



# 加快中亚旅游资源在中国推广

Accelerating the promotion of the tourism resources of Central Asia in China

《南风窗》杂志前主编 赵灵敏

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## 中亚区域发展优势

Central Asia's advantages in regional development



中亚地理位置非常特殊，是东亚国家通向欧洲和西亚的重要陆上通道。2013年9月7日上午，中国国家主席习近平先生正是在哈萨克斯坦纳扎尔巴耶夫大学作演讲时，提出了共同建设“丝绸之路经济带”的倡议。目前，“丝绸之路经济带”有6条，其中两条经过中亚，一条是新亚欧大陆桥，另一条是中国-中亚-西亚经济合作走廊。目前，“丝绸之路经济带”有6条，其中两条经过中亚，一条是新亚欧大陆桥，另一条是中国-中亚-西亚经济合作走廊。

As an important path connecting the East Asian countries and West Asia and Europe, the geographical location of Central Asia is very special. On the morning of September 7th, 2013, it was at Nazarbayev University in Kazakhstan where Chinese President Xi Jinping proposed, in his speech, the initiative to jointly build the “Silk Road Economic Belt”.



## The vision of innovative, coordinated, green, open and shared development 创新、协调、绿色、开放、共享的发展理念

近年来，中国和中亚经济合作主要集中在能源、经贸、基建等领域，中哈石油管道和中国—中亚天然气管道相继建成运营，中国也是中亚国家重要的贸易伙伴和外来投资来源国。这种现状其一是成员国加强政治、经济、安全、人文等领域合作，树立了相互尊重、公平正义、合作共赢的新型国际关系，秉持创新、协调、绿色、开放、共享的发展理念，拓展务实合作空间。新冠肺炎疫情发生后，各方同舟共济、守望相助，助力经济复苏、民生改善，为稳定发展和国际抗疫合作注入了正能量。各国人民对美好生活的向往更加强烈，和平、发展、合作、共赢的时代潮流不可阻挡。新冠肺炎疫情发生后，各方同舟共济、守望相助，助力经济复苏、民生改善，为稳定发展和国际抗疫合作注入了正能量。各国人民对美好生活的向往更加强烈，和平、发展、合作、共赢的时代潮流不可阻挡。

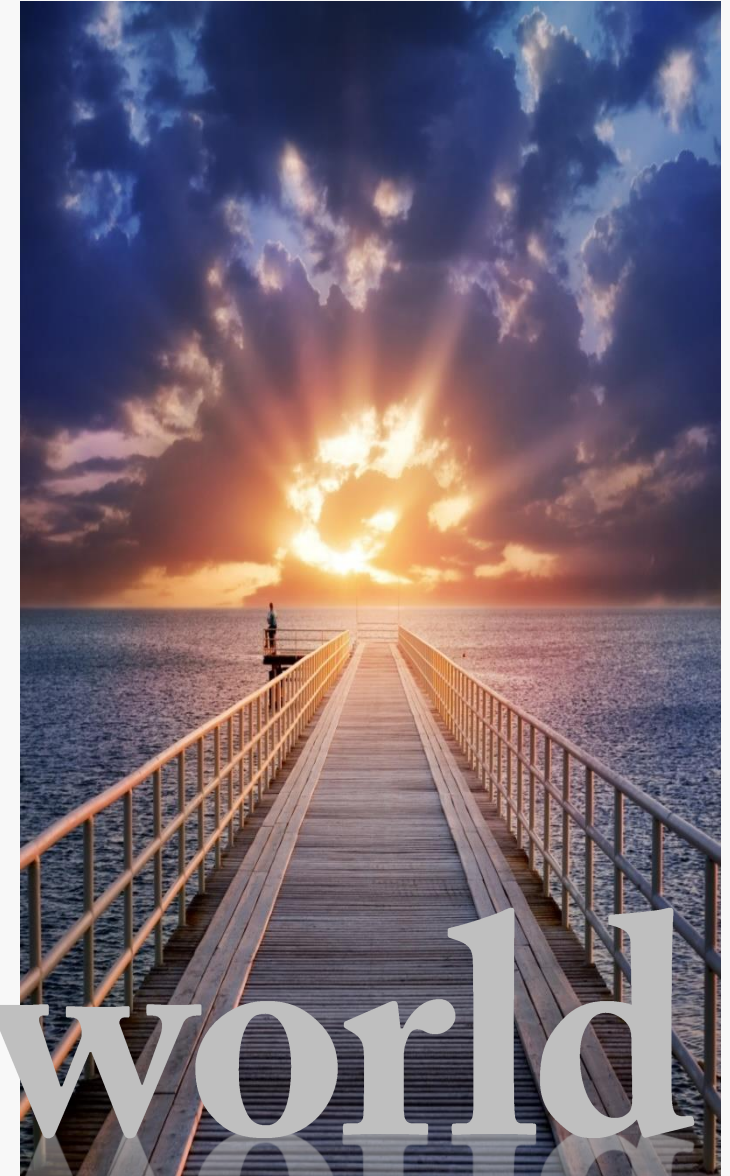
In recent years, economic cooperation between China and Central Asia has mainly focused on energy, economy and trade, infrastructure and so on. The China-Kazakhstan Oil Pipeline and the China-Central Asia Natural Gas Pipeline have been successively completed and operated. China has been an important trading partner and source of foreign investment for Central Asian countries. The status quo is that member states have strengthened cooperation in the fields of politics, economy, security, and humanities, established a new type of international relations featuring mutual respect, fairness and justice, and win-win cooperation, and upheld a new concept of pursuing innovative, coordinated, green and open development and having its fruits shared by everyone so as to expand the space for pragmatic cooperation.



