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ECOTOURISM AND GREEN DEVELOPMENT
IN CHINA (2021)

中国生态旅游 与绿色发展报告



主 编 马 勇

中国旅游研究院生态旅游研究基地



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中国生态旅游与绿色发展报告(2021)

中国旅游研究院生态旅游研究基地 马勇 主编

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主编简介

马勇 教授、博士生导师,中组部国家高层次人才特殊支持计划领军人才教学名师。现任中国旅游研究院生态旅游研究基地主任兼首席专家、湖北大学旅游发展研究院院长、湖北大学绿色发展研究院院长,同时兼任教育部高等学校旅游管理类专业教学指导委员会副主任,教育部授予的旅游管理国家级特色专业、国家级一流本科专业建设点负责人兼首席教授,教育部授予的“旅游规划与开发”国家级精品课程和国家级教学团队负责人兼首席教授,《旅游学刊》《旅游科学》《旅游研究》《人文地理》等六大旅游学科杂志编委。

马勇教授长期从事生态旅游与绿色发展的研究和人才培养工作,先后主持过国家社会科学基金项目、文化和旅游部重大规划项目等国家级、省部级生态旅游规划及项目策划近百项,出版《旅游生态经济学》《旅游学概论》《旅游规划与开发》等三十余部著作,在《旅游学刊》《地理学报》《地理科学》《中国人口·资源与环境》《自然资源学报》《长江流域资源与环境》《经济地理》《人文地理》等学术期刊公开发表一系列高水平的论文并获得多项科技进步奖、优秀社会科学成果奖和优秀教学成果奖。

内 容 简 介

■碳达峰与碳中和背景下,生态旅游以人与自然和谐共生为准则,以环境保护为前提,以可持续发展为目标,注重生物多样性与旅游资源保护利用,为实现旅游业可持续发展开辟了一条具备可操作性的新途径。因此,全方位剖析生态旅游发展现状,厘清并掌握其发展趋势具有重要现实意义。

■本书是中国生态旅游与绿色发展的年度报告,重点分析中国生态旅游的总体情况及生态旅游资源较丰富的四川、贵州、湖南、江西、陕西、黑龙江、云南等省份的生态旅游发展情况,此外还包括国家湿地公园、海洋生态旅游、滨海旅游目的地“原生态”旅游、生态旅游与环境教育及黄山市生态旅游研究等方面的生态旅游文章,以及以华侨城、元阳哈尼梯田、保山高黎贡山、怒江州及武汉东湖等为研究目的地的实践案例。

■本书顺应当下生态旅游发展趋势,涵盖生态旅游与绿色发展综合报告、区域发展报告、专题研究报告与典型案例等多类型文章,力求多维深入剖析中国生态旅游发展现状特点与未来趋势,为相关政府部门、科研机构和大专院校的专家学者等提供借鉴参考。

Content

■ Under the background of emission peak and carbon neutrality, ecotourism takes the harmonious coexistence of man and nature as the criterion, takes environmental protection as the premise, takes sustainable development as the goal, and pays attention to the protection and utilization of biodiversity and tourism resources, thus opening up a new practicable way to realize the sustainable development of tourism. Therefore, it is of great practical significance to analyze the development status of ecotourism in an all-round way, clarify and grasp its development trend.

■ The book is an annual report on China ecotourism and green development, focusing on the analysis of the development of ecotourism in China and the provinces with rich ecotourism resources such as Sichuan, Guizhou, Hunan, Jiangxi, Shaanxi, Heilongjiang and Yunnan. The research articles of ecotourism are also included, such as the national wetland park, marine ecotourism, the “original ecological” tourism in coastal tourism destination, ecological tourism and environmental education as well as the study on ecotourism of Huangshan City. In addition, the case study is also introduced, including the case study on OCT, Yuanyang Hani Terrace, Gaoligong Mountain in Baoshan City, Nujiang Prefecture and East Lake of Wuhan.

■ Conforming to the development trend of ecotourism, the book covers the comprehensive report on ecotourism and green development, the regional development report, special report and typical cases, and strives to multi-dimensionally analyze the present situation and future trend of China ecotourism development. It will provide reference for experts and scholars of relevant government departments, scientific research institutions, as well as colleges and universities.

