

Some thoughts for a sustainable tourism development strategy for Sanshui District of Foshan City

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"City of Water"

The key theme for Sanshui

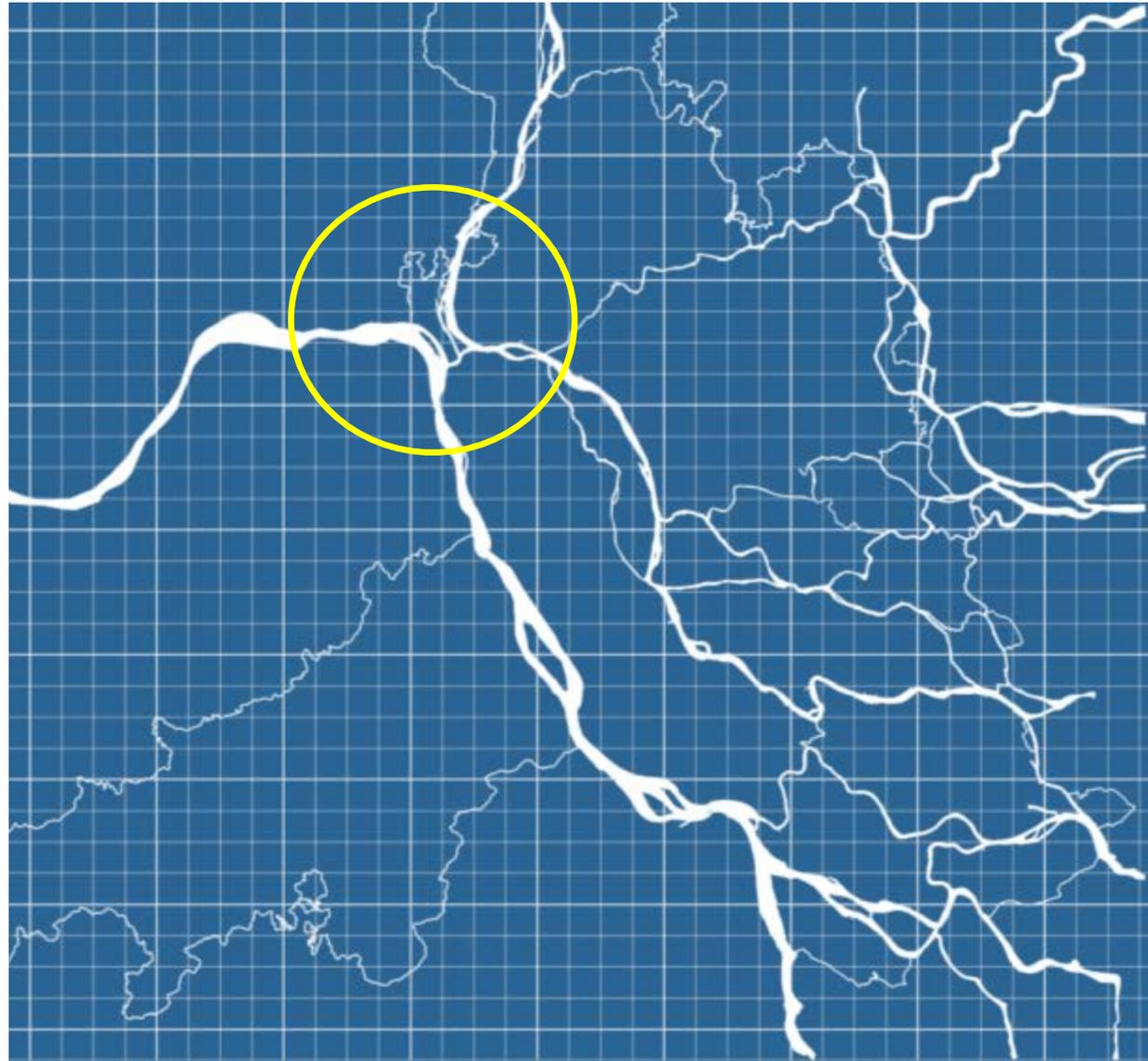
First task:

Identification of outstanding features and place identity

- If one place copies the other and destinations become undistinguishable, it leads to tourist dissatisfaction and neutralises marketing efforts.
- It is therefore essential to study the place identity, and especially to identify the unique selling points (USP).
- What is it that Sanshui has and other places don't?

