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世界旅游城市联合会2015拉巴特非斯香山旅游峰会 多元化与可持续发展





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Vision 观点

042 《中国公民出境(城市)旅游消费市场调查报告(2014-2015)》分析

2015年,世界旅游城市联合会再次委托世界三大市场研究机构之一的益普索,历时半年在中国全国范围内开展了此项调研和社会问卷调查,最终完成了《中国公民出境(城市)旅游消费市场调查报告(2014-2015)》。

Market Research Report on Chinese Outbound Tourist (City) Consumption (2014-2015)

The World Tourism Cities Federation (WTCF) once again, entrusted lpsos, one of the world's top three market research firms to conduct the research and questionnaire survey across China independently. Finally with the help form all parties, The Market Research Report on Chinese Outbound Tourist (City) Consumption (2014–2015) is successfully completed.

Discovery 发现之美

054 美丽的积木广场

是什么让我们对一个地方久久不忘?是什么让我们一再出发?是什么让我们身未动心已远?世界上还有很多城市未被人们熟知,这些城市的美丽尚待人们发现。

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北京的夏季烈日炎炎,中外旅业精英不畏炎热,共聚由联合会和艾威联合旅游顾问机构主办的第十一届出境旅游国际论坛(IFCOT2015)暨丝绸之路旅游合作论坛,就旅游发展的各种议题畅叙一堂。我们有幸采访到了远道而来的世界旅游城市联合会副秘书长、希腊中国经济理事会主席 Fotis Provatas 先生。Provatas 先生年高望重,长期致力于发展中国和希腊间的友好关系。他精神矍铄、思路清晰,和我们分享了他对旅游的看法。

068 Athens: Beyond Ancient Greece

Despite the summer heat in Beijing, professionals and elites in tourism industry from China and abroad got together at the 11th International Forum on Chinese Outbound Tourism (IFCOT2015) & Silk Road Tourism Cooperation Forum sponsored by WTCF and Ivy Alliance Tourism Consulting. During the forum, we had an interview with Fotis Provatas, deputy secretary general of WTCF and chairman of Greek-Chinese Economic Council, who has committed himself to improving the friendship between Greece and China. With a clear mind, Mr Provatas, hale and hearty, shared his ideas concerning the forum, the present situation of tourism market of China and Greece and future cooperation between the two countries in tourism with us.

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柏林是世界旅游城市联合会成立时的发起城市之一,柏林旅游会议局市场管理主任 Ralf Ostendorf 先生同时也是世界旅







游城市联合会的副秘书长, 在多次工作交往中, Ostendorf 先生为联合会的发展提出了很多积极的有建设性的意见。

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Berlin is one of the initiate cities of WTCF and the Director Market Management of Berlin Tourismus&Kongress GmbH Ralf Ostendorf is at the same time the deputy secretary general of WTCF. Ostendorf has offered many constructive suggestions and great support to the work of WTCF.

Traveler 旅行家

)80 布拉格 尼采的神秘之城

尼采说:"当我想以一个词来表达音乐时,我找到了维也纳;而当我想以一个词来表达神秘时,我只想到了布拉格。"

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092 食在重庆, 做一个最幸福的吃货

川渝地区,向来被大小吃货誉为最能唤醒味蕾的地方。先不说吃了, 此刻坐在电脑前仅仅是想想,口水就要流下来了。

Enjoy the Chongqing Cuisine

Be the Happiest Foodie

The Sichuan and Chongqing area has always been praised by new and veteran foodies as the best place to awaken the taste buds. My mouth will water as I sit before the computer.

00 金边 向水而生

这些虔诚的的仪式参与者中,不乏染着红发的时尚女孩,或塞着耳机用 手机听歌的青春少女,她们与北京、首尔或是吉隆坡的年轻人没有区别。

106 Phnom Penh Waterside Development

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112 旅拍攻略 如何拍出高大上风景照

我们通常在旅行中,总能发现令人心动不已的美景,但是当我们满心 雀跃地按下快门记录美景的时候却总是不尽如人意。其实,掌握五大 技巧即可手到擒来!

How to Take Stylish Landscape Photos

In our journey, we always can encounter charming and beautiful scenery that lights up our eyes. However, when we click the shutters with much enthusiasm, wishing to seize the beautiful scenery, the photos may not be all that we wish, that is, either blurry or not bright enough. Thus, we can do nothing but sigh before beautiful landscapes.

In fact, it is not as difficult to take a stylish photograph as we think. It will be quite easy as long as you get the following five tricks.



宋宇秘书长率团访问首尔帮助恢复赴韩游市场

7月28日至31日,由世界旅游城市联合会秘书长、北京市旅游委主任宋宇率包括国旅总社、中旅总社、中青旅股份、海涛旅游等10家旅游企业的代表团一行13人,前往会员城市韩国首尔市进行中国公民赴韩游的考察访问,帮助韩国恢复受到中东呼吸综合征(MERS)疫情影响的赴韩游市场。此行受到首尔市市长朴元淳的热情接待,访问取得圆满成功。

今年6月以来,受MERS疫情影响,中国公民赴韩游受到较大影响。据韩国方面统计,韩国入境游顿时下降40%左右,其中中国游客赴韩游下降45%,包括首尔在内的韩国旅游市场受到重创。在此情形下,首尔市市长朴元淳计划8月初访问北京,并亲笔给联合会理事会主席、北京市市长王安顺致信,请求支持。

根据王安顺主席指示,宋宇秘书长迅速组团, 赴首尔市开展赴韩游专题考察和交流,给首尔市 传递积极信息,帮助韩国尽快恢复入境游市场。 出了仁川机场,代表团马不停蹄地赶往首尔市旅游体育局,与金意承局长及首尔市旅游部门座谈,就 MERS 疫情后如何重振首尔旅游活力进行交流,并提出积极中肯的意见和建议。会后,宋宇秘书长接受了韩国《朝鲜日报》的专访。

7月29日,在参观了首尔市旅游信息中心、首尔国际文化体验中心后,代表团与韩国旅游业代表进行交流座谈,座谈会由韩国旅游业协会主持。两地旅游企业代表就如何促进首尔旅游市场的发展提出很好的建议。下午,在首尔市市政厅,由首尔市政府发言人办公室主持召开媒体发布会,宋宇秘书长及中国旅游企业代表应邀出席并接受了韩国 KBS、MBS、首尔经济、今日亚洲、金融新闻等韩国主流媒体记者的联合采访。

7月30日,首尔市市长朴元淳会见代表团 全体,并与代表团成员共进午餐。朴元淳市长表 示,非常感谢在首尔市遇到困难的时候,王安顺 主席派代表团前来,商讨在当前形势下如何进一步增强韩国旅游产品吸引力,重振中国游客赴韩的信心。代表团到来的时候,正值韩国政府宣布MERS 疫情解除的时候,这对于中国游客增强赴韩游安全感、增强赴韩游兴趣、扩大赴韩游游规模具有很强的示范效应。

宋宇秘书长说,北京、首尔同为世界旅游城市联合会发起城市和理事单位,北京和首尔是交往22年的友好城市,彼此相互尊重相互支持,特别是在2003年北京遇到SARS疫情入境游出现困难时,也是韩国游客给予了北京极大的支持。这次代表团访问首尔,既是我们真诚的回报,也是应该之举,"困难时候更显得情谊之珍贵"。我们希望能把首尔市目前安全、平和、正常的城市生活状况带给北京市民和中国游客和世界游客,好让中国游客赴韩游早日恢复正常。



Secretary-General Song Yu Headed a Delegation to Seoul

Headed by Song Yu, the Secretary–General of WTCF, a delegation of thirteen people that came from the CITS head office, CTS head office, China CYTS Tours Holding Co., Ltd, Haitao Travel visited South Korea to investigate the South Korean tourism of Chinese citizens during July 28–31, 2015. This visit was aimed to help South Korea to recover the South Korean tourism market, which was seriously affected by the MERS epidemic. With warm reception of mayor of Seoul, Park Won–soon, this visit achieved complete success.

Since June, the number of Chinese citizens visiting South Korea was seriously affected by the MERS epidemic. According to South Korean statistics, the South Korean inbound tourism of Chinese tourists dropped by 45 percent. Tourism market, including Seoul was badly battered. In this case, Park Wonsoon planned to visit Beijing in August, and wrote a letter to WTCF Council Chairman and the mayor of Beijing Wang Anshun to appeal for support.

With the instructions of mayor Wang Anshun and help of Beijing Municipal Foreign Affairs Office, Secretary—General Song Yu quickly formed a group and visited Seoul about the South Korean inbound tourism investigation and communication, with the purpose of helping South Korea to recover inbound tourism market

After leaving the Incheon Airport, the delegation hurried to the Seoul Tourism & Sports Bureau. Through communicating with the Director General, Kim Yi Cheong and Seoul tourism sector, the delegation proposed pertinent suggestions about recovering the vitality of Seoul tourism market after the MERS epidemic. After the meeting, Secretary—General Song Yu accepted the interview of The Chosun Ilbo.

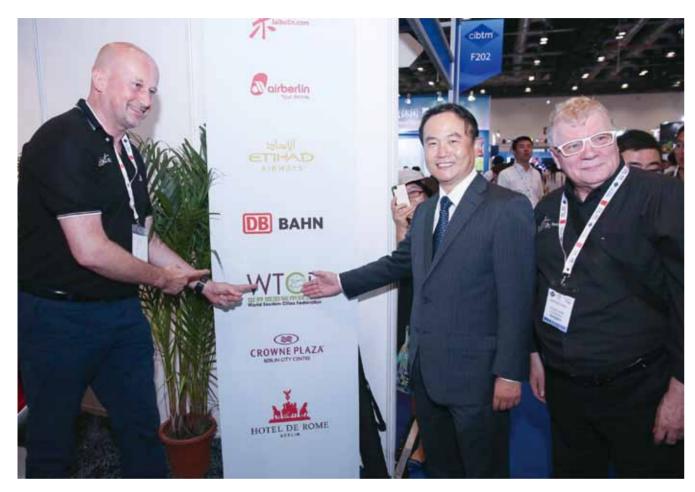
On July 29th, with the host of Korean Tourism Industry Association, the delegation communicated with Korean Tourism representatives after visiting Seoul Tourism Information Center and Seoul International Cultural Experience Center. Tourism representatives from

both sides made suggestioms about how to promote development of Sino–Korean and Beijing–Seoul tourism market. On the afternoon, the press conference held by the Seoul municipal government spokesman office was convened, in which Secretary–General Song Yu and Beijing tourism enterprise representatives were invited to attend and receive joint interview of South Korean mainstream media journalists of KBS, MBS, Seoul Economic Daily, Aisa Todav and Financial News.

Mayor of Seoul, Park Won—soon met and had lunch with the Beijing delegation on July 30th. Park Won—soon expressed gratitude to the help of Beijing delegation when Seoul met with difficulties. All participants discussed about how to improve attraction of South Korean tourism products further and regain the confidence of Chinese tourists. The delegation came to South Korea when the South Korean government declared the epidemic was over, by which the sense of security and interest of Chinese tourists could improve and the scale of tourism in South Korea would be enlarged.

Song Yu said, "As sister cities of 22 years, Beijing and Seoul always support each other, especially in the SARS epidemic in 2003, when Beijing faced difficulties in inbound tourism, South Korean tourists gave us great understanding and support. This time, the visit to Seoul is undoubtedly the reward and duty of Beijing. As the saying goes, a friend in need is a friend indeed. We hope that Beijing citizens and Chinese tourists can know about the safe and peaceful city environment of Seoul, and the South Korean tourism can recover as soon as possible."

