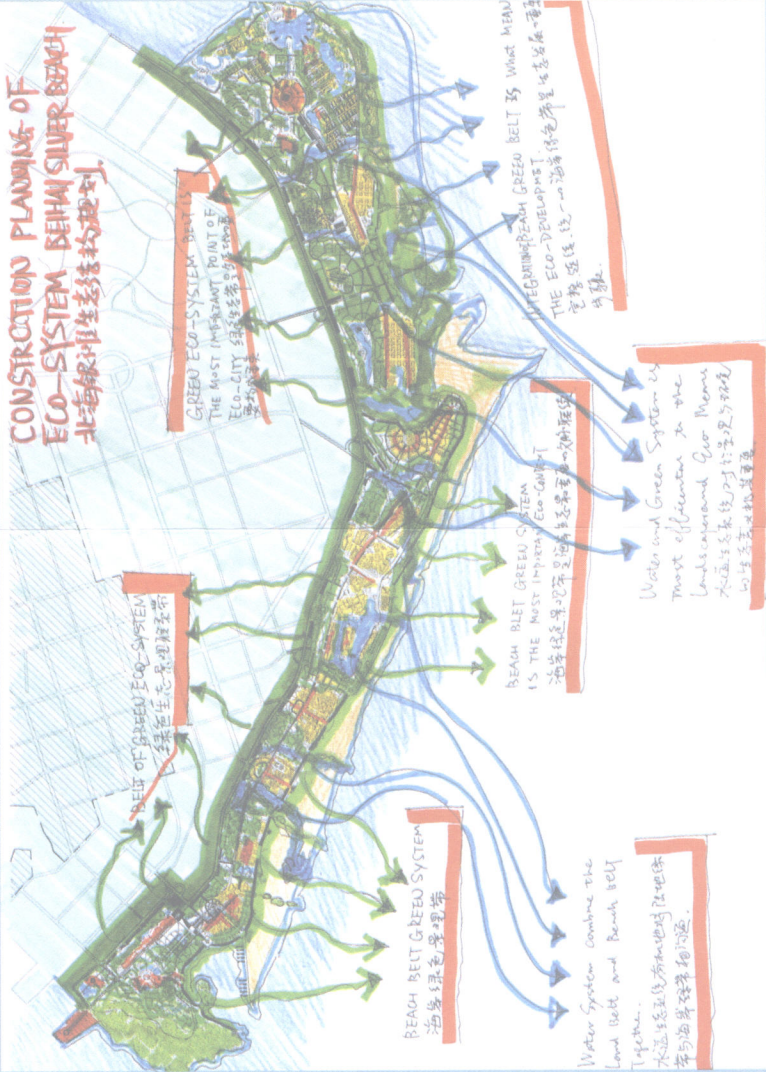
北海银滩旅游区总体规划

Site Plan Of Bei Hai SilverBeach Tourist Resort Area



北海银滩生态系统的联系

Context Analysis of Ecosystem Beihai silver beach



北海银滩生态结构规划图

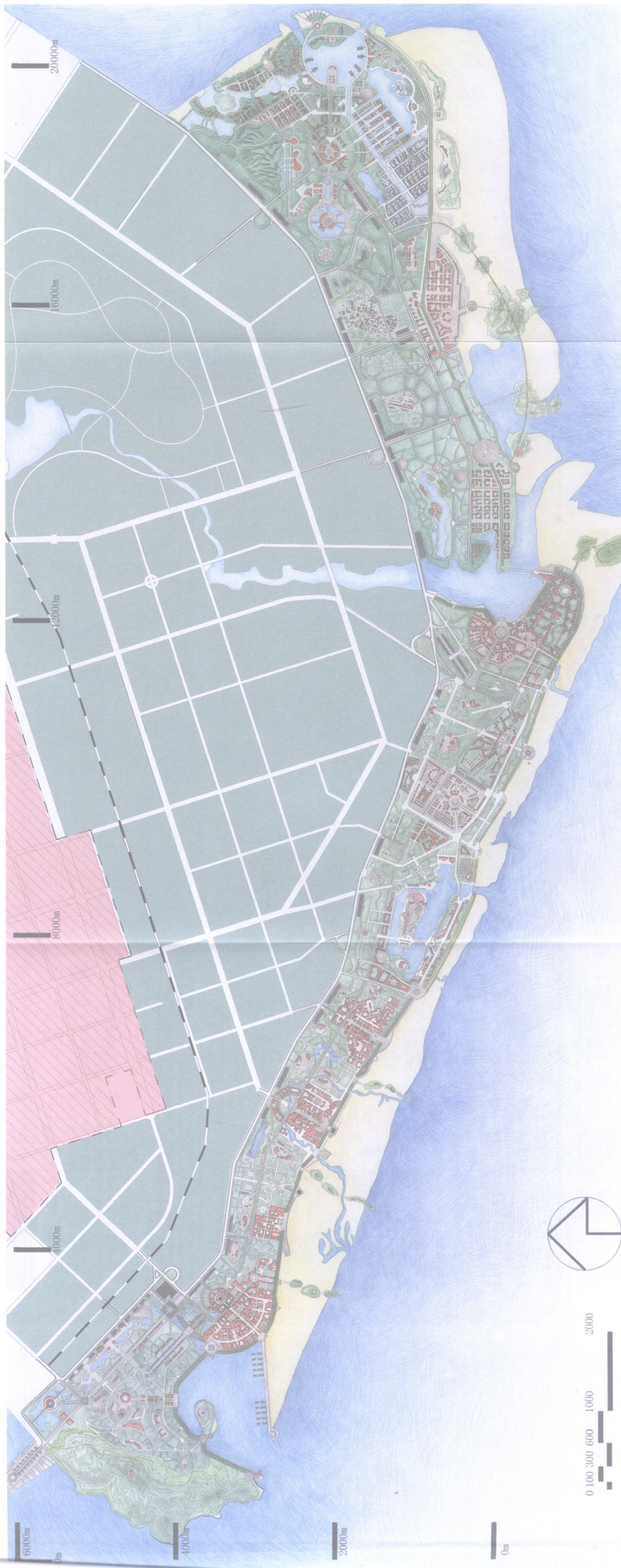
Construction planning of ecosystem beihai silver be