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其二是跟中国和中亚国家的经济优势和资源禀赋直接相关：中国是世界第二大经济体、制造业大国、出口大国、基建大国和人口大国，经济发展和民众生活需要消耗大量资源；中亚国家则多数是能源丰富的资源型国家，对中国的商品、基建和投资有巨大的需求，因此在能源、经贸、基建等领域，双方未来还有很大的合作空间。

Another fact is directly related to the economic strength and resource endowments of China and Central Asian countries. China is the world's second largest economy, with a large population China is a manufacturing, export and infrastructure giant. Both economic development and people's lives require a lot of resources. Central Asian countries are mostly energy-rich countries, they have huge demand for China's commodities, infrastructure, and investment. Therefore, there is still a vast space of cooperation between the two sides in the fields of energy, economy, trade, and infrastructure.







## 中亚旅游业发展潜力

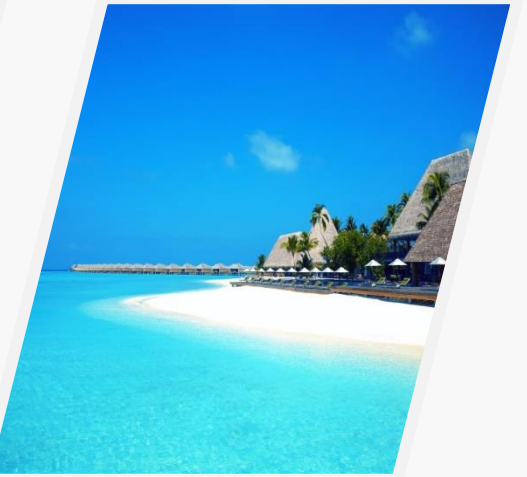
### Central Asia's potential for tourism development

旅游是名副其实的朝阳产业，不仅有经济上的意义，而且对增进各国人民相互理解、保持不同文明与宗教间的对话沟通、保护文化和自然遗产等方面都发挥着特殊的作用。

Tourism is a sunrise industry in the truest sense of the word. It not only has economic significance, but also plays a special role in enhancing mutual understanding among peoples of all countries, maintaining dialogue and communication between different civilizations and religions, and protecting cultural and natural heritage.







