

What is EUTOU?

旅游开发促环境改造 (EUTOU)

The Environmental Upgrading of urban areas through TOURism (EUTOU) Project is an international cooperation project co-funded by the European Union under the Asia Urbs Programme whose objective is to prepare a methodology to upgrade urban environments through tourism.

旅游开发促环境改造 (EUTOU) 是亚洲城市计划项下的由欧盟资助的国际合作项目, 目的是制订一套通过旅游开发对环境进行改造的方法。

Who are the Partners?

合作伙伴

EUTOU will be implemented through an international partnership consisting of:

- Provincia di Avellino, Italy;
- Hainan Provincial Tourism Administration (China);
- Cheshire County Council, United Kingdom.

旅游开发促环境改造 (EUTOU) 项目将通过一个国际合作组织实施, 该组织包括:

- 意大利埃威利诺省;
- 海南省旅游局;
- 英国柴郡郡政府。



The Background

项目背景

EUTOU was initiated as a result of cooperation agreements signed between Provincia di Avellino and the Hainan Provincial Tourism Administration of Hainan Province, a tropical island situated in the south of China, and one of the prime holiday destinations for domestic Chinese (just under 10 million annual visitor arrivals are projected to 2020). The focus of the project is on Wuzhishan City, lying in one of the poorest areas of Hainan Province, located in the interior of the island and home to a large population of Li and Miao ethnic minorities. The capital of the Li people, Wuzhishan City is situated near Wuzhi Mountain (Wuzhishan), a famous natural landmark well known throughout China and with considerable tourism potential. However the urban area's unattractive and poor environment means that tourists currently by-pass Wuzhishan City and stay at coastal resorts. The EUTOU project is also aimed at enhancing co-operation between European actors and institutions seeking closer co-operation with China and its rapidly emerging markets.

旅游开发促环境改造 (EUTOU) 是意大利埃威利诺省和中国海南省旅游局合作协议的产物。海南省是中国南部的一个热带岛屿省份, 中国人的主要度假目的地 (计划2020年游客总量超过千万人)。项目集中在五指山市。该市是海南省贫穷的地区之一, 位于海南岛中部, 是黎苗少数民族的主要聚居地。五指山市曾是海南黎族苗族自治州首府, 位于五指山附近。五指山是中国国内名山, 具有相当大的旅游潜力。然而, 市区内很差的环境使得目前很多经过五指山市的游客选择住在沿海地区。本项目另一目标是增强那些寻求与中国密切合作的欧洲参与方和机构与中国的合作关系。



Cheshire 柴郡



Avellino 埃威利诺



Hainan 海南省

Purpose and Outputs

目的

EUTOU aims to devise, test and implement a transferable methodology to prepare an Urban Tourism Action Plan (UTAP), specifically to improve a degraded urban waterfront along the Nansheng River, at Wuzhishan City, using cultural tourism as a catalyst for regeneration of a depressed urban area. It will refer to European know-how and experience in environmental upgrading of urban waterfronts, cultural and sustainable tourism planning and consultation and implementation procedures. It will also develop and test a pilot infrastructure project, in the form of a tourist pedestrian street on the Wuzhishan waterfront.

The project will involve collaboration of the partners in the fields of urban planning, urban design, environmental upgrading, tourism planning, cultural heritage promotion and implementation and consultation.

The project will be implemented in 24 months. The expected outputs are the preparation of the UTAP which proposes a series of actions and projects including implementation of the pedestrianised tourist street where traditional Li folklore performances can be exhibited. The results will demonstrate how environmental improvement through tourism can be achieved.

旅游开发促环境改造 (EUTOU) 目的是制定、尝试、实施一套可资借鉴的方法, 为城市旅游行动计划 (UTAP) 做准备, 特别是为了改造五指山市南圣河的滨河带, 利用文化旅游做催化剂, 以改造萧条的城区。

本项目将在城市滨河带环境改造、文化和可持续性旅游规划、咨询和实施程序等方面借鉴欧洲技术和经验。本项目也将开发一个示范基础设施项目, 即五指山市滨河带步行街。

本项目将涉及各合作伙伴在城市规划、城市设计、环境改造、旅游规划、文化遗产宣传及实施和咨询方面的协作。

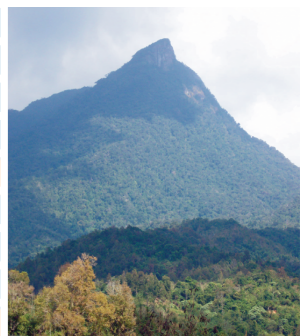
本项目实施期限为24个月。预期结果是制定城市旅游行动计划 (UTAP) 并实施可进行黎族风情表演的旅游步行街。