北海银滩旅游区总体规划图获奖方案





北海银滩旅游区总体规划图获奖方案（修改稿）



# 目 录

## 序

绪论.....	1
一、旅游与旅游区规划 .....	1
1. 旅游 .....	1
2. 旅游区规划 .....	2
3. 经济与环境的可持续发展 .....	2
4. 旅游区规划与经济环境的可持续发展 .....	3
二、可持续发展的规划实践——旅游区规划 .....	5
1. 北海银滩旅游度假区的生态规划 .....	5
2. 滨海旅游经济论证 .....	17
3. 理论与实践的结合——北海银滩改造后的效果 .....	23

## 第一章 北海旅游业的发展背景与规划. 35

一、地理位置 .....	35
二、自然条件 .....	36
1. 地形、地势 .....	36
2. 气候条件 .....	36
3. 水文状况 .....	36
4. 自然资源 .....	37
三、历史沿革 .....	43
四、城市性质定位与城市规模 .....	44
1. 城市性质定位 .....	44
2. 城市规模 .....	44
五、国民经济与社会发展 .....	45
1. 农业 .....	45
2. 工业 .....	46
3. 交通、邮电 .....	46
4. 国内外贸易 .....	47
5. 旅游业 .....	47
6. 科学教育文化卫生 .....	47
7. 城市建设和环境保护 .....	48

## 第二章 银滩旅游资源的现状与评价... 51

一、基本概况 .....	52
1. 范围、面积 .....	52
2. 用地建设现状情况 .....	52
3. 规划范围内村镇人口、经济状况 .....	53
4. 银滩周边区域基本状况 .....	56
二、旅游资源分析 .....	56
1. 旅游气候及空气质量 .....	56
2. 银滩旅游景区及主要景点 .....	57
三、客源市场现状评价与未来预测 .....	59

## Preface

Introduction.....	1
I. Tourism and Tourist Zone Planning.....	1
i. Tourism.....	1
ii. Tourist Zone Planning .....	2
iii. Sustainable Development of Economy and Environment.....	2
iv. Planning of Tourist Zone and Sustainable Development of Economy and Environment .....	3
II. Planning Practice of Sustainable Development of Economy and Environment—Planning of Tourist Zone.....	5
i. Ecological Planning for Beihai Silver Beach Tourist Zone.....	5
ii. The First Stage of Economic Demonstration of Coastal Tourism .....	17
iii. The combination of theory and practice-the result of reconstructing the Baihai Silver Beach .....	23

## Chapter 1 Plan for Beihai Silver Beach..... 35

I. Geographical Location.....	35
II. Natural Conditions .....	36
i. Terrain and its Features.....	36
ii. Climatic Conditions.....	36
iii. Hydrological conditions .....	36
iv. Natural Resources.....	37
III. History of Beihai.....	43
IV. Orientation and Scale of the City .....	44
i. City Orientation .....	44
ii. City Scale .....	44
V. National Economy and Social Development.....	45
i. Agriculture.....	45
ii. Industry.....	46
iii. Transportation and Post and Telecommunications.....	46
iv. Domestic and Foreign Trade.....	47
v. Tourism .....	47
vi. Science, Education, Culture, and Health .....	47
vii. City Construction and Environmental Protection .....	48

