



从“一带一路与旅游” 谈旅游城市可持续发展 以旅游城市杭州市为例

On the Sustainable Development of
Tourist Cities from the Perspective of
“OBOR and Tourism”

Take the Tourist City Hangzhou as an Example

图 / 全景 Pictures / Qianjing



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📍📍 一带一路 (One Belt and One Road; 简称“OBOR”) 是2013年9月和10月由中国国家主席习近平分别提出建设“新丝绸之路经济带”和“21世纪海上丝绸之路”的战略构想。



“一带一路”是推动旅游城市的外力牵引

一个旅游城市不一定是该国或某个省市或某个地区的政经中心，但它必须有一个令人向往的理由，这个理由也许是单一的，也可能是综合的因素、因为每一个人的需求并非一致的，但有一点是共通的，那就是在旅游者眼里，它所呈现的“价值”是旅游者能够接受的，这个“价值”不论从哪个角度来看，大致都是一致的，那就是对旅游者来说，来到这个城市就是来得“值”。

因此，旅游城市为了不失去它在旅游者心目中的地位，就得付出极大的努力维系与维护，其可持续发展的条件，不断的创新和保护好既有的历史文化积淀与自然景色等，就成为旅游城市的重要任务和工作了。

那么真正能够让这个城市继续保持着长久不衰的到底是什么力量呢？笔者认为任何发展都必须有一股推动的“动力”。这个动力来源必须是源源不断的，如此才能供应城市可持续发展的能源。而这个能源当然是包含该城市原先就具有的“动力”，也包含外在的“动力”。城市发展就是必须靠着里外“动力”的推动和牵引，才能具备与增强竞争实力，以保障城市可持续发展。

内动力主要原生于城市的文化与自然资源禀赋，与作为客体的城市居民的文明程度，以及有智慧的领导者、有领导能力的干部、有责任的忠诚干部和有热爱服务的职工等，对

城市具有一股强有力的忠诚之心。以及拥有完善的公共服务体系，和先进的经营管理服务理念等等，最终成为旅游城市品牌的基础，也就是说城市品牌是靠自身的良好基础条件所叠加并累积而成的。

一带一路 (One Belt and One Road; 简称“OBOR”) 是2013年9月和10月由中国国家主席习近平分别提出建设“新丝绸之路经济带”和“21世纪海上丝绸之路”的战略构想。这种外力政策的引导等，为该城市在可持续发展上起到一定程度的刺激作用和外部协调的作用，进而促进城市发展与进步。

从杭州看城市的可持续发展

世界旅游城市联合会所提出的理念是“旅游让城市生活更美好”，也就是说透过旅游的方式让城市生活更为美好，那么如何让旅游者在旅游的过程中感觉美好，是促进“旅游让城市生活更美好”，的一个基本条件。

笔者曾经在我的著作与“旅游学刊”上，发表过“有关旅游目的地营销的几个看法”的文章。当时曾经这样写过，作为一个旅游目的地最为关键且必须首先解决的问题至少有三点：①可进入性的改善；②魅力性的打造；③优雅性的营造。一个旅游目的地能否顺利地引来贵客，首先在于可进入性是否完善，这是一个基本条件，否则仅能满足部分喜爱挑战和不畏路途艰难的少数特殊游客。如此，自然无法将旅游作为产业去发展。

