

# 認識可持續旅遊

## Understanding sustainable tourism

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### 旅遊發展的挑戰

香港和其他地方的旅遊業一樣，正要為未來作出慎重而艱鉅的抉擇。這是因為今天所作的決定，會一直影響當地居民的生活方式和經濟發展的機會達數十年之久，而且不管旅遊業當下是否興旺，那些決定既可助其維持吸引力，也可令吸引力消失無存。那些決定當中，凡是與自然環境和有形資源相關的，大多一經作出即無法扭轉，尤其是結果堪虞的決定更是如此。現今的旅遊市場，競爭日見激烈，兼且對手來自世界各地，一個社區倘若失去吸引外地人的獨特個性，就無法再賺取旅客的金錢。世界旅遊組織等組織都清楚這情況，因此提出警告：假如旅遊發展罔顧環境的可持續性，那旅客和旅遊點的居民最終都會身受其害。



旅遊業與當地的自然環境密切相關，這種看法已日益普及。目前，旅遊業確實正發生根本改變，把旅客的體驗和滿足感，與產生這些體驗和滿足感的自然環境連繫起來。現時漸為人接受的觀點是，旅遊業不純然是商業活動，對天然和人工環境，以及社會文化環境都有重大影響，並且完全仰賴於引人入勝的自然環境。這些轉變的跡象隨處可見，像政府的旅遊政策、旅遊業界關於自然環境價值的聲明，以及對另類旅遊、「綠色」旅遊尤其是「生態旅遊」

### The challenge of tourism development

The tourism industry in Hong Kong, as well as elsewhere, is confronted with serious and difficult choices about its future. It is because decisions made now will for decades affect the lifestyles and economic opportunities of the residents of destinations and will also help perpetuate or otherwise their continuous attractiveness regardless of whether tourism is flourishing or not. Many of these decisions related to the environment and tangible resources can be irreversible especially if they have negative consequences. Once a community has lost the character that makes it distinctive and attractive to non-residents, it will lose its ability to vie for tourist-based income in an increasingly global and competitive marketplace. Understanding this situation, organisations including the World Tourism Organisation (WTO) have warned that both tourists and residents of tourist destinations could be worse off if the qualitative aspects of tourism development related to the sustainability of the environment are ignored.

Increasingly, tourism is seen as directly related to the natural environment in which it operates. Indeed, tourism is undergoing fundamental changes, linking visitor experience and satisfaction with the environmental settings from which they are derived. The emerging view is that tourism can no longer be viewed as a commercial activity that has no significant impact on the natural, human-made and socio-cultural environments. Instead, tourism should be regarded as totally dependent on an attractive environment. Signs of these changes are everywhere, from government policies on tourism, tourism industry statements on the value of the environment, to the demand for alternative tourism, "green" tourism and in particular "ecotourism".

The linkage between the environment and tourism can be substantial. In a place where tourism flourishes and the environmental quality is ignored, it can result in negative

的需求等。

自然環境與旅遊的關連可以很巨大。假如某個地方的旅遊業很蓬勃，但自然環境卻遭忽略，那將對旅遊業的整體造成不良後果。之所以忽略有形環境，有時是因為在規劃旅遊政策時，沒有考慮非傳統的旅遊要素，如文化遺產、天然資源等。缺乏對自然環境及環境保護的政策，加上往往好用即時奏效的方案而放棄可持續發展的長遠策略，最終難免帶來惡果。可是，近來旅客開始要求旅遊業界關注可持續性和環境保護，而那些以可持續方式提供和管理的旅遊產品和景點的需求也不住增加。

## 可持續旅遊的出現

明白到旅遊業、自然環境和可持續性之間確有關連，世界旅遊組織一直廣結各方力量，以推動可持續旅遊發展。早先在九十年代時，「可持續旅遊」一時成為流行用語，但這概念現已廣為政府、旅遊業及非政府組織所接納，並以此為策劃與發展旅遊的指導原則。

一九八七年世界環境與發展委員會發表了《布蘭特報告 (Brundtland Report)》(又稱《我們共同的未來 (Our Common Future)》)，雖然報告並沒有明確提及可持續旅遊，但不妨視這概念源出於此。可持續旅遊的概念其實是圍繞可持續發展的種種爭論而產生的。自從一九九二年在里約熱內盧舉行了地球峰會後，關於可持續發展的爭論即成為全球焦點所在，而可持續旅遊的概念也漸漸滲透進很多政府、組織及機構的政策架構之內。今天，各政府及機構正為旅遊發展尋求其他可行架構，以期有形及無形的資源得到最佳保護和最大運用。倘若可持續旅遊的概念能為人接受並得以推行，應以下列各項為依歸：

