

在地中海不能错过的十件事

文 / 明非 图 / 神致五月 全景



如果希腊圣托里尼的蓝永远有白色相伴，那么摩洛哥的蓝色老城舍夫沙万则是完全纯粹的令人窒息的蓝。

1 捡起上帝打翻的蓝色染瓶

地中海最美丽的，永远是那一抹蓝。这里的天是蓝的，蓝得浪漫，蓝得令人沉醉；海是蓝的，乘船穿梭于海上岛屿之间，一路都是蔚蓝色的海面，和白帆点点；岛上的房子大多是白色带着蓝色的屋顶或门窗，简约精致而美丽；地中海的夜晚也是蓝的，那不勒斯蓝色夜温柔而灵巧的旋律飞向深沉的星空，引人驻足。

除了蓝天、蓝海、蓝房子之外，地中海地区还有蓝窗、蓝洞、蓝泻湖以及童话般的摩洛哥蓝色老城。

蓝窗位于马耳他第二大岛戈佐岛，由两个天然石墩支撑着一个石盖，形成了一个“窗子”，透过窗

子可以看到对面蓝色的海天一色的景色，故得名“蓝窗”，是马耳他必游之地。

卡普里岛蓝洞是一个海边峭壁内的山洞，洞内水深约 30 米，阳光从洞口进入洞内，又从水底反射上来，使得整个洞内四壁都呈现出一片晶蓝，神秘莫测，故称“蓝洞”。

“蓝泻湖”同样位于马耳他，以靛青和深蓝色的海水闻名世界，有人说，这里容纳了世界上所有的蓝色，海水深处是浓丽厚厚的蓝，稍浅的地方是微微泛银的蓝，捧在手上是纯净透亮的蓝……到底有多蓝，还得你自己来看。

此外，在非洲北部的摩洛哥，有一座蓝色老城——舍夫沙万，这里每一栋建筑的门里门外、墙壁台阶都是蓝色，就像上帝打翻了蓝色染瓶，让你在每一个转角，遇到的几乎都是蓝。

2 吃到撑的海鲜

既然是海，就一定少不了海鲜，海鲜是全世界通用的语言。地中海作为世界最大的陆间海，吃海鲜是天经地义的事。地中海人很少吃红肉（牛肉、羊肉等），深海鱼类是他们的主要肉食来源。临海国家的海鲜原料非常丰富，螃蟹、鲍鱼、虾、蛤蜊等应有尽有，形成了独特的地中海风味。意大利海鲜面、西班牙海鲜饭、海鲜汤、海鲜沙拉、酱汁虾、虾仁鸡蛋饼、海盐烤鱼、煎沙丁鱼、绿酱三文鱼、墨鱼圈、墨汁饭、蟹肉挞、蒜炒蛤蜊、炒贻贝……无论哪一款，都能同时满足吃货的眼睛和胃！

地中海饮食已经成为了简单、健康、营养的代

名词。地中海饮食结构中，海鲜是一大主题，鱼虾海鲜可以为食用者提供大量健康蛋白质。研究发现，地中海海域盛产的沙丁鱼，含有丰富的 $\Omega-3$ 脂肪酸，如果人体摄入了一定量的脂肪酸，能够大大降低心脏病发和心跳停止导致猝死的风险，对关节炎、抑郁症等疾病也有很好的控制作用，含有类似营养的海鲜类还有金枪鱼、三文鱼、蚌、蛤、虾等。



3 几千年的露天博物馆

作为欧亚非三大块大陆的连接点，地中海地区见证了曾经引领西方的古埃及文明、古希腊文明、阿拉伯文明等的兴起和更替，周边的西班牙、意大利、希腊、土耳其、埃及等都留下了大量古代文明的遗址。世界闻名的还有希腊奥林匹亚遗址、帕特农神庙、以及鲜为人知的意大利西西里岛的塞杰斯塔神庙、塞浦路斯北部圣伊拉里城堡、哈布斯堡王朝的历史遗迹等等。

