

MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

China

TOURISM STRUCTURE PLAN FOR THE MOUNTAINS AND LAKES AREA OF ANHUI PROVINCE

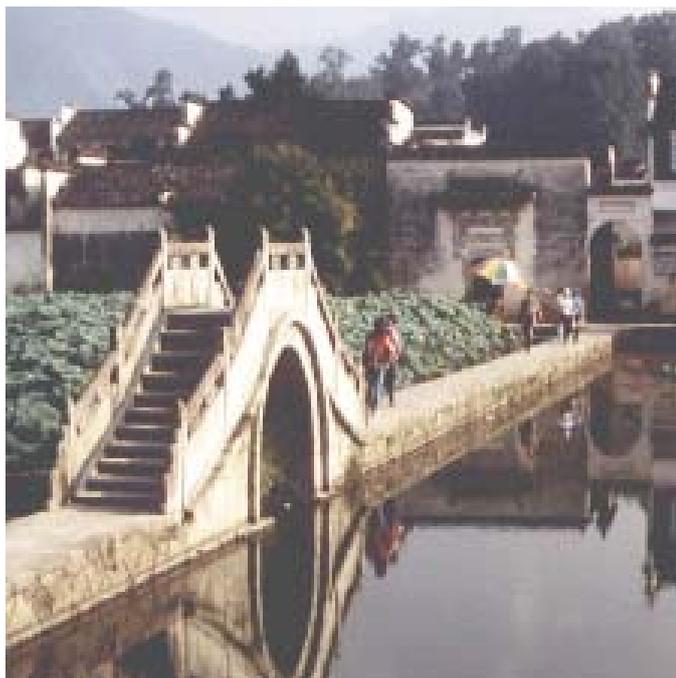
For the World Tourism Organization, 2001

The World Tourism Organization was commissioned by the Anhui Provincial Tourism Administration to prepare a Tourism Structure Plan to the year 2020 for part of Anhui Province, one of the least developed areas of eastern China. The project concentrated on the southern area of the province south of the Yangtze River. Mike Sharrocks was the Infrastructure and Environment Specialist on the WTO's multi-disciplinary team.

The scope of work covered transport (air travel, road access, cable car facilities, rail and water transport), utilities (telecommunications, sewage treatment, electricity and water supply) and environmental conservation (solid waste management, drainage, air quality, environmental impact and protection). These aspects were assessed within the national and provincial context, especially the Tenth Five-Year plans, and at the local level for tourism priority areas.



The study area is characterised by a rural and mountainous setting. Most visitors to the area travel to see the spectacular scenery of Huangshan mountain (a UNESCO World Heritage site). The Jiuhuashan and Qiyunshan mountain areas are also important tourism destinations of Buddhist and Taoist significance. There are numerous historic villages, of which Hongcun and Xidi are the most important tourism attractions. Much of the study area is covered by nature reserves of national and provincial ecological significance. The Taiping Lake area in the north offers an opportunity for an alternative tourism base to that of Huangshan (Tunxi) city in the south, the main visitor gateway to the area.



Roughly 50 projects for transport, utilities and environmental improvement were outlined for implementation during the short (2001-2005), medium (2006-2010) and long term (2011-2020). Specific recommendations were made for road upgrading or new construction. The realignment of a proposed new expressway, originally to be routed through a scenic landscape area, was also suggested. Other key proposals were directed at reducing visitor congestion on the top of Huangshan Mountain, improving solid waste management and waste water treatment, extending the nature reserve areas and increasing development control and environmental protection.

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