## Chapter 2 Present State and Appraisal of Silver Beach Tourist Resources..... 51

I. Brief Introduction .....	52
i. Scope and Square .....	52
ii. Present State of Land Utilization.....	52
iii. Budgeted Population and Economical Condition .....	54
iv. General Situation of Neighboring Silver Beach Area.....	56
II. Analysis on Travail Resource .....	56
i. Climate and Air Quality.....	56
ii. Major Scenic Spots of Silver Beach.....	56
III. Present State condition and Prospect of tourist Resources ....	57
i. Present Conciliation of Tourists Market.....	57



1. 客源市场现状 .....	59	ii. Gross Tourists and Estimated Travel Income .....	63
2. 游客总量与旅游收入预测 .....	63		
<b>第三章 旅游业发展战略 .....</b>	<b>65</b>	<b>Chapter 3 Stragety for Tourism Development ...</b>	<b>65</b>
<b>一、旅游发展背景 .....</b>	<b>65</b>	I. Background of Tourist Development .....	65
1. 世界旅游发展趋势 .....	65	i. Trend of word tourist development .....	65
2. 中国旅游发展趋势 .....	65	ii. The Trend of Chinese Tourist Development .....	65
<b>二、旅游发展机遇与挑战 .....</b>	<b>67</b>	II. The Opportunity and Challenge to Tourist Development .....	67
1. 发展的机遇 .....	67	i. The Opportunities to Development .....	67
2. 面临的挑战 .....	68	ii. Challenges .....	68
<b>三、旅游产业定位 .....</b>	<b>69</b>	III. The Orientation of the Tourism industry .....	69
1. 旅游业的先导作用 .....	69	i. the leading Role of Tourism .....	69
2. 旅游业在国民经济中的地位 .....	71	ii. The Status of Tourism in National Economy .....	71
<b>四、旅游战略目标与步骤 .....</b>	<b>71</b>	IV. Strategic Goals and Steps of Tourism .....	71
1. 战略目标 .....	71	i. Strategic Goals .....	71
2. 战略步骤 .....	72	ii. Strategic Steps .....	71
3. 阶段指标 .....	72	iii. The Guideline of the Stage .....	72
<b>五、旅游业发展战略思路 .....</b>	<b>74</b>	V. The Strategy for Tourism Development .....	74
1. 政府主导，走大产业之路 .....	75	i. The government leading developing the grant's way .....	74
2. 依托北海，捆绑互补发展 .....	76	ii. Base on Beihai, developing together and comple mentarily .....	76
3. 深挖文化内涵，做足“海字”文章 .....	77	iii. Delving into Culture and Emphasizing on “Sea” culture .....	77
4. 营造精品，优化产品结构 .....	77	iv. Creating Excellent Products and Optimizing the Structure of Products .....	77
5. 提升效益，走集约化道路 .....	78	v. Raising Profits and Taking the Way of Collectivization .....	78
<b>第四章 重点项目策划 .....</b>	<b>79</b>	<b>Chapter 4 Scheme for Key Projects .....</b>	<b>79</b>
<b>一、世纪苑 .....</b>	<b>79</b>	I. Century Garden .....	79
1. 世纪苑的资源价值 .....	79	i. Resources and Value .....	79
2. 国内外主要经验和启示 .....	88	ii. Major Experience and Inspiration from the country and abroad .....	88
3. 可持续发展原则 .....	88	iii. Sustainable Developing Principles .....	88
4. 旅游开发机遇 .....	89	iv. Tourist Development Opportunities .....	89
5. 概念性土地使用规划 .....	89	v. The conceptual land use planning .....	89
6. 预可行性评估 .....	93	vi. Pre-Feasibility Evaluation .....	92
<b>二、国际少年儿童度假中心 .....</b>	<b>93</b>	II. The International Holiday Center for Children .....	93
1. 资源价值 .....	93	i. Resources and Value .....	93
2. 国内外经验启示 .....	94	ii. Domestic & Foreign Experience and Inspiration .....	94
3. 可持续发展原则 .....	95	iii. Sustainable Developing Principles .....	95
4. 旅游开发机遇 .....	95	iv. Tourist Developing Opportunities .....	95
5. 概念性土地使用规划 .....	102	v. The Conceptual Land Use Planning .....	102
6. 预可行性评估 .....	103	vi. Evaluation on Predictable Feasibility .....	103
<b>三、亚热带植物观赏园 .....</b>	<b>109</b>	III. Subtropical Plantation Garden .....	109
1. 资源价值 .....	109	i. Resources and Value .....	109
2. 国内外经验启示 .....	110	ii. Experience and Inspiration Demestic & Foreign .....	109
3. 可持续发展原则 .....	110	iii. Sustainable Developing Principles .....	110
4. 旅游开发机遇 .....	111	iv. Tourist Developing Opportunities .....	111
5. 概念性土地使用规划 .....	111	v. The conceptual land use planning .....	111
6. 预可行性评估 .....	112	vi. Evaluation on Predictable Feasibility .....	112
<b>四、动物园 .....</b>	<b>118</b>	IV. The Zoological Garden .....	118
1. 资源价值 .....	118	i. Resources and Value .....	118
2. 国内外经验启示 .....	118	ii. Domesfic & Foreign. Experience and Inspiration .....	118
3. 可持续发展原则 .....	119	iii. The principles of Sustainable Development .....	119
		iv. Opportunities of Tourism Development .....	120
		v. The conceptual Land use planning .....	120
		vi. Evaluation on Predictable Feasibility .....	121
		V. The Sports Park .....	127