## 中亚旅游发展潜力

### Central Asia's potential for tourism development

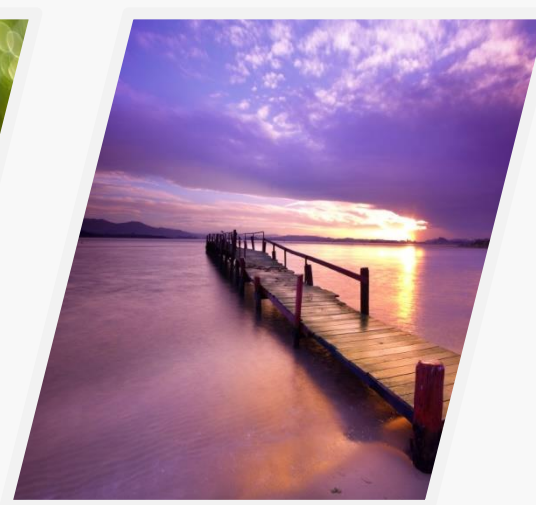
在疫情之前，旅游业的市场规模已经占全球GDP的10%以上，占世界出口总量的6.5%，占世界服务出口总量的27%。据统计，2018年世界上每十个就业岗位中就有一个来自旅游业。在中国，近年来伴随着经济的发展，人们的旅游需求特别是出境游需求持续增长，每年出境游一两次已经是大城市中产阶级的标配。2019年，中国的出境旅游市场规模达到1.55亿人次，相比2018年同比增长了3.3%；中国出境游客境外消费超过1338亿美元，增速超过2%。疫情之下，人们多数时候待在家中，大部分中国人已经有一年多时间不能出境旅游，未来一两年，伴随着疫苗的普及和疫情的逐渐结束，被迫压制的出境旅游需求预计会出现井喷式爆发。Before the epidemic, the market size of tourism has accounted for over 10% of global GDP, 6.5% of world's total exports, and 27% of world's service exports. According to statistics, in 2018, one out of every ten jobs in the world were created in the tourism industry. In 2019, the market size of China's outbound tourism reached 155 million visitors, a year-on-year increase of 3.3% compared to 2018; overseas spending by Chinese outbound tourists exceeded 133.8 billion U.S. dollars, it was a growth rate of more than 2%. During the epidemic, people stay at home most of the time. Most Chinese have been unable to travel abroad for more than a year. In the next one or two years, with the distribution of vaccines and the end of the epidemic, the suppressed demand for outbound travel is expected to see a growth spurt.

## 中国与中亚旅游业发展现状

### The status quo of the tourism development in China and Central Asia

2019年，中国内地居民出境旅游目的地前十五位依次为中国澳门、中国香港、越南、泰国、日本、韩国、缅甸、美国、中国台湾、新加坡、马来西亚、俄罗斯、柬埔寨、菲律宾和澳大利亚，遗憾的是，这里面还没有中亚国家。目前，最多中国人前往的中亚国家是哈萨克斯坦，每年的人数不过20万人左右。造成这种现象很重要的原因是中亚国家的旅游资源不太为中国人所知，大部分人接触不到相关的信息，因此在规划出境游时完全忽略了中亚这片区域。

In 2019, the top 15 outbound tourist destinations for mainland Chinese residents were Macau, Hong Kong, Vietnam, Thailand, Japan, South Korea, Myanmar, the United States, Taiwan, Singapore, Malaysia, Russia, Cambodia, the Philippines, and Australia. Regrettably, no Central Asian countries can be seen in the list. Currently, the most visited Central Asian country for the Chinese is Kazakhstan, with only about 200,000 travelers per year.







## 中亚发展旅游的优势

### Central Asia's advantages in tourism development

中亚的旅游资源非常丰富，而且和目前中国出境游的热门目的地形成了非常明显的差异化优势，总结起来主要有以下几点：

The tourism resources of Central Asia are very rich, and this area has a differentiation advantage compared with the popular destinations of China's outbound tourism. To sum up, the main points are as follows:





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一是大量和丝绸之路相关的城市 and 人物，如撒马尔罕、安集延、塔什干、布哈拉等城市，如张骞、班超、玄奘、成吉思汗、马可波罗、帖木儿等人物，这些城市 and 人名不但出现在史书里，还在名人的游记、传记、文学作品里反复出现，大部分中国人对此耳熟能详，非常有亲切感。

Firstly, a large number of cities and historical figures that are related to the Silk Road, such as Samarkand, Andijan, Tashkent, Bukhara, and such historical figures as Zhang Qian, Ban Chao, Xuan Zang, Genghis Khan, Marco Polo, and Timur, not only appear in history books, but also in celebrity's travelogues, biographies, and literary works.



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二是独特的自然资源。中亚是地球上为数不多的仍然保持着原始独特性自然环境的地方，有雄伟的山脉和奔腾的河流，有成千上万星罗棋布的湖泊和山泉，有形态奇特的山谷和无边无际的草原，不仅风光独特，也诞生了许多神话和传说，见证了人类历史上的很多转折性事件。在中亚的任何一座大城市，即便是在炎炎夏日，游客也可以看到远处的山峰上的白雪，对于很多中国人特别是来自广东这样亚热带地区的人来说，这样的景色看起来非常不可思议，也非常有吸引力。

Secondly, Central Asian countries boast unique natural resources. Central Asia is one of the few places on the earth that still maintains primitive and unique natural environment. There are majestic mountains and rushing rivers, thousands of lakes and springs dotted around the region, and peculiar valleys and endless grasslands. 不仅风光独特，也诞生了许多神话和传说，见证了人类历史上的很多转折性事件。在中亚的任何一座大城市，即便是在炎炎夏日，游客也可以看到远处的山峰上的白雪，For many Chinese, especially those from subtropical regions like Guangdong, this kind of scenery looks like amazingly marvelous and attractive.



