

旅游助力扶贫  
创造美好生活

# ——中国旅游扶贫 案例图片展

Better Tourism,  
Better Life, Better World  
**Photo Exhibition:  
Cases of Poverty Alleviation  
through Tourism in China**

中国文化和旅游部国际交流与合作局 主办 / 世界旅游联盟 承办

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## 前言

消除贫困是人类共同使命。中国作为最大的发展中国家，一直为消除贫困不懈努力。截至2019年末，中国农村贫困人口从2012年末的9,899万人减少至551万人；贫困发生率从2012年的10.2%下降至0.6%。中国对全球减贫贡献超过70%，为实现联合国千年发展目标作出了重要贡献。

在全球旅游业快速发展的进程中，旅游业和经济社会融合程度逐步加深，旅游在给旅游者带来美好生活享受的同时，以其更大的规模和前所未有的责任意识，为减贫事业做出越来越多的贡献。文旅产业作为中国扶贫的重要组成部分，也逐渐从辅助角色成为中坚力量。中国的旅游减贫经验对于全球范围内的旅游减贫事业具有积极的借鉴意义。

展览通过展示扶贫地特有旅游资源、原生态民俗文化、生产生活图片，全方位、多角度、真实立体地展现了当地扶贫模式、发展历程、居民精神风貌和旅游扶贫成果。在中国，通过发展旅游实现脱贫致富的案例还有很多，欢迎世界各地的朋友们来走走看看，感受不一样的旅游扶贫中国故事。

## Foreword

Poverty alleviation is a shared mission for all mankind. China as the largest developing country in the world, has been striving to meet the challenge of poverty reduction with unremitting efforts. As of the end of 2019, China's rural impoverished population had been reduced to 5.51 million from 98.99 million at the end of 2012, and the poverty headcount ratio had dropped to 0.6% from 10.2% in 2012, accounting for more than 70% of the poverty reduction in the world and making an important contribution to the achievement of the United Nations Millennium Development Goals (MDGs).

The rapid development of global tourism has been accompanied by increasing integration of tourism industry with economies and societies. While enabling tourists to enjoy good life, China's tourism industry, on a larger scale and imbued with an unprecedented sense of social responsibility, has been making increasingly more contributions to poverty reduction. As an important part of the nation's poverty alleviation endeavor, China's culture and tourism industry has graduated from playing a supplementary role to becoming a key driving force. China's experience in poverty reduction through tourism provides a positive impact on global poverty relief effort.

With photos showing the unique tourism resources, pristine folk culture and people's work and life in erstwhile impoverished areas, the exhibition presents truthfully and from multiple perspectives, the local models of poverty reduction, the course of development, the people's outlook and the achievements in poverty alleviation through tourism. There are also many other examples of people lifted out of poverty and prospering through tourism in China. We welcome friends from all over the world to visit China and explore the nation's extraordinary stories of poverty alleviation through tourism.



# 中国广西壮族自治区巴马瑶族自治县

## Bama Yao Autonomous County, Guangxi Zhuang Autonomous Region, China

中国广西壮族自治区巴马瑶族自治县不仅是巴马长寿养生国际旅游胜地核心区，也是革命老区、深度贫困县。巴马通过发展旅游、康养和其他生态型产业，秉持“越是贫困地区越要坚持高质量发展，越是贫困地区越要走开放发展之路”的理念，坚持把旅游发展和脱贫攻坚同步规划，一体推进，引进龙头企业，打造全域旅游，成功实现了“旅游做加法，贫困做减法”。2020年，全县达到脱贫摘帽标准。

located at the central area of the Bama tourist zone for longevity and recuperation, Bama Yao Autonomous County, an old revolutionary base, used to be mired in poverty. In accordance with the concept that "the poorer the region, the more important it is to pursue high-quality development and take the path of open development", the county has successfully addressed the issue of poverty reduction by developing tourism, recuperation industry and other eco-friendly industries. It persisted in planning and pushing for tourism development and poverty reduction in a synchronized manner, and brought in leading enterprises for developing all-for-one tourism. In 2020, the whole county surpassed the poverty threshold.



命河  
Ming River



賜福湖  
Cifu Lake



国家 4A 级景区水晶宫  
Crystal Palace, a national 4A scenic spot



祝著节的铜鼓表演（祝著节是中国瑶族纪念祖娘和庆祝丰收的传统节日）

Drum performance at the Zhuzhu Festival (Zhuzhu Festival is a traditional festival of the Yao ethnic group to commemorate its ancestor Zuniang and celebrate harvest)



賜福湖君瀾酒店  
Junlan Hotel by Cifu Lake





百岁老人  
A centenarian

# 中国内蒙古自治区兴安盟阿尔山市

## Arxan Ville, Hinggan League, Inner Mongolia Autonomous Region, China

阿尔山市位于中国内蒙古自治区兴安盟西北部，横跨大兴安岭西南山麓，是中国纬度最高的城市之一。独特的地理位置为这座小城打造了草原与森林结合、湖泊共火山相映、温泉和冰雪交织的景观。阿尔山市贫困村全部分布在旅游景区内或者在景区 20 公里辐射范围之内，均具备开展乡村旅游的客观条件。10 余年来，阿尔山市逐渐探索形成“全域旅游+五小经济”模式，因户施策推广小种植、小养殖、小商业、小劳务和小合作五种经济发展模式，实现产业扶贫到户全覆盖。阿尔山市通过景区拉动、企业带动、能人推动等形式，走出了一条“旅游+扶贫”带动贫困人口稳定脱贫的希望之路。着力发展林下特色种养业，成功试种高寒矿泉水稻，开展“花海乐土”体验区、水产业、鹿产业等“旅游+”模式。2019 年 4 月，阿尔山市正式摘掉国家级重点贫困县的帽子。

Located in the northwest of Hinggan League in Inner Mongolia Autonomous Region, Arxan Ville is one of the Chinese cities in high latitude, stretching across the southwestern foothills of the Greater Khingan Range. Thanks to its unique geographical location, this small city boasts a beautiful landscape featuring grassland and forest, lakes and volcanoes, and hot springs and ice and snow. The impoverished villages in Arxan Ville are all located in the scenic areas or within a 20-kilometer radius of the scenic spots, suitable for developing rural tourism. Over the past decade, Arxan Ville has explored and evolved a "all-for-one tourism+five small businesses" development model. It engaged every impoverished household, each according to its specific conditions, in building an economy combining planting, breeding, commerce, labor service and business cooperation, thus covering all the households in industry-based poverty alleviation work. Benefiting from tourism, industry and the help of professionals, Arxan Ville has set out on a path of hope in lifting the impoverished population out of poverty by taking robust efforts to develop the industry of livestock breeding in the forest, experimenting with growing alpine mineral-water rice and carrying out projects such as "Flower Sea Paradise", aquaculture and deer breeding. In April 2019, Arxan Ville was officially removed from the country's list of key impoverished counties.



夕照驼峰岭

Camel Hump Mountain at sunset

杨晓野/摄

Photo by Yang Xiaoye



天池镇伊尔施村扶贫产业卜留克收割 2019

Rutabaga harvest - Poverty alleviation industry at Yi'ershi Village, Tianchi Town 2019



林俗抬木头表演  
Wood-carrying performance



梅花鹿养殖  
Sika deer breeding



### 林中细雨下的游客

Tourists walking through the forest in the drizzle

武慧鹏/摄

Photo by Wu Huipeng



五岔沟镇木耳养殖基地村民丰收

Good harvest at Wuchagou Town wood ear growing base Photo by Gao Guangyu

高光宇/摄

Photo by Gao Guangyu



# 中国福建省宁德市屏南县熙岭乡龙潭村

Longtan Village, Pingnan County, Ningde City,  
Fujian Province, China

中国福建省宁德市屏南县熙岭乡的龙潭村曾经是一个交通闭塞的留守山村。2017年5月，屏南县在熙岭乡龙潭村启动“文创—旅游”减贫项目，龙潭村通过建立文创试点、培育“文创—旅游种子”、“认租15年”规划、完善乡村基础设施、推进老屋再生工程、创新管理机制等措施，让曾经的“空心村”变成了“网红村”。除了转变生产方式让原村民回归、新村民落户、启动新业态，还兴建了便利店、民宿等设施，村民人均收入比项目开展时增加了3倍，龙潭村的村容村貌也发生了翻天覆地的变化。

Located in Xiling Town, Pingnan County, Ningde City, Fujian Province, Longtan Village used to be a “liushou” village (where adult villagers went to work in cities leaving behind the old folks and children) and inaccessible by public transport. In May 2017, Pingnan County initiated a “creative culture and tourism” poverty alleviation project. By setting up a pilot program, cultivating “the seed of creative culture and tourism”, making a “15-year lease plan”, building the infrastructure of the village, renovating the old houses and innovating in the management mechanisms, the village has transformed from an erstwhile “hollow village” into an “internet celebrity village”. Apart from changing production mode, drawing villagers back from the cities, helping new villagers settle down and starting new forms of business, the village has set up convenience stores, homestays and other facilities. As a result, the villagers’ per capita income has tripled since and undergone a phenomenal transformation.