前 言

生态旅游发展正面临前所未有的机遇,党的十九届五中全会强调,要“推动绿色发展,促进人与自然和谐共生”“深入实施可持续发展战略,完善生态文明领域统筹协调机制”,“一带一路”倡议、长江经济带发展战略、城乡一体化战略等的提出也为生态旅游发展提供了强劲支撑。因此,全方位分析生态旅游的发展现状,进一步厘清并掌握其发展趋势具有重要现实意义。

本书首先介绍了中国生态旅游与绿色发展整体概况,接着对生态旅游资源较丰富的四川、贵州、湖南、江西、陕西、黑龙江、云南等省份的生态旅游发展情况进行梳理。而后,从国家湿地公园、海洋生态旅游、滨海旅游目的地“原生态”旅游、生态旅游与环境教育及黄山市生态旅游研究等方面开展了生态旅游相关专题研究。最后,以华侨城、元阳哈尼梯田、保山高黎贡山、怒江州及武汉东湖等为实践案例,进行了经典案例分析与产品开发研究。

本书由中国旅游研究院生态旅游研究基地统筹编撰,中共中央组织部国家高层次人才特殊支持计划领军人才、湖北大学旅游发展研究院院长、中国旅游研究院生态旅游研究基地首席专家马勇教授担任主编;武汉大学、中国海洋大学、中国地质大学(武汉)、华侨城旅游研究院、中南财经政法大学、湖北大学、云南财经大学、黄山学院、肇庆学院等机构的专家参与了相关部分的撰稿工作。马勇教授对全书的体例和选题做了设计,并会同任洁和张瑞博士承担了全书中英文的统稿和校对等工作。综合报告由马勇、张瑞、刘思雨等专家编写;区域分报告由陈兰兰、李可欣、赵佳玮、刘尧、邓欣、刘霁玮、晏雄、解长雯、史晨旭等专家编写;专题研究报告由陈海明、张芷芸、陈芳、张广海、段若曦、袁洪英、樊志勇、陈思雨、余意峰、陈兰兰、甘卓亭、胡善风、张彬等专家编写;案例报告由李毅、何风云、崔枫、解长雯、史晨旭、周裴妍、闫昕、邓媛媛、李会琴、王

蕊、陈星等专家编写。

本书在编撰过程中借鉴了相关学者的研究成果与相关资料,谨此致谢。由于时间紧张,作者水平有限,书中仍存在纰漏之处,望同行专家与广大读者不吝指正。

主 编

2021年3月

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Preface

The development of ecotourism is facing unprecedented opportunities. It's emphasized on the Fifth Plenary Session of the 19th CPC Central Committee that we should promote green development and promote harmony between man and nature, fully implement the strategy of sustainable development and improve the mechanisms for coordinating ecological progress. At the same time, the strategies such as the Belt and Road Initiative, the development of the Yangtze River Economic Belt, the integrated development of urban and rural areas, have provided strong support for the development of ecotourism. Therefore, it is of great practical significance to analyze the development status of ecotourism in an all-round way and to further clarify and grasp the development trend.

The book first introduces the overall situation of ecotourism and green development in China, and then analyzes the development situation of ecotourism in indifferent provinces with rich ecotourism resources such as Sichuan, Guizhou, Hunan, Jiangxi, Shaanxi, Heilongjiang and Yunnan. After that, the research on ecotourism have been carried out based on different projects such as the national wetland park, marine ecotourism, the "original ecology" tourism in coastal tourism destination, ecotourism and environmental education, and the study on ecotourism of Huangshan City. Finally, classical case analysis and product development research are carried out, including the practical cases of OCT, Yuanyang Hani Terrace, Gaoligong Mountain in Baoshan City, Nujiang Prefecture and East Lake of Wuhan.