The delegation also investigated the Seoul souvenir shops, duty-free shops and other tourism service facilities, and learned the experience of Seoul inbound tourism. Besides, the delegation also visited The Chosun Ilbo and discussed about how to promote the tourism marketing through new media.



WTCF参加第十届北京国际 商务及会奖旅游展览会

2015年8月5至6日,第十届北京国际商务及会奖旅游展览会(CIBTM)在国家会议中心举行。此次展会吸引了来自国内外的400多家顶级供应商参展。世界旅游城市联合会代表各会员城市和单位参加了此次展会。

联合会在展会现场设立了独立展台,展示了宣传册、杂志、会员信息等资料,充分利用展会契机为会员提供服务工作,积极进行宣传推介。此外,工作人员通过交流推广、面对面洽谈等方式,向与会代表详细介绍了联合会的品牌历史、组织结构和发展方向。

联合会工作人员先后与圣彼得堡旅游局、柏林旅游局、韩国旅游局、苏州旅游局等多个会员城市负责人进行了专门会谈,介绍了联合会的发展现状和未来规划,以及2015年9月拉巴特&非斯香山旅游峰会的准备情况。联合会积极邀请知名旅游城市加入,为会员单位提供平台,共同促进城市旅游发展。

为 WTCF 的会员城市和副秘书长单位,柏林 旅游局在此次展会上将 WTCF 作为重要的合作伙 伴共同宣传推广。



WTCF Participated in the 10th CIBTM in Beijing

From 5th to 6th, August, 2015, the 10th Incentives, Business, Travel & Meeting Expo (CIBTM) was held at Beijing National Convention Center. This expo attracted more than 400 high—end suppliers from domestic and abroad. WTCF participated in this exposition on behalf of all the city and non—city members

An independent WTCF stand was set on the spot. In order to efficiently serve the members and promote their resources, brochures, magazines and other materials with member cities' information were prepared and issued during the meeting. By means of



communication, discussion and promotion, working staff introduced the brand history, organization chart and development planning of WTCF in detail.

Besides, WTCF delegation also communicated specially with officers from St. Petersburg, Berlin, South Korean, and Suzhou Tourism Bureaus, etc. They introduced to them the status, planning and preparations for Rabat & Fez Fragrant Tourism Summit 2015. They also actively invited other famous tourism cities to join WTCF to offer them a high–level platform for further development.

As the member city and deputy secretary general unit of WTCF, Berlin Tourism Administration also participated in the expo and promoted WTCF as an important cooperative partner.



"摩洛哥干人游"首发团盛大启航

2015年8月4日,世界旅游城市联合会和中国国际旅行总社有限公司(简称"国旅总社")组织的"【完美假期】迪拜洛哥9日游"在北京成功首发,这标志世界旅游城市联合会"洛哥千人游"活动正式启动。这项活动是世界旅游城市联合2015拉巴特非斯香山旅游峰会的重要内容,对于促进海上丝绸路经济带沿线的文化交流、增强各地游客之间的互通互信具有要意义,它是世界旅游城市联合会积极推动旅游机构会员与国目的地会员深化合作的切实举措。

"摩洛哥干人游"计划由国旅总社、凯撒旅游与世界旅游城市联合会合作推出,旨在放大"世界旅游城市联合会 2015 拉巴特斯香山旅游峰会"的国际影响力,形成会员间合作的实际成果,适于地大摩洛哥旅游产品在中国市场的的推广力度。国旅总社是担任世界旅游城市联合会的副秘书长单位和旅游相关企业分会理事任中成。在这次活动中,国旅总社、凯撒旅游充分利用自身的品牌全国网络化规模以及在旅游产品研发方面的多重优势,积极创新批准摩洛哥、加索洛哥、大大学。

"一带一路"互联互通,出境旅游先行先通,旅游业在共建"一带一路"战略有着独特的优势,这次"摩洛哥干人游"计划就是让更多的人了解摩洛哥,体会丝路上文明融合的魅力。摩洛哥位处定代丝绸之路的最西端,连接欧洲与非洲,地理位置极为优越,素有"划非花园"之美称,也是多重文化交流融合的历史交汇点,首都拉思特、古都非斯、北非古城马拉喀什、"白色城堡"卡萨布兰卡、美丽的海滨城市阿加迪尔和北部港口丹吉尔等都是令游客向往的旅游胜地。

据悉,在认真考察摩洛哥旅游资源的基础上,中国多家旅行社先后推出了"迪拜摩洛哥 9 日游"、"西班牙葡萄牙摩洛哥 16 日游""摩洛哥全景 10 日游"等相关摩洛哥产品,目前收客火爆,团团城满。此次首发的"【完美假期】迪拜摩洛哥 9 日游",将中东与北马美搭配,带领游客游历浪漫的世界文化名城卡萨布兰卡,感受之西洋美景,全景呈现摩洛哥四大皇城—梅克内斯、马拉喀什、拉巴特非斯,打造"一带一路"上最经典的古典与现代的穿越之旅。

The Inaugural Group of the Thousands of Tourists to Morocco Departed on 4th, August

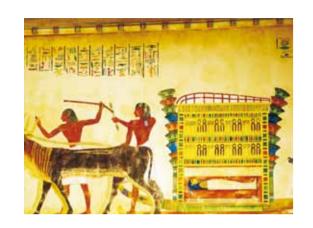
On August 4th, 2015, the first visiting group of the "9-Day Dubai-Morocco Perfect Holiday Tour", co-organized by WTCF and China International Travel Service Company (CITS), departed from Beijing International Airport. It indicated the official launching of WTCF Morocco Thousands of Tourists activity, which is an important part of the WTCF Rabat & Fez Fragrant Tourism Summit 2015. It is also a practical step WTCF took in promoting the collaboration between tourism organization and international destination, which is of great significance in motivating the cultural communication along Maritime Silk Road Economic Belt and accelerating exchanges among tourists.

Launched by WTCF and CITS cooperatively, this activity aims to expand the international influence of WTCF Rabat & Fez Fragrant Tourism Summit 2015, to enhance the collaboration among members and also to increase the publicity of Morocco tourism in China. CITS is a leading enterprise in China's travel industry and at the same time it is the vice—secretary unit of WTCF and the chairman unit of tourism—related corporations. By making full use of its publicity, national network and tourism products researching ability, CITS is expected to attract more tourists to join the group and realize the preliminary goal of a thousand tourists to Morocco.

Outbound tourism plays a unique role in the One Belt One Road Strategy, and it lays the groundwork for further communication and connection among different nations. Morocco is on the west point of the Silk Road, best known a the "Garden of North Africa". It is a historical hub for cultural integration and a country rich in tourism resources. Its capital city Rabat, ancient city Fez, old town Marrakech, beautiful coastal city Agadir, "White Castle" Casablance and northern port Tangier are all destinations attractive to tourists.

It is reported that, by meticulously researching the Morocco tourism resources, CITS promoted several related products, such as the 9–Day Dubai–Morocco Perfect Holiday Tour, 16–Day Spain–Portugal–Morocco Tour and 10–Day Sahara–Morocco Tour, etc. All of these products are very popular among visitors, which will show them the gorgeous scenery and perfect blending of classic and modern cultures along the journeys.





♥♥ 当身在东方文明的我们去触 摸那一片蓝色海域时, 她遥远而神 秘, 围绕着这片海域生生不息的 人民, 为人类创造的科学、艺术、 文明推动着世界的发展, 犹如群 星闪耀在历史的天空。







纯净不带一丝杂质的海和天, 广阔无边、深蓝 无限,仿佛随时都有神灵降临,白色的建筑更是将 这种深蓝衬托得超凡脱俗,天神的居所显现人间。 这样平和高贵纯粹的地中海, 很难让人想象曾经也 是硝烟弥漫、战争频仍、海盗猖獗。

在没有发现更为广阔的海洋之前,地中海犹如 一颗珍珠,被周边各个国家觊觎着,持续两千年的 争夺始终没有停止。看看地中海沿岸的国家:欧洲 国家有西班牙、法国、摩纳哥、意大利、马耳他(岛)、 斯洛文尼亚、克罗地亚、波斯尼亚和黑塞哥维那、 黑山、阿尔巴尼亚、希腊;亚洲国家,从北至南排 序有土耳其 、塞浦路斯、叙利亚、黎巴嫩、以色列 和巴勒斯坦自治政府;非洲国家,从东至西排序有 埃及、利比亚、突尼斯、阿尔及利亚、摩洛哥,和 大洋相比面积不可比拟的地中海,却是有着其他海 域所无法企及的历史与文明,也是国家更迭,多民 族交融最频繁的一块海域。

曾经在人类文明史上留下辉煌一页的古代文明 多和地中海有着不可分割的联系。埃及、赫梯帝国、 以色列王国、朱迪亚、亚述帝国、巴比伦王国、波 斯帝国、马其顿和希腊帝国、罗马帝国、拜占庭帝国、 萨桑王朝、哈里发(伊斯兰帝国)、十字军统治时期、 萨拉丁帝国、蒙古帝国、土耳其帝国、欧洲殖民统 治时期,一部地中海的历史几乎就是一部欧洲史以 及北非西亚史。

公元前 4000 年到公元前 2250 年处于鼎盛期 的两河文明为世界做出了巨大贡献,两河流域的人 民发明了太阴历,以月亮的阴晴圆缺作为计时标准, 把一年划分为 12 个月, 共 354 天, 并发明闰月, 放置与太阳历相差的11天。把一小时分成60分, 以7天为一星期。还会分数、加减乘除四则运算和 解一元二次方程,发明了 10 进位法和 16 进位法。

他们把圆分为360度,并知道π近似于3。甚至 会计算不规则多边形的面积及一些锥体的体积。

希腊人从两河文明和尼罗河文明中学到了数学、 物理学和哲学,创造了辉煌的希腊文明,然而却如 流星划过天际, 淹没在历史的长河中了, 直至文艺 复兴才重新被发现。

克里特岛是地中海文明的发祥地之一。曾在此 发掘出公元前 10000 至公元前 3300 年新石器文化 遗迹。约从公元前 2600 至公元前 1125 年,岛上 涌现了著名的米诺斯文化,艺术、建筑和工程技术 空前繁荣,并建立了统一的米诺斯王朝。克里特此 时出现了欧洲地区最早的文字,初呈图形,后字体 逐渐简化为线形,向音节符号演进,人称线形文字A, 至今仍未被释读。

拜占庭帝国从公元3世纪直至1400年统治长 达 1100 年, 其中一个秘诀就是, 和波斯人、希腊人、

迦太基人、罗马人忽视了军 事的力量不同,拜占庭的皇帝 们几乎都在地中海上建立了强大 的港口, 吸引了来自亚洲的中国和 印度人,来自非洲的埃及人直至北欧。

一代代王朝的更迭使得地中海沿岸的建筑风格 迥异, 异彩纷呈, 然而今天看来却又是和谐自然, 仿佛他们天生就该在一起一样。圆柱时代过去之后 是穹顶时代,希伯来人建造的所罗门神殿,希腊人 神圣的巴特农神庙,拉丁人建立的君士坦丁堡砖石 结构的穹顶, 无一例外展现了虔诚的特性。公元7 世纪,地中海沿岸出现了一种新式的塔。伊斯坦布 尔的索菲亚教堂改成了拔地而起直入云霄的尖塔 耶稣的唱诗变成了对安拉和默罕默德的颂扬。