4. 旅游开发机遇 .....	120
5. 概念性土地使用规划 .....	120
6. 预可行性评估 .....	121
<b>五、体育公园 .....</b>	<b>127</b>
1. 资源和价值 .....	127
2. 国内外经验启示 .....	127
3. 可持续发展原则 .....	129
4. 旅游开发机遇 .....	129
5. 概念性土地使用规划 .....	130
6. 预可行性评估 .....	131
<b>六、海洋游乐场 .....</b>	<b>132</b>
1. 资源和价值 .....	132
2. 海洋游乐场开发要点 .....	132
3. 游乐场的可持续发展原则 .....	133
4. 游乐场项目的旅游开发机遇 .....	133
5. 游乐场的概念性土地使用规划 .....	134
6. 游乐场项目的预可行性评估 .....	135
<b>七、海洋公园 .....</b>	<b>141</b>
1. 资源和价值 .....	141
2. 海洋公园开发要点 .....	141
3. 海洋公园的可持续发展原则 .....	142
4. 海洋公园的旅游开发机遇 .....	143
5. 概念性土地使用计划 .....	143
6. 海洋公园的预可行性评估 .....	152
<b>八、民族风情旅游度假村 .....</b>	<b>153</b>
1. 资源和价值 .....	153
2. 民族度假村规划要点 .....	153
3. 民族旅游度假村的可持续发展原则 .....	154
4. 开发机遇 .....	160
5. 概念性土地使用规划 .....	160
6. 预可行性评估 .....	161
<b>九、生态农业观光园 .....</b>	<b>162</b>
1. 资源和价值 .....	162
2. 开发中应注意的问题 .....	162
3. 可持续性开发原则 .....	163
4. 旅游开发机遇 .....	169
5. 概念性土地使用规划 .....	169
6. 开发的预可行性评估 .....	170
<b>十、科技生态园项目规划 .....</b>	<b>171</b>
1. 资源和价值 .....	171
2. 科技生态园规划要点 .....	171
3. 生态园的可持续发展原则 .....	172
4. 科技生态园的开发机遇 .....	173
5. 生态园的概念性土地使用规划 .....	173
6. 生态园的预可行性评估 .....	179
<b>十一、水上威尼斯 .....</b>	<b>180</b>
1. 资源和价值 .....	180
2. 国内外主要经验和启示 .....	181
3. 可持续发展原则 .....	181
4. 旅游开发机遇 .....	182

