



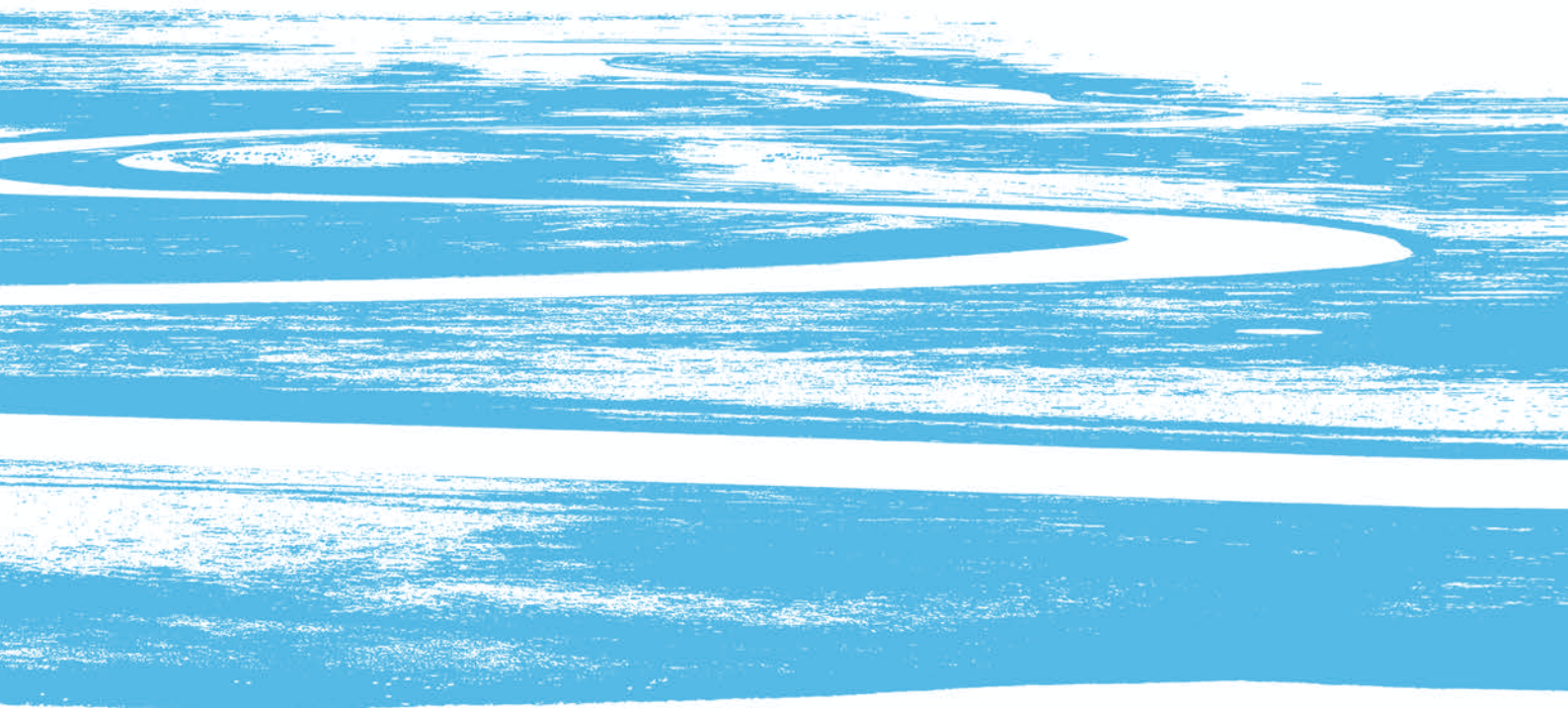
南开大学 旅游与服务学院
Nankai University COLLEGE OF TOURISM AND SERVICE MANAGEMENT

大河文明 旅游报告

TOURISM DEVELOPMENT
REPORT ON RIVER
VALLEY CIVILIZATION

世界旅游联盟

WORLD TOURISM ALLIANCE



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前言

在绿水青山就是金山银山的发展理念引领下，大河流域旅游不仅是旅游开发的重要关注点，也是旅游经济的重要增长点，受到各方关注。世界旅游联盟（WTA）、山西省旅游发展委员会、临汾市委、临汾市人民政府于2018年主办了首届“大河文明旅游论坛”，为中华文明与世界大河文明搭建对话平台，以全球旅游视角聚焦大河文明的传承与创新，谋划大河文明旅游发展大计。《大河文明旅游报告》（2019）也于次年发布，报告通过对世界主要大河流域及我国黄河、长江流域生态、经济、文化、旅游发展的深入剖析，期望助力推动大河流域社会经济及旅游发展，同时为传承大河流域文明、促进大河旅游高质量发展提供借鉴。

面对我国旅游发展新格局，努力探索实现保护和发展互促双赢是推动大河文明旅游高质量发展的重要途径。世界旅游联盟（WTA）、山西省文化和旅游厅、临汾市委、临汾市人民政府于2020年主办了第二届“大河文明旅游论坛”，期待通过搭建世界大河流域沟通平台，促进大河文明交流互鉴、文化遗产传承创新以及文化和旅游深度融合发展。在2018版基础上，《大河文明旅游报告》（2021）应运而生，该报告从三个不同方面对大河文明旅游高质量发展进行深入剖析。第一部分围绕大河文明旅游市场开发，从供给侧系统剖析了大河文明旅游的产业布局、产品开发与新业态发展，从需求侧分析了大河文明旅游的市场结构和消费者行为特征，据此提出大河文明旅游的市场开发策略；第二部分聚焦大河文明旅游高质量发展，阐释了大河文明旅游对社会发展的影响、面临的挑战、高质量发展战略等内容；第三部分对大河文明旅游区域合作经验进行了探究，通过选取国内外大河文明旅游区域合作案例，总结不同大河流域的区域合作模式、合作路径和合作经验，为深化大河文明旅游区域合作提供借鉴。

在以大河流域生态环境保护和高质量发展战略为引领的背景下，推进大河文明旅游高质量发展是建设人类美好家园的必然要求。本报告通过对大河文明旅游的市场开发、生态环境保护、价值实现、高质量发展路径、区域合作等的深入剖析，促进大河流域水资源生态效益、经济效益和社会效益协调统一。同时，也有助于大河文明旅游的产业转型升级，为大河文明旅游的产品设计、业态布局、市场开发等高质量发展提供思路，提高大河流域内旅游产业的整体竞争力。此外，本报告提出的理念与观点，可进一步促进大河文明旅游的区域合作，推动建立跨区域政府主导、市场与社会参与的多元合作体系，实现相关信息跨部门、跨流域、跨行业的交换和共享。

Preface

Guided by the development principles “clear waters and green mountains are as valuable as mountains of gold and silver”, great river valley civilization tourism is not only a hotspot of tourism development, but also the critical growth point for tourism economy, which attracts lots of attention. World Tourism Alliance (WTA), Shanxi Tourism Development Committee, Linfen Municipal Committee and Linfen Municipal People’s Government jointly hosted ‘The First Great Rivers Civilization Forum on Tourism’ in 2018, which builds a dialogue platform for Chinese civilization and world’s great river valley civilization, focuses on great river civilization’s application and inheritance as well as innovative development from a global tourism perspective and strategizes development plans for great river valley civilization tourism. In the following year, “Tourism Development Report on River Valley Civilization” (2019) was released. This report was expected to advance the social-economic and cultural tourism development in great river valley basin, provide guidelines for inheriting its civilization, and promote a high-quality development in great river valley through an in-depth analysis on ecological, cultural, economic and tourism development of the major great river basins in the world, Yangtze River basin and Yellow River basin in our country.

Facing the new tourism development pattern in our country, the main approach to promote a high-quality development of great river valley civilization tourism is to explore how to realize a mutual boost of development and protection. WTA, Cultural and Tourism Department of Shanxi Province, Linfen Municipal Committee and Linfen Municipal People’s Government hosted ‘The Second Great Rivers Civilization Tourism Forum’ in 2020, which was expected to promote mutual communication, cultural heritage’s inheriting and innovation, and the in-depth integration of culture and tourism through building up a bridge for communication and cooperation in great river basin all over the world. On the basis of last version, “Tourism Development Report on River Valley Civilization” (2021) came into being. This report provides an in-depth analysis on the high-quality development of great river valley civilization tourism from three aspects. The first part centres on tourism market development. It has systematically analysed the industrial layout, product development, emerging business formats in great river valley civilization tourism from the supply side, the market structure, consumer behavior and characteristics from the demand side, and accordingly provides market development strategies for great river valley civilization tourism. The second part focuses on high-quality development. It clarifies the impact of great river valley civilization tourism on social development, the challenges it is facing with, and its

high-quality development strategies. The last part explores the regional tourism cooperation experience. It has selected domestic and international regional tourism cooperation cases, and summarized different cooperation patterns, paths and experiences, which provides suggestions for deepening regional cooperation.

Under the background of ecological environment protection in great river basin and high-quality development principles, it is imperative to push forward the high-quality development of great river valley civilization tourism. Through an in-depth analysis of market development, ecological environment protection, value realization, high-quality development path, and regional cooperation, this report helps to promote the integration of economic, social and ecological benefits for water resources in great river valley basin. At the same time, it is beneficial for its transformation and upgrading, provides ideas for product design, industrial layout, and market development, and improves tourism industry's overall competitiveness in great river basin. In addition, the concepts and ideas proposed in this report can further facilitate the regional cooperation of great river valley civilization tourism, promote the establishment of a multi-cooperation system cross different regions where government leads, market and society participate, and realize the exchange and sharing cross different departments, basins and industries.

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An aerial photograph of a wide, winding river. In the upper center, a small, circular island is visible, densely populated with trees. The river's path curves gracefully from the top left towards the bottom right. The surrounding landscape is flat and appears to be a mix of water and land, with some darker patches suggesting vegetation or marshland.

大河文明 旅游报告

第一篇

市场开发



供给和需求是构成大河文明旅游市场的两个基础成分，明确大河文明旅游产业中的供需动态、变化规律和发展趋势，有助于制定正确的市场发展战略，指导大河文明旅游市场开发工作。本篇从产品供给侧、消费者需求侧两方面系统地对大河文明旅游进行分析，一方面，了解大河文明旅游市场的产品现状与业态发展；另一方面，分析大河文明旅游者的消费特征，以此为大河文明旅游进行更有效的市场开发提供重要依据。

第一章 大河文明旅游产品与业态

大河文明旅游产业的发展方兴未艾，显现出了特色化的产业发展特征和规律，并形成了不同类型的旅游产品。随着市场规模的逐渐扩大，大河文明旅游在旅游者消费需求多样化的作用下，涌现出一大批大河文明旅游新兴业态。鉴于此，本章首先分析了大河文明旅游产业发展布局，探索产业发展现状并分析演变规律；其次，介绍了大河文明旅游市场上的产品类型，了解市场的产品供给情况；最后，归纳了大河文明旅游市场中出现的新兴业态。

第一节 大河文明旅游产业布局

大河文明旅游产业在旅游产业中的地位越来越重要，有必要深入探讨大河文明旅游产业布局。本节首先分析了大河文明旅游产业的发展格局，描绘了大河文明旅游产业的发展现状；其次，解析了大河文明旅游产业的发展结构，探讨了大河文明旅游产业的供给和需求结构；最后，归纳了大河文明旅游产业的发展趋势。

一、产业发展格局

（一）步入快速增长时期

1. 全球旅游需求持续增长

从 2009 年爆发全球经济和金融危机后，到 2019 年已经是国际旅游业连续增长的第 10 个年头。这主要是因为国家整体经济实力逐渐增强，地区间交通便捷程度快速提升，民众的休闲消费能力不断提高。据联合国世界旅游组织（UNWTO）统计，2019 年国际旅游人数达 15 亿人次，与 2018 年相比，到欧洲的国际游客数量增长了 4%，到亚太地区和非洲的国际游客数量均增长了 5%。这一强

大的旅游需求体现了人们对文化休闲与美好旅行生活的向往程度正在逐步递增。

2020 年是极其特殊的一年,新冠肺炎疫情席卷全球。旅游业的突出特征是人流移动和交流,受新冠肺炎疫情影响十分严重。世界上大部分国家和地区都相继出台了旅行禁令,全球旅游业在旅游投资、市场需求、产业发展、人员就业等众多方面遭受严重打击。据联合国世界旅游组织统计,由于各个国家和地区的旅行限制和旅游者需求的大幅下降,2020 年国际游客比 2019 年减少了 74%。其中,亚太地区的国际入境人数下跌 84%,比前一年减少了约 3 亿人次游客;中东和非洲的入境人数下跌 75%;欧洲的入境人数下跌 70%,减少了 5 亿多人次国际游客;美洲则下跌 69%。国际旅游业遭受的巨大打击导致旅游业收入损失 1.3 万亿美元,是 2009 年全球经济危机期间损失的 11 倍多^①。

在疫情防控成为常态化趋势下,世界各国正在采取措施来振兴旅游业,各国国内旅游逐渐恢复正常,走向复苏之路,因此国内旅游贡献了大部分的旅游经济。随着疫苗的研发和接种,疫情总会被控制,旅游需求只是被暂时抑制,人们迟早会恢复正常生活,旅游需求被释放是早晚的事情。据联合国世界旅游组织预计,国际旅游业最快在 2023 年即可恢复到疫情前的水平。全球旅游业持续向好的趋势不会改变。

2. 大河旅游市场正在崛起

拥有欧洲民意与市场调查协会(ESOMAR)认证的市场研究和咨询公司 Future Market Insights 发布的《特殊兴趣旅游市场》(《Special Interest Tourism Market》)报告预计,到 2030 年年底,细分化的特殊兴趣的旅游市场大概会成倍增长。河流旅游作为极具特色的旅游形态之一,正在成为越来越发达和成熟的市场。内河游轮数量是大河旅游市场规模的一种直观反映,在 2013~2017 年这 5 年中,有 100 多艘内河游轮下水运营,2017 年有 20 多艘新船加入内陆河流航行。内河游轮旅游在世界的许多地方都有渗透,主要分布于欧洲的莱茵河、塞纳河、多瑙河、伏尔加河流域,亚洲的长江、恒河、湄公河等,澳洲的墨累河,非洲的尼罗河,美洲的密西西比河、亚马孙河。

水域景观类景区供给和需求的规模也反映了大河旅游市场的发展情况。根据《中国旅游景区发展报告(2019—2020)》统计,中国现有水域景观类景区共 1563 家,占中国旅游景区的 12.6%,水域景观类景区共接待游客 7.88 亿人次,占游客接待总量的 12.17%,总收入为 731.34 亿元,占旅游总收入的 14.44%,对水域景观类景区的总投资达 544.87 亿元,占旅游总投资的 13.51%,带动直接就业 21.62 万人,占旅游业直接就业人数的 13.34%。由此看出,河流旅游凭借独一无二的潜力,已经在旅游产业中具有了一定的规模,获得了较为稳定的市场地位。但现今大河文明旅游还处于开发的初级阶段,随着开发的深入和市场的成熟,大河文明旅游在未来数年里将逐渐成为旅游业的重要组成部分,成为旅游经济增长的主要动力之一。

^① 联合国世界旅游组织:2020 年国际游客量下降 74% [EB/OL]. 中国旅游报. 2021-02-01. http://www.ctnews.com.cn/paper/content/202102/01/content_54250.htm.

（二）形成网络空间格局

1. 城市群增强区域经济联系

河流是城市的摇篮，世界上不少城市临河而建，但并非所有沿河城市都能发展好大河文明旅游。由于旅游业的经济属性，通常只有资源密集、可进入性高、经济发达的中心地区或城市能够快速的发展大河文明旅游，而周边地区或城市则与中心城市形成一个拥有共同利益的城市群。从工业时代开始，当河运成为重要的运输方式时，沿河地区或城市的经济伴随河运逐渐发达起来。诸如塞纳河流经的巴黎、泰晤士河流经的伦敦、长江流经的上海等，都是因为商船航运而逐渐发达起来的城市，并在市场力量的作用下，逐渐与沿河其他周边城市的经济发展拉开差距，成为区域内的中心城市，在区域经济发展中的地位可见一斑。莱茵河流域就是因为内河、公路、铁路形成的发达的交通网络，成就了发达的集体经济、规模经济和实业经济，进而成为世界上最有活力、最受关注的经济带之一。其中典型的中心城市有法国的巴黎、荷兰的阿姆斯特丹、荷兰的鹿特丹、比利时的布鲁塞尔、德国的科隆等。莱茵河沿线的这些中心城市与周边地区形成了强大的多中心城镇结构，且中心城市之间的职能分工十分明确，等级结构非常合理，是欧洲西北部城市群的核心。

中心城市依靠独特的区位和优越的环境，在发展大河文明旅游时有较大的相对优势。因为旅游业作为经济依托型产业，需要大量的人才、信息和资金等方面的投入。相对来说，中心城市的资源更集中，拥有更多的就业机会、更完备的基础设施、更高水平的人力资本，能够更好地聚集各种要素，从而为大河文明旅游开发提供更完善、优越的基础条件，比如交通、住宿、餐饮、通信，是拉动旅游业发展的重要引擎。在中心城市的带动下，周边地区或城市能够获得技术、资金、人才资源，发展配套产品，提供配套服务，形成紧密的经济联系，推动本地大河文明旅游的发展。因此，目前的大河文明旅游也明显地表现出了围绕中心城市发展的特征，凭借区域间的紧密联系，依靠中心城市的辐射作用拉动区域内的大河文明旅游。

2. 多区域共建生态治理格局

生态环境是最宝贵的旅游资源，是自然和文化旅游资源的基础，大河文明旅游的发展离不开优良的大河生态环境。随着大河文明旅游业的发展，随之而来的就是旅游所带来的环境负担造成的生态污染和破坏问题。由于河流的流动性，上游的污染可能传播到中游和下游，造成一个污染源破坏了整个流域的生态，进而影响大河流域周边的旅游活动和旅游环境。一般来说，一条大河流域广泛，通常流经多个城市或国家，各地区政府仅对本区域内河段有管理权，难以坚持“谁污染谁治理”的原则，这种矛盾的责权关系使得大河生态环境的治理难度加大。大河生态环境治理具有长期性、艰巨性和复杂性的特征，使其成为一场持久、全面的攻坚战。

要做好大河流域的生态保护工作，仅仅靠一个地区或国家是不够的，必须加强沿河流域的多区域参与，建立生态环境治理的统一战线。莱茵河流域综合治理是国际流域综合治理的成功典范，于1950年建立的莱茵河国际管理委员会（ICPR）是莱茵河多区域的核心机制。首先，通过建立多国间多层次、多元化的高效合作机制，注重工程与非工程的结合，除政府之间的合作，还有非政府、

专家学者、专业团队之间的互相合作，同时还有许多技术和专业协调工作专组，将治理、环保、防洪和发展融为一体。其次，多国协作共同建立了完善的监测预警体系，“国际警报方案”是沿河各国的信息互通平台，一旦发现污染物，就能在瑞士、法国、德国和荷兰等 7 个警报中心发布警报，确保各国间的密切合作与沟通。同时在瑞士至荷兰共设有 57 个水质监测站点，通过最先进的技术手段对莱茵河进行实时监控，形成监测网络。在多地区或国家的共同努力下，强化沿河流域城市间的联系，构建适合旅游发展高效有序的协调共生机制，形成平等互利、合作共赢的城市旅游群体组合，有利于促进建设合理的生态共建共治共享格局。

二、产业发展结构

（一）供给结构

1. 地域结构

大河文明旅游的发展与当地经济水平紧密相关，因此形成了以欧洲大河遥遥领先、亚洲大河势头强劲、非洲大河蓬勃发展、南美洲大河等待深入开发的地域分布结构。欧洲发达国家是较早开展大河文明旅游的地区，其中以多瑙河和莱茵河为典型代表。多瑙河是欧洲第二长河，流经 9 个国家，莱茵河是欧洲西部第一长河，同样流经 9 个国家，均为发达国家。这两条大河汇聚了欧洲文明的精华，在沿河国家高水平经济的促进作用下，已经发展为较成熟的旅游产业结构。亚洲河流中以长江、黄河、黑龙江、珠江、湄公河、恒河为典型代表。近年来，中国致力于积极发展大河文明旅游，已将亚洲区域的大河文明旅游产品推上世界舞台，产业结构正在快速成长中。非洲的尼罗河、刚果河孕育了非洲文明，尤其是灿烂的古埃及文明，以尼罗河为突出代表的非洲河流正成为近年来十分热门的大河文明旅游产品，具有较强的吸引力。南美洲亚马孙河的神秘与原始，吸引了众多旅游者前往，但囿于交通和通信的阻碍，有一定的危险程度，大河文明旅游发展尚不成熟。

2. 投资结构

大河文明旅游产业是综合性极强的行业，在投资结构上，景区、酒店住宿、旅行社这三者相关的投资占据了大河文明旅游投资结构的多半江山。首先，大河文明旅游景区的开发与维护需要较大的资金投入，由于大河文明旅游资源的脆弱性，需要秉承可持续发展的理念进行适当开发，自然资源与文化资源的良好保护是大河文明旅游产业持续健康发展的根基。其次，酒店是典型的资金密集型企业，属于典型的高资金投入寻求高经济回报的行业。但由于人们对大河文明旅游产品的需求具有经济周期、季节周期、假期周期等，沿河酒店住宿产品的投资回报期较长，投资回报率因地而异，具有一定的不确定性。最后，旅行社作为连接旅游产品和旅游者的纽带，业务进入门槛较低，随着大河文明旅游市场规模的不断扩大，广阔的大河文明旅游产业发展前景也吸引了较大份额的投资。尤其在互联网普及的作用下，在线旅游代理商（OTA）蓬勃发展，不断发展新业务，在线旅游市场规模和渗透率持续提升，加上大数据的助推作用，使得精准预测大河旅游者个性化需求成为可能，投资盈利潜力可观。

（二）需求结构

1. 市场结构

大河文明旅游产业的客源结构与旅游业整体的客源结构大体一致。在全球经济持续强劲发展的作用下，全球旅游都处于非常活跃的状态，国际旅游人数不断增加，旅游收入连续增长，均超过世界经济，这为大河文明旅游带来极好的机会。据联合国世界旅游组织发布的《2019 年国际旅游报告》统计，2018 年国际游客人数达到 14 亿人次，同比增长 5%。按地区来看，欧洲地区接待游客人数最多，共接待 7.1 亿人次国际游客；其次是亚太地区，共接待 3.8 亿人次国际游客，美洲地区共接待 2.16 亿人次国际游客。由此可以看出，国际旅游者的去向与世界大河旅游资源的分布是大体一致的。作为旅游业的一个细分产业，大河文明旅游在全球旅游高速发展的态势下顺势而行，抓住了百年难遇的发展机会。在 2020 年新冠肺炎疫情的冲击下，国际间旅游受到阻碍，各国的国内旅游者成为大河文明旅游的主要客源。

2. 消费结构

旅游已成为人民生活必不可少的一部分。人们收入水平的提高，导致旅游支出在生活总消费中的比重也不断上升。据马蜂窝旅游网发布的《旅游账单 2.0：全球旅游消费报告 2019》显示，2018 年中国人均旅游消费接近 2 万元，约占生活总消费的 30%。其中一线城市居民每年最大的消费开支就是旅游。旅游过程中的消费结构趋向高端化、多元化。随着互联网和线上旅行社的快速发展，多数旅游者使用手机进行旅游出行前预订。信息的畅通和对称使得旅游者有了更多的选择权，对大河文明旅游过程中食、住、行等体验品质的要求越来越高。而且越来越多的旅游者愿意尝试新颖的大河旅游体验。从大河文明旅游消费比例上来看，以往旅游者出游的支出基本都花费在交通、住宿、餐饮和景区门票等基础类目上。近年来，旅游过程中的购物支出占旅游总支出的比例持续攀升，体现大河文明旅游者在旅途中由基础刚需花费转向高端自由花费这一消费升级的趋势。

三、产业发展趋势

（一）产业发展集群化

1. 旅游产业集群的内涵

旅游产业集群是指产业发展在空间上聚集而成的，由有效的旅游供应链而组织起来的一系列旅游活动和旅游服务，目的是所有单位和企业协同作用以提高目的地整体竞争力^①。空间上的聚集是旅游业的天然属性。一般来说，大量服务业会围绕旅游地进行分布，形成一个区域内的集中效应。旅游活动主要包括食、住、行、游、购、娱六大基本要素，旅游产业具有与其他行业不同的综合性特征，它不仅仅是一个简单的行业或产业，而是涉及许多与之相关的其他行业或产业。根据联合国

^① Hawkins D E. A Protected Areas Ecotourism Competitive Cluster Approach to Catalyse Biodiversity Conservation and Economic Growth in Bulgaria [J]. Journal of Sustainable Tourism, 2004, 12 (3): 219-244.

《国际产业划分标准》，旅游业是由那些与旅游者直接发生联系并为之服务，且来源于旅游者的收入在总收入中占相对显著比例的行业组成，旅游业应当包括住宿业、运输交通业、餐饮业、游览娱乐业、旅游用品和纪念品销售业、各级旅游管理机构及行业组织 7 个部门 35 个项目。由此可以看出，旅游业的产业范围非常广泛。导致旅游产业集群形成的因素大致可以分为四类：资源禀赋、市场需求、支撑条件和政府作用。首先，由于旅游资源的不可移动性，核心旅游资源的地理位置决定了旅游产业聚集的区位。其次，一个地区的经济实力和人均 GDP 水平会对旅游产业集群产生极大的影响。再次，与旅游业相关的各类基础设施是旅游业产业集群的支撑条件。最后，政府政策也是旅游产业集群形成的重要因素。

2. 大河文明旅游产业集群

产业集群有两个特点：一是空间集聚，二是产业关联。大河文明旅游产业已经表现出空间集聚的特点：产业链中的上游和下游企业与相关机构以大河自然和文化旅游资源为核心，在沿河区域内大量集聚并形成经济群落。至于产业关联属性，大河文明旅游是以独特的优势资源特色为导向的产业，与其产业价值链紧密相关的有文化、会展、信息服务、金融保险、教育、体育、中介服务等行业。这些行业均以大河文明旅游业为纽带，彼此之间互相连接，共同构成了一个完整的大河文明旅游服务网络，形成了一个完整的大河文明旅游价值链，扩大了大河文明旅游产业的边界。由于大河旅游服务的不可储存性，虽然各个产业之间大多是横向的关系，没有形成明显的上下游关系，但通过不同产业的旅游企业的共同协作，提供了以旅游者为核心的完整大河文明旅游产品。随着大河文明旅游产业的发展越来越成熟，各产业间的关联会越来越紧密，产业集群的特点将愈发突出。

（二）管理运营标准化

1. 强化流域统一管理

良好的生态环境是大河文明旅游产业发展的基础。从自然地理视角来看，一条河流通常跨越多个地区。由于河流的流动性，对大河旅游资源的管理比普通旅游资源更加艰难、复杂。组建统一的大河流域管理机构，将大河资源的管理职能放置于一个机构之中，理顺行政体制，有利于引领整合和统筹规划。美国田纳西河是流域统一管理的典范，早在 1933 年，美国就成立了专门负责解决田纳西河一切问题的田纳西河流域管理局（Tennessee Valley Authority）。田纳西河流域管理局拥有法律承认的自主经营权，是一个多元决策机构，对流域内的水土保持、粮食生产、水库、发电、交通等进行整体规划与管理。田纳西河的管理方式揭示了流域统一管理推动区域内社会经济全面发展的重要性。此外，莱茵河成立了莱茵河国际管理委员会对河流生态进行严格监控；中国黄河成立了黄河水利委员会，行使所在流域内的水行政主管职责；俄罗斯联邦设立了伏尔加河全流域性的自然保护检察院，对伏尔加河生态流域的活动进行监督。随着各地区的可持续发展意识的不断提升，实行流域统一管理的地区将会越来越多。

2. 完善政策支撑体系

对于流域统一管理来说，具有约束力的政策条约是保障大河旅游资源得到有效开发的前提。对

大河的政策保护一般以流域为单元进行约束规制。目前世界大河的政策支撑体系还是以大河的生态保护和防洪规划为主,比如针对多瑙河可持续发展的《多瑙河保护和可持续利用合作公约》,针对莱茵河生态保护的《莱茵河 2020 计划》,针对田纳西河自然环境改善的《田纳西流域管理局法》,针对长江流域生态环境保护和修复的《长江保护法》等。这些法规条约都注重大河文明旅游产业发展的重要前提——生态保护。除此之外,要保障大河文明旅游产业的高质量发展,还有必要制定更加全面合理的旅游业配套政策,如土地政策、财政政策、人才政策、生态补偿政策、市场规范政策等,使大河旅游的水资源开发、旅游市场秩序、旅游航运交通均做到有法可依。

3. 深化产业品牌建设

品牌是一种形象,是实现大河文明旅游产品可持续销售、拉动旅游经济发展的战略武器。它代表了旅游消费者掌握的关于产品质量、企业信用的知识。品牌建设有利于促进潜在旅游者了解和购买大河文明旅游产品。大河文明旅游产业现已进入快速发展期,尽管有不少大河已打造了响当当的大河文明旅游品牌,如莱茵河、塞纳河、亚马孙、黄河、长江等,但还有许多大河不被旅游者知晓。整体来说,大河文明旅游产业亟须打造个性化、差异化、高品质的品牌形象,扩大大河文明旅游的产业知名度和影响力。此外,除了大河自身的品牌建设,企业品牌的塑造也十分有必要。内河游轮品牌是目前大河文明旅游产业中品牌建设较成功的领域之一。诸如集中在莱茵河与多瑙河段的全球游轮第一品牌——维京游轮,业内领先的游轮精品旅行的提供者——阿玛游轮、唯一一家从 ZAGAT 获得“顶级餐饮奖项”的内河游轮——寰宇游轮等。这些旅游企业的品牌建设都有效增强了自身的识别力,突出品牌个性。在旅游产业竞争越来越激烈的趋势之下,深化大河文明旅游产业品牌建设,构建大河文明旅游产业的竞争优势,是助推产业发展与产业升级的必经之路。

(三) 旅游产品体验化

1. 现有产品以观赏游览型为主

大河流域普遍有着优美的自然风光和丰富的历史遗迹,这些多姿多彩的河流资源是大河文明旅游发展的根基。因此,大河文明旅游产业的显著特色是资源驱动型产业。以视觉体验为主导的观光游览和文化体验是当下大河文明旅游的主要产品,包括观赏瀑布、湿地、峡谷等自然景观,以及城堡、宫殿、水利工程等人文景观。除观赏游览型旅游产品之外,一些深度体验的旅游项目和活动也正在迅速崛起,比如水上运动项目、文化创意产品等,旨在为旅游者提供全感官的体验刺激。但总体来说,碍于大河流域自然和人文资源的脆弱性和原生性,开发利用难度并不小。因此,相比之下,还是观赏游览型旅游产品占的市场份额最大,深度体验类的旅游产品目前深受热捧,但仍然还有很大的发展潜力和空间。

2. 旅游者消费需求多元化发展

逢假期出游,已经成为现代社会中人们普遍的休闲方式。据联合国世界旅游组织发布的《2019 年国际旅游报告》统计,2018 年国际游客人数增长了 5%,达到 14 亿人次。随着人们旅游意愿的提升和旅游经验的增加,对大河文明旅游品质的要求也越来越高,旅游需求也越来越多样化、个性

化。旅游者需求多元化必然推动旅游产品形式多样化,原本单一的观赏游览型大河旅游产品已经难以满足多元化的旅游需求,高层次的消费需求使得放松身心、休憩疗养、康体健身的休闲度假类大河文明旅游产品渐趋兴旺。旅游者消费需求的个性化和差异化,将推动大河文明旅游市场结构从观光游向休闲度假游过渡,进而延展产业链条,提升产业发展层次。

第二节 大河文明旅游产品类型

大河文明旅游产品是以旅游者基本利益为核心,指导整个市场开发和管理活动的基础。本节系统梳理了大河文明旅游市场上具有代表性的六种产品类型,分别是:生态观光类、教育科普类、科技智慧类、体育运动类、文博创意类、休闲度假类。针对这六种产品类型,首先,分析了各类产品的定位与意义,阐述了各类产品对于大河文明旅游市场发展的作用和价值;其次,分析了每种类型的产品所包含的内容与特色,并辅以具体案例进行详细说明。

一、生态观光类

(一) 产品定位

生态观光旅游产品是大河文明旅游的基础组成部分,是指以注重生态环境保护为基础所进行的观光旅游活动,主要吸引的是热爱大自然并希望了解大河生态景观和民族风情的旅游者。随着旅游者素质的不断提升,崇尚自然、回归自然的需求也日益旺盛。由于自然资源的稀有性和脆弱性,旅游活动的进行需要遵循环境保护和可持续发展的宗旨。生态观光类旅游产品正是基于这一市场需求而开发。

除了观赏、游览大河的旷世奇观资源,旅游者还能通过生态观光旅游产品了解生态知识,培养生态意识,学会保护大河生态文明环境。大河文明旅游产品是一种环境亲和力极强的活动,生态是大河文明旅游的根基,大河文明旅游发展必须以生态优先。大河流域分布着丰富的自然资源,形成了奇特的原生态自然风光,为生态观光类的旅游产品开发提供了得天独厚的资源条件。譬如,大河的河岸是最常开展旅游活动的区域,作为陆地与河流相连接的地方,陆地生物与水生物在这里共同形成了生态连接地带,是最脆弱、最容易被破坏的地带。在旅游资源的开发过程中,必须以可持续发展为理念,以保护生态环境为前提,以统筹人与自然和谐发展为准则,兼顾当前利益和长远利益、局部利益和全局利益,对大河沿岸的生态环境实施全面保护的基础上进行旅游开发。

生态保护和旅游发展是相得益彰的关系,而非矛盾对立的关系。生态观光旅游产品的开发目的是整合经济效益、社会效益和生态效益。具体来说,在生态保护的基础上,通过旅游收入为当地居民创造经济效益,向游客传递大河生态知识和文化知识,进一步保护大河生态环境、传承大河文明,进而实现经济效益、社会效益和生态效益的统一,最终推动人类和自然的和谐发展。因此,大河生态环境的完整性、平衡性是开发旅游产品的前提,旅游发展不能对大河生态环境竭泽而渔,大

河生态保护也不是舍弃旅游发展而缘木求鱼。

（二）产品内容

作为对自然和人文旅游资源进行节约型开发的产物，大河文明旅游中生态观光产品的基础是独一无二的生态资源系统。因此，在产品内容上，也主要围绕自然景观进行设计。瀑布、湿地、峡谷、码头、石林、观鸟、观潮、地质公园、森林公园、海河交汇等都是生态观光旅游产品中的重要组成元素。

中国始终坚持在生态保护的基础上发展大河文明旅游产业，生态观光类旅游产品是最基础的大河文明旅游产品之一。作为中国第一大河，长江坚持“生态优先、绿色发展”的发展理念，探索出一条生态保护与旅游发展并进之路，开发了8条“绿色长江”生态文明旅游线路，让旅游者在旅行过程中认识长江、关注长江、爱护长江。为推动黄河流域的生态保护，黄河沿线建设了诸多生态旅游区 and 自然保护区，为游客提供优质旅游体验的同时，向游客传输生态保护理念，努力打造旅游发展和生态保护的双赢局面。譬如山东省的黄河口生态旅游区，有着独特的湿地生态系统，旅游者在这里不仅可以领略到完整广阔的湿地美景，还可以欣赏到海河交汇的雄伟奇景和鸟类迁徙的壮阔奇观，获得相应的生态环保知识。

除中国外，其他国家也根据大河特色开发了生态观光类旅游产品。位于加拉纳河和察沃河交汇处的肯尼亚察沃国家公园，是世界著名的生态观光旅游地。河流滋养了这里的生态奇观，是野生动植物的生命之水。这里是世界最大的野象集中地，共有约2万头大象，栖息着约500种野生鸟类，吸引了众多生态观鸟旅游爱好者。公园内还建有树上酒店，供游客近距离安全地观赏动物的夜间生活。

二、教育科普类

（一）产品定位

大河文明旅游中的教育科普类产品指的是集教育科普和旅游为一体的旅游产品。其目的是以旅游活动为载体，在旅游产品中增加教育科普含量，突出其科学文化内涵，以满足旅游者探索大河自然奥秘的好奇心，提高旅游者大河文化知识。这种旅游产品的兴起主要出于两方面的原因：一方面，随着旅游的发展和普及，旅游者已经不满足于单一的观光旅游活动，而是期望更深入地了解大河源远流长的历史文化和自然生态的本质及成因，通过旅游拓展自己的知识。另一方面，各国政府也逐渐开始重视国民尤其是青少年的科学素质培养，比如中国国务院办公厅颁布实施的《国民旅游休闲纲要（2013—2020年）》中就明确提出要“逐步推行中小学生研学旅行”，“鼓励学校组织学生进行寓教于游的课外实践活动”。因此，在内部推力和外部拉力的双重作用下，教育科普类旅游产品在大河文明旅游发展中应运而生。

大河流域哺育了农耕文明，也孕育了现代工业文明，是人类文明的发祥地。这样的瑰宝不仅需要人们去深入探索，而且需要被一代一代地保护和传承。为了实现大河文明旅游的可持续和高质量

发展,增进旅游者与大河文明的关系势在必行。教育科普类旅游可以让旅游者感受到人类与大河之间密不可分的联系,充分认识大河在人类文明演化和历史发展中的重要作用与意义,提升旅游者主动学习、保护和传承大河文明知识的意识。此外,除了讲授专业的大河知识,在针对青少年的科普研学活动中,同时着重宣扬大河的民族精神和文明内涵,向青少年传播科学精神和培养青少年的科学志向。

（二）产品内容

丰富的自然资源和悠久的人文历史为教育科普类旅游产品提供了足够的素材、奠定了产品基础。目前大河文明旅游中,教育科普类产品主要依托于博物馆、旅游博览会、地质公园、水利工程等形式,向游客展示稀有的地质矿石,讲述地理知识,介绍植物植被、水生动物的种类,讲解鸟类迁徙的规律,陈述水利工程、治水治沙的原理,讲授文化演进、文化遗址的历史渊源,解说服饰服饰和建筑的特色,介绍大河流域的民俗节日、饮食习惯等。

中国目前唯一一座以黄河为专题内容的自然科技类博物馆——黄河博物馆,位于河南省郑州市,是世界上最早成立的江河博物馆之一。它是弘扬黄河文明、传播水利科学知识的重要场所,曾被命名为“中国青年科技创新教育基地”“国家水情教育基地”“全国中小学生研学实践教育基地”“爱国主义教育基地”“大中小学生德育基地”“科普教育基地”“青少年社会实践基地”等20多个基地,是大河文明旅游中经典的教育科普类产品。

在尼罗河上,大部分内河船都是往返于卢克索和阿斯旺之间,为了让游客深入了解尼罗河两岸的古迹陵墓建筑,多数船上都会配备专业导游为游客进行沿途讲解,以此让游客深刻体会古老遗址的文化内涵,向游客传递古埃及文明的基本知识。

三、科技智慧类

（一）产品定位

大河文明旅游中的科技智慧类产品是指利用物联网,借助便携的终端上网设备,提升旅游者体验的产品模式。在移动通信网络高度发达的今天,人们只需要一部小型的上网终端,如智能手机或平板电脑,就可以快速便捷地实现人与人、人与物、物与物之间的信息交换。移动通信网络的发展,促进了大河文明旅游体验的升级。大河文明旅游充分发挥科技的力量,利用社会资源构建旅游数据中心、呼叫中心,全面提升旅游企业、景区和重点旅游城市的旅游信息化服务水平,旅游在线服务、网络营销、网络预订和网上支付等智慧旅游服务正在不断为旅游者的体验提供便利条件。

智慧旅游以信息化为主要途径,提高旅游服务效率。智能移动终端蓬勃发展,交通路线、旅游地特征等市场信息越来越容易被大河旅游者获取,网络预订、景点讲解、移动支付为旅游者出行带来了巨大的便利,极大地促进了旅游者体验优化和旅游者服务效率的提升。

（二）产品内容

为了提升旅游者体验,大河文明旅游中科技智慧类产品日新月异,智能导航、智能讲解、智

慧购物、智慧酒店、智慧停车、虚拟体验等在旅游者的食、住、行、游、购、娱的方方面面都有体现，为旅游者的旅游体验锦上添花。大河的历史悠久，文化厚重，智能讲解能够做到移步换景，人到声起，让旅游者更加便捷、充分地了解大河文明，是旅游体验过程中极其重要的一项服务。由于大河所具有的独特的地形特征，给旅游者的深度体验带来了一定的限制，但虚拟旅游技术的发展为这一问题带来了解决办法。除了给旅游者带来消费端的产品和服务，科技智慧产品也为旅游管理带来了新契机，旅游管理层通过智能监测系统、舆情管理系统对景区进行及时的管理和准确的研判，利用大数据分析报告进行大河旅游目的地推广营销，进一步提升了大河文明旅游的生产效率和管理质量。旅游业科技的发展改变了人们的旅游消费习惯与旅游需求，智慧旅游是旅游业成长为现代服务业的关键，也是大河文明旅游的未来发展趋势。

长江流域的小三峡因为地形险峻、峡道狭窄，需要充分利用现代科技智慧为旅游者提供深度游的机会。在小三峡宁江旅游码头，旅游者可以自由体验VR技术，比如VR游艇体验区，游客驾驶游艇在小三峡、神女溪景区畅游，极具现场感，轻轻松松即可获得沉浸式体验。即使在旅游者足不出户的情况下，虚拟旅游也可以将大河全景展现给居家的旅游者。

四、体育运动类

（一）产品定位

大河文明旅游中的体育运动类旅游产品主要是指以体育运动、现场观赛、参与体验及参观游览为主要内容，满足旅游消费者健康娱乐、旅游休闲需求的产品和服务。随着旅游者需求的多样化，观赏型大河文明旅游产品已难以满足大众旅游者的需求，他们迫切地希望亲身参与到旅游项目中去，加强锻炼、促进身体健康，时尚、个性的体验型旅游产品备受追捧，由此促进了大河文明旅游体育运动类产品的兴起。大河文明旅游产品也从单纯的游览观赏型旅游产品，向更加有活力的体育运动类旅游产品扩展。

体育运动类旅游产品是体育观念、体验经济向旅游产业的渗透，主要有三大特点。第一个特点是健身性，“生命在于运动”，人们对于健康日益关注，但是生活和工作愈发忙碌，难以经常参加体育锻炼，于是体育运动和旅游的结合则满足了旅游者强身健体和休闲娱乐的双重目标。第二个特点是大众休闲性，由于大河旅游者的群体覆盖广泛，男女老少皆有，因此活动强度适中，满足不同年龄层的身体状况。第三个特点是体验性，传统的大河旅游以观光游览为主，而体育运动类产品让旅游者参与其中，可以与大河进行更加深入的交互，获得刺激的旅游体验。

（二）产品内容

自古以来，人们傍水而生，由于祭祀、狩猎、庆祝、娱乐等多种需要形成了丰富多样的水上活动。每一种水上活动都包含了民族精神，承载着文化历史。经过千百年的演化，许多经典的水上活动得以保留并成为国际赛事，可分为水上竞技项目、船类竞技项目、滑水运动、潜水运动。在如今的大河文明旅游中，除了部分旅游地传承了当地传统的特色水上项目，富有独特的文化内涵，多

数现代化的水上体育运动类产品都是从正规的水上赛事形式向大众延伸而来。其中，水上竞技项目包括游泳、跳水等。船类竞技项目包括划船、赛艇、皮划艇、帆板、摩托艇等。滑水运动包括滑水板、冲浪等。潜水运动包括水下摄影、水中狩猎等。社会经济条件的成熟导致了这些原来小众的水上活动向全世界范围扩散，逐渐蓬勃发展起来。时至今日，这些水上运动都已经成为大河文明旅游中重要的体验元素。

如今，各种水上体育活动的开发和完善正在热火朝天地进行着，来适应旅游者对体育运动类大河旅游产品的需求。由于大河体育旅游产品往往需要相关的装备和辅助器械，还需要活动前的基本技能培训，所以在消费人群上具有较强的针对性。一方面，对于旅游者的消费水平门槛较高；另一方面，体育运动类活动具有某种创新含义，还对身体素质有一定要求，因此主要被年轻人所喜好。

新西兰的达特河是体验漂流的绝佳去处，喷射快艇是达特河极具特色的体育运动类产品。由于达特河地形奇特，河床水流变化多端，因此体验既惊险又刺激，无论是驾驶还是乘坐喷射快艇都对游客的身体条件和心理素质有较高的要求。据说这种喷射快艇起源于20世纪60年代，是新西兰的一位农场主为了能在河流的浅流中行驶而发明的，之后便成为大河旅游中深受追捧的项目之一。由此也可以看出，大河文明旅游中与水有关的产品确实与人类的生存和日常活动有着密不可分的关系。

五、文博创意类

（一）产品定位

大河文明旅游中的文博创意类产品是指以文化为内核，以博物馆为载体，充分展示大河文明的产品形式。在物质生活高度充裕的今天，人们对精神生活的需求愈加强烈，因此文化旅游产品的兴起是大势所趋。大河博物馆是大河文明的一个缩影，展示了当地社会独特的科学文化、历史文化、民俗文化、政治文化、环境文化，是一座大河文明知识宝库。它通过图片、工程模型、实物标本等形式为人们深入了解大河文明提供真实可靠的材料和依据，展示大河的地貌地形、河流生态等地理概况，水患治理、防洪防凌等治理成就，漕运灌溉、流域规划等水资源开发利用情况，以及河神祭祀、水上活动等人类活动所产生的文明内涵，借助旅游这一形式，向大众传播水利科学知识，弘扬大河文明历史。

人类与河流相依相偎，河流是人类文明的起源。大河博物馆贮存了自然和文化遗产的巨型宝藏，展示了人类文明进步的步伐，是民族记忆的殿堂。馆里的每一件藏品都真实客观地反映了历史人物和历史事件的作用和地位，承担了保存传统价值、传承历史文化的责任。中国率先意识到大河文明的重要性，已建立多座博物馆来展示和介绍大河文明历史和遗迹，诸如黄河博物馆、长江博物馆、淮河博物馆、大运河博物馆等。相对来说，其他国家较少开设专门针对大河文明的博物馆。文博创意类旅游产品就是在大河博物馆的基础上，对大河旅游资源文化内涵进行整合的结果，通过开发文博旅游产品，将文博和旅游结合起来，一方面，将文化融入旅游产品，其渗透性、创新性和延

展性放大了旅游体验本身的价值，旅游者能快速了解大河流域的自然生态和社会历史，增加旅游趣味性；另一方面，由于旅游所带来的巨大客流量，能够更广泛地宣扬大河文明，让更多的人深入了解大河文明内涵，进而延续历史文脉。因此，这类产品的开发能够有效地推动以大河文化带动旅游发展、以旅游促进大河文化弘扬的文旅协同发展，达到了功能创新、优势互补，为弘扬大河传统文化提供了巨大机遇。

（二）产品内容

大河文明旅游中的文博旅游类产品主要以博物馆为中心，同时延伸出来音乐会、展览会、文艺汇演、文创产品等多种多样的展示博物馆风采的形式，旨在让大河文明“活”起来。音乐会、展览会、文艺汇演是通过表演、展览等体验产品向旅游者展示大河传统文化。除了无形的视听体验，旅游者还可以通过购买附有大河文化色彩的有形文创产品。文创产品形式多样，包括服装服饰、文具用品、玩具摆件、家居用品等，旨在让大河文化渗透进人们的日常生活。

黄河文化是中华民族的根和魂，为了推进黄河文化遗产的保护和黄河流域的旅游发展，中国沿黄九省区 45 家博物馆联合成立了黄河流域博物馆联盟。联盟成立之后，深入挖掘黄河文化，打造有文化内核的旅游产品，推出了“大黄河文明”系列展览，创新文化保护和传承模式，还举办了“黄河之水天上来”国宝音乐会，邀请国家级表演艺术家演绎黄河文化国宝文物的今生乐章，为远道而来的旅游者带来一场视听盛宴，以生动有趣的形式让旅游者了解黄河文化。这种将黄河文化符号融进文化创意中的产品形式，拓宽了黄河文化的传承载体和传播渠道。同时，黄河流域博物馆联盟也积极打造文创产品，将黄河文明的文化元素进行创意设计，开发钥匙扣、丝巾等品种多样的文化创意衍生品，以精美的有形产品表达出文化元素和设计理念，充分体现文博特色，将文化融入生活，让更多人关注黄河文化。

六、休闲度假类

（一）产品定位

大河文明旅游中的休闲度假类旅游产品是指满足人们在假期以休闲为主要需求进行的放松身心的旅游产品，其特征是强调旅游者在紧张的工作生活之外的一种闲适的生活方式。它改变了以往传统单一的观光型大河文明旅游产品，强调深度体验、服务周到，旨在获得丰富的体验和尽情的享受。

水是万物的生命之源，亲水性是人类天生的特性。因此，河流日益成为重要的娱乐休闲和放松身心的场所。在许多城市，河岸是酒店和餐厅的首选位置，一方面是因为水资源极高的可塑性，能够被设计成各种各样的水文景观，具有极高的观赏性价值；另一方面，许多沿河两岸都有着优美的河流风景，为用餐、住宿和其他休闲活动创造了放松有趣的环境。

正因为如此，不管是早期还是现代的休闲度假目的地都主要选址在沿河之处，不过早期的休闲度假通常都是以休憩和保健为主要目的，比如泡温泉、避暑、垂钓。随着现代工业技术的发展，特

别是船舶工业技术的提升，促进了游艇和内河游轮旅游，旅游者休闲度假不再局限于一个地方，而是能够先后去往多个地方。休闲度假方式也从传统的打发时间发展为丰富多样的游乐活动。为了顺应旅游者在出游过程中对水资源的需求，越来越多沿河建造的亲水、观光、度假、休闲的旅游度假胜地不断涌现，成为大河文明旅游中的重头戏。休闲度假旅游产品是大河文明旅游市场规模不断扩大、旅游者需求层次由低级向高级演变的必然产物。

（二）产品内容

度假休闲类旅游产品中对水资源的利用可谓是有千秋，水资源能给旅游者带来视觉、听觉、触觉上的多感官刺激。首先，在视觉上，不同形状的水体给人的感觉千差万别，或广阔无垠，或波澜壮阔，或波光粼粼，或潮起潮落，会让人产生或开阔，或雄伟，或平静，或激动的感受。其次，在听觉上，河水的拍岸声，流水的潺潺声，泉水的淙淙声，瀑布的轰鸣声，能形成不同的听觉美感。最后，在触觉上，潜水、游泳、泡温泉、漂流能让旅游者有不一样的触觉感受。水资源的灵活利用让休闲度假旅游产品内容丰富，产品种类富有层次化。

根据与水的接触距离可将休闲度假类旅游产品分为近水型、亲水型。近水型休闲度假产品主要是指沿河而建的度假村或度假城市，包括商业度假酒店和传统的城镇。由于河岸沿线的自然风光，为城市旅游者提供了一个宁静悠闲的度假环境。亲水型休闲度假产品主要包括垂钓、泡温泉、内河游轮旅游等与水亲密接触的产品。得益于船舶工业技术的发达，游艇和内河游轮充分发挥亲水作用，将河、陆连为一体，极大地拓宽了旅游者的活动空间，丰富了旅游者的休闲方式，成为休闲度假产品中的代表性产品。

莱茵河是目前世界上内河航运最发达的国际河流，汇聚了西欧文明的精华。该流域的旅游活动以水上项目和河岸自然人文景观系统为主，一条航线通常需要花费旅游者 7~15 天，途中可以在欧洲十大博物馆之一——阿姆斯特丹国家博物馆欣赏画作，巡游莱茵河谷，探访奇迹古堡马克斯堡，到访雷司令葡萄酒产地吕德斯海姆品鉴美酒。游轮上设施齐全，服务周到，让旅游者远离城市喧嚣，尽情徜徉在莱茵河的两岸风貌与人文情怀中，享受惬意舒适的休闲生活。

第三节 大河文明旅游新兴业态

随着大河文明旅游业的蓬勃发展，一批顺应旅游者新需求的大河文明旅游新兴业态纷纷涌现，成为大河文明旅游市场发展新的增长点。本节介绍了大河文明旅游中的四个新兴业态：研学旅游、低空旅游、房车旅游、康养旅游。首先，分析了各个大河文明旅游新兴业态的内涵；其次，归纳了各个新兴业态旅游活动所具有的特征；最后，论述了新兴业态的发展所面临的困难和挑战。

一、研学旅游

（一）业态内涵

研学旅游是指以研究性、探究性学习为目的的专项旅游，是旅游者出于文化求知的需要开展的旅游活动^①。国外关于研学旅游的记载可追溯到16—18世纪英国上层社会的“大游学”（the Grand Tour），英国思想家培根根据自己在法国的研学经历撰写了《论旅行》，指出“旅行是年轻人教育的一部分”，提倡通过旅游获得文化和知识。此后，世界各国开始效仿欧洲游学的经验，相继开展研学活动。在中国古代，也较早地出现了以获得知识和文化体验为目的的旅行活动，如孔子周游列国、徐霞客山川考察等。尤其是徐霞客游历名山大川，是研学旅游的典型代表^②。

近年来，研学旅游逐渐渗入大河文明旅游产业中。研学旅游的首要动机是教育，凸显了大河文明旅游的教育价值。研学旅游强调游中学，通过旅游体验开阔视野、拓展知识。如今，研学旅游的主体以学生群体为代表。主要表现形式之一是学校组织的以学生为主体，为学习知识、了解社会、培养人格而进行的校外考察活动。一般认为，以学生为主体的研学旅游最早起源于日本，又被称为“修学旅行”，1964年被正式纳入日本学校教育体系，是日本小学、初中和高中教育中的重要一环。在日本，修学旅行是以单独的学校、班级和单位各自组织，每年各地教委都会出台本年度修学旅行的实施细则，各地标准和准则不尽相同。

学是目的，游是途径。研学的最终目的是为学生们提供亲近自然、感受历史和探索文化的机会。大河流域分布的自然生态资源和历史文化资源正是符合研学旅游活动要求的优秀素材内容。研学旅游是大河文明旅游产业升级发展的新兴业态，代表了大河文明旅游产品未来的一种发展走向。

（二）活动特征

1. 目的性

研学旅游的最终目的就是求知。相比于普通的大河文明旅游活动以追求休闲娱乐和精神愉悦为目的，研学旅游活动的核心价值在于实现大河文明旅游的教育功能^③。通过大河文明旅游活动，拓展生态、地理和历史知识，了解大河在人类文明发展中的重要地位。作为课堂教学和专业学习的重要补充，现代大河文明旅游中的研学旅游活动已经树立起了学、思、游相互促进的观念，让学生们从课堂走向社会，把社会带进课堂，形成了从学校到社会再回到学校的闭环。

2. 组织性

研学旅游一般是以班级、年级或学校为单位，根据区域特色、学生年龄阶段和教学目标，所进行的有组织、有计划、有目的的集体活动，具有集体组织性。学生需要在专人如老师或辅导员的带领和引导下，确定主题，以课程为目标，老师和学生、学生和学生之间共同探讨，一起思考，记录

① 谢春山，张金洋．研学旅游的内在运行机制及其优化研究[J]．旅游研究，2021，13（1）：1-13．

② 滕丽霞，陶友华．研学旅行初探[J]．价值工程，2015（35）：251-253．

③ 白长虹，王红玉．以优势行动价值看待研学旅游[J]．南开学报（哲学社会科学版），2017（1）：151-159．

研学心得，形成研学总结报告，才能达到研学的目的。

3. 实践性

研学旅游是课堂教学的补充内容，旨在让学生走近大河，锻炼创新精神、实践能力。不同于日常的课堂教学，学生只能通过书本获取理论知识。研学旅游强调让学生投身于大河文明中，通过丰富多样的主题活动和旅游体验，多维度、多层次地感悟文化、了解社会，具有明显真实的实践性特点。

（三）面临挑战

1. 专业人才不足

研学活动的顺利开展不仅需要学校导师的带领，还需要懂得教育规律和大河旅游经济的复合型人才^①。校内导师虽然熟知课堂教学的技巧，但对于研学旅游线路的设计、活动的搭配还缺乏相关的经验和培训。大河研学旅游中的学习目标更加多元化，比课堂教学有更高的实践操作性。因此，综合型、全能型的专业导师是大河研学旅游的核心人物。但目前大河研学旅游刚刚兴起，人才缺口相当大，对研学导师的资格认证、能力水平也还没有统一的标准，是大河文明旅游活动中发展研学旅游的一大难题。

2. 产品质量不高

研学旅游是学生群体设计的以获取知识、体验文化为主要目的的大河文明旅游活动，具有梯度层次性、地域特殊性等特点。各个年龄阶段的学生有着不同的知识需求，产品设计需要根据不同年龄阶段的群体进行设计和调整，将研学活动与课堂内容进行有机结合。大河研学旅游从根本上来讲是一种教育活动，旅游只是实现教育的途径。但目前的许多大河研学旅游都是在大河文明旅游的基础上加了一些教育元素，真正的学习体验环节较少，产品较为单一，参与性和互动性不高，产品整体质量尚未达到研学旅游活动的根本目的^②。

3. 管理体系不全

大河研学旅游活动目前还缺乏具体详细的行业标准或政策指导，管理体系和监督机制尚不健全。首先，教育功能是否实现难以衡量，使得许多大河研学旅游活动流于形式、浮于表面。其次，从业人员素质参差不齐，为了应对大河研学旅游的专业人才需求，一些企业直接将普通导游包装成研学导师，严重影响了研学旅游活动的质量，阻碍了大河研学旅游的健康发展。

二、低空旅游

（一）业态内涵

低空旅游是指利用通用航空器及其配套设施整合周边旅游资源在低空空域开展的空中观光游

① 湛春玲. 研学旅游市场的挑战与发展问题研究 [J]. 经济问题, 2020 (6): 88-93.

② 陈东军, 谢红彬. 我国研学旅游发展与研究进展 [J]. 世界地理研究, 2020, 29 (3): 598-607.

览、飞行体验、娱乐、商务或非定期载客等航空旅游活动^①。在欧美发达国家,数十年前就已经开始利用通用航空器大规模开展旅游活动。但由于各国管理体制、经济发展水平的不同,低空旅游在最近几年才开始在大河文明旅游中蓬勃发展。

低空旅游充分利用河流上方和周围的低空领域开展旅游活动,所依托的航空器和低空飞行器包括直升机、三角翼、滑翔伞、热气球等,为大河文明旅游产业的发展带来了新的机遇。低空旅游项目突破了水流对于旅行活动形式和旅行空间范围的制约,根据体验方式,可分为观光体验、空中旅游交通、低空体育运动等多种类型,目前开展的低空旅游活动有直升机游览、热气球观光、低空跳伞、低空摄影、滑翔机飞行等^②。低空旅游的发展,打开了大河文明旅游活动设计的新局面。

(二) 活动特征

1. 新颖性

传统的大河文明旅游活动都以地面、水面或水下活动为主,比如观光游览、游艇游轮和潜水游泳等,这种在空中游览的形式脱离了地面和水面,给旅游者带来的体验是极为新鲜和独特的。大河旅游景观辽阔壮观,河流奔腾、海河交汇、鸟类迁徙本就难以站在地面一览而尽,低空旅游的发展为俯瞰大河旅游奇景带来了新的体验视角,体验感和参与感得到了极大的升华。

2. 高消费性

低空旅游的单个项目的费用一般在数百元到上千元,对于多数旅游者来说价格昂贵,甚至比一次普通旅游的全部花费还要高。比如海报新闻在2019年12月30日发布的新闻显示,黄河口生态旅游区的低空旅游项目,空中观览海河交汇景区,票价为每人780元,空中体验飞行的票价为每人460元,包机飞行观赏海河交汇景区票价为每架次3000元,体验飞行为每架次1800元。如此高的消费水平,意味着大河低空旅游的针对群体是有限的,目前还是个小众市场。

(三) 面临挑战

1. 产业链不完善

低空旅游依托的低空飞行器器材从生产到使用需要较长的产业链,基础支撑服务和延伸配套服务还不完备。首先,热气球、滑翔伞、水上飞机等都需要专门的地面起降场,航务保障、硬件维修和保养等成本费用高。其次,许多飞行器如直升机、滑翔机等需要配备有资质的飞行员进行指导或执飞,人才缺口大。所以,从低空飞行器的设计、研发、制造、维修、运营和管理都具有较高的技术难度,装备制造业水平整体偏低。

2. 经营难度较大

低空旅游的经营具有政策支持、天气气候、地理位置等方面的难度。首先,低空旅游飞行器的生产企业资质审核、低空空域开放审批、操作人才培养等都离不开政策的支持,申报审批手续繁

① 王峥. 加快河南低空旅游发展的思路与建议[J]. 现代商业, 2019(1): 44-47.

② 毕素梅, 盖玉洁. 海南低空旅游新业态发展研究[J]. 中国商论, 2018(21): 115-118.

多,需要相关部门与之配合才能开展经营。其次,低空旅游受大河周边地理位置的限制较大,在许多高山区域的飞行比较受限。另外,天气对开展低空旅游的影响也很大,雨雪风霜天气都不利于低空旅游活动的开展。

3. 公众意识欠佳

许多地区的旅游者对低空旅游活动的认识不足,接受度不高。虽然低空旅游在欧洲发达国家已经发展得较为成熟,国民接受度较高,但在许多国家对其理解程度依然偏低。首先,较短的游览时间和高昂的价格让低空旅游消费目前只限于高收入水平的人群,普通大众难有经济承担能力。其次,不少游客担心飞行时存在安全问题,不敢大胆尝试,让大河文明旅游中的低空旅游项目难以普及。

三、房车旅游

(一) 业态内涵

房车旅游是指以房车和房车营地为物质载体进行的自给自足的户外旅游活动,是随着汽车的普及和公路交通的发展而诞生的一种休闲旅行方式^①。房车是一种可移动的、具备生活设施的车种,兼具房与车的双功能。房车的兴起源于美国。在第一次世界大战末期,美国人把帐篷、厨房设施、床等添加到家用轿车上,或者把木结构的简易房添加到T形地盘上,形成创意的家居环境,房车就此正式诞生。随着美国公路交通系统的发达和汽车制造技术的提升,房车内部舒适性越来越好,房车旅游也随之流行起来。如今,经过一个世纪的发展,房车旅游已成为欧美国家非常盛行的一种休闲方式。欧美也是目前全球房车保有量和露营地数量最多的地区。其中,美国一年生产数十万辆房车。仅欧洲就已经建立了约5万个房车露营地和3000多个房车俱乐部露营地^②。

随着房车功能的不断优化,越来越多的旅游者开始利用房车沿着大河游览山川河湖。大河文明旅游目的地地貌丰富,是房车旅游的绝佳胜地。为了满足旅游者的需求,许多大河流域也开始大力推动河流沿岸的露营地建设。房车旅游的市场正在逐渐壮大,在大河文明旅游中还有很大的发展潜力。

(二) 活动特征

1. 自主性

房车旅游可根据自身爱好安排时间和线路,灵活性高。旅游者前往大河旅游的主要目的之一就是放松身心。而传统的跟团游有固定的行程安排,线路和时间都难以随意更改。普通的自由行也需要提前订票、订酒店,整体来说还是有一定的约束性。房车旅游则可以自行选择目的地,制定线路和时间表,满足旅游者的个性化需求。只要有公路的地方,就能开着房车前往旅行。道路也从传统的交通连接方式变成了旅行景观的一部分,比如许多大河在沿岸修建了生态廊道,将道路也变成

^① 于秋阳,杨斯涵. 房车旅游发展条件评估分析与对策研究[J]. 旅游论坛, 2012, 5(4): 72-77.

^② 张翌,智根娣,可凯燕,李彬彬. 国内房车旅游营地顾客需求分析[J]. 现代企业, 2020(4): 127-128.

大河文明旅游中的景观供游客观赏。通过房车旅游，旅游者能够自由地探索大河沿岸更多的风景，旅行乐趣也大幅增加。

2. 经济性

房车的空间宽敞，功能齐全，集食、住、行于一体，旅行成本大大降低。现代的房车一般都配有厨房、床、卫浴等设施设备，能够帮旅游者节省飞机火车等交通费用、酒店等住宿费用和餐饮费用，旅途中的生活成本更低。

3. 社交性

房车旅游降低了旅游的异地性，为旅游者实现沉浸式的深层次旅游交往提供了可能^①。旅游是一种很重要的社交方式，但由于旅游者出游是前往异地，社交可能受到一定限制。房车实现的空间移动则大大降低了旅游者在非惯常环境下的社交约束。此外，房车可以同时容纳多人，适合与朋友或家人一起出行。安全熟悉的房车空间可以促进同游者之间的沟通交流和相互了解。

（三）面临挑战

1. 房车营地建设不足

大河文明旅游产业中的房车营地数量远远不能满足日益增长的房车旅游需求量。尤其对发展中国家而言，与欧美国家还有相当大的差距。房车旅游离不开房车营地，但目前房车营地数量较少，房车营地的建设速度赶不上房车旅游的发展速度。这是房车旅游面临的一大挑战。此外，房车营地的建设问题也相当突出，大河流域一般都属于自然条件好、生态敏感的地区，房车营地的建设必然会给大河的生态系统带来一定压力。如何合理规划土地使用，在保证大河生态环境的前提下建设房车营地，是决定房车旅游未来在大河文明旅游中发展前景的重要影响因素。

2. 旅行的软硬件缺失

房车旅游过程中需要涉及一系列配套的设施和服务，目前还不够完善。大河流域广泛，不乏地处偏远的河段，道路建设不够完善，加油站和汽车维修服务都较少。一些距离城市较远的路段，网络难以完全覆盖，满足不了游客获取和发布即时信息的需求。另外，针对游客的救援体系也不够健全，在游客有突发状况时难以第一时间发现并实施救援。

3. 政策支持有待加强

房车作为一种特殊的交通和旅游工具，需要相关的政策法规进行管理。首先，各个国家和地区对于旅居挂车通行管理政策各不相同。一些地区对于房车的道路收费不明确，在一定程度上阻碍了房车上路。其次，房车营地建设前期投入大，收益周期长，需要政策性资金的引导和支持才能扩大整体营地建设数量。所以，在大河文明旅游产业中，房车旅游的良好发展还需要克服较多的管理和运营挑战。

^① 于秋阳，杨斯涵. 房车旅游发展条件评估分析与对策研究 [J]. 旅游论坛, 2012, 5 (4): 72-77.

四、康养旅游

（一）业态内涵

康养旅游是大河文明旅游产业发展过程中产生的一种新型旅游方式，是建立于“康养”这一核心概念之上的专项旅游产品。随着人们物质水平的富裕，越来越多的旅游者选择到气候舒适、资源充足的目的地进行以养生、康体、休闲和娱乐为目的的度假旅游。康养旅游并不是对传统医疗旅游或养生旅游的取代，而是顺应旅游者的多元化、层次化需求而出现的大河文明旅游新业态。康养旅游目的地必须具备六大要素：宜人的自然环境和休闲的住宿环境，个性化与专业化的服务品质，具有吸引力的康养产品，完备的康养产品配套服务，科学的运动项目和合理的产品价格^①。目前康养旅游的目标市场以银发市场、亚健康人群市场和追求生活品质的人群市场为主^②。老年人对于夏季避暑、冬季避寒的需求非常旺盛，“健康老龄化”的趋势正在不断加强。亚健康是处于健康和疾病之间的一种临界状态，一般不需要药物治疗，但是需要通过养生美食、康体运动等旅游产品来进行调理，恢复身体的原有生理功能。追求生活品质的旅游者通常对旅游地的生态环境和文化资源要求较高，大河流域就非常适合开展高品质的康养旅游。这些以健康目的驱动的旅程构成了康养旅游业态^③，使得大河文明旅游产品中增添了营养膳食、禅修、瑜伽、美容、按摩、健身、运动等多种新兴产品。

（二）活动特征

1. 注重健康性

康养旅游的核心是以健康为主题的旅游消费，通过养颜健体、营养膳食、修身养性等旅游活动，达到身体、心智和精神上的和谐优良状态。随着人们对健康的重视，康养旅游为人们提供了从“医”到“养”的健康模式，通过提前保养和保健，进行养老、养生、养病、养心，实现“未病先治”，满足旅游者对身心健康的需求。

2. 环境依赖性

康养旅游通常需要依托于良好的自然生态环境基础，自然资源是康养旅游中最重要的因素。康养旅游中，养身是基础，养心是核心，两者相辅相成。优良的生态环境是开展康养旅游活动的前提，人类天生具有亲自然性，舒适的自然环境能产生心灵上的愉悦感，达到“养身+养心”的双重目的。大河流域宜人的自然气候和丰富的自然资源为康养旅游活动的开展提供了充足的康养资源。因此，康养旅游目的地建设时，需要灵活利用大河流域得天独厚的自然资源，结合现代化的生活方式，为旅游者打造修身养性、陶冶情操的康养环境。

① Diego R. Medina-Muñoz, Rita D. Medina-Muñoz. The attractiveness of wellness destinations: an importance-performance-satisfaction approach [J]. international journal, of tourism research, 2014, 16 (6): 521-533.

② 任宣羽. 康养旅游：内涵解析与发展路径 [J]. 旅游学刊, 2016, 31 (11): 1-4.

③ 李鹏, 赵永明, 叶卉悦. 康养旅游相关概念辨析与国际研究进展 [J]. 旅游论坛, 2020, 13 (1): 69-81.

3. 服务标准高

康养旅游不仅需要好山好水，还需要完善的综合配套服务和好的生活氛围。旅游者在康养目的地一般是以旅居方式为主，停留时间较长，有着丰富细微的生活需求，除了良好的生态旅游资源，对于健康服务、养老服务和养生服务的品质要求较高。其中健康服务包括医疗卫生服务、护理服务等；养老服务包括看护服务、养老金融服务等；养生服务包括美体美容、养生旅游、健康咨询等。这些相关的基础设施和高品质的服务是大河康养旅游中必不可少的要素。

（三）面临挑战

1. 有效供给不足

康养旅游的市场需求非常庞大，但大河流域的有效供给和基础设施相对不足，满足不了现有需求。医疗康养项目是大河康养旅游者非常青睐的旅游项目，但目前产品比较单一、缺乏层次。医疗设施方面，大河康养旅游中专业的、有资质的医疗机构较少，无法满足以医疗康复为目的的庞大旅游需求。交通设施方面，部分大河流域尚未实现网络化交通体系建设，交通条件有待进一步提升。总体来说，大河康养旅游的供给还存在很大缺口，基础设施还不够完善。

2. 专业人才匮乏

大河康养旅游中的专业运营人员和专业服务人员数量不够，质量不高。首先，专业的运营人员非常匮乏。因为康养旅游市场规模的扩大，使得许多投资者积极涌入，却忽视了康养旅游是一个高风险、低利润、回报周期长的行业。专业运营人才队伍的缺位往往导致经营者对于市场需求的洞察不够敏感，难以开发特色康养旅游产品，最终约束康养旅游的整体发展。其次，康养旅游对于服务人员的专业要求非常高。普通旅游者只要能够获取到交通、住宿、通信等基本服务就能满足了。而对于康养旅游者来说，还需要药膳、医疗、康复、陪护等多项专业服务。但目前康养旅游服务人员的资质缺失问题相当严重，现有的康养旅游人才规模远远不能满足大河文明旅游发展的需要。

3. 产业结构不健全

康养旅游是一个综合性很强的行业，但现在相关行业的整合度不高。康养旅游涉及“医、食、住、行”等多个行业，需要整合成一个系统的完整产业链，才能提供精细化和高质量的一站式服务。但目前来看，康养旅游中的许多旅游活动都是配合上下游行业进行的，各个机构在旅游者消费康养旅游项目时单独提供自己的服务，比如医疗、摄影、药膳等各自为战，获得相应的报酬。因此，缺乏一个健康、完整的产业体系将这些上下游行业有机地整合在一起，资源利用率低。

第二章 大河文明旅游消费者行为

旅游活动本质上是人的活动,旅游消费者是旅游活动的主体,大河文明旅游消费者个体行为和群体行为决定了大河文明旅游发展水平和规模。本章按照旅游消费者“行为分析—市场分析—市场开发策略”三个维度论述了大河文明旅游消费者行为。旅游消费者行为分析包括大河文明旅游消费者消费能力、消费特征与偏好、旅游市场细分等;市场分析包括大河文明旅游市场规模与结构等;市场开发策略包括产业融合、联动开发、宣传营销等。

第一节 大河文明旅游消费者分析

旅游消费者作为旅游活动的主体,是大河文明旅游形成的重要条件之一,没有大河文明,旅游消费者就不会有大河文明旅游系统的存在。旅游消费者的行为作为人们的外显行为,不仅反映了旅游消费者在认知、决策、购买旅游产品中的心理过程和心理特征,而且体现了旅游消费者对旅游产品的消费过程、偏好和特征。而旅游消费者的消费活动也不仅是整个旅游经济运行的重要环节,也是旅游产品价值实现的重要手段,其数量和水平还会对旅游产品的开发方向、发展速度和供给规模都产生极大的推动和导向作用^①。

本节主要对大河文明旅游消费者消费能力、消费特征与偏好、旅游市场细分等内容进行分析,通过对国内外代表性大河流域主要城市集群旅游消费者旅游消费水平、旅游消费活动的特征以及不同细分标准下大河旅游细分市场进行剖析,反映并分析大河文明旅游消费者行为特征与规律。

一、消费能力

旅游消费者简称旅游者,是指离开常住地前往目的地游览体验的人。根据联合国世界旅游组织于1991年通过的《旅游统计国际大会建议书》的技术性定义,国际游客是指到一个非惯常居住的国家去旅行,停留时间不超过1年,主要访问目的不是获取报酬的人,并根据停留时间是否超过24小时为标准划分为国际旅游者和国际一日游游客两种类型^②。根据这一定义可以看出,对于旅游消费者的界定主要包含三个要点:其一,旅游消费者必须离开常住地前往目的地,具有异地性特征;

① 罗明义. 旅游经济学(第2版)[M]. 北京: 京师文森图书有限公司, 2017: 73-90.

② 田里. 旅游学概论[M]. 天津: 南开大学出版社, 2006: 17.

其二,旅游消费者在目的地停留的时间在1年以内,具有暂时性特征;其三,旅游消费者在目的地以游览体验为基本活动内容,不以获取报酬为目的,具有非牟利性特征。

在旅游过程中,旅游消费者所追求的根本利益就是要获得一种令人愉悦的旅游体验。这种体验除了满足生理上的需要之外,主要体现在精神上的满足感,它贯穿于食、住、行、游、购、娱等多个环节。旅游消费者在获得根本利益的同时,会对旅游接待业、旅游目的地产生相应的影响,旅游消费者的数量规模、出行方式和消费水平是影响旅游接待业内在比例关系、协调关系的核心因素^①。旅游消费者的数量规模会影响旅游接待业规模,旅游消费者的出行方式会影响旅游接待业方式,旅游消费者的消费水平会影响旅游接待业品质。同样,旅游消费者的数量规模、出行方式和消费水平是影响旅游目的地内在比例关系、协调关系的重要因素。旅游消费者数量规模会影响旅游目的地的规模大小,旅游消费者出行方式会影响旅游目的地旅游设施品质,旅游消费者消费水平会影响旅游目的地的旅游服务水平。

另一方面,从古至今大河旅游都在全世界人们的旅游活动中占据着重要的位置,放眼全球可以发现尼罗河、莱茵河、多瑙河、密西西比河、塞纳河等都盛名在外,堪称旅游者的天堂,而中国更是自古便有游山玩水的说法,说明大河的旅游价值很早就被人们所认知,对大河流域风景的欣赏及围绕其所开展的游憩活动也早已存在。早在工业革命之初,为逃避工业污染和舒缓工作压力,发达国家的产业工人就开始到乡村河流或城市内河地区开展旅游活动。随着后工业社会的来临,许多国家和地区沿河工业带衰退,旅游业成为这些地区经济复兴的依托,与此同时,围绕河流建立的公园、保护区和遗产地的旅游吸引力不断上升。河流旅游之所以受到旅游消费者青睐,主要原因在于河流旅游可唤醒公众关爱自然、保护生态的意识,是进行生态教育和引导绿色消费的理想活动方式之一^②。在20世纪末,欧洲大河旅游的旅游者多为高收入阶层,其中有较大儿童的家庭是主要的租船旅游者群体,且自行车旅游以两人组合为主流,参与者的受教育程度普遍在平均水平以上^③。

根据联合国世界旅游组织的统计数据,大部分国际游客来自人均收入水平名列前茅的经济发达国家,同样地,在世界各国的国内旅游中,大部分旅游需求总量产生于经济水平相对较为发达的地区。从时间序列上进行比较,世界范围内绝大多数国家和地区随着经济发展、人均收入水平上升,出游率都会有所提高。这说明旅游消费活动与收入水平有着重要的直接关系,一般来说,在其他因素既定的情况下,二者为正比例关系。具体而言,一个人的收入水平和富足程度,或者说是其家庭的收入水平和富足程度决定着其外出旅游过程中的消费水平。这意味着,家庭收入达到一定的水平是进行旅游消费的重要物质基础。但是,对于一个家庭来说,其收入不可能全部用于旅游消费。因此,真正决定旅游需求的收入水平实际上是指该家庭的可支配收入,更为确切地说是可自由支配

① 李天元. 旅游学概论(第7版)[M]. 天津:南开大学出版社,2014:39-48.

② 周胜林,宋立中,谭申. 河流旅游外文研究文献的评述与展望[J]. 北京第二外国语学院学报,2011,33(3):8-16.

③ Josef, S. River related tourism in Europe—an overview[J]. Geographical Journal, 1995, 35(4): 443-458.

收入。

可支配收入是指个人或家庭收入中扣除应纳所得税之后的剩余部分，而可自由支配收入则是指个人或家庭收入中扣除应纳所得税、社会保障性消费以及日常生活必须消费后所剩余的收入部分^①。该部分收入可供人们随意选择其用途，是家庭收入中真正可用于旅游消费的部分。所以，严格意义上说，拥有足够的可自由支配收入是进行旅游消费的首要物质条件。当一个家庭的可支配收入尚不足以满足购买基本生活必需品的需要时，该家庭的可随意支配收入基本为零，然而一旦家庭可支配收入水平超过满足其基本生活需要的临界点，该家庭产生了可随意支配收入，外出旅游度假的可能性便会大大增加，进行大河旅游消费的消费能力也会逐渐增强。当家庭可支配收入超过上述临界点后，每增加一定比例的可支配收入，用于旅游活动的消费额便会以更大的比例增加。联合国世界旅游组织曾估测，消遣性旅游需求的收入弹性系数大约为 1.88，即可支配收入每增长 1%，用于旅游活动的消费额便会相应增加 1.88%。

因此，纵向来看，随着全球范围内居民人均年可支配收入的增加，旅游者的消费能力不断增强，大河旅游也不例外，其旅游者绝对消费能力也在日益增强，而且参与大河旅游的群体也不再仅限于高收入阶层，越来越多的旅游者进行大河旅游活动并以越来越强的消费能力产生了较为可观的大河旅游消费，但是由于缺乏对于大河旅游消费相关指标的统计数据，所以目前无法得知大河旅游消费者具体消费水平及消费能力。此外，由于大河旅游消费具有较高的收入弹性，所以在收入增长的过程中，随着人们收入增加，可自由支配收入达到一定水平时，旅游消费者进行大河旅游活动的相对消费支出差距会逐渐缩小。

横向来看，不同的大河流域旅游开发程度具有较大差异，导致不同的大河旅游目的地的旅游活动、项目在规模和水平上都存在较大差距，这也就造成了大河旅游各目的地的旅游消费者群体存在差异，甚至同一群体在目的地内部开展的消费活动、水平也不一致，所以横向来看大河旅游消费者的消费能力在区域分布上存在较大差距，但是随着大河旅游日渐成熟、各目的地开发日渐完善，也呈现出均衡化发展态势。

具体在中国，从长江、黄河、珠江等大河流域所在的各个城市居民家庭平均每人全年旅游消费支出对比可以看出，很多省份、城市都高出全国水平，如《2019 年国民旅游消费报告》数据显示，2019 年旅游消费 20 强的城市依次为上海、北京、广州、成都、深圳、杭州、重庆、南京、天津、武汉、西安、苏州、青岛、长沙、昆明、沈阳、宁波、东莞、郑州、佛山，说明在中国大河旅游消费力愈发强劲，且存在较大发展空间。特别是在中国大力推动旅游产业发展的条件下，随着人民群众人均收入水平的提高和带薪假期制度的落实，旅游活动成为人们重要的经济活动，大河旅游的旅游消费支出将呈现出更加强劲的增长态势^②。此外，国际经验表明，随着收入水平的提高，人们对

① 李天元. 旅游学概论(第7版)[M]. 天津: 南开大学出版社, 2014: 91.

② 张明之, 陈鑫. “全域文化+全域旅游”: 基于产业融合的旅游产业发展模式创新[J]. 经济问题, 2021(1): 112-118.

旅游需求会逐渐从“观光休闲”(人均 GDP 在 1000 美元以上),转变为“度假休闲”(人均 GDP 在 3000 美元以上),继而再转变为“国际旅游”(人均 GDP 在 6000 美元以上)。目前,根据各区域统计年鉴、公报等数据显示,长江三角洲大部分城市人均 GDP 已超过 1 万美元,其居民旅游消费已全面进入升级的新阶段。

二、消费特征与偏好

人类社会的产生、发展都与大河相互依存、密不可分,在人类社会的不同阶段,大河发挥着不同的作用,历史上其大致经历了能源供给—交通运输—工业生产—休闲游憩等几个阶段的功能变迁,表现为生活—生产—生活的功能回归^①。特别是近几十年以来,大河流域的开发和再开发成为许多城市应对社会经济结构转型和全球竞争的重要手段,从而使得世界上众多城市最具吸引力的城区多在此聚集,回顾 20 世纪五六十年代,全球性的产业结构调整导致“滨水功能与城市功能分离”,且这一过程持续了近 10 年时间,这一分离最终使欧美众多传统港口城市、沿运地区等普遍陷入相关产业萧条、腹地经济衰落、码头建筑废弃等窘境,但同时也为城市新一轮的大规模更新提供了更多土地和空间,成为沿大河流域城市中心城区实现复兴独一无二的财富,也最终成功驱动了滨水城市从原始交通功能、近代工业功能向现代多元功能的历史性蜕变^②。大河流域的城市滨水区的再开发热潮首先在欧美发达国家掀起,以美国巴尔的摩内港、英国伯明翰中心运河为典型代表,随后波及澳洲、东亚等国家,产生了悉尼达令湾、日本北海道小樽运河、韩国首尔清溪川等城市滨水区复兴的典范,发达国家这些案例的成功又对发展中国家城市滨水区的开发和再开发产生了不可低估的多重影响。

大河类型多样、景观优美、文化内涵深厚、旅游活动丰富、体验独特,世界上许多大河旅游景点都吸引了大量的旅游消费者,如巴黎的塞纳河、伦敦的泰晤士河、维也纳的多瑙河、莫斯科的莫斯科河等。在中国,长江、黄河、珠江、海河、漓江、鸭绿江、澜沧江等大河流域许多相关风景名胜区也被列入了国家级风景名胜区。大河流域良好的自然生态环境是旅游吸引力的关键因素,大河旅游自然旅游资源包括大河水体、景观和大河周边的森林、保护区、野营地等,大河旅游自然会赋予旅游者一个清新的世界,表达身处异境、天人合一与自然和谐的体验主题,旅游者融入自然环境,在与自然共融中挑战自我、洗脱烦恼,并获得新的认识^③。在人文旅游资源方面,主要包括大河旅游目的地利用自身文化传统或主题文化挖掘内涵,将当地文化融入大河旅游中,如新加坡河在景观改造中将大河旅游与建筑、节事和艺术等传统文化结合,提升文化品位,或将大河旅游与当

① 周永广,沈旭炜.基于时空维度的城市滨水区的开发导向[J].城市问题,2011(2):30-35.

② Hoyle B.Urban waterfront revitalization in developing countries: The example of Zanzibar's Stone Town[J]. The Geographical Journal, 2002, 168(2): 141-162.

③ Arnould, E.J., Price, L.L. River magic: Extraordinary experience and the extended service encounter[J]. Journal of Consumer Research, 1993, 20(6): 24-45.

地的农业或工业文明相融合以增强吸引力。

（一）消费需求个性化

首先,宏观上来看,随着各国社会生产力水平的普遍提高,人们的需要也不再仅仅局限于物质生活方面,对精神文化的需求也越来越高,单纯的参观游览已经无法满足当今旅游者的需求,在旅游中同时获得精神文化需求的满足才是旅游消费者开展旅游活动的最终目的。在此背景下,大河旅游消费者的消费结构也在转型升级,更加注重体验和休闲,旅游消费者更加追求个性化、品质化的大河旅游产品。

就中国的大河旅游消费者而言,其出行方式显示旅游消费者呈现出散客化和自助化的特征,个性化、品质化的大河旅游产品受到追捧,旅游消费者倾向于自己安排行程、线路、酒店和景点来获得独特的大河旅游体验。特别是在文旅融合的背景下,根据希尔顿、尼尔森等机构2019年在中国北京发布的全新消费者研究报告《城市因你而鲜活,中国消费者“鲜”发现》显示,和过去几年相比,中国旅游消费者的消费追求和模式都在明显变化——更加“探索”“悦己”“开发”与“独特”,有83%的受访者表示更喜欢探索多样风土和文化特色,77%的受访者拒绝一成不变,更追求独特体验。在此旅游消费心态下,诸如异域文化体验、温泉疗养等深度体验型大河旅游产品也逐渐走俏,现阶段中国的大河旅游消费者的需求也表现出更具个性化的特征与趋势。

（二）消费活动精众化

随着各项技术的完善,旅游消费者对大河旅游活动的相关设备如独木舟、游船、游艇等设备的安全感知不断增强,专业化的技能和设备使得涉水旅游的体验越来越好,在此过程中,旅游消费者参与大河旅游活动也遵循从一般方式到专业方式的趋势开展^①。而在线旅游平台的发展更是极大地推动了大河旅游的业态升级,使得旅游消费更加立体化,也将走向专业化、小众化。

而在中国,大河旅游消费者精众化的特征表现得尤为明显。在大众消费时代,旅游消费者典型的特征是从众心理比较普遍,大河旅游市场格局呈现大一统的局面,活动、商品都存在比较严重的同质化现象。然而,随着中国经济的快速发展与旅游消费者的收入水平不断提高,旅游消费者的消费需求开始变得更加多样化、差异化、个性化和小众化,而且对于旅游产品的品质体验要求更高,旅游者的消费呈现出精众化的特征与趋势。而“互联网+”时代为旅游者消费需求迈向精众化提供了巨大的推动力,使得旅游者在旅游产品消费过程中的参与性更强^②。

（三）消费主体大众化

一方面,参与大河旅游消费的主体绝对规模逐渐扩大,而且从各个维度来看,其参与群体也越来越多,如从收入维度看,大河旅游消费者已不再局限于高收入阶层;而从学历维度来看,参与大河旅游消费的主体也不仅仅是受教育水平较高的群体。大河旅游活动可以使人怡情悦性,获得生理

① Josef, S. River related tourism in Europe—an overview[J]. Geographical Journal, 1995, 35(4): 443-458.

② 徐金海,王俊.“互联网+”时代的旅游产业融合研究[J].财经问题研究,2016(3): 123-129.

和心理功能的恢复和发展。同时,大河旅游活动的开展也必须以旅游消费者具有健全的体魄和良好的心智为前提,个人的身体健康状况往往是影响旅游需求的一项重要因素。身体健康对旅游的影响和制约主要表现在老年游客群体在旅游消费者中所占比例较小,伴随年迈的体能,很多老年人逐渐体力不支,即使他们满足有足够的可随意支配收入和闲暇时间,但是体力不支等身体方面的原因使得他们不能外出旅游。但是随着人们生活水平的提高,医疗水平和保健技术的发展,人类的平均寿命也在延长,当今老年人的身体状况已经有了很大程度的改善。所以自20世纪90年代以来,老年人参加大河旅游活动的比例较之以前已经有了明显的增加,并且形成了令各国旅游业瞩目的“银发市场”。

另一方面,空间上来看,随着交通条件的改善,客源地与目的地的距离对于大河旅游消费者的限制作用也越来越小。旅游消费者在一定条件下总出游力有限,在特定时段、特定背景下只能到访一定空间距离内的旅游目的地。一般而言,距离越近,旅游者到访概率越大;距离越远,到访概率越小。这也就是距离衰减规律所揭示的主要内容,即旅游消费者数量随着出游距离的增加而逐渐减少的空间分布规律。根据距离衰减规律,旅游市场随距离衰减是惯常现象,数据显示,中国城市居民出游市场也随距离增加而衰减,80%的出游市场集中在距客源地500千米范围以内^①。因此,可以把距离在500千米之内城市居民的旅游活动称为近程旅游活动,它具有出行范围小、出游频率高的特点。而在目前的经济条件下,还可以将来回双程旅行时间5小时左右作为大河旅游者的主要出行范围,包括居住地附近的大河旅游景点、城市内部景点、市郊景点及邻近省市相关景点。

整体来看,近几十年来大河旅游通过提升服务水平和城市发展水平这两大主要驱动力,推动了旅游发展,逐渐实现了旅游消费转型升级,并达到了聚集游客的目标,目前大河旅游消费者呈现出消费需求个性化、消费活动精众化、消费对象大众化的特征。未来大河旅游的发展趋势可能更多地从旅游资源和文物遗存的保护视角开展,着力于开展控制游客数量的生态保护策略、文物保护规划等可持续发展理念,通过保护旅游资源、提升旅游体验实现持续吸引游客的目的。

三、旅游市场细分

市场细分是美国学者温德尔·史密斯(Wendell Smith)于1956年率先提出的概念,之后开始受到包括旅游营销在内的市场营销领域的广泛重视和普遍运用。由于旅游活动在空间上的异地性,旅游市场的细分就不可能回避空间距离与空间可达性等问题,因此旅游市场细分要以旅游市场需求格局的差异性和相似性为客观基础,同时要考虑客源地与旅游目的地空间联系以及客源地的经济水平。由此可见,所谓大河旅游目的地的市场细分是依据旅游者所在区域的经济水平和发展水平和距离目的地的距离以及旅游者群体的欲望、需要、购买态度、购买行为、购买习惯等不同因素,把整个旅游

^① 吴必虎,唐俊雅,黄安民,赵荣,邱扶东,方芳.中国城市居民旅游目的地选择行为研究[J].地理学报,1997(2):3-9.

市场划分为若干个客源区域或旅游消费群体。

纵观历史,大河与旅游业始终具有紧密联系,体现在大河首先向旅游者提供了丰富的旅游吸引物,为旅游活动提供了独特空间;并且大河还是重要的旅游交通廊道;其次,通过提供饮用水和家用水,塑造游憩环境和提供水上活动场所,大河也成为目的地重要资源;最后,通过支持农业生产和水力发电保证旅游业的可持续发展^①。因此,多数情况下大河同时作为旅游供给系统、中介系统和支持系统而存在,这种多元性成为大河旅游复杂性的一个重要侧面,也带来了大河旅游活动与形式的复杂性和多样性,基于此,对大河旅游市场进行细分具有必要性与实践意义。

大河旅游活动的空间主要是水体和基岸腹地,水体内的旅游活动包括皮划艇、独木舟划行、游船观光、漂流、游泳、潜水、帆船比赛等活动,基岸腹地则可以进行自行车旅行、日光浴、徒步旅行、运营、沙雕竞技、越野运动等活动类别。依据大河在旅游活动中的功能,目前主要可将大河旅游分为两种类型:一是河流中的旅游,如进行河上巡航、漂流、乘木舟等旅游活动,一般是沿河谷行驶,可能发生在河谷的不同位置;二是河流沿岸的旅游,如游览河流沿岸的景点进行观光、娱乐活动等^②。通过对旅游主体对大河客体的利用形式及程度来看,可划分为完全亲近、部分亲近、部分疏离和完全疏离四个维度^③。

(一) 完全亲近

在这种利用形式和程度下,旅游者和大河零距离接触,水体本身即体验对象,包括激流旅游(white water tourism)、河中各类游憩与娱乐活动,也包括“恒河圣浴”一类的宗教朝觐活动。其中激流旅游缘起于西方,注重水流落差带来的刺激性体验,而宗教朝觐活动则是以大河为朝觐对象的仪式性活动。除此之外,在大河中进行的各类游憩、娱乐活动包括游泳、嬉水,利用各种亲水设施的水上娱乐和运动则是大众旅游最为常见的活动类型。

尽管都是以大河为对象进行的最完全意义上的大河旅游,但是二者的行为差异仍然是巨大的,最根本的差异在于激流旅游是一种完全娱乐模式的体验,其目的在于获得大河落差所带来的刺激,达到身心放松的目的,大河本身只是获得体验的工具而非中心。而诸如“恒河圣浴”一类的以河流为朝觐对象的仪式性活动则是一种完全的存在模式,大河为朝觐之地和朝觐对象,“圣浴”本身即为全身投入其中的中心性活动。

(二) 部分亲近

在这种利用形式和程度下,河流更多地作为游憩空间载体和景观构筑物,既是游览和审美对象,也是交通承载者,但旅游者在游览过程中可以或者不与大河水体本身发生直接接触,乘船游览是这种利用程度下最普遍的游览形式,如欧洲各国的游船旅游,以及在埃及尼罗河、美国密西西比

① Prideaux B, Cooper M. River Tourism[J]. Wallingford, U K: CABI, 2009: 14-18.

② 魏鸿雁,陶卓民,潘坤友.国内外河流旅游研究进展与展望[J].资源开发与市场,2016,32(12): 1532-1536.

③ Josef S. River related tourism in Europe—an overview[J]. Geographical Journal, 1995, 35(4): 443-458.

河以及中国知名江河旅游地，乘船游览都是最普遍的形式。

由此而衍生出的游轮旅游也占据了大河旅游的较大市场，这一旅游形式出现于19世纪20年代，深受当时的社会精英分子所青睐，20世纪下半叶各游轮公司通过提高游轮容量、改变航线周期、价格和线路、细分目标市场等策略吸引年轻游客，游轮旅游开始以年均8%的增长速度发展，成为大河旅游中增长最快、最具动态的组成部分之一^①。据Grand等（2007）展开的游轮市场分析显示，游轮旅游中34%的游客年龄为35~54岁，75%的游客是已结婚的，40%的游客是大学毕业生，只有25%的游客是退休者，家庭成为游轮旅游市场的重要细分市场，16%的游客至少携带一名18岁以下的孩子参加游轮旅游活动^②。游轮不断推出的娱乐活动和方便快捷的服务措施已吸引越来越多的年轻人，使得世界游轮旅游市场表现出年轻化的趋势。

（三）部分疏离

依托河岸或河岸周边地带进行的游憩活动，旅游消费者自身极少与大河水体直接接触，如利用沿河景观道路、游憩步道等进行。这种形式极为普遍，甚至是大河旅游的主要形式，因为大河的自然属性以及人与大河的特殊关系决定了其形式上的独特性。一是游览成本的考量，水上旅游依赖于船舶等水上交通工具，对航道建设及疏浚也有相当要求，成本较高，相较而言依托陆地交通的大河旅游游览形式多数情形下更容易实现。二是亲水与畏水的对立统一，人类既具有亲水天性，同时对水的风险又抱有畏惧心理，因此水上游览存在一定风险，河岸游览则相对安全，这种旅游形式既享受大河塑造的良好环境又规避其潜在风险。三是大河水体交通功能的强弱，当大河水体的交通功能不完善时，河岸的交通功能便发挥重要作用，同时一些地区受制于环境准入只能进行岸上游憩活动。四是依附性特征决定了在多数情形下岸上比水里“更好玩”，从旅游体验深度与多样性出发，游憩线路设计多与山地、城镇以及重要景观节点结合。

根据《全球自驾游报告2019》数据显示，2018年中国国内自驾游游客达到5.8亿人次，相比2017年增长35.6%，自驾游游客规模巨大，说明自驾车旅游逐渐成为国民大众的旅游方式。而大河网络线性延伸的特征明显，为沿河公路交通的发展提供了基础。此外，大河沿线公路网络不断完善也为大河流域大力发展中程客源市场自驾游创造了优势条件。基于此，沿河自驾游已经成为大河旅游的重要形式之一。结合自驾游的火爆市场，各大河旅游目的地应因地制宜地开发汽车营地、房车基地、景区道路系统、汽车俱乐部、汽车紧急救援服务站等自驾车旅游设施，打造营地体验、汽车拓展、汽车电影院等活动项目，为自驾车大河旅游打造更具吸引力的条件。

（四）完全疏离

这是大河旅游的边缘地带，旅游活动围绕大河谷地，即在流域范围进行，其过程不与或极少与河流本身接触，其行为活动主要目标也不是针对河流本身。这种旅游形式借助了由大河塑造的流域

① 詹伟芳. 国外游轮旅游发展研究[J]. 海洋开发与管理, 2008(12): 118-123.

② Grandi S, Sala A M. Cruise Tourism: Challenges and opportunities for coastal regional development [DB/OL]. <http://mpira.ub.uni-muenchen.de/4660/>, 2007.

自然环境及生态系统特征，或流域社会经济条件所形成的特定历史内涵及人文风情，如奥卡万戈河国家公园、克罗斯河国家公园的野生动物，阿巴拉契科拉河流域的森林公园和保护区，萨凡纳河流域的徒步、野营及野生动植物。旅游范畴在此扩大成为流域旅游的概念，大河沿岸的当地社区与当地环境形成了更为复杂的联系，大河一方面成为当地居民生产生活的基础，另一方面也促进了大河流域旅游吸引力形成，河流虽不是主要吸引物，却对旅游活动施以重要影响。

在中国城镇化加速发展和人口老龄化压力日益凸显的社会背景下，城镇生活激烈竞争所导致的疲惫感，以及国家将实行的一系列老年福利政策，将为大河流域开发康养市场带来机遇。大河流域一般空气湿润、气候温和、森林覆盖率较高，生态环境优越，具备开展康养旅游项目的优越条件。各大河流域目的地需要充分挖掘自身气候舒适度、山水愉悦度等优势潜力，大力开发森林氧吧、深山树屋、河流瑜伽、冥想等系列康养产品，为旅游消费者提供多样化、个性化的康养服务方案和健身强身方案。

第二节 大河文明旅游市场分析

旅游市场是社会经济高度发展的产物，是旅游业赖以生存和发展的条件，也对大河流域的旅游经济发展起着十分重要的作用，具体体现在旅游市场不仅是联结旅游产品生产者和旅游需求者的纽带，而且是调节旅游供求平衡的重要杠杆。通过旅游市场对于旅游经济的调节，可以实现整个旅游业合理配置各种资源，进一步实现社会经济资源的优化配置，并通过市场调节使旅游部门和企业根据市场需要和供给状况合理分配要素。

本节主要对大河文明旅游市场规模、结构进行分析，通过对国内外代表性大河流域主要城市群旅游收入、接待旅游人数等指标进行统计分析，反映并分析大河文明旅游消费者的群体活动特征。

一、旅游市场规模

旅游市场规模是指一定时期内某一国家或地区接待旅游者的数量和质量，可以从旅游人数和旅游支出两个统计指标进行衡量。进入 21 世纪以来，全球旅游市场规模除了在少数特殊年份遭遇挫折之外，基本上呈现出一种持续上升的趋势。根据联合国世界旅游组织发布的统计数据，从 2000 年到 2018 年，全球国际旅游客流总量增长了 89.76%，年均增长率为 4.99%；国际旅游收入增长了 208.74%，年均增长率为 11.60%。全球国际旅游人数在 2012 年突破 10 亿人次，2018 年达到 12.79 亿人次；国际旅游收入在 2011 年突破 1 万亿美元，2018 年增至 1.59 万亿美元。

近年来中国旅游消费市场整体也呈现出稳步增长的态势，旅游业在城乡统筹、经济转型、生态环保、居民消费等方面体现了较强的综合带动作用 and 极大的发展潜力，成为各级政府扩大内需、改善民生和促进消费结构升级的重点和亮点，全国有 28 个省市区已将旅游业作为支柱产业予以重点发展，其中 17 个省市区更是将旅游业定位为战略性支柱产业。根据中华人民共和国文化和旅游部

资源开发司联合中国科学院地理科学与资源研究所旅游研究与规划设计中心发布的《中国旅游景区发展报告(2019—2020)》数据显示,中国水域景观类景区2019年接待总人数达7.88亿人次,仅次于文化遗迹类景区接待人数,是中国所有景区中接待量第二大的旅游景区类别;此外,中国水域景观类景区2019年创造了731.34亿元的旅游总收入,仅次于地质地貌类旅游景区,按照收入来度量,水域景观类景区同样在所有景区中占据第二名的位置。水域景观类景点接待人数和接待收入的“双高”特征从侧面印证了中国旅游消费者在现阶段对于大河旅游产品具有较为可观的旅游需求,创造了较大的旅游市场规模,为大河旅游发展提供了广阔的旅游市场空间。

尽管大河旅游在创造就业机会、完善基础设施和刺激当地经济增长等方面产生了较为可观的收益,但是仍然缺乏对于大河旅游活动旅游收入、人数的相关统计数据,所以目前无法利用相关的数据对大河旅游的市场进行精准分析,出于数据的可获得性考虑,选取中国代表性大河——黄河沿线城市与长江三角洲城市群旅游市场规模进行分析,以反映大河旅游市场规模发展态势。

(一) 黄河沿线城市旅游市场规模

黄河是中华民族的母亲河,孕育了以农耕文明、礼乐文明、饮食文明为代表的中华文明,发育有大量历史悠久的人文景观,加上黄河流经青藏高原、内蒙古高原、黄土高原及华北平原等地貌单元,沿线具有丰富的沙漠、草原、瀑布、峡谷等自然景观,流域整体旅游资源类型丰富,禀赋优良。黄河流经青海、四川、甘肃、宁夏、内蒙古、山西、陕西、河南及山东9个省区,具有广阔的内部市场。根据各省统计年鉴及统计公报数据显示,2018年,黄河流域九省区的GDP总值达238565亿元,占全国GDP总量的26.50%。其中,旅游总收入达47677亿元,占流域省区GDP总量的19.98%。根据中华人民共和国文化和旅游部及黄河流域9个省、自治区文化和旅游厅官方网站数据显示,截至2019年10月,黄河流域3A级及以上高级别景区1010个,其中包括28个5A级景区、360个4A级景区、622个3A级景区^①。

以省级行政区为单位,黄河沿岸主要大型地级城市从上游到下游主要有:甘肃省兰州市、白银市,宁夏回族自治区中卫市、吴忠市、银川市、石嘴山市,内蒙古自治区乌海市、鄂尔多斯市、巴彦淖尔市、包头市、呼和浩特市,山西省忻州市、吕梁市、临汾市、运城市,陕西省榆林市、延安市、渭南市,河南省三门峡市、洛阳市、焦作市、郑州市、开封市、新乡市、濮阳市,山东省聊城市、泰安市、济南市、德州市、滨州市、淄博市、东营市。根据沿黄各省、区、市统计年鉴、统计公报、政府工作报告及相关官方网站公布的统计数据,如图1.1所示,2010~2019年,沿黄32市旅游总收入由3230.99亿元增长至17028.52亿元,近10年增长率为427.04%,年均增长率为42.70%,同期中国旅游总收入的整体增长率为322.84%,年均增长率为32.28%。此外,沿黄各市国内旅游收入也由2010年的3171.16亿元增长至2019年的16128.64亿元,增长率为408.60%,年均

^① 李冬花,张晓瑶,陆林,张潇,李磊. 黄河流域高级别旅游景区空间分布特征及影响因素[J]. 经济地理, 2020, 40(5): 70-80.

增长率为 40.86%，同期中国国内旅游收入的增长率为 355.10%，年均增长率为 35.51%。由此可见，过去 10 年，不论是旅游总收入还是国内旅游收入，沿黄各市的增长速度均远超全国平均水平，尤其是旅游总收入这一指标，沿黄各市与全国的年均增长率差距超过 10%，说明沿黄各市旅游产业在过去 10 年迅速发展，黄河流域旅游业已进入了高速发展的快车道，也从侧面印证了中国的大河旅游市场规模在过去 10 年经历了快速发展的阶段。

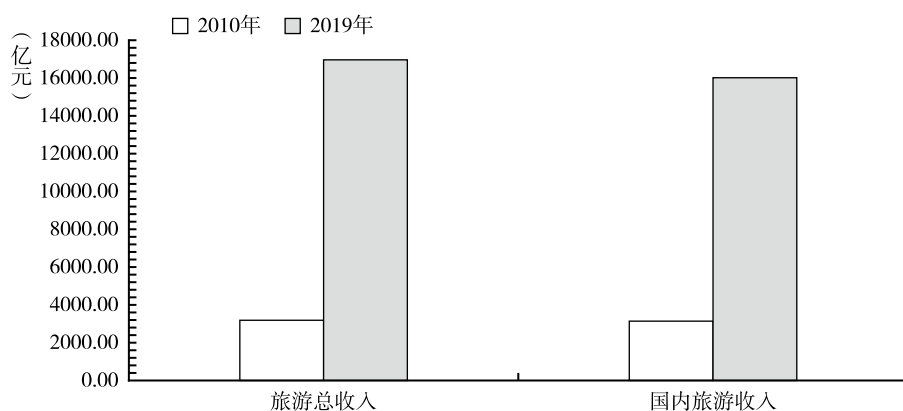


图 1.1 2010 年、2019 年黄河旅游经济带旅游总收入柱状图

资料来源：本研究根据相关统计资料绘制。

此外，从黄河沿线各城市 2010 年和 2019 年旅游接待人数这一指标来看，旅游总人数由 43328.23 万人次增长至 163883.66 万人次，增长率高达 279.02%，年均增长率为 27.90%，同样比同期中国平均水平远超 17.5%。而且国内旅游人数也由 42938.18 万人次增长至 159612.98 万人次，增长率高达 271.73%，年均增长率为 27.17%，远超同期中国平均水平的 18.56%。从图 1.2 中可明显看出，黄河流域沿线城市的旅游接待总人数和国内旅游人数都在近 10 年保持高速增长，其中以旅游接待总人数的增长幅度较大，进一步说明黄河流域旅游产业增长趋势明显，大河旅游市场规模得到了快速增长。

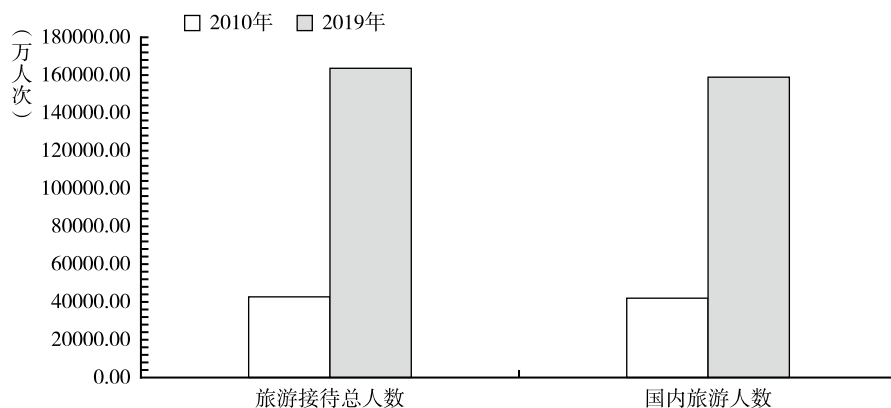


图 1.2 2010 年、2019 年黄河旅游经济带接待人数柱状图

资料来源：本研究根据相关统计资料绘制。

在沿黄旅游经济带内部,各城市旅游市场规模存在较大差异,从图 1.3 可以看出,黄河沿线主要城市的旅游市场规模差距从 2010 年到 2019 年大幅拉大。至 2019 年,沿黄 32 市旅游总收入的中位数是 523.00 亿元,高于这一中位数的城市有焦作市、鄂尔多斯市、吕梁市、忻州市、渭南市、包头市、开封市、淄博市、兰州市、临汾市、运城市、泰安市、呼和浩特市、济南市、郑州市、洛阳市这 16 个城市,而低于这一中位数的城市则包括石嘴山市、吴忠市、中卫市、乌海市、白银市、巴彦淖尔市、滨州市、银川市、东营市、聊城市、德州市、濮阳市、榆林市、新乡市、三门峡市、延安市 16 个城市。如图 1.3 所示,黄河上下游也是两种黄河旅游业发展的现状,分别代表着旅游欠发达地区和旅游发达地区,而从景区资源来看,上下游其实处于相对均衡的状态,但是其旅游总收入之间的差距则直接反映了两端黄河旅游发展水平的差异,以及旅游市场开发的成熟程度和发展规模。黄河上游旅游市场开发程度与规模受制于航线、铁路以及公路交通完善程度的约束,相关配套设施的欠缺也成为黄河上游旅游市场发展规模的掣肘;而黄河下游的旅游市场体量可观,规模较大,业态丰富,使得其成为黄河流域乃至中国旅游发达地区^①。

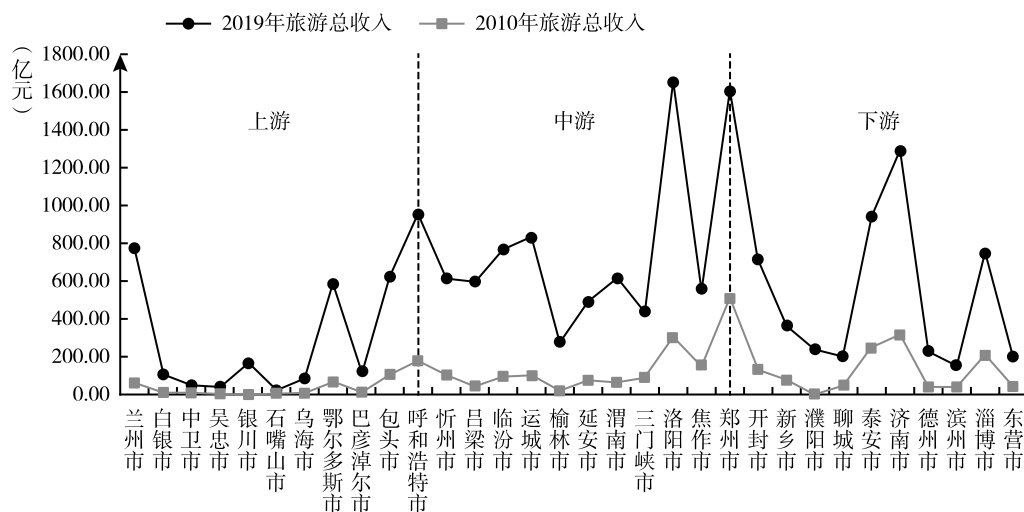


图 1.3 2010 年、2019 年沿黄各市旅游收入折线图

资料来源:本研究根据相关统计资料绘制。

在中国旅游区划中,黄河流域九省(区)分别属于丝路寻踪民族风情旅游区、华夏文明访古旅游区、西南奇山秀水民族风情旅游区和世界屋脊猎奇探险旅游区,旅游特色鲜明突出,但是其旅游流流量差异显著、空间不平衡性明显,整体上看,中下游旅游市场规模明显大于上游地区,省会城市较省内其他城市旅游客流量更多。具体来看,河南省、山东省、山西省处于中东部地区,受中原城市群、山东半岛城市群、晋中城市群的强烈辐射和带动,旅游经济发展水平、旅游市场规模明显优于流域内其他省(区),且豫、陕、晋、鲁历来就是中国北方地区的旅游接待大省,不仅旅游资

^① 宋瑞,金准,吴金梅.“一带一路”与黄河旅游[M].北京:社会科学文献出版社,2017:22-26.

源丰富、品质高、空间组织合理，且区位条件较佳、路网密度大，为旅游流集散与旅游市场接待提供了非常便利的基础设施条件^①。

（二）长三角城市群旅游市场规模

长江三角洲位于中国的东海之滨，万里长江尾间，西起镇江，东临大海，北至通扬运河，南达杭州湾北岸，面积近4万平方千米，包括上海市，江苏省南京市、无锡市、常州市、苏州市、南通市、扬州市、镇江市、泰州市，浙江省杭州市、宁波市、嘉兴市、湖州市、绍兴市、舟山市等共计15个地级及地级以上城市在内，是享誉中外的世界第六大城市群。长江三角洲滨江临海，拥有“外通大洋、内联深广腹地”的优越区位条件和“水陆并举、四通八达”的便捷交通条件。地缘相近、血缘相亲、文脉相连，繁荣的城市经济和庞大的客源市场，优越的地理位置和丰富、具有较强互补性的高品质旅游资源使得长三角已发展成为中国旅游业最发达的地区之一，有中国旅游“金三角”之美称。

纵观长三角城市群旅游市场发展历程，其区域合作机遇与挑战并存，目前已在多方共同努力下，形成了一体化的旅游市场，特别是沪宁、沪杭、宁杭等高速交通设施的陆续建成及开通运营，打破了这一区域内部的旅游空间距离，缩短了时间距离，“时间—空间”距离的压缩进一步使得长三角城市群内部城市边界淡化，带来的不仅是出行的便捷与耗时的缩短，更是助推长三角“1小时经济圈”形成。长三角旅游市场协同发展的政策举措陆续出台和成功经验的不复制和推广，使得“同城效应”凸显，城市群内各城市之间互为旅游目的地、客源地的市场特征愈发明显，正逐渐形成上海都市旅游、江苏园林旅游、浙江山水旅游的优势互补格局。

2010—2019年，长三角城市群旅游市场规模不断壮大，旅游市场基本保持稳步扩张态势，如图1.4所示，其旅游总收入和国内旅游收入分别由9645.10亿元、8641.00亿元增长至29034.48亿元、27953.33亿元，增长率分别为201.03%和223.50%，年均增长率分别高达20.10%和22.35%，略低

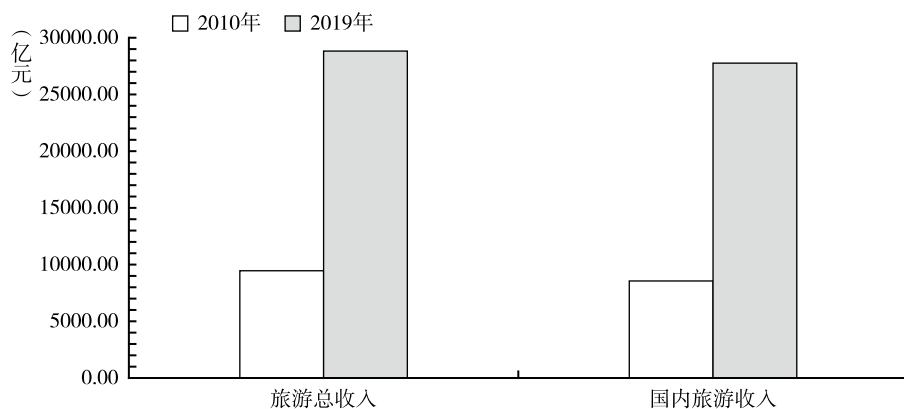


图 1.4 2010 年、2019 年长三角城市群旅游收入柱状图

资料来源：本研究根据相关统计资料绘制。

① 吴姗姗，王录仓，刘海洋. 黄河流域旅游流网络结构特征研究 [J]. 经济地理, 2020, 40 (10): 202-212.

于全国同期水平，增长速度整体趋缓。但是整体来看，长三角城市群的旅游总收入占全国旅游总收入的 43.79%，其旅游市场绝对规模较为庞大。

进一步通过旅游接待人数也可以看出，如图 1.5 所示，2019 年长三角城市群旅游总人数达 185501.98 万人次，占全国旅游总人数的 30.16%，接近全国 1/3 的接待规模；2019 年长三角城市群国内旅游人数达 183877.42 万人次，占全国国内旅游人数的比例同样高达 30.62%。而在 2010 年，长三角城市群的旅游总人数和国内旅游人数仅为 75227.80 万人次、7230.79 万人次，近 10 年增幅分别为 146.59%、151.19%，年均增长率为 14.66%、15.12%，增长速度趋于平缓，但总体上仍然保持着高位水平的平稳增长，旅游市场规模十分可观，且具有广阔前景。

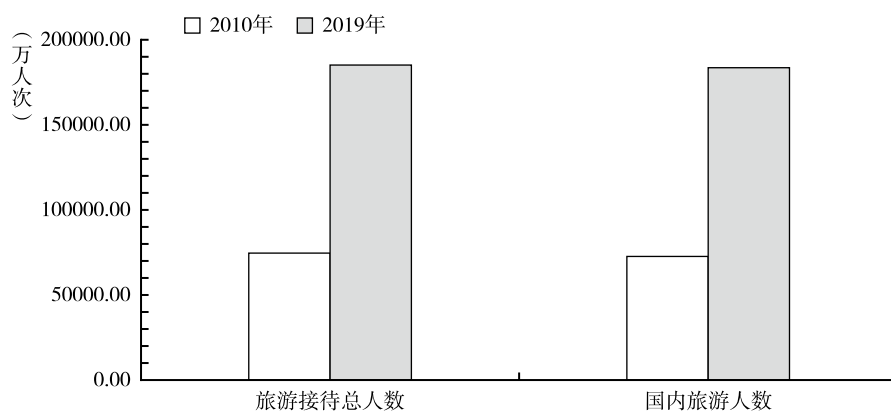


图 1.5 2010 年、2019 年长三角城市群旅游接待人数柱状图

资料来源：本研究根据相关统计资料绘制。

然而在长三角城市群内部，各城市旅游市场规模仍然存在一定差异，从图 1.6 可以看出，长三角城市群的旅游市场规模差距从 2010 年到 2019 年有所拉大。至 2019 年，长三角城市群 15 个城市旅游总收入的中位数是 1422.91 亿元，高于这一中位数的城市依次为湖州市、无锡市、宁波市、苏州市、南京市、杭州市、上海市 7 个城市，而低于这一中位数的城市则有泰州市、南通市、扬州市、镇江市、舟山市、常州市、绍兴市 7 个城市。如图 1.6 所示，旅游总收入高于嘉兴的 7 个城市与旅游总收入低于嘉兴的 7 个城市并未集中分布在长江三角洲某一段流域内，而且旅游总收入高于中位数的城市在浙江省与江苏省的分布也较为均衡，说明在地理空间上，长江三角洲流域内部旅游市场处于相对均衡的状态。但是从 2010 年和 2019 年旅游收入数据来看，旅游总收入排名第一的始终为上海，而且遥遥领先于其他城市，处于绝对的高位水平。尤其是相比 2010 年和 2019 年收入最少的泰州市，上海市 2019 年旅游总收入高于泰州市 4942.97 亿元，相差近 12 倍之多，反映出城市之间旅游总收入两极化差异悬殊明显。

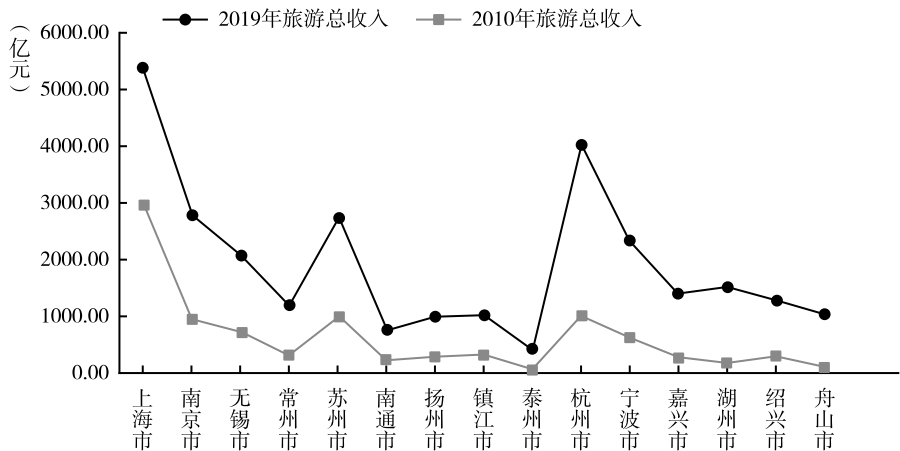


图 1.6 2010 年、2019 年长三角城市群各市旅游收入折线图

资料来源：本研究根据相关统计资料绘制。

在城市化与经济全球一体化进程加快、中国旅游业整体持续加速发展，以及旅游业竞争加剧背景下，有关区域旅游发展非均衡现象日益凸显。总体上看，长三角资源丰富，各城市之间旅游合作密切，旅游业发展迅速，已从局部、零星的松散型合作转向高层次、全方位的紧密型合作，是全国区域旅游合作实践的领头羊，但各城市旅游发展还不够均衡，长三角城市群旅游市场规模在空间格局上具有明显的以上海为核心等级圈层网络式分布特征^①。

二、旅游市场结构

旅游活动最初表现为一种纯粹的社会文化现象，随着生产力发展和社会分工的深化，尤其是商品经济的迅速发展，旅游活动才逐渐变成商品并进入市场交换。随着旅游产品生产和交换的不断发展，旅游市场也随之扩大，并对旅游经济发挥着重要作用，因为旅游市场反映了旅游供求状况，是进行旅游产品交易和旅游经济运行的基础。广义的旅游市场是指在旅游产品交换过程中所反映出来的旅游消费者与旅游经营者之间各种经济行为和经济关系的总和。狭义的旅游市场是指在一定时间、地点、相关条件下，对某一特定旅游目的地的某一特定旅游产品具有需求和消费能力的旅游者群体，也即一般的旅游客源市场^②。

旅游客源市场不仅是旅游市场存在的前提，而且决定着旅游市场的需求类型和变化趋势，并直接对旅游市场体系产生作用和影响，其结构对于目的地旅游发展重要性不言而喻，越来越多的旅游目的地发展模式已由资源导向转为市场、产品导向，决定旅游业发展的因素越来越不取决于资源的丰度，更在于客源市场的可靠度^③。旅游市场结构既包括旅游市场的时间结构，也包括空间结构，

① 张河清，田晓辉，王蕾蕾．区域旅游业竞合发展实证研究——基于珠三角与长三角城市旅游竞争力的比较分析[J]．经济地理，2010，30（5）：871-875．

② 罗明义．旅游经济学（第2版）[M]．北京：京师文森图书有限公司，2017：180-182．

③ 田纪鹏．世界城市旅游经济结构演进、评价与优化研究[M]．北京：中国旅游出版社，2016：71-75．

其中旅游市场的时间结构是指由于旅游需求和消费的季节性而形成的差异性分布现象,旅游市场的空间结构主要指旅游目的地游客的地理来源以及旅游客流量的强度。由于缺乏专门的统计数据,主要选取邮轮旅游、内河游轮旅游以及相关旅游活动的统计数据进行分析,以期从侧面反映大河旅游市场结构。

(一) 时间结构

旅游客源市场的时间结构是指某一地旅游客源市场随时间变化而呈现的变化态势,受游客闲暇时间、目的地环境等因素影响,任何目的地的客源市场均表现出固定周期和规律的波动性。客源市场的时间波动规律一直是各旅游目的地关注的重要课题,由于大河旅游消费者需求的时间变化性较强,客流量随时间波动也是大河旅游不可避免的现象。按照时间长短,可将大河旅游客源市场的时间结构划分为年际变化结构、月季变化结构、周内和日内变化结构等,遵循一般做法,以下主要通过分析客流年际分布和季节性分布对大河旅游客源市场时间结构特征进行分析。

季节性是旅游产业最重要的特征之一,对旅游业发展具有重要的影响作用,最显著的表现是在较短的特定时间内集中了大规模的客流,由此产生了所谓的旅游旺季、淡季以及介于两者之间的平季之分。旅游季节性是旅游现象在时间上表现出的短暂不平衡性,主要以游客数量、游客花费、旅游交通、旅游就业、景点客流量等关键因素的波动为具体体现。季节性直接造成旅游业需求和供给的双重波动,一直以来,旅游需求和客流的季节性波动都是旅游目的地面临的最严重的问题之一,大河旅游目的地也是,旺季过于集中的旅游客流以及淡季资源的过分闲置造成了旅游业的产业失衡问题,甚至有时演绎为“旅游事件”,带来资源使用低效、最优投资水平难以识别、潜在利润流失、经济收益高风险、目的地超负荷运作以及社会和生态承载力紧张等负面作用,成为政府部门在制定旅游政策以应对危机和规避风险时考虑的中心问题之一^①。

与其他的旅游形式相比,大河旅游与气候的联系更为紧密,气候是影响旅游活动的重要环境因素,而大河旅游对于自然环境和气候条件的依赖性更强。特别地,大河旅游对于日照时长、温度、相对湿度、降水、风速等气候因素的变动更为敏感,这导致大河旅游本身具有明显的季节性特征。如欧洲内河游轮旅游受到河道水位高低和冰封期增加的自然环境影响,客源市场季节波动性很大,莱茵河目前最低水位 1.9 米,最高水位 11.3 米,莱茵河、多瑙河上游虽都有水电枢纽,但无法调节水位,莱茵河和多瑙河的低水位区段越来越多,游轮旅游无法全程航行。此外,多瑙河上游冬季易受寒潮影响,会有 1~3 个月不等的航道冰封期,极端气候严重影响了上游航道的有效航行时间,对欧洲内河游轮旅游的季节性波动影响很大^②。气候适宜性及其持续时间直接影响着大河旅游活动的开展,季节性变化和客流量的年内变化,在旅游消费者目的地和旅行类别选择方面具有决定性的影响作用,是大河旅游项目开发需要考虑的重要因素。

^① 冯学钢,孙晓东,于秋阳.反季旅游与旅游季节性平衡:研究述评与启示[J].旅游学刊,2014,29(1):92-100.

^② 李睿.欧洲内河游轮旅游市场发展现状及启示[J].水运管理,2019,41(7):31-32.

从大河旅游季节性产生的原因来看,除了上述超出决策者控制的自然因素,还有宗教、社会和文化因素综合形成的制度因素,如学校假期、旅游目的地节日和文化活动等因素,而且政治、经济、文化、生活等领域发生的重大事件及其轰动效应大小,旅游目的地的社会因素均会导致大河旅游客流季节性的变化。此外,还有些突发性危机事件也会造成大河旅游客源市场的时间性波动,如受新冠肺炎疫情影响,长江的游轮旅游历经了较长一段时间的停航,直到2021年3月中旬才得以复航。总体来看,出于上述诸多因素的影响以及大河旅游的特征,使得大河旅游客流年内变化季节性差异显著,淡旺季分明,节假日和周末效应突出。

(二) 空间结构

在一个特定的旅游市场中,大量的旅游消费者构成了一个集合,单个旅游消费者的空间行为综合起来后,在空间上反映出旅游市场活动的空间结构。旅游市场空间结构是指在一定地域范围内旅游市场的相对区位关系和分布形式,以旅游流方式表现出来,对旅游目的地管理和发展具有重要作用。从旅游市场角度观察,距离衰减规律的原理是,随着距离的增加,旅游经济成本与时间成本等都随着上升,旅游意愿降低,出游率相应降低。在这一模式中,市场出游行为随距离增加而迅速减弱,所以此种特征在平面空间上表现出一种圈层结构。按照距离递减规律,旅游市场的空间结构包含两方面的含义:一是由一个旅游市场向外出游的游客行为呈现出的空间结构,通常描述为向外层递减的等游线;二是到达某一旅游目的地的客源市场的空间分布状态,通常也被描述为向内层级递增的市场圈层结构,如一级市场、二级市场、三级市场^①。其中客源市场已成为旅游业竞争的焦点,而客源市场的空间分布是旅游市场空间结构的讨论前提,大河旅游客源市场空间结构特征反映了大河旅游消费者在地理空间上的分布和组合特征,对于大河旅游目的地客源市场空间结构的分析有助于旅游经营者更清楚地认识目标用户,有效地开发旅游产品、进行旅游规划,以更好地发展当地旅游业。按照旅游客源市场的空间结构划分,可将其划分为境外和国内两大类;而按照旅游客源地到旅游目的地的距离远近,一般可将客源地划分为近程客源市场、中程客源市场和远程客源市场^②。大河旅游活动众多,不同的具体项目旅游市场结构具有较大的差异性,但是普遍来说,客源市场仍以国内市场和短中程市场为主。

旅游客流空间规律反映的是旅游消费者流向与流量发展的必然趋势。自20世纪60年代以来,大规模国际旅游与国内旅游的流向与流量呈现出较多规律性,主要有旅游客流以短程移动为主体、发达国家和地区相互流动频繁、从经济发达国家和地区流向不发达国家和地区、严寒地区与温暖地区相关流动等,大河旅游客流空间流动也遵循这一系列规律。据联合国世界旅游组织估测,在全世界六大旅游区中,国际旅游者总量的80%来自本地区内的国家,在区内国际旅游中,数量最大的则是邻国间的国际旅游,如美国是加拿大和墨西哥最大的旅游客源国,欧洲的国际旅游者中有72%

① 王欣,吴殿延,张祖群等. 旅游地理学概论[M]. 北京:旅游教育出版社,2015:118-120.

② 罗明义. 旅游经济学(第2版)[M]. 北京:京师文森图书有限公司,2017:186-190.

是本地区产生的^①。旅游消费者出游大都是按照先近后远的原则,因此,近距离的旅游消费者在全部到访者中一直占有绝大比重。而根据文化和旅游部发布的《2019年旅游市场基本情况》数据显示,2019年中国接待入境外国游客人数中,亚洲占75.9%,美洲占7.7%,欧洲占13.2%,大洋洲占1.9%,非洲占1.4%,中国主要国际客源市场前10位国家中,只有美国和俄罗斯不属于亚洲国家,其他8个如缅甸、越南、韩国、日本、蒙古国、马来西亚、菲律宾、新加坡都属于亚洲国家。而且世界上其他国家的入境旅游客源市场也莫不如此,可见旅游消费者大多在相对较近距离内进行流动已是一种规律,这主要是因为空间距离上相近首先也意味着风俗习惯和文化传统的接近,易于旅游消费者适应旅游目的地的自然环境尤其是人文环境,而且距离近使得其出行交通成本较低,大大降低了旅游消费的整体开支,就时间上而言距离近也会使得旅游消费者对于旅游活动的安排更加灵活。

大河旅游的客流来源也表现出由近及远的圈层结构,由于旅游消费者的出游流量在距离上具有不同的分布概率,一般而言,距离越近,分布的概率越大;距离越远,流量分布的概率越小,距离因子同样影响了大河旅游到访率的空间分割,所以大河旅游客流在客源地与大河旅游目的地间的流动仍然以近距离流动为主。据客运协会(Passenger Shipping Association, PSA)的统计,美国、英国、德国、意大利、加拿大、西班牙、日本、法国等是世界主要的邮轮客源市场^②。而且根据IG River Cruise/German Travel Association(DRV)数据显示,2017年,来自世界各地乘坐欧洲内河游轮的游客达140万人次,其中38%的游客来自美国和加拿大,游客人数约为51万人次;排名第三到第五位的客源国分别是德国47万人次、英国25万人次、爱尔兰20万人次。由此可见,欧洲内河游轮旅游客源地仍以欧洲国家为主,内部市场是其主要的客源市场。

此外,经济属性毫无疑问是旅游业的基本属性之一,旅游拉动地方经济增长并在地方经济发展中扮演重要角色。作为经济依托型产业,旅游业发展需要大量资金、人才、信息等要素的投入,总体来看,旅游业市场化程度相对较高,而地方经济发展水平高则可以为旅游开发提供更为优越的基础配套设施,交通、通信、住宿、餐饮等方面的服务也相对完善,且更容易吸引投资,从而形成旅游开发的规模优势,降低成本。在市场机制驱动下,各要素相对自由流动,生产要素优化配置,提高了资源配置效率。由于经济发达国家或地区的经济发展水平较高,人均收入也高,进行旅游活动的经济基础较好,而且经济发达国家或地区有大规模的工业和商业构成比较雄厚的经济基础,因而因公、因商或会议旅游的机会也较多,带薪假期也相对较长,其现代化的交通运输体系和先进的通信工具与信息网络决定了经济发达国家和地区在一定时期内产生的旅游者数量多于相较而言经济不发达的国家和地区。总体来看,随着旅游大交通格局的优化,中国大河旅游的旅游客流网络呈现出多样化和均衡化的发展势头,但眼下仍然是东强西弱、南强北弱的格局。

任何一种类型产业集群的形成和发展都离不开市场的支持,旅游市场需求状况在一定程度上决

① 马洪元. 旅游学导论(第2版)[M]. 天津:南开大学出版社,2016:90-92.

