

“一带一路” 互联互通 合作共赢

两千多年前，以丝绸瓷器为主的中国商品通过逾7000公里长的丝绸之路，源源不断地运往中西亚乃至欧洲，换回了动物、鸟类、植物香料以及珠宝首饰等西方的商品。这种表面上是物物交换的延续上千年的贸易活动，极大地推动了东西方在政治、文化、民俗、宗教等方面的交流，为人类的文明做出了极大的贡献。而进入21世纪的今天，中国国家主席习近平倡导共建“丝绸之路经济带”和“21世纪海上丝绸之路”（简称“一带一路”），得到了沿线各个国家与城市的认同和积极响应。中国政府“一带一路”的发展战略，倡导的核心理念正是继承了流传千年，为各国人民接受的“和平合作、开放包容、互学互鉴、互利共赢”的核心发展理念。

千载难逢的历史机遇摆在我们面前，旅游业一定能而且必须大有作为。世界旅游城市联合会各会员城市就像这“一带一路”上的珍珠，璀璨迷人，今天我们奉献给大家的是厦门和阿勒泰，明天我们会迎来更多的朋友，将向世界更多的人展现他们的风采。

策划 / 本刊编辑部 插画 / 李伟 图 / 东方IC 全景

One Belt and One Road

Connection, Communication and Cooperation for a Win-win

Over two thousand years ago, the Chinese goods mainly including silk and china were sent to Middle and West Asia and Europe to trade for goods like animals, birds, vegetal spices, and jewelry there through the more than 7,000 km Silk Road. This barter trade lasted for over a thousand years, greatly promoted the exchange in politics, culture, folk custom and religion between East and West and made great contributions to human civilization. In the 21st century, the "Silk Road Economic Belt" and "21st Century Maritime Silk Road" initiatives ("One Belt and One Road" for short) advocated by Chinese President Xi Jinping have received acceptance and active response from countries and cities concerned. The core ideas behind the development strategy of "One Belt and One Road" initiated by Chinese government are "peace and cooperation, openness and inclusiveness, mutual learning and mutual benefit" which have been long accepted by people of different countries.

This unprecedented historic opportunity has brought great development space for tourism. Members of World Tourism Cities Federation are like shining pearls along the "One Belt and One Road". Today we introduce Xiamen and Altay to you and we welcome more cities to join us and hope to show their charms to the world tomorrow.



世界地图

陆上丝绸之路经济带

21世纪海上丝绸之路

俄罗斯(莫斯科)

哈萨克斯坦

伊斯兰堡

喀布尔

德里

孟买

新德里

北京

内蒙古(呼和浩特)

中国(北京)

杭州(西湖)

西安(兵马俑)

上海

武汉

合肥

南京

印度

孟买

科伦坡

新加坡

吉隆坡

雅加达

悉尼

悉尼歌剧院

非洲

马达加斯加



宋宇
世界旅游城市联
合会秘书长

“一带一路”战略 新思维创导旅游业态新发展

文 / 宋宇

两千一百多年前，张骞第一次告别了大汉帝国，风萧萧兮边塞寒，等待他的是曲折和未知的旅程。而在他身后由他开端绵延了千年的丝绸之路，却成为了连接亚、欧、非三大洲的动脉，忙碌的商人、勇敢的旅行者、身负重任的使节、虔诚的教徒，络绎不绝地奔走，对东西方思想文化的交流，对国家间政治经济和民族文化的发展，产生了积极深远的影响。

中国国家主席习近平倡导共建“丝绸之路经济带”和“21世纪海上丝绸之路”（简称“一带一路”），得到了沿线各国家、城市的认同和积极响应。两千多年的交往历史证明，只要坚持团结互信、平等互利、不同种族、不同信仰、不同文化背景的国家完全可以共享和平，共同发展。随着中国同欧亚非国家关系快速发展，古老的丝绸之路日益焕发出新的生机活力。

初步估算，“一带一路”沿线覆盖亚、欧、非三大洲，总人口约44亿，经济总量约21万亿美元，据中国国家旅游局预计，“十三五”时期，中国将为“一带一路”沿线国家输送1.5亿人次中国游客、2000亿美元中国游客旅游消费。同时中国还将吸引沿线国家8500万人次游客来华旅游，拉动旅游消费约1100亿美元。旅游业作为开放性、综合性产业，在“一带一路”

助力“一带一路”

海航开通重庆—罗马直飞航线
2015年4月27日，海南航空HU7991航班于1时30分从重庆机场起飞，飞往意大利罗马，标志着重庆—罗马航线正式开通。该航线成为海航继莫斯科、圣彼得堡、布鲁塞尔、柏林和巴黎后的开通的第6条欧洲航线。该航线航班采用空客A330-200豪华宽体客机执飞，每周一、五各执行一班。

西安今年或开罗马、洛杉矶航线 助力空中“一带一路”

2015年，西安咸阳国际机场计划开通罗马、洛杉矶、东京、澳门等航线，“十三五”期间，将重点围绕“打造空中新丝路，服务中亚经济带”的新目标，加快完善国际、国内航线网络。在中亚航线方面，着力开通西安至阿斯塔纳、塔什干、阿拉木图航线，实现丝绸之路经济带沿线起点城市、中间点城市和终点城市的连通。

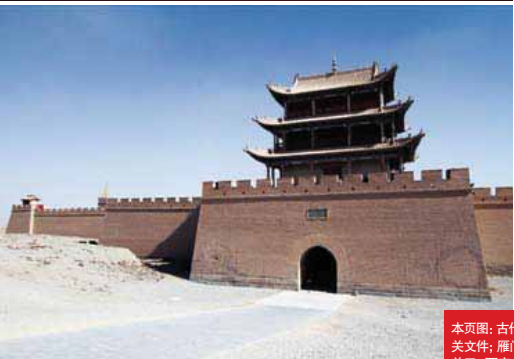
国家战略中具有先联先通的独特优势，有80%的世界文化遗产在此聚集，旅游资源十分丰富。

在这些辐射线上，遍布着世界旅游城市联合会的会员。如西安是古代丝绸之路的起点，洛阳是唐代丝绸之路上所有国家向往的国际大都会。作为古代海上丝绸之路的重要港口，厦门抓住机遇，发挥“海上海外”的特色优势，加快打造21世纪海上丝绸之路重要枢纽。唐宋时的广州港很繁荣，港口大船云集，最多的时候，每年有四千多艘大食船，还有哈尔滨、大连、昆明、青岛、三亚、上海、太原、天津、武汉、西安、扬州、阿勒泰等国内城市以及阿拉木图、开普敦、科伦坡、雅加达、雅典、迪拜、开罗、里加、明斯克等等，都是人文荟萃自然风景优美的旅游必到之处。城市是旅游的首要目的地，又是重要的客源地。联合会各会员城市的发展历程各异，文化底蕴深厚，旅游特色突出，都是优秀旅游城市的杰出代表。凡此种种，都是国际旅游行业和世界旅游城市联合会发展的重大利好。世界旅游城市联合会的宗旨是：旅游让生活更美好，为了促进人类文明的共有、共享、共创、共赢，推动世界和平与发展贡献力量。联合会的宗旨与中国“一带一路”的战略意义高度契合，因为旅游一方面会加强彼此的经济联系，更会促进全球