阿拉伯帝国刷新了地中海的文化。地中海边的 人们开始学习阿拉伯语,阿拉伯人不仅保存和发扬

本页图: 具有两千年历 史的古罗马斗兽场遗址 外观: 历史图片— 代地中海勇士。 左页图: 反映地中海地 区生活场景的历史图 片: 梵蒂冈西斯廷教堂 上精美的壁画。





了希腊的数学、医学和哲学,还发明和完善了十进位 制、钟摆原理、天文仪器和麻醉术等知识,这些都使 世界的文明进入了一个新的时期, 阿拉伯人把地中海 沿岸的大城市变成了学术的讲堂,乃至传到了更远的 欧洲其他城市。公元十一世纪,科尔多瓦成为西方世 界人口最多的城市,它拥有六百多座清真寺,九百多 个公共浴室和五十多万册藏书。

在中国被称为元朝的蒙古帝国,战无不胜的铁 军也曾经到过地中海边上,成吉思汗及其后继者在 五十多年的时间里,以总数不到40万人的军队,先 后灭亡四十多个国家, 征服七百多个民族, 消灭各 国军队人数超过千万,征服各民族人口数目达六亿, 建立了人类历史上版图最大的国家——蒙古帝国。

蒙古帝国的建立加速了东西方的文化、技术交 流,促进了多民族的融合。整个丝绸之路第一次也 是最后一次被只有一个国家控制,这使得东西方的 商贸往来比其他战乱时期要容易得多。

而游牧民族终究不适宜蓝色文明, 在这样的地 方生存, 谁掌握了航海技术谁就能控制地中海, 成 为海上的霸主。威尼斯建立了强大的舰队,他们的 商人不仅垄断着地中海商业,也操纵着政治,在一 半陆地一半海洋的夹缝中找到了自己的生存方式。 威尼斯和热那亚这两个最强大的的共和国统治了地 中海几个世纪。

大航海时代的来临使地中海这片文明的发源地 开始被遗忘, 欧洲国家开始疯狂出海去占有新大陆, 地中海沿岸的北非成了法国的殖民地。1600年,地 中海被两个巨大的国家统治着,这就是土耳其帝国 和西班牙王国的哈布斯堡王朝。基督教和伊斯兰教 无休无止的战争导致了几百万人的死亡, 却也使得 各种人种相互融合,从欧洲北部来的高大金发的诺 曼人, 个子矮小性格粗鲁的条顿人, 黑头发黑眼睛 的阿拉伯人,使得欧洲南部帅哥美女兼具东西方的 风情。

地中海周边国家人的性格和地中海的地理位置 和气候是分不开的,他们生性平和、积极寻求快乐, 热爱艺术和美食。因为靠着这片海,他们从未真正



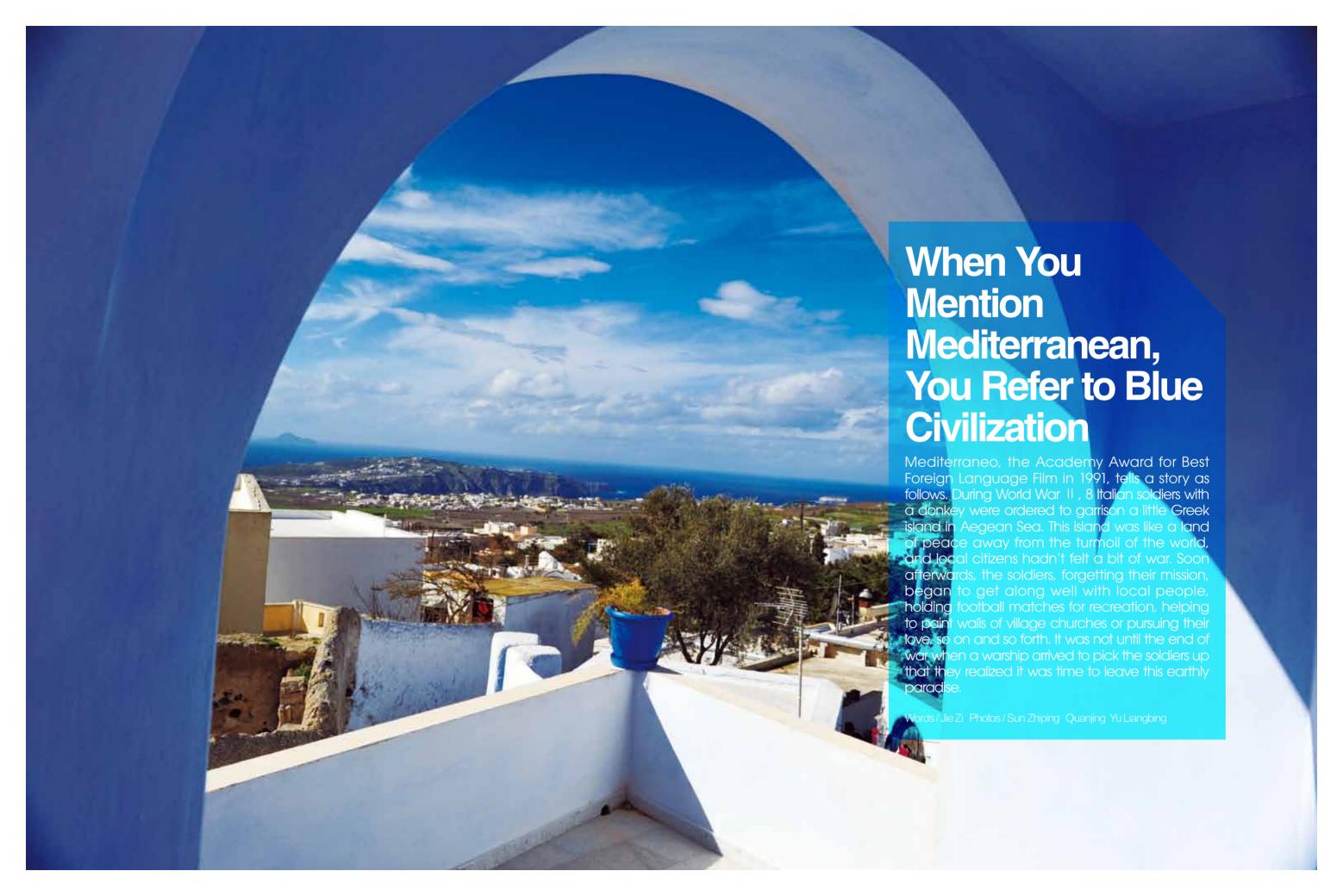
●● 所谓地中海式饮食指的是食用大量水果。 蔬菜、豆类、谷类和摄入橄榄油之类的非饱和 脂肪酸(unsaturated fatty acid); 吃少量的 乳类产品、肉类、鸡鸭。

地发生过食物短缺,小麦的成熟期只需要 170 天, 比北方少了将近一半,不需要辛苦劳作,只要生活 要求不高,就能满足对于食物的需求,而可以让更 多的时候在海边享受,在海上徜徉。

我们通常听到的还有一个因为地中海而出现的 名词: 地中海气候, 这是指那种夏季炎热干燥, 冬 季温暖湿润的气候。所谓地中海式饮食指的是食用 大量水果、蔬菜、豆类、谷类和摄入橄榄油之类的 非饱和脂肪酸 (unsaturated fatty acid); 吃少量 的乳类产品、肉类、鸡鸭;"适量地"多吃鱼类; 以及用餐时喝点葡萄酒。

我们还非常喜欢的一种家居风格——地中海风 格,通常会采用这么几种设计元素:白灰泥墙、连 续的拱廊与拱门,陶砖、海蓝色的屋瓦和门窗。当然, 设计元素不能简单拼凑,必须有贯穿其中的风格灵 魂。"蔚蓝色的浪漫情怀、海天一色、艳阳高照的 纯美自然"既代表了一种地中海风格的家居,也代 表了我们心目中的地中海。

本页图: 各种地中海特 色食物。 左页图: 巴塞罗那的教 堂建筑风格繁复而壮 观; 神情庄重的梵蒂冈





Oriental civilization. When we have an opportunity to touch the blue sea, we will be amazed by its exoticism and mysteriousness. The energetic people living around the waters create science, art, and civilization which have made great contribution to the development of the world. They are stars shining in the sky of history.

sky are so pure, broad and blue that gods seem to befall at any d white buildings, like gods' residence

The sea and

moment, and white buildings, like gods' residence on earth. The grace and pureness of Mediterranean makes it hard to imagine this place was once bothered by smoke of gunpowder, frequent wars and furious pirates.

Before broader oceans were discovered, Mediterranean, like a pearl, used to be coveted by surrounding countries so much that they hadn't stopped fighting for 2,000 continuous years. Along Mediterranean are 19 countries: European countries including Spain, France, Monaco, Italy, Malta (island), Slovenia, Croatia, Bosnia and Herzegovina, Republic of Montenegro, Albania and Greece; Asian countries including Turkey, Cyprus, Syria, Lebanon, Israel and the Palestinian Government from north to south; African countries including Egypt, Libya, Tunisia, Algeria and Morocco from east to west. Mediterranean, though too small to compare with oceans in area, has nurtured unparalleled history and civilization that other seas hardly achieved, and was also a place where states changed and ethnic groups interacted most frequently.





The ancient civilization which has left a glorious page in human civilization has an inseparable relation with Mediterranean. The history of Mediterranean, including that of Egypt, Hittite Empire, Kingdom of Israel, Kingdom of Judea, Assyrian Empire, Babylonian Empire, Persian Empire, Macedonia, Greece, Roman Empire, Byzantine Empire, Sasanid Empire, Caliph (the Islamic Empire), the Crusader Kingdom, Saladin Empire, Mongolia Empire, Ottoman Empire and European Colonialism, is almost history of Europe, North Africa and West Asia.

Mesopotamia civilization that reached its peak from 4,000 BC to 2,250 BC made great contributions to the whole world. Lunar calendar and leap month were invented during that period. Lunar calendar was based on the phases of the moon, dividing a year of 354 days into 12 months and the leap month in lunar calendar was used to make up the 11 days less in solar calendar. One hour was divided into 60 minutes and one week into 7 days. People then also knew fraction and four arithmetic operations, solve quadratic equations, and invented the decimal system and the hexadecimal system. They divided a circle into 360 degrees, knew π was about 3 and even could calculate the area of irregular polygons and the volume of some pyramids.

Having learnt math, physics and philosophy from

Mesopotamia civilization and Nile Valley civilization, Greeks created splendid Greek civilization. However, it was lost in the long course of history like a shooting star flashing across the sky and was not rediscovered until Renaissance.

Crete, where relics of Neolithic culture between 10,000 BC and 3,300 BC were unearthed, is one of the birthplaces of Mediterranean civilization. From around 2,600 BC to 1,125 BC, the famous Minoan civilization sprung up on Crete with unprecedentedly flourishing arts, architecture and engineering technology, and the unified Minoan dynasty was established there. The earliest writing in Europe also appeared on Crete then. This pictographic writing was gradually simplified to linear one and then developed into syllabic symbols that are called Linear A but haven't been interpreted until now.

Byzantine Empire lasted for over 1,100 years from the 3rd century to the 14th century. The secret of its long governance lies in that, different from Persians, Greeks, Carthages and Romans who ignored the military power, almost all Byzantine emperors set up powerful ports that attracted Chinese and Indians from Asia, Egyptians from Africa and even Europeans from afar.

Different dynasties have built colorful buildings with

different styles along
Mediterranean. These
buildings appear to
live in harmony with
modern society as if they
are meant to be together.
The era of columns was
succeeded by that of domes.