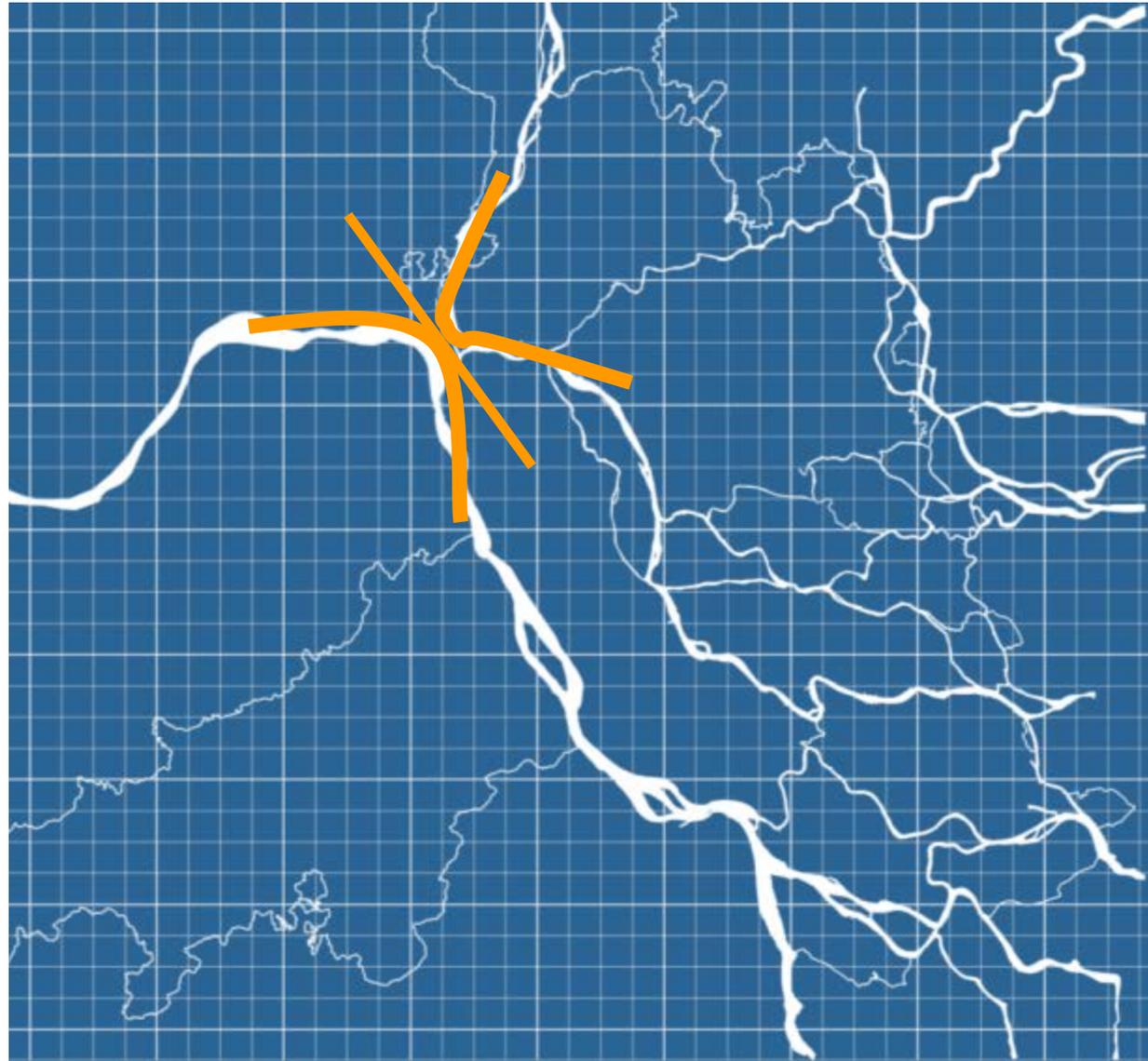
The confluence of the three rivers and the water landscape are the unique selling point

- Water landscape is representative for the Delta, and distinctive.
- Should serve as the “name card”
- Distinctive shape of the three rivers even resembles the character ‘shui’ for ‘water’.