Role of the Partners

合伙人角色

Provincia di Avellino is the lead partner with responsibilities for transnational administration and the technical co-ordination of the project. It provides experience and expertise in the development of sustainable tourism as a means to regenerate social and economic development, the province having successfully used European funding to revitalise depressed areas near Avellino which, like Wuzhishan, lies in the shadow of more prosperous coastal regions. Hainan Provincial Tourism Administration is the recipient partner who is responsible for local administration and technical co-ordination in Wuzhishan City. Working closely with the Wuzhishan City Municipal Government, it provides local knowledge and experience in local conditions, domestic tourism trends and the cultural heritage of the region. Cheshire County Council has wide experience in plan making and involving local actors and the public in sustainable tourism. It will be responsible for advising on waterfront upgrading and consultation measures.

埃威利诺省是第一合伙人, 负责本项目的跨国管理和技术协调。该省负责提供有关持续性旅游业开发的经验和技能, 以促进社会和经济的发展。埃威利诺省曾经利用欧盟资助成功地振兴了该省内的几处经济萧条的地区, 这些地区象五指山市一样笼罩在繁荣的沿海地区的阴影下。海南省旅游局是受益方合伙人, 负责五指山市本项目的管理和技能协调。该局将与五指山市政府密切配合, 在本地社会经济发展现状、国内旅游趋势及区域文化遗产等方面提供理论和经验。柴郡郡政府在规划制定及涉及本地参与方和公众的持续性旅游业开发等方面有丰富的经验。该郡将负责在滨河带改造及咨询措施方面提供顾问服务。



Asia Urbs Programme

欧盟亚洲城市计划

The Asia Urbs Programme was launched by the European Union in 1998 as an initiative in the field of decentralised (city-to-city) co-operation, to bring together local governments from the Member States and selected countries in Asia. Its main objectives are to improve the quality of, and access to, information and expertise in sustainable urban development in Asia and to promote the EU-Asia partnership approach to good governance and project implementation at local level. Asia Urbs Phase II has been launched in 2004. It funds high quality urban projects formulated on a partnership basis. They must be "pilot" projects by way of introducing innovative urban practices to address urban challenges and by being replicable. Each co-funded project relies on community participation for its success and sustainability. Grants are awarded to partnerships, formed by local governments and non-profit making organisations from the EU and at least one Asian eligible country to jointly undertake studies, pilot and follow-on projects and networking and capacity building projects. This last component is new, and it has been introduced in response to the need for local governments to improve their project management and partnership building capacities. Additional funding in 2004 (under Asia Urbs Phase II) brought the total programme budget for project funding to €42 million.

“欧盟亚洲城市计划”由欧盟于1998年发起的一种分权合作，即城市间合作，鼓励各成员国地方政府自己选择亚洲国家。该计划的主要目的是提高亚洲地区可持续城市开发的信息和专业技术质量及准入程度，促进欧亚两洲地区间的合作。亚洲城市计划二期于2004年展开，该计划通过建立合伙人关系的方式对高质量城市项目进行资助。这些项目必须是“示范性的”、可复制的，也必须是通过引进创新的城市实践来解决城市面临的挑战和问题。每一项目是否成功以及是否能可持续地发展都依赖于社区的参与。合作组织必须由地方政府、欧盟非盈利组织及至少一个亚洲国家共同组成。欧盟将为该组织提供一定的资金以联合开展研究、示范和跟踪项目、网络化、培养建设项目实力。最后一项是应地方政府对提高项目管理和增进建设合作关系能力的需要最新提出的。加上2004年的额外资助（亚洲城市计划二期），该计划项目资助总预算达到四千二百万欧元。

For more information 详细内容，请访问

Asia urbs website (只限英语): europa.eu.int/comm/europeaid/projects/asia-urbs/index_en.htm

European Commission website (只限英语): www.europa.eu.int

EuropeAid Co-operation Office website (只限英语): europa.eu.int/comm/europeaid

Delegation of the European Commission to China 欧洲委员会驻华中国代表团: www.delchn.cec.eu.int

European Commission External Relations website (只限英语): europa.eu.int/comm/external_relations

European Union in the World website (只限英语): www.europa.eu.int/comm/world

Environmental Upgrading of urban areas through TOURism

EUTOU Project 旅游开发促环境改造(EUTOU)项目

Partners: Provincia di Avellino – Hainan Provincial Tourism Administration – Cheshire County Council

合作伙伴: 埃威利诺省 – 海南省旅游局 – 柴郡郡政府

EUTOU is a decentralised cooperation project under the Asia Urbs Programme funding Europe-Asia local government partnerships for urban development, environment protection and cultural sustainable tourism. The project aims to produce a transferable methodology for implementing on-the-ground actions to upgrade the waterfront of the Nansheng River in Wuzhishan City (Hainan Province, China) and introduce cultural tourism attractions. EUTOU will draw on European experience, namely from Provincia di Avellino and Cheshire County Council, in urban waterfront regeneration, cultural tourism planning and implementation mechanisms to upgrade the environment of the waterfront, plan sustainable tourism attractions based on minority Li and Miao culture, and develop pilot projects through consultation and stakeholder participation. The co-funding amount is 499,810,06 EUR as approved by DG External Relations.