随喜咖啡馆改造前后  
Suixi Café before and after renovation



丰收节  
Festival of Harvest



国家级非遗四平戏

Siping Opera, National Intangible Cultural Heritage



咖啡厅  
Village café



## 龙潭全景图

Panorama of Longtan Village

卓育兴/摄

Photo by Zhuo Yuxing



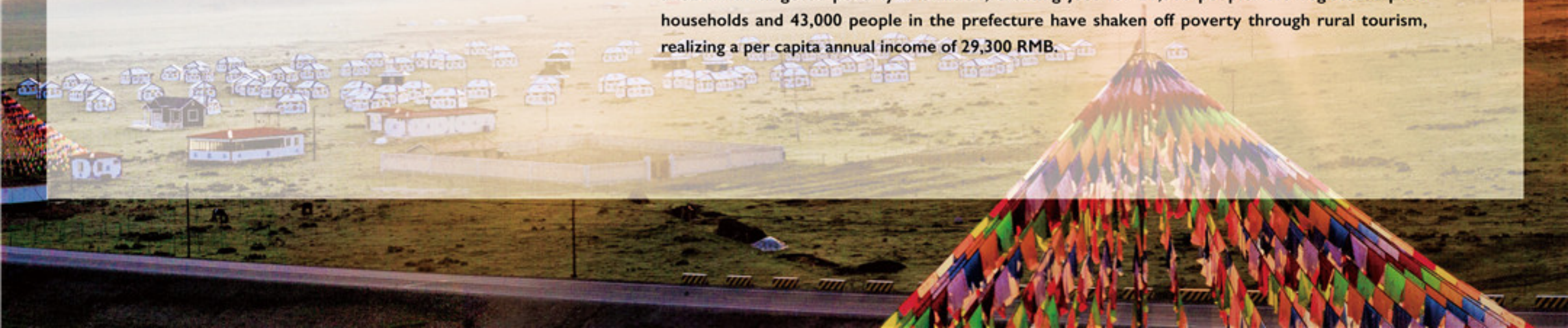
随喜书屋  
Suixi library

# 中国甘肃省甘南藏族自治州

## Gannan Tibetan Autonomous Prefecture, Gansu Province, China

甘南藏族自治州地处甘肃省西南部。境内地域辽阔，河流纵横，地形地貌多样奇特，宗教文化浓厚，旅游、畜牧、矿产、藏中药材、清洁能源等资源十分丰富。近年来，甘南藏族自治州推进“生态立州、旅游兴州、文化撑州、产业富州、稳定安州”五大战略，加快生态文明先行示范区和绿色现代化建设步伐。围绕“统筹城乡一体发展、建设美丽幸福甘南、打造全域旅游大产业”的工作思路，大力发展乡村旅游，有效助推精准扶贫，乡村旅游直接从业人员达21500人，479户建档立卡贫困户、4.3万人通过发展乡村旅游实现了脱贫，人均年收入达2.93万元。

Gannan Tibetan Autonomous Prefecture is located in the southwest of Gansu Province. With a vast land, the prefecture is crisscrossed by rivers, and features diverse and unique landforms and terrains, and an intense religious atmosphere. It boasts abundant resources of tourism, livestock, minerals, Tibetan and Chinese medicines and clean energy. In recent years, the prefecture has carried out five development strategies, i.e., creating an eco-friendly prefecture, achieving prosperity through tourism, promoting culture, prospering with industry development and maintaining social stability”, and accelerated the pace of developing an advanced eco-culture demo zone and eco-friendly modernization. Focused on the scheme of “integrating urban and rural development, building a beautiful and happy Gannan and setting up a major industry of all-for-one tourism”, the prefecture has taken vigorous effort to develop rural tourism and effectively pressed ahead with targeted poverty alleviation, creating jobs for 21,500 people. 479 registered poor households and 43,000 people in the prefecture have shaken off poverty through rural tourism, realizing a per capita annual income of 29,300 RMB.







迭部县益哇镇扎尕那村 2016  
Zagana Village, Yiwa Town, Diebu County 2016



临潭县冶力关镇关街村休闲一条街 2019

Leisure street in Guanjie Village, Zhiliguang Town, Lintan County 2019



碌曲县尕秀藏寨 2019  
Gaxiu Tibetan Village, Luqu County 2019



碌曲县尕秀寨全景

Panorama of Gaxiu Tibetan Village, Luqu County



碌曲县尕秀寨帐篷城 2018  
Tents in Gaxiu Tibetan Village, Luqu County 2018



玛曲县阿万仓湿地 2020

Awancang wetland in Quma County 2020

# 中国广西壮族自治区桂林市龙脊镇金江村江边组

## Jiangbian Group, Jinjiang Village, Longji Town, Guilin City, Guangxi Zhuang Autonomous Region, China

金江村江边组位于中国广西壮族自治区桂林市龙胜各族自治县龙脊镇，邻近世界级旅游资源龙脊梯田，旅游发展条件完备，但游客稀少，经济来源仍以传统农业为主，村民人均年收入不足 5000 元，深度贫困人口占比 30%。2017 年 10 月，桂林市旅游发展委员会与爱彼迎签署战略合作协议，以贫困村金江村为试点，多举措开展乡村旅游扶贫工程。村民成立农村旅游合作社，以集体名义租赁村中闲置民房，打造具有当地文化特色的共享民宿，民宿经营收入归全体村民所有；培训妇女管家，引导村民开展客房服务、餐饮接待等措施实现全民分红；挖掘农耕文化与乡风民俗，开发梯田徒步、打糍粑等乡村旅游体验产品，联合网红公众号打造罗汉果网红茶饮增加农民收入。金江村探索出了以爱彼迎的共享住宿模式实现乡村振兴的旅游扶贫新路子。

Jinjiang Village is located in Longji Town, Longsheng Multi-ethnic Autonomous County, Guilin City. Adjacent to Longji Terraces, a world-class tourism spot, Jijiang Village, with good conditions necessary for developing tourism, used to see very few tourists. Traditional agriculture was the main component of its economy. The villagers' per capita annual income was less than 5,000 RMB and 30% of the villagers lived in dire poverty. In October 2017, Guilin Municipal Tourism Development Committee signed a strategic cooperation agreement with Airbnb, making the impoverished village of Jinjiang a pilot area for rural poverty alleviation through tourism. The villagers set up rural tourism cooperatives which leased idle houses in the village and transformed them into homestays with local cultural characteristics, and the income from the operations were shared by all the villagers. Other measures were taken such as training women housekeepers and providing guidance for the villagers to do room service and catering. Meanwhile, steps were taken to draw on farming culture and folk customs and develop tourism products to enhance tourist experiences, such as walking on the terraces and pounding glutinous rice to make cakes, and cooperate with online celebrities to sell tea-based monkfruit drinks on their official account platforms in order to increase the villagers' income. Jinjiang Village has successfully found a new road to rejuvenation and poverty relief through tourism, based on the Airbnb homestay model.