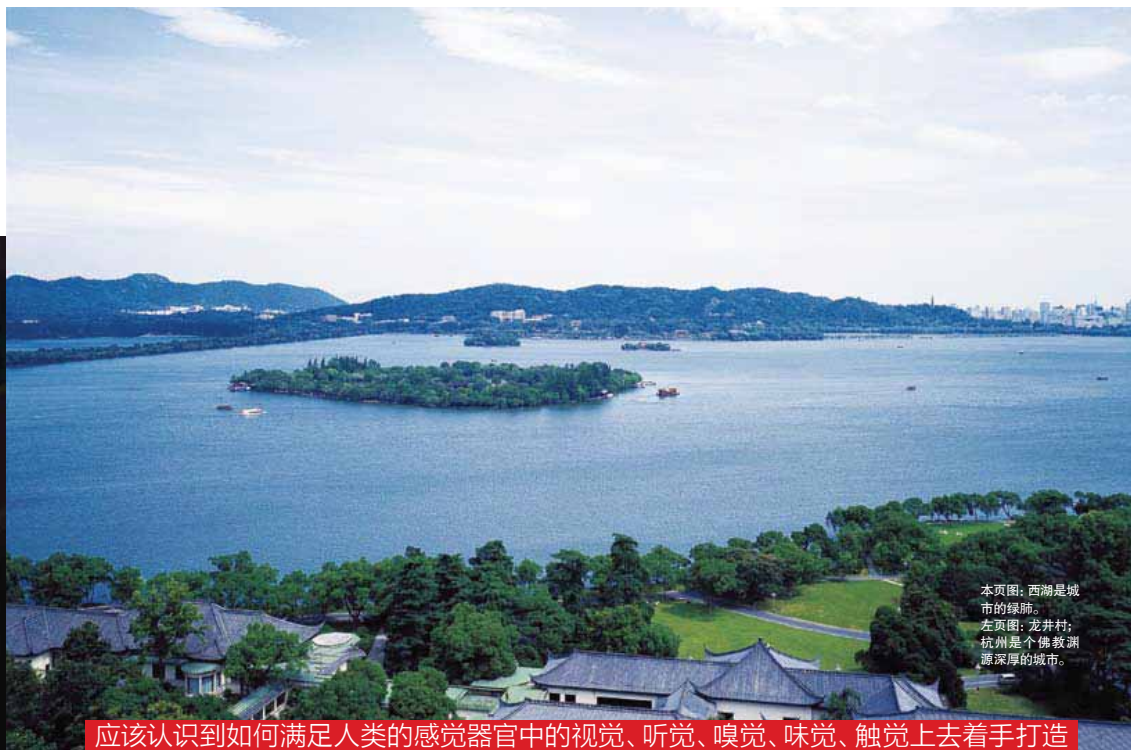


杭州是个多彩的城市，优雅的城市环境让这个美丽的城市充满生气、富有活力、带有韵味、拥有内涵、兼具粘性，是一个能够在优雅中旅游、度假、生活、就业、创业、投资、学习的城市，同时逐步朝向一个富有品味的世界旅游城市发展。

本页图：六和塔秋色。
左页图：安缇法云；西湖映日荷花别样红。



♥♥ 杭州在今后旅游发展思路上,不能为美誉所喜更不能为之所困,这才是一个重要指导原则,必须继续抱持着创造魅力与美丽的心态,为未来的杭州旅游发展去设想和营造。♥♥



本页图:西湖是城市的绿肺。
左页图:龙井村;
杭州是个佛教渊源深厚的城市。

应该认识到如何满足人类的感觉器官中的视觉、听觉、嗅觉、味觉、触觉上去着手打造新杭州,让旅游者能够非常清楚地看到听到嗅到品到触到新杭州的美好。

第二,一个旅游目的地的魅力到底在哪里?魅力主要体现在人文和自然两个方面,因此,文化的深入挖掘和大自然环境的维护,就是一个旅游目的地必须持续不断深化工作,它同时也是对旅游者的一个重要承诺。第三,优雅性则是作为旅游目的地所蕴含的意境和氛围。一个没有优雅性的旅游目的地就如同一个没有色彩的世界一样。杭州作为一个著名的旅游目的地,必须先解决上述的关键问题才能进入实质的魅力与美丽城市的目的地营销。

从上述三点中来看,第一点杭州对外的可进入性并不存在严重的问题。它虽然尚不是整个华东地区的交通枢纽,但当我们从作为一个旅游目的地的角度来看它时,它的可进入性基本已经可以算是比较完善了。当然今后需要加强的就是和各个省内著名景点景区之间的直线交通网络与邻近省市之间的交通。景点景区交通网络化的建立,是发展大杭州“旅游”大旅游规划中的一个重要课题,是整个浙江省发展旅游最终目标中的一个重要指标之一。

