

旅游资源学视角下川西公路旅游产品开发研究

目 录

摘要

Abstract

第一章 绪论

1.1 研究背景

1.2 国内外研究现状

1.3 研究内容与方法

1.4 概念与基础理论

1.4.1 旅游资源学

1.4.2 旅游公路

1.4.3 点轴系统理论

1.4.4 游憩学

第二章 川西研究区概况

2.1 自然环境概况

2.2 交通发展概况

2.3 旅游发展概况

第三章 川西公路旅游产品的开发分析

3.1 川西公路旅游产业存在的问题

3.2 川西公路旅游产业发展具备的条件和约束

3.3 川西公路旅游产品开发的必要性

3.4 川西公路旅游产品开发的可行性

第四章 旅游资源视角下川西公路旅游产品设计

4.1 川西旅游公路产品设计原理

4.2 公路旅游产品评价标准

4.3 基于现有基础设施的川西公路旅游产品设计示例

4.3.1 产品一：川西之魂

4.3.1.1 设计目标

4.3.1.2 设计原则

4.3.1.3 总体方案设计

4.3.2 产品二：邂逅川西

4.3.3 产品三：川西的悲与乐

结论

参考文献

摘要

四川是非常有名的旅游资源极其丰富的大省。大熊猫栖息地、九寨沟、青城山—都江堰、黄龙、峨眉山的乐山大佛等五处均加入了联合国教科文组织世界遗产的名录。国家级风景名胜区共十五处。被誉为中国优秀旅游城市有 21 个。自然保护区共一百六十九个,面积 84000km²,是四川土地面积的百分之 17.35,国家级自然保护区 30 个^[1]。

其中四川西部地区因横断山脉的存在,旅游资源更是十分集中。横断山脉被公认为是世界范围内物种最丰富的地区,被誉为“植物王国”、“动物王国”。由于区间海拔高差达 7700m,因此这里聚集了复杂的气候类型,有九十多个在生物群系、二十三个植被亚型、十个植被型。山间盆地、湖泊众多,古冰川侵蚀与堆积地貌广布^[2],但也正因为这些地理特征,在川西搭建交通系统的成本高昂,以此川西地区的公共交通并不发达,旅游业的发展也相对受限。不过川西地区的公路交通网络涉及地区范围比较广泛,并且公路周围的景致相当精彩丰富,因此川西地区的最佳出游方式之一便是自驾游,而目前川西公路旅游产品的设计比较单一且重点不突出,优秀的公路旅游产品能极大的促进游业的发展,因此川西公路旅游产品的开发研究的具有较大的意义,希望能为后面设计公路旅游产品提供一种新的思路。

关键词：公路旅游 川西 旅游业

abstract

Sichuan is a famous province with abundant tourism resources. Giant panda habitat, Jiuzhaigou, Qingchengshan Dujiangyan, Huanglong, Leshan Giant Buddha in Emei Mountain and other five places have all joined the UNESCO World Heritage list. Now, there are Daocheng Yading, Wolong, Huanglong and Jiuzhai reserves that join the world's human and

biosphere protection network. There are 15 national scenic spots and 75 provincial scenic spots. There are 21 excellent tourist cities in China. There are 169 nature reserves with an area of 84000km², 17.35% of Sichuan's land area and 30 national nature reserves ^[1].

Among them, due to the existence of Hengduan Mountains in Western Sichuan, tourism resources are very concentrated. Hengduan Mountain is one of the regions with the richest biodiversity and concentration in the world. It has always been called "Kingdom of plants" and "Kingdom of animals". Due to the altitude difference of 7700M, there are complex climate types like south subtropical, middle subtropical, north subtropical, warm temperate, temperate, cold temperate and cold zone. There are more than 90 formations, 23 vegetation subtypes and 10 vegetation types in the biological community. There are many mountain basins and lakes, and ancient glacial erosion and accumulation landforms are widely distributed ^[2]. However, because of these geographical features, the cost of building a transportation system in Western Sichuan is high, so the public transportation in Western Sichuan is not developed, and the development of tourism is relatively limited. However, the road traffic network in Western Sichuan covers a wide range of areas, and the scenery around the road is quite wonderful and rich. Therefore, one of the best ways to travel in Western Sichuan is self driving travel. At present, the design of Road tourism products in Western Sichuan is relatively single and the focus is not prominent. Excellent Road tourism products can greatly promote the development of tourism industry, so the road tourism products in Western Sichuan The development and research of the product is of great significance, hoping to provide a new idea for the design of highway tourism products.

KEY WORD: Road Tourism, Tourism, The west of Sichuan

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