

# MIKE SHARROCKS CONSULTANCY

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

## China

### TOURISM DEVELOPMENT MASTER PLAN FOR HEILONGJIANG PROVINCE

#### For the World Tourism Organization, 2002

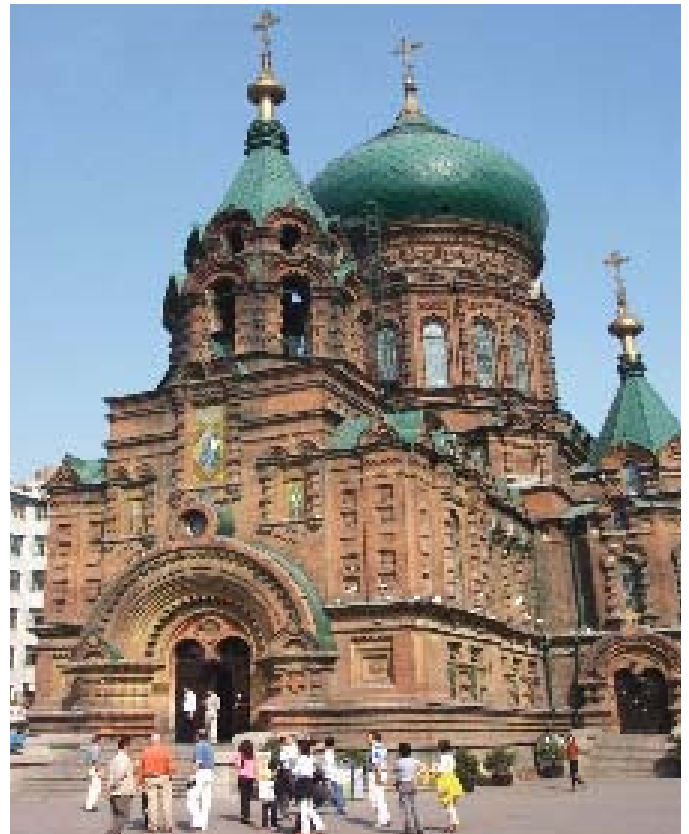
The World Tourism Organization (WTO) was commissioned by the Heilongjiang Provincial Tourism Administration to prepare a Tourism Development Master Plan to the year 2020 for the Province. Heilongjiang, with a population of 38 million, is the sixth largest province in China and is located in the far north-east on the Russian border. Mike Sharrocks was the Infrastructure Planning Specialist on the WTO's multi-disciplinary team.



The scope of infrastructure planning work covered transport (strategic air, road, rail and water access) and utilities (telecommunications, sewage treatment, electricity, water supply and solid waste management). These aspects were assessed within the national and provincial context, especially the Tenth Five-Year plans, and at the local level for some tourism attractions. The study area is extensive and characterised by a mostly flat and forested environment with very broad rivers. Heilongjiang is named after the river which forms its northern border with Russia.



Skiing is a major tourism activity in the Province with Yabuli being the most significant winter resort. The ice carving festival in Harbin, the provincial capital city, is the most important winter attraction. Heilongjiang's Russian influence is particularly evident in the numerous early 20th Century buildings in Harbin. The original Trans-Siberian railway route, built by Tsarist Russia, crossed the Province from Moscow to Vladivostok until war with Japan terminated the service through Heilongjiang. The Province has volcanic scenery and health spa attractions in Wudalianchi, extensive nature reserves, and also Manchurian Tiger breeding centres.



Roughly 20 projects for strategic transport and utilities improvement were outlined for implementation during the short (2003-2005), medium (2006-2010) and long term (2011-2020). Recommendations were made to introduce the former Trans-Siberian railway link from Harbin to Vladivostok as a luxurious nostalgia-based tourism service. In addition, a luxury boat cruise service was proposed along the Heilongjiang River from Khabarovsk. Both of these attractions would help to provide enhanced tourism entry points from one of the Province's main international markets.

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

[www.mikesharrocks.com](http://www.mikesharrocks.com)