

# 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

### 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 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 for 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



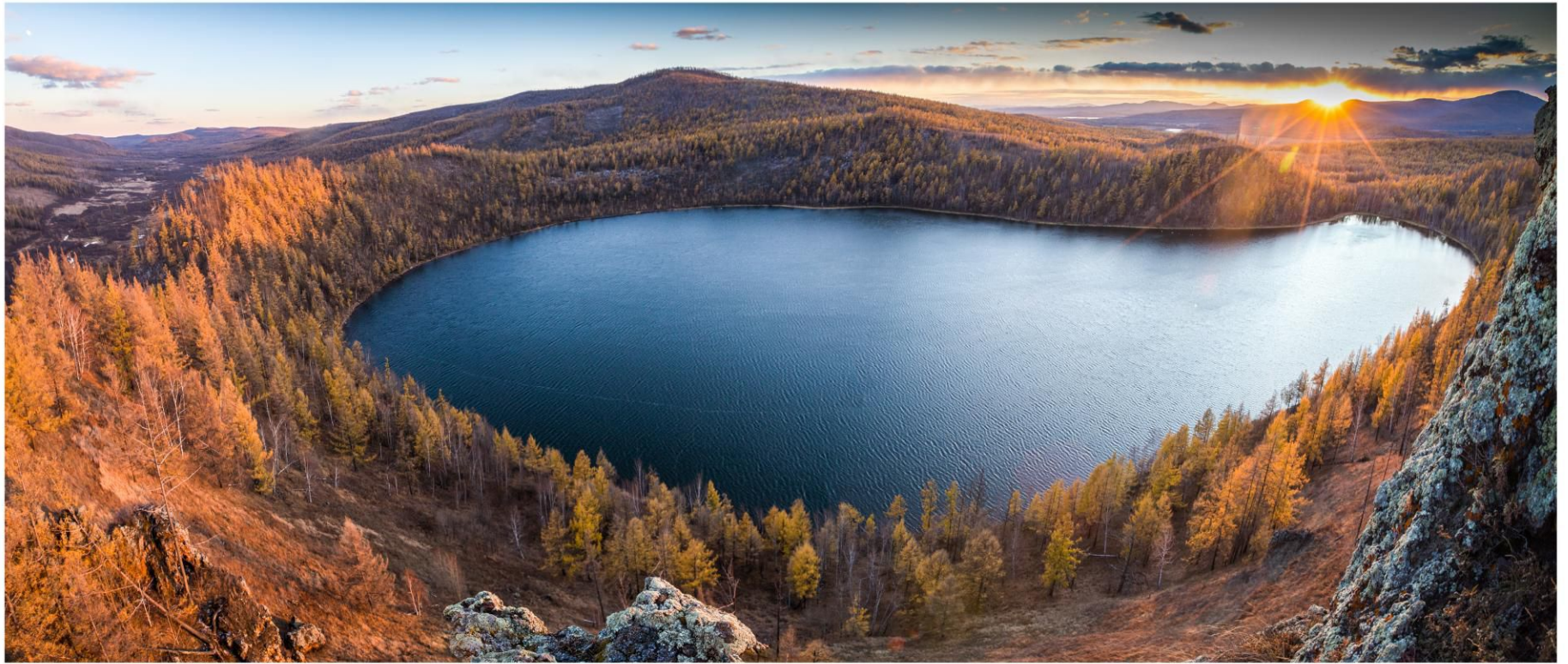
# 中国内蒙古自治区兴安盟阿尔山市

## 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 fungus growing base

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.