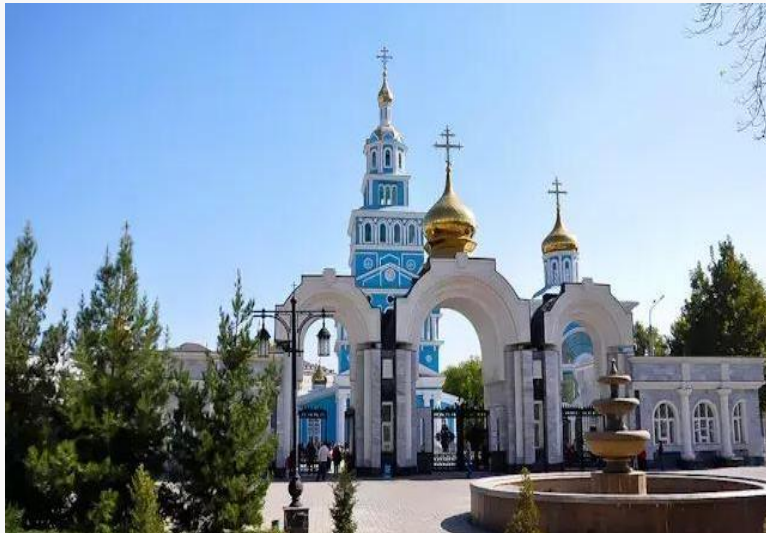


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三是不同文化和宗教的交汇之处。中亚地处亚欧大陆的腹地，向东是中国古老的儒家文明，向西北是希腊文明，向西南跨里海与波斯文明相通，向南则是印度文明。

Thirdly, Central Asia is at the intersection of different cultures and religions. Central Asia is located in the hinterland of the Eurasian continent. The ancient Chinese civilization as represented by Confucianism lies to the east, the Greek civilization lies to the northwest, to the southwest it connects with the Persian civilization across the Caspian Sea, and the Indian civilization lies to the south.

从公元前6世纪波斯帝国居鲁士的扩张到公元前4世纪马其顿亚历山大大帝的东征，从公元前2世纪中国汉朝的张骞出使西域到公元7世纪阿拉伯帝国的征服和伊斯兰教的传播，从13世纪蒙古军队的到来16世纪印度莫卧儿王朝的建立，中亚与亚欧大陆上各著名的古代文明都有过亲密接触，各种文化的相互碰撞交融，造就了中亚独特的文化特征，留下了很多令人神往的历史文化古迹。





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四是中亚城市普遍物价水平比较低，生活节奏慢，幸福指数高，这对生活节奏很快、长期处在激烈竞争环境中的中国大城市民众来说，可以提供另一种生活和人生体验。

Fourthly, Central Asian cities generally have a relatively low price level, a slow pace of life, and a high happiness index. This provides a different kind of life and experience for people in large Chinese cities who have a fast pace of life and live in a fiercely competitive environment for a long time.







# The Travel

## 遇见最美的风景

## THE BEST SCENERY

中亚旅游资源的上述特点，对中国旅游者来说是有独特吸引力的。着眼疫情之后的中国出境游市场，建议中亚国家早做准备，一是要确保疫情的防控，通过联防联控开展国际共同抗疫；二是要加强旅游安全保障体系建设，对国际入境游做好公民安全旅行保护，营造安全的社会环境；三是简化签证手续、提升旅游设施建设与服务，中国有很多这样的旅游投资商；四是可以提早进行宣传推广，开展旅游策划与推介，特别是抓住中国正在快速增长中的短视频社交媒体渠道，通过一些有粉丝号召力的达人的推荐，应该可以起到事半功倍的效果。

The above are the characteristics of the tourism resources in Central Asia, which are especially attractive to Chinese tourists. It is recommended that Central Asian countries make preparations as early as possible. Firstly, to carry out epidemic prevention and control; secondly, to establish a tourism safety guarantee system; thirdly, to simplify visa application procedures and improve the construction and services of tourism facilities; ; fourthly, to carry out publicity and promotion earlier.





THANK YOU

感谢聆听