The book is compiled by the Research Base for Ecotourism of China Tourism Academy. Professor Ma Yong, the leading talent of National High-

level Talents Special Support Plan of Organization Department of the CPC Central Committee, President of the Research Academy of Tourism Development of Hubei University, the chief expert of the Ecotourism Research Base of China Tourism Academy, served as editor-in-chief. Ren Jie, from Zhongnan University of Economics and Law serves as the deputy editor. The experts from other institutions participated in the joint compilation, including Wuhan University, Ocean University of China, China University of Geosciences(Wuhan), OCT Tourism Research Academy, Zhongnan University of Economics and Law, Hubei University, Yunnan University of Finance and Economics, Huangshan University, Zhaoqing University, etc. Professor Ma Yong designed the writing framework and topic selection of the book, then carried out the later work of compiling the manuscript and proofreading both Chinese and English with Ren Jie and Dr. Zhang Rui. The general report is written by Ma Yong, Zhang Rui and Liu Siyu. The regional reports are written by Chen Lanlan, Li Kexin, Zhao Jiawei, Liu Yao, Deng Xin, Liu Jiwei, Yan Xiong, Xie Changwen, Shi Chenxu, etc. The research reports are written by Chen Haiming, Zhang Zhiyun, Chen Fang, Zhang Guanghai, Duan Ruoxi, Yuan Hongying, Fan Zhiyong, Chen Siyu, Yu Yifeng, Chen Lanlan, Gan Zhuoting, Hu Shanfeng, Zhang Bin, etc. The case reports are written by Li Yi, He Fengyun, Cui Feng, Xie Changwen, Shi Chenxu, Zhou Peiyuan, Yan Xin, Deng Yuanyuan, Li Huiqin, Wang rui, and Chen Xing, etc.

The book has drawn lessons from the relevant scholars' research results and relevant materials in the compilation process. We are deeply grateful to all colleagues and experts for their valuable advice and support. Due to the limitation of time and ability, there may still be some deficiencies in the book, so we sincerely hope that peer experts and the readers are willing to put forward valuable suggestions.

The Chief Editor
Mar, 2021

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I 综合报告

B1 中国生态旅游与绿色发展报告

马 勇 张 瑞 刘思雨

摘 要:大力发展生态旅游是实现旅游业可持续发展的重要途径。报告以绿色发展理念为指引,在梳理生态旅游发展历程的基础上,从生态旅游的资源分布、产业发展、相关政策制定、学术研究四大方面对我国生态旅游发展现状进行梳理,而后基于百度指数大数据平台,从关注趋势、新闻资讯、需求图谱、用户画像等维度对2020年生态旅游网络关注度进行评价。报告发现我国生态旅游存在资源利用效率整体偏低、尚未量化生态旅游相关统计指标、大众关注度普遍较低等问题,进而针对性地提出完备管理体制以保障生态旅游资源合理开发、加大科研力度以探寻生态旅游指标量化方式、借力新媒体以提升生态旅游大众关注度等对策建议。

关键词:生态旅游;绿色发展;特征分析;对策建议

Abstract: Developing ecotourism vigorously is an important way to realize sustainable development of tourism. Guided by the concept of green development, the report, on the basis of sorting out the development history

of ecotourism, sorted out the development status of ecotourism in China from resource distribution, industrial development, relevant policy formulation and academic research. Based on the big data platform of Baidu index, the report evaluated the attention of ecotourism network in 2020 from the dimensions of attention trend, news and information, demand graph and user portrait. The report found that Chinese ecotourism has problems such as low resource utilization efficiency, unquantifiable ecotourism related statistical indicators, and low public attention. Then, some countermeasures and suggestions were put forward, such as perfecting the management system to ensure the rational development of ecotourism resources, increasing scientific research to explore the quantification method of ecotourism indicators, and making use of new media to improve the public attention of ecotourism.

Keywords: Ecotourism; Green Development; Characteristic Analysis; Countermeasures and Suggestion

旅游业是助力我国经济增长的重要产业之一,近年来虽发展态势迅猛,但随之滋生的环境污染现象,不仅会造成生态环境破坏,还会阻碍旅游资源合理开发。生态旅游作为新兴旅游产业,依托优质自然资源和良好的生态环境,以可持续发展理念为指引,既是推动生态文明建设的有效途径,也是绿色发展的重要载体。大力发展生态旅游不仅能促进旅游目的地生态环境的可持续发展,还能加强生态旅游者的环保意识与可持续发展观念。我国生态旅游总体发展情况较好,虽仍存提升空间,但前景光明。

报告从生态旅游的发展历程、现状分析及多维评价、存在问题、发展建议四大方面进行总结与阐述。

一、生态旅游发展历程

我国生态旅游发展大致历经如下三个阶段:概念接受阶段(1992—1995年)、实践倡导阶段(1996—2007年)与加速发展阶段(2008年至今)。