- 旅遊業首先是經濟活動，對大多數經濟體系都有好處。
- 一個地方的天然及文化環境本身已有內在價值，那要超過把它們當作旅遊資產的價值。
- 發展旅遊時，應保存並尊重當地原來的特色。
- 旅遊發展應體察當地社區的需要及訴求。

consequences for the overall tourism industry. Ignorance of the tangible environment can sometimes result from failure to bring into tourism strategies the highlights of alternative aspects of tourism including the cultural heritage and natural resources of a destination. Consequently, the lack of any strategy on the environment and its conservation, and the tendency to adopt a quick fix rather than a long-term sustainability strategy can result in negative outcomes. Recently, however, tourists are demanding that the tourism industry pursue sustainability and the care of the environment. There is a growing need for products and attractions to be provided and managed sustainably.

## The advent of sustainable tourism

Accepting the fact that there is a linkage between tourism, the environment and sustainability, the WTO has been rallying forces to support sustainable tourism development. Earlier, in the 1990s, "sustainable tourism" became a buzzword and is currently endorsed by governments, the tourist industry and non-governmental organisations as a guiding principle in tourism planning and development.

The origin of sustainable tourism can be traced back to the 1987 Brundtland Report (aka *Our Common Future*), published by the World Commission on Environment and Development, although sustainable tourism was not explicitly mentioned in it. The concept of sustainable tourism came out as a result of debate surrounding issues on sustainable development. As the debate became a global issue after the Earth Summit in Rio de Janeiro in 1992, it gradually infiltrated the policy framework of many governments, organisations and agencies. Now, governments and agencies are seeking alternative frameworks for maximising the protection for and utilisation of tangible and intangible resources for tourism development. Sustainable tourism, if accepted and implemented, should be along the premise that:

- Tourism is first and foremost an economic activity which is desirable to most economies.
- The physical and cultural environments of a destination have intrinsic values that outweigh their values as tourism assets.
- Tourism should be developed in such a way that the original character of the destination is maintained and respected.
- Tourism development should be sensitive to the needs and aspirations of the local community.
- The question of equity (both intragenerational and intergenerational) should be addressed.

- 不可忽略公平問題，即同代人之間的公平及代與代之間的公平。

## 採納可持續旅遊

人類對地球的破壞正越來越受關注，因而大家都更積極探求無限制增長以外的經濟和社區發展模式。可持續增長的概念將有助社區較從前更審慎、更小心地運用自然資源，以確保自然資源不至耗損，從而得到最大益處。雖然「可持續性」往往和「可持續發展」、「可持續管理」、「可持續農業」、「可持續林業」等詞語連在一起，但實行可持續旅遊卻有獨特難處。在旅遊業方面，可持續性經常和「綠色旅遊」、「生態旅遊」、「以自然為本的旅遊」等概念相提並論，但在全球旅遊業不住增長並與地方關係越見密切的大形勢下，這些概念不過是當中的一部份而已。

儘管可持續性已成為科學家及其推動者所追求的理想，但他們很少提出執行細節、宗旨和行動綱領，與可持續旅遊相關的則更為罕有。由多位學者提出並於本文倡議的架構，有助規劃者、決策者、擁護者及有切身關係者推展可持續旅遊計劃。根據《布蘭特報告》，可持續性原本是生物物理學的概念，現在則用於社會和政策層面，以論辯甚麼需要維持永續，以及那樣做是為了誰。舉例而言，所謂旅遊發展的可持續性，究竟是指維持酒店房間的入住率，還是指保持那些維繫天然生態系統的生態模式和過程？又或者我們只是關心塑造社區個性、賦予個人安全的不斷發展的社會、政治和文化進程？可持續性不只是經濟考量和生物物理的問題，能確切理解和闡述的話，與社會秩序的重要概念也不無關係。推行可持續旅遊，可以令景點、社區或地方在接待旅客之餘，也不至於損害當地的文化和自然環境，並且還可吸引更多旅客到訪。

一般而言，旅遊發展都倚賴私營部門牽頭。但香港則不然，從一開始，私營部門就已和當局緊密合作，過去多年來並且累積了寶貴的規劃和發展經驗。隨着可持續旅遊的開展，加上制訂關乎旅遊發展的政策越來越需要顧及環保問題，當局、私營部門及旅客都需要不斷參與。

## Adopting sustainable tourism

As we become more aware of our impact on the Earth, we increasingly look for examples of sustainable economic and community development rather than unconstrained growth. The concept of sustainable growth will help communities use natural resources more prudently and sensitively than in the past and ensure their continued survival for deriving maximum benefits. While “sustainability” has often been associated with such terms as “sustainable development”, “sustainable management”, “sustainable agriculture” and “sustainable forestry”, implementing sustainable tourism poses unique challenges. In the tourism context, it is frequently associated with discussions of “green tourism”, “ecotourism” and “nature-based tourism”, but these are simply part of a large picture of a growing global tourism industry becoming more relevant in the local context.