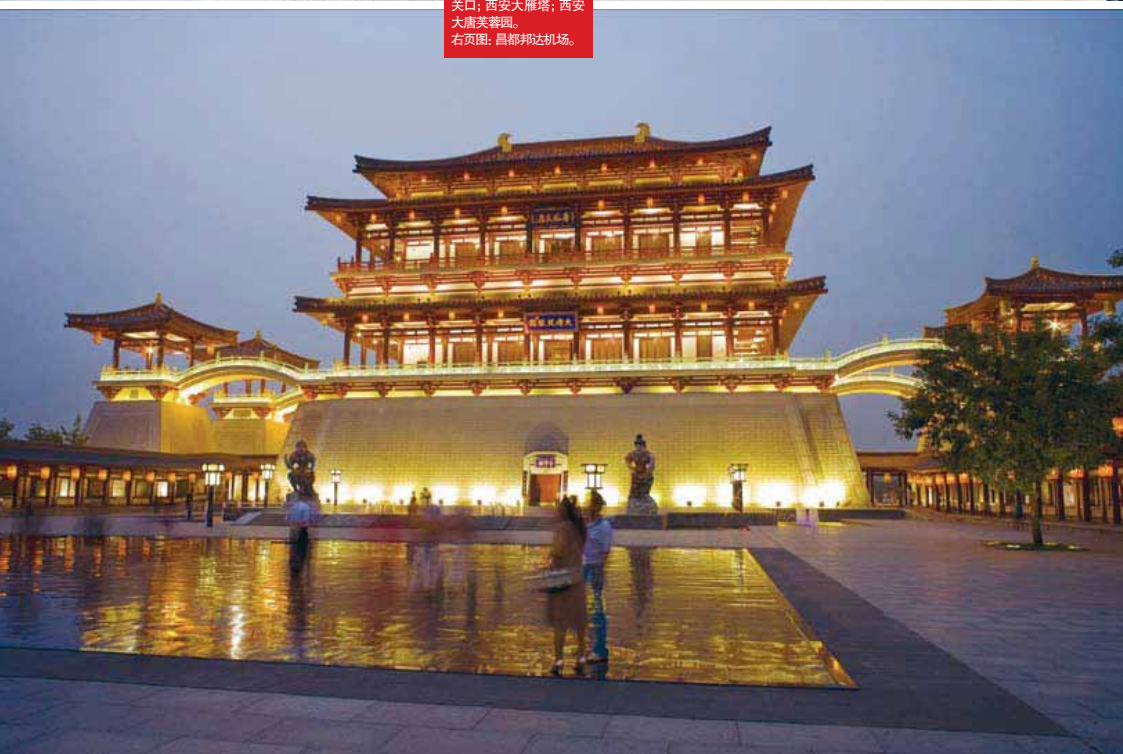


本页图：爱琴海纳索斯的游轮·丝绸之路，喀什火车站。





本页图：古代丝绸之路上的通关文件；雁门关古代重要关口；西安大雁塔；西安大唐芙蓉园。
右页图：首都邦达机场。



联合会将努力促成“一带一路”沿线会员单位的进一步合作，将组织有关的专家委员和智囊团进行规划设计和课题研究。

游客之间的往来和交流，推动了相互的理解，促使国家关系更紧密，可以说，我们每一个从业者都是现代的张骞。

令人欣喜的是，围绕“一带一路”的旅游产品已经陆续推出，原来受制于气候因素和自然条件限制，中西部省旅游产业“半年热、半年冷”的淡季特征突出。现在青海在每个季节推出不同的主题，设计了11条丝绸之路旅游精品线路；宁夏大力开发冬季旅游项目，积极吸引南方游客；陕西作为古丝绸之路的起点，大力建设丝绸之路风情体验旅游走廊，首期50亿元的陕西旅游产业投资基金也于2014年设立运行。依托“一带一路”战略，中西部省份的旅游资源二次开发的意愿和形式均得到强化。交通行业也加快步伐，航空公司增加了“向西飞”的动力，前往新疆、陕西、贵州、甘肃等西部地区的航线明显增多；2014年，西宁至格尔木铁路新关角隧道开通运营，新建兰新高铁西宁站动车组投入运营，格尔木至库尔勒铁路开工建设，2014年6月，首趟“长安号”丝绸之路旅游专列从西安启程，未来有望延至中亚甚至欧洲；西藏2015年将加快推进林芝机场、贡嘎机场航站区改扩建工程建设，开工建设昌都



邦达机场飞行区改造工程。2014年6月，中国与哈萨克斯坦、吉尔吉斯斯坦跨国联合申报的丝绸之路项目列入《世界遗产名录》，成为世界文化遗产，也再次提升了丝路旅游的文化内涵。

世界旅游城市联合会现有135个会员，并不断壮大会员队伍。联合会将努力促成“一带一路”沿线会员单位的进一步合作，将组织有关的专家委员和智囊团进行规划设计和课题研究。通过联合会这个平台，在城市与城市、城市与机构、机构与机构之间进行广泛的跨界的合作和交流，为“一带一路”上的城市和企业研发设计更多有特色、有市场竞争力的旅游产品线路。并在城市和旅游的基础设施建设等方面给予广泛的支持和建议。

根据世界旅游城市联合会的研究和多次市场抽样调查报告显示，国人已普遍将“旅游度假”作为他们“生活质量指数”等最重要的指标之一。2014年中国共发生36.7亿人次的国内跨界出行和1.09亿人次的跨境出行，2015年第一季度又分别出现23%和13.7%的大幅度增长。无论是国内旅游还是出境旅游在国内经济保持持续增长和全球经济持续低迷中发

境外城市 推荐

阿拉木图 (Alma-Ata)



阿拉木图是中亚第一大城市，哈萨克斯坦共和国首都。有“欧亚间的桥梁”之称，阿拉木图的意思是“长满苹果树的城市”。这里气候温和，适宜苹果树的生长。据说，阿拉木图地区是很多种类苹果种类的发源地。世界各国研究者经常来到此地，研究本地的生态环境，并试图找到苹果种类的起源。

开普敦 (Cape Town)



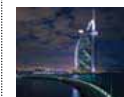
南非第二大城市，南非立法首都，西开普省省会，开普敦都会城区的组成部分。开普敦以其美丽的自然景观及码头而闻名于世，知名的地标有被誉为“上帝之餐桌”的桌山，以及印度洋和大西洋的交汇点——好望角。它位于好望角北端的狭长地带，濒大西洋特布尔湾。

明斯克 (Minsk)



明斯克是白俄罗斯首都，位于该国中部，是当今白俄罗斯最大的城市，是一座现代化的欧洲城市。目前，明斯克有大约200万常住人口，他们来自130多个国家和民族，其中绝大多数是白俄罗斯人，此外还有俄罗斯人、乌克兰人、波兰人、犹太人和立陶宛人。白俄罗斯的官方语言是白俄罗斯语和俄语。

迪拜 (Dubai)



在阿联酋的七个酋长国中，迪拜的国土面积居次席，而其居住人口超过210万，居七国之首。随着一座座全世界最出色、最宏伟、最庞大的建筑在这里拔地而起，“规模”已经成为迪拜的代名词。迪拜在发展中瞬息万变，始终不变的是迪拜人总是迫不及待的要建起更出色、更高的建筑物，超越昨日的辉煌。

“一带一路”是个具有全新内涵的大课题，它需要更大层面和更多机制的共同参与。旅游业应不断调整自己的定位，发挥自身的能力和优势，为这个大课题做出自己新的努力。

挥了有效拉动作用。“一带一路”由海洋到大陆深处，蕴藏着丰富多样的大好风光和人文历史旅游资源。中国的出境游的巨大需求和市场潜力为全世界所关注，其本身就是有利地对“一带一路”的伟大实施提供了最实际的支撑面。

在“一带一路”的伟大实践中，人民之间的文明往来和人文交流是必不可少的，旅游是这种人文交流的承载，是超出单纯的“服务贸易”范畴的交易活动，“旅游”的本身是不同文明的认同者、鉴赏者、吸纳者和传播者，是自我认知与自然外界合一的提升。当前，中国旅游业在“一带一路”的战略发展中所赋予的责任和使命，不能再单纯地看作是“我组团”、“您接待”等以往有业务层面的模式再版，而应具备不同于以往的新思路或新内容：

1. 全面地提倡“文明旅游”。把文明旅游看作是一条不同的社会政治、民族宗教、语言习俗、文化艺术间，互相尊重、互相吸纳借鉴和不断融合的文明纽带。旅游业者都有宣传和推进实施的义务和责任品质的约束，有效保障文明旅游的开展。旅游业和社会媒体等要提倡和培育广大的旅游者都要有“文明”思想意识和修养习俗，旅游出行不仅是旅游度假、健康休闲的

经历，而且还显现出对旅游目的地和当地人良好的双向意愿，提升“同欢共益”、亲情友好的纽带关系。尤其是“一带一路”人民艰苦奋斗、坚持学习、团结协作、和平创业的精神。

2. 开创新的合作投入和投资的模式。立足于在旅游资源和基础设施的规模化开发，包括投资和资产、资本股权运作、管理机制、团队建设、技术功能等多元投入、多方合作，共同参与，利益相关。促使社会各环节各层面的合作受益是多方面的、都是权益共赢的利益攸关方和合伙人。

3. 促进“入境旅游”与“出境旅游”的交叉推进。在社会经济发展达到一定程度时，“商品贸易”和“服务贸易”会出现相向交叉行进、互为作用的现象。我们要把握这种客观规律，利用中国出境旅游增长快速的人文交流的现象，发现有利条件，做好进一步推进入境旅游的发展。快速成为世界第二大经济体的有着悠久历史和深厚文化底蕴的中国，始终是世界关注的焦点和兴趣所在。中国入境游依然是大有可为的。

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境外城市
推荐

里加 (Riga)



里加是拉脱维亚的首都，也是经济、文化中心，波罗的海里加湾的大海港、渔港，处于波罗的海国家的中心地带。里加还位于道加瓦河注入里加湾的交汇处，距海约15千米，面积302.8平方千米，人口约92万。

雅加达 (Jakarta)



又名椰城，是印度尼西亚的首都和最大的城市，位于爪哇岛的西北海岸，东南亚第一大城市，世界著名的海港。雅加达被划为首都特区，由印尼政府直接管辖，享有省级地位。多数居民为印尼爪哇人，少数为华人、华侨、荷兰人。

科伦坡 (Colombo)



科伦坡位于锡兰岛的西海岸、濒印度洋，是斯里兰卡的商业中心。这座城市有全国规模最大、最繁忙的海港。斯里兰卡一直以“印度洋珍珠”的美誉闻名世界。斯里兰卡是连接欧洲和非洲大陆与东亚的桥梁。

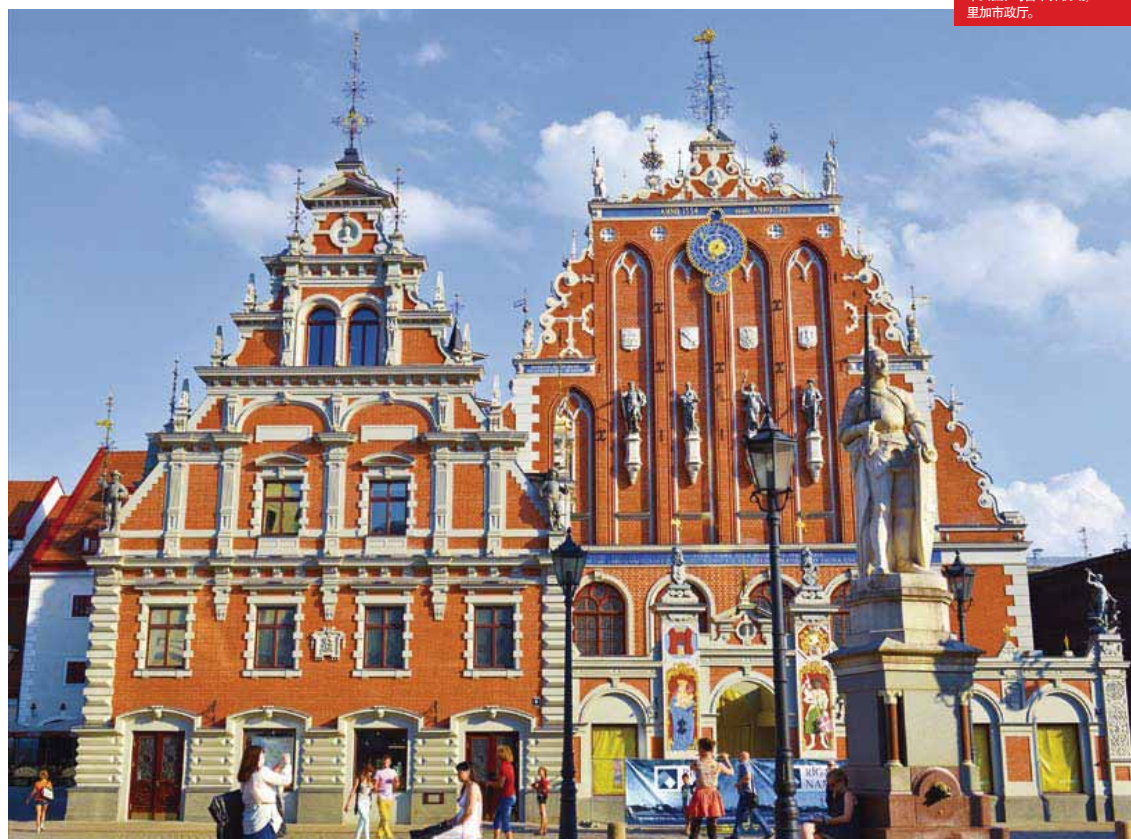
雅典 (Athens)



