

The Third Session of the Shambhala Tourism Development Forum

第三届香巴拉旅游发展论坛

*Sustainable Mountain Tourism Development of Gannan Prefecture:
Finding the balance to protect culture and environment.*

甘南州山地旅游可持续发展:寻找保护文化环境的平衡



Presented by International Tourism Development Network Director: Chris Jones

Hosted by The Consultant of Tibetan Way Information Technology Company Ltd.

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Gannan has beautiful grasslands, clean air
and dramatic mountain landscapes
甘南有美丽的草原，清新的空气和引人注目的
山地景观。



Gannan has incredible biodiversity with very intact ecosystems
甘南拥有丰富的生物多样性，完整的生态体系。

Wild wolves still live in Gannan
野生狼依旧生活在甘南大地上。



And this Golden Eagle
甘南也生存着这样金色的雄鹰。





Gannan is an exciting place for photographers

This is my colleague Mr Jed at work

对于摄影师来说，甘南是一个令人向往的地方。

这也是我的同事杰德先生工作的地方。



The unique combination of historic and living cultural heritage
in Tibetan areas cannot be found anywhere else in the world
甘南藏区这种历史和物质文化遗产相结合的特色是独有的，全世界其他地方无法再找到。

In many place around the world cultural heritage can only be seen in a museum, but in Gannan visitors can experience a living, breathing culture.

在许多地方，世界各地的物质文化遗产只能在博物馆里看到，但是在甘南，游客们就可以在这体验到活生生的文化气息。





Our international expert team all agree that Gannan has excellent tourism resources and is well suited for developing a successful sustainable mountain tourism industry to help develop the more remote areas of the prefecture.
我们的国际专家团队都一致认为，甘南拥有非常优越的旅游资源，是非常适合发展成一个成功的可持续发展的山区旅游业，以帮助开发更偏远的地区。

A wide-angle photograph of a mountainous landscape. In the foreground, a river flows through a valley, with its banks covered in green vegetation. A small campsite is visible on the right bank, featuring several blue and white tents and a white van. The middle ground shows a vast, dry, yellowish-brown plain. In the background, majestic mountains rise, their peaks partially covered in snow and clouds. The sky is a clear, vibrant blue.

We are all here to discuss sustainable development but what does “Sustainable Mountain Tourism Development” really mean in practice?”

我们今天主要讨论可持续发展，但是，“山地旅游的可持续发展”到底意味着什么？

A photograph of a yellow tent pitched on a dark, rocky mountain slope. The tent is illuminated from within, casting a warm glow and creating a sharp contrast against the surrounding darkness. The background shows more of the rugged mountain terrain under a dark sky.

“Using natural and cultural resources in mountain areas for tourism purposes in such a way that they can be enjoyed by visitors but are not destroyed in the process of being visited and are therefore available for the benefit and enjoyment of future generations”

“利用山地的自然文化资源推动旅游业发展，避免旅游业发展导致的环境恶化和文化遗失，让游客乐于其中，同时造福子孙后代。”



Sustainable Mountain Tourism
brings new opportunities.

可持续的山地旅游意味着机会



It uses existing natural and cultural resources to generate revenue and employment.

它集合现有自然文化资源推动就业和收入状况改善。

A snow leopard is perched on the top of a rugged, light-colored rock formation. The animal's dark, mottled coat provides camouflage against the rocks. It is looking slightly to its right. The background is a clear, pale blue sky.

It encourages conservation and protection
of natural and cultural resources by giving
them a tangible economic value.

通过赋予自然文化资源实际的经济价值，
加强对其保护传承。



It can lead to the sustainable economic development of the region.
帮助实现地区经济的可持续发展。



However, in order for tourism development to be truly successful and sustainable, careful and detailed planning and preparation are required.

但是，真正实现旅游业的可持续发展离不开审慎规划和前期准备。

A scenic view of a waterfall cascading down a rocky cliff into a river, with a rainbow visible in the spray.

One of the best examples of successful tourism planning in the world is Yellowstone National Park and the surrounding region in Montana, USA.

最成功的案例之一是美国蒙塔纳州黄石国家公园及周边地区的旅游业规划。



Yellowstone National Park was first opened in 1872. Over its long history, many lessons have been learned about tourism management.