Although sustainability has become an attractive ideal for both scientists and activists, operational details, objectives or action plans provided by advocates are scarce particularly when it comes to sustainable tourism. Frameworks articulated by various scholars and advanced in this article can help planners, decision-makers, proponents and stakeholders to initiate sustainable tourism programmes. Judging from the Brundtland Report, sustainability was originally a biophysical concept, which is now being applied in a social and policy context in order to debate what is to be sustained and for whom. For example, by sustainability (in tourism development), do we mean sustaining hotel room occupancy rates or the ecological patterns and processes that maintain naturally occurring ecosystems? Or are we simply concerned with the ongoing social, political and cultural processes that give communities character and individuals security? Sustainability goes beyond economic considerations and biophysical issues and when properly understood and articulated, it deals with important concepts of social order. Adopting sustainable tourism allows an attraction, a community or a region to play host to visitors without impairing the local culture and environment and ensures that it will be able to attract more visitors to return.

Traditionally, tourism development has depended on initiatives taken by the private sector. In Hong Kong, however, from the onset, the private sector and the authorities have been closely involved in tourism and over the years have accumulated valuable experiences in both planning and development. With the advent of sustainable tourism and the increasingly growing need for incorporating environmental concerns in policy-making affecting tourism development, the authorities, the private sector and the tourists will have to be involved continuously.



二十世紀九十年代，關於可持續發展和可持續旅遊發展的討論正如火如荼之際，學者提出四個「C」的概念。假如旅遊發展能以一個包涵四個「C」概念的架構為基礎，當可全面開展起來。那樣的架構可按個別旅遊地點的普遍情況加以改良，然後再實行。所謂四個「C」的概念，表示政府在以下四方面努力的程度：一、嘗試妥協（Compromise，在旅遊發展和環境保護間取得平衡）；二、表示承擔（Commitment，明白可持續發展和可持續旅遊發展需要多些行動，少些動人言辭）；三、落實管制（Control，建立有效規管發展規模和模式的架構或計劃）；四、加強合作（Cooperation，承認有需要和當地有切身關係的人合作）。

此外，很多國家和機構已制定適用於當地的《二十一世紀議程》。所謂《二十一世紀議程》，是一九九二年地球峰會時，一百七十多個政府就發展與環境方面的合作所達成的全球共識與政治承諾。地方當局必須參與其中才有成果，這點現已再無異議，原因大抵是由於旅遊業十分複雜，需要把顧客帶到旅遊產品面前，而不是把產品拿給顧客；又或者是基於旅客體驗由眾多元素所組成，像期望、運輸、資訊、住宿、景點、活動、地方基建、自然環境、文化遺產、好客的居民、安全和其他服務等，人們因而越來越意識到旅客挑選的是整個旅遊地點(而不只是個別旅遊產品)，並會就不同旅遊地點而有所回應(而不僅只回應個別旅遊產品)。

和可持續旅遊的擁護者所暗示的不同，可持續旅遊不只是把旅遊業「綠化」而已，也不只是為了要確保旅遊公司有利可圖。正如世界旅遊組織所該括的那樣，要規劃和推行可持續旅遊，需達成以下各項：

- 應妥善保護為旅遊業所用的自然、歷史、文化和其他資源，使之為現在帶來好處之餘，仍可為將來所用。這表示需要設立機構和架構，制定政策，以保護和管理那些資源。
- 在規劃和管理旅遊發展時，應確保不會為旅遊區帶來嚴重的環境或社會文化問題。假使能全盤規劃旅遊業，

This process can proceed in earnest if it is to be based on a framework that embraces the concept of the 4Cs postulated by scholars in the 1990s at the pinnacle of discussion on sustainable development and sustainable tourism development. The framework can be modified and implemented depending on the circumstances that prevail in a particular tourist destination. The 4Cs will reflect the extent to which a government can (1) attempt to *compromise* (by striking a balance between tourism development and environmental conservation); (2) show *commitment* (by recognising that sustainable development and sustainable tourism development require more action and less rhetoric); (3) effect *control* (by establishing a framework or plan for effective regulation of the scale and pattern of development); and (4) enhance *cooperation* (by recognising the need for partnership among local stakeholders).