## 房屋改造前后

Houses before and after renovation

爱彼迎提供 2018

Photo by Airbnb 2018





## 成立旅游合作社

Setting up tourism cooperative

爱彼迎提供 2018

Photo by Airbnb 2018



妇女管家整理房间

Woman housekeeper tidying up a room

爱彼迎提供 2019

Photo by Airbnb 2019



## 村子俯瞰图

Aerial view of the village

爱彼迎提供 2019

Photo by Airbnb 2019



村中妇女

Women in the village

爱彼迎提供 2017

Photo from Airbnb 2017



## 梯田传统农作展示

Traditional farming at terrace field

爱彼迎提供 2017

Photo by Airbnb 2017

# 中国贵州省水城县海坪彝寨

## Haiping Yi Village, Shuicheng County, Guizhou Province, China

中国贵州省水城县积极探索创新易地扶贫搬迁机制，按照“搬迁一个寨子，打造一个景区，发展一个园区，激活一个集镇，脱贫一批群众”的思路，将地处边远、自然环境恶劣等地区的贫困群众集中搬迁到旅游景区、产业园区、特色小镇、城市社区等发展条件较好的地方，成功打造出了以高端规划“筑弘业”、多元投资“建家业”、公司帮扶“稳就业”、股权连心“创新业”、盘活资产“添实业”、景区带动“兴产业”这“六业并举”的易地扶贫搬迁“海坪模式”。海坪千户彝寨位于海坪彝族文化小镇内，以彝族文化为依托，建有海坪彝族文化园、风情街、商业街、世界鞭陀博物馆、海坪红色藏品馆、观光小火车等。彝寨依山而建，按照六个组团进行排布，包括“武、乍、糯、恒、布、默”六个支系，充分彰显彝族人民的传统文化和展示“海坪”模式扶贫的有效成果。

Shuicheng County in Guizhou Province has been proactively exploring an innovative model of poverty alleviation through resettlement. Following the scheme of “resettling a village, building a scenic zone, developing an industrial park, invigorating a town and lifting a batch of people out of poverty”, the county gathered the impoverished people living in remote and inhospitable areas and resettled them to places with favorable conditions such as tourist areas, industrial parks, towns with special features or urban residential areas. It successfully set up the “Haiping model” of poverty alleviation through resettlement, characterized by working simultaneously on six fronts, namely, formulating strategy at the top level, investing in housing projects from diverse sources, providing stable jobs with the help of enterprises, starting new businesses with villagers as shareholders, and transforming existing assets into tourism-related industries. The 1,000-household Haiping Yi Village is located inside the Haiping Yi Cultural Town which has built a Yi Cultural Park, a folk culture street, a shopping street, a World Whipping Top Museum, a Haiping Red Memorabilia Museum, a sightseeing train and other facilities characteristic of local culture. Lying at the foot of the mountains, the village is divided into six groups in line with the six branches of the Yi ethnic people, i.e., the “Wu, Zha, Nuo, Heng, Bu, and Mo” branches, which showcase the Yi traditional culture as well as the success of the Haiping poverty alleviation model.



夜景

Night view

杨茜雲 / 摄 2016

Photo by Yang Qianyun 2016



雪景

Snowscape

姚咏 / 摄 2017

Photo by Yao Yong 2017





## 夜景

The village at night

姚咏 / 摄 2017

Photo by Yao Yong 2017



## 火把节

Torch Festival

姚咏 / 摄 2016

Photo by Yao Yong 2016



文化小镇  
Cultural Town

姚咏 / 摄 2017  
Photo by Yao Yong 2017



彝族姑娘

Yi girls

姚咏 / 摄 2017

Photo by Yao Yong 2017

# 中国海南省三亚市中廖村

## Zhongliao Village, Sanya City, Hainan Province, China

中廖村是中国海南省三亚市北部的一个黎族村，自然和人文旅游资源丰富，但原来村民生活来源主要为田地收入和外出打工。2017年4月7日，华侨城海南公司与中廖村达成合作协议，先后投入5000多万元，按照全域旅游扶贫思路，秉承“文化+旅游+城镇化”的发展理念，充分整合农业生产、乡土文化、农垦等资源促进农旅融合，实现人才扶贫、产业扶贫、旅游扶贫三方面的精准扶贫。通过租赁村民房屋、土地，建成民宿、餐馆，提供就业岗位等方式，将中廖村从原先单纯的农耕村落逐步转变为集休息游憩、旅游观光和体验式消费为一体的旅游目的地，实现政府、企业和村民的互惠共赢，为村民持续发家致富拓宽新路径。

Located in the north of Sanya City, Hainan Province and inhabited by Li ethnic people, Zhongliao Village is rich in natural and cultural tourism resources. However, the villagers used to earn their living mainly by farming and seeking jobs outside. On April 7, 2017, Overseas Chinese Town (OCT) Group Hainan Company reached a cooperation agreement with Zhongliao Village. The company invested more than 50 million RMB successively and took a "culture+tourism+urbanization" approach in developing all-for-one tourism for poverty relief. Making full use of agricultural production, folk culture, reclaimable land and other resources, it realized the goals of agriculture-tourism integration and targeted poverty reduction through talent, industry and tourism developments. By leasing villagers' houses and land, building homestays and restaurants, and providing jobs, it worked in cooperation with the villagers and transformed Zhongliao Village from a farming village into a tourist destination that combines recreation, tourism and special experience, creating a mutually beneficial win-win result for the government, enterprises and villagers, and expanding the channels for the villagers to become prosperous.



非遗学堂改造前后

School listed as intangible cultural heritage before and after renovation



山水黎歌表演  
Performing Li songs against a scenic backdrop



黎家小院演艺  
Performance at a Li family yard





黎锦

Li brocade making



星空帳篷  
Star tents



村上书屋  
Village library

# 中国河南省三门峡市北营村陕州地坑院景区

## Shanzhou Silo-Cave Scenic Zone, Beiying Village, Sanmenxia City, Henan Province, China

陕州地坑院坐落于中国河南省三门峡市张汴乡的北营村，是中国乃至世界最古老的民居样式，于2016年对外开放，平均年接待游客80万人次，年旅游收入2500万元。景区和北营村共同制定了以地坑院旅游资源为依托，乡村旅游为抓手，“产业支撑，务工增收”为脱贫路径，对贫困户“优先录用，因人设岗”为举措，加大对北营村的扶贫力度。2016年以来，景区百味巷安置北营村96家农户从事餐饮业，百艺苑吸收69家农户从事商业零售，环卫、安保部门接受北营村216名村民就业。不足千人的北营村几乎家家有人从事乡村旅游相关的工作，北营村年旅游业收入400万元，实现人均年旅游业增收4000元。北营村13户贫困户中15个劳动力全部在景区就业，劳动力转移率达100%，顺利实现了全部脱贫。

Located in Beiying Village, Sanmenxia City, Henan Province, Shanzhou silo-caves are among the oldest living quarters in China and the world. Opened to public in 2016, the caves have since received 800,000 tourists a year on average, with an annual tourism revenue of 25 million RMB. To address the poverty situation in Beiying Village with the silo-cave tourism resources, the Scenic Zone and Beiying Village over the years have jointly pursued a strategy of relying on the silo-cave resources, developing rural tourism, providing jobs, so as to lift the people out of poverty. Measures were taken to give priority to hiring poor people to work in the businesses and, in particular cases create jobs for them. Since 2016, Baiweixiang (Hundred-flavor Alley) in the scenic zone has employed 96 villagers from Beiying Village to work in its restaurants; Baiyiyuan (Hundred Arts Street) employed 69 villagers in its retail businesses, and the sanitation and security departments provided jobs for 216 villagers. In Beiying Village with a population of nearly 1,000 people, almost every family now has someone engaged in work related to tourism. Beiying Village has realized an annual tourism revenue of 4 million RMB. The villagers' earned 4,000 RMB per capita annually through tourism as an additional income. The 15 people fit to work of the 13 impoverished households in Beiying Village are now all working in the scenic zone. The whole village has been lifted out of poverty 100%.