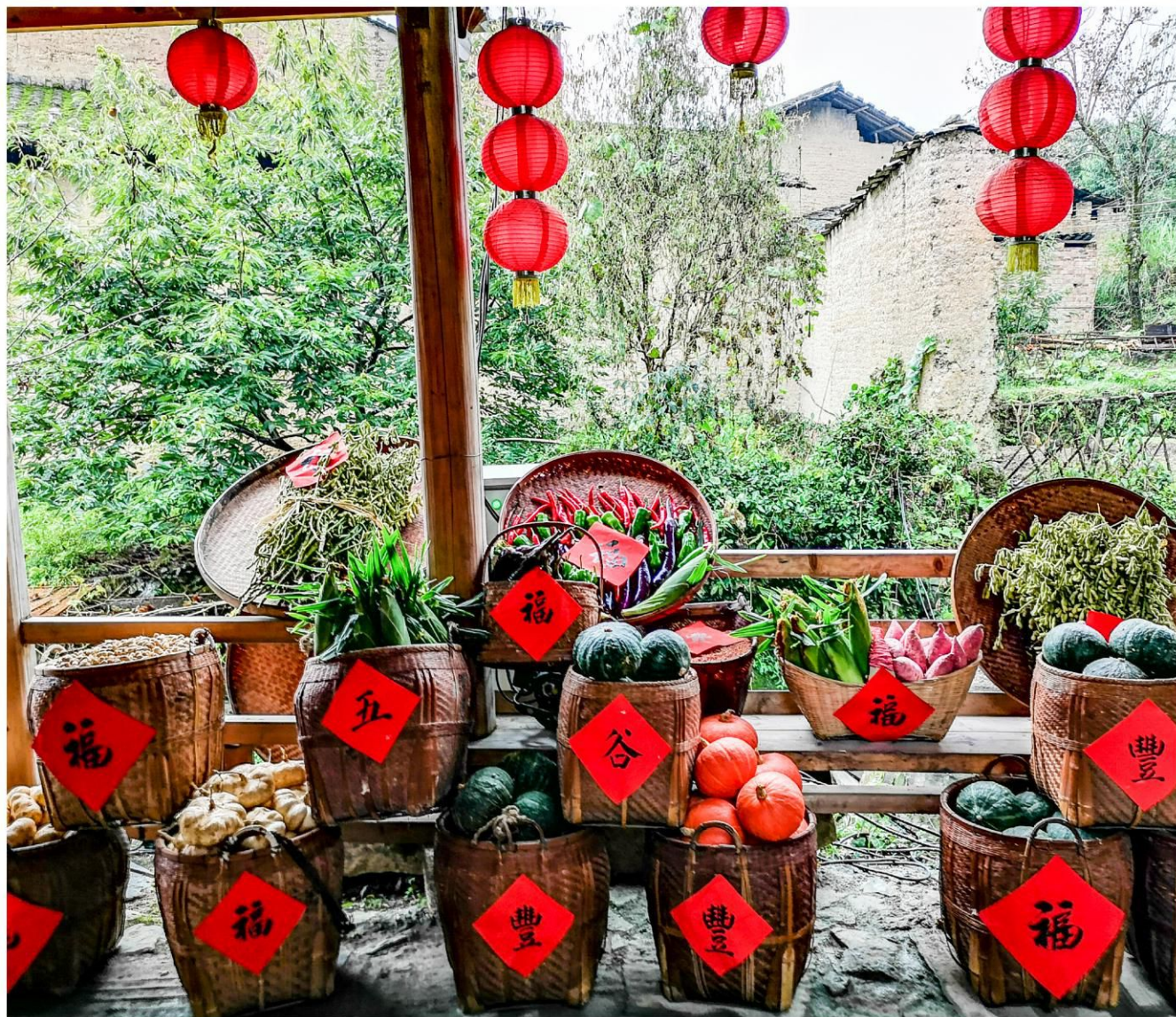




随喜咖啡馆改造前后

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

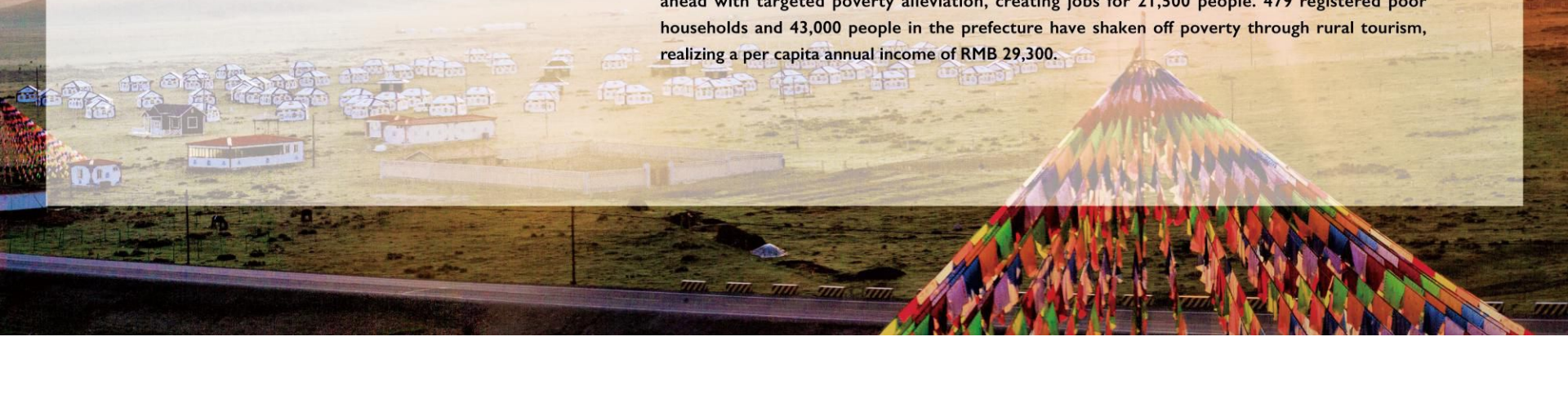


# 中国甘肃省甘南藏族自治州

## 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 RMB 29,300.







迭部县益哇镇扎尕那村 2016  
Zagana Village, Yiwu 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





碌曲县尔秀藏寨 2019  
Gaxiu Tibetan Village, Luqu County 2019





碌曲县尔秀寨全景

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