All the architecture in this period like

Solomon Temple by Hebrew, Parthenon Temple by Greeks and the masonry structured domes in Constantinople by Latins showned features of devotion without exception. In the 7th century, a new style tower turned up along Mediterranean coast. Haghia Sophia in Istanbul was reconstructed into a spire rising abruptly from the ground and shooting straight into the sky. While Christian hymns turned into chants of Allah and Mohammed.

Arab Empire refreshed Mediterranean culture. People at Mediterranean seaside started to learn Arabic. Arabians not only preserved and promoted Greek math, medicine and philosophy, but also invented and improved decimal system, pendulum principle, astronomical instruments and narcotherapy, which carried world civilization forward into a new phase. Arabian people changed

This page: Majestic and vivid sculptures in Vatican City State; A historical picture of Cleopatra. Left page: A historical

Left page: A historical picture of Vatican City State; A horse–drawn cart in Rome.

the big cities along Mediterranean into lecture rooms of knowledge, which even had been passed further to other European cities. In the 11th century, Cordoba became the most populated city with over 600 mosques, 900 public bathhouses and 500,000 books.

Mongol Empire, called Yuan Dynasty in China, also used to send invincible cavalry to Mediterranean coast. During over 50 years' rule, Genghis Khan and his successors, with an army of less than 400,000 soldiers, wiped out over 40 countries, conquered over 700 races, killed over 10 million soldiers and subdued 600 million people of different nations, establishing a country with the vastest territory in human history.

The establishment of Mongol Empire sped up the communication of culture and technology between the East and the West and promoted fusion of

different races. The Silk Road was then for the first time and also the last controlled by only one state, which made trade and commerce much easier between the East and West than during warring periods.

However, blue civilization after all didn't agree with the nomads. Living at the seaside, people who mastered navigation would be able to control Mediterranean and become its overlord. In Venice, powerful fleets had been organized, and merchants there not only monopolized business of Mediterranean, but also manipulated politics to find a way out between land and sea. Venice and Genoa were the most powerful nations that ruled Mediterranean for some centuries.

The approach of the Great Navigation Epoch made Mediterranean, the birthplace of civilization, passed into silence. European countries started to go to the sea to occupy the New World and South Africa along Mediterranean was colonized by France. In 1600, Mediterranean was ruled be two giant countries, Ottoman Empire and Hapsburg Empire of Spain. Ceaseless wars between Christianity and Islam resulted in the death of millions of people, yet also sped up fusion of difference races including tall and blonde Normans from north Europe, short and crude Teutons, and thin, Arabians with black eyes and hair. All their features added oriental and west charm to the handsome men and beautiful women in south Europe.

People in coastal countries along Mediterranean are born gentle, actively seek pleasure and love art and cate. Such personality is resulted from the geographical location and climate of Mediterranean. Thanks to this part of sea, people have never been short of food. It only needs 170 days for wheat to



Mediterranean-style diet refers to eating a big amount of fruits, vegetables, beans, cereal and unsaturated fatty acid like olive oil as well as a small amount of dairy products, meat, chicken and duck, and a "properly big amount" of fish and drink a little wine with food.



mature, half of the days it needed in the north. People, as long as they don't expect too much from life, can get satisfied with the food demand without working hard. As a result, they have more time to enjoy life on and along the sea.

We have also heard a noun related to Mediterranean, namely Mediterranean climate which refers to the climate with hot and dry summer and warm and moist winter. Mediterraneanstyle diet refers to eating a big amount of fruits, vegetables, beans, cereal and unsaturated fatty acid like olive oil as well as a small amount of dairy products, meat, chicken and duck, and a "properly big amount" of fish and drink a little wine with food.

We are also fond of a furnishing style, Mediterranean style, featuring lime walls, repeated arcades and arched doors, clay bricks and tiles, ocean blue doors and windows. Such elements must carry a constant inner style instead of being simply knocked together. "Romantic sky-blue theme, the sea and the sky merging into one and shining nature" represent a Mediterranean furnishing style as well as the Mediterranean in our eyes.

This page:A devoted Roman chef. Left page: Tourists strolling at a Greek seaside.







圣托里尼岛

看世界最美的"日落爱琴海"

圣托里尼岛是爱琴海上的火山岛, 是基克拉泽斯群岛中最 南边的一座岛,面积不大,却是希腊最著名的岛屿之一,被誉 为"爱琴海——地中海上的璀璨明珠"。

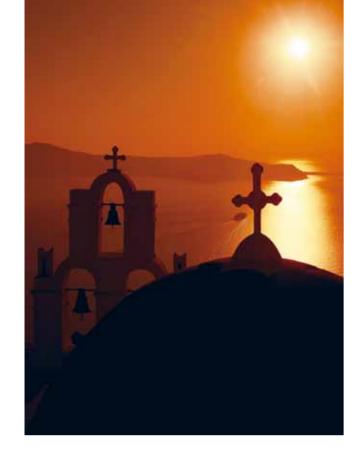
距离圣托里尼首府费拉市不远处就是极具特色的黑色沙 滩:卡玛里海滩。由于火山地质,这里的沙是黑色的,水也呈 现黑色, 但是清凉干净, 据说还可以美容。入夜之后, 酒吧 餐馆热闹非凡,各路驻唱歌手演绎着不同国度不同风情的民 谣——音乐果然无国界。

静谧的伊亚镇则是另一种格调。伊亚镇建立在海边的悬崖 上,是圣托里尼岛第二大镇,被认为是世界上观看落日最美的 地方。在太阳落下的那一瞬间,时间仿佛都停滞了,只有安宁 和从容。

此外还有地中海上吹来的微风、舒适宜人的温度和空气、 经典的传说中的蓝白房子……圣托里尼岛为人们带来了一万种 可能。都说爱情能够让置身其中的人变成诗人,圣托里尼不仅 能让来这里的人变成诗人,还要变成画家、摄影家和艺术家……

不过,如果你以为圣托里尼岛只有这些,那你可错了。20 世纪下半叶,考古学家在该岛南部的阿科罗提利挖掘到古代都 市遗址,发现了精彩的、三千多年前的壁画艺术,包括"春之 图"、"打拳少年"、"渔夫"、"航海图"等作品,展现了当时人 们的生活情景。

旺季可乘快艇, 4.5 小时即可到达圣 托里尼岛, 但价格较贵。最好提前 门季节。



马耳他・瓦莱塔

古风穿越到现代,本色未变

马耳他是位于地中海中部的岛国,有"地中海心脏"之称, 是著名的休闲度假地区,岛上不仅有蔚蓝的海水、清洁的沙滩 和斑斓的海底世界,其历史遗迹和古老文化底蕴更加精妙完美、 令人惊叹。因为曾经被多个国家统治,岛上融合了英伦痕迹、 南欧风格和地中海风情。

路上马耳他, 仿佛瞬间穿越到了中世纪, 回到了那个骑士 精神傲世独立的时代。这里不"惊艳",不"疯狂",甚至不"热 闹",正如旧都姆迪那的名号"寂静之城",这里是寂静而独特 的。行走在浓郁厚重的历史积淀中,时间仿佛静止了一般。

马耳他首都瓦莱塔,是一座拥有近500年历史的欧洲古 老文化名城,始建于1566年,至今仍保持着最古老和原始的 面貌。瓦莱塔城由米开朗杰罗的助手弗朗西斯科·拉帕莱利设 计,建筑布局整齐划一,横平竖直,像棋盘一般,浑然一体, 一百多条狭长的城街,几乎每条都通向大海,果然不负"地中 海之心"的称号。

由于地理位置重要,瓦莱塔历来是兵家必争之地。当年为 抵御外敌,四面都有城堡护卫。岛上的建筑全部由一种黄土色 的岩石建成,这种岩石在马耳他据说是取之不尽的,质地松软, 可砍可锯,按需加工,房屋盖成后,经风吹日晒,石内水分蒸 发干净,石质变得比砖块更加坚实。因诰价低廉,瓦莱塔市区 居民住房十分宽敞。

TIPS

1. 马耳他属于典型的亚热带地中海 🗓 2. 马耳他 2004 年加入欧盟, 2007 的 1-10 月是马耳他的旅游旺季。 客无需再办签证, 出入很方便。

型气候, 温和宜人, 四季常青, 每年 : 年成为申根国, 因此地中海邮轮游



西西里岛

筑梦并且圆梦的地方

1787年,歌德初抵西西里,在日记中写到:"如果不去西 西里岛,就好像没有去过意大利。西西里是意大利的美丽之源。" 这句话被广泛地流传了下来。

关于西西里, 究竟有多少美丽传说? 天堂电影院、海上钢 琴师、碧海蓝天、教父……一部部经典电影选中了西西里,融 入了对她的情感,引发着人们的遐想。

西西里岛是地中海上最大的岛屿, 是意大利最富盛名的岛 屿,在这里几乎能找到有关欧洲、有关度假的一切:蓝天、高山、 碧海、沙滩、星空、橄榄树林、古城、美食、传说,以及美丽 的男人和女人,一样不缺。沐浴在西西里金色的阳光下,享受 着海边的礁石、开满鲜花的庭院、缠绕着花朵的藤蔓、可爱的 昆虫、古老的纪念物以及地道的餐厅, 比起意大利其他大城市 那种高高在上的贵气,西西里给你的是更加令人心悸的自然之 美、世俗之美和淳朴之美。传说中的黑手党只是个传说,西西 里治安良好,人们热情善良。

而浓郁的文化气息, 也是西西里的标签。西西里原住民的 祖先来自马耳他,后来,古希腊人开始移民至西西里,带来了 如今仍巍峨屹立的神庙和剧场。巴勒莫主教堂是见证西西里多 元文化的最好佐证。同样一座建筑中可以找到不同风格的设计 元素:右侧是哥特式的高耸塔楼,中部是拜占庭风格的穹顶, 左侧是巴洛克风格钟楼。

1. 最好的旅游时节是在 4—6 月, 9 : 前,应注意所对应的是冬季时刻表。 月末、10月。这些时间天气较为温 2. 从那不勒斯、热那亚、撒丁岛的 和,物价较低,游客也较少。要注意, 卡利亚里、马耳他和突尼斯都可以 在西西里的旅游淡季,许多船次车 : 乘坐轮渡到达西西里。 次会相应减少班次。所以查找班次

米科诺斯岛

游走在 365 座小教堂迷宫中

米科诺斯岛是爱琴海基克拉泽斯群岛东部的小岛,只需十 几分钟就可以横穿岛上的米科诺斯镇,但是岛上各色艺术品小 店足够你慢慢悠悠地逛上一阵子。

白教堂是爱琴海上永恒的风景, 也被称作是米科诺斯岛的 名片标志。据称有365座被刷成白色的家族式小教堂散布在 这座小岛上的街旁、巷间。小教堂是作为报答神明保佑外出的 丈夫、儿子安然返回而建的,檐下的铃铛在微风中发出悦耳的 声音,似乎是对冥冥神灵的回应与答谢。

米科诺斯镇素有迷宫之称。这源于岛上独特而分布无序的 建筑, 这些建筑被称为"基克拉泽斯群岛最引人注目的奇迹之 一"。过去的米克诺斯经常有海盗出没,历史上还曾遭遇过土 耳其人的入侵。据说这些建筑在中世纪时是防御工事,造成的 曲折的街道小巷是入侵者的一大难题,甚至可以更有效地抵挡 住夏季的风暴。