### 地坑院改造前后

A silo-cave before and after renovation



百味巷 2016

Baiweixiang (Hundred-flavor Alley) 2016



## 婚俗表演

Wedding show

加娇/摄 2019

Photo by Jia Jiao 2019



## 地坑院鸟瞰

Bird's-eye view of the silo-caves

马迈/摄 2016

Photo by Ma Mai 2016





## 陕州灯会

Shanzhou Lantern Show

张春红/摄 2017

Photo by Zhang Chunhong 2017



陕州十碗席 2018

Ten-bowl meal in Shanzhou 2018

# 中国河南省三门峡卢氏县新坪村豫西百草园

## Yuxi Baicaooyuan, Xinping Village, Lushi County, Sanmenxia City, Henan Province, China

豫西百草园位于河南省三门峡市卢氏县官道口镇新坪村境内。原先全村 10 个村民组散居在 12 平方公里的沟沟岔岔中，有贫困户 75 户。2014 年 11 月份由三门峡百草园农业科技有限公司注册投资建设的豫西百草园，立足卢氏“天然药库”的资源优势，采取公司+农户+种植基地的方式，实现“土地集约化、农民职业化、种植特色化、销售网络化”运作，流转新坪村河沟组、北坪组土地 1000 余亩，打造了中药材核心观赏区、薰衣草观赏区、紫薇园观赏区、24 节气观赏区、鲁冰花观赏区。同时，对河沟村 28 个民居院子全部进行修旧、如旧改造，开设养生茶坊、乡村老物件淘宝屋、酒坊、磨坊、豆腐坊等，打造以“年代故事”为主题的民俗园，把项目区建设成为环境优美、设施先进，集生态种植、休闲观光、中药养生、民俗体验、旅游度假于一体的国家中医药生态园区。2018 年底，新坪村已全村脱贫。

Yuxi Baicaooyuan or Hundred Plant Park, is located in Xinping Village, Guandaokou Town, Lushi County, Sanmenxia City, Henan Province. The village used to have 10 groups of villagers, including 75 impoverished families, who lived in gullies and ditches scattering in an area of 12 square kilometers. In November 2014, Sanmenxia Baicaooyuan Agricultural Science and Technology Co., Ltd. invested in building Baicaooyuan. By taking advantage of Lushi's "natural repository of medicines" resources and adopting a "company +farmer household+planting base" approach, the company integrated the use of farmland, trained villagers as skilled workers, developed a plant industry with special features and realized online sales. More than 1,000 mu farmland belonging to the village's Hegou and Beiping groups, were turned into sports featuring herbal medicine, lavender, crape myrtle, 24-solar-term views and lupinus. Meanwhile, 28 villagers' homes in Hegou Village were renovated in the original style, and turned into health-tea house, antique shop, wine shop, mill, tofu shop, etc., and a folk culture spot was set up showcasing "period stories". Thus Xinping village was transformed into a national traditional Chinese medicine ecological park with a beautiful environment and modern facilities, combining eco-farming, sightseeing and leisure, health care with Chinese medicine, folk culture experiencing and holiday tourism. At the end of 2018, all the Xinping villagers were officially out of poverty.



豫西百草园改造前后

Yuxi Baicaooyuan before and after renovation



老农乐开了花 2017  
A happy old man 2017



花海  
Sea of flowers



悬壶  
Hanging pot



薰衣草木屋  
Lavender hut





农民股东喜获分红 2017

Farmer shareholders receiving dividends 2017

# 中国河南省信阳市固始县

## Gushi County, Xinyang City, Henan Province, China

中国河南省固始县以实施乡村旅游扶贫工程为抓手，组织动员全县旅游企业分别通过结对帮扶、景区带村、安置就业、项目开发、定点采购和培训指导等多种帮扶方式对旅游扶贫重点村和贫困户进行帮扶。西九华山景区通过就近就业、金融扶贫、土地流转和电商物流等方式带动 300 户贫困户 800 人；华阳湖景区通过安排就业、帮扶发展种植、流转土地和加工合作帮扶等方式带动 200 户贫困户 567 人；陈淋子镇九华山茶场采用扶贫分红方式带动 200 户贫困户 678 人；草庙集乡小沙河明月园通过土地流转、解决项目地就近用工和入股分红的方式带动 234 户贫困户 732 人；陈集镇根亲牡丹园通过土地流转和解决就地用工等方式带动 258 户贫困户 738 人；河南省牧富畜业有限公司九冲碑生态园通过就近就业、入股分红、金融扶贫、土地流转和生猪寄养等方式带动 1627 户贫困户 4880 人。全县景区和乡村旅游点共带动贫困户 3019 户 9015 人。全县 14 个旅游扶贫重点村现已全部脱贫摘帽。

Gushi County in Henan Province, in carrying out poverty alleviation through tourism, mobilized all tourism enterprises in the county to help key impoverished villages and households with a variety of measures including: setting up pairs of mutual assistance, boosting village economy through tourism, creating jobs, developing projects, buying at fixed supplier and providing training and guidance. In West Jiuhua Mountain scenic area, 300 households with 800 people were lifted out of poverty with the help provided by the enterprises in nearby employment, financing, land transfer and introduction of e-commerce logistics. In Huayang Lake scenic area, 200 households with 567 people shook off poverty with the help in getting jobs, development of planting, land transfer and processing work; Jiuhuashan Tea Farm in Chenlinzi Town took the approach of distributing dividends from business operations and helped 200 families with 678 people out of poverty. Xiaoshahe Mingyueyuan in Caomiaoji Town helped 234 families with 732 people out of poverty by transferring land, providing nearby employment and distributing dividends to villagers as shareholders. Genqin Peony Garden in Chenji Town lifted 258 households with 738 people out of poverty through land transfer and creating jobs in the village. Jiuchongbei Ecological Park of Henan Mufu Animal Husbandry Co., Ltd. helped 1,627 families with 4,880 people bid farewell to poverty by offering nearby employment, distributing dividends to villagers as shareholders, providing financing, transferring land and gathering villagers' pigs for breeding and marketing by skilled pig farmers. A total of 3,019 impoverished households numbering 9,015 people, as well as the 14 key impoverished villages across the county, are now officially out of poverty through tourism.



柳条编出新生活

New life weaved out of wickerwork

夏义/摄 2019

Photo by Xia Yi 2019



周德友养鸡走上致富路

Mr. Zhou Deyou getting rich by raising chicken

夏义/摄 2018

Photo by Xia Yi 2018



编竹篓

Weaving bamboo baskets

姜新/摄 2018

Photo by Jiang Xin 2018



秋染锁口

Suokou in Autumn

李希全 / 摄 2016

Photo by Li Xiquan 2016



茶山风云

Mountain tea farm in clouds

王兵强/摄 2016

Photo by Wang Bingqiang 2016



## 大地飞歌

Beautiful view of farmland

赵玮/摄

Photo by Zhao Wei



# 中国湖北省恩施大峡谷景区

## Enshi Grand Canyon Scenic Zone in Hubei Province, China

恩施大峡谷景区地处武陵山区，原先是中国湖北省有名的深度贫困地区，山高谷深、交通不便、信息闭塞，所辖 5 村 1 居，共有 182 个村民小组 7456 户 30088 人，其中建档立卡贫困户 2832 户 9133 人。湖北省文化旅游投资集团有限公司以旅游开发为抓手，积极探索“旅游+”造血扶贫新模式，投资建设了国家 5A 级景区恩施大峡谷。通过开发以七星寨、云龙地缝为主的旅游项目，打造《龙船调》等舞台剧目，租赁村民闲置房屋、土地建设民宿，带动当地居民就业创业等多种方式有力推动贫困地区整体稳定脱贫、贫困户持续稳定增收，2019 年已实现脱贫摘帽。

Located in Mount Wuling, the Enshi Grand Canyon scenic zone used to be known as a very poor place in Hubei Province, with high alps and deep valleys and lacking in transport facilities and communication channels with the outside world. The five villages and one residential area in the scenic zone had 182 village groups consisting of 7,456 households with 30,088 people, including 2,832 registered impoverished households with 9133 people. By exploring the “tourism+” poverty relief model, Hubei Cultural & Tourism Investment Group Co., Ltd., invested in building the Enshi Grand Canyon 5A national scenic area. It developed the Qixinzhai (7 Star Village) and Yunlong (Cloud Dragon) Crevice scenic spots as the main tourist projects and produced “Dragon Boat Tune” and other shows. It also built homestays by leasing villagers’ idle houses and land, providing jobs and opportunities to start businesses for local residents. These endeavors effectively helped the entire impoverished area to get out of poverty and the poor families to earn a stable income. In 2019 the area was officially removed from the list of impoverished areas.