希腊共和国的首都和最大的城市，位于巴尔干半岛南端，属亚热带地中海气候。截至2008年，雅典人口为745514人。城市总面积为412平方公里，是欧洲第八大城市，也是欧盟商业中心之一。



本页图：乌鲁木齐机场、里加市政厅。





Song Yu
Secretary General of
WTFC

"One Belt and One Road" Strategy New Thinking Initiates New Development of Tourism

Words / Song Yu

More than 2,100 years ago, Zhang Qian bid farewell to the Han Empire for the first time and trudged in whistling winds to the cold frontier, but what waited for him was a tortuous and unknown journey. However, the Silk Road started by Zhang stretching for thousands of years behind him eventually became an artery connecting the three continents—Asia, Europe, and Africa, along which busy businessmen, intrepid travelers, envoys with important diplomatic duties, and pious believers of religions moved back and forth in an endless stream, generating a positive and far-reaching impact upon the ideological and cultural exchanges between the East and the West as well as political, economic, and cultural development between countries.

Chinese President Xi Jinping advocates co-building of the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road"(OBOR), which has received recognition and positive response from all cities and countries along the OBOR lines. The over two thousand years of contact history shows that, all countries of different races, beliefs, and cultural backgrounds can share peace and joint development so long as they adhere to the principle of solidarity, mutual trust, equality, and mutual benefit. With the rapid development of the relationship between China and countries in Europe, Asia, and Africa, the ancient Silk Road is increasingly reviving its new vitality.

It is preliminarily estimated that, the lines of OBOR covers a total population of about 4.4 billion of the three continents—Asia, Europe, and Africa and an economic aggregate of about 21 trillion US dollars. According to estimates of China National Tourism Administration (CNTA), China will send 150 million Chinese tourists during "the 13th Five-year Plan" period to the countries along the lines of OBOR, thus contributing to those countries a tourism consumption of 200 billion US dollars. Meanwhile, China will also attract 85 million tourists from the countries along the OBOR lines to travel to China,

which will boost a tourism consumption of about 110 billion US dollars. Tourism, as an open and comprehensive industry, has the unique advantage of "leading connection and communication" in the national strategy of OBOR. There are abundant tourism resources along the OBOR lines, for 80% world cultural heritages are found here.

Along these radial lines spread lots of members of the World Tourism Cities Federation (WTFC). Xi'an, for instance, is the starting point of the ancient Silk Road, while Luoyang was an international metropolis that all countries aspired to in the Tang Dynasty. As an important port of the ancient maritime Silk Road, Xiamen seizes the opportunity to make full play of its unique advantage of "marine oriented and overseas" to speed up the building of an important hub of the "21st Century Maritime Silk Road". During the Tang and Song dynasties, Guangzhou Port was of high prosperity and attracted many a big vessel, even more than 4,000 vessels per year from Arab Empire during the peak. In addition, domestic cities like Harbin, Dalian, Kunming, Qingdao, Sanya, Shanghai, Taiyuan, Tianjin, Wuhan, Xi'an, Yangzhou, Altay, etc. and foreign cities like Almaty, Cape Town, Colombo, Jakarta, Athens, Dubai, Cairo, Riga, Minsk, etc. were tourists' "mustsee" destinations due to their beautiful scenery, excellent talents, and rich cultures. A city is not only the primary destination for tourism but also an important source of tourists. All the members of WTFC, featuring different development histories, profound cultural heritages, and tourism highlights, are outstanding representatives of excellent tourism cities. Against this backdrop, the development of international tourism and WTFC will face a huge boost. With "Better City Life through Tourism" as the core concept, WTFC is committed to improving mutual ownership, sharing, creation, and benefit of human civilization to make contributions to promoting the peace and development of the world. In fact, the core concept of WTFC is highly consistent with the strategic significance of



This page: Kongur Glacier,
Xinjiang; A pasturing area
along the Silk Road



China's OBOR, for tourism will not only strengthen economic ties between each other but also enhance contacts and exchanges between global tourists, which will finally push mutual understanding and closer relationship between countries. Therefore, we can argue that, each tourism practitioner will be a modern embodiment of Zhang Qian.

What pleases us is that tourism products focusing on OBOR were sprang up like mushrooms. Due to the restrictions of climate and natural conditions, the tourism industry in Central and Western provinces of China was tinged with the prominent feature of in-and-off seasons every half a year in the past. However, today Qinghai has launched different tourism themes in each season and designed 11 high-quality tourist routes along the Silk Road; Ningxia is energetically developing winter tourism products to actively attract tourists in the South; Shaanxi, as the starting point of the ancient Silk Road, is vigorously building a Silk Road folk custom experience corridor, and the initial Shaanxi Tourism Investment Fund of RMB 5 billion was set up and started running in 2014. Relying on the strategy of OBOR, the Central and Western provinces have strengthened their aspirations and forms of secondary development of their tourism resources. The development of transportation is also accelerated. For instance, airlines have gained more impetus to "Fly to the West", especially by adding more air routes to Xinjiang, Shaanxi, Guizhou, Gansu and other western provinces. In 2014, the new

Guanjiao Tunnel of Xining-Golmud Railway went into operation, the CRH train of Xining station of the newly built Lanzhou-Xinjiang high-speed rail was put into operation, and the Golmud-Korla Railway started construction. In June 2014, the first "Changan" tourist-dedicated train for the Silk Road set out from Xi'an and is expected to extend to Central Asia or even Europe in the future. In 2015, Tibet will accelerate the reconstruction and extension of terminals of Nyingchi Airport and Lhasa Gonggar Airport and start the reconstruction of the airfield area of Changdu Bangda Airport. In June 2014, the Silk Road project jointly submitted by China, Kazakhstan, and Kyrgyzstan was successfully included into the World Heritage List, which, as one of the world's cultural heritages, again enhanced the culture connotation of the Silk Road tourism.

At present, WTFC is composed of 135 members and its members are increasing day by day. In the future, WTFC will spare no efforts to facilitate further cooperation between member units along the lines of OBOR and will organize related experts and think tanks to carry out planning & design and subject researches. Supported by the platform of WTFC, a wide range of cross-border cooperation and communications can be implemented between cities, cities and institutions, and



This page: Kyrenia harbour, Cyprus
 Right page: Mirador de Colom, Barcelona; Busy street in the Fort Pettah area, Colombo; Gaomiao Temple of Zhongwei, Ningxia



institutions, which will help develop and design more distinctive and competitive tourist routes for cities and enterprises along the lines of OBOR. Meanwhile, WTCF will also give extensive supports and proposals to the infrastructure construction and other aspects of cities and tourism sites.

According to WTCF's researches and reports of market sample surveys, Chinese people have generally taken "travel for vacationing" as one of their most important "Quality-of-life Indices". In 2014, there were 3.67 billion domestic trans-boundary travels in China and 109 million cross-border travels altogether; in the first quarter of 2015, the two tour types have achieved substantial increases by 23% and 13.7% respectively. Both domestic tourism and outbound tourism are playing an effective promoting role in maintaining sustained growth of domestic economy and recovering from the global economic downturn. The lines of OBOR, from the blue ocean to the distant mainland, are rich in a variety of wonderful scenery, cultural and historical tourism resources. The huge demand and market potential of China's outbound tourism has attracted

worldwide attention, which itself provides the most practical support for the great implementation of the strategy of OBOR.

Actually, the civilization communication and cultural exchanges are indispensable in the great practice of OBOR while tourism acts as the carrier of such cultural exchanges and is also a trading activity beyond the literal category of "service trade". Tourism itself is to accept, appreciate, absorb, and disseminate different civilizations and is to promote the combination of self-perception and nature. At present, the strategy of OBOR has entrusted China's tourism new responsibilities and missions, which shall not be taken as a second edition of the former business patterns like "to organize tourist groups", "to receive tourist groups" etc. any longer, but shall be provided with new ideas or contents as follows:

1. Fully advocate "civilized tourism".

Civilized tourism should be deemed as a civilization tie to realize mutual respect, absorption, learning, and continuous integration between different social politics, nationalities, religions, languages, customs, cultures, and arts. All tourism

practitioners are bound to undertake the duty and responsibility of advertising and advancing civilized tourism to effectively guarantee the unfolding of the campaign. Tourism, social media, etc. should promote and foster "civilized" ideology and cultivated social customs among all tourists around the whole society. A tour is not only to experience a healthy and recreational holiday but also to show good admiration towards the travel destinations and the local people so as to enhance the happy, benefit-sharing, close, and friendly tie, especially the OBOR peoples' spirit of hard work, persistence in learning, unity and cooperation, and peaceful entrepreneurship.

2. Create a new mode of cooperation and investment.

Keep a foothold on the large-scale development of tourism resources and infrastructures, including investment and property, capital equity operations, management mechanism, team building, technical functions, etc. to achieve multiple input, multilateral cooperation, joint participation, and interrelated interests. Try to spur the cooperation between all social sectors of all levels to benefit various aspects and the cooperators are win-win stakeholders

and partners in terms of rights and interests.