古代遗址不仅承载着历史信息 and 文明内涵，很多遗址建筑本身还为人们展示了古代智慧的独具匠心，颇具游览价值，一定不可错过哦。

4 舍不得离开的特色酒店

极致的景色和浓厚的文化不是地中海人的终点，地中海人还凭着独特的创意风格推出了不少特色酒



店，包括悬崖酒店、岩石酒店等。

悬崖酒店——希腊圣托里尼岛上的“小白房”不算少，但 Katikies 酒店高耸于爱琴海边的悬崖上，俯视着下面的蔚蓝色水域，让你最大角度地欣赏爱琴海的醉人之美，再加上内部设计与自然环境完美结合，使世界各地的游客趋之若鹜。

意大利那不勒斯索伦托的悬崖之巅上，也坐落着一座大酒店，不同之处在于，这座酒店拥有着将近 200 年的历史，透过酒店 18 世纪的圆柱、精美的壁画和随处可见的古董，都在诉说着过去的故事。酒店还有全景式私人电梯，乘坐电梯可以直接到达码头。

岩石酒店是一座位于伊莫洛维里镇的纯白色小酒店，同样位于圣托里尼岛，白色的客房内点缀着素雅的内饰，无需雕琢，完全呈现的是自然本色。



前往地中海旅游的中国游客来自哪里

42.70% 的中国出境游客有地中海地区旅游经历，这部分游客一般多在第 2 次或第 3 次境外旅游时选择前往地中海地区。目前还没有地中海地区经历的中国出境游客，多数表示将在其第 3 次境外旅游时选择前往地中海地区。多数中国出境游客前往地中海地区旅游，会优先选择中部地区，即意大利、希腊、爱琴海等南欧地区。过去一年前往地中海地区旅游的中国出境游客主要来自北京、广东和上海，其次为浙江、江苏、天津和四川。

其中以 31-35 岁居多 (24.53%)；学历多为本科及以上 (87.86%)；多数已婚并有未成年孩子 (73.05%)；月收入较高 (平均个人月收入为 14,205 元)。旅游特征：每年至少安排 1 次或多次出境旅游 (35.06%/46.98%)；多选择春节或国庆长假出游 (28.02%/38.85%)；旅游形式上，自由行 (32.72%) 最多，其次为跟团游 (28.83%) 和半自由行 (24.13%)；语言障碍是出发前的最大顾虑 (48.47%)。——来源：世界旅游城市联合会《年度中国公民出境 (城市) 旅游消费市场调查报告 (2014-2015)》



- ① 卡普里岛蓝洞是岛上必游之地，但蓝洞一定要天气晴朗、风平浪静的日子才能够看到。
- ② 若进入教堂游览，一定要注意衣着整洁。
- ③ 很多遗址、教堂等地都是禁止拍照的摄影、摄像前一定要先经过许可。
- ④ 饮酒后不要进入教堂内。



5 看不够的帅哥美女

地中海地区国家大部分都是军事要地，历史上都曾被很多个民族占领过。多民族融合留下的痕迹不仅体现在建筑和饮食上，也体现在了人的身上——这个地区出产帅哥美女。从出租车司机到酒店的服务生都很帅，马路上的交警就更不用说了，一群游客围着交警等合影的现象经常可以碰见。美女更不用说了，无论是大街小巷还是窄巷里，都能够时不时地邂逅一位五官深邃却黑头发黑眼睛的美女，性感而魅惑。

难怪一位游览过地中海的游客回去之后发出了这样的感慨：这里是一个非常适合营造浪漫、谈情说爱、怡情养性的地方。想度蜜月吗？到这里来吧！想邂逅一段艳遇吗？到这里来吧！想重温久违的浪漫与激情吗？到这里来吧！

Tips

- 乘游艇时需注意安全，并自行保管好携带的手机、相机、摄影机等贵重物品。
- 海鲜好吃难消化。吃海鲜一定要适度，要吃新鲜的海鲜，但不要生吃。
- 日出日落绚丽而短暂，注意掌控好时间，不要错过。



6 有一天要有自己的地中海式房子

地中海周边的国家及岛屿，如法国、意大利、西班牙、希腊、摩洛哥、埃及、突尼斯、马耳他等，无一不独具魅力，这些国家各自的民族特色和文化烙印在建筑上，形成了独特的地中海风格，除了在风格及细节上集合了欧洲古典美学的细腻精巧优雅华丽之外，在颜色选用上也十分明亮而大胆。