② 赵善梅. 世界邮轮旅游市场格局变化及其对中国邮轮旅游发展的影响研究[D]. 海南大学,2012.

定了旅游产业集群成长和发展的空间。一般情况下,经济发达地区居民生活水平高,客源市场广阔且消费能力强,具有强势的内生市场动力,其旅游市场结构也往往表现出明显的内聚特征。就综合竞争力方面来看,根据中国旅游研究院发布的《2019年中国旅游业发展报告》数据显示,各省域旅游综合竞争力排在第一梯队的依次为广东、江苏、浙江、山东、上海、北京、福建、湖南、江西、贵州十省(市),副省级城市旅游综合竞争力第一梯队城市则依次为杭州、广州、深圳、西安、厦门,其中长三角区域内的江苏、浙江、上海以及杭州均榜上有名,说明大河旅游的内生市场动力较为强大,具有较为广阔的内生消费市场。

社会经济发展水平既是旅游功能发挥的依托条件,也是客源地旅游市场规模、市场潜力的发展基础。黄河流域自然地理环境本底的脆弱性使流域内高级别景区依托河流水系及平原低地分布的特征明显。以流域内具备大人口规模、高消费能力及高经济发展水平等市场优势的城镇地区为代表,黄河流域景区分布密度高值区与城镇分布密度高值区具有显著的空间耦合特征,黄河流域高级别景区依托城镇消费市场分布的趋势明显。社会经济发展带来的集聚的人口、旅游需求与消费能力、相对完备的基础设施,为景区的创建发展提供便利的平台。在流域中下游关中城市群、中原城市群、山东半岛城市群形成明显的高级别景区集聚中心,且流域中下游地区受京津冀城市群辐射影响较大,客源市场庞大。在上游经济建设相对落后地区,景区密度也相对较低,区域经济发展的不平衡也对黄河流域高级别景区的空间分布差异产生着一定影响^①。

第三节 大河文明旅游市场开发策略

日新月异的旅游经济发展速度和急剧扩张的旅游消费需求使得大河旅游消费者需求日益多元化、综合化和专业化,需求市场的变革同时对产业发展趋势、产品供给格局、服务经营形态带来了深刻影响。旅游市场开发策略是旅游目的地或旅游企业在对旅游资源条件、旅游环境分析、旅游市场细分、旅游消费者行为分析的基础上,对各种营销因素如产品、服务、价格、渠道、广告等要素进行整体化和实效化的组合,协调内部力量以满足旅游消费者的需求来实现预期的经营目标。

本节主要从产业融合、区域协作、宣传营销三方面对大河旅游市场开发背景进行分析,并结合国内外主要大河旅游市场开发状况对其发展现状进行总结,并在此基础上提出相应的开发策略,总结大河旅游市场的开发经验、策略。

一、文化兴旅,产业融合

(一) 开发背景

产业融合发展是实现产业结构优化升级、促进就业与经济增长的有效手段,而旅游产业高度的

^① 李冬花,张晓瑶,陆林,张潇,李磊.黄河流域高级别旅游景区空间分布特征及影响因素[J].经济地理,2020,40(5):70-80.

产业关联性则可被视为产业融合的前提,因为旅游产业独有的综合性强、关联度高等特征决定了旅游业不可能游离或独立于其他产业自行发展^①。2001年国家旅游局把“推进工业旅游和农业旅游”作为工作重点,这被视为中国旅游业与其他产业融合发展的探索;“十二五”规划将旅游业培育为战略性支柱产业的目标,再次明确了旅游业的发展定位,也对旅游业的转型升级提出要求,以产业融合为支撑,实现创新优化和产业链拓展成为旅游业转型升级的新途径^②;2014年国务院在国发第31号文件《关于促进旅游业改革发展的若干意见》中再次指出,加快旅游业的发展要坚持融合发展的理念。在此背景下,旅游产业的融合发展方式随着中国旅游产业的高速发展也逐步多元化,融合范围逐步扩大。与此同时,近年来大河文明旅游市场的一个明显趋势是旅游产业融合不断推进,无疑推动大河流域旅游产业与其他产业的融合有助于丰富旅游目的地的产品体系、发挥大河旅游的综合效益。

在产业融合的大背景下,尤为突出的是文化产业与旅游产业的融合——文旅融合。文化产业与旅游产业都具有“朝阳产业”和“无烟产业”的美誉,二者的内部属性决定了其融合发展的可能性和必然性;同时,需求侧即旅游者对于旅游产品的文化性需求也愈发强烈。在这种外部推动力和内部驱动力的共同作用下,文化产业与旅游产业的融合日益深入。旅游与文化融合发展成为国内外两大产业发展的一种新现象,二者的融合产生了许多新兴的产业业态与产品形式,形成了大量旅游与文化产业集群和综合体^③。具体对于中国而言,文化产业与旅游产业都是中国国民经济重要的战略性新兴产业,目前处于高速增长阶段,对经济社会发展的带动作用越来越显著。根据国家统计局发布的《中华人民共和国2019年国民经济和社会发展统计公报》数据显示,2019年全年全国规模以上文化及相关产业企业营业收入86624亿元,按可比口径计算比上年增长7.0%;全年国内游客达60.1亿人次,比上年增长8.4%;国内旅游收入57251亿元,增长11.7%;入境游客14531万人次,增长2.9%;国际旅游收入1313亿美元,增长3.3%。在文化产业与旅游产业蓬勃发展的时代背景下,如何促进两个产业更好地融合发展已成为国内外关注的热点问题。

(二) 发展现状

近年来,大河旅游市场的一个明显趋势是旅游产业融合不断推进,旅游日益渗透到其他相关行业,旅游产业的边界和框架不断被打破,旅游业态持续融合、演变,新的旅游活动不断涌现,多点支撑、多业共生、多元融合的大旅游产业格局日渐形成,各类旅游新业态成为大河旅游发展新高地。整体来看,随着各类资本和市场主体相继进入旅游产业,旅游与其他产业之间交叉、融合、渗透、重组,不断延伸和扩展,旅游与文化、体育、林业、商业、水利、地质、海洋、环保、气象等

① 石培华. 旅游业与其他产业融合发展的路径与重点[J]. 旅游学刊, 2011, 26(5): 9-10.

② 范文静, 唐承财. 地质遗产区旅游产业融合路径探析——以黄河石林国家地质公园为例[J]. 资源科学, 2013, 35(12): 2376-2383.

③ 翁钢民, 李凌雁. 中国旅游与文化产业融合发展的耦合协调度及空间相关分析[J]. 经济地理, 2016, 36(1): 178-185.

相关产业和行业融合发展,围绕大河旅游活动形成了融合农业、制造业、商业、文化产业、房地产业、其他服务业等众多产业在内的新大河旅游产业体系,旅游产业结构的综合性、复合型、融合性特征日益显著,大河流域“大旅游产业”格局正加速形成。

尼亚加拉大瀑布作为举世闻名的旅游胜地,为美加两国共同所有、合作开发,其以尼亚加拉河主航道中心为边界,在美加两侧各有一个被称作尼亚加拉瀑布城(Niagara Falls)的旅游城市,其中在加拿大境内的位于安大略省,在美国境内的位于纽约州,两个姐妹城隔河相望,由彩虹桥连接,彩虹桥中央分别飘扬着美国、联合国和加拿大的旗帜。此外,美加两国还在其周围建设了一系列游乐设施,其中在加拿大一侧为维多利亚女王公园,美国一侧为尼亚加拉公园。美加两国在保护尼亚加拉大瀑布景区资源的前提下,通过对其深度开发,与交通运输业、配套产业深度融合为两国旅游业带来了巨大的经济效益和社会效益。从空间层面来看,尼亚加拉瀑布景区水、陆、空三种游览方式都十分完善,两国合作开发了游艇、游船等方式供游客从水路观赏游览,陆路游览工具则包括瞭望塔、地下观瀑电梯以及彩虹桥等多种方式,此外,还修建了吊车、缆车,旅游部门提供直升飞机等工具供游客从更广阔的视野俯瞰尼亚加拉瀑布全貌。景区还将开发文化旅游资源与水域环境相结合,结合瀑布历史、传说,打造了被称为北美洲最古老的博物馆之一的尼亚加拉瀑布博物馆,使得游客游览时间由现在拓展到“过去”。除此之外,两国的瀑布城为充分满足游客的食、住、行、游、购、娱等需求,开发了大量的饭店、餐饮旅游接待设施,出售旅行户外用品和旅游纪念品的购物中心等接待服务设施,景区的对外交通也十分便捷,在美加两国境内通达性都较好,这些开发举措使得尼亚加拉瀑布景区成为一个集观光、休闲、娱乐等多功能为一体的旅游目的地,并且延长了游客的停留时间,提高了景区旅游消费水平^①。

地处黄河中游、汾水之滨的山西省临汾市坚持以文化活动拉动旅游市场,以旅游活动增添文化魅力,先后举办了唱响时代赞歌·我和我的祖国大型合唱、“幸福临汾”元旦戏曲晚会以及尧都文化旅游节等一系列节事节庆、文化惠民活动,促进文旅深度融合。为推动当地文旅产业进一步融合,充分展示临汾市优秀的黄河文化旅游资源,扩大对外影响,目前60余项各级非遗项目已融入到壶口瀑布、大槐树、云丘山、荷花园、丁村、临汾市博物馆、晋国博物馆等景区,让旅游者在临汾旅游的同时,也记住临汾市的非遗文化。

(三) 开发策略

1. 促进大河旅游产业集群化发展

迈克尔·波特在《国家竞争优势》一书中提到,产业集群是指特定产业、大量产业联系紧密的企业以及相关的支撑机构在空间上的聚集,并形成强劲、持续竞争优势的现象^②。产业集群通过在内部成员之间进行分工协作,开展竞争与合作,形成规模效益和竞争优势,并以网络化的结构相互

① 肇博,梁华红. 尼亚加拉瀑布的全方位开发对我国景区开发的启示[J]. 社会科学家,2004(3): 92-94.

② (美)迈克尔·波特著. 国家竞争优势[M]. 李明轩,邱如美译. 北京:华夏出版社,2002: 2-4.

联系；而产业集聚则仅是空间上的集聚，未能形成这种网络化的关系。文化旅游产业集群的目的同样是通过区域内大量相关单位分工协作，以便提高产业竞争力。大河旅游廊道集聚各种旅游产业要素，在市场自发孕育、政府有效引导及二者共同作用下，产业集群化发展趋势明显，但仍普遍存在明显短板，而旅游产业链条则是构筑大河旅游产业集群的重要要素^①。

因此，应在旅游者进行大河旅游产品消费的过程中，探求由大河旅游消费而引发的旅游产品链，以及由产品供应、组织、生产或服务商和关联服务商提供产品与服务的过程，让原著居民、旅游企业、旅游中间商、旅游产品供应商等共同参与、协同运行、密切配合，延伸大河旅游产业链条，形成网络化的产业联系。具体来说，从横向和纵向两个方向整合大河旅游产业链，推动整个大河旅游产业健康发展，即横向上——拓展产业宽度，将一些文艺活动、文化体验、工业设计、非遗等传统旅游产业外的部门纳入大河旅游产业；纵向上——延伸产业链条，在上游植入创意、规划，在下游植入体验、分享，将大河旅游消费者从旅游产品的交易对象转变为旅游产品体系本身，总体上做大大河旅游产业链。并加强大河旅游与相关产业的资源性融合、生产性融合和服务性融合，把旅游业打造成带动相关行业发展的新引擎，建立以旅游业为引擎的产业联动机制，使大河流域旅游新业态成为带动相关行业发展的最直接体现。

2. 提升大河旅游技术性融合深度

不同产业或行业在生产技术与工作流程等方面存在差异，形成技术壁垒，使各产业或行业产生技术边界，所以技术层面的融合可称为不同产业或行业间融合的催化剂。产业在发展中通过购买或学习新技术为本产业原有技术进行改造，以促使新技术与原有技术的更新融合，创造开发出新工艺与新产品，产业中这种现象被称为技术融合^②。技术创新是大河旅游产业与工业、农业、文化产业融合发展的关键引擎，而高新技术的广泛应用则是产业融合发展的前提条件，“互联网+”时代的来临为旅游产业在更大范围内的融合提供了前所未有的机遇。大河旅游应该将VR（虚拟现实技术）、云服务平台、5G（第五代移动通信技术）等高新技术不断应用到大河旅游产品的开发、升级中，促使旅游产业与其他产业间的技术壁垒减少甚至消除，有效推动产业生产技术、开发与经营管理技术融合与升级。特别是在“互联网+”的时代下，应在更大范围内加快推进旅游产业融合，提升旅游产业融合的广度和深度，开发出更有特色、更有品质、更能满足游客需求的融合性大河旅游产品。

3. 引导大河流域文化和旅游融合

文化产业与旅游产业因其本质属性和特征具有天然的耦合关系，文化是旅游发展的灵魂所在，也是大河旅游发展的根基所在，以文化为载体构建大河文化旅游产品体系，充分整合和发挥资源融合、人才融合、资本融合的优势，推动文化产业与旅游产业的融合发展、互补发展与可持续发展。

^① 黄大勇，谢正发. 乌江风情廊道文化旅游产业集群发展研究[J]. 南通大学学报（社会科学版），2018，34（6）：29-34.

^② 李在军. 冰雪产业与旅游产业融合发展的动力机制与实现路径探析[J]. 中国体育科技，2019，55（7）：56-62+80.

在进行大河旅游开发的过程中,宜于将开发文化旅游资源与开发文化生态环境特别是水域环境相结合,这样才能展示完整的文化旅游资源及其蕴含的文化底蕴。强调大河流域文化旅游开发的地域性和民族性,要注重挖掘旅游资源的自然和人文生态,尤其是人文生态,首先大河旅游开发者、管理者和当地居民都要重视文化,而且在大河旅游开发过程中注意发掘有形和无形的文化旅游资源,丰富文化旅游产品的文化内涵;此外,大河旅游产品开发要营造文化氛围,内容和形式统一,满足游客审美要求和求知欲^①。从市场运行的角度来看,挖掘大河旅游产品文化内涵能够赋予大河旅游产品更高的附加值,因而在产品的市场定价、服务质量的选择、成本控制等方面拥有更多的自主权,在市场竞争中占据优势。

二、区域联动,整合协作

(一) 开发背景

旅游业是一项涉及面广、关联度高、辐射力强的综合性产业,旅游业的食、住、行、游、购、娱六大要素,涉及直接行业27个,与其间接相关的职业260多个。除了旅游业的六要素之外,构成旅游业最基本的两个条件为旅游资源和客源市场。大河流域普遍而言旅游资源丰富、种类齐全、品位较高,要把旅游资源优势转变为经济优势,关键是开发客源市场。而旅游作为一种空间消费行为,旅游产业具有强烈的地域关联性,地域合作对一个国家、区域的旅游业发展具有举足轻重的作用。大河流域要加强旅游市场开发、旅游项目建设、旅游经营管理等多层次合作,发挥1+1>2的效应,提升大河文明旅游在国内、国际旅游市场竞争中的地位,促进旅游业的持续健康发展。

外部条件方面,随着近年来高速铁路、高速公路等现代化交通工具的发展,特别是国内“四横四纵”的高铁网初步形成,旅游的空间距离日益压缩,使得大河流域旅游交通通道逐步被打通,通过高铁、飞机等通道能够基本形成组团式的大河旅游通道,新的网络交通格局将重构大河旅游大格局。此外,内生性市场的收入屏障不断突破,经济增长以及人民收入的增加正在逐渐形成巨大并持续增长的内生性旅游市场,在这个市场中旅游愈加平民化、大众化,越来越多的居民能够平等享受旅游服务,不同收入水平的居民都参与到旅游活动中,旅游超越了传统的收入屏障进一步向普通大众转移,旅游休闲已经演变为覆盖大河流域各省市消费者的活动,如此巨大的内生性市场也是大河旅游大发展的重要源泉。

而在大河流域内部条件方面,大河流域本就是一个水系的干流和支流所经过的整个地区,是不同的地理单元以河流为纽带连接在一起的自然和经济联合体,所以大河旅游合作营销的优势主要在于各大河流域主要城市历史上就是一个地域圈,因此具有良好的合作传统。这主要是受地形限制,大河流域人民在长期协作中形成了共同的民俗、语言、价值取向,形成了区域文化的认同感。大河流域人民的密切友好联系和往来源远流长,使得区域发展旅游业有良好的合作基础。不仅如此,大

^① 龚锐. 乌江盐油古道文化研究[M]. 北京:民族出版社,2014:389-391.

河流域的经济社会发展背景和环境相同,因此具有良好的合作愿景。大河流域水同源、人同俗、雨热同季,传统文化、民族风俗、居住耕种、生活方式等都相同,经济基础、经济环境、市场条件、物质资源等都大同小异,各方面的相似性使得大河流域各城市旅游发展基础、水平也具有相似性,因此具有良好的合作愿景。

(二) 发展现状

世界各国之间的边界千差万别,山脉、湖泊、经纬线等都可以成为边界线,而以大河作为国界线的国家更是数不胜数,诸如阿根廷、巴西与巴拉圭三国以伊瓜苏河与巴拿马运河交界处为边界线,挪威、瑞典以斯堪的纳维亚山脉分水岭为分界线,中国和朝鲜以鸭绿江为分界线等。这种界江、界河往往造就了各种各样的自然风光,不仅是自然景观,人文景观在各国的分布更是千姿百态,而这种差异性在边境两侧最容易形成鲜明的对比,因此依托地域差异显著的旅游资源,边境的大河流域也拥有了旅游开发的天然优势,这种跨国的联动开发对于大河流域旅游市场来说尤为重要。例如,中国和俄罗斯就中俄界江旅游积极开展合作规划,俄罗斯远东各地政府与中国发展双边大河旅游合作,并与中国多个省份签署了有关大河旅游合作的双边协议,早在2004年就达成了“共同开发黑龙江流域旅游资源”的协议。2004年7月,中国也为俄罗斯游客专门开辟了前往中国旅游的新航线,黑河—秦皇岛的航班将俄罗斯阿穆尔州、哈巴罗夫斯克边疆区和雅库特共和国的游客送往中国最受欢迎的疗养地之一——北戴河风景区。2005年2月,哈巴罗夫斯克市与中国大连市为继续发展哈巴罗夫斯克边疆区与辽宁省间的旅游交往进行了商务接触。后来布拉戈维申斯克市也与五大连池市为两座城市建立统一的旅游线路,以及扩大两个友好城市间的贸易和人民往来进行积极的磋商,并就发展文化合作达成协议。除此之外,布拉戈维申斯克市还拟沿中俄界河黑龙江,与坐落在阿穆尔河另一岸的黑河市共同建立13万公顷的中俄联合自然保护区,两市拥有共同的河流,在环保领域与旅游领域开展共同的合作具有重要的意义,所以应该建立共同的制度和机制分管这一流域。此外,萨哈林州代表团也对中国山东省进行了首次访问,为开展旅游合作、加强旅游交往签署了发展旅游合作的双边协议,在积极开展中俄大河流域旅游合作的大背景下,中俄双方的城市正积极推动区域合作^①。

此外,湄公河流域沿线多国也就湄公河旅游开发达成合作,这一合作始于1994年12月在云南昆明召开的“湄公河流域国家旅游发展研讨会”,会议明确提出了六国在“次区域旅游目的地促销、次区域旅游论坛、旅游专业人员培训、资源保护人员培训、湄公河旅游规划研究”五个方面开展合作,并建立了次区域旅游合作的总体决策、协调机构。在这一合作基础上,2000年11月12日,中国和老挝关于双边合作的联合声明中指出将加强两国在旅游方面的合作;中方则同意把老挝列为鼓励中国公民出境旅游的目的地,双方主管部门将商定有关具体措施。2000年12月25日,中国和越南签署了《关于新世纪全面合作的联合声明》,指出扩大旅游合作鼓励两国旅游部门在管理、宣传、

^① 孙晓谦,李莹. 俄罗斯旅游概论[M]. 哈尔滨:黑龙江人民出版社,2015:302-305.

营销人员培训等方面交流经验,并为两国公民和第三国公民赴两国旅游提供便利等;而云南则在边境地区提供团体旅客落地签证和口岸签证,并于2005年开通了自西双版纳景洪前往老挝琅勃拉邦的大湄公河旅游航线,很大程度上便利了西南边境往来。

相比跨境的大河旅游联动开发现状,沿黄旅游经济带此前的旅游合作依旧停留在省际合作与交流,还未上升至更高层面,同时黄河流域局部合作虽不断有国家级区域规划获批,但依然是碎片化联盟;而与长江经济带相比,黄河经济带双边、多边合作较多,整体合作由于较大的经济和旅游水平差异,未形成实质性的推进,整体的区域合作呈现出碎片化的特征。但是随着越来越完备的旅游公共服务体系、越来越便捷的交通网络、越来越高涨的普遍性旅游需求,黄河旅游的传统消费格局逐步被打破。消费环境的去障碍化使得旅游活动可以超越区域的障碍、超越场所的障碍、超越人群的障碍,这极大推进了旅游消费的普及和升级,从上游到下游、从此岸到彼岸,沿黄经济带的旅游合作恰逢其时。尤其是沿黄地区的区域差异不断缩小,上中下游各省、市旅游人数、旅游收入等指标区域差异逐步缩小,上中下游共同发力拉动了黄河流域旅游的增长,各地区的旅游消费潜能正在逐步被挖掘出来,黄河流域旅游经济呈现出多点开花的新局面^①。

(三) 开发策略

1. 打破大河流域地区间经济壁垒

区域旅游具有优势互补、整体营销、规模效应、竞争能力和旅游文化等优势,通过大河流域联动开发能够充分挖掘、发挥这些优势对于区域经济增长的带动效应,所以首先应该从经济层面入手,打破地区经济壁垒,消除区域联动开发的各种障碍,实现商品和要素的自由流动,包括旅游商品的产销、饭店用品的配给、旅游企业的管理、旅游设施和资源的投资、导游人员和高层次旅游人才的流动、旅游教育、培训、研发的共享和区内互为客源市场等,以及培育统一的区域旅游品牌,联合促销宣传,共享品牌形象,共享销售队伍和销售渠道,强调信息资源公开、透明、畅通,降低社会交易成本。积极实施区域共同发展战略、精品战略和可持续发展战略,根据比较优势形成产业分工,实现区域内产业结构合理化、高级化,构建具有大河流域文化特色和适应新时代特征的旅游产业链和产业体系^②。

2. 创新大河旅游一体化管理体制

大河流域旅游资源一体化经营管理是体制的创新,涉及面较广,主要环节是重构大河流域旅游资源的行政管理体制,包括调整相关政府职能、重组资源管理机构等,以此理顺行政体制,破解大河旅游区域分割和部门分割的矛盾。着力于“机构一体化、区域一体化、经营一体化、规划一体化”等主要方式,通过组建统一的大河流域旅游开发管理组织机构,如流域旅游开发管理委员会,将大河流域主要旅游资源的管理职能与旅游行业的管理职能统一于一体化的机构之中,各区域旅游

^① 宋瑞,金准,吴金梅.“一带一路”与黄河旅游[M].北京:社会科学文献出版社,2017:22-32.

^② 吴泓,顾朝林.基于共生理论的区域旅游竞合研究——以淮海经济区为例[J].经济地理,2004(1):104-109.

资源管理部门与旅游部门积极配合相关工作,并受其引领和整合,以化解大河流域资源管理区域行政部门分割的矛盾,加大大河旅游工作统筹力度,实现跨区域、跨职能的大河流域旅游资源管理。

3. 推进大河旅游公共服务一体化

此外,还应推进大河流域旅游公共服务一体化来促进区域联动开发,包括但不限于在贯通交通、线路开发、项目合作、景区共建、媒体合作、网络合作、无障碍旅游、应急安全执法诚信联动、人才合作各方面开展具体合作,实现资源共享、品牌共建、线路互联、节会市场互动。具体来看,如黄河流域应该积极推动九省区与丝绸之路经济带沿线国家、周边省市旅游业实现资源共享、品牌共建、线路互联、节会互参、市场互动;各地区相互之间设立办事处、代表处,促进交流合作;推进黄河旅游协作区的务实合作,推出沿黄地区环线旅游线路产品;创新开展丝绸之路铁路驿站和公路驿站旅游,实施游客互送;各地旅游官网相互链接和信息互动,鼓励旅游企业推广旅游电子商务,并与交通、通信等部门合作,逐步完成沿线省市一网通、一卡通、一导通和一票通,实现区域内无障碍旅游。

三、品牌塑造,宣传营销

(一) 开发背景

品牌是特定商品、服务的符号,包含了商品和服务的定位、品质、特色、用途、主要使用人群等有价值的信息。旅游项目的品牌,除了上述功能外,还标志着景区最独特、最著名的景点,或自然景观、或历史古迹、或人文名胜。同时,品牌也是人们对这些景区的认知,正是由于这些品牌的存在,旅游者才会对旅游项目形成高辨识度的标签或地标认知,这是旅游产业发展的重要驱动力^①。特别是当今旅游业进入目的地竞争时代,随着目的地间的竞争日益激烈,品牌成为当代营销者的利器,大至国家、小至景区,各种空间类型的旅游目的地都将品牌打造视为目的地管理的重要工具,大河旅游也不例外。在当今旅游产品同质化现象严重,可替代性日益增强的情况下,大河旅游目的地应将品牌定位作为目的地品牌化战略的前奏步骤,在旅游者心中建立独特的品牌个性,有效地对目的地品牌进行差异化定位^②。

而市场营销则指以满足人类各种需要和欲望为目的,通过市场变潜在交换为现实交换的系列活动和过程^③,旅游市场营销具备市场营销的一般内涵,是旅游目的地企业、酒店、旅行社等营销主体对旅游思想、环境、服务进行设计、定价、展示、分销和促销的计划和实施过程,旅游营销通过宣传和创造旅游者满意来实现企业经营目标。由于旅游产品与其他一般的有形产品存在根本性差

① 张明之,陈鑫.“全域文化+全域旅游”:基于产业融合的旅游产业发展模式创新[J].经济问题,2021(1):112-118.

② 高静,焦勇兵.旅游目的地品牌差异化定位研究——基于品牌个性视角[J].旅游学刊,2014,29(3):49-57.

③ Philip Kotler. Marketing Management, 11th edition[M]. New Jersey: Pearson Education. 2003: 5.

异,所以旅游市场营销与传统有形产品的市场营销也存在较大的差异,其中较为明显的是,旅游市场营销的一项重要内容是旅游服务质量管理。大河文明旅游市场的开发同样离不开产品的宣传与营销,借助网络平台、新媒体等方式营销能够增强大河文明旅游竞争力。

(二)发展现状

大河旅游品牌建设是一个动态循环的系统过程,密西西比河作为美国第一大河,也是美国南北航运的大动脉,具有良好的水运旅游优势,其在品牌打造和宣传营销方面主要是充分利用了《汤姆叔叔的小屋》《飘》等著作,以及风靡全球的爵士乐和其他音乐的影响,结合流域内相关的旅游文化进行大河旅游开发,继而成为国家文化河流娱乐休闲的宝库。除此之外,自从“泰坦尼克号”环游世界后,伏尔加河、亚马孙河、莱茵河、多瑙河等大河也相继利用这一“卖点”进行宣传营销,使得其旅游业进一步发展,成为著名的旅游胜地。

而发源于云南省沾益县马熊山的珠江流域西江水系干流红水河,也在经过多年的旅游开发后在资源利用和旅游品牌建设上取得了一定的成果。从资源利用情况来看,目前红水河流域已经初步形成了四大旅游产品系列,即长寿养生产品系列、民俗文化旅游产品系列、生态旅游产品系列、红色旅游产品系列,同时形成了以巴马长寿水晶宫、盘阳河、七百弄国家地质公园等为主的较为成熟的自然山水观光型旅游产品,以南丹白裤瑶民俗文化村等为主的具有一定市场号召力的民俗文化旅游产品,以东兰魁星楼、列宁岩等为主要吸引物的红色文化旅游产品。而从旅游形象和旅游品牌建设来看,经过多年的培育和发展,红水河流域各个县已经初步形成了自己的旅游形象和旅游品牌,出现了一县一品或一县多品的发展格局,如以龙滩和红水河大峡谷、红水河奇石等旅游产品为主要内容的红水河生态品牌,以水晶宫、百魔洞、天生桥、七百弄等景区景点为主要内容的地质奇观品牌^①。

位于黄河之畔的临汾市也在旅游品牌创建方面捷报频传,其境内的洪洞大槐树景区、乡宁云丘山景区成功创建国家5A级旅游景区,吉县壶口瀑布顺利通过国家5A级旅游景区景观质量评审。此外,临汾还在大河旅游宣传营销上推陈出新,坚持传统媒体与新兴媒介并重,一方面在央视等主流媒体黄金时段播放宣传片;另一方面引导各景区、文旅企业打造自身宣传团队,利用官方微博、微信等平台以及抖音、快手等新媒体提高宣传营销的吸引力和参与度。并于2020年成功举办第二届大河文明旅游论坛,发布了《黄河流域生态保护和高质量发展·临汾宣言》《世界大河文明·黄河共识》,确立了“河·和·合”永久论坛主题,确立乡宁云丘山为大河文明旅游论坛永久会址,策划推出山西“黄河十品”景区景点品牌,打造了“声动黄河·乐享乾坤”黄河音乐会、“黄河·云丘夜市”等创新业态,推出了“回家”服务品牌以及“四心”服务标准体系,全面提升了临汾市黄河旅游的形象与品牌。

^① 朱晓辉. 流域旅游开发的组织管理创新研究[M]. 北京: 科学出版社, 2015: 38.

（三）开发策略

1. 塑造和提升大河旅游形象体系

首先，应该建立和完善大河流域沿线各地旅游城市形象，并凝练文化特色、突出主题个性鲜明的旅游形象口号和标识，重点完善和提升城市旅游基础设施和服务设施建设、维护良好的社会治安秩序、建设安全有序的旅游目的地，增强城乡居民的旅游参与意识，自觉维护旅游环境，发扬热情、好客的民族传统，建设友好型旅游目的地。如临汾市可塑造“中国根·黄河魂”旅游品牌形象，以各区县旅游形象品牌为支撑，以各企业、产品品牌为基础的完整的旅游形象体系。在此过程中尤其要注意设计创新，在区分不同客源地、不同客源层和不同客源群的不同诉求基础上，根据不同消费群体的不同特点，注意系统营销、细分营销，着力于发掘本流域文化优势、文化特色和尽可能地满足各类消费群体的需求，择优而取进行主题形象定位。

2. 打造优质的大河旅游服务品牌

在大河旅游经营领域培育一批知名企业品牌和服务品牌，规范大河旅游服务行为，提升大河旅游服务品质。每年围绕大河旅游优质服务相关主题，开展大河旅游标准化宣传推广、旅游优质服务品牌创建、优质旅游联盟建立、旅游科技应用交流、绿色旅游产业创建等系列活动；定期发布大河旅游质量相关信息，如发布游客满意度、旅游投诉等信息；开展促进旅行社、旅游饭店、导游服务等大河旅游重点领域服务质量提升活动；组织开展旅游质量专项检查等措施，进一步优化大河旅游服务环境，强化相关企业和从业人员质量意识，全面提升大河旅游行业服务质量，打造优质旅游品牌。另一方面注重打造品牌的市场活动，抓好具有本流域文化特色和民俗风情的品牌项目活动，不断打造旅游新名片；同时注重品牌产品的经营，不断创新旅游项目的表现形式，进而实现以品牌带动旅游效益，用品牌推进旅游发展。

3. 全方位、立体式地综合宣传营销

在宣传内容上，主动为游客提供更多关于大河流域优美风景、精品活动项目、特色饮食与文化等旅游前信息的推送和介绍，加大旅游广告投放力度，形成全方位、立体式综合宣传大河旅游品牌形象；在宣传媒介方面，强化媒体合作，加大宣传力度，在各类媒体快速发展的今天，要想迅速推进旅游产业发展就必须重视与各类媒体的交流合作，充分利用国际、国内各类媒体，多手段、多途径、多方式地宣传自身旅游文化特色，打造大河流域旅游新形象；在营销战略方面，制定个性化、差异化的营销战略，通过大数据分析游客特征、需求偏好、需求变化等，利用网站、微信、自媒体等新媒体客户端向游客提供智慧营销服务，最大程度满足游客需求，从而减少信息不对称造成的游客满意度下降；在营销手段方面，可以采取淡旺季价格差异营销，在旅游淡季进行价格优惠调节、平衡淡旺季客流量。

第二篇

高质量发展



中国经济发展已由高速增长阶段转向高质量发展阶段，旅游业作为资源消耗低、带动系数大、就业机会多、综合效益好的综合性产业，是助推经济发展的重要手段之一。构建现代化旅游经济体系，加快旅游业供给侧结构性改革，有利于促进人民群众幸福产业的发展、乡村振兴国家战略的实施以及美丽中国的建设，为中华民族的永续发展做出旅游业应有的贡献。本篇从大河旅游对社会发展的影响、面临的挑战与应对措施以及高质量发展战略系统对大河文明旅游的高质量发展进行解构与建构，力求全面提高大河旅游经济的整体竞争力、推动其向高品质和多样化升级。

第一章 大河文明旅游对社会发展的影响

旅游经历了一个从小众的、偶发的现象到大众的、经常的现象的发展过程。随着旅游的不断演化与发展，旅游影响也在不断演化与发展，其规模由小到大，范围由窄到宽，空间由某个旅游景区到某个旅游目的地直至整个世界，表现由隐性到显性，内容由经济到环境、文化，性质则是正面与负面两类影响相互混杂与交融。大河文明旅游的发展会对社会的发展带来诸多影响，本章首先对大河文明旅游对旅游目的地的经济规模、经济结构和经济质量的影响和作用进行了分析；其次，对大河文明旅游的环境影响进行剖析，指出了大河文明旅游与环境的关系，分析了大河文明旅游与环境的冲突和带来的效益；最后，从文化传播、文化变迁和文化遗产等方面探究了大河文明旅游对文化的影响。

第一节 大河文明旅游的经济影响

世界上许多大河旅游景区都吸引了大量旅游者，如巴黎的塞纳河、伦敦的泰晤士河、美国的密西西比河以及中国的长江、黄河等。大河文明旅游作为一种以独特的自然风光和大河文化资源为核心吸引物的旅游形式，可以促进旅游消费的增长，带动相关产业的繁荣，推动旅游经济的发展，还可以促进产业融合，优化产业结构，带动贫困地区脱贫。大河文明旅游还可以推动技术创新，促进投资增长，促进经济可持续发展，进而提高旅游地的经济质量。

一、旅游与经济规模

（一）促进旅游消费的增长

大河文明旅游是一种以独特的自然风光和大河文化资源为核心吸引物的旅游形式，游客可以欣赏独特的水景观，体验大河文明，不但可以扩充知识、开阔眼界，同时还能获得许多乐趣，满足人们精神生活的需求。大河所流经地区类型多样、文化内涵深厚、自然和人文景观优美，形成了丰富且体验独特的旅游活动。大河旅游目的地拥有独特的水景观，如莱茵河、密西西比河、黄河、长江，近水亲水旅游可以调节人的情绪，给游客一种放松、愉悦的旅游体验，还可以提高游客工作时的工作效率。除了自然旅游资源外，大河流域还有着丰富的历史文化资源，可以对这些历史文化资源进行挖掘利用，构建具有大河文明特色文化吸引力，且与区域经济社会发展相融合的特色旅游文化。世界上许多大河旅游景点都吸引了大量旅游者，如巴黎的塞纳河、伦敦的泰晤士河、美国的密西西比河以及中国的长江三峡、黄河等。每年约有 1200 万人次游客在密西西比河观光旅游，创造了 12 亿美元的直接收入和间接收入，并解决了 18000 多人的工作问题。通过对大河流域地区的文化与自然资源的开发，能够形成完善和具有特色的旅游产品体系，促进旅游消费，提高旅游业在社会经济发展中的产业地位，增强旅游业的经济作用，带动大河流域地区相关产业的发展，拉动经济增长，增加就业机会，提高当地居民收入。

（二）带动相关产业的繁荣

产业是生产力进步、社会分工细化的结果。旅游产业是随着经济社会繁荣进步，旅游业地位提升，传统的生产要素发展成熟之后，与新兴的生产要素相互融合，带动餐饮行业等相关产业的发展。很多游客选择到大河旅游目的地旅游，体验大河文化，欣赏自然风景，缓解生活和工作压力。在大河文明旅游的发展下，乡村娱乐业、餐饮业以及旅馆等迅猛发展，当地的第三产业得以快速发展。旅游产业涉及多个部门与多种行业，大河文明旅游产业的发展，关联带动能力很强，不仅能带动物质生产部门的发展，而且能带动现代服务业的迅速发展。一方面，旅游业的发展必须建立在物质资料生产部门的基础之上，没有一定水平的物质生产条件，就不可能为旅游业的发展提供基础，因此要发展旅游业，必然要促进物质生产部门的发展。另一方面，旅游业作为国民经济中的一个独立综合性的行业，其生存和发展与其他行业密切相关，能够直接或间接地带动交通运输、商业服务、建筑业、邮电、金融、房地产、外贸、轻纺工业等相关产业的发展，从而提高国民生产总值。旅游消费支出每增加 1 个单位，工业产值可以扩大 2.71 倍，国民收入可以扩大 1.36 倍，投资可以扩大 0.25 倍；在发展中国家所起的作用更大，这 3 项指标可以分别扩大到 3.7 倍、2.7 倍和 0.9 倍。据测算，在国外，旅游业每收入 1 美元，可以使国民经济增长 2.5 美元；在中国，旅游业每收入 1 美元，可以使国民经济增长 3.12 美元，使第三产业相应增加 10.7 美元，利用外资金额增加 5.9 美元。另据有关统计数据，旅游业与相关产业的投资带动作用的比例

为 1:7^①。

（三）推动旅游经济的发展

旅游经济的存在是因为旅游活动的发生，随着现代科学技术的不断进步和人均收入的不断提高，越来越多的人开始进行旅游活动，旅游进入大众化时代，在旅游的过程中，游客就会和旅游产业经营者产生各种各样的经济关系，而这些经济活动和经济关系是要建立在各种经济利益的相关性之上的。具体来说，在旅游过程中，旅游者会有食、住、行、游、购、娱等各种各样的旅游诉求，因为这些诉求，旅游者就会与旅游经营公司发生经济上的往来，这些经济往来不仅包括旅游者与旅游企业的关系，也包括旅游企业之间的往来。根据翁宇威等学者的解释，对于旅游经济来说，商业化是其非常关键的属性，取得对应的旅游收入是旅游经济的主要目标之一^②。从宏观经济来看，区域国民经济是包括区域旅游经济的。区域旅游经济是区域中的旅游产业供给部门与需求群体进行的旅游资源的交换、从而达到供需双方的利益诉求进而取得旅游收入的过程。因此，判断一个地区的旅游经济是否发达的重要标志就是当地的旅游收入。而旅游收入是某个国家或者某个地区在一定具体的阶段内通过旅游商品交易，进而取得的货币收入的加总。大河文明旅游的发展能带动相关产业的繁荣，增加目的地的旅游收入，增加外汇储备，促进旅游经济的发展。以临汾市为例，2018 年，全市接待入境旅游者 42310 人次，同比增长 3.98%；旅游外汇收入实现 1790.73 万美元，同比增长 6.23%；接待国内旅游者 6876.42 万人次，同比增长 31%；国内旅游收入实现 632.9 亿元，同比增长 31.05%；全市共接待国内外旅游者 6880.65 万人次，实现旅游总收入 634.05 亿元，同比增长 31%^③。

任何国家要扩大对外经济合作关系，就必须扩大外汇收入。而扩大外汇收入，一是通过对外贸易获得贸易外汇；二是通过非贸易途径获得非贸易外汇。在当今世界贸易竞争激烈、关税壁垒林立的背景下，旅游业作为非贸易外汇收入的来源渠道，作用是非常突出的。因为旅游业是一个开放性的国际性产业，通过旅游经济的发展，不仅能吸引国际闲置资金的投入，参与国际市场竞争，改善对外经济关系；而且旅游业能吸引大量国外旅游者，增加外汇收入，因此人们通常将旅游业创汇视为“无形出口”收入。特别是由于旅游业创汇能力强，换汇成本低，又不受各国税制限制，因而已成为各国创汇的重要手段。

二、旅游与经济结构

（一）促进产业融合

大河文明旅游的发展与各个产业深度融合，旅游业与文化、生态、科技深度融合。

1. 大河文明旅游与文化

大河文明旅游地往往有着悠久的历史文化，如尼罗河流域重要旅游地埃及、莱茵河流经的无数

① 越英. 旅游影响导论 [M]. 北京: 旅游教育出版社, 2016: 53.

② 翁宇威, 李治, 黄小明. 旅游产业聚集对我国区域经济发展的动态影响 [J]. 经济师, 2016, (6), 1004-4914.

③ 临汾市旅游局统计数据。

古堡、科隆旧城、德国煤田的首要商业中心杜塞尔多夫、列支敦士登，我国黄河流域的丁村文化、尧文化、根祖文化、晋文化等。大河文明旅游的发展也是一个认识文化、挖掘文化、表现文化和传承创新文化的过程，是一种文化构建行为，文化在大河文明旅游中占据着核心的地位，而且被广泛应用于旅游发展工作中的各个方面与阶段。文化是旅游的内核，大河文明旅游的发展促进了与文化产业的深度融合发展，有利于推动产业转型升级、培育新的经济增长点、提升发展软实力和产业竞争力。

2. 大河文明旅游与生态

大河流域有着独特的生态环境和生态景观，如莱茵河、密西西比河、黄河、长江等大河流域。大河文明旅游在不破坏生态系统的前提下，让游客充分感受自然景观和优美的生态环境。大河文明旅游的发展完善了当地的基础设施，增加了当地环境保护的资金和人力投入，促进了当地的生态环境保护，使大河流域的生态环境更加优美。大河文明旅游与生态的深度融合，促进了旅游业的高质量发展和可持续发展。

3. 大河文明旅游与科技

以互联网、大数据、云计算、人工智能为主要特征的新一代信息技术，改变了旅游的形式和服务品质。在新冠肺炎疫情的社会背景下，人们可以通过线上云游的方式来游览大河流域的景区，如通过虚拟全景网站，体验虚拟漫游。一些博物馆通过沉浸式虚拟现实设备，让游客身临其境。现代科技可以提高大河文明旅游的精细化、智能化管理水平，提高服务质量。

（二）优化产业结构

大河流域由于水源充足、土壤肥沃，有利于农作物的种植，所以大河流域往往是文明的起源地，存在许多农业种植区。一些产业结构相对单一的落后地区，尤其是农村地区，旅游业往往会瓦解当地的自给型经济，使区域经济趋向多元化。中国广大的农区、牧区、林区和渔区等地方，大多以传统的农业、牧业、林业和渔业等为主，产业结构不合理，第三产业比例偏低，综合经济效益不高，传统的产业结构和经营方式难以适应市场经济的发展。而农业旅游、牧业旅游、森林旅游、渔业旅游和乡村旅游的开发，可以有效调整这些地方的产业结构，带动其产业化发展。旅游业是综合性的大产业，其关联行业超过 110 个，对住宿业的贡献率超过 90%，对民航和铁路客运业的贡献率超过 80%，对文化娱乐业的贡献率超过 50%，对餐饮业和商业的贡献率超过 40%。同时，旅游对国际商务、影视娱乐、会展博览、文化创意、信息咨询等新型的现代服务业也都有着重要促进作用。旅游发展改变了传统的农业为主的产业结构，形成了旅游业、农业相互发展的格局，而且由此带动了目的地商业、酒店住宿业、餐饮业、交通运输业等第三产业的发展，推动了目的地经济社会的转型发展。大河文明旅游的发展带动了许多相关产业的发展，特别是住宿、餐饮、交通、文化、娱乐、购物等服务业，大河文明旅游的发展减小了第一产业在经济中的比重，大大促进了第三产业的发展，增加了第三产业在经济中的比重，优化了当地的产业结构。

（三）带动贫困地区脱贫

贫困问题是全人类面临的巨大难题，世界许多国家都十分关注并提出许多解决问题的对策和办法。外出旅游的游客大都是来自经济较为发达的城市和国家，而发展较落后的地区很少有人出去旅游。大河流域存在许多以农业为主的贫困区，虽然经济不发达，但拥有丰富的旅游资源，地方特色很浓郁，如果经过适当开发再加上政府的支持，形成旅游产业，可以带来强大的经济效应。大河文明旅游产业的发展对地区经济发展的影响是积极且可观的，从一定程度上可以帮助贫困地区摆脱经济落后的面貌，为落后地区的人们提供一定的工作岗位，让他们有固定的经济来源，实现脱贫。因此，通过开发大河流域的旅游资源，大力发展旅游，不仅有利于充分发挥贫困地区旅游资源富集的优势，开发特色鲜明、品牌优势明显的旅游产品，带动贫困地区及其周边地区贫困人口脱贫致富，加快贫困地区的开发和社会经济的发展。

黄河流域的临汾市积极创建全域旅游示范区。目前，全市国家4A级旅游景区有12处，为全省第一，吉县壶口瀑布正积极创建国家5A级旅游景区，百里汾河休闲农业全域旅游示范引领区建设高歌猛进，临汾文旅融合示范区正式启动，沿黄现代农业文化旅游带建设项目以吉县壶口瀑布、永和乾坤湾两个核心景区为龙头，促进文旅、农旅、体旅、工旅深度融合，巩固脱贫成果，助力乡村振兴，打造“黄河国家文化公园”和“黄河魂文化旅游目的地”。

三、旅游与经济质量

（一）推动技术创新

大数据、云计算、物联网、人工智能等新一代信息技术促进了旅游业的科技创新，改变了传统的旅游方式。同时旅游业的发展也促进了信息技术的革新，VR（Virtual Reality，虚拟现实）、AR（Augmented Reality，增强现实）和MR（Mix Reality，混合现实）三种沉浸式技术合称“3R”。VR技术集计算机、电子信息、仿真技术于一体，用计算机模拟虚拟环境给人以沉浸感；AR技术运用多媒体、三维建模、实时跟踪及注册、智能交互及传感等技术将计算机生成的虚拟信息和真实世界巧妙融合；MR技术是VR技术的进一步发展，可以在现实世界、虚拟世界和用户之间搭建交互反馈信息平台，增强用户体验。“3R”技术强调人机交互，作用于人体感官，广泛应用于有展示陈列功能的机构和场所。落实到旅游业界，“3R”技术的应用使旅游者足不出户游览名山大川成为可能。在英国伦敦泰晤士河畔举办过一场“虚拟城市”的增强现实艺术作品展，所有展品都无法用肉眼直接看到，而是需要通过手机屏幕展现在观众面前。伦敦泰晤士河畔的许多红色救生圈上都贴上了二维码，而这正是这场增强现实艺术作品展的“钥匙”。通过专门的手机应用程序扫描二维码，并将摄像头对准面前的河面，一座超现实的雕塑作品就出现在了手机屏幕上。在山东东营黄河口生态旅游区，景区新推出的全国首个黄河入海流主题VR体验馆吸引了众多游人，体验馆利用7D动感和VR技术展现各种黄河体验场景，包括飞越黄河7D弧面影院、黄河入海蛟龙号等项目，让游客在虚拟中感受大河推出之美，体验博大精深的黄河文化。

（二）促进投资增长

旅游客源地不仅为旅游目的地提供源源不断的游客，在大型旅游企业的推动下，客源地还为旅游目的地提供了投资和管理技术，尤其是当目的地的经济发展水平较低且需要引进外部资金和管理技术时，这种现象更加明显和普遍。一方面，这种资本投资和管理技术流动有利于旅游目的地的旅游资源开发、旅游基础设施建设和接待服务设施的建设；另一方面，旅游客源地的资本投资者和管理技术提供者也会得到丰厚的回报，最终实现旅游客源地与旅游目的地的“双赢”目标。

以前，在很多人看来旅游就是“游山玩水”，而如今旅游业作为第三产业的龙头，作为与第一、第二产业快速融合的现代服务业，对经济和就业贡献率双双达到 10% 左右。旅游业正从经济建设的边缘走向经济建设的主战场，成为稳增长、调结构、惠民生的重要产业。目前，几乎中国所有的省、区、市都将旅游业列入战略性支柱产业，85% 以上的城市、80% 以上的区县将旅游业定位为支柱产业。旅游对消费的带动十分明显。旅游业对经济发展的贡献不仅仅只是消费，在目前经济下行压力加大、经济增长放缓、全社会固定资产投资持续回落的情况下，旅游投资却高位增长。2015 年上半年，全国实际完成旅游投资 3018 亿元，同比增长 28%，比第三产业投资增速高 16 个百分点，比全国固定资产投资速度高 17 个百分点，2017 年旅游直接投资增长到 1.50 万亿元，旅游正成为资本市场的热点。临汾市的黄河旅游板块未来 10 年总投资预计将达到 227 亿元，以建设“黄河国家文化公园”和“黄河魂文化旅游目的地”为目标，高标准规划建设壶口瀑布、乾坤湾两大核心景区，串联带动临汾沿黄 26 个旅游景区，形成“两颗明珠、沿黄拾珠”的组团景观。在埃及，对大河旅游也有非常多的投资，每年政府部门和旅游企业都要投资数百万美元，以促进埃及大河旅游的发展。

（三）促进经济可持续发展

可持续发展是大河文明旅游的指导思想，同时也是大河文明旅游发展的最终目标，它强调对于自然生态旅游资源及人文生态旅游资源的可持续利用，主张在环境保护的过程中寻求经济效益，促进人类与大自然的和谐共处，寻求人与自然之间的高度统一。在大河旅游业发展过程中，无论是产业开发者、管理者还是游客，都应该尊重自然，提升环境保护意识，转变人与自然的相处理念，正确意识到人类并不是大自然的统治者，人与自然是平等的，是相互依存的，人在享受自然提供的经济效益时也应该承担起保护自然的职责，寻求人与自然的共同可持续发展。旅游业还是资源消耗低的战略性产业。进入 21 世纪以来，全球能源消费总量呈现快速增长的趋势。旅游业的能源消耗主要来自于旅游交通、旅游住宿业，两者占旅游业能源总消耗的 97% 以上，但占全社会能耗总量的比重不超过 0.5%~1%，是当前最适合发展低碳经济的领域。不仅如此，由于环境是旅游业发展的根基，没有良好的资源环境就没有旅游业的发展，保护好资源环境就是提高旅游生产力，因此旅游业也是一种环境友好型产业，对节能减排、建设资源节约型、环境友好型社会的促进作用明显，还能促进产业结构的优化，转变落后的经济发展方式。

20 世纪 50 年代开始，流经欧洲近 10 个国家的莱茵河受到工业污染，直至 80 年代初仍被称为

“欧洲下水道”。为全面解决水环境问题，流域各国成立了“保护莱茵河国际委员会”（ICPR），签订保护公约，创新流域国际协作机制，建立监测及预警机制，制定水质标准，实施一系列规划，例如鲑鱼 2000 计划、莱茵河洪水管理行动计划、2020 年莱茵河可持续发展综合计划等。莱茵河流域的综合统一管理，成为跨国河流综合管理的成功典范，也确保莱茵河成为欧洲经久不衰的旅游吸引物。沿岸各国、各地区均把促进旅游业作为发展经济的重要途径，特别是德国，形成了系统性的安排。例如，德国的莱茵河流域流经北莱茵—威斯特法伦州、黑森州、莱茵兰—普法尔茨州、萨尔州等，重要的工业区鲁尔区就在此流域内。20 世纪 70 年代德国政府修建了水坝与河堤，建立了自然保护区，使莱茵河此河段成为风景优美的旅游区。各地根据自身实际编制旅游业发展规划；构建对内和对外的交通网络，形成由飞机、火车、游船、租车、渡船、汽车、缆车、自行车、徒步构成的立体交通体系；德国规划了沿莱茵河东岸全长 320 千米的徒步旅行道以及沿莱茵河谷的自行车道，沿途各国编制了统一的自行车道系统，实现跨国境连接和统一标识系统；沿河众多城镇为避免同质化竞争，各自发挥资源特色，承担不同功能，形成以波恩、美因茨等为核心节点，以其他城市为一般性节点的体系；形成上游、中游、下游不同的产品结构和合理的空间布局；众多风情各异的小镇保持当地独特的民俗，并不断推出各种传统节庆和创新性的节日；对古堡、教堂等进行多元化利用，以美术馆、博物馆、餐厅、旅馆等多种形式进行再利用，突破历史古迹单一的观光功能；围绕森林、滑雪、温泉、湖泊、葡萄酒等形成各种类型的度假区等。

第二节 大河文明旅游的环境影响

良好的生态环境是旅游产业生存发展的重要基底和先决条件，也是构成区域旅游吸引力的重要内容，旅游地生态环境优化能够衍生出大量天然高品质旅游资源，为旅游开发经营及旅游产品质量提升提供重要依托，而其同时又通过影响旅游者对目的地的形象感知、出游选择等旅游决策行为，引导着旅游客流流向及流量的时空分布变化，进而影响区域旅游产业的发展质量与水平。改善旅游地社会环境是优化游客旅游体验、提升旅游消费水平的重要途径。大河文明旅游是以大河流域的自然风光和历史文化资源为旅游吸引物的，想要使大河文明旅游得以可持续发展，必须要保持良好的生态环境和社会环境。

大河文明旅游对环境会产生两方面的影响：一方面，旅游与环境互相促进，彼此受益，达到双赢。只有在生态环境得到有效保护的前提下，旅游业才能实现可持续发展；而符合科学发展观的大河文明旅游产业本身也可以促进旅游地基础设施的建设，促进生态环境和社会环境的优化，提高旅游地的环境质量，缓解和协调经济与生态环境的矛盾，兼顾经济、社会文化、环境与旅游 4 个方面的整体效益，成为解决经济发展与生态环境保护之间矛盾的有效手段，这将使旅游开发与环境保护之间形成一种相辅相成的和谐统一关系；另一方面，旅游与环境之间相互矛盾或相互冲突，过度

旅游对环境产生消极影响、负面影响,其含义是指旅游对环境产生有害影响时,二者之间就会产生矛盾和冲突,这种情况是经济发展与环境之间不协调的具体表现。由于旅游的发展和过度开发,过多的游客也为旅游地的环境带来了污染,破坏了旅游地的生态,造成水污染、空气污染和土地污染等,还对旅游的文化环境造成了冲击。经济发展与环境之间协调与不协调的矛盾运动,是人类历史发展的基本线索,是社会进步过程的永恒主题。协调是经济发展与环境之间一种正向的相互作用,即具有前进或进步意义的作用;不协调则是经济发展与环境之间一种负向的相互作用,即具有停滞或倒退意义的作用。在有些情况下,旅游与环境之间的相互矛盾或相互冲突的关系,会刺激和促进旅游目的地采取相应措施和手段,去处理资源损耗、治理环境污染和生态破坏,但往往到了人们具有这种环境保护意识之时,环境问题已经变得难以解决。

一、旅游与环境效益

(一) 旅游助推生态环境优化

旅游产业具有较强的综合性和显著的关联带动作用,其发展水平提升能够显现出较强的产业经济效应,可为旅游地的经济、生态、社会及服务环境要素优化提供重要动力。首先,旅游产业作为国民经济和现代服务业的重要组成部分,其发展壮大通常伴随着区域内旅游要素流的集聚效应,旅游客流及其相关物质流、信息流、资金流在旅游地域内的聚集,能够有效促进区域对外开放、扩大旅游市场消费规模、缓解剩余劳动力就业压力以及带动相关产业发展,进而提升旅游地经济发展水平。因为开发旅游和经济收入的提高,旅游目的地必须采取行政和可持续规划等方式重视和改善环境问题,提高对旅游地的空气污染、水污染、噪声污染、植被破坏和垃圾等问题的处理和控制在,强化绿化、美化、净化等工作,营造良好的旅游环境,改善区域旅游发展经济环境,例如在塞浦路斯,旅游发展促进了污水处理设备的安装,促进了废水的回收利用,处理后的废水可用于农业灌溉。其次,旅游产业是典型的资源节约型、环境友好型产业,其快速发展将会对旅游地生态环境质量提出更高的要求,加速区域旅游产业生态化进程,同时也有助于旅游开发者、经营者、社区居民及游客等树立“绿水青山就是金山银山”的生态文明理念,并且旅游收入的持续增加也可反馈于生态环境保护,为其提供重要的资本支撑,进而推动大河文明旅游发展的生态环境不断优化。在区域旅游产业发展过程中,旅游者与目的地居民的生活方式、思想观念以及不同区域间的地域文化会不断发生碰撞与融合,有助于促进目的地居民自身素养与技能提升以及文化多元化发展,实现旅游地社会的进一步发展,同时,旅游产业特殊的产业特性也会推动大河文明旅游地的城镇化进程、产业结构调整以及社会公共服务功能完善,不断改善大河文明旅游地发展的社会环境。最后,伴随着旅游产业进入优质旅游发展阶段及居民旅游消费持续升级,旅游者对高品质旅游服务的需求愈加迫切,促使旅游目的地必须践行高品质旅游理念,把完善旅游配套服务设施作为提升旅游服务质量的重要抓手,不断加大交通、住宿、通信等旅游基础设施建设力度,努力夯实旅游产业发展基础,完善旅游服务功能,进而推动区域旅游发展的服务环境不断优化。

（二）旅游促进社会环境优化

社会环境改善主要是通过更新思想观念、推动文化融合发展以及完善旅游地功能设施等方面体现,和谐稳定的社会环境在为旅游者提供高品质旅游体验的同时,也能够激发旅游者的旅游消费潜力,进而为旅游产业提质增效发展提供新动能。旅游业的发展改变着旅游地居民的社会地位,为妇女就业创造了机会,改变了她们原有的经济地位和社会地位,进而引起婚姻家庭状况的变化,如中国云南残留母系社会痕迹的摩梭人家庭就因旅游业兴起,使女性的社会地位不断提高且更加稳固^①。旅游业的发展促成旅游地社会结构的变化。旅游业的发展使旅游业及相关产业的经营者逐渐富有起来,旅游地的社会分层逐渐扩大,许多人的社会地位发生变动,进而出现新兴的阶层——中产阶级,并成为制衡传统地方精英的社会控制力量^②。旅游业的发展影响旅游地及其临近地区居民迁移,旅游开发帮助旅游地留住了将要迁移的人员,并将那些寻求工作与发展的外地人吸引到旅游地,在一定程度上加速了边远地带旅游地的城市化进程^③。旅游业的发展为旅游地居民接触外部世界、与外界交流创造了机会和条件,促使旅游地居民抛弃陈规陋习,改变落后观念。旅游业的发展还有助于增强旅游地居民的自豪感和民族自尊心,激发国民保护民族文化与传统的意识,增强民族内聚力^④。大河文明旅游的发展还能够促进当地基础设施和服务设施的建设,更新思想观念、推动文化融合发展以及完善旅游地功能设施,有利于社会环境的和谐稳定。

通过社区参与实现可持续发展。旅游目的地社区居民积极、广泛参与,不仅可以更好地发挥地方或民族特色,利用好传统文化,增加旅游的吸引力,同时可以扩大当地居民的旅游就业机会,增加其经济收入,解决当地农牧民生存发展与自然环境保护的矛盾。同时,通过旅游规划的实施,对旅游目的地及其周围地区进行合理规划和景观设计,有利于改善其整体环境,促进自然生态系统与社会经济文化系统的和谐发展。比如,在大河的自然保护区内,聘用当地的农牧民参与长期性的资源保护和旅游管理工作,将短期的工作机会向其倾斜,是减少资源保护与土地利用压力的有效手段之一,也是当地社区与自然保护区实现可持续发展的最佳途径。

二、旅游与环境冲突

（一）过度旅游污染生态环境

从21世纪开始大部分国家和地区都开始进入大众旅游时代,国际旅游市场的格局也发生了重大的变化。全球经济出现较长时间的萧条,更多国家对旅游业的快速发展——尤其是新兴经济体的

① 陈斌. 旅游发展对摩梭人家庭性别角色的影响[J]. 民族艺术研究, 2004(1): 67-71.

② Baumgartner R. Tourism and socio-economic change: the case of the rolwaling valley in eastern Nepal[M]. In SINGH T V, eds. Tourism Environment: Nature Inter- India Publications, 1991.73- 93.

③ Schneider S. Advantages and disadvantages of tourism to an agriculture[J]. Economic Development Review, 1993, 11(4): 76- 78.

④ Richardson S L. Colorado community tourism action guide[M]. Bould: University of Colorado.1991.

出境旅游,促进全球经济的恢复与振兴抱有很高的期望。然而,与此同时,国际社会,尤其是欧洲一些老牌旅游国家,越来越感觉到失控的旅游发展给当地社会造成负面的巨大压力。自然环境的完好与生态旅游业发展似乎已经成为此消彼长的不可化解的矛盾,并似乎已成为难以协调的矛盾。一方面,自然风光优美,人类足迹鲜有踏入,旅游业尚未涉及;另一方面恰恰相反,完美的生态环境总抵挡不住人类的热情和向往,随着不同名目的生态旅游的逐渐升温,生态环境日渐遭到人为的损毁,旅游越红火的地方,生态环境遭受的考验越大。游客给旅游地带来的污染主要来自:①人体所携带的细菌;②人体呼出的二氧化碳;③人体排出的有机质污染;④人消费所携带的固体垃圾^①。早在19世纪20年代,现代旅游发源地的欧洲的城镇、乡村和海滨就出现过游客人满为患的现象,其中英国的海滨城市布莱顿和首都伦敦都因游客过多遭到当地人的反对,尔后,因铁路的出现和托马斯库克旅游公司的诞生,将这一拥挤现象加剧。像美国和加拿大之间的尼亚加拉瀑布景区也加入到拥挤严重景区的行列,在1838—1850年游客量从2万人次激增到8万人次。在20世纪,一些地方或一定时期,过分拥挤现象难以避免,过度拥挤、环境破坏和当地居民流离失所的问题一直是有增无减,这一趋势也不断升级。

1. 大气污染

对空气环境的污染与破坏,可能是旅游对自然生态环境的影响中范围最广、作用最显著和后果最严重的方面^②。旅游者对空气环境的污染有直接和间接两种方式。旅游者在使用旅游交通工具和食宿等旅游设施时,会间接地对空气环境和大气环境造成污染。旅游者对空气环境造成的直接污染主要有两种表现行为,即吸烟和烧香。烟民数量庞大而且男性居多,除非在有明确规定禁止抽烟的场合,很多烟民还没有形成在旅游目的地自觉不吸烟的习惯,他们在喷云吐雾中散发出大量危害人体健康的二氧化碳和其他致癌物质,对空气也会造成一定程度的破坏;还有在佛教寺庙大雄宝殿的香炉前,一些旅游者点燃香和蜡烛,烧香拜佛,以保佑自己和家人平安,造成烟雾弥漫、蜡味刺鼻,严重污染了空气环境。空气环境被污染之后,会形成酸雨,酸雨使河流、湖泊等水体酸化,破坏水生生物的生存环境,污染河流、湖泊和地下水,危及人体健康;酸雨通过对植物表面洗淋的直接伤害或通过土壤的间接伤害,促使森林衰亡诱发病虫害,造成森林大片死亡;酸雨对金属、石材、木料、水泥等建筑材料具有极强的腐蚀作用,世界上已有许多古代建筑和石雕艺术品遭到破坏。

2. 水环境污染

旅游对水环境和水资源的影响主要包括因旅游而造成的水环境污染和破坏以及水资源短缺等问题。旅游对水环境的影响主要是人畜粪便、餐饮和洗浴废水等的排放对水体的污染,以及游船油污污染和旅游者将垃圾丢弃水中对水质及景观的破坏等。水体因接受过多的杂质而导致其物理、化学

① 严国泰. 生态旅游的环境效益[J]. 桂林旅游高等专科学校学报, 1999(S2): 202-205.

② 越英. 旅游影响导论[M]. 北京: 旅游教育出版社, 2016: 139.

和生物学特性的改变和水质的恶化,从而影响水的有效利用,危害人体健康的现象,即为水环境污染和破坏;而水资源的供给与需求之间的矛盾,则会造成水资源短缺问题。大河文明旅游地有许多水上旅游项目,比如划船、踩水、游泳、垂钓、跳水、潜水、驾驶帆船、水上摩托艇等,在极大地丰富了旅游者度假休闲内容的同时,也给水环境带来了极大的冲击,这种冲击往往具有连带性。比如,水上摩托车项目不仅对河岸产生侵蚀作用,而且它所产生的涡流也会影响大河流域的生态环境,比如珊瑚礁内的浮游生物和鱼类的生态环境,其漏出的油污还会污染水体,甚至会散布化学物质,威胁到水生生物的健康。

世界自然基金会(WWF)曾经发表报告指出,地中海沿岸地区旅游业的过度开发对淡水资源和环境造成严重威胁。该报告批评从直布罗陀海峡到贝鲁特正在建设多个高尔夫球场和各类游泳池。仅在塞浦路斯这个地中海的小岛国,兴建的高尔夫球场就有8个。该报告还指出,由于地中海地区许多旅游度假设施处在没有下水道的地区,其排出的大量污水直接流入河流和海洋,对该地区的水环境造成严重污染;而高尔夫球场大量使用杀虫剂和化肥会造成地下水污染。

3. 湿地环境破坏

依照《国际湿地公约》的定义,湿地是指不论其为天然或人工、常久或暂时的沼泽地、湿原、泥炭地或水域地带,有静止或流动、或为淡水、半咸水或咸水水体者,包括低潮时水深不超过6米的水域。湿地是地球上具有多种独特功能的生态系统,它不仅为人类提供大量食物、原料和水资源,而且在维持生态平衡、保持生物多样性和珍稀物种资源,以及涵养水源、蓄洪防旱、降解污染、调节气候、补偿地下水和控制土壤侵蚀等方面都起到重要作用。湿地又有“地球之肾”和“鸟类乐园”的美名。旅游开发一般不会影响湿地的面积,但会对水环境和水生生态系统产生影响。比如,为了保证水上游览航道的畅通,要对部分河道进行疏浚,因此会破坏水生生物的栖息地;游船和其他水上游览设施的运行,可能会干扰水生生物的正常生活,尤其对大型鱼类影响较大;水上游乐设施的油污及周围宾馆、餐厅等排放的污水都会影响湿地水环境,增加其发生富营养化的概率。而为了修建码头、水上娱乐设施等,就要修建护岸,如果护岸设计施工缺乏生态理念,也会对水生生态产生一定影响。比如,目前国内大部分护岸都是采用石块加水泥材料,筑成的是一堵水与岸之间严密的“墙”。有的鱼类习惯栖身于河边的植被下面,一些两栖动物也有顺着低缓的软堤爬出水面的习性。修建硬堤不仅破坏了这些鱼类的栖息空间,也改变了两栖动物的生存环境。

(二) 过度旅游破坏社会环境

旅游业的发展可使旅游地居民产生媚外心理,盲目追求和模仿旅游者的生活方式和行为方式。因为在经济上和文化上占据优势的发达国家的旅游者大量涌入相对落后的发展中国家的旅游地,其价值观念、道德标准、行为模式、生活方式等对旅游地居民尤其是年轻人具有强烈的诱惑力,当地人的传统道德观和价值观发生扭曲和裂变,丧失原有的淳朴美德。旅游业的发展可使旅游地卖淫、毒品交易等社会问题乘虚而入。虽然旅游并不会直接引起犯罪等行为,但是大量旅游者的涌入,为犯罪分子提供了罪案对象,却减少了被发现的可能,旅游地游客的增长与犯罪率之间有密切的相关

关系^①。旅游业的发展威胁旅游地的自主权,在完全靠旅游业发展起来的国家和地区,为了保证从旅游业中获得更多的收益,一切活动都以满足旅游者的需要为重点,旅游地的政治、经济自主权受到严重威胁;在依靠外资发展起来的旅游地,旅游产业中的收益往往被外国投资者占有,外国人的经济势力日益膨胀,并谋求政治支配权,威胁着旅游地居民的政治控制权^②。

意大利曾是欧洲文艺复兴的先驱,威尼斯成为欧洲乃至世界最为著名的历史文化名城之一,也曾是世界旅游成功的典范。然而,进入大众旅游时代后,囿于经济利益的驱使,在游客优先的政府政策驱使下,这座城市陷入了拥挤、过度拥挤,以至于积重难返,不仅城市环境、文化遗产和社会风情遭受到严重的破坏,更为严重的是,越来越多的当地普通百姓觉得难以生存,被迫离开了世代生活的故乡。自20世纪80年代起大约30年的时间里,威尼斯沦落成为过度旅游的牺牲品。对这座古城人满为患的反抗由来很久,21世纪初形成高潮,很多当地人走上街头,为自己生活的城市举行了“模拟葬礼”。于是,这座古城名城又成为世界上因过度旅游而衰败的反面教材。在尼罗河流域的埃及每年在大河旅游上投入上百万美元,旅游是其经济发展的重要组成部分,然而,近年来旅游的负面效应慢慢开始显现,旅游业的发展消耗了当地的资源,不仅是自然资源和人力资源,还有文化资源。文化资源是极其有限的,所以应该对文化资源加强保护和管理。

第三节 大河文明旅游的文化影响

旅游的发展是推动文化传播、文化变迁、文化传承的内外动力。一方面,旅游与文化的传播相生相伴,旅游是文化传播的一种重要方式。旅游作为一种产业改变了旅游目的地生产生活方式和产业结构,这些物质文化变迁致使制度文化和价值观、宗教信仰等精神文化随之改变。另一方面,作为社会文化活动的旅游是异质文化的载体,通过旅游者和其他外来人员带来的文化必将与旅游目的地文化互相作用、互相影响,使得外来文化与当地文化产生交融,同时促进了当地文化的变迁和传承。

一、旅游与文化传播

自古以来,旅游就与文化的传播相生相伴。每一个旅游者实际上都是文化的传播者,是促进沟通交流的文化使者^③。旅游是一种极有效率的文化传播媒介,在不同的社会条件和文化背景之下,旅游者与旅游目的地居民的主客交往的过程和相互影响的程度会有很大不同。旅游客源地与旅游接

① Bronha F. Ten year later, goa still uneasy over the impact of tourism [J]. International of Contemporary Hospitality Management, 1999 (11): 100-106.

② Schneider S. Advantages and disadvantages of tourism to an agriculture [J]. Economic Development Review, 1993, 11 (4): 76-78.

③ 刘云山. 文化是旅游的灵魂 [N]. 光明日报, 2010.

待地文化的差异性旅游动机产生的重要原因,旅游接待地主要通过当地独特的文化来吸引旅游者,旅游跨文化传播的方式之一就是两种不同的文化接触、交融和碰撞。

(一) 物质文化传播

旅游是文化传播的重要方式,大河文明旅游促进了旅游客源地和目的地之间的文化交流,促进了旅游目的地的物质文化传播。首先,旅游活动有助于不同文化的交流,尤其是促进旅游目的地的对外文化交流。与其他文化传播方式不同,旅游活动的交流方式具有明显优势。旅游是一种人群之间的直接交往,而不是以文字、有形物品或者以个别人为代表的间接沟通或信息传递;旅游体现着各种社会现象的交叉和渗透,其中不同文化主题之间的沟通内容涉及面极其广泛,几乎无所不包;以旅游为媒介的对外文化交流虽然离不开政府的引导和参与,但主要是一种民间文化交流活动。文化对外散播的速度并不均衡,先进文化有可能很难传播到边远或落后地区。而旅游作为一种新型的传播媒介,会将各种文化借助旅游客流带到世界各地,甚至包括南极和北极地区。在大众旅游发展的今天,旅游目的地不断接纳着各种外来文化,因此也导致了文化交流与融合、文化冲突与矛盾。

黄河所流经的地域形成各具特色的地域文化,而黄河文化经过 5000 多年的沉淀,是黄河流域几千年文化的累积。这种丰富而深厚的文化体系中,必然有众多地域文化和历史文化遗产。比如西北地区的羊皮筏子、黄河水车、黄河船、黄河桥、黄河民居、民俗文化等不同类型的文化遗产和非物质文化遗产的存在。同时,也有仰韶文化、马家窑文化、大汶口文化和龙山文化等历史文化遗产。这是黄河文化在传播和弘扬中的重要载体。除此之外,游客通过品尝特色美食,体味蕴含在食品中的特色人文内涵、感受不同地区的饮食文化。这样一来,在特定民族区域内形成的民族饮食文化,通过游客浸入式体验的方式,在全国乃至世界范围内传播。

(二) 民俗文化传播

民俗文化即民间风俗,是指一个地区或民族中广大群众所创造、享用和传承的具有知识性、实用性、神奇性和审美性。民俗文化涉及的范围十分广泛,其内容涵盖日常生活的各个领域和层面,并通过物质、心理、语言和行为等多个方面表现出来^①。大河流域的民俗是国家民俗文化的重要组成部分,是流域民众在漫长的生产生活实践中创造的一种文化,并伴随人类社会的发展得以积淀、丰富和传承下来。社会民俗也称之为社会组织民俗或者制度文化,从字面意思来理解社会民俗文化那就是通过较稳定的社会组织,如家庭、宗族、乡镇、民族、地区、国家等形成的约定俗成的礼仪习俗或者文化,以用来满足个人的精神需求,维持组织内良性互动和统治者的统治。人属于群体性动物,每一个人都会本能地和社会上寻找自己的群体和组织,以求得归属与安全感。在群体活动中,每个人都是有差异的,为了最大程度减少争论巩固群体稳定,会在群体内部传播一些大部分人能够接受的准则、规矩制度甚至是法律,以规范人民的行为。在封建社会为了方便地对社会进行管辖,统治者们会用尽方法维持组织严密的统治,因此百姓们受到了从上到下各层级的严格管束,

^① 越英. 旅游影响导论 [M]. 北京: 旅游教育出版社, 2016: 105.

每一个人都处于大大小小不同的组织中，这样严密的组织在我们国家持续了 2000 多年，它对每一个民族的社会民俗文化都形成了深远的影响，在长时间的封建社会实践后，这些严密的制度准则逐渐被潜移默化地感染接受和变化，然后形成了每一个人都割舍不了的社会民俗文化。流传着的神话、歌舞、仪式就是社会民俗向外传播扩散的内容，祭祀就是社会民俗传播的方法之一。古时候的祭祀活动在中国很多地方都转变成大型的庙会，如山东的祭孔庙会、北京妙峰山娘娘庙会、侗族的三王宫庙会等。这些庙会集祭祀、经济贸易、文化交流、旅游活动于一体，不仅能更高效地进行民俗文化的传播，还能够获得相应的经济效益。

旅游的民俗文化传播作用从三个方面考虑：第一，能够通过文化传播实现民俗文化的传承，满足游客的心理需求。实现民俗文化的传承是最根本要求，如果不能帮助民俗文化适应现代社会的环境，体现价值，实现民俗文化的传播与继承，那么任何其他的传播效果都是无效的。文化的传播同时能对游客的行为、思想、认知等方面产生正面影响。旅游最大的魅力在于能够满足人追求娱乐的心理需求的同时，还能满足人的求知、求异的需求。他们渴望通过民俗旅游的方式获取知识，感受异域文化的魅力，优秀的文化传播在让游客了解大河流域的文化，留下深刻印象的同时，还要满足他们的心理需求，影响他们的思想，树立正确的民族观念。第二，实现地区经济绿色循环发展、居民收入增加。从经济学角度来说，旅游业发展的作用便是利用旅游资源促进地方经济的可持续发展，利用文化资源促进经济的发展。文化传播的效果越好，吸引的游客越多，地区经济增长速度越快，居民收入越高，这是一个良性循环的过程。第三，促进地区的稳定和社会的和谐。经济基础决定上层建筑，边远地区的经济发展有利于国家的和谐稳定发展。

（三）精神文化传播

精神文化主要包括价值观念、宗教信仰、伦理道德、审美情趣、思维方式等，是文化中的核心部分。旅游对精神文化的影响主要包括旅游对旅游目的地居民的价值观念、思想意识、伦理道德以及传统艺术等方面的影响。旅游活动有助于旅游目的地的对外文化交流，实现社区文化的现代化。文化交流是文化得以发展的前提，旅游开发为不同国家、不同民族、不同地区的文化交流创造了机会。不同文化背景的旅游者来到旅游目的地，与当地居民交流和交往，在体验旅游目的地文化的过程中，也将自身的价值观和文化带到了旅游目的地。旅游者来到旅游目的地旅游，有利于旅游者与当地居民之间的文化交流，促使当地居民能够学习和欣赏其他地方的文化，增强社区自豪感和民族认同感，促使主客之间的理解和包容，这种主客的交流过程有利于促进当地社区实现文化现代化。应该注意的是，一方面，由于旅游者大多来自经济较为发达的国家和地区，其思想意识相对超前，旅游目的地居民难免受到这些旅游者的影响；另一方面，过度的文化差异会使旅游者产生一定的顾虑，为了吸引旅游者前来，旅游目的地就得迎合其需要，这样社区文化在无形中被迫做出转变。

二、旅游与文化变迁

文化变迁是文化在一定时期内的发展和变化,这种文化的改变可能是由于族群内部的自然发展结果,也有可能是不同族群之间接触时新的价值观以及行为文化的介入而导致的传统文化的改变。文化变迁主要有进化、扩散(传播)和涵化3种模式。文化进化是纵向的文化变迁过程,扩散(传播)模式和涵化模式都是共时性的文化变迁,或者说,文化的纵向变迁是通过进化方式所导致的文化变迁过程,而文化的横向变迁是通过扩散(传播)和涵化方式所导致的文化变迁过程。

(一) 物质文化变迁

大河文明旅游促进了旅游地经济转型,成为传统产业的替代产业,对旅游地的经济结构、就业结构、传统产业、基础设施建设等方面带来了深刻变化。在大河文明旅游地,当地居民通过开设家庭旅馆、导游服务、特色饮食服务、旅游运输、歌舞表演、旅游商品销售等形式直接服务于旅游经济活动,形成了颇具特色的旅游产业链。参与旅游业和不参与旅游业及其参与旅游业内部出现了收入差别;相比传统农业而言,参与旅游业更具有竞争性,人的知识、技能、眼界、思想意识等决定了参与旅游的程度和所得旅游收入。大河文明旅游业在使当地居民经济收入逐渐提高的同时,也使区域内的社会关系发生了较大变化,传统的生活方式、收入结构、生活内容及生活节奏等都随着旅游业的发展出现了较大的变化。收入结构的变化导致社会分工及社会地位的改变。大河文明旅游业的发展创造了大量的就业机会,就业成本比较低,就业形式多样化,有较强的就业可进入性。当地居民参加旅游业为旅游业的发展提供了丰富多彩的人力资源,又能够兼顾家庭,避免了由于外出务工产生的许多社会问题。由于旅游业有较大的发展空间,没有固定的模式和标准,当地居民在遵循经济规则的基础上能够更好地发挥自己的长处与特点,有更大的发展空间。旅游业发展带来了新的分工,尤其表现在性别分工和年龄分工。女性在旅游业发展中发挥自身优势,活跃在歌舞表演、手工艺品制作、农家旅馆打理、餐饮接待等领域,她们获得了更多前所未有的发展机会,提高了女性的社会地位。大河文明旅游的发展带动了周围人流、物流的运转,使经济活跃和流通起来。随着交通条件的改善,大量信息、技术及资金注入到旅游地,旅游地基础设施和服务设施的建设和完善也因旅游发展而带动起来。

(二) 制度文化变迁

制度及其文化只有不断变迁才能适应经济社会的发展。旅游经济增长是制度文化变迁的一个重要内生力量,旅游经济结构调整、旅游经济增长在促进制度文化变迁的同时,旅游产业发展驱动下的制度文化也随着旅游经济的变化而变化,与经济活动变化领域相适应,制度文化变迁的内容也相应增加。以旅游业为代表的第三产业对社会经济发展表现出很强的带动关联作用,提高了当地经济发展的对外依存度,同时也表现出了本区域与外界联系的较大紧密性,促进了现代开放型经济制度的确立。这种开放型经济制度的确立是社会发展中产生的、不以人们意志为转移的必然选择。这种选择与该区域生产力发展水平相适应,并在此基础上形成了与之相适应的生产关系。在大河文明旅

游开发的过程中,产生了一批高级别的A级景区、世界及国家级地质公园、国家级传统村落、各级旅游度假区等,以此形成旅游发展的基础,同时也给该区域带来了压力。旅游开发与传统文化的保护虽然为同一个问题的两个方面,但随着时间推移、经济与体制变化、目的和功能的转化等外在条件的变迁使得二者既能够相互促进,也可能相互弱化。为了对传统文化等特有资源进行保护并实现其长足发展,西南民族地区在国家政策框架下制定了一系列的景区管理、文化保护条例等管理制度与规则,由于分属不同的管理部门和各部门基于不同的立场,形成了多种特色管理制度并存及相关的运营模式。

(三) 精神文化变迁

文化是在与自然、物质及人的交往之中形成的适合人的发展的规则、制度、意识、信仰等的综合体^①。旅游活动促进了与外来文化的高度互动,居民在与外来文化的接触、交流过程中,形成参照系统进行反观性对比,从而能更好地重新认识自己,提升自己的地位。旅游活动带来的目的地居民与旅游者、与旅游企业、与政府管理部门及非政府组织之间的各类接触和交流,使得居民重新认识自身的传统社会身份与地位。通过对目的地传统文化的旅游展示和宣传,在影响游客旅游感知的同时也使得居民重新认识自己的民族地位和民族文化,认识到自己文化的价值,增强自我意识,提高自我评价,主体地位由边缘逐步走向中心。旅游发展促进居民地位提高之后,使目的地获得更多的社会资本和经济资本,这些资本与目的地文化资本与自然资源结合,进一步促进了旅游的发展。一直以来,学者们对旅游发展对文化多样性同质化的影响态度较为一致,大致包含“商品化”对文化生态多样化的冲击、“表演化”对日常惯制的冲击、“城市化”对农村传统的冲击和“第三方”介入对内部认同的冲击等方面来阐述。旅游发展确实造成了文化多方面的变迁,这是文化发展的必然趋势,不以人的意志为转移。从文化主要主体——目的地居民的角度来看,这种变化给他们带来了更多的发展机会和更大的发展空间。因此,文化多样性的变迁有利于社会发展进步及人的发展。

三、旅游与文化传承

文化传承是指让当地文化更好地融入生产生活各方面,转化为不可或缺的日常组成部分,让当地传统文化得到更好的传承和发展。大河文明旅游的发展对文化传承有两方面的影响:一方面,旅游促进了当地文化的传承和发展;另一方面,旅游的发展在一定程度上导致当地传统文化的弱化。

(一) 传统文化的复兴

全球化引起的文化多样性,不仅促进了民族和谐融合,也激发了丰富的文化创新。社会间文化多样性的变化在将各个国家各个区域联系为一个整体的同时,也使人、文化产品及文化服务等无障碍地在世界上任何一个地方流通。障碍的消除不仅为交流沟通提供了机遇,拓展了人的自由和选择半径,而且为不同区域、不同人群、代际之间紧密联系提供了机会,这将产生新的碰撞和新的发

^① 王俊平. 西南民族地区旅游发展中民族文化变迁研究[D]. 武汉:中南财经政法大学, 2018.

明,推动多重物质与非物质的创造,促进传统文化的复兴和新文化的创造。旅游是文化的载体,以旅游扩大文化的传播和消费是文旅融合的有力保障。旅游业促进了当地经济的发展,改善了人民的生活条件,当地居民在享受旅游所带来的巨大利益的同时,也逐渐发现了自己传统文化的不可替代性,从而消除了过去面对所谓主流文化的文化自卑感,越来越珍视自己的传统文化,由衷地产生了维护传统文化的责任心和使命感,保护传统文化的自觉意识不断增强,传统文化以各种方式得以保护和传承。在新时代的旅游活动中,人们期望在每一次旅途中都能近距离触碰文化脉搏,感知文化神韵,汲取文化营养。随着成千上万游客源源不断地涌入,带来了多方面的需求,尤其是对当地民族传统文化的需求,使得许多濒临失传的传统精神文化和物质文化在旅游大潮的触动下得到复苏并融入旅游市场,得到了重构和新生。在中华民族 5000 多年的文明史中,黄河流域有 3000 多年是全国政治、经济、文化中心,孕育了河湟文化、河洛文化、关中文化、齐鲁文化、陶寺文化等。数千年来,这里诞生了无数的文化名人,荀子、王勃、司马光、柳宗元、白居易、王维等灿若群星,一代又一代黄河先哲传承着黄河文明、弘扬着黄河文化。在这里,“落霞与孤鹜齐飞,秋水共长天一色”,彰显着文化自信的根与魂。群星灿烂是我们传承、弘扬中华文明的榜样和标杆,激励着一代又一代中华儿女奋发有为,构建了中华民族的精神家园。黄河旅游的发展弘扬了黄河文化,对于文化传承,实现中华民族伟大复兴的中国梦有着特殊的意义。

（二）传统文化的弱化

随着旅游的发展,在异质文化的强力冲击下,接待地的原有的文化风貌发生了一定的变化,从衣着、建筑及生活方式到语言文字等都与外来者日益趋同,当地固有的传统文化被逐渐冲淡、舞台化、同化甚至被扭曲而变形^①。

1. 传统文化舞台化

在旅游市场上,因片面追求旅游效益,而不顾当地社会人文资源的特性,进行完全趋从于旅游者口味的运作,以现代艺术形式包装传统文化,将其传统文化舞台艺术化、商品化是目前旅游开发的主要手段。虽然它在特定的时间和环境里能有效刺激游客,使之产生促进旅游消费的作用,但它的致命弱点就是使民族传统文化失去了原有的文化内涵,日益商品化。大多数旅游者对接待地发生兴趣往往不是真正地关注文化的价值,而是受猎奇心理驱使。对游客来讲,有新鲜感的、令人称奇的、来之不易的、在其他地方见不到的,也就是游客想要的。接待地内但凡一切能吸引游客的事与物均被标上价格‘待价而沽’,传统文化也仅仅只是简单地为经济服务,而真正的内涵却常常被人为地肢解、阉割甚至伪造或假冒,原有的文化价值完全被商业价值所取代,出现了一个个专为迎合旅游者而被篡改得面目全非的所谓“民族服饰”“民族歌舞”“民族礼俗”等,原本只有在特定的时间、地点及场合,并按传统的内容和方式才能举行的各种礼仪、礼俗,屡屡应邀打破规矩而频频登台亮相,一切都变得那么有模有样,气氛热烈甚至场面壮观,但从实质而言已毫无特殊意义与价

^① 马晓京. 西部地区民族旅游开发与民族文化保护 [J]. 旅游学刊, 2000.

值。仅仅只是一种舞台化、程式化、商业化的表演而已。从表面上看，接待地传统文化依然存在，至少在外部形式上并没有发生多大的变化，但实际上其存在的目的与过去已有了根本的区别。

2. 传统文化的同化

同化原来是生理学上的概念，是指食物在体内的消化过程。社会学借用此概念，是指不同文化单位融合为一个同质文化单位的渐进或缓慢的过程。民族文化的同化，是指在内外因素的作用下，民族文化特征逐渐消失，被异地或异族文化所取代。大河流域大多为相对偏远、贫困的山区、边区，一般与外界接触和交往较少，所处环境也相对封闭，较为完整地保存了民族文化。但随着现代化进程的加快、民族旅游的开发和异地异族文化的引入，这些地区独特的民族文化和民俗风情有些已经或可能逐渐被稀释、同化甚至消亡。

3. 传统价值观的淡化

价值观是文化的核心。虽然各个国家和地区文化价值观的差异很大，但各地区仍有共同的价值观。如热情好客、淳朴善良、重义轻利等。但是随着旅游活动的开展，游客的大量涌入，有意无意地带来了各自不同的价值观，引起了以往相对封闭的接待地居民价值观念上的急剧变化，其中也有进步的积极因素，但也引起了当地居民传统文化价值观的退化甚至遗失，从而导致一些诸如传统失落、道德失范的现象发生。极大地损害了接待地原本良好规范的旅游氛围，直接影响社会的可持续发展。如丽江人把水视作生命，爱护水、珍惜水、保护水、合理利用水。上游的水烧茶煮饭，中游的水淘米洗菜，下游的水搓衣洗脚是不成文的规矩。不准往河里丢杂物、倒脏水，不准在上游洗衣服是约定俗成的习惯。这些爱河护水的公约不知沿袭了多少年。可是随着丽江声名大振，大量人流的进入，也带来了陋习。往河里扔垃圾、倒脏水、吐痰等现象随处可见。

4. 文化景观的破坏

旅游对文化的负面影响除了表现为传统文化舞台化、传统文化同化和传统价值观的淡化外，还有一个明显的问题，就是文化景观的破坏问题。除了地震、洪水、风沙等不可抗力外，更多的是旅游者人为的原因，包括旅游建设中的建设性破坏、旅游经营者的经营性破坏和旅游者的破坏，其中旅游者的破坏更加常见。旅游者在旅游过程中，由于好奇心和虚荣心，常常上演“乾隆遗风”，在景区的石头、墙壁、林木上刻下“到此一游”，甚至还有游客故意破坏文物古迹。旅游者数量超过环境承载力时也会对文物古迹造成损害，旅游者带入的热气、呼出的二氧化碳等都会直接损害文物古迹。在宗教景区，旅游者对佛像、洞窟壁画和摩崖石刻的触摸会对这些珍贵的古迹造成不可逆的损害。

第二章 大河文明旅游面临挑战与应对策略

大河流域地区的地质地貌复杂多变，生态环境较为脆弱，同时，伴随宏观经济波动尤其是新冠肺炎疫情的影响，大河文明旅游发展面临着诸如自然灾害、经济波动等不同威胁，一定程度上阻碍了大河文明旅游的高质量可持续发展。本章将从自然灾害、资源威胁和经济波动等方面对大河文明旅游发展面临的挑战进行分析，为推动大河文明旅游高质量发展提供指导。

第一节 大河文明旅游面临的自然灾害及应对策略

近年来，旅游目的地的各类灾难事件频繁发生，造成的损失触目惊心，自然灾害已成为制约旅游业可持续发展的重要因素之一。本节将着重分析大河文明旅游所面临的水环境风险、地质灾害和气象灾害，在此基础上，提出在开发旅游资源和开展旅游活动时必须做好的应对策略，如建立健全自然灾害监测预警机制和应急防范措施，做好灾害风险评估，强化部门联动与合作，加强生态环境保护等。

一、水环境风险

水资源是人类赖以生存的关键资源。大河流域的生态系统复杂多样，随着水资源在农业灌溉、工业用水、生活用水、淡水养殖、城市建设、旅游发展等方面的开发利用，由此引发的流域水污染问题日益严重，水环境污染风险源的类型和数量不断增加，使得水环境风险成为流域发展不容忽视的问题^①。

（一）流域水环境风险源

流域水环境风险源头较为复杂，主要包括固定风险源、移动风险源和面风险源等。其中，固定风险源普遍是由生活废水及工业废水排放所引发，具有污染物含量高、成分复杂及变化规律无法追溯等鲜明特点，企业存储、使用、运输、泄漏及排放危险物质均属于重点污染环境且存在引发水环境风险的可能性，威胁周边人民群众生命健康安全，严重破坏周边生态环境。移动风险源的风险发生地点具有不确定性，主要是由沿岸行驶的货车相撞或侧翻入水中，以及河流中运货的船舶货物泄

^① 邸惠，刘兴朋，张继权，等. 饮马河流域水环境综合风险时空分布 [J]. 环境科学研究, 2018, 31 (3): 496-506.

漏等形成，发生的时间和空间具有不确定性，由点到面或呈带状扩散，多数是石油类和有毒有害化学物质^①。面风险源可分为农业面源污染及城市面源污染，尤其是农业面源污染普遍为生产活动中氮磷营养元素、农药及其他有机或无机污染物通过地表径流或地下渗漏所引发的地下水及地表水污染，具有治理难度大、成分复杂及来源广泛等鲜明特点^②。国外面源污染在河流水域污染中占有较高比重，美国约有 60% 河流水域污染与面源污染有关，其中农业面源污染贡献率为 57%~75%^③。

表 2.1 流域水环境风险源

形态	主要来源	风险形式	风险特点	风险因子
固定风险源	工业企业、加油站、污水处理厂等	泄漏事故、工业废水偷排乱排	位置固定，局部水域由点到面逐步扩散	有毒有害化学物质为主
移动风险源	沿岸行驶的货车相撞或侧翻入水中，河流中运货船舶货物泄漏等	交通运输泄漏事故	发生时间和空间具有不确定性，由点到面或呈带状扩散	石油类和有毒有害化学物质
面风险源	居民区、农业区、禽畜养殖区、旅游区、矿产区等	地表径流、地下渗漏	面状污染，范围大，时间持续较长	氮磷营养元素、重金属、微生物等

资料来源：孙滔滔，赵鑫，尹魁浩，等. 水环境风险源识别和评估研究进展综述 [J]. 中国水利, 2018 (15): 41-44.

(二) 对策建议

鉴于大河流域水环境风险的严峻形势，大河文明旅游的开发必须要把水环境的治理放在十分重要的位置，要充分认识到水环境治理与旅游产业的发展是互为因果的关系，没有良好的水环境条件无法实现大河流域旅游产业的开发，而大河流域的旅游开发反过来将有力地支持和促进大河流域的水环境治理。因此，要把水环境治理放在突出位置，坚持保护优先、建管并重的原则，加强水资源保护和水污染防治^④。此外，在目前大河流域水环境持续恶化的严峻形势下，多数流域水环境风险的监控预警能力仍然薄弱，监控预警机制尚未建立，现有的水环境监测体系缺乏必要的风险管理机制，不能有效支撑水环境监控预警等风险管理的需求。针对这些突出问题，树立分区、分类、分级、分期的流域水环境管理理念，以流域水生态分区及控制单元划分为基础，充分利用流域水环境质量监测与污染源监测信息，开展污染源监管与风险评估技术、流域水环境风险评估方法、流域水环境预警技术、流域水环境管理平台技术等研究，建立并完善流域水环境管理技术体系，为流域水环境管理决策提供科技支撑。设立示范流域，设计开发稳定、高效的流域水环境风险评估及预警信息系统，在示范区系统建设及运行经验基础上，结合流域水环境风险管理体系及预警管理体系研究

① ③ 孙滔滔，赵鑫，尹魁浩，等. 水环境风险源识别和评估研究进展综述 [J]. 中国水利, 2018 (15): 41-44.
② 邢峰. 流域水环境风险评估与预警技术研究进展 [J]. 环境与发展, 2018 (11): 197-198.
④ 杨光荣. 欧洲莱茵河发展旅游业对湖南的启示 [N]. 中国旅游报, 2011 (11).

成果,再制定国家级流域水环境风险评估、风险管理及水环境风险预警相关标准和规范,构筑国家级流域水环境风险评估及预警平台。^①

二、地质灾害

大河文明诞生于大江大河流域,这些河流流域面积大,流域内地形地貌多样、地质构造复杂、气候立体多变,这一方面形成了丰富的大河旅游资源,比如风景河段、漂流河段、河流侵蚀形成的峡谷、瀑布等;另一方面,复杂多样的地质地貌气候等条件,也使滑坡、泥石流、地震等地质灾害时有发生,破坏大河文明景观,损毁旅游服务设施,甚至对旅游发展造成毁灭性打击,还会使游客产生恐惧心理,降低出游意愿。分析大河文明旅游面临的地质灾害及其应对策略有助于保护游客的生命财产安全,推动大河文明旅游健康可持续发展。

(一) 水土流失

水土流失是当今世界面临的重要环境问题,所谓水土流失是指人类对水土资源不合理的开发和利用,造成土壤的覆盖物被破坏,使裸露的土壤受到水力、风力、重力等的侵蚀而逐渐流失,最终暴露岩石的现象。水土流失不仅会使土壤肥力减退、缩减耕地面积,而且大量的泥沙汇入河道会使河流含沙量急剧增加,进而造成水库淤积和河道阻塞,河流水量减少,影响河流的自我调节能力,严重时甚至会造成水源的枯竭。同时,水土流失是诱发洪涝灾害的重要原因之一,水土流失会造成地表蓄水能力下降,在面临强度和量级较大的降水时,由于地表储水能力较弱,爆发洪灾的概率随之增加,形成的危害性也随之增大^②。比如,孕育了中华文明的黄河,因泥沙泛滥给黄河流域的人民带来了深重的灾难,特别是黄河下游由于泥沙沉积而形成地上河,经常发生水患。此外,水土流失也是影响大河文明旅游景观质量的重要因素,比如水土流失会加剧水体浑浊程度,影响水体观光功能。

河流是具有普遍吸引力的重要休闲空间,借助于流域内生态资源,人们可以开展丰富多彩的娱乐活动,这些休闲娱乐活动的开展都需要良好的生态环境。为了大河文明旅游持续发展,充分发挥其经济效益和社会效益,需要对水土流失等问题进行治理。首先,加强生态修复宣传,让人们树立起良好的环境保护意识,比如,在水土保持的生态恢复性发展时期,全面展示使用生态恢复给人们带来的好处,增强生态恢复完善效果的宣传,提高人们对于生态环境恢复意识以及知识能力,转变思想,培养出保护生态环境的行为方式。其次,保护河流生态,增强河流的蓄水保水能力。水土保持方式之中的生态恢复是十分重要的,经过生态恢复方式来确保河流的弯曲程度,恢复河流纵向行进的连续性和横向的连通性,达到河流形态的多样性以及生态均衡,科学蓄水保水。此外,注重水土监测,检测内容包括:水土流失情况、水土流失的原因、水土流失所带来的危害和预防措施的落

^① 人民网.流域水环境风险评估再添新助力[EB/OL].<http://env.people.com.cn/n1/2018/0212/c1010-29819924.html>.

^② 杨明彦.河流含沙量看水土流失的严重性[J].科技风,2015(2):146.

实情况等^①。

（二）山洪、滑坡和泥石流

大河流域覆盖着干流和支流流经的广大区域，流域内地质条件复杂、气候多变，是山洪、滑坡、泥石流等地质灾害的高发区。现代化建设的快速推进，不断增加了流域的生态压力，人类活动稍有不慎容易造成生态环境破坏，一定程度上加剧了山洪、滑坡和泥石流等地质灾害的发生。山洪、滑坡和泥石流等地质灾害破坏性强、危害严重，轻则毁坏农田、房屋、交通、通信设施，重则造成人员伤亡及资源环境破坏。随着旅游业的快速发展，大河流域逐渐成为人们重要的户外休闲场所，部分地区以特殊的山林湖泊景观作为旅游资源吸引了大批游客，但由于山洪、滑坡和泥石流等毁灭性地质灾害时有发生，不仅破坏服务设施和旅游景观，也严重威胁游客的生命财产安全，尤其对于人员集中的旅游景区景点而言，一旦发生自然灾害，后果将不堪设想。

针对山洪、滑坡和泥石流等地质灾害对大河文明旅游发展的影响，在进行旅游开发时要重视环境影响评价，在开发前要对开发活动与建设项目进行环境影响评价、分析，识别建设、经营过程中可能造成的影响，提出相应的减免对策，把可能对旅游环境造成的负面影响降到最低程度。旅游开发的环境影响评价内容包括：旅游区环境承载力分析、旅游规模分析、开发活动对环境的影响识别、旅游过程对环境的影响分析等^②。加强对山洪、滑坡和泥石流的动态化检测，开展护岸工程，坚持绿化荒山荒地，退耕还林还草，扎实推进水土保持、小流域治理、山区石漠化治理、防护林保护等生态工程，对河流岸坡进行有效的防护，改善流域的生态环境。

（三）地震

自然灾害几乎无时无刻不在地球上的各个角落肆虐横行，整个人类的文明史同时也是一部人类与自然灾害抗争的历史。联合国国际减灾战略（UNISDR）与灾害传染病学研究中心（CRED）于2010年1月28日在日内瓦联合发布的自然灾害统计数据 displays，全世界在2000—2009年所发生的3852起灾害事件，共造成超过78万人丧生，各类物质损失高达9600亿美元，其中地震是导致死亡人数最多的第一大灾害威胁^③。地震灾害的不可预知性、突发性及其引发一系列次生灾害等特性，不仅造成人类的生命和财产损失、摧毁人类赖以生存的基础设施、破坏自然生态环境，也会对震区经济社会发展产生深远影响。地震是一种常见的自然灾害，大河流经区域广阔、地质地形复杂，地震灾害时有发生。地震过后，地面上一切都面目全非，河流也是如此，给旅游发展带来严重威胁。比如2017年四川九寨沟地震造成九寨沟景区内景点、公路、栈道等设施遭到破坏。在1811年和1812年发生的3次8级地震，造成密西西比河河水倒流，位于美国田纳西州西北部的里尔富特湖也是由这3次地震形成的。

① 陈明，赵健，王新伟. 水土保持措施对水资源与水环境的影响[J]. 河南水利与南水北调，2020（7）：102-103.

② 康炳源. 论旅游业的发展对旅游环境的负面影响研究[J]. 当代旅游，2014（10）.

③ 李宏. 自然灾害的社会经济因素影响分析[J]. 中国人口·资源与环境，2010，20（11）：136-142.

地震作为一种常见的地质灾害,受到了社会各界的高度重视。加大大地震监测设施和观测环境的保护力度,推进防震减灾现代化建设,切实减轻地震灾害风险,为大河文明旅游可持续发展和人民群众的生命财产安全提供有力的支撑和保障。具体举措包括:完善地震灾害的应急预警系统,推进地震预警技术平台与其他灾种预警平台的融合发展,促进信息和资源共享,规范地震预警信息的管理与发布,明确各主体的权利与义务,建立健全地震预警标准体系,加强地震灾害应急预案体系建设,定期模拟地震预警信息,开展实战演练,检验并增强地震灾害应急应对处置能力和公众的风险防范意识。推进地震监测预报预警业务能力建设,协同推进灾害风险调查和重点隐患排查工程、地震易发区房屋设施加固工程,逐步构建汇聚地震风险底数和建筑抗震系数为一体的地震预警信息系统,形成精准智能的地震预警公共服务能力,有效提升抵御地震灾害的综合防范能力^①。

三、气象灾害

天气气候条件是旅游活动的基本条件之一,它影响着旅游活动的进行,适宜的气象条件有助于旅游活动的开展,恶劣的气象条件则会给旅游活动开展带来诸多困难。近年来,全球气候变化频繁,加上大河流域特殊的地理环境,各种极端性气象灾害不断增多,洪涝、干旱、雷暴、强风等气象灾害破坏了大河流域的旅游资源、旅游景观和设施,威胁旅游业的发展。为此,探讨气象灾害及其应对策略对实现大河流域旅游的可持续发展、保护旅游资源和游客的生命财产安全具有现实意义。

(一) 洪涝

由于自然因素和人类活动的影响,如降水量的强度和季节变化、流域内气候水文条件、地形条件等自然因素,以及滥砍滥伐,在坡地上农业耕种等人类活动的影响,导致河流流域频繁发生规模和影响较大的自然灾害,尤以暴雨或洪涝灾害的影响最为显著。一方面,洪涝灾害会给人类生产生活以及社会经济的发展带来巨大破坏,如冲毁房屋、直接造成人员大量伤亡、毁坏农田和水利设施、带来严重的难民问题、引发经济波动等;另一方面,洪涝灾害也将为河流旅游的开发带来较大的负面影响,如直接破坏旅游景观和旅游设施、制约河流旅游市场需求、阻碍旅游交通、危及游客人身安全等。

虽然洪涝灾害难以避免,但通过完善预警系统、河道整治等可以增强人们应对洪涝灾害的能力。莱茵河作为贯通欧洲南北运输的大动脉之一,孕育了沿河的灿烂文化,是具历史意义的欧洲长河之一。莱茵河上游河段的比降大、水流急、洪峰大,挟带着大量泥沙顺河而下,中游莱茵河段的地势相对比较平缓,下游又多为低洼地,河床比降平稳,造成了中下游的泥沙沉积而致使河床淤高,中下游沿河两岸极易遭受洪涝灾害侵袭。18世纪开始,沿河各国都十分重视以防治洪涝灾害

^① 中国地震局. 增强地震预警服务能力 有效减轻地震灾害风险 [EB/OL]. <https://www.cea.gov.cn/cea/xwzx/fzjzyw/5555382/index.html>.

为目的的河道整治,纷纷采取了建造堤防、修筑堰坝和船闸、开挖人工运河、疏浚河床淤泥等众多的工程措施治理河道、改造河道,逐渐实现了河道的渠化。因此,为了保障大河文明旅游的有序发展,应当建立相应的预防暴雨洪涝灾害的措施,如完善暴雨洪涝灾害预警防范系统,建立暴雨洪涝灾害安全避难所,保障旅游者人身安全。此外,还需加强对环境的保护,减少森林砍伐,适宜地开垦土地,提高森林覆盖率,减少灾害发生的频率。

(二) 干旱

干旱是人类面临的主要自然灾害,它不仅与气象、水文、地质、地貌等自然因素有关,也受到社会、经济等因素影响。受全球气候变化和人类活动的影响,大河流域的干旱频率和影响范围呈上升趋势。以湄公河为例,湄公河发源于中国唐古拉山的东北坡,在中国境内叫澜沧江,流入中南半岛后的河段称为湄公河,干流全长 4909 千米,是亚洲最重要的跨国水系,世界第七大河流。受季风气候的影响,湄公河流域降水季节分配不均匀,冬春季节干旱,同时夏季风不稳定,夏季风势力弱,或者来得晚、退得早的年份降水少,容易发生干旱。比如,受“厄尔尼诺现象”影响,2016 年 3 月东南亚大片地区经受了罕见的严重干旱,该地区最长、经济影响最大的第一长河湄公河的水位跌至 90 年来最低。由于河流水量减少,一些沿海省份海水倒灌现象严重,而此现象可能导致土地盐化、农作物歉收等。河流是人们观光休闲、健身娱乐的重要场所,流域的干旱不仅对人们的生活带来很大影响,也对旅游等休闲活动的发展带来诸多危害,主要表现在:植被枯萎甚至枯死,水系萎缩,鱼类及野生动物饮水困难,旅游生态系统被破坏;干旱容易引发森林火灾或病虫害,给旅游生态环境带来毁灭性的打击;严重干旱还使得一些大河流域的旅游景观的功能丧失。例如,瀑布水量减少,河水流量下降,影响其观赏效果,在一些漂流的河段因水量减小而不能正常营业。

为了改善大河流域气象条件,确保流域旅游业的健康发展,要建立健全干旱等灾害的监测预测和防御机制,针对干旱灾害的分布特点和危害性质,建设覆盖全流域的旅游气象自动站和旅游生态气象观测站,形成布局合理、功能齐全的旅游气象监测网络,以便掌握气象要素实时动态变化和旅游生态环境变化情况,为防御干旱等气象灾害打下基础。同时,改进耕作制度,改变作物构成,选育耐旱品种,充分利用有限的降雨;植树造林,改善区域气候,减少蒸发,降低干旱风的危害;应用现代技术和节水措施,如人工降雨,喷滴灌、地膜覆盖、保墒,以及暂时利用质量较差的水源,包括劣质地下水以至海水等^①。例如,配置小型天气雷达,跟踪春夏强对流天气,为旅游景区提供人工影响天气服务,遇干旱时增雨,保障游客和生态环境的安全。

(三) 雷暴

雷暴是热带和温带地区可见的局地性强对流天气,雷暴发生时伴有雷击、闪电、强风和强降水,如雨或冰雹。雷暴带来天气的剧烈变化并可能成为气象灾害,干雷暴可通过云地间放电造成火灾。雷暴可以在世界任何地方发生,甚至发生在两极和沙漠地带,但通常在低纬度的地方(特别是

^① 中国历史网. 旱灾形成的原因与危害 防止旱灾的措施有哪些 [EB/OL]. <http://www.gxjc888.cn/shbt/5371.html>.

热带雨林地区)会较频繁地发生。对雷暴的记录可追溯至人类文明的早期,古中国、古罗马和美洲古文明皆有与雷暴相关的神话。

雷暴天气是夏季常见的天气现象,它是由对流旺盛的积雨云产生,由于积雨云的强烈发展,常伴有闪电、雷鸣、暴雨、大风,有时还会出现冰雹、龙卷风和下击暴流等灾害性天气。大河流域的旅游景点和旅游项目多位于山地、峡谷或森林草场等室外,游道、景点、亭台等设施在露天下,有的还安装了金属扶栏,受气候、地形的影响,往往雷雨大风天气突出,给景区设施和游客生命财产造成较大的威胁。例如,2008年8月7日,张家界国家森林公园天下第一桥景点发生雷击伤人事件,5名游客被雷电击伤。雷电对旅游业的危害不小,加强防范已是刻不容缓。在发展大河文明旅游活动和开发相关旅游资源时,必须建立健全雷暴等气象灾害监测预测机制和应急防范措施,做好灾害风险评估,强化部门联动与合作,比如,对景区景点防雷设施进行常态化检测并对存在的隐患整改完善,在雷暴多发地,设置醒目的警示标志,建设救助设施和避险场所。重视雷暴等气象科普宣传,提高人们防范灾害的意识和避险自救能力,确保游客生命财产安全,促进大河文明旅游可持续发展。

(四) 强风

风灾(因暴风、台风或飓风过境而造成的灾害)是发生频率最高、影响最为严重的自然灾害之一^①。世界大河流域地区时常遭受强风灾害。比如,台风是长江三角洲和珠江三角洲等地经常出现的一种灾难,台风来临时不但有强大的风暴,还夹带暴雨,范围可达1000多平方千米。台风对旅游业的影响是巨大的,超强台风会造成旅游景区的封闭,还会破坏很多旅游设施。因此,要做好强风灾害的防灾减灾措施,比如,建立强风监测预警系统,建设覆盖全流域的旅游气象观测站,形成布局合理、功能齐全的旅游气象监测网络,以便掌握气象要素实时动态变化,为防御强风等气象灾害打下基础。加强对强风灾害状态的分析和预测,分析大河流域强风灾害的活动强度、频次、危害程度和风险程度,提前做好预防和减灾措施。做好强风灾害预报研究工作,提高预测预报准确率,并利用自然灾害应急联动平台发布强风灾害预警消息,向公众发布节假日旅游出行的安全提示,为各类旅游活动提供专项气象保障服务。

第二节 大河文明旅游面临的资源威胁及应对策略

资源是旅游业赖以生存和发展的基石,旅游资源的开发、相关旅游接待设施的建设,以及大量游客的涌入均会对旅游资源造成不同程度的影响和破坏,从而减弱旅游资源对旅游市场的吸引力。本节在探讨旅游资源开发与保护的辩证关系的基础上,分别分析了大河文明旅游发展所面临的自然资源威胁和文化资源威胁,针对不同资源威胁的原因与相关影响提出相应的对策建议。

^① 李明鑫. 沿海地区村镇群体低矮民居强风灾害研究[D]. 大连: 大连理工大学, 2019.

一、旅游资源开发与保护的关系

旅游业作为国民经济的战略性支柱产业,在促进区域经济发展、推动生态环境保护、实现人民富裕等方面具有重要作用。旅游业是资源依赖性产业,旅游资源是旅游业可持续发展的物质基础和旅游生产力增长的潜力所在^①。在大众休闲时代,虽然人们已不满足于走马观花的观光旅游,但不管何种旅游产品或旅游业态,均离不开有形或无形的旅游资源,都需要在旅游资源的基础上进行开发。因此,新时代,旅游资源依然是旅游产业发展的基石^②。

(一) 旅游资源的概念

在旅游学术界,由于对“旅游”这一核心概念的泛化理解,人们始终不能统一对旅游资源的认识。2003年出台的《旅游资源分类、调查与评价》(GB/T18972—2003),是目前中国旅游资源划分、评价的最主要依据。其提出“自然界和人类社会凡能对旅游者产生吸引力,可以为旅游业开发利用,并可产生经济效益、社会效益和环境效益的各种事物和因素”称为旅游资源。随着时代的发展,旅游资源分类和调查评估技术逐渐发生变化,旅游资源的外延逐渐扩大。2017年,由国家旅游局牵头、由中国科学院地理科学与资源研究所主要负责对标准进行了修编,并依然沿用2003年的旅游资源定义。旅游资源的基本内涵是:

第一,旅游资源的核心是吸引力。旅游资源是具有吸引力的事物和因素,能对相应的人群产生定向吸引功能,激发旅游者的旅游动机,不具有这种吸引力的任何资源形式都不是也不会成为旅游资源。

第二,旅游资源具有可利用性。旅游资源必须能被旅游业开发利用,能满足旅游者的消费需求,产生相应的经济、社会或环境效应才能成为现实旅游资源,否则只能是潜在旅游资源。

第三,旅游资源具有不可移动性。旅游资源具有地域性特点和空间上的不可移动性,虽然现代人造旅游资源可在异地复制,但在本质上并未改变通过吸引游客在空间的流动而获得真实旅游经历与旅游体验的事实。当然,现代交通的发展所引起的客流速度加快和流动范围扩大,会导致旅游资源的空间组合发生较大的变化。

第四,旅游资源具有多样性。既包括自然界天然形成的自然旅游资源,又包括人类社会创造的人文旅游资源;既有物质性旅游资源,又有非物质性旅游资源。随着社会经济的发展和旅游成为常态化的生活方式,社会旅游资源日益受到关注。

第五,旅游资源具有可创新性。旅游资源是不断发展的,具有可创造、可转化、可拓展的开放

① 郭来喜,吴必虎,刘锋,等.中国旅游资源分类系统与类型评价[J].地理学报,2000,55(3):294-301.

② 朱鹤,甘萌雨,陈佳,等.新时代的旅游资源研究:保护利用与创新发展——旅游地理青年学者笔谈[J].自然资源学报,2020,35(4):992-1016.

属性^①。

（二）旅游产业发展与资源的辩证关系

旅游业的生存和发展有赖于旅游资源这一根本基础。但是在对旅游资源进行开发和使用的过程中也存在潜在风险，即这些基本资产可能会因此受到损害，在某些严重情况下，甚至有可能会遭到损毁。虽然逻辑上旅游资源属于一种非消耗性资产，如果开发利用得当，可用之不竭，从而可造福于子孙万代，但实际上，这些基本资产若利用和管理不善，也是很容易遭到破坏的。这种破坏轻者会造成旅游资源质量的下降，影响其吸引游客的能力；重者则会使这些旅游资源遭到损毁，从而使该地的旅游业失去存在的基础。在这个意义上，旅游资源的开发和使用“本身就潜在着自我毁灭的种子”^②。因此，旅游资源的保护与开发需要建立在旅游发展需求的基础上，厘清旅游产业发展与资源的辩证关系。对此关系的理解，可以从以下跨学科视角进行解释。

第一，基于经济学中“资源诅咒”理论，尽管资源禀赋丰裕程度是决定区域产业发展的先决条件，但若快速扩张是由初级资源的过度开发所驱动，将会最终导致区域经济结构趋向单一化，甚至使知识创新部门逐渐萎缩，进而致使区域经济发展丧失内生活力。进入新时代“生态先行”与“结构转型”作为经济发展攻坚克难的不二法门，更是为旅游业发展的提质增效设定了重要路径参数。因此，旅游业发展模式亟须摆脱资源初级开发的粗放思维，这是其适应新时代要求的基本归宿。

第二，根据经济地理学提供的供给侧改革启示，空间治理和空间结构优化是区域经济可持续发展的核心内容，而应避免类似城镇无序蔓延或农业空间低效利用等情况，引起空间结构失衡，并导致经济增长动能乏力。在“三区三线”严控下，产业集聚作为一种动态高效的区域经济组织形态，应更多嵌入到区域旅游业发展过程中，并通过“学习、共享、匹配”机制所产生的外部性经济而提升旅游业内生发展效率。此外“多规合一”也为旅游业的横向拓展与纵向融合提供了空间基础与市场潜能，从而显著提升旅游业空间利用效率。以上关键在于，需秉持旅游资源的多样化开发理念，以此培育类型综合的旅游经济活动在一定“边界”范围内相互邻近或聚集，进而有益于产生旅游业内规模报酬递增。相反，如果继续盲从旅游资源的同质性开发道路，“三区三线”无疑将成为区域旅游业扩张的政策窠臼。

第三，按照旅游业发展的演变规律，目的地由单一观光被动供给转向综合体验主动创设的变革范式清晰可见。新一轮国土空间规划体系将成为加速旅游业转型升级的催化剂，也是倒逼某些纯粹依赖“生态核心区”作为旅游业主导吸引力来源的目的地进行跨越式发展，主要实施策略在于“严边界、大资源、全域化”，即在“三区三线”管控边界范围内，严格执行符合可持续性要求的开发强度、承载标准和流量预警，同时强化旅游开发的生态补偿与恢复。伴随着生态空间的科学勘界，尽管一定程度上限制了旅游业的开发范围，但对旅游资源或生态要素的衍生开发及柔性利用也可拓

^① 黄震方，葛军莲，储少莹. 国家战略背景下旅游资源的理论内涵与科学问题[J]. 自然资源学报，2020，35（7）：1511-1524.

^② 李天元. 旅游学概论（第7版）[M]. 天津：南开大学出版社，2014：143-144.

展旅游业的辐射空间。全域型旅游目的地的建设,进一步将旅游资源的生态价值(核心部分)与产业价值(形式部分)相结合并推进至共享价值层面(延伸部分),从而形成“生态—经济—社会”相互协调耦合的基本运行系统^①。

二、大河文明旅游面临的自然旅游资源威胁与应对策略

大河流域的自然旅游资源丰富多样,本文主要选择其最具特色和最易遭受破坏的自然旅游资源进行分析。植被、河流、水生生物及动物是大河流域重要的自然资源,但这些资源具有脆弱性、稀有性等特点,人类的旅游开发或旅游活动很容易造成资源破坏,不仅影响流域旅游业可持续发展的资源基础,而且大河流域的植物、生物等自然资源一旦遭到破坏,就会给区域的生态平衡带来灾难性的后果,比如,生物多样性减少,生态循环受到限制,环境系统失去稳定性与持续性,不仅降低了旅游目的地的审美价值,也影响了生态要素的循环利用,破坏了当地形象,最终将会影响大河文明旅游的可持续发展。

(一) 森林破坏

大河流域地区对大河沿岸的大规模开发利用,会危及大河系统自身的生存发展,其中,林木过度砍伐、过度开发建设导致森林植被破坏,进而危及生态系统稳定就是一个典型例子。森林是大河流域重要的生态保护带和生物栖息地,一旦采伐过度,就会导致生物多样性破坏,生态系统恶化和生态功能下降等,甚至还会带来一系列自然灾害,危及大河流域的生产和生活。同时,大河流域的旅游发展也离不开良好的森林资源,借助森林资源开展休闲游憩活动是大河旅游发展的重要方式之一。亚马孙河流域就是森林退化的典型案例,由于过度采伐,导致植被破坏、森林退化,造成水土流失、水量减少、输沙量增大、河道淤塞。并且森林退化导致热带雨林作用减弱,对地球这个人类家园也会造成严重影响。

为了切实保护大河流域的森林等植被资源,需要在开发前谨慎研究,深入了解流域内的生态规律,在开发过程中要考虑到流域森林等植被的生态敏感性和脆弱性,把生态环境保护与建设作为根本任务和指导思想,保证环境与经济协调发展。此外,应当注重科学研究和普及教育。在利用各种木材前,应该研究如何利用新技术才能综合平衡利用各种木材资源,以减少对森林的毁损。

(二) 河流污染

千百年来,河流为人类文明的发展做出了重大贡献,但过去人类对河流往往索取多于贡献。在与人类活动最为密切的河流中,由于人为等各方面原因,导致河流水体污染加剧乃至失去正常河流功能的情况已是屡见不鲜,更有些水体鱼类绝迹,不仅使河流丧失了景观价值,影响人们游览、娱乐和休养等,更是严重阻碍着大河流域的环境改善,威胁着国民饮水安全,制约着经济社会可持续

^① 朱鹤,甘萌雨,陈佳,等. 新时代的旅游资源研究:保护利用与创新发展——旅游地理青年学者笔谈[J]. 自然资源学报,2020,35(4):992-1016.

发展。绝大部分的河流污染是人们在生产生活过程中将生活污水和工业废水排进河流所造成的，因此，要严格对排入河流中的水进行控制，从工业生产、居民生活、农业生产等方面加强对河流水污染源头的控制，保证控制和治理后能够有效地保持河流的水体长期健康。

国际上也有很多河流在经过认真治理之后又恢复了昔日碧波荡漾、清澈澄净的面貌。如莱茵河，起初由于河流上游旅游景点的深入开发、外来旅游者不断增多、高山畜牧业的调整和阿尔卑斯山区自然环境的破坏程度加剧等，导致上游水质遭到直接影响。为了保护莱茵河水质，维护原始地貌，瑞士各级政府和专业职能部门做出了巨大的努力，先后颁布了《森林法》《环境保护法》《特殊垃圾回收与运输规定》《水资源保护法》《环保法》等数 10 部涉及保护水体的法律法规，并且规定企业不准将未经处理的工业和生活用水直接排放入附近的任何水体，就连濒河建筑物上的雨水也必须经屋檐排水槽引入地下，在经过处理后才准排入水体。由于实施了严格的水体环境保护法，不仅莱茵河源头，包括整个瑞士的数十条河流、上千个湖泊的水体至今常年清澈透明，所有水质全部达到饮用水标准。莱茵河流域的 9 个国家制定了一个莱茵河日常养护“国际公约”，并成立了由 12 人组成的保护莱茵河国际委员会，委员会主席由成员国部长轮流担任，多年来，莱茵河流域国家基本上是在自觉地养护各自的河段。

（三）水生生物及动物资源衰退

大河流域是全球生态系统类型最多样、最复杂的地理单元，也是一些水生生物和动物大类群的分布和分化中心、避难所和新物种发生地。流域的水生生物或动物也是旅游活动中比较重要的观赏对象，各种体形优美、色彩艳丽或较为奇特的鱼类会引起游客的观赏兴趣。同时，各种水生或两栖类动物为旅游者提供了观赏、垂钓、捕捞、采集的娱乐机会。然而，随着人口的快速增长和经济的高速发展，这些水生生物和动物资源面临的威胁不断增大。长江是中国第一大河，是中国重要的水生生物基因宝库和中国生物多样性最具典型性的一条生态河流，是名副其实的生命之河。据不完全统计，长江流域水生生物 4300 余种。流域内有白暨豚、中华鲟、达氏鲟、白鲟、长江江豚等国家重点保护野生动物，圆口铜鱼、岩原鲤、长薄鳅等 170 余种为长江流域特有。长期以来，受人类活动等因素的影响，长江水生生物资源持续衰退^①，从鱼类资源变化看，目前特有鱼类、重要经济鱼类数量下降。长江流域年捕捞产量已从 20 世纪 50 年代的 40×10^4 吨以上降至 2018 年的 10×10^4 吨左右，鱼类资源数量下降，且鱼类资源小型化趋势明显；长江上游特有鱼类（圆口铜鱼、长鳍吻鲟等）种群数量下降明显，受威胁鱼类数占鱼类总数的 27.6%；四大家鱼等重要经济鱼类的种群数量显著下降。另外，白鱉豚、白鲟、鲟鱼已功能性灭绝，长江江豚、中华鲟成为极危物种^②。

大河流域生物多样性不仅关系到流域生态系统的协调稳定发展，而且关系到人与自然的和谐发

① 搜狐网. 长江生物资源保护论坛将于 11 月在武汉举行 [EB/OL]. https://www.sohu.com/a/271101068_99970917.

② 刘录三, 黄国鲜, 王璠, 等. 长江流域水生态环境安全主要问题、形势与对策 [J]. 环境科学研究, 2020, 33 (5): 21-30.

展,保护流域水生生物及动物资源、维护生物多样性已成为摆在人们面前的重任。为此,需要从长远利益出发,把保护流域水生生物和动物资源、修复流域生态环境摆在重要位置。针对大河流域生态现状和问题,逐步开展流域生态保护与修复工作,比如实施人工增殖放流、鱼类保护区建设、禁渔期制度等。规划建设过鱼设施、大坝生态调度等,减缓工程建设对水生生物的阻隔影响,促进鱼类的自然繁殖活动。健全生态环境监测和评价制度,设定流域生态保护与修复相关指导依据与标准,推进生态监测评价体系与监测能力的现代化,构建生态环境监测评价大数据体系等。学习其他流域的保护模式,推进流域保护区建设。

密西西比河上游国家级野生动物及鱼类保护区(Upper Mississippi River National Wildlife and Fish Refuge) 建立于 1924 年,位于威斯康星州及明尼苏达州北部和艾奥瓦州及伊利诺伊州南部,占地面积为 970 平方千米。保护区是密西西比河上游 48 个州中最大的动植物栖息地,拥有约 290 种迁徙鸟类,约 119 种鱼类。全球 70% 的北美帆布潜鸭,全美 40% 的水鸟,栖息在这里。由于受到航道建设及干流水坝建设影响,栖息地退化,因此栖息地修复是密西西比河上游生态修复项目的主要组成部分。栖息地修复使用了大量的工程技术和方法来模拟河流自然行为,以促进多种生态系统的稳定与健康,提升生物的数量。这些项目使用的修复技术包括河岸保护、填岛、河流水位管理、回水疏浚、泛滥平原以及支流修复等。与此同时,长期监测和研究数据为修复项目提供了决策依据。由于修复项目不断提高修复技术并积极引进新的研究成果,密西西比河上游栖息地生态健康状态得到了有效改善^①。

三、大河文明旅游面临的人文旅游资源威胁与应对策略

人文旅游资源是指以社会文化事物为吸引力本源的旅游资源,是人类生活、生产活动的艺术成就和文化结晶。人文旅游资源内容丰富,既有有形的人文旅游资源,也有无形的人文旅游资源^②。大河流域是人类文明的发源地,经过世代发展,积累了丰富的旅游资源。经济的快速发展及现代化进程的加快,人文旅游资源遭受破坏的风险趋高,不仅威胁到大河文明旅游的发展基础,更对人类优秀传统文化的传承造成极大的破坏。

(一) 历史文化遗迹的保护、传承与利用

大河是古代文明的发祥地,更是文化遗产的集聚地,经过几千年甚至几万年的发展,如今的大河流域已经积累了丰富的历史文化遗产资源,包括古遗址、古墓葬、古建筑、石窟寺及近现代遗迹等多种文物类型,这些历史文化遗产资源不仅种类繁多,内涵丰富,还具有独特的地域特征。大河流域的历史文化遗产是人类文明发展的见证,也是人类知识、智慧、创造的结晶,大河流域历史文化遗产资源能否得到有效的保护、开发和传承,关系到人类文明的可持续发展。当前大河流域很多

^① 大自然保护协会. 2017“长江—密西西比河”中美绿色合作伙伴交流活动顺利完成 [EB/OL]. <http://tnc.org.cn/home/progress/574>.

^② 孙月婷,蔡红. 旅游学概论 [N]. 北京:首都经济贸易大学出版社,2008:9.

国家及城市依然尚未意识到大河历史文化遗产保护的重要性,对流域内的历史文化遗产保护与开发利用不足,同时,国际上很多地区在大河文化遗产开发过程中,由于存在开发方式不当、缺乏规划和有效监管等问题,导致大河文化遗产的旅游价值和文化价值并未得到有效彰显。因此,大河流域应积极采取措施保护大河流域的文化遗产,促进文化与自然、文化与社会发展的和谐共生。比如,建立国际性的文化遗产合作和创新平台;共享大河流域文化资源管理、开发、保护和利用的经验;构筑大河流域城市间沟通交流的桥梁,加强城际协作创新,促进文化遗产与旅游、科技等产业的融合发展,促进大河文化遗产的传承与保护,进而实现大河文明的可持续发展。在遗产传承方面,需要做好传承过程的“转化”工作,创新大河文化遗产的传承形式、传承载体等;还要保证文化遗产活态传承,不能过度更改,要保持大河文化遗产的原真性,尊重大河文化遗产的原貌,在向现代社会“转化”时要适度、合理,保证大河文化的真实性。

在河流历史文化遗产保护、传承与利用方面,最具代表意义的是莱茵河中游流域。莱茵河中游以低山峡谷地貌为主,核心部分是“莱茵中上游河谷”世界文化遗产,被公认为是莱茵河风景最美的一段。在2002年布达佩斯召开的世界遗产大会上,中莱茵河谷被列入世界文化遗产名录^①。世界遗产委员会对其评价为:延绵65千米的中莱茵河河谷,和它沿途的古堡、历史小城、葡萄园生动地描述了一段同多变的自然环境相缠绕的漫长人类历史。这里发生了众多历史事件,演绎了许多传奇,几个世纪以来,为无数的作家、画家和音乐家提供了灵感^②。莱茵河中游的主要旅游资源为中世纪的古堡景观、上千年的葡萄耕作文化、葡萄酒酿造技术以及沿河古镇、峡谷自然风光。莱茵河的旅游发展对其他地区开展河流旅游具有重要的借鉴意义,解读他们的成功之处,可以发现主要是采取了以下措施:构建水环境综合治理模式,比如为了治理莱茵河水污染,1963年,莱茵河流域各国与欧共体代表在保护莱茵河国际委员会范围内签订了合作公约,保护莱茵河国际委员会制定了相应法规,对排入河中的工业废水强行进行无害化处理;制定紧密一体的规划体系,除莱茵河国际保护委员会统一制定《伯尔尼公约》《防治化学污染公约》《莱茵河行动计划》等相关政策外,各地都根据自身实际编制了旅游业发展规划;建设便捷通达的交通网络,构建了沿江的全流域自行车道系统和徒步旅游道系统;打造服务多元的旅游产品,基于历史文化和自然资源禀赋,莱茵河基本形成了上游、中游、下游空间布局合理的产品结构。

(二) 非物质文化遗产的保护、传承与利用

非物质文化遗产是指被社区、群体、个人视为其文化遗产的各种实践、展现、表达、知识和技能,以及与之相关的工具、实物、手工制品和文化空间。主要包括:口承文化、民间表演艺术;民间工艺、节日节庆活动以及民间的各种知识及各种表现形式所存在的文化空间。大河流域承载着国家悠久的历史,以及悠远的文明,流域民众在创造和发展物质文化遗产的同时,也创造了与农耕生

① 张丹明. 中莱茵河谷:葡萄园—古堡—城镇—山河的奏鸣曲[J]. 中国文化遗产, 2007(2): 102-107.