3. Promote the alternate advancement of "inbound tourism" and "outbound tourism".

When the socio-economic development reaches a certain level, "merchandise trade" and "service trade" will alternately develop and act upon each other. As a result, we should grasp this objective law to make use of the cultural exchanges due to the rapid growth of China's outbound tourism and find favorable conditions to further advance the development of inbound tourism. China, quickly developing into the world's second-largest economy with a long history and abundant cultures, always attracts the world's attention and interest. Therefore, China's inbound tourism still has a promising future.

OBOR is a big task with new contents and needs more joint participation within a larger scope and from more mechanisms. Tourism should continually adjust its position and give the rein to its own strengths and advantages to make new contributions to this major task.



魏小安 世界旅游城市联合会专家委员会主任。全国休闲标准化技术委员会副主任。中国旅游协会休闲度假分会秘书长。

“一带一路”战略 美美与共，天下大同

文 / 魏小安

中国提出“一带一路”战略，旨在倡导建立一种新的未来世界治理模式，那就是“互联互通，共同发展”，互联互通是目标，共同发展是根本。费孝通先生曾有句名言，各美其美，美人之美，美美与共，天下大同。“一带一路”战略正是体现了五千年中华文明的这一魅力：美美与共，天下大同。

在世界格局里，中国从一开始的边缘位置，到现在通过“一带一路”战略，变成了引领者和塑造者。中国在引领世界的发展，在塑造世界新的格局。

“一带一路”战略是开拓，不只是探索，在这个新的格局之下，新的丝绸之路经济带跨越欧亚的作用便显现出来了。

新丝路经济带 跨越欧亚，互联互通，共同发展

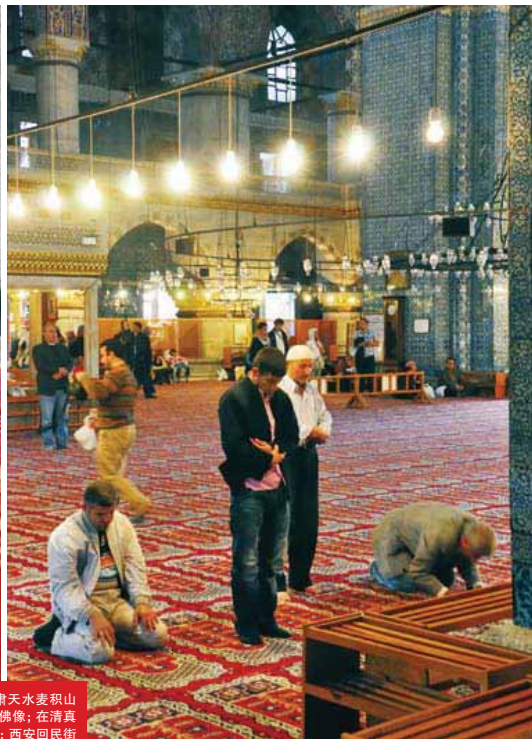
丝绸之路有2000多年的历史，8000公里的距离，历史上中国疆域拓展，中西文化交流，佛教东传，以及大量的物产都从这条丝绸之路上传过来的，它早就成了跨越欧亚的局面。但今天的丝绸之路跨越欧亚和历史上的跨越欧亚在概念是完全不同的。新的丝绸之路首先是能源之路，主要是靠这条路打通了中国新的能源关口；第二是物流之路，这些年已经体现得比较充分了；第三是物产之路；第四自然是文化之路，其作用现在正在复兴；第五就是旅游之路，这是需要我们共同开拓的；第六是安全之路。综合起来，丝绸之路是发展之路。

早在上世纪八十年代，丝绸之路旅游的概念就被国家旅游

局重点提出来了，但是多年以来丝绸之路旅游始终停留在概念上，那是因为它客观存在的原因：一是路线长，交通差（现在交通的问题已经大大缓解了）；二是景点多，距离远（这是客观存在，而且始终存在）；三是有说头，少看头，没玩头（这也是普遍的情况）。说到玉门关，相信每个中国人都会浮现一幅“春风不度玉门关”的诗情画意，可到现场一看，两个土墩子，让很多游客大失所望。丝绸之路上很多东西都是这种感受；四是小众市场，大众影响。所以，总结丝路游尚未发展起来的原因，那就是历史文化价值高，旅游价值打折扣，市场价值不对等。从客观上来看丝绸之路旅游，如果要坚持做下去，就必须有新的思路。

谋求丝路旅游新的发展，重要的一点是，丝绸之路不能成为永远的过境地。这个思路必须打开。现在大家就被这个“路”字局限住了，总觉得既然是“丝绸之路”，就一定要把这一条线走下来。这条线走下来的结果，除了西安是一个出发点，剩下的都是过境地，8000公里的丝绸之路，几乎都是过境地，这样的局面怎么可能形成旅游产品呢？这是一个非常现实的问题。

关于丝绸之路旅游的发展，我们需要摒弃从前的局限，换个新思路、新视觉，才能有创新的观点。对此我的形象说法是：首先是换件衣服。丝绸之路旅游的本质是节点式的旅游目的地。如果没有节点式的旅游目的地，是不行的，那么到哪里都是过境，河西四郡很好啊，但到了这个郡吃一餐饭走了，到那个郡睡一个晚上走了，反正把丝绸之路走下来了，那河西四

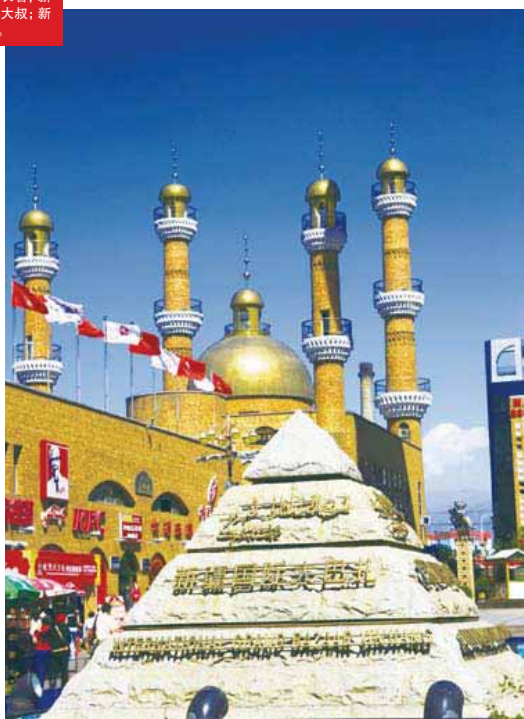
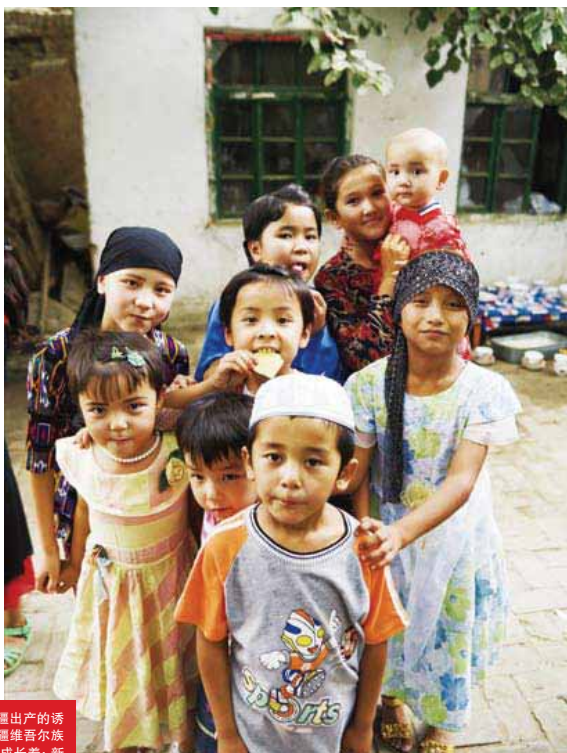


本页图：甘肃天水麦积山石窟七佛阁佛像；在清真寺祈祷的人；西安回民街贾三清真灌汤包子馆。
左页图：绘画古代丝绸路上外国使者。





本图图：新疆出产的诱人水果；新疆维吾尔族少年快乐的成长着；新疆喀什的烤馕大叔；新疆国际大巴扎。



关于丝绸之路旅游的发展，我们需要摒弃从前的局限，换个新思路、新视觉，才能有创新的观点。一是节点式的旅游目的地是丝绸之路旅游的本质；二是以民族的兴盛和历史的融合为现实目的；三是新的旅行方式需求需有与之适应的交通的变化；四是创造丝绸之路旅游发展的新模式。

郡还能发展吗？除了留一堆垃圾，添一堆麻烦，旅游怎么搞？所以一定要强化节点式的旅游目的地的。

二是戴顶帽子，即是民族的兴盛，历史的融合。这是顶大帽子，而且是和现实最贴切的帽子。从旅游来说，丝绸之路第一个让人兴奋的是一种民族感觉，包括民俗文化，多姿多彩，这是让旅游者现场可以兴奋起来的东西。还有就是这种历史的融合，这些新旧交织在一起，让人感觉非常好。比如吐鲁番的交河古城，这是国宝级的东西，就需要抓新的亮点，抓旅游市场和旅游者最兴奋最关切的东西。到葡萄沟看一场歌舞，吃一点葡萄，大家一下都兴奋起来了，就是这个道理。

三是穿双靴子。呼应交通的变化，需要研究一些新的旅行方式。长江三峡就涉及到这个问题，一条船沿途下岸，但是三峡大坝一起来，一线游变成了分段游，所以整个三峡旅游的格局现在已经变化了，分段游里边又产生了若干种细分产品。丝绸之路旅游应该按这条路来走，按这个点来琢磨。不说国际，就是说国内，有若干大的节点，以一个大的节点为中心，散去一片或者一段，这样的话才可能把它产品化，才能真正落地，才能摆脱这种概念化。

四是趟条路子，创造发展的新模式。应该说，现在丝绸之路沿线旅游新模式正在建造中，像自驾车营地、民居客栈、主题酒店都已建了不少，这实际上就是在逐步完善沿途的基础设施。