晶莹的蓝和炫目的白是米科诺斯的主色调,但不是全部的 颜色,还有对比强烈的灿烂鲜艳的绿、红或橙跳跃在其间,那 是门窗、桌椅、船、鲜花和阳光的颜色,似乎有一种五颜六色 意面的图,整齐有序的摆挂在架子上——那种简单朴素而亲切 的美,无处不在。

TIPS —

1. 交通: 从圣托里尼乘船可以到达 ... 机前往,约45分钟到达。

米科诺斯岛;或从雅典机场搭乘飞 2. 米克诺斯岛每年 4-10 月开放。



科西嘉岛

找寻幸福神秘的四叶草

科西嘉岛是地中海第四大岛, 隶属法国。因自然风光优美, 被简单粗暴地称为"美丽岛"。属地中海气候,冬季温和,夏 不酷热,碧波环绕,草木森郁。

传说很久以前,科西嘉岛上有一颗愿望树,叶子多为三瓣 叶片,叫作三叶草。据说谁找到有四瓣叶片的叶子,即四叶草 (也称幸福草), 谁就会得到幸福。传说中, 正是因为有这种神 秘的三叶草, 所以科西嘉岛上诞生了法兰西第一帝国的缔造者 拿破仑 (1769—1821)。在地中海的所有岛屿中,科西嘉岛或 许是最漂亮的一个,像一片树叶,最特别之处是一种在其他地 方闻不到的气味,这是一种名叫智利果酒的丛林气息。

- TIPS -

1. 岛上港口之间有铁路线连接。 便利。 和法国本土有班轮和班机来往。 2. 属于地中海气候, 每年 4 月到 岛内有铁路,也有公路,交通十分 11月都适合旅游。

克里特岛

带你进入一个奥妙非凡的世界

希腊的第一大岛和古老的文明中心,是诸多希腊神话的发 源地。位于地中海之中,爱琴海之南,四周碧波万顷,岛上则 以崎岖山地为主体、北部平原种植油橄榄、葡萄、柑橘等。岛 上风景多姿, 有海岸、断崖、深谷、沙滩、岬角等各色自然景 观,素有"海上花园"的美称。

克里特岛的橄榄油世界闻名,虽然产量不多,但被认为是 顶级精品,岛上长寿者很多,患病率低,各国医学家认为与他 们食用的橄榄油中含的微量元素息息相关。

王宫是克里特文明最伟大的创造, 著名的克诺索斯王宫始 建于公元前 1900 年左右,米诺斯国王宫殿遗址。规模宏大, 厅堂房间总数在 1500 间以上, 各层各处都有楼梯相连, 走廊 曲折,厅堂错落,天井众多,奥妙非凡,希腊神话中称之为"迷 宫"——关于爱琴海的传说中的迷宫指的就是这里。不仅如此, 宫内的采光和空气流通系统以及当时人们的生活用具同样让人 震撼;更有为数众多的生动有趣的壁画被认为是克里特文明的 瑰宝。

TIPS —

1. 克里特天气的特点是冬季温 : 气适度且避开了高峰。 和多雨; 夏季炎热干燥, 可以选 2. 当地使用的语言为希腊语和 择 5 月和 9 月来岛上旅游, 天 英语。







苏塞

苏塞, 突尼斯第三大城市, 位于哈马迈特港南岸, 正如其 名字的含义——"海上珍宝"一样,苏塞·是突尼斯最美的海 滨城市,被誉为"地中海的花园港"。

和其他历史悠久的城市一样, 苏塞包括老城(南区)和新 城(北区),由于历史原因,老城区极具阿拉伯风格,与新建 设起来的现代化都市形成对比。老城有城墙环绕,基本上保存 完好,建筑的颜色多为蓝、白、黄三色,站在老城区高处环视 蓝色的地中海及层层叠叠地坐落在山坡上的小楼,掩映在椰枣 丛中、十分美观、令人心旷神怡。

小区别, 受每天的汇率影响。一定要保 当时的兑换单子才可以换回去。

机场里有很多换钱的地方, 随便找一: 留好兑换的单子, 如果出境想把没用完 家都可以换钱,不过各家的汇率有微: 的第纳尔换回美元或者欧元,需要有

丹吉尔

站上海峡 跨越梦想

丹吉尔位于直布罗陀海峡的丹吉尔湾口,是摩洛哥北部海 港, 坐落在世界交通的十字交叉口, 与世界 100 多个港口相 连通,历来为兵家必争之地。史学家证实,丹吉尔建于公元前 6世纪,是世界上最古老的城市之一,曾先后被各个不同民族 占领,也因此留下了很多名胜古迹及珍贵的艺术品和文物。

丹吉尔气候宜人,白色房子搭配彩色装饰,掩映在山野 和大海之间,风光旖旎。作为非洲到欧洲的最近点,隔海眺 望西班牙是丹吉尔吸引游客的一大法宝。城内显得开放而大 气,新城区的建筑及规划多为欧式风格;古城区则喧哗热闹, 街巷狭长而密集,对于初访者来说,就像进了迷宫一样,会 一次又一次地迷失方向。交错纷杂的房屋在夕阳中泛着淡淡 的蓝色——画家马蒂斯如形容丹吉尔"光线是如此柔和,与 地中海完全不同"。

TIPS -

在城市里游玩可以打的也可以坐公交。打的的时候要坚持让司机打表计费。

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Santorini

The most gorgeous "Aegean Sea sunset"

Santorini is a volcanic island on the Aegean Sea in the southernmost part of the Cyclades Islands. Despite its small size, it is one of the most celebrated islands in Greece and reputed to be "a Bright Pearl on the Aegean Sea-Mediterranean".

Not long away from Firá, the capital city of Santorini, lies the characteristic black beach, namely, the Kamari Beach. Because of its volcanic geology, the sand there is black and the water also looks black, but it is cool and clean and plays a beautifying function as it is said. At nightfall, the bars and restaurants will be extraordinarily bustling and singers of different styles will perform ballads of different styles and countries. As is true, music is borderless.

Of another style, the serene Oia on the seaside precipice is the second biggest town of Santorini and is regarded as the most beautiful site in the world to see the sunset. The instant the sun sets, time seems to stagnate, leaving only tranquility and calmness.

In addition, it also features breeze drifting from the Mediterranean, comfortable and pleasant temperature and air and blue and white houses in classic legends. There are a myriad of possibilities on Sanitorini. It is usually said that people in love may become natural poets. Sanitorini cannot simply turn the tourists into poets, but also painters, photographers and artists.

Nevertheless, it is wrong if you think Sanitorini has nothing else appealing. In the latter half of the 20th century, the archaeologists excavated the ruins of the ancient city in Akrotiri in the south of the island and discovered the wonderful murals more than 3.000 years ago including the works of "Painting of Spring" Shadowboxing Boy," "Fisherman" and "Painting of Navigation" which show the scenes of people's life in those periods.

to fly from Athens to Sanitorini by air; about 9 hours by ferry and 4.5 hours by yacht in peak seasons at a high expense. It's better to reserve the ferry and hotel in season for tourism.

1. Transportation: It takes 1 hour : advance so that many hotels can offer delivery service at the port or airport.

> 2. The summer in Sanitorini is idyllic and poetic and promises the best

Mykonos Island Travel in a labyrinth of 365 chapels

Mykonos Island is a small island in the east of Kiklandes on the Aegean Sea. It only takes more than 10 minutes to cross Mykonos Town. But you can slowly and leisurely go shopping in the artwork stores of diverse characteristics on the island.

The White Chapel is a permanent view on the Aegean Sea and is also called a visiting card of Mykonos Island. It is said that 365 white familial style chapels are scattered along the streets and in the lanes on the small island. They were built in reward for the deities' divine help for the safety of the family. The tinking bells under the eaves uttered a sweet tone seemingly to respond to and express appreciations for the deities.

Mykonos has a long reputation as a labyrinth because of its unique buildings in unordered distribution. Such buildings are renowned as "one of the attracting wonders of Kiklandes". Mykonos used to be encroached by the pirates and the Turkish. It is said that these buildings were built as fortifications in the Middle Ages. The zigzagging streets and lanes posed a major headache for the invaders and even could more effectively withstand the storms in the summer.

Crystal blue and dazzling white constitute the dominant hues of Mykonos. In addition, bright green, red or orange in stark contrast skip in between, which are the colors of the doors, windows, tables, chairs, ships, flowers and the sun.

Even Spaghetti is made colorful and is hung on the shelves neatly and in order. The simple and amiable beauty pervades everywhere.

1. Transportation: From Santorini to 45 mins). Mykonos Island by boat; from Athens Airport to Mykonos Island by air (about in during April through October each year.

2. Mykonos Island is open to the public

Malta-Valletta

Antiquities traveling to the modern society without the change of the original form

An island country in the middle of the Mediterranean reputed to be "the Heart of Mediterranean," Malta is a marked holiday resort featuring azure sea water, clean beach, gorgeous underwater world, marvelous and amazing historical sites and ancient culture. Having been under the reign of many countries, the island integrates the styles of England, South Europe and Mediterranean.

Upon my first step onto Malta, I seemed to have traveled to the Middle Ages and came to the era of proud and independent chivalry. It was not "amazing," "crazy" or "bustling". Just as the nickname of Mdina "The Silent City" suggests, it is quiet and special. Walking in the profound historical accumulation, I felt that the time seemed to become static.

Valletta, capital city of Malta, established in 1566, is a famous ancient cultural city in Europe and still keeps the most original ancient appearance even now. Valletta was designed by Francisco Rapale, assistant of Michelangelo, featuring a neat and uniform architectural composition, as horizontal and vertical as a checkerboard in its entirety. More than 100 narrow and long streets in the city almost all led to the sea, just worthy of the fame of "the Heart of Mediterranean".

Due to its pivotal location. Valletta has historically been a hotly contested spot. In the ancient past, it was guarded with castles in all directions to resist foreign enemies. All the buildings on the island were uniformly built with floppy ocher rocks which could be hewed, sawn and processed as needed and were said to be inexhaustible in Malta. After the houses were completed. the water in the rocks evaporated because of the exposure to the weather and the stone turned solider than bricks. Thanks to the low cost, the residents in Valletta could live in very spacious houses.

1. Malta features the typical subtropical Mediterranean climate, warm, pleasant, comfortable and ever-green all year round. The period during January through October is the peak tourist season in Malta.

2. Malta joined the European Union in 2004 and became a Schengen country in 2007. Therefore, the tourists of MSC Cruise do not need to get a visa and can get in and out of it conveniently.







A place to build and realize the dream

Arriving in Sicily for the first time in 1787, Goethe wrote in his diary, "If you do not go to Sicily, you seem not to have been to Italy. Sicily is the source of the beauty of Italy." His sentences were widely spread.

How many beautiful stories are there about Sicily? Cinema Paradiso, The Legend of 1900, The Big Blue, The Godfather... A series of classic movies chose the setting of Sicily, integrated the emotions for her and aroused people's reverie.

Sicily is the largest island on the Mediterranean and the most famous island in Italy. It is here that you can find anything about Europe and holiday: the blue sky, high mountains, azure sea, beach, starry sky, olive trees, ancient cities, delicacies, legends and beautiful and handsome men and women etc. You can bask in the golden sunlight of Sicily and enjoy the seaside reefs, courtyards of flowers in bloom, vines intertwining on the flowers, lovely insects, ancient souvenirs and authentic restaurants. Compared to other Italian metropolises with the luxury and nobility, Sicily presents you a more touching natural beauty, worldly beauty and unsophisticated beauty. The Mafia in the legend is just a legend. Sicily is characterized by its orderly public security and enthusiastic and kind people.