第二点,作为旅游产品来说,价格是一个消费者判断是否购买的主要因素之一。西湖湖边景区不收门票的政策,活化了

整个景区的生命力,带动了整个旅游经济的活力,真正让旅游者在旅游观赏西湖美景时,有一种能够与自然同步同行的感觉,完全忘却了走进景区而是走进向往的大自然,能够轻而易举地感受人文与自然所赋予我们的灵气与回归大自然的感觉。一个政策造就出一个城市的另一种魅力,这或许是当事者始料未及的事,而这个“政策魅力”最后不但满足了旅游者的想法,更是符合了发展大经济的战略。

第三点,杭州的优雅体现出整个城市是优美而高雅,小而精、精而美,游后会有种美而实、实而惠的感觉。杭州是个多彩的城市,优雅的城市环境让这个美丽的城市充满生气、富有活力、带有韵味、拥有内涵、兼具粘性,是一个能够在优雅中旅游、度假、生活、就业、创业、投资、学习的城市,同时逐步朝向一个富有品味的世界旅游城市发展。

美丽再造需要自上而下的共识

那么,今后这个集魅力与美丽的杭州,到底要如何来展开下一个发展战略呢?笔者认为魅力再造与美丽的维护将是一个重要课题。所谓的魅力再造是在原有的基础上的提升与改善

不当不良不是之处,而美丽再造则指的是对自然美景的维护,也就是说因维护而美丽之意。

而美丽再造从实质意义上而言,并非再次开发建设出一个美丽的杭州或是对目前的杭州进行改造,而是如何在现有的基础上导入先进的理念来维护杭州自然美景之意。美丽的维护就是竭尽所能降低对大自然的破坏,因此,绿色能源的利用与低碳概念的导入,将是维护杭州美丽城市形象和优质生活环境的主要科学方法。同时在各项建设上作为旅游城市杭州市政府在今后的战略发展上,应该认识到如何满足人类的感觉器官中的视觉、听觉、嗅觉、味觉、触觉上去着手打造新杭州,让旅游者能够非常清楚地看到听到嗅到品到触到新杭州的美好。

为此,政府必须尽快制定更为严谨的指导原则和必须坚持这个信念,另一方面旅游规划设计者必须遵行这个法则和理念,对未来的杭州进行一次美丽再造的工程,以此勾画出暨自然又美丽的城市。整体旅游发展要追求的是个什么样的水平,将是政府必须设定的一个重要目标。笔者认为使杭州成为一个“理想居”“高尚游”的城市,应该是值得考虑的发展方向,也是一个评价新杭州的好方法。

从结论上来看,杭州市旅游发展的成果始终名列前茅,之所以能有如此的好成绩,就是善于洞察先机果敢前行,采取经营杭州的战略,而非管理杭州的战略。在今后的发展上,杭州如何再次把握机会再创辉煌呢?笔者认为关注国家“一带一路”的战略布局,并及时地参与、适时地准备、全面地展开,在旅游发展战略上是必要的构思。

“一带一路”的国家战略布局,将再次掀起国际旅游的热潮,杭州应在这个热潮来临之前,及时及早做好准备。从经营、管理、服务的理念出发,为这个美丽的城市再次创造出一个傲人的成绩。为此,杭州市应该把握好这个良机,在“一带一路”政策带领之下加速加大和一些国际知名城市接轨,并从中获取先进的思想和理念,为打造国际旅游城市而努力。

旅游城市的可持续发展并非易事,发展需要动力,动力需要来源,来源如何确保等等,都是旅游城市在发展上的一大难题。但难题的克服也将使这个城市得到应有的城市品牌,对后续的发展有了一定程度的保障。只是这个保障当然不是绝对的永恒的,因为市场始终处于竞争状态,任何旅游城市都得接受这个残酷的现实考验。

(本文有删节)



📍📍 One Belt and One Road (One Belt and One Road, OBOR) is a strategic vision proposed by Chinese President Xi Jinping about constructing the “New Silk Road Economic Belt” and the “21st Century Maritime Silk Road” in September and October 2013 respectively. 📍📍

This page: Straw sandals displayed in a museum at Xixi Wetland; Paper making workshop.
Right page: Lingyin Temple; Viewing fish at flower harbor.