丝路城市 推荐

吐鲁番



吐鲁番市，隶属于新疆维吾尔自治区，位于新疆维吾尔自治区中东部，天山东部山间盆地，又称“火洲”，吐鲁番市东临哈密地区，西、南与巴音郭楞蒙古自治州的和静、和硕、尉犁、若羌县毗连，北隔天山与乌鲁木齐市及昌吉回族自治州奇台、吉木萨尔、木垒县相接。是中国内地连接中国新疆、中亚地区及南北疆的交通枢纽。截至2009年，新疆维吾尔自治区面积70049平方公里，辖高昌区、鄯善县和托克逊县，共26个乡镇、2个街道办事处、172个行政村，人口614616人（2009年）。

红其拉甫口岸



红其拉甫口岸位于喀什地区喀什市塔什库尔干塔吉克自治县境内，海拔5000多米，同巴基斯坦毗邻。北距塔什库尔干县城125千米，是国家批准对外开放的一类口岸，1986年5月1日正式向第三国人员开放。红其拉甫风光壮美，但环境恶劣，素有死亡山谷之称。当地居民主要为塔吉克族。

建立起丝绸之路旅游新格局 须加强旅游资源的组合与合作

首先是旅游资源上的组合。丝绸之路旅游资源丰富，如周秦汉唐的历史文化，石窟沿线的艺术精品，宗教文化圣地的形成（崆峒山就是道教的圣地，再加上一系列佛教的圣地、伊斯兰教的圣地），红色文化是独特发展，民族文化融合交流，生态文化元素丰富，国际文化合作推进。当然这些只是资源的组合，这种资源组合就需要转化成产品。

其次是旅游方式上的组合，包括交通模式的组合和渠道方式的组合。

航空、铁路和公路，三种主体交通现在都开通了，而且条件越来越好，要进一步研究交通方式的多种组合，像航空和公路比较好的组合方式是落地自驾，这是一种新的旅行方式。比如说，游客从北京飞到兰州，下了飞机就在兰州租辆车，把河西四郡跑下来。车开到乌鲁木齐，还车后便可从乌鲁木齐飞回去。或者，直接飞到乌鲁木齐，下来租辆车，沿着吐鲁番、昌吉地区跑一圈，跑完了再飞回去。所以落地自驾很可能变成将来的一个发展方向，可是这需要一系列的配套条件，要求的是配套资源。比如说在兰州放100辆车，在乌鲁木齐放100辆车，沿途比较大的景区都能方便游客还车。这个事有前景，但只有大公司才有条件做，才可能做成。

除了交通模式的组合，同时还有渠道方式

总体而言，国际合作涉及到两个方面：一是外交的深化；二是经贸的拉动，这两个方面在丝绸之路经济带这个大的战略格局之下，都会得到比较好的解决。

的组合，这就是旅游电子商务、旅行社和俱乐部三种主要渠道的组合。实际上关键在目的地，目的地把这三种渠道方式组合到一起，开拓一套新的模式，构造一个自渠道、微旅游、大丝路的新模式、新格局。将来真正走丝绸之路，还是这种节点的方式，这些大的节点都走过了，就算走过丝绸之路，并不意味着一定要在这条路上一步一步走下来。开着车走丝绸之路不叫本事，真正的事情应该拉着骆驼走路，那是古代的方式，可能吗？所以能把这些节点走下来，对于丝绸之路就有概念了。

再次是节点组合、城市带和经济群的崛起。

现在来看，城镇化发展是旅游的重要基础。昨天是丝绸之路，今天是城市带，明天是经济群。所以我们要用城市带和经济群这样的概念来替代传统的丝绸之路概念，要不然旅游发展不起来。包括现在沿途做自驾营地之类，还是没有摆脱这个路的概念。所以说丝绸之路概念、城市发展依托、旅游群体培育，这是一个重要的战略措施。在某一个地方，比如银川，旅游资源非常好的城市，如果能把银川及其周边各项旅游资源都做起来，那将会形成一个旅游群体，银川就会变成一个新丝绸之路上的亮点城市。

第四是产品组合，从单一观光旅游到复合型的产品体系。原来强化的丝绸之路旅游产品，也就是观光。现在不同了，文化观光为主体，商务旅游谋发展，休闲度假求突破，红色旅游支持，生态旅游创差异，特种旅游出高端，发展成五彩缤纷丝旅游。

比如讲生态旅游，黄沙漫漫的大戈壁，哪来的生态旅游？实际情况不是这样的，丝绸之路沿途有很多好东西，只不过还不为大众熟知而已。

第五是国际合作，包括长线丝旅游、中线丝旅游和短线丝

丝路城市推荐

西安



古称长安，京兆、镐京，是陕西省省会。西安地处中国陆地版图中心，是长三角、珠三角和京津冀通往西北和西南的门户城市与重要交通枢纽，北濒渭河，南依秦岭，八水绕长安(渭、泾、沣、涝、泾、灞、泾、潏)。

霍尔果斯口岸



位于中国新疆伊犁哈萨克自治州霍尔果斯口岸，与哈萨克斯坦霍尔果斯河相望。经伊霍铁路、连霍高速公路、312国道和中国-中亚天然气管道在这里结束。

路游。从国际合作来说，基本上是长、中、短三种状况。一个是长线，就是中亚五国游、丝路探秘游。中亚五国游也不可能一次把中亚五国都走遍，也只是节点式的旅游。丝路探秘游里面有很多好东西，不光是历史、有文化，包括自然的东西也非常多，这是长线。将来这种长线产品做好了，就像中国人到新马泰一样，以后中国人集中跑中亚来旅游，这种可能也是有的，只是交通费贵了一点。

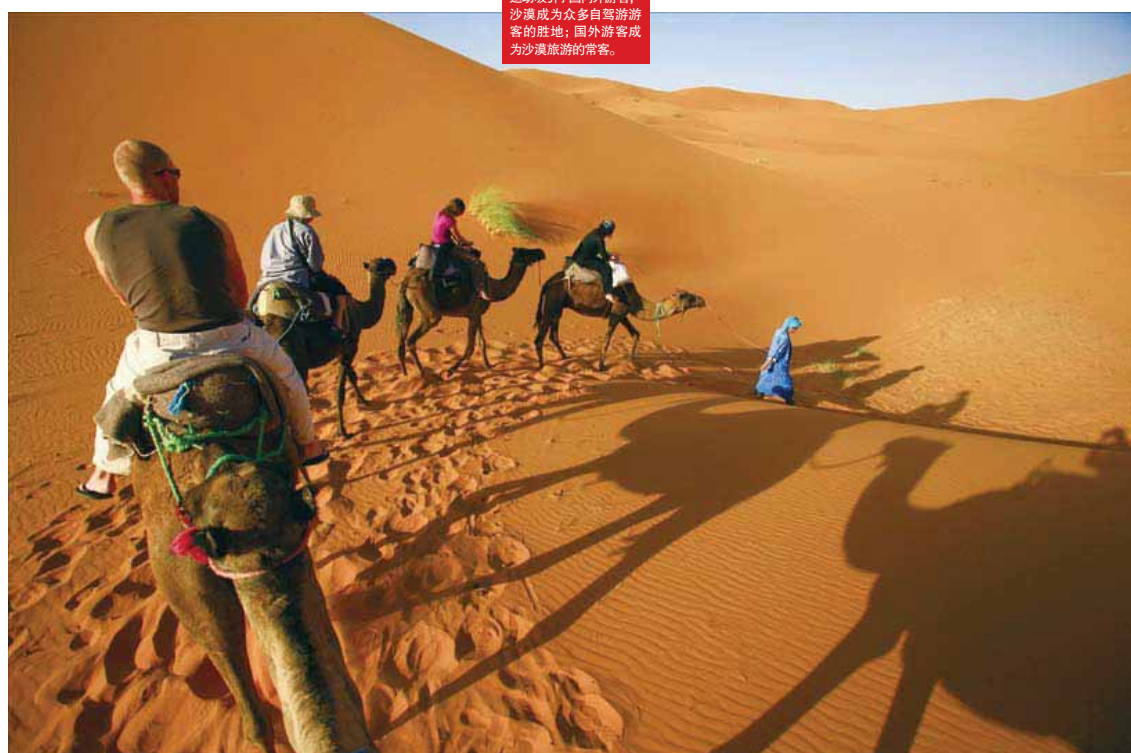
第二类叫做中线，就是边境游和延伸游，基本上就是从边境往境外延伸一部分，现在这个延伸可以延得很深了，有时候可能延到人家国家首都去了，这是中线。这个概念需要两国的旅游部门共同来谋划运作。

第三是短线，就像口岸游这一类。口岸游的概念，就是一脚踏两国，比如到了伊犁霍尔果斯口岸，一不留神就出国了，这边拍张照，那边拍张照，一步跨两国，大家都觉得很好玩，也很方便，时间也很短，一个小时逛完，买点东西回来了。这样的短线旅游产品是可以对应大众的。

总体而言，国际合作涉及到两个方面：一是外交的深化；二是经贸的拉动，这两个方面在丝绸之路经济带这个大的战略格局之下，都会得到比较好的解决。所以我们要做好的就是“旅游融合”这篇大文章：其一是丝绸之路中国段怎么融合，其二是中亚段怎么融合，还有一个就是中国和中亚怎么融合，这将涉及一系列的问题。解决这一系列的问题，不仅需要旅游部门去做工作，也需要旅游企业做工作，同时更重要的可能是需要一部分旅游资本输出，我们来帮助中亚五国完善这些设施，来满足中国人在中亚的衍生需求。这样才能够完整地对应，才能使旅游发展对丝绸之路经济带起到积极的推动作用。同时，我们依托丝绸之路经济带，推动旅游进一步发展，这条路如果真正走活了，那确实是中国旅游的又一个新格局。



本页图：宁夏银川东关清真大寺；宁夏沙漠滑沙运动吸引了国内外游客，沙漠成为众多自驾游游客的胜地；国外游客成为沙漠旅游的常客。





Wei Xiaohan
 Director of the Expert Committee of WTTCF, Deputy Director of National Technical Committee on Leisure of Standardization Administration of China, and Secretary-General of China Tourism Leisure Association

“One Belt and One Road” Strategy Collaborative Development for a Harmonious Universe

Words / Wei Xiaohan

The “One Belt and One Road” strategy initiated by China advocates building a new development mode for the world in the future, namely, “connecting with each other for collaborative development”. Chinese sociologist and anthropologist Fei Xiaotong said, “Achieving one’s own goal yields gratification; lending a hand to consummate others’ goal doubles satisfaction. Goals of self and others can be unified, thus the world can be harmonized.” The “One Belt and One Road” strategy reflects the charm of five-thousand-year-old Chinese civilization “Goals of self and others can be unified, thus the world can be harmonized.”