Its profound culture is also the label of Sicily. The indigenous ancestors of Sicily came from Malta. Later, ancient Greeks began to immigrate into Sicily and brought there the temples and theatres still towering today. Cattedrale di Palermo is the best witness of the diverse culture of Sicily. Different design elements can be found in the same building: the Gothic tower is on the right, the Byzantinesque dome in the middle and the Baroque bell tower on the left.

1. The best tourist season lasts from April to June and from late September to October because of its comparatively mild weather, low price and few tourists. It should be noted that sailings will be reduced in

slack seasons in Sicily. So please pay attention to the latest timetable for the sailing shifts in winter.

2. You can arrive in Sicily by ferry from Naples, Genoa, Cagliari on Sardinia, Malta and Tunisia

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Corse

Look for happy and mysterious four-leaf clovers

Corse is the fourth largest island in the Mediterranean under the jurisdiction of France. Thanks to its picturesque natural scenery, it was simply named the "Beautiful Island". It features the Mediterranean climate of mild winter and cool summer. encirclement of bluish waves and dismal grass and forests.

Legend has it that very long ago, there was a Wishing Tree covered with three-leaf clovers on Corse. It is said that anyone who found the four-leaf clovers (also called "Happy Grass") would be blessed. In the legend, it was just because of the mysterious three-leaf clovers that Napoleon (1769—1821) who founded the First Empire of France was born on Corse. Maybe Corse is the most beautiful island among the counterparts in the Mediterranean. It is just like a leaf and the greatest specialty is the scent that cannot be smelt elsewhere. It is the smell of the jungle for Chili fruit wine.

1. The ports on the island are : is convenient because of its railway connected by railway lines. Passenger liners and airliners are France. The transport on the island : through November.

- and highway.
- 2. It features Mediterranean climate. available between the island and : suitable for traveling during April

Crete Island

Bring you to an extrao rdinarily mysterious world

The biggest island and the center of ancient civilization of Greece, Crete Island was the source of numerous Greek mythologies. It lies in the Mediterranean and to the south of the Aegean Sea, surrounded by a large expanse of bluish waves. The island features rugged mountains with olives, grapes, oranges and tangerines planted in the North Plain. Thanks to its varied natural landscape composed of coasts, precipices, deep valleys, beaches and capes, the island has always enjoyed the fame of the "Sea Garden".

The olive oil on the Crete Island is world well known. Despite the low yield, it is regarded as the top-grade quality goods. Many people on the island live a long life and benefit from a low morbidity, which is regarded by the doctors all over the world as closely related with the microelements in the olive oil they eat.

The palace was the greatest creation of the Cretan civilization. The noted Palace of Knossos was built in 1900 BC or so on the remains of the former palace of the King of Minos. Of a grand scale, it has totally more than 1,500 halls and rooms linked by stairs everywhere. With its circuitous corridors, scattered halls, numerous courtyards and extraordinary mysteries, it was renowned as "labyrinth" in Greek mythology — the labyrinth in the legend about the Aegean Sea. Moreover, the lighting and air circulation system in the palace and the appliances people used in daily life are also surprising; numerous lively and interesting murals are taken as the treasures of the Cretan civilization.

1. Crete features a mild and rainy : winter and a hot and dry summer. May and September are the best

when the climate is moderate and it is off the peak season.

2. Greek and English are the





Garden and Port City on the Mediterranean Sea

Sousse is the third largest city in Tunisia lying on the south of Gulf of Ha mamet. Sousse, meaning the "Pearl on the Sea," is the most beautiful coastal city in Tunisia and it is reputed to be "Garden and Port City on the Mediterranean Sea".

Sousse comprises the old city (south) and the new city (north) as other cities with prosperous history. Sousse's old city has retained the solidly Arabian features due to its long history, which are in sharp contrast with the newly constructed metropolis. The old city is surrounded by the city walls which are basically well preserved. Most of the buildings here are in blue, white, and yellow. Standing high on the old city and looking around the blue Mediterranean Sea or rows of beautiful houses hiding in the grove of date palm on the hillside really makes you feel relaxed and happy.



There are many places in the airport where you can exchange money. You can pick up one randomly but the rates may be a little different and subject to daily exchange rate.

Please keep your exchange receipt if you want to change the remaining dinars back into US dollars or euros when leaving the country. You cannot do this without the receipt.



Tangier

Fulfill your dream in the strait

Tangier is located at the entrance to the Bay of Tangier on the Strait of Gibraltar. It is a city with a harbor in northern Morocco. It stands at the crossroads and connects over 100 ports around the world with military strategic significance. According to historians, the city Tangier was built in 600 BC, one of the oldest cities in the world. Since then, Tangier has been ruled by different cultures successively, which have bestowed numerous historic sites as well as valuable artworks and antiquities on it.

Tangier has pleasant climate and is dominated by white houses with colorful decorations. The houses are half-veiled in mountains and wide sea which compose picturesque scenery. Tangier is the nearest place to Europe among other African cities. Numerous tourists, therefore, tourists are attracted here to overlook Spain which is only a strait away. Tangier is an inclusive city with European-style buildings in the new town and narrow and crowed streets in the old town. New visitors to the old town may get lost again and again as in a maze. In Tangier, houses variable in size and appearance gleam with light blue under the sunset — "The light is so soft that it is totally different from that in the Mediterranean Sea," the painter Henri Matisse described.

Taxis and buses are available in the city. Please require taxi drivers to use

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在地中海 不能错过的十件事



●● 如果说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。

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, 使得整个洞里包括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,海水深处是浓丽淳厚的蓝,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。

捡起上帝打翻的蓝色染瓶



4 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

❷若讲入教堂游览. -定要注意衣着整洁。 ❸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。

❹ 饮酒后不要进入教

地中海最美丽的, 永远是那一片蓝。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

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 Ω -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。



几千年的露天博物馆

作为欧亚非三块大陆的连接点, 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和文明内涵,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。

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。 酒店还设有全景式私人电梯, 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 游客主要来自于北京、广东和上海, 其次 为浙江、江苏、天津和四川。

人文特征: 年龄多在 26-45 岁之间(76.05%),

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)》





) 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,无论是大街小镇还是窄巷里,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!



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。

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,便可看遍于年风云,常尽各种文明风采。

~ 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 因为你所在的地方不同、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!



*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。

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最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)》



①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。 ⑤日出日落绚丽而短暂,注意掌控好时间,不要错过。

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.

Please dress neatly before entering a church. Permission needs to be obtained to take photos or film as these activities are forbidden in many relics and

Don't enter a church after drinking.

Picking up the blue dye bottle tipped by

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 worldfamous 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 dve bottle tipped by God. Almost everything that comes into your eye in every corner is painted blue.

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 salmons, 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, salmons, mussels, clams and shrimps, etc.

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.



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 touring 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 WTCF Market Research Report on Chinese Outbound Tourist (City) Consumption in (2014–2015)

WORLD TOURISM CITY 041 040 WORLD TOURISM CITY







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

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:

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)

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.



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!



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 ocher.

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 lowkey. 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.

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.



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 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 vacht 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.



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..." Lately, the Mediterranean Wine Road tourist route—the ancient commercial wine trade road, was jointly explored by 12 wellknown wineries in the wine-producing regions of Penedes of Catalonia in Spain.



Please be careful

when cruising on a

vacht and keep good

care of your mobile

phone, camera, video

camera and other

Seafood is delicious

but difficult to digest. So

please limit the amount

of seafood you eat and

make sure to eat fresh

Sunrise and sunset

are gorgeous but last

but not raw seafood.

valuables

only for a short time. So please pay attention to time in order not to miss

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《中国公民出境(城市)旅游消费市场调查报告(2014-2015)》分析

文/世界旅游城市联合会 益普索 图/全景 益普第

继2014年9月北京香山旅游峰会成功发布《2014年度中国公民出境(城市)旅游消费市场调查报告》后,2015年,世界旅游城市联合会再次委托世界三大市场研究机构之一的益普索,历时半年在中国全国范围内开展了此项调研和社会问卷调查,最终完成了《中国公民出境(城市)旅游消费市场调查报告2014-2015》。

Market Research Report on Chinese Outbound Tourist (City) Consumption (2014-2015)

Words / World Tourism Cities Federation Ipsos Diagrams & Photos / Ipsos Quanjing

Following The Market Research Report on Chinese Outbound Tourist (City) Consumption in 2014 successfully released at Beijing Fragrant Mt. Tourism Summit 2014, the World Tourism Cities Federation (WTCF) decided to design a comprehensive new research with more items and questionnaire. It once again, entrusted lpsos, one of the world's top three market research firms to conduct the research and questionnaire survey across China independently. Finally with the help form all parties, The Market Research Report on Chinese Outbound Tourist (City) Consumption in 2015 is successfully completed.

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本次调查通过各种合作渠道途径以及互联网和微博、微信等手段,实施了对中国出境游客的定量问卷调查,经过完整性、有效性的筛选,最终确定7,813份有效问卷。

本次调查与2014年调查相比 突出了以下特点:

一、关注情感因素对中国出境游客旅游决策和行为的影响。调查显示,情感因素越来越影响着旅游消费者的行为和态度,这种情感影响来自"他人传播"和"自身体验"。

二、增加对地中海旅游和非洲旅游 等新兴旅游目的地的专项调查。

为更好地体现市场类别和地域特色, 为当地旅游城市和机构更好地了解中国 游客,在调查问卷中增加对地中海旅游 和非洲旅游市场的关注。

三、增添中国游客在出境旅游时对相关旅游机构和品牌品质的关注。除了解中国出境游客在境外旅游城市的旅游特点和消费行为外,还了解游客在旅游过程中对旅游供应商的意愿及偏好。

四、增添对文明旅游、理性旅游消费的关注。本次调查中增加了相关的栏

目,对尊重各国文化传统和资源、尊重服务、赢取友谊、互相敬重,对加深认识中国颁布的《旅游法》,如何采取合理和友善态度对待不满意等,进行了必要的关注。

世界旅游城市联合会希望本次调查 能够及时帮助会员城市和机构会员把握 这种动态化的新常态,发扬"旅游让城 市生活更美好"的宗旨,满足会员对联 合会的期待,打造联合会的国际影响力 而更好服务于全球旅游业的繁荣与发展。

一、**中国出境游客群体特征** 他们来自哪里

作为中国出境游客的传统输出大省 (市),北京、上海和广东依然是2014 至2015年期间输出出境游客最多的省 (市)。其次为天津、江苏、浙江和辽宁 等沿海省(市),四川也为较大的出境游 客输出省份。

他们最想去哪里

调查显示,2014至2015年期间,中国出境游客的足迹遍布世界各个角落。亚洲城市依然是中国出境游客选择最多的旅游目的地(77.67%),其次为欧洲城市(32.07%)和美洲城市(20.29%)。

短线旅游中,日韩和东南亚城市最热门。过去一年,中国出境游客短线旅游中选择最多的 10 个城市为:首尔、曼谷、东京、大阪、名古屋、济州岛、新加坡、仁川、神户和奈良。

长线旅游中,欧洲、美国、澳大利亚"三分天下"。过去一年,中国出境游客长线旅游中选择最多的 10 个城市为:巴黎、伦敦、悉尼、洛杉矶、罗马、纽约、华盛顿、旧金山、墨尔本和威尼斯。中国出境游客再次境外旅游时,短线旅游中,首尔、东京和马尔代夫最为热门;长线旅游中,伦敦、巴黎和悉尼最为热门。