大峡谷沐抚古镇改造前后 2009 VS 2019

Ancient Mufu Town in Grand Canyon before and after renovation 2009 VS 2019



大地山川日出 2018  
Landscape at sunrise 2018



### 大峡谷网红背篓哥接受采访

Interview with online celebrity backpacker in Grand Canyon

胡成勇/摄 2017

Photo by Hu Chengyong 2017



绝壁云海 2018  
Cliffs in clouds 2018



天地恋歌女儿会 峡谷绝唱龙船调 2016  
Dragon Boat Tune show in Grand Canyon 2016



峡谷秋实 2017  
Autumnal harvest in Grand Canyon 2017

# 中国湖北省十堰市武当山景区

## Mount Wudang Scenic Area in Shiyan City, Hubei, China

武当山景区位于中国湖北省十堰市，是中国道教圣地。近年来，武当山立足全域旅游发展，坚持文旅农融合，建设美丽乡村，推动乡村振兴，助力扶贫攻坚，积极引导市场主体进驻乡村发展旅游业，全力推进土地流转，加强基础设施配套建设。重点发展福地居、隐仙别院、灵山居、仙山居、本来民宿等具有武当山文化特色的精品民宿；重点打造榔梅溪谷乡村旅游示范区、元和观村、八仙观村、紫霄村民宿示范区。通过品牌引领、政策激励、市场导向、资本注入、打造标杆、民间合作、文旅融合等形式，充分发挥旅游带动作用，进一步优化旅游产业结构，延伸产业链条，丰富旅游产品和体验，不断加强旅游供给侧结构性改革，着力推动武当山全域旅游产业的转型升级。目前，武当山特区有 62 家休闲养生民宿、590 间房、1082 张床位。

Located in Shiyan City, Hubei Province, the Mount Wudang Scenic Area is a Taoist sacred site. In recent years, the Scenic Area, in pursuit of all-for-one tourism, have made continuous efforts to help the area fight against poverty by integrating culture, tourism and agriculture, building "beautiful countryside" and advancing rural revitalization. It worked proactively to guide market entities to set up shop and develop tourism in the villages. It pushed for land transfer and the building of infrastructure. A number of key projects were completed, including high quality homestays built with Wudang Mountain culture characteristics, such as Fudiju (Blessed-land House), Yinxianbieyuan (Invisible Immortal Courtyard), Lingshanju (Lingshan Mountain House), Xianshanju (Immortal Mountain House) and Benlai Homestay, as well as the Langmeixigu (Plum and Stream Valley), Yuanhe Temple Village, Baxianguan (Eight Immortals Temple) Village and Zixiao (Purple Cloud) Village tourism demo zones. Multiple measures were employed to give full play to the leading role of tourism, including brand promoting, the use of policy incentives, targeted marketing, capital injection, benchmarking, private business cooperation and integration of culture with tourism. Work was also carried out to optimize the the structure of the tourism industry, extend the industry value chain, develop more tourism products to enhance tourist experiences and vigorous efforts were taken to further the structural reform of the industry's supply side as well as the transformation and upgrading of the all-for-one tourism industry in the Mount Wudang scenic area. At present, there are 62 recuperation homestays in scenic area with 590 rooms and 1082 beds.





### 灵山居改造前后

Lingshanju before and after renovation



## 武当仙山全景

Panorama of Wudang Immortal Mountain

刘国胜/摄

Photo by Liu Guosheng



云外清都

Tranquility above the clouds

陆国庆/摄

Photo by Lu Guoqing



闲云闪电

Lightning moves

杨广智/摄

Photo by Yang Guangzhi



茶山如画，八仙观茶农采茶  
Baxianguan villagers plucking tea at the picturesque  
tea mountain



秋韵弥漫紫霄宫  
Zixiao Village amid autumn colors

# 中国湖北省宜昌市三峡人家景区

## Three Gorges Tribe Scenic Area in Yichang City, Hubei Province, China

三峡人家景区位于中国湖北省宜昌市夷陵区石牌村，面朝长江背靠山，原先出行极为困难，土房泥路一片荒芜。景区按照“保护优先、合理开发、永续利用、共同发展”的原则，先从改善交通入手，建成了6座标准旅游渡口以及石牌、三斗坪旅游码头，完全改变了当地村民的出行方式。此外，景区还引导当地村民通过从事旅游产业脱贫致富。目前景区周边农户有60%以上从事旅游及相关产业，当地农家乐宾馆超过1500个床位，餐厅餐位达万人。同时，景区通过资助贫困学子上学、聘用当地村民为公司职工、精准帮扶贫困户等方式，既提升了村民的知识水平，又保障了村民的收入。经过23年的辛勤开发，三峡人家景区已成为国家5A级旅游景区。目前，当地村民的生活习惯和生存方式已经发生了翻天覆地的变化，景区带动了石牌村、王家坪村成为富裕村。

The Three Gorges Tribe Scenic Area is located in Shipai Village, Yiling District, Yichang City, Hubei Province. Lying by the Yangtze River and at the foot of mountains, the area used to be a wilder place with earthen shelters and mud roads, where it was very difficult to move around. To address the situation, the Scenic Area, holding on to the principle of protection as priority, reasonable development, sustained utilization and common growth", worked first to improve transportation and built six standard tourist ferries, and the Shipai and Sandouping wharves, which completely changed the way the villagers go out. In addition, the authorities provided guidance for the villagers to shake off poverty by working in the tourism industry. Currently, more than 60% of the villagers around the scenic area are engaged in tourism-related businesses. The local villager-run hostels have more than 1,500 beds and about 10,000 seats in the hostels' dining rooms. Meanwhile, for targeted poverty relief, the Scenic Area provided funds to support students from poor families going to school, and employed local villagers in the companies, so as to raise the education level of the villagers as well as increase villagers' income. Through development over the past 23 years, the Three Gorges Tribe area has become a national 5A tourist zone. The villagers' lifestyle has undergone a sea change. Shipai Village and Wangjiaping Village have prospered through tourism.



郑家榜沿头溪改造前后

Yantou stream in Dengjiabang Village before and after renovation





## 幺妹出嫁

Wedding of the youngest sister



巴王寨  
Bawang Village



陶艺  
Pottery making



灯影石  
Dengying Rock

王卫东/摄  
Photo by Wang Weidong



沸腾的山寨  
Jubilant villagers

纪昆/摄  
Photo by Ji Kun

# 中国湖南省雪峰山

## Mount Xuefeng in Hunan Province, China

湖南雪峰山素以“天险”闻名于世，覆盖“四市十县”，各村落散居于大山深处，集中了湖南全省 40% 以上的贫困人口，原是湖南省扶贫攻坚的主战场。湖南雪峰山生态文化旅游有限责任公司主动联合当地政府，将雪峰山旅游与山区扶贫进行深度融合，切实把资源优势转化为减贫优势。以山水资源为依托，贫困乡村为重点，生态旅游为平台，共同富裕为目标，经过 5 年多时间的建设，投入资金 10 亿多元，成功打造 3 个国家 3A 景区（中国花瑶山背梯田景区、抗战古村阳雀坡景区、隆回县虎形山大花瑶景区）与 1 个 4A 景区（穿岩山森林公园景区），2 个国家级康养基地和国家旅游扶贫示范基地，吸引成千上万游客前来旅游观光和休闲度假。受益群众近 10 万人，辐射带动 4 镇 31 个贫困村 3.5 万余贫困人口，人年均收入为 10288 元，减贫率为 100%。

Spanning across four cities and ten counties, Mount Xuefeng in Hunan Province used to be known as a “natural barrier”. The villages scattered deep in the mountains have an impoverished population accounting for more than 40% of the province's total, thus Mount Xuefeng became a main battlefield of poverty alleviation in the province. Hunan Xuefengshan Ecological and Cultural Tourism Co., Ltd. took the initiative to work with the local government with a scheme to integrate tourism with poverty alleviation in Mount Xuefeng so as to utilize the area's rich tourism resources for poverty alleviation. Relying on the natural resources, focusing on the impoverished village and aiming to develop eco-tourism and achieve common prosperity, the work was carried on for five years with investments over one billion RMB. As a result, three national-level 3A scenic areas, namely, Huayao Shanbei Terraces, Yangquepo Village and Dahuyao scenic area at Tiger Mountain, Longhui County, have been established, and so have a 4A scenic area—Chuanyan Mountain Forest Park, and two national-level recuperation and poverty alleviation through tourism demo bases. These areas have attracted thousands of tourists, and benefited nearly 100,000 people in the area plus more than 35,000 people from 31 impoverished villages in four towns, whose annual per capita income has reached 10,288 RMB. The poverty reduction rate in the scenic zone is 100%.