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Sanshui water landscape

- Sanshui should promote its water landscape to tourists and to the people in the cities of the Pearl River Delta.
- Typical landscape of the Pearl River Delta: Rivers and watercourses, ponds, dikes, green hills, alluvial plains, farm land, bamboo and banana trees.
- Villages, field and hills connected by water transport, people used to live in harmony with the water.
- Need to look at landscape in a holistic way:
 - Natural landscape with ecological value
 - Cultural landscape with heritage value
 - Scenery with aesthetic value
- The local identity of places is not only presented in some outstanding spots, but by the local life and the relationship of people and nature. The tourism industry can infuse some material value into a basic requirement of all sustainable development - the protection of landscape and place identity.



Landscape appreciation

1. Sightseeing at certain viewpoints

Most important: Kundu Hill, which has the best view of the merging rivers.

2. Boat tours on the rivers

- Canoes on smaller water courses
- Small pleasure boats on most rivers
- Cruise boats with catering on big rivers

Key landing points:

- Hekou Pier, Kundu Hill and Qinsha Island
- Lubao further upstream

The cruise route on the North River would be an important means to channel some of the tourism development from the core area to the northern parts of Sanshui. Ways should be explored to create loops for circular boat tours.

3. Cycling tours



佛山市三水区交通图

Cycling tourism

Innovative and highly sustainable

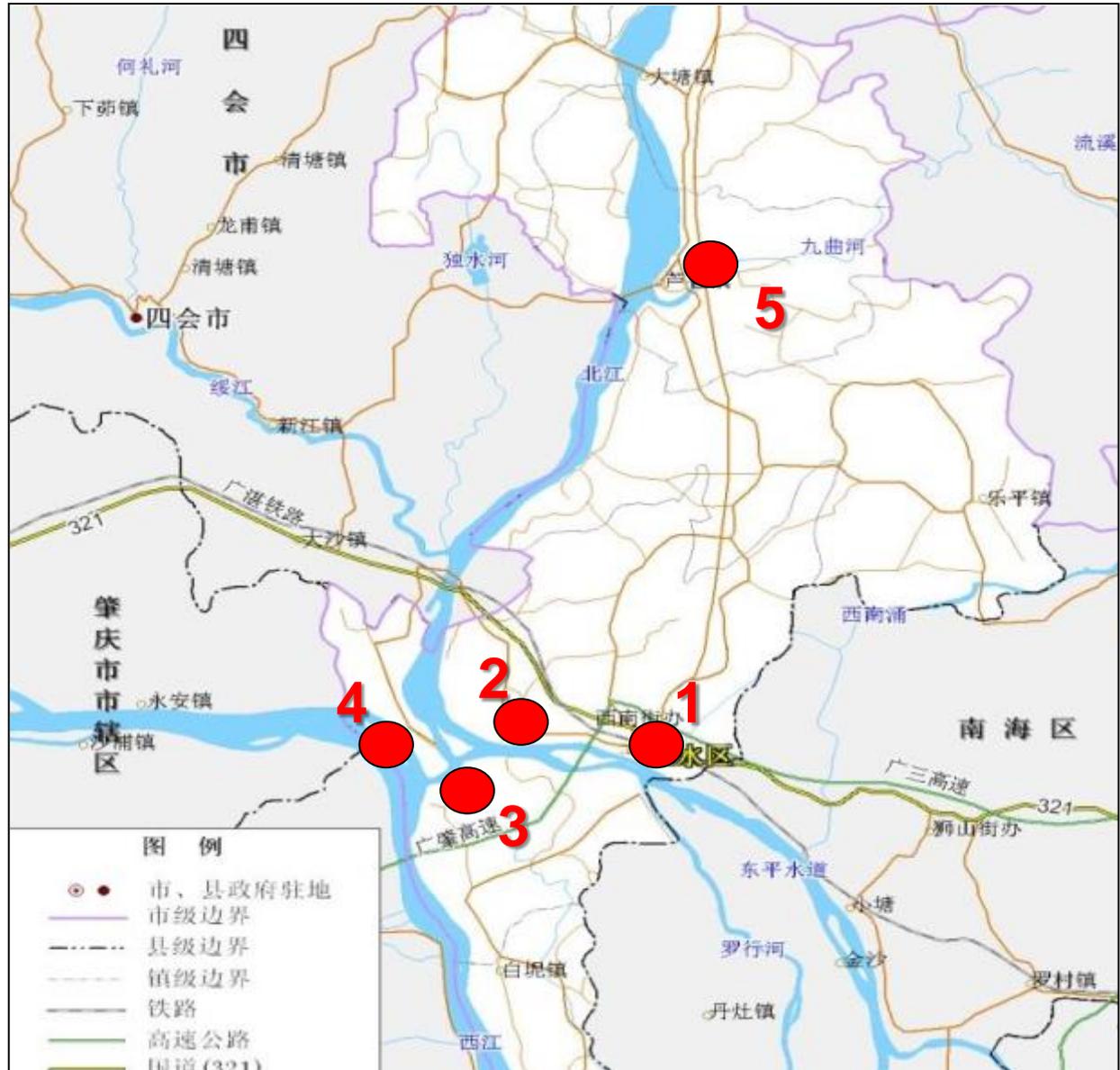


- Cycling tourism booms in Europe. Over 40% of all holiday-makers in Germany use the bicycle at some point and more than 10% use it much or very much during their holidays. Cycling tourism is a recognised economic factor, especially in rural areas. Tourism revenue does not concentrate in the urban areas.
- Cycling tourism in China is also becoming more popular.
 - Tour operators for international tourism
 - Bicycle travelling clubs of mainly students and young people.
- Cycling routes in Sanshui should include the dikes along the major rivers and small rural roads. The former allows panoramic views, a smooth road surface and easy navigation. The latter immerses the tourist more in the landscape, allows contact to locals and facilitates consumption on the way.



Individual destinations

1. **Xinan**
Sanshui Centre
2. **Hekou Pier**
with the former
customs house
3. **Kundu Hill** at
the confluence
of three rivers
4. **Qinsha Island**
and Sanshui
Cement Factory
5. **Lubao**
with Mumian in
the south and
Daqitou in the
north of it



Kundu Hill