i. Resources and Value .....	127
ii. Domestic & Foreign Experience and Inspiration .....	127
iii. The principles of Sustainable Development .....	129
iv. Opportunities of Touring Development .....	129
v. Conceptual land use planning .....	130
vi. Evaluation on Predictable Feasibility .....	131
<b>VI. Ocean Playground .....</b>	<b>132</b>
i. Resources and Value .....	132
ii. Key Points of Development .....	132
iii. Principles for Sustainable Development .....	133
iv. Promising Opportunities .....	133
v. The conceptual land use planning of playground .....	134
vi. An assessment of the Feasibility of This Project .....	135
<b>VII. The Ocean Park .....</b>	<b>141</b>
i. Resources and Values .....	141
ii. Main Points in Development .....	141
iii. Sustainable Developing Principles of the Ocean Park .....	142
iv. Opportunities for Exploitation of the Ocean Park .....	142
v. Conceptual Land use planning .....	143
vi. The Pre-feasibility Evaluation of Marine Park .....	152
<b>VIII. Minority Tourist Village .....</b>	<b>153</b>
i. Resources and Values .....	153
ii. Key Points of the Minority Tourist Village Project .....	153
iii. Sustainable Development Principles for the Minority Tourist Village .....	154
iv. Development Opportunities .....	160
v. Conceptual Land use planning .....	160
vi. Pre-feasibility Evaluation .....	161
<b>IX. Ecological Agricultural Park .....</b>	<b>162</b>
i. Resources and Values .....	162
ii. Key Points in the Development .....	162
iii. Sustainable Development Principles .....	163
iv. Tourism Development Opportunities .....	169
v. the Conceptual Land use planning .....	169
vi. The Pre-feasibility Evaluation of the Development .....	170
<b>X. The Scientific Ecological Park Project .....</b>	<b>171</b>
i. Resources and Values .....	171
ii. Key Points for the Scientific Ecological Park .....	171
iii. The Sustainable Development Principles for the Scientific Ecological Park .....	172
iv. The Development Opportunities of the Scientific Ecological Park .....	173
v. Conceptual land use planning for the Scientific Ecological Park .....	173
vi. Pre-feasibility Evaluation of the scientific ecological park .....	179
<b>XI. Waterborne Venice .....</b>	<b>180</b>
i. Resources and Values .....	180
ii. Domestic and International Experience and Revelation .....	181
iii. Sustainable Development Principles .....	181
iv. Tourism Development Opportunities .....	181
v. Plan for the Conceptual Lands .....	182
vi. Pre-feasibility Evaluation .....	182
<b>XII. Golf Court .....</b>	<b>192</b>
i. Resources and Values .....	192
ii. Domestic and International Experience and Revelation .....	193

5. 概念性土地使用规划 .....	182
6. 预可行性评估 .....	183
<b>十二、高尔夫球场 .....</b>	<b>189</b>
1. 资源和价值 .....	189
2. 国内外主要经验和启示 .....	192
3. 可持续开发原则 .....	193
4. 旅游开发机遇 .....	193
5. 概念性土地使用规划 .....	194
6. 预可行性评估 .....	194
<b>第五章 土地利用规划 .....</b>	<b>203</b>
一、北海银滩旅游区现状环境 .....	203
1. 北海银滩旅游区现状的自然环境 .....	203
2. 北海银滩旅游区现状人工环境 .....	205
3. 北海银滩旅游区现状生物结构 .....	206
4. 北海银滩旅游区社会生态系统 .....	207
5. 土地利用评述 .....	210
二、规划总体布局 .....	210
1. 方案构思 .....	210
2. 功能布局 .....	211
3. 交通组织 .....	221
4. 景观规划 .....	222
5. 环保与生态规划构思 .....	223
<b>第六章 旅游支撑系统发展战略 .....</b>	<b>237</b>
一、旅游交通的基础设施 .....	237
1. 北海市交通系统规划 .....	237
2. 银滩区交通系统规划 .....	238
二、环境与资源保护 .....	238
1. 银滩的生态环境问题 .....	238
2. 银滩旅游业可持续发展与生态环境保护的关系 .....	239
3. 银滩旅游业可持续发展的对策与措施 .....	241
三、旅游设施和服务 .....	242
1. 北海市公共服务设施规划 .....	242
2. 银滩旅游基础服务设施 .....	243
四、人力资源开发及培训 .....	243
1. 人才政策 .....	243
2. 人才培养与教育 .....	244
3. 人力资源的利用与管理 .....	245
<b>第七章 北海银滩旅游区规划设计 植物篇 .....</b>	<b>247</b>
1. 榕属景观 .....	247
2. 棕榈科、竹类植物的应用 .....	248
3. 观花、观果、香花类树种丰富 .....	248
4. 附生景观 .....	248
(1) 世纪苑 .....	250
(2) 亚热带植物园 .....	252