② 董波, 杜雨辰. 国外运河遗产对中国大运河文化带建设的启示[J]. 发展规划研究, 2019(5).

活相适应的非物质文化遗产，这些非物质文化遗产渗透于生产生活的各个方面，无比丰富多彩。随着工业化、现代化进程的推进，人们的思想观念发展转变，对非物质文化遗产等传统文化认同感减弱，一些非物质文化遗产遭受不同程度的破坏。非物质文化遗产承载着民族记忆，是宝贵的精神财富，人们需要对几千年的历史与文明留下的丰富的文化遗产加以保护和传承。

1. 岁时节庆

岁时节庆反映了在时间运行和周而复始的循环过程中人们的观念与情感。大河沿岸往往是农业发达的地区，在漫长的几千年的文明历程中，岁时节庆中的各种农事节日和基于与农业生产有关的信仰而产生的各种节日，对大河沿岸民众的生活和艺术创作产生了巨大影响。狂欢节是欧美各国的传统节日，它起源于古罗马的农神节，发展于中世纪，盛行于当代。狂欢节的节期，各国不一，有的开始于元旦，有的开始于圣诞节或其他日子。但多数国家在二三月间气候宜人之时举行。在莱茵河流域比如科隆、杜塞尔多夫、亚琛、美因茨等地，狂欢节叫作 Karneval，而参加狂欢节的民众叫 Narr。这个地区尤其以科隆的狂欢节举世闻名。俗话说“十里不同俗”，因为地理环境、饮食等方面的差异，中国长江流域与黄河流域各种岁时节庆习俗略有不同。比如，长江流域盛行在端午节插艾以避蚊驱邪，而河西走廊一带则盛行插柳枝用来祈求风调雨顺；同时黄河流域不像长江流域多大型湖泊，大部分地区水域缺乏，龙舟竞渡的娱乐形式较长江流域的少；除此之外，黄河流域端午的娱乐风俗除了射柳、吃粽子外，在西北地区还有“点高山”的习俗来驱狼抗旱。

岁时节庆是大河流域重要的文化遗产，在少数民族地区，传统民族节日的地位更为重要，这些民族节日往往是地方社会或族群信仰、社交、娱乐与贸易的重要表达时机，节会庆典成为少数民族的重要文化标志。近代以来，随着世界多元文化的迅猛发展，传统岁时节庆经历了坎坷的命运，传统节日一度被主流社会所淡忘。因此，在新的时代背景下，推动传统岁时节庆的保护和传承势在必行。一方面，由于种种原因，现实中，传统岁时节庆往往蜕变成单纯的假日，其文化意蕴在人们的心中日趋淡漠，故要强化岁时节庆的弘扬，只有将岁时节庆融入到人们日常生活中，让其感受到传统文化的魅力，使其自觉传承，从而保持岁时节庆的生命力。另一方面，创新岁时节庆的传播载体，将传统岁时节庆与旅游业有机融合，使两者相辅相成，共同发展。以节庆旅游为例，岁时节庆不仅满足旅游者的物质需求，更重要的是为其带来了新鲜的生活体验和丰富的精神享受。在参与节庆活动过程中，游客融入情境中，在现场深度接触文化信息，使得他们对于文化活动的内涵在体验的基础上形成认同、接受、喜爱的情感，然后自发地再向更多的人传播，从而形成口碑效果。国外旅游业有很多节庆活动，如巴西圣保罗狂欢节、美国圣诞节、西班牙斗牛节、德国慕尼黑啤酒节，英国泰晤士河节等，每年节庆期间都产生不菲的经济效益^①。

2. 传统技艺

传统技艺是民间传承下来的技艺，每一门技艺都烙着民族的印记。传统技艺包括：剪纸、陶

^① 张力. 用节庆文化牵引旅游体验经济 [N]. 中国文化报, 2019-06-22 (007).

艺、年画、皮影、变脸、刺绣、泥塑、木刻、木雕、舞龙、戏曲等。江河流域多材、多质、多量的自然环境为种类繁多、技艺精湛的传统技艺奠定了重要的物质基础，依河而居的先人们创造了丰富多彩的传统工艺，这些工艺植根在老百姓的日常生活中，形成一种独具特色的文化资源。面塑作为一种重要的传统工艺，其发源地就处于山西所在的黄河流域，在干燥的黄土地上，再普通不过的麦面馒头，摇身一变成为精致的工艺品，这其中凝注了山西人丰富而深厚的文化内涵。有花馍就有幸福，淳朴的山西人将好吃又好看的山西花馍普遍运用到当地居民的婚宴、寿宴和祭祀等重大活动中。山西民间花馍的造型样式自成一体，自古就有“山西花馍甲天下”之美誉^①。山西闻喜花馍也于2008年被列入国家级非物质文化遗产。在雕刻艺术上，非洲的木雕、欧洲的石雕等都是极具代表性的。除沙漠地区外，生活在尼罗河、尼日尔河流域的非洲人民在繁衍生息之际，创造出了多种多样的木雕艺术。除此之外，大河沿岸也经常出现有立于河岸两侧的石碑、人像雕刻等。传统技艺中有些是通过人的舞动、戏耍、操作、歌唱等形式来完成的，戏曲是中国人喜闻乐见的艺术，它的历史源远流长，经历了孕育、形成、发展和兴盛等各个时期。山西临汾是锣鼓艺术的主要发祥地之一，古老的黄土高原文化，造就了经久不衰的民间锣鼓艺术。在众多的锣鼓艺术中，威风锣鼓是影响最大、流传最广的一种民间打击表演艺术，被老百姓俗称为“家伙”或“威风家伙”^②。

传统技艺体现出人们对大自然纯天然美的追求及对未来美好生活的期盼，以中国的传统工艺为例，古老的祖先在工艺中往往蕴含着对“长寿、吉祥、求福、喜庆”等的美好祝愿。传统技艺是一种重要的文化资源，对游客具有天然的吸引力，近年来，随着民间艺术越来越受到重视以及旅游业的快速发展，传统技艺被越来越多的游客认知，特别是那些具有地方特色、传承时间较长的传统技艺给游客带来了强烈的吸引力。但是古老的传统技艺在现代文明的冲击下很容易受到破坏，它们自身产生的微弱的甚至为零的经济效益并不足以支持其传承保护。为此，需要对传统技艺加以保护和传承。具体措施包括：将传统艺术与旅游相融合，促进旅游者对于传统工艺的认识了解，举办各类文化艺术节、文化学术交流会等，促进本地传统技艺的传播与发展。同时，将传统技艺进行文化创意开发、包装和市场化运作，以更多元化的形式展现给旅游者，比如，可以利用当地传统工艺开发旅游纪念品，制造出具有目的地特色的旅游文化纪念品。此外，借助互联网的传播优势，让传统工艺与新媒体旅游相结合，使用图像、文字、影像、语音等多种表现形式加以整合，从而促进全新的、综合性的文化旅游产业。例如，通过新媒体旅游大咖的镜头记录传统工艺的制作生产过程，创作一系列的图文与视频作品，在各种社交媒体网站上进行推介；也可以搭建“电商”营销平台，通过平台的运营来实现旅游目的地传统工艺的宣传推广。

3. 民俗文化

大河流域的民俗是国家民俗文化的重要组成部分，是流域民众在漫长的生产生活实践中创造的

① 薛雪. 面花装饰特色的比较研究——豫东沈丘顾家面花与山西花馍的比较研究[J]. 大众文艺, 2017(5): 93.

② 白英芳. 临汾威风锣鼓溯源初探[J]. 现代交际, 2017(11): 85-86.

一种文化事像,并伴随人类社会的发展得以积淀、丰富和传承下来。古往今来,许多大河流域民俗文化历经时间的淘洗而跃升为优秀民俗文化,并潜移默化地浸润、濡染一代又一代人的行为方式和生活习惯。随着农业社会向现代社会的快速转型,人们的生活方式和价值观念发生了重大改变,曾历经千年而不衰的民俗文化积淀逐步流失。如何保护与传承民俗文化,如何让传统民俗文化在现代社会中焕发生机,成为重要的现实问题。

大河流域民俗文化的保护与传承需要全体社会成员的积极参与,民俗文化作为一种在民间社会形成、发展并传承下来的文化类型,它贯穿了人类生产和生活实践的全过程,乃是人民群众在生产劳动中集体创作的成果,因而具有鲜明的集体性、地域性和通俗性。鉴于民俗文化的这些特征,民俗文化的主体应该是社会公众,其传承人也来自人民群众,那么其保护与发展无疑需要雄厚的群众基础,因此,要充分了解公众对民俗文化保护开发的立场、保护意愿,提高公众的保护意识。此外,大数据的出现也为大河流域民俗文化保护提供了重要支撑,充分利用大数据的海量、多元数据优势,厘清大河流域民俗文化的分布状况、生存环境、保护现状、发展前景以及存在的问题,明确大河流域民俗文化保护与传承重点,为其保护决策提供科学依据。同时,也可以发挥大数据的传播优势,推动大河流域民俗文化宣传的有效传播。

第三节 大河文明旅游面临的经济波动及应对策略

经济波动是经济发展过程中的客观过程和现象,旅游业作为众多产业部门中的一部分,其发展同样受到宏观经济波动的影响。本节聚焦大河文明旅游发展面临的经济波动和危机,围绕近年来的经济波动与危机,如新冠肺炎疫情等,分析经济周期性波动和经济危机下大河文明旅游发展面临的机遇与挑战。

一、旅游发展与宏观经济的关系

从经济结构角度讲,旅游经济是宏观经济的一部分,二者具有整体与局部的结构对应关系。系统动力学认为,整体对局部有支配作用,局部也会影响整体发展^①。基于该逻辑,旅游发展与经济增长的关系是相互影响、相互作用的。宏观经济发展状况决定旅游业发展态势,同样旅游业也反作用于经济,他们之间的关系也随着经济建设愈加密切,相互作用愈加明显。一方面,发展旅游业,经济增长是基础,经济发展拉动旅游业的发展,旅游业的良好运行对经济增长产生积极的推动作用。经济发展是旅游发展的基础和保障,旅游业是国民经济的重要组成部分,旅游发展对经济增

^① 李维维,马晓龙.国内旅游经济周期与宏观经济周期同步吗?——基于MS-VAR模型时变特征的验证[J].旅游学刊,2017,32(11):49-59.

长具有促进作用^①。从经济学的角度分析,旅游产业的发展可以增加财政收入、提高经济总量、创造更多的就业机会、促进其他相关产业的发展等。同时,旅游产业的发展也必须依赖于地方的经济发展,如果一个地方经济落后,必然对旅游产业的发展带来严重阻碍。反过来说,如果一个地方的旅游产业得到了较好的发展,那么,也能够对该地区的经济发展产生明显的推动作用^②。另一方面,旅游业的脆弱性和不稳定性也会导致或加剧经济波动。虽然旅游对经济增长的作用已经得到普遍认同,但由于旅游业的高度敏感性和脆弱性,旅游发展也会对经济增长产生一些不利影响,比如当地社区对稀缺资源控制权的丧失、旅游行业与其他部门的弱关联、全球经济波动带来的旅游收入波动、旅游引致的环境破坏、拥堵和基础设施的过载等,应该理性看待旅游业对经济增长的推动作用^③。

二、大河文明旅游与经济周期性波动

作为经济波动的一种表现形式,经济的周期性波动是宏观经济增长过程中不可避免的经济现象,主要表现为经济现象周而复始地由扩张到紧缩的循环运动。旅游业是宏观经济的一部分,其发展也存在一定的周期性波动特征。科学分析大河旅游发展面临的经济周期性波动,有利于规避旅游业发展的不利因素,制定合理的发展政策,促进大河文明旅游市场长期健康稳定发展。

(一) 经济周期的概念

经济的周期性波动作为经济波动的一种表现形式,是宏观经济增长过程中不可避免的经济现象。经济周期是市场经济生产和再生产过程中周期性出现的经济扩张与经济紧缩交替更迭循环往复的一种现象。经济分析中,一个完整的经济周期要经历四个阶段,即繁荣阶段、萧条阶段、危机阶段和复苏阶段。或者分为两个阶段和两个转折点,即把危机阶段作为由繁荣转向萧条的转折点,把复苏作为萧条转向繁荣的转折点。除了上述较为常用的经济周期划分方法外,基于经济周期的长短,学界对经济周期还有其他分类。比如,经济周期按持续期长度分为四种周期类型:持续长度为3~4年的基钦周期;持续长度为8~10年的朱格拉周期;持续长度为15~25年的库兹涅茨周期;持续长度为45~60年的康德拉季耶夫周期。

大多数经济体在其发展过程中都经历了周而复始的繁荣和萧条的经济波动过程。旅游业作为宏观经济的重要组成部分,也显示出明显的周期性波动特征。大体上旅游产业的周期性波动与宏观经济波动轨迹基本一致。比如,在经济收缩期,居民的消费水平和收入水平增速减缓,CPI指数上升,居民购买力相对下降,从而减弱了人们的旅游购买力,减少旅游消费的有效需求,从而把旅游经济

① 马丽君,龙云,孙根年. 1978年来我国旅游与经济发展波动周期的非同步性分析[J]. 陕西师范大学学报(自然科学版), 2016, 44(6): 86-93.

② 潘盛俊. 我国旅游业关联度测算与经济增长的关系研究[J]. 统计与决策, 2013(15): 90-93.

③ 王英,单德朋,郑长德. 旅游需求波动、风险管理与非线性减贫效应研究[J]. 中国人口·资源与环境, 2016, 26(6): 160-168.

推向收缩阶段。在经济扩张期,居民的收入水平和消费水平明显提高,从而提高了人们的旅游购买力,增加了旅游业的有效需求,进而推动旅游经济进入扩张期。

(二) 经济周期性波动对大河文明旅游发展的影响

由于旅游经济增长的不稳定性和对宏观经济环境的敏感性,经济的周期性波动对大河文明旅游发展具有一定的影响,具体表现为:

1. 对旅游需求的影响

旅游发展受诸多因素的影响,包括社会和自然的因素,同时也受宏观经济环境的影响。从需求方面讲,影响旅游需求的因素主要有旅游动机、支付能力、闲暇时间、社会政治经济环境、旅游产品价格,其中,人均收入、税收和价格等对旅游需求的影响最为直接。宏观经济主要影响人均收入、税收和价格等进而影响旅游需求。以收入对旅游需求的影响为例,随着经济的波动,人们的工资收入和资产收入均会波动,从而影响其支付能力和消费能力,进而影响其旅游消费能力。除此之外,收入波动通过影响消费者劳动时间的分配,从而影响其闲暇时间,进而直接影响到其旅游消费。收入提高时劳动会替代闲暇,一旦超过临界点,闲暇会替代劳动,从而提高闲暇,旅游消费相对提高^①。总之,经济的周期性波动会影响旅游消费需求。同样的,大河文明旅游需求也易受到经济的周期性波动的影响,经济的周期性波动会导致旅游需求下降或旅游者改变旅游目的地。

2. 对旅游投资的影响

投资行为作为企业行为的一项重要组成部分,对企业价值的形成具有非常关键的作用。近年来,伴随着金融危机的冲击,宏观经济与财税货币政策对企业投资效率的影响愈发显著。宏观经济周期性波动作为宏观经济运行的一项基本规律,对企业行为产生重要的影响。作为企业经营的重要行为,投资效率直接影响公司价值,同时也极易受宏观环境的影响。旅游业是一个敏感脆弱性产业,容易受到外界不确定性因素的冲击和影响。宏观经济的周期性波动,特别是繁荣与衰退的交替转换会改变旅游企业外部经营环境,致使企业难以适应进而出现投资的盲目性,弱化资本逐利规律在投资行为中的作用,从而降低其投资效率^②。

3. 对旅游企业经营的影响

旅游企业是大河文明旅游市场的经营主体,宏观经济周期、旅游产业发展和旅游企业经营状况存在显著的内在相关性。旅游产业作为一个周期性的行业,对经济状况具有高度的敏感性。良好的宏观经济条件为旅游企业运行提供了有利的环境,旅游企业发展前景与宏观经济状态(或经济气候)存在密切关系。旅游产业本身的发展或旅游活动的扩大通过增加旅游人次、入住率等相应指标直接加强了旅游企业的发展,进而增加旅游企业的销售收入。而且,旅游产业的发展也能够显著改

① 刘军荣. 刍论宏观经济波动对国内旅游业影响——以中国四川为例[J]. 乐山师范学院学报, 2014, 29(12): 83-90.

② 刘放, 杨箬, 杨曦. 宏观经济周期性波动与公司投资效率——基于金融危机的自然实验[J]. 财会通讯, 2014(7): 85-88.

善旅游企业的商业环境，间接影响旅游企业的经营规模。

（三）应对策略

1. 把握经济周期性波动特征，积极做好宏观调控

经济周期性波动是经济发展过程中的客观现象，在发展大河文明旅游时，要正确认识旅游经济增长周期性波动的客观存在，积极深入研究旅游经济周期性波动的特征，把握旅游经济增长的个性化规律，积极做好宏观调控。旅游行政管理部门要定期做好大河文明旅游发展规划，并根据旅游经济发展周期性波动的特点建立必要的预警机制和迅速反应机制，科学地利用旅游经济发展的周期性波动特征，提高大河文明旅游发展的风险规避能力和抗外部冲击能力。同时，鼓励投资旅游基础设施建设，夯实大河文明旅游发展基础，完善刺激大河文明旅游发展的保健因素，从而提高其旅游发展的稳定性，增强抗冲击能力。此外，积极开展大河文明旅游营销宣传，提高其旅游形象，从而巩固大河文明旅游经济增长的稳定性，延长波动周期的持续时间。

2. 创新经营方式，降低经济周期波动对大河文明旅游发展的影响

面对经济周期性波动的冲击与影响，大河文明旅游相关企业应在保持其核心业务量的基础上，积极创新服务方式，努力实现多元化经营，分散经营风险，从而降低旅游经济周期波动对企业自身带来的影响。此外，积极与产业链上下游的企业进行合作，最大程度地优化旅游企业资源配置，提高旅游产业集群应对旅游经济波动冲击的能力，同时，应积极顺应时代的发展，做好合理转型。比如，传统的在线旅行服务企业应将业务从线上扩展到线下，开发线下旅游体验服务项目，努力做到线上服务注重效率，线下服务注重质量，实现旅游产业供应链协同，优化旅游产业部门结构，从而促进大河文明旅游的持续健康发展。

3. 建立完善的大河文明旅游发展信息交流平台

建立完善的大河旅游发展信息交流平台，收集、整理旅游消费与需求等重要信息，并将这些信息定期向有关政府组织、研究机构和企业通报，为制定和调整相关政策提供依据。同时，针对旅游发展对宏观经济环境的高依赖性和旅游业产业融合的特征，根据乘数—加速数原理，构建大河文明旅游发展的景气指标体系，根据先行、同步与滞后指标统计数据预测并判断大河文明旅游发展的趋势和阶段，对大河文明旅游发展进行科学有效的引导。

三、大河文明旅游与突发性经济危机

2020年年初，一场无法预料新冠肺炎疫情突然爆发，这次疫情感染人数之多、传播速度之快，是近百年人类社会经历过的最严重的一次传染病灾难。新冠肺炎疫情的全球肆虐，对全球经济、国际秩序和世界格局都产生了剧烈冲击和深远影响。在全球化高度发展的今天，这场全球疫情大流行给世界各国的经济发展与社会治理带来了巨大的挑战，对世界各国及世界经济产生的冲击是史无前例的。本部分将重点探讨这场全世界范围的新冠肺炎疫情危机对大河文明旅游发展的影响及应对策略。

（一）新冠肺炎疫情发生的历史节点

新冠肺炎疫情发生在 2019 年年末至 2020 年年初，此次疫情可以定义为“灰犀牛遇上黑天鹅”性质的事件。之所以这样定义，可以从以下三个方面来看：首先，从宏观层面看，这次疫情是在世界经济增速不断下降，经济不确定性增大的情况下，世界经济体突然遭到始料未及的巨大外部冲击；其次，从微观层面看，全球价值链在新贸易保护主义的威胁下其稳健性遭受冲击的同时，又遭到新冠肺炎疫情的冲击，由此必将导致世界贸易额大幅度下降，全球经济雪上加霜；最后，从国际经济格局及国际治理体系方面看，当前，关键国家对全球化的认知已经改变，全球化趋势出现危机，此次新冠肺炎疫情很有可能使本轮全球化走向终结。

人类社会目前经历了两轮的大规模全球化。第一轮是 19 世纪末西方发达国家对广大不发达国家进行武力侵略、资源掠夺而推动的全球化，以 20 世纪两次世界大战宣告结束。第二轮全球化是 20 世纪 50 年代由美国推动的新一轮全球化。这轮全球化主要由资本推动，使世界各国成为跨国公司全球产业链条的一环，形成全球价值链。本轮全球化在 20 世纪 80 年代末迎来了一个重要的转折时期，即苏联解体，“冷战”结束。由于绝大多数国家都进行了市场化改革，并推行市场经济制度，全球化在制度上的障碍得以消除，世界各国纷纷加入由资本推动的全球化，分享全球资本盛宴，全球产业链在地域上已经基本囊括了所有国家，世界财富总量也在不断增加，这波全球化也到达了顶峰。然而，在这轮全球化的过程中所进行的财富分配却是极其不平衡的：一些国家抓住了全球化的机遇，发挥资本与市场的优势，赚得盆满钵满；而另一些国家却变得更加贫穷。因此，在全球化带来财富增长的同时，全球化的结构性矛盾也在不断加深。

这种结构性矛盾最终以 2001 年的“9·11”事件爆发出来。“9·11”事件的发生，标志着第二次世界大战后美国主导的世界经济发展模式或全球化已经出现了巨大的裂痕。在“9·11”事件发生后，美国以反恐的名义发动了对阿富汗的武装攻击，其后又以各种名义在世界各地采取单边主义行动，全球化迅猛发展的势头结束了。2009 年发生的全球金融危机进一步强化了美国主导的全球化的负面效应，世界经济发展的不确定性进一步上升。在 2008 年爆发的金融危机中，世界主要经济体都遭受了严重的冲击，许多国家多年以后仍然没有走出危机的阴影，各个国家对全球化的分歧逐渐加大，“去全球化”趋势逐渐加强。2017 年美国特朗普总统上任后，明确提出了“美国优先”的战略，这实际上标志着第二次世界大战后美国主导的全球化已经停滞。随后，美国推出的一系列单边机制和各种退群行为更加剧了“去全球化”的趋势。为应对美国的这种“去全球化”趋势，以中国为代表的广大新兴经济体国家，与美国这种单边行为展开了一系列的谈判和斗争，尽力维护这种有利于世界各国发展的多边体系，使这种既有的全球化体系得以维系。2018 年，美国挑起中美贸易战，表明其“去全球化”的决心已明确，美国认为既有的多边体系使自己遭受了巨大的损失，在“美国优先”的口号指引下，对自己主导的全球体系发起了攻击。美国这种严重的单边主义行为，使世界经济受到巨大影响，世界经济危机随时可能爆发。而此次新冠肺炎疫情成为压垮全球化的最后一根稻草，突如其来的疫情在世界范围内迅速传播，伴随疫情传播的还有人们对疫情的恐惧以及

对世界经济发展不确定性的巨大担忧^①。

（二）新冠肺炎疫情对大河文明旅游的影响

旅游业是高度敏感性行业，经常暴露于多种风险之下，但也是极具复原力和生命力的行业。新冠肺炎疫情的突然爆发对旅游业造成了前所未有的冲击，也改变着人们的思想观念和出游方式，对人们的旅游消费心理与偏好、旅游计划等都带来了很大影响，给大河文明旅游发展带来了机遇与挑战。

1. 旅游消费需求的变化

突如其来的新冠肺炎疫情，对人类健康和生命安全造成了严重的威胁，同时也唤醒了人们的健康意识，旅游者的健康消费需求被进一步激发。“尊重生命”“一切为了健康”“户外游憩有助于增强体质和免疫力”“旅游有益于健康”“旅游是强身健体的灵丹妙药”等新的社会价值与旅游观念逐渐流行。作为人类文明的发源地，大河流域具有丰富的自然人文资源，河流旅游的康养休闲价值不断显现，依托流域良好的自然人文环境，其休闲、游憩、康养功能将被进一步挖掘，将成为发展康养旅游的天然沃土。以健康为目的的养生旅游、登山旅游、体育旅游、补偿型度假旅游，以体验快乐为目的的文化节庆旅游、文化艺术旅游，以疗愈为目的的户外游憩、温泉旅游、休闲娱乐旅游、田园乡居旅游等，将更加受到人们的青睐^②。

2. 旅游营销的变化

突如其来的新冠肺炎疫情打乱了人们的出行计划，为应对疫情冲击、适应旅游消费新需求，旅游企业积极创新旅游产品和服务，VR 旅游、在线游览以及直播参观等“云旅游”方式率先为旅游业按下复苏键，在满足消费者需求的同时，也为旅游营销带来了一次新的探索，催生出旅游直播等业态^③。疫情期间，文化和旅游部推出“在线公共文化服务”，公众可以在线观看全国博物馆线上展览，参观国家博物馆 30 多个虚拟展厅，查询故宫博物院文物信息，参加国家图书馆线上公开课。美丽中国 App 上线，高清 3D 实景展示全国 1000 多景区，一年有 2000 多万人观看，1 亿多次浏览。重庆 104 家博物馆受疫情影响暂时闭馆，但精心推出网上数字展览，并同时利用动漫、VR、AR 等新形式、新技术，提供全息影像超清全景展示。据统计，春节期间重庆博物馆共上线展览 200 余项，点击量超过 10 万人次^④。

3. 旅游服务方式的变化

新冠肺炎疫情催生了无接触旅游服务新业态。预约购票、智能测温、智慧导游、在线支付、在

① 陈本昌，崔日明.“人类命运共同体”视角下新冠肺炎疫情对世界经济的影响及应对分析[J]. 区域与全球发展, 2020(6): 7-24, 157.

② 彭顺生. 中国旅游业: 后疫情时代恢复与振兴研究[J]. 扬州大学学报(人文社会科学版), 2020, 24(5): 54-66.

③ 新京报. 2020 关键词 | 云旅游: 旅游营销的新机遇[EB/OL]. <https://baijiahao.baidu.com/s?id=1688738809826440294&wfr=spider&for=pc>.

④ 游静，彭国川，李强. 疫情对旅游经济造成的影响与应对策略研究[J]. 特区经济, 2020(7): 85

线点餐等无接触服务，不仅提高了服务效率，同时降低了人工近距离测量和交叉感染的风险，满足了游客对智能化、无接触和更便捷的需求。虽然疫情使无接触式的、智能化的旅游服务接受度上升，但无接触服务目前在旅游领域的使用场景仍然有局限，主要集中在酒店的入住、退房等基本手续办理及送物到房等工作。随着疫情防控进入常态化阶段，保障游客的出游安全健康仍是重中之重，无接触旅游服务及由此衍生的新型智慧旅游服务应用范围将会得到进一步拓展，从而推动旅游行业复工复产和高质量发展。

（三）应对策略

1. 树立安全旅游目的地形象

疫情带来的安全隐患问题给大众造成了较为长久的心理影响，安全旅游、健康旅游已经成为大众旅游出行首要关注的问题。大河文明旅游目的地应该在做好常态化疫情防控基础上，实现旅游景区景点的有序开放，树立安全旅游目的地形象。一是充分运用线上渠道，建立完善预约制度，进行预约管理，实现错峰旅游。通过各旅游网站、景区官方网站、手机客户端、电话通信等渠道，控制人数，保证分时分段游览，引导游客间隔、错峰旅游。二是加强旅游目的地管理，严格落实体温检测、健康码核验等防控手段，加强清洁消毒等管理制度建设。三是建立引导机制。结合线上线下宣传方式，保证游客快速了解相关信息，如景区开放时间调整等，推进文明旅游。

2. 丰富高质量旅游产品供给

将开发旅游产品与推进旅游产品升级相结合，丰富高质量旅游产品供给，打造丰富的多层次旅游供给体系，实现高质量、有活力的旅游可持续发展。一是探索旅游新业态，开发新服务，推出全新的、绿色的旅游活动方式。在康养旅游、乡村旅游、自助旅游等领域开发新型旅游产品，充分利用科技优势打造旅游体验场景，开发符合目标市场需求的差异化、个性化优质旅游产品，建设有特色、有文化、有内涵、有品质的旅游产品服务体系，培养相关服务人才与创新人才。例如，充分利用网红热点优势，开发一些新奇的旅游目的地，结合互联网渠道宣传，满足游客的新需求。二是推进传统旅游产品品质提升。为了应对快速增长的重品质、重个性的市场消费需求，就需要提供多元化、专业化、精细化的旅游产品，着力重视发展精品定制化产品，将传统旅游项目创新升级为小而美、优而精的高端特色文旅项目。

3. 完善相关服务设施

针对市场需求，尤其是疫情期间大幅上升的自驾游、周边游需求，增加完善相关设施设备。一是加强乡村、山地等区域的公共服务和基础设施建设。增加道路旅游标志、旅游厕所、环保垃圾箱、旅游停车场、公共移动网络与相关服务人员配备。二是增加自驾车营地、汽车旅馆、露营地、电动充电桩、特种安全救援等新兴热门旅游产品的配套设施建设，并做好相关运营维修服务。

4. 推动智慧旅游服务管理体系

随着“云旅游”的出现，构建智慧旅游服务管理体系刻不容缓，疫情的出现更是加快了数字化技术全面融入旅游产业的脚步，数字消费模式全面开启。在互联网、云计算、虚拟仿真、人工智

能、5G 技术、大数据等新科技推动下，提升游客在旅游过程中的体验感，催生更多新型消费。一是构建旅游大数据平台，实现实时大数据监测。例如，对景区景点人流状况、体温等实时监测，充分利用数字化智能工具，及时获得精准、可靠的数据，帮助企业做好预判。二是探索线上线下协同的旅游管理服务，充分运用“旅游 + 互联网”的优势，使旅游管理服务向标准化、智能化、共享化提升，依据对游客需求的研判，进行旅游产品的合理匹配，促进旅游服务的高质量发展，同时对于游客来说，可以从一部手机上完成“一键游”，在旅游过程中充分享受智慧旅游带来的改变，提高旅游消费便利程度。

第三章 大河文明旅游高质量发展战略

随着全球旅游经济由高速发展阶段向高质量发展阶段转变，大河文明旅游也应当迈进新的发展阶段，即由追求高速度向追求高质量方向转变。基于此，本章首先界定大河文明旅游高质量发展的内涵以及发展原则，其次分析大河文明旅游高质量发展的必要性以及战略思路，最终提出大河文明旅游高质量发展的具体战略，以期为大河文明旅游高质量发展提供理论指导和参考。

第一节 大河文明旅游高质量发展内涵及原则

要想实现大河文明旅游向高质量方向发展，首先应该明确大河文明旅游高质量发展的内涵以及发展原则。基于此，本节对什么是大河文明旅游高质量发展，以及大河文明旅游高质量发展的原则进行了介绍，为后续大河文明旅游高质量发展战略分析提供概念和理论基础。

一、大河文明旅游高质量发展内涵

在高质量发展的时代语境下，大河文明旅游应改变以往供需失衡、产能低效的发展模式，从精准对接需求、供给有效、生态保护以及产业升级四大方面出发，形成一种供需均衡、文旅融合、绿色发展、产业升级的良性循环^①。

从旅游者精神文化需求日益丰富、旅游消费不断升级的背景来看，精准对接旅游者需求是大河文明旅游高质量发展的必要前提。党的十九大报告指出，“我国社会主要矛盾已经转化为人民日益增长的美好生活需要和不平衡不充分的发展之间的矛盾”。因此，要想实现大河旅游高质量发展，首先要解决旅游者需求与供给间的矛盾问题。新阶段大河文明旅游高质量发展的主线，就是要精准对接游客需求以提供高质量的精神文化体验。

无论从社会经济时代需求，还是从大河旅游发展的现实情境来看，提供高质量的有效供给都是大河文明旅游高质量发展的重要内涵。微观层面看，大河文明旅游高质量发展需要适应游客高质量消费的需要，跟上消费结构升级的步伐，提供更多高质量、高品质的产品和服务。宏观层面看，大河文明旅游高质量发展也需要与国民经济各领域、各行业正在向高质量发展转向相匹配，推

^① 探讨：乡村旅游高质量发展的背景、内涵及路径，搜狐网，2019-7-4. https://www.sohu.com/a/324724400_99895807

动大河旅游资源配置效率、旅游产品与服务质量以及从业人员素质的有效提升等。

从社会生态文明建设,弘扬绿色发展理念的思想共识来看,实现大河文明旅游绿色生态可持续发展是转向高质量发展阶段的第一要义。只有拥有健全的生态环境保护系统,大河文明旅游才有高质量发展的资源与环境基础。大河文明旅游高质量发展过程中需要实现环境效应与经济效应并重,注重文化资源开发与生态环境可持续发展的和谐统一,同时强化河流旅游者的环境保护意识,从而形成良好的循环。

总的来说,大河文明旅游高质量发展就是要有效保护资源环境,实现节能环保和绿色增长的可持续发展;就是要从原来的“有没有”“缺不缺”到“好不好”“精不精”转变,实现大河文明旅游现代化、品质化和国际化,最大限度满足人民群众对河流旅游向往的发展;就是要充分体现新发展理念,遵循旅游发展规律的科学性,构建“创新、协调、绿色、开放、共享”的大河文明旅游新格局的发展;就是要优化大河文明旅游供给结构,改善旅游供给质量,形成需求牵引供给、供给创造需求的更高水平动态平衡,能够很好满足人民日益增长的美好旅游需要的有效供给;就是要培育新动能,强化科技赋能和创新驱动,优化产业结构,破解发展难题,实现增长动力转换的高效率发展^①。

二、大河文明旅游高质量发展基本原则

(一) 公平性原则

大河文明旅游高质量发展中的公平性原则有如下几点要求:首先是文化交流公平。旅游者对目的地文化的影响,远比目的地文化对旅游者的影响程度大,导致本来应该平等交往的主客文化出现“主弱客强”的情况。大河文明旅游要想实现可持续发展,就必须彻底改变主客文化交流不公平的状况。目的地文化不要“妄自菲薄”,客源地文化也无须“高高在上”,二者需要取长补短,共同促进。其次是主客交往地位公平。大河文明旅游的开发为当地社区提供了大量的就业机会,推动当地居民参与旅游从业。虽然旅游业是服务性行业,但“服务”只是职业角色需求,并非人格上的不平等。目的地居民应明确职业角色和主人角色的不同,避免在与游客交往中一味迎合,放弃自身的文化。再次是代际公平。大河流域的文化传统是经过时间的考验而传给后人的宝贵遗产,它不仅属于当代人,而且属于子孙后代。因此,大河旅游的开发绝不仅仅是为了满足当代人的经济利益,还要兼顾子孙后代,这就要求当代人保护好先人的文化遗产,不要只顾眼前利益而恣意践踏和破坏传统文化。最后,大河流域不同地域文化要公平发展。适应和满足游客的物质、文化需要固然是目的地发展旅游业的一个目标和方向,但是也不能因此割断与其他文化形式之间的联系^②。文化是一个关

^① 黄震方,陆林,肖飞,章锦河,魏向东,龙毅,周年兴,侯兵.“双循环”新格局与旅游高质量发展:理论思考与创新实践[J].中国名城,2021,35(2):7-18.

^② 旅游目的地实现可持续发展目标必须遵循哪些原则[EB/OL].新浪爱问,2018-2-2. <https://iask.sina.com.cn/b/1H4aS8ATF9H7.html?paradigm=disi>

联性极强的系统,如果仅仅孤立地去开发一些可视性、趣味性较强的旅游项目,而忽视河流流域文化的整体发展和各子系统的有机协调,也将会对大河文明旅游高质量发展带来损害。

(二) 可持续性原则

可持续性原则是以自然资源的永续利用为基础,追求旅游发展与环境承载力的协调。可持续发展要求满足社会需求,同时也要求人类保护与加强资源基础的负荷能力,即在满足需求时不损害后代满足需求的能力,不超出资源与环境的承载能力,不损害支持地球生命的自然系统,把对大气质量、水和其他自然因素的不利影响减少到最低程度,保持生态系统的完整性,从而达到资源的永续利用和生态、经济、社会的可持续发展。

大河文明旅游高质发展必须遵循可持续原则。大河文明旅游的可持续性包含两个层面的理解:一是静态的可持续,就是要求河流文化资源和传统风貌在旅游开发过程中不会消失或退变,而要能够稳定地保存下来传给后代;二是从动态发展的角度理解,则是把大河流域风貌当作可部分修复的资源,在发展过程中用适当的方式进行传承和延续,这对大河文明旅游开发提出了更高的要求^①。为实现可持续性原则,大河文明旅游在发展过程中要根据资源的类别、性质的不同,采用针对性的方式进行开发与利用。对于不可再生资源,最主要的就是要提高资源的使用寿命,在使用的过程中可以适当地寻找一些能够替代的资源进行开发利用;对于可再生资源,在开发与利用的过程中要全面考虑资源的承受能力和范围,在适当的范围内进行合理的开发与利用。在开发与利用资源的过程中要与经济利益结合起来,提高资源的可使用价值。此外,大河文明旅游资源的可持续发展离不开对资源的开发利用,也就是说资源的开发与利用是促进大河文明旅游可持续发展的基础和保障。因此,在大河文明旅游资源可持续发展的过程中,要根据资源的实际情况进行合理的开发与利用,在开发与利用的过程中遵循可持续的原则,为实现高质量发展创造有利条件。

(三) 共同性原则

大河文明旅游高质量发展作为全球河流旅游发展的共同目标,所体现的公平性和可持续性原则是共同的,实现这一目标也必须采取全球共同的联合行动。

河流是人类生存的家园,流域资源是全人类的共同财富,保护它们不仅是某个国家的职责,更是整个国际社会必须承担的共同义务,因此,大河文明旅游开发不仅仅是一个国家和地区的个人问题,更是全球人类共同的责任。在大河文明旅游发展过程中,需要不同国家和地区之间加强交流与合作,也需要不同国家和地区的人加强扶持和互帮互助,只有这样,才能共同促进世界范围内大河文明旅游的发展。可以说,河流资源是生活在地球上的每一个人的财富,它见证了人类文明的进步与发展,要实现大河文明旅游高质量发展的目标,就需要不断加强国家和地区的合作,摒弃区域观念,充分利用人类现有成果,保障大河旅游的共同发展。

大河文明旅游高质量发展的共同性原则可以概括为相互关联的三个方面:(1)原则的共同性。

^① 黄娅,李和平.基于可持续发展的历史街区保护与更新[J].山西建筑,2009,35(7):34-36.

无论何种空间的大河旅游发展，都必须遵循公平性原则、持续性原则等基本原则。世界各国或者国家内部，由于地理、历史和经济社会条件的不同，发展河流旅游的具体内容和模式可以不一，但发展的目标必须根据高质量的原则加以确定，必须从可持续发展等战略共识出发。（2）总体目标的共同性。世界各国为了当代和后代的利益必须保护和利用河流旅游资源，走可持续发展的进步道路。（3）利益与责任的共同性。地球生态系统是一个相互依赖的整体，区域性环境与发展问题的影响不只局限于区域内部，而且可能影响到全球范围。因此，尽管人们是在不同的区域里和不同的政治制度下，但必须维护共同的利益，承担共同的责任。

在具体实践过程中，以上原则相辅相成，缺一不可。它们从不同方面和角度对大河文明旅游高质量发展加以阐释、规定和指导。只有综合运用，大河文明旅游才会沿着正确的高质量道路发展，最终目标才会实现。

第二节 大河文明旅游高质量发展必要性 with 战略思路

在了解大河文明旅游高质量发展内涵以及发展原则的基础上，如何把握大河文明旅游高质量发展战略思路，也成为一个问题。本节分别从把握大河文明旅游发展契机、优化大河文明旅游发展途径以及培育大河文明旅游高质量发展新动力三个方面，提出大河文明旅游高质量发展的战略思路，以期为大河文明旅游高质量发展战略的实施提供指引。

一、大河文明旅游高质量发展必要性

党的十九大报告做出“我国经济已由高速增长阶段转向高质量发展阶段”的重大历史判断，2017年、2018年连续两年的中央经济工作会议都重点强调推动高质量发展，可见高质量发展已成为中国经济社会发展的总指引，也为旅游高质量发展提供了战略指引和基本遵循。旅游高质量发展是新时代新阶段的旅游发展主题，也是建设旅游强国的必由之路，推动旅游业高质量发展是顺应经济发展趋势、响应相关政策指引的必然要求，也是助力旅游产业升级、满足市场需求变化的必经之路。

而作为新时期旅游业发展的重要形态，大河文明旅游如何在新发展格局中实现高质量发展，这成为文旅产业和经济社会发展中的现实问题。尽管目前大河文明旅游发展势头日趋良好，规模效益有所增长，但也存在众多发展问题，如旅游产品文化内涵挖掘不够的问题，大河流域往往孕育着深厚的传统文化，这些文化大多保留在待开发资源之中，而大河旅游产品在开发过程中，真正将当地文化作为内核进行旅游建设的少之又少；再如产品开发创新能力不足的问题，许多地方河流旅游产品，无论是景点还是当地特产都千篇一律，大大降低了对游客的吸引力；还有生态保护压力大的问题，很多地方河流资源或自然资源遭到严重破坏，不利于文化保护和旅游开发；此外，还存在公共

服务设施及基础设施薄弱、整体发展质量不高等问题。这些问题对大河文明旅游发展提出了更高的要求,要想有效解决这些问题,就必须推动大河旅游走高质量发展道路。

二、大河文明旅游高质量发展战略思路

(一) 把握大河文明旅游发展契机

1. 旅游需求持续增量

近年来,随着全球经济全面快速增长,人们的生活水平有了进一步改善,与此同时,人们开始注重精神层面的追求。旅游作为丰富人们精神生活的重要方式,受到大众群体的广泛青睐,由原本只是人们心目中的“玩一玩”的“小事”,发展成为关乎全体人民幸福的“大事”,被越来越多的国家写进国家文本。不可否认,近年来全球旅游业发展无论从消费需求上还是从消费金额上看,都呈现上升的趋势,旅游需求增长日渐常态化,成为旅游市场的基础支撑。

2020年的新冠肺炎疫情危机使全球旅游业遭遇“黑天鹅”,在没有任何缓冲的情况下,旅游业进入到一个整体的“休克期”。然而,经过一年多时间的抗疫和恢复,目前疫情已经得到控制,旅游又迎来新时期。在当前疫情常态化背景下,旅游者需求虽然遭受一定影响但并没有因此消失,以中国国内旅游需求为例,2020年“五一”期间,国内旅游市场基本恢复了上年同期的50%，“十一”假期旅游人数恢复了80%^①。同时,旅游主体市场开始由外部需求往国民需求方向回调,奠定了以国民大众旅游消费为主体的市场基础格局。从长期来看,旅游消费需求将维持中速增长,老百姓常态化的旅游需求增长将是未来一段时间内旅游市场需求的主力^②。可见,新冠肺炎疫情的出现并没有导致旅游需求的消失,只是出现了延迟。

通过这次疫情,人们愈加认识到旅游的重要意义,对待旅游的态度变得更加积极。2020年11月,希尔顿集团在全球范围内发起了疫情下消费者对旅游的期待值调查,覆盖了中国北京、上海、成都、杭州等20个重点城市,报告结果显示,虽然新冠肺炎疫情对人们的日常生活有一定影响,但人们对旅游的热情始终高涨,并未消减。这一趋势在中国尤为明显,高达91%的受调查中国消费者表示一旦疫情得到全面控制,可以放心出游时,他们将即刻重启旅游,其中46%的群体表示他们在未来将会增加出游次数^③。可见,自2020年伊始旅游机会虽然因疫情暂缓,但这也恰恰增强了旅游者对出游的新期待和新定义。大众对于旅游的热情和期待,以及旺盛的出游需求,为大河文明旅游高质量发展提供了一个根本性契机。

① 国内旅游复兴大数据报告[EB/OL]. 搜狐网(中陆必得旅游规划),2020-11-15. https://www.sohu.com/a/434626861_120209902

② 2020-2024年中国旅游市场需求趋势分析[EB/OL]. 中投投资咨询网,2019-12-18. <http://www.ocn.com.cn/touzi/chanye/201912/qceyq18112822.shtml>

③ 希尔顿集团最新发布后疫情时代中国消费者旅游期待值报告[EB/OL]. 中国日报网,2020-11-17. <https://baijiahao.baidu.com/s?id=1683598280751351551&wfr=spider&for=pc>

2. 旅游消费转型升级

从长期来看,随着全球经济的发展以及人均 GDP 的增长,现代旅游者的消费需求已经实现转型升级,由传统的满足功能型消费为主的观光游升级为满足情感型消费需求的休闲度假游,这导致了传统旅游业态、产品和服务都已经不能适应休闲度假时代的旅游者诉求,进而引导传统旅游产业迅速向新兴旅游产业扩展。以中国为例,在“十三五”期间,中国的新兴旅游业态不断涌现,休闲度假产品不断丰富,度假区产品涵盖温泉、冰雪、滨海、山地等多种类型,同时康养旅游、民宿旅游、红色旅游、邮轮旅游等旅游形式也受到现代旅游者的广泛青睐,其中,大河旅游也是一种重要的旅游业态,近年来消费者对大河旅游的需求增量明显。

从短期来看,2020 年的新冠肺炎疫情虽然没有导致旅游需求的消失,但使得旅游者需求发生了明显改变,新兴旅游市场需求正在不断涌现。如以健康养生为主题的登山游、潜水游、滑雪游等;以陶冶身心、丰富精神生活为主题的文化休闲游;以及具有私密性强、健康性高等明显特征的越野自驾游等都成为当代旅游市场中非常受欢迎的旅行方式。中国旅游研究院 2020 年调查数据显示,国庆中秋长假期间 85.0% 的游客参与了各类文化休闲活动,其中参观历史文化街区、博物馆、美术馆的游客比例分别为 41.8%、40.5% 和 27.1%^①。这一需求发展趋势为汇聚丰富地域文化内涵的大河文明旅游开发提供了良好的契机。

特别而言,在新冠肺炎疫情常态化背景下,旅游者更加强调旅游中的健康性和安全性,也更青睐于生态旅游、康养旅游等健康相关的旅游形式,而大河文明旅游不仅包含丰富的文化内涵,可以开展多种文化休闲活动,同时能为开展健康旅游、生态旅游提供资源,如开展河流旅游、低空旅游等,从而适应现代旅游者消费理念的转型升级,满足旅游者在新时期的旅游需求。此外,疫情常态化时代下的旅游高质量发展不是简单的复制过去,而是要有新思维、新动能和新模式。旅游消费需求的转型升级为大河旅游提供了新机遇,未来对大河旅游消费增量会起到明显波及效应。从这个角度看,大河文明旅游能否深耕旅游市场,生产适应于旅游者需求的新产品、新内容,实现自身高质量发展,是当前面临的重要问题。

(二) 优化大河文明旅游发展途径

1. 持续推进文旅融合

文旅深度融合是践行高质量发展理念的重要抓手,从学理层面上看,高质量发展是基于文化和旅游两者发展规律而形成的内生需求。要想正确把握大河文明旅游高质量发展方向,走内涵式发展道路,就要持续统筹开发文化和旅游资源,深化文化和旅游在资源产品、空间载体和服务管理方面的高度融合,以优质产品充分满足人民群众的文化和旅游需求。

(1) 了解文旅市场特征和趋势。要深入了解文旅消费市场的发展趋势与时代特点,建立起大河

^① 国内旅游复兴大数据报告 [EB/OL]. 搜狐网(中陆必得旅游规划), 2020-11-15. https://www.sohu.com/a/434626861_120209902

文明旅游产品供应的梯次结构。时代变迁会带来人类生产和生活方式的变化,文旅消费群体及其需求、动机和行为都呈现出不断迭代、持续变化的规律,基于此,深入了解河流旅游者需求是必须进行的一项工作。并不是所有的文化旅游产品都需要在短时间内大规模地集中开发,旅游开发者需要通过调研市场需求方的深层次需求,寻找能够吸引旅游者的文化亮点,并拣选和集合相关的旅游要素重点开发,对于其他的相关文化内容则可以储存、保护起来,在一定时间周期内,结合市场需求的变迁进行有序的持续开发,这样才能使大河文明旅游产品可以经历持续性的创新,给予市场更多的惊喜,赋予地方多样的文化内容以及与时俱进的文化面貌,从而持续为地方赋能^①。

(2) 深入研究区域文化发展历程。要想挖掘有内涵的大河文化旅游产品,还需要对区域文化背景、发展历程及其文化特征做深入的研究。任何一个地方,在长期的历史发展进程中总会形成自己的文化风貌,体现不一样的地方精神^②。特别是对大河旅游地而言,其流通地域较为广泛,且文化历史久远,各地文化要素复杂多样。然而,对外来的投资者而言,文化要素的复杂性使得把握该地文化的基本特征变得困难;对当地的管理者和开发者而言,当地文化全貌又往往难得一见。这时就需要建设团队具备多样的人才配备和专业技能,能够在深入追溯历史、查阅地方志资料及当地相关文化研究成果的基础上,总结明辨当地的文化特征与主流文化风貌,提炼文化主题与文化符号,形成一套与相关大河文明旅游产品相对应的文化体系,从而进行相关产品的深度开发。

(3) 挖掘文旅产品的独特价值。最后也是最为重要的一点,就是要发现大河文明旅游产品的独特价值是什么。它不单单是当地文化的主要特征,更重要的是文化特征与核心价值体系中的价值观念的温和型,以及能直击旅游者内心的文化特质。这种文化特质既能满足人的利益需求,又能引起人的情感共鸣,激发人的文化记忆,与人的当下需求与追求形成完美共振。对于大河旅游而言,挖掘产品的独特文化价值更为关键,因为大河孕育着地域文化,是很多地方文化的载体。大河文明旅游项目开发要能识别出代表核心价值的文化内容,精选其文化符号与物质载体,放大其与现代人易产生情感共鸣的因子与要素,使旅游者沉浸在独特的文化气场中,形成有温度、有情感的共振,这样才能使大河文明旅游真正成为难忘的精神之旅、文化之旅,成为感悟地域文化、增强文化自信的载体。

2. 深化旅游供给侧改革

旅游高质量发展的核心是贯彻新发展理念,深化旅游供给侧结构性改革,支持行业创新升级,提升可持续发展能力,从规模数量优先向质量效率优先转变。因此,大河文明旅游高质量发展的一个重要举措就是深化旅游供给侧结构性改革,准确把握需求结构、社会结构变化给大河文明旅游发展带来的新问题。要切实依据旅游者需求,培育大河旅游新产品和新模式,打造大河旅游精品,优化供给结构,改善供给质量,提升旅游供给体系对旅游需求的适配性,从而增强旅游供给能力、水

^{①②} 黄震方,陆林,肖飞,章锦河,魏向东,龙毅,周年兴,侯兵.“双循环”新格局与旅游高质量发展:理论思考与创新实践[J].中国名城,2021,35(2):7-18.

平和旅游产品吸引力。

(1) 优化旅游产品供给结构。深化大河旅游供给侧改革,优化旅游供给体系,首先要从完善大河旅游产品结构着手,实现大河旅游产品供给与现代旅游者日益变化的需求的契合。在当今旅游消费者对旅游的消费需求越来越多元的背景下,大河旅游产品创新的驱动力仍显不足。观光型产品依然是大河旅游项目投资的主体,针对休闲度假游、文化体验游等个性化、自主化的深度旅游产品的开发还非常稀少,品牌化旅游产品还不充足,这显然是滞后于现代旅游市场需求变化的。因此,大河文明旅游要想实现高质量发展,首先需要加强旅游产品供给侧改革。旅游企业等市场主体要抓住机遇,瞄准快速发展的旅游市场,大力发展推陈出新,开发新产品和旅游精品,促进大河旅游产品与旅游消费加速融合,助力大河文明旅游高质量发展。

(2) 完善旅游公共服务供给。公共服务的供给侧结构性改革也是旅游高质量发展中需要改进的重要方面。旅游公共服务本质上是要满足大众旅游者的公共需求,而旅游者公共需求是社会共同的、理性的和整体的需要,也是旅游发展中最直接、最现实、旅游者最关心的问题。尽管近年来各地都在加强公共服务建设,但一些河流旅游地的公共服务仍然存在不平衡不充分等问题。以中国为例,随着服务型政府的提出,地方政府不断加大对公共服务的财政投入,使地方公共服务的覆盖面不断扩大,受惠群体不断增加。然而尽管如此,许多河流旅游地的公共服务依然滞后,供给水平难以满足旅游者不断增长的需求,在一定程度上制约了当地旅游业的发展。因此需要大河流域地方政府进一步提高地方旅游公共服务质量,通过优化要素配置等,完善对旅游公共产品、公共设施、公共服务和公共政策等的供给,切实解决大河旅游高质量发展过程中面临的现实问题。

(三) 培育大河文明旅游发展新动力

1. 重视新技术应用

在目前国内外大环境下,国家层面更加重视科技进步。中央经济工作会议确定的2021年八项重大任务中,第一项就是“强化国家战略科技力量”。旅游业不是原发科技的产生地,却可以成为现代科技应用的重要领域。比如虚拟现实技术,在大规模进入家庭之前,可以在丰富旅游体验中进行尝试;比如自动驾驶技术,在社会道路上广泛使用之前,也可以在旅游景区提前应用。“十四五”期间旅游领域需要重点关注的技术主要有5G技术、大数据、人工智能、区块链技术等,其应用可以聚焦于多个方面,比如通过科技丰富旅游体验、增加旅游消费、促进文旅融合、提高服务效率、优化旅游治理等。这就要求旅游业发挥现代信息技术的发展优势,围绕国家新发展格局需求,结合新技术,大力增强旅游科技含量和旅游创新驱动。与此同时,大河文明旅游要想实现高质量发展,也要坚持科技赋能和创新驱动,加大技术研发投入和信息技术成果应用,培育数字化、网络化等新消费模式和大河文明旅游新产品。

除应用于产品创新外,新技术也需要应用于推动大河文明旅游行业生产方式、服务方式和管理模式创新。大河文明旅游开发商可以充分运用现代新媒体、新技术和新手段,拓展宣传推

广渠道,提高旅游营销的精准度,增强旅游市场感召力^①。在当今全媒体时代,各种媒介不断涌现,大河流域地方政府或营销部门想要在激烈的竞争中脱颖而出,需要利用新媒体技术开展创新营销,尝试不同的社交媒体平台,或设计与众不同的宣传内容,如设计特色宣传片,着重介绍亮点产品、特色服务等,以吸引潜在消费者的目光,从而实现大河文明旅游的高效推广和高质量发展。

2. 增加有效旅游投资

旅游业是释放旅游者消费需求的重要行业,也是能够满足人民日益增长的休闲需求的重要领域。增加有效的旅游投资,不仅能够推进旅游业转型升级,推动旅游业发挥稳增长、惠民生、促改革的作用,同时也能在推动旅游业高质量发展方面起到重要作用。在大河文明旅游方面,要想实现大河文明旅游高质量发展,地方旅游部门需要丰富旅游产品供给,促进产品提质升级,增加优质旅游项目的建设等,这无疑会需要大量的资金投入。如果缺乏旅游投资或资金的支撑,很多旅游项目建设必然会受到制约和阻碍,因此可以说,旅游投资是促进旅游业高质量发展、推动旅游产品结构转型的重要力量。

在高质量发展这一新时期新要求下,大河文明旅游项目建设整体上还存在一定的资金缺口。这就要求政府或相关部门加大对大河文明旅游的投资支持力度,扶持大河文明旅游业态,帮助其更快地发展。当然,由于政府方的财政投入是有限的,地方旅游部门还应当加强与金融机构的合作,积极引导金融机构制定适合新时期特征的大河文明旅游投融资解决方案^②。或者制定大河文明旅游招商引资优惠政策,吸引更多社会企业投资发展大河文明旅游项目,采取多种方式丰富大河文明旅游项目的融资渠道,更好地发挥金融机构等对大河文明旅游项目的支持力度,从而推动大河文明旅游高质量发展。

现阶段受新冠肺炎疫情的影响,全球旅游消费市场都受到抑制,在这一背景下,旅游实体投资可能会变得更加谨慎,金融机构的扶持也会出现一定程度收缩,甚至近几年的旅游投资规模都会受到影响,呈现萎缩态势。这种形势会在一定程度上影响金融机构或社会企业对于大河文明旅游项目的投资,同时对旅游目的地和政府部门提出了更高要求,需要开发商和政府进一步加大力度鼓励旅游投资,支持符合市场需求的大河文明旅游项目落地。与此同时,旅游部门还需要增加大河流域文旅融合项目或产业升级性项目的投资建设,以提高大河旅游供给质量,推动大河文明旅游业态发展质量不断提升。

3. 发挥区域引领带动

随着经济由高速增长阶段转向高质量发展阶段,区域发展空间结构也正在发生深刻变化。自2018年以来,中国中央政府多次强调要发挥中心城市在区域协调发展中的带动引领作用,完善区域

^① 黄震方,陆林,肖飞,章锦河,魏向东,龙毅,周年兴,侯兵.“双循环”新格局与旅游高质量发展:理论思考与创新实践[J].中国名城,2021,35(2):7-18.

^② 俞卓航,苏景城.乡村振兴背景下乡镇旅游业高质量发展途径研究[J].山西农经,2021(4):10-12.

空间布局，发挥各地比较优势，构建高质量发展的动力源，这是新时期中国政府为推动高质量发展做出的重大判断。这一举措同样适用于大河文明旅游高质量发展，既要想推进大河文明旅游高质量发展，也需要大河流域区域的协同，发挥区域引领带动作用，打破传统的惯性发展模式，实现协同创新这一关键议题。

大河文明旅游高质量发展阶段的区域引领带动就是促进区域旅游以点带面，发挥中心城市的辐射带动作用及其在推动流域旅游高质量发展中的核心作用。人类主要消费活动和生产活动集聚在城市，而中心城市呈现出更高层次的人口和产业集聚特征。中心城市和其他区域其实是“点一面”关系，在区域发展过程中，中心城市起到了“提纲挈领”的作用，其旅游发展质量的提升与整个区域旅游发展质量提升是相辅相成的。在大河文明旅游迈向高质量发展的新阶段，中心城市的引领带动作用应该放在更加突出的位置。一般而言，中心城市集聚了更多的成熟的旅游资源、更完善的服务设施，以及更高端的酒店和更多新兴业态等，能够吸引更多的游客涌入，也具备更大的旅游综合承载能力，容易对周边区域产生辐射效应和虹吸效应。因此，实施以点带面、发挥核心城市的引领带动作用是推动大河文明旅游实现高质量发展的重要路径之一。

在提升河流流域中心城市旅游发展质量的同时，要不断强化中心城市和周边区域的经济、资源等方面的联系，这也是实施区域引领带动的关键一步。也就是说，大河文明旅游高质量发展过程的区域引领带动路径的实施，不仅需要提升条件较好的中心城市旅游发展质量，更应该强调中心城市带动周边区域的旅游发展。要增强中心城市的创新发展动力，并将其作为区域旅游发展的动力源，充分发挥各地比较优势，促进各类要素在功能相异、不同规模的地区间流动，提高流域整体资源的配置效率，从而构建更加合理的旅游高质量发展体系格局。

第三节 大河文明旅游高质量发展战略举措

旅游业对区域经济的带动效应已经得到社会各界的认可，而以旅游作为区域协调发展的纽带也日益成为各级政府部门的工作核心。本节通过对大河文明旅游发展的三项战略举措进行深入探讨，并结合案例，阐释了大河文明旅游如何实现高质量发展和长久开发。

一、城市群一体化建设

（一）城市群一体化建设的内涵

城市群（Urban Agglomerations）是指在特定的地域范围内，以一个或两个超大或特大城市作为区域经济社会发展的核心，以高度发达的现代化交通、通信、信息网络为媒介，城市之间通过企业集聚扩散等密切的交互作用，产业的空间、部门演化及基于地方政府的制度变迁所形成的具有特定

规模结构、职能结构和相对完整的空间结构的集合体^①。城市群在赢得国际竞争力和推进中国城市高质量发展过程中发挥着愈发重要的作用。近年来,京津冀协同发展、长三角城市群一体化、粤港澳大湾区等城市群发展规划陆续上升为国家战略,城市群的建设和发展成为推动中国经济发展的增长极和促进区域协调发展的重要空间载体。

借用产业集群概念结合旅游产品的特性,可以将旅游产业城市群界定为:以旅游核心吸引物为基础,围绕旅游六大要素,同时具有竞争与合作关系、在旅游目的地区域范围内相对集中,且有交互关联性的旅游企业和部门,为了共同的目标而形成的旅游经济集聚现象。旅游产业集群关注的是特定市场和活动的经济联系,集群可以跨越地理和行政界限,依赖于旅游价值链所有参与者共同努力,形成某种一体化综合产品^②。

综上所述,大河流域旅游的城市群一体化建设是充分统筹河流跨界区域丰富的水电、森林、矿产、渔业等资源,结合旅游核心吸引物的开发和利用,形成功能相互依存的有组织的综合体。深化旅游合作,推动旅游市场和服务一体化发展是未来的必然趋势。区域旅游开发模式的研究,有助于提升旅游合作区域在国内、国际市场竞争中的地位,促进旅游业的快速健康发展。就以往国内外大河流域城市发展趋势来看,大河流域内的中心城市是区域发展的内核,城市一体化建设能够带来人口和资源的强势聚集,带来一系列的城市经济发展。而如何以旅游作为区域协调发展的纽带,提升城市辐射力与凝聚周围城市的向心力,促进旅游资源集聚和优势共享则是亟待深入研究的课题。

(二) 城市群一体化建设的战略重点和优势

1. 城市群一体化建设的战略重点

首先,旅游城市群一体化建设的基础是充分挖掘旅游资源,使区域内具有吸引旅游者的目的地景观和事件,它们构成了旅游核心吸引物,是旅游业赖以存在的基础。通常而言,在大河流域的旅游城市中,各城市的区位优势非常明显同时也存在激烈的竞争,因此要协同区域政府进行区域间基础设施、环境、政策、制度、管理、社会文化等深层次领域的交流沟通和融合。其次,要有大量为旅游者提供食、住、行、游、住、食、购、娱等需要的旅游企业,这些企业包括旅行社、饭店、交通供应者、休闲娱乐设施等,因为旅游供给是产生经济价值的核心。此外具有相关辅助基础设施和起支持作用的供应者及有关组织机构,它们为旅游者顺利完成游览过程和旅游产业集群稳定发展提供了保障。与此同时,构建城市群治理体系、提高城市群治理能力是促进城市群一体化和高质量发展的关键。

(1) 倡导区域政府之间交流联动,强化城市群治理顶层设计。应构建适应当前中国经济发展和城市化发展阶段的城市群治理体系,成立统一的城市群协调组织,完善城市群治理结构。重点和关键是构建能够破除旅游城市群发展障碍的体制机制,构建起政府、企业、民间组织共同参与协作

① 赵勇,白永秀. 区域一体化视角的城市群内涵及其形成机理[J]. 重庆社会科学, 2008(9): 34-38.

② 麻学锋. 产业集群下的区域旅游合作开发模式研究[J]. 企业技术开发, 2005(9): 77-79.

治理的城市群治理组织架构。现行的管理体制是制约城市群发展的瓶颈,由于缺乏顶层设计,城市群在体制机制方面的障碍制约了一体化发展进程,导致无法充分发挥市场在资源配置中的决定性作用,使资源要素自由流动受限,经济效率受到影响^①。

(2) 区域竞争协作,构建“多元化”城市旅游联合发展模式。秦学曾对多元化全方位旅游合作模式进行了分析,认为:这种“多元化全方位合作模式”以基本层次的旅游行业的全面合作为目标和内容,需要进行区域间基础设施、环境、政策、制度、管理、社会文化等深层次领域的交流、沟通和整合。这是区域旅游业合作发展到一定阶段的必然要求和表现形式。这种模式下的区域旅游业合作成为区域间经济一体化,社会互动化、文化整合化的重大力量和重要内容,是区域旅游业走向成熟化、高级化的标志^②。与此同时,要充分发挥市场在资源配置中的决定性作用,通过市场化改革,破解优质旅游要素分布不平衡问题,优化资源配置。

(3) 产业协同发展,实现旅游经营者和旅游者互利共赢。城市群内的产业通过合理分工提升产业链整体水平,根据不同等级城市的特征和功能定位,发挥各类城市在资源、土地、科技、人才方面的资源优势,共建产业协同发展体系,推进产业合理化布局,建立利益共享、成本共担的产业协同发展体系。

中央政府注重从国家顶层设计层面制定城市群整体战略规划,注重制定、调整差异化的区域发展战略规划,明确各大城市群范围及各城市发展定位,促进城市群协同发展。在经济优先型发展模式主导下的城市群发展中,区域内各地方政府处在以经济业绩优先的绩效评估体系中,往往优先按照各自行政区域的实际来组织和调控管辖区域的经济。将区域发展和区域合作等议题置于相对靠后的位置上,缺乏跨区域政府合作的有效体制机制支持和真实的合作驱动力。

作为对经济优先型发展模式的替代,整体性规划引领模式已经在中国城市群发展实践中得到应用。由更高层次的中央政府统筹制定的城市群发展规划能够打破行政壁垒和制度障碍,为城市群政府合作提供制度支持和制度保障。同时,城市群发展规划既包括城市群战略定位、战略目标,又包括战略目标实现的支持条件,具有突出的整体性引领价值和实践指导价值。整体性规划引领模式与经济优先型发展模式相比,在多个方面表现出发展的综合性、高效性与优越性^③。

2. 城市群一体化建设的优势

旅游城市群一体化建设是实现区域高质量发展的重要空间载体。能极大地拓宽各旅游城市的旅游资源空间和旅游市场空间,从而成为区域旅游业发展的重要推动力。区域城市旅游联合发展有助

① 汪彬. 加快推进城市群一体化建设 [EB/OL]. 中国经济网, 2020 http://views.ce.cn/view/ent/202007/31/t20200731_35432707.shtml.

② 秦学. 旅游业区域合作的一般模式与原理探讨——兼论粤港澳地区旅游业合作的模式 [J]. 商讯·商业经济文荟, 2004 (5): 40-44.

③ 于迎. 从经济优先型到整体性规划: 中国城市群发展新型动力建构战略及其实现路径 [J]. 行政论坛, 2017, 24 (5): 45-52.

于各旅游城市形成资源互补、客源共享、管理互助、旅游人才合理流动的旅游一体化发展态势,进而提升该区域的核心竞争力。经济全球化的趋势表明,未来的旅游业将更加需要多行业的相互联系、配合和支持。

旅游城市群一体化有助于促进区域旅游产业向专业化、规范化方向发展。与单个城市治理不同,城市群治理涉及跨区域治理问题,体现出治理主体、治理对象多元化,治理过程复杂化的特点。推动城市群一体化的关键在于提高跨区域的治理能力和治理水平,突破城市群跨区域要素流动的障碍。各旅游城市通过旅游资源的优化组合,不仅能有效拓宽单独区域内的旅游资源空间,还有利于旅游资源的合理利用和保护,从而促进城市旅游可持续发展。旅游城市群一体化建设有助于树立区域整体旅游品牌,获取更多的市场机会,达到合作共赢的目标,占据更大的市场份额,推动城市经济的整体发展,还能促进旅游资源的配置更加合理,增加资源的利用率,提升城市旅游的整体实力,减弱单个城市的风险性,实现共赢局面。加强文化和旅游发展的区域协同、市场协同、产业协同,促进区域间标准共享也是大河流域旅游城市群一体化建设的重要趋势。

(三) 代表性案例

1. 长江三角洲地区城市群一体化

(1) 长江三角洲地区城市群一体化概况。上海、南京、杭州、苏州等15座旅游城市组成了长江三角洲城市旅游空间一体化发展区域。长江三角洲是一个拥有悠久文明历史的区域,在该区域中长江、沿海域内知名河流、名湖、名山、名城等特色资源既有其相似的自然条件和文化底蕴又同时独具特色,区域城市空间地理位置相近,旅游城市间能互为客源地和目的地^①。长三角城市群作为中国的经济中心地区,一体化发展举足轻重。由于地域相邻、文化相通,长三角地区在历史上经历了漫长的分分合合过程后,经济社会已经形成了天然的联系。

(2) 长江三角洲地区城市群一体化发展和现状。中华人民共和国成立初期,城市之间的联系以国家计划调拨为主,城市间自发性合作较少。1961年,华东局在上海设立,作为长三角省市合作协调机构,当时实质上形成了上海领导江苏、浙江的局面。

改革开放以来,随着市场经济发展,区域合作需求不断增强。1983年国务院成立上海经济区,协调江苏、浙江、安徽、江西、福建等五省区域合作;1992年,国务院召开“长三角及沿江地区规划座谈会”;同年,长三角城市协作部门(经协委)主任联席会议召开,开展城市间合作的商讨与初步实践;1996年上海发起成立“长江三角洲城市经济协调会”;1997年召开第一次长三角城市市长联席会,以城市间合作先行开展的长三角区域一体化序幕就此拉开;2003年长三角16个城市市长峰会召开,并发表了以“城市联动发展”为主题的《南京宣言》。2007年,长三角一体化发展第一次上升为国家战略,国务院召开“长江三角洲地区经济社会发展专题座谈会”,长三角一体化由此进入发展的“快车道”。仅仅一年之后,国务院就正式出台《关于进一步推进长江三角洲地区改

^① 卞显红. 城市旅游空间分析及其发展透视 [M]. 中国物资出版社, 2005.

革开放和经济社会发展的指导意见》。2010年,《长江三角洲地区区域规划》颁布实施,明确提出建设具有较强国际竞争力的世界级城市群,城市政府间合作向“泛长三角”拓展。在中国的区域旅游发展中占有极其重要的地位。2019年5月,长三角一体化正式上升为国家战略。《长三角地区一体化发展三年行动计划(2018—2021年)》指出,长三角区域旅游一体化要建成全域旅游发展的引领示范区,成为全球旅游资源配置的亚太门户,成为以具有全球竞争力的以世界级城市为依托的世界一流旅游目的地。

作为国家战略,长三角一体化始终紧扣高质量,对标国际最高标准、最高水平,区域内各城市合力打造世界级产业集群^①。梳理长三角一体化演进的脉络可以发现,长三角初步形成了“决策—协调—执行”三级联动、统分结合的合作运行机制,构建起以专题合作组为基础、轮值方牵头落实、联席办协调的工作网络,在区域旅游合作、环保联防联控、交通基础设施共建、服务及贸易合作等领域的一体化取得了显著成效。当前,中国经济已由高速增长阶段转向高质量发展的阶段,长三角肩负着建设全球一流品质世界级城市群的使命,需要以更高质量的一体化塑造发展新动能,提升国际竞争力,展现社会主义现代化强国实力,同时也为其他区域的高质量发展探索路径、积累经验、提供示范。

2. 珠江三角洲地区城市群一体化

(1) 珠江三角洲地区城市群一体化概况。珠三角港口群位于广东地区,而广东地区是“21世纪海上丝绸之路”中一个重要的节点,珠三角港口群的发展显得尤为重要。在“一带一路”倡议影响下,《粤港澳大湾区发展规划纲要》已经发布并得以实施,一直处于独自奋斗与发展的珠三角的各大集团正式联合。珠江三角洲地区坐拥风格各异的旅游资源,如深圳特区风光、东莞抗英重地、广州南国花城、佛山古镇风貌、肇庆山水城市、顺德生态乐园、江门五邑风情、中山名人故居、珠海海滨新城等,各种各样的旅游资源组合可形成满足不同旅游层次需求的旅游线路。

(2) 珠江三角洲地区城市群一体化发展和现状。从1985年中央确定珠三角为经济开发区起,到1994年11月,广东省委正式作出了建立珠三角经济区的决定。珠三角区域发展理论与实践的不断创新和发展,不断为该地区注入新的血液,提供新的发展动力。小、大、泛珠三角多层次合作发展,齐头并进,将珠三角区域经济带入一个崭新的空间。最初由中共中央政治局常委、广东省委书记张德江于2003年11月3日在2003广东经济发展国际咨询会上提出了“泛珠三角概念”,并得到了周边各省区的积极认可和响应。泛珠三角地区由沿珠江流域的广东、福建、江西、广西、海南、湖南、四川、云南、贵州9省以及香港、澳门两个特别行政区组成,是为了加强区域合作与共同发展所组成的区域。该区域内各地区共同推动着珠江流域的经济流向和文化发展,区域内关系紧密,且各地区在资源、产业、市场、就业等各个方面有较强的互补性,合作与发展潜力巨大^②。

^① 李泓冰. 以更高标准推进长三角一体化[EB/OL]. 人民日报, <http://opinion.people.com.cn/n1/2020/0730/c1003-31802961.html>

^② 谢宝剑, 高洁儒. 泛珠三角区域合作的制度演化分析[J]. 北京行政学院学报, 2015(3): 16-24.

近年来,珠三角旅游的区域协调可通过政府调控,成立了包括整个珠三角在内的行业协调机构(如珠三角旅游发展总公司),负责协调组织全区的各项旅游业务。通过联合,整个珠三角范围内实行标准化、规范化和网络化服务,共享全区域内的旅游资源,达到旅游特色的互补和协调。

二、立体交通走廊建设

(一) 立体交通走廊建设的内涵

交通走廊来源于地理学的走廊概念,走廊是一种地域经济空间系统,是由高度发达的多模式的交通网络连接至少两个以上的大中城市或城市群而形成的廊道状地域经济空间系统^①。走廊可以通过时间与空间两个方面来度量,并且具有以下几个特征:首先,走廊具有廊道的几何特性,在地域上表现为具有相同地貌、地形特征的狭窄地带;其次,走廊由城市簇或几个大城市沿交通走廊发展形成,一般以两个或几个具有一定规模人口的大城市作为增长极,一些小城镇或中等规模的城市分布于交通沿线两侧;走廊地带具有发达的交通基础设施,资源或人口流动都是通过交通网络来实现的。

交通走廊是走廊的形态之一,但二者之间实际上很难划分出明确的界限,交通走廊具有走廊的所有特征。但狭义的理解认为交通走廊比走廊的含义更为狭隘^②,原因在于,一方面,交通走廊限制在交通沿线的狭窄范围内,由于交通走廊是走廊形成的必要条件之一,因此其范围不会超过同一区域内的走廊;另一方面,交通走廊最主要的功能是连接功能,其发生的所有空间相互作用,如资源、人员、信息的流动都要通过交通走廊来完成。然而,广义的理解认为交通走廊不仅包括线状交通设施,还包括与交通设施相互作用的相邻地域,将交通走廊定义为是由多种运输设施所组成的交通密集地带,以高效率的综合运输通道为主轴、以区域内大中城镇为依托,由产业、资源、人口、城镇、信息等集聚而成的带状空间地域经济综合体。立体交通走廊是交通走廊发展到一定阶段而形成的高级形态,指有机整合衔接了水路、公路、铁路、航空、油气等多种交通运输方式及其交通设施,共同构成的网络化、标准化、大运量的复合通道。

(二) 立体交通走廊建设的战略重点和优势

1. 立体交通走廊建设的战略重点

新时期推进现代综合交通运输体系建设,是行业深化改革的重中之重,因此,要想实现大河文明旅游向高质量阶段发展,立体交通走廊建设是一项重要的战略。但立体交通走廊建设不是一项简单的举措,其实施过程需要强调以下几个战略重点:

(1) 因地制宜,加快综合立体交通走廊建设。综合立体交通走廊建设,需要统筹推进包括水

^① 曹小曙,阎小培. 20 世纪走廊及交通运输走廊研究进展 [J]. 城市规划, 2003 (1): 50-56.

^② 王真. 综合立体交通走廊理论与欧盟实践的启示 [A]. 中国城市规划学会、沈阳市人民政府. 规划 60 年: 成就与挑战——2016 中国城市规划年会论文集 (05 城市交通规划) [C]. 中国城市规划学会、沈阳市人民政府: 中国城市规划学会, 2016: 11.

运、公路、铁路、航空在内的交通运输体系建设,打造网络化、智能化、标准化的交通走廊,加强大河流域地区辐射和不同区域协调发展。事实上,大河流域不同地区经济发展水平差异较大,既有经济发展水平高、资源丰富、交通运输线路发达的地区,也存在经济发展水平相对较低、资源匮乏、交通运输落后的地区。因此,在建设立体交通走廊的过程中,应当因地制宜,针对不同区域采取相适应的举措。如在重点建设中心城市综合交通枢纽的同时,也需要加大对老少边穷地区交通投资建设力度,特别是对旅游资源特别丰富、具有旅游价值的地区^①。加大中心城市与这些地区间的交通往来,强化中心城市对这些区域的辐射效应,在促进区域旅游协调发展的同时,也能够满足旅游者多样化旅游需求。

(2) 提升管理水平,发挥多式联运的优势。每一种交通运输方式都有其自身的比较优势,同时也存在一定不足。立体交通走廊的高效建设需要对各类交通运输方式扬长避短,通过提升管理水平,大力发展多式联运,如加快铁路和水路、公路和水路、航空和水路的联运发展,扩大辐射范围,形成综合运输体系。通过加强客运、货运的流通和联结,更好地实现各类旅游资源的互通,扩大旅游者的活动范围并提升其旅游便利程度。此外,要想实现多式联运,还需要制定多式联运标准规范,加强各种运输方式的衔接,做好客运零距离换乘、货运无缝对接的相关设施建设,如水—水联运的码头及设备,铁—水联运的运输带和联络线等^①。可见,多式联运战略的发展还要有完善的基础设施作为保障,在战略实施过程中需要树立基础设施先行的思想^②。

(3) 实行统一规划,加强政府间协调与合作。立体交通走廊建设通常涉及区域范围广、省市多,建设过程需要立足全局、统筹“落子”,要增强区域间的协调和沟通,建立统一的政策或规划指引。各地区如果各自为战或仅凭一己之力,不大可能在互联互通交通网络建设方面取得很大的作为,因此在这种背景下就需要借助政府的力量,加强各地方政府之间的协调与合作。具体而言,各地方政府可以对区域交通建设进行统一规划,制定统一的政策指导交通网络建设。同时,旅游业也是综合性和关联性较强的产业,需要各地区的协调和合作发展,而交通作为旅游业发展中的一个基础要素,更需要各区域间的互融互通,更需要政府在其中发挥主导性作用,建立切实可行的政府协调发展机制。

2. 立体交通走廊建设的战略优势

在推进大河文明旅游向高质量阶段发展的过程中,立体交通走廊建设是一项有效的战略举措,该战略的实施不仅能够促进区域旅游总体协调发展,提高旅游者出游效率和旅游质量,而且还能够在实现经济效益和生态效益双赢方面发挥重要作用。

(1) 促进区域旅游总体协调发展。交通基础设施是区域经济发展的基础,更是区域旅游发展的前提,一个地区要想实现旅游高质量发展,交通基础设施的完善是必不可少的。可以说,交通

① 彭智敏. 长江经济带综合立体交通走廊的架构[J]. 改革, 2014(6): 34-36.

② 蒋丽芹, 张丹, 张丹丹. 高速铁路建设与长三角地区旅游一体化发展[J]. 商业研究, 2012(12): 159-163.

是影响旅游业经济发展的重要因素之一,立体交通走廊建设是区域交通衔接的高级阶段,在助推旅游发展方面发挥着重要作用。目前通过立体交通走廊建设助推旅游发展处在起步与摸索阶段。以中国的旅游发展为例,尽管中国提出区域旅游、区域协调发展的时间较长,但是长期以来,旅游业的发展依然局限于行政区管辖之内,即使是区域距离很近的上海和南京,交通时间花费也很长(汽车需要8小时、铁路需要4小时),这无疑将阻碍两个地区之间真正实现旅游协调发展的进程^①。实际上,将多种交通方式衔接起来建设立体交通走廊不但可以整合一个区域内各个地区的旅游资源,加强地区相互之间的旅游合作和交流,还可以实现优胜劣汰、优势互补,有助于促进区域旅游的总体协调发展。因此,立体交通走廊建设是推动大河文明旅游实现高质量发展的明智之举。

(2) 提高旅游者出游效率和旅游质量。旅游者的出游效率和旅游质量在很大程度上会受到区域交通体系网络化程度和现代化程度的影响。而立体交通走廊的建设是提升交通体系网络化和现代化的有效途径,能够使一个区域的各个地区之间实现相互连通,形成旅游交通圈,从而实现区域旅游市场的一体化发展^①。具体而言,立体交通走廊的构建将会使区域内旅游者出行方式变得更加多样化,高铁、汽车、火车、游船、航空等多种旅游方式可以互为补充,这将大大缩短旅游者到达目的地的时间,同时也就相应地延长了他们的旅游时间,使旅游效率得到大幅度提升。此外,立体交通网络的建设,还将增加各个地区的可进入性,增强旅游要素和资源在各个地区之间的流动,使地区旅游市场相互渗透,互为客源市场,在促进资源、信息共享和交流的同时,还能够提升旅游者游览的旅游景点数量,提升旅游质量。

(3) 实现经济效益和生态效益双赢。一方面,立体交通走廊建设有利于为大河流域各资源要素的协调利用提供基础和保障,为大河流域区域甚至整个国家经济发展带来新动能。便捷的交通是经济发展的支撑,立体交通走廊建设可以引导流域内外生产要素合理流动、协调互补,形成分工合作、协同发展的区域格局,为培育开放型经济提供支持。另一方面,综合交通网络的建设,有利于发挥水路、铁路、公路等的节能环保优势,实现绿色低碳交通。此外,立体交通走廊建设完成后,还可以进一步建立流域内生态共同保护和修复机制,建立全流域的生态合作机制,实现生态容量和经济发展的和谐互动。同时,还能够依据“谁受益谁补偿”原则,建立流域内生态补偿机制,完善生态补偿法律制度,推动区域内生态保护一体化发展^②。

(三) 代表性案例

1. 长江经济带综合立体交通走廊

(1) 长江经济带综合立体交通走廊概况。长江经济带是连接中国东中西部的交通大走廊,也是最重要的东西经济廊道,从全国“两横三纵”城镇化格局来看,长江流域包含了五大城市群以及

^① 蒋丽芹,张丹,张丹丹.高速铁路建设与长三角地区旅游一体化发展[J].商业研究,2012(12):159-163.

^② 张帆.打造长江经济带发展新动能[N].中国社会科学报,2016-04-25(002).

星罗棋布的大中小城市和小城镇^①。长江经济带立体交通走廊指的是由长江干支流、陆路交通系统、航空运输系统、管道系统构成的综合性、立体化交通体系^②。长江经济带立体交通走廊建设思路是加快打造长江黄金水道,扩大交通网络规模,优化交通运输结构,强化各种运输方式的衔接,提升综合运输能力,建成横贯东西、沟通南北、通江达海、便捷高效的长江经济带综合立体交通走廊,为建设中国经济新支撑带提供有力保障^③。立体交通走廊的建设,为长江经济带发展提供了发展主轴和承载主体,有助于推动中国东中西部互动合作,缩小内陆与沿海的差距,形成全面开发开放的格局。

(2) 长江经济带综合立体交通走廊发展和现状。长江经济带综合立体交通走廊的建设已有多年的发展历程。2014年6月,李克强总理提出依托长江黄金水道,打造综合立体走廊,建设长江经济带的总体战略^④。2014年9月,《长江经济带综合立体交通走廊规划(2014—2020年)》出台,提出了立体交通走廊建设的总体目标和各项任务要求。具体为要依托长江黄金水道,统筹公路、铁路、管道、航空建设,加强各种运输方式联结和综合交通枢纽建设,加快多式联运发展,建成绿色低碳、安全便捷的综合立体交通走廊。2016年发布的《长江经济带发展规划纲要》再次强调,要将加快交通基础设施互联互通作为推动长江经济带发展的基础,计划到2020年基本建成衔接高效的综合立体交通走廊^⑤。

经过几年的发展,长江经济带交通体系建设取得了长足的进步。在2016年,长江经济带高等级航道里程达到0.86万千米,是1978年的3.7倍;公路通车里程达到204.14万千米,是1978年的5.4倍;铁路营业里程达到3.57万千米,是1978年的2.6倍;民用运输机场数量达到83个,是1978年的4.2倍;输油(气)管道里程达到4.40万千米,是1978年的73倍;高速铁路、高速公路、城市轨道交通更是从无到有,从零星分布到网络覆盖,综合立体交通走廊初具规模。

2. 泛欧交通网

(1) 泛欧交通网概况。泛欧交通网(Trans-European Transport Network, TEN-T)是集交通基础设施、运输管理体系以及定位与导航系统配套建设于一体的综合运输计划。其中,基础设施部分可分为铁路、公路、海底高速公路、内河水运网络以及航运港口、机场或相关运输方式连接枢纽等。泛欧交通网项目由欧盟各国共同制定,是涉及欧盟区域的交通基础设施建设计划,旨在通过加强欧盟境内各种交通方式的整合,提高集疏运系统效率,促进国家网络互连,尤其加强边缘地区与核心

① 张男. 综合立体交通走廊 引领长江经济带新型城镇化 [N]. 中国交通报, 2014-10-24 (003).

②⑤ 黄成, 吴传清. 长江经济带综合立体交通走廊绿色发展研究 [J]. 区域经济评论, 2018 (5): 97-104.

③ 王凌云. 长江综合立体交通走廊建设进入关键期 [J]. 中国港口, 2017 (5): 7-10.

④ 王真. 综合立体交通走廊理论与欧盟实践的启示 [A]. 中国城市规划学会、沈阳市人民政府. 规划60年: 成就与挑战——2016中国城市规划年会论文集(05城市交通规划) [C]. 中国城市规划学会、沈阳市人民政府: 中国城市规划学会, 2016: 11.

地区之间的联系。这一网络的构建不仅能有效突破欧盟各成员国的交通发展瓶颈、提升客货运输的通达性和流动性,还有助于欧盟内部整体区域的分工与协作,实现优势互补与协同发展,对于欧盟经济一体化具有重要意义,同时也在交通领域实现环境保护要求以促进可持续发展^①。“TEN-T”政策主要包括两方面内容:一是关于铁路、公路、内河航运、航空及港口节点的综合交通网络规划;二是涉及成员国之间共同利益的一些优先项目的实施,比如成员国之间水运通道的打通与衔接等^②。

(2) 泛欧交通网发展和现状。1992年欧洲共同体颁布的《马斯特里赫特条约》宣告了欧盟的诞生,TEN-T在交通、通信和能源等基础设施建设方面奠定了法律基础。1993年,欧盟在其白皮书《经济增长、竞争能力与就业》中,提出要提升对“TEN-T”的投资力度。1994年欧洲委员会会议做出了对“TEN-T”进行新建和扩建的决议,并把关系欧洲共同利益的14项交通基础设施计划列为优先项目。2004年,考虑到成员国数量逐步增加,欧盟将优先项目进一步确定为30项,以构建欧洲共同利益体。2011年,针对欧盟交通、能源和通信基础设施的不完善、效率低等问题,欧盟委员会提出“连接欧洲”计划,包括“连接欧洲交通”“连接欧洲能源”和“连接欧洲通信”三个战略,“TEN-T”是“连接欧洲”交通战略的重要项目。2013年,欧盟委员会、欧洲议会与欧盟理事会就建立“TEN-T”达成新协议,指出到2030年,“TEN-T”将把欧洲现在相互分割的铁路、公路、机场与运河等交通运输基础设施连接起来,构建统一的交通运输体系。

“TEN-T”包括一级网络和二级网络,其中,一级网络是“TEN-T”中联系各个主要节点的核心交通走廊,二级网络是对一级网络进行延伸和补充的交通通道。在“TEN-T”建设过程中,人们越来越清晰地认识到,单纯依靠公路设施来满足交通增长是不可行的,要推行整体性的联合运输方式,包括铁路、内陆水运以及沿海和远洋运输等,尤其需要通过高速铁路建设使日益增长的运输需求向铁路交通转移。“TEN-T”核心走廊在此共识之下被提出来。2014年,欧盟交通部长非正式会议确定出最新的“TEN-T”9条走廊方案,分别为波罗的海至亚得里亚海走廊、北海至波罗的海走廊、地中海走廊、东欧至地中海走廊、斯堪的纳维亚至地中海走廊、莱茵—阿尔卑斯走廊、大西洋走廊、北海至地中海走廊、莱茵河—多瑙河走廊。其中7条为东西走向,每条至少涵盖3种运输模式、3个成员国和2个跨境段。欧盟此举旨在连接东欧与西欧,缩小东西欧的区域发展差距,用网络整合碎片化的运输资源^③。

① 张天悦,林晓言.交通在区域经济协同发展中的助推作用——以泛欧交通网为例[J].技术经济,2011,30(8):69-73+105.

②③ 王真.综合立体交通走廊理论与欧盟实践的启示[A].中国城市规划学会、沈阳市人民政府.规划60年:成就与挑战——2016中国城市规划年会论文集(05城市交通规划)[C].中国城市规划学会、沈阳市人民政府:中国城市规划学会,2016:11.

三、生态补偿机制建设

(一) 生态补偿的内涵

良好的生态是人类赖以生存的环境,更是旅游高质量发展的前提。然而,当前全球范围内超过60%的生态系统正在不断退化,这种退化成为制约旅游和社会经济发展的瓶颈。为了保护 and 修复生态环境,实现经济发展与生态保护的“双赢”,自20世纪70年代起,生态补偿的实践应用和理论研究在世界范围内展开,并逐渐成为解决经济发展与生态保护间矛盾的重要手段之一^①。生态补偿(Ecological Compensation)是一个复杂的概念,发展至今,国际上对生态补偿的概念也没有形成统一说法,不同视角和领域下的生态补偿内涵依然存在差异^②。国外多将生态补偿界定为是一种生态系统服务付费制度,即对保护生态环境的行为给予一定的补偿。R. Cuperus等(1996)学者指出,生态补偿是为了追求人类与生态绿色和谐发展,从而对遭受破坏的生态环境系统进行治疗和修复的有效行为^③。而中国环境与发展国际合作委员会则将生态补偿界定为,以保护和可持续利用生态系统服务为目的,以经济手段为主,调节利益相关者关系,促进补偿活动、调动生态保护积极性的各种规则和制度安排^④。张一群与杨桂华(2012)则从社会经济领域视角分析,认为生态补偿是一种以经济手段为主,调节参与群体利益分配的制度安排,同时也是维持生态保护和经济发展均衡发展的重要举措^⑤。

旅游生态补偿是生态补偿的一个重要分支。随着旅游业蓬勃发展,大量生态旅游资源被过度开发和不合理利用,引发了学术界对旅游生态补偿的广泛关注。然而,由于研究视角不同,不同学者对旅游生态补偿内涵的理解差异较大,目前也尚未对其形成统一的内涵界定。但学者们普遍赞同旅游生态补偿是生态补偿理论在旅游领域的发展与应用,是以保护生态环境及可持续利用旅游资源为目的,主要采用经济手段调节旅游发展相关主体利益关系的制度安排^⑥。特别而言,对于那些经济欠发达且生态旅游资源被过度消耗的国家或地区,旅游生态补偿作为一种维护生态系统可持续发展的经济调节手段,对于推动旅游地经济发展和生态环境保护具有积极的实践意义。

① 马坤,钱鑫,蒋洁萍.基于生态服务当量的生态补偿市场化机制研究[J].四川环境,2020,39(6):208-213.

② 刘遗志,卢旋,史梦娟.旅游生态补偿多元主体协同机制研究[J].南方农业,2020,14(36):94-97+104.

③ Ruud Cuperus and Kees J. Canters and Annette A.G. Piepers. Ecological compensation of the impacts of a road. Preliminary method for the A50 road link (Eindhoven-Oss, The Netherlands)[J]. Ecological Engineering, 1996, 7(4): 327-349.

④ 张铎.国内外生态补偿实践对长山群岛生态区的启示[J].国土与自然资源研究,2021(1):28-30.

⑤ 张一群,杨桂华.对旅游生态补偿内涵的思考[J].生态学杂志,2012,31(2):477-482.

⑥ 熊长江,姚娟,赵向豪,陈海鹰.扩展计划行为理论框架下游客旅游生态补偿支付意愿研究——以天山天池世界自然遗产地为例[J].地域研究与开发,2020,39(3):111-117.

（二）生态补偿机制建设的战略重点和优势

1. 生态补偿机制建设的战略重点

生态补偿机制建设是践行“绿水青山就是金山银山”理念的重要选择和政策措施，是实现人与自然和谐发展的必经之路和制度保障。实现大河文明旅游高质量发展，离不开生态补偿机制建设，并且需要在建设过程中遵循以下战略重点：

（1）积极探索多元主体协同补偿机制。旅游生态补偿并非简单的利益补偿模式，而是一个复杂、动态、开放和持续的过程。单由政府主导进行生态补偿机制建设，往往会依靠政策、规划和投资等来“强制性”推进，为避免这种强制性机制建设行为，可以采取多元化模式，加强政府、市场与社会公众多元主体的协同和共同参与。可以让市场的“无形之手”与政府“有形之手”有效配合，尝试积极引入第三方的资本和技术，营造良好的生态补偿市场化氛围，积极培育市场体系。也可以尝试运用产业基金和政府资金合作模式，鼓励企业在生态资源开发中自行开展或委托第三方的专业机构实施生态修复^①。同时还可以寻求与非政府组织、社会公众等社会群体合作，发挥社会公众的力量，提升社会公众环境素养，形成全民参与的生态环境保护格局^②。积极调动多方参与生态补偿机制建设，形成政府主导、社会参与的多元化、市场化生态补偿机制，为大河文明旅游绿色发展建立坚实的支撑。

（2）促进生态补偿与扶贫攻坚相结合。大河流域的生态补偿并不能完全依靠国家或政府“输血式”地给予经济帮助，而是需要积极寻求“造血式”自我补偿方法。大河流域往往生态资源丰富、景观优美，应该充分发挥这些资源优势，大力发展旅游产业，并将产业收益用于区域生态补偿^③。特别是针对流域贫困地区，更需要大力发挥资源禀赋优势，将生态补偿与扶贫攻坚相衔接，构建生态补偿式扶贫机制，在促进生态环境可持续发展的同时，解决生态区居民的经济贫困问题，提高居民的生活水平。总的来说，生态补偿式扶贫机制就是以资金形式，利用生态维护的成本，为贫困地区环境保护者创收，就是在营造生态环境保护的基础上开展扶贫活动。该机制能够从总体上把握生态保护与经济扶贫之间的关系，延续扶贫机制的可持续性，不但具有生态意义，也具备较强的人文意义，是实现大河流域发展“双赢”的明智之举^④。

（3）建立和完善生态补偿评估和监督机制。为了保证生态补偿的有序推进和顺利实施，需要首先设立生态补偿的预先评估机制，同时，要想保证生态补偿建设过程中各环节的公正、公开，以及信息透明，生态补偿监督机制的建立也是必不可少的。比如在生态资产核算方面，可以构建“归属清晰、权责明确、监管有效”的自然资产产权制度，解决自然资源所有权边界模糊、所有者不到位

① 张铎. 国内外生态补偿实践对长山群岛生态区的启示[J]. 国土与自然资源研究, 2021(1): 28-30.

②③ 熊长江, 姚娟, 赵向豪, 陈海鹰. 扩展计划行为理论框架下游客旅游生态补偿支付意愿研究——以天山天池世界自然遗产地为例[J]. 地域研究与开发, 2020, 39(3): 111-117.

④ 赵越, 赵爽, 杨心笛, 赵忆文, 廉轶菲, 张怡暄. 京津冀生态功能区生态补偿式扶贫机制存在的主要问题及对策分析[J]. 河北企业, 2021(1): 29-30.

等问题。同时,还应当科学计算出被补偿生态区所受生态环境损失,给予正确的补偿金额和相应的补偿措施,从而提升生态补偿效果。需要指出的是,无论是生态资产的核算还是补偿效果的评估,都会导致交易成本和程序的增加,因此在进行生态补偿前就应该提前做好补偿规划和预先评估机制,制定好补偿监督的权限、地点、程序等方面内容,从而保证生态补偿机制的顺利建设和实施。

2. 生态补偿机制建设的战略优势

生态补偿是大河文明旅游发展在新时期重要的环境保护战略,生态补偿机制的建立既有利于维持生态系统的平衡,改善生态环境质量,又能够促进大河文明旅游提质升级,激发旅游发展活力等。总体而言,生态补偿机制建设对大河文明旅游发展的战略优势体现在以下几个方面:

(1) 实现生态环境效益与旅游开发效益相统一。大河流域蕴含着丰富的水资源并且聚集了大量的人口,其水汽、环境质量关系着众多人的生存与健康,重要性不言而喻。目前大河流域大规模的旅游开发,已经在一定程度上造成了流域环境系统的改变,引发生态不平衡问题。比如,莱茵河曾被认为是世界上污染最严重的河流之一,大部分河段都受到中等以上程度的污染;亚马孙流域开发对热带雨林的保护缺乏考虑,导致森林植被减少,并引发水土流失严重、洪水泛滥以及气候恶化等问题;此外,伏尔加河、田纳西河、密西西比河等流域在产业发展中也产生过不同程度的环境污染,尤其是水污染十分严重^①。这些现象违背了旅游资源开发的初衷,河流旅游开发不能为了经济效益而牺牲人类根本的、长远的生存环境。大河流域生态补偿机制的建设,能够将生态环境效益放在优先发展地位,优化河流流域环境整治和监测,能够在很大程度上缓解上述河流环境污染问题,有助于实现大河文明旅游发展过程中生态环境效益和经济效益的统一。

(2) 引导旅游者消费观念转变,提高生态文明意识。近年来,随着旅游者需求向多样化方向发展,旅游者思想逐渐开放,生态旅游和河流旅游等成为备受旅游者青睐的旅游形式。同时,旅游者在旅游过程中更加追求自由化和个性化的旅游体验,而不再仅仅是停留在观光游览层面,更倾向于强调旅游经历和情感体验。基于此,旅游开发者和目的地管理者为满足旅游者需求和消费欲望,打造出了多样化的生态旅游产品,如开发奇特景观、极限运动、探险等旅游项目。然而,这些项目的开发满足旅游者体验需求的同时,也会对生态环境造成不同程度的影响,而且旅游者在参与这些旅游活动的过程中也会或多或少对环境产生影响。生态补偿机制的建立,不仅对目的地管理者提出了更高的要求,而且还会要求目的地管理者或当地政府加强对旅游者进行生态环境保护相关知识的普及,联合目的地或旅游景区共同建立环境保护惩戒机制,约束旅游者行为规范,以此来引导旅游者提高生态文明意识,转变以往粗放的消费观念。

(3) 生态补偿红利持续释放,涉及范围广。如果从区域角度看,旅游生态补偿的红利可能影响到区域内部之外的利益相关者。尽管区域内部生态补偿的产权界定、利益关系和生态补偿红利分配较为明确,但区域之间的生态红利波及效应似乎难以测量。因为从区域之间的角度来看,旅游生态

^① 钟钢,陈雯.从世界大河流域开发实践构想长江开发模式[J].长江流域资源与环境,1997(2):27-31.

补偿不仅包括区域内部旅游业对当地居民和生态环境的补偿,还应该包括外部区域对旅游区域整体的补偿^①。世界上很多大河文明旅游地都是区域辽阔,甚至很多地区的生态环境保护还具有国家层面的战略意义,因此,该区域内部生态环境获得改善后,受益的不仅仅是这一个区域,其周边地区甚至整个国家都可能会享受到该区域因发展旅游业而带来的生态红利,从而产生“1+1>2”的效益。因此,从这个角度讲,旅游生态补偿红利不仅局限于生态补偿区域内部,还应该包括其他地区甚至整个国家政府。

(三) 代表性案例

1. 莱茵河流域生态补偿

(1) 生态补偿背景。莱茵河是欧洲西部最大的河流,也是欧洲最重要的内陆河道,发源于阿尔卑斯山,流经瑞士、德国、法国等9个国家,其流域生态环境经历了“先污染、后治理”“先破坏、后保护”的曲折过程。1950年以前,莱茵河流域水资源质量和生态环境还非常优良,然而,随着工业化的发展,莱茵河生态遭遇重大破坏。特别是第二次世界大战,整个莱茵河流域几乎一半的森林和植被遭受破坏,水土污染和流失严重。战争结束后,流域各国又将主要精力放在生活设施的重建和经济恢复上,忽视了流域生态环境保护,导致流域生态环境和水资源遭到严重破坏。1986年,莱茵河流域持续的污染终于导致灾难发生,莱茵河源头一家化学品仓库发生火灾导致装有剧毒性化学品流入莱茵河,数百千米河段遭受剧毒污染,居民生活用水无法使用,大量水生物死亡,莱茵河上、下游、瑞士、法国、德国等自来水厂全部关闭,居民生活与工作遭受严重威胁。

这场空前的灾难让莱茵河沿岸国家猛然惊醒,开启了正式的莱茵河的治理过程。为了修复被严重污染的流域生态环境,各国政府及政府间流域保护机构提出了众多的生态环境治理项目以及流域可持续发展计划,其流域生态环境治理过程就是莱茵河流域生态补偿的过程。经过十多年的努力,到了21世纪初,莱茵河流域生态环境完全恢复,环境治理预定目标全部实现,莱茵河水质达到接近饮用水的标准,各类水生物也回归莱茵河。

(2) 生态补偿过程。为处理莱茵河流域环境保护问题,流域国家建立了一个有效的政府间合作机构,即保护莱茵河国际委员会(International Commission for the Protection of the Rhine, ICPR)。ICPR下设直接负责莱茵河治理与保护的常设小组、专项小组,以及专门负责监督的观察员小组,充分地发挥了其运行机制的作用。在莱茵河流域生态补偿过程中,ICPR组织各成员国签署一系列环境保护公约,并根据当前莱茵河环境状况组织专家小组制订环境保护计划。各国则根据委员会分工,在环境保护公约和计划的要求与指导下,根据各国实际情况,各自开展具有针对性的流域环境保护工作,ICPR则通过工作报告和观察员小组,对各国工作进行监督。

ICPR在签署环境保护公约和制订保护计划方面的主要工作有:1963年,各成员国共同签署《伯尔尼公约》,形成了ICPR的基础性框架;1976年,签署《莱茵河氯化物污染防治公约》,以条

^① 冯凌,郭嘉欣,王灵恩. 旅游生态补偿的市场化路径及其理论解析[J]. 资源科学, 2020, 42(9): 1816-1826.

约形式对莱茵河氯化物污染预防与治理工作做出明确约定；同年再次签署《莱茵河化学污染物公约》，公布了污染物处理顺序的“黑名单”和“灰名单”；1987年，制定了旨在全面整治莱茵河的“莱茵河行动计划”，对莱茵河水质标准和泥沙含量都提出了严格要求；1995年，推出关于莱茵河洪水防治相关的决议；1999年，签署针对污染物排放限制的《莱茵河保护公约》；2001年，签署“2020莱茵河流域可持续发展计划”；2003年，新的莱茵河公约正式生效。在这些公约和计划的要求和指导下，各成员国根据本国实际情况，各具特色地开展流域环境治理与生态建设工作，并卓有成效^①。

在莱茵河流域生态治理过程中，各国政府不仅进行流域生态环境的保护，还充分调动企业的积极性，尽可能扩大流域生态治理的参与面。如德国政府和企业互相配合，将企业能否投产与污染防治水平挂钩，要求企业在正式投产前，其工业废水和污染物处理必须经过政府部门检验，只有检验通过才允许正式投产，以此来严格控制企业的排污总量。此外，荷兰作为莱茵河下游区域和入海口的所在地，同样非常重视莱茵河的生态环境治理和水质改善，并为此付出巨大的努力。在莱茵河下游三角洲区域，荷兰政府投入巨资修建一座拦海大坝，用来阻止风暴和潮汐对莱茵河周边的破坏。总体而言，莱茵河流域沿岸各国通过政府主导、企业参与、公众支持等多方密切合作，投入了大量的人力、物力和财力，至21世纪初，全部实现莱茵河环境整治预期目标。

2. 田纳西河流域生态补偿

(1) 生态补偿背景。田纳西河位于美国东南部，流经弗吉尼亚、北卡罗来纳等7个州，整体形状呈“U”字形，是俄亥俄河的支流、密西西比河的二级支流。同莱茵河一样，田纳西河流域生态补偿工作也是在被严重污染后才开展的，同样经历了“先污染、后治理”“先破坏、后保护”的曲折过程。田纳西河流域不断完善的环境保护与治理过程就是其生态补偿的过程。19世纪中后期，田纳西河流域植被茂盛、水质清澈，是一个环境优美、生态良好的地区。1916年，在第一次世界大战背景下，美国政府在田纳西河流域的马瑟肖尔斯地区建立两座硝酸盐工厂，为大战所需炸药生产硝酸盐，同时修建拦截田纳西河的威尔逊大坝，为硝酸盐工厂供电。常年的工程建设给田纳西流域生态环境带来严重破坏，田纳西河沿岸居民多年来对流域资源掠夺性的开发利用更是加重了这一状况，导致田纳西河流域一片破败。1933年，该区成为美国最贫穷落后的地区之一，田纳西河被称为“魔鬼的河流”“生命与财产的破坏者”。然而，田纳西河流域的生态治理也是始于1933年。与莱茵河开发背景不同的是，田纳西河流域生态治理很大程度上是受政治原因驱动。20世纪30年代美国处于前所未有的萧条时期，为了刺激经济，美国开始实施“新政”。以兴建基础设施、扩大对内投资为主要手段的“新政”促进了流域的发展。也正是在这样的背景下，田纳西河流域的生态治理应运而生。与以往的传统开发不同，田纳西河流域开发采用全新的保护开发模式，将生态治理和经济发展紧密结合，实现环境保护和经济振兴的双赢。经过几十年的努力，田纳西流域生态环境和水

^① 李宁. 长江中游城市群流域生态补偿机制研究 [D]. 武汉大学, 2018.

资源质量彻底恢复，并有效促进了流域经济的迅速发展。

(2) 生态补偿过程。1933年，美国成立田纳西河流域管理局(Tennessee Valley Authority, TVA)，全权负责田纳西河流域环境保护和生态治理。管理局直接受命于美国总统，其具体业务的推进受国会监督，同时，管理局还具有企业属性，可以直接开展各类流域开发经济活动。在田纳西河流域生态治理初期，管理局首要工作是恢复严重破坏的生态环境。因此，管理局以可持续利用生态资源和综合开发为原则，对水资源和森林资源进行集中恢复。到1950年左右，基本完成以水资源为核心的生态修复工作，并实现对流域内动植物资源的保护。又经过十多年的努力，1960年，田纳西河流域生态环境与自然资源重建工作基本完成，管理局又开始了对流域资源进行深度开发与利用^①。

在恢复水质和治理流域污染方面，管理局采取广泛参与、合作共赢的方式，积极邀请流域范围的企业、居民和其他各类组织代表参与田纳西河流域水质标准制定研究。在推进流域生态补偿工作方面，管理局灵活采用多种手段与方式进行流域生态补偿，努力做到补偿与开发同步进展，保护与利用同步实施。在对田纳西河进行综合开发过程中，管理局以可持续发展为根本目标，按照“防洪、疏通航道、发电、控制侵蚀、绿化和发展”为指导思想对田纳西河流域进行统一规划和治理，并制定了科学的综合开发程序。

首先是解决防洪和航运问题。管理局在田纳西河干流上兴建梯级水利枢纽，这些水利枢纽具有防止洪水泛滥、畅通内河水路运输、自来水供应、渔业养殖、农业灌溉和水利发电等多项功能。其次是大力发展电力。管理局先是通过发行债券的方式为电力产业进行融资，随后又利用田纳西河水资源优势大力发电，使电力生产逐渐成为管理局的经济支柱。再次是扩大水资源的利用范围。管理局在发展电力产业的同时，还根据流域生态资源特点发展具有区域特色的农业及其他养殖业。最后是发展以旅游业为中心的服务业。随着流域生态环境的恢复及基础设施不断完善，管理局在发展农林牧渔产业的基础上开始发展旅游业，并不断扩充产业规模。经过半个多世纪的不懈努力，田纳西河流域实现翻天覆地的改变，不但完成了生态恢复和资源保护任务，还实现了流域的综合开发。

^① 李宁. 长江中游城市群流域生态补偿机制研究[D]. 武汉大学, 2018.

第三篇

区域合作经验



近年来，全球经济一体化不断加深，旅游产业规模不断扩大，旅游区域合作成为各旅游城市与地区发展旅游的重要路径。进行旅游区域合作，一是为了更好地整合旅游资源，实现资源利用最大化，获得更高的整体旅游效益；二是促进区域内的信息、人才交流与企业分工合作，借助区域整体的旅游规划和发展带动旅游产业发展较为落后的地区，挖掘未充分开发的旅游资源。各大河流域地区具有相似的旅游资源和文化底蕴，拥有更好的旅游区域合作基础，更加适合进行旅游区域合作。本篇将介绍国内与国际上较为知名的大河文明旅游区域合作案例，整理出各流域已成型的区域合作形式，并基于现状和横向对比为各大河流域的旅游区域合作提出发展建议。

第一章 中国大河文明旅游区域合作案例

中国大河文明以黄河、长江、珠江为代表，各流域的旅游发展基础、发展现状、发展模式各具特色，其区域合作情况也有所不同。本章将选择上述三大流域中较为成功的大河文明旅游区域合作案例进行介绍，对其区域合作情况进行归纳和对比，在此基础上提出相关建议。

第一节 黄河沿线区域合作

黄河位于中国的北方地区，是中国的第二大长河，是中华文明重要的发源地，被中华民族称为“母亲河”。黄河不仅为流经的地区提供了宝贵的水资源，也推动了周边农耕文明的发展，留下了丰富的文明遗产。本节将整理近年来黄河流域省市地区进行旅游开发与合作的举措和经验，包括晋陕豫黄河金三角合作、旅游公路建设、媒体与综艺合作等，并据此提出相关建议，为推动区域旅游合作发展提供参考。

一、区域合作形式

当前黄河沿线各省的合作以政府之间的合作规划、交流以及带动其他部门进行区域合作为主，即政府为主导的合作形式，沿黄各地在旅游产业发达省市的带领下，逐步推进旅游区域合作。在合作过程中，黄河沿线各省地区的政府通过工作会议、会展活动等形式进行上层对话，对区域旅游工作进行总结、规划，设计黄河区域旅游品牌，形成区域旅游发展目标。各省依据政府对话的情况，

由政府牵头进行各自省内的旅游规划和工作部署,企业听从政府的要求实施旅游项目建设。在实际合作过程中,跨省合作主要体现在各省共同规划旅游建设、设计打造品牌形象、定期进行工作沟通以及联合营销推广品牌上,而旅游景区开发与基础服务建设则是各省在省内进行。依托于已有的晋陕豫黄河金三角区域合作示范区,以及中央对黄河文化旅游带的发展布局,沿黄各省能够在合作过程中增强区域合作意识与合作关系,提高省际沟通效率,推动资源共享与品牌共造。具体而言,黄河旅游区域合作形式体现在以下四个方面:

(一) 联合共建黄河旅游带

国务院于2016年发布的《“十三五”旅游发展规划》中提出,要优化旅游业空间布局,打造10条国家精品旅游带,黄河华夏文明旅游带便是其中之一。为响应《“十三五”旅游发展规划》,合理打造黄河旅游带,解决沿黄旅游各自独立开发的状况,在2018年9月12日的中国黄河旅游大会上,沿黄九省(区)联合发布《中国黄河旅游大会宣言》,并将通过促进资源共享、跨省合作等方式,打造世界级的中华文明体验之旅,建设并推广具有国际吸引力的中国黄河景观长廊。同样在此次大会上,洛阳市、西安市、渭南市等12个城市达成了互送客源营销合作协议,大会举办地贵德县也与洛阳、兰州等地的数家旅行社签署合作协议,推动区域旅游市场一体化与城市间旅游合作^①。在《宣言》与多个合作协议的基础上,黄河沿线各地区将加强旅游协作沟通与资源共享,共同建设黄河华夏文明旅游带。

2020年1月3日,习近平总书记在主持召开中央财经委员会第六次会议上强调,要实施黄河文化遗产系统保护工程,打造具有国际影响力的黄河文化旅游带。黄河沿线各省为响应总书记号召,开始着眼于黄河文化旅游带建设、黄河流域生态保护与高质量发展。同年9月7日,在2020黄河文化旅游品牌推广大会上,黄河金三角文化旅游合作协议、黄河文化旅游研究(大数据)中心与多个黄河文旅高质量发展合作项目的签约促进了黄河文化旅游与旅游数字化融合发展^②。9月18日,黄河流域生态保护和高质量发展协作区第三十一次联席会议召开,沿黄各省在“协同推进大保护大治理,建设造福人民的幸福河”合作主题上达成共识,将实施黄河文化遗产系统保护工程,整合利用黄河区域文化资源,加强基础设施联通建设,打造具有国际影响力的黄河文化旅游带和红色文化旅游走廊^③。11月26日,黄河文化保护传承弘扬座谈会在山西省太原市召开。会上指出,山西省认真贯彻落实习近平总书记重要讲话精神和党中央、国务院决策部署,成立黄河流域生态保护和高质量发展工作领导小组,积极推动黄河流域文化传承与保护、文化和旅游融合、生态建设等方面

① 【黄河旅游】2018中国黄河旅游大会,《中国黄河旅游发展指数报告》成焦点,贵德风采备受称赞。城市链接。2018.09.20. http://www.city-link.cn/show_4949.shtml#g99204=1

② 2020黄河文化旅游品牌推广大会举行[EB/OL].央广网百家号,2020-09-07. <https://baijiahao.baidu.com/s?id=1677167120942916287&wfr=spider&for=pc>

③ 为了“母亲河”,在陕西达成重要共识![EB/OL].生态环境部黄河流域生态环境监督管理局网站,2020-09-22. https://huanghejg.mee.gov.cn/xxgk/gzdt/202009/t20200922_799814.html

工作,并将进一步加强与其他沿黄地区的互通互动互助,努力推进黄河流域生态文明、文化遗产保护与文化旅游发展工作^①。

“十四五”规划再一次重点强调黄河文化遗产系统保护与黄河文化旅游带打造的重要性,作为黄河流域高质量发展的重要战略内容,黄河文化旅游带的建设将成为黄河旅游区域合作发展重心。黄河文化旅游带将吸引更多旅游者领略黄河文化底蕴,带动黄河区域经济、文化产业与文化保护事业的发展。与此同时,黄河流域生态保护仍将作为黄河流域发展的重点,也将是黄河文化旅游带开发所必须要遵循的原则。

(二) 充分利用合作平台

合作平台能够为政府机构、旅游企业与社会组织搭建沟通合作桥梁,创造合作机遇,促成区域资源信息有效互通与共赢目标的实现。目前旅游合作平台以会议活动、区域合作组织等形式最为常见,本报告将以大河文明旅游论坛和晋陕豫黄河金三角旅游合作为例介绍旅游合作平台在黄河旅游区域合作中发挥的重要作用。

1. 高端会议高效沟通

高端会议具有影响力高,影响范围广的优势,能够吸引世界各地、各行业的重要人士汇聚一堂,共同商讨旅游领域发展前景与趋势,推动形成合作关系。大河文明旅游论坛(以下简称“大河论坛”)迄今已举办两届,首届大河文明旅游论坛于2019年9月25日至28日举办,主题为“流向未来的大河”,由世界旅游联盟(WTA)、山西省旅游发展委员会、中共临汾市委、临汾市人民政府共同主办,吸引了来自世界各地的200余名旅游政界、学界、业界重要嘉宾齐聚临汾,共同讲述世界大河文明的前世今生,展现黄河孕育的中华文明和悠久历史。26日,大河论坛汇水仪式与秘书处授牌仪式在黄河壶口瀑布国家地质公园举行,来自各个世界大河的河水汇入壶口瀑布,世界文明在此交融。临汾将借大河论坛秘书处在此落户的机会进一步提升临汾大河文明旅游形象,并逐步成为世界大河文明旅游交流与合作的中心。第二届大河文明旅游论坛暨世界旅游联盟·黄河对话于2020年9月18日在临汾召开,此届大河论坛由世界旅游联盟携手山西省文化和旅游厅、临汾市委市政府共同举办,围绕“河·和·合”的论坛主题,召集了来自世界各大河流域国家的驻华代表、学者专家以及企业人士针对城市沟通、大河文明交流、文化遗产传承与保护、省间合作、生态治理等主题展开深入交流探讨^②。《大河文明旅游论坛·黄河共识》和《黄河流域文化旅游高质量发展·临汾宣言》也在本届大河论坛上发布,推动了沿黄地区达成紧密合作关系,共建黄河文化旅游带。本届大河论坛在论坛现场举行了汇水汇沙仪式,并在云丘山景区举行了大河文明旅游论坛永久会址及汇林仪式,大河文明旅游合作与生态保护的种子在临汾生根发芽,临汾将在日后的大河文明

^① 文化和旅游部召开黄河文化保护传承弘扬座谈会. 中华人民共和国中央人民政府网站. 2020.11.27. http://www.gov.cn/xinwen/2020-11/27/content_5565313.htm

^② 第二届大河文明旅游论坛聚焦“河·和·合”. 中华人民共和国文化和旅游部网站. 2020.09.24. https://www.mct.gov.cn/whzx/qgwhxxlb/sx/202009/t20200924_875387.htm

旅游合作中发挥引领与榜样作用,推动世界范围的大河文明旅游合作。

大河文明旅游论坛的成功举办离不开世界旅游联盟的助推与山西省、临汾市政府的重视。世界旅游联盟作为非政府、非营利的世界性旅游组织,近年来在“旅游让世界和生活更美好”的宗旨的指引下,举办了包括大河文明旅游论坛、湘湖对话、义乌对话、旅游城市对话等一系列旅游高端会议,致力于实现旅游促进和平、促进发展、促进减贫,在推动全球旅游信息互通、资源共享等方面做出突出贡献^①。在大河文明旅游论坛的筹备过程中,世界旅游联盟借助其影响力与会员资源,为大会召集了来自世界各大河国家的重要嘉宾,提升了大河论坛影响力的同时促进了大河国家与沿黄省市的大河旅游合作。在论坛举办过程中,山西省文化和旅游厅与临汾市政府也予以高度重视,在合作筹办大河论坛过程中,临汾市政府与世界旅游联盟基于临汾丰富的大河旅游资源,为与会嘉宾安排丰富的论坛行程,在展现临汾黄河旅游魅力的同时提升了大河论坛的会议质量,为达成紧密的大河旅游合作关系增添信心。山西省、临汾市在过去黄河旅游开发与旅游合作过程中的实践也通过大河论坛进行了分享,为与会嘉宾提供了大河旅游发展的山西经验、临汾方案。

2. 区域平台协作共赢

基于地理和行政区域形成的区域合作平台在合作过程中具有信息沟通和资源交流的便利性,并且能够通过区域统一规划安排为区域旅游合作铺路,使合作过程更加紧密有序。黄河金三角示范区由山西省运城市、临汾市,河南省三门峡市和陕西省渭南市“三省四市”构成,于2012年5月14日正式建立,也是黄河流域中旅游区域旅游发展所依托的主要合作平台之一。黄河金三角连通三省,地处中国中、西部地区接合带,拥有丰富的自然与人文资源和发达的交通网络,是实施西部大开发战略和促进中部地区崛起战略的重点区域,并且在建立之前已有“晋陕豫黄河金三角经济协作区”20多年的区域合作经验,基于已有的区域合作平台,黄河金三角合作各方能够快速构建良好的合作关系,提高沟通交流与区域规划实施效率,从而更快达到旅游区域合作的预期目标^②。黄河金三角示范区通过区域合作,正推动着省市之间的良性互动,逐步实现资源互通、设施共享、市场共建、环境共治、品牌共造等多个目标,从而加快区域整体的经济发展和品牌传播^③。其中,深厚的历史文化底蕴和迷人的自然风光是黄河金三角的重要旅游资源,如何开发利用这些宝贵的旅游资源,充分实现其经济和社会价值成为黄河金三角示范区要完成的任务之一。

2014年3月31日,国务院批准了《晋陕豫黄河金三角区域合作规划》(以下简称《规划》),规划期为2014—2025年。《规划》中明确了黄河金三角地区“华夏历史文化旅游目的地”的战略定位,指出要进一步整合旅游资源,加强旅游基础设施建设,合力打造以黄河文化和寻根问祖为主题的华夏历史文化旅游特色品牌和精品旅游线路。《规划》介绍了特色旅游线路规划发展,强调了品

① 世界旅游联盟介绍[EB/OL]. 世界旅游联盟官方网站, <http://www.wta-web.org/chn/about>

② 廖四顺, 闫静. “丝绸之路经济带”背景下黄河金三角区域旅游合作研究[J]. 经济论坛, 2018(12): 54-57.

③ 豫晋陕三省将打造黄河金三角区域10年形成示范区[EB/OL]. 央广网, 2009.03.10. http://hn.cnr.cn/xwzx/yw/200903/t20090310_505264222_1.html

牌打造、产业融合、基础设施建设、开拓市场、发展旅游中心城市、生态旅游改革等方面的工作规划^①。《规划》对旅游的区域共建和发展的强调与计划不仅显示了黄河金三角对区域旅游开发、区域一体化发展的重视,也是对黄河金三角区域旅游发展的展望和要求。近两年,黄河金三角的各省市地区通过成立省级协调领导小组,联合印发《切实加快晋陕豫黄河金三角区域合作工作实施意见》,以召开合作交流大会和座谈会等形式不断落实和深化区域合作工作。而在旅游方面,在临汾举办的大河文明旅游论坛、在三门峡举行的黄河文化旅游品牌推广大会等会议活动,以及定期会议,如建设座谈会、文化旅游区域协作会议等活动促进了黄河金三角区域内各省间,以及与区域外进行旅游发展经验交流借鉴。迄今已举办七届的黄河金三角投资合作交流大会在推动项目投资,助力产业融合,推介旅游资源,共谋黄河高质量发展等方面起到了不可替代的作用。在第六届投资合作交流会上,黄河金三角四市达成了共35个项目的签约与共计590.72亿元的投资额,项目覆盖信息技术、新能源、文化旅游等多个领域,为黄河金三角地区旅游高质量跨领域融合发展注入新动力^②。

为搭建黄河金三角区域经济、政策信息发布官方平台,向参与或关注区域合作的各部门、企业与个人提供可靠的合作资讯,黄河金三角设立了晋陕豫黄河金三角官方网站。该网站不仅介绍了三省四市,即时更新区域旅游合作的最新消息,而且专门为文化旅游设立了介绍板块,对黄河金三角根祖文化以及知名旅游景点进行介绍。此外,晋陕豫黄河金三角官方网站设立了微信公众号,通过推文的形式向关注用户推送黄河金三角官方新闻。公众号内设立了官方网站的入口,用户通过该入口即可访问黄河金三角官网的移动端网站进行浏览,实时查询区域合作动态。

近两年,越来越多的沿黄地区以签约联盟的方式加入黄河旅游区域合作,为黄河旅游合作平台注入新鲜血液。7月17日由济南、淄博、滨州等9个城市共同签约的“山东黄河流域城市文化旅游联盟”,以及9月25日在第十届兰州黄河文化旅游节开幕式上由兰州、西宁、西安、临汾、运城、济南等19座沿黄城市签订并成立的“陆海同游、东西互赏”旅游联盟,都将在今后的黄河旅游区域合作中共同贡献力量,在品牌打造、文旅交流与市场互通等方面推动黄河旅游区域合作。

(三) 媒体宣传多种多样

黄河区域通过媒体推动旅游合作的方式有三种:一是结成广播电视旅游联盟。2015年6月23日,黄河金三角晋、陕、豫三省四市广播电视旅游联盟在山西省芮城县大禹渡景区签约,签署媒体为陕西省渭南市、河南省三门峡市、山西省临汾市、运城市广播电视台4家媒体^③。广播电视旅游联盟建立后,通过举办和播出一系列旅游活动加强黄河金三角旅游宣传,推介本地旅游资源,提升

① 晋陕豫黄河金三角区域合作规划(全文)[EB/OL]. 渭南市人民政府晋陕豫黄河金三角区域合作板块. 2014-05-27. <http://top.weinan.gov.cn/jsj2014/zcjd/388777.htm>

② 2019黄河金三角区域高质量发展合作交流大会在京举办 三省四市签约项目35个 总投资额590.72亿元(组图)[EB/OL]. 渭南政法网, 2019-11-25. <http://www.wnzfw.gov.cn/c/2019/1125/742712.shtml>

③ 黄河金三角三省四市广播电视旅游联盟签约[EB/OL]. 晋陕豫黄河金三角官方网站, 2015-06-24.