他们具有哪些人文特征

80 后和 70 后已经成为中国出境游客的主体,占比达到 70.61%。这部分人群学历较高,多数已婚并有未成年孩子,带领未成年孩子出境旅游以开拓视野、陪同父母出境旅游以享天伦之乐的特征相较于 2013 至 2014 年更为明显。

50 后、60 后,占比达到 18.01%, 作为财力和闲暇时间均较为充裕的人群, 同样值得关注。以 60 岁以上中国出境游 客为例,每年安排多次出境旅游的比例达 到 48.83%,远高于其他年龄段游客。

从性别上看,女性游客多于男性游客。中国出境游客普遍为收入较高群体。个人平均月收入约为12,224元,家庭平均月收入约为21,615元。个人月收入是2014年城镇居民人均每月可支配收入(2,417元)的5倍。



调查显示,中国游客一旦踏出国门前往境外旅游,脚步便不会停止。中国游客境外旅游经历丰富,平均有 4.8 次境外旅游经历。其中 37.17% 的中国游客每年至少安排一次出境旅游,每年安排多次出境旅游的占比达到 36.86%。

春节假期、国庆假期、暑假是中国出





境游客选择最多的出行时间,在上述时间 出行人数约占全年出境人数的 65.57%。 随着带薪休假的日益普及,选择非假期时 间出行的游客也将越来越多。这部分游客, 相较于选择假期出游的游客,80 后更多, 单身或已婚没有小孩更多,收入低于整体 (家庭平均月收入为 18,375 元,个人平 均月收入为 10.155 元)。

各类旅游形式满足不同游客的需求,参团游与自由行是中国出境游客选择最多的两种旅游形式,相较于2013至2014年,选择参团游的比例下降较为明显(下降3.5个百分点)。

随着境外旅游经历的增加,中国出境游客对旅游的个性化与差异化的要求逐步提高。2014至2015年,1.57%的游客选择"定制旅游",由旅游机构依据其特定需求量身打造旅游行程和节目安排。相对而言,选择长线旅游的游客这一需求更为明显。中国游客在境外旅游时,不包含往返路程,行程多在6天左右。选择短线旅游的游客行程多在3至5天,选择长线旅游的游客行程多在8至10天或10天以上。

包括旅行团其他团员,中国游客境外旅游的同行人数平均约为10人。中

国出境游客喜欢与家人(67.14%)同行, 其次为朋友(44.08%)。特别是60岁 以上的中国游客,与家人出游的比例达 到80.56%。

包含各种花费,选择参团游的中国 出境游客人均花费约为 17,402 元,其 中短线旅游游客人均花费约为 11,864 元、长线旅游游客人均花费约为 22,691 元。选择自由行的游客人均花费约为 25,103 元。

境外花费主要用于购物。65.31%的游客表示在境外花费最多的方面为购物,这一比例相较于2013至2014年增加7.55个百分点。

二、情感因素对中国出境游客 旅游决策及行为的影响

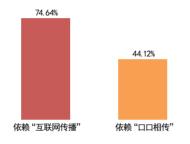
情感因素与市场营销有着密切的联系,为此本次调查增加了相应调查内容。调查显示,情感因素影响着中国出境游客的旅游决策和旅游行为,这种情感影响一方面来自"他人",另一方面来自"自身"。"他人"的影响体现在"传播",而自身的影响则体现在"体验"。良好的体验和旅游归来后的意犹未尽是中国游客再次出境旅游的最大推动力,也是他们

互相推荐传播和建立口碑的原动力。

来自他人的传播

"口碑"在中国出境游客选择境外旅游城市过程中起着十分重要的作用。他们在境外旅游前,74.64%的会加入相关微信群、QQ群和论坛获取相关旅游信息,44.12%的会向亲朋好友咨询。

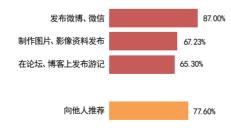
中国出境游客对"口碑"的依赖



"传播"已成为中国出境游客结束境外旅游后的常态行为,随着互联网、特别是移动互联网在中国出境游客中的极大普及(分别有90.52%和84.40%的游客通过电脑、移动设备使用互联网),传播形式也愈加多样。

微信、微博等移动互联网媒体已成为中国游客传播旅游信息的最主要途径, 其次为向他人的"口头推荐"。游记和博 客也是推荐、传播旅游目的地必不可少 的方式。

中国出境游客境外旅游结束后的传播行为



来自自身的体验

旅游体验的满意与否决定着中国出境游客对境外旅游城市的重游意愿,也决定着其传播的调性和力度。好的体验会带来较高的重游,也会产生正面积极

的传播, 反之则会产生负面消极的传播。

据调查,愉悦游客中(满意度评价为9至10分),重游意愿为"肯定会"的比例是68.55%,满意游客中(满意度评价为8分)这一比例下降至43.12%,而不满意游客中(满意度评价为1至7分)这一比例仅为26.52%。

愉悦游客中,推荐意愿为"肯定会"的比例是83.02%,满意游客中这一比例下降至58.22%,而不满意游客中这一比例仅为41.80%。

三、境外旅游城市如何吸引中 国出境游客

境外旅游城市可通过以下举措吸引 中国出境游客:

改善签证政策

降低签证门槛、简化签证程序、缩短 签证审批时间,依然是中国出境游客最为 期望的签证政策改善方式。随着中国各 省、区、市游客的出境旅游需求与日俱增, 所在省市没有使领馆的中国游客希望可 以提供邮寄或委托代办签证服务。

开辟特色旅游线路

在特色旅游线路开辟上,中国出境游客希望开辟专门的购物旅游线路、美食旅游路线和具有当地文化特色的深度探秘旅游线路。随着中国境外旅游真人秀节目的风行,除依托热门影视剧外,也可根据真人秀节目开辟特色旅游线路。

开展针对性的营销活动

借助在中国的国际旅展、旅交会, 开展旅游讲座和大规模公众化的宣传推 广活动,是最能吸引中国游客的营销活 动。其次为开展季节性的优惠促销活动。 开通直飞航班、邮轮、包机或火车

46.14%的中国出境游客表示开通直飞航班、邮轮、包机或火车会吸引他

们出境旅游。

提高商品退税比例或折扣比例

43.99% 的中国出境游客表示提高 商品退税比例或折扣比例会吸引他们出 境旅游。

四、境外旅游城市如何提升中 国出境游客体验

信息查询

超过一半的中国出境游客在出发前会查询与境外旅游城市相关的景点、餐饮、住宿和购物信息。在查询时,多以城市名称和景点名称为搜索关键词。提高可查询信息的丰富性,依然是中国出境游客在信息查询体验上的最大期望。

签证办理

十年内或五年内可多次往返的长期 有效签证是中国出境游客的最大期望, 可以促成中国游客有计划地再次前往旅



游目的地深度旅游。

餐饮

具有境外旅游城市当地特色的风味 餐饮是中国出境游客选择最多的餐饮类 型,特别是在日韩城市、东南亚城市和 非洲城市。在欧美城市则更多选择两餐。 提供中文菜单是中国出境游客在餐饮体 验上的最大期望,其次是提高中餐馆的 口味和提供中文服务协助。

住宿

中国出境游客对高档酒店的消费意愿 首次超越中档酒店, 高档酒店成为 2014 至 2015 年中国出境游客选择最多的酒店 类型。酒店增加中文标识(或国际通用的 图形标识)、提供中文服务协助,是中国 出境游客在住宿体验上的最大期望。

交通出行

大巴是中国出境游客、特别是选择参 团游游客的最主要交通出行方式。其他旅 游形式的游客更多选择出租车、地铁和公 交车出行。选择私人定制的游客, 更多选 择和车。公共交通工具增加中文标识(或 国际通用的图形标识)依然是中国出境游 客在交通出行体验上的最大期望。

游览

自然风光是中国出境游客游览时选 择最多的景点类型,其次为历史遗迹 增加中文标识(或国际通用的图形标识) 依然是中国出境游客在游览体验上的最 大期望。

购物已是中国游客在境外旅游时的必 选"项目"。免税品店是中国出境游客选择 最多的购物场所,其次为大型百货商场和 购物中心。特色纪念品是中国出境游客购 买最多的商品,其次为化妆品。此外,日 用品、奢侈品和衣饰购买也较多。中国出 境游客用于购物的花费平均为10.130元。

相较于2013至2014年,增加中 文标识(或国际通用的图形标识)和配 置中文导购依然是中国出境游客在购物 体验上最大的期望。缺少中文标识的情 况下,中文导购对于协助中国游客购物, 提升购物体验作用十分明显。

娱乐

超过80%的中国游客在境外旅游 时会选择娱乐项目,特别是男性游客、 年龄在45岁以下的游客、月收入在



15.000 元以上的游客。晚会 / 风情园是 中国出境游客选择最多的娱乐场所,其 次为酒吧/夜店、剧场/剧院。增加娱乐 场所的中文标识(或国际通用的图形标 识)和提供中文服务协助,是中国出境 游客在娱乐体验上的最大期望。

五、中国出境游客对旅游供应 商的选择习惯

保险公司



其次为参团游产品。

超过 64% 的中国游客在境外旅游时 会选择自费项目, 旅行社可根据游客类 型提供差异化的自费项目选择。

旅游网站

越来越多的中国出境游客,特别是 选择自由行和自助游的游客,在出境旅 游过程中借助于旅游网站。通过旅游网 站查询相关信息、预订住宿和机票的比 例均超过50%。

加勒比海邮轮航线逐渐增多。未来,中

4次或第5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。

地区旅游经历,这部分游客一般多在第

旅游观光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。人文特色和自然景观最吸引他们。 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。

调查显示,在2014至2015年期 间, 仅有 4.37% 的被访者前往非洲城市 旅游,在各大洲中吸引中国游客数量最 少。旅游观光是中国出境游客选择非洲 城市旅游的首要目的,其次为休闲度假。 相较于整体, 因为特殊兴趣前往非洲的 游客更多。自然景观和人文特色最吸引 他们。改善签证办理政策、开展专门宣 传推广活动和开通直飞航班最能吸引中 国出境游客前往非洲城市旅游。

六、专项调查

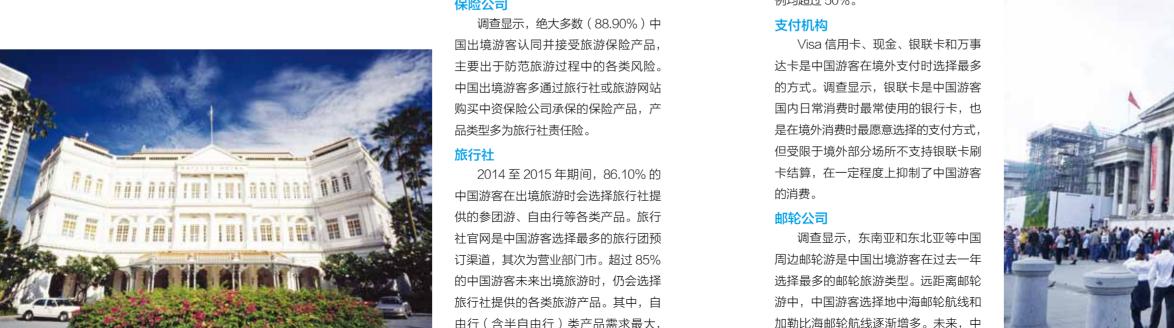
地中海旅游

42.79%的中国出境游客有地中海

国出境游客更倾向于远洋邮轮, 尤其是

曾多次选择邮轮旅游的游客, 倾向于地

中海邮轮游和加勒比海邮轮游。





048 WORLD TOURISM CITY WORLD TOURISM CITY 049 The scope of the research has been increased in terms of width ever, and even through various ways and channels of cooperation, the Internet and microblogging, WeChat and other means. The quantitative questionnaire survey is carried out through Chinese outbound tourists, and by means of the integrity and effectiveness screening, ultimately 7,813 valid questionnaires are determined.