这里的建筑除了经典的蓝顶白房子和红瓦白墙之外，还有很多种其他的颜色，西班牙、意大利和法国南海岸线上传统的农舍多为当地色彩斑斓的石头或其他材料所筑，而在摩洛哥、突尼斯等北非国家，房屋外部的围墙多呈现赤土色或黄土色。

7 欧洲归来不看教堂

在欧洲旅行，教堂是必不可少的游览主题。地中海周边及岛屿国家的教堂数不胜数，巴洛克式、哥特式、拜占庭式、维多利亚式，几乎所有风格的教堂在这里都能找到；这些教堂有的已经矗立千年，有的则充满着现代味道，有的华美张扬，有的朴素低调，有的庄严肃穆身份尊贵，有的则是家庭式小教堂。就这样在这片多元化融合的地区游览下来，便可看遍千年风云，赏尽各种文明风采。

8 看世界最美的落日

四季更替，日出日落，是最自然的现象，只是因为你在的地方不同、心境不同而呈现出不一样的浪漫与美丽。在海上看日出日落，是“我能想到的最浪漫的事”，没有之一，尤其当这海是地中海。

地中海上的日出与日落自然美不胜收，而日落的那一抹绚丽和金黄，犹胜于日出。和爱的人（这爱的人可以是TA，也可以是爸妈）一起，伴着低沉的管风琴声、傍晚的钟声和涛声，沐浴在一天当中最后的金色阳光中，该是多么美妙！白色的房子和蓝色的门窗和整座城市一起，在夕阳中拉着长长的影子，即便你不是艺术家，此时此刻，也必须充满了创作灵感！



9 有海能没有游艇吗

乘一艘精致的游艇，在温柔的地中海风中徜徉前行，欣赏着沿途散落的旖旎风光，听风声海声。你可以静静地享受，但绝不会寂寞，地中海上的游艇密度之大令人咋舌，时不时的会有各式私人游艇和你不期而遇，都带着友好的面孔，行个注目礼之后，各自前行。就像海子的诗里所写的：陌生人，我也为你祝福。

在欧洲，游艇数量的多少体现着一个地区的富裕休闲程度。因为游艇消费是有条件的，是要绝对的高收入；其次，游艇需要足够的水，当然，游艇的主人要有休闲娱乐的时间。地中海无疑满足了所有条件，进而成为了全球五大超级游艇旅游圣地之一。

10 品一杯来自地中海的红酒

从荷马史诗记载的年代开始，地中海的人们就开始种植葡萄，它像小麦一样是生活的必需品，地中海国家至今仍是世界最好的葡萄酒产地。意大利人把 1/15 之一的耕地用于种植葡萄，希腊是 1/10，地中海沿岸意大利的葡萄酒产量占到了世界的 1/4。

长久以来，葡萄酒一直是地中海人饮食中不可或缺的精髓之一。2010 年，联合国教科文组织通过了由意大利、西班牙、希腊和摩洛哥共同申报的非物质文化遗产项目——地中海饮食，评语称：“‘地中海饮食’拥有亘古不变的典型的营养模式……所有东西都伴随有葡萄酒……”不久前，12 家来自西班牙加泰罗尼亚佩内德斯葡萄酒产区的知名酒庄还联合开辟探索了古代葡萄酒商业贸易路线——“地中海葡萄酒之路”旅游线路。



如何吸引中国游客前往地中海旅游

旅游观光 (90.35%) 是中国出境游客选择地中海地区旅游的首要目的，其次为休闲度假 (72.77%)。人文特色 (89.08%) 和自然景观 (83.19%) 最吸引他们。

改善签证办理政策和开辟特色旅游线路最能吸引中国出境游客前往地中海旅游。降低签证门槛，简化签证程序，缩短签证审批时间：74.64%

减免签证费用：66.05%

提供免签 / 落地签 / 过境免签：54.19%

开辟专门的购物旅游线路：68.92%

开辟具有当地特色的文化旅游线路：59.92%

前往地中海地区旅游的游客，满意度评价 (86.58%) 高于中国出境游客整体评价 (84.96%)，表示肯定会重游的比例 (62.58%) 和向他人推荐的比例 (74.23%) 也均高于中国出境游客整体。

——来源：世界旅游城市联合会《年度中国公民出境（城市）旅游消费市场调查报告 (2014-2015)》

Ten Musts for Tourists to Mediterranean Sea

Words / Ming Fei Photos / Shen Zhi Wu Yue Quanjing



♥♥ If the blue in Santorini of Greece is dotted with white, the blue of Chefchaouen of Morocco is completely pure and breathtaking. ♥♥



① The Grotta Azzurra on the Capri Island is a must for tourists to the island. However, the grotto appears only on sunny and tranquil days.
② Please dress neatly before entering a church.
③ Permission needs to be obtained to take photos or film as these activities are forbidden in many relics and churches.