黄河金三角旅游知名度。广播电视旅游联盟有效地将黄河区域旅游影响力扩散到了其他地区,例如2018年7月,媒体旅游联盟赴湖北十堰郧阳区开展郧阳旅游推介活动,开展为期2天的采风活动,借助电视与网络媒体的宣传功能推动湖北十堰融入黄河金三角4小时文化旅游圈。

通过传统媒体与新媒体平台合作推动区域旅游宣传营销是黄河金三角地区的另一种媒体推动旅游合作的方式。2016年9月24日,黄河金三角主流新媒体合作论坛在运城召开,通过传统媒体与新媒体融合、多种形式深度合作等方式促进区域经济发展与整体宣传。在新媒体区域合作的基础上,9月25日,由三门峡市、运城市、临汾市与渭南市四市共同主办的“2016晋陕豫黄河金三角网络旅游节”拉开序幕。活动召集多位网络大咖、多家新媒体负责人与媒体记者,通过实时报道、新媒体平台发布等方式,在为期2天的采风活动中,将三门峡的优美风景、深厚历史文化以及旅游开发成果呈现给观众,充分利用区域内各方新媒体优势进行旅游推广,带动区域旅游发展与深度合作^①。借助新媒体平台传播速度快、范围广、形式与内容丰富等特点,黄河区域旅游宣传扩大了区域旅游品牌营销和旅游推介的影响范围,有效提升宣传效果。

第三种方式是借助热门媒体综艺进行宣传。2020年12月4日,浙江卫视《奔跑吧·黄河篇》特别节目重磅推出,节目播出6期,于2021年1月8日顺利收官。本节目带领观众们遍游青海、陕西、宁夏等沿黄地区,在节目组精心编排与众多明星阵容加持下,以创新综艺形式向观众展现了黄河源远流长的历史文化与沿黄地区的壮阔景象、风土人情与民俗文化,回顾了沿黄地区的近现代发展与脱贫故事。《奔跑吧·黄河篇》以风趣新潮的形式斩获了收视冠军,成为网络爆点话题,并且通过娱乐综艺方式将黄河的历史文化与旅游魅力展现给了广大观众。

(四) 旅游公路多地联通

2017年8月28日,陕西沿黄公路正式开通。这条全程828.5千米,打通陕西南北的沿黄公路,联通了陕西沿黄多地旅游景区、文物古迹与脱贫攻坚重点地区,并与多条高速公路、国省干线以及县乡公路联通,是陕北与关中东部地区公路网络的重要动脉,推动了陕西的农业、旅游业等产业发展以及区域整体发展合作^②。

自2018年起,山西省开始投资修建黄河、长城、太行三大板块6143千米旅游公路,预计在项目完成时形成“城景通、景景通”全域旅游一张网格局。其中,“黄河一号”“长城一号”和“太行一号”为3条主线旅游公路。在5年规划期内,黄河板块需要完成1600多千米旅游公路的建设,搭建忻州、吕梁、临汾、运城四市14个A级及以上景区、75个非A级重要旅游资源的连接

① 晋陕豫黄河金三角新媒体“大咖”走进三门峡[EB/OL]. 河南省人民政府网站,2016-09-29. <https://www.henan.gov.cn/2016/09-29/365237.html>

② “高颜值”陕西沿黄公路通车 828 千米惠及沿线 200 余万人[EB/OL]. 新华网,2017-08-28. http://www.xinhuanet.com/politics/2017-08/28/c_1121557612.htm#

线^①。以临汾市为例，临汾市沿黄旅游公路主线全长 267.704 千米，支线全长 260.088 千米，沿主线同步规划建设了骑行线或步行道。配套建设停车观景台 35 个、景观亭廊 20 处、驿站 26 座、露营地 4 处和公共艺术景观 12 处，全力打造独具黄河风情特色的绿色生态旅游长廊和具有国际影响力的“最美黄河峡谷风情线”。

2020 年 9 月，黄河、长城、太行 3 条一号旅游公路“0km”标志文化驿站竣工并正式开放，3 个标志文化驿站建设有房车营地、直升机低空旅游，3D 数字体验等紧跟市场潮流的旅游服务设施，将打造令游客眼前一亮的旅游公路起点站以及旅游公路、公路旅游融为一体的全方位旅游体验。旅游公路的建设为进一步开发旅游景区提供了更多可能，在黄河一号旅游公路基础上，黄河峡谷和红色文化旅游片区、吕梁山生态康养休闲度假片区以及主题区 4 个旅游片区将在进一步旅游开发中逐一完成打造，游客将通过黄河一号旅游公路多维度领略黄河的魅力和风采。2020 年，3 条一号旅游公路新开工 1501 千米，完工 1481 千米，并规划在 2021 年进一步建成 2000 千米。临汾、运城等地在对 2021 年文化旅游发展的工作部署中，也将黄河一号旅游公路作为文化和旅游融合重点建设项目以及推动沿黄旅游协同共建、建设黄河旅游品牌的重要基石。

二、区域合作经验

黄河流域各地区通过政府之间的紧密沟通与交流，达成了黄河区域旅游合作关系，并通过信息渠道与媒体宣传方式的构建、旅游公路的建设、精品线路的打造等多种区域旅游合作实践活动，形成了黄河流域全域旅游发展的新面貌，为黄河文化旅游带建设注入新动力。

（一）政府积极沟通

在沿黄九省（区）合作共建黄河文化旅游带、高端旅游合作会议举办以及晋陕豫黄河金三角的三省四市合作中，政府都扮演了重要的引导与规划者的角色。而合作过程中，政府层面的沟通是必不可少的，参与黄河旅游区域合作的各省市通过各种官方活动的形式积极进行沟通交流，推动旅游合作的顶层规划设计。例如，黄河流域生态保护和高质量发展协作区第三十一次联席会议上对黄河文化遗产保护与文化旅游带建设的重点强调，黄河金三角定期开展的文化旅游区建设座谈会、文化旅游区域协作会议等组织工作会议，以及临汾举办的大河文明旅游论坛，在三门峡举行的黄河文化旅游品牌推广大会等大型会议活动等。各类会议活动为旅游合作各省市政府提供了有效的沟通交流渠道，各省市通过会议明确黄河区域旅游发展现状与特点，了解各省市旅游资源优势与发展强弱项，并基于此开展黄河旅游合作工作成效总结与规划部署，推动黄河旅游区域合作逐步落实。

^① 黄河一号、长城一号、太行一号旅游公路首批建成路段正式启用 [EB/OL]. 《山西晚报》百家号, 2019-10-16. <https://baijiahao.baidu.com/s?id=1647554888555558986&wfr=spider&for=pc>

（二）信息渠道多元

在信息公开和媒体宣传方面，黄河旅游区域合作开设多种信息渠道，利用广播、电视、网络新闻、新媒体等多种媒体进行官方信息发布与黄河区域旅游品牌形象宣传。其中，广播与电视媒体作为较传统的媒体渠道，能够利用其积累的受众基础，以旅游节目、现场采风等形式呈现黄河区域旅游魅力。官方网络新闻平台兼具权威性和传播的广泛性和高效性，能够第一时间跟进黄河旅游区域合作最新动态。沿黄各省（区）文化和旅游厅官方网站，以及晋陕豫黄河金三角等合作平台的官方网站为各访客提供信息公开服务，保证区域旅游合作资讯的有效传递。网络媒体宣传形式新颖，内容丰富，能够生动展现黄河区域旅游形象并快速吸引大众眼球，在“网红”个人魅力与综艺节目明星助阵的影响下，黄河区域旅游能够吸引大量的网络用户流量，从而显著提升品牌宣传效率。目前，沿黄各省不仅开通了官方旅游宣传频道，并与权威媒体、知名网红、综艺节目合作，在微博、抖音等平台进行当地黄河旅游宣传与形象打造。通过综合运用各类媒体渠道进行品牌营销，黄河区域旅游知名度、吸引力得到了有效提升。

（三）发展全域旅游

在黄河一号旅游公路与黄河旅游带建设基础上，沿黄各省稳步推进生态治理、文化保护、基础设施建设，逐步发展黄河全域旅游，将黄河沿线打造成为内涵丰富、形式多样、成效显著、全方面发展的区域旅游品牌。黄河所蕴含的多元文化为多样化的旅游产业发展提供了生长的土壤，沿黄河水顺流而下，甘肃兰州的红色旅游、夜间旅游，陕西宜川的《黄河大合唱》实景互动体验，河南与山东的生态、文化等多形态旅游一体化发展等，各地形成百花齐放的旅游发展态势，提供了多种黄河文化输出方式。多种旅游发展以及与之配套的交通、住宿、基础服务设施等建设切实提升了沿黄区域旅游服务质量，为游客提供全方位旅游服务和体验，推动了各地相关行业的发展。旅游公路的建设实现了景区景点互联互通以及区域旅游一体化打造，让游客感受“随处是风景，随处是旅游”的沉浸式旅游体验，并在区域整体基础设施建设的基础上享受全面的旅游服务。在沿黄各省市的共通建设下，黄河区域全域旅游布局将在不久的将来完成，从而进一步推动黄河文化旅游带整体发展。

三、区域合作发展建议

基于目前黄河旅游区域合作现状与现存问题，本报告就合作机制、区域品牌、政府定位、信息宣传等方面提出相关建议。

（一）优化合作机制，整体化打造品牌

《晋陕豫黄河金三角区域合作规划》为黄河金三角区域树立了华夏历史文化旅游品牌、“中华根·黄河魂”旅游品牌，指明黄河金三角旅游区域品牌打造方向。然而在实际宣传和品牌打造上，各省市未打破行政区域的壁垒，仍以各自单独的旅游发展和宣传为主，合作打造旅游品牌的口号没有落到实际发展当中。另外，黄河金三角旅游区域合作缺乏强有力的合作条例、管理办法和管理委

员会的管理,在旅游景区、住宿等方面无法按照同一标准进行管理和规范^①。以黄河壶口瀑布为例,壶口瀑布地处山西省、陕西省交界处,是中国第二大瀑布,具有悠久历史和壮阔的自然景观,在2002年便被评为国家4A级旅游景区。然而壶口瀑布被省界一分为二,由晋陕两地分地而治,两地从管理规范、景区规划建设到门票售卖均互不相通,不仅导致游客在游玩时产生困扰,而且也使两地的壶口瀑布规划、开发、经营等方面产生互相冲突、恶性竞争的情况,对壶口瀑布的生态环境、旅游发展均有不利影响^②。晋陕两地应打破省际边界,制定统一的管理办法、品牌定位与开发规划,以合作取代竞争,合力将壶口瀑布打造成为高品质高水准的旅游景区。

基于目前情况,结合相关研究,建议黄河流域综合实际情况,借鉴旅游区域共生机制^③改善旅游区域合作模式,首先科学规划资源,突出地方特色,整合旅游资源和信息,实现资源共生;其次,树立区域行政共生观念,打破行政壁垒,在决策、管理、操作的不同层次中充分交流和协作,达到管理共生;再次,合理分配各方利益,充分协调利益关系,达成利益分配与补偿共识,实现利益共生;最后,优化各类环境的管理和操作,包括政策法规、市场投资、基础设施和生态环境,实现环境共生。

在品牌营销方面,需要落实“中华根·黄河魂”旅游品牌的打造,在区域旅游项目、产品、线路等方面融入品牌特色。利用统一旅游标识、旅游地图、区域旅游手册等方式将黄河的旅游项目、产品、线路统一整合,并通过共同策划旅游产品与线路、举行大型活动、组团参展宣传等方式进行区域整体的市场包装和推广,实现区域协同营销,将区域旅游品牌引入大众视野,塑造旅游区域品牌形象和影响力,并通过区域整体影响降低各地的旅游营销成本,提高宣传效率。利用黄河流域的政治、经济、文化优势和影响力,对黄河区域旅游品牌进行推广和提升,实现黄河旅游品牌价值。

(二) 突出地方特色,避免同质化开发

黄河流域,特别是黄河金三角地区的文化起源相近,因此部分旅游资源具有相似的特征和文化内涵。在此基础上,各地开发建设的旅游景区与产品容易出现定位相似、同质化现象,进而引发这些景区的同质化开发和争夺市场的恶性竞争现象。同质化产品与景点不仅容易使游客产生审美疲劳和对旅游景点、产品原真性的质疑,消磨消费者热情,而且无法向市场提供多样化的旅游产品,无法满足多种多样的细分市场需求。这样的开发方式在加剧同类客源市场的竞争的同时,降低了开发投入产出效率,也是对其他细分市场开发潜力的浪费。

建议各省市在开始旅游开发的规划前进行省市间的区域整体沟通和规划,在详细分析各省市的旅游资源、基础和发展情况后,以区域整体的视角对各旅游景区进行区别化、特色化定位,在景区建设和产品开发中突出地方特色,满足不同细分市场的旅游偏好。在整体规划中考虑各地资源、交

① 赵媛. 黄河金三角地区生态旅游发展存在的问题与对策研究[J]. 江苏商论, 2019(4): 52-54+58.

② 张萌. 跨行政区域旅游资源合作——以黄河壶口瀑布为例[J]. 山西财经大学学报, 2012, 34(S3): 98-99.

③ 陈玉涛. 基于共生理论的黄河三角洲区域旅游合作研究——以滨州与东营两市为例[J]. 中国石油大学学报(社会科学版), 2011, 27(5): 28-34.

通、文化等方面的衔接和互补，合理规划布局，促进景区景点之间的沟通合作和带动发展，形成优势互补，串联不同景区特点，推动旅游线路与区域旅游项目的打造。此外，地区之间还需根据各地旅游发展程度进行相互帮扶，由旅游发展成熟的地区带动旅游发展较为落后的地区，实现区域整体的共同发展。

（三）政府合理定位，引导多方合作

目前黄河金三角区域的区域合作基本为政府主导，由地方政府带头进行规划设计、形成领导小组和进行跨行政区域交流。然而旅游的实际建设过程需要由旅游企业实施和完成，黄河金三角地区的旅游企业在旅游区域合作过程中较为被动，在落实区域旅游规划过程中缺乏动力，部分旅游企业规模较小，不具备跨区域旅游合作的能力。政府应当在旅游区域合作相关项目中出台相关的扶持政策 and 办法培育旅游企业，提升区域旅游企业总体实力，并赋予旅游企业一定的主动权和参与空间，鼓励旅游企业主动加入旅游区域合作。旅游企业的积极合作能够为区域旅游市场注入活力，快速获取市场信息并做出回应。政府在此过程中应当承担引导、支持和监督的作用，通过政策、资助、规划来引导旅游企业加入旅游区域合作，扶持企业参与合作活动，并监督企业的建设和经营，从而给予旅游企业一定的主导权，逐渐提高企业在旅游区域合作中的参与度。政府需要制定相应的法规和指导文件，通过监督和指导企业在旅游区域合作中的市场化行为，保证其在不过度开发生态和历史文化资源的同时，在合法合规的情况下实现效益最大化。

在各地政府构建合作组织的同时，行业协会与旅游合作组织也应当在旅游区域合作的过程中充分发挥在行业中的指导、协调与整合宣传的作用，联合政府和企业共同主导旅游区域合作，搭建全方位的沟通与合作平台，充分发挥行业组织在旅游区域合作中的重要作用。

（四）优化信息平台，加强沟通宣传

当前黄河金三角地区的旅游信息网站以晋陕豫黄河金三角官方网站为主，该网站同时设立了公众号以进行移动手机端的信息发布。此外，黄河金三角区域会定期举办旅游区域协作会议、建设座谈会等跨行政交流活动，以及黄河旅游大会、黄河金三角旅游节等面向外界的会议交流活动，这些活动促进了黄河金三角区域内外的信息交流和行业沟通。上述信息交流渠道取得了一定的效果，但仍有较大的改善空间。例如在官方网站上，有关文化旅游景点和活动的介绍流于表面，访客在浏览网站后仍需要自行在其他网站搜索出游信息、景点介绍等；微信公众号发布的信息大多为官方新闻，只起到了基本的信息通知的功能，缺少定期的品牌宣传推文；黄河金三角广播电视旅游联盟缺少曝光度和较为知名的广播电视节目品牌，其宣传作用集中在黄河金三角区域内部，对外部的影响力不大；没有定期公开的旅游区域合作发展报告，无法满足旅游区域合作的进一步推广和宣传需求；缺少以旅游企业为主体的沟通交流平台，对旅游区域合作中的市场发展有一定影响。

针对以上不足，在网络信息公布方面，建议丰富晋陕豫黄河金三角官方网站上与旅游相关的内容资讯，可以与交通、住宿、旅行社服务等相关网站合作进行相关链接的索引，从而实现一站式

信息提供。在微信公众号上,建议增加定期推送的旅游宣传推文,用以宣传黄河金三角区域旅游品牌,并吸引更多人关注公众号,提高知名度。在广播电视旅游联盟方面,建议与省广播电视台进行进一步合作,将四市广播电视台之间的区域旅游宣传合作延伸到省广播电视台,同时发展网络线上媒体,提高宣传辐射面,并打造高质量的旅游广播电视节目,以节目品牌带动旅游宣传效果。建议定期编写旅游区域合作发展报告,以报告的形式整理旅游区域发展情况,指导后续的规划发展和招商投资工作。建议构建旅游企业沟通交流平台,加强各市场主体的沟通合作和良性竞争,推动黄河区域旅游市场稳步发展。

第二节 长江沿线区域合作

长江是亚洲第一长河,拥有数百条支流,流经中国 11 个省区市。长江连接了中国南方的大部分地区,不仅在文明起源、经济发展等方面扮演着重要角色,也拥有丰富的生态资源。本节将介绍长江沿线地区丰富的区域旅游合作实践,总结其在政府对话、旅游联盟、中心城市带动等方面的成功合作经验,并为今后的长江区域旅游合作发展提供相关建议。

一、区域合作形式

长江流域区域合作体现两种形式特征:一是政府引导,市场推行,政府部门通过区域对话、共同规划、会议共商的方式形成合作基础,并在政策执行与活动交流过程中带动旅游企业与文创团队参与其中,以旅游推介、互送客源、项目投资等形式带动旅游企业参与区域旅游合作发展,推动区域旅游市场一体化。政府在此过程中作为引导者和铺路者创造了良好的旅游合作环境,并带领旅游企业将合作落实到区域旅游发展的多个方面。二是旅游中心城市带动作用,且具有合作中心多极化趋势。长江上中下游各城市的经济基础、地理位置以及旅游资源禀赋不同,导致各城市旅游产业与服务产业发展程度不同,其中上海作为长江流域经济发展与国际化发展程度最高的城市,其旅游产业与服务水平也位居长江沿线诸多城市前列,故在较长的一段时间内作为长江流域旅游发展的中心城市带动长三角以及长江沿线其他区域城市的旅游与经济发展。近年来,随着长江沿线主要城市经济稳步的增长与旅游资源的不断开发,南京、杭州、苏州、武汉、长沙、成都、重庆等城市也逐渐成长为能够影响区域旅游发展的次级中心城市,与上海一同形成长江上中下游区域合作连线,带动周边地区共同推进长江流域整体与地方旅游发展^①。

基于既有资料,本研究将长江旅游区域发展形式分为以下 3 个方面:

(一) 紧密围绕政府规划

2004 年,国家旅游局、国务院三峡办、国家发改委等部门联合印发了《长江三峡区域旅游发

^① 杜裕民. 长江经济带旅游一体化中心城市联动机制研究 [J]. 华东经济管理, 2017, 31 (5): 87-92.

展规划纲要》，在三峡工程与西部大开发战略的实施背景下，通过发展三峡旅游产业带动当地经济发展，要打造三峡旅游特色产品、线路与品牌，加强旅游营销、基础设施建设、旅游移民安置与生态环境保护工作。2009年，渝鄂两地在《长江三峡区域旅游发展规划》的政策机遇下，响应国家战略部署安排，结束分别举办“中国重庆三峡国际旅游节”和“中国宜昌三峡国际旅游节”的独立办节格局。从2010年起，渝鄂两地共同轮流举办“中国长江三峡国际旅游节”，迄今已举办11届。在2020年第十一届三峡国际旅游节上，主办方推出抖音短视频大赛、美食文化节等多项独具特色的节庆活动吸引广大观众，借此机会，组委会推出了6条主题旅游线路，各旅游企业也纷纷推出多种优惠政策。同时，本届旅游节的招商合作项目签约活动共签约20个合作项目，涉足文旅小镇、主题酒店、文化街区、医疗康养等多个领域，协议总金额达216.8亿元^①。

2017年，原国家旅游局编制印发《长江国际黄金旅游带发展规划纲要》，提出要在发挥旅游业综合带动和先行先导作用的基础上，提高长江国际黄金旅游带的国际竞争力与影响力。2018年9月25日，为落实并部署《长江国际黄金旅游带发展规划纲要》相关工作，文化和旅游部在京召开长江国际黄金旅游带发展推进会，会议强调要牢记生态优先、绿色发展总基调，强化生态优先、绿色旅游发展、协同发展、全域旅游发展、高质量发展和优质旅游发展理念，发挥旅游在长江经济带建设中的重要作用^②。

为响应习近平总书记在长江经济带发展座谈会上对生态保护和生态旅游的重要指示，在《长江国际黄金旅游带发展规划纲要》的指引下，长江流域各省市牢记“绿水青山就是金山银山”的重要发展观念，积极开展治水、净土、增绿等生态保护工作，将生态保护与环境评估放在旅游发展规划设计中的重要位置，淘汰和排查高耗能高排放的旅游服务设施，节能减排，推动环保科技研发与应用。在生态环境保护的同时，历史文化遗产的保护与文化和旅游融合也是长江国际黄金旅游带发展的显著特点，四川省历史名人文化传承创新工程，安徽省依托皖江文化打造精品历史文化旅游线路，重庆市以巴渝文化、三峡文化等为文化内核发展旅游业态等举措有效推动了长江区域文化和旅游融合，丰富了长江区域旅游的历史文化内涵。

（二）达成多方合作共识

在区域旅游合作过程中，长江流域各省市首先进行政府沟通协调，达成合作共识，形成区域旅游协调发展机制，在此基础上进行总体规划部署，从而进行具体的旅游区域合作实践。以长三角为例，长三角主要城市在2000年前后便基于已有的经济与旅游合作平台，例如沪苏浙经济合作与发展座谈会、长江三角洲旅游城市高峰论坛等，形成长三角区域旅游合作机制，并在此基础上将区域旅游合作共识形成文件，协同构建长三角旅游一体化格局。自2003—2009年，每届长江三角洲旅

^① 第十一届长江三峡国际旅游节签约20个项目 金额216.8亿元[EB/OL]. 重庆市文化旅游委百家号, 2020-12-14. <https://baijiahao.baidu.com/s?id=1686017761535982455&wfr=spider&for=pc>

^② 长江国际黄金旅游带发展推进会在京召开[EB/OL]. 中华人民共和国文化和旅游部网站, 2018-09-26. https://www.mct.gov.cn/whzx/whyw/201809/t20180926_835062.htm

游城市高峰论坛均发表或签署区域旅游合作文件，形成合作共识，详情见表 3.1。

表 3.1 2003—2009 年长江三角洲旅游城市高峰论坛发表合作内容

年份	合作内容
2003	《杭州宣言》：共同构建中国第一个跨省市无障碍旅游区，启动长三角旅游一体化建设
2004	《黄山共识》：将长三角建设成为世界级旅游目的地
2005	《无锡倡议》：打造“中国长三角黄金大旅游圈”品牌 《常州纲要》：14 城市旅游集散中心客源、网络、宣传、信息互通
2006	《金华纲要》：深化长三角旅游城市合作互动，构建专题旅游项目合作平台
2007	《南京宣言》：旅游景区道路交通建设、联席会议工作机制等
2008	《宁波宣言》：打破地域壁垒，共建“长三角黄金旅游圈”
2009	《扬州共识》：建立可操作性旅游合作机制，搭建旅游信息平台，推动旅游产品转型，树立整体营销理念等

资料来源：本研究根据吴国清，杨国玺. 长江三角洲区域旅游合作与多层次管治研究 [J]. 华东经济管理，2010，24（9）：39-43. 以及搜狐新闻《长三角旅游城市高峰论坛在扬开幕（图）》整理。

以上合作文件为长三角区域旅游合作梳理出了科学有效的实施脉络。近年来，长三角区域旅游在高质量发展与紧密合作的同时，也在探索旅游市场与产业环境更新过程中区域合作的新思路。苏浙沪皖四省市旅游部门于 2011 年 5 月建立了长三角旅游合作联席会议，共同签署《苏浙皖沪旅游一体化合作框架协议》，将依托长三角交通线路、文化资源、城乡景观等基础逐步提升长三角旅游的国际竞争力，推动区域旅游信息化平台与服务建设。四省市在长三角旅游区域合作过程中，共同推出多个长三角特色旅游产品和线路，形成服务标准规范与旅游质监执法合作机制，完善长三角地区高铁、公路等交通基础设施建设。在 2015 年《长三角旅游发展合作苏州共识》以及 2016 年《长三角区域旅游一体化发展杭州方案》基础上，长三角区域旅游发展将落实“十三五”规划发展要求，共享 G20 峰会和上海迪士尼开园溢出效应，更新完善区域旅游合作机制，加强区域旅游合作与旅游市场一体化发展^①。2018 年长三角三省一市发布的《苏州宣言》提出了在旅游事务协商、旅游线路推广、打造旅游发展共同体、建立旅游信息共享平台、加快人才共同培养五个方面的共识，为区域旅游合作的进一步开展指明方向。

长江沿线其他区域同样将旅游合作共识作为开展区域旅游合作的基石。2009 年，湖北省、重庆市在旅游合作轮值主席会议上发布了《长江三峡区域旅游合作宣言》，并发布轮值主席会议章程，每年通过轮值主席会议进行旅游合作协商共讨，在交通、产品、营销、市场治理、线路互通等多方面进行合作，致力于将长江三峡地区打造成为世界级旅游目的地。目前长江三峡地区串联丰都鬼

^① 长三角四省（市）在杭州签署旅游一体化发展方案 [EB/OL]. 中国经济网（来源：青年时报），2016-12-14. http://district.ce.cn/newarea/roll/201612/14/t20161214_18692256.shtml

城、万州大瀑布等景区，共同打造出江上观光旅游带，并结合长江以北的高山休闲度假旅游区、长江以南的峡谷风光旅游区、长江腹地的山水田园风光旅游区形成长江三峡旅游“一带三区”新格局。2012年2月10日，鄂湘赣三省共同签署长江中游城市群合作框架协议，将在旅游规划、资源整合、客源互动等领域强强联合，联合旅行社设计推广“一江两湖三名楼”旅游线路，突破省际边界。长江中游城市群为促进长江中游旅游合作，通过推出旅游优惠年票、设计跨区域旅游产品、开通高铁旅游专列、推广研学旅游线路等方式打造无障碍旅游区，落实区域旅游合作。2017年4月，长江中游城市群省会城市共同签署《长江中游城市群深化旅游合作暨促进自驾车房车露营旅游发展合作协议》，将共同完成旅游服务提升、拓展自驾旅游业态、树立长江中游城市群旅游形象等旅游发展任务。在2019年12月举行的长江文化旅游博览会上，长江旅游推广联盟的13省市携手发布《长江旅游推广联盟武汉合作宣言》，强调将在打造长江国际文旅品牌、推进文旅市场一体化建设、释放长江文旅市场潜能、健全联盟交流合作机制四个方面通力合作，共同践行“文旅融合 携手发展”宗旨，推动长江旅游区域合作进入新的阶段^①。

（三）“组队”合作携手共进

长江沿线城市组成了多个旅游合作发展与推广组织，共同进行区域旅游发展与市场营销活动。本报告选取其中两个较为典型的旅游合作组织——长江旅游推广联盟、长三角文化和旅游联盟，以及另外两个近期成立的新生组织——长三角旅游推广联盟、“大巴山·大三峡”文化旅游发展联盟进行介绍。

1. 长江旅游推广联盟

长江旅游推广联盟成立于2015年5月19日，由沿线13个省区市组成，秘书处设于湖北省文化和旅游厅。该联盟致力于引领长江流域旅游区域合作，协力打造长江旅游区域品牌。自成立以来，长江旅游推广联盟借助各活动平台向海内外市场推广长江区域旅游品牌以及长江文化旅游产品。2016年7月18—20日，上海、湖北、重庆三地落实长江旅游推广联盟章程，联合在西安、呼和浩特开展“长江丝路”主题旅游联合推广促销活动，三地促销团队分别推介了各地的代表性特色旅游产品，并通过汇演活动展现各地特色文化。2016年11月11日，中国国际旅游交易会开幕式首次公开了“中国长江旅游推广联盟”的标识、口号“四季长江，一路风光”、宣传主题曲新《长江之歌》以及音乐电视旅游形象推广宣传片，再一次向海内外旅游业界和媒体展现了长江流域旅游形象以及旅游区域合作的活力。2017年6月，长江旅游推广联盟推广活动将包含长江首部漂移式多维体验剧——《知音号》在内的各地特色文旅项目作为长江旅游特色项目进行推介，并重点打造包括重庆至上海的“长江故事馆”、成都至上海的“熊猫故乡+长江三峡之旅”等线路在内的长江旅游七大景点线路，推动长江旅游品牌发展与产品创新。

^① 《长江旅游推广联盟武汉合作宣言》发布 助力湖北旅游强省建设 [EB/OL]. 经济带网长江经济带板块, 2019-12-09. <http://www.iic21.com/21cjjj/index.php?m=Home&c=Articles&a=showart&artid=99138>

2. 长三角文化和旅游联盟

长三角文化和旅游联盟是由沪苏浙皖四省市的文化和旅游部门于2019年5月共同建立的文旅合作组织,致力于通过紧密合作和发挥区域优势来推进长三角地区文化和旅游的高质量发展。2020年4月,围绕《长江三角洲区域一体化发展规划纲要》要求,三省一市文化和旅游部门在充分沟通的基础上联合制定《2020年长三角文化和旅游联盟重点工作计划》,围绕“共筑文化发展高地、共建世界知名旅游目的地”,在市场发展、旅游产品推出、公共服务建设等方面发力,并针对疫情影响提出相关计划与举措^①。同年5月26日,2020年长三角文化和旅游联盟联席会议在常州溧阳召开,会上,江浙沪皖三省一市文化和旅游部门针对疫情防控和文旅发展工作进行了沟通规划,讨论并通过了《长三角生态绿色一体化发展示范区文化和旅游专项规划》《打造“长三角高品质红色旅游示范基地”框架协议》等数个文件,制定《2020年长三角文化和旅游联盟重点工作计划》,在规划层面有效推动了长三角文旅建设与区域合作。2021年3月11日,长三角文化和旅游联盟联席会议在台州举行,来自三省一市的文化和旅游部门人员出席会议,总结长三角文旅发展的优异成绩,分析长三角地区以及各省市的旅游发展优势和地方文旅特色,并探索未来长三角在标准、制度、市场一体化、合作共享、探索创新、文旅融合等方面的发展趋势和着力点。

3. 长三角旅游推广联盟

长三角旅游推广联盟成立于2020年9月12日,由上海、江苏、浙江、安徽三省一市文化和旅游行政管理部门共同成立,《长三角旅游推广联盟协议》签署仪式在上海举行。联盟秉承资源共享、市场共拓、品牌共创原则,合作进行长三角整体旅游推广营销,打造长三角区域旅游品牌形象与产品,逐步提升长三角区域旅游的知名度、竞争力与影响力,为长三角区域文旅产业和市场注入新鲜活力。为响应联盟成立,助推长三角旅游推广,在签署仪式同日,2020年上海旅游节开幕仪式在上海市南京路举办,本届旅游节首次与浙苏皖三省共同举办,于三省分别设立分会场,通过各类特色主题活动展现长三角文旅魅力。“99玩一城 悠游长三角”特色优惠旅游年票也在本届旅游节上发布,该年票覆盖上海、杭州、南京、黄山、温州等17个长三角城市的旅游项目,将推动长三角旅游市场一体化进程,加快实现长三角旅游观光“同城待遇”^②。

4. “大巴山·大三峡”文化旅游发展联盟

“大巴山·大三峡”文化旅游发展联盟于2020年11月29日由四川、重庆、陕西的3市8区8县联合成立。作为跨区域、跨文化的文旅发展组织,该联盟将结合大巴山区的“山文化”与三峡地区的“水文化”,共同打造“大巴山·大三峡”文旅品牌,基于联盟区域内80个景区推出高峡平湖、红色旅游等六大主题旅游线路,在促进多主题旅游发展,迎合多元化旅游市场需求的同时,推

^① 江苏联合沪浙皖制定长三角文化和旅游联盟2020年重点工作计划[EB/OL]. 中华人民共和国文化和旅游部网站,2020-04-27. https://www.mct.gov.cn/whzx/qgwhxxlb/js/202004/t20200427_852793.htm

^② 2020年上海旅游节成功举办[EB/OL]. 中华人民共和国文化和旅游部网站,2020-09-28. https://www.mct.gov.cn/whzx/qgwhxxlb/sh/202009/t20200928_875585.htm

动跨文化交流与跨区域旅游合作,从而实现区域文化旅游一体化高质量发展^①。

二、区域合作经验

长江流域地区在区域合作过程中,基于沿江各地区的区域优势和已有的合作实践,在旅游发展中心城市的带动下,形成了适合长江旅游区域合作的发展经验,具体如下:

(一) 区域优势支撑

长江流域上中下游凭借各自独特的区域优势,在区域旅游合作中找准定位,因地制宜采取不同的区域旅游发展策略。截至2016年年底,长江经济带共有33处世界自然与文化遗产,56处国家历史文化名城,A级景区3920处,为经济带11省区市旅游发展提供了资源保障^②。纵观长江全线,沿线省市各具特色的旅游资源为长江旅游增添了缤纷的色彩。无论是青海、西藏的宗教文化、高原风光,川渝滇贵地区的历史文化与宜人气候,鄂湘赣地区的红色历史与山水名楼,三峡地区的壮阔景色,还是长三角地区的园林街巷,城市景观,都为当地吸引了大量慕名前往的游客。各省区市在各自独特的旅游资源基础上,一方面可以错位发展,集中于优势旅游资源的开发,丰富旅游市场供给,形成良性竞争;另一方面可以识别旅游资源相似或互补的地区,通过旅游资源组合与融合协同发展,开发更多特色鲜明的旅游产品和线路。

长江自古以来便作为黄金水道发挥着重要的航运功能,这一交通优势为长江沿线地区的经济与旅游发展提供了极大的便利,为实现长江上中下游旅游合作、文化交流与客源互通创造了可能,也催生出了独特的航道文化,为游轮旅游等旅游形态提供了条件。近几年,沿江铁路的建设推动了长江沿线的客运交通发展,2014年全线建成的沪汉蓉快速客运通道以及正在建设中的沪渝蓉高速铁路将进一步打通长江上中下游,高效率的客运交通将显著推动区域旅游一体化进程。在旅游资源基础与交通设施的支持下,长江沿线的经济发展水平与基础设施建设是区域旅游发展与合作的重要动力。以经济发达的城市为引导,以经济发展带动基础服务设施建设,以经济合作带动旅游合作,这样的合作方式能够显著提升区域经济与旅游合作效果,长江旅游区域合作过程中从以上海为中心到多极中心城市发展的过程便体现了发达城市带动其他城市发展的显著成效。

(二) 区域整合营销

长江各区域在区域旅游品牌打造和产品推广过程中,通过区域整合营销的方式,将区域旅游产品打包为数条精品旅游线路进行市场推广,逐步塑造区域旅游一体化品牌。例如,长江旅游推广联盟开展主题旅游联合推广促销活动、带动各成员地区组成促销团队、打造联盟品牌形象,以及长三角旅游推广联盟开发旅游年票,促进区域旅游市场“同城待遇”等,各地区通过旅游推广合作平

^① “大巴山·大三峡”文化旅游发展联盟成立 重点推出6条精品旅游线路[EB/OL]. 达州观察百家号, 2020-11-29. <https://baijiahao.baidu.com/s?id=1684685372462536924&wfr=spider&for=pc>

^② 2017年长江经济带旅游业发展报告[EB/OL]. 长三角与长江经济带研究中心, 2020-11-20. <https://cyrdebr.sass.org.cn/2020/1120/c5529a99288/page.htm>

台,实现品牌结合、产品打包、促销组团、联合推广,打造区域整体旅游品牌,借助知名旅游资源和品牌提升区域整体的旅游宣传效果和品牌影响力。长江三峡旅游一体化宣传营销大会自2019年以来已召开两届,会上,长江三峡周边省市达成合作共识,将区域旅游一体化品牌塑造与宣传营销作为旅游合作重点,通过形成精品旅游线路、设立区域旅游宣传营销合作试点、推荐区域景区质量评审、举办品牌节事活动等方式逐步提升区域品牌影响力,打造区域一体化旅游品牌^①。长江流域多主题、多元化的旅游资源为长江区域旅游一体化营销提供了独特优势,有助于丰富长江旅游一体化品牌内涵与产品组合内容,从而吸引各种旅游者群体,提升长江区域旅游品牌在多个旅游细分市场中的知名度。

(三) 中心城市带动

在长江旅游区域合作过程中,中心城市的带动效应显著。中心城市的带动作用主要体现在以下三个方面:第一,中心城市通过经济与基础设施建设带动其他城市发展。在旅游合作初期,长江沿线各省区市的旅游建设尚未成熟,作为经济中心城市的上海起到了带动区域经济发展与基础设施建设,以及推动客源市场互通的作用。随着杭州、成都、重庆、武汉等其他旅游城市的经济和旅游建设的不断发展,这些城市逐渐成长为能够影响周边省市旅游发展的次级中心城市,在区域旅游合作中继续发挥引导与带动作用。第二,中心城市通过整合营销带动周边城市旅游产品的优化与推广。借助各中心城市成熟的旅游发展经验与市场影响力,长江各区域以精品旅游线路、区域整体宣传的方式带动周边地区的旅游推广,充分发挥中心城市的品牌溢出效应。第三,中心城市可以通过提供客源、吸引客源的方式,活化区域旅游市场。长江各区域中心城市具有较高的经济发展水平与居民生活水平,在区域旅游合作与推广过程中能够为周边区域输送大量的客源,同时各中心城市在借助自身旅游知名度吸引大量游客的过程中能通过区域整体营销进行客流引导,通过以上两条路径帮助周边地区发展旅游市场,逐步扩大区域整体旅游市场规模。

三、区域合作发展建议

基于目前长江旅游基础与区域合作现状,下面将就区域旅游资源整合、合作发展重点、跨区域合作等方面提出相关建议。

(一) 打通长江流域,串联旅游资源

由于长江各区域的自然与历史文化资源不同,在区域旅游合作过程中,各沿线省区市以更小的区域作为合作单元进行合作,如长江三峡地区、鄂湘赣地区、长三角地区等地形成的合作规划与合作推广组织,各区域基于旅游资源特性进行共性发展、个性互补,形成各具特色的区域旅游品牌。长江国际黄金旅游带的建设不仅需要各旅游区域的高质量发展,同时需要长江流域所有沿线省区市

^① 第二届长江三峡旅游一体化(巫山)宣传营销大会召开 推出三条精品线路[EB/OL]. 新华网,2020-11-27. http://www.cq.xinhuanet.com/2020-11/27/c_1126795726.htm

的有效配合与通力合作，塑造拥有长江文化独特性和广泛认可度的长江区域旅游品牌形象，从而打造具有国际影响力与品牌竞争力的长江国际黄金旅游带与长江大河文明旅游品牌。基于长江黄金水道的航运优势，以及沪汉蓉快速客运通道、沪渝蓉高速铁路的铁运优势，长江已具备贯通上中下游旅游客源市场，推动旅游一体化发展的交通条件。随着近年来自驾游的兴起以及旅游市场需求的多样化发展，区域边界与文化差异也不再是阻碍长江区域旅游一体化发展的限制因素。因此，建议长江沿线各省区市将区域一体化营销、产品整合推广等旅游合作经验应用到长江整体旅游发展中，并逐渐打通长江上中下游合作渠道，形成长江全程旅游线路与产品组合，促进客源互通与旅游市场一体化发展，以更广泛的旅游区域合作推进长江旅游区域合作的进一步发展。

（二）紧扣两个关键，保证发展质量

2020年8月20日，习近平总书记在合肥主持召开扎实推进长三角一体化发展座谈会。总书记在会上强调，长三角区域发展要“紧扣一体化和高质量两个关键词，推动长三角一体化发展不断取得成效”。从旅游合作层面讲，长三角区域旅游发展对长江其他区域以及整体旅游合作具有显著的示范和带动效应，在长江旅游区域合作过程中同样要紧紧围绕“一体化”和“高质量”这两个关键词。其中“一体化”既需要长江各区域内部打破行政边界，加强旅游合作凝聚力，培养合作默契，在政策规划、产品打造、品牌营销等各方面协同共进，发挥中心城市的引导作用；也需要长江流域整体实现多个合作主体的有效沟通和紧密配合，推动全流域一体化发展，打造整体旅游品牌。“高质量”发展则需要做到以下三点：一是要确保旅游合作能够有效提升各旅游主体的旅游经济效益与投入产出比，从而推动区域旅游经济的发展；二是旅游合作要以区域内的文化遗产与自然资源的保护为前提，要坚持可持续发展原则，在合理利用区域旅游资源的前提下进行旅游开发，从而确保区域旅游资源的完整性和发展的可持续性；三是要基于长远规划和持续创新开展区域旅游合作，使区域旅游合作机制能够根据瞬息万变的旅游市场环境和不断推进的区域旅游发展随时调整，围绕“打造具有国际影响力与竞争力的长江国际黄金旅游带”的长远合作目标持续奋进。

（三）推动跨区域合作，发挥领头羊作用

横向比较来看，长江流域与黄河、珠江等其他大河流域相比，经济发展和旅游开发都较为成功，在区域合作方面也具有丰富的经验和可供参考的案例。其他大河流域在参考长江旅游区域发展经验时，能够将其转化为更普适的大河文明旅游发展思路并运用到各自区域的旅游发展中。因此，建议长江发挥在旅游区域发展与合作方面的领头羊作用，在全力推进长江旅游区域合作的同时通过跨区域合作的方式带动其他大河流域以及其他省市旅游发展。通过跨区域旅游合作，其他地区能够更加深入地了解并学习长江流域旅游发展与合作的先进经验，长江流域各省区市也能够与其他地区互相学习，取长补短，从而完善长江流域旅游发展与合作机制，实现更高质量和效率的旅游发展。不同地区具有多样化的旅游资源与文化底蕴，在相互学习的基础上长江流域地区能够与其他地区联合推出更多旅游产品组合与线路，在文化的互补与碰撞中丰富区域旅游的形态，扩充旅游客源市场。早在2005年9月，来自长三角与珠三角的24个旅游城市便签署了“旅游城市合作框架协议”，

这是两地首次实现的跨区域旅游合作^①。成立不久的“大巴山·大三峡”文化旅游联盟也是跨区域旅游合作的一次成功尝试，川渝陕三省借此机会推出的六大主题线路推动了跨区域文化融合与旅游发展。基于长江已有的旅游合作经营以及跨区域旅游合作尝试，建议长江流域各省区市推动与其他区域省市之间的旅游合作，发挥长江区域旅游发展与合作的外延作用。

第三节 珠江沿线区域合作

珠江，又名粤江，是中国第三长、流量第二大的河流。珠江流域处于亚热带地区，气候条件与江海水文特点使得珠江地区独具风情的自然资源与景观得以形成，航运贸易得以顺利进行，由此也孕育出了珠江地区悠久的历史与开放多元的文化。本节将对珠江区域旅游规划、近年区域旅游合作动态以及较为突出的城市群旅游合作进行整理和介绍，总结珠江各省的旅游合作经验，并根据珠江的旅游资源和现状提出区域旅游合作建议。

一、区域合作形式

珠江沿线地区的旅游区域合作表现出以下两种特点：

第一，珠江地区旅游合作以政府规划与推介为主，在区域旅游规划中，政府明确区域旅游发展目标、工作重点与具体实施方向，并在多地政府达成共识的基础上推进区域旅游建设与营销合作；而在实际合作进行过程中，政府主要承担资源整合、品牌构建、形象塑造与整体推广的功能，联合区域内旅游与文化相关的企业与部门共同扩大珠江旅游知名度与影响力，同时基于区域内旅游资源、品牌形象与交通设施情况设计精品旅游产品与线路，与其他地区达成客源互动合作，吸引目标市场游客前往。

第二，以城际合作为主要合作形式。珠江区域的旅游资源与品牌具有明显的多样性，因此与长江、黄河相比，珠江区域的合作多以城市群为单位，即城际合作为主要形式。城际合作能够更灵活地整合不同城市之间风韵迥异的旅游资源，提高珠江区域旅游丰富度，活化当地旅游供给，为游客提供更多旅游选择。

具体地，珠江旅游区域合作通过以下形式实施：

（一）旅游合作规划先行

珠江沿线地区，特别是粤桂地区在区域旅游规划指导下明确了发展方向与合作重点，促进区域个性与共性融合，资源与能力互补，其中珠江三角洲、粤港澳大湾区、珠江—西江经济带等地区均进行了详尽的区域旅游规划。珠江三角洲是中国先进制造业、现代服务业、科技创新与技术研发基

^① 长三角和珠三角推动首次跨区域旅游合作 [EB/OL]. 国际在线, 2005-09-26. <http://news.cri.cn/gb/8606/2005/09/26/1385@716067.htm>

地，也是中国综合实力最强的三大城市群之一。2014年11月，以建设21世纪海上丝绸之路为契机，广东省人民政府办公厅印发了《珠江三角洲地区旅游一体化规划（2014—2020）》，该规划以打造世界一流旅游目的地、亚太地区重要旅游集散枢纽区与全国旅游综合改革创新示范先行区为建设目标，将在合理配置珠三角区域旅游资源基础上构建旅游一体化区域合作体系，推动珠三角旅游信息平台、旅游智慧化系统、旅游集散网络体系、旅游市场营销一体化体系等的建立，并针对珠三角区域内的绿色生态、山水景观、黄金水道、海湾海滨等旅游资源禀赋进行各地区旅游发展规划布局。在该规划的指导下，珠三角将成为地区特色鲜明、合作机制有效、文旅有机融合的旅游一体化区域，并将在此基础上带动泛珠三角地区、粤港澳大湾区、国内外重点区域等更大范围的多层次区域旅游合作。

粤港澳大湾区于2016年在“十三五”规划中正式提出，是中国最开放、经济发展最活跃的区域之一。“十三五规划”与“十四五规划”指出粤港澳大湾区的战略地位与发展重点，强调要支持香港、澳门地区融入珠三角、泛珠三角区域的合作与整体发展。中共中央与国务院印发实施的《粤港澳大湾区发展规划纲要》强调了借助大湾区区位优势与国际影响力，开发旅游产品、项目与精品线路，构建大湾区旅游品牌，完善基础设施与旅游服务，打造大湾区世界级旅游目的地，促进大湾区旅游合作与一体化，并在澳门旅游休闲中心、澳门旅游教育培训基地、香港国际金融中心、广州综合交通枢纽等城市功能定位的基础上发展旅游教育、休闲旅游等，综合发展区域旅游发展与功能。为深入落实《粤港澳大湾区发展规划纲要》中的文旅规划内容，文化和旅游部、粤港澳大湾区建设领导小组办公室、广东省人民政府联合印发《粤港澳大湾区文化和旅游发展规划》，在旅游市场供给、旅游推广、市场监管、文化交流、旅游与文化建设等方面进行详尽的规划与工作部署。

2014年7月16日，在国务院批复并同意《珠江—西江经济带发展规划》的背景下，“珠江—西江经济带”正式成立，该经济带将成为珠江—西江沿线地区合作发展的重要战略通道。作为珠江水系干流，西江与珠江在经济、航运旅游等方面的发展密不可分，《珠江—西江经济带发展规划》在基础设施建设、沿江生态保护、对外开放合作等方面强调了旅游发展方面的要求，指出了在旅游资源、景区线路、旅游服务、旅游市场等方面的工作重点，并提出了8条特色旅游精品线路规划。

（二）区域旅游共商共建

珠江流域各地区政府在区域合作过程中，通过联席会议、旅游论坛等方式进行旅游合作交流与整体规划，推动区域旅游合作。2003年7月，泛珠江三角洲的概念被正式提出，经过多年发展，泛珠三角区域不仅有泛珠三角区域合作与发展论坛、泛珠三角区域经贸合作洽谈会等地区经济发展合作平台作为合作交流基础，也在旅游方面形成了合作共识。2010年8月29日，泛珠三角各省区旅游局在“第六届泛珠三角区域旅游合作磋商会”上签订了《泛珠三角各省区旅游合作福州宣言》，推出“海峡之旅”“港澳之旅”“红色之旅”等6条“泛珠三角区域一程多站精品线路”，就客源互动、线路推广、联合促销、拓展投资、人才培养、无障碍旅游区等方面达成共识。基于共识，各省将积极投入泛珠三角区域合作，将泛珠三角地区打造成为国际知名旅游目的地。2017年9月25日，

在泛珠三角区域合作行政首长联席会议上,与会各方签署了《泛珠区域旅游大联盟合作协议》,将在旅游区域合作中共建粤桂黔高铁精品旅游线路、珠江—西江千里生态廊道旅游线路、福建—深圳—澳门联线旅游线路等精品旅游线路,在整体营销、旅游市场维护、人才培养等七个方面携手共进,推进泛珠三角区域旅游一体化。

除泛珠三角地区外,珠江上游地区也在形成区域旅游合作共识的基础上逐步落实旅游共建。2017年12月,滇黔桂三省21县(市)政协联席会就“打造‘两江一河’生态旅游带,推动珠江—西江区域旅游与经济发展”深入协商交流并达成共识。“两江一河”指西江干流的南盘江、北盘江和红水河流域,三段流域地区同属革命老区与少数民族聚集地,文化基础相似,而南北盘江的自然地质与红水河“东巴凤”长寿带形成了自然旅游资源的互补,拥有良好的旅游合作基础。滇黔桂三省将在落实“两江一河”高铁、航道、高速公路建设的同时带动“珠江—西江经济带”旅游区域合作发展^①。2018年10月27日,珠江—西江流域16个城市政府领导齐聚西江经济发展论坛上,共同提出要“积极对接粤港澳大湾区,扩大合作区域,推动经济共建共享”,并建议在交通基础设施建设与生态环境保护的同时推动区域旅游合作与文化和旅游融合,设计健康养生旅游线路等,共建“大旅游、大市场、大产业”新格局^②。

在政府间达成对话与共识的同时,企业与政府通过项目签约达成合作关系,推动了项目建设的落地。2019年10月2日,“珠江—西江观光游”首航仪式于梧州市中山码头“北港邮11”号游船举行。“珠江—西江观光游”全程2小时,从梧州市中山码头出发,途经梧州龙母庙、鸳江大桥等两岸特色景点,最终抵达广东省封开县海事处码头。“珠江—西江观光游”是广西北部湾国际港务集团有限公司与梧州市政府的合作项目之一,也是该公司在西江观光游方面的首次尝试。基于“珠江—西江观光游”,该公司与梧州市政府签订了西江文旅战略合作协议,将在日后逐步开启两广、广西省内、梧州市内的其他西江观光项目建设^③。

(三) 沿线城市互联互通

在省际合作之余,珠江沿线的诸多旅游城市也开展了城际区域旅游合作,通过更微观但更灵活的城际合作进行多地旅游特色融合、旅游产品组合与联合推广,吸引游客前往。这些城际合作通常是通过数个城市组成城市旅游联盟的方式达成合作关系,实现城际互助共建。本报告以城际合作的地域为划分标准,将城市合作分为以下三类:

① 贵州、云南、广西打造“两江一河”旅游带,将打通连通珠江至西江的黄金水道[EB/OL]. 贵阳晚报百家号,2017-12-11. <https://baijiahao.baidu.com/s?id=1586469167811428512&wfr=spider&for=pc>

② 珠江—西江经济带城市共商合作发展 对接大湾区 扩大“朋友圈”[EB/OL]. 广西壮族自治区人民政府门户网站,2018-10-30. <http://www.gxzf.gov.cn/sytt/20181030-719468.shtml>

③ 珠江—西江观光游首航 西江文旅合作迈入新时代[EB/OL]. 广西新闻网,2019-10-02. <http://wzhd.gxnews.com.cn/staticpages/20191002/newgx5d949b01-18715214-1.shtml>

1. 珠江沿海城市旅游合作

珠江沿海城市在接受珠江的文化土壤养育的同时,受到海洋文化、海外文化以及国际化浪潮的浸润,体现出了沿海城市的特点。其中,中珠澳旅游合作与珠中江阳旅游合作在城市旅游合作中有着较为突出的表现。

中山、珠海、澳门三地于2006年起组成旅游区域合作联盟,联盟每年定期举行联盟工作会议,并赴国外多个国家地区推广“昔日大香山·今日中珠澳”区域旅游形象。近年来,三地在旅游合作推广方面联手出击,设计并推广多地“一程多站”旅游产品,印制并派发“中珠澳饮食手册”,并将旅游合作推广工作扩展到粤港澳以及国内外其他地区^①。中珠澳旅游区域合作联盟将在客源互送、旅游推介、品牌与项目打造、推进研学游、美食游等特色旅游等方面继续深化合作,发挥联盟的区域合作平台作用。

2016年12月5日,珠海、中山、江门、阳江四市旅游领导在旅游产业区域合作与发展交流会上共同签署了《珠中江阳深化区域旅游合作共同宣言》,结成珠中江阳四市旅游合作联盟关系。中珠江阳四市拥有多元的旅游资源和各具特色的旅游景区,在发展旅游合作过程中能够优势互补,强强联合,通过整合营销与一体化发展丰富区域旅游品牌内涵。基于旅游宣言,四市在旅游合作过程中将逐步实现市场开拓、互送客源、旅游信息化平台、联合促销等合作内容,提升珠中江阳区域旅游发展质量与影响力。自成立以来,四市旅游联盟在每年开展旅游联盟工作会议的基础上持续推动四市旅游合作与整体营销,赴厦门、襄阳、郑州等多地举办旅游推介活动,介绍四市特色旅游资源与产品,扩大区域旅游影响力^②。

2. 围绕珠三角中心位置的城市旅游合作

围绕珠江三角洲的中心地区,诸多城市借助良好的区位优势和相似的文化旅游资源,开展城际旅游合作,其中广州作为发展较为成熟的旅游城市,在城市旅游合作中能够充分发挥中心城市的带动效应,提升周边城市区域的整体旅游发展水平。其中,广佛肇、广清韶等城市旅游联盟在近几年通过开展旅游推介活动,促进了区域旅游一体化营销与合作。

广州、佛山、肇庆三市位于珠三角中心地区,是岭南文化的代表,三市在2009年签订《“广佛肇旅游一体化”合作框架协议》后达成旅游联盟合作关系,联合打造“多彩广佛肇,岭南真味道”旅游品牌,进行旅游整合营销,发扬岭南文化,展现广府魅力。近几年,在三市旅游合作过程中,广佛肇旅游联盟统一联合赴北京、上海、苏州、丽江等多个城市开展旅游推介活动,增进跨区域旅游交流互动与合作。

广州、清远、韶关自2013年签约成立广清韶旅游联盟后,通过组团进行跨区域旅游推介的方

^① 澳门与中山、珠海共同打造珠三角区域旅游品牌[EB/OL]. 国际在线,2018-02-07. <http://news.cri.cn/20180207/c043ab18-70c9-36de-a442-5dfa8c2c94b2.html>

^② 珠中江阳旅游联盟赴襄阳、郑州举行旅游推介活动 展示江门丰富旅游资源[EB/OL]. 江门市人民政府网站,2019-11-06. http://www.jiangmen.gov.cn/newzjxq/lyzy/lyzx/content/post_1776891.html

式宣传三地民俗文化与自然风光,借助京广高铁交通条件吸引长江以北的客源市场。2020年,广清韶旅游联盟开展了系列文旅推广活动,前往长沙、郑州开展旅游推介会,深化与高铁沿线城市的旅游合作,提高“焕彩广清韶”品牌知名度,推动后疫情时代广清韶地区旅游经济的复苏。

3. 两广跨省城市合作

两广地区旅游资源不同,在跨省合作过程中能够实现资源、优势互补与客源互通,而跨省城市合作在此基础上更加灵活,特色更加鲜明。其中,广州、清远、肇庆、桂林、贺州5个城市组成了地跨两广的华南五市旅游联盟,借助五市风韵各异的人文、生态旅游资源以及发达的高速公路网开展旅游合作。五市广电、文化和旅游相关部门通过共同举办联盟推介会进行整体旅游营销,在大连、杭州、南昌等地举行旅游推介与交流活动,展现五市人文风情与文旅特色产品,拓展客源市场,提升珠江流域旅游知名度。

二、区域合作经验

珠江地区依靠其独特的区位优势和文化土壤,在区域旅游合作过程中形成了体现地区特色的旅游合作形式,在国家战略布局与基础交通建设的基础上,通过城市合作、联合推介等方式稳步推进区域旅游合作与发展。

(一) 城市联合推介

联合推介和整体营销,特别是城市群的联盟推广是珠江旅游区域合作的常见形式之一。珠江沿线地区的自然、人文景观丰富,各个城市的经济发展、特色产业、历史文化等既有共性之处也有个性特色,其中广州、桂林、珠海等城市已成长为国内知名旅游城市。通过结成城市联盟,各个城市能够达成旅游资源特色互补、共性融合,在打造旅游一体化品牌形象的同时展现各个城市的魅力。城市联盟的形成与省际合作相比更加灵活,大到珠三角城市群、粤港澳大湾区,小到广佛肇、广清韶等三市到五市的旅游城市联盟,不同范围的城市联盟能够通过不同规模的旅游合作项目发挥联盟作用,达到品牌推广与地方旅游推介的目的,其中旅游发展程度较高的城市能够借助合作平台带动其他城市的旅游建设,利用本市旅游影响力提高联盟整体旅游品牌知名度。经过十余年的发展,珠江流域已形成了中珠澳、珠中江阳、广佛肇、华南五市、广清韶等城市旅游联盟,各个联盟在旅游产品线路设计、跨区域推广营销等方面均有较为活跃的表现。

(二) 围绕国家战略

珠江旅游区域合作紧密围绕国家层面的战略规划部署进行。“十三五”规划、“十四五”规划对珠三角、粤港澳等主要经济合作区进行了规划部署,各合作区也积极响应国家号召,开展区域旅游合作。其中,粤港澳大湾区是在“十三五”规划强调将香港、澳门纳入珠三角经济区域合作的背景下,以中央印发《粤港澳大湾区发展规划纲要》为规划蓝本逐步开展包括旅游区域合作在内的多方面区域发展建设工作,而珠江三角洲地区则是在21世纪海上丝绸之路的战略构想下,由广东省人民政府办公厅印发《珠江三角洲地区旅游一体化规划(2014—2020)》,对珠三角旅游区域发展与

合作内容进行详尽的规划安排。国家对于粤港澳的发展规划以及对海上丝绸之路的战略构想，不仅是出于对区域经济发展的切实考虑，也是基于国内市场发展、国家与区域影响力以及国际关系角度的长远安排。特别是粤港澳大湾区的区域旅游合作，在拉动港澳融入珠三角旅游发展、促进区域旅游强强联合、打造大湾区世界级旅游目的地的时候，也能够推动港澳进行与内陆的文化交流与融合，找准港澳在粤港澳大湾区以及在整个国家旅游与经济发展中的战略地位。此外，毋庸置疑的是，在国家战略指导下，珠三角与粤港澳大湾区的旅游区域合作不仅有明确的发展方向，也能够获得中央与地方政府的资源支持与品牌力推。

（三）基础交通支撑

交通不仅是沿线各地区经济发展的动脉，也能够为周边居民的出行提供便利，为拓展旅游客源市场创造机会。在珠江区域旅游合作开发、线路设计与营销推广过程中，基础设施建设是不可忽略的前提条件。近年来，珠江流域区域内交通快速发展，如珠江—西江经济带的贵广铁路、南广铁路以及在建的赣深高铁等铁路组成的铁运交通网，玉林—湛江线、浦北—北流线等高速公路建设，长洲水利、贵港航运、西津水利等船闸工程^①，极大地提高了交通运输效率与客流量。港珠澳大桥为粤港澳大湾区、泛珠三角区域旅游合作提供了至关重要的交通区位支持，不仅承担着内地来往港澳地区进行经济活动的交通功能，也肩负着促进粤港澳地区文化交流与区域协同发展、带动港澳地区融入内地发展环境的使命，以及促进区域旅游一体化发展、旅游市场开拓的任务。空运方面，珠三角的“5+4”骨干机场布局、广西的梧州西江机场等机场建设将打破地理条件限制，为吸引更多游客和进行跨区域旅游合作、产品组合提供可能性。

交通基础设施建设对区域旅游发展与合作也有直接的推动作用。“珠江—西江观光游”便是通过旅游航道的设计和开通实现的政企旅游合作项目之一。高铁线路的建设也促成了多项区域旅游合作的达成，例如粤桂黔高铁经济带借助贵广、南广高铁的交通优势结成旅游联盟，沿线13个城市在达成联盟协同创新合作共识的基础上通过举办旅游交流会、展销会、推介会等活动推广旅游线路与产品^②，宣传特色自驾游、高铁游，并携城市媒体开启采风活动；华南五市旅游联盟与广清韶旅游联盟也前往高铁沿线城市开展推介活动，开拓高铁沿线客源市场。交通对区域旅游合作发展的显著推动效应将促进珠江旅游区域合作的进一步加深和落实。

三、区域合作发展建议

结合珠江目前的旅游基础、区域合作现状与特色，下面将在区域品牌打造、信息平台搭建、深化区域合作等方面提出相关建议。

① 珠江—西江航道成“黄金水道”，广西城市融入大湾区两小时通勤圈 [EB/OL]. 南国早报，2019-11-21. <https://www.ngzb.com.cn/news/66016.html>

② 粤桂黔高铁经济带旅游联盟 将打造沿线城市旅游合作一体化 [EB/OL]. 新浪网—贵州微生活，2017-08-08. <http://gz.sina.com.cn/news/2017-08-08/detail-ifiyitapp2954860.shtml>

（一）扩大区域影响，打造珠江品牌

珠江水系跨越6省，作为中国年流量第二大的河流，珠江对沿线各省的文化起源、历史演进、经济发展有着深远的影响，各省在珠江水利、生态保护、地方产业发展等各方面也取得了较为瞩目的成绩。然而在旅游方面，珠江尚未成功建立知名的整体旅游品牌形象。当人们提起珠江，最广为人知的是广州珠江夜景、珠江三角洲、“珠江—西江经济带”等地区，珠江中上游地区虽然有很多成功的景区景点，但并未整合成为“珠江”整体的旅游品牌的一部分，而珠江旅游区域合作的知名品牌主要集中于两广地区。泛珠三角区域旅游合作的提出已经过多年，合作各方在客源互动、人才培养、旅游线路设计等多方面达成旅游合作共识，但在区域旅游品牌塑造方面未取得实质性进展，与珠三角、粤港澳等区域旅游合作相比缺少知名度与影响力。因此建议珠江沿线各省在现有区域旅游合作平台的基础上深化合作关系，整合并打造珠江水系整体旅游品牌，积极进行旅游品牌推广，将珠三角、西江的品牌影响力延伸到珠江全域。借鉴黄河文化旅游带、长江国际黄金旅游带等其他全流域旅游品牌规划，在珠江流域交通建设、生态保护、水利工程建设持续推进的基础上开展旅游一体化发展，推出更多的旅游线路与产品组合，将珠江流域打造成全国乃至世界知名的区域旅游目的地。

（二）构建信息平台，追踪珠江动态

珠江流域的旅游景区景点丰富多彩，区域旅游合作信息繁多，但由于目前缺少较为权威的官方旅游信息平台，访客在想要搜索区域旅游信息时大多是借助OTA、UGC等其他类型的线上旅游平台或各地方政府门户网站进行。珠江流域地区，以及各经济合作区域尚未搭建旅游信息发布平台，泛珠三角合作信息网（www.pprd.org.cn）与粤港澳大湾区门户网（www.cnbayarea.org.cn）主要用于发布区域整体发展信息，例如经济、交通、项目投资等方面，旅游相关信息可以通过搜索栏进行搜索获取，但网站未设置旅游板块进行旅游信息的整合与展示，各区域旅游合作组织也未开设官方微信公众号或微博进行旅游信息发布与营销推广。因此建议首先建立珠三角、粤港澳等各区域旅游合作组织的旅游官方网站、官方微信公众号、官方微博等旅游信息发布平台，或在已有的区域合作信息网站上开设旅游专题板块，实时更新区域旅游合作动态，展示区域旅游资源与特色项目，加强线上信息宣传与品牌推广，推进珠江旅游信息一体化进程。其次，与携程、驴妈妈等线上旅游平台达成合作，开设珠江旅游专题板块，联合微信、微博等线上媒体进行网络营销，将珠江旅游信息打包呈现给线上用户，挖掘潜在顾客群体，同时提供相关旅游产品信息，方便游客进行线上旅游预订。最终，打造涵盖游客从信息搜索、线上预订到景区景点介绍、旅游线路设计、便民服务查询等一系列服务的旅游信息平台，为游客打造全方位的信息化旅游体验。

（三）发挥平台作用，深化合作共赢

目前珠江各区域旅游合作组织主要发挥了政府沟通、旅游推介营销与旅游线路整合等作用，且各合作组织主要覆盖的是粤桂黔地区，平台的覆盖面与发挥的作用均需要进一步拓宽。建议首先将区域旅游合作拓宽至整个珠江水系，拉动珠江上中游地区积极参与区域旅游合作，打通上中下游旅

游合作联系，丰富珠江区域旅游品牌内涵。其次要充分发挥旅游区域合作平台作用，在旅游开发、资源配置、信息发布、旅游节事举办、跨区域合作等方面实现更多的合作和互动。其中旅游节事能够有效集合区域内的旅游资源、政企人士以及知名旅游品牌，推动区域旅游资源、信息、项目等完成高效的整合、交流与配置。而跨区域合作则能够实现不同区域间的双向营销与客源互动，并为合作各方进行交流和学习创造机会。基于珠江流域各省发达的交通运输网络以及珠三角区域发达的会展经济，在节事举办、跨区域合作等方面，珠江流域有着不容忽视的发展潜力。珠江流域各地区应积极投入珠江区域旅游合作，在充分交流与互相学习的基础上，达成紧密的旅游联盟合作关系，达成合作共识，深化合作机制，多角度合力打造珠江旅游区域品牌。

第二章 世界大河文明旅游区域合作案例

从人类文明起源到人类社会的发展，河流总是扮演着重要的角色，人类的生存与演变、贸易与迁徙都与大河文明息息相关。大河文明不仅孕育生命，而且促进了当代社会的进步与发展，上下游的通力协作促进了世界旅游、经济、政治之间的合作。

本章针对世界大河文明旅游区域合作案例进行介绍，分别选取亚洲澜沧江—湄公河、欧洲莱茵河以及北美洲的尼亚加拉河各国区域合作进行介绍，并针对其合作形式、合作经验总结归纳发展建议，对大河文明旅游未来发展给出建设性的意见。

第一节 澜沧江—湄公河沿线区域合作

澜沧江—湄公河发源于中国唐古拉山的东北坡，在中国境内称澜沧江，流入中南半岛后的河段称为湄公河，是亚洲最重要的跨国水系，亦是世界第七长河、亚洲第三长河。本节主要对澜沧江—湄公河沿线跨国合作进行介绍，通过案例分析澜沧江—湄公河沿线区域合作形式，归纳总结合作经验，提出区域合作发展建议。

一、区域合作形式

澜沧江—湄公河沿线区域合作形式为强扶弱资源互补模式，澜沧江—湄公河沿线合作在“一带一路”倡议背景驱动下鼓励大湄公河次区域合作成员国进行项目合作，在“澜湄合作”机制引领下促进政治、经济、生态持续发展。“澜湄合作”机制始于2014年并于2016年正式启动，包括中国、柬埔寨、老挝、缅甸、泰国、越南6个国家参与其中，“澜湄合作”基于多国政治、经济、文化、社会等多方面的渗透与融合。东南亚地区是中国对外交流的重要合作伙伴和必经之地，其中湄公河下游沿线的各国与中国同河相依，彼此发展息息相关密不可分，澜沧江—湄公河将中、缅、老、泰、柬、越连成一线，澜沧江—湄公河沿线区域合作包含东南亚国家东西横联、中国与东南亚诸国南北纵联，湄公河沿线各国在中国支持下扩大生产、加强外交，澜湄流域在互补中壮大和发展。

如表3.2所示，以2017年、2018年、2019年游客量变化趋势为参考，澜沧江—湄公河沿线各国的游客量逐年递增，进而侧面反映湄公河沿线旅游事业的发展状况。中国游客在湄公河沿线各国入境访客量占有较大比重，在近几年访问缅甸、泰国、柬埔寨、越南游客数量占比第一，在老挝入

境游客数量中也在 2019 年攀升至第二位，可见中国对于湄公河沿岸各国旅游事业发展中扮演举足轻重的角色，与此同时，交通设施的完善和交通线路的增加推动澜湄流域旅游业发展，也促进了中国和湄公河流域各国的交流合作。

表 3.2 湄公河流域各国入境旅游人数变化趋势

年份 国	2017	2018	2019
緬甸	344	355	436
老撾	387	419	479
泰國	3500	3800	3980
柬埔寨	560	620	661
越南	1292	1540	1800

资料来源：本研究根据中国东盟中心相关资料整理^①。

（一）基础设施互通互联

中国与东南亚诸国陆地相连，发达的交通网络可以增强各国的贸易往来，同时摆脱水路和空陆受到天气因素制约的缺陷，因此完善陆地交通网络推进澜湄旅游产业发展也是加强“澜湄合作”的重点项目。

1. 完善交通网络——公路建设

澜湄流域主要的公路保证了基本的陆路运输，例如连接中越被称为“南疆国门第一路”的南友高速公路；位于中国与越南边境线地处崇山峻岭的中越 S325 沿边公路；连接中越昆河的高速公路；中缅边境杭瑞高速；起于昆明跨越三江越横断山脉止于缅甸腊戍，诞生于第二次世界大战中抗日战争的一条国际通道滇缅公路；起于中国云南昆明途经老挝止于泰国曼谷的中国第一条国际高速公路昆曼公路；2019 年中老合资建设的高速公路打破老挝零高速的现状。

在大湄公河次区域合作背景和“一带一路”倡议推动下，目前建成的高速公路连接澜湄流域各国重要城市的沿途风光秀丽山水缠绵，中国东南部省份抓住机遇发展自驾旅游，目前已开通多条自驾线路，如表 3.2 所示，自驾线路融合中华少数民族文化和异国风情，推动旅游业和制造业发展带动区域经济进步，改善民生条件并进一步推进湄公河次区域合作。

自驾旅游的盛行与国家政策的支持和地方政府的扶持密不可分，广西凭祥市地处中国南部，与越南谅山相邻，被称为“祖国南大门”，也是中国与东盟自驾游的重要城市关口。凭祥市凭借天然的地理优势成为出境自驾游的最优实验地，借助“澜湄合作”契机重点发展旅游产业、打造中越边

^① 2019 年东盟旅游业简况 [EB/OL]. 中国—东盟中心, 2020-07-31, <http://www.asean-china-center.org/travel/lvxx/2020-07/5007.html>

境旅游城市、巩固澜湄流域国家友好关系。首先，中国（广西）自由贸易试验区崇左片区选址定于凭祥市，自贸区为凭祥市出境旅游发展提供了机遇和资源。其次，凭祥市为了便于出境自驾游发展，增设边境旅游办事点、增加办事窗口、提供充足工作人员以便协调管理，提高工作人员办事效率节约游客出行时间。最后，凭祥市积极推动中越双方旅游合作，协调两国政府部门出台有关出境入境旅游的规定，在友谊关口岸设立交通管理服务点帮助更换临时车牌简化办事手续。为了推进边境自驾游绿色通道的实行，中越选取浦寨—新清为试验点，两国居民可以持身份证换取通行证自由出入游玩并于指定关口进出。凭祥市也对浦寨通道旅客联检楼项目公开招标，打造智能化信息化口岸，促进中越跨境旅游和谐发展。

表 3.3 澜湄流域自驾线路

线路	开通年份	起点	终点
中泰昆曼自驾	2008	云南昆明	泰国曼谷
中缅自驾游环线	2014	云南瑞丽	云南腾冲
中越东兴—芒街	2016	广西东兴	越南芒街
中越桂林—下龙	2018	广西桂林	越南下龙
中越广西—谅山	2018	广西南宁	越南谅山
中老柬自驾	2019	云南昆明	柬埔寨暹粒

资料来源：本研究根据相关新闻整理。

除此之外，广西防城港推进旅游试验区的建设，并开始筹建中国东盟自驾游总部基地，预计包含民俗风情、生态旅游、户外露营、酒店餐饮等多个主题板块，将文化、休闲、体验融合一体，打造连接中国与东盟旅游场所，结合高新技术手段丰富出境旅游多样性，促进双方文化融合经济互补。中国东南边境为鼓励自驾出境游，开设跨境自驾绿色通道、建设自驾车服务总部基地、推出线上旅游产品、实现跨国自驾游出入境“一站式”通关服务。

2. 完善交通网络——铁路建设

主要的高速公路保障了各国之间的人员流动和货物运输，湄公河流域在中国引领和帮助下投资建设铁路，加密交通运输网络，稳定中国与湄公河流域各国间联系。

滇越铁路起于昆明北站终于越南海防站，滇段后被昆河铁路取代主要运输货物。中老铁路是中国老挝合资且首条以中方为主投资建设的中国标准铁路，连接中国昆明和老挝万象，预计在 2021 年年底建成通车。中老铁路承载老挝摆脱内陆国密闭的希望，该铁路直接带动了老挝服务行业、农业等多个产业的发展，并解决了一部分人的就业问题，也进一步验证了“要想富先修路”的指导方针。中泰铁路是中国投资泰国的合作项目，是未来连接中国云南和泰国曼谷的主要交通枢纽，中泰铁路升级了铁轨使其可以适应中国动车组列车，中泰铁路项目一期于 2017 年正式开工建设，这条

铁路寄托着泰国对现代化建设和经济发展的梦想,将大大提升泰国的铁路交通运输效率。

澜湄流域铁路交通的完善促进了澜湄流域旅游业的进一步发展,近些年中国高铁的高速、便捷为商务休闲人群提供了极大便利,澜湄流域铁路网的建设开辟多条跨境旅游线路,以昆明为交通枢纽将中国京、沪、渝、粤等旅游地与老挝、越南、泰国连接起来,铁路交通的完善带来诸多便利。铁路设施的完善可以更好地发挥边境省份的纽带作用,在国家出入境政策的支持下能够推动旅游业发展、提高人民生活水平、改善居住环境条件;同时,高铁的普及极大压缩了时间成本,真正实现一日走多国、灵活分配出行时间、减少时间浪费;交通设施的完善也促进了人员流动文化传播,澜湄流域各国互相创造经济产值、增进民俗文化传播、促进和平友好发展。

(二) 经贸合作互帮互助

自澜湄流域国家达成合作协议,中国逐渐成为湄公河流域各国外资主要来源地,中国与湄公河流域国家积极推进互帮互助、机遇共享、共同发展,澜湄各国通过建设跨境经济合作区试点,促进经济增长、完善合作体制、整合人力资源。跨境经济合作区是毗邻国家或地区在形成合作共识的前提下,按照一定合作方案共同划出相应面积的沿边境接壤土地,整合成一个相对封闭的、特殊监管的次区域经济合作区^①。

1. 中越跨境经济合作区

河口、凭祥、东兴所处经济走廊遥相呼应,是中越国家跨境经济合作区的重点关注项目,也是中越联系的重点城市。

广西壮族自治区和云南省均与越南合作建立跨境经济合作区,东兴—芒街跨境经济合作区位于广西东兴市和越南芒街市相邻区域,中方规划区东起竹山进港大道,南至北仑河北岸,西至兴悦路,北至高兴大道(滨海一级公路),总规划面积14.52平方千米。包含综合服务中心、口岸服务、产业发展、物流发展、配套服务、竹山港口六个核心板块^②。越方区域规划面积13.5平方千米。东兴—芒街经济合作区规划完整、筹备充分、位置优越,在中越经济合作区中具有较大的发展潜力和空间。

凭祥—同登跨境经济合作区位于广西凭祥市和越南谅山省同登市相邻区域,中越凭祥—同登跨境经济合作区中方区域规划建设面积10.2平方千米,主要功能包括口岸作业区、国际物流区、保税加工区、商贸旅游区、金融商务区。中方规划跨境经济合作区配套区面积79.42平方千米^③。凭祥—同登凭借近百千米蜿蜒公路相连,交通便利陆路运输方便,是中越两国互贸往来重要集散地。

河口—老街跨境经济合作区位于中国云南省河口县坝洒和越南老街市巴刹县相邻区域,总面积

① 吕珂,胡列曲.跨境经济合作区的功能[J].学习与探索,2011(2):148-150

② 关于中国东兴—越南芒街跨境经济合作区(中方区域)控制性详细规划修编草案的公示[EB/OL].广西防城港东兴市人民政府门户网站,2020-06-29, http://www.dxzf.gov.cn/dxdt/tzgg/202006/t20200629_153702.html

③ 中越企业共商跨境合作[EB/OL].广西壮族自治区人民政府门户网站,2017-12-16, <http://www.gxzf.gov.cn/gxydm/20171216-668598.shtml>

21 平方千米,中方区域 11 平方千米,越方区域 10 平方千米,是云南境内首个获批的中越跨境经济合作区,该跨境经济合作区位于“两廊一圈”经济走廊核心地带^①。区内包含 3 条跨境大桥,是集陆路运输和水路运输为一体的重要枢纽。河口—老街跨境经济合作区是云南省最早开始筹备的跨境经济合作区,也是云南省目前发展较为成熟的跨境经济合作区。

2. 中缅跨境经济合作区

中缅瑞丽—木姐经济合作区地处云南省瑞丽市与缅甸木姐市。瑞丽是中国西南边陲之地,是落实中缅合作战略打通印度洋通道的重地,也是中国东盟贸易往来必经之所。瑞丽—木姐跨境经济合作区从小范围互贸往来逐渐演变成区域经济合作区,瑞丽市和木姐市地理位置优越、设施完善、贸易频繁、物资繁多、合作深远。是集商贸、旅游、工业生产为一体的综合型经济合作区。

瑞丽西北、西南、东南三面与缅甸相接,是云南省对外开放的重要门户,瑞丽向东直连通往中国内陆的关键枢纽昆明,向西融合缅甸边境直通缅甸八莫,南部与缅甸规模最大的陆路口岸木姐相连,瑞丽与木姐之间有多条主干道相连,陆路运输和空路运输设施完备。中国云南与缅甸多年来通过两个边境城市维持稳定的贸易往来,实现商、农、文、医、旅多方面不同程度的合作。

中缅双方以贸带旅,由商贸往来增加出入境人口流动数量,增进云南少数民族风情和缅甸文化的交流合作。推进“体验型文旅融合”,将节庆、体育、演艺与旅游结合,把泼水节、目瑙纵歌节、自行车越野赛、傣戏、孔雀舞等两国具有传统意义和价值的文化打造为经典旅游产品,也进一步推进美食、康养、非物质文化等多种文旅融合形式。与此同时,结合互联网平台扩大宣传提高产品知名度、加强体制改革灵活应对突发状况、依法经营服务场所打造国际化合作区域规范化工作人员行为提升服务水平、落实国家政策扶持贫困地区。

3. 中老跨境经济合作区

中老磨憨—磨丁跨境经济合作区位于云南省西双版纳州勐腊县磨憨镇和老挝琅南塔省磨丁市,中方核心规划区 4.83 平方千米,老方核心规划区 16.4 平方千米^②。该经济开发区是昆曼高速在中老两国重要节点,近澜湄黄金水道交汇地,是澜湄流域经贸往来合作的集散地,也是湄公河次区域经济合作的核心地带。

磨憨—磨丁相比较其他跨境经济合作区其地理区位条件较差,复杂的地貌结构和落后的经济条件限制了经济合作区的发展,但磨憨—磨丁跨境经济合作区的建设促进了口岸城市发展、凸显了中国东南部边境城市战略地位,转变了内陆城市的被动地位,磨憨—磨丁是未来连接中国与东南亚往来的必经之路,也是“一带一路”经济走廊建设重点组成部分。同时,磨憨和磨丁独特的生态环境使其具备构造生态旅游的条件,磨憨抓住历史机遇积极融资加强宣传,在原生态的乡村生活基础上

^① 张薇. 中越跨境经济合作机制研究——以中国河口—越南老街经济合作区为例[J]. 时代金融, 2019, 753(35): 149-151.

^② 宋周莺, 姚秋蕙, 胡志丁, 刘卫东. 跨境经济合作区建设的“尺度困境”——以中老磨憨—磨丁经济合作区为例[J]. 地理研究, 2020, 39(12): 2705-2717.

嵌入乡村旅游,传播传统生活模式放慢生活脚步,推动手工产品销售成为居民二次收入来源。

跨境经济合作区是在湄公河次区域合作背景下,积极响应澜湄合作号召的产物,中国对湄公河流域投资的重点在基础设施的完善、制造业的发展、自然资源的开采等方面。基础设施完善提升了运输效率、节约了时间成本、提高了生活质量;经济贸易往来带动中国边境地区和湄公河流域经济增长、维系国家政治和平、促进各国人员流动;资源共享提高了资源利用率,促进资源可再生和持续发展。跨境经济开发合作区亦有诸多发展障碍,中国与湄公河流域的开发区均具有几点劣势:区域之间关税壁垒明显、一体化程度低、制度不完善分而治之协调困难、地理区位偏远人员流动范围有限、产业结构单一易受突发事件影响。但总体而言,跨境经济合作区的推动稳固了澜湄合作,维系了湄公河沿岸各国的友好关系。

(三) 人文合作相辅相成

澜湄流域人文合作不能单纯地依靠相近的文化习俗自行发展,国家的政策推动也可以起到积极的作用,民族风情传播、文化旅游结合、文化体育衔接都是促进澜湄流域人文合作的有效手段。

2019年江苏省推动“感知中国—江苏文化周”在泰国曼谷出演《南国红豆》、非遗展览,把绚丽多姿的中华文化展现给泰国民众。2019年以“山水相依·命运相连”为主题的澜湄流域中老柬自驾游活动成功举办,沿途探索三国重点旅游城市,扩大澜湄流域合作形式,也进一步挖掘了跨境旅游潜力。

即便是在新冠肺炎疫情的影响下,中国口岸受到严格把控,边境城市的往来也受到干扰,澜湄文化合作也没有中断,为了维系澜湄流域合作关系,云南省人民政府积极推进澜湄流域文化往来,于2021年在线上举行跨国春晚,将中国传统节日推向湄公河沿岸各国。云南省政府以“春暖一江水,畅XIANG彩云南”为主题的跨国春晚暨走进澜湄五国文化交流活动,选取泰国曼谷等重点城市实景记录外国友人的祝福;录制短视频向国内外人民分享澜湄流域各国的美食、美景、文化;结合科技运用VR等技术手段为观看节目的观众展现中国实拍景色。

二、区域合作经验

澜湄流域合作虽然起步较晚,但也是具有合作特色的区域合作,强弱结合互相带动的合作更加稳固和长久,澜湄流域合作各国从国情出发制定发展战略,以民生为本推动经济效益合理增长,有诸多经验可供借鉴。

(一) 经济是生产力

澜湄合作实际上是各国构成的以经济走廊为主的“一带一路”合作。湄公河流域各国经济基础薄弱,旅游业在澜湄合作的推动下实现了手工业、制造业、服务业的多产业链结合,摆脱产业结构单一的弊端,也进一步促进中国和湄公河流域各国的物资贸易往来,巩固各国商贸产业联系,使得经济发展成为澜湄合作的最终目标。湄公河流域各国资源储备丰富、人员密集劳动力充足、风光秀丽具有民族风情,是发达国家和发展中国家争相合作的热点地区,中国凭借地理区位具备近邻优势

可以从多方面展开合作。旅游业的推动的确为各国提供经济扶持，但是旅游业的特殊性决定任何突发事件的出现都会对各国的经济产生巨大冲击，例如，新冠肺炎疫情的蔓延就对旅游业造成较大的冲击，而且不能在短时间迅速恢复如初，因此构建多产业一体化经济才能保障湄公河流域经济平稳增长。

（二）完善交通网络

经济基础决定上层建筑，健全的交通网络可以推动经济发展，中国高铁运载力大、速度快，能够最大限度地节约时间成本，澜湄合作的重点是铁路交通建设，四通八达的交通网可以汇聚多方力量，中国与湄公河流域各国相连的省份处于西南偏远地区，跨境区域合作需要在水陆空三方丰富交通线路以保证经济往来。交通运输网络也是推动旅游产业蓬勃发展的重要因素，重要的交通枢纽能够提升城市在澜湄流域往来中的国际地位，如昆明、曼谷、河口等，是代表着跨境地域经济、政治、文化往来的中心，随着交通线路的增加随之带动其他行业的发展。发达的交通是国家成熟和发展的标志与前提。

（三）促进文化融合

中国与湄公河流域交流日渐频繁，已经向着繁荣方向发展，双方交涉历史长达千年，自古就是丝绸之路必经之所，也是古今文化传播的重要通道。目前，澜湄各方文化交流涉入领域诸多途径多样，澜湄流域在物质文化生活上多方渗透，各国居民文化差异小、饮食习惯类似、制度互相借鉴影响，通过网络、电视、广播、书本等多途径进行文化传播。澜湄流域各国举办文化交流年，将中国传统节目进行改编多次进行巡演，在国外展出中国历史文物，也联合举办世博会、文化展览、动漫演出等活动，在特色文化的吸引力下传播融合各国文明。与此同时，各国制定文化传播规定和规划，明确澜湄各国的目标任务，有针对性地开展文化交流工作。

三、区域合作发展建议

澜湄流域区域合作是在国家政策推动下顺势而为，湄公河流域各国积极响应中国“一带一路”倡议，在中国带领或投资下不断扩大生产加速发展，尽管各国经济发展蒸蒸日上，但也需多加约束和管理，才能保障澜湄合作继续进行。

（一）澜湄共饮一河水，构建命运共同体

湄公河流域发展不仅仅是东盟地区的发展，澜沧江为湄公河源头，追本溯源中国的发展与湄公河流域发展息息相关、密不可分，跨境合作机制是制度保障也是协议约束，澜湄合作机制带来的是机遇，湄公河流域各国可以利用中国给予的帮助全面发展，学习中国先进科学技术提升自身实力，借助中国经济实力完善基础设施，联合中国产业发展解决民生就业问题；中国也可以帮助湄公河流域各国解决民生问题的同时降低投资成本，实现互通互联促进产品销售，低价收购原材料和雇佣劳动力提高收益。总之，澜湄合作是中国和湄公河流域各国双方受益的机制，各国邻近便于处理突发事件，文化相近减少了种族排斥和冲击，澜湄合作也能互帮助、互监督、互进步、互共享，积

极推动构建命运共同体，将大局意识融入进国情，融入进政策体制。

（二）健全法律和法规，打造一体化经济

跨境合作区的建设是一种特殊的经济发展区，在两种国情下孕育而生的合作区也需要特殊的管理机制和体系，澜湄流域因利而建、因情而聚，若想保持经济合作区长久发展，需要双方在互利平等的条件下建立法律法规，约束不正当行为惩戒违规人员，也需要建立能够监督管理两国人员的组织机构，在保障政治合作前提下促进经济发展，保证同盟国的和谐再求共同发展。中国与湄公河流域的法规健全应该在实践中逐渐成熟，在经济合作区确定试点运行经过协商的政策规范，经过实践洗礼与不断修正的法律法规才可以在全域推行。同时，所有的法律规范是以各方利益为出发点，拒绝一切强制性、无理性的规范，只有在保证平等地位前提下，才能更好地促进澜湄合作。

（三）结合互联网技术，打造信息化关口

目前已经有部分地区实现无纸化办公、信息化审核，电子设备的普及推动信息时代的迅速发展。人工窗口办理护照、进行身份核实等工作流程烦琐费时费工，各经济合作区和口岸可以在微信等社交软件中安放程序或自行开发应用软件，鼓励司机、游客等在网上提交审核信息，直接在关口换取电子通行证，无纸化办公可以开源节流并节约时间避免往返作业，信息化记录车辆和人员的流动，实名制放行过关车辆和人员，既可以提高工作效率也能降低错误率。经济合作区信息化建设可以解放生产力，同时带动高新技术的发展，能够帮助技术落后的国家推动信息化革命，摆脱信息滞后技术滞后的现状，也促进边境地区的发展，鼓励居民扩大贸易往来，激励游客增加出行次数。

第二节 莱茵河沿线区域合作

莱茵河是西欧第一大河，全长 1232 千米，发源于瑞士境内的阿尔卑斯山北麓，西北流经列支敦士登、奥地利、法国、德国和荷兰，最后在鹿特丹附近注入北海。作为国际运输航道，莱茵河无论是在欧洲国家的成长历史中，还是世界变革历史中都占据着重要地位。本节主要针对莱茵河流域区域合作案例分析总结区域合作经验，提出区域合作发展建议。

一、区域合作形式

莱茵河沿线的区域合作是国际上极具有代表性，欧洲国家间早在 18 世纪就开始了区域性的经济合作与联盟。莱茵河沿线的区域合作是基于历史合作和磨合的制度性合作形式，莱茵河沿线的国家受到工业革命影响经济发展处于世界前沿地位，以莱茵河为纽带为途经国家供给生活用水、承载工业污水、维持水陆运输。

（一）跨境合作

莱茵河跨境合作起步早，成为诸多大河流域跨境合作争相模仿和借鉴的对象，莱茵河流域也因跨境合作真正实现了共同进步，跨境合作融入各行各业，各国都正视短板，利用本身优势展开合作。

1. EUREGIO 跨合区

上莱茵河地区曾因个别国家、城市问题成立非正式组织，成为欧洲跨境合作区的前身和借鉴。EUREGIO 跨合区的构建可追溯到 1958 年，德国荷兰在上莱茵河地区建立首个跨境合作区，该跨境合作区的名称是从展览会中提取而来，1963 年一批年轻人为了上莱茵河地区的经济发展，自发构建第一个边境区合作协会，直到 1989 年上莱茵河地区国家在国家层面上达成建立跨境合作区的共识，该跨合区的构建奠定了莱茵河流域的未来发展基调，也推动整个欧洲地区联盟机构的出现。

上莱茵河跨境合作区成立欧洲区域管理委员会、理事会、秘书处、各政策工作组等多个机构，对合作方案进行探讨和落实，其跨境合作区受到多个国家组成的非政府机构管理和监督，从项目接触借鉴到区域合作，跨合区是各国在长时间探索中形成的合作默契，上莱茵河跨境合作区为莱茵河沿岸各国提供贸易往来机会、减少进出口贸易障碍和关税壁垒，上莱茵河地区区域合作的成果显著，跨境区合作逐渐受到重视，同时接受参与国家和地区组织的资金支持和立法约束，并成立“欧盟共同体创新计划”促进跨合区经济协调进步、政治文化互相融合、科技教育相互扶持。

2. 瑞法德三国交通互通互联

瑞士巴塞尔位于瑞德法三国交会之地，西北临法国，东北与德国黑森林山脉相接，莱茵河亦从城中而过将一城划分为二。巴塞尔是瑞士经济最发达的城市之一，同时也集工业、休闲、购物等于一身。巴塞尔城内主要的交通工具是有轨电车，有轨电车已经成为巴塞尔的标志和特色，最重要的是有轨电车联通法国和德国，在瑞、法、德综合票价网络的支持下，实现了一票通三国，三国指定有轨电车有特权过境，但瑞士边防战士会对人员和货物进行严格排查。

巴塞尔－米卢斯－弗赖堡机场位于法国境内的圣路易斯，与瑞士的巴塞尔、法国的米卢斯和德国的弗赖堡相邻，机场由三个国家共同管理并进行分权处理，瑞、法、德三国 1946 年经过友好协商签订协议允许三国公民自由抵达机场。为了方便巴塞尔机场的管理，三国设立委员会并确立了具有法律效力的协议和规章制度；为了方便各国居民出行，国家之间完善基础设施、建设火车站、开通跨境巴士、开辟快速通道、筹建有轨电车。该机场位于西欧经济繁盛核心地带，进一步打开莱茵河沿岸各国与世界接触的大门^①。瑞士、法国、德国是上莱茵河流域代表国家，也是推动跨境合作的重点合作对象，三国跨境交通线路的开辟削弱了文化民族歧视，交通方式的多样性丰富了商贸和游客选择，跨境交通基础设施的完善加速了莱茵河流域一体化经济模式的发展进程。跨境交通线路的发展使“以线带面”优势策略，交通线路辐射所至区域更具开放性，也推动全域旅游带动沿边经济发展。

3. 德法天然气跨境合作

莱茵河是德国的母亲河，陆流域面积达到德国总面积的 40%，莱茵河与其他河流紧密结合成为世界重要的运输航路，因此莱茵河和德国未来发展息息相关。德国是具有代表性的发达国家，作为

^① 马欣. 巴塞尔机场——跨境合作的一个成功案例 [J]. 广西经济, 2013 (12): 58-59.

欧洲四大经济体之一，其经济发展位于世界前沿、国家体制完整、社会制度完善，但德国自然资源总量匮乏，储备量也不能和同水平国家相比，发达的工业和服务业使其能源消耗量居于世界前列，主要的能源依赖进口供给，其天然气约四分之三依靠进口，北溪管道自俄罗斯抵达德国，逐渐攀升的天然气使用量推动德国天然气存储系统的发展，保障着德国甚至欧盟的天然气使用。

莱茵河自博登湖而出入德国境内，过德瑞分界途经巴塞尔，继而成为法国与德国的界河继续在欧洲大陆流淌，德法东西而立因莱茵河的牵绊结为一体。法国与德国类似，自然资源储备量低，核能是主要的能量供给来源，天然气和电力在近些年增长势头较猛，但其天然气供给源也主要来自俄罗斯。受到国家地域限制，能源的开采量有限，长时间依靠天然气进口的德法两国也在积极采取应对措施。

为减少碳排放，德国、法国调整天然气运输网络，使用天然气和氢气混合运输的模式，德国和法国的天然气运营商宣布签署了一项谅解备忘录，改善其网络中混氢天然气的运输状况，促进混合气体方面的研究。预计使用气体分离器将甲烷和氢化合物分离，GRTgaz 评估网络中氢适应性并检测其运行有效性。此次跨境合作进一步推动欧洲天然气运输网络构建，打造更加健康的气体运输系统，稳定欧洲天然气运输体系。

（二）博登湖旅游区

博登湖也被称为康斯坦茨湖，位于莱茵河上游，面积 536 平方千米，航运河道连接瑞士、奥地利和德国。博登湖水质优良、环境优美、气候适宜，以其秀美景色和自然无雕饰的风光而出名，以博登湖为中心三国共同管制构建博登湖旅游区，沿湖城镇进行旅游开发，旅游产品向多样化发展，跨境方便交通便利，以博登湖为中心向四周辐射，带动了整片区域的经济的发展。博登湖划分为 3 个区域：上湖、下湖和于柏林格湖，湖中有美因瑙岛、赖兴瑙岛等地可供游玩。沿岸各国城镇借旅游业的带动完善基础设施，加强服务业管理与宣传，提升博登湖旅游业质量。

博登湖地带属于地中海气候，适合植物繁衍与生长，有“花岛”之称的美因瑙岛位于博登湖西北岸，岛中植被种类繁多，包含热带、温带多气候带植物，花期持续时间长久，直到深秋仍然花香四溢。也有具有“修道院之岛”之称的赖兴瑙岛，该岛位于博登湖西岸，岛上有多座罗马式教堂，因具备一定的文化价值和历史意义入选世界文化遗产，目前也吸引了世界范围内追求艺术创作的文人雅士争相前访。岛屿既保持了原有风貌也随时代进行了修筑，残存的历史风貌引人入胜，完善的现代设施也推动了旅游业的进步。

博登湖沿岸城镇积极参与旅游区开发建设，德国西南部的康斯坦茨位于德国、瑞士、奥地利三国临界之处，工业发达、制造业繁盛、学术气息浓厚，蓝天碧水，风景秀丽，神圣的宗教色彩和随处可见的钟楼为其蒙上一层面纱。德国林道位于博登湖东岸，与康斯坦茨一样处于三国交界，博登湖沿岸的城市临湖而依、依水而存，林道港口是诸多港口中最美丽的港口，背靠阿尔卑斯山，骄傲的狮子雕塑守护着林道，港口的灯塔照耀着整个城市，交错的石板路和错落的房屋营造着宁静的氛围。还有歌剧中心奥地利的布雷根茨，以游泳垂钓为乐的瑞士克罗伊茨林根等城市，这些都是因博

登湖旅游事业带动而闻名世界的城市。

（三）莱茵河生态治理

莱茵河的流动养育着沿岸的国家，但也承载了各国排泄的污染物质。两次工业革命的热潮掀起后，莱茵河流域加速工业发展，以鲁尔工业区为代表大量废弃物流入莱茵河导致动植物物种类别减少，城市化的发展和人口剧增导致土地肆意开垦破坏河道，农业的发展导致大量的农药残留物深入地下河污染莱茵河。1950年瑞士、法国、德国、荷兰、卢森堡5个国家成立了保护莱茵河国际委员会，希望多国合力约束沿岸各国污染物质排放，齐心协力维护莱茵河生态圈。

直到1986年莱茵河岸出现了化学污染问题，莱茵河生态治理受到各方高度重视。莱茵河流域污染处理事件经历了污染处理、生态修复、长远规划三个大阶段，莱茵河流域国家制定修复方案确定技术措施，优先处理水中污染物质：清除有毒物质、进行无害处理、净化水源；沿岸工厂也必须接受各国政府检测，需将污染物经过处理达标后方可排放；各国协力构建水质检测站监控预警系统，避免再次出现因预警不及时导致的大面积水污染；农业严格控制农药使用，推广绿色生态项目以减少有害物质进入土壤、渗入河流；莱茵河流域各国利用法律、信贷等强有力行为约束各国工厂和企业；从长远看，各国规划莱茵河长远发展战略，总结历史经验提出“Rhine2020——莱茵河流域可持续发展计划”^①。莱茵河流域生态恢复和治理策略值得各国借鉴以保护大河生态系统。

二、区域合作经验

莱茵河流域区域合作历史悠久，合作模式经过了长时间的磨合和修正，因此，莱茵河流域区域合作要比其他大河流域区域合作更加成熟，应对突发事件的能力也较强，吸取曾经的教训能够形成具有参考价值的经验。

（一）严密组织机构监管

莱茵河跨境区域合作都是在层级组织机构监管下开展的，从国家到地方政府、从战略部署到政策落实，横向维持国家间紧密联系和互相监督，纵向保证了信息有效传达和工作开展。定期召开会议探讨区域合作的重点方向和亟待解决的问题，本着互利共生和谐发展的原则，经各国友好协商确定方针政策和解决方案，并指派专业机构和管理人才落实。与此同时，莱茵河区域合作受到欧洲边境地区合作协会、欧盟区域基金、三国议会等组织管理制约，避免了因国家壮大或经济实力强大引发的领头之争。

（二）维护生态系统平衡

莱茵河沿岸国家经济的快速崛起伴随着生态破坏，但莱茵河作为国际航运重点航道、居民用水重要供给源头以及多样物种栖息之所，其生态稳定也是维持沿岸各国经济发展的必要条件。莱茵河

^① 从莱茵河到泰晤士河 探析治理始末 [EB/OL]. 北极星环境修复网, 2017-04-17, <https://huanbao.bjx.com.cn/news/20170417/820447-3.shtml>

的生态污染问题受到沿岸各国的重视，并及时上升问题高度采取措施补救。首先，莱茵河沿岸各国签订协议、构建非政府组织。其次，针对莱茵河内污染物进行处理，控制污染源头、定期检测水质等。最后，莱茵河保护委员会为保护莱茵河生态系统平衡稳定发展，采取诸多防护措施、展开未来规划、提出长远目标。莱茵河流域污染事件给大河流域生态治理提供了相当多的经验，当然也成为经典的参考案例，其及时的补救策略值得大河流域各国借鉴学习。

（三）加强全域信息沟通

莱茵河流域曾受到污染的原因有很多，一方面是缺乏监管和约束，另一方面是上下流域沟通不及时。因此以国家或城市为单位加强监管是防止生态污染的有效手段，构建全域预警系统是减少大面积生态破坏的必要措施，加强环保宣传鼓励全民参与是维护河流生态平衡的根本方法。只有加强信息沟通、打破地域歧视、全域协调发展才能更好地保护河流生态平衡。最重要的是，针对已经受到污染的河流，亡羊补牢犹未迟也，全球生态圈的平衡需要所有地区共同努力，及时修复已遭到破坏的河流也能为大河生态平台做出贡献。

三、区域合作发展建议

莱茵河流域区域合作是自发性行为牵引而来的，从初期的合作倾向到世界成功的区域合作范例，莱茵河流域各国都贡献了自己的力量，诸多的发达国家汇聚在此，这里成为经济发展中心、文化交汇融合地、旅游观光首选之所，结合莱茵河成功经验提出合理的发展建议可以促进大河流域文明进一步发展。

（一）加强生态圈保护，促进物种多样性

莱茵河流域污染处理固然值得借鉴和学习，但其生态系统物种多样性的减少无法短期内恢复如初，莱茵河流域遭受污染后有近 30 个物种消失在该流域，如鲟鱼、鲑鱼等曾在莱茵河中消失，除了河流中鱼虾种类减少，栖息在两岸的鸟类也受到侵害。经过多年的污水处理和监管，莱茵河流域已经恢复了部分生态平衡，但生态系统的完全恢复需要较长的时间，稍见成果就止步不前绝不是上策，各国需要健全立法不断优化河流管理体制，加强污水处理监管、污染物按标准排放、严格处罚违法行为；在未来莱茵河流域发展方案制定上，对河流沿岸开发进行合理规划，减少植被侵害和破坏、避免水土流失导致洪涝灾害；定期监管各国物种迁移维持生态平衡，避免生物入侵破坏生态圈。莱茵河岸生态平衡需要各国合力构建适宜的生物栖息环境，才可以保障物种多样性维持稳定。

（二）鼓励高科技融合，实现信息现代化

在信息时代的推动下，人们将科技融入到各个产业和生活之中，河流保护也需要融合科学技术，信息技术的运用可以大大提升河流治理效率，例如，采用科学技术手段定期检测水质，时常检测河流内物质成分和比例关系，时刻掌握河流变化情况；全流域安装污染预警系统，实现有问题早发现、早控制，避免因问题发现不及时产生大面积污染现象；河流上下游应建立共享机制，在同一

系统或云平台积极分享管理方案和河流状况，避免信息闭塞个人主义；加强人才培养，积极与高校科研项目合作，在致力于教育事业的同时不断改进河流治理策略。针对旅游产业可以推出线上平台，展示旅游产品和系列旅游线路，通过网络手段宣传推广；加强基础设施科技改建，实现智能化服务、自主性服务，以高效高质量的服务吸引旅游者，打造科技与旅游产业融合的旅游产品。

（三）宣传使用新能源，实现污染“零排放”

莱茵河流域工厂诸多，便利的航运促进了莱茵河沿岸各国工业的发展，世界著名的黄金水道连接莱茵河沿岸发达国家。莱茵河为各国带来经济效益的同时也承受着各国工厂污染物的侵害，尽管目前已经对污染物的排放进行了严格控制和监管，但莱茵河恢复如初需要时间，日积月累的污染会延缓莱茵河的恢复，结合新能源的使用能够大大降低污染物质的排放，真正实现节能减排，为全球气候治理贡献力量。推广新能源需要逐渐实现，通过工厂迁移将重污染工业场所迁离莱茵河，对于无法迁移的工厂逐渐更替能源供给材料，通过各国科技研发推广耗能低、污染小的轮船供能原料；同时将污染控制落实在每个公民身上，严格控制生活污水的排放和生活垃圾的倾倒。尽管实现零排放需要很长的一段时间，但是每个国家都需要为了这个目标不断尝试和努力。

第三节 尼亚加拉河沿线区域合作

尼亚加拉河位于北美洲加拿大和美国的边界，自五大湖区伊利湖流注入安大略湖，全长约 56 千米，河流全程水位落差 99 米，因而形成世界第一大瀑布——尼亚加拉瀑布。本节主要对尼亚加拉河畔加拿大和美国旅游活动合作内容进行介绍，通过案例分析尼亚加拉河沿线区域合作形式，归纳总结合作经验，提出区域合作发展建议。

一、区域合作形式

尼亚加拉河沿岸区域合作形式是两国互惠互利、互相扶持的和平发展策略。以主航道为界，该河为美国和加拿大两国共有，尼亚加拉河的归属问题经历了战争的抢夺，1812 年战争后两国经过友好协商签订“根特协定”，自此尼亚加拉河为两国共同所有联合开发建设，此地无哨兵把守也无须办理过境手续，因两地均可观看到尼亚加拉瀑布壮丽景色而闻名世界。在旅游业的推动下多类制造业、服务业迅速发展。美国和加拿大两国间的“五大湖”跨境区域合作也是世界河流流域管理一区两国治理的典型范例。

（一）共同开发旅游资源

在尼亚加拉瀑布壮丽景色被传播开后，美国和加拿大都在瀑布两岸设市以便日后管理和建设，目前每年接待千万人次游客。

1. 建设旅游城市

两个尼亚加拉瀑布城位于大瀑布两侧，加拿大侧尼亚加拉瀑布城于 1904 年由德蒙德维尔、克

利夫顿等几个村镇合并建市。美国侧的尼亚加拉瀑布城于 1892 年设市，是纽约州西部城市及入口港。两个城市由彩虹桥相连，游客可以步行穿梭于两国之间并观看尼亚加拉瀑布的正面。

尼亚加拉瀑布公园包含加拿大境内的维多利亚女王公园和美国境内的尼亚加拉瀑布州立公园。维多利亚女王公园位于加拿大安大略省尼亚加拉瀑布，面朝尼亚加拉瀑布的“马蹄瀑布”，在 1885 年提出筹备建设工作并于 1888 年开业。该公园因其出色的水仙花和玫瑰花季节而著称，其中许多种植都采用地毯式设计。从维多利亚女王公园可以看到尼亚加拉瀑布壮丽的景色。尼亚加拉瀑布州立公园位于美国纽约州尼亚加拉县的尼亚加拉瀑布市，旁边是美尼亚加拉瀑布的美国瀑布和新娘面纱瀑布。1885 年通过土地保留法案并建立保留地。尼亚加拉瀑布州立公园建立了延伸观景台可以纵观周边景色，公园设立码头远近闻名的“雾中少女号”游轮，可以带领游客近距离感受瀑布的壮丽风光。

2. 结合人文生活

加拿大处于高纬度地区，冬季寒冷且漫长，结合气候特征产生了多项居民活动，也产生了具有特色的节日。每年 1 月尼亚加拉河流域加拿大侧会举办尼亚加拉冰酒节，变幻莫测的冬季仙境与安大略冰酒融合碰撞出冬日的独特风味，冰酒是使用在藤上自然结冰的葡萄制作而成，安大略省是加拿大主要的冰酒产地，因尼亚加拉地区特殊气候造就了果实充盈风味独特的冰葡萄，冰酒节以酒会友，吸引了无数爱好冰酒的游客前往。

尼亚加拉冬季彩灯节是北美第一个大型灯光节，持续时间长久、景色壮丽、美不胜收。尼亚加拉镇内用灯光装饰，具有意义的彩灯装饰、激光投射、灯光投影结合歌舞秀、游行展让人流连忘返，最壮丽的是当夜幕降临时 21 盏彩灯会将整个瀑布点亮，白天气势磅礴的瀑布会在夜晚蒙上面纱展示更为绚丽的一面，无数烟花在城镇上方绽放，构成一幅绝美景象。

尼亚加拉湖滨小镇每年举办萧伯纳戏剧节，萧伯纳戏剧是为致敬戏剧家萧伯纳而举办的盛大宴会，延续至今已经成为享誉全球的节日，是世界唯一专门演出萧伯纳戏剧的场所，萧伯纳戏剧节成为戏剧文化爱好者来访加拿大的理由，每次节目上演剧院内座无虚席，戏剧节具有丰富的文化价值。

尼亚加拉大瀑布国际马拉松比赛横跨美加两国，始于 1974 年的尼亚加拉大瀑布马拉松赛从美国纽约州的布法罗出发，沿尼亚加拉河经“彩虹桥”一直到达位于加拿大边境的马蹄瀑布，比赛全程风景如画、地势平坦，无障碍跨境通行的同时将尼亚加拉大瀑布壮丽景色收进眼底。

尼亚加拉大瀑布在加拿大、美国均有大量固定游客入境访问，多年来尼亚加拉大瀑布不单纯依靠大自然的鬼斧神工吸引游客，加美两国结合本地特色和人文色彩，推出多样化的旅游产品，既增加了本地居民的额外收入，也打开国门促进跨境旅游、推动跨境往来，促进了文化融合。

（二）五大湖跨境区域合作

加拿大和美国在尼亚加拉河区域合作不仅仅针对于旅游行业，两国充分利用尼亚加拉河的落差构建水电站成功地控制尼亚加拉河流域水流，同时积极将尼亚加拉河同五大湖紧密联系，实现北美

洲内陆地区与大西洋的海陆相连。

1. 利用水力发电

加拿大和美国在尼亚加拉河上建立水力发电站，水力发电站充分利用水能节约能源供两岸用电需求，也合理控制水流量保证尼亚加拉大瀑布的壮丽景色。锡亚当贝克水电站位于加拿大安大略省尼亚加拉河上，于1922年建成投入使用，并在20世纪90年代初期进行了大规模的改造，更换了老化受损的零件并提升排污系统的处理能力，该水电站电力供应占安大略水电能源的30%。罗伯特摩西水电站位于美国纽约州尼亚加拉河上，于1961年建成正式使用，也是纽约州最大的清洁能源生产地。2019年纽约州电力管理局对罗伯特摩西尼亚加拉水电站进行现代化和数字化改造，进一步升级和延长电站使用寿命^①。

2. 合力开发新航线

尼亚加拉河地理位置特殊、地势险峻，也因尼亚加拉大瀑布的存在使得航运遭受阻隔，因此，五大湖航运给加拿大、美国提出挑战，北美洲五大湖是一个整体，尼亚加拉河作为最险要的地带，克服尼亚加拉河流域航运困难，成为保障加美两国航运至关重要的一环。韦兰运河就是在这样的背景下诞生，成为连接伊利湖和安大略湖的又一条水上通道，韦兰运河从伊利湖科尔本直连安大略湖的威乐港，整条运河达44.4千米，依靠8道水闸控制船只通行量。韦兰运河是圣劳伦斯航道的重要组成部分，圣劳伦斯河航道是加美两国合力开发建设的人工航道系统，加美双方在五大湖区域建设和旅游资源开发达成共识，利用原有河道开凿人工河道、构建闸门等，保证了数万货轮的通行。圣劳伦斯航道中有加拿大12个港口以及美国66个港口，整个航道途经加美重点工业区，约有加美四分之一人口居住在其流域以内。

（三）重点加强生态保护

美国和加拿大十分重视尼亚加拉河流域生态问题，1909年美国和加拿大签订了两国《边界水域条约》，1972年两国签订《大湖区水质协议》。两国一直致力于维护尼亚加拉河流域生态环境，保证河流水质、减少污染物质的排放。尼亚加拉河流域游客数量逐年递增，大部分游客都赞叹大自然赋予的美加两国这个神奇又壮丽的瀑布，这种源于自然的天然景色愈发需要人类的保护。世界历史中已经有诸多的自然景观毁于过度开发和生态破坏。尼亚加拉河流域两岸为了让游客直观感受瀑布的神奇，美国开通了“雾中少女号”游轮，该游轮长期在两国之间穿梭产生大量的废弃物，对尼亚加拉河生态环境造成破坏。为了积极响应世界维护生态的号召，美国推出两艘全电动双体船取代了1990年的“雾中少女六号”和1997年的“雾中少女七号”^②。这次全新的体验和尝试不仅减少了能源浪费，也在一定程度上保护了尼亚加拉河流域的水质和环境。这艘零排放的少女号又一次将尼

^① 李晓濛，李慧. 美国纽约州政府投入11亿美元对罗伯特摩西尼亚加拉水电站进行现代化和数字化改造[J]. 水利水电快报，2019，40（9）：1.

^② 尼亚加拉瀑布的雾中少女号今年将推出电动船只[EB/OL]. 华夏视窗网，2020-01-04，<https://gywb.gyscw.com/car/202001/10205.html>

尼亚加拉河景区推向世界，这点值得每个河流景区借鉴。

二、区域合作经验

尼亚加拉河流域区域合作是经过反抗和斗争的，现在的和平求发展策略是美加两国综合利弊、权衡轻重后形成的，美加两国在尼亚加拉河流域的区域合作从旅游业不断扩大，真正意义上实现共赢。

（一）重点发展支柱产业

尼亚加拉河河流长度、流域宽度都不能称之为世界之最，但所处地势为其营造了世界奇观，美加在尼亚加拉河流域的区域合作起于尼亚加拉大瀑布，在旅游业的带动下创造了无数经济效益，观看尼亚加拉大瀑布是不需要付费的，但所有的附加设施、休闲娱乐场所都因此发展起来。为了体验尼亚加拉大瀑布在一天甚至不同天气中的变化，留宿在尼亚加拉大瀑布旁是最好的选择，因此，酒店餐饮行业成为必不可少的一环，为了延长旅游周期需要配套其他娱乐设施和休闲场所，丰富旅游内容避免单调乏味，因而，赌场、购物场所等都在尼亚加拉大瀑布旁的小镇安营扎寨。相关制造业、服务业、食品产业链都逐渐发展起来。

（二）和平相处共求发展

美加两国对尼亚加拉大瀑布的旅游合作开始时间早，因此其和平求发展的策略成为跨境合作的典范，不设一兵一卒给予合作国家绝对信任，共同治理河流加固崖壁延长尼亚加拉瀑布寿命。避免水土破坏安大略省和纽约州约定不对沿岸做大规模开发处理，合力开发多种旅游产品和观光方式。长时间的合作使得美加两国已经形成合作默契，两国居民共同维护亲手打造的度假天堂。尼亚加拉大瀑布的成功是源于美加两国共同的努力，如同彩虹桥上随风摆动的两国国旗和联合国国旗，一南一北守护着祖国边境却又与邻国紧密相连。

三、区域合作发展建议

尼亚加拉河流域较短，涉及的国家只有美国和加拿大，但是尼亚加拉河流域的发展涉及北美洲和大西洋的航运合作，更加影响到北美洲和世界各国的联系。尼亚加拉河流域国家合作成为经典案例，但是也需要合理的发展建议，才能保护这一世界奇观延续更长的时间。

（一）减少河流污染，禁止过度开发

尼亚加拉河的发展与尼亚加拉瀑布密不可分，但重力冲击和污染侵蚀正在不断缩短尼亚加拉瀑布的寿命，尼亚加拉大瀑布水流一旦停止流动，整个五大湖区域水脉都会被切断，则会严重影响各行业经济收入以及航运事业。合理控制环境污染避免有害垃圾和物质投入尼亚加拉河；合理规划整个沿岸地区提高绿植覆盖率减弱水土流失；定期加固上下游堤坝合理控制水流量和流速；按时检测尼亚加拉河水质削弱日积月累的化学侵蚀作用；推动区域管理合作形成正式合法的组织机构监督流域范围内的不法行为。尼亚加拉河的生态稳定不仅关系到两岸城市，也与其上下游途经的美加各个

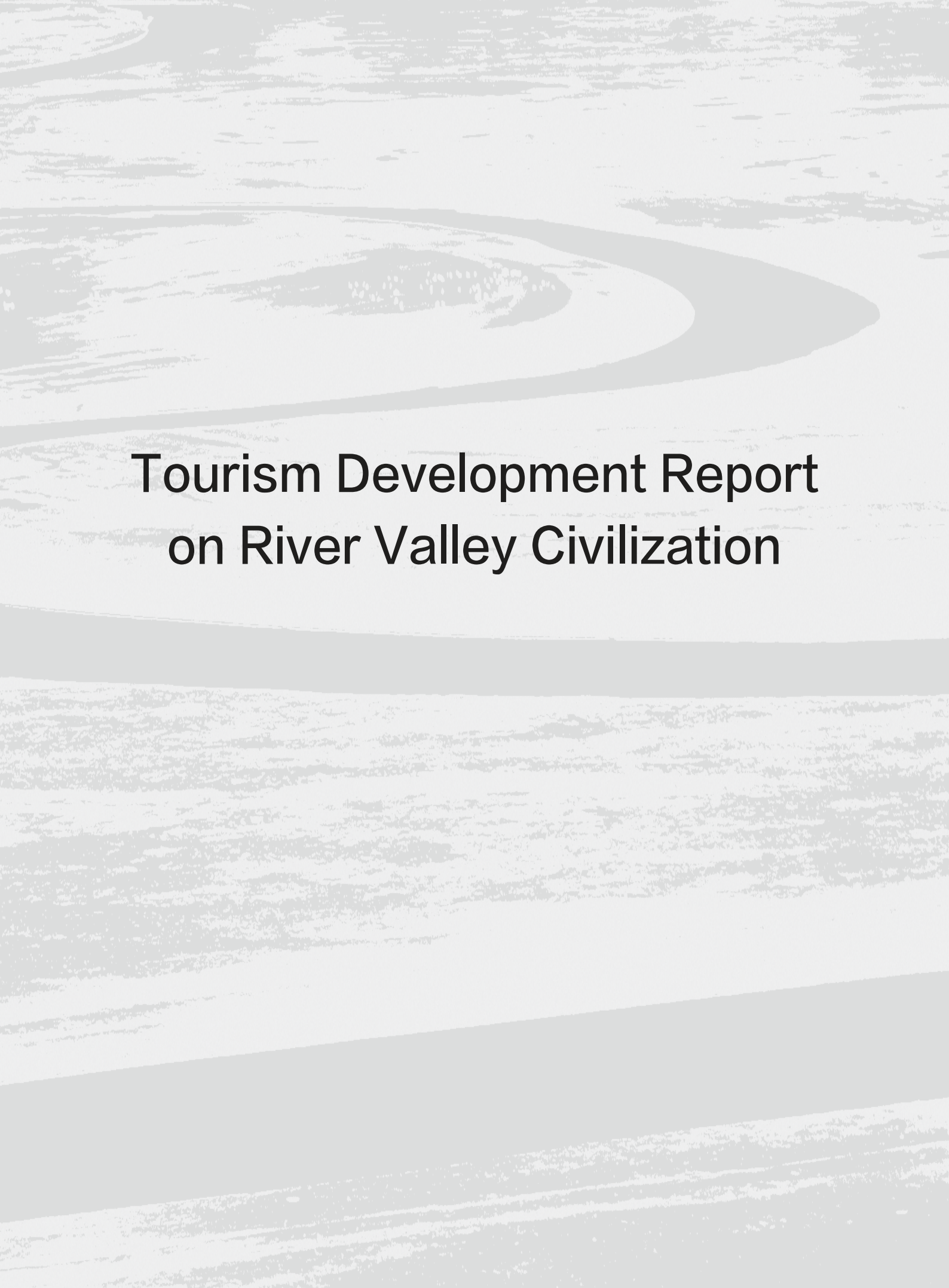
城市的发展紧密相连，也是北美洲内陆与大西洋内外互通的重要渠道，因此应做到严格监管、适当惩治，将河流生态保护落实到每个本地居民与入境游客身上。

（二）减少意外损伤，加强安保防护

尼亚加拉河因其上下游巨大的落差而形成壮丽景象，美加两国政府也在此修建了很多刺激性项目：高塔远眺尼亚加拉瀑布全貌、潜入地下探索瀑布下方的神秘。多年来也有诸多具有冒险精神的游客在尼亚加拉瀑布做出非惯常的冒险行为，1901年安妮·埃德森·泰勒乘坐木桶从尼亚加拉大瀑布顺流而下，经历了激烈的旋转和垂直降落直至瀑布底端，尽管泰勒从这次惊险的活动中幸存，但后来者争相模仿，部分冒险者命丧于这项活动。因此，尽管为了满足部分冒险者的猎奇心理，两国在此建立了诸多娱乐项目，但是依然无法改变人们争相模仿曾经的泰勒。为了保障游客人身安全，两国应该加强安保工作。为了两国和平虽然此地没有士兵驻守，但可以选择熟悉水性的保安轮流坚守，保障游客在安全范围内游玩并应对突发事件。加强安全知识宣传，为每一名来往游客发放宣传手册传播基本的安全知识；建立安全的观赏平台和防护围栏，提升娱乐设施防护等级。两国娱乐场所从多方面加强安全防护，减少意外事故的发生，构建安全和谐旅游景区。

（三）加强产业合作，打造产业联盟

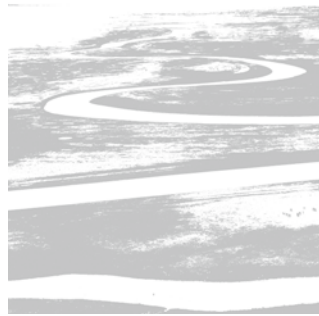
尼亚加拉河流域区域合作以旅游产业为主导，缺乏联动产业弥补旅游产业的脆弱性和敏感性，当突发事件袭来美加两国位于尼亚加拉河流域的产业都会受到冲击。丰富产业的多样性可以帮助削弱旅游业的不确定性。美加两国可以加强跨境多产业合作，突破尼亚加拉瀑布的限制圈，积极鼓励农业、商业、制造业、科技产业等融合，形成更加完善的产业链，将生产、加工、销售、售后形成一条闭合链，以两国政策为支撑基础，产业融合为发展目标，争取将旅游产业作为产业链中的一部分，既可以带动其他产业发展又不会因断节导致产业终止。合理利用尼亚加拉流域水资源延长使用周期和尼亚加拉瀑布寿命，维护关键航道枢纽位置。由此，真正实现在旅游业积累的基础上构建全面发展的边境城市，同时进一步加强美加两国的合作，巩固尼亚加拉河两岸城市的重要地位。

An aerial photograph of a river valley. A wide, light-colored river flows from the top left towards the bottom right, curving around a small, dark, forested island in the upper middle. The surrounding landscape is a mix of green fields and brownish-yellow areas, possibly indicating different types of vegetation or land use. The overall scene is captured from a high angle, showing the meandering path of the river and the surrounding terrain.

Tourism Development Report on River Valley Civilization

Part I

Tourism Market Development



The great river valley civilization tourism market consists of two basic components: supply and demand. A clear understanding of its tourism industry in terms of the dynamics of supply and demand, the changing laws, and the trends will help to formulate suitable market development strategy and provide guidance for market developing. This chapter systematically analyzes the great river valley civilization tourism from product supply side and consumer demand side. On the one hand, this chapter introduces the current situation of the development of products and formats in the great river valley civilization tourism market. On the other hand, it analyzes tourists' consumption characteristics, which provides important guidance for effective market developing.

Chapter One Tourism Products and Business Format in Great River Valley Civilization

The development of the great river valley civilization tourism is in the ascendant, which shows the industrial development's unique characteristics and rules, and generates different types of tourism products. As market grows and tourists' consumption demand becomes more diversified, a number of new industrial patterns of the great river valley civilization tourism arise. Consequently, this chapter first analyzes the development layout of the great river valley civilization tourism industry and explores the current situation of industrial development and analyzes the evolution law. Then, it introduces the product types of the great river valley civilization tourism to understand the product supply situation of the market. Finally, it ends up with the emerging business formats in the great river valley civilization tourism market.

Section 1 Industrial Layout of the Great River Valley Civilization Tourism

Because the great river valley civilization tourism industry becomes increasingly important in the tourism industry, it is necessary to explore the layout of the great river valley civilization tourism industry. This section first analyzes the development pattern of the great river valley civilization tourism industry, and describes the current situation of the great river valley civilization tourism industry. Secondly, it

analyzes the development structure and discusses the supply and demand structure of the great river valley civilization tourism industry. Finally, it summarizes the development trend of the great river valley civilization tourism industry.

1. Industrial Development Pattern

1.1 Rapid Growth of River Tourism

1.1.1 Continuous Growth of Global Tourism Demand

2019 is the 10th year of continuous growth for international tourism after the outbreak of the global economic and financial crisis in 2009. This is because the overall economic strength of countries is gradually growing, the inter-city transportation is rapidly becoming convenient, and people's consumption capability for leisure is increasingly improving. According to the statistics of the World Tourism Organization (UNWTO), the total number of international tourists is 1.5 billion in 2019. In comparison with 2018, the total number of international tourists to Europe increases by 4%, and the total number of international tourists to the Asia Pacific region and Africa increase by 5%, respectively, which reflects that people are increasingly yearning for cultural leisure and a better travel life.

2020 is an extremely special year because of the worldwide spread of COVID-19. Particularly for tourism industry, which is featured with the constant mobility and exchange of people, it was severely affected by the pandemic. The majority of the countries and regions in the world have issued travel bans, thus the global tourism industry has been suffering from a serious blow in many aspects in terms of tourism investment, market demand, industrial development, employment, etc. According to the statistics released by UNWTO, the number of international tourists in 2020 reduces 74% compared with 2019 because of the travel restrictions and sharp drop in tourists' demand all over the world. The total number of international tourists to the Asia Pacific region falls by 84% with a 300 million fewer tourists than the previous year. The total number to the Middle East and Africa falls by 75%. The total number to Europe falls by 70% with a loss of about 500 million fewer tourists than the previous year. The total number to America falls by 69%. The huge impact on international tourism industry results in a loss of 1.3 trillion U.S. dollars income, which is more than 11 times of the loss during the global economic crisis in 2009^①.

As epidemic prevention and control becomes a new norm, all the countries in the world are taking actions to revitalize the tourism industry. Consequently, the domestic tourism is back to normal and contributes most to the tourism economy. With the development of vaccine and vaccination, the epidemic

① World Tourism Organization: 74% Drop in International Tourists in 2020. China Tourism News. 2021.02.01. http://www.ctnews.com.cn/paper/content/202102/01/content_54250.html.

will be finally under control. Tourism demand is only temporarily suppressed. People will return back to normal life soon because it is only a matter of time before tourism demand is released. As predicted by UNWTO, the international tourism industry will entirely recover by year of 2023. Global tourism will continue to grow, which is still the future trend.

1.1.2 The Rise of River Tourism Market

The *Special Interest Travel Market Report* released by Future Market Insights, a market research and consulting firm certified by the European Society for Opinion and Marketing Research, predicts that the tourism market with special interest segments is likely to grow exponentially by the end of 2030. As one of the most featured tourism forms, river tourism is becoming an increasingly developed and mature market. The number of cruise is an intuitive reflection of the scale of the river tourism market. During the four years from 2013 to 2017, more than 100 cruises were launched and operated. More than 20 new cruises joined inland rivers in 2017. Inland cruise tourism is permeated in many parts of the world, mainly in the Rhine, Seine, Danube and Volga basins in Europe, the Yangtze River, Ganges, Mekong and Brahmaputra in Asia, the Murray in Australia, the Nile in Africa, the Mississippi and Amazon in America.

The scale of supply and demand of water landscape scenic spots also reflects the development of great river valley civilization tourism. According to the *China Tourism Scenic Spot Development Report (2019-2020)*, there are 1563 water landscape scenic spots in China, accounting for 12.6% of the total. The water landscape scenic spots received a total of 788 million tourists, accounting for 12.17% of the total number of tourists, and the total income was 73.134 billion yuan, accounting for 14.44% of the total tourism revenue. The total investment in water landscape scenic spots reached 54.487 billion yuan, accounting for 13.51% of the total investment in tourism, driving 216, 200 direct employments, accounting for 13.34% of the direct employment in the tourism industry. To conclude, river tourism has a certain scale and a relatively stable market position in tourism industry because of its unique potential. However, the great river valley civilization tourism is still in the initial stage of development. As tourism market becomes more deepening and mature, the great river valley civilization tourism will gradually become an important part of tourism and one of the main driving forces of tourism economic growth in the next few years.

1.2 Network Space Development Pattern

1.2.1 Regional Economic Connection Strengthened by Urban Cluster

Rivers are the cradle of cities. Many cities in the world are built next to the river, but not all cities along the river can develop great river civilization and tourism. Because of the economic nature of tourism, only the central areas or cities with intensive resources, high accessibility and developed economy in general can rapidly develop the great river valley civilization tourism. On the other hand, the surrounding areas or cities form an urban agglomeration with common interests with the central city. Since the industrial

age, when river transportation has become an important mode of transportation, the economy of areas or cities along the river has gradually developed. Cities such as Paris that the Seine River flows through, London that the Thames River flows through, and Shanghai that the Yangtze River flows through, all have developed because of merchant shipping. Under the influence of market forces, these cities grow exceptionally faster than other surrounding cities along the river and become the central city in the region. Consequently, their status in regional economic development is quite outstanding.

Because of the developed transportation network formed by inland rivers, highways and railways, the Rhine basin has achieved developed collective economy, economies of scale and industrial economy, and has become one of the most dynamic and concerned economic belts in the world. Typical central cities are Paris in France, Amsterdam and Rotterdam in the Netherlands, Brussels in Belgium, Cologne in Germany and so on. These central cities along the Rhine River and the surrounding areas have formed a strong multi-center town structure, and the functional division of labor between the central cities is very clear. The hierarchical structure is very reasonable, which is the core of the urban agglomeration in northwestern Europe. Relying on its unique location and superior environment, the central city has a great comparative advantage in the development of the great river valley civilization tourism. As an economy-dependent industry, tourism industry needs a lot of investment in talents, information and funds. Relatively speaking, central city's resources are more concentrated, with more employment opportunities, more complete infrastructure and a higher level of human capital. This can better accumulate resources and provide superior foundation for the development of the great river valley civilization tourism in terms of transportation, accommodation, catering, and communications. Driven by the central city, the surrounding areas or cities can obtain technological support, capital and human resources, developing supporting products and providing supporting services, forging close economic ties, as well as promoting the development of local area in the great river valley civilization tourism. Therefore, the great river valley civilization tourism shows the characteristics of the development around the central city, relying on the close relationship with it to boost the development of the great river valley civilization tourism in the region.

1.2.2 The Pattern of Ecological Governance Constructed by Multiple Regions

Ecological environment is the most valuable tourism resources and the basis of natural and cultural tourism resources. The development of the great river valley civilization tourism is inseparable from the excellent river ecological environment. The development of the great river valley civilization tourism is paired with ecological pollution and damage caused by the environmental burden brought by travel. Because the river flows, pollution in the upper reaches may spread to the middle and lower reaches, resulting in a pollution source that destroys the ecology of the whole basin, and then further affects the

tourism activities and tourism environment around the great river. In general, a great river is wide and usually flows through multiple cities or countries. The local governments are only in charge of specific areas within the region, thus it is difficult to adhere to the principle of “whoever pollutes and who treats”. This contradictory relationship between responsibility and power makes it more difficult to manage the ecological environment of the river. The ecological environment management of the river has the characteristics of long-term, arduousness and complexness, which leads to a lasting and comprehensive battle.

In order to protect ecological system in great river, it is not enough to rely on one region or one country alone. Consequently, it is necessary to strengthen the multi-regional participation along the great river and establish a united management organization for the ecological environment. The comprehensive management organization of the Rhine River is a successful example of international comprehensive management organization of the great river. The Rhine International Management Committee (ICPR), established in 1950, is the core mechanism of the regions along the Rhine river. First of all, ICPR pays attention to the combination of engineering and non-engineering through the establishment of a multi-level, diversified and efficient cooperation mechanism among different countries. In addition to the cooperation between governments in different countries, there is also mutual cooperation among non-governments, experts and scholars, and professional teams. At the same time, there are many technical and professional coordination teams that integrate governance, environmental protection, flood control and development in a whole. Secondly, multinational cooperation has established a sound monitoring and early warning system. The International Alert Program is a platform for the exchange of information among countries along the Rhine River. Once pollutants are found, alerts can be issued at seven warning centers, including Switzerland, France, Germany and the Netherlands, to ensure close cooperation and communication among various countries. At the same time, there are 57 water quality monitoring stations from Switzerland to the Netherlands to monitor the Rhine River in real time through the most advanced techniques to form a monitoring network. Under the joint efforts of many regions or countries, ICPR strengthens the links between cities along the Rhine River, building an efficient and orderly coordination and symbiosis mechanism suitable for tourism development, and forms a combination of urban tourism groups that are equal, mutually beneficial with win-win cooperation. It is conducive to promoting the construction of a reasonable pattern of ecological co-construction, co-governance and sharing.

2. Industrial Development Structure

2.1 Supply Structure

2.1.1 Regional Structure

The development of the great river valley civilization tourism is closely related to the local economic

level, so it has formed a regional distribution structure in which the European rivers are far ahead, followed by the strong Asian rivers, the booming African rivers, and the South American rivers that are waiting for further development. The developed countries in Europe are the early regions to carry out the great river valley civilization tourism, among which the Danube and Rhine River are the typical examples. The Danube is the second longest river in Europe, flowing through nine countries. The Rhine River is the longest river in western Europe and also flows through nine countries, all of which are developed countries. These two rivers bring together the quintessence of European civilization and have developed into a more mature tourism industry structure driven by the high-level economy of the countries along the route. In Asia, the rivers are represented by the Yangtze River, the Yellow River, Heilongjiang, the Pearl River, the Mekong River and the Ganges River. In recent years, China is committed to actively developing the great river valley civilization tourism, which has brought the great river valley civilization tourism products in Asia to the international stage, resulting in the fast growth of industrial structure. The Nile River and the Congo River in Africa gave birth to African civilization. Especially the splendid ancient Egyptian civilization. African rivers, represented by the Nile River, are becoming very popular river civilization tourism products in recent years. The mystery and pristine nature of the Amazon River in South America attracts many tourists to visit. However, it is still not a very mature tourism product due to the obstacles of traffic and communication, as well as the potential hazards.

2.1.2 Investment Structure

The great river valley civilization tourism industry is a highly comprehensive industry. In terms of investment structure, scenic spots, hotel accommodation and travel agencies account for the majority of investment structure in the great river valley civilization tourism. First of all, the developing and maintaining scenic spots need a large amount of capital investment. Due to the fragility of the great river valley civilization tourism resources, we need to adhere to the concept of sustainable development. The proper protection of natural and cultural resources is the basis of the sustainable and healthy development of the great river valley civilization industry. Secondly, the hotel is a typical capital-intensive enterprise, a typical industry needs high capital investment and high economic return. However, because tourists' demand for the product fluctuates, the investment payback period is long, and the rate of return on investment varies from place to place, it shows a level of uncertainty. Finally, as the link between products and tourists, travel agencies have a low threshold for business entry. As the great river valley civilization tourism market continues to grow, the broad prospects have also attracted a large share of investment. Especially driven by internet technology, online travel agent (OTA) is booming and continues to develop new business, leading to a larger market scale and higher penetration rate. Big data makes it possible for OTA to provide personalized service with accurate prediction, which shows good investment profit

potential.

2.2 Demand Structure

2.2.1 Market Structure

The tourist source structure of the great river valley civilization tourism industry is generally consistent with that of tourism as a whole. With the sustained and strong development of the global economy, global tourism is in a very active state. The continuous increase in the number of international tourists and the continuous growth of tourism income all exceed that of the global economy, which brings excellent opportunities for the great river valley civilization tourism. According to the *International Tourism Highlights 2019* released by the World Tourism Organization, the number of international tourists reached 1.4 billion in 2018, an increase of 5%. Regionally, Europe has the largest number of tourists, with a total of 710 million international tourists. This was followed by the Asia-Pacific region, which received a total of 380 million international tourists, and the American region received a total of 216 million international tourists. Thus, the destination of international tourists is roughly consistent with the distribution of tourism resources in the world's major great rivers. As a subdivision of the tourism industry, the great river valley civilization tourism has taken the advantage of the rare development opportunity in a century with the rapid development of global tourism. International tourism has been hampered under the impact of COVID-19, thus domestic tourists from different countries have become the main source of tourists for great river valley civilization tourism.

2.2.2 Consumption Structure

Tourism has become an indispensable part of people's life. As people's income level improves, the proportion of tourism expenditure in the total life consumption also increases. According to the *Travel Bill 2.0: Global Tourism Consumption Report 2019* released by the Mafengwo, 2008's per capita tourism consumption in China is close to 20,000 yuan, accounting for about 30% of the total living consumption. Among the residents in first-tier cities, the largest annual consumption expenditure is tourism. The consumption structure tends to be high-end and diversified. With the rapid development of the Internet and online travel agencies, most tourists use mobile phones to make reservations. The smooth flow and symmetry of information allows tourists for more choices, thus they tend to have higher requirements for experience quality in terms of food, accommodation, transportation, etc., and more innovative experience. From the perspective of the proportion of the great river valley civilization tourism consumption, in the past, the tourists' expenditure was basically on transportation, accommodation, catering, scenic spot tickets and other basic categories. In recent years, the proportion of shopping expenditure in the total tourism expenditure continues to rise, reflecting that tourists in great valley civilization turn from basic rigid expenditure to high-end free expenditure.