旅游开发促环境改造 (EUTOU) 是一个欧盟亚洲城市计划项下的分权合作项目，用来资助欧亚地方政府在城市开发、环境保护及文化可持续旅游业方面的合作。该项目旨在为（中国海南省）五指山市南圣河滨河带改造制定一套可资借鉴的实施方案并在五指山市引进文化旅游景点。EUTOU将汲取欧洲，即埃威利诺省和柴郡郡政府在城市滨河带改造、文化旅游规划及实施机制等方面的经验，改造滨河带环境，规划以黎苗文化为主题的可持续性旅游景点，以及通过咨询及风险承担方共同参与的方式开发示范项目。

Why? • to upgrade the environment of the Wuzhishan City waterfront (Hainan Province, China);
• to stimulate urban tourism based on the city's cultural heritage (Li and Miao ethnic minorities);
• to establish and test a consultation and implementation framework for the ten year plan;
• To devise, test and implement a transferable methodology in the form of an Urban Tourism Action Plan (UTAP);
• To bring together local governments to enhance mutual understanding and to facilitate trade among involved countries.

原因? • 改造中国海南省五指山市滨河带环境;
• 刺激以黎苗少数民族文化为主题的城市旅游业发展
• 制定和尝试为期十年的咨询和实施框架;
• 通过城市旅游行动计划 (UTAP) 制定、尝试并实施一套可资借鉴方法;
• 促进地方政府间的共识和所属国家间的贸易。

How? The work is organised in three work streams as detailed below:
• Environmental Upgrading of the Wuzhishan City Waterfront: to plan physical improvements to the Nansheng River waterfront and create an appropriate setting for cultural tourism attractions;
• Improvement of Tourism Products in Wuzhishan City: to optimise the tourism potential of the city through displaying quality cultural tourism products;
• Introduction of Innovative Consultation and Implementation Procedures: to ensure community involvement, raise awareness of tourism as a means of urban regeneration, and allow co-ordination and participation of relevant actors and stakeholders.

方法? 具体包括以下三方面的工作:
• 五指山市滨河带环境改造: 规划改造五指山市滨河带, 建设更恰当的文化旅游景点环境;
• 提升五指山市旅游产品: 通过展示优质文化旅游产品, 优化五指山市旅游潜力;
• 引进创新的咨询和实施程序: 确保社区的参与, 提高人们对做为城市改造手段的旅游业的认识度, 允许各参与方和风险承担方的协作和参与。

Who For? The project target groups are the inhabitants of Wuzhishan City and its environs (population 107,000), where a large proportion (65%) are disadvantaged minorities (Li and Miao) and, specifically, the residents of the Nansheng River waterfront.

受益方? 本项目的受益人群是五指山市及周边地区的居民, 其中大多数 (65%) 是贫困的少数民族 (黎族和苗族), 特别是南圣河滨河带的居民。

Where? In the city of Wuzhishan located in the mountainous interior of Hainan Island, China, where the economy suffers from the unbalanced distribution of new investment towards the coastal areas of the Province.

地理位置? 在五指山市, 该市位于海南中部山区, 那里由于投资涌向沿海地区, 经济衰落。

Hainan Provincial Tourism Administration
11/F, Haikou International Commercial Centre,
No. 38 Datong Road, Haikou City
570102 Haikou,
Hainan Province, China
Tel: +86 898 6679 0141 Fax: +86 898 6677 5372

海南省旅游局
中国海南省
海口市大同路38号
海口国际商业大厦11层
邮编: 570102
E-mail: eqijune@yahoo.com.cn / eqijune@sina.com

Provincia di Avellino
Piazza Libertà 1
83100 Avellino, Italy
Tel.: +39 0825 783373
Fax.: +39 0825 271182
E-mail: info@eutou.com

Cheshire County Council
Environmental Planning
Backford Hall, Backford
Chester CH1 6PZ, UK
Tel.: +44 1244 603145 Fax.: +44 1244 63110
E-mail: andrew.farrow@cheshire.gov.uk

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Environmental Upgrading through Tourism (EUTOU)

旅游开发促环境改造