China is moving from a marginal position to the leader and shaper of the world pattern through the “One Belt and One Road” strategy. China is leading in the development of the world and shaping a new structure of the world.

“One Belt and One Road” strategy is deployment rather than only exploration. In the new pattern, the importance of the new Silk Road economic belt that traverses Europe and Asia is becoming more and more obvious.

The tourism development along the Silk Road should be reconsidered against the backdrop of “One Belt and One Road”. With regard to this, I want to make four points. First, develop a new form. The essence of tourism along the Silk Road is node tourism destinations. With no node tourism destinations, traveling only means passing by somewhere. Therefore, node tourism destinations must be cultivated and strengthened.

Second, give a theme like the thriving of different nationalities and the integration of history and today. Take Jiaohe Ruins in the city of Turpan in Xinjiang Uyghur Autonomous Region for example, it appeals to me greatly but few average travelers find it interesting. Therefore, when developing tourism there, one must emphasize what tourism market and tourists are most

concerned with. That watching a performance and eating some grapes in Grape Valley in Turpan will make every traveler excited is just a proof.

Third, explore some new travel ways to adapt to changes in transport. Silk Road tourism should center on big destination nodes which radiates their surrounding areas. Only in this way can the tourism products be practical and feasible.

Fourth, create and develop new travel modes. New tourism modes like driving camps, family hostels and theme hotels are taking shape along the Silk Road. Actually this is a process of infrastructure improvement.

Various tourism resources must be integrated and different tourism sectors cooperate to set up a new tourism pattern along the Silk Road.

First, the integration of tourism resources. Silk Road is rich in tourism resources like the historical culture of the Zhou, Qin, Han and Tang dynasties, the exquisite artistic works of grottoes, the sacred places of religious culture, the unique red culture, the fusion and exchange of cultures of different nationalities, abundant ecological culture elements, and promotion of international culture cooperation. Of course, these tourism resources need to be turned into tourism products.

Second, the integration of travel modes, including transport modes and travel channels. Air, railway and road are all available and improving along the Silk Road. The integration of different transport ways has to be developed. For example, the new travel mode of renting a car for a road trip is a good way of traveling that connects air and road transport.

Besides the integration of transport modes, there is also the integration of travel channels like OTAs, travel agencies and clubs. In fact, it depends on the destination as to which travel



This page: Diversifolious poplars in water, Inner Mongolia; An Asiatic face in Istanbul, Turkey



channel is the best. Tourism destinations integrate the three main travel channels to develop new travel modes and patterns.

Third, integration of nodes and the rise of city belt and economy group.

Urbanization is the important basis of tourism now. In the past, there was the Silk Road. At present, there is city belt. In the future, there will be economy group. Thus we should replace the concept of Silk Road with concepts of city belt and economy group or tourism cannot be well developed.

Fourth, integration of products. Develop compound tourism product series from sightseeing tourism.

Silk Road was emphasized only for sightseeing travel in the past. Various Silk Road travels including culture tourism, business tourism, leisure tourism, red tourism, eco tourism and characteristic tourism have been developed along the Silk Road.

Fifth, international cooperation. Develop long-distance, medium-distance and short-distance travels.

As for international cooperation, it mainly includes the development of long-distance, medium-distance and short-distance travels. The long-distance travels include an exploration of the Silk Road and travel to the five countries in Middle Asia. It covers some nodes rather than all the places in

the five countries. There are different aspects along the Silk Road like history, culture and nature that are worth exploring. If long-distance travel products are well developed, many Chinese tourists will come to Middle Asia just as they come to Singapore, Malaysia and Thailand now.

The medium-distance travels include border tour and extended tour which may cover certain areas beyond the border or even the capital of another country. The tourism sectors of neighboring countries can cooperate with each other to develop medium-distance travels.

One example of short-distance travel is port travel which is a kind of cross-border travel.

Generally speaking, international cooperation involves two aspects, namely deepening diplomatic relations and increasing economic and trade cooperation, which can be better dealt with within the strategy of Silk Road economic belt. Therefore, we should integrate tourism resources so that tourism development can benefit the Silk Road economic belt. Meanwhile, the Silk Road economic belt can also further promote tourism development. If we can succeed in this way, a new pattern of tourism in China will be created.



阿勒泰 真实的画中美景

曾经听一位去过阿勒泰的摄影师朋友说过：在阿勒泰，就像行走在图画之中，处处皆是美景。即使不是专业摄影师，随便一拍也是一幅精美的作品。而当我走进阿勒泰的五彩滩、喀纳斯湖等景区后，验证了这样的说法。大自然的鬼斧神工，让阿勒泰成为一个幸运之地，它的美景就像是新疆热情的酒，让人深深迷醉。

文 / 吉祥 图 / 阿勒泰旅游局



五彩滩

大自然的调色板

从布尔津县城向西北方向行进，约20多公里处的额尔齐斯河北岸，有一片以雅丹地貌著称的河滩，这便是大名鼎鼎的五彩滩。

进入五彩滩景区，首先会看到一座广场，广场上有雕塑、工艺品商店和餐厅等建筑，旁边还有一些卖羊肉串等食品的小店。广场的右侧有一座艺术馆，里面展示了一些关于新疆的画作和书法等，馆前还有一些古树的硅化石，可以参观一下。在艺术馆建筑的背后，可以看到一座风力发电站，几排巨大的风车在戈壁之上缓慢旋转，也成为一道难得的美景。广场的左侧贴近额尔齐斯河，这里设有几座观景台，走上观景台后，就能看到缓缓流淌的河水和对岸的胡杨林。广场的尽头便是木制的栈道，只要沿着木制栈道前行，便能来到五彩滩的彩色丘陵区域。

五彩滩属于典型的雅丹地貌，由一片泥岩、砂岩及砂砾组成形状各异的奇石怪岩。比较神奇的是，

这些奇石怪岩色彩艳丽，呈现出红色、土红色、浅黄和浅绿色等色彩，有的像一条条彩带环绕在岩石上，有的像点点花纹洒落在岩石上，让整个五彩滩显得色彩斑斓。走进五彩滩，眼前的景象只能用光怪陆离来形容了，这里一边是戈壁，一边是绿洲，千百年来它们就默默伫立着。

如果是在傍晚时分去五彩滩，将会看到最美丽的景色。当夕阳西下时，落日的余晖缓缓洒下来，各种色彩斑斓的颜色会更加艳丽，显得五彩缤纷，在色彩的中间，沟壑变成了具有立体感的阴影，更加重了色彩的张力。五彩滩河对岸是一片茂密的胡杨林，当棵棵挺拔道劲的胡杨树倒影映在河中时，更增添了这种美景的浓度。

白哈巴

西北第一村

白哈巴村是阿勒泰哈巴河县的一个小村庄，紧邻喀纳斯景区，是一个哈萨克族和图瓦人聚居的小村庄。在这里，保留着古朴的小木屋建筑，带着历史的沧桑感觉，景色非常优美。特别是每到金秋时节，村中的树叶金黄一片，村旁是河流潺潺流过，背后不远处则是连绵的几座季节性雪山，美得好像童话世界一般，因此有着“西北第一村”的美誉。

如果想看到白哈巴村最美的景致，应该要去看日出和日落。晨曦和夕阳中，白哈巴村笼罩上一层柔和的光线，连不远处小雪山的雪顶都会变成红色，非常适合拍摄。拍摄的最佳地点就在村口路旁的山坡上，那里有白哈巴的石碑，非常好找。此外，在白哈巴游玩时，会路过的中华林、中哈界碑等几个观景台，紧靠在国境线边上，可以清晰地看到国境线上对岸哈萨克斯坦的树林、河流。

到白哈巴游玩时，可以选择从哈巴河县或喀纳



额尔齐斯河冷水鱼



五彩滩边流淌的额尔齐斯河，是我国唯一由东向西流淌的河流，这条河里出产著名的冷水鱼。冷水鱼也叫狗鱼，这种鱼是肉食鱼，有尖厉的牙齿，肉厚，适合烧烤，肉质特别鲜美，布尔津的夜市上能吃到烧烤的冷水鱼。

本页图：秋色醉人白哈巴。
右页图：绝色雅丹五彩滩；国家第五批重点文物保护单位—青河县三道湾子鹿石。

特别提示



① 去白哈巴游玩需要办理**边防证**。如果是从喀纳斯来，要在喀纳斯游客中心办理；如果是从哈巴河县来，要在哈巴河县城办理。



② 白哈巴距里边境很近，有一部分区域还属于**军事禁区**，游玩时不能私自进入。



③ 白哈巴的温度比较低，每年十一左右时，晚上就会达到**零度以下**。



斯景区两个方向进入。如果从喀纳斯景区进去，需要从喀纳斯景区的游客中心购买门票、区间车票，并在此上车。区间车只售往返票。发车及回程时间要根据景区的安排，一般旺季时为第一天下午四点左右，从喀纳斯景区出发前往白哈巴。一路上，会相继经过那仁夏牧场、中华林、中哈界碑等几个观景点，可以下车拍摄，日落前抵达白哈巴村。第二天早上拍完日出后，乘坐原车返程。

