

中國內地生態旅遊的現狀與展望

Ecotourism: Issues and prospects in China

鮑俊堂 Thomas G. Bauer



生態旅遊一詞成為日常詞彙已經二十年了，它是一九八三年由墨西哥建築師赫克特·謝貝洛斯-拉斯喀瑞(Hector Ceballos-Lasurain)最先提出的，他把生態旅遊定義為：「……前往較少受騷擾或污染的地區，並以探索與賞玩當地景色、野生動植物及所有現存的文化表徵為明確的目標」。自那時起就不斷湧現生態旅遊的其他定義，新近的一個是瑪莎·霍尼(Martha Honey)一九九九年提出的，她認為前往原始而易被破壞但又通常都受到保護的地方旅遊，並儘量不影響當地，而且一般都人數甚少的，就是生態旅遊。根據她的定義，生態旅遊有助教育遊客，也可為自然資源的保護提供經費，並使當地社會的經濟發展及政治自決直接受益，同時還可促進遊客對不同文化與人權的尊重。生態旅遊可視為把對環境和文化的保護(這目標

Two decades have passed since the term ecotourism entered our vocabulary. A Mexican architect, Hector Ceballos-Lasurain, is credited with coming up with the term back in 1983 when he defined it as “. . . travelling to relatively undisturbed or uncontaminated areas with the specific object of studying and enjoying the scenery, its wild plants and animals, as well as any existing cultural manifestations found in these areas”. Over the years many other definitions of the term have emerged and one of the latest is the one provided in 1999 by Martha Honey that describes ecotourism as travel to areas that are fragile, pristine and usually protected, that strives to be low impact and is usually on a small scale. Under her definition ecotourism also helps to educate the traveller; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights. Ecotourism can be seen as the merger of environmental and cultural protection (an agenda largely driven by environmental protection groups) with tourism and it advocates a gentler approach and an alternative to mass tourism.

Increasing popularity

Over the years ecotourism has gained popularity in many destinations around the world (the United Nations declared 2002 as the International Year of Ecotourism) and the application of the concept is now also emerging in the development of tourism in mainland China and in Hong Kong.

In the past nature was seen only as “good” if it could be tamed and made to serve humans. Likewise, the tourism industry often viewed natural areas as free public goods that could be exploited for commercial gains. Ecotourism takes a different approach by promoting the idea that nature should be appreciated for its own sake and that it deserves to be protected from overuse by visiting humans.

Today's most desirable ecotourist destinations are located in the last “wild” places of our planet. These include the rainforests of Costa Rica, the Amazon and Far North Queensland, the Po-

多由環保團體推動)與旅遊合二為一，是一種倡導有別於大眾化旅遊而又比它溫和的旅遊方式。

日趨普及

這些年來，世界很多地點的生態旅遊都受到歡迎(聯合國宣佈二零零二年為國際生態旅遊年)，而中國內地和香港現在也逐漸興起把這概念用於發展旅遊業。

過去，大自然只有在受人馴服、為人服務的情況下，才被視為「有用」。而旅遊業也往往同樣視自然景區為免費的公用貨物，可以為了圖利而予取予攜。生態旅遊則不同，它倡導的是大自然本身已足堪賞玩，應加以保護，以免遭前來遊覽的人類過度使用。

今天，最富吸引力的生態旅遊地點都位於地球僅餘的「荒野」，像歌斯達黎加的熱帶雨林，亞馬遜河流域、遠北昆士蘭、南極和北極、撒哈拉和戈壁等沙漠，以及歐洲阿爾卑斯、安第斯、落基、喜馬拉雅等崇山的峰巒。生態旅遊其實也可兼具文化成份。如果生態旅行團前往當地社區，必須特別小心，不可改變甚或破壞當地人的生活方式，也要確保當地社區不會遭一群對當地情況略知一二的外來人所淹沒。出色的生態旅遊管理需要尊重當地的環境和居於其中的當地人。

霍尼曾經指出，生態旅遊也十分倚仗受保護的地區，像國家公園、森林公園、風景保護區、海洋公園、列入《世界遺產名錄》的地區等。中國內地一九五六年設立首個保護區——鼎湖山自然保護區，到二零零三年時，據報共有一千七百五十七個自然保護區，覆蓋百分之十三點二的土地面積，並計劃在二零一零年前多設置四十三個保護區，在二零五零年前多發展七百四十三個。香港受保護地區的範圍也十分廣闊，共有百分之四十的土地劃為郊野公園。目前，中國內地有十九個自然保護區獲聯合國教科文組織列為生物圈保護區，對保護全球的生物多樣性貢獻殊多。此外，中國內地有二十八個地區列入《世界遺產名錄》，其中七個是自然遺產或混合遺產。在這些受保護地區之中，

lar Regions of the Arctic and Antarctic, deserts such as the Sahara and Gobi as well as High Mountain peaks in the European Alps, the Andes, Rocky Mountains and Himalayas. At the same time, ecotourism can also have a cultural component. If ecotours involve visits to local communities, special care has to be taken not to alter or destroy the lifestyle of the people that are visited and that communities are not swamped by a huge influx of outsiders who may have only a limited understanding of local conditions. Sound ecotourism management depends on respect for the environment and the local people that live in it.