OBOR Is the Extrinsic Drive of Tourist City Development

One Belt and One Road (One Belt and One Road, OBOR) is a strategic vision proposed by Chinese President Xi Jinping about constructing the “New Silk Road Economic Belt” and the “21st Century Maritime Silk Road” in September and October 2013 respectively.

A tourist city is not necessarily the political and economic center of a country, province, city or region, but it must have a reason for becoming desirable. This reason may be simple, or comprehensive, as everyone’s demand varies, but one thing is common: the “value” it demonstrates can be accepted by tourists. This “value” is roughly consistent from whatever perspective. In other words, it is “worthwhile” for tourists to visit this city.

Therefore, in order to preserve its position in tourists’ eyes, a tourist city must make tremendous efforts to maintain the conditions for its sustainable development. Therefore, to constantly innovate and protect the existing historical and cultural accumulation and natural landscape has come to be an important task for a tourist city.

Then, what are the forces that enable the city to maintain its

everlasting charm? The author thinks that any development must be driven by “motives”; and the sources of such motives must be continuous so as to supply the energy for the sustainable development of the city. The energy of course includes the intrinsic “motive” of the city, as well as its extrinsic “motive”. The development of the city must be driven and promoted by both intrinsic and extrinsic “motives,” so as to assume and enhance its competitiveness and guarantee its sustainable development.

The intrinsic motive is mainly derived from the city’s cultural and natural resource, the civility of the urban residents who are objects of the city, wise leaders, cadres with strong leadership skills, responsible and royal cadres as well as workers loving to serve, who are unflinchingly loyal to the city. In addition, a complete public service system and advanced ideas in operation and management service are the foundation for the brand of a tourist city. That is, a city brand is developed and accumulated on its good basic conditions.



The extrinsic motive refers to external factors, such as the guidance of the government’s “OBOR” policy, which stimulate and coordinate, to some extent, the sustainable development of the city, thus promoting its development and progress.

How to Maintain the Sustainable Development of a Tourist City: Take Hangzhou as an Example

The idea of the World Tourism Cities Federation (WTCF) is “Better City Life through Tourism”. That is to say, city life can be improved through tourism. Thus, how to make tourists feel good in the course of tourism is a basic condition for “better city life through tourism”.

I have published an article entitled “Several Opinions on the Marketing of Tourist Destinations” in my works and Tourism Tribune. I have pointed out that as a tourist destination the most critical problems that must be first resolved are the following three: ① improvement of accessibility; ② creation of charm; and ③ creation of elegance. Whether a tourist destination can successfully attract guests, first of all, depends on its accessibility. This is a basic condition, without which only a few special tourists fond of challenges and undaunted by difficult journey would be attracted, and as a result, tourism could not