如果选择从哈巴河县城方向进入，哈巴河客运站门口每天 17:00 有一班班车可到白哈巴村。到达白哈巴后，如果想进入喀纳斯景区游玩，要自行联系村里的摩托车或通过徒步、骑马等方式前往。也可以乘坐班车回到哈巴河县，不过因为喀纳斯景区是北疆游玩必去的地方，所以很少有人选择班车返回。

到白哈巴景区游玩的人，一般都会在村里住上一宿，客栈都是哈萨克牧民自己家开的民宿，木屋的院落环境很美，而且主人热情淳朴。在这些民宿里，可以品尝到新鲜的牛奶、大盘鸡等特色美食，感受地道的新疆味道。

喀纳斯湖 北疆明珠



喀纳斯湖有很多古老的传说，但最有名、最为外界所熟悉的，一定要数“湖怪”了，因此喀纳斯湖也一直蒙上了一层神秘的面纱。带着这种好奇心，众多游客在到阿勒泰游览时，都会选择到喀纳斯湖边看上一眼。

喀纳斯湖位于阿勒泰地区布尔津县境内的深山密林中，就像一颗藏在原始森林中的明珠一般。它位于白哈巴村的东面，距离乌鲁木齐有约 800 公里的距离。在这个美丽富饶、神秘莫测的湖边，清澈宁静的湖水保持着一种神秘感，俯瞰下去，会让人深深惊叹。随着季节和天气的变化，湖水还会变换颜色，让人称奇。在喀纳斯湖的四周，生长着茂密的云杉、冷杉和西伯利落叶松的原始森林。在阳坡的一面，茂密的草丛生长得郁郁葱葱，不同的植物群落层次分明，到了秋季，更是金黄、殷红、墨绿交织，色彩夺目。

在喀纳斯景区内游玩，可以登上相对高度 600 米的观鱼台，这里是远眺喀纳斯湖的地点，一共有 1000 级台阶。如果不想爬台阶，也可以从山脚下乘坐观光车上到半山腰。站在观鱼亭台上，可以俯瞰喀纳斯湖及远处烟云缭绕的层层青山，和银装素裹的冰峰雪岭，让人心旷神怡。

在前往喀纳斯湖的半途，还有个“喀纳斯草原风情园”，进入风情园后，辽阔的草原一下子出现在眼前：碧绿的草地，一片紫色的小花，还有潺潺的溪流，充满了诗情画意。不远处是一些小山丘，太阳从山间探出头来，山脚下，牛、马、羊成群散落，悠闲自得，一派草原美景。在这里，还可以到蒙古包里喝碗热气腾腾的奶茶，尝一个香酥的布尔萨克，摸一摸别具特色的民族摆设，让人真实感受到远离了城市喧嚣，进入一个世外桃源。

左页图：古老毛皮滑雪板滑雪表演；地质奇观可可托海；可可托海的美丽风景。

<p>气候</p> <p>整个新疆地区气候较干燥，紫外线比内地强烈，防晒保湿很重要。</p> 	<p>温差</p> <p>喀纳斯地处高纬度内陆区，昼夜温差很大，温差甚至能达到20度以上。即使是夏季前往，也要准备一些保暖性较好的衣物。</p> 	<p>通讯</p> <p>喀纳斯地区很多地方没有手机信号，人员稀少，地处边境，不要独自去非景区区域探险。</p> 	<p>时差</p> <p>新疆与东部地区有2小时的时差，晚上8点多天还是亮的，晚上9点吃晚饭也很正常。</p> 	<p>购物</p> <p>整个新疆的零售都是以“公斤”计算的，和内地有所不同。</p> 	<p>航班</p> <p>阿勒泰机场位于阿勒泰市西南方，距市中心10公里，从乌鲁木齐有直达阿勒泰的航班。</p> 
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Altay Picturesque Landscape

Walking in Altay is no less than walking through pictures, as every place presents beautiful scenery. In particular, the Five-Colored Hills and the Kanas Lake are wonders of nature, making Altay a place favored by fortune. Its beauty is as intoxicating as the passionate wine in Xinjiang.

Words / Ji Xiang Pictures / Altay Tourism Bureau

The Five-Colored Hills: Nature's Palette

Going northwest about 20 km from the Burqin County, you can find a beach renowned for its yardang landforms at the northern bank of the Ergis River. This is the celebrated Five-Colored Hills.

This magic land is just like nature's palette, where all kinds of colors are poured and sprayed, forming a glorious land.

By the Five-Colored Hills, the Ergis River flows slowly, and on the other side of the river are dense populus euphratica, where tall, straight, and vigorous populus euphratica cast their shadows into the river, offering rare scenic beauty.

The Five-Colored Hills is of typical yardang landforms, where mudstones, sandstones, and gravels form strange stones and rocks of different shapes. What is more magical, the colors of these strange stones and rocks are bright and beautiful, presenting red, reddle,

light yellow, light green, etc. Some are like colorful ribbons surrounding rocks, and some are like spots of decorative patterns sprayed over rocks, making the whole Five-Colored Hills a kaleidoscope of gorgeous colors. Entering the Five-Colored Hills, you can only use the word "fantastic" to describe it, where a gobi desert on one side coexists serenely with an oasis on the other side for thousands of years.

Baihaba: No. 1 Village in Northwest China

The Baihaba Village in Habahe County of Altay and close to the Kanas Scenic Area is a small village where Kazakhs and Tuvas live. The village retains ancient small wood houses, which presents a sense of historical vicissitudes while offering very beautiful scenery. In particular, in autumn, when the tree leaves in the village all turn golden, the village is as beautiful as a wonderland in fairy tales, with rivers flowing by it and several seasonal snow-covered mountains lining the background not far away. Therefore, the village is

renowned as "No. 1 Village in Northwest China". The sunshine in the morning and the afterglow of the setting sun veil the village with soft light, and even the tops of the snow-covered mountains not far away turn red.

People visiting the Baihaba Scenic Area usually stay one night in a wood house of the village. Warm-hearted and simple villagers will treat you with the freshest milk and authentic Xinjiang cuisine such as big plate chicken.

The Kanas Lake: A Pearl in North Xinjiang

The Kanas Lake, located among the remote mountains and dense forests in the Burqin County of Altay, is like a pearl hidden among primitive forests. It is at the east of the Baihaba Village and about 800 km away from Urumqi. By this beautiful, rich, and mystical lake, the clear and tranquil lake water also presents a sense of mystery, and makes people marvel when looking over it. With changes in seasons and weather, the lake

water changes colors marvelously. Around the Kanas Lake are dense primitive forests of spruces, firs, and Siberia larches. On the southern slope are luxuriantly green grasses. The plant communities are distinctively separated. By autumn, they present various bright colors such as golden yellow, dark red, and dark green.

Half way to the Kanas Lake, there is the "Kanas Steppe Custom Park," where one can see the broad steppe: green grassland, a stretch of little purple flowers, and murmuring streams. All are picturesque and poetic. Not far away are some little hills, where the sun emerges. At the foot of the hills are cattle, horse, and sheep flocks, leisurely and carefree, typical of the beautiful grassland scenery. Here, we can visit yurts to drink hot milky tea, taste a crispy fried Bursac snack, and touch unique ethnic decorations, truly finding ourselves far away from the hustle and bustle of urban life and retreated in a place of idyllic beauty.

This page: Japanese
White Birch forest



厦门 鹭岛风情

提起厦门，我的眼前常常出现一位少女的形象。因为在没有去厦门之前，厦门在我的印象中，是“微风轻拂澎湖湾，白浪逐沙滩”的惬意和浪漫，就像一位正当妙龄的少女，眉眼传情，年轻美丽。当真正来到厦门之后，我更是深深爱上了这座南国的城市。被称为“鹭岛”的厦门，可以说是南方城市的典型代表：开放、富足和风情。无论是鼓浪屿的海天一色，还是南普陀的风光旖旎，或是厦门大学的热情洋溢，都散发着独特的厦门风情。

文/寒小哲



不游鼓浪屿，枉费厦门行

鼓浪屿并不在厦门市内，而是与厦门岛隔海相望，它不但与厦门岛、同安等一起组成了完整的厦门，也是闻名遐迩的旅游胜地。鼓浪屿的位置在厦门岛的西南角，面积不大，大约只有 1.8 平方公里。离开它和厦门岛的那条江水宽五六百米，就是著名的鹭江。鼓浪屿周边海域也是厦门港的主要部分，登高远眺，鼓浪屿全景和周边美景尽收眼底，因此素有“不游鼓浪屿，枉费厦门行”的说法。

到达厦门后，有公交车能到达前往鼓浪屿的轮渡码头，需要换乘渡船越过美丽的鹭江，才能到达对岸的鼓浪屿。在鼓浪屿的内厝澳码头下船后，美丽的鼓浪屿呈现在眼前，我的第一反应是：鼓浪屿好大！虽然从之前的攻略中了解它只有不到 2 平方公里的面积，但当真正踏足这里后，才发现它其实并不小。

鼓浪屿的房子特点很鲜明，并不是那种普通南方城市的感觉，而是洋溢着一种浓浓的欧式味道。也许因为以前葡萄牙殖民地的经历，所以这里的房屋便带上了西洋味道。以今天的眼光来看，在南方城市的感觉中，也带上了一种小资情调的感觉。

在鼓浪屿上，随便走一走，逛一逛，都能享受一种悠然自得的心情。而在岛上的随处一个街角，都有着一种风景，仿佛蕴藏着浓厚的故事。三角梅在充满历史的建筑院子兀自开放，有一种安静和清高的味道。而当古老的墙壁旁，郁郁葱葱的老榕树枝叶繁茂时，也是一种很有味道的感觉。

在鼓浪屿的商业区里闲逛，看着街上商铺有趣而灵动的设计和精致的墙面浮雕。鼓浪屿有众多很有情调的街边小店：赵女士的店、虾米堂、邂逅……只是看到这些名字，都会让人心里轻松一笑，让人感到一种生活的惬意和幸福。

本页图：鼓浪屿上的钢琴博物馆。走进博物馆后，会打开一个博物馆的奇妙世界之门，关于钢琴的种种元素让人惊叹；鼓浪屿商业区的街道上，随处可见有趣而灵动的设计，甚至一些墙面，也被了精致的装饰，充满了美感和活力。左页图：厦门的地标。