④ Don't enter a church after drinking.

1. Picking up the blue dye bottle tipped by God

The most beautiful thing about Mediterranean Sea is the color of blue. The sky here is blue, romantic and intoxicating. The sea surface here is blue, with boats shuttling back and forth from island to island, dotted with white sails. The houses on the islands are mostly white with blue roofs and doors and windows, simple, elegant and beautiful. The night in Mediterranean Sea is blue as well. The gentle melody in the Napoli blue night flies to the deep sky, which draws attention from tourists.

In addition to blue sky, seas and blue houses, the Mediterranean region also boasts the Azure

Window, the Grotta Azzurra, the Blue Lagoon and the fairytale Chefchaouen.

The Azure Window, located on Gozo, the second largest island of Malta, won its name from its shape of window, formed by a stone cover supported by two natural stone piers. The sea melted into the sky can be seen through the "window". It is a must for tourists to Malta.

The Grotta Azzurra on the Capri Island is a cave inside a seaside cliff, with water at a depth of about 30 meters. It won its name from the mystic crystal blue of the entire cave, including the walls, formed by sunshine from the entrance and reflected from the bottom of the water.

"The Blue Lagoon", also located in Malta, is world-famous for its indigo and deep blue sea water. Some people say that it covers the entire range of blue of the world, from deep blue in the deep sea to the blue with slight silver in slightly shallow places and the pure and bright blue of water held in hands. How blue is it? You need to come here to find out.

In addition, there is a blue old city in Morocco, northern Africa: Chefchaouen. The inside and outside of every building, every door, walls and steps are painted blue, like a blue dye bottle tipped by God. Almost everything that comes into your eye in every corner is painted blue.

2. Seafood enough to be bursting

Seafood naturally constitutes a part of diet as it is Mediterranean Sea. Seafood is a universal language. It is natural to eat seafood in Mediterranean Sea, the world's largest intercontinental sea. Residents in Mediterranean countries rarely eat red meat (beef, lamb, etc.) and obtain meat mainly from deep-sea fishes. Coastal countries abound in seafood, ranging

from crabs to abalones, shrimps, clams, etc, forming the unique flavor of Mediterranean Sea. Seafood Spaghetti, Spanish seafood paella, seafood soup, seafood salad, shrimp sauce, shrimp meat egg cake, roasted fish in sea salt, fried sardines, green sauce salmon, cuttlefish rings, cuttlefish ink rice, crabmeat tart, garlic fried clam and fried mussel... all these delicacies will meet the eyes and satisfy the stomach of the foodaholics.

The Mediterranean diet is synonymous with simpleness, health and nutrition. Seafood constitutes the main content of the Mediterranean diet mix. Fishes and shrimps can provide people with a large amount of healthy protein. Studies show that the Mediterranean waters abound in sardines that are high in Omega-3 fatty acids which can greatly reduce the risk of heart attack and heart stop which usually lead to sudden death, and is effective in controlling arthritis, depression and other diseases. Other seafood with similar nutrition includes tunas, salmon, mussels, clams and shrimps, etc.

3. Open-air museums with thousands of years of history

As the connecting point of three continents of Europe, Asia and Africa, the Mediterranean Sea region has witnessed the rise and replacement of ancient Egyptian civilization, ancient Greek civilization and Arabian civilization which had led the West. There are also a large number of relics of ancient civilizations in the surrounding countries of Spain, Italy, Greece, Turkey, Egypt, including the world famous Olympic ruins in Greek, the Parthenon, and the little-known Temple of Segesta on the Italian island of Sicily, the St. Hilarion Castle in northern Cyprus, Habsburg dynasty historical relics and so on.