In addition, many countries and agencies have come up with the local versions of Agenda 21, a global consensus and political commitment made at the Earth Summit in 1992 by more than 170 governments on development and environment cooperation. The importance and the roles of local authorities are now recognised, which could be due to the complexity of the tourism sector, where it is the consumer who is brought to the product and not the other way round; and the increasing awareness that tourists select and respond to destinations, not just individual products, as the visitor experience is made up of a complex range of elements including expectations, transport, information, accommodation, attractions, activities, local infrastructure, natural environment, cultural heritage, a welcoming host population, security, safety and other services.

Contrary to what most of its proponents allude to, sustainable tourism is not about “greening” the tourist industry or ensuring the financial viability of tourist firms alone. As succinctly put by the WTO, to plan and implement sustainable tourism, it requires the following:

- The natural, historical, cultural and other resources for tourism should be conserved for continuous use in the future, while still bringing benefits to the present. This implies that institutions, frameworks and policies should be put in place for the conservation and management of relevant resources.
- Tourism development should be planned and managed in such a way that it does not generate serious environmental or socio-cultural problems in the tourism area. Such problems and concerns might not arise if tourism is strategically planned and alternative resources are given due consideration.


並充份考慮其他可用資源，則上述問題和憂慮大概不致出現。

- 維持旅遊區的整體素質，有需要的話並加以提高。有關機構、政策和架構都可令這目標得以達成。
- 確保旅客稱心滿意，因為只有那樣旅遊點才可維持市場價值並繼續廣受旅客歡迎。

## 結論

以上述為基礎並參照本地的特質，在香港發展可持續旅遊可依據以下準則：

- 由於旅客人數不住增加，而他們的期望日漸變得林林總總，景點和住宿設施是否足夠，是否能滿足旅客需要，這都要加以檢討。
- 既然香港旅遊業的定位是購物、飲食、觀光及其宣傳所稱的「亞洲國際都會」，那就必須確保香港能把文化、歷史和自然景點等不同方面結為一體，令旅客的體驗不僅富娛樂性，而且還有教育意義和多采多姿。
- 香港與珠江三角洲快將融合，而在《更緊密經貿關係安排》協議下，跨境合作的機會變得切實可行，合作的規模和領域更見廣泛，這有利於可持續旅遊發展。
- 藉傳統體現的本地獨有色彩需加以推廣，這點香港居民、商界和政府官員都應明瞭。

由上述可知，可持續發展和可持續旅遊發展表明環境、社會、經濟三者是息息相關的；這三者就是一般所稱的「三重基準(triple bottom line)」。可持續旅遊要成功，就要顧及這三者的緊密關係。最後，既然旅遊發展對環境保護、經濟和社會發展都有莫大影響，那就應按本文所述論據，推廣並實行可持續旅遊發展。多討論、多研究，並尋求落實方法的時候已經到了。 

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- The overall quality of tourism areas is maintained and improved where appropriate. Institutions, policies and frameworks can be responsible for achieving this.
- A high level of tourist satisfaction is maintained so that tourist destinations will retain their marketability and popularity.

## Conclusion

Following from this and in line with local characteristics, the criteria for developing sustainable tourism in Hong Kong can be formulated as follows:

- As the number of tourists is growing and their expectations are increasingly diverse, there is a need to find out whether the attractions and accommodation are adequate and whether they can meet the needs of visitors.
- As Hong Kong's destination image is centred around shopping, dining, sightseeing and the promotional catchphrase of "Asia's World City", it is necessary to ensure that a combination of cultural, historical and natural sites of attraction can form the basis for an entertaining, educational and varied visitor experience.
- As the territory is set for integration with the Pearl River Delta and opportunities of cross-border cooperation become operational under CEPA, the scale and scope of cooperation become wider, which can be beneficial to sustainable tourism development.
- A unique sense of locality characterised by traditions needs to be promoted. This should be appreciated by the residents, businesses and public officials.

From the foregoing, sustainable development and sustainable tourism development embody the interdependency of environmental, social and economic issues, often referred to as the triple bottom line. For sustainable tourism development to be successful, this interdependency should be taken into consideration. Lastly, given that tourism development has an important role to play in environmental protection and in economic and social development, sustainable tourism development should be promoted and adopted along the line of arguments put forward in this discourse. The stage is therefore set for more discussion, more research and a quest for implementation. 

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