TIPS

最佳时节：鼓浪屿属亚热带海洋性季风气候，温暖湿润，光热条件优越，雨量充沛，冬无严寒，夏无酷暑。这里阳光充足，一年四季花木繁盛。以春秋两季最适合旅行，冬季也比较温暖。但是8月份台风季节，海边的船只全部停开，不能欣赏到优美的海景。

交通：厦门高崎国际机场位于厦门岛东北部湖里区

埭辽路，距离厦门市内14公里。

当地美食：烧肉粽、鱼丸、沙茶面、海蛎煎、土笋冻。

当地特产：厦门肉粽、肉松、肉脯、茶叶。

注意事项：厦门是国家卫生城市，市政府为此专门颁布了有关规定，乱丢垃圾、破坏市容整洁的，将依据情节轻重受到处罚。市政府颁布规定，在公共场所禁止吸

烟，违者将可能受到处罚。

鼓浪屿：鼓浪屿上的路名比较乱，相互交叉的N条道路有时叫同一个名字，不管直走、左转或右转都是同样的路名。还有一些道路，感觉在直走，却会突然由南北向变成东西向，感觉不出是什么时候变的，即使拿着地图有时也会摸不清方向，所以迷路时要多请教当地人。

右页图：沙茶面是厦门美食中的典型代表。选用上等虾头，经过长达两个月的腌制，再磨成虾酱，而后再配以五香粉、咖喱粉、辣椒粉等，始成经典的沙茶。再配上精心烫熟的面条，辅以猪肝、鸭腿、大肠、鲜鱿鱼等辅料，淋上沙茶香汤料，一碗经典的沙茶面就出锅了；在厦门的街巷中行走，不经意间遇到这位大叔在售卖当地零食，他脸上流露出的憨厚笑容，代表了厦门人满足的心态。

世界最美的马拉松赛道

环岛路是沿着海岸线的一条风景优美的公路，全长 31 公里，也是厦门国际马拉松比赛的主赛道，被称作世界上最美的马拉松公路。同时，环岛路也是一条集旅游观光和休闲娱乐为一体的滨海走廊，沿线不仅能看到胡里山炮台、音乐广场、厦门城市风光等人文景观，最主要的是它依着海岸线而行，随时可以奔向大海的怀抱。

来到厦门之后，在环岛路上骑行，也是一种很不错的休闲方式。聆听海浪拍打沙滩的声音，感受海风轻拂身体的轻柔，让人有一种非常舒适的享受。在环岛路上骑行，满眼都是美景，甚至觉得，之前看到的照片上的美丽，都无法和眼前的景色相媲美。因为真正停留在这里之后，远眺是一望无际的海岸线，回首是风情万种的棕榈滩，骑累了可以随意停下车，赤脚走向沙滩，感受自然带来的惬意。而且，厦门本岛的海比鼓浪屿的海更加壮阔和干净，沙子也更细腻。

在环岛路的东南段，还有环岛木栈道，对于游人无法到达的海边礁石地段，现在有了木栈道，都可以更加靠近大海，饱览更美丽的风景。另外，木栈道沿线还设置有音乐酒吧、观景亭、LED 夜景等景观工程，这让木栈道成为环岛路的一道线，串起了环岛路一路的美景。

环岛路清晨或傍晚的时候游人比较少，而且气温更加舒适，所以比较适合出行，其中椰风寨到会展中心一段路，是风景最美丽的代表。如果想全程骑车的话，大概需要近一个小时。体力较好的朋友

可从珍珠湾开始骑，经椰风寨到会展中心。提醒一下，如果是租自行车的话，团购可以更加便宜。同时，看日出的好地段是在黄厝，看日落的好地段则在白城沙滩。

一碗沙茶面的诱惑

在厦门旅游的饮食环境，通过几天的亲身感受，我感到当地的饮食习惯非常符合当前的健康要求：饭菜以清淡为主，菜里调配一些海鲜，不咸且鲜。此外，厦门人在一般的菜里也不放肉，大部分菜都很清淡，但家里的餐桌上有时会出现一碗炖肉。原来，厦门人的观点是：由于天气炎热，平时很少吃肉，如果要解馋的话，就炖一大碗肉来吃，吃完后喝一些当地的大白豪绿茶或铁观音，或是沏上一壶功夫茶，就会很快瓦解刚才的油膩了。

我更喜欢厦门的特色小吃。小吃是厦门食俗的一个重要内容，这不仅由于厦门小吃体现了厦门人的想象力和创造性，而且其品种的丰富多样也让人赞叹。对厦门人来说，小吃既可是点心，也能当正餐，甚至可以端上宴席待客。在厦门，小吃已经深深融入厦门人的饮食习俗之中，成为一种偏好，一种习惯，一种民风。对于厦门人来说，深夜街巷里叫卖的“烧肉粽”，马路边骑楼下点着“臭十”（乙炔）灯的煎豆子，都是刻骨铭心的故乡印象。可以说，不了解厦门的小吃，就无法了解厦门的食俗，也无法了解厦门人的生活。

在厦门琳琅满目的小吃名单中，沙茶面和海蛎煎绝对占据着重要的地位。沙茶面是厦门的著名小吃，主料之一的沙茶源于印尼，它选用上等的虾头，经拌盐腌制两个月以上，再磨细，将虾酱、蒜头酱按先后顺序加入沸油炸透，待冷却后加入五香粉、咖喱粉、辣椒粉、芝麻等制成。沙茶面是将面条放入箬篱下开水锅烫熟，捞到碗里，随自己的口味加入猪肝、猪腰、鸭腿、大肠、鲜鱿鱼、豆腐干等辅料，最后淋上在大锅里加入沙茶酱的滚开的汤料，一分钟之内，一碗面就可上桌；海蛎煎的主要原料是牡蛎，也称为海蛎子。厦门出产的牡蛎，是僧帽牡蛎，体积小，壳成长形或三角形。取出的肉，肉白鳃黑，每只 1 至 2 厘米，肉粒均匀。其味道鲜美，临食时，可配上芥辣酱或辣椒酱、香菜，吃起来非常可口。



厦门特色民俗

上元节：又称“灯节”或“元宵节”，是紫薇大帝的生日。这一天大街小巷都点缀着美丽的花灯，寺庙等公共场所会有舞龙、舞狮、踩高跷、放烟火、猜灯谜、等活动。
时间：正月十三至正月十七

凤凰花旅游节：节日以厦门市凤凰木命名，充满浓郁的地方文化特色和青春活力。节日期间会举办盛大的开幕式、凤凰花诗会、沙滩派对、异国风情时装秀、海上踩街等活动。
时间：凤凰花开的季节（5—6月），每两年举办一次，与海洋文化旅游节交替进行。

中秋博饼：厦门人在中秋节有一种玩会饼博状元民俗活动。当年郑成功率部驻扎厦门，中秋将士们开始思念家人，都将洪旭为了激励士兵斗志，便巧设这种色子游戏。该习俗一直在厦门民间流传。中秋之夜，家家户户都会进行这种充满乐趣的活动。
时间：农历八月十五

海洋文化旅游节：节日期间以水上项目和沙滩项目为主，如“海鲜美食”、“温馨鹭岛”、“激情漂流”、“定向越野”和“皮划艇比赛”等。
时间：10月国庆期间，每两年举办一次，与凤凰花旅游节交替进行

Xiamen

Unique Culture of Egret Island

Words / Han Xiaozhe

Gulangyu Island

Gulangyu Island located at the southwestern corner of Xiamen Island is separated from the Island by the famous Egret River. The surrounding sea area of Gulangyu Island also forms a main part of the Xiamen Port. If you climb a high mountain and look afar, you will have a panoramic view of all the surrounding beautiful scenery as well as the isle. Therefore, a saying goes, if you do not visit Gulangyu Island, your trip to Xiamen is wasted.

The houses in Gulangyu Island have unique features, mostly of European style, with peculiar Western flavor. Every street corner on the islet is picturesque, as if containing many stories: triangle plums blossom alone in the courts of historical buildings, aloof and tranquil; by the ancient walls are luxuriously green and leafy old banyans.

The Most Beautiful Marathon Course in the World

The Huandao Road, 31 km long, is a coastal road presenting nice scenery, and also the main course for the Xiamen International Marathon, renowned as the most beautiful marathon road in the world. At the same time, the Huandao Road is also a coastal corridor integrating sightseeing and recreation, where you can not only see cultural landscapes such as the Huli Mountain Fort, the Music Plaza, the Xiamen cityscape, etc., but also run into the embrace of the sea anytime as the road is just by the coastline.

The Temptation of a Bowl of Warsaw Tea Noodles

The dietary habits of Xiamen people totally agree with the current health requirements: the food is mainly lightly seasoned, with some seafood, which is not salty but fresh.

Among the numerous snacks in Xiamen, Warsaw Tea Noodles and Oyster Omelet stand out as the most important. Warsaw Tea Noodles is a famous snack in Xiamen. Warsaw tea, one of the main ingredients, is from Indonesia, which is made from the best shrimp heads that have been pickled for over two months and then ground into fine grains. First shrimp paste and then garlic paste are put into boiling oil and fried. After the paste cools down, five-spice powder, curry powder, red chili powder, and sesame are added to complete the Warsaw tea. Noodles are cooked in a bamboo strainer in boiling water, and then placed in a bowl, into which you can add pig's liver, pig's kidney, duck tendon, large intestine, fresh squid, or dried bean curd, etc. as you like. At last, boiling soup from the big pot added with Warsaw tea paste is poured onto the noodles. In this way, within one minute, a bowl of noodles is ready. The main ingredient of Oyster Omelet is oyster, which is also called ostracean. Oysters produced in Xiamen are giant Pacific oysters, which are small in size and have long or triangular shells. The meat in these oysters is white with black gills. Each is 1-2 cm, with even meat particles. Oyster Omelet is very delicious, and mustard paste, coriander, or pepper paste may be added before you eat to tone up your taste buds.