Ancient ruins not only carry historical information and cultural connotation, and many buildings on the ruins also show the originality of ancient wisdom, which is of great sightseeing value and is a must for tourists.

4. Special hotels you hate to leave

The ultimate scenery and a deep-rooted culture is not all about the Mediterranean residents. They have also built many special hotels with unique creative styles, including cliff hotels and rock hotels, etc.

Cliff hotels: There are quite many "small white houses" on the Greek island of Santorini and the



Katikies Hotel, perched high on the cliff of Aegean Sea, overlooking the azure waters below, offering the best angle to admire the vast expanse of Aegean Sea, is a popular hotel of tourists around the world, with the perfect combination of the internal design and the natural environment.

There is also a grand hotel perched on the cliff of Sorrento of Naples, Italy. What differentiates it from other hotels is its nearly 200-year history, which is shown in the columns, exquisite murals and antiques everywhere of the 18th century. The hotel has a panoramic private elevator which can take you

Where are the Chinese tourists traveling to the Mediterranean region from?

42.70% of Chinese outbound tourists have toured the Mediterranean region, most of whom choose to travel to the Mediterranean region during the 4th or 5th overseas travel.

The majority of Chinese outbound tourists have not toured the Mediterranean region so far said that they will choose to tour the Mediterranean region in their third overseas travel.

Most Chinese outbound tourists traveling to the Mediterranean region, will give priority to the central region, namely: Italy, Greece, the Aegean Sea and other southern European regions.

Chinese outbound tourists who have traveled to the Mediterranean region in the past year are mostly from Beijing, Guangdong and Shanghai, followed by Zhejiang, Jiangsu, Tianjin and Sichuan.

Humanistic characteristics: Those tourists are mostly at the age of 26-45 years old

(76.05%), of whom the majority are 31-35 years old (24.53%); most of them have a university degree or higher (87.86%); the majority of them are married with minor children (73.05 %); they have relatively higher monthly income (average monthly income of 14,205 yuan).

Travel characteristics: They usually arrange outbound tourism at least once or more a year (35.06% / 46.98%); most of them choose to travel abroad during Spring Festival holidays or National Day holidays (28.02% / 38.85%); in terms of travel forms, the biggest number of the tourists chooses independent travel (32.72%), followed by group travel (28.83%) and semi-independent travel (24.13%); the language barrier is their biggest concern before departure (48.47%).

—from WTCC Market Research Report on Chinese Outbound Tourist (City) Consumption in (2014-2015)



directly to the pier.

Rock Hotel is a pure white small hotel, also located in Imerovigli on the island of Santorini. The white guest room is decorated in a simple and elegant style, which shows a pure natural appearance.

5. Numerous handsome boys and belles

The Mediterranean countries are mostly of great military importance and were occupied by many nations. The traces of multi-national integration are reflected not only in buildings and diet, but also in the people here: This region abounds in handsome boys and belles, from taxi drivers to waiters in the hotels, not to mention traffic policemen. It's a common scene that a traffic policeman is surrounded by a group of tourists to take photos with. As for belles, you could always run into a sexy and seductive belle with black hair and deep black eyes.

No wonder a tourist back from the Mediterranean region sighed with emotion: It is a place very suitable for romance. Considering where to spend your honeymoon? Come here! Want to meet someone? Come here! Want to relive the romance and passion? Just come here!

6. Wanna own a Mediterranean-style house some day

All the countries and islands around Mediterranean Sea, such as France, Italy, Spain, Greece, Morocco,

Egypt, Tunisia, Malta, and so on, possess unique charm. The national characteristics and culture of these countries have been imprinted on their buildings, forming a unique Mediterranean style. In addition to the fineness and elegance of European classical aesthetics in style and detail, they are also bright and bold in color.

Apart from the classic white houses with the blue roof, red tiles and white walls, there are also a variety of other colors adopted in the buildings here. Most of the traditional farmhouses in Spain, Italy and southern coast of France are built of local colorful stones or other materials, and the outer walls of the houses in Morocco, Tunisia and other northern African countries are terracotta or ochre.