As Honey has noted, ecotourism also depends very heavily on protected areas such as national parks, forest parks, scenic reserves, marine parks and world heritage listed areas. China established its first protected area – Dinghushan Nature Reserve – in 1956. In 2003, mainland China reportedly had 1,757 protected natural reserves covering 13.2% of the land area and there are plans to develop 43 more reserves by 2010 and 743 more by 2050. Hong Kong also has an extensive network of protected areas with 40% of the territory designated as country parks. Currently 19 nature reserves in China are included in the list of UNESCO (United Nations Educational, Scientific, and Cultural Organisation) Biosphere Reserves, contributing significantly to the conservation of biological diversity worldwide. In addition, China has 28 World Heritage sites including seven natural and mixed sites. Many of these protected areas are already attracting tourists while others have the potential to do so in the future. Mainland China is already making considerable efforts in promoting ecotourism to its protected areas and Hong Kong has also recently started debate about developing country parks as sites for international tourists.

Careful planning

Promoting tourist visits to such areas requires careful planning if the destruction of the resource is to be avoided. Too many tourists visiting a site can have severely negative impacts on the flora and fauna. Thus, it becomes important that a thorough assessment of the carrying capacity of sites (broadly, the number of people a site can sustain before damage is done to its environment) is carried out prior to their promotion for tourism purposes. After the assessment has been carried out site management plans that allow the locations to be managed in a sustainable way have to be developed. Preparing natural areas for an influx of visitors may, for example, include the establishment of interpretive visitor centres, the training of guides, the provision of interpretive maps and guide books, and the development of hardened walking trails, raised boardwalks or viewing platforms.

很多已贏得遊客青睞，其餘的也有潛力在將來做到。中國內地正大力推廣受保護地區的生態旅遊，而香港最近也開始討論把郊野公園發展成國際遊客的景點。

審慎規劃

在這些受保護地區推廣旅遊，要避免資源受損，就必須小心規劃。遊客過多的話，對動植物都有嚴重損害。因此，在推廣旅遊前，要先詳細評估那個地區的承載力(籠統來說，即某地在不損其環境的情況下可承受的人數)，這點十分重要。在完成評估後，需要制訂管理方針，使那個地區能夠以可持續發展的方式加以管理。要把自然區域準備妥當，使它能夠容納蜂擁而至的遊客，可採取的方法包括設立遊客講解中心，培訓導遊，提供附有說明文字的地圖和觀光手冊，鋪設易於行走的觀光徑、升高的木板散步道或觀景台等。

把自然區域準備成能夠容納遊客的景點，這對中國內地尤其重要，因為中國內地近年經濟迅速發展，加上推行「黃金週」假日旅遊，使本國遊客人數大幅增長。對中國內地的本國遊客而言，消閒旅遊是新事物，因此說他們大多不知生態旅遊的原則為何，相信未為無據。根據在中國內地數個受保護地區的觀察所得，這些遊客之所以要去風景名勝旅遊，主要是為了消遣，並且要在特別的自然地標前，例如刻有文人題詠的巨石前面，拍上一幀「到此一遊」照。

在觀察過的地區中，很多都沒有合資格的導遊講解自然環境，或者沒有指示牌加以說明，又或是兩者都沒有。很多自然景區的環境污染十分嚴重，令人無法忍受，主要是因為遊客隨便丟棄垃圾，而沒有把垃圾放進垃圾箱或親自帶走。倘若中國內地和香港有意儘量開發優美的自然區域作旅遊之用，那麼就需要開展大規模的環境衛生運動以教育當地居民。

前往香港和中國內地的國際遊客不斷急增，世界旅遊組織最近再度確定，到二零二零年時，中國內地會成為全

Preparing natural areas for tourists is especially important in mainland China where the recent improvements in economic conditions together with the introduction of several “golden weeks” have led to a tremendous increase in domestic travel. For many of the domestic travellers in China, travelling for leisure is in itself something new and it can be argued that the vast majority of domestic tourists are unaware of the principles that underpin ecotourism. From observation in several protected areas in China, it is noted that their main purpose for visiting scenic spots is for recreational purposes and to have their photographs taken in front of a particular natural landmark such as a large boulder or rock that has been “enhanced” by engraving Chinese symbols or phrases into it.