3. Industrial Development Trend

3.1 Trend of Industrial Clustering

3.1.1 Connotation of Tourism Industrial Cluster

Tourism industrial cluster refers to a series of tourism activities and services formed by industrial development gathered in space and organized by an effective tourism supply chain, aiming to improve the overall competitiveness of the destination with the efforts of all units and enterprises^①. Spatial agglomeration is tourism's natural attribute. Generally speaking, a large number of service industries will be distributed around the destinations, forming a concentrated effect in a region. Tourism activities mainly include six basic elements: food, accommodation, transportation, travel, shopping and entertainment. The tourism industry is distinct from other industries in terms of comprehensive characteristics. It is not only a simple industry, but also involves many other industries related to it. According to the International Standard Industrial Classification of All Economic Activities, tourism is composed of those industries that are directly related to and serve tourists, and the income from tourists' accounts for a relatively significant proportion of the total income. Tourism industry should include 7 departments and 35 projects, ranging from accommodation industry, transportation industry, catering industry, sightseeing and entertainment industry, sales of tourism supplies and souvenirs industry.

It can be observed that the scope of tourism industry is very extensive. There are four categories of factors that result in tourism industry formation clusters: resource-based, market-based, supporting-conditions-based and the government-based. To begin, due to the immobility of tourism resources, the geographical location of core tourism resources determines the location of tourism industry agglomeration. Secondly, the economic strength and per capita GDP level of a region will have a great impact on the tourism industry cluster. Thirdly, all kinds of infrastructure related to tourism are supporting the tourism industry cluster. Finally, government policy is also an important factor in forming tourism industry clusters.

3.1.2 Industry Cluster in Great River Tourism

Industrial cluster has two features, one is spatial agglomeration, the other one is industrial association. The great river valley civilization tourism industry has shown the feature of spatial agglomeration that enterprises and related institutions upstream and downstream in the industrial supply chain take the natural and cultural tourism resources of the great river as the core, and form numerous economic communities in the region along the route. As for the feature of industrial association, great river valley civilization tourism is an advantageous-resources-oriented industry. The industries closely related to its industrial value

^① Hawkins D E. A Protected Areas Ecotourism Competitive Cluster Approach to Catalyse Biodiversity Conservation and Economic Growth in Bulgaria [J]. *Journal of Sustainable Tourism*, 2004, 12(3):219-244.

chain are culture industry, convention and exhibition industry, information service industry, finance and insurance industry, education industry, sports industry, intermediary service industry, etc. These industries are linked by the great river valley civilization tourism, which connect with each other, forming a complete service network and value chain, and expanding the boundary of the great river valley civilization tourism industry. Due to the perishability of the great river valley civilization tourism services, although most of the industries are horizontally connected (i.e., there is no obvious upstream and downstream associations), they can cooperate through different industries, and provide a full range of tourism products where tourist is the core of products. As the great river valley civilization tourism industry becomes increasingly mature, various industries will become closer and closer. The characteristics of industrial clusters will become more and more prominent.

3.2 Standardization Trend of Management and Operation

3.2.1 Unifying Management of Great River Valley

A good ecological environment is the basis for the development of the great river valley civilization tourism industry. From a physical geographical perspective, a great river usually spans multiple areas. Because the river flows, managing the river tourism resources is more difficult and complicated than the managing ordinary tourism resources. The establishment of a unified great river management organization that places the management functions of river resources in one organization and straightening out the administrative system is conducive to leading integration and overall planning. The Tennessee River in the United States is successful example. As early as 1933, the Tennessee Valley Authority, which was established in the United States, is responsible for solving all problems of the Tennessee Valley. The Tennessee Valley Authority is a multi-decision-making body and has legally recognized autonomy, which plans and manages soil and water conservation, grain production, reservoirs, power generation and transportation in the basin as a whole. The management mode of the Tennessee Valley reveals the importance of unified river basin management to promote the all-round social and economic development in the region. In addition, the International Commission for the Protection of the Rhine (ICPR) has been set up to strictly monitor the ecology of the Rhine River. The Yellow River Water Resources Commission of the Ministry of water resources of the people's Republic of China has been set up on the Yellow River in China to perform the duties of water administrative director in its basin. The Russian Federation has established a regional nature conservation procuratorate of the Volga River to monitor its activities. With the continuous improvement of the awareness of sustainable development in various regions, there will be more and more areas that implement unified river basin management.

3.2.2 Improving of Policy Support System

For the unified management of the great river basin, the binding policy treaty is the premise to

ensure that tourism resources can be effectively developed. The policy protection of the river is generally restricted and regulated by the river basin as a unit. At present, the policy support system is mainly based on the ecological protection and flood control planning of the major rivers, such as *the Convention on Cooperation for the Protection and Sustainable Use of the Danube River* for the sustainable development, the *Rhine 2020* for the ecological protection of the Rhine River, the *Tennessee Valley Authority Law* for the improvement of the natural environment of the Tennessee River, and the *Yangtze River Protection Law* for the protection and restoration of the ecological environment of the Yangtze River. These laws and treaties all focus on ecological protection, which is an important prerequisite for the development of the great river valley civilization tourism industry. In addition, in order to ensure the high-quality development of the great river valley civilization tourism industry, it is also necessary to formulate more comprehensive and reasonable supporting policies such as land policy, fiscal policy, talent policy, ecological compensation policy, market standardization policy, etc.

3.2.3 Building Industrial Brand in Depth

Brand is an image. It is a strategic weapon to realize the sustainable sale of the great river valley civilization tourism products and promote the development of tourism economy. It represents the knowledge about product quality and enterprise credit learned by tourism consumers. Brand building helps to encourage potential tourists to learn and buy the great river valley civilization tourism products. The great river valley civilization tourism has entered a period of rapid development. Although many big rivers have built famous brands such as the Rhine, Seine, Amazon, Yellow River, Yangtze River, there are still many big rivers yet to be known. Thus, the great river valley civilization tourism industry urgently needs to create a personalized, differentiated and high-quality brand image and enhance the industrial popularity and influence. In addition, shaping enterprise brand is also very necessary. At present, inland river cruise is one of the successful industries building successful brand in the great river valley civilization tourism industry. For example, the Viking Cruises is the world's first brand of cruise focused on the Rhine and Danube River in the world. AmaWaterways is the leading provider of river cruises, and Uniworld River Cruises is the only river cruise that wins the "Top Catering Award" from ZAGAT. The brand building of these tourism enterprises has effectively enhanced their own recognition and highlighted the brand personality. As branding building of tourism enterprises tends to be increasingly fierce, deepening the brand building and building the competitive advantage of the great river valley civilization tourism industry is the only way to promote industrial development and industrial upgrading.

3.3 Experience-oriented Products

3.3.1 Leading Role of Sightseeing Products at Present

The great river valley generally has beautiful natural scenery and rich historical relics. These diverse

river resources are the foundation for developing the great river valley civilization tourism. Therefore, the remarkable feature of the great river valley civilization tourism industry is a resource-driven industry. The main products are sightseeing and cultural experience dominated by visual experience including natural landscapes such as waterfalls, wetlands and canyons, as well as cultural landscapes such as castles, palaces and water conservancy projects. In addition to sightseeing tourism products, some in-depth experience tourism projects and activities such as water sports, cultural and creative products, etc. are also rising rapidly. This helps to provide tourists with full sensory experience stimulation. However, due to the fragility and originality of natural and human resources in the great river valley, it is quite difficult for the development and utilization. Therefore, in contrast, sightseeing tourism products account for the largest market share. Tourism products providing in-depth experience are very popular at present and is quite promising.

3.3.2 Diversified Development of Tourists Demand

Traveling during holidays becomes quite common nowadays for leisure in modern society. According to the *International Tourism Highlights 2019* released by the World Tourism Organization, the number of international tourists increased by 5% to 1.4 billion in 2018. As people are more willing to travel and have more travel experience, they tend to have a higher expectation for the products of the great river valley civilization tourism, and their tourism demand is becoming more and more diversified and personalized. The diversification of tourists' demand will lead to the diversification of tourism products. Hence, previous sightseeing river tourism products is hard to meet tourists' needs. Besides, the high-level consumer demand promotes the products of the great river valley civilization tourism for relaxation, rest and recuperation, recreation and fitness. The individualization and differentiation of tourists' consumption demand will promote the transition of the great river valley civilization tourism market structure from sightseeing to leisure travel, and then extend the industrial chain and upgrade the level of industrial development.

Section 2 Product Types in Great River Valley Civilization Tourism

Tourists' benefit is the core of the great river valley civilization and tourism products, which guides the entire process of market development and management. This section systematically introduces six representative product types in the great river valley civilization tourism market, namely: eco-tourism products, science and education tourism products, smart tourism products, sports tourism products, cultural and creative tourism products, and leisure tourism products. In view of these six product types, this chapter first analyzes the positioning and significance of all kinds of products, and explains its function and value

for the development of great river valley civilization tourism market. It then analyzes the contents and characteristics of each type of product with specific cases for details.

1. Ecological Tourism Products

1.1 Product Positioning

Eco-tourism products are the basic part of the great river valley civilization- tourism, which refers to the sightseeing tourism activities with a focus on the protection of ecological environment. It mainly attracts tourists who love nature and want to learn the ecological landscape and ethnic customs of the river. As tourists becomes increasingly experienced, their demand for advocating and returning to nature also increases. Because of the rarity and fragility of natural resources, tourism activities need to follow the purpose of environmental protection and sustainable development. Eco-tourism products are developed based on this market demand.

In addition to sightseeing and visiting, tourists can also learn about ecological knowledge, cultivating ecological awareness and learning to protect the ecological civilization environment of the river through eco-tourism products. The great river valley civilization tourism product is an activity with strong environmental affinity. The foundation of the great river valley civilization and tourism is ecology, which must be given priority to its development. The great river valley is rich in natural resources, forming a peculiar original ecological natural scenery, which provides unique resource conditions for the development of eco-tourism products. For example, the riverbank of the big river is the area in which tourism activities are most frequently carried out. As the place connecting both land and river, the land and aquatic lives form the ecological connection zone together. This is the most vulnerable area. In the process of tourism resources development, people should follow the concept of “sustainable development”, taking ecological environment protection as a premise, coordinating the harmonious development of man and nature as the criterion, and taking the current interests and long-term interests, local interests and overall interests into account. In a word, tourism development should be carried out on the basis of comprehensive protection of the ecological environment along the river.

Ecological protection and tourism development are complementary rather than contradictory. The aim of the development of eco-tourism products is to integrate economic, social and ecological benefits. Specifically, the aim is to create economic benefits for local residents through tourism income, transferring river ecological knowledge and cultural knowledge to tourists to further protect the river ecological environment and inherit the river civilization, so as to achieve the unity of economic, social and ecological benefits, and finally promote the harmonious development of human beings and nature. Therefore, the premise of developing tourism products is to ensure the ecological environment of the river is complete and

balanced.

1.2 Contents of Tourism Products

As a product aiming for conservation-oriented development of natural and human tourism resources, the basis of eco-tourism products in the great river valley civilization tourism is a unique ecological resource system. Therefore, the products are mainly designed based on the natural landscape. Waterfalls, wetlands, canyons, docks, Stone Forest, bird watching, tide watching, forest park and confluence of rivers are all important elements in eco-tourism products.

China has always adhered to the development of the great river valley civilization tourism industry on the basis of ecological protection. Hence, eco-tourism products are one of the most basic great river valley civilization tourism products. As the longest river in China, the Yangtze River adheres to the development concept of “ecological priority and green development”, exploring a way to advance both ecological protection and tourism development, with eight “green Yangtze River” ecological civilization tourism routes developed to let tourists learn about, paying attention to and protecting the Yangtze River during their trip. In order to promote the ecological protection of the Yellow River, many eco-tourism areas and nature reserves have been built to provide tourists with high-quality tourism experience and transmit the concept of ecological protection to tourists, which helps to create a win-win situation of tourism development and ecological protection. For instance, the eco-tourism area of the Yellow River Estuary in Shandong Province has a unique wetland ecosystem, tourists can enjoy not only the entire wetlands there, but also the majestic spectacle of the confluence of the rivers and the magnificent spectacle of bird migration, as well as obtaining the knowledge for ecological and environmental protection.

In addition to China, other countries have also developed eco-tourism products based on river's characteristics. Tsavo National Park in Kenya, which is located at the confluence of the Galana and Tsavo rivers, is a world-famous eco-tourism destination. The river nourishes the ecological wonders here and is the lifspring for wild animals and plants. Tsavo National Park is the largest habitat for wild elephants with a total number of 20,000, and around 500 species of wild birds, which attracts many bird watching tourists. There is also a tree hotel in the park for visitors to watch the night life of animals closely.

2. Science and Education Tourism Products

2.1 Product Positioning

Science and education tourism products in the great river valley civilization tourism refer to tourism products that integrate educational science and tourism. It aims to increase the content of educational science in tourism products, highlighting its scientific and cultural connotation, so as to

satisfy tourists' curiosity for nature exploration and enhancing knowledge about big river. The rise

of this tourism product is mainly due to two reasons. First, with the development and popularization of tourism, tourists are no longer satisfied with a unitary sightseeing tourism activity, but are expecting a more in-depth understanding of the nature and causes of the long-standing history, culture and natural ecology of the river, and expanding their knowledge through travel. On the other hand, various governments have gradually begun to attach importance to the cultivation of their citizens' scientific literacy, especially for young people. For example, in China, the *National Tourism and Leisure Guideline (2013-2020)* promulgated and implemented by the General Office of the State Council of the People's Republic of China clearly proposes to "gradually promote education tourism for primary and secondary school students" and "encourage schools to organize students to carry out extracurricular activities that combine teaching with game". Therefore, driven by both pull and push factors, science education tourism product emerges, which is coupled with the development of great river valley civilization tourism.

The great river valley not only nurtures the agricultural civilization, but also gives birth to the modern industrial civilization. It is where human civilization originates. People should not only deeply explore it, but also protect it from generation to generation. In order to realize the sustainable and high-quality development of the great river valley civilization tourism, it is imperative to improve the relationship between tourists and great river valley civilization. The educational function of science tourism can make tourists feel the inseparable relationship between human beings and the river, fully understanding the importance and significance of the river in the evolution and historical development of human civilization, as well as actively learning, protecting and inheriting the knowledge of the river civilization. In addition to teaching professional knowledge of great river valley, in sessions for teenagers, it is important to emphasize the national spirit and civilized connotation, spreading scientific spirit to young people and cultivating their scientific aspirations.

2.2 Contents of Tourism Products

Rich natural resources and long history provide enough materials and lay a product foundation for science and education tourism products. At present, in the great river valley civilization tourism, science and education tourism products mainly rely on museums, tourism fairs, geoparks, water conservancy projects and other forms to show tourists' rare geological minerals and tell about geographical knowledge, introducing the species of plant vegetation and aquatic animals, explaining the law of bird migration, stating the principles of water conservancy engineering and water and sand control, teaching cultural evolution and the historical origin of cultural sites, explaining the characteristics of clothing and architecture, and introducing the folk festivals and eating habits of the river basin.

At present, the Yellow River Museum, the only natural science and technology museum in China that is themed with Yellow River, is located in Zhengzhou, Henan Province. It is one of the earliest

river museums in the world. It is an important place to carry forward the Yellow River civilization and spread scientific knowledge about water conservancy. It has been named as “Chinese Youth Science and Technology Innovation Education Base”, “National Water Regime Education Base”, “National Primary and Middle School Students’ Research and Practice Education Base”, “Patriotic Education Base”, “Moral Education Base for College, Primary and Middle School students”, “Science Popularization Education Base”, “Youth Social Practice Base”, etc. It is a classic science and education tourism product in the great river valley civilization tourism.

On the Nile river, most river boats travel back and forth between Luxor and Aswan. In order to let tourists have an in-depth understanding of the monuments and mausoleum buildings along the route, there are professional tour guides on most of river boat. Thus tourists can have a basic knowledge of ancient Egyptian civilization.

3. Smart Tourism Products

3.1 Product Positioning

The smart tourism products in the great river valley civilization tourism refer to the product model that uses Internet of Things (IoT) and portable network terminal equipment to enhance tourists’ experience. Nowadays, with the highly developed mobile communication network, people can quickly and easily realize information exchange entailing human-to-human, human-to-technology and technology-to-technology interactions with only a small network terminal, such as a smartphone or a tablet computer. The development of mobile communication network has upgraded tourist experience. The great river valley civilization tourism fully takes advantage of science and technology, and then comprehensively improves the service level of tourism informatization for tourism enterprises, scenic spots and key tourist cities by utilizing social resources to build tourism data centers and call centers. Smart tourism services such as online tourism services, online marketing, online reservation and online payment are constantly enhancing tourists’ experience. Informatization is the main channel for smart tourism to improve service efficiency. With the development of intelligent mobile terminals, information such as traffic routes and destination characteristics becomes more and more easy to be obtained. The emergence of network reservation, scenic spot explanation and mobile payment have eased the travel experience and enhance tourists’ experience and efficiency.

3.2 Contents of Tourism Products

In order to enhance tourists’ experience, smart tourism products in the great river valley civilization tourism are changing rapidly. Intelligent navigation, intelligent explanation, smart shopping, smart hotel, intelligent parking, virtual experience, etc. are everywhere during tourists’ whole trip in terms of food,

accommodation, transportation, travel, shopping and entertainment, which spices tourists' experience up. Great river valley has a long history and profound cultural heritage. The usage of intelligent explanation can help tourists have a good understanding of great valley civilization by using advanced technology, which is the most significant service for tourists' experience. Because of its unique topographic features, the river has certain restrictions for tourists' in-depth experience. However, this can be solved by virtual reality. In addition to providing tourists with products and services, smart tourism products also offer new opportunities for tourism management via smart monitoring system and public opinion control to timely manage tourist attraction, via big data report to promote the destination, which further enhances the production efficiency and management quality of great river valley civilization tourism. The development of tourism science and technology has changed tourists' consumption habits and tourism demand. Smart tourism is the key for tourism growth into a modern service industry, and also for the future development trend of the great river valley civilization tourism.

Because of its steep terrain and narrow channel, the Small Three Gorges in the Yangtze River basin makes full use of the smart technology to provide tourists with opportunities for in-depth travel. At the Ningjiang Tourism Wharf of the Little Three Gorges, tourists can freely experience virtual reality technology, such as the VR yacht experience area, where tourists can drive a yacht to swim in the Little Three Gorges and Goddess Creek scenic spots with a great sense of presence and immersion experience with ease. With the help of virtual reality technology, tourists can experience without reaching the destination.

4. Sports Tourism Products

4.1 Product Positioning

The sports tourism products in the great river valley civilization tourism mainly refer to products and services that meet tourists' health, entertainment, tourism and leisure needs, which include sports activity, on-the-spot games, participation in experience and sightseeing. As tourists' needs becomes more diverse, they are less satisfied with pure sightseeing products, but rather, having a vivid experience for better health. Tourists prefer experiential tourism products, which promotes the rise of sports products in the great river valley civilization tourism. Consequently, tourism products in great river valley civilization have transformed from traditional sightseeing products to more dynamic sport products.

Sport products are the infiltration of sports concept and experience economy into the tourism industry. It has three main features. The first one is being athletic. A saying goes that "life lies in sports". As people are more aware of health issue, they find it difficult to have time for enough workout, thus sports tourism products can meet tourists' needs for both fitness and leisure. The second one is public leisure. The range

of tourists engaging in the great river valley civilization tourism is quite wide, including different age and gender groups. Thus, sports activities are designed for tourists with different health levels. The third feature is being experiential. The traditional river tourism mainly features sightseeing activity, while sports products allow tourists to have an in-depth experience and interaction, consequently, an exciting tourism experience.

4.2 Contents of Tourism Products

Since ancient times, people have been living along the river. Various water activities arise with ceremonial activities, hunting, celebration, entertainment and other needs. Each water activity represents national spirit and has long cultural history. Many classic water sports have been preserved and become international events, which can be divided into water sports, ship sports, water skiing and diving after thousands years' evolution. In the current great river valley civilization tourism, in addition to some tourist destinations that inherit the local traditional water sports, which are full of unique cultural connotations, most modern water sports products are from the formal form of water sports. Among those, water sports include swimming, diving, etc. Ship sports include rowing, kayaking, windsurfing, motorboat, etc. Water skiing sports includes water skiing, surfing, etc. Diving sports include underwater photography, underwater hunting, etc. Traditional water activities become popular as social and economic conditions get better. Till now, these water sports have become an important element in the great river valley civilization tourism for tourists' experience.

Nowadays, the development and improvement of various water sports activities are being carried out vigorously to meet the needs of tourists for sports and river tourism products. Because sport products in great river valley often require auxiliary facilities and a basic training, it has a strong pertinence in the consumer population. The threshold for the consumption level is higher. In addition, as sports activities are quite innovative and have certain requirements for physical fitness level, they are preferable for young people.

The Dart River in New Zealand is an excellent place for rafting experience. Jet speedboat is its unique sports product. Due to its peculiar topography and the ever-changing flow of the riverbed, the experience is both thrilling and exciting. Thus, it requires both a high level of physical and psychological quality of tourists. Jet speedboat originated in 1960s and was invented by a farmer in New Zealand to run in the shallows of the river. Since then, it has become one of the most popular activities in river tourism. It can also be seen that water-related products in the great river valley civilization tourism are indeed closely related to human survival and daily activities.

5. Cultural and Creative Tourism Products

5.1 Product Positioning

The cultural and creative products in the great river valley civilization tourism refer to the products with culture as the core and museums as the carrier that fully display great river valley civilization. In present with the high abundance of material life, cultural tourism products arise as people have higher demands for spiritual life. Great river valley museum is a microcosm of great river valley civilization, which shows the unique scientific culture, historical culture, folk culture, political culture and environmental culture of the local society. It provides real and reliable materials and bases for people to have an in-depth understanding of the great river civilization via pictures, engineering models, physical specimens and other forms that showing the geographical situation of the geomorphology and ecology of the river, flood control, ice prevention and other achievements, the development and utilization of water resources such as water transport irrigation and river basin planning, as well as the connotation of civilization produced by human activities such as river god ceremonial activities and water activities. It also spreads the scientific knowledge of water conservancy to the public and carries forward the history of great river valley civilization.

Great river valley is the origin of human civilization. Great river valley museum stores huge treasures of natural and cultural heritage and shows the pace of the progress of human civilization. It is the temple of national memory. Each collection in the museum truly and objectively reflects the role and status of historical figures and events, as well as undertaking the responsibility of preserving traditional values and inheriting history and culture. China is aware of the importance of the great river civilization, and has established a number of museums such as the Yellow River Museum, the Yangtze River Museum, the Huaihe River Museum, the Grand Canal Museum, etc. to display and introduce the history and relics of the great river civilization. Other countries haven't opened the museums dedicated to the river civilization yet. On the basis of great river valley museum, cultural and creative tourism products are the result of the integration of the cultural connotation of great river valley tourism resources through developing cultural and museum tourism products. They combine cultural museums and tourism. On the one hand, culture is integrated into tourism products that tourists can quickly understand the natural ecology and social history of the great river valley through traveling with its permeability, innovation and extensibility amplifying the value of tourism experience. On the other hand, the huge number of tourists can promote the river civilization to a wider extent, letting more people deeply understand the connotation of the river civilization, and then continue the historical context. Therefore, developing these products can effectively promote the coordinated development of culture and tourism, achieving both functional innovation and complementary advantages, and providing a great opportunity to carry forward the traditional culture of great river valley.

5.2 Contents of Tourism Products

The cultural tourism products in the great river valley civilization tourism mainly take museums as core products, and extend the product lines to various formats such as concerts, exhibitions, cultural performances, creative products, etc., which makes great river valley civilization alive. Concerts, exhibitions and art shows demonstrate the traditional culture of great river valley to tourists through performances, exhibitions and other experience products. Except for intangible audio-visual experience, tourists can also buy tangible cultural products. There are different types of cultural and creative products including clothing, stationery, toy furnishings, household items, etc., which aims at infiltrating the great river valley culture into people's daily life.

The Yellow River culture is the root and soul of Chinese nation. In order to promote the protection of the cultural heritage and the tourism development of the Yellow River, 45 museums along the Yellow River were jointly established as the Yellow River Basin Museum Alliance. After the alliance was established, it deeply excavated the Yellow River culture, creating cultural tourism products, launching a series of exhibitions of "the Great Yellow River Civilization", innovating cultural protection and inheritance mode, and holding a national treasure concert called "Yellow River Comes from the Heaven". National performing artists were invited to perform the music of this life of the national treasures of the Yellow River culture, bringing an audio-visual feast for tourists from afar, and letting tourists understand the Yellow River culture in a lively and interesting way. This product form, which integrates the symbols of the Yellow River culture into the cultural creativity, broadens the inheritance carrier and communication channel of the Yellow River culture. At the same time, the Yellow River Basin Museum Alliance is also actively creating cultural and creative products, creatively designing the cultural elements of the Yellow River civilization, developing a variety of cultural and creative derivatives such as key chains and scarves, representing cultural elements and designing concepts with exquisite tangible products, fully reflecting cultural characteristics, integrating culture into life, and making more people pay attention to the Yellow River culture.

6. Leisure Tourism Products

6.1 Product Positioning

The leisure tourism products in the great river valley civilization tourism refer to the products that meet people's leisure needs during holidays. Its feature highlights the importance for tourists to have a leisure lifestyle after busy life. It has changed the traditionally unitary tourism products of the great river valley civilization, emphasizing in-depth experience and thoughtful service, aiming to have rich experience and fully enjoy it.

Water is the origin of life, and human beings are naturally close to the water. Therefore, the river

is increasingly becoming an important place for entertainment and relaxation. In many cities, hotels and restaurants are preferred to be located in the riverbank. On the one hand, this is because water resource can be designed into a variety of hydrological landscapes with high ornamental value. On the other hand, tourists can enjoy beautiful scenery along the river and a relaxing and interesting environment for dining, accommodation and other leisure activities. That is why many leisure destinations are mainly located near the river. However, previous leisure tourism products were mainly for relaxation and fitness such as hot springs, summer vacation and fishing. As modern industrial technology develops, especially due to the improvement of shipbuilding technology, yacht and river cruise tourism become a possible way for travel. Tourists are not restricted to a specific destination, but rather, a number of destinations in sequence. Ways for traditional leisure vacation become more diverse than before. In order to meet the needs of tourists for water resources in the process of travel, a growing number of destinations for sightseeing, vacation and leisure resorts built along the river have gradually emerged, which has become an important part of the great river valley civilization tourism. Leisure tourism products in great river valley are destined to expand as tourists' demand level has transformed from low to high.

6.2 Contents of Tourism Products

Leisure tourism products use water resources in different ways. Water resources can bring tourists multi-sensory stimulation in senses of sight, hearing and touch. First, in terms of the sense of sight, people have different feelings after viewing different shapes of water bodies, either vast, magnificent, sparkling, or ebb and flow, which makes people feel open, majestic, calm, or excited. Secondly, in the sense of hearing, the sound of the river slapping on the bank, the gurgling of the running water, the gurgling of the spring and the roar of the waterfall can form a different sense of auditory beauty. Finally, in the sense of touch, tourists can have different feelings after experience diving, swimming, soaking in hot springs and rafting. The flexible use of water resources enriches leisure and vacation tourism products content and structure.

According to the contact distance between leisure tourism products and water, these products can be divided into near-water type and hydrophilic type. The former mainly refer to resorts or resort cities built along the river, including commercial resort hotels and traditional towns. Due to the natural scenery along the riverbank, it provides a quiet and leisurely holiday environment for urban tourists. The latter mainly includes fishing, hot springs, river cruise and other products that are in close contact with water. Thanks to the development of shipbuilding technology, yachts and river cruises give full play to their hydrophilic role, connecting rivers and lands, which greatly broadens the activity space of tourists and enriches their leisure ways. It has become a representative product of leisure and vacation products.

At present, the Rhine River is the most developed international river in inland navigation in the world, which gathers the quintessence of the Western European civilization. The tourism activities in the basin

are mainly water sports and riparian natural and cultural landscape systems. The entire route usually takes 7 to 15 days. Tourists can enjoy the paintings at the National Museum of Amsterdam, one of the top ten museums in Europe and visit the Rhine River Valley, Marksburg, and the Riesling wine producing region of RÜDESHEIM to taste the wine during their trip. The river cruise provides whole range of facilities and services, which allows tourists to stay away from the hustle and bustle, wandering in the stylish and humanistic sceneries on both sides of the Rhine River, and enjoy a comfortable leisure lifestyle.

Section 3 Emerging Business Formats in Great River Valley Civilization Tourism

With the vigorous development of the great river valley civilization tourism, a number of great business formats emerged to meet tourists' new needs, which has become a new growth point for the development of the great river valley civilization tourism market. This section introduces four new business formats in the great river valley civilization tourism: study tour, low-altitude tourism, recreational vehicle tourism and wellness tourism. First of all, this section analyzes the connotation of the new tourism business formats of each river civilization; secondly, it summarizes the main feature of the new business formats; finally, it discusses the difficulties and challenges faced during their development.

1. Study Tours

1.1 Connotation of Business Formats

Study tours refers to the special type of tourism for the purpose of research and inquiry learning. It is a tourism activity carried out by tourists out of the need of cultural knowledge^①. The foreign records of study tours can be traced back to the Grand Tour for the British upper class in the 16th-18th century. Bacon, an English thinker who wrote on *of Travel* based on his own research experience in France, pointing out that “travel is a part of the education of young people”, advocating the acquisition of culture and knowledge through travel. Since then, all of countries in the world began to follow Europe and carry out research activities one after another. In ancient China, there were also similar travel activities such as Confucius' tour to various countries, Xu Xike's mountain and river inspection, etc. to obtain knowledge and cultural experience. In particular, Xu Xike's travel experience is a typical representative of study tours^②.

In recent years, study tours have gradually infiltrated into the great river valley civilization tourism

① Xie Chunshan, Zhang Jinyang. Study on the Internal Operation Mechanism and Optimization of Research Tourism [J]. Tourism Research, 2021,13(01):1-13 (In Chinese).

② Teng Lixia, Tao Youhua. Analysis on the Study Travel [J]. Value Engineering, 2015(35):251-253(In Chinese).

industry. Its primary motivation is educating people, which highlights the educational value of the great river valley civilization tourism. Study tours emphasize education during travel. It helps to broaden tourists' horizons and expand their knowledge through travel. In present, students are the main tourists of study tours, through which, they can learn knowledge, understanding the world and cultivating personality. Study tours for students originated from Japan and it is also called "travel for study". It has been formally incorporated into the Japanese education system since 1964, which is a crucial part of primary, junior high and senior high school education in Japan. In Japan, study tours are organized in separate schools, classes and units. Local education committees issue detailed rules for the implementation of study tours every year, and the standards and guidelines vary from place to place.

Learning is the main goal of study tours, and travelling is the way for learning. The ultimate goal of study tours is to provide students with opportunities to get close to nature, knowing history and exploring culture. The natural ecological, historical and cultural resources distributed in the river basin are the excellent materials that meet the requirements of research and tourism activities. Study tours is a new industry format for the upgrading and development of the great river valley civilization tourism industry, which represents the future trend of the great river valley civilization tourism products.

1.2 Activity Characteristics

1.2.1 Being Purposeful

The ultimate goal of study tours is seeking knowledge. Compared with other activities that mainly satisfying people's needs for leisure, entertainment and spiritual pleasure in the great river valley civilization tourism, study tours are mainly for educating people^①. Study tours can help to expand the ecological, geographical and historical knowledge, and understand the important position of the great river valley in the development of human civilization. As the key supplement for teaching and learning, modern study tours in the great river valley civilization tourism has established the concept that learning, thinking and travelling interactively promote each other. Students can have a chance to know the world outside the classroom, and bring what they have learnt back to the classroom. It forms a closed school-society-school loop.

1.2.2 Being Organized

Generally speaking, study tours are group activities organized and planned by different classes, grades and institutions. Study tours are designed based on regional characteristics, students' age and teaching goals. Under the guidance of teachers or counselors, students need to determine the theme, discussing with

① Bai Changhong, Wang Hongyu. An Evaluation of Educational Tourism from the Perspective of Value in Action [J]. Nankai Journal (Philosophy, Literature and Social Science Edition), 2017(1):151-159(In Chinese).

teachers and students based on the curriculum, recording their experience, and writing up a report summary, which will realize the purpose of study tours.

1.2.3 Being Practical

The study tour is a supplementary content of classroom teaching, which aims to enable students to get close to the great river to enhance their innovative and practical capability. Unlike classroom teaching in daily life where students can only acquire theoretical knowledge through books. Study tours emphasize that students should know the culture and society from multi-dimensional and multi-level perspectives.

1.3 Challenges

1.3.1 Shortage of Professionals

The success of study tours activities not only needs the guidance of school mentors, but also needs compound talents who understand the laws of education and the river tourism economy^①. Although tutors are professional in teaching skills, they have little training experience in travel route activity design. The learning objectives of study tours in the great river valley civilization tourism are more diversified and have higher practical maneuverability than classroom teaching. Therefore, the comprehensive and all-round professional tutor is the core figure of study tours. However, at present, study tours in the great river valley civilization tourism has just sprung up, and they are facing a shortage of professionals and unified standard for qualification, certification and capability level, which is a major problem in the development of the great river valley civilization tourism.

1.3.2 Unqualified Product

Study tours in the great river valley civilization tourism are activities designed for students to acquire knowledge and experience culture. It has the characteristics of gradient hierarchy and regional particularity. Students in different ages have different levels of knowledge needs. Products need to be designed and adjusted according to different age groups, and combine research activities with classroom contents. Fundamentally speaking, a study tour is a kind of educational activity, and tourism is the mean for education. However, at present, many study tours in the great river valley civilization tourism have added some educational elements on the basis of the great river valley civilization tourism, while the real learning experience is quite little. The product is relatively unitary, and the participation and interaction are not high. The overall quality of the product has not yet achieved the fundamental purpose of learning tourism activities^②.

① Shen Chunling. Research on the Existing Challenges and Developing Strategies of the Educational Tourism Market [J]. On Economic Problems, 2020(06):88-93(In Chinese).

② Chen Dongjun, Xie Hongbin. Development and Research Progress of Study Travel in China [J]. World Regional Studies, 2020,29(03):598-607(In Chinese).

1.3.3 Incomplete Management System

At present, the study tours activities of the great river valley civilization tourism still lack specific and detailed industry standards or policy guidance, and the management system and supervision mechanism are not complete. First of all, it is difficult to measure whether the educational function is realized or not, which makes many study tours activities quite superficial. Secondly, the employees' quality is uneven. In order to meet the needs of professionals in study tours, some enterprises directly package ordinary tour guides as research mentors, which seriously affects the quality of study tours activities and hinders the healthy development of study tours in the great river valley civilization tourism.

2. Low-altitude Tourism

2.1 Connotation of Business Formats

Low-altitude tourism refers to air tourism activities such as air sightseeing, flight experience, entertainment and business or non-regular passenger transportation carried out in low-altitude airspace by using general aircraft, with its supporting facilities integrating surrounding tourism resources^①. In developed countries of Europe and the United States decades ago, general-purpose aircrafts have been used to carry out large-scale tourism activities. However, due to the different management systems and uneven economic development levels in different countries, low-altitude tourism has only begun to flourish in the great river valley civilization tourism in recent years.

Low-altitude tourism makes full use of the low-altitude areas above and around the river to carry out tourism activities, relying on aircrafts and low-altitude aircrafts, including helicopters, delta wings, paragliders, hot air balloons and so on, which brings new opportunities for the development of the great river valley civilization tourism industry. The low-altitude tourism project breaks through the restriction of water flow on the travel activities and the scope of travel space. Based on different experience type, it can be divided into many types of activity such as sightseeing experience, air tourism traffic, low-altitude sports, etc. At present, the low-altitude tourism activities include helicopter tours, hot air balloon sightseeing, low-altitude skydiving, low-altitude photography, glider flight, etc^②. The development of low-altitude tourism has opened up a new situation for designing the great river valley civilization tourism activities.

① Wang Zheng. Thoughts and Suggestions on Accelerating the Development of Low Altitude Tourism in Henan Province [J]. Modern Business, 2019(01):44-47(In Chinese).

② Bi Sumei, Gai Yujie. Research on the Development of Low Altitude Tourism in Hainan [J]. China Business & Trade, 2018(21):115-118 (In Chinese).

2.2 Activity Characteristics

2.2.1 Being Novel

The traditional great river valley civilization tourism activities mainly include ground, surface or underwater activities, such as sightseeing tours, yachts, diving swimming and so on, while low-altitude tourism is separated from the ground and water surface. The experience for tourists is extremely fresh and unique. The tourism landscape of the river is vast and spectacular, which is difficult to take in everything in a glance, such as the confluence of the rivers and the migration of birds. The development of low-altitude tourism has brought a new perspective of experience for overlooking the wonders of the river tourism, and the sense of experience and participation has been greatly sublimated.

2.2.2 High Consumption Level

The cost of a project of low-altitude travel generally ranges from hundreds to thousands yuan, even higher than the total cost of a normal trip, which is quite expensive for most tourists. For example, based on the news released on December 30, 2019, it shows that for the low-altitude tourism project in the Yellow River Estuary Eco-Tourism Area, the ticket price of aerial viewing is 780 yuan per person, and the air experience flight ticket price is 460 yuan per person. Charter flights for river watching takes 3000 yuan per sortie and experience flying space takes 1800 yuan per sortie^①. The high level of consumption means that low-altitude tourism in the great river valley civilization tourism is still a niche market at present.

2.3 Challenges

2.3.1 Incomplete Industrial Chain

The process of production to usage of low-altitude aircraft equipment for low-altitude tourism requires a long industrial chain, while the basic supporting services and extended supporting services are not complete now. First, hot air balloons, paragliders and seaplanes all need specific taking-off and landing sites. The cost of aviation support, hardware repair and maintenance are high. Second, there is a large talent gap because many aircrafts, such as helicopters and gliders, require qualified pilots to guide or fly. Therefore, the design, manufacture, maintenance, operation and management of low-altitude aircraft all have high technical difficulties, and the overall level of equipment manufacturing industry is on the low side.

2.3.2 Operational Difficulties

The operation of low-altitude tourism has certain difficulties in policy support, weather and climate, geographical location and so on. First of all, the qualification audit of low-altitude tourism aircraft

① Poster News. Low Altitude Travel Experience! Tourists Can Enjoy the Beautiful Scenery of the Yellow River Estuary by Helicopter [EB/OL]. <https://baijiahao.baidu.com/s?id=1654340558928998326&wfr=spider&for=pc>.

production enterprise, the examination and approval of low-altitude airspace opening, as well as operation personnel training is inseparable from the policy support. The application and approval procedures are quite complicated, which need the cooperation of relevant departments to carry out operation. Secondly, restricted by the surrounded geographical location, flying in many high mountain areas is relatively limited. Additionally, the impact of weather is also very important to the development of low-altitude tourism. Weather such as rain, snow, wind and frost is not conducive to the development of low-altitude tourism activities.

2.3.3 Low Awareness

Tourists in many areas have limited knowledge of low-altitude tourism activities, and their acceptance rate is not high. Although low-altitude tourism is quite developed in European countries, the understanding for this tourism type in many countries is still low. First of all, because of the short length of travel time and high expenditure, the low-altitude tourism is still limited to tourists with high income, and not all of tourists can afford it. Secondly, many tourists are worried about the safety problems, thus it is difficult to popularize low-altitude tourism projects in the great river valley civilization tourism.

3. Recreational Vehicle Tourism

3.1 Connotation of Business Formats

Recreational vehicle (RV) tourism refers to self-sufficient outdoor tourism activities with RV and RV camps^①. It is a leisure travel style arising with the popularity of vehicles and development of highway transportation. The saloon car is a kind of mobile car with living amenities, which has the functions of both the car and the house. The RVs originated from the United States. At the end of World War I, Americans added tents, kitchen facilities and beds to family cars, or simple wooden rooms to T-shaped sites to form a creative home environment. Then RV was officially born. As American highway transportation system develops and automobile manufacturing technology improves, the internal comfort of RV is getting better and better, and RV tourism is becoming more and more popular. At present, after a century's development, RV tourism has become a very popular way for leisure in Europe and the United States. They are also the regions with the largest number of RVs and campsites in the world. The United States produces hundreds of thousands of RVs a year. Europe alone has set up about 50,000 RV campsites and more than 3,000 RV club campsites^②.

① Yu Qiuyang, Yang Sihan. Research on the Evaluation of Developing Conditions of OHVR (Off-Highway Vehicle Recreation) and Countermeasures [J]. Tourism Forum, 2012,5(04):72-77 (In Chinese).

② Zhang Zhao, Zhi Gendi, Ke kaiyan. Customer Demand Analysis of Domestic RV Tourism Camp [J]. Modern Enterprise, 2020(04):127-128 (In Chinese).

With the continuous optimization of the RV function, a growing number of tourists begin to use RV to visit the mountains, rivers and lakes. The great river valley civilization tourism destination is rich in landforms and is an excellent resort for RV tourism. In order to meet tourists' needs, many major river basins also begin to vigorously promote the construction of campsites along the river. The market of RV tourism is gradually growing, and there is still great potential for development in the great river valley civilization tourism.

3.2 Activity Characteristics

3.2.1 Being Autonomous

In RV travel, tourists can arrange time and route according to their own hobbies during travel with high flexibility. One of its main purposes is relaxation. Traditional group tour has a fixed itinerary, and its route and time are difficult to change. Traditional independent travel also needs to book tickets and hotels in advance, which is still not flexible. On the contrary, RV travel can choose destination freely, determining routes and schedules to meet tourists' personalized needs. Tourists can travel in an RV as long as the roads exist. The roads have also changed from the traditional traffic connection to parts of landscape. For example, many major rivers have built ecological corridors along the coast, turning the road into a landscape in the river civilization tourism for tourists to enjoy. Through RV tourism, tourists are free to explore more scenery along the river, and the fun of travel is greatly increased.

3.2.2 Being Economical

RV is spacious, which integrates food, accommodation and transportation as a whole, thus the entire travel cost is greatly reduced. Modern RVs are generally equipped with kitchens, beds, bathrooms and other facilities, which can help tourists save transportation expenses, accommodation and catering expenses. The living expenditure during the journey is even lower.

3.2.3 Being Social

RV tourism reduces the remoteness of travel and makes it possible for tourists to realize immersive deep-seated tourism communication^①. Travel is a very important way for socializing. But as tourists travel to other places, socialization may be limited. The movement of the RV greatly reduces the social constraints of tourists in the unusual environment. In addition, RV can accommodate multiple people at the same time and is suitable for traveling with friends or family. The safe and familiar RV space can promote communication and mutual understanding among visitors.

① Yu Qiuyang, Yang Sihan. Research on the Evaluation of Developing Conditions of OHVR (Off-Highway Vehicle Recreation) and Countermeasures [J]. Tourism Forum, 2012,5(04):72-77 (In Chinese).

3.3 Challenges

3.3.1 Insufficient Construction of RV Campsites

The number of RV campsites in the great river valley civilization tourism industry is far from being able to meet the growing demand for RV tourism. Especially for developing countries, there is still a considerable gap comparing to Europe and the United States. RV tourism cannot be separated from RV campsites. However, the number of RV camps is relatively small at present and its construction speed cannot catch up with the development speed of RV tourism, which is a big challenge for RV travel. In addition, the construction of the RV campsites is also a problem. The river basin is generally in good natural conditions, particularly in ecologically sensitive areas, thus the construction of RV campsites is bound to bring some pressure to the ecosystem of the river. The main factors that influencing the prospective of RV travel in great river civilization are ways to make the best of land and building the RV camp on the premise of ensuring the ecological environment.

3.3.2 Incomplete Supporting Facilities

A series of supporting facilities and services need to be involved in the process of RV tourism, which is still incomplete at present. The great river valley is extensive, while the road construction is not perfect, and gas stations and car maintenance services are not enough. Some road sections are far away from the city, and network is difficult to be fully covered. As such, it cannot meet tourists' needs to obtain and release real-time information on the Internet. In addition, the rescue system for tourists is incomplete, so it is difficult to implement the rescue at the first moment when tourists have an emergency.

3.3.3 Weak Policy Support

As a special means of transportation and tourism, RV needs to be managed by relevant policies and regulations. First of all, different countries and regions have different policies for the traffic management of caravan trailers. In some areas, the road charge for the RV is not clear, which hinders the RV from getting on the road to a certain extent. Secondly, the RV campsites construction needs a large investment in the early stage with a long income cycle. Thus, it needs the guidance and support of policy funds to expand the overall number of camp construction. Therefore, in the great river valley civilization tourism industry, the good development of RV tourism still needs to overcome more management and operational challenges.

4. Wellness Tourism

4.1 Connotation of Business Formats

Wellness tourism is a new type of tourism produced in the process of developing the great river valley civilization tourism industry. It is a special tourism product based on the core concept of "health care". As people becomes richer, a growing number of tourists choose to go to destinations with nice

climate and sufficient resources for vacation tourism for the purpose of health, leisure and entertainment. Wellness tourism cannot replace traditional medical tourism, but is emerging to satisfy tourists' diversified and hierarchical needs. The recreation tourism destination must have six elements: pleasant natural and accommodation environment, personalized and professional service, attractive wellness products, complete supporting services of wellness products, and scientific sports and reasonable product prices^①. At present, the target market of health tourism is mainly senior, sub-health population and people who pursues quality life^②. The demand to get away from hot and cold weather for the elderly is very strong, which is further strengthened by the trend of "healthy aging". Sub-health is a critical state between being healthy and sick. Sub-health group does not need to take medicine but need to get recovered by healthy food, recreation and sports and other tourism products. Tourists who pursue the quality life usually have higher requirements for the ecological environment and cultural resources of the tourist destination. The great river basin is very suitable for carrying out high-quality wellness tourism. These health-driven journeys constitute recreation tourism formats^③, which makes the great river valley civilization tourism add more new products like nutritious meals, meditation, yoga, beauty, massage, fitness, sports and other new products.

4.2 Activity Characteristics

4.2.1 High Health-conscious of Tourists

The core of wellness tourism is tourism consumption themed with health, which achieves a harmonious and excellent state of body, mind and spirit through tourism activities such as beauty and health, nutritious diet, self-cultivation and so on. As people pay more and more attention to health, health tourism provides people with a health model from "medicine" to "wellness". Through advance maintenance and health care, the needs of tourists for physical and mental health can be satisfied.

4.2.2 Environmental Dependence

Recreation tourism usually needs to be based on a good natural and ecological environment. Natural resources are the most important factor in recreation tourism. In wellness tourism, health is the foundation while mind is the core. A good ecological environment is the premise of carrying out recreation and tourism activities. Human beings are naturally pro-nature. Hence, a comfortable natural environment can produce a sense of spiritual pleasure and achieve the dual purpose of "nourishing the body and the mind at the same

① Diego R. Medina-Muñoz, Rita D. Medina-Muñoz. The Attractiveness of Wellness Destinations: An Importance-Performance-Satisfaction Approach [J]. International Journal of Tourism Research, 2014, 16(6): 521-533.

② Ren Xuanyu. Health Tourism: Connotation Analysis and Development Path [J]. Tourism Tribune, 2016,31(11):1-4 (In Chinese).

③ Li Peng, Zhao Yongming, Ye Huiyue. Key Concepts and Progress in Wellness Tourism [J]. Tourism Forum, 2020,13(01):69-81 (In Chinese).

time”. The pleasant natural climate and rich natural resources in the river basin provide sufficient resources for the development of recreation and tourism activities. Therefore, when constructing wellness tourism destination, we need to flexibly make use of the unique natural resources of the river basin and combine it with a modern way of life to create a healthy environment for tourists and cultivate their self-cultivation and temperament.

4.3.3 High Standard of Service

Wellness tourism needs to guarantee comprehensive supporting services and a good living atmosphere. Tourists in the destination is generally living and travelling simultaneously. They usually stay for a long time and have specific needs especially for health service, pension services and health care services in addition to good eco-tourism resources. Among those, health services include medical and hygiene services, nursing services, etc. Pension services include nursing services, pension financial services, etc. Health care services include beauty, health tourism, health consultation, etc. These related infrastructure and high-quality services are essential elements of wellness tourism in the great river valley civilization tourism.

4.3 Challenges

4.3.1 Insufficient Effective Supply

The market demand of wellness tourism is very huge, while the effective supply and infrastructure of the great river valley are relatively insufficient to meet the existing demand. Wellness project is a very popular tourism project for health tourism in the great river valley civilization tourism. However, the product line is quite simple. In terms of medical facilities, there are only a few professional and qualified medical institutions in wellness tourism, which cannot meet the huge tourism demand for medical rehabilitation. In terms of transport infrastructure, some major river basins haven't yet realized the construction of network transportation system. The traffic conditions need to be further improved. In general, there is still a big gap in the supply and demand of wellness tourism, and the infrastructure needs to be improved.

4.3.2 A Shortage of Professionals

The number of professional operators and professional service personnel in health tourism is not enough, and the quality is not high as well. First, there is a shortage of professional operators, which is because as health tourism market expands, a number of investors appears without the awareness that wellness tourism is an industry with high risk, low profit and long return cycle. The shortage of professional operation personnel often leads to the results that operators are not sensitive to the market demand and find it hard to create unique products, which further hinders its development. Secondly, this industry has high requirements for service personnel. Tourists can be satisfied as long as they have access to transportation, accommodation, communications and other basic services during traditional travel. For wellness

travel tourists, they need a number of professional services, such as medicinal diet, medical treatment, rehabilitation, companion and so on. However, the lack of qualification of health tourism service personnel is quite serious at present. The existing scale of health tourism talents is far below the needs of development of the great river valley civilization tourism.

4.3.3 Undeveloped Industrial Structure

Wellness tourism is a highly comprehensive industry while the integration level of related industries is not high in the great river valley civilization tourism. Wellness tourism involves many industries such as “medicine, food, housing and transportation”, which need to be integrated into a systematic and complete industrial chain in order to provide personalized and high-quality one-stop services. At present, it can be seen that many activities in health tourism are carried out by organizations separately to get the corresponding reward, such as medical treatment, photography, medicinal diet, and so on. Therefore, the main challenge is that it lacks a complete industrial system integrating these industries both upstream and downstream to effectively use the resources.

Chapter Two Consumer Behavior in Great River Valley Civilization Tourism

Tourism activities are essentially human activities. Tourism consumers are the main body of tourism activities. The individual and group consumer behavior of the great river valley civilization tourism determines the development level and scale of great river valley civilization tourism. This chapter discusses tourism consumer behavior of the great river valley civilization according to the three dimensions of “behavior analysis- market analysis- market development strategy”. Tourism consumer behavior analysis includes consumption capability, characteristics, preference, and tourism market segmentation, etc. Market analysis includes the scale and structure of the great river valley civilization tourism market. Market development strategy analysis include industry integration, combined exploiting, advertising and marketing, etc.

Section 1 Consumer Analysis of Great River Valley Civilization Tourism

As the main body of tourism activities, tourism consumers are one of the important conditions for the formation of great river valley civilization tourism. If there are no great river valley civilization tourism consumers, great river valley civilization tourism system will never exist. As people’s explicit behavior, consumers’ behavior reflects not only the psychological process and characteristics of consumers in cognition, decision-making, and purchases of tourism products, but also their consumption process, preference, and characteristics. Their consumption activities are not only the important link in the operation of the whole tourism economy, but also the key means to realize tourism product value. Its quantity and level will greatly promote and guide the development direction, development speed, and supply scale of tourism products^①.

This section mainly analyzes consumers’ consumption ability, characteristics and preferences, and

① Luo Mingyi. Tourism Economics 2nd Edition [M]. Beijing: Beijing Normal University Publishing Group. 2017: 73-90 (In Chinese).

tourism market segmentation. Through consumption level analysis, characteristics of tourism consumption activities, and different segmentation standards of great river valley civilization tourism consumers in major urban clusters of the great river at home and abroad, this chapter reflects and analyzes the characteristics and laws of the great river valley civilization tourism consumer behavior.

1. Consumption Capability

Tourism consumers, or tourists, refer to people who leave their permanent residence area and go to a destination for a sightseeing experience. According to the technical definition of the *Recommendations on Tourism Statistics* released by the United Nations and World Tourism Organization (UNWTO) in 1991, international tourists refer to those who travel to a country where they do not permanently live for more than one year. Their purpose is not being paid. According to whether the residence length exceeds 24 hours, the type of tourists can be divided into international tourists and one-day international tourists. According to this definition, there are three main points to define tourism consumers: firstly, tourism consumers must leave their permanent residence area and go to the destination, which is off-site. Secondly, tourism consumers have to stay in the destination for less than one year, which is temporary. Thirdly, tourism consumers take the tour experience as the basic activity in the destination and do not take the reward as the purpose, which is non-profit driven.

During travel, the fundamental interest for consumers is to obtain a pleasant tourism experience. This experience mainly reflects the spiritual satisfaction in addition to meeting the physiological needs. It has run through different segments in terms of food, accommodation, transportation, sightseeing, shopping, entertainment, and other segments. On the one hand, tourism consumers can obtain fundamental interests and also have an impact on the hospitality industry and destination. Tourism consumers' amount and scale, travel mode, and consumption level are the core factors that affect the internal proportional relationship and coordination relationship of the tourism reception industry. Their amount and scale will affect the scale of the tourism reception industry, and their travel mode will affect the mode of the tourism reception industry. Besides, their consumption level will also affect the tourism reception industry quality. Similarly, tourism consumers' amount and scale, travel mode, and consumption level are also important factors affecting the internal proportional relationship and coordination relationship of tourism destinations. Their amount and scale will impact the scale of tourism destinations, and their travel mode will influence the quality of tourism facilities. Additionally, their consumption level will affect the tourism service level of tourism destinations.

On the other hand, since ancient times, river tourism has taken an important position in people's tourism activities all over the world. Looking around the world, it can find that the Nile, Rhine, Danube,

Mississippi, and Seine are well-known rivers, which can be called a paradise for tourists. In China, people have visited mountains and rivers since ancient times, showing that the tourism value of the river has long been recognized, and the appreciation of the landscape and the recreational activities around it have existed for long. As early as the beginning of the industrial revolution, to avoid industrial pollution and relieve work pressure, workers in developed countries began to travel in rural rivers or urban inland areas. With the coming of post-industrial society, the industrial belt along the river in many countries and regions were on the decline, and tourism has become the basis of economic revival in these areas. At the same time, parks, reserves, and heritage sites built around the river are becoming increasingly attractive. River tourism is favored because that river tourism can awaken the public's awareness of caring for nature and protecting ecology, and it is one of the ideal activities to carry out ecological education and guide green consumption^①. At the end of the 20th century, most of the tourists for European great river valley civilization tourism were high-income groups. Among those, families with elder children were the main group of charter tourists. Bicycle tourism was mainly composed of two people. Their education level was generally above the average level^②.

According to the statistics released by the UNWTO, most of the international tourists come from developed countries with the highest per capita income. Similarly, in terms of domestic tourism of all countries in the world, most of the aggregate tourism demand also comes from relatively developed regions. Compared in a chronological order, the travel rate of most countries and regions in the world has increased paired with the economic development and the rise of per capita income. It shows that there is an important direct relationship between tourism consumption activities and income level. Generally speaking, when other factors are fixed, these two factors will change in the same direction. Specifically, a person's income level and affluence, or the income level and affluence of his family, determine his/her consumption level. It means that a certain level of family income is an important basis for tourism consumption. However, for a family, its income cannot be all used for tourism consumption. Therefore, the income level that determines the tourism demand is the disposable income of the family, more precisely, the discretionary income.

Disposable income refers to the remaining part of personal or family income after income tax deduction, while discretionary income refers to the remaining part of personal or family income after income tax, social security consumption and daily consumption deduction^③. This part of income can be used for people to choose at will, which is the real part of family income that can be used for tourism

① Zhou Shenglin, Song Lizhong, Tan Shen. Review and Prospect of foreign literature on River Tourism [J]. Journal of the Second Beijing Foreign Language Institute, 2011,33(03):8-16 (In Chinese).

② Josef, S. River related tourism in Europe—an overview [J]. Geographical Journal, 1995, 35 (4): 443-458.

③ Li Tianyuan. Introduction to Tourism 7th Edition [M]. Tianjin: Nankai University Press.2014: 91(In Chinese).

consumption. Therefore, strictly speaking, having enough discretionary income is the primary material condition for tourism consumption. When a family's disposable income is not enough to cover their necessities, the family's discretionary income is near to zero. However, once the family's disposable income level exceeds the critical point of basic living needs, the family will have discretionary income, the possibility of traveling will be greatly increased, and the consumption-ability of great river valley civilization tourism consumption will be gradually enhanced. When the household disposable income exceeds the above critical point, every increase of a certain proportion of disposable income will lead to a greater proportion of consumption for tourism activities. UNWTO has estimated that the income elasticity coefficient of recreational tourism demand is about 1.88, that is, a 1% increase in disposable income will lead to a 1.88% increase in consumption for tourism activities.

Therefore, from a vertical view, as annual disposable income per capita in the world increases, the consumption capability of tourists is increasing, so is the great river valley civilization tourism. The absolute consumption-ability of tourists is also increasing. Moreover, the group participating in the great river valley civilization tourism is no longer limited to the high-income class. More and more tourists take part in the great river valley civilization tourism activities and generate considerable tourism consumption with stronger and stronger consumption ability. However, due to the lack of statistical data on relevant indicators of great river valley civilization tourism consumption, it is impossible to know the specific consumption level and consumption capability of great river valley civilization tourism consumers. In addition, due to the high-income elasticity of their tourism consumption, in the process of income growth, when the disposable income reaches a certain level, the relative consumption expenditure gap of tourism consumers for great river valley civilization tourism activities will gradually narrow as people's income increases.

From a horizontal view, tourism development degree varies in different great rivers, which leads to a large gap in the scale and level of tourism activities and projects in different great river valley civilization tourism destinations. As a result, there are different groups of tourism consumers in different destinations of great river valley civilization tourism. Even the consumption activities and levels in the same group within the destination are not consistent. So horizontally, there is a big gap in the regional distribution of consumption capability of great river valley civilization tourism consumers. However, as great river valley civilization tourism becomes increasingly mature and various destinations improves, it also presents a balanced development trend.

Specifically, in China, from the comparison of city residents' average annual tourism consumption expenditure per capita near Yangtze River, Yellow River, and Pearl River, it can be seen that of many provinces and cities are higher than that of national average. For example, according to the *National*

Tourism Consumption Report in 2019, the top 20 cities of tourism consumption are Shanghai, Beijing, Guangzhou, Chengdu, Shenzhen, Hangzhou, Chongqing, Nanjing, Tianjin, Wuhan, Xi'an, Suzhou, Qingdao, Changsha, Kunming, Shenyang, Ningbo, Dongguan, Zhengzhou, and Foshan, which shows that the consumption power of the great river valley civilization tourism in China is becoming stronger and stronger, and there is a large space for further development. Especially under the condition that China is vigorously promoting the tourism industry development, as people's per capita income and the implementation of paid vacation system improves, tourism activities have become an important economic activity, and the tourism consumption expenditure of great river valley civilization tourism will show a stronger growth trend. In addition, international experience shows that with the increase of income level, people's demand for tourism will gradually change from "sightseeing and leisure" (per capita GDP is more than US \$1,000) to "vacation and leisure" (per capita GDP is more than US \$3,000), and then to "international tourism" (per capita GDP is more than US \$6,000). At present, according to the regional statistical yearbooks, and other statistical data, the per capita GDP of most cities in the Yangtze River Delta has exceeded US \$10,000, and their residents' tourism consumption has entered a new stage for upgrading.

2. Consumption Characteristics and Preferences

The occurrence and development of human society are closely connected with the river. In different human society stages, great rivers have different roles. There are several stages of functional changes in the history, such as energy supply, transportation, industrial production, leisure, and recreation^①. Especially in recent decades, the development and redevelopment of the great river basin have become an important means for many cities to cope with the social and economic structure transformation and global competition. Consequently, most attractive urban areas in many cities all over the world are gathered here. In 1950s and 1960s, the global industrial restructuring led to the separation of waterfront and urban function. This process lasted for nearly a decade, and this separation eventually made many traditional port cities and coastal areas in Europe and America fall into depression of related industries, the economic decline of the hinterland, and abandoned wharf buildings. But at the same time, it also provides more land and space for a new round of large-scale urban renewal, which has become the unique wealth for the revitalization of the urban center along the great river basin, and finally successfully driven the historic transformation of waterfront cities from the original traffic function, modern industrial function to modern multi-function^②. The upsurge of

① Zhou Yongguang, Shen Xuwei. Research on the development orientations of urban waterfront based on space-time dimension [J]. *Urban Problems*, 2011(02):30-35 (In Chinese).

② Hoyle B. Urban waterfront revitalization in developing countries: The example of Zanzibar's Stone Town [J]. *The Geographical Journal*, 2002, 168 (2) :141-162.

the redevelopment of urban waterfront areas in the great river basin was first set off in developed countries in Europe and the United States, with Baltimore port in the United States and Birmingham Central Canal in the United Kingdom as typical representatives, and then spread to Australia, East Asia, and other countries, resulting in the revival of urban waterfront areas in Sydney Darling Bay, Hokkaido Otaru Canal in Japan, and Qingxichuan in Seoul, South Korea. The success of these cases in developed countries has multiple impacts on the development and redevelopment of urban waterfront in developing countries.

There are various types of great rivers with beautiful landscapes, profound cultural connotations, rich tourism activities, and unique experiences. Many great river tourist attractions in the world have attracted a large number of tourism consumers, such as the Seine River in Paris, Thames River in London, Danube River in Vienna, Moscow River in Mosco, etc. In China, the Yangtze River, the Yellow River, the Pearl River, the Haihe River, the Lijiang River, the Yalu River, the Lancang River, and many other great river basins related scenic spots have also been included in the national scenic spots. The good natural and ecological environment of the great river basin is the key factor of tourism attraction. The natural tourism resources of a great river include the great river body, landscape, and the great forests, protected areas, campsites around the river. The great river valley civilization tourism natural ecology will give tourists a fresh world and express the experience theme of living in a foreign land, harmony between man and nature, and tourists enjoy the natural environment, challenging themselves, getting rid of troubles, and gaining a new understanding in the process when integrating with nature^①. In terms of human tourism resources, it mainly includes the great river valley civilization tourism destination that exploiting its cultural tradition or theme culture, and integrating local culture into the great river valley civilization tourism. For example, the Singapore River integrates great river with traditional cultures such as architecture, festivals, and art to enhance cultural taste, or integrates great river valley civilization tourism with the local agricultural or industrial civilization to enhance the attraction.

2.1 Personalized Consumption Demand

First of all, from a macro point of view, as social productivity generally improves in various countries, people's needs are no longer limited to material life, and their demand for spiritual culture is also increasing. Simple sightseeing can no longer meet the needs of tourists today as the ultimate goal of tourism consumers is to meet the spiritual and cultural needs in tourism simultaneously. Under this background, the consumption structure of the great river valley civilization tourism consumers is also in transformation and upgrading. They are paying more attention to experience and leisure, and pursuing more personalized and

① Arnould, E.J., Price, L.L. River magic: Extraordinary experience and the extended service encounter [J]. Journal of Consumer Research, 1993, 20 (6) :24-45.

quality great river valley civilization tourism products.

In terms of great river valley civilization tourism consumers in China, their travel mode shows that the tourism consumers present features of being individual and self-help. Personalized and high-quality great river valley civilization tourism products are very popular. Tourism consumers tend to arrange their itineraries and routes, book hotels and scenic spots to have a unique great river valley civilization tourism experience. Especially under the background of cultural and tourism integration, according to the consumer research report *Cities are Alive Because of You, Chinese Consumers Fresh Discovery* released by Hilton, Nielsen, and other institutions in Beijing, China in 2019, it shows that compared with the past few years, the consumption pursuit and mode of Chinese tourism consumers are changing with trends of more “exploration”, “self-satisfaction”, “development” and “uniqueness”. 83% of the respondents preferred to explore diverse customs and cultural characteristics, while 77% of the respondents refused to be unchangeable and preferred to pursue a unique experience. In this tourism consumption mentality, great river valley civilization tourism products such as foreign cultural experience and hot spring recuperation are gradually popular. At present, the demand of great river valley civilization tourism consumers in China also shows more personalized characteristics and trends.

2.2 Refined Consumption Activities

As various technologies improve, consumers are increasingly aware of safety issues related equipment such as canoe, cruise ship, yacht and so on. Specialized skills and equipment make the experience of wading tourism better. In this process, the participation of tourism consumers in the great river valley civilization tourism activities also follows the trend from the general to the professional way^①. The development of online tourism platforms has also greatly promoted the upgrading of the great river valley civilization tourism industry, which makes the tourism consumption more stereoscopic, specialized and demassified.

In China, this characteristic is particularly obvious. In the era of mass consumption, herd mentality of tourism consumers is relatively common. The great river valley civilization tourism market presents a unified situation, and there are serious homogenization phenomena in its activities and commodities. However, as Chinese economy develops fast and the income level of tourism consumers continues to grow, the consumption demand of has become more diversified, differentiated, personalized, and demassified, and the demand for the quality experience of tourism products is higher. The “Internet plus” era provides a great impetus for tourists’ consumption demand to move towards mass audiences, which makes tourists

① Josef, S. River related tourism in Europe—an overview [J]. *Geographical Journal*, 1995, 35 (4): 443-458.

participate more in the process of tourism product consumption^①.

2.3 Popularized Consumer Bodies

On the one hand, the scale of main body participating in the great river valley civilization tourism consumption is gradually expanding. From the perspective of different dimension, its participation groups are also increasing. From the income dimension, the great river valley civilization tourism consumers are no longer limited to the high-income class. From the perspective of educational background, the main tourists are no longer those with a higher education level. Great river valley civilization tourism activities can make people feel happy and get physically and mentally recovered and self-developed. At the same time, great river valley civilization tourism activities must also be developed based on the premise that tourism consumers have a sound physique and good mind. Health is often an important factor affecting tourism demand. Its influence and restriction on tourism are quite small on elderly tourists in tourism consumers. With the aging of physical fitness, many elderly people gradually lack physical strength. Even they have enough disposable income and leisure time, issues such as lack of physical strength make them unable to travel. However, as people's living standards improve, medical standards and health care technology develops, and average life expectancy of human extends, the physical condition of the elderly has been greatly improved. Therefore, since 1990s, the proportion of elderly people for great river valley civilization tourism activities has increased significantly than before and has formed a "silver market" that attracts the attention in various countries.

On the other hand, in terms of space, as traffic conditions improves, the distance between tourism-generating region and destination has a less restrictive effect on the great river valley civilization tourism consumers. Under certain conditions, the total travel power of tourism consumers is limited, and they can only visit the tourism destinations within a certain space distance in a specific period and under a specific background. Generally speaking, the closer the distance is, the greater the probability of tourists' visit is; the farther the distance is, the smaller the probability of tourists' visit is, which are the main contents revealed by the law of distance decay, that is, the number of tourism consumers gradually decreases with the increase of travel distance. According to the law of distance decay, it is a common phenomenon that the tourism market decays with distance. The data show that the travel market of Chinese urban residents also decays with the increase of distance. 80% of the travel market is concentrated within 500 km from the tourist source^②. Therefore, the tourism activities of urban residents within 500 kilometers can be called

① Xu Jinhai, Wang Jun. Research on tourism industry integration in the era of "Internet plus" [J]. Research on Financial and Economic Issues, 2016(03):123-129(In Chinese).

② Wu Bihu, Tang Junya, Huang Anmin, Zhao Rong, Qiu Fudong, Dong Fang. Research on Chinese urban residents' choice of tourism destination [J]. Acta Geographica Sinica, 1997(02):3-9 (In Chinese).

short-range tourism activities. It is featured with a small travel range and high travel frequency. Under the current economic conditions, it can also take the round-trip 5 hours' travel time as the main travel scope of great river tourists, including the great river scenic spots near the residence, the internal scenic spots of the city, the suburban scenic spots and the related scenic spots of neighboring provinces and cities.

On the whole, in recent decades, great river valley civilization tourism has promoted the tourism development, gradually realized tourism consumption transformation and upgrading, and achieved the goal of gathering tourists by improving the service level and urban development level. At present, the great river valley civilization tourism consumers present the characteristics of personalized consumption demand, refined consumption activities, and popularized consumption bodies. In the future, the development trend of the great river valley civilization tourism may start from the perspective of tourism resources and cultural relics protection, focusing on the environmental protection strategy of controlling the number of tourists, cultural relics protection planning, and other sustainable development concepts, and achieving the purpose of continuously attracting tourists by protecting tourism resources and improving tourism experience.

3. Tourism Market Segmentation

Market segmentation was first proposed by Wendell Smith in 1956 and then began to receive extensive attention in the field of marketing, including tourism. Due to the spatial heterogeneity of tourism activities, the segmentation of the tourism market cannot avoid the problems such as spatial distance and accessibility. Therefore, tourism market segmentation should be based on the differences and similarities of tourism market demand patterns as well as spatial relationship between the tourism-generating region and tourist destination and the economic level of tourist source. Thus, it can be seen that the market segmentation of the great river valley civilization tourism destination is to divide the whole tourist market into several tourist source regions or tourist consumption groups according to the economic development level of the tourist area, the distance from the destination, and the desire, demand, purchase attitude, behavior, habit and other factors of the tourist group.

Throughout the history, great rivers have always been closely connected with tourism, which is reflected in that great rivers first provide tourists with rich tourism attractions and unique space for tourism activities, and great rivers are also an important tourist transportation corridor. In addition, great rivers have become important resources of the destination by providing drinking and household water, creating a recreational environment, and providing water activities. Finally, the sustainable development of tourism can be ensured by supporting agricultural production and hydropower generation. Therefore, in most cases, great rivers exist as tourism supply systems, intermediary systems, and support systems at the same time. This diversity has become an important aspect of the complexity of great river valley civilization tourism,

and also brings the complexity and diversity of great river valley civilization tourism activities and forms. Based on this, it is necessary and practical to subdivide the great river valley civilization tourism market.

The space of great river valley civilization tourism activities is mainly its water body and base bank hinterland. The tourism activities in the water body include kayaking, canoeing, sightseeing, rafting, swimming, diving, sailing competition, and so on. The base bank hinterland can carry out cycling, sunbathing, hiking, operation, sand sculpture competition, cross-country sports, and other activities. According to the function of the great river in tourism activities, at present, great river valley civilization tourism can be divided into two types, one is tourism on the river, such as cruising on the river, drifting, canoeing, and other tourism activities, which generally travel along the river valley and may occur in different locations of the river valley. The other is tourism along the route, such as sightseeing and entertaining activities^①. According to the form and degree of tourism subject's use of the great river, it can be divided into four dimensions: complete closeness, partial closeness, partial alienation, and complete alienation^②.

3.1 Complete Closeness

In this form and degree of utilization, tourists have a close contact with the great river, and the water itself is the object of experience, including white water tourism, various recreational activities in the river, as well as religious pilgrimage activities such as "Ganges holy bath". Among those, white water tourism originated from the west is focusing on the stimulating experience brought by the water drop, while religious pilgrimage activities are ritual activities with the great river as the object of pilgrimage. In addition, all kinds of recreation and entertainment activities in the great river including swimming, water playing, water entertainment, and sports with various hydrophilic facilities, are the most common types of mass tourism activities.

Although both types are great river valley civilization tourism in the most complete sense, they behave differently. The most fundamental difference is that white water tourism is an experience of complete entertainment mode, and its purpose is to obtain the stimulation brought by the great river drop and achieve the purpose of physical and mental relaxation, and the great river itself is a tool for experience, not a center. However, the ritual activities such as the "Ganges holy bath", which takes the river as the object of pilgrimage, are a complete existence mode. The great river is the place and object of pilgrimage, and the "holy bath" itself is the central activity in which the whole body is involved.

① Wei Hongyan, Tao Zhuomin, Pan Kunyou. Progress and prospect of river tourism research at home and abroad [J]. Resource Development & Market, 2016, 32(12): 1532-1536 (In Chinese).

② Josef S. River related tourism in Europe-an overview [J]. Geographical Journal, 1995, 35 (4): 443-458.

3.2 Partial Closeness

In this form and degree of utilization, rivers are more often used as recreational space carriers and landscape structures. They are not only sightseeing and aesthetic objects, but also traffic carriers. However, tourists may or may not have direct contact with the great river itself in the process of sightseeing. The boat tour is the most common form of sightseeing, such as cruise tour in European countries, as well as the Nile in Egypt, the Mississippi River in the United States, and the famous river tourist destinations in China, where boat tour is the most common form.

The cruise tourism derived from this also occupied a large proportion of the great river valley civilization tourism. This form of tourism appeared in the 1920s and was favored by the social elites at that time. In the second half of the 20th century, cruise companies attracted young tourists by increasing cruise capacity, changing route cycle, price and route, and segmenting the target market. Cruise tourism began to grow at an average annual growth rate of 8%, becoming one of the fastest-growing and most dynamic parts of the great river valley civilization tourism^①. According to the cruise market analysis conducted by Grand et al. (2007), 34% of the cruise tourists are between 35-54 years old, 75% of them are married, 40% of them are university graduates, and only 25% of them are retirees. Families have become an important segment of the cruise tourism market, and 16% of the tourists bring at least one child under 18 to participate in cruise tourism activities. More and more young people are attracted by the recreational activities and convenient service measures launched by cruise ships, which makes the world cruise tourism market younger.

3.3 Partial Alienation

Relying on the riverbank or the surrounding area to carry out recreational activities, tourism consumers rarely have direct contact with the great river body, such as the use of riverside landscape roads, recreational trails, and so on. This form is very common as the main form of great river valley civilization tourism because of the natural attributes of great rivers and the special relationship between man and great rivers, which determines the uniqueness of its form. First of all, tourism expenditure is considered. Because river tourism depends on ships and other means of water transportation, and it also has higher requirements for waterway construction and dredging. Compared with great river valley civilization tourism relying on land transportation, it can be easily realized in most cases. The second is the relationship between hydrophilic and water-fearing nature. Human beings are close to water and afraid of water in nature. Therefore, river tourism sightseeing is quite risky, while riverside tourism is relatively safe. This tourism type not only enjoys the good environment created by great rivers but also avoids its potential risks. The third one is the

^① Zhang Weifang. Research on the development of foreign cruise tourism [J]. Ocean Development and Management, 2008(12):118-123(In Chinese).

traffic function of great rivers. When the traffic function is not perfect, the riverbank will play an important role. At the same time, some areas are restricted by the environment and can only carry out recreational activities. Fourthly, the characteristics of attachment determine that the shore is “more fun” than the river in most cases. It is based on the depth and diversity of tourism experience, and combine the design of recreational routes with mountains, towns, and important landscape nodes.

According to the *Report of the Data of Global Self-driving in 2019*, the number of domestic self-driving tourists in China reached 580 million in 2018, with an increase of 35.6% compared with 2017. The huge scale of self-driving tourists indicates that self-driving tourism has gradually become a tourism mode for the public. The linear extension of the great river network provides the basis for the highway traffic development along the river. In addition, the continuous improvement of the great river highway network also creates favorable conditions for the great river basin to vigorously develop self-driving tourism in the medium-range tourist source market. Based on this, self-driving tourism has become one of the important forms for great river valley civilization tourism. Encouraged by the hot market of self-driving tour, great river valley civilization tourism destinations develop self-driving tourism facilities such as automobile campsites, caravan parks, scenic spot road system, automobile club, automobile emergency rescue service station according to local conditions, creating a camp experience with automobile development, automobile cinema, and other activities, and create more attractive conditions for self-driving great river valley civilization tourism.

3.4 Complete Alienation

This is related to the edge of great river valley civilization tourism. Tourism activities are carried out around great the river valley within the basin. Its process is not so relevant to the river itself. This form of tourism relies on the characteristics of the natural environment and ecosystem of the basin shaped by great rivers, or the specific historical connotation and cultural customs formed by the socio-economic conditions of the basin, such as the wild animals in the Okavango River National Park and Cross River National Park, the forest parks and reserves in the Appalachian Kola River Basin, and the hiking and tourism in the Savannah River Basin Camping and wildlife. The scope of tourism has expanded to be the concept of river basin tourism. The local community along the great river has formed a more complex connection with the local environment. On the one hand, great rivers have become the basis of residents’ production and life. On the other hand, it has also promoted the formation of tourism attractions in the great river basin. Although the river is not the main attraction, it has an important impact on tourism activities.

Under the social background of accelerated urbanization and the increasing aging population in China, fierce competition caused by urban life and the implementation of state welfare policies for the elderly will bring opportunities for great river basin to develop wellness market. In general, the great river basin has

humid air, mild climate, high forest coverage, and a superior ecological environment, so it has the superior conditions to carry out wellness tourism projects. Great river basin destinations need to take advantage of their advantages and potential such as climate comfort and landscape pleasure, and vigorously develop a series of wellness products, such as forest oxygen bar, mountain tree house, river yoga, meditation, etc., to provide diversified and personalized wellness services and fitness programs for consumers.

Section 2 Market Analysis of Great River Valley Civilization Tourism

The tourism market is resulted from the economic development, condition for survival and development of tourism industry, which also plays a very important role in the development of the tourism economy in the great river basin. Specifically, the tourism market is not only a link between tourism product manufacturers and requesters but is also important to adjust the balance of tourism supply and demand. We can realize the reasonable allocation of various resources in the whole tourism industry, as well as the optimal allocation of social and economic resources, and allocate resources reasonably based on market adjustment through the adjustment of the tourism market to the tourism economy.

This section mainly analyzes the scale and structure of the great river civilization tourism market and reflects and analyzes the group activity characteristics of great river civilization tourism consumers through the statistical analysis of the tourism income and the number of tourists received by the major city clusters in the great river basin at home and abroad.

1. Tourism Market Scale

The scale of the tourism market refers to the quantity and quality of tourists arrived in a certain country or region during a certain period, which can be measured by two statistical indicators: the number of tourists and tourism expenditure. Since 21st century, the scale of the global tourism market has encountered a rising trend, except for certain setbacks in a few special years. According to the statistical data released by the UNWTO, the total international tourism passenger flow increased by 89.76% from 2000 to 2018, with an average annual growth rate of 4.99%, and the international tourism revenue increased by 208.74%, with an average annual growth rate of 11.60%. The number of global international tourists exceeded 1 billion in 2012 and reached 1.279 billion in 2018, and the international tourism revenue exceeded the US \$1 trillion in 2011 and increased to the US \$1.59 trillion in 2018.

In recent years, Chinese entire tourism consumption market has also shown a steady growth trend. The tourism industry has shown a strong comprehensive driving role and great development potential

in urban and rural planning, economic transformation, ecological environment protection, and residents' consumption. It has become the highlight of governments to expand domestic demand, improving people's livelihood, and promoting the upgrading of consumption structure. There are 28 provinces and municipalities in China that have focused on the development of tourism as a pillar industry, and 17 of them have positioned tourism as a strategic pillar industry. According to the data of *Report on the Development of Tourist Attractions in China (2019-2020)*, the total number of people received by Chinese water landscape scenic spots in 2019 is 788 million, second only to that of cultural heritage scenic spots, and it is the second-largest tourist attraction in China. In addition, Chinese water landscape scenic spots generated total tourism revenue of 73.134 billion yuan in 2019 and its ranking is only lower to geological and geomorphic scenic spots. In terms of income, water landscape scenic spots also rank second place in all scenic spots. High number of visitors and income of water landscape scenic spots confirm that Chinese tourism consumers have considerable tourism demand for great river valley civilization tourism products at this stage, which creates a larger tourism market scale, and provides a broad tourism market space for great river valley civilization tourism development.

Although great river valley civilization tourism has produced considerable benefits in creating employment opportunities, improving infrastructure, and stimulating local economic growth, there is still a lack of relevant statistical data on tourism revenue and numbers of great river valley civilization tourism activities, so it is impossible to make an accurate analysis on the market of great river valley civilization tourism by using relevant data sets. For the sake of data availability, we analyze the tourism market scale of cities along the Yellow River and the Yangtze River Delta, which are the representative cities of China, to reflect the development trend of the great river valley civilization tourism market scale.

1.1 Tourism Market Scale of Cities along the Yellow River

The Yellow River is the mother river of the Chinese nation, which nurtures Chinese civilization represented by the civilization of farming, etiquette and music, and diet, and develops a large number of cultural landscapes with a long history. In addition, the Yellow River flows through the Qinghai Tibet Plateau, the Inner Mongolia Plateau, the Loess Plateau, the North China Plain, and other geomorphic units, along which there are rich natural landscapes such as deserts, grasslands, waterfalls, and canyons. The basin has rich tourism resources and the excellent endowment. The Yellow River flows through Qinghai, Sichuan, Gansu, Ningxia, the Inner Mongolia, Shanxi, Shaanxi, Henan, and Shandong provinces, and has a broad internal market. According to the provincial statistical yearbook and statistical bulletin data, in 2018, the GDP of the nine provinces in the Yellow River Basin reached 23,856.5 billion yuan, accounting for 26.50% of the total national GDP. Among them, the total tourism revenue reached 4,767.7 billion yuan, accounting for 19.98% of the total GDP of the provinces in the basin. According to the official website data

of the Ministry of culture and tourism of the people's Republic of China and the Department of culture and tourism of nine provinces and autonomous regions in the Yellow River Basin, by October 2019, there are 1010 scenic spots with 3A and above high-level scenic spots in the Yellow River Basin, including 28 5A scenic spots, 360 4A scenic spots, and 622 3A scenic spots^①.

Taking the provincial administrative region as the unit, the main large-scale cities along the Yellow River from upstream to downstream are: Lanzhou City and Baiyin City in Gansu Province, Zhongwei City, Wuzhong City, Yinchuan City, and Shizuishan City in Ningxia Hui Autonomous Region, Wuhai City, Ordos City, Bayannaoer City, Baotou City and Hohhot City in Inner Mongolia Autonomous Region, Xinzhou City, Luliang City, Linfen City in Shanxi Province, Yuncheng City, Yulin City, Yan'an City and Weinan City in Shaanxi Province, Sanmenxia City, Luoyang City, Jiaozuo City, Zhengzhou City, Kaifeng City, Xinxiang City and Puyang City in Henan Province, Liaocheng City, Tai'an City, Jinan City, Dezhou City, Binzhou City, Zibo City and Dongying City in Shandong Province. According to the statistical data published in the statistical yearbooks, statistical bulletins, government work reports, and relevant official websites of the provinces, autonomous regions, and municipalities along the Yellow River, as shown in Figure 1.1, the total tourism revenue of the 32 cities along the Yellow River increased from 323.099 billion yuan to 1,702.852 billion yuan from 2010 to 2019, with a total growth rate of 427.04% in recent 10 years, an average annual growth rate of 42.70%. In the same period, the overall growth rate of Chinese total tourism revenue is 322.84%, and the average annual growth rate is 32.28%. In addition, the domestic tourism revenue of cities along the Yellow River has also increased from 317.116 billion yuan in 2010 to 1,612.864 billion yuan in 2019, with a total growth rate of 408.60% and an average annual growth rate of 40.86%. In the same period, the growth rate of Chinese domestic tourism revenue is 355.10% with an average annual growth rate of 35.51%. It can be seen that in the past one decade, the growth rate of both total tourism income and domestic tourism income of cities along the Yellow River has far exceeded the national average level, especially the total tourism income. The gap between the average annual growth rate of cities along the Yellow River and that of the whole country is more than 10%, which indicates that the tourism industry of cities along the Yellow River has developed rapidly in the past one decade, and the tourism industry of the Yellow River Basin has entered a rapid development stage. It also proves that China's great river valley civilization tourism market scale has experienced a rapid development stage in the past one decade.

① Li Donghua, Zhang Xiaoyao, Lu Lin, Zhang Xiao, Li Lei. Spatial distribution characteristics and influencing factors of high-level tourist attractions in the Yellow River basin. [J]. Economic Geography, 2020, 40(05):70-80 (In Chinese).

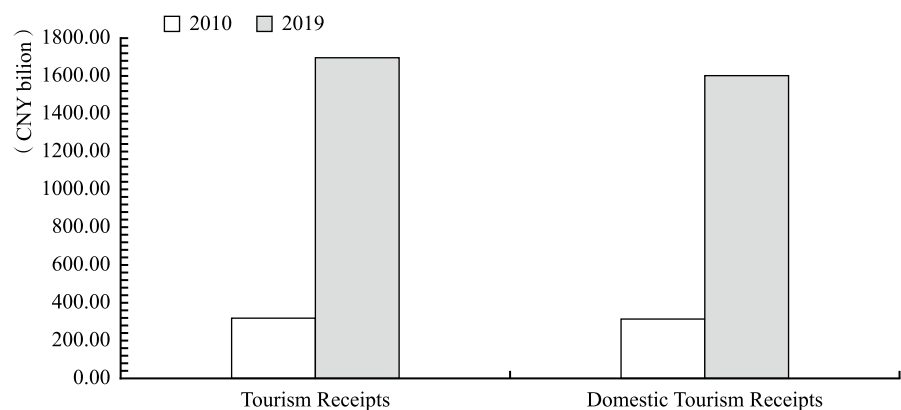


Figure 1.1 Histogram of Tourism Receipts of Yellow River Tourism Economic Belt in 2010 and 2019

Source: Concluded from this report based on the relevant statistical data

In addition, from the number of tourists visiting cities along the Yellow River in 2010 and 2019, the total number of tourists increased from 433.2823 million to 1,638.8366 million, with a growth rate of 279.02% and an average annual growth rate of 27.90%, which is also much higher than the average level of China in the same period by 17.5%. Moreover, the number of domestic tourists increased from 429.3818 million to 1,596.1298 million, with a growth rate of 271.73% and an average annual growth rate of 27.17%, which is far exceeding Chinese average level of 18.56% in the same period. It can be seen from Figure 1.2 that the total number of tourists and domestic tourists in the cities along the Yellow River Basin has maintained a rapid growth in the past one decade. The growth rate of the total number of tourists is larger, which further shows that the growth trend of the Yellow River Basin tourism industry is obvious, and the scale of the river tourism market has been growing rapidly.

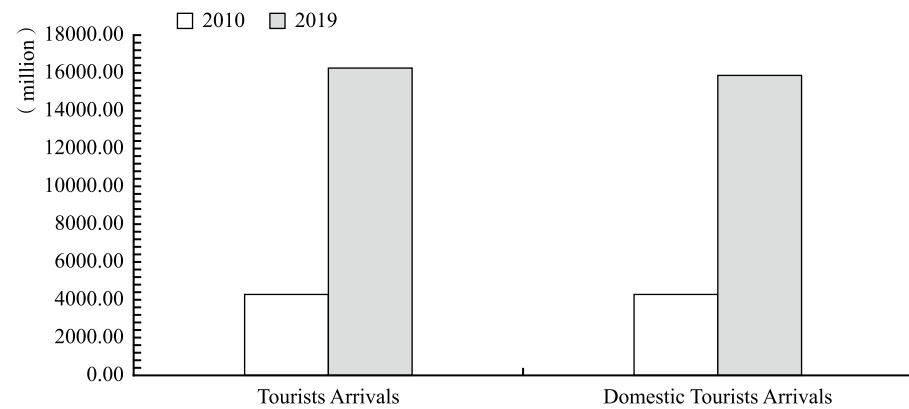


Figure 1.2 Histogram of Tourism Arrivals of Yellow River Tourism Economic Belt in 2010 and 2019

Source: Concluded from this report based on the relevant statistical data

Within the tourism economic belt along Yellow River, there are large differences in the scale of the tourism market among cities. As can be seen from Figure 1.3, the gap of the scale of the tourism market among major cities along the Yellow River has increased significantly from 2010 to 2019. By 2019, the median of total tourism income of the 32 cities along the Yellow River has reached 52.3 billion yuan. There are 16 cities higher than the median tourism income, including Jiaozuo, Ordos, Luliang, Xinzhou, Weinan, Baotou, Kaifeng, Zibo, Lanzhou, Linfen, Yuncheng, Tai'an, Huhehaote, Jinan, Zhengzhou, and Luoyang, and the cities below this median tourism income: Shizuishan, Wuzhong, Zhongwei, Wuhai, Baiyin, Bayannaoer, Binzhou, Yinchuan, Dongying, Liaocheng, Dezhou, Puyang, Yulin, Xinxiang, Sanmenxia, and Yan'an. As shown in Figure 1.3, the upstream and downstream of Yellow River also shows different development status of current tourism industry, representing less developed and developed tourism areas, respectively. From the perspective of scenic resources, the upstream and downstream of the Yellow River are in a relatively balanced state, but the gap between their total tourism receipts directly reflects the difference in the tourism development level of the Yellow River at both ends, as well as the maturity and scale of the tourism market development. The development degree and scale of the tourism market upstream of the Yellow River are constrained by the completeness of routes, railways, and highways, and the lack of relevant supporting facilities has also become a constraint on the scale of the tourism market. The tourism market downstream of the Yellow River is large in scale and has rich business formats, which makes it a developed tourism area in the Yellow River Basin and even in China^①.

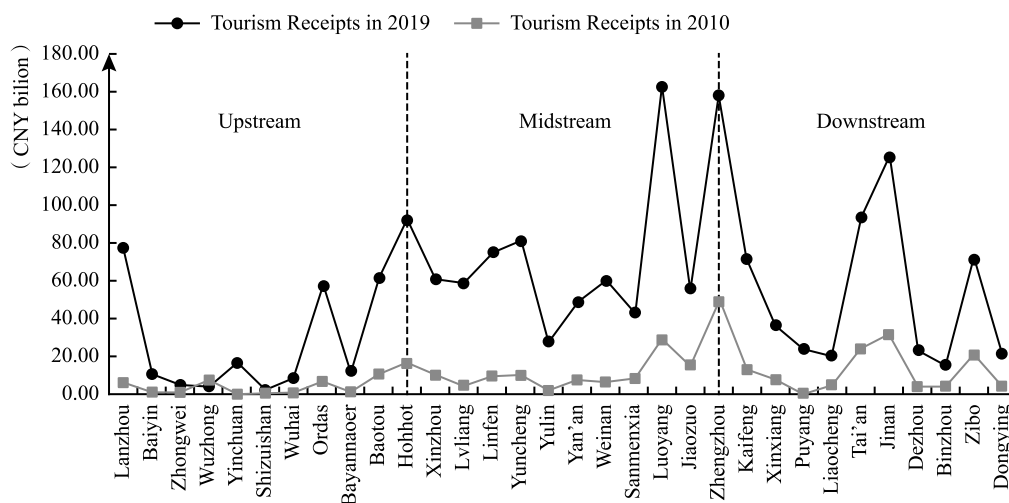


Figure 1.3 Line Graph of Tourism Receipts of Yellow River Tourism Economic Belt in 2019

Source: Concluded from this report based on the relevant statistical data.

① Song Rui, Jin Huai, Wu Jinmei. One belt and one road initiative and Yellow River tourism [M]. Beijing: Social Sciences Academic Press. 2017:22-26 (In Chinese).

In Chinese tourism regionalization, the nine provinces/regions with distinctive tourism characteristics in the Yellow River Basin belong to the tourism area of Silk Road tracing the ethnic customs, the ancient Chinese civilization tourism area, the southwest wonderful mountains, and beautiful waters ethnic customs tourism area and the world roof adventure tourism area. However, their tourism flow is significantly different and the obviously imbalanced in space. The scale of the tourism market on the midstream and downstream is larger than that on the upstream, and the tourist flow of provincial capital cities is more than that of other cities in the province. Specifically, Henan Province, Shandong Province, and Shanxi Province are located in the central and eastern region, which are driven by the Central Plains Urban Agglomeration, Shandong Peninsula Urban Agglomeration and Jinzhong Urban Agglomeration, and the level of tourism economic development and tourism market scale are better than other provinces (regions) in the basin. Moreover, Henan, Shaanxi, Shanxi, and Shandong Province are the major tourism destination provinces in northern China, which are not only rich in tourism resources, high-quality products, reasonable spatial organization, but also have good location conditions and dense road network, which provides very convenient infrastructure conditions for tourism flow distribution and market reception^①.

1.2 Tourism Market Scale of Yangtze River Delta Urban Agglomeration

The Yangtze River Delta is located on the coast of the East China Sea, at the end of the Yangtze River. It starts from Zhenjiang in the west, facing the sea in the East, reaching Tongyang Canal in the north, and flowing into the North Bank of Hangzhou Bay in the south. It covers an area of nearly 40,000 square kilometers, including Shanghai, Nanjing, Wuxi, Changzhou, Suzhou, Nantong, Yangzhou, Zhenjiang, Taizhou in Jiangsu Province, Hangzhou, Ningbo, Jiaxing, Huzhou in Zhejiang Province Shaoxing, Zhoushan and other 15 cities at prefecture level and above. It is the world's sixth-largest urban agglomeration. The Yangtze River Delta is close to the sea and has the advantageous geographical conditions of "connecting the ocean and the hinterland" and the convenient transportation conditions of "developing both land and water, extending in all directions". The Yangtze River Delta has become one of the most developed regions in Chinese tourism industry due to its geographical proximity, consanguinity, cultural connection, prosperous urban economy, huge tourist source market, superior geographical location, and rich and complementary high-quality tourism resources.

The opportunities and challenges of regional cooperation exist at the same time through the history of tourism market development in Yangtze River Delta Urban Agglomeration. At present, with the joint efforts of many parties, an integrated tourism market has been formed, especially the construction, opening,

① Wu Shanshan, Wang Lucang, Liu Haiyang. Study on the structural characteristics of tourism flow network in the Yellow River basin [J]. *Economic Geography*, 2020, 40(10): 202-212 (In Chinese).

and operation of high-speed transportation facilities from Shanghai to Nanjing, Shanghai to Hangzhou, and Nanjing to Hangzhou, which has broken the tourism space distance and shortened the time distance within the region. The compression of the time-space distance further weakens the inner-city boundary of the Yangtze River Delta Urban Agglomeration, not only bringing the convenience and time reduction of travel, but also promoting the formation of the “one-hour economic circle” in the Yangtze River Delta. The coordinated development of the Yangtze River Delta tourism market policy initiatives has been introduced one after another and the successful experience has been continuously copied and promoted, which makes the “city effect” prominent. The market characteristics of the cities in the urban agglomeration as tourist destinations and tourist sources become increasingly obvious. The complementary advantages of Shanghai urban tourism, Jiangsu Garden Tourism, and Zhejiang landscape tourism are gradually formed.

From 2010 to 2019, the tourism market scale of the Yangtze River Delta Urban Agglomeration continues to grow and maintain a steady expansion trend. As shown in Figure 1.4, the total tourism revenue and domestic tourism revenue increased from 964.510 billion yuan and 864.100 billion yuan to 2,903.448 billion yuan and 2,795.333 billion yuan, respectively, with the growth rates of 201.03% and 223.50%, and the average annual growth rates were as high as 20.10% and 22.35%, respectively, which are slightly lower than the national level in the same period. The overall growth rate slowed down. However, the total tourism revenue of the Yangtze River Delta Urban Agglomeration accounts for 43.79% of the total tourism revenue of the whole country, and the absolute scale of its tourism market is relatively large.

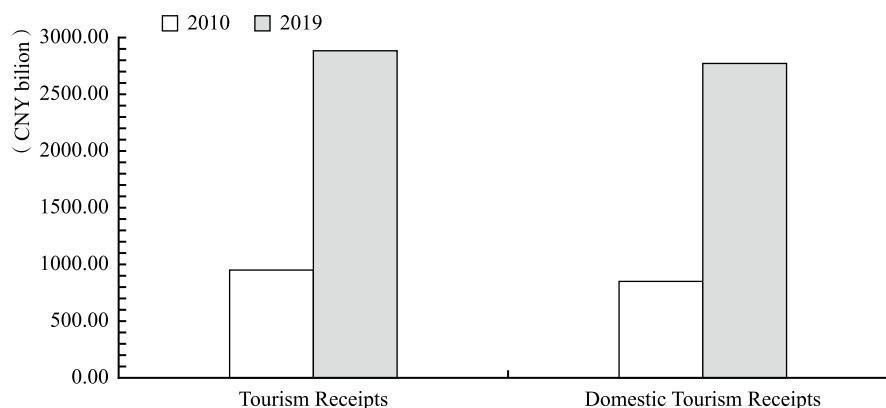


Figure 1.4 Histogram of Tourism Receipts of Yangtze River Delta Urban Agglomeration in 2010 and 2019

Source: Concluded from this report based on the relevant statistical data

Further, it can be seen from the number of tourist arrivals, as shown in Figure 1.5, that in 2019, the total number of tourist arrivals in the Yangtze River Delta Urban Agglomeration reached 1,855.0198 million, accounting for 30.16% of the total number of tourist arrivals in China, close to one-third of the

reception scale in China. In 2019, the number of domestic tourist arrivals in the Yangtze River Delta Urban Agglomeration reached 1,838.7742 million, accounting for 30.62% of the total number of domestic tourists in China. In 2010, given that the total number of tourist arrivals and domestic tourist arrivals of the Yangtze River Delta Urban Agglomeration was only 752.278 million and 723.079 million, with the growth rates of 146.59% and 151.19% respectively in recent one decade, and the average annual growth rates were 14.66% and 15.12%. The growth rate tended to be gentle, but the overall growth still maintained a high level, and the tourism market scale is still very considerable and has broad prospects.

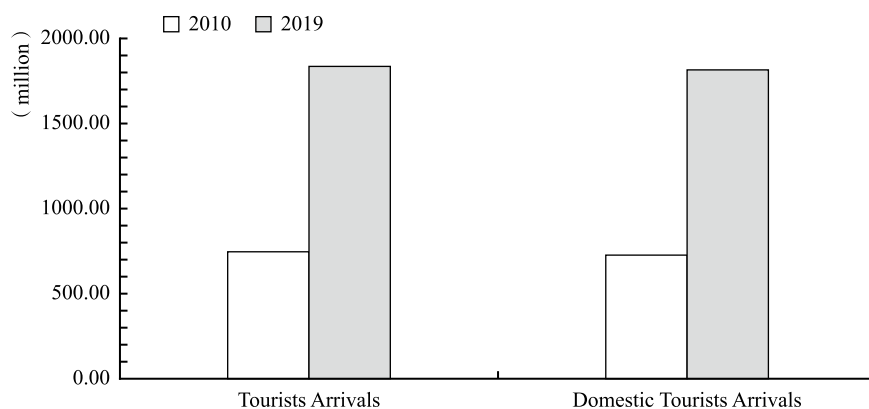


Figure 1.5 Histogram of Tourism Arrivals of Yellow River Tourism Economic Belt in 2010 and 2019

Source: Concluded from this report based on the relevant statistical data

Within the Yangtze River Delta Urban Agglomeration, there are still some differences in the scale of the tourism market. As can be seen from Figure 1.6, the gap of tourism market scale of Yangtze River Delta Urban Agglomeration has increased from 2010 to 2019. By 2019, the median tourism revenue of 15 cities in the Yangtze River Delta Urban Agglomeration was 142.291 billion yuan. The cities that are higher than the median tourism revenue include Huzhou, Wuxi, Ningbo, Suzhou, Nanjing, Hangzhou, and Shanghai, while the cities that are lower than the median tourism revenue are Taizhou, Nantong, Yangzhou, Zhenjiang, Zhoushan, Changzhou, and Hangzhou Shaoxing. As shown in Figure 1.6, the total tourism income of these seven cities is higher than that of Jiaxing and the seven cities whose total tourism income is lower than that of Jiaxing are scattered in a certain section of the Yangtze River Delta, and the cities with a total tourism revenue higher than the median tourism revenue are more evenly distributed in Zhejiang and Jiangsu Province, which suggests that the internal tourism market of the Yangtze River Delta is in a relatively balanced state. However, as show from tourism revenue data in 2010 and 2019, Shanghai always ranks first in total tourism revenue, and is far ahead of other cities. In particular, compared with Taizhou City, which has the least income in 2010 and 2019, the total tourism revenue of Shanghai in 2019 is higher than that

of Taizhou City by 494.297 billion yuan, with a difference of nearly 12 times, reflecting the considerable polarization difference of the total tourism revenue between different cities.

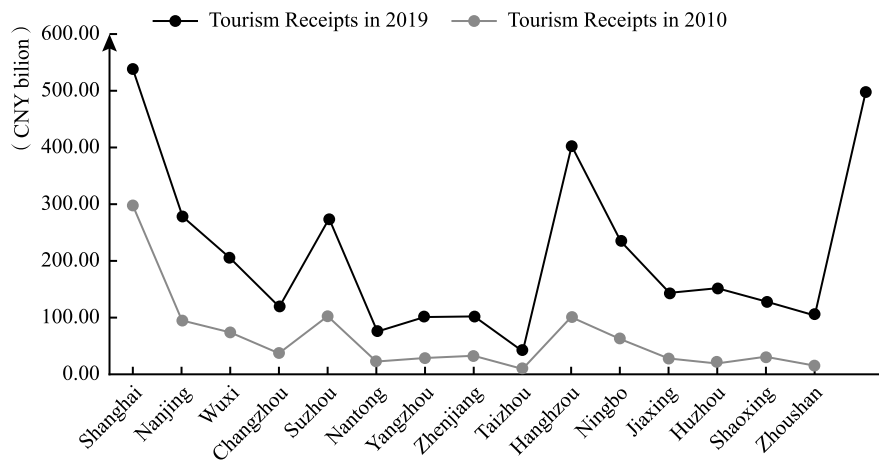


Figure 1.6 Line Graph of Tourism Receipts of Yangtze River Delta Urban Agglomeration in 2019

Source: Concluded from this report based on the relevant statistical data

Under the background of the urbanization acceleration and economic globalization, the continuous and accelerating development of Chinese tourism industry, and the intensified competition of the tourism industry, the unbalanced phenomenon of regional tourism development has become increasingly prominent. The Yangtze River Delta is rich in resources, cities here cooperate closely, thus tourism industry is developing rapidly. It has changed from partial and sporadic loose cooperation to high-level and all-around close cooperation. It is the leader of regional tourism cooperation in China, but the tourism development of cities is imbalanced, and the tourism market scale of the Yangtze River Delta Urban Agglomeration has obvious network distribution characteristics with Shanghai being the core level^①.

2. Tourism Market Structure

Tourism is a purely social and cultural phenomenon at first. With the development of productive forces and the deepening of the social division of labor, especially with the rapid development of the commodity economy, tourism activities gradually become commodities and enter the market exchange. With the continuous development of the production and exchange of tourism products, the tourism market also expands and plays an important role in the tourism economy. Because the tourism market reflects tourism

^① Zhang Heqing, Tian Xiaohui, Wang Leilei. The cooperation-competition development in regional tourism industry--Based on the comparative analysis of city tourism competitiveness between Pearl River Delta and Yangtze River Delta [J]. Economic Geography, 2010,30(05):871-875(In Chinese).

supply and demand, it is the basis for the tourism products transaction and the tourism economy operation. In a broad sense, the tourism market refers to the sum of various economic behaviors and economic relations between tourism consumers and operators in the process of tourism product exchange. In a narrow sense, the tourism market refers to a group of tourists who have demand and consumption ability for a specific tourism product of a specific tourism destination at a certain time, place, and relevant conditions, that is, the general tourist source market^①.

The tourist source market not only is the premise of the existence of the tourism market, but also determines the demand type and change trend of the tourism market, and has a direct effect on the tourism market system. Its structure is important for the tourism destination development. More and more tourism destination development mode has changed from resource-oriented to market-oriented and product-oriented, and the factors that determine the development of the tourism industry depend more and more on the reliability of the tourist market than on the abundance of resources^②. The tourism market structure includes both time and spatial structure. The time structure refers to the distribution phenomena because of the seasonality of tourism demand and consumption. The spatial structure mainly refers to the geographical source of tourists and the intensity of tourist flow. Due to the lack of specialized statistical data, this report mainly selects the statistical data of cruise tourism, river cruise tourism, and related tourism activities for analysis, which reflects the great river valley civilization tourism market structure from another side.

2.1 Time Structure

The time structure refers to the changing trend of the tourist market in a certain place with time. Influenced by the leisure time of tourists, destination environment, and other factors, the source market in any destination shows a fixed cycle and regular volatility. The time fluctuation law of the tourist market has always been an important topic for tourist destinations. Because consumer demand varies in great river valley civilization tourism, the fluctuation of tourist flow also varies in great river valley civilization tourism, which is inevitable. Based on the time length, the time structure of the great river tourist market can be divided into inter-annual change structure, seasonal and monthly change structure, week and day change structure, etc. Following the general practice, this report mainly analyzes the time structure characteristics of the great river tourist market via the inter-annual and seasonal distribution of tourist flow.

Seasonality is one of the most important characteristics in tourism industry, which has an important impact on the tourism industry development. The most significant performance is the concentration of

① Luo Mingyi. Tourism Economics 2nd Edition [M]. Beijing: Beijing Normal University Publishing Group. 2017: 180-182.

② Tian Jipeng. Research on evolution, evaluation and optimization of world cities' tourism economy structure [M]. Beijing: China Travel & Tourism Press. 2016: 71-75.

large-scale tourist flow in a short specific time, which results in the so-called peak season, off-season, and flat season between these two. Tourism seasonality is the short-term imbalance of tourism phenomenon in time, which is mainly reflected by the fluctuation of key factors such as the number of tourists, tourist costs, tourism transportation, tourism employment, tourist flow of scenic spots, etc. Seasonality directly causes the double fluctuation of tourism demand and supply. For a long time, the seasonal fluctuation of tourism demand and tourists flow is one of the most serious problems faced by tourism destinations, and it is also one of the most serious problems for great river valley civilization tourism destinations. Peak season with packed tourist flow and too off-season with idle resources cause the imbalance of tourism industry. Sometimes it is even interpreted as a “tourism event”, which brings about such negative effects such as inefficient use of resources, difficult identification of optimal investment level, loss of potential profits, high risk of economic returns, overload operation of destinations, and tension of social and ecological carrying capacity, etc.. This has become one of the central issues for government to consider when formulating tourism policies dealing with the crisis and risks^①.

Compared with other forms of tourism, great river valley civilization tourism is more closely connected with climate. Climate is an important environmental factor affecting tourism activities, and great river valley civilization tourism is more dependent on the natural environment and climate conditions. In particular, great river valley civilization tourism is more sensitive to the changes in sunshine duration, temperature, relative humidity, precipitation, wind speed, and other climatic factors, which leads to the obvious seasonal characteristics of great river valley civilization tourism itself. For example, European inland river cruise tourism is affected by the natural environment of high and low river water level and the increase of ice age, its tourist resource market fluctuates seasonally. At present, the lowest water level of the Rhine River is 1.9m, and the highest water level is 11.3m. Although there are hydropower hubs on the upstream of Rhine River and Danube River, the water level cannot be adjusted. There are more and more low water level sections in the Rhine River and Danube River, and cruise tourism cannot navigate the whole journey. In addition, the upstream of the Danube River is vulnerable to cold waves in winter, and there will be 1-3 months of channel ice period. The extreme climate seriously affects the effective sailing time of the upstream of the Danube river channel and has a great impact on the seasonal fluctuation of European inland river cruise tourism^②. Climate and its duration have a direct impact on the seasonal change of tourism activities and the annual change of passenger flow of great rivers. It plays a decisive role in the choices

① Feng Xuegang, Sun Xiaodong, Yu Qiuyang. Anti-season tourism and tourism seasonality mitigation: Current research and relevant implications [J]. Tourism Tribune, 2014, 29(01): 92-100 (In Chinese).

② Li Rui. Current situation and enlightenment of European inland river cruise tourism market [J]. Shipping Management, 2019, 41(07): 31-32 (In Chinese).

of tourism consumer destinations and travel category and has an important role on the great river valley civilization tourism project development.

For the reasons of seasonality, there are also institutional factors formed by religious, social, and cultural factors, such as school holidays, tourism destination festivals, and cultural activities, etc. in addition to the above natural factors beyond the control of policymakers. Besides, the major events and their sensational effects in the fields of politics, economy, culture, and life, and the social factors of tourist destinations will lead to the seasonal changes of tourist flow of great rivers. In addition, some unexpected crises will cause temporal fluctuations in the great river tourist market. For example, affected by COVID-19, cruise tourism on the Yangtze River has been suspended for a long time and did not resume until mid-March 2021. In general, due to the influence of the above factors and the characteristics of great river valley civilization tourism, tourist flows vary seasonally with distinct low and peak seasons, and prominent holiday and weekend effects.

2.2 Spatial Structure

In a specific tourism market, a large number of tourism consumers is a group. The spatial behavior of a single tourism consumer reflects the spatial structure of tourism market activities. The spatial structure refers to the relationship of relative location and distribution form of the tourism market in a certain region, which is expressed in the form of tourism flow and plays an important role in tourism destinations management and development. From the perspective of the tourism market, the principle of distance attenuation law is that as distance increases, the economic cost and time cost of tourism will also rise, hence the tourists' willingness to travel and travel rate will decrease accordingly. In this mode, the tourists' travel behavior decreases rapidly with the increase of distance, so this feature shows a kind of circle structure in plane space. According to the law of diminishing distance, the spatial structure of the tourism market includes two meanings, one is the spatial structure of tourists' behavior from a tourism market, which is usually described as a decreasing contour to the outside. The second is the spatial distribution of the tourist market to a certain destination, which is usually described as an increasing market circle structure, such as primary market, secondary market, and tertiary market^①. Among those, the tourist resource market has become the focus of tourism competition, and the spatial distribution of the tourist resource market is the premise of the spatial structure of the tourism market. The spatial structure characteristics of the great river tourist market reflect the geographical distribution and combination characteristics of great river tourists, and the analysis of the spatial structure of the tourist market in great river valley civilization tourism

① Wang Xin, Wu Dianyan, Zhang Zuqun et al. *Lvyou Dilixue Gailun* [M]. Beijing: Tourism Education Press.2015: 118-120.

destinations will help tour operators to have a better understanding of the target users, effectively develop the tourism products and carry out the tourism planning to better develop the local tourism. According to the spatial structure of the tourist source market, it can be divided into two categories: overseas and domestic tourists. According to the distance from tourist source market to a tourist destination, tourist source market can be generally divided into short-range tourist source market, medium-range tourist source market, and long-range tourist source market^①. Great rivers have many tourism activities, and its tourism market structure of different specific projects is quite different. However, the domestic market and short and medium-range markets are still the main tourist source markets.

The spatial law of tourist flow reflects the inevitable trend of tourist flow and flow development. Since 1960s, the flow and its direction of large-scale international tourism and domestic tourism have shown more regularity, mainly including the short-range movement of tourist flow, the frequent flow among developed countries and regions, the flow from economically developed countries and regions to underdeveloped countries and regions, and the flow between cold regions and warm regions. The Great river valley civilization tourists flow also follows these rules. According to the estimation of the UNWTO, 80% of the international tourists in total in the six major tourist areas all over the world come from the countries within the region. Among the international tourists in the region, the largest number of the international tourism comes from neighboring countries. For example, the United States is the largest tourist source country of Canada and Mexico, and 72% of the international tourists in Europe are within the region^②. Most tourists prefer to travel in destination nearby. Therefore, short-distance tourists always occupy a large proportion of all the visitors. According to the data of “Basic Situation of Tourism Market in 2019” released by the Ministry of culture and tourism, in the inbound foreign tourists in China in 2019, Asians account for 75.9%, Americans account for 7.7%, Europeans account for 13.2%, Oceanians account for 1.9% and Africans account for 1.4%. Among the top 10 international tourist source markets countries in China, only the United States and Russia do not belong to Asian countries, and rest of 8 countries, such as Myanmar, Vietnam, South Korea, Japan, Mongolia, Malaysia, Philippine and Republic of Singapore are all from Asia. In addition, the inbound tourist market of other countries in the world is the same, and it can be seen that most tourist consumers travel in a relatively short distance. This is mainly because the similarity in the spatial distance first means the proximity of customs and cultural traditions, which makes it easy for tourists to adapt to the natural environment, especially the cultural environment of the tourist destination. Moreover,

① Luo Mingyi. Tourism Economics 2nd Edition [M]. Beijing: Beijing Normal University Publishing Group. 2017: 186-190 (In Chinese).

② Ma Hongyuan. Introduction to Tourism 2nd Edition [M]. Tianjin: Nankai University Press. 2016: 90-92 (In Chinese).

the short distance makes the travel transportation cost lower, which greatly reduces the overall expenditure of tourism consumption. In terms of time, tourists can arrange tourism activities more flexible in short distance travel.

The source of tourist flow of great river valley civilization tourism also shows a circle structure “from near to far”, because the travel flow of tourists has different distribution probability in distance. In general, the shorter the distance is, the greater the probability of distribution is. The farther the distance is, the smaller the probability of flow distribution is. The distance factor also affects the spatial segmentation of the great river valley civilization tourism. Therefore, the great river tourist flow between the source and destination is still dominated by the short-distance flow. According to the statistics of the Passenger Shipping Association (PSA), the United States, Britain, Germany, Italy, Canada, Spain, Japan, and France are the world’s major cruise passenger source markets^①. Moreover, according to Ig River Cruise / German Travel Association (DRV) data, there were 1.4 million tourists from all over the world taking European river cruises in 2017, and 38% of them came from the United States and Canada, and the number of tourists was about 0.51 million. In addition, the third to fifth source countries were Germany with 0.47 million, Britain with 0.25 million and Ireland with 0.22 million. It can be seen that European countries are still the main source of inland cruise tourists, and the internal market is the main source market.

In addition, there is no doubt that the economy is one of the basic attributes of tourism, and tourism promotes local economic growth and plays an important role in local economic development. As an economic supporting industry, tourism development needs a lot of input in the capital, talents, information, and other factors. Generally speaking, the degree of marketization of tourism is relatively high, while the high level of local economic development can provide superior infrastructure for tourism development, and transportation services, communication, accommodation, catering, etc. are relatively complete, and it is easier to attract investment, to form scale advantage of tourism development and reduce cost. Driven by the market mechanism, each factor flows relatively freely, and the allocation of production factors is optimized, which improves the efficiency of resource allocation. Due to the high level of economic development and high per capita income in economically developed countries or regions, the economic foundation for tourism activities is quite good, and the economically developed countries or regions have a relatively strong economic foundation of large-scale industry and commerce, so there are more opportunities for business or conference tourism, and relatively long paid holidays. Its modern transportation system, advanced communication tools and information network determine the number of tourists generated

① Zhao Shanmei. Research on the change of world cruise tourism market pattern and its impact on China’s cruise tourism development [D]. Hainan University, 2012 (In Chinese).

by economically developed countries and regions in a certain period is more than that of economically underdeveloped countries and regions. In general, with the optimization of the tourism transportation pattern, the tourism passenger flow network of great river valley civilization tourism in China presents a diversified and balanced development momentum. However, it still shows an imbalanced pattern that eastern and southern part of China are more developed than its northern and western part.

The formation and development of any type of industrial cluster cannot be separated from market support. The demand of the tourism market determines the growth and development space of the tourism industrial cluster to a certain extent. Generally speaking, the living standard of the residents in the economically developed areas is high. The tourist market is broad, and the consumption ability is strong, which has strong endogenous market power, and its tourism market structure often shows cohesive characteristics. According to the data of *Report of China Tourism Development in 2019* issued by the Chinese Tourism Research Institute, Guangdong, Jiangsu, Zhejiang, Shandong, Shanghai, Beijing, Fujian, Hunan, Jiangxi, and Guizhou are the top 10 provinces and cities in terms of comprehensive competitiveness, and sub-provincial cities in the first echelon of tourism comprehensive competitiveness are Hangzhou, Guangzhou, Shenzhen, Xi'an and Xiamen in turn. Jiangsu, Zhejiang, Shanghai, and Hangzhou in the Yangtze River Delta region are all on the list, indicating that great river valley civilization tourism has strong endogenous market power and a relatively broad endogenous consumer market.

The level of social and economic development is not only the basis of tourism function, but also the development basis for tourism market scale and market potential. The fragility of the natural geographical environment of the Yellow River basin makes the distribution of high-level scenic spots in the basin obviously relying on the river system and plain lowlands. Taking the urban areas with large population scale, high consumption capacity and high economic development level as the representative, the high-density area of scenic spots in the Yellow River Basin and the high-density area of urban distribution has significant spatial coupling characteristics, and the high-level scenic spots in the Yellow River Basin tend to rely on the urban consumption market. The agglomeration of population, tourism demand and consumption capacity, and relatively complete infrastructure brought by social and economic development provide a convenient platform for the creation and development of scenic spots. In the midstream and downstream of the basin, Guanzhong Urban Agglomeration, Central Plains Urban Agglomeration, Shandong Peninsula Urban Agglomeration form an obvious high-level scenic spot gathering center, and the midstream and downstream of the basin are greatly affected by Beijing-Tianjin-Hebei Urban Agglomeration, and the tourist market is huge. In the areas with relatively backward economic construction upstream, scenic spots density is relatively low. Its imbalanced economic development in different regions also has certain impacts on the

spatial distribution of high-level scenic spots in the Yellow River Basin^①.

Section 3 Market Strategy of Great River Valley Civilization Tourism

The rapid development of the tourism economy and the rapid expansion of tourism consumption demand make tourists' demand become increasingly diversified, comprehensive, and specialized. The change of demand market has a profound impact on the industrial development trend, product supply pattern, and service management form. Tourism market development strategy is a comprehensive and effective combination of various marketing factors, such as products, services, prices, channels, advertisements, etc. On the basis of tourism environment, market segmentation, and consumer behavior analysis, tourism destinations or tourism companies then coordinate internal forces to meet the needs of tourism consumers to achieve desired business objectives.

This section mainly analyzes the development background of the great river valley civilization tourism market from three aspects: industry integration, regional cooperation, and marketing. It also summarizes current development status of major great river valley civilization tourism market at home and abroad, provides corresponding development strategies, and summarizes the great river valley civilization tourism market development strategies.

1. Prosper Tourism with Culture and Industry Integration

1.1 Development Background

Industry integration development is an effective way to optimize and upgrade the industrial structure, promoting employment and economic growth. Due to the high industrial relevance of the tourism industry, it is considered as the premise of industrial integration. Because its feature of comprehensiveness and high degree of relevance, tourism cannot develop independent of other industries^②. In 2001, the former National Tourism Administration took “promoting industrial and agricultural tourism” as the focus of its work, which was regarded as the exploration of the industry integration of Chinese tourism industry and other industries. “Twelfth Five-Year Plan” aims to cultivate tourism as a strategic pillar industry and once again

① Li Donghua, Zhang Xiaoyao, Lu Lin, Zhang Xiao, Li Lei. Spatial distribution characteristics and influencing factors of high-level tourist attractions in the Yellow River basin. [J]. Economic Geography, 2020, 40(05):70-80 (In Chinese).

② Shi Peihua. The path and focus of the integration of tourism and other industries [J]. Tourism Tribune, 2011, 26(05):9-10 (In Chinese).

clarifies tourism development orientation, and also puts forward requirements for tourism transformation and upgrading. With the support of industry integration, the realization of innovation optimization and industrial chain expansion has become a new way for the transformation and upgrading of tourism^①. In 2014, the State Council pointed out again that accelerating the development of the tourism industry should adhere to the concept of integrated development in No 31 Document of the State Council “Several Opinions on Promoting the Reform and Development of Tourism Industry”. Under this background, with the rapid development of Chinese tourism industry, the integrated development model of the tourism industry gradually becomes diversified, and the scope of industry integration gradually expands. At the same time, an obvious trend of the great river civilization tourism market is the continuous promotion of the tourism industry integration in recent years. Undoubtedly, promoting the integration of the great river valley civilization tourism industry and other industries will help enrich the product system of tourism destination and give full play to the comprehensive benefits of great river valley civilization tourism.

In the context of industrial integration, the integration of cultural and tourism industry is particularly prominent. Both the cultural and tourism industries are reputed as “sunrise “ and “smoke-free” industry, and their internal attributes determine the possibility and inevitability of their integrated development. At the same time, the demand side, that is, tourists’ cultural demand for tourism products is also increasingly stronger. Under the dual action of the external and internal driving forces, the integration of cultural industry and tourism industry is deepening. The integration of tourism and culture has become a new phenomenon in the development of the two major industries at home and abroad. The integration of these two has generated many new industrial formats and products, which forms a large number of tourism and cultural industrial clusters and synthesis^②. For China, both the cultural and tourism industry are important strategic emerging industries in Chinese national economy. At present, they are in the rapid growth stage, and their driving role in economic and social development becomes increasingly significant. According to the “Statistical Bulletin of National Economic and Social Development of the People’s Republic of China in 2019” issued by the National Bureau of Statistics, the annual operating revenue of cultural and related industries enterprises above nationwide scale in 2019 was 8,662.4 billion yuan, an increase of 7.0% over the previous year calculated in comparable terms. The number of domestic tourists reached 6.01 billion, an increase of 8.4% over last year. The domestic tourism revenue was 5,725.1 billion yuan, an increase of 11.7%. The number

① Fan Wenjing, Tang Chengcai. Geological Heritage Area Tourism Development and Industry Convergence: A Case Study on Yellow River Stone Forest [J]. Resources Science, 2013, 35(12): 2376-2383 (In Chinese).

② Weng gangmin, Li Lingyan. The Coupling Coordination Degree and Spatial Correlation Analysis on Integrational Development of Tourism Industry and Cultural Industry in China [J]. Economic Geography, 2016, 36(01): 178-185 (In Chinese).

of inbound tourists was 145.31 million, an increase of 2.9%. The international tourism revenue was 131.3 billion US dollars, an increase of 3.3%. Under the background of the vigorous development of the cultural industry and tourism industry, how to promote the better integration and development of the two industries has become a heated issue.

1.2 Current Development Situation

In recent years, an obvious trend of the great river valley civilization tourism market is that the integration of the tourism industry has been continuously promoted. Tourism has increasingly penetrated other related industries, and the boundaries and framework of the tourism industry become constantly blurred. The tourism formats have been continuously integrated and evolved, with new tourism activities having emerged in the market, and a large tourism industry pattern of multi-support, multi-industry symbiosis, and multi-integration has been gradually formed. All kinds of new tourism formats have become a great new highland for the development of great river valley civilization tourism. On the whole, with all kinds of capital and market entities entering the tourism industry one after another, tourism and other industries are crossed, integrated, infiltrated, reorganized, extended, and expanded. Tourism and culture, sports, forestry, commerce, water conservancy, geology, marine, environmental protection, meteorology, and other related industries are integrated and developed. In terms of great river valley civilization tourism activities, a new great river valley civilization tourism industry system including agriculture, manufacturing, commerce, cultural industry, real estate industry, other service industries, and many other industries has been formed. The comprehensive, compound, and integrated nature of the tourism industry structure becomes increasingly prominent, and pattern of the great river basin is accelerating to form.

Niagara Falls, as a world-famous tourist attraction, is jointly owned and developed by the United States and Canada. It is bounded by the center of the main waterway of the Niagara River. There is a tourist city called Niagara Falls on both sides of the United States and Canada. In Canada, it is located in Ontario, while in the United States, it is located in New York state. Across the river, the two sister cities are connected by the rainbow bridge. The flags of the United States, the United Nations, and Canada are flying in the middle of the rainbow bridge. In addition, the United States and Canada have built a series of recreational facilities, including Queen Victoria Park on the Canadian side and Niagara park on the American side. Under the premise of protecting the resources of Niagara Falls Scenic Spot, the United States and Canada have brought huge economic and social benefits to the tourism industry of the two countries through the deep development of Niagara Falls Scenic Spot and the deep integration with the transportation industry and supporting industries. From the perspective of space, Niagara Falls Scenic Spot has perfect water, land, and air tourism modes. The two countries have jointly developed yachts, cruise ships, and other modes for tourists to watch and visit by water. The land tourism tools include a watchtower, underground waterfall

elevator, and rainbow bridge. In addition, cranes and cable cars have been built, and the tourism department has provided helicopters and other tools for tourists to have a broader view of Niagara Falls. The Niagara Falls Museum, one of the oldest museums in North America, was built in scenic spot. It combines the development of cultural tourism resources with the water environment, and the history with legend of the waterfall, so tourists can visit from the present to the “past”. In addition, to fully meet tourists’ needs for food, accommodation, transportation, travel, shopping, and entertainment, the waterfall city has developed a large number of hotels, catering and tourism service facilities, as well as shopping centers in which outdoor travel products and tourist souvenirs are sold. The external transportation of the scenic spot is also very convenient and quite accessible between United States and Canada. These development strategies make Niagara Falls a tourist destination integrating sightseeing, leisure, entertainment, and other functions, which extend tourists’ stay length, and improve tourism consumption level of the scenic spot^①.

Linfen City in Shanxi Province, which located in the midstream of the Yellow River and on the shore of Fengshui River, develops tourism market with cultural activities and adding cultural charm with tourism activities. It has successively held a series of festival celebrations and cultural activities to promote the deep integration of culture and tourism, such as a large chorus “Singing the Praises of the Times, My Motherland and I”, “Happy Linfen”, New Year’s Opera and Yaodu Cultural Tourism Festival. In order to promote the further integration of local culture and tourism industry, fully display the excellent Yellow River cultural tourism resources of Linfen City, and expand the external influence, more than 60 intangible cultural heritage projects have been integrated into Hukou Waterfall, Big Pagoda Tree, Yunqiu Mountain, Lotus Garden, Dingcun, Linfen Museum, Jinguo Museum, and other scenic spots so that tourists can have a good memory of Linfen’s intangible cultural heritage while traveling there.

1.3 Development Strategies

1.3.1 Promote Great River Valley Civilization Tourism Industrial Cluster Development

Michael Porter mentioned in the book “National Competitive Advantage” that industrial cluster refers to the spatial aggregation of specific industries, a large number of enterprises and relevant supporting institutions, and then form strong and sustainable competitive advantage^②. Through the division of labor and cooperation among internal members, industrial clusters develop competition and cooperation, forming scale efficiency and competitive advantage, and connecting in a network structure. However, industrial agglomeration only happens spatially, which fails to form such a network relationship. The purpose of

① Zhao Bo, Liang Hua Hong. The enlightenment of the comprehensive development of Niagara Falls on the development of scenic spots in China [J]. Social Scientist, 2004(3):92-94 (In Chinese).

② (USA) Wrote by Michael Porter’s works; Translated by Li Mingxuan and Qiu Rumei. National competitive advantage [M]. Beijing: Huaxia Publishing House. 2002:2-4 (In Chinese).

the cultural tourism industrial cluster is to improve industrial competitiveness through the labor division and cooperation among a large number of relevant units in the region. The great river valley civilization tourism corridor gathers all kinds of tourism industry elements. Under the market development and the effective guidance of the government, the trend of the industrial cluster becomes more obvious, but there is still certain shortcoming. The tourism industry chain is an important element to build the great river valley civilization tourism industrial cluster^①.

Therefore, in the process of tourists' consumption for the great river valley civilization tourism products, it is important to explore the tourism product chain caused by great river valley civilization tourism consumption, and the process of product supply, organization, production or service providers, and related service providers providing products and services, which can let the local residents, tourism enterprises, tourism intermediaries, and tourism product suppliers participate in, operate, and cooperate closely, extend the great river valley civilization tourism industry chain, and form a network of industrial ties. To be specific, we should integrate the great river valley civilization tourism industry chain from both horizontal and vertical directions to promote the healthy development of the whole great river valley civilization tourism industry, that is, it can horizontally expand the industrial width, and bring some departments other than traditional tourism industries, such as literary and artistic activities, cultural experience, industrial design, intangible cultural heritage, etc. into the great river valley civilization tourism industry. From a vertical perspective, we should extend the industrial chain, implant creativity and planning on the upstream, implant experience and sharing on the downstream, transforming the great river valley civilization tourism consumers from the trading partner of tourism products to the tourism product system itself, expanding the great river valley civilization tourism industrial chain as a whole, strengthening the resource, producing and service integration of the great river valley civilization tourism and related industries, building the tourism industry into a new engine to drive the development of related industries, establishing the industry interactive mechanism with tourism as the engine, and making the new format of the great river basin become the most direct embodiment to drive related industries development.

1.3.2 Enhance the Technical Integration Depth of Great River Valley Civilization Tourism

There are differences in production technology and workflow in different or similar industries, which form technical barriers and generate technical boundaries. Therefore, the integration of technology level can be called the catalyst for the integration of different or similar industries. In the industry development, the original technology of the industry is transformed by purchasing or learning new technology, to promote

① Huang Dayong, Xie Zhengfa. The development of industrial cluster in cultural tourism of the Wujiang-style Corridor [J]. Journal of Nantong University (Social Sciences Edition), 2018, 34(06): 29-34 (In Chinese).

the renewal and integration of new technology and original technology, as well as creating and developing new processes and new products. This phenomenon in the industry is called technology integration^①. Technological innovation is the key engine for the integration of the great river valley civilization tourism industry with manufacturing, agriculture, and cultural industries, and the wide application of high technology is the precondition for industrial integration development. The advent of the “Internet plus” era provides unprecedented opportunities for the integration of tourism industry in a wider range. Great river valley civilization tourism should continuously apply VR (Virtual Reality Technology), cloud service platform, 5G (Fifth Generation Mobile Communication Technology), and other high technologies to the development and upgrading of great river valley civilization tourism products, to reduce or even eliminate the technical barriers between the tourism industry and other industries, and to effectively promote the integration and upgrading of industrial production technology, development, and management technology. Especially in the era of “Internet plus”, it is necessary to speed up the integration of the tourism industry in a wider range, enhance the breadth and depth of tourism industry integration, and develop more inclusive and satisfying tourist products with higher quality.

1.3.3 Guide Great River Basin's Cultural and Tourism Integration

The cultural and tourism industries are naturally closed because of essential attributes and characteristics. Culture is the soul of tourism development and also the foundation of the great river valley civilization tourism development. It is necessary to build a great river culture tourism product system in which culture is the product carrier, and fully integrate and develop the advantages of resource integration, talent integration, and capital integration, and promote the integration, complementary and sustainable development of cultural industry and tourism industry. In the process of the great river valley civilization tourism development, it is appropriate to combine the development of cultural tourism resources with that of the cultural ecological environment, especially the water environment, to show the complete cultural tourism resources and details contained in them. It is necessary to focus on the natural and human ecology of tourism resources, especially the human ecology, with a highlight of regional and national characteristics of the great river basin cultural tourism development. First of all, great river valley civilization tourism developers, managers, and residents should attach importance to culture, paying attention to exploring tangible and intangible cultural tourism resources in the process of great river valley civilization tourism development, and enrich the cultural connotation of cultural tourism products. In addition, great river valley civilization tourism products development should create a cultural atmosphere, unifying the content and

① Li Zaijun. Exploration & Analysis on the dynamic mechanism and way of implementation of the integrated development of the ice & snow industry and the tourism industry [J]. China Sport Science and Technology, 2019, 55(07): 56-62+80 (In Chinese).

form, and meet the tourists' requirements for aesthetics and knowledge^①. From the perspective of market operation, mining the cultural connotation of the great river valley civilization tourism products can attach higher value for great river valley civilization tourism products, so they have more autonomy in the market pricing, service quality selection, cost control, etc., and occupy an advantage in the market competition.