iii. Sustainable Development Principles .....	193
iv. Tourism Development Opportunities .....	193
v. Plan for the Conceptual Lands .....	194
vi. Pre-feasibility Evaluation .....	194
<b>Chapter 5 Land Utilization Planning.....</b>	<b>203</b>
I. Current Environments of Beihai Silver Beach Resort Tourist Area.....	203
i. Natural Environment .....	203
ii. Current Artificial Environments .....	206
iii. Current Biological Structure in Beihai Silver Beach Tourist Resort Area .....	206
iv. Social Ecological System in Beihai Silver Beach .....	207
v. Land use appraiaement .....	207
II. Overall Strategy Layout .....	210
i. Strategy Design .....	210
ii. Overall Layout of Functions.....	211
iii. The transportation.....	221
iv. Sceneries Strategy.....	222
v. Design for Environment Protection and Ecological Planning ....	223
<b>Chapter 6 Strategy for Systematic Development of Tourism .....</b>	<b>237</b>
I. Infrastructure for Tourist Transportation .....	237
i. Systematic Planning for Beihai City Transportation .....	237
ii. Systematic Planning for Silver Beach's Transportation .....	238
II. Environmental and Resource Protection .....	238
i. Silver Beach Ecologic Environmental Problems .....	238
ii. The Relationship between the Sustainable Development of Silver Beach's Tourism and Ecological Environment Protection .....	239
iii. the counter measures for the sustainable development of Silver Beach tourism .....	240
III. Tourist Facilities and Services .....	242
i. The Planning of Beihai City's Public Service Facilities .....	242
ii. Silever Beach Tourist Service Infrastructure (i) Silver Beach square has been expanded, A large parking area is estableshool, Roads around the square has been decorated and afferestated again.....	243
IV. Human Resources Exploitation and Training .....	243
i. Human Resources Policy.....	243
ii. Talents cultivation and education .....	244
iii. The Utilization and Management of Human force.....	245
<b>Chapter 7 Planning of Beihai Silver Beach Tourist Zone Plants .....</b>	<b>247</b>
I. Ficus spp. Landscape .....	247
II. Palm Family and Bamboo Family .....	249
III. Various Ornamental Trees .....	249
IV. Air Plant Landscape .....	249
(i) the Century Park .....	251
(ii) Subtropical Plants Garden .....	253
(iii) Ocean Park .....	253
(iv) City on the Water .....	255
(v) International Holiday Center for Children.....	257



(3) 海洋公园 .....	254
(4) 水上城市 .....	256
(5) 少年儿童度假中心 .....	258
(6) 动物园 .....	260
(7) 老年度假中心 .....	263
(8) 体育公园 .....	263
(9) 海洋游乐园 .....	264
(10) 农业观光园 .....	264
(11) 民俗村 .....	264
(12) 生态公园 .....	264
(13) 高尔夫球场 .....	265
(14) 沿海散步道 .....	266

## 第八章 北海银滩旅游区规划设计 动物篇 .....

一、世纪苑 .....	267
二、国际少年儿童度假中心 .....	267
三、亚热带植物观赏园 .....	268
四、动物园 .....	268
五、体育公园 .....	269
六、海洋游乐场 .....	269
七、海洋公园 .....	269
八、民族风情旅游度假村 .....	269
九、生态农业观光园 .....	270
十、科技生态园项目规划 .....	270
十一、水上威尼斯 .....	272
十二、高尔夫球场 .....	272

## 后 记 .....

(vi) The Zoo .....	259
(vii) Holiday Center for the Old .....	261
(viii) Gym Park .....	262
(ix) Ocean Kursaal .....	262
(x) Agriculture Sightseeing Garden .....	262
(xi) Folk-Custom Villages .....	263
(xii) Ecology Park .....	263
(xiii) Golf Course .....	265
(xiv) Walkway along the Sea .....	266

## Chapter 8 Designs and Planning of Beihai Silver Beach: Animals .....

I. Century Park .....	267
II. International Holiday Center for Children .....	267
III. Sub-Tropical Plants Garden .....	268
IV. The Zoo .....	268
V. Gym Park .....	269
VI. Ocean Kursaal .....	270
VII. Ocean Park .....	270
VIII. Folk Amorous Tour Holiday Village .....	271
IX. Ecological Agriculture Sightseeing Garden .....	272
X. Planning of Science and Technology Ecological Park .....	272
XI. Venice on the Water .....	272
XII. Golf Course .....	273

## Epilogue .....

# 绪 论

## Introduction

### 环境与经济的可持续发展与旅游区规划设计的本源

#### ——浅析滨海旅游区生态规划与经济论证

#### Sustainable Environmental and Economic Development

#### and Sources of Tourist Zone Planning——

#### An Analysis of Ecological Planning

#### and Economic Demonstration of Coastal Tourist Zone

### 一、旅游与旅游区规划

#### 1. 旅游

旅游是一定社会经济条件下产生的社会经济现象,是社会发展需要的产物,它融经济、地理、环境、建筑、美学、人文于一体,是一门新型的综合的学科。目前,旅游已成为人们精神生活和物质文化生活的重要组成部分。

旅游是人类社会的一种短期的生活方式,是旅游者在旅行和暂时性停留中所引起的一切现象和关系的总和<sup>[1]</sup>。旅游者外出旅游的主要目的是体验异乡风情,了解不同的社会文化。