- At the confluence of the three rivers: Xijiang, Beijiang, Suijiang
- Focal point of tourism development
- Good view over the rivers and the surrounding landscape

- Merging of Xijiang and Beijiang with two different **colours of water**
- Small historical **village**
- **Temple** at the river
- Potential for **view tower**
- Potential **pier** for pleasure boats and water taxis?

As much as possible of the visitor traffic should be handled over the river rather than by road.





Hekou Pier

Semi-bridge with seafood restaurant as potential landmark

Pier as starting point for river cruises and water taxis to go to places such as Kundu Hill, Lubao or Qinsha Island and the centre of Xinan.

Hekou as a whole can be developed into a place for tourists to visit. There are historical buildings and potentially attractive streets and much space for shops, waterfront promenades and outside dining.



Old customs house



Right: Old Customs House in Hekou
Left: Murray House in Hong Kong as a reference case



Qinsha Island



Two villages can be reached by ferry.
Pier as landing point of water taxis and pleasure boat

Village could provide restaurant and simple accommodation.

Agricultural land, bamboo plantations

Wetland: occasionally flooded, good shelter for birds, not to be accessible, but remain under protection as a "bird paradise". Measures to enhance the biodiversity should be taken and facilities for bird watching installed.

No flood-protection measures!

Villages will normally not be flooded.

The lowland would lose its ecological value without flooding.

"Development" should not be mistaken as "construction".



Cement factory



- Just opposite of Qinsha Island
- Extremely impressive
- Can be seen from afar
- Spectacular like a castle
- Worth preserving

In Europe: **Industrial monuments** reused as museums or hostels or as a backdrop for concerts and performances (see lower three images).

Colourful illumination of the plant can draw tourists to Qinsha Island from where they would enjoy a wonderful view.



Lubao and the North

Major landing point for **cruise boats** from Hekou to Lubao

Boats could stop at a few villages such as Mumian before reaching Lubao and then go further to the north of Sanshui, to Qingyuan or perhaps in a circular route back to Xinan.

Lubao:

- Temple complex
- Two floating restaurants
- Big dam
- Town itself near the pier

Ideal starting point for **cycling tours** to the northern part of Sanshui and picturesque places such as Daqitou.

Designate several specific cycling routes, with good signage and with restaurants on the way, starting from Lubao Pier, where bicycles should be available for rent and maps for orientation.