7. Trips to European churches render trips to other churches unnecessary

Visiting churches is a must when touring in Europe. There are countless churches in countries around Mediterranean Sea and on the islands, which fall in various styles, including Baroque, Gothic, Byzantine and Victorian. Almost churches of all styles could be found here. Some of these churches have existed for thousands of years and some are very modern. Some are magnificent and some simple and low-key. Some are solemn with noble status and some small family churches. You can appreciate all the cultures that have existed for thousands of years by touring in this region of diversified integration.

8. Admiring the most beautiful sunset in the world

The change in seasons, sunrise and sunset, are all natural phenomena. They may arouse different romantic senses in you or show different beauties as you are in different places or in different moods. Admiring the sunrise and sunset on the sea is "the most romantic thing I can think of" particularly when the sea is Mediterranean Sea.

The sunrise and sunset in Mediterranean Sea are naturally gorgeous, and the magnificent and golden sunset is all the more beautiful. It is so fantastic to admire the last golden sunshine of the day with the beloved (him, her or parents), accompanied by the deep sound of pipe organ, evening bell and surf. The shadows of the white houses, the blue doors and windows and the whole city are lengthened in the setting sun. Even if you are not an artist, you are sure to be filled with creative inspiration.

9. Where there is a sea, there are yachts.

You can board an exquisite yacht which cruises in the gentle Mediterranean wind, enjoying the scattered scenery along the way and listening to the sound of the wind and the sea. You can enjoy this quietly but would never feel lonely as there are a great number of yachts on Mediterranean Sea. You could run into from time to time all kinds of private yachts with strangers who would look at you friendly and then sail past you. Just like a line in a poem written by Hai

How to attract them?

Sightseeing (90.35%) is the primary purpose for Chinese outbound tourists choosing to tour the Mediterranean region, followed by going on holidays (72.77%). Humanistic characteristics (89.08%) and the natural landscape (83.19%) are most attractive to them.
Improving the visa policy and opening up the special tourism routes are the best approaches to attract the Chinese outbound tourists to travel to the Mediterranean.
Reduce visa barriers, simplify visa procedures and shorten the visa processing days: 74.64%
Reduce visa fees 66.05%
Provide visa-free / arrival visa / visa-free transit treatment: 54.19%

Open special shopping travel routes: 68.92%
Open special culture travel routes with local characteristics: 59.92%
Chinese tourists traveling to the Mediterranean region have a higher satisfaction rating (86.58%) than the overall satisfaction rating of Chinese outbound tourists (84.96%); the proportions of Chinese tourists expressing a definite revisit (62.58%) and recommending to others (74.23%) are also higher than the overall level of Chinese outbound tourists respectively.
—from WTCF Market Research Report on Chinese Outbound Tourist (City) Consumption in (2014–2015)

Zi: Best wishes to you, too. Stranger!

In Europe, the number of yachts reflects the level of wealth and leisure of a region because cruising on a yacht requires absolute high income, and time from the owner of the yacht, apart from the enough amount of water. Mediterranean Sea undoubtedly meets all the conditions and is one of the world's five major super yacht tourist attractions.

10. Taking a glass of Mediterranean wine

Early since the era recorded in the Homer's epic, residents of the Mediterranean Sea had started to grow grapes and treated grapes as a necessity of life like wheat. The Mediterranean countries are still home to the world's best wine today. The Italians use one-fifteenth of their cultivated land to grow grapes and that figure for the Greeks is one-tenth. The wine production of Italy, a Mediterranean coastal country, accounts for one-fourth of the world's total.

Wine has long been one of the most important essences of the Mediterranean diet. In 2010, UNESCO declared the Mediterranean Diet to be part of the intangible cultural heritage of Italy, Spain, Greece, and Morocco and claimed that "the Mediterranean diet" has everlasting typical patterns of nutrient... All the food are taken with wine... Later, the Mediterranean Wine Road tourist route—the ancient commercial wine trade road, was jointly explored by 12 well-known wineries in the wine-producing regions of Penedes of Catalonia in Spain.



Tips

- Please be careful when cruising on a yacht and keep good care of your mobile phone, camera, video camera and other valuables.
- Seafood is delicious but difficult to digest. So please limit the amount of seafood you eat and make sure to eat fresh but not raw seafood.
- Sunrise and sunset are gorgeous but last only for a short time. So please pay attention to time in order not to miss them.