第二次世界大战以前,旅游是少数人才能享受到的权利,二战以后,广大的人民群众成为旅游队伍的主力。旅游在现代社会中已成为人们重要的生活方式和社会经济活动。在1964年11月我国国务院召开了“第一次旅游工作会议”以后,旅游一词才真正被我国社会所广泛使用,到20世纪90年代,随着国际环境的稳定和人民生活水平的提高,旅游的人数和旅游收入的持续增长,旅游业的发展也带动了其他行业的发展,带动了整个国民经济的增长。现在,旅游已成为在国民经济中占重要地位之一的经济产业。

经济的发展提供了人们出游的物质条件,但同时经济发展带来的生态环境的日益恶化使人们生活的空间充满了生硬的水泥、污染的空气

### I. Tourism and Tourist Zone Planning

#### i. Tourism

Tourism is a economic phenomena, a production of the social development. It is a synthetical subject, contains: economic, geography, enviroment, architect, art and culture. Now it has become a important part of the spiritual and material life.

Tourism, a short-term lifeway in human history, is the whole phenomena and relationship which take place in people's traveling and their transient staying<sup>①</sup>. The main aim of all travelers is to learn foreign conditions and customs, and to get an understanding of different cultures in different communities. Before WWII, the minority of people owned the rights to enjoy traveling; whereas after WWII common people have been the main force of travelers. In modern society tourism has become one of the important life styles and the important social economic activities. In fact, the term "tourism" has been widely used in China only after the First Tourism Conference which was held by the Chinese State Council in November, 1964. Only by the 90s of the 20th century did tourism really enter into common people's recreational programs and economic activities. The stable international environment and the raised living standards have brought about the sustainable growth of travelers and tourism income. Meanwhile tourism has also promoted the development of other relevant trades, which contributes to the growth of the national economy. These days tourism has been playing a more and more important role in the national economic industries.

With the economic development, a lot of material physical conditions are created for people's traveling. On the other hand, the rapid economy has been increasingly deteriorating the ecological environment such as the fullness of hard cement, polluted air and stereotyped constructions around people. Thus more people of the restless mood are yearning for the ease, tranquillity,



以及千篇一律急功近利的建筑,躁动的心态使人们更向往回归宁静、平和、新鲜、纯朴的大自然。这使得人们对自然生态和自然风景情有独钟。一种新的旅游——生态游(Ecotourism)应运而生,它对自然有高度的保护作用,能有效地促进环境的美化和优化,适合人类环境可持续发展的要求,旅游区的生态规划也成为旅游规划的重要内容。

## 2. 旅游区规划

旅游规划是一种经济技术手段,即应用适当的经济、技术资源,使旅游资源由资源优势产生经济效益、社会效益和生态效益的过程,从而达到4E目的,即经济(Economy)、环境(Environment)、促进(Enrichment)、交流(Exchange)。旅游资源是一种不可再生资源,旅游区规划作为一种手段,是对这种资源的综合开发,通过对旅游资源潜在保障力、旅游环境潜在容量的分析过程,遵循自然生态的发展规律,充分发展旅游资源经济效益的同时,实现生态环境的可持续发展。其中,旅游区的生态规划是实现环境可持续发展的重要保证,生态规划从规划区域内的自然与人文环境调查入手,明确主要资源与辅助资源,并分析它们之间的关系;根据主要资源与辅助资源的特征,对区域的资源进行区划;再在区划的基础上进行适度分析,提出规划方案。旅游区的生态规划,深入分析了旅游资源的形成与发展特性、规律,以其特性与规律为依据,达到了合理、持续利用自然资源的目的。

## 3. 经济与环境的可持续发展

1987年,联合国环境与发展委员会对可持续发展的定义是:可持续发展,既要满足当代人需求,又不损害后代人满足其需求能力的发展,即“人类在发展过程中应合理利用自然资源,保护好生态环境,为后代维护、保留较好的资源条件,使人类社会得到公平的发展”。自工业革命以来,人类文明迅猛发展,在享受物质

gentleness and freshness of nature. They are attached to natural ecology and natural landscapes. This is why a new kind of tourism, Ecotourism, has come into being. It shows a high tendency of protection of nature and effectively beautifies and optimizes the environment. Catering to the sustainable development of human environment, the ecological planning in tourist zone has been an essential part of tourism program.

### ii. Tourist Zone Planning

Tourism planning is an economic and technological behavior, which is a process that makes use of proper economic and technological resources to yield social, economic and ecological results so as to achieve the four purposes of economy, environment, enrichment and exchange (4E). Tourist resources are unregenerate resources. Tourist planning is a means to exploit these resources comprehensively. By analyzing the potentiality of tourist resources and capacities of the tourist environment, the planning of the tourist zone should abide by development laws of natural ecology to realize sustainable development of ecological environment while fully exploiting tourist resources to gain economic results. Ecological planning is an important guarantee for the sustainable development of tourist zones. Ecological planning starts with investigating the natural and cultural data of tourist zones, then defines main resources and complementary resources and analyses their relationship. The regionalization of these resources should be based on the characteristics of main resources and complementary resources. The scheme of planning should be brought up by analyzing the appropriateness of the regionalization. The purpose of the ecological planning of the tourist zone is to realize rational and constant utilization of natural resources by deeply analysing the formation and development law of tourist resources.