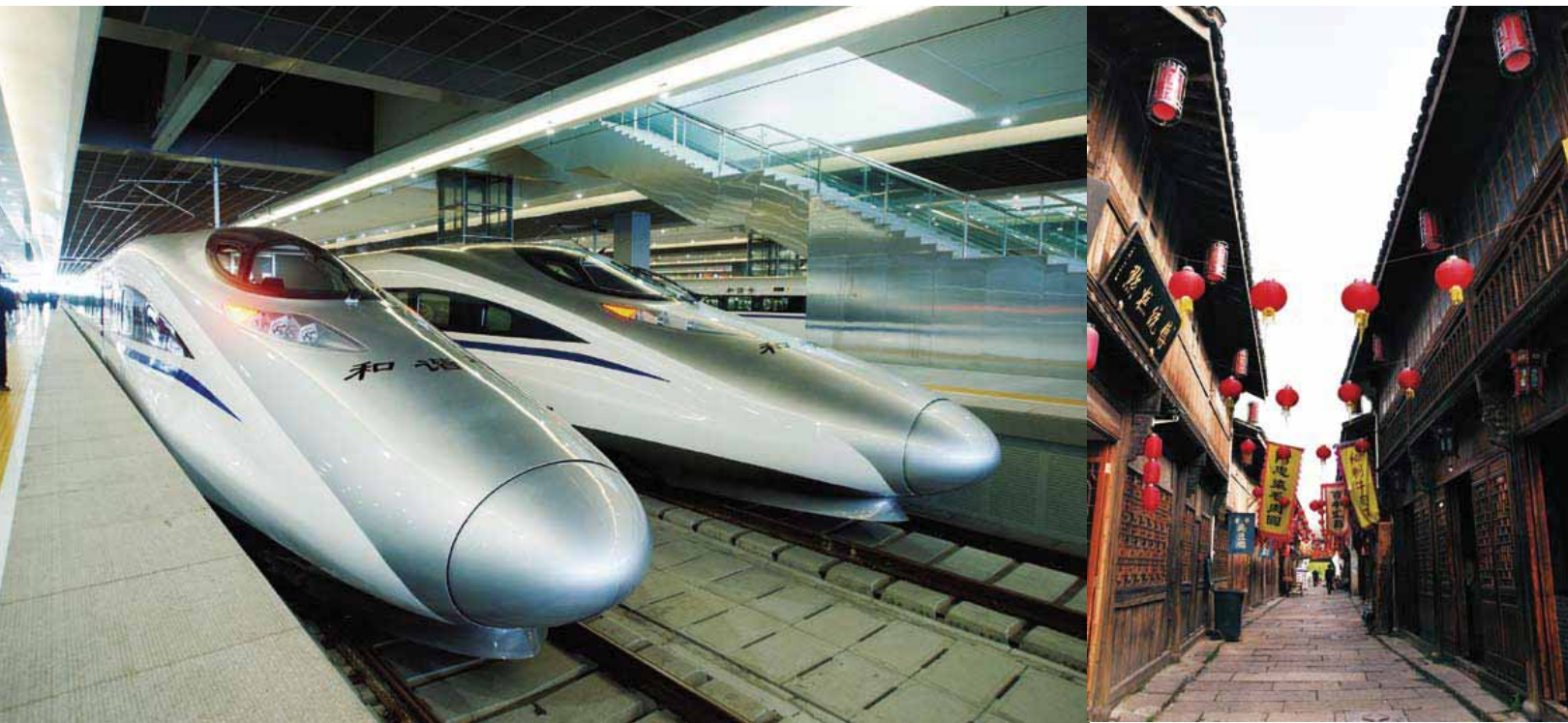


📍📍 As a famous tourist destination, Hangzhou must first solve the above critical problems before starting the substantial marketing of its beauty and charm as a tourist destination. 📍📍

be developed as an industry. Secondly, what on earth is the charm of a tourist destination? Charm is mainly reflected in culture and nature. Therefore, the in-depth cultural exploration and conservation of the natural environment is what a tourist destination must keep doing, which is also an important commitment to tourists. Thirdly, elegance is the artistic aura that a tourist destination has. A tourist destination without elegance is just like a world without colors. As a famous tourist destination, Hangzhou must first solve the above critical problems before starting the substantial marketing of its beauty and charm as a tourist destination.

From the above three points, we can see that there is no serious problem with the first point, accessibility. While Hangzhou is not a major transportation hub for all of East China, its accessibility is sound as a tourist destination. Of course, what should be strengthened in the future is the direct transportation network between Hangzhou and famous scenic spots and areas within the province and the transportation between the city and neighboring provinces and cities. The establishment of transportation networks to scenic spots and areas is a key issue for developing the greater Hangzhou “tourism” plan, and also one of the important indicators in the ultimate goals for tourism development in Zhejiang Province. On the other hand, the construction of a transportation network with neighboring provinces and cities is a necessary condition for Hangzhou to become a major tourist destination in East China. The improvement and upgrading of transportation networks is also one of the necessary measures for further expanding the customer market.