2. Regional Interaction and Cooperation

1.1 Development Background

Tourism is a comprehensive industry with wide range, high relevance, and strong radiation including six sectors, food, accommodation, transportation, tourism, shopping, and entertainment, and 27 direct industries and more than 260 indirectly related occupations. In addition to the six sectors of tourism, the two most basic conditions of tourism are tourism resources and tourist market. Generally speaking, the great river basin is rich in tourism resources, complete in variety, and has high class. The key to turn tourism resources advantages into economic advantages is to develop the tourist market. As a kind of spatial consumption behavior, tourism has strong regional relevance that regional cooperation plays an important role in the development of the tourism industry in a country or region. The great river basin should strengthen multi-level cooperation in tourism market development, tourism project construction, and tourism management for the boosting effect that can enhance the position of the great river civilization tourism in the domestic and international tourism market competition, and promote the sustainable and healthy development of tourism.

In terms of external conditions, with the development of high-speed railways, expressways, and other modern means of transportation in recent years, especially the initial formation of the domestic "four horizontal and four vertical" high-speed railway network, the spatial distance is increasingly compressed, which gradually opens up great river basin tourism traffic channel. Through high-speed rail, aircraft, and other channels, we can form a group of great river valley civilization tourism channel, and reconstruct the great river valley civilization tourism with a new network traffic pattern. In addition, the income barrier of the endogenous market is constantly breaking through. Economic growth and the increase of people's income are gradually forming a huge and growing endogenous tourism market. In this market, tourism is becoming increasingly popular. More and more residents can enjoy tourism services equally, and participate in tourism activities with different income level. The tourism industry has gone beyond the traditional income barrier and further transferred to the public. Tourism and leisure have evolved into an activity

① Gong Rui. Study on the ancient salt and oil road culture of Wujiang River [M]. Beijing: Publishing House of Minority Nationalities.2014: 389-391(In Chinese).

covering consumers in all provinces and cities of the great river basin. Such a huge endogenous market is also an important source of great river valley civilization tourism development.

In terms of the internal conditions, the great river basin is the whole area that the mainstream and tributaries of a river system pass through, and it is a natural and economic union with different geographical units linked by rivers. The advantage of the great river valley civilization tourism cooperative marketing is that the major cities in the great river basin form a geographical circle in history, so they have a good cooperative tradition. This is mainly due to the limitation of the terrain, and the residents of the great river basin have formed a common folk custom, language, value orientation in the long-term cooperation, and formed a sense of identity of regional culture. The close and friendly ties and exchanges between the people of the great river basin have a long history, which provides a good foundation for regional tourism cooperation. Moreover, the great river basin has the same economic and social development background and environment, so it has a good cooperation vision. The great river basin has the same source of water, the same people, the same season of rain and heat, the same traditional culture, national customs, living and farming, and the same way of life, and the same economic foundation, economic environment, market conditions, and material resources. The similarities in all aspects make the tourism development foundation and level of the cities in the great river basin similar, so they have a good cooperation vision.

1.2 Current Development Situation

The borders between countries vary all over the world. Mountains, lakes, longitudes and latitudes can all become borders, and there are countless countries take great rivers as their national borders. For example, the junction of the Iguazu River and Panama Canal marks the border among Argentina, Brazil, and Paraguay, the watershed of Scandinavian mountains marks the border between Norway and Sweden and the Yalu River marks the border between China and Korea. This kind of river often creates a variety of natural scenery, not only the natural landscape but also the distribution of cultural landscape in various countries. This difference is most likely to form a sharp contrast from both border sides. Therefore, the great river basin of the border also has the natural advantages of tourism development which relies on the tourism resources of regional differences. This kind of transnational interactive development is particularly important for the great river basin tourism market. For example, China and Russia have actively carried out cooperation planning for river tourism along the border. Russian governments have developed bilateral great river valley civilization tourism cooperation with China and signed bilateral agreements on great river valley civilization tourism cooperation with many provinces in China. As early as 2004, an agreement on “Joint Development of Tourism Resources in Heilongjiang River Basin” was signed. In July 2004, China also opened a new route for Russian tourists to visit China. Tourists from Amur Prefecture, the Khabarovsk border region, and the Yakut Republic who taking the flights from Heihe to Qinhuangdao can visit Beidaihe

scenic spot, one of the most popular convalescent places in China. In February 2005, Khabarovsk city and Dalian city has a business contact for the continuous development of tourism exchanges between Khabarovsk border region and Liaoning Province. Later, Blagoveshinsk and Wudalianchi established a unified tourism route for the two cities, actively negotiated to enhance trade and people exchanges between the two cities, and reached an agreement on the development of cultural cooperation. In addition, Blagoveshchensk also plans to build a 0.13 million-hectare Sino-Russian joint nature reserve along the Heilongjiang River, which marks the border between China and Russia, together with Heihe City, located on the other bank of the Amur River. These two cities share the same river, so it is of great significance to cooperate in the field of environmental protection and tourism. Therefore, a shared system and mechanism should be established to manage the basin. In addition, Sakhalin Prefecture delegation also made their first visit to Shandong Province of China. To carry out tourism cooperation and strengthen tourism exchanges, they signed a bilateral agreement on the development of tourism cooperation. Under the background of actively carrying out the great river basin tourism cooperation between China and Russia, the cities of the two nations are actively promoting regional cooperation^①.

In addition, many countries along the Mekong River Basin have also cooperate on the development of Mekong River tourism. This cooperation began with the “Seminar on the Development of Mekong River Basin Tourism” held in Kunming, Yunnan Province in December 1994. The meeting pointed out that the six countries should carry out cooperation in five aspects: sub-regional tourism destinations promotion, sub-regional tourism forum, tourism professionals training, resource protection personnel training, and research on Mekong River tourism planning, and established overall decision-making and coordination institutions for sub-regional tourism cooperation. Based on this cooperation, the joint statement on bilateral cooperation between China and Laos on November 12, 2000 pointed out that cooperation in tourism between two countries will be enhanced. China has agreed to list Laos as a destination to encourage Chinese citizens to travel abroad, and both countries discussed on specific measures. On December 25, 2000, China and Vietnam signed the joint statement on comprehensive cooperation in the new century, which pointed out it is necessary to expand tourism cooperation, agreeing to share experience among different tourism departments in both countries in terms of management, publicity, marketing personnel training, and ease the travel process for citizens from these two countries and those from the third country. Yunnan, on the other hand, provided group visitors with landing visas and port visas in border areas and opened the Greater Mekong River tourist route from Jinghong in Xishuangbanna to Luang Prabang in Laos in 2005, which

① Sun Xiaoqian, Li Ying. Introduction to Russian Tourism [M]. Harbin: Heilongjiang People's Publishing House. 2015:302-305 (In Chinese).

greatly facilitated the southwest border.

Compared with the present status of cross-border tourism development in great river , previous tourism cooperation along the Yellow River Tourism and Economic Belt still stays in inter-provincial cooperation and has not yet risen to a higher level. At the same time, although regional cooperation in the Yellow River Basin has been constantly approved by national regional planning, it is still a fragmented alliance. Compared with the Yangtze River Economic Belt, the Yellow River Economic Belt has more bilateral and multilateral cooperation. Due to the large differences in terms of economic and tourism levels, the overall cooperation has not been substantially promoted, and the overall regional cooperation is quite fragmented. However, with more and more complete tourism public service system, convenient transportation network, and high public tourism demand, the traditional consumption pattern of Yellow River tourism has been gradually changed. The barrier-free consumption environment enables tourism activities to surpass regional, place, and crowd barriers, which greatly promotes the popularization and upgrading of tourism consumption. It is the good timing for the cooperation along Yellow River economic belt. In particular, the regional differences there are shrinking, and the regional differences in tourist arrivals, tourism revenue, and other indicators of provinces and cities in the upstream, midstream, and downstream are gradually disappearing. The joint efforts of the upstream, midstream, and downstream have driven tourism growth in Yellow River Basin. The tourism consumption potential of various regions gradually are gradually discovered, and the tourism economy in Yellow River Basin shows a new prospering situation^①.

1.3 Development Strategies

1.3.1 Breaking Down Economic Barriers

Regional tourism has strength of complementary advantages, holistic marketing, scale effect, competitiveness, and tourism culture. Through the joint development in great river basin, we can fully discover and develop these strengths to drive regional economic growth. Therefore, it is necessary to work on economy first followed by breaking down the regional economic barriers, eliminating various obstacles of regional joint development, and realizing the free flow of goods and elements. It includes tourism commodities production and marketing, the rationing of hotel supplies, tourism enterprises management, the investment of tourism facilities and resources, the flow of tour guides and high-level tourism talents, the shared tourism education, training, research, and development, and the mutual source market in the region, as well as cultivating a unified regional tourism brand, joint promotion, shared brand image, sharing sales team and sales channels, emphasizing the openness, transparency, smooth information resources flow, and

① Song Rui, Jin Huai, Wu Jinmei. One belt and one road initiative and Yellow River tourism [M]. Beijing: Social Sciences Academic Press. 2017: 22-32 (In Chinese)..

reducing social transaction costs. It is necessary to implement regional common development strategy, high-quality product strategy and sustainable development strategy, form industrial division according to comparative advantages, rationalize and upgrade regional industrial structure, and build a tourism industrial chain and system^①.

1.3.2 Innovating Great River Valley Civilization Tourism Integrated Management System

The integrated management of great river basin tourism resources is a systematic innovation with a wide range of elements. The main task is to reconstruct administrative system of its resources, including adjusting the related government functions and restructuring the resource management institutions to streamline the administrative system, and resolve conflicts between regional and department division. The innovation should focus on “institutional integration, regional integration, business integration, planning integration” and other ways, through the establishment of a unified great river basin tourism development and management organization, such as the river basin tourism development and management committee, integrating the management functions of the major tourism resources and the tourism industry in the great river basin into an integrated organization. The regional tourism resource management departments and tourism departments actively cooperate with the relevant work and are guided and integrated by them, to resolve the contradiction of the division of the great river basin resource management regional administrative departments, increasing the overall planning of the great river basin tourism work, and realize the cross-regional and cross-functional great river basin tourism resource management.

1.3.3 Promoting the Great River Valley Civilization Tourism Public Service Integration

Additionally, it is necessary to promote the integration of the great river basin tourism public service for the regional interactive development, including specific cooperation in the aspects of through traffic, line development, project cooperation, scenic spot co-construction, media cooperation, network cooperation, barrier-free tourism, emergency safety law enforcement, integrity interaction, talent cooperation, to realize resource sharing, brand co-construction, line interconnection, and festival market interaction. Specifically, for instance, the Yellow River Basin should actively promote the tourism industry in nine provinces and regions and countries along the Silk Road Economic Belt, as well as surrounding provinces and cities to realize resource sharing, brand building, line interconnection, festivals and meeting participation, and market interaction. All regions should set up offices and representative offices to promote cooperation, especially practical cooperation in the Yellow River Tourism Cooperation Zone, and launch ring tourism products along the Yellow River. All regions should innovatively establish railway and highway stations

① Wu Hong, Gu Chaolin. The cooperation-competition of regional tourism industry based on the symbiosis theory—A case study on Huaihai Economic Region. *Economic Geography*, 2004(01):104-109 (In Chinese).

along the Silk Road and implement tourists' mutual exchange. The local official websites should connect and interact with each other, encouraging tourism enterprises to promote tourism e-commerce and cooperate with transportation, communication, and other departments to gradually achieve one network, one card, one guide for all, and one pass for all in all provinces and cities along the railway, to realize barrier-free tourism in the region.

3. Brand Building and Marketing

1.1 Development Background

The brand is the symbol of specific goods and services, including positioning, quality, distinctiveness, usage, users, and other valuable information. In addition to the functions above, the tourism brand also represents the most unique and famous scenic spots, either natural landscape, historical sites, or cultural sites. At the same time, a tourism brand is also the recognition of these scenic spots. Because of these brands, tourists will recognize its labels or landmarks of specific tourism projects, which is an important driving force for tourism industry development^①. Particularly today, tourism industry destination becomes increasingly competitive, brand has become crucial for contemporary marketers. Brand building is regarded as an important tool of destination management in all kinds of tourism destinations, from countries to scenic spots, including the great river valley civilization tourism. Under the situation of serious tourism products homogenization, tourism products become more replaceable, great river valley civilization tourism destination should take brand positioning as the prelude step of destination brand strategy, establish unique brand personality, and effectively carry out differentiated positioning of destination brand^②.

Marketing refers to a series of activities and processes that aim at satisfying various human needs and desires, through which potential exchange can be realized^③. Tourism marketing is similar to marketing. It is the planning and implementation process for tourism products design, price setting, display and distribution and promotion via by publicity and satisfying tourists' needs. Because tourism products and other tangible products are fundamentally different, there are also great differences between tourism marketing and traditional tangible products marketing. One of the important contents of tourism marketing is tourism service quality management. The development of the great river civilization tourism market is also inseparable from the publicity and marketing of products. With the assistance of network platform and

① Zhang Mingzhi, Chen Xi. "All-round Culture + Region-covering Tourism": Tourism industry development model innovation based on industry integration [J]. On Economic Problems, 2021(01):112-118 (In Chinese).

② Gao Jing, Jiao Yongbing. Differentiating Brand Positioning of Tourism Destinations: A Brand Personality Perspective [J]. Tourism Tribune, 2014, 29(03):49-57 (In Chinese).

③ Philip Kotler. Marketing Management, 11th edition [M]. New Jersey: Pearson Education. 2003:5.

new media, marketing can enhance the competitiveness of the great river civilization tourism.

1.2 Current Development Situation

Great river valley civilization tourism brand building is a systematic procedure of dynamic cycle. As the greatest river in the United States, Mississippi River is also the main shipping artery from south America to north America. It has a good advantage in water transportation. In terms of brand building, publicity and marketing, it makes full use of literary works such as “Uncle Tom’s Cabin” and “Gone with the Wind”, as well as the influence of jazz and other music that are popular all over the world. It carries out great river valley civilization tourism development in combination with the relevant tourism culture in the basin, and then becomes the treasure house of national cultural river entertainment and leisure. In addition, since the “Titanic” around the world, the Volga River, Amazon River, Rhine River, Danube River, and other great rivers have also used this “selling point” to carry out publicity and marketing, making its tourism further develop and becoming a famous tourist attraction.

Hongshui River, the mainstream of the Xijiang River System in the Pearl River Basin, is originated from Maxiong mountain in Zhanyi County, Yunnan Province. It has also made some achievements in resource utilization and tourism brand construction after years of tourism development. According to the situation of resource utilization, four tourism product series have been initially formed in Hongshui River Basin, namely longevity and wellness product series, folk culture tourism product series, ecological tourism product series, and red tourism product series. At the same time, it has formed mature natural landscape tourism products that including Bama Longevity Crystal Palace, Panyang River, Qibainong National Geopark, folk culture tourism products with a certain market appeal including Nandan Baikuyao Folk Culture Village, and red culture tourism products where Donglan Kuixing Building and Lenin Rock are the main attractions. Based on its tourism image and brand construction, each county in the Hongshui River Basin has initially formed its unique tourism image and brand after many years of cultivation and development. It has presents the development pattern of “one product for one county” or “multiple products for one county”. For example, Hongshui River Ecological brand with Longtan and Hongshui River Grand Canyon, Hongshui River strange stones and other tourism products as the main content, Crystal Palace, Baimo cave, Tianshengqiao, Qibailong and other scenic spots as the main content of geological wonders brand^①.

Linfen City, located on the shore of the Yellow River, has also made great achievements in tourism brand creation. The Hongtong Big Pagoda Tree scenic spot and Xiangning Yunqiu Mountain scenic spot

① Zhu Xiaohui. Research on organization and management innovation of watershed tourism development [M]. Beijing: Science Press. 2015:38 (In Chinese).

in Linfen City have successfully established the national 5A scenic spot. Hukou Waterfall has successfully passed the national 5A scenic spot landscape quality assessment. In addition, Linfen also put forth new ideas in the great river valley civilization tourism promotion and marketing. It implements both traditional media and emerging media. It plays promotional video clips in prime time in mainstream media channels such as CCTV. It also has led the scenic spots and cultural tourism enterprises to building their propaganda teams by utilizing official micro-blog, WeChat, Tiktok, Kwai, and other platforms to attract tourists to participate. It also successfully held the Second Forum of the Great River Civilization Tourism in 2020, also issued the “Linfen Declaration on Ecological Protection and High-Quality Development of the Yellow River Basin” as well as “Yellow River Consensus on the World’s Great River Civilization”. The forum also established the theme of the “river · harmony · cooperation” permanent forum and Yunqiu Mountain in Xiangning as the permanent site of the great river forum, and planned to launch scenic spot brand “ten products of the Yellow River” in Shanxi. It has created innovative formats such as “Sound Moving the Yellow River and Enjoying the World” Yellow River concert and “Yellow River · Yunqiu Night Market”, launching “back home” service brand and “four heart” service standard system, which comprehensively enhanced the image and brand of Yellow River Tourism in Linfen City.

1.3 Development Strategies

1.3.1 Creating and Enhancing the Great River Valley Civilization Tourism Image System

First of all, we should establish and perfect the image of tourism cities along the great river, condensing the cultural characteristics, and highlighting the theme and distinctive slogans and signs. We should also improve and upgrade urban tourism infrastructure and service facilities construction, maintain good social order, build safe and orderly tourism destinations, enhance the awareness of tourism participation of urban and rural residents, consciously maintain the tourism environment, carry forward the national tradition of enthusiasm and hospitality, and build friendly tourism destinations. For example, Linfen City creates the tourism brand image of “China Root · Yellow River Soul”, which is supported by the tourism image brand of each district and county, and based on the brand of each enterprise and product. In this process, it is necessary to pay special attention to designing innovation. Based on distinguishing the different demands of different source areas, different source layers, and different source groups, it is necessary to conduct systematic marketing and subdivision marketing according to the different characteristics of different consumer groups, striving to exploring the cultural advantages and distinctiveness of the basin, as well as satisfying various consumer groups as much as possible, and choosing the best the theme image.

1.3.2 Building a High-Quality Service Brand of Great River Valley Civilization Tourism

In the field of great river valley civilization tourism management, it is necessary to cultivate some well-known enterprise brands and service brands, as well as standardizing the great river valley civilization

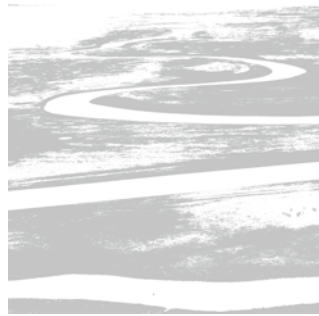
tourism service behavior and improving the great river valley civilization tourism service quality. It is necessary to conduct a series of activities, such as great river valley civilization tourism standardization promotion, tourism quality service brand creation, the establishment of high-quality tourism alliance, the application and exchange of tourism science and technology, and the creation of green tourism industry about theme of the great river valley civilization tourism quality service every year. It is also necessary to regularly release the great river valley civilization tourism quality-related information, such as information about tourist satisfaction, tourism complaints, etc. In addition, it should carry out the activities to promote the service quality of travel agencies, hotels, tour guide services, and other great river valley civilization tourism key areas, organize and carry out special inspections of tourism quality and other measures, further optimize the great river valley civilization tourism service environment, strengthen the quality awareness of relevant enterprises and employees, comprehensively improve the service quality of the great river valley civilization tourism industry, and create a high-quality tourism brand. On the other hand, it is important to build the marketing activities of a brand, the brand project activities with the cultural characteristics and folk customs of the basin, and constantly create new tourism business cards. At the same time, we should pay attention on brand products management and constantly innovate tourism projects forms, to realize the promotion of tourism benefits by brand and the promotion of tourism development by brand.

1.3.3 Comprehensive Advertising and Marketing

In terms of advertising and marketing content, it is necessary to provide tourists with more information about the great river basin's beautiful scenery, boutique activities, special food, and culture, and promote it extensively. This can help to form a comprehensive brand image for great river valley civilization tourism. In the aspect of publicity media, it is necessary to strengthen media cooperation and intensify publicity. With the rapid media development, it is important to focus on communication and cooperation with all kinds of media to promote the development of the tourism industry. We should make full use of all international and domestic media to publicize our tourism cultural characteristics and create a great new image of river basin tourism. In the aspect of marketing strategy, we should provide a personalized and differentiated marketing strategy and smart marketing service through big data analysis of tourists' characteristics, demand preferences, demand changes, etc., which can be realized by website, WeChat, We Media. This can help to greatly meet tourists' needs and reduce tourists' satisfaction decline caused by information asymmetry. In terms of marketing tools, we can adopt price differentiation strategy in different seasons, adjust the price preference in low season, and balance the passenger flow in low season and peak season.

Part II

High Quality Development



China's economic development has shifted from the stage of high-speed growth to high-quality development. Tourism is one of the important means to boost economic development because of its low-resource consumption and high-level creation of job opportunities. Constructing a modern tourism economic system and speeding up the supply-side structural reform of tourism are conducive to promote the development of the people's happiness industry, the implementation of the national strategy of rural revitalization and the construction of beautiful China, and to make contributions to China's sustainable development. This section deconstructs and constructs the high-quality development of great river valley civilization tourism from its influence on social development, challenges and countermeasures as well as the high-quality development strategy system, the overall competitiveness of tourism economy, and the industry upgrade to the high quality and diversification stage.

Chapter One Influences of Great River Valley Civilization Tourism on Social Development

Tourism has transformed from a niche and occasional phenomenon to the mass and frequent phenomena. With its constant evolution and development, the impact of tourism also follows the same trend. Its scale ranges from small to large, from narrow to wide, from a specific scenery spot to the entire world; its performance ranges from implicit to explicit; and its content ranges from the economy to culture. There are both positive and negative impacts. The development of the great river valley civilization tourism will bring influences to the society development. This chapter first analyzes the influence and function of the great river valley civilization tourism on destination economic scale, economic structure and economic quality. Secondly, great river valley civilization tourism's environmental impact is analyzed, pointing out the relationship between tourism and the environment, the conflict and benefits between great river valley civilization tourism and environment. Finally, this report probes into the influence of great river valley civilization tourism on culture from the aspects of cultural communication, change and inheritance.

Section 1 Economic Impact of Great River Valley Civilization Tourism

Many great rivers in the world, such as the Seine in Paris, the Thames in London, the Mississippi River in the United States, the Yangtze River and the Yellow River in China, have attracted a large number of tourists. Great river valley civilization tourism, with a unique natural scenery and cultural resource as its core attraction, can promote tourism consumption growth, the prosperity of related industries, tourism economy development and industrial integration, optimize industrial structure, and reduce poverty in impoverished area. It can also promote technological innovation, investment growth, sustainable economic development and improve the economic quality of tourist destinations.

1. Tourism and Economic Scale

1.1 Promoting the Growth of Tourism Consumption

Great river valley civilization tourism is a kind of tourism form with unique natural scenery and culture resources. Tourists can enjoy the unique water landscape and experience river civilization, which can not only expand their knowledge and broaden their horizon, but also get a lot of fun and meet their needs for spiritual life. The regions that great river flow through is quite diverse, has profound cultural connotations and beautiful natural and cultural landscapes, which has formed rich and unique tourism activities. Great river valley civilization tourism destinations such as the Rhine, Mississippi, Yellow River and Yangtze River have unique water landscape. Destination nearby can accommodate people's emotions, provide tourists a relaxing and pleasant travel experience, and also improve their work efficiency. In addition to the natural tourism resources, there are also rich historical and cultural resources in the river basin, which can be excavated and utilized to build unique cultural attraction, and integrate it with the regional economic and social development. Many great rivers in the world have attracted a large number of tourists, such as the Seine in Paris, the Thames in London, the Mississippi River in the United States, the Three Gorges and the Yellow River in China. About 12 million people visit the Mississippi River each year, generating \$1.2 billion direct and indirect revenue and providing more than 18,000 available jobs. Through the development of cultural and natural resources in the river basin, we can form a complete and distinctive tourism product system, promote tourism consumption, improve tourism's industrial status in social and economic development, enhance the economic role of tourism, drive the development of related industries in the river basin, stimulate economic growth, increase employment opportunities and local residents' income.

1.2 Promoting the Prosperity of Related Industries

Industry is the result of productivity advancement and social division of labor refinement. The status of tourism industry improves coupled with the economic and social prosperity and progress. After traditional production elements become more mature, they are integrated with the emerging production elements, which drives the development of hospitality and related industry. Many tourists travel to the great river destinations, experience its culture, enjoy its natural scenery, relieve the pressure of life and work. With the development of the great river valley civilization tourism, rural entertainment industry, catering industry, hotels and the local tertiary industry have developed rapidly. Tourism industry involves a number of departments and various businesses. The development of tourism industry has a strong correlation and driving ability, which can drive not only the material production development, but also the rapid development of modern service industry. On the one hand, tourism development must be based on the material production sector. Without a certain level of material production conditions, it is impossible to provide a foundation for the tourism development. Therefore, to develop tourism, it is necessary to promote the development of the material production sector. On the other hand, as an independent comprehensive industry in the national economy, the survival and development of tourism industry is closely relevant to other industries, and can directly or indirectly drive the development of transportation, business services, construction, post and telecommunications, finance, real estate, foreign trade, textile industry and related industries, so as to improve the overall gross national product (GNP). If there is a unit increase in tourism consumption expenditure industrial output, national income and investment can be increased by 2.71 times, 1.36 times and 0.25 times, respectively. Its role has been boosted in developing countries, where the three indicators can be expanded to 3.7, 2.7 and 0.9 times, respectively. It is estimated that in foreign countries, one dollar earned from tourism industry can increase the national economy by US \$2.5 dollars; while In China, one US dollar earned from tourism industry can increase the national economy by US \$3.12, by US \$10.7 for the tertiary industry, by US \$5.90 for foreign capital utilized. According to relevant statistics, the proportion of investment in tourism and related industries is 1:7^①.

1.3 Promoting the Development of Tourism Economy

Tourism economy exists because tourism activities occur. With the continuous progress of modern technology and the continuous increase of income, more and more people begin to engage in tourism activities. Tourism has entered the era of popularization. And these economic activities and relations are to be built on the relevance of various economic interests. Specifically, in the process of tourism, tourists will have to eat, live, transport, travel, shop, and be entertained. Because of these demands, tourists will

① Ying Yue. Introduction to the impact of tourism [M]. Beijing: Tourism Education Press. 2016: 53.

have economic exchange with the travel company. These economic exchanges included not only the relationship between tourists and enterprises, but also exchanges between enterprises. According to Weng Yuwei et al. 's explanation, for tourism economy, commercialization is the key attribute and obtaining corresponding tourism income is one of the main goals of tourism economy^①. From macroeconomic perspective, regional economy includes tourism economy. Regional tourism economy is the process of tourism resource exchange between the tourism supply department and the demand group in a region, so as to achieve the interest demands of both supply and demand and then obtain tourism income. Therefore, the important sign to judge whether a region's tourism economy is developed is the local tourism income. The tourism income is the sum of the monetary income obtained by a country or a region through the trade of tourism commodities in a specific period. The great river valley civilization tourism development can promote the prosperity of related industries, increase the tourism income of the destination, increase the foreign exchange reserve, and promote the development of tourism economy. Taking Linfen City as an example, in 2018, tourism industry of Linfen City developed vigorously, the economic benefits of tourism increased significantly, and the overall development level of tourism industry gradually improved. In 2018, the city received 42.310 million domestic tourists, with a 3.98% year-on-year growth; Tourism foreign exchange income reached 17.9073 million US dollars, up 6.23% year on year; The number of domestic tourists received was 68.7642 million, a year-on-year increase of 31%; Domestic tourism revenue reached 63.29 billion yuan, a year-on-year increase of 31.05%; The city has received 68.8065 million domestic and foreign tourists, with a total tourism revenue of 63.405 billion yuan, up 31% year on year. In 2019, Linfen City received 42,954 overseas tourists and 83,426 million domestic tourists, with 1.5% and 21.3% growth, respectively. Foreign exchange income from tourism reached 17.874 million US dollars, increased by 1.7 percent; domestic tourism revenue reached 76.68 billion yuan, with an increase of 21.2 percent. Tourism revenue reached 76.8 billion yuan with an increase of 21.1%^②.

Any country must expand its foreign exchange earnings if it wants to expand its foreign economic cooperation. There are two ways to expand foreign exchange income, one is to obtain foreign exchange through foreign trade; second is to live non-trade foreign exchange through non-trade ways. Today, under the background of fierce trade competition and increasing tariff barriers, tourism plays a very prominent role as a source of non-trade foreign exchange income. Because tourism is an open international industry, it can not only attract international idle funds investment, participate in the international market competition, enhance the foreign economic relations through tourism economy development. Tourism industry can

① Weng Yuwei, Li Zhi, Huang Xiaoming. Dynamic Impact of Tourism Industry Agglomeration on Regional Economic Development in China [J]. Economist, 2016, 6, 1004-4914.

② Statistics of Linfen Tourism Bureau.

attract a large number of foreign tourists and increase foreign exchange income, so people usually refer to foreign exchange earned from tourism as “invisible export” income. In particular, tourism industry has become an important means for countries to earn foreign exchange because of its strong ability to earn foreign exchange, low cost of foreign exchange and freedom from taxation restrictions.

2. Tourism and Economic Structure

2.1 Promoting Industrial Integration

The development of great river valley civilization tourism is deeply integrated with various industries, such as culture, ecology and science and technology.

2.1.1 Great River Valley Civilization Tourism and Culture

There is a long history in great river valley civilization tourism destinations such as Egypt in Nile basin destination, numerous ancient castles flowing through Rhine River, old cities in Cologne, the primary commercial center of Dusseldorf in the German coal field, Liechtenstein, Ding Cun culture, Yao culture, Genzu culture, Jin culture in the Yellow River basin, etc. The development of great river valley civilization tourism is also a process of recognizing, excavating, expressing, inheriting and innovating culture. It is a kind of cultural construction behavior. Culture is the core of great river valley civilization tourism, and is widely used in all stages of tourism development. The development of great river valley civilization tourism has promoted the in-depth integration with the cultural industry, which is beneficial for industrial transformation and upgrading, fostering new economic growth points, and advancing soft power and industrial competitiveness.

2.1.2 Great River Valley Civilization Tourism and Ecology

Great rivers have unique ecological environment and landscape, such as Rhine, Mississippi, Yellow River, Yangtze River and other great river basins. Great river valley civilization tourism allows tourists to fully enjoy natural landscape and beautiful ecological environment without destroying the ecosystem. The development of river civilization tourism has improved the local infrastructure, increased the capital and manpower input for environmental protection, promoted the local ecological environment protection, and beautified its ecological environment. The deep integration of great river valley civilization tourism and ecology promotes the high-quality and sustainable development of tourism.

2.1.3 Great River Valley Civilization Tourism and Technology

New information technology, which mainly characterized by the Internet, big data, cloud computing and artificial intelligence, has changed the travel mode and service quality. Under the social background of COVID-19, people can visit scenic spots in the river basin through online cloud tour, such as virtual tour through the virtual panorama website. Some museums allow visitors to immerse themselves in history and

culture through immersive virtual reality devices. Modern science and technology can improve the refined and intelligent management level of great river valley civilization tourism and improve the service quality.

2.2 Optimizing Industrial Structure

River basins are often the origin of civilization because of abundant water and fertile soil, which are conducive to the cultivation of crops. There are many agricultural areas in large river basins. In some backward areas with relatively single industrial structure, especially in rural areas, tourism tends to disintegrate the local self-supporting economy and diversify the regional economy. Agricultural, pastoral, forest and fishing areas in China are mainly dominated by traditional agriculture, animal husbandry, forestry and fishery. This structure needs to be improved that the proportion of the tertiary industry is low, and the comprehensive economic efficiency is not high that traditional industry structure and operation mode cannot satisfy the development of market economy. However, the development of agricultural tourism, animal husbandry tourism, forest tourism, fishery tourism and rural tourism can effectively adjust the industrial structure of these places and drive their industrialization development to build production bases and local markets. Tourism industry is a large comprehensive industry, with more than 110 relevant industries. It contributes to over 90% income for the accommodation industry, over 80% for civil aviation and railway passenger transportation industry, over 50% for cultural and entertainment industry, and over 40% for catering and commercial industry. At the same time, tourism also plays an important role in promoting new modern service industries such as international business, film and television entertainment, exhibition and exhibition, cultural creativity, information consultation, etc. Tourism development has changed the traditional agriculture-oriented industry structure, formed a pattern of mutual development of tourism and agriculture, and thus promoted the development of destination commerce, accommodation, catering, transportation and other tertiary industries, as well as the economic and social transformation in the destination. Great river valley civilization tourism development lowers the proportion of primary industry in national economy, which advances the development of the tertiary industry and increases its proportion in the nation economy, consequently optimized the local industrial structure.

2.3 Reducing Poverty in Impoverished Areas

Poverty is a huge problem faced by human being. Many countries in the world pay great attention to it and put forward many countermeasures and solutions to solve this problem. Most of the tourists are from developed cities and countries, while a few from less developed areas. There are many agriculture-oriented impoverished areas in the river basin. Although the economy isn't developed, they have rich tourism resources and strong local characteristics. If the tourism industry is formed through proper development and government support, it can bring strong economic effects. The development of great river valley civilization tourism industry has a positive and considerable impact on the development of the regional

economy. To some extent, it can help the poor areas get rid of the economic backwardness, provide certain jobs for the people in the backward areas, and provide them with a fixed economic source, which positively responds to the poverty alleviation policy of the government. Therefore, the development of great river valley civilization tourism resources will not only optimize poverty tourism resources, develop products with distinctive features and competitive advantages, decrease poverty level, and advance social and economic development. Linfen City in the Yellow River Basin has actively created an all-region tourism demonstration area. At present, there are 12 national 4A tourist attractions in the city, which ranks the first in the province. Hukou Waterfall in Jixian County is actively building a national 5A tourist attraction. Bailifen River Leisure and Agriculture Demonstration Area is making great progress. Leading by two core scenic spots, Hukou Waterfall and Yonghe Qiankun Bay, the construction project of modern agricultural cultural tourism belt along the Yellow River promotes the in-depth integration of cultural tourism, agricultural tourism, sports tourism and industrial tourism, strengthens the achievements of poverty alleviation, helps rural revitalization, and creates “Yellow River National Cultural Park” and “Yellow River Soup Culture Tourism Destination”.

3. Tourism and Economic Quality

3.1 Promoting Technological Innovation

Big data, cloud computing, the Internet of Things, artificial intelligence, etc. have advanced information technology and changed traditional travel mode. At the same time, tourism development also advanced information technology innovation. Three immersive technologies, VR (Virtual Reality), AR (Augmented Reality) and MR (Mixed Reality), are collectively called “3R”. VR technology integrates computer, electronic information and simulation technology, and simulates virtual environment with computer to give people a sense of immersion. AR technology uses multimedia, three-dimensional modeling, real-time tracking and registration, intelligent interaction and sensing technology to skillfully integrate computer-generated virtual information with the real world; MR technology further develops VR technology, which can build an interactive feedback information platform between the real world, the virtual world and users to enhance user experience.”3R” technology emphasizes human-computer interaction, acts on human senses, and is widely used in institutions and places with display functions. In tourism industry, the application of “3R” technology makes it possible for tourists to visit famous mountains and great rivers without being away. An augmented reality art exhibition called “Virtual City” has been held by the banks of the Thames in London, UK. All the exhibits cannot be seen directly but displayed via a mobile phone screen. QR code were attached to life buoys along London’s River Thames, which is the key to the augmented reality art exhibition. A surreal sculpture appears on the phone’s screen after scanning

a QR code and letting the camera points out river in front via a specific phone app. In the Yellow River Estuary Ecological Tourism Zone in Dongying, Shandong Province, there is a “Yellow River into the sea” themed VR experience hall, which has attracted many visitors. The experience hall uses 7D curved cinema and VR technology to show various Yellow River experience scenes includes projects such as flying over the Yellow River, and Jiaolong, which allows tourists to experience the beauty of the river and the profound culture of the Yellow River in a virtual environment.

3.2 Promoting Investment Growth

The tourist source not only provides a steady stream of tourists to the tourist destination, but also provides investment and management technology for the tourist destination under the promotion of large tourism enterprises. This phenomenon is more obvious and common especially when the economic development level of the destination is low and external funds and management technology need to be introduced. On one hand, the capital investment and management technology flow are beneficial to tourism resources development, and the construction of tourism infrastructure and reception service facilities in tourists’ destinations. On the other hand, the capital investors and management technology providers in tourist source areas will also get rich returns, and finally achieve “win-win” goal between tourist source areas and destinations.

In the past, tourism was only seen as “sightseeing”. However, as the leading tertiary industry and an industry that is integrating with the primary and secondary industries, tourism industry contributes to 10% of national economy and employment. Tourism becomes increasingly important in economic construction, and has become an important industry that provides stable economic growth, adjusts economic structure and benefits to people’s life. At present, tourism is treated as a strategic pillar industry by the majority of provinces, autonomous regions and municipalities in China. More than 85 percent of cities and 80 percent of districts and counties have identified tourism as the pillar industry. Tourism drives consumption, while its contribution to economic growth is not limited to consumption. Nowadays, although current economy is not so positive, tourism investment is still growing at a high level. In the first half year of 2015, the actual tourism investment in China reached 301.8 billion yuan with a 28% year-on-year growth. It increases 16% higher than the growth rate of tertiary industry investment and 17% higher than the fixed national asset investment. In 2017, direct tourism investment increased to 1.50 trillion yuan, and tourism is becoming a focused area in the capital market. The total investment for Yellow river valley civilization tourism sector of Linfen city will be expected to increase to 22.7 billion yuan in the next 10 years, with the aims of constructing the National Yellow River Culture Park and Yellow River Soul Culture Tourism Destination”. It will plan and construct two core scenic areas: Hukou Waterfall and Qiankun Bay with high-standard, integrate 26 scenic spots along Yellow River, and then form a group of landscapes. In Egypt, there is also a

lot of investment in great river valley civilization tourism. Government and enterprises will spend millions of US dollars to for tourism development.

3.3 Promoting Sustainable Economic Development

Sustainable development is the guiding ideology of the great river valley civilization tourism, as well as its ultimate goal. It emphasizes the sustainable use of natural and cultural ecological tourism resources, claims that seeking economic benefits and protect environment at the same time, and promotes the harmonious coexistence of human and nature. During the process, regardless of industry developers, managers, or visitors, either of them should respect nature, raise awareness of environmental protection, change their traditional concept, and realize that human is not dominated the nature, but rather, need to protect it and seek for sustainable development. Tourism is a strategic industry with low resource consumption. Since the beginning of 21st century, the global total energy consumption has shown a trend of rapid growth. The energy consumption of tourism mainly comes from transportation and accommodation, which account for more than 97% of the total energy consumption, but only account for 0.5-1% of the total energy consumption of the entire society, which is the most suitable area for low-carbon economy development. In addition, because tourism industry relies a lot on environment, environment protection is very important for tourism industry, consequently, tourism industry is also environmental-friendly. It promotes energy conservation, emissions reduction, building resource saving and environment friendly society, which can further advance the optimization of industry structure and transform economic development mode that is out-of-date.

Starting from 1950s, the Rhine River that flows through nearly 10 European countries, was polluted and still known as the “pipe of Europe” until the early 1980s. In order to solve this issue comprehensively, countries in the basin have established the International Commission for the Protection of the Rhine (ICPR), signed the protection convention, innovated the international cooperation mechanism of the basin, established the monitoring and early warning mechanism, formulated the water quality standard, and implemented a series of programs. Examples include the Salmon 2000 project, the Rhine Flood Management Action Plan, the Rhine Sustainability Integration Plan 2020, etc. The integrated management of the Rhine basin is a successful example for integrated management of trans-national rivers and has ensured that the Rhine is an enduring tourist attraction in Europe. The coastal countries and regions all regard the promotion of tourism as an important way to develop economy, especially Germany, which has formed a systematic arrangement. For instance, Rhine river basin in Germany flows from north Rhine to westfalen states, Hesse and rhineland - the Franco-prussian folz state, etc. In 1970s, the German government built DAMS and levees, established nature reserves, which makes the Rhine a pretty scenic tourist area. Local governments formulated tourism development plans according to their actual conditions, built

internal and external transportation network, formed a three-dimensional transportation system composed of planes, trains, cruise ships, rental cars, ferries, cars, cable cars, bicycles, and walking. In addition, Germany has planned a 320 km long hiking path along the east bank of the Rhine River and a bicycle path along the Rhine Valley. Countries along the way have compiled a unified bicycle path system to realize cross-border connection and unified marking system. In order to avoid homogenized competition, many towns along the river give play to their resource distinctiveness, function differently, form a system in which Bonn and Mainz are the core nodes and other cities as the general nodes. What's more, they also form different product structure and reasonable spatial layout of upstream, middle and downstream. Additionally, a large number of towns maintain their unique local customs, and continue to launch a variety of traditional festivals and innovative festivals. Ancient castles and churches are utilized in a variety of ways, such as art galleries, museums, restaurants, hotels, etc., to break through the single sightseeing function of historical sites. At last, resorts are formed around tourism resources in terms of forest, skiing, hot springs, lakes, and wine.

Section 2 Environmental Impact of Great River Valley Civilization Tourism

A good ecological environment is an important basis and prerequisite for the survival and development of tourism industry, as well as an important component of regional tourism attraction. The optimization of the ecological environment can create a large number of high-quality natural resources, which provides the important support for tourism development and management, and the improvement of the quality of tourism products. At the same time, it also guides the direction of tourist flow and the change of the spatial and temporal distribution of tourist flow by influencing tourists' perception of destination image and tourism decision-making behaviors, which can further affect regional tourism industry's development quality and level. Improving the social environment of tourist destinations helps to optimize tourists' experience and enhance tourism consumption level. Natural scenery and historical-cultural resources are the main attractions for great river valley tourism. In order to realize sustainable development, it is important to maintain a good ecological environment and social environment.

Great river valley civilization tourism influences environment from two aspects. On the one hand, tourism and environment can interactively benefit each other to achieve a win-win situation. Only ecological environment is effectively protected, tourism industry can achieve sustainable development. Scientific development view can also enhance tourism infrastructure construction, promote the optimization of the ecological and social environment, improve the environmental quality of tourism destination, ease

and coordinate the conflict between economy and ecological environment in great river valley civilization tourism. It can effectively solve the conflict between economic development and ecological environmental protection, which achieves a harmonious and unified relationship between tourism development and environmental protection. On the other hand, their conflict and over tourism have a negative impact on environment. This situation shows the imbalance between economy development and environment. Due to tourism development and over tourism, tourists will bring pollution to destination, which damages the ecology of the tourist destination, causes water pollution, air pollution and land pollution, and also has an impact on the culture environment. (Dis)harmony between economic development and environment is the basic clue for historical development and main theme of social progress. Harmony is a positive interactive impact between economic development and environment, while disharmony has a negative impact. In some cases, the conflict between tourism and environment will encourage destinations to take corresponding measures to deal with resource depletion, environmental pollution and ecological damage. It will be too late to have the awareness of environmental protection until there are serious environmental issues.

1. Tourism and Environmental Benefits

1.1 Optimizing the Ecological Environment

Tourism industry has comprehensive and significantly driving effects. Its development level represents strong industrial effect, which provides important support for the economic, ecological, social and service optimization for the tourist destination. First of all, tourism industry is an important part of the national economy and modern service industry. Its expansion is coupled with agglomeration effect of regional tourism element flow, and the aggregation of tourist flow, information flow and capital flow within the tourism region. It promotes regional opening to the outside world, expands tourism market consumption scale, relieves the employment pressure and drives related industries development. With the economic income develops and improves, tourism destination must take administrative and sustainable methods to recognize and improve the environment. In Cyprus, for example, tourism development results in the installation of sewage treatment equipment and wastewater recycling, which can be used for agricultural irrigation. Second, the tourism industry is a typical resource-saving and environment-friendly industry. Moreover, its fast development also has higher requirement for the local environment, speeds up the ecology process of regional tourism industry, and helps tourism developers, operators, local residents and tourists to have sustainable concept, which in turn helps to protect local environment, provides capital support and promotes ecological optimization for the development of great river civilization tourism. In the development process, the lifestyles, ideas and regional cultures of tourists and destination residents as well as different regions will constantly collide and merge, which helps to improve residents' literacy and skills,

cultural diversity development, and achieves social development. At the same time, the special industrial distinctiveness of the tourism industry will also promote the urbanization process, industrial restructuring, the completion of social public service, and constantly improve the social environment for the development of the great river valley civilization tourism Area. Finally, as tourism industry enters the high-quality tourism development stage and the continuous residents' tourism consumption upgrading, tourists have high demand for high-quality tourism services, which leads destinations to provide high-quality tourism, improve the tourism supporting service facilities, enhance transportation construction, accommodation, communication and other tourism infrastructure, strive to lay a solid foundation for tourism industry development, improves the tourism service function, and ultimately promote the continuous optimization of the service environment for regional tourism development.

1.2 Improving the Social Environment

Social environment can be changed through updating concepts, promoting cultural integration, improving tourism destination functions, boosting potential consumption, and providing new impetus to improve quality and efficiency. Tourism development has changed the social status of the residents in the tourist area, created opportunities for women to get jobs, changed their original economic and social status, and thus changed their marriage and family status. For example, because of tourism development in Yunnan Province, the social status of female in Mosuo family with the remaining social traces of matriarchal society has been improved and become more stable^①. Tourism development also result in the change of social structure in local destination. It also helps operators become rich, which enlarges the social gap and status and makes middle class appears, which becomes the main social control for local elites^②. The development of tourism industry affects residents' migration in the local and neighboring areas, while tourism exploitation keeps these people and also attract people who seeks job opportunities here. To some extent, it accelerated the urbanization process of remote tourism sites^③. The development of tourism industry creates opportunities and conditions for tourists to contact and communicate with the outside world, which makes the residents abandon outdated conventions and bad customs. It also helps to enhance residents' national pride and national self-esteem in the tourist area, raise their awareness of protecting national culture and tradition, and enhance the national cohesive force. The great river valley civilization tourism development

① Chen Bin. The impact of tourism development on the gender role of Mosuo people [J]. National art research, 2004, (1): 67-71.

② Baumgartner R. tourism and social economic change: the case of the rolling Valley in eastern Nepal [M]. In Singh T V, eds. tourism environment: nature inter India publications, 1991.73-93.

③ Schneider S. advantages and advances of tourism to an agriculture [J]. Economic development review, 1993,11 (4): 76-78

can also improve local infrastructure construction, update the ideas, promote the development of cultural integration and improve the functional facilities of tourist sites, which can help to build a harmonious and stable social environment.

Sustainable development can be realized through community participation. The active and extensive participation of local community can not only give full play to local or national distinctiveness, make good use of traditional culture and increase the attraction of tourism, but also can increase employment opportunities, the economic income of local residents and ease the conflict between the development of local agriculture, animal husbandry, people's livelihood and the protection of natural environment. Meanwhile, reasonable plan and landscape design for tourism destination through tourism plan implementation, it can help to enhance the overall environment and promote the harmonious development among natural ecosystem and social-economic-cultural system. For instance, in the natural reserve of great river, one of the most effective way to reduce resource protection and ease land use pressure is hiring local farmers and herdsmen to participate in long-term resource protection and tourism management and give them more opportunities to them. This is also the best way to achieve sustainable development for local community and natural reserve area.

2. Conflicts Between Tourism and Environment

2.1 Over-Tourism Pollutes the Ecological Environment

Since the beginning of this century, most countries and regions have entered the mass tourism era, and the international tourism market pattern has also undergone significant changes. The global economy has been suffering from depression for a long time. Consequently, a lot of countries have high expectations for the rapid development of tourism for economy recovery and revitalization, especially for the newly emerging outbound tourism. However, at the same time, the international community, especially for some reputed countries in Europe, has realized the negative impact for local society caused by uncontrolled tourism development. The conflict between nature and ecological tourism becomes increasingly serious. On the one hand, the beautiful scenic spot has little human trace and industry involvement. On the contrary, human beings are tempted to travel there, thus the ecological environment is gradually damaged that the more popular the tourism spots are, the more damaged it suffered. Tourists mainly bring three types of pollution: ^① ① bacteria carried by human body; ② carbon dioxide exhaled ③ organic matter pollution; ④ solid waste carried by tourists. As early in the 1920s, towns, villages and seashore in Europe experienced over-tourism. Local people in Brighton and London were against this. Later, the emergence of the railway

① Yan Guotai. Environmental benefits of ecotourism [J]. Journal of Guilin Tourism College, 1999 (S2): 202-205

and the birth of Thomas Cook Tourism company further exacerbated the overcrowding phenomenon. For example, the great falls between the United States and Canada also suffered from over tourism. From year of 1838 to 1850, the number of tourists increased from 20,000 to 80,000. In the 20th century, the overcrowding issue was inevitable for certain time and place, while issues such as overcrowding, environmental damage and the displacement of local residents have been increasing.

2.1.1 Air pollution

Air pollution generated by tourism activities might have the most extensive, significant and serious impact for natural ecological environment^①. There are two ways for air pollution. One is direct pollution usually caused by tourists when they use transportations and accommodation, as well as travel facilities. The other one is direct pollution that caused by smoking and burning incense.

There are a large number of smokers and the majority of them are male. Unless smoking is prohibited clearly, many smokers have not cultivated the habit of not smoking. They emit a large number of carbon dioxide and other carcinogens that is harmful to human health, which leads to air pollution. In front of the incense stove in the Mahatma temple, some tourists light incense and candles, burn incense and worshipped Buddha for protection, which seriously pollutes the air environment. Acid rain will form after air pollution. Acid rain acidifies rivers, lakes and other water bodies, destroys the living environment of aquatic organisms, pollutes rivers, lakes and groundwater, endangers human health. It can also result in the death of forest through the direct or indirect damage that cause plant diseases and insect pests. In addition, acid rain has a strong corrosion effect on metal, stone, wood, cement and other building materials. Many ancient buildings and stone carvings in the world have been destroyed.

2.1.2 Water environmental pollution

The impact of tourism industry on water environment and water resources mainly includes water pollution and destruction, as well as the shortage of water resources. The impact on water environment is the pollution from human and animal excrement, discharge of catering and bathing wastewater, as well as the pollution of cruise ships and the trash throwed in the water. The physical, chemical and biological characteristics of water body are changed, and the water quality is deteriorated because of the excessive impurities, which affects the effective utilization of water and endangers human health. This phenomenon is named as water environmental pollution and damage. The conflict between the supply and demand of water resources will cause the shortage of water resources. There are many aquatic tourism projects in the great river civilized tourist destination, such as rowing, trampling, swimming, fishing, diving, sailing, water motorboat, etc., which not only greatly enriches the tourist's vacation and leisure contents, but also brings

① Yue Ying. Introduction to tourism impact [M]. Beijing: Tourism Education Press, 2016: 139.

great impact on the water environment, which is often interrelated with each other. For example, the aquatic motorcycle project not only has erosion effect on the river, but also the eddy current generated by it will also affect the ecological environment of the river basin, such as ecological environment of zooplankton and fish in the coral reef. Oil leakage can also pollute the waterbody, even threaten the aquatic life because of chemical substances dispersed.

World Wide Fund for Nature (WWF) has published a report that the excessive exploitation of tourism industry in the Mediterranean coastal areas poses a serious threat to freshwater resources and the environment. This report has criticized that multiple golf courses and swimming pools are under construction from the Gibraltar Strait to Beirut. Even Cyprus, a small island in the Mediterranean, has eight golf courses under construction. The report also points out that, many resorts have no sewers for their facilities in the Mediterranean, thus a large amount of sewage discharged from them flows directly into rivers and oceans, which causes serious pollution to the water environment in the region. The use of pesticides and fertilizers on golf course will also cause groundwater pollution.

2.2.3 Wetland Environmental Damage

According to the definition of《The Ramsar Convention》, wetland is defined as a marsh, wet ground, peat land or water area, regardless natural or artificial, permanent or temporary, with static or flowing water, or fresh water, brackish water or saltwater, including water that does not exceed 6m deep when in low tide period. Wetland is an ecosystem with many unique functions on the earth. It not only provides a large amount of food, raw materials and water resources for human beings, but also plays an important role in maintaining ecological balance, biodiversity and rare species resources, as well as conserving water sources, flood storage and drought prevention, degradation of pollution, regulating climate, compensating groundwater and controlling soil erosion. Wetland is also called as the “kidney of the earth” and “bird Paradise”. Tourism exploitation will not affect the wetland area, but it will have an impact on the water environment and aquatic ecosystem. For example, in order to ensure that the navigation channels are unclogged, some rivers should be dredged, which will destroy the habitat of aquatic life. The operation of cruise ships may interfere with the normal life of aquatic organisms, especially for large fish. The oil pollution of amusement facilities and the sewage discharged from hotels and restaurants nearby will affect the wetland water environment and increase the probability of eutrophication. In order to build wharf and entertainment facilities on water, we should build revetment. Without ecological concept, it will also have some impact on aquatic ecology. For example, most of the revetments in China are made of stone and cement. Some fish are used to living under the vegetation along the river, and some amphibians have the habit of climbing out of the water along the soft embankment. The construction of hard dike not only destroys the habitat space of these fish, but also changes the living environment of amphibians.

2.2 Over-Tourism Destroys the Social Environment

Tourism development can make the residents of tourist feel obsessed with foreign things, imitate foreigners' life and behavior blindly. Because tourists in developed countries who are economically and culturally superior have poured into the destinations in developing countries, their values, moral standards, behavior patterns and lifestyle are strong temptations to those reside in the destinations, especially for those young people. When the traditional moral and values of the local people are distorted and split, the original ones are lost. Social issues such as prostitution and drug trade arise coupled with tourism development. Although it has no direct impact, the influx of tourists provide more targets for criminals, but lower the possibility for them to be found. The growth of tourist destination always closely related to the crime rate^①. Tourism industry development threatens the autonomy of tourist destination. In those countries and regions highly relying on tourism development, in order to ensure gain more benefits, everything is designed to satisfy tourists, thus its political and economic autonomy is seriously threatened. In tourist destinations developed by foreign investment, the income is often occupied by foreign investors. The economic power of foreigners is increasingly expanding, which will threaten residents' political control in tourist areas.

Italy was the pioneer of European Renaissance, Venice used to be the most famous historical and cultural city in Europe and even the world, and also a successful model for world tourism. However, after entering mass tourism era, driven by economic benefits and government policy that prioritize tourists' benefits, the city has been trapped in congestion and overcrowding, which makes it difficult to return back to the past. The urban environment, cultural heritage and social customs have been seriously damaged. More seriously, a growing number of local residents find it hard to survive there and have to leave their hometown. Venice became the victim for over tourism for about 30 years since 1980s. Against to the overcrowding in this ancient city has a long history and has reached the climax by the beginning of this century. Many local residents paraded and held "simulated funeral" for the city where they live. Therefore, this famous ancient city has become the negative example for the world due to its over tourism. Every year, Egypt in the Nile Valley invests millions of U.S. dollars in great river valley civilization tourism. Tourism is an important part of its economic development. However, the negative effects have gradually emerged in recent years. The development of tourism consumes local resources, not only natural resources and human resources, but also cultural resources. There is a limit for cultural resources, thus it is important to strengthen its protection and management.

① Bronha F. Ten year later, goa still uneasy over the impact of tourism [J]. International of Contemporary Hospitality Management, 1999, (11) :100- 106.

Section 3 Cultural Impact of Great River Valley Civilization Tourism

Tourism development is the internal and external power to promote cultural transmission, change and inheritance. On the one hand, tourism and cultural communication coexist, tourism is an important way for cultural communication. Tourism industry has changed the life pattern and industry structure in tourism destination, which is paired with the changes in system culture, values, religious beliefs and other spiritual cultures. On the other hand, tourism, as a social and cultural activity, is the carrier of heterogeneous culture. The culture brought by tourists and other foreigners will interact with local culture, which makes the foreign culture blend with the local culture, and promotes the change and inheritance of the local culture.

1. Tourism and Cultural Communication

Since ancient times, tourism has been accompanied by the spread of culture. Every tourist is actually a disseminator of culture and a cultural messenger^①. Tourism is a highly efficient cultural media. Under different social conditions and cultural backgrounds, the interaction process and the degree of interaction between tourists and residents varies. The cultural difference between the tourism destination and the tourist is an important reason for tourism motivation. The host of tourism should attract tourists through the unique local culture. One of the ways for tourism cross-cultural communication is the contact, blending and collision of two different cultures.

1.1 Material Cultural Communication

Tourism is an important way of cultural communication. River civilization tourism promotes the cultural exchange between tourist source and destination, and the material and cultural communication of tourist destination. First of all, tourism activities are conducive to the exchange of different cultures, especially for the cultural exchange in tourism destinations. Different from other ways for cultural communication, the communication mode of tourism activities has obvious advantages. Tourism is a kind of direct communication between people, rather than indirect communication or information transmission represented by words, tangible goods or individuals. Tourism reflects the intersection and penetration of various social phenomena, in which the communication between different cultural themes covers an extremely wide range, almost include everything. Tourism as a medium of foreign cultural exchange cannot be separated from the government's guidance and participation, but it is mainly a kind of folk cultural

① Liu Yunshan. Culture is the soul of tourism [N]. Guang Ming Daily, 2010

exchange activities. The speed of cultural dissemination is not balanced. Advanced culture might be difficult to spread to remote or backward areas. Tourism will bring all kinds of culture to all over the world, including the Antarctic and Arctic regions. Today, with the mass tourism development, tourism destinations are constantly accepting various foreign cultures, which also leads to cultural exchanges and integration, cultural conflicts and contradictions.

The region through which the Yellow River has formed its own unique regional culture. After 5000 years of precipitation, the Yellow River culture is the accumulation of thousands of years of culture in the Yellow River basin. In this rich and profound cultural system, there must be a lot of historical and cultural heritage. For example, there are different types of cultural heritage and intangible cultural heritage in Northwest China, such as sheepskin rafts, Yellow River water tankers, Yellow River boats, Yellow River bridges, Yellow River dwellings, folk culture and so on. At the same time, there are also Yangshao culture, Majiayao culture, Dawenkou culture and Longshan culture. This is an important carrier of the Yellow River culture in the dissemination and promotion. In addition, tourists can taste the special cultural connotation contained in the food and experience the food culture from different regions by tasting the special food. In this way, the national food culture formed in a specific ethnic region can be spread throughout the entire country and even the world through tourists' immersive experience.

1.2 Communication of Folk Culture

Folk culture, which is also called folk custom, refers to the knowledge, practicality, magic and aesthetic nature of the people created, enjoyed and inherited by the masses in a region or nation. Folk culture has a wide range and covers different areas of our daily life, which represented from material, psychological, linguistic and behavioral aspects^①. The folk custom of great river valley civilization tourism basin is an important part of national folk culture, and it is a kind of culture created by the people in the long production and life practice. It can be accumulated, enriched and inherited with the human society development. Social folk custom is also called social organization folk custom or system culture. If we understand the social folk culture literally, it is the custom or culture formed by the stable social organizations such as family, clan, township, nationality, region and country, so as to meet individuals' spiritual needs and maintain the benign interaction within the organization. Human beings are group-living, and each person will instinctively seek their own groups and organizations for a sense of belonging and security, while in group activities, everyone is different. In order to minimize the debate and consolidate the stability of the group, some rules, and even laws that most people can abide by will be spread within the group to regulate the behavior of the people. In order to govern the society more conveniently, rulers will

① Yue Ying. Introduction to tourism impact [M]. Beijing: Tourism Education Press, 2016: 105.

do what they can do to maintain the strict rule. Therefore, the people were strictly constrained from the top to the bottom level, and everyone was in different level of organizations. This organization has lasted for more than 2000 years in our country and has a profound influence on the social folk culture of each nation. After a long period of feudal society practice, these strict system rules are gradually accepted and changed by the subtle infection, and then they form a social folk culture that everyone can't abandon. The myths, songs and dances, rituals and myths are the contents of social folk customs spread, and sacrifice is one of the methods of social folk customs. In ancient times, the sacrificial activities in many places in China were transformed into large temples, such as the temple fair of the sacrifice of Confucius in Shandong, the Niang temple fair in Miaofeng mountain and the temple fair of the three kings' palace of Dong nationality. These temples, which are integrated with sacrifice, economic trade, cultural exchange and tourism activities, can not only spread folk culture more efficiently, but also obtain corresponding economic benefits.

The role of tourism in folk culture communication is considered in three aspects: first, it can realize the inheritance of the Tuzu folk culture through cultural communication, and meet the tourists' psychological needs. The most fundamental requirement is to realize the inheritance of folk culture. If it can't help the folk culture adapt to the environment of modern society, reflect the value and realize the spread and inheritance of folk culture, then any other communication effect is invalid. The spread of culture can also have a positive impact on tourists' behavior, thoughts, cognition and so on. The biggest attraction of tourism lies in satisfying the psychological needs of people pursuing entertainment, and also the demand of seeking knowledge and seeking differences. They are eager to acquire knowledge through folk tourism and experience different cultural charms. Excellent cultural communication can let tourists understand the culture of the river basin, impress them deeply, also meet their psychological needs, influence their thoughts and establish correct national concepts. Second is to realize the green development of regional economy and the increase of residents' income. From the economic point of view, the role of tourism development is to use tourism resources to promote the sustainable development of local economy and cultural resources to promote economic development. The better the effect of cultural communication is, the more tourists will be attracted, the faster the regional economic will grow, and higher the income of residents will gain, which is a benign cycle process. Third is to promote regional stability and social harmony. The economic foundation determines the superstructure, and the economic development of the remote areas is conducive to the harmonious and stable development of the country.

1.3 Communication of Spiritual Culture

Spiritual culture mainly includes values, religious beliefs, ethics, aesthetic taste, way of thinking, etc., which is the core of culture. The impact of tourism on spiritual culture mainly includes the impact of tourism on the values, ideology, ethics and traditional art of the residents in the tourism destination. Tourism

activities contribute to the foreign cultural exchange of tourism destination and realize the modernization of community culture. Cultural exchange is the premise of cultural development. Tourism development creates opportunities for cultural exchange between different countries, nationalities and regions. Tourists with different cultural backgrounds come to the tourist destination to communicate with local residents. In the process of experiencing the culture of the tourist destination, they also bring their own values and culture to the tourist destination. Tourists come to the destination for travel, which is conducive to the cultural exchange between tourists and local residents, so that local residents can learn and appreciate the culture of other places, enhance the sense of community pride and national identity, and promote the understanding and tolerance between the host and the guest. This process of communication between the host and the guest is conducive to promoting the cultural modernization of the local community. It should be noted that, on one hand, most of the tourists come from developed countries and regions, and their ideology is relatively advanced, so it is difficult to avoid the influence of these tourists for the residents of tourism destinations. On the other hand, excessive cultural differences will make tourists have certain concerns. In order to attract tourists, destinations have to meet their needs, so community culture is forced to make changes.

2. Tourism and Cultural Change

Cultural change refers to the development and the change of a type of culture in a certain period of time. It can be the result of natural development within ethnic groups, or the change of traditional culture caused by the intervention of new values and behavior culture when different ethnic groups contact. There are three modes of cultural change: evolution, diffusion and acculturation. Cultural evolution is a process of vertical cultural change. Both communication mode and acculturation mode are synchronic cultural changes. In other words, the vertical change of culture is a process of cultural change caused by evolution, while the horizontal change of culture is a process of cultural change caused by communication and acculturation.

2.1 Material Cultural Change

The great river valley civilization tourism promotes the economic transformation of traditional industry of tourism destination, which brings profound changes to the economic structure, employment structure, traditional industry and infrastructure construction of tourism destination. In river tourist destination, local residents directly serve the tourism economic activities by opening family hotels, tour guide services, special catering services, tourism transportation, song and dance performances, tourism commodity sales and other forms, forming a distinctive tourism industry chain. There is a difference in income between those who participate in tourism and those who do not. Compared with traditional agriculture, participation in

tourism is more competitive. People's knowledge, skills, vision and ideology determine their participation level and income level. With the development of tourism, the traditional lifestyle, income structure, life content and life rhythm have been changed a lot. The change of income structure leads to the change of social division of labor and social status. The development of great river valley civilization tourism has created a large number of employment opportunities with low employment cost, diversified employment forms and strong employment accessibility. The participation of local residents in tourism not only provides rich and colorful human resources for the development of tourism, but also takes into account the family and avoids many social issues caused by migrant workers. Because there is a large space for tourism development and there is no fixed model and standard, the local residents can better play their strengths and characteristics on the basis of following the economic rules and have great potential for future development. Tourism development has brought new division of labor, especially in gender and age division. Women play their own advantages in tourism development, and are active in song and dance performance, handicraft production, farmhouse hotel management, catering reception and other fields. They get more unprecedented development opportunities and improve their social status. The development of great river valley civilization tourism has driven the flow of people and logistics around, which makes the economy active and circulating. With the improvement of traffic conditions, a large number of information, technology and funds have been invested into the tourist destinations. The tourist destinations are constantly improving, and the construction and improvement of infrastructure and service facilities are also driven by tourism development.

2.2 Institutional Cultural Changes

The system and its culture can only adapt to the development of economy and society through continuous changes. Tourism economic growth is an important endogenous force of institutional culture change. Although the adjustment of tourism economic structure and growth promote the change of institutional culture, the institutional culture driven by the development of tourism industry also changes coupled with the changes of tourism economy, which is suitable for the field of economic activity change, and the content of institutional culture changes correspondingly increases. The third industry represented by tourism has a strong driving and correlation effect on social and economic development, which improves the degree of external dependence of local economic development, and promotes the establishment of open economic system in modern time. The establishment of this open economic system is the destined choice in social development. This choice is suitable for the development level of productivity in the region, and on this basis, it forms a production relationship corresponding to it. In the process of great river valley civilization tourism development, a number of high-level scenic spots, world and national address parks, national traditional villages, and tourist resorts at all levels have been generated, which forms the basis of

tourism development and also brings pressure to the region. Although tourism exploitation and protection are two aspects for one issue, as time goes by, the changes of conditions, such as time, economic and institutional changes, the transformation of purpose and function can strengthen but can also weaken each other. In order to protect and realize great development of traditional culture and other unique resources, southwest ethnic areas have formulated a series of management systems and rules such as scenic spot management and cultural protection regulations under the framework of national policy. Because different management departments have different positioning, it forms an operation mode in which a variety of featured management systems coexist.

2.3 Spiritual Cultural Change

Culture is a complex of rules, systems, consciousness, beliefs, etc. formed in the interaction with nature, material and human beings. It is suitable for human development^①. Tourism activities promote a high degree of interaction with foreign culture. In the process of contact and exchange with foreign culture, residents form a reference system for contrast, so that they can better understand themselves and improve their status. Tourism activities bring various contacts and exchanges among residents, tourists, tourism enterprises, government departments and non-governmental organizations, which makes residents recognize their traditional social identity and status. Through the tourism display and publicity of the traditional culture of the destination, it not only affects how tourists perceive tourism, but also makes the residents recognize their national status and national culture, realize the value of their own culture, enhance their self-awareness, improve their self-evaluation, and gradually move towards the center. After the tourism development promotes the residents' status, it makes the destination obtain more social and economic capital. These capitals together with the destination cultural capital and natural resources, further promote tourism development. For a long time, scholars have a consistent attitude towards the impact of tourism development on cultural diversity homogenization, including the impact of "commercialization" on cultural ecological diversity, "performance" on daily habits, "urbanization" on rural tradition, and "third party" intervention on internal identity. The development of tourism has indeed brought changes in many aspects of culture, which is the inevitable trend of cultural development and does not change with people's will. From the perspective of destination residents - the main body of culture, this change has brought them more opportunities and space for development. Therefore, the change of cultural diversity is beneficial for social and human development.

① Wang Junping. Research on the changes of ethnic culture in the tourism development of Southwest Ethnic Regions [D]. Wuhan: Central South University of economics and law. 2018.

3. Tourism and Cultural Inheritance

Cultural Inheritance refers to making the local culture better integrated into all aspects of production and life, transforming it into an indispensable part of daily life, so that the local traditional culture can be better inherited and developed. On the one hand, tourism promotes the inheritance and development of local culture; on the other hand, tourism development leads to the weakening of local traditional culture to a certain extent.

3.1 Traditional Culture Revival

The cultural diversity caused by globalization not only promotes the harmonious integration of cultures and nationalities, but also stimulates rich cultural innovation. The changes of cultural diversity among societies not only connect various countries and regions as a whole, but also make people, cultural products and cultural services circulate freely in any place in the world. The elimination of barriers not only provides opportunities for communication, expands the freedom and choice radius of human beings, but also provides opportunities for close ties between different regions, different groups and generations, which will produce new collisions and new inventions, promote multiple material and non-material creation, and promote traditional culture revival and the creation of new culture. Tourism is the carrier of culture. To expand the spread and consumption of culture by tourism is a powerful guarantee for the integration of culture and tourism. Tourism has promoted local economy development and improved people's living conditions. Although enjoying the huge benefits brought by tourism, local residents have gradually discovered the irreplaceable nature of their traditional culture, thus they eliminate the cultural inferiority when facing the so-called mainstream culture in the past and increasingly cherish their traditional culture. The sense of responsibility and mission of maintaining traditional culture have been sincerely generated, and the consciousness of protecting traditional culture has been continuously enhanced, and traditional culture has been protected and inherited in various ways. In the tourism activities of new era, people expect to touch the cultural pulse, feel the cultural charm and absorb the cultural nutrition in each journey. With the continuous influx of thousands of tourists, it has brought various demands, especially the demand for local traditional culture, which makes many traditional spiritual and material culture get recovered. In the 5000 years history of Chinese civilization, the Yellow River Basin has been the political, economic and cultural center for China for more than 3000 years, which has bred He Huang culture, He Luo culture, Guan Zhong culture, Qi Lu culture, Tao Si culture, etc. For thousands of years, numerous cultural celebrities have been born here, such as Xunzi, Wang Bo, Si Maguang, Liu Zongyuan, Bai Juyi, Wang Wei, etc. These people inherit and carry forward the Yellow River culture generation by generation. A poem goes "a lonely wild duck flies with the sunset clouds, the autumn river mirrors the color of the sky" here which highlights

the root and soul of cultural confidence. These people are examples and benchmarks to inherit and carry forward Chinese civilization, inspire generation after generation of Chinese people to work hard and build the spiritual home of the Chinese nation. The development of Yellow River tourism promotes the Yellow River culture, which has significance for cultural heritage and the realization of great rejuvenation for China.

3.2 The Weakening of Traditional Culture

With the development of tourism, under the strong impact of heterogeneous culture, the original cultural style of the reception area has changed to a certain extent. From clothing, architecture and lifestyle to language and characters, the local traditional culture has been gradually diluted, staged and assimilated^①.

3.2.1 The Stage of Traditional Culture

In the tourism market, the main means of tourism development are to pursue tourism benefits unilaterally, ignore the characteristics of local social and cultural resources, operate completely in accordance with tourists' taste, package traditional culture with modern art forms, and commercialize its traditional culture on the stage. Although it can effectively stimulate tourists in a specific time and environment, it can promote tourism consumption. But its fatal weakness is that it makes the national traditional culture lose its original cultural connotation and become increasingly commercialized. Most tourists aren't really interested in the value of culture, but driven by curiosity. Everything that can attract tourists is marked "for sale" in the destination. Traditional culture simply serves the economy, but its real connotation is often artificially dismembered, castrated, or even forged. The original cultural value is completely replaced by commercial value, there are so-called "national costumes", "national songs and dances" and "national customs" that have been tampered with to cater to tourists. All kinds of etiquette and customs that could only be held at a specific time, place and occasion according to the traditional content and way have been repeatedly invited to break the rules and appear on the stage. Everything has become so modeled, the atmosphere is warm and even spectacular, but in essence, it has no special significance and value. It's just a stage, stylized and commercial performance. Although traditional culture still exists in the destination, at least there is no different from the perspective of outlook, but in fact its purpose of existence has been fundamentally changed compared with the past.

3.2.2 The Assimilation of Traditional Culture

Assimilation was originally a physiological concept, which refers to the digestion process of food in the body. By using this concept, assimilation in sociology refers to the gradual or slow process of the integration of different cultural units into a homogeneous cultural unit. Assimilation of national culture

① Ma Xiaojing. Ethnic tourism development and ethnic cultural protection in Western China[J]. Journal of tourism, 2000.

means that under the influence of internal and external factors, the characteristics of national culture gradually disappear and are replaced by different or alien cultures. Most of the river basins are relatively remote, located in impoverished mountain and border areas. Generally, they have little contact with the outside world, and the environment is relatively isolated, which has preserved the national culture completely. However, with the acceleration of modernization, the development of ethnic tourism and introduction of foreign cultures, some of the unique ethnic cultures and folk customs in these areas have been or may be gradually diluted, assimilated or even disappeared.

3.2.3 The Desalination of Traditional Values

Values are the core of culture. Although different countries and regions have different cultural values, they still have something in common such as warm hospitality, simple and kind-hearted, valuing justice over profit, etc. However, with the development of tourism activities and the influx of tourists, their brought different values intentionally or unintentionally, which has caused a sharp change in the values of the residents in the relatively isolated area in the past. There are also positive factors but it also causes the degradation or even loss of the traditional cultural values for the local residents, which leads to certain issues such as the loss of traditional culture. For example, people in Lijiang consider water as life, they cherish, protect and make reasonable use of water. It is an unwritten rule that people need to use upstream water to cook tea, midstream water to wash rice and vegetables, and downstream water to wash clothes and feet. It is also common that not to throw things into the river, pour dirty water, or wash clothes upstream. These has existed for ages. However, with the popularity of Lijiang, the influx of a large number of people also brought bad habits such as throwing rubbish into the river, pouring dirty water and spitting can be seen everywhere.

3.2.4 The Destruction of Cultural Landscape

In addition to the stage of traditional culture, the assimilation of traditional culture and the weakening of traditional values, there is obvious issue for the negative impact of tourism on culture - the destruction of cultural landscape. In addition to the earthquake, flood, sand and other force majeure, it is more caused by tourists, including the constructive damage in tourism construction, the operational damage caused by tourism operators and the damage of tourists, among which the damage caused by tourists is more common. When traveling, tourists often perform “Qianlong legacy” that engrave a short sentence on the rocks, walls and trees in the scenic area, and even deliberately destroy cultural relics and historic sites to show they used to be here. When the number of tourists exceeds the environmental carrying capacity, it will also cause damage to cultural and historic sites. The heat and carbon dioxide brought in by tourists will directly damage the cultural relics and historic sites. In religious scenic spots, tourists’ touch on Buddha statues, cave murals and cliff carvings will cause irreversible damage to these precious historical sites.

Chapter Two Challenges and Coping Strategies for Great River Valley Civilization Tourism

The feature of the geology and geomorphology in the River Valley is complex and changeable, and the ecological environment is relatively fragile. Meanwhile, along with the macro-economic fluctuations, especially the influence of COVID-19, the development of the River Valley civilization tourism is faced with different challenges, such as natural disasters and economic fluctuations. This part analyzes the challenges faced by the tourism development of River Valley civilization from the aspects of natural disasters, resource threats and economic fluctuations, which aims at offering instructions for promoting the high-quality tourism development of River Valley civilization.

Section 1 Natural Disasters Faced by Great River Valley Civilization Tourism and Solutions

In recent years, various kinds of disastrous incidents occur frequently in tourism destinations, and they have caused tremendous losses. Natural disasters have become one of the major factors constraining the sustainable development of tourism. This section will focus on the analysis of water environment risks, geological disasters and meteorological disasters faced by the River Valley civilization tourism. And according to the analysis, it is recommended that countermeasures must be taken in the development of tourism resources and tourism activities, including establishing and improving the natural disaster monitoring and early warning mechanism and emergency prevention measures, doing disaster risk assessment, strengthening the linkage and cooperation among departments, and strengthening the protection of ecological environment and etc.

1. Aqua Environment Risk

Water resource is the key resource for human beings to survive. The ecosystem of the River Valley is complex and diverse, however, with the development and utilization of water resources in agricultural

irrigation, industrial water, domestic water, freshwater aquaculture, urban construction, tourism development and other aspects, the problem of water pollution in the River Valley is becoming increasingly serious, in addition, the variety and the number of water environmental pollution risks are increasing as well, either of which makes the water environmental risk a problem that cannot be ignored in the development within the basin^①.

1.1 Risk Source of Water Environment

The risk source of water environment is relatively complicated, including fixed risk source, transportable risk source and non-point risk source. Among them, fixed risk sources are generally generated by the discharge of domestic wastewater and industrial wastewater with the distinctive characteristics of highly pollutant content, complex composition and untraceable change law. The storage, use, transportation, leakage and discharge of hazardous substances by enterprises will lead to serious environmental pollution, thus there is possibility of causing water environmental risks, threatening the health and safety of people around and causing serious damage to the surrounding ecological environment. There is uncertainty in the risk location of mobile risk sources mainly caused by the collision of trucks running along the coast or overturning into the water, as well as the leakage of goods from ships carrying goods in the river. In addition, there is uncertainty about the occurrence time and space. Most of the pollution is caused by oil and toxic chemicals if it is spreading from point to surface or in a belt^②. The non-point risk source can be divided into agricultural non-point source pollution and urban non-point source pollution. Agricultural non-point source pollution generally derives from the groundwater and surface water pollution caused by surface runoff or underground leakage of nitrogen, phosphorus, pesticides and other organic or inorganic pollutants in production activities, which bears the distinctive features of being difficult to control, complex in composition and extensive in sources^③. Foreign non-point source pollution accounts for a high proportion of river water pollution. About 60% of river water pollution in the United States is related to non-point source pollution, and the contribution rate of agricultural non-point source pollution is 57% ~ 75%^④.

① Di Hui, Liu Xingpeng, Zhang Jiquan, Temporal and spatial distribution of water environment comprehensive risk in Yinma River Basin [J],. Environmental Science Research,2018,31(3):496-506 (In Chinese).

② Sun Taotao, Zhao Xin, Yin Kuihao, Review of research progress on identification and assessment of water environmental risk sources [J]. China Water Resources, 2018,(15):41-44 (In Chinese).

③ Xing Feng, Research progress of watershed water environment risk assessment and early warning technology [J]. Environment and Development,2018,(11):197-198 (In Chinese).

④ Sun Taotao, Zhao Xin, Yin Kuihao, Review of research progress on identification and assessment of water environmental risk sources [J]. China Water Resources, 2018,(15):41-44 (In Chinese).

Table 2.1 Risk Sources of Water Environment

Form	Main Source	Risk Form	Feature	Risk Factor
Stationary Source	Industrial enterprises, gas stations, wastewater plants and etc.	Leakage accident, discharged industrial waste	Fixed location, local water area gradually diffusing from point to surface	Mainly toxic and harmful chemicals
Mobile Source	Collision or rollover of vehicles running along the coast, leakage of cargo from cargo ships into the river and etc.	Traffic leakage	Uncertainty in the occurrence time and space; diffusing from point to surface or in a band	Petroleum and toxic chemicals
Non-point Source	Residential areas, agricultural areas, livestock breeding areas, tourist areas, mineral areas and etc.	Surface runoff, surface leakage	Surface pollution, wide range, long duration	Nitrogen and phosphorus nutrients, heavy metals, microorganisms and etc.

Source: Sun Taotao, Zhao Xin, Yin Kuihao, Review of research progress on identification and assessment of water environmental risk sources [J]. China Water Resources, 2018, (15):41-44 (In Chinese).

1.2 Countermeasures and Suggestion

In view of the severe situation of water environment risks in the great river basin, the management of water environment must be put in an important place in the development of civilization tourism in the great river basin. Also, it is necessary to fully realize that there is reciprocal causation between the management of water environment and the development of tourism industry. Without good water environment conditions, it is impossible to realize the development of tourism industry in the River Valley. And in turn, the tourism development of the great river basin will strongly support and promote the water environment management of the area. Therefore, it is necessary to put water environment treatment in a prominent position, as well as adhering to the principle of giving priority to protection and paying equal attention to construction and management, and strengthening the protection of water resources and prevention and control of water pollution^①. In addition, in the current severe situation of continuous deterioration of water environment in the great river basin, the monitoring and early warning ability of water environment risk is still weak in most river basins, and the monitoring and early warning mechanisms have not been established. The existing water environment monitoring system lacks the necessary risk management mechanism, which cannot effectively support the needs of risk management such as water environment monitoring and early warning. In view of these prominent problems, water environment management concept of the water basin, for example, zoning, classification, grading and staging should be established. According to the water

① Yang Guangrong. The development of tourism in Rhine River in Europe and Its Enlightenment to Hunan [N]. China Tourism News, 2011(11) (In Chinese).

ecological zoning and control unit division within the basin, the information of water environment quality monitoring and pollution source monitoring should be fully utilized in order to carry out the research on pollution source supervision, risk assessment technology, water environment risk evaluation method, water environment early warning technology, water quality monitoring and risk assessment technology, as well as establishing and improving the technical system of water environment management. The system should also provide scientific and technological support for the decision-making of water environment management in the river basin, with a demonstration area established, and a stable and efficient water environment risk assessment and early warning information system designed and developed. Therefore, on the basis of the system construction and operational experience of the demonstration area, together with the research findings of basin water environment risk management system and early warning management system, national standards and specifications for basin water environment risk assessment, risk management and early warning should be formulated so as to build national water environment risk assessment and early warning platform^①.

2. Geological Hazard

Great river valley civilization was born in the river basins with large areas, diverse topography, complex geological structure and changeable climate, which forms the rich river tourism resources, such as scenic rivers, drifting river, canyons and waterfalls from river erosion. However, the complex and diverse geological, geomorphic and climatic conditions also make landslides, debris flows, earthquakes and other geological hazards occur from time to time, which destroys the civilization of the river and damages the tourism facilities, even causing a devastating blow to the tourism development. Moreover, it terrifies tourists and reduces their willingness to travel. The analysis of the geological hazards faced by the great river valley civilization tourism and its countermeasures will help to protect the safety of tourists' life and property, and promote the healthy and sustainable development of the River Valley civilization tourism.

2.1 Soil Erosion

Soil and water loss is a major environmental problem faced by the world today. The so-called soil and water loss refers to the phenomenon that the unreasonable development and utilization of water and soil resources by human beings which leads to the destruction of soil cover and the gradual loss of bare soil due to the erosion of water, wind and gravity, and finally the exposure of rocks. Soil erosion will not only decrease soil fertility and reduce the area of cultivation land, but also cause a large amount of sediment to

① People's Daily. New help for basin water environment risk assessment [EB/OL]. <http://env.people.com.cn/n1/2018/0212/c1010-29819924.html>.

flow into the river and a dramatic increase in the sediment content of the river, which results in reservoir siltation, river blocking, and water reduction. Thus, it will affect the self-regulation ability of the river, and even cause the depletion of water sources if the condition is serious. Meanwhile, water and soil loss is one of the major causes of flood. Water and soil loss will result in the decline in the capacity of surface water storage. In the face of heavy rainfall, because of the weak surface water storage capacity, the probability of flood is increasing and the harm is increasing as well. For example, the Yellow River, which gave birth to the Chinese civilization, has brought huge disasters to residents in the Yellow River Basin due to the sediment flooding, especially in the lower reaches of the Yellow River, where the river above the ground is formed due to sediment deposition. In addition, soil erosion is also an important factor affecting the quality of River Valley civilization tourism landscape. For example, soil erosion will aggravate the turbidity degree of water and affect the water landscape.

River is an important leisure space with universal attraction. With the help of ecological resources in the basin, people can carry out diverse and colorful recreational activities, which all rely on a good ecological environment. For the sustainable development of great river valley civilization tourism and full utility of its economic and social benefits, it is necessary to control both soil erosion and other problems. First of all, the publicity of ecological restoration should be strengthened so that people can build an explicit awareness of environmental protection. For example, in the period of ecological restoration development of soil and water conservation, benefits brought by the use of ecological restoration should be fully displayed. The publicity of the improvement of ecological restoration should be enhanced, and the awareness, knowledge and ability of ecological restoration should be upgraded. The way of thinking should be changed, and the behavior of protecting the ecological environment should be developed as well. Besides, the river ecology should be protected, and the water storage capacity of the river should be enhanced. Ecological restoration is very important in soil and water conservation. Through ecological restoration, (1) the curvature of the river could be ensured; (2) the continuity of the river's longitudinal movement and horizontal connectivity could be restored; (3) diversity of river morphology and ecological balance could be achieved, and (4) water and conserve water could be stored in a scientific way. In addition, the monitoring of soil and water should be emphasized, including the situation of soil erosion, the causes of soil erosion, the harm caused by soil erosion and the implementation of prevention measures^①.

2.2 Mountain Torrents, Landslides and Debris Flows

The great river valley basin is covered by a large area where the main streams and tributaries flow

① Chen Ming, Zhao Jian, Wang Xinwei, Influence of soil and water conservation measures on water resources and water environment [J]. Henan water conservancy and south to North Water Diversion, 2020, (7): 102-103 (In Chinese).

through. The geological conditions in the basin are complex and the climate is changeable. It is a high incidence area of mountain torrents, landslides, debris flows and other geological disasters. With the rapid growth of modernization, the ecological pressure of the river basin has been increasing. Careless human activities are easy to cause damage to the ecological environment, and exacerbate the occurrence of geological disasters such as mountain torrents, landslides and debris flows to some extent. Geological disasters such as mountain torrents, landslides and debris flows are highly destructive and extremely harmful. The damage ranges from farmland, houses, transportation and communication facilities to casualties, resource and environment. With the rapid development of tourism, the river basin has gradually become an important outdoor leisure area for people. As a tourism resource, the special landscape of mountain forests and lakes has attracted a large number of tourists in some areas. However, due to the frequent occurrence of destructive geological disasters such as mountain torrents, landslides and debris flows, not only service facilities and tourism landscape are damaged, but also the safety of tourists' lives and properties is threatened, especially for the scenic spots where people gather, once natural disasters occur, the consequences will be unimaginable.

In view of the impact of geological disasters such as mountain torrents, landslides and debris flows on the development of River Valley civilization tourism, environmental impact assessment in the tourism development should be attached great importance. Before the development, environmental impact assessment and analysis should be carried out and analysis on the development activities and construction projects. Possible impacts in the process of construction and operation should be identified, and the corresponding reduction countermeasures should be put forward in order to minimize the possible negative impact on the tourism environment. The environmental impact assessment of tourism development includes the analysis of environmental carrying capacity of tourism area, the analysis of tourism scale, identification of the impact of development activities on the environment, and the analysis of the impact of tourism process on the environment. In addition, other activities should be launched for example, strengthening the dynamic detection of mountain torrents, landslides and debris flows, carrying out revetment projects, adhering to greening barren mountains and wasteland, returning farmland to forest and grassland, and promoting ecological projects such as soil and water conservation, small watershed management, rocky desertification control in mountainous areas, and forest protection, so as to protect river bank slopes and improve the ecological environment of the watershed effectively.

2.3 Earthquake

Natural disasters are rampant in every corner of the earth almost all the time. The history of human civilization is also a history of human battle against natural disasters. According to the statistics of natural disasters released by the United Nations International Strategy for Disaster Reduction (UNISDR) and the

Centre for Research on the Epidemiology of Disasters (CRED) in Geneva on January 28th, 2010, 3,852 disasters occurred worldwide from 2000 to 2009, resulting in more than 780,000 casualties and 960 billion US dollars losses. Among them, earthquake is the top threat of disaster that causes the largest number of casualties. The unpredictability, suddenness and a series of secondary disasters caused by the earthquake not only lead to the loss of human lives, properties, as well as the damage of the infrastructure for human survival and natural ecological environment, but also generate a profound impact on the economic and social development of the area. However, earthquake is a common natural disaster. In the Great Valley, where the rivers flow through a wide area and the geological terrain is complex, earthquakes occur from time to time. After the earthquake, everything on the ground changes completely, so does the river, which brings a serious threat to the development of tourism. For example, the 2017 earthquake in Jiuzhaigou in Sichuan caused tremendous damage to scenic spots, roads, plank roads and other facilities in Jiuzhaigou scenic area. In 1811 and 1812, three earthquakes of magnitude 8 caused the Mississippi River to flow back. Reelfoot Lake in northwest of Tennessee was also formed by these three earthquakes.

As a common geological disaster, earthquake is highly valued by all walks of life. In general, (1) protection of earthquake monitoring facilities and observation environment should be strengthened; (2) modernization of earthquake prevention and disaster reduction should be promoted; (3) the risk of earthquake disasters should be effectively reduced; (4) strong support should be provided, and (5) the sustainable development of civilized tourism in the Great Valley and the safety of people's lives and properties should be guaranteed. Specific measures include: (1) improving the earthquake disaster emergency early warning system; (2) promoting the integration and development of earthquake early warning technology platform and other disaster early warning platforms; (3) promoting the sharing of information and resources, management standardization and release of earthquake early warning information; (4) clarifying the rights and obligations of each subject; (5) establishing and improving the earthquake early warning standard system; (6) strengthening the construction of earthquake disaster emergency plan system; (7) regularly simulating earthquake warning information and launching practical drills, which test and enhance earthquake emergency response capacity and public awareness of risk prevention; (8) promoting the construction of earthquake monitoring, prediction and early warning business capacity; (9) promoting disaster risk investigation and key hidden danger investigation projects; (10) strengthening housing facilities in earthquake prone areas; (11) gradually building an earthquake early warning information system integrating earthquake risk base and building seismic coefficient; and (12) forming an accurate and intelligent earthquake early warning public service capacity and enhancing the

comprehensive prevention ability against earthquake disasters^①.

3. Meteorological Disaster

Weather and climate is one of the basic conditions of tourism activities, which affects tourism activities. Pleasant meteorological conditions contribute to the development of tourism activities, while bad weather conditions will bring many difficulties hindering the development of tourism activities. In recent years, the global climate changes frequently, together with the special geographical environment of the Great Valley, thus all kinds of extreme meteorological disasters are increasing. Floods, droughts, thunderstorms, strong winds and other meteorological disasters cause damage to the tourism resources, tourism landscape and facilities of the Great Valley, and challenges the development of tourism. Therefore, it is of practical significance to explore the meteorological disasters and its countermeasures for the sustainable development of tourism, the protection of tourism resources and the safety issue of tourists' life and property.

3.1 Floods and Waterlogging

Due to the influence of natural factors and human activities, including (1) the intensity and seasonal change of precipitation; (2) the climate and hydrological conditions in the river basin, terrain conditions and other natural factors, as well as (3) the influence of human activities such as deforestation and agricultural cultivation on the slope, natural disasters in large scale and with great influence occur frequently in the river basin, especially rainstorm and flood. On one hand, flood will bring great damage to human production and life as well as social and economic development, such as destroying houses, causing a large number of casualties directly, destroying farmland and water conservancy facilities, bringing serious refugee problems, causing economic fluctuations and etc; On the other hand, flood will also bring a greater negative impact on the development of river tourism, such as direct damage to tourism landscape and facilities, restriction to the demand of river tourism market, hindering tourism traffic, endangering the safety of tourists and so on.

Although flood is unavoidable, the ability to deal with flood for human beings can be enhanced by improving early warning system and river regulation. The River Rhine, as one of the main arteries connecting the north and south of Europe, breeds the splendid culture along the river and is one of the longest rivers of historical significance in Europe. The upper reaches of the River Rhine have large gradient, rapid flow and large flood peak, carrying a large amount of sediment down the river. The terrain of the middle Rhine is relatively flat, and the lower reaches are mostly low-lying land. The gradient of riverbed is

① China Seismological Bureau. Enhance earthquake early warning service capacity and effectively reduce earthquake disaster risk [EB/OL]. <https://www.cea.gov.cn/cea/xwzx/fzjzyw/5555382/index.html>.

relatively stable, which causes sediment deposition in the middle and lower reaches and makes the riverbed silted up. The two sides of the middle and lower reaches along the river are vulnerable to flood. Since the 18th century, many countries along the Rhine River have attached great importance to river regulation for the purpose of flood prevention and control. They have taken many engineering measures, such as building dikes, weirs and locks, excavating artificial canals, dredging riverbed silt, etc., to harness and transform the river, and gradually realize the channelization of the River. Therefore, in order to ensure the orderly development of the Great Valley Civilization tourism, corresponding measures to prevent rainstorm and flood should be established, such as improving early warning and prevention system of rainstorm and flood, establishing safe shelters from rainstorm and flood, and ensuring safety of tourists. In addition, it is important to strengthen the protection of the environment, reducing deforestation, developing appropriate land reclamation, improving forest coverage, and reducing the frequency of disasters.

3.2 Draught

Drought is a major natural disaster faced by human beings. It is not only related to natural factors such as meteorology, hydrology, geology and geomorphology, but also affected by social and economic factors. Affected by global climate changes and human activities, the frequency and scale of drought in the Great Valley basin are on the rise. Taking Mekong River as an example, Mekong River originates from the northeast slope of the Tanggula mountains in China, which is called Lancang River. The reach flowing into the Indochina Peninsula is called Mekong River. The main stream is 4909 km long. It is the most important transnational river system in Asia and the seventh largest river in the world. Affected by the monsoon climate, the seasonal distribution of precipitation in Mekong River Basin is uneven, and it is dry in winter and spring. At the same time, the summer monsoon is unstable, and the influence of the summer monsoon is weak, or the precipitation is less in the years that come late or retreat early, which is prone to drought. For example, affected by the “El Nino phenomenon”, a large area of Southeast Asia experienced a rare and severe drought in March 2016, and the water level of the Mekong River, the longest and most economically influential River in the region, fell to the lowest level in 90 years. Due to the decrease of river water, the phenomenon of seawater backflow in some coastal provinces was serious, which led to land salinization and crop failure. River is also an important place for people’s sightseeing, leisure, fitness and entertainment. The drought in the river basin not only has a great impact on production and life for people, but also brings many hazards to the development of tourism and other leisure activities, mainly in the following aspects: vegetation withering and death, water system shrinking, difficulties of fish and wild animals in drinking water, and destroyed tourism ecosystem. Drought is also easy to cause forest fires, diseases and insect pests, which will bring a devastating blow to the tourism ecological environment. The severe drought also makes the function of tourism landscape in some big river basins loses. For example, the water volume

of the waterfall and the river flow is reduced, which affects its ornamental effect. In some drifting river sections, the water volume is reduced and the normal operation cannot be implemented.

In order to improve the meteorological conditions of the Great Valley basin and guarantee the healthy development of tourism in the area, it is necessary to establish and improve the monitoring, forecasting and defense mechanism of drought and other disasters. In view of the distribution and nature of drought, automatic tourism meteorological stations and ecological tourism meteorological observation stations covering the whole river basin should be built so that a tourism meteorological monitoring network with reasonable layout and full functions could be formed to grasp the real-time dynamic changes of meteorological elements and the changes of tourism ecological environment, as well as laying the foundation for the prevention of drought and other meteorological disasters. Meanwhile, it is important to improve the farming system to change the crop composition, breeding the drought tolerant varieties, fully utilizing the limited rainfall, implementing afforestation practices, improving regional climate and reducing evaporation and harm of dry wind. The application of modern technology and water-saving measures include artificial rainfall, sprinkler and drip irrigation, plastic film mulching, soil moisture conservation, and temporary use of poor quality water sources, including poor quality groundwater and even sea water, etc.^① For example, small weather radar can be equipped to track the strong convective weather in spring and summer, providing weather modification services for tourist attractions, and increasing rainfall in case of drought, so as to ensure the safety of tourists and ecological environment.

3.3 Thunderstorm

Thunderstorm is a regional fierce convective weather in tropical and temperate areas. A thunderstorm could be accompanied by lightning strike, lightning, strong wind and heavy precipitation, such as rainfalls or hailstorms. Thunderstorms bring about drastic changes in the weather and may become meteorological disasters. Dry thunderstorms can cause fires through discharge from clouds to the ground. Thunderstorms may occur anywhere around the world, even in polar and desert areas. However, it usually occurs more frequently in low latitudes (especially in tropical rain forest areas). The records of thunderstorms can be traced back to early human civilization. There are myths related to thunderstorms in ancient Chinese, Roman and American civilizations.

Thunderstorm is a common weather phenomenon in summer caused by strong cumulonimbus. Due to the strong development of cumulonimbus, it is often accompanied by lightning, thunder, rainstorm, gale, sometimes hail, tornado, downburst and other disastrous weather. Most scenic spots and tourism projects

^① China history website. What are the causes and harm of drought? What are the measures to prevent drought [EB/OL]. <http://www.gxjc888.cn/shbt/5371.html>.

in the Great Valley are located in the mountains, canyons, forests and grasslands. The facilities such as trails, scenic spots and pavilions are exposed. Some of them are also installed with metal railings. Due to the influence of climate and terrain, thunderstorms and gales are often prominent, which pose a greater threat to scenic facilities and the safety of tourists. For example: on August 7, 2008, an accident of lightning strike occurred in the scenic spot of the No 1 Bridge in Zhangjiajie National Forest Park, causing the injury of five tourists by lightning. Lightning does great harm to tourism industry, and it is urgent to strengthen the prevention of lightning. In the development of Great Valley civilization tourism activities and related tourism resources, it is necessary to establish and improve the monitoring and forecasting mechanism and emergency prevention measures of thunderstorms and other meteorological disasters, assessing the disaster risk properly, and strengthening the linkage and cooperation between departments. For example, the lightning protection facilities in scenic spots should be regularly detected, and the existing hidden dangers should be rectified and improved. Eye-catching warning signs should be set up in thunderstorm prone areas, and the construction of rescue facilities and safe havens should be done. Importantly, in order to guarantee the safety of tourists' life and property, people's awareness of disaster prevention and self-rescue ability should be improved. Therefore, thunderstorm and other meteorological science popularization should be emphasized to improve the sustainable development of the Great Valley civilization tourism.

3.4 Strong Wind

Wind (disaster caused by storm, typhoon and the passing by of hurricane) is one of the most frequent and serious natural disasters. The world's major river basins often suffer from strong wind. For example, typhoon is a disaster that often occurs in the Yangtze River Delta and the Pearl River Delta. When typhoon comes, it not only generates a strong storm, but also carries heavy rainfall covering the area of more than 1,000 square kilometers. The impact of typhoon on tourism is huge. Super typhoon will not only cause the closure of tourist attractions, but also damage a lot of tourism facilities. Therefore, it is necessary to take actions in disaster prevention and mitigation measures of strong wind, such as establishing a strong wind monitoring and early warning system, building a tourism meteorological observation station covering the whole basin, and forming a tourism meteorological monitoring network with reasonable layout and complete functions, so as to grasp the real-time dynamic changes of meteorological elements and lay a foundation for defense against strong wind and other meteorological disasters. It is also suggested to strengthen the analysis and prediction of strong wind disaster state, analyzing the intensity of activities, frequency, damage degree and risk degree of strong wind in the Great Valley, and taking preventive and disaster reduction measures in advance. In the research of strong wind prediction, it is of great importance to improve the accuracy of prediction, releasing strong wind warning information by using the natural disaster emergency linkage platform, along with safety tips for holiday travel to the public, and providing

special meteorological support services for all kinds of tourism activities.

Section 2 Resource Threats and Countermeasures of River Valley Civilization Tourism

Resources are the foundation of the survival and development of tourism. The development of tourism resources, the construction of related tourism reception facilities, and the influx of a large number of tourists will affect and damage tourism resources to various degrees, which reduces the attractiveness of tourism resources to tourism market. On the basis of discussing the dialectical relationship between the development and protection of tourism resources, this section analyzes the threats of natural resources and cultural resources faced by the development of the Great Valley civilization tourism, and puts forward corresponding countermeasures and suggestions for the causes and related effects of different resource threats.

1. The Relationship between Tourism Resources Development and Protection

As a strategic pillar industry of national economy, tourism plays an important role in promoting regional economic development, promoting ecological environment protection and realizing prosperity of people. For tourism is a resource-dependent industry, tourism resources are the material basis for the sustainable development of tourism and the potential growth of tourism productivity^①. In the era of mass leisure, although people are no longer satisfied with the sightseeing tourism, tourism products or tourism formats are inseparable from tangible or intangible tourism resources, which need to be developed on the basis of tourism resources. Therefore, in the new era, tourism resources are still the foundation of the development of tourism industry^②.

1.1 The Concept of Tourism Resources

In the tourism academic field, due to the extensive understanding of the core concept of tourism, people could not reach an agreement on their understanding of tourism resources. *The Classification, Investigation and Evaluation of Tourism Resources* (GB / T18972-2003) issued in 2003 is the most important basis for the classification and evaluation of tourism resources in China. It puts forward that “all kinds of things and factors that can attract tourists, develop and utilize tourism, and produce economic,

① Guo L, Wu B, Liu F, Classification system and type evaluation of tourism resources in China [J]. Journal of Geographical Sciences, 2000, 55(3): 294-301 (In Chinese).

② Zhu He, Gan Mengyu, Chen Jia. Research on tourism resources in the new era: protection, utilization and innovation [J]. Journal of Natural Resources, 2020, 35(4): 992-1016 (In Chinese).

social and environmental benefits in nature and human society” are called tourism resources. With the time passes, the classification and evaluation techniques of tourism resources have been gradually changing, and the outer edge of tourism resources has been gradually expanding. In 2017, led by the original China National Tourism Administration, the Institute of Geographic Sciences and Natural Resources Research was mainly responsible for revising the standard, and the definition of tourism resources in 2003 was still used. The basic connotation of tourism resources is as follows:

First, the core of tourism resources is attractiveness. Tourism resources are attractive issues and factors, which can offer directional attraction to the corresponding crowd and stimulate tourism motivation of tourists. Any forms of resources without such attractiveness is not and will never become tourism resources.

Second, tourism resources are available. Tourism resources must be able to be developed and utilized by the tourism industry. In addition, it could meet the needs of tourists’ consumption, and produce corresponding economic, social or environmental effects in order to become real tourism resources, otherwise they can only be classified as potential tourism resources.

Thirdly, tourism resources are immovable. Tourism resources own the feature of being regional and immovable in space. Although modern man-made tourism resources can be replicated in different places, it does not change the fact that real tourism experience and tourism experience can be obtained by attracting tourists to flow in space. Of course, the speed of passenger flow and the expansion of flow range caused by the development of modern transportation will lead to great changes in spatial combination of tourism resources.

Fourth, tourism resources are diversified, which contain not only natural tourism resources formed by nature, but also human tourism resources created by human society. They also include both material and non-material tourism resources. With the development of social economy and the normalization of the lifestyle, social tourism resources are increasingly concerned.

Fifth, tourism resources are innovative. Tourism resources are constantly developing, with the open attributes of creation, transformation and expansion^①.

1.2 The Dialectical Relationship between Tourism Industry Development and Resources

The survival and development of tourism industry depends on tourism resources which is the basic foundation for tourism industry. However, there are also potential risks in the process of developing and utilizing tourism resources, that is, these basic assets may be damaged, or even destroyed in some serious

① Huang Zhenfang, Ge Junlian, Chu Shaoying. Theoretical connotation and scientific problems of tourism resources under the background of national strategy [J]. Journal of Natural Resources, 2020, 35(7): 1511-1524 (In Chinese).

cases. Although tourism resources logically belong to a kind of non-expendable assets, they can be used up endlessly, and thus benefit future generations if properly developed and utilized. In fact, these basic assets are easily damaged if they are not properly utilized and managed. If the damage is slight, the quality of tourism resources will decline and the ability to attract tourists will be affected. If these tourism resources are damaged, the tourism industry will lose its foundation of existence. In this sense, the development and utilization of tourism resources “itself has the potential of self-destruction”^①. Therefore, the protection and development of tourism resources need to be carried out according to the demand of tourism development, and the dialectical relationship between tourism industry development and resources need to be clarified. The understanding of this relationship can be explained from the following interdisciplinary perspectives.

Firstly, based on the theory of “Resource Curse” in economics, although the abundance of resource endowment is a prerequisite for the development of regional industry, if the rapid expansion is driven by the excessive development of primary resources, it will eventually lead to the simplification of regional economic structure, and even the gradual shrinkage of knowledge innovation departments, which will lead to the loss of internal vitality of regional economic development. In the new era, “Ecology First” and “Structural Transformation”, as the only way to overcome the difficulties of economic development, lay important path parameters for improving the quality and efficiency of tourism development. Therefore, the mode of tourism industry development urgently needs to get rid of the rough ideas of primary development of resources, which is the end result to adapt to the requirements of the new era.

Secondly, according to the enlightenment of supply side reform provided by economic geography, spatial governance and spatial structure optimization are the core of sustainable development of regional economy. Such situations as disorderly spread of cities and towns or inefficient utilization of agricultural space should be avoided, or it would lead to the imbalance of spatial structure and lack of energy for economic growth. Under the strict control of “Three Districts and Three Routes”, as a dynamic and efficient regional economic organization, industrial agglomeration should be more embedded in the process of regional tourism development, and the efficiency of tourism industry should be improved through the externality economy generated by the mechanism of “learning, sharing and matching”. In addition, “multi planning integration” also provides the spatial foundation and market potential for the horizontal expansion and vertical integration of tourism industry, thus it would significantly improve the efficiency of spatial utilization for tourism industry. The key lies in the need to uphold the concept of diversified development of tourism resources, so as to cultivate comprehensive types of tourism economic activities within a certain “boundary” range of proximity or aggregation, which is conducive to increasing returns to scale of the

① Li Tianyuan..Introduction to Tourism(7ed) [M].Tianjin:Nankai University Press,2014.143-144 (In Chinese).

tourism industry. On the contrary, if following the road of homogeneous development of tourism resources is blindly continued, “Three Districts and Three Routes” will undoubtedly become the policy pattern of regional tourism expansion.

Thirdly, according to the evolution law of tourism development, the transformation paradigm of destination from single tourism passive supply to comprehensive experience initiative creation is clearly visible. The new round of land and space planning system will become a catalyst to accelerate the transformation and upgrading of tourism industry, and also force some destinations that purely rely on the “ecological core area” as the leading attraction source of tourism industry to carry out leapfrog development. The main implementation strategy is “Strict Boundary, Large Resources and Globalization”, that is, within the controlled boundary of “Three Districts and Three Routes”, sustainable development intensity, carrying capacity standard and flow warning should be strictly implemented, and the ecological compensation and restoration of tourism development should also be strengthened. With the scientific demarcation of ecological space, although the development scope of tourism is limited to a certain extent, the derivative development and flexible utilization of tourism resources or ecological elements can also expand the radiation of tourism. The construction of global tourism destination will further combine the ecological value (core part) and industrial value (form part) of tourism resources and promote them to shared value (extension part), so as to form basic operational system which features mutual coordination and coupling among “ecology, economy and society”^①.

2. The Threat of Natural Tourism Resources Faced by the Great Valley Civilization Tourism and Its Coping Strategies

The natural tourism resources in the Great Valley Basin are rich and diverse. This paper mainly analyzes the most characteristic and vulnerable natural tourism resources. Vegetation, rivers, aquatic organisms and animals are important natural resources in the Great Valley, but these resources have the characteristics of being vulnerable and rare. Human tourism development or tourism activities are easy to cause damage to resources, which not only affects the resource foundation of sustainable tourism development in the river basin, but also affects the natural resources such as plants and organisms in the river basin. Furthermore, it will bring disastrous consequences to the regional ecological balance. For example, the reduction of biodiversity, the limitation of ecological cycle and the loss of stability and sustainability of the environmental system will not only reduce the aesthetic value of the tourism

① Zhu He, Gan Mengyu, Chen Jia. Research on tourism resources in the new era: protection, utilization and innovation[J]. Journal of Natural Resources, 2020, 35(4): 992-1016 (In Chinese).

destination, but also influence the recycling of ecological elements, destroying the local image, and ultimately affecting the sustainable development of the River Valley civilization tourism.

2.1 Forest Destruction

The extensive development and utilization of the river basin in the Great Valley will endanger the survival and development of the river system itself. Among them, excessive deforestation, development and construction would lead to the destruction of forest vegetation, and then endanger the stability of the ecosystem which is a typical example. Forest is an important ecological protection zone and biological habitat in the Great Valley. Once deforestation is excessive, it will lead to the destruction of biodiversity, the deterioration of ecosystem and the decline of ecological function, and even a series of natural disasters which will endanger the production and survival of the river basin. Meanwhile, the development of tourism in the Great Valley is also inseparable from forest resources. Forest resources are one of the important ways that river tourism development depends on to carry out leisure activities. The Amazon River Basin is a typical case of forest degradation. Excessive logging leads to vegetation destruction and forest degradation, soil erosion, water loss, increased sediment transport and river siltation. Moreover, forest degradation will weaken the function of tropical rainforest, which will have a serious impact on the earth, the home of human beings.

In order to protect the forest and other vegetation resources effectively in the Great Valley, it is necessary to study carefully before development, understanding the ecological laws in the river basin deeply, considering the ecological sensitivity and vulnerability of the forest and other vegetation in the area in the process of development, taking the ecological environment protection and construction as the fundamental task and guiding ideology, and ensuring the coordinated development of environment and economy. In addition, scientific research and universal education should be emphasized. Before using all kinds of wood, it is necessary to study how to use new technology to make comprehensive and balanced use of all kinds of wood resources so as to reduce the damage to the forest.

2.2 River Pollution

For thousands of years, rivers have made great contributions to the development of human civilization, however, people often asked for more than contributing to rivers in the past. In the rivers closely related to human activities, it is common for human to aggravate the river pollution and even lose its normal function. In addition, some water fishes are dying out, which not only makes the river lose its landscape value and affects tourists' sightseeing, entertainment and recuperation process, but also seriously hinders the environmental improvement of the river basin. It threatens the safety of drinking water and restricts the sustainable development of the economy and the society. The vast majority of river pollution is caused by the disposal of domestic sewage and industrial wastewater into the river in the process of production

and daily life. Therefore, it is necessary to strictly control the water disposed into the river, and strengthen the control of river pollution sources from industrial production, residents' daily life and agricultural production, so as to ensure that the long-term quality of river water can be maintained effectively after control and treatment.

There are also many rivers in the world which have returned to their former status of being rippling and clear after conscientious control. For example, due to the in-depth development of tourist attractions in the upper reaches of the Rhine River, the increasing number of foreign tourists, the adjustment of Alpine animal husbandry and the aggravation of the damage to the natural environment in the Alps directly affected the water quality in the upper reaches of the Rhine River. In order to protect the water quality of Rhine River and maintain the original landform, Swiss governments at all levels and professional functional departments have made great efforts. Ten laws and regulations concerning the protection of water bodies have been promulgated, including the forest law, the environmental protection law, the provisions on the recovery and transportation of special garbage, the water resources protection law, and the environmental protection law. It also stipulates that enterprises are not allowed to dispose untreated industrial and domestic water directly into any water body nearby, even the rainwater on the riverside buildings must be led into the ground through the eaves drain, and then be disposed into the water body after treatment. Due to the implementation of strict water environmental protection law, not only the source of Rhine River, but also dozens of rivers and thousands of lakes in Switzerland become clear and transparent all year round, and all the water quality has reached the standard of drinking. Nine countries in the Rhine River Basin have formulated an "International Convention" on the daily conservation of the Rhine River, and set up an International Committee for the protection of the Rhine River, which includes 12 members. The chairman of the committee is the ministers of the member states in turn. Over the years, the countries in the Rhine River Basin have been consciously protecting their respective river sections.

2.3 Decline of Aquatic Organisms and Animal Resources

The Great Valley basin is a geographical unit with diverse and complex ecosystem types in the world. It is also the distribution and differentiation center, refuge for some aquatic organisms and animal groups and birth place for new species. Aquatic organisms or animals in the basin are also important ornamental objects in tourism activities. Various kinds of fish with beautiful body shape, splendid or strange colors will arouse tourists' interest. At the same time, all kinds of aquatic or amphibian animals provide tourists with entertainment opportunities for viewing, fishing and collecting. However, with the rapid growth of population and the rapid development of economy, these aquatic organisms and animal resources are facing increasing threats. The Yangtze River is the largest river in China. It is an important gene treasure house of aquatic organisms and ecological river with the most typical biodiversity in China. It is a river of

life worthy of the name. According to incomplete statistics, there are more than 4,300 species of aquatic organisms in the Yangtze River basin, including the Lipotes, Chinese sturgeon, *Acipenser dabryanus*, Chinese paddlefish, Yangtze finless porpoise and other wild animals of national priority protection in the basin. There are more than 170 species of *Coreius guichenoti*, *Procypris rabaudi*, *Leptobotia elongata* and so on, which are endemic to the Yangtze River basin. For a long time, influenced by human activities and other factors, the aquatic biological resources of the Yangtze River have been declining continuously^①. From the change of fish resources, the number of endemic fish and important economic fish has decreased. The annual fishing yield in the Yangtze River basin has reduced from 40×10⁴ tons in the 1950s to about 10×10⁴ tons in 2018. The number of fish resources decreased and the trend of miniaturization of fish resources was obvious. In the upper reaches of the Yangtze River, the number of endemic fish, such as *Coreius guichenoti*, *Procypris rabaudi*, etc. decreased dramatically, and the number of endangered fish accounted for 27.6% of the total. The number of important economic fishes such as four major Chinese carps decreased significantly. In addition, *Lipotes*, Chinese paddlefish and shad have been functionally extinct, and *Neophocaena asiaeorientalis* and *Acipenser sinensis* have become critically endangered species^②.

Biodiversity is not only related to the coordination and stability of the ecosystem in the Great Valley, but also related to the harmonious development between human and nature. It has become an important task for people to protect aquatic organisms and animal resources and maintain biodiversity. Therefore, it is necessary to put such actions in an important place, for example, protecting the aquatic organisms and animal resources and repairing the ecological environment in the watershed from long-term interests. In the view of the ecological status and problems of the river basin, ecological protection and restoration of the river basin should be gradually carried out, such as the implementation of artificial proliferation and release, the construction of fish reserve, the system of fishing closed season, etc., planning and construction of fish passing facilities, dam ecological regulation, etc., slowing down the barrier effect of project construction on aquatic organisms, and promoting the natural breeding activities of fish, improving the monitoring and evaluation system of ecological environment, setting the relevant guidance basis and standards for ecological protection and restoration, promoting the modernization of ecological monitoring and evaluation system and monitoring capacity, and building the data system of ecological environment monitoring and evaluation, learning from the conservation model of other watersheds, and promoting the construction of watershed reserves, in which the Mississippi River wildlife reserve is an typical example.

① Sohu.com. The Yangtze River Biological Resources Protection Forum will be held in Wuhan in November [EB/OL]. https://www.sohu.com/a/271101068_99970917.

② Liu Lusan, Huang Guoxian, Wang Pan. Main problems, situation and Countermeasures of water ecological environment security in Yangtze River Basin [J]. Research of Environmental Sciences, 2020,33(5):21-30 (In Chinese).

The upper Mississippi River National Wildlife and Fish Refuges, established in 1924, is located in the northern part of Wisconsin and Minnesota, and the southern part of Iowa and Illinois, covering 970 square kilometers. The reserve is home to about 290 species of migratory birds and 119 species of fish. It is home to 70% of the world's North American Canvasback and 40% of the water birds in the United States. To cope with the impact of channel and mainstream dam construction on habitat degradation, the ecological restoration project in the upper Mississippi River treats habitat restoration as the main part. Habitat restoration uses a lot of engineering techniques and methods to simulate the natural behavior of rivers, so as to promote the stability and health of various ecosystems and increase the number of organisms. Restoration technologies employed in these projects include bank protection, island reclamation, river level management, backwater dredging, flood plain and tributary restoration. At the same time, long-term monitoring and research data provide decision-making basis for the restoration project. Due to the continuous improvement of restoration technology and the introduction of new research results, the ecological health status of habitats in the upper Mississippi River has been improved effectively^①.

3. The Threat of Human Tourism Resources faced by the Great Valley Civilization Tourism and Its Coping Strategies

Human tourism resources refer to the tourism resources with social and cultural issues as the source of attraction. They are the artistic and cultural achievements of human lives and production activities. Human tourism resources are rich in content, both tangible and intangible^②. The Great Valley is the birthplace of human civilization. After development of generations, it has accumulated rich human tourism resources. With the rapid development of economy and the acceleration of modernization, the risk of damage to human tourism resources is becoming higher, which not only endangers the foundation of the Great Valley civilization tourism development, but also causes great damage to the inheritance of splendid human traditional culture.

3.1 Protection, Inheritance and Utilization of Historical and Cultural Relics

The Great Valley is not only the birthplace of ancient civilization, but also the gathering place of cultural heritage. After thousands of years or even tens of thousands of years' development, the Great Valley basin has accumulated rich historical and cultural heritage resources today, including ancient sites, ancient tombs, ancient buildings, grottoes and temples, modern relics and other types of cultural relics.

① The Nature Conservancy Association. 2017 "Yangtze River - Mississippi River" Sino US Green Partnership Exchange successfully completed [EB/OL]. <http://tnc.org.cn/home/progress/574>.

② Sun Yueting, Cai Hong. Introduction to Economics [N]. Beijing: Capital University of Economics and Business Press, 2008.9 (In Chinese).

These historical and cultural heritage resources are not only diverse, but also rich in their connotation. It has also unique regional characteristics. The historical and cultural heritage of the Great Valley basin is not only the witness of the development of human civilization, but also the crystallization of human knowledge, wisdom and creation. Whether the historical and cultural heritage resources of the Great Valley basin can be protected, developed and inherited is related to the sustainable development of human civilization. At present, many countries and cities in the Great Valley are still not aware of the importance of the protection of the river's historical and cultural heritage, and the protection, development and utilization of the historical and cultural heritage are insufficient. At the same time, in the process of the development of the river's cultural heritage, many regions in the world have problems such as improper development methods and lack of planning and effective supervision. As a result, the tourism value and cultural value of the Great Valley cultural heritage have not been effectively highlighted. Therefore, active measures to protect the cultural heritage of the river basin should be taken and the harmonious coexistence of culture and nature, culture and social development should be promoted, which include the establishment of international cultural heritage cooperation and innovation platform, and sharing the experience of cultural resources management, development, protection and utilization in the river basin. In order to realize the sustainable development of the river civilization, it is necessary to build a linkage of communication and exchange among cities in the river basin, strengthening cooperation and innovation among cities, promoting integrated development of cultural heritage, tourism, science and technology and other industries, as well as the inheritance and protection of the river cultural heritage. In the aspect of heritage inheritance, "transformation" process of the inheritance and innovation in the inheritance form and carrier of the Great Valley cultural heritage needs to be done. It is also necessary to ensure the living inheritance of the cultural heritage rather than to change excessively. It is also important to maintain the authenticity of the river cultural heritage, respecting the original appearance of the river cultural heritage, and ensuring the authenticity of the river cultural heritage moderately and reasonably in the "transformation" process of modern society.

In the protection, inheritance and utilization of river historical and cultural relics, the most representative example is the Middle Rhine Valley. The middle reaches of the Rhine is dominated by low mountains and valleys, and the core part is the world cultural heritage of "Upper Middle Rhine Valley", which is recognized as the most beautiful section of the Rhine. At the world heritage conference held in Budapest in 2002, Middle Rhine Valley was listed on the world cultural heritage list. The World Heritage Committee commented that the 65 km long Middle Rhine Valley, along with its castles, historic towns and vineyards, vividly described a long human history intertwined with the changeable natural environment. Many historical events and legends have taken place here, which have inspired countless writers, painters

and musicians over the centuries. The main tourism resources in Middle Rhine Valley are the medieval castles, thousands of years of grape cultivation culture, wine brewing technology and the natural scenery of ancient towns and canyons along the river. Tourism development of the Rhine has important reference significance for other regions to develop river tourism. Investigating their success, it is found that the following measures have been taken to build a comprehensive water environment management model, for example, in order to control the pollution of the Rhine, in 1963, the representatives of the countries in the Rhine Valley and the European Community signed a cooperation convention within the scope of International Commission for the Protection of the Rhine. The International Committee for the Protection of the Rhine has formulated relevant laws and regulations to impose harmless treatment on industrial wastewater disposed into the river; such as *the Berne Convention*, *the Convention on the Prevention and Control of Chemical Pollution* and *the Rhine Action Plan* and other relevant policies formulated by the International Commission for the protection of the Rhine. All localities have compiled tourism development plans according to their own conditions, building a convenient and common transportation network, and a whole basin bicycle lane system and hiking lane system along the river. Based on the historical culture and natural resource endowment, the Rhine has basically formed a product structure with reasonable spatial layout in the upper, middle and lower reaches.

3.2 Protection, Inheritance and Utilization of Intangible Cultural Heritage

Intangible cultural heritage refers to the practice, presentation, expression, knowledge and skills of communities, groups and individuals as their cultural heritage, as well as the related tools, objects, handicrafts and cultural space. Intangible cultural heritage mainly includes: oral culture, folk performing arts and crafts, festival activities, folk knowledge and various forms of expression exist in the cultural space. The great river basin carries a long history and a long civilization of the country. While creating and developing the material cultural heritage, the people in the basin also create the intangible cultural heritage suitable for farming life. The intangible cultural heritage permeates all aspects of production and life, and are extremely rich and colorful. With the advancement of industrialization and modernization, the concept of people has changed, with the sense of identity of intangible cultural heritage and other traditional culture weakened, and some intangible cultural heritage damaged to varying degrees. Intangible cultural heritage carries the national memory and is a precious spiritual wealth. People need to protect and inherit the rich cultural heritage left by thousands of years of history and civilization

3.2.1 Festivals

Festivals reflect concepts and emotions of people in the process of time running and repeated cycles. Along the river is often an area which is developed in agriculture. In the long course of thousands of years' civilization, various kinds of agricultural festivals and festivals related to the beliefs of agricultural

production have had a great impact on the life and artistic creation of the people along the river. Carnival is a traditional festival in Europe and America. It originated from the god of agriculture in ancient Rome, and it developed in the middle ages and prevailed in the recent. The time of Carnival varies from country to country. Some begin on the New Year's Day, while some on Christmas or other days, but most countries hold it between February and March when the weather is pleasant. In the Rhine Basin, such as Cologne, Dusseldorf, Aachen, Mainz and other places, the carnival is called Karneval, and the people who participate in the carnival are called Narr. Among the carnivals in this area, the one in Cologne is especially famous. As the saying goes, "Ten miles apart, customs are quite different", because of the differences in geographical environment, diet and other aspects, the customs of various festivals in the Yangtze River Basin and the Yellow River Basin are slightly different. For example, in the Yangtze River Basin, it is popular to plant *Artemisia argyi* to avoid mosquitoes and exorcise on the Dragon Boat Festival, while in the Hexi Corridor of the Yellow River Basin, it is popular to plant willow branches to pray for good weather. Apart from this, the substreams in the Yellow River Basin is not as many as those in the Yangtze River Basin. Therefore, most of the areas in the Yellow River Basin are lack of water, and the number and the forms of dragon boat race are fewer than those in the Yangtze River Basin. In addition to shooting willows and eating zongzi, the custom for entertainment during Dragon Boat Festival in the Yellow River basin also includes "illuminating high mountain" in the Northwest China to drive away wolves and fight against drought.

Festivals are an important cultural heritage in the Great Valley. In the regions inhabited by ethnic groups, the status of traditional ethnic festivals is more important. These ethnic festivals are often an important occasion to express social or ethnic beliefs, social intercourse, entertainment and trade. Festival celebration has become an important cultural symbol of ethnic minorities. Since modern times, with the rapid development of multi-culturalism around the world, traditional festivals have experienced a bumpy fate, and they were almost forgotten by the mainstream society. Therefore, in the new era, it is imperative to advocate the protection and inheritance of traditional festivals. On one hand, due to various reasons, in reality, the traditional festival has often transformed into a simple holiday, and its cultural connotation is becoming increasingly indifferent in people's mind. Therefore, in order to strengthen the promotion of festivals, they must be integrated into people's daily life, and it is important to give opportunities for people to feel the charm of traditional culture, inheriting culture consciously so that the vitality of the festivals is maintained. On the other hand, the communication carrier of festivals should be innovated, and traditional festivals should be integrated with tourism so as to make them complement each other and develop together. Taking festival tourism as an example, festivals not only meet the material needs of tourists, but also bring them novel life experience and rich spiritual enjoyment. Through involving in festival activities, tourists could integrate into the environmental, feeling the culture deeply on the scene, which makes them

identify, accept and love the connotation of cultural activities according to their own experience, and then spontaneously promote to more people, thus forming the effect of word-of-mouth. There are many festivals in foreign tourism industry, such as Sao Paulo Carnival in Brazil, Christmas in America, bullfight in Spain, beer festival in Munich in Germany, Thames festival in England, etc. Festival every year has produced a lot of economic benefits for the country^①.

3.2.2 Traditional Skills

Traditional skills are the skills inherited from the folk, and every skill bears the imprint of the nation. Traditional skills include paper cutting, pottery, New Year pictures, Shadow Puppet show, face changing, embroidery, clay sculpture, wood carving, dragon dance, opera and so on. The natural environment of the river basin is rich in materials, quality and quantity, which lays an important material foundation for various and exquisite traditional crafts. The ancestors living along the river created rich and colorful traditional crafts, which are rooted in people's daily life and formed a unique cultural resource. As an important traditional craft, dough sculpture is originated in the Yellow River valley where Shanxi Province is located. On the dry loess ground, the most common steamed bread with wheat flour has become a delicate handicraft, which embodies the rich and profound cultural connotation of Shanxi people. If there are steamed buns, there will be happiness. People in Shanxi generally use the delicious and good-looking Shanxi steamed buns in the wedding banquet, birthday parties, worship and other important activities of local residents. The style of steamed bun in Shanxi has its own feature, which has been known as "Shanxi huamo is the best in the world" since ancient times^②. Shanxi Wenxi huamo was also listed in the national intangible cultural heritage in 2008. In terms of carving art, African wood carving and European stone carving are the most representative forms. In addition to desert areas, people living in the Nile and Niger river basins have created a variety of woodcarving art while they are thriving. In addition, along the banks of the river, stone tablets and sculptures of human figures often appear on each side of the river. Some of the traditional skills are accomplished by dancing, playing, operating and singing. Opera is an art form which Chinese people like to hear and see. It has a long history and has gone through various periods of gestation, formation, development and prosperity. Linfen, Shanxi Province, is one of the main birthplaces of gongs and drums art. The ancient Loess Plateau culture has created the enduring folk gongs and drums art. Among the numerous gongs and drums, Weifeng gongs and drums is the most influential and popular folk art,

① Zhang Li. Drawing Tourism Experience Economy with Festival Culture [N]. China Culture Daily, 2019-06-22(007) (In Chinese).

② Xue Xue. A Comparative Study on the Decorative Characteristics of Flowers with Flour [J]. Popular Culture & Arts, 2017, (05): 93 (In Chinese).

commonly known as “guy” or “Weifeng guy”^①.

Traditional crafts reflect people’s pursuit of natural beauty of the nature and their expectation for a better life in the future. Taking traditional crafts in China as an example, ancient ancestors often incorporated good wishes for “longevity, auspiciousness, happiness and festivity” into crafts. Traditional art is an important cultural resource, which has natural attractiveness to tourists. In recent years, with the increasing attention to folk art and the rapid development of tourism, traditional art has been recognized by more and more tourists, especially those traditional skills with local characteristics and long inheritance time. However, the ancient traditional skills are easy to be destroyed under the impact of modern civilization, and their low or even zero economic benefit is not enough to support their inheritance and protection. Therefore, traditional skills need to be protected and inherited. Specific measures should be taken which include: integrating traditional art with tourism, promoting tourists’ understanding of traditional crafts, holding various cultural and art festivals, cultural and academic exchanges, etc., so as to promote the spread and development of local traditional skills. At the same time, cultural creativity, package and market-oriented operation of traditional skills should be developed in more diversified forms to tourists. For example, local traditional crafts can be used to develop tourist souvenirs and create cultural souvenirs with characteristics of the destination. In addition, with the advantage of Internet, traditional crafts and new media tourism should be combined. Pictures, words, images, voice and other forms of articulation should be integrated, so as to promote a new and comprehensive cultural tourism industry, which could include recording the process of making traditional crafts through the lens of tourism celebrities, creating a series of graphic and video works, and promoting them on various social media websites. It can also build a “e-commerce” marketing platform, through the operation of the platform, so as to promote traditional crafts in tourism destinations.

3.2.3 Folk Culture

The folk custom in the Great Valley is an important part of the national folk culture. It is a kind of cultural phenomenon created by the people in the Great Valley in the long practice of production and life. It is accumulated, enriched and inherited with the development of human society. From ancient times to the present, the folk culture of many large river basins has surged to excellent folk culture through times, and has imperceptibly infiltrated and influenced the behavior and living habits of generations of people living in river. With the rapid transformation of agricultural society to modern society, the life style and values have undergone significant changes, and the folk culture accumulation which has lasted for thousands of

① Bai Yingfang. On the Origin of Linfen Weifeng Gongs and Drums [J].Modern Communication,2017(11):85-86 (In Chinese).

years has gradually lost. How to protect and inherit folk culture, and how to make traditional folk culture revitalize in modern society has become an important practical problem.

The protection and inheritance of the folk culture in the Great Valley need active participation of all members of the society. As a kind of culture formed, developed and inherited in the folk society, folk culture runs through the whole process of human production and life practice. It is the result of the collective creation of the people in the production and daily life, so it has distinct features in terms of collectivity, regionalism and popularity. In view of these features of folk culture, the main body of folk culture should be the public, and its inheritors also come from the residents, so its protection and development undoubtedly requires a strong foundation from the public. Therefore, how people understand the protection and development of folk culture and their wishes to protect should be known. Moreover, the awareness of protection should be improved. In addition, the emergence of big data also provides an important support for the protection of folk culture in the Great Valley. Making full use of the advantages of the massive and multi data forms of big data, this report clarifies the distribution, living environment, protection status, development prospects and existing problems of folk culture in the Great Valley, and identifies the key points of protection and inheritance of folk culture in there, so as to lay scientific foundation for its protective decision-making. At the same time, it can also take the advantages of big data to promote the effective dissemination of folk culture propaganda in the Great Valley.

Section 3 The Economic Fluctuation and Coping Strategies of Great Valley Civilization Tourism

Economic fluctuation is an objective process and phenomenon in the process of economic development. As a part of many industrial sectors, tourism development is also affected by macroeconomic fluctuation. This section focuses on the economic fluctuations and crises faced by the development of the Great Valley civilization tourism, and it also analyzes the opportunities and challenges of Great Valley civilization tourism in the light of economic cyclical fluctuations and economic crisis in recent years, such as the outbreak of Coronavirus.

1. The Relationship between Tourism Development and Macro Economy

From the perspective of economic structure, tourism economy is a part of macro-economy, which has the corresponding relationship between the whole and the part. According to system dynamics, the whole

dominates the part, and the part also affects the whole development^①. Based on this logic, the relationship between tourism development and economic growth is interactive. The macro-economic development determines the development trend of tourism, and tourism also reacts on the economy. With the closer economic construction, the interaction between them becomes more obvious^②. On the one hand, in order to develop tourism, economic growth is the foundation, with economic development pushing the development of tourism, and the good operation of tourism has a positive role in promoting economic growth. Economic development is the foundation and guarantee of tourism development. Tourism is an important part of the national economy. Tourism development plays a role in promoting economic growth. From the perspective of economics, the development of tourism industry can increase fiscal revenue and economic aggregate, creating more employment opportunities, and promoting the development of other related industries. At the same time, the development of tourism industry must also rely on the local economic development. If a local economy is backward, it will inevitably bring obstacles to the development of tourism industry. On the contrary, if a local tourism industry has a better development, then it can also have a significant role in promoting the economic development of the region. On the other hand, the vulnerability and instability of tourism industry will also lead to or aggravate economic fluctuations. Although the role of tourism in economic growth has been generally recognized, due to the high sensitivity and vulnerability of tourism, tourism development will also have some adverse effects on economic growth, such as the loss of control over scarce resources by local communities, the weak relationship between tourism industry and other sectors, the fluctuation of tourism income caused by global economic fluctuations, the environmental damage caused by tourism, the impact of tourism on economic growth, and the congestion and infrastructure overload caused by tourism. Therefore, we should rationally look at the role of tourism in promoting economic growth^③.

