

# Responsibilities and Missions of the China Association of National Parks and Scenic Sites in the New Era

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Breakthroughs in science and technology, particularly in artificial intelligence (AI), are increasingly freeing humans from strenuous labor, not only reshaping our work paradigms but also profoundly transforming our lifestyles. High-intensity work models are gradually being replaced by more flexible and efficient production methods, allowing people more time and energy to pursue a higher quality of life. As a creature that has evolved from nature, humans have an innate desire to return to, connect with, and enjoy the nature. Driven by the pursuit of a better life, tourism has undergone rapid iterations and upgrades, shifting from conventional sightseeing tours to independent travels and experiential journeys. People now embrace an increasingly common work-life balance where they focus diligently on their jobs during work hours and fully immerse themselves in travel and leisure after work—traveling while resting or resting within travel. Consequently, people are placing greater emphasis on immersive natural experiences, appreciating the beauty of nature and cultural heritage. This is not only a profound adjustment for the mind and the body but also a return to and reflection on the essence of life. As civilization advances, providing high-quality ecological and cultural products to meet people's growing aspirations for a

better life is a critical challenge that scenic and historic areas must address in this era of widespread recreation.

As a unique component of China's natural park system, scenic and historic areas bear the mission of conserving natural and cultural resources while also serving multiple functions, including tourism, recreation, scientific research, and supporting educational and cultural activities. Since the institutional reform of the State Council in 2018, the National Forestry and Grassland Administration has become the management entity for protected areas, taking on the significant task of their integration and optimization. This has further underscored the strategic importance and comprehensive value of scenic and historic areas. Now that major milestones have been achieved in ecological conservation, a key challenge for scenic and historic areas in the new era is how to continuously advance the transformation of "lucid waters and lush mountains" into invaluable assets—leveraging their scenic beauty for public well-being and elevating their historic significance to bolster cultural confidence.

The China Association of National Parks and Scenic Sites (CANPSS) is the leading organization in the industry and a nationally recognized association. In the new era and new

journey, CANPSS remains steadfast in its mission to drive innovative and high-quality development within the industry by leveraging its expertise. Specifically, the association must play a pivotal role in the following four aspects.

Firstly, strengthening strategic planning. Scientific and well-structured top-level planning is the foundation for the sustainable development of scenic and historic areas. CANPSS places great emphasis on fostering collaboration between the industry, enterprises, universities, and research institutions to advance theoretical innovation and practical exploration in scenic and historic area planning and design. It ensures that the planning frameworks not only align with ecological conservation red lines but also meet the evolving needs of cultural and tourism integration, thereby optimizing ecological, economic, cultural, and social benefits in a coordinated manner.

Secondly, promoting resource integration. With over 10,000 protected areas nationwide forming a diverse and multi-tiered conservation system, over 1,000 scenic and historic areas—an integral part of this system—have long been key drivers of regional economic growth and coordinated development. Today, they play an even more prominent role. CANPSS is committed to fostering cross-regional collaboration among scenic and historic areas with natural and cultural ties, establishing platforms for coordinated development, and implementing long-term cooperation mechanisms. This approach facilitates communication, synergy, and resource sharing while mitigating market fragmentation, local protectionism, and excessive competition, ultimately enhancing the overall performance and benefits of scenic and historic areas.

Thirdly, emphasizing innovation-driven development. As conventional sightseeing shifts toward in-depth experiential tourism, scenic and historic areas face dual challenges of intensifying homogeneous competition and evolving market demands, where innovation is essential. CANPSS will guide the industry in uncovering deeper cultural themes and values, employing technological advancements to develop new products, services, and business models, and cultivating strong cultural and tourism brands. By applying innovative methods to enrich cultural and tourism offerings, it aims to achieve a higher level of cultural and tourism integration.

Fourthly, encouraging public participation. The sustainable development of scenic and historic areas relies on the collective participation of diverse stakeholders. CANPSS should establish collaborative mechanisms involving governments, enterprises, and local communities, fostering a development model based

on policy guidance, shared benefits, and joint responsibilities. Special attention should be given to enhancing the well-being of indigenous residents and driving the revitalization of surrounding rural communities, ensuring a strong internal impetus for the long-term growth of scenic and historic areas.

At this moment of historic juncture, let us jointly advance the scientific planning and innovative development of these vital recreational spaces. By continuously transforming ecological advantages into public benefits and revitalizing elevated confidence with cultural heritage, we can make meaningful contributions to ecological civilization, the vision of a Beautiful China, and the modernization of harmonious coexistence between humans and nature.