As for the second point, price is one of the main factors for a consumer to decide whether to purchase a tourist product. The ticket-free policy for the scenic areas along the West Lake has revitalized the whole scenic area and mobilized the development of tourist economy. As a result, tourists can truly have a feeling of walking together with nature while appreciating the beautiful



♥♥ Hangzhou municipal government, should realize that the strategic development of this tourist city should give priority to the construction of a new Hangzhou by meeting people's senses of vision, hearing, olfactory, taste and touch, so that tourists can very clearly see, hear, smell, taste and touch the beauty of Hangzhou. ♥♥

This page: A joss in Lingyin Temple; An ancient town near Hangzhou.
Left page: Shanghai-Hangzhou high-speed train.



scenery of West Lake. They can forget altogether that they are entering a scenic area. Instead, they are going into the embrace of nature. As a result, they can easily feel the aura from culture and nature and the sense of returning to nature. It might be out of the policy makers' expectation that a policy can create a special charm of a city. This "policy charm" not only finally meets tourists' wishes but also conforms to the strategy of developing better economy. It not only meets tourists' demands but also moves tourists to revisit the city. It not only meets the strategy of developing big economy but also promotes the prosperity of the whole city of Hangzhou.

In regard to the third point, the elegance of Hangzhou is reflected in its grace and refinement. Small, exquisite and beautiful, the city impresses tourists as beautiful, practical and generous. Hangzhou is a colorful city, and its graceful urban environment makes the beautiful city full of vitality, appeal, spirit and attraction. It is a city in which one can elegantly tour, vacation, live, work, start a business, invest and study. At the same time, it is gradually developing towards a tasteful world tourist city. (See Fig. 5). Hangzhou is a city with artistic aura. Some say that elegance is produced by and developed from cultivation of culture. Thus, with such a long standing history and civilization, it is natural to some extent that the city is endowed with an elegant aura.

Beauty Re-engineering Requires Top-Down Consensus

Then for the city of Hangzhou which is both charming and beautiful, how should we practice the next development strategy? I think charm re-engineering and beauty maintenance will be an important theme. The so-called charm re-engineering is to remedy its inadequacies and defects on its original basis, while beauty re-engineering is to conserve the natural landscape, that is, beauty preserved by conservation.

In substance, beauty re-engineering is not to re-develop and construct a beautiful Hangzhou again or to reconstruct the present Hangzhou, but to introduce advanced concepts on the current basis to conserve the natural beauty of Hangzhou. The conservation of beauty is to do our best to reduce our destruction of nature. Therefore, the use of green energy and the introduction of the low-carbon concept will be the main scientific method for maintaining the beautiful city image and excellent living environment of Hangzhou. At the same time in various construction projects, the Hangzhou municipal government, should realize that the strategic development of this tourist city should give priority to the construction of a new Hangzhou by meeting people's senses of vision, hearing, olfactory, taste and touch, so that tourists can very clearly see, hear, smell, taste and touch the beauty of Hangzhou.

Therefore, the government must prepare a more rigorous

guiding principle as soon as possible and must stick to this principle. On the other hand, tourism planners must observe this principle to re-engineer the beauty of Hangzhou, thus picturing a city both natural and beautiful. The level of overall tourism development will be an important goal that the government must set. The author thinks that to make Hangzhou a city for "ideal settlement" and "noble tour" should be a direction worth considering, and it would also be a good method for evaluating the new Hangzhou.

In conclusion, tourism development achievements in Hangzhou have always been top rank in China. Such excellent achievements have been scored because of Hangzhou's insightful foresight and resolution to pioneer, and its strategy of operating Hangzhou instead of managing Hangzhou. In the future development, how should Hangzhou grasp opportunities again to re-create glory? I think the necessary conception in the tourist development strategy is that we should pay attention to the "OBOR" strategic layout of the state and timely participate, duly prepare and comprehensively conduct our tourism development.

The "OBOR" national strategic layout will raise another boom in international tourism. Hangzhou should make timely preparation before the advent of this fervor, and start from the ideas of operation, management and service to create new

impressive results for this beautiful city. Therefore, Hangzhou should grasp this good opportunity to accelerate and increase the integration with some internationally renowned cities under the leadership of the "OBOR" policy, and draw on advanced thoughts and concepts to build Hangzhou into an international tourist city.

The sustainable development of a tourist city is not an easy task. Development requires motive, motive requires sources, and sources require continuity. These are all difficulties in the development of a tourist city. However, overcoming these difficulties will also help this city acquire its due brand and guarantee, to some extent, its future development. However, this guarantee is of course not an absolute and eternal one, as the market is always competitive, and any tourist city should accept the test of this cruel reality.

(The article is abridged)