雁鹅界古村改造前后

Yan'ejie Village before and after renovation



旅游扶贫致富路 2020

Poverty relief through tourism paves the way to prosperity 2020





龙灯 2018  
Dragon Lantern 2018

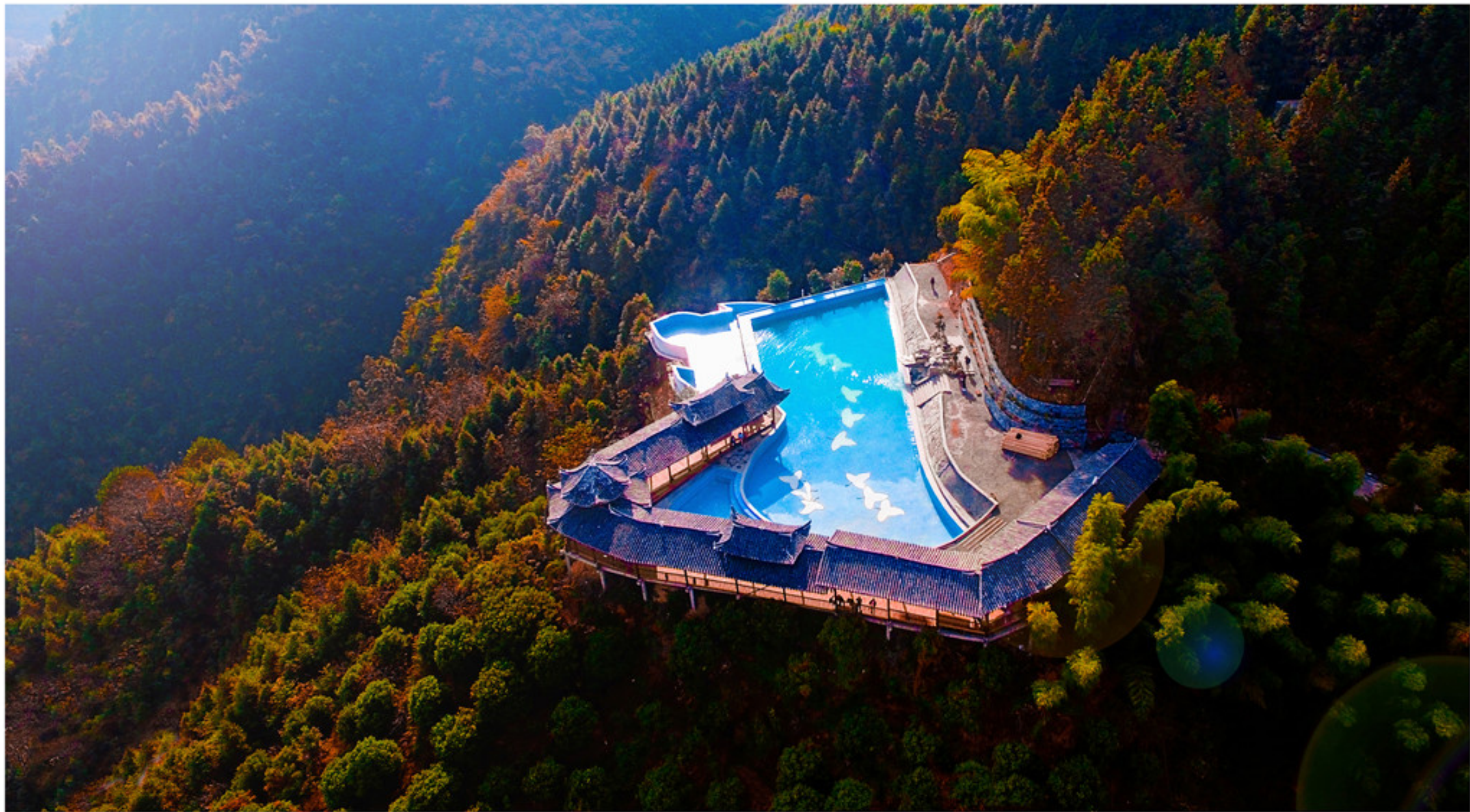


联桌席  
Joined table banquet



山背梯田春潮

Spring comes to terrace fields in Shanbei Village



云端无边泳池  
Swimming pool in the clouds

# 中国江西省上饶篁岭村

## Huangling Village, Shangrao City, Jiangxi Province, China

中国江西省婺源县江湾镇篁岭村有着 580 多年历史，被称为“挂在悬崖上的古村”。10 年前，村里 180 多户人家陆续外迁后仅剩 68 户，人走屋空、田荒村散成为篁岭村的写照。篁岭景区首创“参与式扶贫”，让村民参与旅游发展，并成为旅游发展的受益者。篁岭古村开发在“输血”和“造血”外，以当地贫困人群为主体，激发村民全程参与到家乡规划、古村建设与景区运营中来，保障了多数村民的参与权。目前，古村成为日接待游客最高达 3 万人次的 4A 级景区，外出青壮年 90% 回村创业就业，村民年人均收入从之前的 3500 元提高到 3.5 万元。2017 年篁岭村游客量首次突破百万大关，2019 年达到 144 万，成为乡村旅游的热门景区，开创了乡村旅游扶贫的“篁岭模式”。

Huangling Village in Jiangwan Town, Wuyuan County, Jiangxi Province has a history of over 580 years, and is known as an "ancient village on the cliff". Ten years ago, more than 180 families had left the village; only 68 households remained. Empty homes and abandoned farmland were seen everywhere and the village was on the verge of disintegrating. To address the situation, the Huangling Scenic Area pioneered the model of "participatory poverty relief", i.e., for the villagers to participate in tourism and benefit therefrom. Apart from providing "blood transfusion" and "blood producing" in the development of the Huangling Village, the Scenic Area encouraged the villagers, mainly the impoverished folks, to take part in the planning for the hometown development, the renovation of the ancient village and the operation of the scenic area. At present, the ancient village, as a 4A scenic spot, receives up to 30,000 tourists daily. 90% of the young and middle-aged villagers who worked at jobs elsewhere have now returned to work or start new businesses in the village. The annual per capita income of the villagers has increased to 35,000 RMB from 3,500 RMB before. In 2017, the number of tourists visiting Huangling Village exceeded one million for the first time and, in 2019, the number reached 1.44 million. The village has become a hot tourist spot, serving as a new model, the Huangling model", of poverty alleviation through rural tourism.