2. River Valley Civilization Tourism and Economic Cyclical Fluctuation

As a form of economic fluctuation, economic cyclical fluctuation is an inevitable economic phenomenon in the process of macro-economic growth, which is mainly manifested in the cyclical movement of

① Li Weiwei, Ma Xiaolong. Is the domestic tourism business cycle synchronized with the macroeconomic cycle——Verification of Time-varying Characteristics Based on MS-VAR Model [J]. Tourism Tribune, 2017, 32(11):49-59 (In Chinese).

② Pan Shengjun. Research on the relationship between the measurement of tourism relevance and economic growth in China [J]. Statistics and Decision, (15):90-93 (In Chinese).

③ Wang Ying, Shan Depeng, Zheng Changde. Research on Tourism Demand Fluctuation, Risk Management and Nonlinear Poverty Reduction Effect [J]. China Population, Resources and Environment, 2016, 26(6):160-168 (In Chinese).

economic phenomenon from expansion to contraction. Tourism is a part of macro-economy, and its development also has a certain cyclical fluctuation. Scientific analysis of the economic cyclical fluctuations faced by the development of Great Valley tourism is conducive to avoiding the adverse factors of tourism development, formulating reasonable development policies, and promoting the long-term healthy and stable development of the River Valley Civilization tourism market.

2.1 The Concept of Economic Cycle

As a form of economic fluctuation, economic cyclical fluctuation is an inevitable economic phenomenon in the process of macroeconomic growth. Economic cycle is a phenomenon of cyclical economic expansion and economic contraction in the process of production and reproduction of market economy. In economic analysis, a complete business cycle has to go through four stages: prosperity, depression, crisis and recovery. It can be divided into two stages and two turning points, that is, the crisis is the turning point from prosperity to depression, and the recovery is the turning point from depression to prosperity. In addition to the above commonly used method of business cycle division, based on the length of business cycle, there are other classifications. For example, the business cycle can be divided into four types according to the length of duration: the Kitchin cycle with the length of 3-4 years; the Juglar cycle with the length of 8-10 years; The Kuznets cycle with the length of 15-25 years; and the Kondratieff Cycle with the length of 45-60 years.

Most economies have experienced a cycle of prosperity and depression in the process of their development. As an important part of macro-economy, tourism also shows obvious cyclical fluctuation. Generally speaking, the cyclical fluctuation of tourism industry is basically consistent with the macroeconomic fluctuation. For example, in the period of economic contraction, the growth rate of residents' consumption and income slows down, with CPI index rising, and residents' purchasing power declining relatively, which weakens people's tourism purchasing power and reduces the effective demand of tourism consumption, and thus pushes tourism economy to the stage of contraction. In the period of economic expansion, the income and consumption of residents increase significantly, which improve people's tourism purchasing power, increasing the effective demand of tourism, and then promoting the tourism economy into the period of expansion.

2.2 The Influence of Economic Cyclical Fluctuation on the Development of Great Valley Civilization Tourism

Due to the instability of tourism economic growth and the sensitivity to macroeconomic environment, the cyclical fluctuation of economy has a certain impact on the development of River Valley civilization tourism.

2.2.1 Impact on Tourism Demand

Tourism development is affected by many factors, including social and natural factors, as well as

macroeconomic environment. In terms of demand, the main factors affecting tourism demand are tourism motivation, ability to pay, leisure time, social, political and economic environment, and the price of tourism products. Among them, per capita income, tax and price have the most direct impacts on tourism demand. The macro-economy mainly affects the per capita income, tax and price, and then affects the tourism demand. Taking the impact of income on tourism demand as an example, with the fluctuation of economy, people's wage and assets will fluctuate, which will affect their ability to pay and consumption, and then affect their tourism purchase power. In addition, income fluctuation affects the distribution of consumers' labor time, thus affecting their leisure time and then their tourism consumption. When the income increases, labor will replace leisure. Once it exceeds the critical point, leisure will replace labor, so as to improve leisure and tourism consumption^①. In a word, the cyclical fluctuation of economy will affect the demand of tourism consumption. Similarly, the demand of the River civilization tourism is also vulnerable to the cyclical fluctuations of economy, which will lead to the decline of tourism demand or the change of tourism destinations.

2.2.2 Impact on Tourism Investment

As an important part of enterprise behavior, investment behavior plays a key role in the formation of enterprise value. In recent years, with the impact of the financial crisis, macroeconomic, fiscal and monetary policies on enterprises, investment efficiency has become more and more significant. As a basic law of macroeconomic operation, macroeconomic cyclical fluctuation has an important impact on enterprise behaviors. As an important behavior of enterprise management, investment efficiency not only has a direct impact on the value of the company, but also is vulnerable to the impact of the macro environment. Tourism is a sensitive and vulnerable industry, which is vulnerable to the influence of external uncertain factors. The cyclical fluctuation of macro-economy, especially the alternation of prosperity and recession, will change the external business environment of tourism enterprises, making it difficult for enterprises to adapt, resulting in the blindness of investment, weakening the role of the law of capital pursuing profits in investment behavior, thus reducing their investment efficiency^②.

2.2.3 Impact on the Operation of Tourism Enterprises

Tourism enterprises are the main operators of the Great Valley Civilization tourism market. There is a significant internal correlation between the macro economic cycle, the development of tourism industry and the operation of tourism enterprises. As a cyclical industry, tourism industry is highly sensitive to the

① Liu Junrong. On the Impact of Macroeconomic Fluctuation on Domestic Tourism -- a Case Study of Sichuan Province [J]. Journal of Leshan Normal University, 2014, 29(12): 83-90 (In Chinese).

② Liu Fang, Yang Zheng, Yang Xi. Macroeconomic Cyclical Fluctuations and Corporate Investment Efficiency: a Natural Experiment Based on Financial Crisis [J]. Communication of Finance and Accounting, 2014, (7): 85-88 (In Chinese).

economic situation. Good macroeconomic conditions provide a favorable environment for the operation of tourism enterprises. The development prospects of tourism enterprises are closely related to the macroeconomic status (or economic climate). The development of tourism industry or the expansion of tourism activities directly strengthen the development of tourism enterprises by increasing the number of tourists, occupancy rate and other corresponding indicators, thus increasing the sales revenue of tourism enterprises. Moreover, the development of tourism industry can significantly improve the business environment of tourism enterprises, and indirectly affect the business scale of tourism enterprises.

2.3 Countermeasures

2.3.1 Grasp the Features of Economic Cyclical Fluctuations and Take an Active Role in Macro-control

Economic cyclical fluctuation is an objective phenomenon in the process of economic development. In the development of the Great Valley civilization tourism, it is important to understand the objective existence of the cyclical fluctuation of tourism economic growth, studying the characteristics of the cyclical fluctuation of tourism economy, grasping the personalized law of tourism economic growth, and taking macro-control. Tourism administrative departments should formulate a good plan for the development of the River Valley civilization tourism on a regular basis, establishing necessary early warning mechanism and rapid response mechanism according to the characteristics of periodic fluctuation of tourism economic development, making scientific use of the characteristics of periodic fluctuation of tourism economic development, and improving the risk aversion ability and the ability against external shock of the River Valley civilization tourism development. At the same time, investment in tourism infrastructure construction should be encouraged, and the foundation for the development of the River Valley civilization tourism should be consolidated. In addition, the health factors to stimulate the development of the River Valley civilization tourism need to be improved to improve the stability of its tourism development and enhance its ability against shock. Last but not least, the marketing publicity of the River civilization tourism should be carried out, to improve its tourism image and further consolidate the stability of economic growth in the River Valley civilization tourism, extending the duration of fluctuation cycle.

2.3.2 Innovate Management Mode and Reducing the Influence of Business Cycle Fluctuation on the Development of Great Valley Civilization Tourism

In the face of the impact and influence of business cycle fluctuation, enterprises related to the Great Valley civilization tourism should actively innovate service mode, striving to realize diversified operation and dispersing operation risk on the basis of maintaining its core business volume, so as to reduce the impact of tourism business cycle fluctuation on enterprises. In addition, enterprises in the industrial chain in the upstream and downstream should cooperate with each other closely, optimizing the resource allocation

of tourism enterprises to the greatest extent, and improving the ability of tourism industry cluster to cope with the impact of tourism economic fluctuations. At the same time, it is of great importance to adapt to the development of the times and make a reasonable transformation. For example, traditional online travel service enterprises should expand their business from online to offline, developing offline tourism experience service projects, striving to focus on efficiency in online service and quality in offline service, realizing tourism industry supply chain coordination, and optimizing tourism industry sector structure, so as to promote the sustainable and healthy development of the River Valley civilization tourism.

2.3.3 Establish Information Exchange Platform for Great Valley Civilization Tourism Development

It is crucial to establish an information exchange platform for the Great Valley tourism development, collecting and sorting out important information such as tourism consumption and demand, and regularly reporting the information to relevant government departments, research institutions and enterprises, so as to provide basis for formulating and adjusting relevant policies. At the same time, in view of the high dependence of tourism development on the macroeconomic environment and the characteristics of tourism industry integration, according to the multiplier accelerator principle, this report constructs the prosperity index system of the Great Valley civilization tourism development, predicting and judging the trend and stage of the Great Valley civilization tourism development according to the leading, synchronous and lagging index statistical data, which scientifically and effectively guides the development of the Great Valley civilization tourism.

3. Great Valley Civilization and Accidental Economic Crisis

The outbreak of coronavirus suddenly occurred in early 2020. The number of infected people was huge and the speed of transmission was fast. It is the most serious infectious disaster in human society in the past hundred years. The global outbreak of coronavirus has had a severe impact on the global economy, international order and world structure. Today, with the rapid development of globalization, the global epidemic has brought great challenges to the economic development and social governance of all countries in the world. The impact on all countries and the world economy is unprecedented. This section will focus on the impact of the worldwide COVID-19 crisis on the development of Great Valley civilization tourism and its coping strategies.

3.1 Historical Node of Outbreak of Coronavirus

The outbreak of Coronavirus occurred in late 2019 to early 2020. The outbreak can be defined as the event of a grey rhino meeting with black swans. The reason for this definition can be seen from the following three aspects: first, from the macro level, the epidemic is that the world economy has suddenly suffered from unexpected huge external impact under the condition of decline in world economic growth

and increase in economic uncertainty. From the micro level, the global value chain is under the threat of new trade protectionism and is affected by Coronavirus, which will lead to a sharp decline in world trade volume and a worse situation of the global economy. Thirdly, novel coronavirus pneumonia is a key factor in the global economic situation and international governance system. At present, the recognition of globalization has changed, and the trend of globalization is in crisis. The epidemic is likely to bring the globalization to an end.

At present, human society has experienced large-scale globalization for two rounds. The first round of globalization was promoted by the western developed countries with armed aggression and resource plunder against the underdeveloped countries at the end of the 19th century, which ended with the two World Wars in the 20th century. The second round of globalization is a new round of globalization promoted by the United States in the 1950s. This globalization is mainly driven by capital, which makes all countries in the world become a part of the global industrial chain of transnational corporations and form a global value chain. This globalization ushered in an important turning point in the late 1980s, that is, the disintegration of the Soviet Union and the end of the “Cold War”. As most countries have carried out market-oriented reform and implemented market economic system, the institutional obstacles of globalization have been eliminated. Countries all over the world have joined the globalization driven by capital and shared the feast of global capital. The global industrial chain has basically covered all countries in the region, and the total wealth of the world is also increasing. This wave of globalization has also reached its peak. However, in the process of globalization, the distribution of wealth is extremely unbalanced: some countries seize the opportunity of globalization and make full use of the advantages of capital and market, while others have become poorer. Therefore, although globalization brings growth in wealth, the structural contradictions of globalization are also deepening.

Structural contradiction finally broke out with the September 11th in 2001. The 911 incident marks a huge crack in the world economic development model or globalization led by the United States after the WWII. After the 911 incident, the United States launched an armed attack on Afghanistan in the name of anti-terrorism, and then took unilateralist actions all over the world in various names. The momentum of rapid development of globalization ended. The global financial crisis in 2008 further strengthened the negative effects of globalization led by the United States, and the uncertainty of world economic development further increased. In the financial crisis that broke out in 2008, the world's major economies have suffered a serious impact. Many countries were still in the shadow of the crisis after many years. The differences between countries on globalization are gradually increasing, and the trend of “de-globalization” is gradually strengthening. After US President Trump took office in 2017, he clearly put forward the strategy of “US First”, which actually marks the stagnation of globalization led by the US after the WWII.

Subsequently, a series of unilateral mechanisms and various withdrawal behaviors launched by the United States intensified the trend of “de-globalization”. In response to this trend of “de-globalization” of the United States, the emerging economies represented by China have launched a series of negotiations and struggles with this unilateral behavior of the United States, trying their best to maintain this multilateral system conducive to the development of all countries in the world, in order to maintain this existing global system. In 2018, the United States provoked a trade war between China and the United States, which showed that its determination to “de-globalize” was clear. The United States believed that the existing multilateral system had caused great losses to itself. Guided by the slogan of “America first”, it launched an attack on the global system led by itself. This serious unilateralism of the United States has greatly affected the world economy, and the world economic crisis may break out at any time. The novel coronavirus pneumonia has become the last straw to crush globalization. The sudden outbreak has spread rapidly worldwide. The spread of the epidemic also includes people’s fear of the epidemic and the great concern for the uncertainty of world economic development^①.

3.2 Impact of Coronavirus on Great Valley Civilization Tourism

Tourism is a highly sensitive industry, often exposed to a variety of risks, but it is also an industry with great resilience and vitality. The outbreak of Coronavirus has unprecedented impact on tourism industry, and has changed people’s ideology and way of traveling. It has brought great influence to people’s psychology and preferences of tourism consumption, tourism plan, and brought opportunities and challenges to the development of civilization tourism in the Great Valley.

3.2.1 Changes of Tourism Consumption Demand

The sudden outbreak of Coronavirus poses a serious threat to human health and safety, and also arouses people’s awareness for health. Tourists’ needs for health consumption are further stimulated. New social values and tourism concepts such as “respect life”, “all for health”, “outdoor recreation helps to enhance physique and immunity”, “tourism is beneficial to health”, “tourism is a panacea for physical fitness” are gradually popular. As the birthplace of human civilization, the Great Valley is rich in natural and cultural resources, and the value of river tourism for health and leisure is gradually emerging. Relying on the good natural and cultural environment of the Great Valley, its functions of leisure, recreation and health will be further explored, and it will become a natural fertile land for the development of health and tourism. Health tourism, mountaineering tourism, sports tourism and compensatory vacation tourism for the purpose of health, cultural festival tourism and cultural art tourism for the purpose of experiencing happiness,

① Chen Benchang, Cui Riming. The impact of the Coronavirus a on the World Economy and the Analysis of the Response to the “Fate of Mankind” Community “[J]. Regional and Global Development, 2020,(6):7-24,157 (In Chinese).

outdoor recreation, hot spring tourism, leisure and entertainment tourism and rural residential tourism for the purpose of healing will be more favored by people^①.

3.2.2 Changes of Tourism Marketing

The sudden outbreak of Coronavirus has disrupted people's travel plans. In order to cope with the impact of the epidemic and adapt to the new demand for tourism consumption, tourism enterprises have been actively innovating tourism products and services. VR tourism, online tours and live tours have taken the lead in restoring the tourism industry to meet the needs of consumers. It also brings a new exploration for tourism marketing, and gives birth to tourism live broadcast and other formats. During the epidemic period, the Ministry of Culture and Tourism of the People's Republic of China launched the "online public cultural service". The public can watch the online exhibitions of the National Museum, visiting more than 30 virtual exhibition halls of the National Museum, inquiring information about the cultural relics of the Palace Museum, and participating in online open courses of the National Library of China. Beautiful China App is launched online, showing more than 1,000 scenic spots in HD 3D, with more than 20 million people watching and more than 100 million visits a year. 104 museums in Chongqing were temporarily closed due to the epidemic, but the online digital exhibition was meticulously launched. At the same time, new forms and technologies such as animation, VR and AR were used to provide ultra-clear panoramic display of holographic images. According to statistics, Chongqing Museum launched more than 200 exhibitions during the Spring Festival, with more than 100,000 hits^②.

3.2.3 Changes of Tourism Service Mode

Coronavirus has brought about a new form of non-contact tourism service. Booking tickets, intelligent temperature measurement, intelligent tour guide, online payment, online ordering and other contactless services not only improve the service efficiency, but also reduce the risk of artificial close measurement and cross infection, meeting the needs of tourists for intelligent, contactless and more convenient travel experience. Although the epidemic has increased the acceptance of contactless and intelligent tourism services, the use of contactless services in the tourism field is still limited, mainly focusing on the basic procedures such as hotel check-in and check-out, and the room-delivery service. With the epidemic prevention and control entering the normalization stage, the protection of tourists' safety and health is still the top priority. The application scope of contactless tourism service and the new intelligent tourism service derived from it will be further expanded, so as to promote the recovery and high-quality development of the

① Peng Shunsheng. China's Tourism Industry: Research on Recovery and Revitalization in the Post Epidemic Era [J]. Journal of Yangzhou University (HUMANITIES AND SOCIAL SCIENCES EDITION), 2020, 24(5): 54-66 (In Chinese).

② You Jing, Peng Guochuan, Li Qiang. The Impact of Epidemic on Tourism Economy and Its Countermeasures [J]. Special Zone Economy, 2020, (7): 85 (In Chinese).

tourism industry.

3.3 Countermeasures

3.3.1 Establish an Image of Safe Tourism Destination

The potential safety problems caused by the epidemic have a long-term psychological impact on the public. Safety tourism and health tourism have become the primary concerns of public tourism. The civilized tourism destination of the Great Valley should realize the orderly opening of scenic spots and establish the image of safe tourism destination on the basis of normal epidemic prevention and control. First, the destinations need to make full use of online channels, establishing and improving the reservation system, carrying out reservation management, and realizing peak shifting tourism. Through various tourism websites, official websites of scenic spots, mobile clients, telephone communication and other channels, the number of tourists can be controlled, with the time-sharing and segmented tours guaranteed, and tourists guided to travel at intervals and off peak. Second, it is important to strengthen the management of tourism destinations, with strict implementation of the prevention and control measures such as temperature detection and health code verification, and strengthening the construction of management systems such as cleaning and disinfection. The third is to establish a guiding mechanism. Combined with online and offline publicity, tourists can quickly understand relevant information, such as the adjustment of opening hours of scenic spots, so as to promote civilized tourism.

3.3.2 Enrich the Supply of High-Quality Tourism Product

In order to achieve high-quality, dynamic and sustainable tourism, it is important to combine the development of tourism products with the promotion of tourism product upgrading, enriching the supply of high-quality tourism products and creating a rich multi-level tourism supply system. The first solution is to explore new forms of tourism, developing new services and launching new and green tourism activities. New tourism products should be developed in the fields of health care tourism, rural tourism and self-help tourism. The advantages of science and technology should be utilized to create tourism experience scenes. Differentiated and personalized high-quality tourism products should be developed, which meet the needs of the target market. A tourism product service system with characteristics, culture, connotation and quality, and cultivate relevant service talents and innovative talents should be built, which makes full use of the advantages of online hot spots, developing some novel tourist destinations, and combining with internet channel publicity to meet the new needs of tourists. Second, the quality of traditional tourism products should be promoted. In order to cope with the fast-growing market demand of emphasizing quality and individuality, it is necessary to provide diversified, specialized and refined tourism products, focusing on the development of high-quality customized products, and upgrading traditional tourism projects to small and beautiful, excellent and refined high-end cultural and tourism projects.

3.3.3 Improve Relevant Service Facilities

In view of the market demand, especially the demand for self-driving tour and peripheral tour, the relevant facilities and equipment should be improved. One is to strengthen public services and infrastructure construction in rural and mountainous areas, including increasing Road tourism signs, tourism toilets, environmental dustbins, tourism parking lots, public mobile networks and related service personnel. The second solution is to increase the construction of supporting facilities for self-driving camp, motel, campsite, electric charging pile, special safety rescue and other emerging popular tourism products, and provide relevant operation and maintenance services.

3.3.4 Promote the Service Management System of Smart Tourism

With the emergence of “cloud tourism”, it is urgent to build a smart tourism service management system. The emergence of the epidemic accelerates the pace of the integration of digital technology into the tourism industry, and the digital consumption mode is fully opened. With the promotion of new technologies such as Internet, cloud computing, virtual simulation, artificial intelligence, 5G technology and big data, tourists’ sense of experience in the process of tourism will be improved, and more new consumption will be generated. One direction is to build a tourism big data platform to realize real-time big data monitoring. For example, real-time monitoring of the flow of people and body temperature in scenic spots can make full use of digital intelligent tools to obtain accurate and reliable data in time to help enterprises make a good prediction. The second direction is to explore the online and offline collaborative tourism management services, making full use of the advantages of “Tourism + Internet”, so that the tourism management services can be standardized, intelligent and shared. According to the study and judgment of tourists’ needs, tourism products can be reasonably matched to promote the high-quality development of tourism services. At the same time, for tourists, the “One Click Tour” can be completed from a mobile phone. In the process of travelling, tourists can fully enjoy the changes brought by smart tourism, which improves the convenience of tourism consumption.

Chapter Three High-quality Development Strategy of Great River Valley Civilization Tourism

With the transformation of tourism industry from high-speed development to high-quality development, the Great River Valley Civilization tourism also enters the high-quality development stage. Based on this, this chapter first defines the high-quality development of the Great River Valley Civilization tourism, and identifies its development principles and necessities. The chapter finally proposes the specific strategy for developing the Great River Valley.

Section 1 Connotation and Principles of High-quality Development of Great River Valley Civilization Tourism

To achieve the high-quality development of the Great River Valley Civilization tourism, the corresponding connotation and development principles should be clarified. Based on this, this section introduces what is the high-quality development of the great river valley civilization tourism, and what principles are needed to develop it.

1. The Connotation of High-quality Development of Great River Valley Civilization Tourism

In the era of high-quality development of tourism industry, the Great River Valley Civilization tourism should change the traditional development model, and form an equilibrium from the four aspects of precision dock demand, supply effective, ecological protection, and industrial upgrading^①.

Given the tourism consumption is continuously upgraded, precisely docking tourists' needs is the necessary premise for the high-quality development of the Great River Valley Civilization tourism.

① Discussion: the background, connotation and path of high-quality development of rural tourism, Sohu Net, 2019-7-4. https://www.sohu.com/a/324724400_99895807

The 19th National Congress of the Communist Party has already pointed out that “Our national main contradictions have been transformed into the conflict between the growing needs of the people and the incomprehensible development of unbalanced”. Therefore, in order to achieve high-quality development of the Great River Valley Civilization tourism, we should firstly resolve the contradiction between travel needs and supply. The main line of the high-quality development of the Great River Valley Civilization tourism is to accurately dock the needs of tourists to provide high quality spiritual cultural experience.

No matter whether it is from the demand of social and economic development, or from the realistic situation of tourism development, providing high-quality and effective supply is an important precondition of the high-quality development of the Great River Valley Civilization tourism. From a micro point of view, the high-quality development of the Great River Valley Civilization tourism has to meet the needs of tourists’ high-quality consumption, keeping up with the upgrading of tourists’ consumption structure, and providing more high-quality products and services. From a macro point of view, the high-quality development of the Great River Valley Civilization tourism needs to match the trend of national economy turning to high-quality development so that to promote the efficiency of great river tourism resource allocation and the improvement of tourism products and service quality.

From the perspective of the construction of social ecological civilization, realizing the ecological sustainable development of the Great River Valley Civilization tourism is the first step for its high-quality development. Only with a sound eco-environmental protection system can great river valley civilization tourism develop rich resources and environmental foundation of high-quality development. In the process of high-quality development, we need to pay equal attention to the environmental and economic effects, the unity of cultural resources and ecological environment, and the environmental protection awareness of river tourists.

Generally speaking, the aim of high-quality development of the Great River Valley Civilization tourism is to protect resources and environment so as to realize its sustainable development, achieving the modernization and internationalization and meeting people’s yearning for river tourism. Besides, it is necessary to follow the scientific nature of the Great River Valley Civilization tourism development, constructing a new tourism pattern that is “innovative, coordinated, green, open and shared”, and improving the quality of tourism supply^①.

① Huang Zhenfang, Lu Lin, Xiao Fei, Zhang Jinhe, Wei Xiangdong, long Yi, Anniversary Xing, Hou Bing. The new pattern of “double cycle” and the high-quality development of tourism: theoretical thinking and innovative practice [J]. Famous cities in China, 2021 Jing 35 (02): 7-18 (In Chinese).

2. Principles of High-quality development of Great River Valley Civilization Tourism

2.1 The Principle of Fairness

The principle of fairness in the high-quality development of the Great River Valley Civilization tourism has the following requirements: First, it needs fairness in cultural exchanges. The influence of tourists on destination culture is far greater than that of destination culture on tourists, which leads to the differentiation of “the host is weak and the guest is strong”. If we want to achieve sustainable development in the Great River Valley Civilization tourism, it is necessary to change the unfair communication. The culture of the destination should not “belittle itself”, nor should the culture of tourism-generating region be “superior”. Both of them need to learn from each other and jointly promote each other.

Secondly, it needs fairness of communication between host and guest. The development of the Great River Valley Civilization tourism has provided a large number of employment opportunities for the local communities. Although tourism is a service industry, destination residents should be clear about the difference between the roles of hosts and tourists, and avoid catering to tourists and giving up their own culture.

The third is intergenerational fairness. The cultural tradition of the Great River Valley Civilization is a kind of precious heritage passed on to future generations. It not only belongs to contemporary people, but also belongs to future generations. Therefore, the development of great river tourism is to meet the economic interests of contemporary people, as well as taking the benefits of future generations into consideration. This requires contemporary people to protect the cultural heritage and not to destroy it wantonly for immediate interests.

Finally, different regional cultures around the great river must be fair. Although it is a target of the tourism industry to meet the material and cultural needs of tourists, it cannot be interrupted with other cultural forms^①. Culture is an extremely connective system. It will bring damage to the high-quality development of the Great River Valley Civilization tourism if only some tourism projects are developed while the organic coordination of various subsystems is neglected.

2.2 The Principle of Sustainability

The principle of sustainability is based on the sustainable use of natural resources. Sustainable development requires human to protect and strengthen the resource-based load capacity. To meet the needs

① What principles must be followed by tourism destinations to achieve sustainable development goals? Sina Love asked, 2018-2-2. <https://iask.sina.com.cn/b/1H4aS8ATF9H7.html?paradigm=disi>

of future generations and achieve the sustainable development of economy and society, we are not supposed to exceed the carry-on capacity of resources and environment, and damage the natural life of the earth.

The sustainability of the Great River Valley Civilization tourism includes two levels of understanding. One is static sustainability, which requires that the cultural resources and traditional features of the great river will not disappear during tourism development. The second is to understand from the perspective of dynamic development, regarding the great river valley as a partially repaired resource and inherits it in the process of development^①.

In order to achieve the principle of sustainability, the Great River Valley Civilization tourism should be developed in a targeted manner. For non-renewable resources, the most important thing is to improve the lifespan of them and find some replaceable resources in the process of use them. For renewable resources, reasonable development and utilization is supposed to be performed. In the development and use of resources, it is necessary to consider their economic interests, values, and availabilities. In addition, the development and utilization of resources is the basis to promote the sustainable development of great river valley civilization tourism. Therefore, reasonable development and utilization of resources should be carried out according to the actual situation in the process of development of great river valley civilization tourism.

2.3 The Principle of Commonality

To achieve the high-quality development is the common goal of global river tourism development. Thus, the global joint action must be taken to achieve this goal. Rivers are the home to human survival. Protecting them is not only the responsibility of a nation, but also the obligation of the whole international community. Therefore, the development of the Great River Valley Civilization tourism is not only a problem of a country or region, but also a responsibility of global human beings. In the process of the development of the Great River Valley Civilization tourism, the cooperation between different countries and regions should be strengthened. People from different countries and regions need to support and help each other. Only in this way can they promote the development of the Great River Valley Civilization tourism in the world. It can be said that river resources are the wealth of everyone living on the earth. In order to achieve the goal of high-quality development of the Great River Valley Civilization tourism, it is necessary to constantly strengthen national and regional cooperation, as well as abandoning the regional concept and making full use of the existing achievements of human beings to ensure the common development of great river valley tourism.

① Huang Ya, Lee Heping. Protection and Update of Historical Street Based on Sustainable Development [J]. Shaisse Building, 2009,35 (7): 34-36 (In Chinese).

The commonality principle of the high-quality development of the Great River Valley Civilization tourism can be summarized as three interrelated aspects: One is the commonality of the principle. No matter what country or region it is, the development of great river tourism must follow the basic principles of fairness and sustainability. Given the different geographical, historical, economic, and social conditions, the specific contents and models of the development of great river tourism can be different in various countries in the world, but the goal of them must be based on the strategic consensus of sustainable development. Two is the commonality of the overall goal. Countries all over the world must protect and make use of great river tourism resources and achieve sustainable development for the benefit of the present and future generations. Three is the commonality of interests and responsibilities. Ecosystem of the earth is an interdependent whole, and the impact of regional environmental and development problems is not only limited within the region, but also affects the global scope. Therefore, although people are in different regions and under different political systems, they must safeguard common interests and bear common responsibilities.

In the process of concrete practice, the above principles complement each other. They explain, regulate and guide the high-quality development of great river valley civilization tourism from different aspects. Only following these principles can the high-quality development of the Great River Valley Civilization tourism move along the correct road, and the ultimate goal can be achieved.

Section 2 The Necessity and Strategic Thinking of the High-quality development of Great River Valley Civilization Tourism

On the basis of understanding the connotation and principles of the high-quality development of the Great River Valley Civilization tourism, how to grasp the strategic thinking of it has become an important issue. This section puts forward the strategic thinking from three aspects, namely, seizing the opportunity of developing it, optimizing the development ways of it, and cultivating the new driving force for it.

1. The Necessity of High-quality development of Great River Valley Civilization Tourism

The high-quality development is not only the theme of tourism development in the new era, but also the only way to build a tourism power. Promoting the high-quality development of tourism is the inevitable requirement of complying with the trend of economic development and responding to the guidance of relevant policies. It is also an effective way to help the tourism industry upgrade and meet the changes of market demand.

As an important form of tourism development in the new era, how can the Great River Valley Civilization tourism achieve high-quality development has become a realistic problem. Although the development momentum of the Great River Valley Civilization tourism is getting better and better, and the economies of scale have increased, there are still many development problems. The first one is the insufficient excavation of the cultural connotation of tourism products. The great river basin often gives birth to profound traditional culture, most of which are retained in the resources to be developed, but few great river tourism products really take the local culture as the core to develop tourism. The second problem is the lack of innovative ability in product development. Many local river tourism products, whether scenic spots or local specialties, are the same, greatly reducing their attractiveness to tourists. The third one is the great pressure on ecological protection. In many places, river resources or natural resources have been seriously damaged, which is not conducive to cultural protection and tourism development. In addition, there are some other problems, such as the weak public service facilities and infrastructure, low quality of overall development and so on. These problems put forward higher requirements for the development of the Great River Valley Civilization tourism. In order to effectively solve these problems, we must promote great river tourism to take a high-quality development path.

2. Strategic Thinking on the High-quality Development of Great River Valley Civilization Tourism

2.1 Seize the Opportunity of Great River Valley Civilization Tourism Development

2.1.1 Tourism Demand Continues to Increase

In recent years, with the rapid growth of the global economy, people's living standards have been further improved. At the same time, people begin to pay attention to the spiritual pursuit. As an important way to enrich people's spiritual life, tourism is widely favored by the public. Tourism has developed from a "little thing" in people's mind to a "major event" related to the well-being of all the people. It has been written into the national text by more and more countries. It is undeniable that in recent years, the development of the global tourism industry has shown an upward trend both in terms of consumer demand and the amount of consumption.

The COVID-19 crisis in 2020 has made the global tourism industry encounter a "black swan". Without any buffer, tourism industry has entered an overall "shock period". However, after more than a year of anti-epidemic and recovery, the epidemic has been brought under control and tourism has ushered in a new era. Under the current normal situation of the epidemic, although the demand of tourists has been affected to a certain extent, it has not disappeared. Taken Chinese domestic tourism demand as an example, during the Labor holiday in 2020, the domestic tourism market basically recovered 50% of that in the same period

last year, and the number of tourists during the “National Day” holiday recovered 80%^①. At the same time, the major tourist market began to change from the external demand to the national demand. In the long run, tourism consumption demand will maintain a medium-speed growth, and the growth of people’s normalized tourism demand will be the main force of tourism market in the next round^②. It can be seen that the emergence of COVID-19 epidemic does not lead to the disappearance of tourism demand, just a delay.

Through this epidemic, people have become more aware of the importance of tourism and have a more positive attitude towards tourism. In November 2020, Hilton Group launched a global survey on consumers’ expectations for travel under the epidemic, covering 20 key cities in China, including Beijing, Shanghai, Chengdu and Hangzhou. The results show that although the COVID-19 epidemic has a certain impact on people’s daily lives, their enthusiasm for travel has always been high^③. The enthusiasm of the public for tourism, as well as their strong demand for travel, provide a fundamental opportunity for the high-quality development of the Great River Valley Civilization tourism.

2.1.2 Transformation and Upgrading of Tourism Consumption

In the long run, with the development of the global economy and the growth of per capita GDP, the consumption demand of modern tourists has been transformed from the traditional sightseeing tour which mainly meets the functional consumption demand to the leisure vacation that meets the emotional consumption demand. As a result, the traditional tourism products and services can no longer meet the demands of tourists in the leisure vacation era, which then guide the traditional tourism industry to expand rapidly to the new tourism industry. Taken China as an example, during the 13th five-year plan period, new tourism forms continue to emerge, and leisure and vacation products continue to enrich. At the same time, recreation tourism, residential tourism, red tourism, cruise tourism and other tourism forms are also widely favored by modern tourists, among which the Great River Valley Civilization tourism is also an important tourism form.

In the short term, although the COVID-19 in 2020 has not led to the disappearance of tourism demand, it has significantly changed the demand of tourists, leading to the occurrence of some emerging tourism markets. Mountaineering, diving and skiing, cultural leisure tourism, and cross-country self-driving tours with strong privacy and health have become popular ways of travel in the contemporary tourism market.

① Big data report on domestic Tourism Revival, Sohu net (Zhonglu Bide Tourism Planning), 2020-11-15. https://www.sohu.com/a/434626861_120209902

② Analysis on the demand trend of China’s Tourism Market from 2020 to 2024, CIC Investment Consulting Network, 2019-12-18. <http://www.ocn.com.cn/touzi/chanye/201912/qceyq18112822.shtml>

③ Hilton Group released the latest report on the tourism expectation of Chinese consumers in the post-epidemic era, China Daily, 2020-11-17. <https://baijiahao.baidu.com/s?id=1683598280751351551&wfr=spider&for=pc>

According to a survey conducted by the China Tourism Academy in 2020, 85.0% of tourists participated in various cultural and leisure activities during the Mid-Autumn Festival holiday, with 41.8%, 40.5% and 27.1% of tourists visiting historical and cultural blocks, museums and galleries, respectively^①. This development trend in demand provides a good opportunity for the development of the Great River Valley Civilization tourism, which brings together rich regional cultural connotations.

In particular, under the background of the normalization of the COVID-19 epidemic, tourists put more emphasis on health and safety in tourism, and also prefer health-related tourism products such as eco-tourism and recreation tourism. Great river valley civilization tourism not only carries out a variety of cultural and leisure activities, but also provides resources for health tourism and eco-tourism, such as river tourism, low-altitude tourism and so on. It can adapt to the transformation and upgrading of the consumption concept of modern tourists, and meet the needs of tourists in the new period. In addition, the high-quality development of the Great River Valley Civilization tourism in the era of epidemic is not simply copying the past, but having new thinking, new momentum and new models. The transformation and upgrading of tourism consumption demand provides new opportunities for it, which will have an obvious effect on the increment of great river valley civilization tourism consumption in the future. From this point of view, whether great river valley civilization tourism can dig deep into the tourism market, producing new products and new contents that meet the needs of tourists, and achieving its own high-quality development is an important issue at present.

2.2 Optimizing the Ways for the Development of Great River Valley Civilization Tourism

2.2.1 Continue to Promote the Integration of Culture and Tourism

The deep integration of culture and tourism is an important starting point to practice the concept of high-quality development. From the theoretical level, high-quality development is the endogenous demand based on the development of culture and tourism. In order to correctly grasp the high-quality development direction of great river valley civilization tourism, it is necessary to continuously develop culture and tourism resources and deepen the high integration of culture and tourism in products and service management, as well as fully meeting the needs of the tourists with high-quality products.

First of all, it is necessary to have an in-depth understanding of the development trend and characteristics of the culture and tourism consumer market, establishing an echelon structure for the supply of the Great River Valley Civilization tourism products. The changes of the times will bring about changes in human's way of life, needs, motivations and behaviors. Therefore, in-depth understanding of the needs

^① Big data report on domestic Tourism Revival, Sohu net (Zhonglu Bide Tourism Planning), 2020-11-15. https://www.sohu.com/a/434626861_120209902.

of river tourists is a work that must be carried out. Not all cultural tourism products need to be developed on a large scale in a short period of time. Tourism practitioners need to look for cultural highlights that can attract tourists, and select relevant tourism elements for key development, combined with the changes of market demand for orderly and sustainable development. Only in this way can the Great River Valley Civilization tourism products experience continuous innovation^①.

In order to explore the connotation of great river cultural tourism products, it is also necessary to make an in-depth study on the regional cultural background, development process and cultural characteristics. Everyplace can form its own cultural style and reflect different local spirit in the process of long-term historical development. Especially for the great river tourism destination, its circulation area is more extensive, and the cultural history is far away, so the cultural elements of these places will be diverse. However, for foreign investors, the complexity of cultural elements makes it difficult to grasp the basic characteristics of local culture; for local managers, the full picture of local culture is often rare. At this time, it is necessary for the construction team to have a variety of professional skills, summarizing and distinguishing local cultural characteristics, refining cultural themes and symbols, and forming a set of cultural system corresponding to relevant great river tourism products, in order to carry out in-depth development of related products.

The last and most important point is to discover what is the unique value of the Great River Valley Civilization tourism products. It is the main feature of the local culture that can directly shock tourists. This cultural trait can not only meet the needs of tourists, but also arouse their emotional resonance and stimulate their cultural memory. For the Great River Valley Civilization tourism, it is more important to explore the unique cultural value of products, because great rivers give birth to regional culture and is the carrier of many local cultures.

2.2.2 Deepen the Reform of Tourism Supply Side

The core of the high-quality development of tourism is to implement the new development concept, deepen the structural reform on the supply side of tourism, support the innovation and upgrading of the industry, and change from scale and quantity priority to quality and efficiency priority. Therefore, one of the important measures for the high-quality development of the Great River Valley Civilization tourism is to deepen the structural reform on the supply side of tourism and accurately grasp the new problems brought about by the change of demand structure. In order to do that, it is necessary to cultivate new great river tourism products according to tourists' demand, improving supply quality, and enhancing tourism supply

① Huang Zhenfang, Lu Lin, Xiao Fei, Zhang Jinhe, Wei Xiangdong, long Yi, Anniversary Xing, Hou Bing. The new pattern of "double cycle" and the high-quality development of tourism: theoretical thinking and innovative practice [J]. Famous cities in China, 2021 Jing 35 (02): 7-18 (In Chinese).

capacity, level and tourism product attractiveness.

In order to deepen the great river tourism supply-side reform and optimize the tourism supply system, we should first improve the structure of great river tourism products and realize the agreement between the supply of great river tourism products and the changing needs of modern tourists. Under the background that tourists' consumption demand is becoming more and more diverse, the driving force of great river tourism product innovation is still insufficient. Sightseeing products are still the main body of investment in great river tourism projects. The development of personalized tourism products such as leisure and holiday tours is still very rare, and brand tourism products are not sufficient, which obviously lags behind the changes in the demand of modern tourism market. To achieve the high-quality development of the Great River Valley Civilization tourism, the destination firstly needs to strengthen the reform on the supply side of tourism products. Tourism enterprises and other market entities should seize the opportunity, vigorously develop new products, and promote the accelerated integration of great river tourism products and tourism consumption.

The structural reform of public services from supply-side is also an important aspect that needs to be improved in the high-quality development of tourism. The public services are the most direct, realistic and concerned issue for tourists in the development of tourism. Although the construction of public services has been strengthened in various places in recent years, there are still some problems such as imbalance and inadequacy of public services in some great river tourism destinations. Taken China as an example, local governments continue to increase financial investment in public services, so that the benefiting groups of local public services continues to increase. However, in spite of this, public service of many river tourist destinations still lags behind, and the supply level is difficult to meet the growing demand of tourists, which restricts the development of local tourism to a certain extent. Therefore, it is necessary for the local government in the great river basin to further improve the quality of local tourism public services, as well as the supply of tourism public goods, public facilities, and public policies, in order to effectively solve the practical problems faced in the process of high-quality development of the Great River Valley Civilization tourism.

2.3 Cultivate a New Driving Force for the Development of Great River Valley Civilization Tourism.

2.3.1 Attach Importance to the Application of New Technology

Tourism is not the birthplace of primary science and technology, but it can become an important field of modern science and technology application. For example, virtual reality technology can be tried in rich tourism experience, and autopilot technology can also be applied in tourist scenic spots before it is widely used on social roads. The technologies that need to be paid more attention to the tourism field are mainly

5G technology, big data, artificial intelligence, blockchain technology and so on. Their applications can focus on many aspects, such as enriching tourism experience, increasing tourism consumption, promoting the integration of culture and tourism, improving service efficiency, optimizing tourism governance and so on. This requires tourism industry to give full play to the development advantages of modern information technology, centering on the needs of the country's new development pattern, combined with new technology to vigorously enhance the scientific and technological content of tourism. At the same time, in order to achieve high-quality development of great river valley civilization tourism, we should also adhere to scientific and technological empowerment and innovation, increasing investment in technological research and development, and cultivating new consumption patterns of great river valley civilization tourism.

In addition to being applied to product innovation, new technologies can also be applied to promote the innovation of service mode, management mode, and marketing method of the Great River Valley Civilization tourism industry. For example, marketers can make full use of modern new media, new technologies and new means to expand promotion channels, improve the accuracy of tourism marketing, and enhance the appeal of the tourism market. In today's all-media era, all kinds of media continue to emerge. In order to stand out in the fierce competition, local governments or marketing departments in the great river basin need to use new media technology to carry out innovative marketing, try different social media platforms, or design distinctive promotional content to attract the attention of potential consumers. Only in this way can they realize the efficient promotion and high-quality development of great river valley civilization tourism.

2.3.2 Increase Effective Tourism Investment

Tourism is an important field to meet the growing leisure needs of people. Increasing effective tourism investment can not only promote the transformation and upgrading of the tourism industry, benefiting people's livelihood, but also play an important role in promoting the high-quality development of the tourism industry. In the aspect of great river tourism, in order to achieve the high-quality development, local tourism departments need to enrich the supply of tourism products, promote the upgrading of products, and increase the construction of high-quality tourism projects, which will undoubtedly require a lot of capital investment. Without the support of tourism investment or funds, the construction of many tourism projects will inevitably be restricted and hindered. It can be said that tourism investment is an important force to promote the high-quality development of tourism and promote the transformation of tourism product structure.

Under the requirement of high-quality development in the new period, there is still a certain funding gap in the construction of great river tourism project. This requires the government or relevant departments

to increase investment support and help it develop faster. Since the government's financial input is limited, local tourism departments should also strengthen cooperation with financial institutions and guide them to formulate great river tourism investment. Particularly, local government should formulate preferential policies for great river tourism to attract investment, as well as more social enterprises to invest in and develop great river tourism projects, so as to promote the high-quality development of the Great River Valley Civilization tourism^①.

2.3.3 Give Full Play to Regional Leadership

As the economy changes from the stage of rapid growth to the stage of high-quality development, the spatial structure of regional development is also undergoing profound changes. Since 2018, the Chinese Central Government has repeatedly stressed the need to give full play to the leading role of central cities in coordinated regional development, improving regional spatial layout, giving full play to the comparative advantages of various regions, and building a power source for high-quality development. This is a major judgment made by the Chinese government to promote high-quality development in the new era. This measure is also applicable to the high-quality development of the Great River Valley Civilization tourism, that is, if we want to promote the high-quality development of great river valley civilization tourism, we also need the cooperation of great river basin regions, breaking the traditional inertia development model, and achieving collaborative innovation.

The regional leading drive in the high-quality development stage of the Great River Valley Civilization tourism is to promote regional tourism and give full play to the radiation-driven role of the central city. The main consumption and production activities of human beings are concentrated in the city, which makes the central city show a higher degree of population and industrial agglomeration characteristics. In fact, the relationship between the central city and other regions is "point-to-surface". In the process of regional development, the central city plays a role of "outline and outline", and the improvement of the whole region complements each other. In the new stage of high-quality development of the Great River Valley Civilization tourism, the leading role of central cities should be placed in a more prominent position.

Generally speaking, the central city gathers more mature tourism resources, better service facilities, as well as more high-end hotels and more emerging formats, which can attract more tourists. In addition, the central city also has a greater comprehensive tourism carrying capacity, which is easy to produce radiation effect on the surrounding areas. Therefore, it is one of the important ways to promote the high-quality development of the Great River Valley Civilization tourism to implement the point-based tourism and give

① Yu Zhuohang, Su Jingcheng. Research on the ways of High-quality Development of Township Tourism under the background of Rural Revitalization [J]. Shanxi Agricultural economy, 2021 (04): 10-12 (In Chinese).

full play to the leading role of the core cities.

While improving the quality of tourism development of the central cities in the river basin, we should constantly strengthen the economic and resource links between the central cities and the surrounding areas, which is also a key step in the implementation of regional leadership. In other words, the implementation of regional leading of the high-quality development process of great river valley civilization tourism not only needs to improve the tourism development quality of the central cities with better conditions, but also should emphasize that the central cities promote the tourism development of the surrounding areas. It is necessary to strengthen the innovative development power of the central city, regarding it as the power source of regional tourism development, and promote the flow of all kinds of elements among regions with different functions and different scales.

Section 3 Strategic Measures for the High-quality Development of Great River Valley Civilization Tourism

The driving effect of tourism on regional economy has been recognized by all sectors of society. Tourism as a link of regional coordinated development has increasingly become the core of government departments at all levels. This section makes an in-depth analysis of the three strategic measures of high-quality development in the great river valley civilization tourism, combined with a case to analyze how to use the development strategy to cultivate the long-term development and sustainable protection of great river valley civilization tourism.

1. Integrated Construction of Urban Agglomeration

1.1 The Connotation of the Integrated Construction of Urban Agglomeration

Urban agglomeration refers to the close interaction between cities through enterprise agglomeration and diffusion within a specific regional scope, with one or two super-large or mega-cities as the core of regional economic development, highly developed modern transportation, communications and information networks as the media^①. Urban agglomeration plays a more and more important role in winning international competitiveness and promoting high-quality urban development in China. In recent years, the development planning of urban agglomeration such as the coordinated development of Beijing, Tianjin and Hebei, the integration of urban agglomeration in the Yangtze River Delta and Guangdong-Hong

① Zhao Yong, Bai Yongxiu. The connotation and formation mechanism of urban agglomeration from the perspective of regional integration[J]. Chongqing Social Sciences, 2008, (09): 34-9 (In Chinese).

Kong-Macau Greater Bay Area has become national strategies. The construction of urban agglomeration has become an important space carrier to promote the growth pole of Chinese economic development and regional coordinated development.

Based on the concept of industrial cluster and the characteristics of tourism products, tourism industrial urban agglomeration can be defined as a phenomenon of tourism economic agglomeration, which is based on the core attraction of tourism, revolving around the six elements of tourism, and having the relationship of competition and cooperation at the same time. Tourism industry clusters focus on the economic links of specific markets and activities. Clusters can cross geographical and administrative boundaries, which relies on the joint efforts of all participants in the tourism value chain to form some integrated products^①.

To sum up, the integrated construction of urban agglomeration of tourism in the great river basin is to fully coordinate the rich hydropower, forest, mineral, fishery and other resources in the cross-border region of the river, combined with the development and utilization of the core attraction of tourism to form an organized complex with interdependent functions. It is an inevitable trend in the future to deepen tourism cooperation and promote the integrated development of tourism market and service. The research on regional tourism development model strives to explore a model of practical significance, which will help to enhance the status of tourism cooperation regions in domestic and international market competition, and promote the rapid and healthy development of tourism. According to the previous development trend of cities in the great river basin at home and abroad, the central city in the great river basin is the core of regional development. Urban integration construction can bring strong accumulation of population and resources, and stimulate urban economic development. How to take tourism as the link of regional coordinated development, enhance the urban radiation of the surrounding cities, and promote the agglomeration and advantage sharing of tourism resources is an urgent topic for in-depth study.

1.2 The Strategic Focus and Advantages of the Integrated Construction of Urban Agglomeration

1.2.1 The Strategic Focus of the Integrated Construction of Urban Agglomeration

The basis of the integrated construction of tourist urban agglomeration is to fully tap tourism resources to attract tourists in the region. Among the tourist cities in the great river basin, the location advantage of each city is very obvious and there is also fierce competition, so it is necessary to cooperate with the regional government to integrate in the resources such as infrastructure, environment, policy, system, management, social culture and so on. Secondly, there should be a large number of tourism enterprises that

① Ma Xuefeng. Research on the cooperative development mode of regional tourism under the industrial cluster [J]. Enterprise Technology Development, 2005, (09): 77-79 (In Chinese).

provide tourists with transportation, accommodation, food, shopping, and entertainment. In addition, there are relevant supporting suppliers and organizations, which provide a guarantee for tourists to successfully complete the tour process. At the same time, constructing the governance system of urban agglomeration and improving the governance ability of urban agglomeration is the key to promote the high-quality development of urban agglomeration.

(1) Advocate the communication and linkage between regional governments

Governance should build a system of urban agglomeration that adapts to the current stage of economic development and urbanization. The key of this is to build an institutional mechanism that can break down the obstacles to the development of tourism urban agglomeration, in which the government, enterprises and non-governmental organizations participate in collaborative governance. The current management system is the bottleneck restricting the development of urban agglomeration. Due to the lack of top-level design, the obstacles of the institutional mechanism restrict the process of integrated development, resulting in the inability to give full play to the decisive role of the market in the allocation of resources, so that the free flow of resource elements is limited, and economic efficiency is affected^①.

(2) Regional Competition and Cooperation to build a “Diversified” Joint Development Model of Urban Tourism

The diversified omni-directional tourism cooperation mode requires the deep communication and integration of infrastructure, environment, policy, system, management, social culture and so on. The regional tourism cooperation under this mode has become a major force and important content of inter-regional economic integration, social interaction and cultural integration. This is a sign of the maturity and upgrading of the regional tourism^②. At the same time, we should give full play to the decisive role of the market in the allocation of resources, solving the problem of imbalance in the distribution of high-quality tourism elements and optimizing the allocation of resources through market-oriented reform.

(3) Coordinated development of industry to achieve win-win between tourism operators and tourists

The industries in the urban agglomeration promote the overall level of the industrial chain through a reasonable division of labor, giving full play to the resource advantages of all kinds of cities in terms of resources, land, science and technology, as well as talents according to the characteristics and functional positioning of different levels of cities, and jointly build a coordinated industrial development system,

① Wang Bin. speed up the integration of urban agglomeration and the construction of China Economic Network, 2020 http://views.ce.cn/view/ent/202007/31/t20200731_35432707.shtml.

② Qin Xue. Discussion on the general mode and principle of regional cooperation in tourism-- also on the mode of tourism cooperation in Guangdong, Hong Kong and Macao [J]. Business news. Business Economics, 2004, (5): 40-4 (In Chinese).

promote the rational layout of industries, and establish an industrial coordinated development system of benefit-sharing and cost-sharing.

As an alternative to the economic priority development model, the overall planning leading model has been applied in the development practice of Chinese urban agglomeration. Urban agglomeration development planning formulated by a higher-level central government can break administrative and institutional barriers and provide institutional support for urban agglomeration government cooperation. At the same time, the development planning of urban agglomeration includes not only the strategic objectives of urban agglomeration, but also the supporting conditions for the realization of strategic goals, which has outstanding overall leading value and practical guiding value. Compared with the economic priority development model, the overall planning leading model shows the comprehensiveness, efficiency and superiority of development in many aspects.

1.2.2 Advantages of the Integrated Construction of Urban Agglomeration

The integrated construction of tourism urban agglomeration is an important spatial carrier to achieve high-quality regional development. It can greatly expand the tourism resource and market of various tourist cities, and thus become an important driving force for the development of regional tourism. The joint development of regional urban tourism will help tourism cities to form an integrated tourism development trend of complementary resources and mutual management, so as to enhance the core competitiveness of the region. The trend of economic globalization shows that the future tourism industry will need more contact, cooperation and support from multiple industries.

The integration of tourism urban agglomeration helps to promote the development of regional tourism industry in the direction of specialization and standardization. Different from individual urban governance, urban agglomeration governance involves cross-regional governance, which reflects the characteristics of diversified governance subjects and complex governance process. The key to promote the integration of urban agglomeration is to improve the cross-regional governance ability and level, and to break through the obstacles of cross-regional element flow of urban agglomeration. Through the optimal combination of tourism resources, tourism cities can not only effectively broaden the space of tourism resources in separate areas, but also be conducive to the rational utilization and protection of tourism resources, so as to promote the sustainable development of urban tourism.

The integrated construction of tourism urban agglomeration can establish the overall regional tourism brand, obtaining more market opportunities, achieving the goal of win-win cooperation, and occupying a larger market share. In addition, it can also reduce the allocation of tourism resources, increasing the utilization rate of resources and enhancing the overall strength of urban tourism. Strengthening regional synergy, market synergy and industrial synergy in the development of culture and tourism, and promoting

the sharing of inter-regional standards are also an important trend in the integration of tourism urban agglomeration.

1.3 Representative Cases

1.3.1 Integration of Urban Agglomeration in the Yangtze River Delta

(1) The General Situation of the Integration of Urban Agglomeration in the Yangtze River Delta

Fifteen tourist cities, including Shanghai, Nanjing, Hangzhou and Suzhou, constitute the integrated development area of urban tourism in the Yangtze River Delta. The Yangtze River Delta is a region with a long history of civilization. In this region, the Yangtze River, and famous rivers, lakes, mountains, cities and other resources have similar natural conditions and cultural details. Regional cities are similar in spatial and geographical location^①. As the economic center of China, the Yangtze River Delta urban agglomeration plays an important role in the integrated development. Due to the geographical proximity and cultural connection, the Yangtze River Delta region has experienced a long process of separation and combination in history, and the economy and society have formed a natural relationship.

(2) Development Status of the Integration of Urban Agglomeration in the Yangtze River Delta

In the early days of the founding of New China, the relationship between cities was dominated by national planned allocation, and there was less spontaneous cooperation between cities. Since the reform and opening up, with the development of market economy, the demand for regional cooperation has been increasing. In 1983, the State Council established the Shanghai Economic Zone to coordinate regional cooperation among Jiangsu, Zhejiang, Anhui, Jiangxi and Fujian provinces. In 1992, the State Council held a “Symposium on Planning in the Yangtze River Delta and its areas along the Yangtze River”. In the same year, a joint meeting of directors of urban cooperation departments in the Yangtze River Delta was held to carry out discussion and preliminary practice of inter-city cooperation. In 1996, Shanghai initiated the establishment of the Yangtze River Delta Urban Economic Coordination Committee. In 2007, the State Council held a “Symposium on Economic and Social Development in the Yangtze River Delta”, which led to the “fast lane” of the development of the integration of the Yangtze River Delta. In May 2019, the integration of the Yangtze River Delta officially became a national strategy. The three-year Action Plan for the Development of Regional Integration in the Yangtze River Delta (2018-2021) points out that regional tourism integration in the Yangtze River Delta should build a leading demonstration area for global tourism development, in order to become the Asia-Pacific gateway for the allocation of global tourism resources, and become a world-class tourism destination based on world-class cities with global competitiveness.

① Bian Xianhong. Spatial Analysis and Development Perspective of Urban Tourism [M]. China material Publishing House, 2005.

As a national strategy, the integration of urban agglomeration in the Yangtze River Delta has always been emphasized regarding high-quality development^①. With reference to the highest international standards and levels, cities in the region have worked together to create world-class industrial clusters. Combing the context of the evolution of the integration of urban agglomeration in the Yangtze River Delta, it can be found that the Yangtze River Delta has initially formed a cooperative operation mechanism of three-level linkage and integration of “decision-making-coordination-execution”, and constructed a working network based on thematic cooperation groups. Remarkable achievements have been made in the integration of regional tourism cooperation, joint prevention and management of environmental protection, co-construction of transport infrastructure, services and trade cooperation. At present, Chinese economy has shifted from the stage of rapid development to the stage of high-quality development. The Yangtze River Delta shoulders the mission of building a world-class urban agglomeration, shaping the new momentum of development with higher-quality integration, and at the same time exploring ways, accumulating experience and providing demonstration for the high-quality development of other regions.

1.3.2 Integration of Urban Agglomeration in the Pearl River Delta

(1) The General Situation of the Integration of Urban Agglomeration in the Pearl River Delta

The Pearl River Delta port group is located in Guangdong Province. Guangdong Province is one of the important nodes of the “21st Century Maritime Silk Road”. The development of the Pearl River Delta is particularly important. Under the influence of the “Belt and Road Initiative” policy, the outline of the Guangdong-Hong Kong-Macau Greater Bay Area Development Plan has been issued and actively implemented. The major groups of the Pearl River Delta, which has developed independently, have developed joined forces. The Pearl River Delta region has different styles of tourism resources, such as Shenzhen Special Economic Zone scenery, Dongguan Anti-Yingzhong Land, Guangzhou South Flower City, Foshan Ancient Town style, Zhaoqing Landscape City, etc. A variety of tourism resources combination can form tourism routes to meet the needs of different tourists.

(2) The Current Situation of Urban Agglomeration in the Pearl River Delta Region

Since the central government established the Pearl River Delta as an economic development zone in 1985, the Guangdong Provincial CPC Committee formally made the decision to establish the Pearl River Delta Economic Zone in November 1994. The continuous innovation of the theory and practice of regional development in the Pearl River Delta has injected new blood into the region and provided a new driving force for regional development. The multi-level cooperation and development of small, large and pan-

① Li Hongbing. Promote the integration of the Yangtze River Delta with higher standards. People's Daily <http://opinion.people.com.cn/n1/2020/0730/c1003-31802961.html>.

Pearl River Delta goes hand in hand, bringing the regional economy of the Pearl River Delta into a new space. The Pan-Pearl River Delta region is composed of Guangdong, Fujian, Jiangxi, Guangxi, Hainan, Hunan, Sichuan, Yunnan and Guizhou provinces along the Pearl River Basin, as well as two special administrative regions of Hong Kong and Macao. All cities in this region jointly promote the economic flow and cultural development of the Pearl River Basin. With close relations within the region, they are highly complementary in resources, industry, market, employment and other aspects, so there is great potential for cooperation and development^①.

In recent years, the regional coordination of tourism in the Pearl River Delta can be regulated by the government to set up an industry coordination body (such as the Pearl River Delta Tourism Development Corporation), so that to coordinate and organize various tourism businesses in the region. Through association, standardized and networked services will be implemented throughout the Pearl River Delta to share tourism resources in the whole region, so as to achieve the complementarity and coordination of tourism characteristics.

2. Construction of Three-Dimensional Traffic Corridor

2.1 The Connotation of the Construction of Three-dimensional Traffic Corridor

Traffic corridor comes from the concept of corridor in geography. Corridor is a kind of regional economic space system, which is formed by highly developed multi-mode traffic network connecting at least two large and medium-sized cities or urban agglomerations^②. The corridor can be measured in terms of time and space, and has the following characteristics: First, the corridor has the geometric characteristics, which shows a narrow area with the same geomorphology and topographic features. Secondly, the corridor is formed by the development of urban clusters or several large cities along the traffic line, generally with two or more large cities with a certain population as the growth pole, with some small towns or medium-sized cities distributing on both sides of the traffic line. The corridor has developed traffic infrastructure, and the flow of resources or population is realized through the transportation network.

Traffic corridor is one of the corridor forms, but it is difficult to draw a clear boundary between them.

① Xie Baojian, Gao Jie Ru. Analysis on the Institutional Evolution of Pan-Pearl River Delta Regional Cooperation [J]. Journal of Beijing Institute of Administration, 2015 (03): 16-24 (In Chinese).

② Cao Xiaoshu, Yan Xiaopei. research progress of corridors and transportation corridors in the 20 th century [J]. Urban Planning, 2003 (01): 50-56 (In Chinese).

In a narrow sense, it is believed that the meaning of traffic corridor is narrower than that of corridor^①. On the one hand, the traffic corridor is limited to the narrow area along the traffic line. Since the traffic corridor is one of the necessary conditions for the formation of the corridor, its scope will not exceed that of the corridor in the same area. On the other hand, the most important function of the traffic corridor is the connecting function, and all the spatial interactions that occur, such as the flow of resources, people and information, are completed through the traffic corridor. However, in a broad sense, traffic corridors include not only linear traffic facilities, but also adjacent areas that interact with traffic facilities. Traffic corridor is defined as a traffic-intensive area composed of a variety of transport facilities, with a highly efficient comprehensive transport corridor relying on large and medium-sized cities and towns in the region as the main axis. A ribbon spatial regional economic complex composed of industry, resources, population, towns, information and so on. Three-dimensional traffic corridor is an advanced form occurred when the traffic corridor develops to a certain stage, which refers to the organic integration of waterways, highways, railways, aviation, oil and gas and other modes of transportation and their transport facilities.

2.2 Strategic Focus and Advantages of the Construction of Three-dimensional Traffic Corridor

2.2.1 The Strategic Focus of the Construction of Three-dimensional Traffic Corridor

Promoting the construction of modern comprehensive transportation system in the new era is the top priority of deepening the reform of the industry. Therefore, in order to achieve the development of the Great River Civilization tourism to a high-quality stage, the construction of three-dimensional traffic corridor is an important strategy. However, this is not a simple measure, and its implementation process needs to emphasize the following strategic priorities.

(1) To speed up the construction of comprehensive three-dimensional traffic corridors in accordance with local conditions

In order to build a comprehensive three-dimensional transportation corridor, it is necessary to promote the construction of transportation system, including waterway, highway, railway and aviation, to create a networked, intelligent and standardized transportation corridor, and to strengthen the radiation of the great river basin and the coordinated development of different regions. As a matter of fact, there are great differences in the level of economic development in different regions of the great river basin. There are not only areas with high level of economic development, rich resources and developed transportation

^① Wang Zhen. The enlightenment of comprehensive three-dimensional traffic corridor theory and EU practice [A]. China Urban Planning Association, Shenyang Municipal people's Government. Planning 60 years: achievements and challenges-- Proceedings of the 2016 China Urban Planning Annual meeting (05 Urban Transportation Planning) [C]. China Urban Planning Society, Shenyang Municipal people's Government: China Urban Planning Society, 201615.

lines, but also areas with relatively low level of economic development, lack of resources and backward transportation. Therefore, in the process of building three-dimensional traffic corridors, measures should be taken according to local conditions and corresponding measures should be taken for different regions. For example, while focusing on the construction of comprehensive transport hubs in central cities, it is also necessary to increase traffic investment in border and poor areas of all ages, especially in areas rich in tourism resources^①. Increasing the traffic between the central cities and these areas, and strengthening the radiation effect of the central cities on these areas can not only promote the coordinated development of regional tourism, but also meet the diversified tourism needs of tourists.

(2) Improve the management and give full play to the advantages of multimodal transport

Each mode of transportation has its own comparative advantages, but also has some shortcomings. The efficient construction of three-dimensional transportation corridors needs to enhance the strengths and avoid weaknesses of all kinds of transportation modes, such as speeding up the development of intermodal transport of railways and waterways, highways and waterways, air and waterways, expanding the scope of radiation, and forming an integrated transport system.

By strengthening the circulation and connection of passenger and freight transport, we can better realize the exchange of all kinds of tourism resources, expanding the scope of tourists' activities and enhancing their tourism convenience. In addition, in order to realize the connection of multimodal transport, it is necessary to formulate standards and specifications for multimodal transport, strengthening the connection of various modes of transport, and constructing related facilities for zero-distance passenger transfer and seamless docking of freight transport. It can be seen that the development of multimodal transport strategy should be guaranteed by sound infrastructure, and the idea of infrastructure first should be established in the process of implementing the strategy^②.

(3) Implement unified planning and strengthen intergovernmental coordination and cooperation

The construction of three-dimensional traffic corridor usually involves a wide range of regions, and the construction process needs to be based on the overall situation, strengthening inter-regional coordination and communication, and establishing unified policies or planning guidelines. If each region fights on its own, it is unlikely to make great achievements in the construction of interconnected transportation network. In this case, it is necessary to rely on the strength of the government to strengthen coordination and cooperation among regional governments. Specifically, regional governments can make unified planning for regional

① Peng Zhimin. Structure of comprehensive three-dimensional transportation corridor in the Yangtze River Economic Belt [J]. Reform, 2014(06):34-36 (In Chinese).

② Jiang Liqin, Zhang Dan, Zhang Dandan. The construction of high-speed railway and the integrated development of tourism in the Yangtze River Delta [J]. Business Research, 2012 (12): 159163 (In Chinese).

traffic construction and formulate unified policies to guide the construction of transportation network. At the same time, tourism is also a comprehensive and related industry, which needs the cooperative development of various regions. Transportation, as a basic element in the development of tourism, also needs the integration and communication among different regions. What's more, it is necessary for the government to play a leading role and establish a feasible government coordinated development mechanism.

2.2.2 Strategic Advantages of the Construction of Three-dimensional Traffic Corridor

In the process of promoting the development of great river valley civilization tourism to a high-quality stage, the construction of three-dimensional traffic corridor is an effective strategic measure. The implementation of this strategy can not only promote the overall coordinated development of regional tourism and improve tourists' travel efficiency and tourism quality, but also play an important role in achieving win-win economic and ecological benefits.

(1) Promote the overall coordinated development of regional tourism

Transportation infrastructure is not only the basis of regional economic development, but also the premise of regional tourism development. If a region wants to achieve high-quality tourism development, the improvement of transportation infrastructure is essential. It can be said that traffic is one of the important factors affecting the development of tourism. The construction of three-dimensional traffic corridor is an advanced stage of regional traffic connection, which plays an important role in promoting the development of tourism. At present, the construction of three-dimensional traffic corridor to promote the development of tourism is at the initial and exploratory stage.

Taken Chinese as an example, although China has proposed regional tourism coordinated development for a long time, the development of tourism has been limited to the jurisdiction of administrative regions. Even in Shanghai and Nanjing, which are very close to each other, the transportation time between them is still very long (8 hours for the car and 4 hours for the railway), undoubtedly hindering the process of realizing the coordinated development of tourism between the two regions^①. In fact, the construction of a three-dimensional traffic corridor by connecting various modes of transportation can not only integrate the tourism resources of various regions and strengthen tourism cooperation and exchanges between regions, but also achieve the survival of the fittest and complementary advantages. Therefore, the construction of three-dimensional traffic corridor is a wise move to promote the high-quality development of the Great River Civilization tourism.

(2) Improve the travel efficiency and quality of tourists

To a large extent, the travel efficiency and quality of tourists will be affected by the degree of

^① Jiang Liqin, Zhang Dan, Zhang Dandan. The construction of high-speed railway and the integrated development of tourism in the Yangtze River Delta [J]. Business Research, 2012 (12): 159163 (In Chinese).

networking and modernization of the regional transportation system. The construction of three-dimensional traffic corridor is an effective way to enhance the networking and modernization of the transportation system, which can make the various regions connect with each other and form a tourism traffic circle, so as to realize the integrated development of the regional tourism market. Specifically, the construction of three-dimensional traffic corridor will make the travel modes of tourists in the region become more diversified, and many kinds of tourism modes, such as high-speed rail, cars, trains, cruise ships, aviation and so on, can complement each other. This will greatly shorten the time for tourists to arrive at their destination, and at the same time prolong their travel time. In addition, the construction of three-dimensional transportation network will also increase the accessibility of each region and enhance the flow of tourism elements and resources between different regions. While promoting the sharing and exchange of resources and information, it can also enhance the number of tourist attractions visited by tourists and improve the quality of tourism.

(3) Achieve win-win economic and ecological benefits

The construction of three-dimensional traffic corridor is conducive to provide the basis and guarantee for the coordinated utilization of various resource elements in the great river basin, and bring new momentum for the economic development of the great river basin region and even the whole country. Convenient transportation is the support of economic development. The construction of three-dimensional traffic corridor can guide the rational flow of production factors inside and outside the river basin, and provide support for the cultivation of open economy. In addition, after the completion of the construction of the three-dimensional traffic corridor, we can further establish the mechanism of common ecological protection and restoration in the basin, as well as the ecological cooperation mechanism of the whole basin, and realize the harmonious interaction between ecological capacity and economic development. At the same time, according to the principle of “who benefits, who compensates”, we can establish the ecological compensation mechanism in the river basin, improving the legal system of ecological compensation, and promoting the integrated development of ecological protection in the region^①.

2.3 Representative Case

2.3.1 Comprehensive Three-dimensional Traffic Corridor of the Yangtze River Economic Belt

(1) General Situation of Comprehensive Three-dimensional Traffic Corridor in Yangtze River Economic Belt

The Yangtze River Economic Belt is a large transportation corridor connecting the east, middle and

① Spread the sail. Create a new kinetic energy for the development of the Yangtze River Economic Belt [N]. China Social Science Journal, 2016-04-25 (2).

west of China. It is also the most important east-west economic corridor^①. The three-dimensional traffic corridor of the Yangtze River Economic Belt refers to a comprehensive and three-dimensional traffic system composed of trunk and tributaries of the Yangtze River, land transportation system, air transport system and pipeline system^②. The idea of the construction of three-dimensional traffic corridor in the Yangtze River Economic Belt is to speed up the construction of the golden waterway of the Yangtze River, expanding the scale of the transportation network, and strengthening the connection of various transport modes. Chinese government built a comprehensive three-dimensional transportation corridor of the Yangtze River economic belt that runs from the east to the west, connects the north and the south, and the river to the sea, so as to provide a strong guarantee for the construction of a new economic support belt in China^③. The construction of three-dimensional transportation corridor provides the main body for the development of the Yangtze River economic belt, which helps to promote the interaction and cooperation between the eastern, central and western regions of China, narrow the gap between inland and coastal areas, and form a pattern of all-round development and opening up.

(2) Development Status of Comprehensive Three-dimensional Traffic Corridor in Yangtze River Economic Belt

The construction of comprehensive three-dimensional traffic corridor in the Yangtze River Economic Belt has been developed for many years. In June 2014, the Premier Li Keqiang put forward the overall strategy of building a comprehensive three-dimensional corridor and building the Yangtze River economic belt relying on the golden waterway of the Yangtze River^④.

In September 2014, the Comprehensive Three-dimensional Traffic Corridor Planning of the Yangtze River Economic Belt (2014-2020) was issued, which put forward the overall objectives and requirements of various tasks for the construction of three-dimensional traffic corridors. Specifically, it refers to relying on the golden waterway of the Yangtze River, coordinating the construction of highways, railways, pipelines, and aviation, strengthening the connection of various modes of transport and the construction of comprehensive transport hubs to build a green, low-carbon, safe and convenient comprehensive three-

① Zhang Nan. Comprehensive three-dimensional traffic corridor leads the new urbanization of the Yangtze River economic belt [N]. China Communications Bulletin, 2014-10-24 (003) (In Chinese).

② Huang Cheng, Wu Chuanqing. Study on Green Development of Comprehensive three-dimensional Traffic Corridor in Yangtze River Economic Belt [J]. Regional Economic Review, 2018 (05): 97-104 (In Chinese).

③ Wang Lingyun. The construction of Yangtze River comprehensive three-dimensional traffic corridor has entered a critical period [J]. Chinese Port, 2017 (05): 7-10 (In Chinese).

④ Wang Zhen. The enlightenment of comprehensive three-dimensional traffic corridor theory and EU practice [A]. China Urban Planning Association, Shenyang Municipal people's Government. Planning 60 years: achievements and challenges-- Proceedings of the 2016 China Urban Planning Annual meeting (05 Urban Transportation Planning) [C]. China Urban Planning Society, Shenyang Municipal people's Government: China Urban Planning Society, 2016:15.

dimensional transportation corridor. The outline of the Development Plan of the Yangtze River Economic Outline issued in 2016 once again emphasizes the need to speed up the interconnection of transport infrastructure as the basis of promoting the development of the Yangtze River Economic Belt, and the plans to basically build a comprehensive three-dimensional transportation corridor with high convergence and efficiency by 2020^①.

After several years of development, the construction of the transportation system of the Yangtze River Economic Belt has made great progress. In 2016, the mileage of high-grade waterways in the Yangtze River Economic Belt reached 8600 km, 3.7 times longer than that in 1978. The mileage of highways opened to traffic reached 2.0414 million km, 5.4 times longer than that in 1978. The mileage of railways in operation reached 35700 km, 2.6 times longer than that in 1978. The number of civil transport airports reached 83, 4.2 times more than that in 1978, and the mileage of oil (gas) pipelines reached 44000 km, 73 times longer than that in 1978. High-speed railway, highway, urban rail transit is from scratch to network coverage.

2.3.2 Trans-European Transport Network

(1) General Situation of Trans-European transport network

Trans-European Transport Network (TEN-T) is a comprehensive transportation plan which integrates transportation infrastructure, management system, and positioning and navigation system. Among them, the infrastructure part can be divided into railways, highways, undersea highways, inland waterway networks and shipping ports, airports or related transport modes to connect hubs. The TEN-T project, jointly formulated by EU countries, is a transport infrastructure construction plan involving the EU region, which aims to improve the efficiency of collection and distribution systems and promote the interconnection of national networks by strengthening the integration of various transport modes in the EU, especially between the marginal areas and the core areas. The construction of this network can not only effectively break through the bottleneck of traffic development of EU members, enhancing the accessibility and mobility of passenger and freight transport, but also contribute to the division of labor and cooperation within the whole region of the EU, and realize complementary advantages and coordinated development. It is of great significance to the economic integration of the European Union^②. The “TEN-T” policy mainly includes two aspects: One is the comprehensive transport network planning of railways, highways, inland shipping, aviation and port nodes, and the other is the implementation of some priority projects related to the common

① Huang Cheng, Wu Chuanqing. Study on Green Development of Comprehensive three-dimensional Traffic Corridor in Yangtze River Economic Belt[J]. Regional Economic Review, 2018 (05): 97-104 (In Chinese).

② Zhang Tianyue, Lin Xiaoyan. Research on the Role of Transportation in the Coordinated Development of Regional Economy: A Case Study of Ten-T[J]. Technology Economics, 2011, 30(8): 69-73+105 (In Chinese).

interests of member states, such as the opening and connection of waterways between member states^①.

(2) Development Status of TEN-T

The Maastricht Treaty promulgated by the European Community in 1992 proclaimed the birth of the European Union and laid a legal foundation for the construction of TEN-T infrastructure such as transportation, communications and energy. In 1993, the EU proposed to increase its investment in “TEN-T” in its white paper “Economic growth, Competitiveness and Employment”. In 1994, the meeting of the Council of Europe made a decision on the construction and expansion of “TEN-T” and gave priority to 14 transport infrastructure projects related to the common interests of Europe.

In 2011, given the imperfections and inefficiency of the EU’s transport, energy and communications infrastructure, the European Commission put forward the “Connect Europe” plan, which includes three strategies, namely, “Transport connecting Europe”, “Energy connecting Europe” and “Communications connecting Europe”. Among them, “TEN-T” is an important project of the “Connect Europe” transport strategy. In 2013, the European Commission, the European Parliament and the European Council reached a new agreement on the establishment of a “TEN-T”, pointing out that by 2030, “TEN-T” will connect European transport infrastructure which is disconnected currently, such as railways, roads, airports and canals to build a unified transport system.

“TEN-T” includes the first-level network and the second-level network, in which the first-level network is the core traffic corridor connecting the main nodes in the “TEN-T”, and the second-level network is the traffic channel that extends and complements the first-level network. In the process of “TEN-T” construction, people clearly realize that it is not feasible to rely solely on highway facilities to meet traffic growth. It is necessary to implement integrated combined transport modes, including railway, inland water transport, coastal and ocean transport, etc., especially through the construction of high-speed railway to transfer the increasing transport demand to railway traffic. The core corridor of “TEN-T” is proposed under this consensus. In 2014, the informal meeting of EU transport ministers identified the latest nine “TEN-T” corridor schemes, namely, the Baltic-Adriatic Corridor, the North Sea-Baltic Corridor, the Mediterranean Corridor, the Eastern European-Mediterranean Corridor, the Scandinavia-Mediterranean Corridor, the Rhine-Alps Corridor, the Atlantic Corridor, the North Sea-Mediterranean Corridor and the Rhine-Danube Corridor. Seven of them are east-west, each covering at least three modes of transport, three-member States and two cross-border segments. The EU’s move aims to connect Eastern Europe with Western Europe,

^① Wang Zhen. The enlightenment of comprehensive three-dimensional traffic corridor theory and EU practice [A]. China Urban Planning Association, Shenyang Municipal people’s Government. Planning 60 years: achievements and challenges-- Proceedings of the 2016 China Urban Planning Annual meeting (05 Urban Transportation Planning) [C]. China Urban Planning Society, Shenyang Municipal people’s Government: China Urban Planning Society, 2016:15.

narrowing the regional development gap between Eastern and Western Europe, and integrating fragmented transport resources through the network^①.

3. Construction of Ecological Compensation Mechanism

3.1 The Connotation of Ecological Compensation Mechanism

Good ecology not only ensures the environment for human survival, but also acts as the premise of high-quality development of tourism. However, at present, more than 60% of the ecosystems in the world are deteriorating, which has become a bottleneck restricting tourism and socio-economic development. In order to protect the ecological environment and realize the “win-win” of economic development, since the 1970s, the practical application and theoretical research of ecological compensation have been carried out all over the world. It gradually becomes one of the important means to solve the contradiction between economic development and ecological protection^②. Ecological compensation is a complex concept. Up to now, the international concept of ecological compensation has not yet formed a unified statement, and there are still differences in the connotation of ecological compensation from different perspectives and fields^③. In foreign countries, ecological compensation is defined as the payment system for ecosystem services, that is, some compensation is given to the behavior of protecting the ecological environment.

Uperus et al. (1996) pointed out that ecological compensation is an effective behavior for the management and repair of the damaged ecological environment system in order to pursue the harmonious development of human and ecological green^④. The Chinese Council for International Cooperation on Environment and Development defines ecological compensation as a variety of rules and institutional arrangements that aim at protection and sustainable utilization of ecosystem services, in order to regulate the relations among stakeholders, promoting compensation activities, and mobilizing the enthusiasm of

① Wang Zhen. The enlightenment of comprehensive three-dimensional traffic corridor theory and EU practice [A]. China Urban Planning Association, Shenyang Municipal people's Government. Planning 60 years: achievements and challenges-- Proceedings of the 2016 China Urban Planning Annual meeting (05 Urban Transportation Planning) [C]. China Urban Planning Society, Shenyang Municipal people's Government: China Urban Planning Society, 2016:15.

② Ma Kun, Qian Xin, Jiang Jieping. Study on the marketization mechanism of ecological compensation based on ecological service equivalent [J]. Sichuan Environment, 2020, 39 (06): 208-213 (In Chinese).

③ Liu Yuzhi, Lu Xuan, Shi Mengjuan. Study on the multi-subject cooperative mechanism of tourism ecological compensation [J]. Southern Agriculture, 2020, 14(36): 94-97+104 (In Chinese).

④ Ruud Cuperus and Kees J. Canters and Annette A.G. Piepers. Ecological compensation of the impacts of a road. Preliminary method for the A50 road link (Eindhoven-Oss, The Netherlands) [J]. Ecological Engineering, 1996, 7(4): 327-349 (In Chinese).

ecological protection^①. Zhang Yiqun and Yang Guihua (2012) analyzed ecological compensation from the perspective of social economy, and they believed that ecological compensation is an institutional arrangement that mainly uses economic means to regulate the distribution of interests of participating groups. It is also an important measure to maintain the balanced development of ecological protection and economic development^②.

Tourism ecological compensation is an important branch of ecological compensation. With the rapid development of tourism, a large number of ecotourism resources have been over-exploited and unreasonably utilized, which has aroused extensive attention of the academic circles on tourism ecological compensation. However, due to different research perspectives, different scholars have different understandings of the connotation of tourism ecological compensation, and a unified definition of it has not been formed yet. Scholars generally agree that tourism ecological compensation is the development and application of ecological compensation theory in the field of tourism. It is an institutional arrangement to regulate the interests of related subjects of tourism development with economic means for the purpose of protecting ecological environment and sustainable utilization of tourism resources^③. In particular, for those countries or regions with underdeveloped economy and excessive consumption of ecotourism resources, tourism ecological compensation, as a means of economic regulation to maintain sustainable development of the ecosystem, has positive practical significance for promoting economic development and ecological environment protection in tourist destinations.

3.2 Strategic Focus and Advantages of Ecological Compensation Mechanism Construction

3.2.1 Strategic Focus of Ecological Compensation Mechanism Construction

The construction of ecological compensation mechanism is an important choice and policy to implement the concept that “clear waters and green mountains are golden hills and silver mountains”. It is the only way and institutional guarantee to realize the harmonious development between human and nature. The high-quality development of the Great River Valley Civilization tourism cannot be achieved without the construction of ecological compensation mechanism, and the following strategic priorities should be followed in the construction process.

① Zhang Duo. Enlightenment of ecological compensation practices at home and abroad to the ecological zone of Changshan Archipelago [J]. Land and Natural Resources Research, 2021(01):28-30 (In Chinese).

② Zhang Yi-qun, Yang Guihua. Reflections on the connotation of tourism ecological compensation [J]. Chinese Journal of Ecology, 2012, 31(02):477-482 (In Chinese).

③ Changjiang Xiong, Juan Yao, Xianghao Zhao, Haiying Chen. Study on the willingness of tourists to pay for tourism ecological compensation based on the theory of expansion planning behavior: A case study of Tianshan Tianchi World Natural Heritage Site [J]. Areal Research and Development, 2020, 39(03):111-117 (In Chinese).

(1) Actively explore a multi-agent compensation mechanism

Tourism ecological compensation is not a simple profit compensation model. It is a complex, dynamic, open and continuous process. The construction of ecological compensation mechanism led by the government often relies on policies, planning and investment to “compulsively” push forward. In order to avoid this kind of coercive mechanism construction behavior, we can adopt a pluralistic mode to strengthen the coordination and joint participation of the government, the market and the public. We can make the “invisible hand” of the market and the “visible hand” of the government cooperate effectively, trying to actively introduce the capital and technology of the third party, and create a good marketization atmosphere for ecological compensation^①. We can also try to use the cooperation mode of industrial funds and government funds to encourage enterprises to carry out ecological resource development by themselves or entrust third-party professional institutions to carry out ecological restoration. At the same time, we can also seek cooperation with non-governmental organizations, the public and other social groups, giving play to the power of the public, improving the environmental literacy of the public, and form a pattern of ecological environmental protection in which all the people participate^②.

(2) Combine ecological compensation with poverty alleviation

The ecological compensation of great river basin cannot completely rely on the “blood transfusion” economic help from the state. It needs to actively seek “blood production” self-compensation methods. Great river basin is often rich in ecological resources, so it should give full play to these resource advantages to develop tourism industry, and use the industrial income for regional ecological compensation. Especially for the poor areas in the river basin, it is more necessary to give full play to the resource endowment conditions, linking ecological compensation with poverty alleviation, and building an ecological compensation-type poverty alleviation mechanism, so as to solve the economic poverty problem of residents in the ecological areas while promoting the sustainable development of the ecological environment. In general, ecological compensation-type poverty alleviation mechanism is to use the cost of ecological maintenance in the form of funds to generate income for environmental protection in poor areas. This mechanism can grasp the relationship between ecological protection and economic poverty alleviation on the whole, and extend the sustainability of the poverty alleviation mechanism, which is not only of ecological significance, but also of strong humanistic significance. It is a wise way to achieve a “win-win”

① Zhang Duo. Enlightenment of ecological compensation practices at home and abroad to the ecological zone of Changshan Archipelago [J]. Land and Natural Resources Research, 2021(01):28-30 (In Chinese).

② Changjiang Xiong, Juan Yao, Xianghao Zhao, Haiying Chen. Study on the willingness of tourists to pay for tourism ecological compensation based on the theory of expansion planning behavior: A case study of Tianshan Tianchi World Natural Heritage Site [J]. Areal Research and Development, 2020, 39(03):111-117 (In Chinese).

in the development of the great river basin^①.

(3) Establish and improve mechanisms for assessing and supervising ecological compensation

In order to ensure the orderly advancement and smooth implementation of ecological compensation, it is necessary to set up a pre-evaluation mechanism of ecological compensation. At the same time, in order to ensure the fairness, openness and information transparency of each link in the construction of ecological compensation, the establishment of ecological compensation supervision mechanism is also essential. For example, in the aspect of ecological asset accounting, the property right system of natural assets can be established to solve the problems such as the vague boundary of natural resource ownership and the lack of proper owners. At the same time, the ecological environmental losses suffered by the compensated ecological areas should be calculated scientifically, and the correct amount of compensation and corresponding measures should be given, so as to improve the effect of ecological compensation.

3.2.2 Strategic Advantages of Ecological Compensation Mechanism Construction

Ecological compensation is an important environmental protection strategy for the development of great river valley civilization tourism in the new era. The establishment of ecological compensation mechanism is not only conducive to improve the quality of the ecological environment, but also can promote the upgrading of great river valley civilization tourism and stimulate the vitality of tourism development. In general, the strategic advantages of the construction of ecological compensation mechanism for the development of great river valley civilization tourism are reflected in the following aspects.

(1) Realize the unity of ecological environment benefit and tourism development benefit

The great river basin contains rich water resources and gathers a large number of people. As the water, air and environment quality are related to the survival and health of people, they are of self-evident importance. At present, the large-scale tourism development in great river basin has caused the change of the environmental system to a certain extent with the problem of ecological imbalance. The Rhine, for example, was once considered one of the most polluted rivers in the world, with most sections of the river suffering from high levels of pollution. The development of Amazon basin did not consider the protection of tropical rain forest, which leads to the reduction of forest vegetation, serious soil erosion, flood and climate deterioration. In addition, the Volga River, Tennessee River, Mississippi River and other river basins have also generated different degrees of environmental pollution during the industrial development, especially

^① Zhao Yue, Zhao Shuang, Yang Xindi, Zhao Yiwen, Lian Yifei, Zhang Yixuan. Analysis of the ecological compensation of poverty alleviation mechanism in the Beijing-Tianjin-Hebei ecological function area [J]. Hebei Enterprise, 2021(01):29-30 (In Chinese).

the water pollution which is very serious^①. These phenomena go against the original intention of the development of tourism resources. The development of river tourism should not sacrifice the fundamental and long-term living environment of human beings for the sake of economic benefits. The construction of the ecological compensation mechanism in great river basin can give priority to the development of ecological and environmental benefits, optimizing the environmental regulation and monitoring in the river basin, and alleviate the above-mentioned river environmental pollution problems to a large extent.

(2) Guide tourists to change their consumption concepts and improve their awareness of ecological civilization

In recent years, with the diversified development of tourists' demands, ecotourism and river tourism have become popular forms. At the same time, in the process of tourism, tourists are more in pursuit of personalized tourism experience. They no longer just stay in the level of sightseeing, but are more inclined to emphasize the tourism experience and emotional experience. Based on this, destination managers create diversified ecotourism products to meet the needs and consumption desires of tourists. However, the development of these projects will not only meet the needs of tourists' experience, but also cause different degrees of impact on the ecological environment, which asks the local government to strengthen the knowledge of ecological environment protection of tourists, in order to improve the ecological civilization consciousness of tourists.

(3) The ecological compensation dividend is released continuously

From a regional point of view, the dividend of tourism ecological compensation may affect stakeholders outside the region. Although the definition of property rights, the relationship of interests and the distribution of ecological compensation dividends within regions are relatively clear, the spread effect of ecological dividends between regions seems to be difficult to measure. From an inter-regional point of view, tourism ecological compensation includes not only the compensation of the tourism industry within the region to local residents and the ecological environment, but also the compensation of the external region to the tourism region as a whole^②. Many great river tourist destinations in the world are diverse, and the eco-environmental protection of these areas is of strategic significance at the national level. Therefore, after the improvement of the internal ecological environment, not only will this region get benefit, but the surrounding areas and even the whole country may enjoy its ecological dividend. Therefore, the tourism ecological compensation dividend is more than the ecological compensation region, which should also

① Zhong Gang, Chen Wen. The Development Model of the Yangtze River from the Development Practice of the Great River Basin in the World [J]. Resources and Environment in the Yangtze Basin, 1997(02):27-31 (In Chinese).

② Feng Ling, Guo Jiaxin, Wang Lingen. The market path of tourism ecological compensation and its theoretical analysis [J]. Resources Science, 2020, 42(09):1816-1826 (In Chinese).

include other regions and even the whole national government.

3.3 Representative Case

3.3.1 Ecological Compensation of Rhine River Basin

(1) Ecological compensation background

The Rhine is the largest river in Western Europe and is the most important inland river in Europe. It originates in the Alps and flows through nine countries such as Switzerland, Germany and France. The ecological environment of the river basin has experienced a tortuous process of “first pollution, then treatment” and “first destruction, then protection”. Before 1950, the quality of water resources and ecological environment in the Rhine River basin were still very good. However, with the industrialization, the ecology of the Rhine River suffered great damage. Especially in the WWII, almost half of the forests and vegetation in the whole Rhine basin were destroyed, and the soil and water pollution and erosion were serious. After the war, the countries in the basin focused on the reconstruction of living facilities and economic restoration, ignoring the protection of the ecological environment of the basin, resulting in serious damage to the ecological environment and water resources of the basin. In 1986, the continuous pollution in the Rhine basin finally led to a disaster. A fire in a chemical warehouse at the source of the Rhine River led to the flow of highly toxic chemicals into the Rhine River. Hundreds of kilometers of the river were polluted so that the domestic water could not be used. A large number of aquatic organisms died, and the waterworks in the upper and lower reaches of the Rhine River, Switzerland, France, Germany and other waterworks were closed, with the lives of residents being seriously threatened.

This unprecedented disaster suddenly awakened the countries along the Rhine, causing them to start the process of governing the Rhine. In order to repair the seriously polluted ecological environment of the river basin, governments and intergovernmental river basin protection agencies have put forward a large number of ecological environment management projects and river basin sustainable development plans. After more than a decade of efforts, at the beginning of the 21st century, the ecological environment of the Rhine River basin was completely restored, with the scheduled goals of environmental control all achieved. The water quality of the Rhine River reached the standard of drinking water, and all kinds of aquatic organisms returned to the Rhine River.

(2) Ecological compensation process

In order to deal with the environmental protection of the Rhine River, the basin countries have established an effective intergovernmental cooperation body, namely the International Committee for the Protection of the Rhine River (ICPR). ICPR has set up a special team directly responsible for the regulation and protection of the Rhine River, as well as a special observer group responsible for supervision, giving full play to the role of its operating mechanism. In the process of ecological compensation of the Rhine

River, ICPR organized member states to sign a series of environmental protection conventions and organized expert groups to formulate environmental protection plans according to the current environmental conditions of the Rhine River. In addition, according to the division of labor of the committee and the actual condition of each country, nations in the basin carried out their own targeted river basin environmental protection work, while ICPR supervised the work of each country through working reports and observer groups.

The main works of ICPR in signing environmental protection conventions and formulating protection plans are as follows: In 1963, the member states jointly signed the Berne Convention, which formed the basic framework of ICPR. In 1976, the Convention on the Prevention and Control of Chloride pollution in the Rhine River was signed, and a clear agreement was made on the prevention and treatment of chloride pollution in the Rhine River. In the same year, the Convention on Chemical pollutants of the Rhine River was signed again, and the “blacklist” and “grey list” of the sequence of pollutants were published. In 1987, the Rhine Action Plan for the comprehensive regulation of the Rhine River was formulated, which set strict requirements on the water quality standards and sediment content of the Rhine River. In 1995, a resolution on flood prevention and control of the Rhine River was issued. In 1999, the Rhine Protection Convention on pollutant emission restrictions was signed. In 2020, the Sustainable Development Plan of the Rhine Basin was signed. In 2003, the new Rhine Convention entered into force. Under the requirements and guidance of these conventions and plans, member countries have carried out river basin environmental governance and ecological construction with their own characteristics according to their actual conditions, which has achieved remarkable results.

In the process of ecological management of the Rhine River basin, governments of various countries not only protect the ecological environment of the river basin, but also fully mobilize the enthusiasm of enterprises to expand their participation in ecological management of the river basin as much as possible. For example, the German government and enterprises cooperate with each other to link the enterprise’s right to produce goods with the level of pollution prevention and control, requiring that before the enterprise formally start their production, its industrial wastewater and pollutant treatment must be inspected by the government department. Only if the inspection is passed can the enterprise formally start their production. In addition, located in the estuary of the Rhine River, the Netherlands also attaches great importance to the ecological environment control and water quality improvement of the Rhine River. In the delta region of the lower Rhine, the Dutch government has invested heavily in building a sea dam to prevent storms and tides from damaging the Rhine. Overall, countries along the Rhine River Basin have invested a lot of labor, material and financial resources through close cooperation among government-led, enterprise participation, public support and other parties. At the beginning of the 21st century, the expected goal of environmental

regulation of the Rhine River was fully realized.

3.3.2 Ecological Compensation in Tennessee River Basin

(1) Ecological compensation background

Tennessee River is located in the southeastern United States, flowing through Virginia, North Carolina and other seven states, with the overall shape being a “U”. It is a tributary of the Ohio River, the second tributary of the Mississippi River. Like the Rhine, the ecological compensation of the Tennessee River Basin was carried out only after it was seriously polluted, and it also experienced a tortuous process of “first pollution, then treatment” and “first destruction, then protection”. In the middle and late 19th century, the Tennessee River Basin was an area with beautiful environment and good ecology because of its lush vegetation and clear water quality. In 1916, against the backdrop of World War I, the United States government established two nitrate plants in the Mather Shores area of the Tennessee River Valley to produce nitrates for the explosives needed for the war. The perennial engineering construction brought serious damage to the ecological environment of the Tennessee River Basin, which has been aggravated by the predatory development and utilization of the basin resources by the residents along the Tennessee River for many years, leading to the ruin of the Tennessee River Basin.

In 1933, the area became one of the poorest and backward areas in the United States, and the Tennessee River was known as the “devil’s river” and “the destroyer of life and property”. However, the ecological management of the Tennessee River basin also began in 1933. Unlike the development background of the Rhine, the ecological governance of the Tennessee River Basin is largely politically driven. In the 1930s, the United States was in an unprecedented depression. In order to stimulate the economy, the United States began to implement the “New deal”. The “New deal”, which takes the construction of infrastructure and the expansion of domestic investment as the main means, promoted the development of the river basin. It is under this background that the ecological management of the Tennessee River basin arises at the historic moment. What is different from the traditional development in the past is that the development of the Tennessee River basin adopts a brand-new protection and development model, which closely combines ecological management with economic development, so as to achieve a win-win situation. After decades of efforts, the ecological environment and water resources quality of the Tennessee River have been completely restored, and the development of the basin economy has been effectively promoted.

(2) Ecological compensation process

In 1933, the Tennessee Valley Authority (TVA) was established in the United States, which is fully responsible for the environmental protection and ecological management of the Tennessee River basin. The Administration is directly entrusted to the President of the United States, and the promotion of its specific business is supervised by Congress. At the same time, the administration also has an enterprise attribute

and can directly carry out all kinds of river basin development economic activities. At the initial stage of ecological management in the Tennessee River Basin, the primary task of the TVA is to restore the seriously damaged ecological environment. Therefore, the TVA carries out centralized restoration of water resources and forest resources on the principle of sustainable use of ecological resources and comprehensive development. By about 1950, the TVA had basically completed the ecological restoration work with water resources as the core, and realized the protection of animal and plant resources in the basin. After more than a decade of efforts, in 1960, the reconstruction of the ecological environment and natural resources in the Tennessee River Basin was basically completed, and the TVA began to carry out in-depth development and utilization of the basin resources^①.

In terms of restoring water quality and controlling river basin pollution, TVA actively invites enterprises, residents, and representatives of other organizations to participate in the formulation of Tennessee river water quality standards. In the aspect of promoting watershed ecological compensation, TVA flexibly adopts a variety of means to carry out watershed ecological compensation, striving to achieve the synchronous progress of compensation and development, and the synchronous implementation of protection and utilization. In the process of comprehensive development of the Tennessee River, TVA takes sustainable development as the fundamental goal, carrying out unified planning and management of the Tennessee River basin according to the guiding ideology of “flood control, channel dredging, power generation, erosion control, greening and development”, and formulates a scientific comprehensive development procedure.

The first step is to solve the problems of flood control and shipping. TVA has built cascade water conservancy projects on the main stream of the Tennessee River, which have many functions such as flood prevention, tap water supply, aquaculture, agricultural irrigation and hydroelectric power generation. The second step is to vigorously develop electricity. TVA first financed the power industry by issuing bonds, and then made use of the advantage of Tennessee river resources to generate electricity, making power generation gradually become the economic pillar of the Authority. The third step is to expand the scope of the utilization of water resources. TVA not only develops the electric power industry, but also develops agriculture and other aquaculture industries according to the characteristics of ecological resources in the river basin. The final step is the development of the service industry centered on tourism. With the restoration of the ecological environment and the continuous improvement of infrastructure in the river basin, TVA began to develop tourism on the basis of the development of agriculture, forestry, animal

① Li Ning. Study on Ecological compensation Mechanism of Urban agglomeration Watershed in the Middle reaches of the Yangtze River [D]. Wuhan University, 2018 (In Chinese).

husbandry and fishing industry, and continued to expand the industrial scale. After more than half a century of unremitting efforts, the Tennessee River basin has achieved considerable changes, which not only complete the task of ecological restoration and resource protection, but also realize the comprehensive development of the basin.

Part III

Regional Tourism Cooperation Experience



In recent years, with the deepening of global economic integration and the continuous expansion of the scale of tourism industry, regional tourism cooperation has become an important development path for cities and regions to develop local tourism industry. One of the reasons for regional tourism cooperation is for better tourism resources integration and utilization, as well as for higher tourism benefits. The second reason is to promote regional division of information, personnel exchanges and business cooperation, to drive the development of the tourism industry of relatively backward areas and development, and to explore underutilized tourism resources. The different parts of each great river basin are similar in tourism resources and cultural deposits, which provides a better foundation for regional tourism cooperation. This part will introduce the well-known cases of regional cooperation in the great river valley civilization tourism at home and abroad. Following each case, this report will sort out the mature modes of regional tourism cooperation in each basin. Besides, this report will put forward suggestions for the development of regional cooperation in the great river tourism based on situation analysis and horizontal comparison.

Chapter One The Cases of Great River Valley Civilization Tourism Regional Cooperation in China

The great river valley civilization in China is represented by the Yellow River, the Yangtze River and the Pearl River. The tourism development foundation, development status and development mode of each basin have their own characteristics, and their regional cooperation is also different. This chapter will introduce successful cases of regional cooperation in the great river valley civilization tourism among the above three rivers to summarize and compare the regional cooperation, and on this basis, to put forward relevant suggestions.

Section 1 Regional Tourism Cooperation along the Yellow River

The Yellow River is the second longest river in China, located in the northern part of China. It is one of the most important birthplaces of Chinese civilization and is called “Mother River” by the Chinese

nation. The Yellow River not only provides precious water resources for the regions it flows through, but also promotes the development of agricultural civilization and leaves rich cultural heritages. This section will summarize the measures and experiences of tourism development and cooperation among provinces and cities along the Yellow River in recent years, including the Yellow River Golden Triangle cooperation between Shanxi, Shaanxi and Henan, tourism highway construction, media and variety show, etc. Based upon these, this report will put forward relevant suggestions to provide reference for promoting the development of regional tourism cooperation.

1. Modes of Regional Tourism Cooperation

The cooperation modes among provinces along the Yellow River includes intergovernmental cooperation plan, communication, and cooperation promotion with other departments. In the cooperation process, the government of different provinces carry out government communication by means of the work discussion, exhibition and convention activities and other forms of cooperation. In these ways, the governments are able to summarize and plan the regional tourism construction, design the Yellow River regional tourism brand, and set the regional tourism development goal. Based on the communication result, governments lead the provincial tourism planning and task deployment, and enterprises follow government's requirements for the construction of tourism projects. In the cooperation process, the forms of interprovincial cooperation include tourism construction co-planning, brand image designing and building, regular work communication, and marketing and promoting tourism brand jointly. However, these provinces proceed their development of scenic spots and construction of basic service facilities on each single own, instead of proceeding interprovincially. Based on Yellow River Golden Triangle Demonstration Area and the central government's layout of the Yellow River Cultural Tourism Belt, provinces along the Yellow River are able to enhance the spirit and relations of regional cooperation, raise interprovincial communication efficiency, and promote resource sharing and brand co-building. Specifically, there are four modes of cooperation in the regional tourism cooperation of Yellow River.

1.1 Joint Construction of the Yellow River Tourism Belt.

As proposed "the 13th Five-Year Tourism Development Plan" issued by the State Council in 2016, "the spatial layout of tourism industry should be improved, and 10 national boutique tourism belts are planned to be built". The Yellow River Chinese Civilization Tourism Belt is one of the boutique tourism belts. To answer the call of "the 13th Five-Year Tourism Development Plan", nine provinces along the Yellow River issued "Declaration of China Yellow River Tourism Conference" at the China Yellow River Tourism Conference on September 12, 2018. The Declaration would help provinces to build the Yellow River properly and change the status of independent tourism development in provinces along the Yellow

River. These provinces planned to create a world-class Chinese civilization experience for tourists, and to build and promote a China Yellow River Landscape Corridor with international appeal through promoting resource sharing and interprovincial cooperation. At this conference, Luoyang, Xi'an, Weinan and other nine cities reached cooperation agreement on sending customers to each other. The host place Guide signed cooperative agreement with travel agencies from several cities including Luoyang and Lanzhou. All these signing pushed regional tourism market integration and inter-city tourism cooperation^①. On the base of the Declaration and agreements, the regions along the Yellow River will enhance the regional tourism cooperation, communication and resource sharing in order to construct the Yellow River Chinese Civilization Tourism Belt jointly.

On 3 January, 2020 at the Sixth Meeting of the Financial and Economic Commission of the CPC Central Committee, General Secretary Xi Jinping stressed the need to implement the Yellow River cultural heritage system protection project and create the Yellow River Cultural Tourism Belt with international influence. In response to the call of the General Secretary Xi, provinces along the Yellow River began to focus on the construction of the Yellow River Cultural Tourism Belt, as well as ecological protection and high-quality development of the Yellow River Basin. There are series of cooperation reached in the 2020 Yellow River Cultural Tourism Brand Promotion Conference on September 7, 2020, including the Yellow River Golden Triangle Demonstration Area Cultural Tourism Cooperation Agreement, the Yellow River Cultural Tourism Research (Big Data) Center and a number of Yellow River cultural tourism high-quality development cooperation projects. These cooperations promoted the integrated development of Yellow River cultural tourism and digital tourism^②. At The 31st Joint Meeting of Yellow River Basin Ecological Protection and High-Quality Development Cooperation Region on September 18, provinces along the Yellow River agreed in the cooperation subject of “To jointly promote the extensive protection and governance to build a river of happiness for the benefit and well-being of the people. To achieve this goal, provinces planned to implement the Yellow River cultural systematic heritage protection project, to make integrated use of the Yellow River region culture resources and to strengthen the infrastructure construction and connection. With these efforts, provinces would build the Yellow River Cultural Tourism Belt and Red Cultural Tourism Corridor with international influence. The Symposium on the Protection, Inheritance and Promotion of the Yellow River Culture was held in Taiyuan, Shanxi Province on November

① [Yellow River Tourism] 2018 China Yellow River Tourism Conference, “China Yellow River Tourism Development Index Report” Became the Focus, Guide Style was Praised. City Link. 2018.09.20. http://www.city-link.cn/show_4949.shtml#g99204=1

② The 2020 Yellow River Cultural Tourism Brand Promotion Conference was Held. The Bai Jiahao of CNR. 2020.09.07. <https://baijiahao.baidu.com/s?id=1677167120942916287&wfr=spider&for=pc>

26. It pointed out that Shanxi conscientiously implemented the spirit of General Secretary Xi Jinping's important speech and the decisions and arrangements of the CPC Central Committee and the State Council. In particular, they set up a leading group of ecological protection and high-quality development in the Yellow River Basin, and actively promoted the cultural heritage and protection of the Yellow River culture, cultural and tourism integration, and ecological construction. The Symposium also planned about further strengthening interaction and mutual assistance with other areas along the Yellow River, and striving to promote ecological civilization, cultural heritage protection and cultural tourism development in the Yellow River Basin^①.

The 14th Five-Year Plan emphasizes the importance of the protection of the Yellow River cultural heritage system and the building of the Yellow River Cultural Tourism Belt once again. As an important strategic project of the high-quality development of the Yellow River Basin, the construction of the Yellow River Cultural Tourism Belt will become the focus of regional cooperation and development of the Yellow River tourism. The Yellow River Cultural Tourism Belt will attract more tourists to appreciate the culture of the Yellow River, and promote the development of regional economy, cultural industry and cultural protection. Meanwhile, the ecological protection of the Yellow River Basin will still be the focus of the development of the Yellow River Basin, and also be the principle that must be followed in the development of the Yellow River Cultural Tourism Belt.

1.2 Full Utilization of Cooperation Platform

The cooperation platform is a communication and cooperation bridge for government, tourism enterprises and social organizations. It can create cooperation opportunities and contribute to the effective exchange of regional resource information and the realization of win-win goals. At present, the most common forms of tourism cooperation platforms include conference activities, regional cooperation organizations and so on. This report will introduce the important role played by the tourism cooperation platform in the regional tourism cooperation of Yellow River tourism by taking the Great Rivers Civilization Forum on Tourism and the Yellow River Golden Triangle Demonstration Area tourism cooperation as examples.

1.2.1 Efficient Communication on High-end Conference

High-end conferences have the advantages of wide range of influence, which can attract relevant audience from countries and industries. These guests will get together to discuss the development prospects and trends in the tourism field, and promote the formation of cooperative relations. Great Rivers Civilization

^① The Ministry of Culture and Tourism Held a Symposium on the Protection, Inheritance and Promotion of Yellow River Culture. Official Website of the Central People's Government of the People's Republic of China. 2020.11.27. http://www.gov.cn/xinwen/2020-11/27/content_5565313.htm

Forum on Tourism (hereinafter referred to as GRCFT) has been held twice. The First GRCFT was held from September 25 to 28, 2019. The World Tourism Alliance (WTA), Shanxi Tourism Development Committee, Linfen Municipal Committee of CPC and Linfen Municipal People's Government hosted the First GRCFT jointly. The theme of this Forum is "River Flow to the Future". More than 200 important guests from the world's tourism politics, academia and industry gathered in Linfen to talk about the story of the world's great river valley civilization. The Forum also showed the Chinese civilization and long history of the Yellow River to the world. On the September 26, The GRCFT water gathering ceremony and secretariat awarding ceremony was held in Hukou Waterfall National Geopark of Yellow River. Water from all the great rivers worldwide flowed into the Hukou Waterfall, which meant the gathering of civilizations all over the world. Linfen will take this opportunity to further enhance the image of Linfen great river valley civilization tourism, and gradually become the communication and cooperation center of world great river valley civilization tourism. The Second GRCFT and WTA Yellow River Dialogue was held on September 18, 2020 in Linfen by WTA, Shanxi Provincial Department of Culture and Tourism, as well as Linfen Municipal Party Committee and Municipal Government. Centering on the theme of "River, Harmony and Cooperation", representatives, scholars, experts and business people from countries in the great river basins worldwide gathered to have in-depth discussions on the themes of urban communication, river civilization exchange, cultural heritage inheritance and protection, interprovincial cooperation, and ecological governance^①. "Great Rivers Civilization Forum on Tourism · Yellow River Consensus" and "High-Quality Development of Civilization Tourism in the Yellow River Basin · Linfen Declaration" were also released at this GRCFT, which promoted the close cooperation between the regions along the Yellow River and jointly built the Yellow River Cultural Tourism Belt. The GRCFT held water and sand gathering ceremony on forum site, as well as the permanent forum site ceremony and wood planting ceremony in Mount Yun scenic area. Linfen will become the center of cooperation and ecological protection of Great River Valley Civilization Tourism, and play a leading and role model in the future cooperation of Great River Valley Civilization Tourism and promote the tourism cooperation worldwide.

The success of Great Rivers Civilization Forum on Tourism cannot be achieved without the joint efforts of the WTA, Shanxi Province Government and Linfen Municipal Government. The World Tourism Alliance (WTA) is a non-governmental, non-profit world tourism organization. With the aim of "Better Tourism, Better Life, Better World", WTA has held a series of high-end tourism conferences in recent years, including GRCFT, Xianghu dialogue, Yiwu dialogue and tourism city dialogue. WTA

^① The 2nd Great Rivers Civilization Forum on Tourism Focuses on "River, Harmony and Cooperation". Website of Ministry of Culture and Tourism of the People's Republic of China. 2020.09.24. https://www.mct.gov.cn/whzx/qgwhxxlb/sx/202009/t20200924_875387.htm

is committed to promoting peace, development and poverty reduction through tourism, and has made outstanding contributions to promoting global tourism information exchange and resource sharing^①. In the preparatory process of the GRCFT, the WTA, taking advantage of its influence and membership, gathered important guests from the world's great river basin countries for the conference. In this way, WTA enhanced the influence of GRCFT and promoted the cooperation of great river basin countries and provinces and cities along the Yellow River. Shanxi Provincial Department of Culture and Tourism and Linfen Municipal Government also attached great importance to GRCFT. Based on Linfen's rich great river tourism resources, Linfen Municipal Government and the WTA arranged a variety of forum activities for the participants. These activities not only showed the charm of Yellow River tourism in Linfen, but also improved the quality of GRCFT, adding confidence to establishing a close relationship of great river valley civilization tourism cooperation. The attendees also shared practices of Shanxi Province and Linfen City in the process of Yellow River tourism development and cooperation through GRCFT, which provided Shanxi's and Linfen's experience for the development of great river valley civilization tourism all over the world.

1.2.2 Achieving Win-win Cooperation through Regional Platforms

The regional cooperation platform based on geographic and administrative region has the convenience of information communication and resource exchange in the cooperation process. It can pave the way for regional tourism cooperation through regional unified planning and layout, and make the cooperation process more closely and orderly. The Yellow River Golden Triangle Demonstration Area consists of Yuncheng City, Linfen City in Shanxi Province, Sanmenxia City in Henan Province and Weinan City in Shanxi Province. It was formally established on May 14, 2012. It is also one of the major cooperation platforms for tourism development in the Yellow River Basin. The Yellow River Golden Triangle connects the three provinces. It is located in the junction zone of the central and western regions of China, with rich natural and cultural resources as well as well-developed transportation network. It is the key area to implement the Great Western Development Strategy and the Promotion Strategy of the Rise of Central China. Before its establishment, it has over 20 years of experience of regional cooperation in "Yellow River Golden Triangle Economic Cooperation Zone". Based on the existing regional cooperation platform, all parts of the Yellow River Golden Triangle can build an effective cooperative relationship quickly. Therefore, the provinces can improve the efficiency of communication and regional planning implementation, so as

^① Introduction to the World Tourism Alliance. Official Website of the World Tourism Alliance. <http://www.wta-web.org/chn/about>

to achieve the anticipated goal of regional tourism cooperation faster^①. Through regional cooperation, the Yellow River Golden Triangle Demonstration Area is promoting the constructive interaction between provinces and cities, and gradually realizing multiple goals such as resource exchange, facility sharing, market co-construction, environmental co-governance and brand co-building, in order to accelerate the overall economic development and brand communication of the region^②. The profound historical and cultural deposits and the charming natural scenery are precious tourism resources in the Yellow River Golden Triangle. One of the cooperation tasks in this area is to explore and utilize of these resources, and fully realize their economic and social values.

On March 31, 2014, the State Council approved “the Regional Cooperation Plan for the Yellow River Golden Triangle Demonstration Area”, with the planning period from 2014 to 2025. The Plan clearly defines the strategic positioning of “China’s historical and cultural tourism destination” in the Yellow River Golden Triangle Demonstration Area. It points out that it is necessary to further integrate tourism resources and strengthen the construction of tourism infrastructure. It also emphasizes on jointly creating China’s historical and cultural tourism characteristic brand and high-quality tourism routes with the theme of Yellow River culture and the search for roots and ancestors. The Plan introduces the planning and development of characteristic tourist routes, and emphasizes the work planning of brand building, industrial integration, infrastructure construction, market exploration, tourism center city development, eco-tourism reform and other aspects^③. The emphasis on regional co-construction and development of tourism in The Plan not only shows that the Yellow River Golden Triangle attaches great importance to regional tourism development and regional integrated development, but also presents the prospect and requirements for the development of regional tourism in the Yellow River Golden Triangle. In recent years, the Yellow River Golden Triangle have continuously implemented and deepened regional cooperation through the establishment of provincial coordinating leading groups, the joint issuance of “the Opinions on Effectively Accelerating the Implementation of Regional Cooperation in the Yellow River Golden Triangle”, and the convening of cooperation and communication conferences and forums. In terms of tourism, there are conference activities that have promoted the exchange of tourism development experience among provinces in the Yellow River Golden Triangle and with other regions. For example, the Great Rivers Civilization Forum on Tourism

① Liao Sishun, Yan Jing. Research on Regional Tourism Cooperation in the Yellow River Golden Triangle under the Background of “Silk Road Economic Belt” [J]. Economic Forum, 2018(12):54-57 (In Chinese).

② The Three Provinces of Henan, Shanxi and Shaanxi will Build the Yellow River Golden Triangle Region to Form a Demonstration Area for 10 Years. CNR. 2009.03.10. http://hn.cnr.cn/xwzx/yw/200903/t20090310_505264222_1.html

③ The Regional Cooperation Plan for the Yellow River Golden Triangle Demonstration Area (Full Text). Weinan People’s Government Official Website, Yellow River Golden Triangle Regional Cooperation Section. 2014.05.27. <http://top.weinan.gov.cn/jsj2014/zcjd/388777.htm>

held in Linfen, the Yellow River Cultural Tourism Brand Promotion Conference held in Sanmenxia, and regular meetings, such as the construction forum and the regional cooperation meeting of cultural tourism, etc. The Yellow River Golden Triangle Investment Cooperation and Exchange Conference has played an irreplaceable role in promoting project investment, facilitating industrial integration, introducing tourism resources and seeking high-quality development of the Yellow River. In the 6th Yellow River Golden Triangle Investment Cooperation and Exchange Conference, the four cities in the Yellow River Golden Triangle reached a total signing of 35 projects and a total investment of 59.072 billion yuan. These projects covered areas including information technology, new energy, cultural tourism and other fields. The signing injected fresh momentum to the high-quality cross-field integrated development of tourism in the Yellow River Golden Triangle Demonstration Area^①.

In order to build an official platform for the release of regional economic and policy information in the Yellow River Golden Triangle Demonstration Area, the official website of the Yellow River Golden Triangle Demonstration Area has been set up. It is also set up to provide reliable cooperation information for departments, enterprises and individuals who participate in or pay attention to regional cooperation. The website not only provides the latest news of regional tourism cooperation in Yellow River Golden Triangle, but also sets up an introduction section for cultural tourism. In this section, the website introduces the ancestral culture and famous tourist attractions in the Yellow River Golden Triangle. In addition, the official website of the Yellow River Golden Triangle has set up an official WeChat account to release official news of the area to followers. In the official account, there is an entrance to the official website, through which users can visit the official website of the Yellow River Golden Triangle for real-time browsing and searching of regional cooperation news.

In recent years, more and more regions along the Yellow River have joined the Yellow River regional tourism cooperation in the form of signing alliances, which injects fresh momentum into the Yellow River tourism cooperation platform. For instance, the Shandong Yellow River Basin Cities Cultural Tourism Alliance signed by nine cities including Jinan, Zibo and Binzhou on July 17, and the “Land and Sea Tour, East-West Mutual Appreciation” Tourism Alliance established by 19 cities along the Yellow River at the opening ceremony of the 10th Lanzhou Yellow River Cultural Tourism Festival on September 25. These alliances will both make joint contributions to the regional cooperation of Yellow River tourism in the future, and promote the regional cooperation of Yellow River tourism in the aspects of brand building, cultural and tourism exchanges and market connection.

① 2019 Yellow River Golden Triangle Regional High-quality Development Cooperation and Exchange Conference Held in Beijing with 35 Contracted Projects in Yellow River Golden Triangle and a Total Investment of 59.072 Billion Yuan (Photo Set). Weinan Political and Legal Website. 2019.11.25. <http://www.wnzfw.gov.cn/c/2019/1125/742712.shtml>

1.3 Various Forms of Media Publicity

There are three ways to promote tourism cooperation in the Yellow River Basin through media. The first one is to form a radio and television alliance on tourism. On June 23, 2015, Radio and Television Station of Weinan City of Shaanxi Province, Sanmenxia City of Henan Province, and Linfen City and Yuncheng City of Shanxi Province signed the Yellow River Golden Triangle Radio and Television Alliance on Tourism in Dayudu Scenic Area of Ruicheng County, Shanxi Province^①. After the establishment of the Alliance, they held and broadcast a series of tourism activities to strengthen the tourism promotion of the Yellow River Golden Triangle, promote local tourism resources, and enhance the popularity of the Yellow River Golden Triangle tourism. The Alliance effectively spread the influence of the Yellow River Regional Tourism to other areas. In July 2018, the Alliance travel to Yuyang district, Shiyan, Hubei province to held Yuyang tourism promotion activities, carry out 2-day tour for collection of local tourism. With the help of publicity function of television and Internet media, the Alliance promoted the integration of Shiyan, Hubei into the 4-hour cultural tourism circle of the Yellow River Golden Triangle.

Promoting regional tourism publicity and marketing through traditional media and new media platforms cooperation is another way to promote tourism cooperation. On September 24, 2016, the Yellow River Golden Triangle Mainstream New Media Cooperation Forum was held in Yuncheng. This Forum promoted regional economic development and overall publicity through the integration of traditional media and new media and various forms of in-depth cooperation. On the basis of regional cooperation of new media, the “2016 Yellow River Golden Triangle Internet Tourism Festival” co-sponsored by Sanmenxia, Yuncheng, Linfen and Weinan was launched on September 25. A number of Internet celebrities, new media leaders and reporters gathered in this festival. During the two-day collection of local tourism, participants presented the beautiful scenery, profound historical culture and tourism development achievements of Sanmenxia to the audience through real-time reporting and new media platform release. In this way, the cooperation made full use of the new media in the region for tourism promotion, and drove regional tourism development and deep cooperation^②. With the advantages of new media platforms such as fast transmission speed, wide range, rich form and content, regional tourism publicity along the Yellow River has expanded the influence scope of regional tourism brand marketing and tourism promotion, and effectively improved the publicity effect.

The third way of tourism cooperation through media is to publicize with the help of popular media

① Yellow River Golden Triangle Demonstration Area Broadcast and Television Tourism Alliance was Signed. Official Website of Yellow River Golden Triangle Demonstration Area. 2015.06.24.

② Yellow River Golden Triangle New Media “Celebrities” Went into Sanmen Gorge. Henan Provincial People’s Government Official Website. 2016.09.29. <https://www.henan.gov.cn/2016/09-29/365237.html>

shows. Zhejiang TV launched the special program “Keep Running, The Yellow River” on December 4, 2020. The program was broadcast for 6 periods and ended on January 8, 2021. This program leads the audience to travel along the Yellow River such as Qinghai, Shaanxi, Ningxia. With the elaborate arrangement of the program group and the support of numerous celebrities, the show presented the long-established history and culture of the Yellow River and the magnificent scenery, local customs and folk culture along the Yellow River to the audience in an innovative form of variety show. It reviewed the development along the Yellow River Basin and the poverty alleviation story in the past 40 years. “Keep Running, The Yellow River” won the audience rating champion and became a hot topic on the Internet with its funny and trendy style. It also showed the history, culture and tourism charm of the Yellow River to the general audience through entertainment shows.

1.4 The Connection of Tourism Roads

On August 28, 2017, the Yellow River Highway in Shaanxi Province was officially opened up. The 828.5km highway connects the north and south of Shaanxi Province along the Yellow River, the tourism scenic spots, cultural relics and historic sites along the Yellow River, and the key areas of poverty alleviation in Shaanxi Province. It also connects with a number of expressways, national and provincial trunk lines, and county and township highways. The highway plays an important role in the road network between northern Shaanxi and eastern Guanzhong area. It has promoted the development of agriculture, tourism and other industries in Shaanxi as well as the whole region^①.

Since 2018, Shanxi Province has begun to invest in the construction of 6,143 kilometers of tourism roads along the Yellow River, the Great Wall and Taihang Mountain. When the project is completed, it will form a comprehensive tourism network pattern of “cityscape and landscape all connected”. Among them, “Yellow River No.1”, “Great Wall No.1” and “Taihang No.1” are three main tourism highway projects. In the five-year planning period, the Yellow River part needs to complete the construction of more than 1,600 kilometers of tourism roads, as well as tourism road connecting Xinzhou, Luliang, Linfen, Yuncheng, 14 scenic spots at A level or above, and 75 non-A level important tourism resources^②. Taking Linfen City as an example, the main line of tourism road along the Yellow River in Linfen City is 267.704 km in length, and the branch line is 260.088 km in length. Linfen also plans and constructs Cycling or walking paths along the main line simultaneously. There are 35 parking viewing platforms, 20 landscape pavilions, 26

① The Gorgeous Yellow River Highway in Shaanxi Province was Opened Up, Benefiting More than 2 Million People along the 828 km Road. Xinhuanet. 2017.08.28. http://www.xinhuanet.com/politics/2017-08/28/c_1121557612.htm#

② The First Sections of the Yellow River No.1, the Great Wall No.1 and the Taihang No.1 Tourism Highways were Officially Put into Operation. The Bai Jiahao of Shanxi Evening News. 2019.10.16. <https://baijiahao.baidu.com/s?id=164755488855558986&wfr=spider&for=pc>

post stations, 4 camping sites and 12 public art landscapes as supporting construction. Linfen is trying best to create a green eco-tourism corridor with unique features of the Yellow River and “the most beautiful Yellow River Canyon scenic line” with international influence.

In September 2020, three No.1 tourism road “0km” marked cultural station of the Yellow River, the Great Wall and the Taihang was completed and officially opened. The three marked cultural stations contain RV camp, helicopter low-altitude tourism, 3D digital experience and other tourism service facilities. These facilities closely follow the trend of the market and will create an eye-catching starting point for tourists as well as an all-around tourism experience integrating tourism roads and road tourism. The construction of tourism roads provides more possibilities for further development of tourist scenic spots. On the basis of Yellow River No. 1 tourism road, the Shanxi Province will build Yellow River Canyon, Red Culture Tourism Area, Luliang Mountain Ecological Health and Leisure Resort Area and Theme Area one by one in the further tourism development. Tourists will be able to enjoy the charm of the Yellow River in multiple dimensions through the Yellow River No. 1 tourism road. In 2020, the three No.1 tourism roads will complete building 1,481 km and start 1,501 km of new construction. There are also about 2,000 km to construct in 2021. In the task deployment of cultural tourism development in 2021, Linfen, Yuncheng and other places regard the Yellow River No.1 tourism road as a key construction project of cultural and tourism integration. The tourism road is also an important cornerstone of promoting the coordination and construction of tourism along the Yellow River and building the Yellow River tourism brand.

2. Experiences on Regional Tourism Cooperation

Various areas of the Yellow River Basin have reached the Yellow River regional tourism cooperation through close communication and exchange between the government. They formed a new look of comprehensive tourism development in the Yellow River Basin through the practices of regional tourism cooperation including the channels of information and media publicity, the highway construction, and the building of boutique tourism routes. The practices above injected fresh momentum into the construction of Yellow River Cultural Tourism Belt.

2.1 Active Communication between Governments

The governments have played an important role in guiding and planning the cooperation of the Yellow River Cultural Tourism Belt, holding of high-end tourism cooperation conference and promoting the cooperation of the four cities in the Yellow River Golden Triangle Demonstration Area. In the process of cooperation, communication at the government level is essential. The provinces and cities participating in the Yellow River regional tourism cooperation actively communicate with each other in the forms of various official activities. Through these activities, they promote the government-level planning and

layout of tourism cooperation. For example, they emphasized on the protection of Yellow River cultural heritage and the construction of cultural tourism belt at The Thirty-first Joint Meeting of The Yellow River Basin Ecological Protection and High-quality Development Cooperation Area. They held seminars on the construction of cultural tourism areas, regional cultural tourism cooperation meetings and other organizational work meetings in the Yellow River Golden Triangle. They also held large conference activities including the GRCFT in Linfen and the Yellow River Cultural Tourism Brand Promotion Conference in Sanmenxia. Various conferences and activities provide effective communication channels for tourism cooperation between governments of provinces and cities. Through these activities, provinces and cities are able to clarify the current situation and characteristics of regional tourism development in the Yellow River, understand the advantages of tourism resources and development strengths of each province and city. On this basis, they are able to carry out the summary and planning of Yellow River tourism cooperation work, so as to promote the regional tourism cooperation in the Yellow River.

2.2 Various Channels of Information

In terms of information and media publicity, regions along the Yellow River opened a variety of information channels for Yellow River regional tourism cooperation. They use radio, television, network news, new media and other media to release official information and promote the Yellow River regional tourism brand image. Among these channels, the more traditional media channels like radio and TV media can take advantage of their accumulated audience to show the tourism charm of the Yellow River in forms of tourism programs and on-site tourism collection. The official network news platform is authoritative, extensive and efficient in communication. It can immediately follow up the latest trends of Yellow River regional tourism cooperation. The official websites of the departments of culture and tourism of provinces along the Yellow River, as well as the official websites of cooperation platforms can provide information publicity services for visitors to ensure the effective information spread of regional tourism cooperation. With novel forms and rich contents, network media can showcase the tourism image of the Yellow River Basin vividly and attract public attention quickly. Under the influence of the personal charm of “online celebrities” and the support of variety show stars, Yellow River regional tourism can attract a large number of network user flows, thus significantly improving the efficiency of brand promotion. At present, provinces along the Yellow River have not only opened official tourism promotion channels, but also cooperated with authoritative media, well-known Internet celebrities and variety shows. They also promoted local Yellow River tourism and image building on Weibo, Douyin and other platforms. Through the comprehensive utilization of various media channels, provinces carried out brand marketing and enhanced the popularity and attraction of Yellow River regional tourism effectively.

2.3 Comprehensive Tourism Development

On the basis of the construction of the No. 1 Yellow River Tourism Road and the Yellow River Tourism Belt, provinces along the Yellow River will steadily promote ecological governance, cultural protection and infrastructure construction, and gradually develop the Yellow River comprehensive tourism. Provinces will build the Yellow River regional tourism brand with rich connotation, diversified forms, remarkable results and all-around development. The rich cultures contained in the Yellow River provide conditions for the development of diversified tourism industry. As we can see along the Yellow River, there is red tourism and night tourism in Lanzhou, Gansu, as well as the Yellow River Chorus live performance in Yichuan, Shaanxi, and the integrated development of ecological and cultural tourism in Henan and Shandong. All these tourism development trends in different provinces show a variety of approaches through which culture of Yellow River can spread. Various tourism developments and the construction of supporting transportation, accommodation and other basic service facilities provided tourists with all-round tourism services and experiences. These efforts have effectively improved the quality of tourism services along the Yellow River, and have promoted the development of relevant industries in regions. The construction of tourism roads has realized the interconnection of scenic spots and areas as well as the integration of regional tourism. The tourism roads enable tourists to feel the immersive tourism experience of “scenery and tourism everywhere”, and enjoy full tourism services on the basis of the overall regional infrastructure construction. Under the common construction of all provinces and cities along the Yellow River, the Yellow River Basin will complete the comprehensive tourism layout in the near future, thus further promoting the overall development of the Yellow River Cultural Tourism Belt.

3. Suggestions on Regional Tourism Cooperation

Based on the current situation and existing problems of Yellow River regional tourism cooperation, this report puts forward relevant suggestions on cooperation mechanism, regional brand, government positioning, information publicity and other aspects.

3.1 Optimizing the Mechanism and Building a Whole Brand

“The Regional Cooperation Plan for the Yellow River Golden Triangle Demonstration Area” build the tourism brand of Chinese historical and cultural tourism and “Chinese Root · Yellow River Soul” for the Yellow River Golden Triangle Demonstration Area. The Plan also points out the direction of brand building for the Yellow River Golden Triangle. However, in actual process of publicity and brand building, provinces and cities did not break the barriers of administrative districts, and still focused on their own independent tourism development and publicity. They did not achieve the expectation of cooperation in building tourism brand in the actual development process. Besides, the Yellow River Golden Triangle Demonstration Area

cooperation lacks powerful cooperation regulations, management measures and management of committee, without which the tourism scenic spots, accommodation and other parts cannot be well managed and standardized^①. Taking the Hukou Waterfall of Yellow River as an example, Hukou Waterfall is located at the junction of Shanxi and Shaanxi provinces. As the second largest waterfall in China, Hukou Waterfall was rated as a national 4A level scenic spot in 2002 with advantages of long history and magnificent natural landscape. However, Hukou waterfall was divided in two by the provincial boundary, and managed by Shanxi province and Shaanxi province separately. The two provinces did not reach consensus on management standards, scenic spot planning, construction and ticket sales. This condition not only leads to inconvenience for tourists, but also leads to conflicts and vicious competition between the two provinces in terms of planning, development and management of Hukou Waterfall. These problems have negative impacts on the ecological environment and tourism development of Hukou Waterfall^②. Shanxi and Shaanxi should break the provincial boundary, formulate unified management measures, brand positioning and development planning, replace competition with cooperation, and make joint efforts to build Hukou Waterfall into a high-quality and high-level tourist attraction.