黄石国家公园正式得名于1872年。在其漫长的发展过程中，有许多值得吸取的旅游管理经验。

Yellowstone National Park is the number 1 National Park in the world.

黄石国家公园是世界排名第一的国家公园。

Yellowstone hosts 4.5 million visitors per year

每年游客量达450万人次。

It is most famous for its natural resources which have been strictly protected through detailed planning and strict management, including the following 5 elements:

黄石公园享誉全球的自然资源受到了严格保护, 规划和管理措施包括以下五点:



1. Scientific research 科研





2. Detailed, innovative infrastructure planning and development
细致、创新的基础设施规划和建设

3. Strategic Planning

战略规划





4. Visitor Management 游客管理

5. Law Enforcement 法律实施



But the real success of Yellowstone National Park lies behind the scenes in the creation and implementation of best practice supporting infrastructure systems.
但黄石公园的成功最关键因素却鲜为人知：配套基础设施系统的创建和实施

This is an important first step in developing new and remote areas.
基础设施的建设应先行于偏远地区新景点的开展，这点至关重要。





Some examples
include:Campsite infrastructure
for self-driving tourists

一些例子如下所示:比如自驾游旅
游营地的基础设施建设。

Touring routes, campsites and
facilities for Recreational
Vehicles (RV)

比如旅游线路、休闲车(RV)等的
营地设施建设。

This includes garbage collection and recycling systems
例如，垃圾回收系统



This also includes toilet and hygiene facilities

如，卫生间和卫生设施。





Lack of proper planning can very quickly
destroy the resources the region is relying
on to develop the tourism industry
如果规划不到位，旅游业赖以生存的当地资源
将会迅速遭到破坏。



For Mountain Tourism to succeed, all levels and departments of Government must work together with the private sector to develop the framework for sustainable development.

Together, they must:

山地旅游要取得成功, 各级政府及不同部门应通力合作, 与私有部门一道建立可持续发展框架。要合作, 必须要:

1. Research environmental and cultural impact
研究环境和文化影响
2. Understand the true value of the resources
认识资源的实际价值
3. Develop the basic required infrastructure (Especially trash and sewage)
建立必要基础设施(尤其是垃圾回收和污水处理)
4. Implement a framework for environmental and cultural protection
落实环境和文化保护框架
5. Strengthen the legal system for enforcing the rules
增强规章实施的法律体系

Government/Private company partnerships can be very successful in opening up new tourism sites if the government gives clear rules and regulations for the companies to operate within and enforces these regulations to ensure resources are protected and local communities benefit from the development.

如果政府出台清晰透明的规章制度约束相关企业的行为, 政府和私有领域的合作将极大推动新景点的开发, 这类规章制度能确保资源得到保护, 地方人民能从发展中获益。

New and innovative ideas must be incubated to explore new methods for managing supporting and developing the industry to overcome the challenges faced by starting up a new tourism industry in an environmentally and culturally sensitive area.

必须要发展创新思维和想法，找到新途径管理、支持和发展旅游业，克服在环境和文化高度敏感的地区发展新兴旅游业所面临的挑战。

These challenges include:

挑战包括：

- Overlapping authority 职责重叠
- Weak law enforcement 法律实施力度小
- Lack of public awareness and concern 缺少公众意识和关切
- Conflicts between ecological and cultural protection and local community's need for higher incomes 保护生态文化和提高地方收入之间的冲突
- Introducing low volume - high value industry concept 引进高质低量的行业理念

An integrated approach to tourism development must be taken where all stakeholders are aware of the tourism plan and cooperate to achieve tourism development goals.

旅游业发展应采取集合式的途径，所有利益相关方都理解发展规划，通力合作实现发展目标。



A strong emphasis on development of human resources will also be critical to laying the foundations for a high quality tourism industry.

对人力资源发展的重视为发展高质量的旅游业奠定坚实基础。

Today's children are the citizens of our future.

今天的孩子是我们以后的公民。

We must take a strategic long term approach to tourism planning.

我们必须采取长远的战略来进行旅游规划。



Gannan is in an excellent position to apply a detailed planning approach to starting up a successful sustainable mountain tourism industry using best practices in tourism development from around China and the world.

甘南山地旅游业可持续发展的条件已经成熟，现下要结合世界及中国各地旅游业发展的经验进行详细规划。