篁岭徽派建筑改造前后 2005 VS 2016

Hui-style buildings in Huangling Village before and after renovation 2005 VS 2016



篁岭梯田云雾缭绕

Terraced fields in Huangling Village amid clouds Photo by Zhan Deming

詹德明/摄 2019

Photo by Zhan Deming 2019



农家晒台多姿彩  
Colorful sun-drying terrace

方华彬/摄 2018  
Photo by Fang Huabin 2018





徽三雕之木雕 2018  
Hui-style wood carving 2018



婺源篁岭农家晒楼

Raised drying rack in Huangling Village

洪海君/摄 2018

Photo by Hong Haijun 2018



竹匠师傅  
Bamboo master

# 中国青海省西宁卡阳村

## Kayang Village, Xining City, Qinghai Province, China

卡阳村位于中国青海省西宁市湟中县拦隆口镇西南部，这里山大沟深，交通极为不便，经济发展较为落后，全村265户926人，其中贫困户44户131人。2015年以来，西宁乡趣农业科技有限公司对卡阳景区进行整体开发和建设。通过多年努力，卡阳村村庄变景区，处处鸟语花香，条条新路通山村，幢幢新房挂灯笼，卡阳村人均年收入由2015年2850元提高至2017年12480元。2016年12月，卡阳村成为青海省脱贫致富第一村。获得“全国乡村旅游扶贫示范村”“中国美丽乡村”等称号。

Kayang Village is located in the southwest of Lanlongkou Town, Huangzhong County, Xining City, Qinghai Province. There are huge mountains and deep valleys around the village. Transport in the area used to be very inconvenient and the economy was backward. The village had 265 households with 926 people including 44 impoverished households with 131 people. Since 2015, Xining Xiangqu Agricultural Science and Technology Co., Ltd. has been working for the overall development and construction of Kayang scenic area. Years of hard work has turned Kayang Village into a scenic area with chirping birds and flowers everywhere, new roads connecting with the village and new houses with hanging lanterns. The per capita annual income of Kayang Village increased to 12,480 RMB in 2017 from 2,850 RMB in 2015. In December 2016, Kayang Village became the first village in Qinghai Province to be lifted out of poverty and get rich, earning the titles of "national demo village for poverty alleviation through rural tourism" and "China's beautiful countryside".



林间木屋

Wood house in the forest



## 村民丰收节之抓羊比赛

Sheep-catching competition at the Harvest Festival

霍成菊 / 摄 2020

photo by Huo Chengju 2020



卡阳美景

Beautiful view at Kayang



### 技能培训助力精准扶贫

Skill training for targeted poverty relief

霍成菊/摄 2015

Photo by Huo Chengju 2015





乡趣卡阳户外旅游度假景区全景

Panorama of Xiangqu Kayang Outdoor Tourism and Holiday Resort



## 脱贫致富展新颜

New look after shaking off poverty

霍成菊/摄 2018

Photo by Huo Chengju 2018

# 中国四川省甘孜藏族自治州

## Garze Tibetan Autonomous Prefecture, Sichuan Province, China

甘孜藏族自治州位于中国四川省西部，地处川、滇、藏、青四省区六地交界处，辖区内有康定、稻城亚丁、甘孜格萨尔三个民用机场。近年来，甘孜州紧扣“旅游”主线和“扶贫”主题，全力创建全域旅游示范区，以旅游品牌创建为重点，以产业融合为手段，建立旅游开发利益共享机制，完善旅游扶贫规划体系，统筹城乡旅游联动发展，吸纳贫困群众转移就业，努力走出一条符合藏区实际、具有高原特色的旅游发展之路。五年来，甘孜州旅游接待人数增长1.5倍，年均增27.26%，2019年随着雅康高速全面贯通、格萨尔机场通航，全域旅游呈现“井喷式”发展，全年接待游客3317万人次，实现旅游收入366亿元。甘孜州现有A级景区57个，国家级生态旅游示范区1个，省级旅游度假区1个。培育旅行社21家，工商注册的涉旅企业3.4万家，旅游宾馆酒店5130家。

Garze Tibetan Autonomous Prefecture is located in the west of Sichuan Province, lying at the junction of six regions in Sichuan, Yunnan, Tibet and Qinghai. There are three civil airports in the prefecture, the Kangding, Daocheng Yading and Garze Gesar airports. To reduce poverty through tourism, Garze Prefecture has in recent years worked vigorously to develop all-for-one tourism. Through brand building, integration of industries, creation of a benefit-sharing mechanism, improvement of the planning system for poverty alleviation through tourism, development of urban and rural tourism as a whole and provision of tourism jobs for impoverished people, the prefecture has blazed a special path of tourism development in line with the reality of the plateau. Over the past five years, the number of tourists visiting Garze Prefecture has increased by 150%, with an average annual growth of 27.26%. In 2019, with the opening to traffic of Yakang Expressway and Gesar Airport, all-for-one tourism in the prefecture registered a soaring growth. 33.17 million tourists came to visit and the tourism revenue reached 36.6 billion RMB. Garze Prefecture now has 57 A-level scenic areas, a national eco-tourism demo zone and a provincial-level tourist holiday resort. There are 21 travel agencies, 34,000 registered tourism-related businesses and 5,130 tourist hotels in the prefecture.