Based on the current situation and related studies, it is suggested that the Yellow River Basin should improve the regional tourism cooperation mode by referring to the regional tourism symbiosis mechanism^③. The first step is to plan resources scientifically, highlight local characteristics, and integrate tourism resources and information in order to realize resource symbiosis. The second step is to achieve management symbiosis, which includes establishing the spirit of regional administration symbiosis, breaking administrative barriers, and fully communicating and cooperating in different levels of decision-making, management and operation. Third, to reach the consensus of interest distribution and compensation, to reasonably distribute the interests of all parties, and to fully coordinate the interest relations. In this way, the regions are able to realize the interest symbiosis. Last step is to realize environmental symbiosis, which needs optimizing the management and operation of various types of environment, including policies and regulations, market investment, infrastructure and ecological environment.

In the aspect of brand marketing, it is necessary to conduct the building of tourism brand of “Chinese Root · Yellow River Soul”, and integrate brand characteristics into regional tourism projects, products and

① Zhao Yuan. Study on the Problems and Countermeasures of Ecotourism Development in the Yellow River Golden Triangle [J]. Jiangsu Commercial Forum, 2019(04):52-54+58 (In Chinese).

② Zhang Meng. Cross-administrative Regional Cooperation in Tourism Resources: A Case Study of Hukou Waterfall on the Yellow River [J]. Journal of Shanxi University of Finance and Economics, 2012, 34(S3):98-99 (In Chinese).

③ Chen Yutao. Study on Regional Tourism Cooperation in the Yellow River Delta Based on the Theory of Symbiosis: A Case Study of Binzhou and Dongying [J]. Journal of China University of Petroleum (Edition of Social Sciences), 2011, 27(05):28-34 (In Chinese).

routes. The provinces will unify and integrate the Yellow River tourism projects, products and routes by means of unified tourism signs, tourist maps and regional tourism brochures, etc. They will also carry out the overall regional marketing by means of designing tourism products and routes jointly, holding large-scale activities and organizing delegations for exhibitions, so as to realize regional collaborative marketing. It is effective to introduce the regional tourism brand to the public, build the image and influence of the regional tourism brand, and reduce the marketing cost and improve the efficiency through the overall influence of the region. Finally, the Yellow River regional tourism brand can be improved and promoted based on political, economic and cultural advantages and influences of the Yellow River Basin. In this way, the tourism constructors can realize the value of the Yellow River tourism brand.

3.2 Highlighting Local Characteristics, Avoiding Homogenization

The Yellow River Basin, especially the Yellow River Golden Triangle, has similar cultural origin. Therefore, some types of tourism resource in these areas have similar characteristics and cultural connotations. Because of that, tourism planners are likely to position the tourist scenic spots and products with homogeneous features, which will lead to the homogenization and vicious competition in the market. Homogeneous products and scenic spots will cause tourists' aesthetic fatigue, doubting about the authenticity of tourist attractions, products, and erosion of consumer enthusiasm. The homogenization will also make it hard to provide various tourism products to the market and meet the needs of a variety of market segments. This kind of development pattern will intensify the competition in the same market segment, reduce the development input-output efficiency and waste the development potential of other market segments.

It is advised to conduct regional overall communication and planning before starting the planning of tourism development. On the basis of detailed analysis of tourism resources and development status of various provinces and cities, tourism planners should position the tourism scenic spots with differences and specific features. To meet the tourism preferences of different market segments, they should also highlight the local characteristics. The planners should consider the connection and complementarity of resources, transportation, culture and other aspects, so that to reasonably plan the overall layout and promote the communication and cooperation between scenic spots and areas. With these efforts, they are able to form complementary advantages and promote the construction of tourist routes and regional tourism projects. In addition, regions need to help each other according to the level of tourism development. The regions which are well developed in tourism should lead the regions with relatively backward tourism development to realize the common development goal of the Yellow River Basin as a whole.

3.3 Positioning and Guiding Cooperation Reasonably

At present, the regional cooperation in the Yellow River Golden Triangle is basically dominated by the

government. Local governments take the lead in planning and design, forming leading groups and conduct regional exchanges crossing administrative areas. While they need tourism enterprises to implement and complete the actual construction process of tourism. Tourism enterprises in the Yellow River Golden Triangle Demonstration Area are passive in the process of regional tourism cooperation. Some tourism enterprises are small in scale and do not have the ability of cross-regional tourism cooperation. The government should take measures to encourage tourism enterprises to take the initiative to join the regional tourism cooperation. For instance, to give tourism enterprises certain initiative and participation space for participation to cooperation, governments can introduce relevant supportive policies and measures in related projects, and help enterprises enhance their overall competitiveness. The active cooperation of tourism enterprises will instill energy into the regional tourism market, which enable the enterprises to obtain market information and respond to it quickly. In the process, the government shall play the role of guide, supporter and supervisor, using policies, funding, plans to guide the tourism enterprises to join the regional tourism cooperation. The governments also need to support enterprises to participate in the activities of cooperation, and supervise the construction and management of enterprises, so as to give tourism enterprise ownership, gradually improve enterprises' participation in the regional tourism cooperation. The governments should issue relevant laws, regulations and guidance documents. Through monitoring and guiding enterprises' marketization behaviors in regional tourism cooperation, they can ensure benefits maximization and do not excessively exploit ecological, historical and cultural resources at the same time.

While local governments build cooperation organization, trade association and tourism cooperation organization should also give full play to the role in guidance, coordination and publicity integratedly in the process of regional tourism cooperation. Associations should unite with the government and enterprises to jointly lead regional tourism cooperation, build a comprehensive communication and cooperation platform, and give full play to the important role of tourism associations and organizations in regional tourism cooperation.

3.4 Focusing on Information Platform, Communication and Publicity

At present, the official website of Yellow River Golden Triangle is the main tourism information website for this region, which also sets up an official account to release information on smartphones. In addition, the Yellow River Golden Triangle regularly holds cross-administrative communication activities such as regional tourism cooperation meetings and construction forums, as well as conferences and communication activities for outside such as China Yellow River Tourism Conference and Yellow River Golden Triangle Tourism Festival. These activities promoted information exchange and industry communication inside and outside the Yellow River Golden Triangle Demonstration Area. The above information exchange channels have achieved some outcomes, but there is still space for improvement.

For instance, on official websites, the introduction of cultural tourist attractions and activities is superficial. After browsing the website, visitors still need to search for travel information and scenic spot introduction from other websites. Most of the information released by the official WeChat account is only limited to news release. The account only plays a basic function of information notification and lacks regular brand promotion tweets. The Yellow River Golden Triangle Radio and Television Alliance on Tourism lacks well-known radio and television program brands. Its publicity effect is mainly in the Yellow River Golden Triangle Demonstration Area, with little influence on the outside. There are no regular development reports on regional tourism cooperation accessible for public, further promotion and publicity needs of regional tourism cooperation cannot be met. The lack of communication platform with tourism enterprises as the main body has a certain impact on the market development in regional tourism cooperation.

To deal with these deficiencies and realize one-stop information provision, in terms of network information publication, it is suggested to enrich the content and information related to tourism on the official website of the Yellow River Golden Triangle Demonstration Area. It is also important to cooperate with relevant websites such as transportation, accommodation and travel agency services for indexing related links. In the official WeChat account, it is suggested to increase the regular push of tourism promotion tweets to promote the tourism brand in the Yellow River Golden Triangle Demonstration Area, and attract more people to pay attention to the official account and improve the popularity. For radio and TV tourism alliance, it is suggested to further cooperate with provincial broadcasting and TV station, and extend the regional tourism publicity cooperation between four cities to the provincial broadcasting and TV station. The development of network online media and high-quality tourism radio and television programs are also vital for improving coverage of publicity and driving tourism publicity with program brand. It is suggested to prepare regional tourism cooperation and development reports regularly and sort out the regional development of tourism in the form of reports, thus guiding the follow-up planning, development, capital attraction and investment. It is also suggested to build a communication platform for tourism enterprises, strengthen the communication, cooperation and healthy competition among market bodies, and promote the steady development of the tourism market in the Yellow River Basin.

Section 2 Tourism Regional Cooperation along the Yangtze River

The Yangtze River is the longest river in Asia with hundreds of tributaries and flows through 11 provincial regions in China, connecting most regions of the south of our country. The Yangtze River not only plays an important role in the origin of civilization, economic development, but also contains the

rich ecological resources. This section will introduce the rich practices of regional tourism cooperation in the regions along the Yangtze River, summarize their successful cooperation experience in government dialogue, tourism alliance, and other aspects, and provide relevant suggestions for the future development of regional tourism cooperation in the Yangtze River.

1. Modes of Regional Tourism Cooperation

There are two forms of regional tourism cooperation in the Yangtze River Basin. One of them is government guidance and market implementation. Government departments form the foundation of cooperation through ways of regional dialogue, common planning, meeting discussion. They guide the tourism enterprises and cultural creativity team to take part in policy implementation and communication activities. They also promote tourism enterprises to participate in regional tourism cooperation and development by means of tourism promotion, tourist market exchange and project investment, so as to promote the integration of regional tourism market. In this process, the government act as a guide and pave the way to create a good environment for tourism cooperation, and lead tourism enterprises to implement the cooperation in various aspects of regional tourism development.

Another feature is the tourism center cities leading cooperation, with the multi-polarization trend of tourism center cities. The economic basis, geographical location and tourist resources of the Yangtze River are different, leading to different development levels of the tourism industry and service industry in each city. Among these cities, Shanghai is the city with the highest degree of economic development and international development in the Yangtze River Basin. Shanghai's tourism industry and service level ranks at the forefront of many cities along the Yangtze River. Therefore, as the central city of tourism development in the Yangtze River Basin, Shanghai led the tourism and economic development of cities in the Yangtze River Delta and other regions along the Yangtze River in a long period of time. In recent years, with the steady economic growth and the continuous exploration of tourism resources of major cities along the Yangtze River. Nanjing, Hangzhou, Suzhou, Wuhan, Changsha, Chengdu, Chongqing and other cities have gradually grown into secondary central cities that can influence the regional tourism development. This condition formed a regional cooperation connecting line of the upper, middle and lower reaches of the Yangtze River together with Shanghai, and driven the surrounding areas to jointly promote the overall and local tourism development of the Yangtze River Basin^①.

Based on the existing data, this study divides the tourism regional development forms of the Yangtze

① Du Yumin. Study on the Linkage Mechanism of Central Cities in the Tourism Integration of the Yangtze River Economic Belt [J]. East China Economic Management, 2017, 31(05): 87-92 (In Chinese).

River into the following three aspects:

1.1 Focusing on Government Planning Closely

Under the implementation background of Three Gorges Project and Western Development Strategy, National Tourism Administration, Office of Three Gorges Project Construction Committee of the State Council and National Development and Reform Commission issued “Outline of Regional Tourism Development Plan for the Three Gorges of the Yangtze River” (hereinafter referred to as The Outline for Three Gorges) jointly in 2004. This Outline planned to promote local economic development through developing the Three Gorges tourism industry, creating characteristic products, routes and brands of the Three Gorges tourism, and strengthening tourism marketing, infrastructure construction, resettlement of tourist migrants, and ecological and environmental protection. In 2009, in response to the national strategic deployment and The Outline for Three Gorges, Chongqing and Hubei ended the independent pattern of holding “China Chongqing Three Gorges International Tourism Festival” and “China Yichang Three Gorges International Tourism Festival” respectively. Since 2010, they have jointly held “China Yangtze River Three Gorges International Tourism Festival” in turn for 11 times. In the 11th China Yangtze River Three Gorges International Tourism Festival in 2020, the organizers launched a number of unique festival activities such as Tiktok Short Video Competition and Food and Culture Festival to attract the audience. Taking this opportunity, the organizing committee introduced six themed tourist routes and various tourism enterprises also introduced a variety of preferential policies for tourists. Finally, a total of 20 cooperation projects have been signed in this tourism festival, involving tourism towns, theme hotels, cultural blocks, health care and other fields, with a total amount of 21.68 billion yuan^①.

In 2017, the Former National Tourism Administration in China issued “The Outline of the Development Plan for the Yangtze River International Golden Tourism Belt”. This Outline proposed to enhance the international competitiveness and influence of the Yangtze River International Golden Tourism Belt with comprehensively driving and pioneering role of tourism industry. On September 25, 2018, the Ministry of Culture and Tourism held a promotion meeting of the development of the Yangtze River International Golden Tourism Belt in Beijing. This meeting is about implementing and deploying related work of the Outline for Yangtze River Tourism Belt. The meeting stressed the importance of three points. The first is to keep in mind the general keynote of ecological priority and green development. The second point is to strengthen the concepts of ecological priority, green tourism development, coordinated development, comprehensive tourism development, high-quality development and high-quality tourism

① The 11th Three Gorges International Tourism Festival on the Yangtze River Signed 20 Projects Worth 21.68 Billion Yuan. The Bai Jiahao of Chongqing Cultural Tourism Commission. 2020.12.14. <https://baijiahao.baidu.com/s?id=1686017761535982455&wfr=spider&for=pc>

development. The third point is giving play to the important role of tourism in the development of the Yangtze River Economic Belt^①.

In response to General Secretary Xi's important instructions on ecological protection and ecotourism at the Yangtze River Economic Belt Development Forum, provinces and cities along the Yangtze River kept in mind the importance of "Clear waters and green mountains are as good as mountains of gold and silver" development concept. They actively carried out ecological protection measures including water control, land purifying and vegetation increasing under the guidance of The Outline for Yangtze River Tourism Belt. Provinces and cities also put ecological protection and environmental assessment in an important position in tourism planning and design. They eliminated and screened tourism service facilities with high energy consumption and high emission to save energy and reduce emission, and promoted the research, development and application of environmental protection technologies. Besides, the protection of historical and cultural heritage and the integration of culture and tourism are also the characteristics of the development of the Yangtze River International Golden Tourism Belt. Numbers of projects have been implemented to effectively promote the integration of Yangtze River regional culture and tourism, and enrich the historical and cultural connotation of Yangtze River regional tourism. For instance, the cultural heritage and innovation project of historical celebrities in Sichuan Province, high-quality historical and cultural tourism routes building relying on Wanjiang culture in Anhui Province, the development of Chongqing tourism industry taking Bayu culture and Three Gorges culture as the cultural core and other measures.

1.2 Reaching Consensus on Multi-party Cooperation

In the process of regional tourism cooperation, provinces and cities in the Yangtze River Basin firstly communicate and coordinate with the government to reach cooperation consensus and a regional tourism coordinated development mechanism. Then, they carry out overall planning and deployment to conduct specific tourism regional cooperation practice. Taking the Yangtze River Delta as an example, the major cities in the Yangtze River Delta began to build on the existing economic and tourism cooperation platforms around 2000, including Economic Cooperation and Development Forum between Shanghai, Jiangsu and Zhejiang, and Yangtze River Delta Tourism City Summit Forum. Based on the cooperation platforms, the mechanism of regional tourism cooperation in the Yangtze River Delta was formed, which pushed the formation of documents of regional tourism cooperation consensus and the integrated pattern of tourism in the Yangtze River Delta. From 2003 to 2009, regional tourism cooperation documents were issued or signed at each Yangtze River Delta Tourism City Summit Forum for better cooperation consensus. Here is Table 3.1

① The Yangtze River International Golden Tourism Belt Development Conference was Held in Beijing. Official Website of Ministry of Culture and Tourism of the People's Republic of China. 2018.09.26. https://www.mct.gov.cn/whzx/whyw/201809/t20180926_835062.htm

for details.

Table 3.1 The Cooperation Contents Published in Yangtze River Delta Tourism City Summit Forum from 2003 to 2009

Year	Content
2003	“Hangzhou Declaration”: To jointly build China’s first inter-provincial barrier-free tourism zone and launch the integrated construction of tourism in the Yangtze River Delta
2004	“Huangshan Consensus”: To build the Yangtze River Delta into a world-class tourist destination
2005	“Wuxi Initiative”: To build the brand of “China Yangtze River Delta Golden Tourism Circle” “Changzhou Outline”: Tourist source, network, publicity and information exchange of tourism distribution centers in 14 cities
2006	“Jinhua Outline”: To deepen cooperation and interaction among tourism cities in the Yangtze River Delta, and to build a platform for cooperation on thematic tourism projects
2007	“Nanjing Declaration”: Road traffic construction of tourist attractions, working joint meetings mechanism, etc.
2008	“Ningbo Declaration”: To break the regional barriers and build the “Yangtze River Delta Golden Tourism Circle”
2009	“Yangzhou Consensus”: Establish operational tourism cooperation mechanism, build tourism information platform, promote the transformation of tourism products, and establish the overall marketing concept

Source: Wu Guoqing, Yang Guoxi. Study on Regional Tourism Cooperation and Multi-level Governance in the Yangtze River Delta [J]. East China Economic Management, 2010, 24(09):39-43 (In Chinese). As well as sohu news “Yangtze River Delta Tourism Cities Summit Forum Opens in Yangzhou (With Photo)”.

The above cooperation documents have sorted out a scientific and effective implementation context for the regional tourism cooperation in the Yangtze River Delta. In recent years, while developing regional tourism with high quality and cooperating closely, the Yangtze River Delta is also exploring new ideas of regional cooperation in the process of tourism market and industrial environment renewal. Tourism department Jiangsu, Zhejiang, Shanghai and Anhui established the joint meeting of the Yangtze River Delta tourism cooperation in May 2011 and jointly signed “The Jiangsu, Zhejiang, Shanghai and Anhui Tourism Integration Cooperation Framework Agreement”. With transportation lines, cultural resources, urban and rural landscape, the regional cooperation would gradually promote the international competitiveness of Yangtze River Delta tourism, and the construction of regional tourism information platform and services. In the process of regional cooperation, the provinces and cities jointly introduced a number of tourism products and routes with characteristics of the Yangtze River Delta. They also formed service standards, norms and cooperation mechanisms for tourism quality supervision and law enforcement, and improved the construction of high-speed railway, highway as well as other transportation infrastructure in the Yangtze River Delta region. On the basis of “The Suzhou Consensus on Tourism Development and Cooperation in the Yangtze

River Delta” in 2015 and “The Hangzhou Plan for the Integrated Development of Tourism in the Yangtze River Delta” in 2016, Yangtze River Delta region will implement the development requirements of “The 13th Five-Year Plan” and share the spillover effects of the G20 Summit and the opening of Shanghai Disney Park. In this process, the region is able to update and improve the regional tourism cooperation mechanism, to strengthen regional tourism cooperation as well as to enhance the integrated development of the tourism market^①. “The Suzhou Declaration” issued by the Yangtze River Delta in 2018 put forward the consensus on five aspects, namely, communicating on tourism affairs, promoting tourist routes, building a tourism development community, establishing a tourism information sharing platform, and speeding up the joint training of talents. The consensus pointing out the direction for further development of regional tourism cooperation.

Other regions along the Yangtze River also regard tourism cooperation consensus as the cornerstone of regional tourism cooperation. In 2009, Hubei and Chongqing issued “The Declaration on Regional Tourism Cooperation in the Three Gorges of the Yangtze River” at the rotating chairpersons’ meeting of tourism cooperation and “Articles of Association for the Rotating Chairpersons Meeting”. Through the rotating chairpersons’ meeting, Hubei and Chongqing conducted consultation and discussion on tourism cooperation in the areas of transportation, products, marketing, market governance and route interconnection, so as to build the Three Gorges region of the Yangtze River into a world-class tourist destination. At present, the Yangtze Three Gorges area connects Fengdu Ghost Town, Wanzhou Waterfall and other scenic spots to jointly create a sightseeing tourism belt along the Yangtze River. This area forms a new pattern of “One Belt, Three Regions” tourism in the Yangtze Three Gorges area by combining the mountain leisure tourism area to the north of the Yangtze River, the valley scenery tourism area to the south of the Yangtze River, and the idyllic landscape tourism area to the hinterland of the Yangtze River. On February 10, 2012, Hubei, Hunan and Jiangxi signed a framework agreement for urban cluster cooperation in the middle reaches of the Yangtze River. The agreement aims to cooperate with tourism agencies in tourism planning, resource integration and customer source interaction, and to design and promote the tourist routes of “one river, two lakes and three buildings”. The agreement is expected to help breaking the inter-provincial boundaries. In order to promote tourism cooperation in the middle reaches of the Yangtze River, the city clusters on the middle reaches of the Yangtze River will create barrier-free tourism areas by introducing preferential annual travel tickets, designing cross-regional tourism products, opening special high-speed rail trains, and promoting educational tourism routes. In April 2017, the provincial capitals of the middle reaches of the

① Four Provinces (Cities) in the Yangtze River Delta Signed a Tourism Integration Development Plan in Hangzhou. China Economic Net (Source: Youth Times). 2016.12.14. http://district.ce.cn/newarea/roll/201612/14/t20161214_18692256.shtml

Yangtze River city group jointly signed “the Cooperation Agreement on Deepening Tourism Cooperation and Promoting Self-driving RV Camping Tourism Development in the Middle Reaches of the Yangtze River City Group”. These cities planned to jointly complete the tourism development tasks such as improving tourism services, expanding the self-driving tourism business forms, and establishing the tourism image of the middle reaches of the Yangtze River city group. At the Yangtze River Cultural and Tourism Expo held in December 2019, the 13 provincial regions of the Yangtze River Tourism Promotion Alliance jointly issued the “Wuhan Cooperation Declaration of the Yangtze River Tourism Promotion Alliance”. The Declaration emphasized that the regional cooperation of Yangtze River tourism would enter a new stage in the following four aspects: building the international cultural and tourism brand of Yangtze River, promoting the integration of cultural and tourism market, releasing the potential of cultural and tourism market of Yangtze River, and perfecting the alliance communication and cooperation mechanism. With these measures, the middle reaches cities would jointly implement the tenet of “cultural and tourism integration and development together” and drive regional cooperation tourism along the Yangtze River toward a new stage^①.

1.3 Teaming up and Working Together

Cities along the Yangtze River have formed several tourism cooperation organizations to jointly carry out regional tourism development and marketing activities. This report is going to introduce two typical tourism cooperation organizations: Yangtze River Tourism Promotion Alliance and Yangtze River Delta Culture and Tourism Alliance, as well as two newly established organizations: Yangtze River Delta Tourism Promotion Alliance and “Daba Mountain · Great Three Gorges” Cultural Tourism Development Alliance.

1.3.1 Yangtze River Tourism Promotion Alliance

The Yangtze River Tourism Promotion Alliance was established on May 19, 2015. It is composed of 13 provincial regions along the routes, with its secretariat located in Hubei Provincial Department of Culture and Tourism. The Alliance is committed to leading regional tourism cooperation in the Yangtze River Basin and jointly building the Yangtze River tourism regional brand. Since its establishment, the Yangtze River Tourism Promotion Alliance has made use of various activity platforms to promote the Yangtze River regional tourism brands and Yangtze River cultural tourism products to domestic and overseas markets. From July 18 to 20, 2016, Shanghai, Hubei and Chongqing jointly carried out “Yangtze River Silk Road” themed tourism joint promotion activities in Xi ‘an and Hohhot in order to implement “the Articles of the Yangtze River Tourism Promotion Alliance”. The promotion delegations of Shanghai, Hubei and Chongqing introduced the representative characteristic tourism products of each region, and showed the characteristic

① “Wuhan Cooperation Declaration of the Yangtze River Tourism Promotion Alliance” was Issued to Help Build a Strong Tourism Province in Hubei. www.iic21.com, the Yangtze River Economic Belt Section. 2019.12.09. <http://www.iic21.com/21cjjj/index.php?m=Home&c=Articles&a=showart&artid=99138>

culture of each region through the joint performance. On November 11, 2016, the opening ceremony of China International Travel Mart (CITM) publicly unveiled the logo, slogan “Yangtze River in four seasons, scenery all the way”, the new theme song “Song of Yangtze River” and promotion video of the music video tourism image for the first time. It shows the tourism image of the Yangtze River Basin and the vitality of regional tourism cooperation to the tourism industry and media at home and abroad again. In June 2017, the promotion activities of Yangtze River Tourism Promotion Alliance will promote the distinctive cultural and tourism projects of different places, including the first drifting multi-dimensional experience drama of the Yangtze River, “Zhiyinhao”, as the characteristic projects of Yangtze River tourism. The Alliance will focus on building seven scenic spots along the Yangtze River, including the “Yangtze River Story Hall” from Chongqing to Shanghai and the “Panda Hometown + Yangtze River Three Gorges Tour” from Chengdu to Shanghai. All these works are beneficial for promoting the development of Yangtze River tourism brand and product innovation.

1.3.2 Yangtze River Delta Culture and Tourism Alliance

Yangtze River Delta Culture and Tourism Alliance is a cultural and tourism cooperation organization jointly established by the culture and tourism departments of Shanghai, Jiangsu, Zhejiang and Anhui in May 2019. It is committed to promoting the high-quality development of culture and tourism in the Yangtze River Delta region through close cooperation and giving full play to regional advantages. In April 2020, according to the requirements of “The Outline of the Integrated Development Plan for the Yangtze River Delta Region”, the cultural and tourism departments of the four provincial regions jointly formulated “The Key Work Plan of the Yangtze River Delta Culture and Tourism Alliance in 2020”. The Outline is focused on “jointly building the cultural development plateau and the world-famous tourist destination”. The Alliance will strengthen market development, tourism products introduction and public services construction, and put forward relevant plans and measures to address the impact of the epidemic^①. On May 26, 2020, the joint meeting of 2020 Yangtze River Delta Culture and Tourism Alliance was held in Liyang, Changzhou. At the meeting, the cultural and tourism departments of Jiangsu, Zhejiang, Shanghai and Anhui communicated and planned for epidemic prevention and control and cultural and tourism development. The attendees approved “Special planning for culture and tourism in the Yangtze River Delta Ecological and Green Integrated Development Demonstration Zone, Framework agreement on building ‘Yangtze River Delta High-quality Red Tourism Demonstration Base’” and several other files. They also formulated “The Key Work Plan of Yangtze River Delta Culture and Tourism Alliance in 2020”. With these documents, they

^① Jiangsu, Together with Shanghai, Zhejiang and Anhui Formulated the Key Work Plan for the Yangtze River Delta Culture and Tourism Alliance in 2020. Official Website of Ministry of Culture and Tourism of the People's Republic of China. 2020.04.27. https://www.mct.gov.cn/whzx/qgwhxxlb/js/202004/t20200427_852793.htm

are able to effectively promote the construction and regional cooperation of cultural tourism in the Yangtze River Delta at the planning level. On March 11, 2021, Yangtze River Delta Culture and Tourism Alliance joint meeting was held in Taizhou, culture and tourism department personnel from Jiangsu, Zhejiang, Anhui and Shanghai attended the meeting, summarized the outstanding achievements of cultural and tourism development in the Yangtze River Delta, and analyzed the tourism development advantages and local cultural and tourism characteristics of the Yangtze River Delta region and each province and city in this region. They also explored the development trends and focal points of the Yangtze River Delta in the future, including development standards, systems, market integration, cooperation and sharing, exploration and innovation, cultural and tourism integration and other aspects.

1.3.3 Yangtze River Delta Tourism Promotion Alliance

The Yangtze River Delta Tourism Promotion Alliance was established on September 12, 2020 by the cultural and tourism administrative departments of Shanghai, Jiangsu, Zhejiang and Anhui. They held the signing ceremony of “The Agreement on Yangtze River Delta Tourism Promotion Alliance” in Shanghai. Adhering to the principles of resource sharing, market expansion and brand co-creation, the Alliance will cooperate in the overall tourism promotion and marketing of the Yangtze River Delta, and create the tourism brand image and products in the Yangtze River Delta. In this way, the Alliance can gradually improve the visibility, competitiveness and influence of the tourism in the Yangtze River Delta, and inject fresh vitality into the cultural and tourism industry and market in the Yangtze River Delta. In response to the establishment of the alliance and to promote of tourism in the Yangtze River Delta, on the same day of the signing ceremony, the opening ceremony of the 2020 Shanghai Tourism Festival was held in Nanjing Road, Shanghai. This tourism festival was jointly held with Zhejiang, Jiangsu and Anhui provinces for the first time, and branch venues were set up in the three provinces respectively to show the charm of Yangtze River Delta cultural tourism through various characteristic theme activities. The annual ticket, which covers 17 cities in the Yangtze River Delta, including Shanghai, Hangzhou, Nanjing, Huangshan and Wenzhou, was introduced in this ceremony, which would promote the integration process of the Yangtze River Delta tourism market and accelerate the realization of “one-city treatment” for tourism in the Yangtze River Delta^①.

1.3.4 “Daba Mountain · Great Three Gorges” Cultural Tourism Development Alliance

“Daba Mountain · Great Three Gorges” Cultural Tourism Development Alliance was jointly established by 3 cities, 8 districts and 8 counties in Sichuan, Chongqing and Shaanxi. As a cross-regional

① The 2020 Shanghai Tourism Festival was Successfully Held. Official Website of Ministry of Culture and Tourism of the People's Republic of China. 2020.09.28. https://www.mct.gov.cn/whzx/qgwhxxlb/sh/202009/t20200928_875585.htm

and trans-cultural cultural tourism development organization, the Alliance will combine the “mountain culture” of Daba Mountain District with the “water culture” of the Three Gorges Area to jointly create the “Daba Mountain · Great Three Gorges” cultural tourism brand. Based on the 80 scenic spots in the region, the Alliance plans to launch six major theme tourist routes such as High Gorge Calm Lake and Red Tourism. While promoting the development of multi-theme tourism and meeting the need of diversified tourism market, cross-cultural communication and cross-regional tourism cooperation will be promoted, so as to realize the high-quality development of regional cultural tourism integration^①.

2. Experiences on Regional Tourism Cooperation

In the process of regional cooperation in the Yangtze River Basin, the development experience suitable for the regional cooperation in the Yangtze River tourism has been formed with the regional advantages, cooperation practices and the driving effect of the tourism development center cities along the Yangtze River. Details are listed as following:

2.1 Supports of Regional Advantages

By virtue of their unique regional advantages, the upper, middle and lower reaches of the Yangtze River Basin find the proper position in regional tourism cooperation and adopt different regional tourism development strategies according to local conditions. By the end of 2016, there have been 33 world natural and cultural heritage sites, 56 national historical and cultural cities, and 3,920 A-level scenic spots in the Yangtze River Economic Belt. These tourism resources provide resource guarantee for the tourism development of 11 provincial regions in the Yangtze River Economic Belt^②. The distinctive tourism resources of the provincial regions along the Yangtze River enhance the diversity the tourism industry of the Yangtze River. There are numerous tourist attractions that have attracted a large number of tourists. For example, there is religious culture and plateau scenery of Qinghai and Tibet, historical culture and pleasant climate of Sichuan, Chongqing, Yunnan and Guizhou, red history and famous landscape buildings of Hubei, Hunan and Jiangxi, the magnificent scenery of the three gorges, and the gardens, streets and urban landscapes of the Yangtze River Delta. On the basis of the unique tourism resources listed above, provinces and cities can differentiate their development direction and concentrate on the development of superior tourism resources, so as to enrich the supply of tourism market and form healthy competition. These regions

① “Daba Mountain · Great Three Gorges” Cultural Tourism Development Alliance was Established, with 6 High-quality Tourism Routes Launched. The Bai Jiahao of Dazhou Observation. 2020.11.29. <https://baijiahao.baidu.com/s?id=1684685372462536924&wfr=spider&for=pc>

② Tourism Development Report of the Yangtze River Economic Belt in 2017. Center for Yangtze River Delta, and Economic Belt Research. 2020.11.20. <https://cyrdebr.sass.org.cn/2020/1120/c5529a99288/page.htm>

can also identify areas with similar or complementary tourism resources and develop more distinctive tourism products and routes through the combination and integration of tourism resources.

Since ancient times, the Yangtze River, as a golden waterway, has played an important role in shipping. This transportation advantage has provided great convenience for the economic and tourism development of the areas along the Yangtze River, which makes it possible to achieve tourism cooperation, cultural exchange and passenger source exchange in the upper, middle and lower reaches of the Yangtze River, and has also spawned a unique culture of the waterway, providing conditions for cruise tourism and other forms of tourism. In recent years, the construction of railway along the Yangtze River has promoted the development of passenger transportation along the basin. The Shanghai-Wuhan-Chengdu Express Passenger Railway completed in 2014 and the Shanghai-Chongqing-Chengdu High Speed Railway under construction will further connect the upper, middle and lower reaches of the Yangtze River. The efficient passenger transportation will significantly promote the regional tourism integration process. Besides the support of tourism resource base and transportation facilities, the level of economic development and infrastructure construction along the Yangtze River is an important driving force for regional tourism development and cooperation. The effect of regional economic and tourism cooperation can be significantly improved with three rules. First, economically developed cities should play the guided role. Second, economic development should drive the construction of basic service facilities. Third, economic cooperation should drive tourism cooperation. The development process of the multi-polarization of the tourism central cities along the Yangtze River reflects the remarkable driving effect of developed cities.

2.2 Regional Integrated Marketing

In the process of regional tourism brand building and product promotion, regional tourism products are packaged into a number of high-quality tourist routes for market promotion by the integrated regional marketing along the Yangtze River. In this way, the integrated brand of regional tourism is gradually shaped. The Yangtze River Tourism Promotion Alliance carried out themed tourism joint promotion activities, which drove each member region to form a promotion team and build the brand image of the alliance. The Yangtze River Delta Tourism Promotion Alliance introduced tourism annual tickets and promoted “identical treatment” in regional tourism market. Through the cooperative tourism promotion platform, all regions of this Alliance achieved brand combination, product packaging, promotion group and joint promotion. These cooperations make it smooth to build the overall regional tourism brand and enhance the overall regional tourism publicity effect and brand influence with the help of well-known tourism resources and brands. The Yangtze River Three Gorges Tourism Integration Publicity and Marketing Conference has been held twice since 2019. At the conference, provinces and cities around the Yangtze River Three Gorges reached a consensus on cooperation, taking regional tourism integration brand building and publicity and marketing

as the focus of tourism cooperation. These provinces and cities planned to design high-quality tourism routes, establish regional pilot of tourism publicity and marketing cooperation, recommend regional scenic spots for quality evaluation, and hold brand festivals and events. By these measures, the regional integrated tourism brands could be gradually built and enhanced^①. The multi-theme and diversified tourism resources in the Yangtze River Basin provide unique advantages for integrated tourism marketing in the Yangtze River region. These advantages are helpful for the connotation and product portfolio of the integrated brand of Yangtze River tourism, so as to attract a variety of tourist groups and improve the popularity of the regional tourism brand of Yangtze River in several tourism market segments.

2.3 The Driving Force of the Tourism Central Cities

The driving effect of central cities is significant in the process of regional tourism cooperation in the Yangtze River. The driving effect of central cities is mainly reflected in the following three aspects. Firstly, central cities will drive the development of other cities through economic and infrastructure construction. At the initial stage of tourism cooperation, tourism construction of provinces and cities along the Yangtze River was not mature. As the economic center city, Shanghai played a role in driving regional economic development and infrastructure construction, as well as promoting the exchange of tourist markets. With the continuous development of economy and tourism construction in Hangzhou, Chengdu, Chongqing, Wuhan and other tourist cities, these cities have gradually grown into secondary central cities, which means they can influence the tourism development of surrounding provinces and cities and play a guiding and driving role in regional tourism cooperation. Secondly, the central cities will drive the optimization and promotion of tourism products in surrounding cities through integrated marketing. The brand spillover effect of central cities is remarkable. With the help of rich tourism development experience and market influence of the central cities, regions along the Yangtze River will drive the tourism promotion of surrounding areas by high-quality tourist routes and overall regional publicity. Third, the central cities can activate the regional tourism market by providing and meanwhile attracting tourists. The central cities of the Yangtze River region enjoy a high level in economic development and residents' living standards. They can provide a large number of tourists to the surrounding areas through regional tourism cooperation and promotion. Each central city can guide the tourists flow through the overall regional marketing when attracting a large number of tourists with the help of their own tourism popularity. These measures are useful for helping the surrounding areas to develop the tourism market, and to gradually expand the overall regional tourism market scale.

^① The Second Session of the Yangtze River Three Gorges Tourism Integration (Wushan) Publicity and Marketing Conference was Held, and Three High-quality Routes were Introduced. Xinhuanet. 2020.11.27. http://www.cq.xinhuanet.com/2020-11/27/c_1126795726.htm

3. Suggestions on Regional Tourism Cooperation

Based on the current situation of the tourism base and regional cooperation of the Yangtze River, this report will list suggestions on the integration of regional tourism resources, the focus of cooperation and development, cross-regional cooperation and other aspects.

3.1 Connecting All Reaches and Integrating the Resources

Because of the different natural and historical cultural resources in different regions of the Yangtze River, provinces and cities along the Yangtze River take smaller regions as cooperation units, such as cooperation groups on tourism planning and promotion in the Yangtze River Three Gorges, in Hubei, Hunan and Jiangxi, and in the Yangtze River Delta. Each region develops in common points and complements each other's personalities based on the characteristics of regional tourism resources to form regional tourism brands. The construction of the Yangtze River International Golden Tourism Belt needs not only the high-quality development of each tourism region, but also the effective full cooperation of all the provinces and cities along the Yangtze River Basin. With these conditions, they can shape the Yangtze River regional tourism brand image with the Yangtze River cultural uniqueness and wide recognition. In this way, provinces can build the Yangtze River International Golden Tourism Belt and the Great River civilization tourism brand of Yangtze River with international influence and brand competitiveness. There are shipping advantages of the golden waterway of the Yangtze River, as well as railway advantages of Shanghai-Wuhan-Chengdu Express Passenger Railway and Shanghai-Chongqing-Chengdu High Speed Railway. With these transportation advantages, provinces can connect the tourist source markets of the upper, middle and lower reaches and promote the integrated development of tourism in Yangtze River. The rise of self-driving travel and the diversified development of tourism market demands in recent years makes regional boundaries and cultural differences no longer the limiting factors hindering the integrated development of tourism in the Yangtze River. Therefore, here are suggestions for the regional tourism cooperation and development of the Yangtze River. First, to apply the experience of regional integrated marketing and product integration and promotion to the overall tourism development of the Yangtze River. Second, to create channels of cooperation between the upper, middle and lower reaches of the Yangtze River, in order to form the whole Yangtze River tourist routes and product portfolio. Third, to promote the exchange of tourists and the integrated development of the tourism market. In these ways, the regional tourism cooperation of the Yangtze River can be promoted by region tourism cooperation in wider area.

3.2 Following Two Points and Ensuring the Development Quality

General Secretary Xi Jinping hosted a symposium on promoting the integrated development of the Yangtze River Delta in Hefei on August 20, 2020. He stressed at the meeting that the regional development

of the Yangtze River Delta should “closely focus on the two key points: ‘integration’ and ‘high quality’, and promote the integration development of the Yangtze River Delta to achieve continuous results”. From the perspective of tourism cooperation, the regional tourism development in the Yangtze River Delta has a significant demonstration and driving effect on the other regions of the Yangtze River and China. In the regional tourism cooperation in the Yangtze River, the two key words “integration” and “high quality” should also be closely centered. “Integration” means the regions of the Yangtze River need to break administrative boundaries, strengthen cohesion of tourism cooperation and cultivate tacit understanding in cooperation, and to cooperate in policy planning, product building, brand marketing and other aspects. It is also necessary for the Yangtze River Basin to give full play to the guiding role of the central city, to realize effective communication and close cooperation among multiple cooperation entities. Afterwards, the tourism cooperation platform can promote the integrated development of the whole basin and build an overall tourism brand. In terms of “high quality”, there are three targets to be achieved. The first target is to ensure that tourism cooperation can effectively improve the tourism economic benefit and input-output ratio of each tourism subject, so as to promote the development of regional tourism economy. The second target is to adhere to the premise of the protection of regional cultural heritage and natural resources, and align with the principle of sustainable development. For this target, tourism development should be carried out on the premise of rational utilization of regional tourism resources so as to ensure the integrity of regional tourism resources and the sustainability of development. The third target is to carry out regional tourism cooperation based on long-term planning and continuous innovation. By achieving this target, the mechanism of regional tourism cooperation can be adjusted timely according to the rapidly changing tourism market environment and regional tourism development. In this way, the regions along the Yangtze River can make efforts to achieve the long-term cooperation goal of “building a Yangtze River International Golden Tourism Belt with international influence and competitiveness”.

3.3 Promoting Cross-regional Cooperation and being a Leader

Horizontal comparison shows that, compared with other great river basins such as the Yellow River and the Pearl River, the economic development and tourism development of the Yangtze River Basin are more successful, and there are rich experiences and cases for regional cooperation. When taking the development experience of the Yangtze River as reference, other river basins can transform the tourism development experience into more universal ideas of the great river valley civilization tourism development and apply them to the tourism development of other regions. Therefore, it is suggested that the Yangtze River should play a leading role in regional tourism development and cooperation, and guide the tourism development of other great rivers, provinces and cities through cross-regional cooperation. In this process, on one hand, other regions can acquire a deeper understanding of the advanced experience of tourism development and

cooperation in the Yangtze River Basin. On the other hand, the provinces and cities in the Yangtze River Basin can also learn from other regions, so as to improve the mechanism of tourism development and cooperation in the Yangtze River Basin and realize tourism development with higher quality and efficiency. Different regions have diversified tourism resources and cultural deposits. On the basis of mutual learning, the Yangtze River Basin region can jointly introduce more tourism product combinations and routes with other regions, thus enriching regional tourism forms and expanding tourist source markets in the complementarity and collision of cultures. As early as September 2005, 24 tourism cities from the Yangtze River Delta and the Pearl River Delta signed “The Framework Agreement on Tourism City Cooperation”. This was the first cross-regional tourism cooperation between the two regions^①. The newly established “Daba Mountain · Great Three Gorges” Cultural Tourism Development Alliance is also a successful attempt of cross-regional tourism cooperation. Taking this opportunity, Sichuan, Chongqing and Shaanxi provinces launched 6 themed routes to promote cross-regional cultural integration and tourism development. Based on the existing tourism cooperation in the Yangtze River and the attempt of cross-regional tourism cooperation, it is suggested that the provinces and cities in the Yangtze River Basin should promote the tourism cooperation with other regions and give play to the spillover effect of tourism development and cooperation in the Yangtze River.

Section 3 Tourism Regional Cooperation along the Pearl River

The Pearl River, also known as the Yue River, is the third longest river with the second largest flow in China. The Pearl River locates in subtropical region. Climatic conditions and the hydrological characteristics provide the unique natural resources and landscape in the Pearl River region, and make it possible to proceed shipping-trade smoothly on the Pearl River. These factors also gave birth to the long history and diversified culture of the Pearl River. This section will summarize and introduce the regional tourism planning of the Pearl River, the news of regional tourism cooperation in recent years and the prominent tourism cooperation in urban agglomeration. Experiences of tourism cooperation from various provinces and cities in the Pearl River will also be summarized, followed by suggestions for regional tourism cooperation according to the tourism resources and status quo of the Pearl River.

^① The Yangtze River Delta and the Pearl River Delta Promoted Cross-regional Tourism Cooperation for the First Time. CRI Online. 2005.09.26. <http://news.cri.cn/gb/8606/2005/09/26/1385@716067.htm>

1. Modes of Regional Tourism Cooperation

The regional tourism cooperation along the Pearl River shows the following two characteristics:

First, tourism cooperation in the Pearl River Basin is based on government planning and promotion. In the process of regional tourism planning, the government defines the development goals, work priorities and implementation directions of regional tourism. Consensus of promoting regional tourism construction and marketing cooperation is also reached by governments of various regions. In the process of cooperation, the government mainly plays a role in resource integration, brand building, image building and overall promotion. The government also cooperates with tourism and cultural enterprises and departments in the region to expand the popularity and influence of Pearl River tourism. Based on the regional tourism resources, brand image and transportation facilities, the government and enterprises have designed high-quality tourism products and routes, and achieved interaction and cooperation with other regions to attract tourists from target market segments.

Second, intercity cooperation is the main form of cooperation in the Pearl River Basin. The diversity of tourism resources and brands in the Pearl River region is evident. Compared with the Yangtze River and the Yellow River, the cooperation in the Pearl River region mainly takes urban agglomeration as the unit. In other words, inter-city cooperation is the main form. Inter-city cooperation can integrate tourism resources of different cities with different charm more flexibly. In this way, tourism diversity of the Pearl River can be enhanced, and the local tourism supply can be activated, which in turn provide more options for tourists.

Specifically, the regional tourism cooperation of the Pearl River is implemented through the following forms:

1.1 Guiding Tourism Cooperation by Plan

Under the guidance of regional tourism planning, the regions along the Pearl River, especially the Guangdong-Guangxi region, have decided the development direction and cooperation priorities, optimized the integration of regional special and common points, and complemented each other's resources and capabilities. Especially, the Pearl River Delta, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), and the Pearl River-Xijiang River Economic Belt have all carried out detailed regional tourism planning. The Pearl River Delta is the base of advanced manufacturing industry, modern service industry, scientific and technological innovation and R & D in China. It is also one of the three most powerful urban agglomerations in China. In November 2014, taking the construction of the 21st-Century Maritime Silk Road as an opportunity, the General Office of the Guangdong Provincial People's Government issued "the Integrated Plan of Tourism in the Pearl River Delta Region (2014-2020)". This Plan aims to build a world-class tourism destination, an important tourism distribution hub in the Asia-Pacific region and a national demonstration and pilot area for comprehensive tourism reform and innovation. Directed by this

Plan, the Pearl River Delta will build an integrated regional tourism cooperation system on the basis of rational allocation of regional tourism resources. The Pearl River Delta will also promote the establishment of its tourism information platform, tourism intelligence system, tourism transportation network system and integrated tourism marketing system. The government will plan and distribute ecological scenery, landscape, golden waterway, bay and seashore and other tourism resources endowment in each region of the Pearl River Delta. Under the guidance of this Plan, the Pearl River Delta will become an integrated tourism region with distinctive regional characteristics, effective cooperation mechanisms and organic integration of culture and tourism. On this basis, the broader multi-tiered regional tourism cooperation in the Pan-Pearl River Delta region, the Guangdong-Hong Kong-Macao Greater Bay Area, and key regions at home and abroad will be promoted.

The Guangdong-Hong Kong-Macao Greater Bay Area, formally proposed in “The 13th Five-Year Plan” in 2016, is one of the most open and economically dynamic regions in China. “The 13th Five-Year Plan” and “The 14th Five-Year Plan” point out the strategic position and development priorities of the GBA. They both emphasize the need to support Hong Kong and Macao’s integration into the Pearl River Delta and Pan-Pearl River Delta for cooperation and overall development. “The Outline of the Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area”, issued and implemented by the Central Committee of China and the State Council, emphasizes the development of tourism products, projects, quality routes and the construction of the GBA tourism brand by taking advantage of the regional advantages and international influence of the GBA. The Outline stresses the necessity of improving infrastructure and tourism services, building the GBA into a world-class tourist destination, and promoting tourism cooperation and integration in the GBA. In addition, tourism education and leisure tourism should be developed to extend regional tourism development and functions on the basis of the urban functional positioning. The Outline positions Macau as tourism and leisure center and tourism education and training base, Hong Kong as international financial center, and Guangzhou as comprehensive transportation hub. In order to further implement the cultural and tourism planning in the outline, the Ministry of Culture and Tourism, the Office of the Leading Group for the Development of the Greater Bay Area, and the People’s Government of Guangdong Province have jointly issued “The Cultural and Tourism Development Plan for the Greater Bay Area”. This plan carries out detailed planning and work deployment in tourism market supply, tourism promotion, market supervision, cultural exchange, as well as tourism and cultural construction, etc.

On July 16, 2014, under the background of “The Development Plan of Pearl River-Xijiang River Economic Belt” approved by the State Council, “Pearl River-Xijiang River Economic Belt” was officially established. This economic belt will become an important strategic corridor for regional cooperation

and development along the Pearl River and Xijiang River. As the main stream of the Pearl River system, the development of Xijiang River and the Pearl River in economy, shipping and tourism is inseparable. The Plan emphasizes the requirements of tourism development in infrastructure construction, ecological protection along the river, and opening up and cooperation to the outside world. This plan also points out the key points in tourism resources, scenic route, tourism service, tourism market and so on, with the planning of eight high-quality travel routes put forward.

1.2 Consulting and Constructing the Regional Tourism Jointly

In the process of regional cooperation, regional governments of the Pearl River Basin have carried out tourism cooperation, exchanges and overall planning through joint meetings and tourism forums, so as to promote regional tourism cooperation. In July 2003, the concept of Pan-Pearl River Delta was formally put forward. After years of development, the Pan-Pearl River Delta region not only has the Pan-Pearl River Delta Regional Cooperation and Development Forum, the Pan-Pearl River Delta Regional Economic and Trade Cooperation Forum and other regional economic development cooperation platforms as the basis for cooperation and exchange, but also has reached a consensus on cooperation in tourism. On August 29, 2010, Provincial Tourism Administration in the Pan-Pearl River Delta signed “The Fuzhou Declaration on Pan-Pearl River Delta Provincial Tourism Cooperation” at the 6th Pan-Pearl River Delta Regional Tourism Cooperation Consultation. This Declaration launched six “Pan-Pearl River Delta Region One-stop and Multi-stop Boutique Routes”, including “Cross-Strait Tour”, “Hong Kong and Macao Tour” and “Red Tour”. The Pan-Pearl River Delta reached consensus on customer interaction, route introduction, joint promotion, investment expansion, talent training and barrier-free tourism areas. Based on the consensus, all provinces in the Pan-Pearl River Delta will actively participate in the Pan-Pearl River Delta regional cooperation and build the Pan-Pearl River Delta region into an internationally renowned tourist destination. On September 25, 2017, “The Pan-Pearl River Delta Regional Tourism Alliance Cooperation Agreement” was signed at the Pan-Pearl River Delta Regional Cooperation Executive Heads’ Joint Meeting. According to this agreement, provinces in the Pan-Pearl River Delta will jointly build high-quality tourism routes such as the Guangdong-Guangxi-Guizhou high-speed railway, the Pearl River-Xijiang River ecological corridor, and the Fujian-Shenzhen-Macao connecting route. The provinces will also cooperate in the overall marketing, tourism market maintenance, talent training and other seven aspects to promote the integration of Pan-Pearl River Delta regional tourism.

In addition to the Pan-Pearl River Delta region, the upper reaches of the Pearl River Basin are also gradually implementing tourism co-construction on the basis of forming regional tourism cooperation consensus. In December 2017, the joint meeting of the 21 counties (cities) of the three provinces of Yunnan, Guizhou and Guangxi reached a consensus on “building an eco-tourism belt of ‘Nanpan River, Beipan River

and Hongshui River’ and promoting tourism and economic development in the Pearl River and Xijiang River regions”. The three basins all belong to the old revolutionary base areas and the gathering areas of ethnic minorities with similar cultural basis. The natural geology of the Nanpan River and Beipan River and the “Donglan-Bama-Fengshan” longevity belt of the Hongshui River have formed the complementarity of natural tourism resources, providing a good foundation for tourism cooperation. The three provinces of Yunnan, Guizhou and Guangxi will promote the regional tourism cooperation and development of the “Pearl River-Xijiang River Economic Belt” while implementing the construction of “Nanpan River, Beipan River and Hongshui River” high-speed railway, waterway and expressway^①. On October 27, 2018, government leaders of 16 cities in the Pearl River and Xijiang River Basins gathered at the Xijiang River Economic Development Forum, and jointly proposed to “actively align with the Guangdong-Hong Kong-Macao Greater Bay Area, expand cooperation areas, and promote economic cooperation and sharing”. It was suggested at this forum to promote the integration of regional tourism cooperation with culture and tourism, design health and well-being tourism routes and so on. These measures are conducted to build a new pattern of “big tourism, big market and big industry”^②.

While dialogue and consensus were reached between governments, enterprises also reached cooperative relationship with governments through project signing, which promoted the implementation of project construction. On October 2, 2019, the inaugural sailing ceremony of “Pearl River-Xijiang River Sightseeing Tour” was held on the “Beigangyou 11” cruise ship at the Zhongshan Wharf of Wuzhou City. “Pearl River-Xijiang River Sightseeing Tour” takes 2 hours from Zhongshan Wharf in Wuzhou, passing through Wuzhou Longmu Temple, Yuanjiang Bridge and other scenic spots along the river, and finally arrives at Marine Department Wharf in Fengkai County, Guangdong Province. The “Pearl River-Xijiang River Sightseeing Tour” is one of the cooperative projects between Guangxi Beibu Gulf Port Group and the Wuzhou Municipal Government, and is the company’s first attempt at a Xijiang River sightseeing tour. Based on this project, the company has signed a strategic cooperation agreement with Wuzhou Municipal Government on cultural tourism in Xijiang River. The company and government will gradually start the construction of other Xijiang River sightseeing projects in Guangxi-Guangdong region, in Guangxi and in

① Guizhou, Yunnan and Guangxi will Build Tourism Belts along “Nanpan River, Beipan River and Hongshui River”, which will Open up the Golden Waterway Linking the Pearl River to the Xijiang River. The Bai Jiahao of Guiyang Evening News. 2017.12.11. <https://baijiahao.baidu.com/s?id=1586469167811428512&wfr=spider&for=pc>

② Cities along the Pearl River-Xijiang Economic Belt Jointly Discussed Cooperative Development and will Expand Their “Circle of Friends” in Connection with the Greater Bay Area. Guangxi Zhuang Autonomous Region People’s Government Portal Website. 2018.10.30. <http://www.gxzf.gov.cn/sytt/20181030-719468.shtml>

Wuzhou in the future^①.

1.3 Connection and Mutual Assistance of Cities

Besides inter-provincial cooperation, many tourism cities along the Pearl River have also carried out inter-city regional tourism cooperation. These cities attract tourists by integrating tourism features, combining tourism products and jointly promoting them through more micro but flexible intercity cooperation. The inter-city cooperation is usually achieved through the formation of city tourism alliance to push inter-city mutual assistance and construction. This report divides inter-city cooperation into the following three categories based on the region of inter-city cooperation:

1.3.1 The City Tourism Cooperation of Coastal Cities

The coastal cities along the Pearl River are nurtured by the culture of the Pearl River and infiltrated by ocean culture, overseas culture and the internationalization trend. Among these cities, Zhongshan-Zhuhai-Macao tourism cooperation and Zhuhai-Zhongshan-Jiangmen-Yangjiang tourism cooperation have more outstanding performance in urban tourism cooperation.

Zhongshan, Zhuhai and Macao established the regional tourism cooperation alliance in 2006. The Alliance holds its work meetings annually, and visits various foreign countries and regions to promote the regional tourism image of “Former Xiang Shan City · Today’s Zhongshan-Zhuhai-Macao”. In recent years, the three cities have joined hands in promoting tourism cooperation. The Alliance designed “One Journey, multiple Stations” tourism products and promoted them in many places, printed and distributed “Zhongshan-Zhuhai-Macao Food and Drink Manual”, and expanded tourism cooperation and promotion to Guangdong, Hong Kong and Macao as well as other places at home and abroad^②. The Alliance will steadily play the role of a platform for regional cooperation by deepening cooperation in the aspects of customer source exchange, tourism marketing, brand and project building, promotion of characteristic tourism, and so on.

On December 5, 2016, the tourism leaders of Zhuhai, Zhongshan, Jiangmen and Yangjiang jointly signed “The Joint Declaration on Deepening Regional Tourism Cooperation between Zhuhai, Zhongshan, Jiangmen and Yangjiang” at the communication meeting on regional cooperation and development of tourism industry. The tourism cooperation alliance relationship between the four cities was also established on this meeting. Zhuhai, Zhongshan, Jiangmen and Yangjiang have diversified tourism resources and scenic

① The First Voyage of the Pearl River-Xijiang River Sightseeing Tour Marks a New Era for Xijiang Cultural and Tourism Cooperation. Guangxi News. 2019.10.02. <http://wzhd.gxnews.com.cn/staticpages/20191002/newgx5d949b01-18715214-1.shtml>

② Macao, Zhongshan and Zhuhai will Jointly Build a Regional Tourism Brand in the Pearl River Delta. CRI Online 2018.02.07. <http://news.cri.cn/20180207/c043ab18-70c9-36de-a442-5dfa8c2c94b2.html>

spots with their own characteristics. In the process of tourism promotion, they can take advantage of each other's strengths, combine their strengths, and enrich the connotation of regional tourism brand through integrated marketing and development. Based on the joint declaration, the four cities will gradually realize cooperation plans such as market development, tourist market exchange, tourism information platform and joint promotion construction in the process of tourism cooperation. Therefore, they can improve the quality and influence of tourism development in Zhuhai-Zhongshan-Jiangmen-Yangjiang region^①.

1.3.2 The City Tourism Cooperation around the Center Area

Around the central area of the Pearl River Delta, many cities have carried out inter-city tourism cooperation with geographical advantages and similar cultural tourism resources. Among these cities, Guangzhou, as a relatively mature tourism city, can give full play to the driving effect of the central city in urban tourism cooperation and improve the overall level of tourism development in the surrounding areas. In recent years, the tourism alliance of Guangzhou-Foshan-Zhaoqing, Guangzhou-Qingyuan-Shaoguan and other cities has promoted the integrated marketing and cooperation of regional tourism by carrying out tourism promotion activities.

Guangzhou, Foshan and Zhaoqing, located in the center of the Pearl River Delta, are representatives of the culture of south of the Five Ridges. In 2009, the three cities signed "the Cooperation Framework Agreement of Guangzhou-Foshan-Zhaoqing Tourism Integration" and reached the cooperation relationship of tourism alliance. These cities jointly created the tourism brand of "Colorful Guangzhou, Foshan and Zhaoqing, Real Taste of South of the Five Ridges", carry out integrated tourism marketing, and show the charm of Guangdong and the culture of south of the Five Ridges. In recent years, the alliance has united to carry out tourism promotion activities in Beijing, Shanghai, Suzhou, Lijiang and other cities to enhance cross-regional tourism exchanges, interactions and cooperation.

Guangzhou, Qingyuan and Shaoguan established the Guangzhou-Qingyuan-Shaoguan Tourism Alliance in 2013. After that, they introduced the folk culture and natural scenery of the three cities by organizing groups to carry out cross-regional tourism promotion, and attract the tourists to the north of the Yangtze River with the advantage of the Beijing-Guangzhou high-speed railway traffic. In 2020, Guangzhou-Qingyuan-Shaoguan Tourism Alliance launched a series of cultural tourism promotion activities in Changsha, Zhengzhou. With these activities, the Alliance deepened the tourism cooperation with cities along the high-speed railway, improved the brand recognition of "Brilliant Guangzhou, Qingyuan and Shaoguan", and promoted the recovery of tourism economy in the post-epidemic era in Guangzhou-

^① Zhuhai-Zhongshan-Jiangmen-Yangjiang Tourism Alliance Went to Xiangyang and Zhengzhou to Hold Tourism Promotion Activities to Show the Rich Tourism Resources of Jiangmen. Official Website of Jiangmen Municipal People's Government. 2019.11.06. http://www.jiangmen.gov.cn/newzjxq/lyzy/lyzx/content/post_1776891.html

Qingyuan-Shaoguan area.

1.3.3 City Tourism Cooperation between Guangdong and Guangxi

Tourism resources in Guangdong and Guangxi are different. The inter-provincial cooperation can therefore realize the complementarity of resources, advantages and the exchange of tourists. On this basis, inter-provincial cooperation between cities is more flexible and are able to show more characteristics of local tourism. Guangzhou, Qingyuan, Zhaoqing, Guilin and Hezhou have formed the cross-provincial organization named the Tourism Alliance of Five Cities in South China. The Alliance carries out tourism cooperation with the cultural and ecological tourism resources of the five cities, as well as the developed expressway network. The relevant departments of broadcast, television, culture and tourism of the five cities carried out overall tourism marketing through jointly organizing the alliance promotion meetings. They also held tourism promotion and exchange activities in Dalian, Hangzhou, Nanchang and other places. Through these activities, the cultural customs and cultural tourism products of the five cities were displayed, the tourist market were expanded, and the popularity of tourism in the Pearl River Basin were enhanced.

2. Experiences on Regional Tourism Cooperation

Relying on its unique regional advantages and cultural base, the Pearl River region has formed tourism cooperation modes that reflect regional characteristics in the process of regional cooperation. On the basis of national strategic layout and transportation construction, regional tourism cooperation and development are steadily promoted through urban cooperation and joint promotion.

2.1 Joint Promotion by Cities

Joint promotion and overall marketing, especially the promotion of urban agglomeration alliance is one of the common forms of regional cooperation in Pearl River tourism. The areas along the Pearl River are rich in natural and cultural landscape. The economic development, characteristic industries, history and culture of each city have common points as well as respective characteristics. Especially, Guangzhou, Guilin, Zhuhai and other cities have grown into well-known tourism cities in China. By forging a city alliance, each city can achieve the complementary characteristics of tourism resources and fusion of common points, and can show the charm of each city while building the image of integrated tourism brand. Compared with inter-provincial cooperation, the city alliance is more flexible for cooperation. There are different scales of urban agglomeration from large urban agglomerations including Pearl River Delta urban agglomeration and Guangdong-Hong Kong-Macao Greater Bay Area, to small urban agglomerations with three to five cities such as Guangzhou-Foshan-Zhaoqing and Guangzhou-Qingyuan-Shaoguan. Different scale of city alliances can play the role of alliance through different scale of tourism cooperation projects to achieve the target of brand promotion and local tourism introduction. The cities developed in tourism can

drive tourism construction of other cities through the cooperation platform, and improve the overall tourism brand awareness of the alliance with their tourism influence. After more than ten years of development, the Pearl River Basin has formed tourism alliances of cities such as Zhongshan-Zhuhai-Macao, Zhuhai-Zhongshan-Jiangmen-Yangjiang, Guangdong-Foshan-Zhaoqing, Five Cities in South China, Guangdong-Qingyuan-Shaoguan and so on. These alliances are active in tourism product routes design, cross-regional marketing and other aspects.

2.2 National Strategy

The Pearl River Basin carries out regional tourism cooperation focusing on the strategic planning and deployment at the national level. “The 13th Five-Year Plan” and “The 14th Five-Year Plan” have made plans for major economic cooperation areas including Pearl River Delta and GBA. These cooperation areas also actively responded to the call of the country and carried out regional tourism cooperation. “The 13th Five-Year Plan” emphasizes the inclusion of Hong Kong and Macao in the Pearl River Delta Economic Area. Under this background, the Guangdong-Hong Kong-Macao Greater Bay Area has gradually carried out various regional development and construction measures, including regional tourism cooperation, based on the “Outline of the Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area” issued by the China Central Government. For the Pearl River Delta, the General Office of the Guangdong Provincial People’s Government issued “The Integrated Plan of Tourism in the Pearl River Delta Region (2014-2020)” based on 21st-Century Maritime Silk Road. This plan carries on the detailed planning arrangement to the Pearl River Delta regional tourism development and the cooperation content. The national development plan for Guangdong, Hong Kong and Macao as well as the strategic conception of the 21st-Century Maritime Silk Road are not only based on practical considerations for regional economic development, but also based on long-term arrangements for the development of domestic market, national and regional influence and international relations. In particular, regional tourism cooperation in GBA has promoted the integration of Hong Kong and Macao into the tourism development of the Pearl River Delta and the integration of regional tourism strengths. It also has built GBA as a world-class tourism destination. The regional tourism cooperation of GBA has pushed the cultural communication and integration between Hong Kong, Macao and the mainland, and identified the strategic position of Hong Kong and Macao in GBA and in the tourism and economic development of the whole country as well. Besides, there is no doubt that under the guidance of national strategy, the regional tourism cooperation of the Pearl River Delta and GBA has a clear development direction and the support of resource and brand promotion from the central and local governments.

2.3 Transportation System

Transportation is the artery of the economic development of the regions along the line. It can provide

convenience for the surrounding residents and create opportunities for expanding the tourist market. In the process of cooperation, construction, route design and marketing of tourism in the Pearl River region, infrastructure construction is an indispensable prerequisite. In recent years, there are numbers of transportation construction projects completed or under construction. For example, the railway transportation network composed of Guiyang-Guangzhou High-speed Railway, Nanning-Guangzhou Railway and the uncompleted Ganzhou-Shenzhen High-speed Railway in the Pearl River-Xijiang River Economic Belt, the construction of expressways such as the Yulin-Zhanjiang Line and Pubei-Beiliu Line, and the ship lock projects such as Changzhou Hydraulic Complex, Guigang Shipping and Xijin Hydraulic Complex^①. These projects have improved the efficiency of transportation and passenger flow dramatically. The Hong Kong-Zhuhai-Macao Bridge provides vital regional transport support for the Guangdong-Hong Kong-Macao Greater Bay Area and Pan-Pearl River Delta regional tourism cooperation. The bridge undertakes the traffic function of economic activities between the mainland, Hong Kong and Macao. It also shoulders the mission of promoting cultural exchanges and regional coordinated development between Guangdong, Hong Kong and Macao, driving Hong Kong and Macao to integrate into the development environment of the mainland, and promoting the integrated development of regional tourism and tourism market exploration. In terms of air transport, there are layouts such as “5+4” key airports in the Pearl River Delta and new airports under construction like Wuzhou Xijiang Airport in Guangxi. These construction for air transportation will break the geographical limits and provide possibilities for attracting more tourists, conducting cross-regional tourism cooperation and designing product sets.

Transportation infrastructure also plays a direct role in promoting regional tourism development and cooperation. “Pearl River-Xijiang River Sightseeing Tour” is one of the cooperation projects of government and enterprise through the design and opening of tourist waterway. The construction of railway lines has also led to a number of regional tourism cooperation. The Guangdong-Guangzhou-Guizhou High-speed Railway Economic Belt has forged a tourism alliance by taking advantage of the transportation of Guiyang-Guangzhou High-speed Railway and Nanning-Guangzhou Railway. On the basis of reaching consensus on collaborative innovation cooperation of this alliance, 13 cities along the economic belt have held tourism exchange meetings, trade fairs, promotion meetings and other activities to promote tourism routes,

① The Pearl River-Xijiang River Waterway has Become a “Golden Waterway”, and the Cities of Guangxi are Integrated into the Two-hour Commuting Circle of the Greater Bay Area. South China Morning Post. 2019.11.21. <https://www.ngzb.com.cn/news/66016.html>

products^①, featured road trip and high-speed rail tour. This alliance also carried out tourism collection activities with the city media. The Tourism Alliance of Five Cities in South China and Guangzhou-Qingyuan-Shaoguan also went to cities along the high-speed railway to organize promotional activities and explore the tourist market segments along the high-speed railway. The significant promoting effect of transportation on the regional tourism cooperation will promote further deepening and implementation of the regional cooperation of Pearl River tourism.

3. Suggestions on Regional Tourism Cooperation

Based on the current tourism foundation, the status quo as well as the characteristics of regional cooperation of the Pearl River, this report will be put forward relevant suggestions on regional brand building, information platform building, deepening regional cooperation and so on.

3.1 Expanding Influence and Developing Brand

The Pearl River system flows through six provinces. As the river system with the second largest annual flow in China, the Pearl River has influenced the cultural origin, historical evolution and economic development of the provinces along the river profoundly. These provinces have also made remarkable achievements in Pearl River water conservancy, ecological protection, local industry development and other aspects. However, in terms of tourism, Pearl River has not yet succeeded in building an overall well-known brand image on tourism. When people talk about the Pearl River, the most well-known areas are the night view of the Pearl River in Guangzhou, the Pearl River Delta and the “Pearl River-Xijiang River Economic Belt”. These areas are located in Guangdong and Guangxi Province. Although there are many successful scenic spots in the upper and middle reaches of the Pearl River, they have not been integrated into the overall tourism brand of “The Pearl River”. Regional tourism cooperation of Pan-Pearl River Delta has been put forward for many years, and all parties have reached consensus on tourism cooperation in many aspects, such as tourist market exchange, talent training and tourism route design. However, no substantive progress has been made in regional tourism brand building of Pan-Pearl River Delta, which made this region lacking in recognition and influence compared with regional tourism cooperation in the Pearl River Delta and GBA. Therefore, it is suggested that the provinces along the Pearl River should deepen their cooperation on the basis of the existing regional tourism cooperation platform. The tourism cooperation should actively integrate, build and promote overall tourism brand of the Pearl River system to extend the brand influence of the Pearl River Delta and Xijiang River to the whole Pearl River. The Pearl River

^① The Guangdong-Guangxi-Guizhou High-speed Railway Economic Belt Tourism Alliance will Promote the Integration of Tourism Cooperation among Cities along the Belt. Sina.com, Guizhou Life. 2017.08.08. <http://gz.sina.com.cn/news/2017-08-08/detail-ifyitapp2954860.shtml>

region should learn from the Yellow River Cultural Tourism Belt, the Yangtze River International Golden Tourism Belt and other whole basin tourism brand. Provinces along the Pearl River need to take advantage of continuous progress in transportation construction, ecological protection and water conservancy projects in the Pearl River Basin. They also should introduce more tourist routes and product portfolios. In this way, the Pearl River Basin will be built into a famous regional tourism destination in China, even worldwide.

3.2 Building Information Platforms

The scenic spots in the Pearl River Basin are numerous and full of diversity, and the regional tourism cooperation information is abundant. However, due to the lack of authoritative official tourism information platform, visitors have to search for regional tourism information with the help of OTA, UGC and other online tourism platforms or local government portal websites. Tourism information release platforms have not been set up in the Pearl River Basin and other economic cooperation regions. The Pan-Pearl River Delta Cooperation Information Network (www.pprd.org.cn) and the Guangdong-Hong Kong-Macao Greater Bay Area Gateway Network (GIP) are mainly used to publish regional overall development information, such as economy, traffic, project investment and other aspects. Tourism related information can be obtained through the search bar on these websites. However, there is no specific tourism section for the integration and display of tourism information on these websites, and no official WeChat account or Weibo account has been set up by regional tourism cooperation organizations for the release and promotion of tourism information, either. Therefore, it is suggested to build tourism information publishing platforms such as official tourism websites, official WeChat accounts and official Weibo accounts of regional tourism cooperation organizations in the Pearl River Delta, GBA and other regions. Setting up a special section of tourism on the existing regional cooperation information website is also effective. With these information platforms, these regions are able to update regional tourism cooperation news in real time, display regional tourism resources and featured projects, strengthen online information publicity and brand promotion. These works will accelerate the integration process of Pearl River tourism information. Secondly, these regions can cooperate with online tourism platforms such as Ctrip and Lvmama. They can set up a Pearl River tourism thematic section and carry out online marketing with online media such as WeChat and Weibo. Through these methods, the Pearl River tourism information will be packaged and presented to online users to tap potential customer groups, and relevant tourism product information will be provided to facilitate online travel booking for tourists. The ultimate goal is to build a tourism information platform, aiding tourists including information search, online booking, introduction of scenic spots, tourist route design, convenient service inquiry and other services. These services of the platforms will create a comprehensive information tourism experience for tourists.

3.3 Utilizing Platforms and Deepening Win-win Cooperation

At present, the regional tourism cooperation organizations along the Pearl River mainly play the roles of government communication, tourism promotion and marketing and tourism route integration. The cooperation organizations mainly cover the Guangdong, Guangxi and Guizhou regions. The coverage and functions of the platform need to be further expanded. Firstly, regional tourism cooperation should be expanded to the entire Pearl River system. The upper and middle reaches of the Pearl River should be encouraged to actively participate in the regional tourism cooperation. Then, tourism cooperation in the upper, middle and lower reaches will be connected, and the connotation of the regional tourism brand in the Pearl River will be enriched. Secondly, it is necessary to give full play to the role of tourism regional cooperation platform to achieve more cooperation and interaction in tourism development, resource allocation, information release, tourism festival and event holding, cross-regional cooperation and other aspects. Among these aspects, tourism festival can effectively gather the tourism resources, government and enterprise personage and famous tourism brands inside and outside the region. It is helpful for promote the efficient integration, exchange and allocation of regional tourism resources, information and projects. Cross-regional cooperation can achieve two-way marketing and tourists exchange between different regions, and create opportunities for communication and learning between partners. Considering the developed transportation network in the Pearl River Basin and the developed exhibition economy in the Pearl River Delta region, the Pearl River Basin has great development potential in festival and event holding and cross-regional cooperation. The regions of the Pearl River Basin should actively participate in the regional tourism cooperation, fully communicate and learn from each other. On this basis, the Pearl River Basin should achieve a close tourism alliance cooperation relationship, reach a cooperation consensus, deepen the cooperation mechanism, and build the Pearl River tourism regional brand with joint efforts.

Chapter TWO Case Studies on Tourism about Regional Cooperation of World Great River Valley Civilization

Since the origin of human civilization to the development of human society, rivers always play an important role in human survival, evolution, trade and migration. Great river valley civilization not only breeds life, but also promotes the progress and development of contemporary society. Cooperation between upstream and downstream of the river promotes the interplay among world tourism, economy and politics.

This chapter introduces the cases of regional cooperation of the world's great river valley civilization tourism, and selects the Lancang River and the Mekong River in Asia, the Rhine River in Europe and the Niagara River countries in North America to introduce the regional cooperation, and summarizes the development suggestions according to their cooperation forms and experience, and offers constructive development suggestions for the future development of the great river valley civilization tourism.

Section 1 Regional Cooperation Along the Lancang River and the Mekong River

Lancang River originates on the northeast slope of Tanggula Mountains in China, called Lancang River in China, the reach after flowing into Indo-China Peninsula is called Mekong River, which is the most important transnational water system in Asia, the seventh longest river in the world and the third longest river in Asia. This section mainly introduces the transnational cooperation along the Lancang River and the Mekong River, analyzes the forms of regional cooperation along the Lancang River and the Mekong River through case studies, summarizes the experience of cooperation, and puts forward suggestions for the development of regional cooperation.

1. Modes of Regional Tourism Cooperation

The form of regional cooperation along the Lancang River and the Mekong River is a resource complementarity model in which the strong supports the weak. Driven by the "The Belt and Road

Initiative” strategic background, the cooperation along the Lancang River and the Mekong River encourages the member countries of Greater Mekong SubRegional Cooperation to carry out project cooperation. The “Lancang-Mekong Cooperation” mechanism promotes the sustainable development of politics, economy and ecology. This mechanism began in 2014 and was officially launched in 2016, including China, Cambodia, Laos, Myanmar, Thailand and Vietnam. “Lancang-Mekong Cooperation” was based on the infiltration and integration of politics, economy, culture and society of many countries. Southeast Asia is an important partner and a necessary place for China’s foreign exchanges. Countries along the lower reaches of the Mekong River are closely related to China’s development. The Lancang-Mekong River connects China, Myanmar, Laos, Thailand, Cambodia and Vietnam. The regional cooperation along the Lancang River and the Mekong River includes east-west cross-linking of Southeast Asian countries and north-south cross-linking of China and Southeast Asian countries. Countries along the Lancang River and the Mekong River expand production and strengthen diplomacy with the support of China. The Lancang-Mekong river valley grows and develops in complementation.

As shown in Table 3.2, with the change trend of tourists in 2017, 2018 and 2019 as a reference, the number of tourists from countries along the Mekong River is increasing year by year, which reflects the development of tourism along the Mekong River. Chinese tourists account for a large proportion of inbound visitors from countries along the Mekong River. In recent years, Chinese tourists have topped the list of total visitors to Myanmar, Thailand, Cambodia and Vietnam. In 2019, Chinese tourists also climbed to the second place in Laos in terms of the number of inbound tourists, which shows that China plays an important role in the tourism development of countries along the Mekong River. At the same time, the improvement of transportation facilities and the increase of transportation lines promote the development of tourism in the Lancang-Mekong river valley, and also promote the exchanges and cooperation between China and countries in the Mekong river valley.

1.1 Interconnection of Infrastructure

China is connected with Southeast Asian countries by land, and the developed transportation network can enhance the trade between countries, and at the same time get rid of the defect that waterways and air and land are restricted by weather factors. Therefore, improving the land transportation network and promoting the development of tourism industry in Lancang-Mekong river valley is also a key project to Lancang-Mekong Cooperation.

1.1.1 Improving the Transportation Network-highway Construction

The main roads in the Lancang river valley ensure basic land transportation, for example, the Nanyou Expressway connecting China and Vietnam, which is known as the “First Road of South Xinjiang”. S325 border road located in the mountains also connecting China and Vietnam. Kunhe Expressway connecting China and Vietnam. Hangrui Expressway on China-Myanmar border. Burma road, an international channel born in War of resistance against Japan during the Second World War, it starts in Kunming, crosses the

three rivers and crosses the Hengduan Mountains, and ends in Lashio. China's first international high-speed Kunming-Bangkok Road starting from Kunming, Yunnan, China, passing through Laos and ending in Bangkok, Thailand. In 2019, China-Laos joint venture to build expressway broke the current situation of zero expressway in Laos.

Table 3.2 Change Trend of Inbound Tourism Number in Mekong River Valley Countries

	2017	2018	2019
Myanmar	344	355	436
Laos	387	419	479
Thailand	3500	3800	3980
Cambodia	560	620	661
Vietnam	1292	1540	1800

Source: This study is based on the relevant data of China-ASEAN Center^①.

Under the background of cooperation in Greater Mekong Sub-region and the promotion of “The Belt and Road Initiative” policy, the currently built expressway connects important cities in the Lancang-Mekong river valley with beautiful scenery and a series of mountains and rivers. Southeast provinces of China seize the opportunity to develop self-driving tourism. At present, a number of self-driving routes have been opened up, as shown in Table 3.2. The self-driving routes integrate Chinese minority culture and exotic customs, promote the development of tourism and manufacturing, promote regional economic progress, improve people's livelihood and living conditions, and further promote sub-regional cooperation in Mekong River.

The prevalence of self-driving tourism is closely related to the support of national policies and local governments. Pingxiang City, Guangxi is located in the south of China and adjacent to Lang son, Vietnam. It is called the “South Gate of the Motherland” and an important city gateway between China and ASEAN go-on-road trip. Pingxiang City has become the best experimental place for outbound self-driving tourism by virtue of its natural geographical advantages. Meanwhile, the city takes advantage of the opportunity of “Lancang-Mekong Cooperation” to focus on developing the tourism industry, builds a Sino-Vietnamese border tourism city, and consolidates the friendly relations between the countries in Lancang-Mekong valley. First of all, the Chongzuo area of China (Guangxi) Pilot Free Trade Zone is located in Pingxiang City, which provides opportunities and resources for the development of outbound tourism in Pingxiang City. Secondly, in order to facilitate the development of leaving go on road trip, add border tourism offices,

① ASEAN Tourism in 2019. China-ASEAN Center, July 31, 2020, <http://www.ASEAN-China-center.org/travel/Ivxx/2020-07/5007.html>. (In Chinese)

increase service windows, provide sufficient staff to coordinate management, improve staff efficiency and save tourists' travel time. Finally, Pingxiang actively promotes tourism cooperation between China and Vietnam, and coordinates the government departments of the two countries to issue regulations on outbound and inbound tourism. Besides, it sets up traffic management service points at Friendship Pass to help replace temporary license plates and simplify procedures. In order to promote the implementation of the green passage in go on road trip, China and Vietnam chose Puzhai-Xinqing as the test sites, and residents of the two countries can exchange their ID cards for passes to go in and out freely and enter and exit at designated gates. Pingxiang City has also made public bidding for the project of Puzhai inspection building, which builds an intelligent information port and promote the harmonious development of cross-border tourism between China and Vietnam.

In addition, Fangchenggang port promotes the construction of a tourism pilot zone, and starts to prepare for the go on road trip headquarters base of China-ASEAN, which is expected to include folk customs, ecotourism, outdoor camping, hotel catering and other theme sections, integrating culture, leisure and experience, creating a tourist destination connecting China and ASEAN, and enriching the diversity of outbound tourism by combining high-tech means, which promotes cultural integration and economically complementary between the two sides.

This initiative encourages self-driving outbound travel in the southeast border of China, open cross-border self-driving green channel, build self-driving service headquarters, launch online tourism products, and one-stop customs clearance service for cross-border go on road trip entry and exit.

1.1.2 Improving the Transportation Network-railway Construction

Major expressways guarantee the movement of people and the transportation of goods between countries. With the guidance and help of China, the Mekong river valley invests in the construction of railways, and encrypts the transportation network to stabilize the links between China and countries in the Mekong river valley.

Table 3.3 Self-driving Routes in Lancang-Mekong River Valley

	Opening years	starting point	destination
China-Thailand Kunming self-driving	2008	Yunnan-Kunming	Thailand-Bangkok
China-Myanmar Ring Road	2014	Yunnan-Ruili	Yunnan-Tengchong
China-Vietnam Dongxing-Moncay	2016	Guangxi-Dongxing	Vietnam-Moncay
China -Vietnam Guilin-Long City	2018	Guangxi-Guilin	Vietnam-Long City
China, Vietnam, Guangxi-lang son	2018	Guangxi-Nanning	Vietnam-lang son
China, Laos and Cambodia self-driving	2019	Yunnan-Kunming	Cambodia-Siem Reap

Source: This study is based on relevant news.

Yunnan-Vietnam Railway starts from Kunming North Station and ends at Haiphong Station in Vietnam. After Yunnan section, it is replaced by Kunhe Railway to mainly transport goods. China-Laos railway is the first Chinese standard railway jointly invested by China and Laos, connecting Kunming, China and Vientiane, Laos. It is expected to be completed and opened to traffic by the end of 2021. China-Laos railway bears Laos' hope of getting rid of landlocked countries' confinement. The railway directly promoted the development of Laos' service industry, agriculture and other industries, solved the employment problem of some people, and further verified the guiding principle of "building roads before getting rich". Sino-Thai Railway is a cooperative project invested by China in Thailand, and is the main transportation connecting Yunnan, China and Bangkok, Thailand in the future. China-Thailand Railway upgraded its tracks to adapt to China's EMU trains. The first phase of China-Thailand Railway Project officially started construction in 2017, which embodies Thailand's dream of modernization and economic development, and can greatly improve the railway transportation efficiency in Thailand.

The improvement of railway transportation in the Lancang-Mekong river valley has promoted the further development of tourism in the Lancang-Mekong river valley. In recent years, the high speed and convenience of China's high-speed rail have provided great convenience for business and leisure people. The construction of railway network in Mekong river valley has opened up many cross-border tourism routes. Kunming is the transportation hub, connecting Beijing, Shanghai, Chongqing and Guangdong with Laos, Vietnam and Thailand. The improvement of railway transportation brings many conveniences. The improvement of railway facilities can play a better role as a link between border provinces, with the support of the national immigration policy, it can promote the development of tourism, improve people's living standards and improve living conditions. At the same time, the popularity of high-speed rail has greatly reduced the time cost, truly realizing multi-country travel in one day, flexibly allocating travel time and reducing time waste. The improvement of transportation facilities has also promoted the spread of personnel and mobility culture. Countries in the Lancang-Mekong river valley create economic output value, promote the spread of folk culture and promote peaceful and friendly development.

1.2 Economic and Trade Cooperation

China has gradually become the main source of foreign investment in the Lancang-Mekong river valley countries since the cooperation agreement was reached. China and Mekong countries actively promote mutual assistance, opportunity sharing and common development. The countries in Lancang-Mekong river valley promote economic growth, improve cooperation system and integrate human resources through the pilot construction of cross-border economic cooperation zones. Cross-border economic cooperation zone is a relatively closed and specially supervised sub-regional economic cooperation zone under the premise that neighboring countries or regions form a cooperation consensus, and jointly

demarcate the corresponding area of land bordering the border according to a certain cooperation plan^①.

1.2.1 China-Vietnam Cross-border Economic Cooperation Zone

The economic corridor connects Hekou, Pingxiang and Dongxing, which is the key project of China-Vietnam cross-border economic cooperation zone and the key city of Sino-Vietnam contact.

Guangxi Zhuang Autonomous Region and Yunnan Province have cooperated with Vietnam to establish a cross-border economic cooperation zone. Dongxing-Moncay Cross-border Economic Cooperation Zone is located in the adjacent area of Dongxing City, Guangxi and Moncay City, Vietnam. The planned area of China starts from Zhushan Harbor Avenue in the east, reaches to the north bank of Beilun River in the south, Xingyue Road in the west and Gaoxing Avenue (Binhai First Class Highway) in the north, with a total planned area of 14.52 square kilometers. It includes six core sections: integrated service center, port service, industrial development, logistics development, supporting services and Zhushan Port^②. The planned area of Vietnam is 13.5 square kilometers. Dongxing-Moncay Economic Cooperation Zone has complete planning, adequate preparation and superior location, which has great development potential and space in Sino-Vietnamese Economic Cooperation Zone.

Pingxiang-Tongdeng Cross-border Economic Cooperation Zone is located in the adjacent area of Pingxiang City, Guangxi and Tongdeng City, Lang Son Province, Vietnam. The planned construction area of the Chinese side of the Cross-border Economic Cooperation Zone is 10.2 square kilometers, and its main functions include port operation area and international logistics zone, bonded processing zone, trade and tourism zone, financial and business zone. The supporting area of China's planned cross-border economic cooperation zone covers an area of 79.42 square kilometers^③. Pingxiang-Tongdeng is connected by a road of nearly 100 kilometers, with convenient transportation and land transportation. It is an important distribution center for trade between China and Vietnam.

Hekou-Lao Cai Cross-border Economic Cooperation Zone is located in the adjacent area of Hekou County, Yunnan Province, China, with a total area of 21 square kilometers, 11 square kilometers in the Chinese area and 10 square kilometers in the Vietnamese area. It is the first approved Sino-Vietnamese cross-border economic cooperation zone in Yunnan. This cross-border economic cooperation zone is located

① Lu Ke, Hu Liequ. Function of Cross-border Economic Cooperation Zone [J]. Study and Exploration, 2011, (2): 148-150. (In Chinese).

② Publicity on the revised draft regulatory detailed planning of China Dongxing-Vietnam Moncay Cross-border Economic Cooperation Zone (Chinese region). Portal of Dongxing City People's Government in Fangchenggang, Guangxi, 2020-06-29, http://www.dxzf.gov.cn/dxdt/tzgg/202006/t20200629_153702. (In Chinese).

③ Chinese and Vietnamese enterprises discuss cross-border cooperation. Guangxi Zhuang Autonomous Region People's Government Portal, 2017.12.16, <http://www.gxzf.gov.cn/gxydm/20171216-668598.shtml>. (In Chinese).

in the core of the “two corridors and one circle” economic corridor^①. There are three cross-border bridges in the area, which is an important hub integrating land transportation and water transportation. Hekou-Lao Cai Cross-border Economic Cooperation Zone is the earliest cross-border economic cooperation zone in Yunnan Province, and it is also a relatively developed and mature cross-border economic cooperation zone in Yunnan Province at present.

1.2.2 China-Myanmar Cross-border Economic Cooperation Zone

China-Myanmar Ruili-Muse Economic Cooperation Zone is located in Ruili City, Yunnan Province and Muse City, Myanmar. Ruili is a place in the southwest of China, an important place to implement the strategy of China-Myanmar cooperation and open the Indian Ocean channel, and also a necessary place for China-ASEAN trade. Ruili-Muse Cross-border Economic Cooperation Zone has gradually evolved from small-scale mutual trade to regional economic cooperation zone. Ruili City and Muse City have superior geographical location, perfect facilities, frequent trade, abundant materials and far-reaching cooperation. It is a comprehensive economic cooperation zone integrating commerce and trade, tourism and industrial production.

Ruili is connected with Myanmar on the northwest, southwest and southeast, which is an important gateway for Yunnan Province to open to the outside world. Ruili is directly connected to Kunming, a key hub leading to the inland of China, merged with Myanmar border to Bhamo in Myanmar in the west, and connected with Muse, the largest land port in Myanmar in the south. There are many main roads between Ruili and Muse, land transportation and air transportation facilities are complete. China's Yunnan and Myanmar have maintained stable trade exchanges through the two border cities for many years, and achieved different levels of cooperation in business, agriculture, culture, medicine and tourism.

China and Myanmar leverage trade as a guide to travel, and trade exchanges in turn increase the number of migrants entering and leaving the country, thus enhancing the exchanges and cooperation between Yunnan ethnic customs and Myanmar culture and promoting the “experiential integration of culture and tourism” and combine festivals, sports, performing arts and tourism. Trade exchanges also make the traditional and valuable cultures of the two countries, such as the Water-Sprinkling Festival, Singing Festival, Bicycle Motocross, Dai Opera and Peacock Dance, into classic tourism products, and further promote various forms of cultural and tourism integration, such as food, health care and intangible culture. At the same time, trade exchanges are combined with the internet platform to expand publicity and improve product visibility, strengthen system reform, regulate the behavior of staff in service places according to

^① Zhang Wei. Research on the Cross-border Economic Cooperation Mechanism between China and Vietnam —— Taking the Economic Cooperation Zone between Hekou, China and Lao Cai, Vietnam as an example [J]. Times Finance, 2019, No.753(35):149-151. (In Chinese).

law, and implement national policies to support poor areas.

1.2.3 China-Laos Cross-border Economic Cooperation Zone

The China-Laos Mohan-Boten Cross-border Economic Cooperation Zone is located in Mohan Town, Mengla County, Xishuangbanna, Yunnan Province, and Boten City, Louang Namtha Province, Laos. The Chinese core planning area is 4.83 square kilometers and the Lao core planning area is 16.4 square kilometers^①. The economic development zone is an important node of Kunming-Bangkok highway in China and Laos, near the intersection of Lancang-Mekong Golden Waterway, a distribution center for economic and trade exchanges and cooperation in Lancang-Mekong river valley, and the core zone of economic cooperation in Mekong Sub-region.

Compared with other cross-border economic cooperation zones, Mohan-Boten's geographical location conditions are poor, and its development is limited by complex geomorphic structures and backward economic conditions. However, the construction of Mohan-Boten Cross-border Economic Cooperation Zone promotes the development of port cities, highlights the strategic position of border cities in southeastern China, and changes the passive position of inland cities. Mohan-Boten is the essential road to connect China with Southeast Asia in the future, and it is also the key component of The Belt and Road Initiative economic corridor construction. At the same time, the unique ecological environment of Mohan and Boten makes them have the conditions to construct ecotourism. Mohan seized the historical opportunity to actively raise funds and strengthen publicity, and embedded rural tourism on the basis of the original ecological rural life, which spread the traditional lifestyle, slow down the pace of life, and promote the sales of handmade products to become the secondary source of income for residents.

Cross-border economic cooperation zone is the product of actively responding to the call for Lancang-Mekong Cooperation under the background of sub-regional cooperation in Mekong River. China's investment in Mekong river valley focuses on the improvement of infrastructure, the development of manufacturing industry and the exploitation of natural resources. The improvement of infrastructure improves transportation efficiency, saves time and cost, and improves the quality of life. Economic and trade exchanges drive economic growth in China's border areas and the Mekong river valley, maintain national political peace, and promote the flow of people from all countries. Meanwhile, sharing resources improves the utilization rate of resources and promotes the renewable and sustainable development of resources. Cross-border economic development cooperation zones also have many development obstacles, and both China and Mekong river valley development zones have several disadvantages. The tariff barriers

① Song Zhouying, Yao Qiuhui, Hu Zhiding, Liu Weidong. "Scale Dilemma" in the Construction of Cross-border Economic Cooperation Zone: A Case Study of Mohan-Boten Economic Cooperation Zone in China and Laos [J]. Geography Research, 2020, 39(12): 2705-2717. (In Chinese).

between regions are obviously low in integration, the system is imperfect, the coordination difficulties, the geographical location is remote, the mobility range of personnel is limited, and the single industrial structure is affected by emergencies. On the whole, however, the promotion of cross-border economic cooperation zones has stabilized the Lancang-Mekong Cooperation and maintained the friendly relations among the countries along the Mekong River.

1.3 Humanities Cooperation

Humanities cooperation in Lancang-Mekong river valley can't develop by itself by simply relying on similar cultural customs, and the promotion of national policies can also play an active role. The dissemination of ethnic customs, the combination of cultural tourism and the connection of culture and sports are all effective means to promote humanities cooperation in Lancang-Mekong river valley.

In 2019, Jiangsu Province promoted "Perceive China-Jiangsu Culture Week" to perform "Southern Red Bean" and non-legacy exhibition in Bangkok, Thailand, showing the colorful Chinese culture. In 2019, the China-Laos-Cambodia go on road trip event was successfully held with the theme of "mountains and rivers depend on each other and destiny is connected", exploring key tourist cities in the three countries along the way and expanding cooperation forms in the Lancang-Mekong river valley. It also further tapped the potential of cross-border tourism.

Even under the influence of the Covid-19 epidemic, China's ports were strictly controlled, the exchanges between border cities were disturbed, and the cultural cooperation between Lancang-Mekong river valley was not interrupted. In order to maintain the cooperative relationship between Lancang-Mekong river valley, the Yunnan Provincial Government actively promoted the cultural exchanges in Lancang-Mekong river valley, and held a transnational Spring Festival Evening online in 2021 to promote Chinese traditional festivals to countries along the Mekong River. The Yunnan Provincial Government took the transnational Spring Festival Evening with the theme of "Warm Spring and a River, Smooth XIANG Color Yunnan" and entered the cultural exchange activities of the five countries, and selected key cities such as Bangkok, Thailand to record the blessings of foreign friends for sharing the food, beauty and culture of the countries in the Lancang-Mekong river valley with people at home and abroad. Such promotion can combine science and technology, use VR and other technical means to show the real shot scenery of China to the audience watching the program.

2. Experiences on Regional Tourism Cooperation

Although Lancang-Mekong river valley cooperation started late, it is also a regional cooperation with cooperative characteristics. The cooperation driven by the combination of strengths and weaknesses is more stable and long-lasting, and each needs the stronger and the weaker to make progress. Lancang-Mekong

river valley cooperation formulates its development strategy based on the national conditions, promotes the rational growth of economic benefits based on people's livelihood, and has many experiences as reference.

2.1 Economy as Productivity

In fact, Lancang-Mekong cooperation is based on economic corridors formed by various countries. The economic foundation of Mekong countries is weak. Therefore, tourism industry promotes the integration of multiple industry chains of handicraft, manufacturing and service industries with the Lancang-Mekong Cooperation, getting rid of the disadvantage of single industrial structure, promoting the material trade between China and Mekong countries, consolidating the trade and industry ties of various countries, and making economic development the ultimate goal of Lancang-Mekong Cooperation. The Mekong river valley is rich in resources, abundant in labor force, beautiful in scenery, and is a hot spot for cooperation between developed and developing countries. China can cooperate in many ways by virtue of its geographical location and proximity. The promotion of tourism does provide economic support for all countries, but the particularity of tourism determines that any unexpected event will have a great impact on the economies of all countries. For example, the spread of Covid-19 will have a great impact on tourism, and it cannot recover quickly in a short time. Therefore, only by building a multi-industry integrated economy can the steady economic growth of Mekong river valley be guaranteed.

2.2 Improving the Transportation Network

The economic foundation determines the superstructure, and a sound transportation network can promote economic development. China's high-speed rail has a large carrying capacity and high speed, which can save time and cost to the greatest extent. Lancang-Mekong river valley cooperation has focused on railway transportation construction, and the transportation network extending in all directions can bring together various forces. China's provinces connected with countries in the Mekong river valley are located in remote areas in the southwest. Cross-border regional cooperation enriches transportation lines in water, land and air to ensure economic exchanges. The transportation network is also an important factor to promote the vigorous development of the tourism industry. Important transportation hubs, such as Kunming, Bangkok and Hekou, have gradually increased their international status in the exchanges in the Lancang-Mekong river valley, representing the centers of cross-border regional economic, political and cultural exchanges. Developed traffic is the symbol and premise of the development in a country. With the increase of traffic lines, the development of other industries is also achieved.

2.3 Promoting Cultural Integration

The exchanges between China and Mekong river valley are becoming more and more frequent. The negotiation history between China and Mekong river valley has lasted for thousands of years. Since ancient times, it has been a necessary place for the Silk Road and an important channel for the spread of

ancient and modern cultures. At present, there are many ways in which the cultural exchanges between Lancang-Mekong river valley are involved, and the two sides have carried out frequent material and cultural exchanges. There is little difference in their cultures, eating habits and social systems. Cultural transmission is carried out through various channels such as internet, television, radio and books. Countries in the Lancang-Mekong river valley hold cultural exchange years, change traditional Chinese programs tour many times, and exhibit Chinese historical relics abroad. It also jointly holds the World Expo, cultural exhibitions, animation performances and other activities to spread and integrate the civilizations of various countries under the attraction of characteristic culture. At the same time, countries formulate cultural communication regulations and plans, clarify the objectives and tasks of various countries, and carry out targeted cultural exchanges.

3. Suggestions on Regional Tourism Cooperation

The regional cooperation in the Lancang-Mekong river valley is driven by national policies. Countries in the Mekong river valley actively respond to China's "The Belt and Road Initiative", expanding production and accelerating development under the leadership or investment of China. Although the economic development of various countries is booming, more constraints and management are needed to ensure that the Lancang-Mekong Cooperation.

3.1 Building a Community of Shared Future

The development of Mekong river valley is not only the development of ASEAN region, but also related to the development of the Lancang-Mekong River valley. Tracing back to the source, China's development is closely related to the development of Mekong river valley. The cross-border cooperation mechanism is both institutional guarantee and agreement constraint. The cooperation mechanism between Lancang River and Mekong River brings opportunities. Countries in Mekong river valley can make full use of China's help for all-round development, learn from China's advanced science and technology to enhance its own strength, improve its infrastructure with China's economic strength, and solve the problem of people's livelihood and employment in conjunction with China's industrial development. China can also help Mekong countries improve people's livelihood standards while reducing investment costs, realizing interconnection and promoting product sales, purchasing raw materials and hiring labor at low prices to increase profits. In short, Lancang-Mekong Cooperation is a beneficial mechanism for both China and Mekong countries. The proximity of each country is convenient for dealing with emergencies, and the cultural similarity reduces racial exclusion and impact. Lancang-Mekong Cooperation can also help supervise each other, actively promoting the building of a community of destiny and integrating the overall situation awareness into the national conditions into the policy system.

3.2 Improving Laws and Regulations

The construction of the cross-border cooperation zone is a special economic development zone, which needs special management mechanism and system. To keep the long-term development of the economic cooperation zone, it is necessary for both sides to establish laws and regulations under the conditions of mutual benefit and equality, to restrain improper behavior and punish violators. It is also necessary to establish an organization that can supervise and manage the personnel of the two countries, promote economic development on the premise of ensuring political cooperation, ensure the harmony of the allies and seek common development. The laws and regulations of China and Mekong river valley should gradually mature in practice, and the negotiated policies and norms for pilot operation should be determined in the economic cooperation zone. Only through constant revision of laws and regulations can the whole region be implemented. At the same time, all legal norms are based on the interests of both parties, and all mandatory and irrational norms are rejected. Only on the premise of ensuring equal status can we better promote the Lancang-Mekong Cooperation.

3.3 Combining Internet Technology

At present, paperless office and Electronic information statistics have been realized in some areas, and the popularization of electronic equipment promotes the rapid development of the information age. Manual service windows are cumbersome, time-consuming and labor-consuming, such as passport handling and identity verification. All economic cooperation zones and ports can put programs in social software such as WeChat or develop their own application software. Drivers and tourists are encouraged to submit audit information on the Internet, and exchange for electronic passes directly at the gateway. Paperless office can increase revenue and reduce expenditure, save time and avoid round-trip operations. Information recording of the flow of vehicles and personnel, and the release of vehicles and personnel in real-name registration system can not only improve work efficiency, but also reduce error rate. The informatization construction of economic cooperation zone can liberate productive forces, promote the development of high technology, help countries with backward technology to promote the informatization revolution, get rid of the lag of information and technology, promote the development of border areas, attract residents to expand trade and attract tourists to increase the number of trips.

Section 2 Regional Cooperation Along the Rhine River

The Rhine is Western Europe the first river, with a total length of 1232 kilometers, originated from Switzerland Alps North, northwest flows through Liechtenstein, Austria, France, Germany and the Netherlands. And finally in Rotterdam nearby injection North Sea. As an international transportation

channel, the Rhine River occupies an important position in both the growth history of European countries and the history of world transformation. This section mainly analyzes and summarizes the experience of regional cooperation and puts forward some suggestions for the development of regional cooperation.

1. Modes of Regional Tourism Cooperation

Regional cooperation along the Rhine River is quite representative in the world, and European countries started regional economic cooperation and alliance as early as the 18th century. The regional cooperation along the Rhine River is a form of institutional cooperation based on historical cooperation. Countries along the Rhine River are at the forefront of the world in economic development influenced by the industrial revolution. With the Rhine River as the link, the country supplies domestic water, carries industrial sewage and maintains land and water transportation.

1.1 Cross-border Cooperation

Cross-border cooperation on the Rhine River started early, and became the object of imitation and reference for cross-border cooperation in many great river valleys. The Rhine river valley has really made common progress because of the cross-border cooperation, and cross-border cooperation has been integrated into all walks of life. All countries face up to the shortcomings and use their own advantages to cooperate.

1.1.1 EUREGIO

The Upper Rhine region once established informal organizations due to the problems of individual countries and cities, and became the predecessor and reference of European cross-border cooperation zones. The construction of EUREGIO cross-border cooperation zone can be traced back to 1958. Germany and the Netherlands established the first cross-border cooperation zone in the Upper Rhine region. The name of this cross-border cooperation zone was extracted from the exhibition. In 1963, a group of young people spontaneously established the first border cooperation association for the economic development of the upper Rhine region. Until 1989, the countries in the upper Rhine region reached a consensus on establishing a cross-border cooperation zone at the national level. The construction of the cross-border cooperation zone laid the foundation for the future development of the Rhine river valley and promoted the emergence of the European regional union institutions.

European regional management Committee, Council, Secretariat, policy working groups and other institutions have been set up in the Upper Rhine Cross-border Cooperation Zone to discuss and implement the cooperation scheme. Its cross-border cooperation zone is managed and supervised by non-governmental organizations composed of many countries. From project contact to regional cooperation, the cross-border cooperation zone is a tacit cooperation formed by countries in long-term exploration. The Upper

Rhine Cross-border Cooperation Zone provides trade opportunities for countries along the Rhine River, reduces barriers to import and export trade and tariff barriers. The results of regional cooperation in the Upper Rhine River region are remarkable, and cross-border cooperation is gradually valued. At the same time, it is subject to financial support and legislative constraints from participating countries and regional organizations. Therefore, setting up the “EU Community Innovation Plan” is necessary to promote coordinated economic progress, mutual integration of politics and culture, and mutual support of science and technology education.

1.1.2 Traffic Interconnection Between Switzerland, France and Germany

Basel, Switzerland is located where the three countries meet, bordering France in the northwest and the Black Forest Mountains in Germany in the northeast. The Rhine River also passes through the city and divides one city into two. Basel is one of the most developed cities in Switzerland, and industry, leisure and shopping are also developed. Trams are the main means of transportation in Basel, which have become the symbol of Basel. The most important thing is that trams connect France and Germany. With the support of the comprehensive fare network of Switzerland, France and Germany, one ticket passes through three countries, and the three countries designate trams to have the privilege to cross the border. However, Swiss border guards will strictly check people and goods.

EuroAirport Basel–Mulhouse–Freiburg is located in St. Louis, France, Adjous to Basel, Switzerland, Miluzzi, France and Freiburg, Germany, the airport is jointly managed and decentralized by three countries. In 1946, Switzerland, France and Germany signed an agreement through friendly consultation to allow citizens of the three countries to arrive at the airport freely. In order to facilitate the management of Basel airport, the three countries set up committees and established legally effective agreements and rules and regulations. In order to facilitate the travel of residents from all over the world, improve basic transportation facilities, build railway stations, open cross-border buses, open fast lanes and build trams between countries. The airport is located in the core area of western European economic prosperity, which further opens the door for countries along the Rhine River to contact with the world^①. Switzerland, France and Germany are the representative countries in the upper Rhine river valley, and they are also the key cooperation targets for promoting cross-border cooperation. The opening of cross-border transportation routes in the three countries weakens cultural and ethnic discrimination, and the diversity of transportation modes enriches the choice of commerce and tourists. The improvement of cross-border transportation infrastructure accelerates the development process of the integrated economic model in the Rhine river valley. The development of

① Ma Xin. Basel airport-a successful case of cross-border cooperation [J]. Guangxi economy, 2013(12):58-59. (In Chinese).

cross-border transportation lines is an advantageous strategy of “taking lines with areas”, and the areas radiated by transportation lines are more open, which also promotes global tourism and drives economic development along the border.

1.1.3 Cross-border Cooperation Between Germany and France in Natural Gas

The Rhine River is the mother river of Germany, and its land valley covers 40% of the total area of Germany. The Rhine River is closely integrated with other rivers to become an important transportation route in the world, so the future development of the Rhine River and Germany is closely related. Germany is a representative developed country, as one of the four major European economies, its economic development is at the forefront of the world, and its national system is complete and its social system is perfect. However, Germany's total natural resources are scarce and its reserves cannot be compared with those of countries at the same level. Developed industries and service industries make its energy consumption rank among the top in the world, and its main energy depends on imported supply, about three quarters of its natural gas depends on imports. Nord Stream arrived in Germany from Russia, the increasing use of natural gas promotes the development of natural gas storage system in Germany and guarantees the use of natural gas in Germany and even the European Union.

The Rhine flows into Germany from Lake Boden, crosses the boundary between Germany and Switzerland, passes through Basel, and then becomes the boundary river between France and Germany, and continues to flow on the European continent. Germany and France lie on the east and west sides of the Rhine, connected by each other., France like Germany, has a low reserve of natural resources, and nuclear energy is the main source of energy supply. Natural gas and electricity have a strong growth momentum in recent years. However, its natural gas supply source is mainly imported from Russia. Germany and France, which rely on natural gas imports for a long time, are also taking active measures to deal with the limited energy exploitation due to the geographical restrictions of the country.

In order to reduce carbon emissions, Germany and France adjusted the natural gas transportation network and adopted the mode of mixed transportation of natural gas and hydrogen. The natural gas operators in Germany and France announced that they had signed a memorandum of understanding to improve the transportation situation of mixed hydrogen natural gas in their networks and promote the research on mixed gas. Gas separators are expected to be used to separate methane and hydrogen compounds, GRTgaz evaluates the adaptability of hydrogen in the network and tests its operational effectiveness. This cross-border cooperation further promotes the construction of European natural gas transportation network, builds a healthier gas transportation system and stabilizes the European natural gas transportation system.

1.2 Boden Lake Tourist Area

Boden Lake, also known as Constance Lake, is located in the upper reaches of the Rhine River, covering an area of 536 square kilometers. The shipping channel connects Switzerland, Austria and Germany. Boden Lake has excellent water quality, beautiful environment and suitable climate, and is famous for its beautiful scenery and natural scenery. The three countries jointly control and construct Boden Lake tourist area with Boden Lake as the center. Tourism development is carried out in towns along the lake, with diversified tourism products, convenient cross-border transportation and radiation around Boden Lake, which drives the economic development of the whole region. Boden Lake is divided into three areas, Obersee, Untersee, Seerhein. There are Mainau Island, Reichenau Island and other places to play in the lake. Cities and towns in coastal countries improve infrastructure driven by tourism, strengthen service industry management and publicity, and improve the tourism quality of Boden Lake.

Boden Lake belongs to Mediterranean climate, which is suitable for plant reproduction and growth. Mainau Island, which is known as “Flower Island”, is located on the northwest bank of Boden Lake. There are many kinds of vegetation on the island, including tropical and temperate multi-climatic plants, and the flowering period lasts for a long time until late autumn. There is also Reichenau Island, known as “Monastery Island”, which is located on the west bank of Boden Lake. There are many Roman churches on the island, which have been selected as world cultural heritage because of their certain cultural value and historical significance. At present, they have also attracted scholars from all over the world who are pursuing artistic creation to visit. The island has not only maintained its original style, but also built with the times. The remaining historical features are fascinating, and the perfect modern facilities also promote the development of tourism.

Towns along Boden Lake actively participate in the development and construction of tourist areas. Konstanz, in southwestern Germany, lies on the border between Germany, Switzerland and Austria. It has developed industry, lush manufacturing industry and strong academic atmosphere. The blue sky and clear water are beautiful, and the wooden bridge divides a city into two. Here contains sacred religious color, bell tower can be seen everywhere. German Lindau is located on the east bank of Boden Lake, at the border of the three countries like Konstanz. The cities along Boden Lake depend on the lake and live by water. Lindau port is the most beautiful port among many ports, backed by the Alps. The proud lion sculpture guards Lindau, and the lighthouse of the port shines on the whole city. Staggered stone roads and scattered houses create a quiet atmosphere. There are also opera centers in Bregenz, Austria, and cities such as Kreuzlingen, Switzerland, which enjoy swimming and fishing, all of which are world-famous cities driven by the tourism of Boden Lake.

1.3 Ecological Management of the Rhine River

The flow of the Rhine River nurtures coastal countries, but it also carries pollutants discharged by various countries. After the upsurge of the two industrial revolutions, the Rhine river valley accelerated its industrial development. A large number of wastes, represented by Ruhr Industrial Base, flowed into the Rhine River, resulting in the reduction of species categories. The development of urbanization and the sharp increase in population led to the wanton reclamation of land and the destruction of rivers. With the development of agriculture, a large number of pesticide residues go deep into underground rivers and pollute the Rhine River. In 1950, Switzerland, France, Germany, the Netherlands and Luxembourg established the International Commission for the Protection of the Rhine River (ICPR), hoping that many countries would join hands to restrain the emission of pollutants from coastal countries and make concerted efforts to maintain the Rhine ecological circle.

Until 1986, when chemical pollution appeared on the banks of the Rhine River, the ecological management of the Rhine River was highly valued. The pollution treatment events in the Rhine river valley have gone through three major stages: pollution treatment, ecological restoration and long-term planning. The countries in the Rhine river valley have formulated restoration plans and determined technical measures to give priority to the treatment of pollutants in water. Remove toxic substances, carry out harmless treatment and purify water sources. Coastal factories must also be tested by governments of various countries, and pollutants must be treated to meet the standards before they can be discharged. Countries work together to build a monitoring and early warning system for water quality testing stations to avoid the recurrence of large-scale water pollution caused by without warning. Agriculture strictly controls the use of pesticides, promotes green ecological projects to reduce harmful substances entering the soil and infiltrating into rivers. Countries in the Rhine river valley use strong behaviors such as laws and credits to restrain factories and enterprises in various countries. In the long run, countries plan the long-term development strategy of the Rhine River, sum up historical experience and put forward “Rhine2020-Sustainable Development Plan of the Rhine river valley”^①. The ecological restoration and harnessing strategies of Rhine river valley are worth learning from other countries to protect the great river valley ecosystem.

2. Experiences on Regional Tourism Cooperation

The regional cooperation in the Rhine river valley has a long history, and the cooperation mode has

^① From Rhine to Thames. Polaris Environmental Restoration Network, April 17, 2017, <https://huanbao.bjx.com.cn/news/20170417/820447-3.shtml>. (In Chinese).

undergone a long period of running-in and revision. Therefore, the regional cooperation in the Rhine river valley is more mature than that in other large river valleys, and has a strong ability to deal with emergencies. Lessons learned from the past can form experiences with reference value.

2.1 Strict Organizational Supervision

Cross-border regional cooperation on the Rhine River is carried out under the supervision of hierarchical organizations, which spans from state to local government, from strategic deployment to policy implementation and maintains close ties between countries. Based on the principle of mutual benefit, symbiosis and harmonious development, the principles, Countries set up policies and project through consultation, and assign professional institutions and management personnel to implement them. At the same time, regional cooperation on the Rhine River is restricted by the management of the European Association for Border Area Cooperation, the European Union Regional Fund and the parliaments of the three countries. Avoid the leading struggle caused by the country's growth or strong economic strength.

2.2 Maintaining the Balance of the Ecosystem

The rapid economic rise of countries along the Rhine River is accompanied by ecological destruction. However, the ecological stability of the Rhine River, as an important international shipping channel, an important source of water supply for residents and a habitat for diverse species, is also a necessary condition for maintaining the economic development of countries along the Rhine River. The ecological pollution of the Rhine River has attracted the attention of coastal countries, And raise the problem in time and take measures to remedy it. First, countries along the Rhine River signed agreements and set up non-governmental organizations. Secondly, treat pollutants in the Rhine River, control pollution sources, and regularly check water quality. Finally, in order to protect the balanced and stable development of the Rhine River ecosystem, take many protective measures, carry out future planning and put forward long-term goals. The pollution incident in the Rhine river valley has given considerable experience to the ecological management of the great river valley, and it has certainly become a classic reference case, and its timely remedial strategy is worth learning from other countries in the great river valley.

2.3 Strengthen Global Information Communication

On one hand the Rhine river valley was polluted because of the lack of constraints, on the other hand the lack of timely communication and information. Therefore, strengthening supervision by countries or cities is an effective means to prevent ecological pollution, and building a global early warning system is a necessary measure to reduce large-scale ecological damage. Strengthening environmental protection propaganda and encouraging the participation of the whole people is the fundamental way to maintain the ecological balance of rivers. Only by strengthening information communication, breaking regional discrimination and coordinated development of the whole region can the ecological balance of rivers be

better protected. Most importantly, it is not too late to mend the polluted rivers, the balance of the global ecological circle needs the joint efforts of all regions. Repairing damaged rivers in time can also contribute to the ecological platform of great rivers.

3. Suggestions on Regional Tourism Cooperation

Regional cooperation in the Rhine river valley is driven by spontaneous behavior. From the initial cooperation tendency to the successful regional cooperation example in the world, all countries in the Rhine river valley have contributed their own strength, and many developed countries have gathered here, which has become the center of economic development, the place where cultures meet and merge, and the first choice for tourism. Combining with the successful experience of the Rhine River, putting forward reasonable development suggestions can promote the further development of civilization in the great river valley.

3.1 Strengthen the Protection of the Ecological Circle and Promote Species Diversity

Pollution treatment in the Rhine river valley is worth learning from, but the reduction of species diversity in its ecosystem cannot be restored in a short time. Nearly 30 species disappeared in the Rhine river valley after pollution, such as sturgeon and salmon. Besides the reduction of fish and shrimp species in the river, birds inhabiting was also harmed. After years of sewage treatment and supervision, the ecological balance of the Rhine river valley has been restored, but the complete restoration of the ecosystem takes a long time. It is by no means the best policy to stop after a slight improvement. Countries need to improve legislation and continuously optimize the river management system, strengthen the supervision of sewage treatment, discharge pollutants according to standards, and strictly punish illegal activities. In the formulation of the future development plan of the Rhine river valley, the development along the river should be rationally planned to reduce the invasion and destruction of vegetation to avoid floods caused by soil erosion, and regularly supervise species migration in various countries to maintain ecological balance and avoid biological invasion to ecological circle. The ecological balance of the Rhine River requires the joint efforts of all countries to build a suitable living environment, only in this way can we ensure the stability of species diversity.

3.2 Encourage the Integration of High-tech to Achieve Information Modernization

Driven by the information age, people integrate science and technology into various industries and lives, and river protection also needs to integrate science and technology. The application of information technology can greatly improve the efficiency of river management. For example, using scientific and technological means to regularly detect water quality, detect the material composition and proportion in rivers, and monitor the change of river water quality. It is also suggested to install a pollution early

warning system in the whole valley to realize early detection and control of problems and avoid large-scale pollution caused by untimely discovery of problems. The upstream and downstream of the river should establish a sharing mechanism, actively share management plans and river conditions in the same system or cloud platform, and avoid information blocking. Furthermore, it is suggested to strengthen personnel training, actively cooperate with scientific research projects in universities, while devoting to education, we should constantly improve the river management strategy. For the tourism industry, an online platform can be launched to display tourism products and series of tourism routes, and publicity through online means. Strengthen the scientific and technological reconstruction of infrastructure, realize intelligent and independent services, and attract tourists with high-efficiency and high-quality services. Create tourism products with the integration of science and technology tourism industry.

3.3 Promoting the Use of New Energy Sources to Achieve “Zero emissions” of Pollution

There are many factories in the Rhine river valley, and convenient shipping promotes the industrial development of countries along the Rhine River. The world-famous golden waterway connects developed countries along the Rhine River. The Rhine River not only brings economic benefits to all countries, but also suffers from pollutants from factories in all countries. Although the discharge of pollutants has been strictly controlled and supervised at present, However, it takes time for the Rhine River to recover, and the accumulated pollution will delay its recovery. Combined with the use of new energy, it can greatly reduce the emission of pollutants, truly realize energy conservation and emission reduction, and contribute to global climate control. The promotion of new energy needs to be realized gradually, and removal heavily polluted industrial sites, gradually replace energy supply materials for factories that cannot be relocated, and promote energy supply materials for ships with low energy consumption and low pollution through scientific research and development in various countries. At the same time, pollution control should be implemented on every citizen, and strictly control the discharge of domestic sewage and the treatment of. Although it takes a long time to achieve zero emissions, every country needs to try and work hard for this goal.

Section 3 Regional Cooperation Along Niagara River

Niagara River is located on the border of North America, Canada and the United States, from the Great Lakes valley Lake Erie pour down Lake Ontario. With a total length of about 56 kilometers and a water level drop of 99 meters, it forms the world largest waterfall, Niagara Falls. This section mainly introduces the contents of cooperation in tourism activities between Canada and the United States along the Niagara River, analyzes the forms of regional cooperation along Niagara River through case studies, summarizes the

experience of cooperation, and puts forward suggestions for the development of regional cooperation.

1. Modes of Regional Tourism Cooperation

The form of regional cooperation along the coast of Niagara River is a peaceful development strategy of mutual benefit and mutual support between the two countries. With the main waterway as the boundary, the river is shared by Canada and the United States. The issue of Niagara River's ownership has been robbed by war. After the war of 1812, the two countries signed the "Pacification of Ghent" through friendly consultation. Since then, Niagara River has been jointly developed and built by the two countries. There is no sentry guard here, and there is no need to go through border crossing formalities. Because both places can see the magnificent scenery of Niagara Falls, they are famous all over the world. With the promotion of tourism, many kinds of manufacturing and service industries have developed rapidly. The United States and Canada The Great Lakes cross-border regional cooperation between the two countries is also a typical case of the governance of the two countries in the first region of the world river valley management.

1.1 Joint Development of Tourism Resources

After the magnificent scenery of Niagara Falls was spread, Canada and The United States set up cities on both sides of the Falls for future management and construction, and now receive thousands of tourists every year.

1.1.1 Building Tourist City

Two Niagara Falls City are located on both sides of the Great Falls. Niagara Falls City on the Canadian side was built by several villages and towns were merged to build a city in 1904. Niagara Falls City on the American side was established in 1892, which is the western city of New York and the port of entry. The two cities are connected by Rainbow Bridge through which visitors can walk between the two countries and watch the front of Niagara Falls.

Niagara Falls Park includes Queen Victoria Park in Canada and Niagara Falls State Park in the United States. Queen Victoria Park is located Canada Niagara Falls, Ontario, "Horseshoe Falls" facing Niagara Falls. In 1885, the preparatory work was put forward and opened in 1888. The park is famous for its excellent seasonal display of daffodils and roses, many of which are planted in carpet style. The magnificent view of Niagara Falls can be seen from Queen Victoria Niagara Falls Park. Niagara Falls State Park is located in Niagara Falls, Niagara County, New York, USA, next to the American Falls and Bride Veil Falls of Niagara Falls. The United States established reservations here through the Land Reservation Act of 1885. Niagara Falls State Park has set up an extended observation deck to view the surrounding scenery. The park has also set up a wharf, the famous cruise ship "Maid of the Mist" can take visitors to experience the magnificent scenery of the waterfall at close range.

1.1.2 Combining with Humanities

Canada is located in a high latitude region, and the winter is cold and long. Combined with the climate characteristics, there are a number of residents' activities and festivals with their own characteristics. Every January, Niagara Ice Wine Festival is held on the Canadian side of the Niagara river valley. The unpredictable winter wonderland and Ontario Ice Wine combine to create a unique winter flavor. Ice wine is made from grapes frozen naturally on vines. Ontario is the main ice wine producing area in Canada. Because of the special climate in Niagara, the local ice wine is well-known worldwide. Ice wine festival attracts countless tourists who love ice wine with cocktail parties.

Niagara Winter Lantern Festival is the first large-scale lighting festival in North America, which lasts for a long time and has magnificent scenery. Niagara Town is decorated with lights, meaningful lantern decoration, laser projection, light projection combined with song and dance show and parade show make people linger. The most magnificent thing is that when night falls, 21 lanterns will light up the whole waterfall. The magnificent waterfall during the day will be veiled at night to show a more beautiful side, and countless fireworks will bloom above the town, forming a beautiful scene.

The Shaw Theatre Festival is held every year in the lakeside town of Niagara. Bernard Shaw Theatre is a grand banquet held in honor of the dramatist Bernard Shaw. It has become a world-famous festival and the only place in the world dedicated to the performance of Bernard Shaw Theatre. Bernard Shaw Theatre Festival has become the reason for drama culture lovers to visit Canada. Every time a program is staged, there are no empty seats. Drama Festival has rich cultural value.

Niagara Falls International Marathon spans the United States and Canada. The Niagara Falls Marathon started in 1974 from Buffalo, New York, USA, and reached Horseshoe Falls on the Canadian border along the Niagara river via the Rainbow Bridge. The entire race is surrounded by picturesque scenery, with barrier-free cross border traffic and a spectacular view of Niagara Falls.

Niagara Falls has been visited by a large number of regular tourists in Canada and the United States. Over the years, Niagara Falls has attracted tourists by the uncanny workmanship of nature, and has combined local characteristics and humanistic colors to launch diversified tourism products, which not only increased the extra income of local residents and improved their living standards. It also opened up the country to promote cross-border tourism and trade exchanges, and promoted cultural integration and reduced racial discrimination.

1.2 Cross-border Regional Cooperation in the Great Lakes

The regional cooperation between Canada and the United States in Niagara River is not only aimed at developing tourism industry, but also making full use of the gap in Niagara River to build a hydropower station to successfully control the water flow in the Niagara river valley, and actively connect Niagara River

with the Great Lakes to realize the land-sea connection between the inland areas of North America and the Atlantic Ocean.

1.2.1 Construction of Hydroelectric Power Station

Canada and the United States set up hydroelectric power stations on the Niagara River. The hydroelectric power stations make full use of water energy to save energy for electricity demand on both sides of the river, and also reasonably control water flow to ensure the magnificent scenery of Niagara Falls. Siadam Bek Hydropower Station is located in Canada Ontario. The Niagara River was built and put into use in 1922, and in the early 1990s, a large-scale renovation was carried out to replace the aging damaged parts and improve the treatment capacity of the sewage system. The power supply of this hydropower station accounts for 30% of the hydropower energy in Ontario. Robert Moses Hydropower Station, located on Niagara River in New York, USA, was officially put into use in 1961. It is also the largest producer of clean energy in New York State. In 2019, the New York State Electric Power Administration modernized and digitized the Robert Moses Niagara Hydropower Station to further upgrade and extend the service life of the power station^①.

1.2.2 Jointly Develop New Routes

Niagara River has a special geographical position and steep terrain, and its shipping is blocked by Niagara Falls. Therefore, the Great Lakes shipping challenges Canada and the United States considering that Great Lakes in North America as a whole. Overcoming the shipping difficulties in the Niagara river valley has become a vital link to ensure the shipping between Canada and the United States. Under this background, the Welland Canal was born and became another water passage connecting Lake Erie and Lake Ontario. The Welland Canal is directly connected to Weller Port of Lake Ontario from the Colborne of Lake Erie, with a total length of 44.4 kilometers. It relies on eight locks to control the traffic volume of ships. The Welland Canal is an important part of Saint Lawrence seaway, and the St. Lawrence River waterway is an artificial waterway system jointly developed and built by Canada and the United States. Canada and the United States reached a consensus on the construction of the Great Lakes regional and the development of tourism resources, and used the original river to cut artificial rivers and build gates, thus ensuring the passage of tens of thousands of freighters. There are 12 ports in Canada and 66 ports in the United States in Saint Lawrence seaway. The whole waterway passes through the key industrial areas of the United States and Canada, and about one quarter of the population of the United States and Canada live in its area.

① Li Xiao-Meng, Villi. The New York State Government invested 1.1 billion U.S. dollars to modernize and digitalize Robert Moses Niagara Hydropower Station [J]. Water Resources and Hydropower Express, 2019,40(09):1. (In Chinese).

1.3 Focus on Strengthening Ecological Protection

The United States and Canada attached great importance to the ecological problems in the Niagara River valley. In 1909, the United States and Canada signed the Border Waters Treaty and the Great Lakes Water Quality Agreement in 1972. The two countries have been committed to maintaining the ecological environment of the Niagara River valley, ensuring river water quality and reducing the discharge of pollutants. The number of tourists in Niagara river valley is increasing year by year, most tourists come to the United States and Canada for the amazing and spectacular waterfalls that nature has given them. This natural scenery originated from nature needs more and more human protection. Many natural landscapes have been destroyed by over-exploitation and ecological destruction in world history. In order to let tourists directly feel the magic of waterfalls on both sides of the Niagara river valley, the United States has opened the “Maid of the Mist” ship, which has long shuttled between the two countries and produced a large amount of waste, causing damage to the ecological environment of Niagara River. In order to actively respond to the call of the world to maintain the ecology, the United States launched two all-electric catamarans to replace the “Maid of the Mist Six” in 1990 and the “Maid of the Mist Seven” in 1997^①. This new experience and attempt can not only reduce energy waste, but also protect the water quality and environment of Niagara River valley to a certain extent. This zero-emission maiden once again pushed Niagara River scenic spot to the world, which is worth learning from every river scenic spot.

2. Experiences on Regional Tourism Cooperation

The regional cooperation in the Niagara River valley has gone through resistance and struggles. The current strategy of seeking development in peace is formed by combining the advantages and disadvantages of Canada and the United States. The regional cooperation between Canada and the United States in the Niagara River valley has been expanding from tourism, realizing a win-win situation in the true sense.

2.1 Developing Pillar Industries

The river length and valley width of Niagara River can't be called the highest in the world, but its terrain has created wonders of the world. The regional cooperation between the United States and Canada in the Niagara River valley started from Niagara Falls, which has created numerous economic benefits driven by tourism. There is no need to pay for scenic spots to watch Niagara Falls. However, all the additional facilities and recreational places have been developed. In order to experience the changes of Niagara Falls in one day or even in different weather, staying beside Niagara Falls is the best choice. Therefore, the hotel

① The maiden in the fog of Niagara Falls will launch an electric boat this year. Huaxia Window Network, January 4, 2020, <https://gywb.gyscw.com/car/202001/10205.html>. (In Chinese).

catering industry has become an indispensable part, and other entertainment facilities and leisure places are needed to extend the travel cycle. Enrich the tourism content to avoid tediousness, therefore, casinos, processing units, shopping places, etc. all set up camp in the small town near Niagara Falls. Related manufacturing industry, service industry and food industry chain have gradually developed.

2.2 Peaceful Coexistence and Common Development

Tourism cooperation between the United States and Canada for Niagara Falls started early, so its strategy of peaceful development has become a model of cross-border cooperation. Without setting up a single soldier, it gives the cooperative countries absolute trust, and jointly governs rivers, strengthens cliffs and prolongs the life of Niagara Falls. To avoid water and soil damage, Ontario and New York agreed not to do large-scale development and treatment along the river, and jointly develop a variety of tourism products and sightseeing methods. The long-term cooperation has enabled the United States and Canada to form a tacit cooperation, and the residents of the two countries jointly safeguard the holiday paradise built by themselves. The success of Niagara Falls stems from the joint efforts of the United States and Canada. Just like the flags of the two countries and the United Nations waving in the wind on the Rainbow Bridge, one south and one north guard the border of the motherland but are closely connected with neighboring countries.

3. Suggestions on Regional Tourism Cooperation

The Niagara River valley is short, and only the United States and Canada are involved. However, the development of the Niagara River valley involves the shipping cooperation between North America and the Atlantic Ocean, and even affects the connection between North America and other countries in the world. Cooperation among countries in the Niagara River valley has become a classic case, but it also needs reasonable development suggestions. To protect this wonder of the world for a longer time.

3.1 Reducing River Pollution and Prohibiting Over-exploitation

The development of Niagara River is closely related to Niagara Falls, but gravity impact and pollution erosion are shortening the life of Niagara Falls. Once the flow of Niagara Falls stops, the whole Great Lakes region will be cut off, which will seriously affect the economic income of various industries and shipping industry. It is suggested to reasonably control environmental pollution to avoid harmful waste and material investment in Niagara River and plan the whole coastal area, so as to improve the coverage rate of green plants and weaken soil erosion. Besides, it should regularly reinforce upstream and downstream dams, reasonably control water flow and velocity, timely detect water quality of the Niagara River and promote regional management cooperation to form a formal and legal organization to supervise illegal activities within the valley. Niagara River's ecological stability is not only related to cities on both sides of the strait,

but also closely related to the development of cities in the upstream and downstream US-Canada route. It is also an important channel for North American inland to communicate with both inside and outside the Atlantic Ocean. Therefore, it should be strictly supervised and appropriately punished with every local resident and inbound tourists involved.

3.2 Reducing Accidental Injuries and Strengthen Security Protection

Niagara River is a magnificent sight because of the huge gap between its upper and lower reaches. The American and Canadian governments have also built many exciting projects here. For example, the tower overlooks the whole Niagara Falls and dives into the ground to explore the mystery below the Falls. Over the years, many adventurous tourists have made unusual adventures in Niagara Falls. In 1901, Anne Edson Taylor went down from Niagara Falls in wooden barrels, and experienced intense rotation and vertical landing until the bottom of the waterfall. Although Taylor survived this thrilling activity, the latecomers rushed to imitate it, and some adventurers died in this activity. Therefore, in order to satisfy the curiosity of some adventurers, the two countries have established many entertainment projects here, but they still can't change people's attempts to imitate Taylor. In order to protect the personal safety of tourists, the two countries should strengthen security work. For the peace of the two countries, although there are no soldiers stationed here, they can choose Familiar with swimming security guards to take turns to ensure that tourists can play within a safe range and respond to emergencies. Strengthen the propaganda of safety knowledge, and distribute brochures to every visitor to spread basic self-defense knowledge. Establish a safe viewing platform and protective fence to enhance the protection level of entertainment facilities. The entertainment places of the two countries strengthen safety protection in many ways, reduce accidents and build safe and harmonious tourist attractions.

3.2 Strengthening Industrial Cooperation and Build Industrial Alliances

Tourism industry is the leading factor in regional cooperation in Niagara River valley, and the lack of linkage industry makes up for the fragility and sensitivity of tourism industry. When an emergency strikes, the industries in Niagara River valley of both the United States and Canada will be impacted. Enriching the diversity of industries can help weaken the uncertainty of tourism. The United States and Canada can strengthen cross-border multiple industry cooperation, break through the restricted circle of Niagara Falls, actively encourage the integration of agriculture, commerce, manufacturing and science and technology industries, form a more perfect industrial chain, form a closed chain of production, processing, sales and after-sales, take the policies of the two countries as the support foundation, take industrial integration as the development goal, and strive to take the tourism industry as a part of the industrial chain. It can not only drive the development of other industries, but also avoid the termination of industries due to broken sections. Reasonable utilization of water resources in Niagara valley, extension of service life,

and maintenance of key waterway hubs. Therefore, we can build an all-round border city on the basis of tourism accumulation, which further strengthens the cooperation between the United States and Canada and consolidates the important position of cities on both sides of Niagara River.

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