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#### NOTE

The author of this article is the president of the China Association of National Parks and Scenic Sites.

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**Competing interests** | The author declares that he has no competing interests.

# 新时代中国风景名胜区协会的责任与担当

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科学技术特别是人工智能(AI)的突破性发展,将越来越多地使人类从繁重的劳动当中解放出来,不仅重塑我们的工作范式,而且深刻改变我们的生活方式。高强度的工作模式正在被更加灵活、高效的生产方式所取代,人们因此也拥有了更多的时间和精力去追求更高品质的生活。作为从大自然当中分化出来的一支,回归自然、亲近自然、享受自然,乃是人类的天性和本能。正是源于对更好生活的追求,旅游方式也经历了快速的迭代升级,旅游形态正在由传统的观光游逐步转向自由行、体验游。上班时认真工作,下班后醉心游憩,游中憩,憩中游,或言旅居式生活,正日益成为一种常态化的工作和生活方式。于是,人们更加注重沉浸式自然体验,探索大自然与文化遗产的种种魅力,这不仅是对身心的深度调适,更是对生命本真的回归与思考。在文明发展的进程中,如何提供更多优质的生态产品和文化产品,以满足人民日益增长的美好生活需要,正是风景名胜区在全民游憩时代必须高分交出的一份历史答卷。

作为中国自然公园“非常6+1”体系中的“非常”和“+1”,风景名胜区既担负着自然与文化资源保护的光荣使命,也承载着供人游览、休憩及进行科研、教育、文化活动等多重功能。自2018年国务院机构改革以来,国家林业和草原局成为自然保护地的统一管理机构,肩负起了对其整合优化的重大职责,风景名胜区的战略地位和综合价值得到凸显。在生态保护建设任务取得阶段性重大成果的当下,如何持续推动“两山”转化,将“风景”优势转化为民生福祉,将“名胜”优势升华为文化自信,已成为新时代风景名胜区的重要课题。

中国风景名胜区协会是风景名胜区行业的“行头”,是“中字头”“国字号”社团,立足新时代新征程自身职责使命,始终致力于发挥自身专长优势,引领本行业本领域创新发展、高质量发展。具体而言,协会必须在以下四个方面发挥关键作用。

一要强化规划引领。科学合理的顶层设计是风景名胜区可持续发展的基础。协会高度重视深化风景名胜区行业、相关企业与高校、科研院所之间的产学研合作,推动风景名胜区规划设计的理论创新与实践探

索,确保风景名胜区有关规划体系既符合生态保护红线要求,又满足文旅融合发展现实需要,促进生态效益、经济效益、文化效益、社会效益协同优化。

二要推动资源整合。中国逾万处自然保护地构成了多层次、多类型的保护地体系,作为其中的重要组成部分,逾千处风景名胜区历来是拉动区域经济增长、促进区域协调发展的关键力量,当下的风头更劲。协会着眼于推动有自然、文化联系的风景区通过跨区域联动实现协同发展,正是基于建立协同发展平台,配套长效合作机制,促进区域间的沟通协调、优势互补、资源共享,从而达到破除市场分割、地方保护、“内卷式”竞争,提升风景名胜区综合效益之目的。

三要注重创新驱动。在传统观光游向深度体验游转型的过程中,面对旅游行业同质化竞争加剧与市场需求升级的双重挑战,风景名胜区要脱颖而出、更上层楼,必须向创新求突破。协会将引导行业深入挖掘文化主题、内涵和价值,运用科技手段打造新产品、新业态、新模式,培育壮大文旅品牌,以创新方法增加文旅融合的内容供给,实现更高水平的文旅融合。

四要促进社会参与。风景名胜区的可持续发展离不开多元主体的共同参与。协会要构建政府、企业、社区等多方协同机制,通过政策引导、利益共享、责任共担等方式,形成多方共赢的发展格局,尤其注重增强原住居民获得感、带动周边社区村镇振兴,为风景名胜区持续发展注入强大内生动力。

站在新的历史节点上,让我们携起手来,共同推动风景名胜区这一重要游憩空间的科学规划、创新发展,将生态优势源源不断地转化为民生福祉,让名胜资源不断焕发出文化自信力量,为生态文明和美丽中国建设、人与自然和谐共生的现代化贡献绵薄之力。

## 注

本文作者系中国风景名胜区协会会长。