Many sites observed lack interpretation of nature by qualified guides and/or interpretive signage. Many natural sites also suffer from unacceptable levels of environmental pollution, mainly caused by careless tourists who litter instead of depositing rubbish into bins or taking it away with them. Major environmental hygiene campaigns that target the domestic population are needed if mainland China and Hong Kong want to maximise the use of their outstanding natural areas for tourism purposes.

International tourism to Hong Kong and to mainland China is also expanding rapidly and as the World Tourism Organisation




球首屈一指的旅遊勝地，每年吸引約一億三千萬名國際遊客。這些遊客之中，很多都會有興趣遊覽受保護地區，但他們再加上本來已人數眾多的本國遊客，勢將令那些地區百上加斤。有些地區可能要大增前往觀光的費用，以財務手段來控制遊客人數，有些則可能要效法紐西蘭等地的方法，實施預約制度，只讓事先預約的遊人進入受保護地區(或遠足徑)。

鑒於到中國內地自然景區的遊客人數龐大，究竟生態旅遊的概念能否或應否運用到所有自然景區之中？又或許我們在大多數情況下所碰到的，僅僅是以大自然為賣點的大規模旅遊事業？

未來展望

這裏必須提醒有關當局、旅遊推廣人員和個別景區的管理人，只有那些達到一定標準的旅遊產品和景點才可稱為生態旅遊。中國內地有很多絕佳地點適合作生態旅遊，這毫無疑問，但如果要把生態旅遊的標籤貼上旅遊產品的話，則必須符合國際認可的標準，不然國際遊客難免感到失望。在當地擁有、當地營運的住宿設施中留宿，在持有野生生物資格的當地導遊帶領下，徒步走到野外觀賞熊貓，那當然是生態旅遊產品。可是，身處海南島之中，坐在建造得馬馬虎虎的水族中心的看台上，觀看鱷魚表演，然後工作人員從池中把海龜捉住，讓遊客可以摸上一摸，那當然不配稱為生態旅遊。

中國內地的旅遊業不住發展，所有景點在開發旅遊業時，都必須以可持續發展為長遠目標。假如景點的管理人受到生態旅遊概念的啟發，勉力於使所有旅遊活動，尤其是大眾化旅遊，都變成更能持續發展，那麼生態旅遊的概念就已達到目標了。希望中國內地和香港都能聽取這忠告，使旅遊業可在二十一世紀持續發展。 


鮑俊堂博士(hmthomas@polyu.edu.hk)是香港理工大學酒店及旅遊業管理學院助理教授。

has recently reconfirmed the mainland will be the world's most popular tourist destination by the year 2020, attracting some 130 million international travellers annually. Many of these tourists will want to visit protected areas but their presence, superimposed on the already high volume of domestic tourist numbers, will significantly add to the pressures the sites will experience. Some sites may have to resort to financial measures to control visitor numbers by raising entrance charges to very high levels while others may have to follow the example of locations in places like New Zealand, where reservation systems that only allow people entry to the site (or onto a hiking trail) if they have made a prior reservation are in place.

Given the volume of tourists that visit natural areas in China, it has to be questioned whether the concept of ecotourism can or should be applied to all of them or whether what we are experiencing in the majority of cases is simply nature-based tourism on a massive scale.

Future prospects

Authorities, destination marketers and individual site managers are cautioned to apply the label of "ecotourism" only to products and destinations that meet acceptable standards. There is no doubt that China has many outstanding locations for ecotourism but if the label is attached to products that do not meet internationally acceptable standards, international tourists will not be satisfied with their experiences. Staying in a locally owned and operated accommodation facility and going on hikes to observe pandas in the wild under the guidance of a qualified local wildlife guide clearly is an ecotourism product, while sitting in the stands of a poorly constructed aquatic centre on Hainan Island and watching a display of crocodile wrestling followed by the catching of turtles from a pond so tourists can touch them, clearly does not deserve the same label.

As tourism in China expands it is important that all destinations aim to develop their tourism so it can be sustained in the long term. If destination managers are inspired by the concept of ecotourism and work towards a more sustainable form of all tourism, especially mass tourism, the concept will have served its purpose. China and Hong Kong are encouraged to heed this advice and to make tourism a sustainable development alternative for the 21st century. 

Dr Thomas G. Bauer (hmthomas@polyu.edu.hk) is an assistant professor of the School of Hotel and Tourism Management of The Hong Kong Polytechnic University.