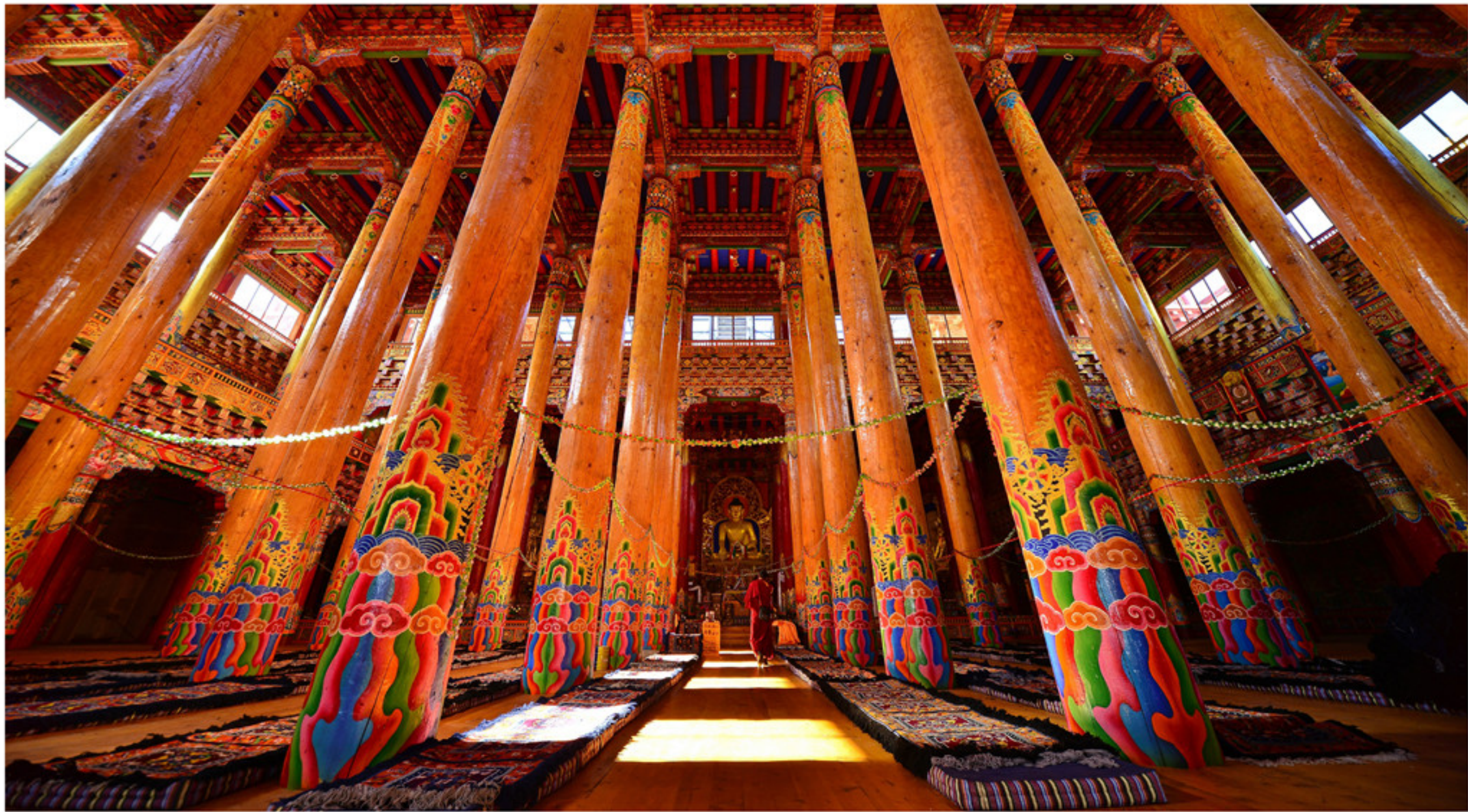


步步高

Up the ladder step by step

肖彪/摄

Photo by Xiao Biao



惠远寺大殿  
Hall of Huiyuan Temple

李荣伟/摄  
Photo by Li Rongwei



道孚县民居群

Clusters of residences in Daofu County



新龙丰收  
Harvest in Xinlong  
吕玲珑/摄  
Photo by Lyu Linglong



乡城白藏房  
White Tibetan houses in Xiangcheng





乡城皈院民宿  
Xiangcheng Guiyuan homestay

# 中国四川省达州市巴山大峡谷景区

## Bashan Grand Canyon in Dazhou City, Sichuan Province, China

巴山大峡谷景区位于中国四川省达州市宣汉县，是四川省唯一的土家族聚居地，国家 4A 级旅游景区、省级风景名胜區、全国景区带村旅游扶贫示范项目。宣汉县以巴山大峡谷景区为龙头，按照“既要好看更要好玩”的理念，精心做好“文化、运动、康养、亲水”四篇体验大文章，推出一批文旅产品，“脱贫效应”成效显著，成功探索出资源入股、经营帮扶、劳动就业、农旅联动、经合组织、文旅融合、广厦行动等七大文旅带动脱贫模式，直接带动巴山大峡谷片区建档立卡贫困人口从 2014 年的 9.1 万人减少到 2019 年的 0.2 万人，带动片区 102 个建档立卡贫困村全部脱贫，带动片区农村居民人均可支配收入增长 2100 元，成功走出了一条贫困山区依托文化旅游实现脱贫奔康的新路子。

Located in Xuanhan County, Dazhou City, Sichuan Province, Bashan Grand Canyon which hosts the only settlement of Tujia ethnic people in Sichuan Province, is a national 4A tourism scenic area, a provincial-level scenic spot as well as a national demo area for poverty alleviation through tourism. By tapping the scenic area resources as the point of departure, and aiming to enhance tourist experiences by combining sight-seeing with amusement, Xuanhan County made special effort in developing tourism in connection with “culture, sports, recuperation and water-related activities” and launched a number of culture and tourist products with remarkable results in poverty reduction. It successfully established the seven culture and tourism-led poverty alleviation models, namely, shareholding by investment of resources, giving help through business operations, providing work and employment, interrelating agriculture and tourism, organizing economic cooperation, integrating culture and tourism, and expanding housing projects. As a result, the registered impoverished population of the Bashan Grand Canyon area was reduced to 2,000 in 2019 from 91,000 in 2014; 102 registered impoverished villages in the area were all lifted out of poverty; the per capita disposable income of the rural population increased to 2,100 RMB. Cultural tourism has provided a new path for getting out of poverty and achieving prosperity in impoverished mountainous areas.



山路改造前后  
Mountain road before and after rebuilding



## 岭脊峰丛

Peaks on the mountain ridge

刘乾坤/摄

Photo by Liu Qiankun



非遗“薅草锣鼓”传承人

Intangible cultural heritage "Weeding Gongs and Drums" inheritor

宋万明/摄

Photo by Song Wanming



晖映

Bright sunrays

曾宪平/摄

Photo by Zeng Xianping



桃溪戏水

Playing with water

王利 向海涛 / 摄

Photo by Wang Li, Xiang Haitao



峡谷雪景

Snowscape in the Canyon

宋万明/摄

Photo by Song Wanming



# 中国西藏自治区拉萨市慈觉林村

## Cijuelin Village, Lhasa City, Tibet Autonomous Region, China

慈觉林村原来是中国西藏自治区拉萨市典型的贫困村，主要以传统的农耕放牧为主，农业经济收入低，村民普遍教育程度不高，主动脱贫意识不强。2012年域上和美文化旅游股份有限公司落户于此，以《文成公主》藏文化大型史诗剧为引擎项目，探索“旅游演艺扶贫”新模式。《文成公主》项目自2013年开演以来，域上和美通过鼓励村民参与演出和运营，促使村民实现“自主就业”到“自主创业”的脱贫观念转变。村民除了参与演出，项目还为本地农牧民提供安保保洁、服务接待、行政后勤等百余个就业岗位。通过项目带动的票务销售、交通接驳等关联产业就业更达上千人。景区的运营使村民年收入从2012年的5500元增加到2018年的20000元以上。经过7年的努力，《文成公主》项目使慈觉林村第三产业实现拓荒式发展，重塑贫困村产业结构，实现“扶贫、扶智与扶志”的融合发展。

Cijuelin Village was originally a typical impoverished village in Lhasa, mainly engaged in traditional farming and husbandry with low income. The villagers generally had a low education level and did not know enough how to get out of poverty. In 2012, Usunhome Cultural Tourism Co., Ltd. set up shop in Cijuelin and explored a new model of poverty alleviation through tourism performance. It produced the epic Tibetan drama "Princess Wencheng" as the engine project. Since the premier of "Princess Wencheng" in 2013, Usunhome had encouraged the villagers to participate in the performances and related operations so as to help them shift from self-employment to becoming entrepreneurs. Apart from the performing jobs, the project also provided more than 100 jobs for the local farmers and herdsmen, including security, cleaning, service, reception, administration and logistics jobs. Nearly 1,000 villagers found work in businesses related to the project, such as ticket sales and transport connection. The operation of scenic areas brought about an increase of the villagers' annual income from 5,500 RMB in 2012 to over 20,000 RMB in 2018. In a period of seven years, and benefiting from the "Princess Wencheng" project, the third industry of Cijuelin Village grew tremendously which reshaped its economic structure, and led to integrated development in poverty alleviation and the raising of the villagers' intellectual capacity and self-confidence.



文成项目建设前后的慈觉林村

Cijuelin Village before and after the launch of "Princess Wencheng" project



藏院风情街  
Tibetan culture street



风情街夜景

Night view of the culture street



排练  
Rehearsal



排练  
Rehearsal



文成公主劇場  
"Princess Wencheng" Theatre

# 中国西藏自治区拉萨市达东村

## Dadong Village in Lhasa City, Tibet Autonomous Region, China

中国西藏自治区拉萨市柳梧新区的达东村下辖八个村民小组，共有农牧民 218 户 796 人，其中精准扶贫建档立卡户 51 户 183 人，贫困发生率 22.99%。自 2016 年 7 月正式启动乡村旅游运营工作以来，达东村通过采取“政府+公司+农户”的运营模式，形成政府主导、企业运营、合作社参股、农牧民增收的“三位一体”产业发展模式，以高原生态旅游和民族文化体验为特色，围绕“千亩花海、藏式疗养”两大主题打造多种旅游项目和品牌，成为拉萨市第一个“复合型旅游乡村”。2017 年，达东村年人均收入已达到了 8048 元，于 2018 年 1 月正式退出贫困村，实现了当地产业旺、环境美、村民富的目标。

Dadong Village in Liuwu New District, Lhasa has eight villager groups, and a total of 218 farmer and herdsman households with 796 people, including 51 registered impoverished households with 183 people who were targets of poverty alleviation work. The village's poverty headcount ratio was 22.99%. Since the initiation of village tourism operations in July 2016, Dadong Village has adopted a "government + company + agricultural households" poverty alleviation model and took an integrated approach with government playing the leading role, enterprises running the operations, shareholding by cooperatives, and income increase for farmers and herdsmen. A variety of tourism projects and brands have been developed that specialized in plateau eco-tourism and ethnic minority cultural experience, with the focus on promoting "1,000 mu of flowers and Tibetan-style recuperation". Thus the village became the first "composite type of tourism village" in Lhasa. In 2017, the annual per capita income of Dadong Village reached 8,048 RMB. In January 2018, the village was officially removed from the list of impoverished villages and realized the goal of combining a thriving industry, beautiful environment, and prosperous villagers.





房屋改造前后  
Houses before and after renovation



山间 VIP 民宿夜景

Night view of a VIP homestay in the mountains



达东风光  
Aerial view of Dadong



分红大会  
Dividend distributing meeting



千亩花海

A thousand mu of flowers



眺望

Looking into the distance

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