### iii. Sustainable Development of Economy and Environment

Sustainable development concept was expatiated in Our Common Future, which had been published in UN Environment and Development Conference in 1987. The article indicated that sustainable development could not only meet the demands of the present generation, but also do no harm to the next generation's capability to meet their demands. In other words, "in the process of development, human being should utilize natural resources reasonably, protect the ecological environment and maintain good resource conditions to enable the human society to develop fairly." Human civilization has developed rapidly since the Industrial Revolution. While enjoying convenience and comfort brought by material civilization, human being has also suffered affliction and agony because of the gradually deteriorating environment, shortage of resources and various man-made and natural disasters. The

文明给人类带来的方便与舒适的同时,也饱受自然环境逐渐恶化、资源短缺及各种人为灾害和自然灾害的折磨与困扰,环境的恶化正威胁着人类的生存。基于严峻的现实,我们应该“重新审视评判我们一直视为信条的城市发展观和价值系统”,从“以人为中心”的城市发展模式向“以环境为中心”的可持续发展模式转变,环境与资源是所有物种的共同财产,不是人类的私有物。经济的发展应与自然界向城市提供资源的能力和环境的承受力相适应,即在环境得以持续发展的制约条件下,使环境资源的利用效益达到最佳化。

在旅游区内,自然资源环境是吸引游客的关键因素,也是带来经济效益的主要源泉,通过资源环境的评价(包括自然的、社会的、经济的三方面的评价),为旅游区的开发建设提供理论依据,确定旅游项目(即项目策划)。旅游区的资源环境评价是实现环境可持续发展的前提;而对旅游项目的经济论证,则是以资源环境评价为基础,从经济分析的角度,提出旅游区开发建设的项目、程度和速度,以经济论证指导物质形态规划设计。项目的经济论证是环境可持续发展的技术支撑。

#### 4. 旅游区规划与经济环境的可持续发展

1990年,加拿大温哥华举行的“90全球可持续发展大会旅游组行动筹划委员会会议”,提出了旅游可持续发展的战略草案,将旅游可持续发展的概念表述为:在保持和增强未来发展机会的同时满足目前游客和旅游地居民需要,目的是:

- (1) 增进人们对旅游带来的经济效应和环境效应的理解。
- (2) 促进旅游区的公平发展。
- (3) 改善旅游接待地居民的生活质量。
- (4) 为旅游者提供高质量的旅游服务。
- (5) 保护未来旅游开发赖以存在的环境

deterioration of environment has been threatening human's survival. Realizing the grim reality, we should "reevaluate and reassess our view of city development and value system, in which we have always believed," and change the city development mode of "regarding human being as centre" into the sustainable development mode of "regarding environment as centre". Environment and resources aren't human being's private property, but the common property of all species. Economic development should be in accordance with nature's capacity to provide resources for cities and with environment enduring capacity. Namely, on the precondition of guaranteeing that environment gets sustainable development, we maximize the benefits from the utilization of environmental resources.

In tourist zone, resource environment is the key factor to attract tourists and the main force to bring about economic benefits. Trough evaluation of resource environment (in terms of nature, society and economy), we provide theoretic basis for the development and construction of tourist zone, and set down tourist projects, (i.e., make project planning). Resource environment evaluation in tourist zone is the precondition to realize sustainable environment development. Economic demonstration for tourist projects is based on the evaluation of resource environment, and from a view of economic analysis, we put forward the content, degree and speed of development and construction of tourist zone. The design and planning of physical configuration should be under the guidance of economic demonstration. Economic demonstration is the technical support for sustainable environment development.

#### iv. Planning of Tourist Zone and Sustainable Development of Economy and Environment

The strategic protocol to realize the sustainable development of tourism was put forward at the Preparatory Committee Meeting of Tourism Team of the Global Sustainable Development Conference held in Vancouver, Canada in 1990. At the meeting, the sustainable development of tourism was defined as follows: satisfy the demand of present tourists and local residents while maintaining and strengthening future development opportunities; its aims are as follows:

- (1) promoting people's comprehension to the economic and environmental effects brought by tourism;
- (2) promoting the fair development of tourism;
- (3) improving the living standard of the residents in the tourist destination;
- (4) providing tourists with traveling service of high quality;
- (5) protecting the environment that the future development of tourism will rely on.