Compared with the research in 2014, this research specially highlights the following characteristics:

I. Focus on impact of emotional factors to the Chinese outbound tourists in terms of travel decisions. The research shows that emotional factors are influenced by "communication" and "personal experience".

II. It adds the new researches on the Mediterranean, African and other emerging tourist destinations.

In order to better reflect the market segments and geographical characteristics and to better help the tourist cities and operators to understand Chinese tourists, the survey adds new researches on the Mediterranean and African tourist destinations.

III. It investigates the concern of Chinese tourists to the relevant of travel agencies and brands for their travel abroad. It also investigates the preferences of Chinese tourists regarding to tourism service providers.

IV. It adds the researches on the customer civilization. The relevant items shows that the sense of respect to the tourism resources, the friendly behaviors, in-depth understanding of laws and appreciation attitudes have received general recognition.

WTCF hopes the research by the all efforts will be able to boost the sound development of Chinese outbound tourism and carry forward further its core concept "Better City Life Through Tourism". The outstanding orientation of WTCF is to promote the exchange and cooperation between member cities for the effective operation and business prosperity.

I. Group Characteristics of Chinese Outbound Tourists

Where are they from?

As the traditional larger tourist source provinces (municipalities) of Chinese outbound tourists, Beijing, Shanghai and Guangdong generated the biggest number of Chinese outbound tourists in the year 2014–2015. Following them are the coastal provinces (municipalities), such as Tianjin, Jiangsu, Zhejiang and Liaoning, and Sichuan is also a province having the larger number of outbound tourists at home.

What are their desired destinations?

According to the survey, Chinese outbound tourists reached every corner of the world in the year 2014–2015. Asian cities are still the destinations chosen by the largest number of Chinese outbound tourists (77.67%), followed by European cities (32.07%) and then American cities (20.29%)

In terms of short-distance travel, the cities in Japan, South Korea and Southeast Asia are most popular with Chinese tourists. Over the past year in short-range travel, Chinese outbound tourists have chosen the top 10 target cities are: Seoul, Bangkok, Tokyo, Osaka, Nagoya, Jeju Island, Singapore, Incheon, Kobe and Nara.

The most popular three regions of longdistance travel are Europe, the United States, and Australia. Over the past year in long-range travel, Chinese outbound tourists have chosen the top 10 target cities: Paris, London, Sydney, Los Angeles, Rome, New York, Washington, San Francisco, Melbourne and Venice.

As for Chinese outbound tourists, when they travel abroad again, Seoul, Tokyo and the Maldives are the most popular in the short-range tourism; while London, Paris and Sydney are the most popular in long-range travel.

What are their humanistic characteristics?

Those born in 1980s and 1970s have become the main part of China's outbound tourists, accounting for 70.61% of the total. They receive higher education, and most of them are married and have minor children. In terms of outbound tourism, they go out with their minor children to broaden their horizons, and travel with their parents to enjoy their family union happiness. These characteristics are more apparent



compared with those in 2013-2014.

Those people born in 1950s and 1960s account for 18.01%, and as a group of the people with good financial resources and abundant leisure time, they deserve the attention. For example, of Chinese outbound tourists aged over 60, those making several outbound travel arrangements each year account for 48.83%, far higher than any other age groups of tourists.

From a gender perspective, female tourists are outnumbered than males.

Chinese outbound tourists are generally higher income groups of people. The average monthly income is about 12,224 yuan for each person and about 21,615 yuan for each household. The personal average monthly income is five times the monthly disposable income of urban residents per capita of 2014 (2,417 yuan).

What are their travel characteristics?

The survey shows that Chinese tourists won't stop once they set foot in a foreign land for the travel purpose. Chinese tourists have a rich experience in traveling abroad, with 4.8 overseas trips on average. Chinese tourists traveling abroad at least once a year account for 37.17% while those traveling abroad several times a year make up 36.86%.

In most cases, Chinese outbound tourists choose to travel abroad during the Chinese Spring Festival holiday, the National Day holiday and summer holiday, accounting for 65.57% of the total annual Chinese outbound tourists.

With the increasing popularity of paid vacations, more and more tourists will choose non-holiday days to travel abroad. Compared to the tourists choosing to travel abroad in holidays, a large part of these tourists are born in 1980s, single or married with no children, and their income is below the overall income level (the household average monthly income is 18,375 yuan while the personal average monthly income is 10,155 yuan).

Different forms of tourism meet the needs of various tourists, and group travel and independent travel are the most popular two forms of tourism with Chinese outbound tourists. However, compared with that of the year 2013–2014, there is a more significant decline (3.5%) in the proportion of the tourists selecting guided group travel.

With the increase in overseas travel experiences, Chinese outbound tourists call for a gradual increase in travel personalization and differentiation. In

2014–2015, 1.57% of the tourists chose "customized travel" which is a tourism

"customized travel" which is a fourism itinerary and program arrangement tailored by a travel agency according to tourists' specific needs. Relatively speaking, there is a more apparent demand for this on the part of long-distance tourists.

Chinese tourists often take about six days to travel abroad, excluding the days for round trips. Most short–distance outbound tourists travel 3–5 days while long–distance tourists travel 8–10 days or more than 10 days.

With other members of tour groups calculated in the survey, the average number of Chinese outbound tourists traveling together is about 10 people. Chinese outbound tourists prefer to travel together with family members (67.14%) and then with friends (44.08%). Especially Chinese tourists over the age of 60 tend to travel with their families, accounting for 80.56%.

A variety of travel expenses are calculated in this survey. For Chinese outbound tourists who select package travel, their average spending is about 17,402 yuan, of which short-distance travelers' average spending is about 11,864 yuan while long-distance tourists' average spending is about 22,691 yuan. For Chinese outbound tourists who select independent travel, their average spending is about 25,103 yuan.

Overseas spending is mainly used for shopping. 65.31% of the tourists express that their biggest overseas spending is used for shopping, which increased 7.55% comparing to the year 2013–2014.

II. Impact of Emotional Factors on Chinese outbound tourists in terms of Travel Decisions and Behaviors

Emotional Factors and marketing are closely linked, and for this reason the corresponding survey items are added to the survey. The survey reveals that emotional factors influence travel decisions and behaviors of Chinese outbound tourists, and on the one hand

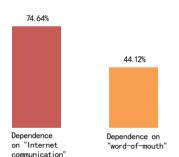


the emotional impact comes from the "others", and on the other hand it also derives from "self." The influence of "others" is embodied in the "communication", while the influence of "self" is reflected in the "experience." Nice experience and longing for another travel after returning are the biggest drivers of Chinese outbound tourists traveling abroad again, but are also the prime power for their mutual recommendations and building word-of-mouth referrals.

From others' communication

"Word-of-mouth" plays an important role in helping Chinese tourists choose overseas tourism cities. Before they travel abroad, 74.64% of them tend to obtain relevant travel information by joining in relevant WeChat groups, QQ group and BBS while 44.12% seek advice from friends and relatives.

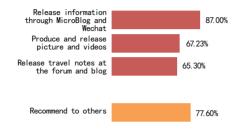
Figure 2 Reliance of Chinese Outbound Tourists on "Word-of-Mouth"



"Communication" has become the norm behavior of Chinese outbound tourists after returning from traveling abroad, and with the great popularity of the Internet, especially the mobile Internet among Chinese outbound tourists (90.52% and 84.40% of the tourists surf the internet through computers or mobile devices respectively) the forms of communication have become even more diverse.

WeChat, MicroBlog and other mobile Internet media have become the main channels for Chinese tourists to disseminate travel information, followed by "oral recommendation" to others. Travel notes and blogs are also necessary approaches to recommend and spread the information of tourism destinations.

Figure 3 Communication Behaviors of Chinese Outbound Tourists after Returning Home from Traveling Abroad



From their own experience

Whether Chinese outbound tourists are satisfied with travel experience determines their revisit willingness and the attitude and intensity of their communication. Good experience will bring higher revisit ratio, and will generate positive and active communication, otherwise it will produce negative and passive communication.

In terms of revisit willingness, the tourists with "definite" revisit willingness account for 68.55% of pleasant tourists (satisfaction rating of 9–10

scores), 43.12% of satisfactory tourists (satisfaction rating of 8 scores) and just 26.52% of dissatisfactory tourists (satisfaction rating of 1–7 scores).

In terms of recommendation willingness, the tourists with "definite" recommendation willingness account for 83.02% of pleasant tourists, 58.22% of satisfactory tourists and just 41.80% of dissatisfactory tourists.

III. Methods used by Foreign Tourist Cities to Attract Chinese Outbound Tourists

Overseas tourism cities may attract Chinese outbound tourists by taking the following measures:

Improve the visa policy.

In terms of improvement of visa policy, what Chinese outbound tourists expect most is to reduce visa barriers, simplify visa procedures and shorten the visa processing days.

With the increasing demand for outbound tourism in Chinese provinces, autonomous regions and municipalities, Chinese tourists hope that visa processing services can be provided on a commission or by mail at those cities where there is no embassy or consulate.

Break special tourism routes.

In terms of exploring special tourism routes, Chinese outbound tourists hope



that special shopping tourism routes, nice food tourism routes and in-depth exploration tourism routes with local cultural characteristics can be opened up.

Due to the popularity of Chinese outbound travel reality shows, they are also utilized to open up special tourism routes, in addition to the popular movies and TV plays.

Carry out targeted marketing campaign.

Travel lectures and large-scale publicoriented promotion activities carried out at international travel shows and travel fairs in China, are the best marketing campaigns to attract Chinese tourists. Following them are seasonal promotion activities.

Open up non-stop flights, passenger liners, chartered planes or trains.

46.14% of Chinese outbound tourists said that Opening non-stop flights, passenger liners, chartered planes or trains will attract them.

Increase the tax refund ratio or discount ratio of goods.

43.99% of Chinese outbound tourists express that an increase in the Tax rebate proportion or discount ratio of goods will attract them to travel abroad.

IV. Methods used by Foreign Tourist Cities to Improve the Experience of Chinese Outbound Tourists

The whole overseas travel process — Information inquiry

More than half of Chinese outbound tourists tend to inquire the information on attractions, restaurants, lodging and shopping in related tourism cities prior to their departure. In time of such query, they often use the names of such cities or attractions as search keywords.

Improving the richness of available information is still the biggest expectation of Chinese outbound tourists in terms of the information inquiry experience.

The whole overseas travel process —— Visa Handling

What Chinese outbound tourists expect most in terms of visa processing is that there is a valid long-term multiple-

entry visa within ten years or five years, which can contribute to planned indepth travels of Chinese tourists to tourist destinations for several times.

中

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The whole overseas travel process — Catering

Most Chinese tourists prefer foods and beverages with local characteristics and styles in overseas tourism cities, especially when they travel to tourism cities in Japan, South Korea, Southeast Asia and Africa. And, most Chinese tourists prefer Western–style food when they travel to tourism cities in Europe and America.

What Chinese outbound tourists expect most in terms of dining experience is that Chinese-version menus can be offered at restaurants in such tourism cities; secondly, the tastes of Chinese restaurants can be improved and some services or help can be provided in Chinese.

The whole overseas travel process —— Lodging

Chinese outbound tourists willing to spend a night at high-end hotels are more than the counterparts willing to stay at mid-range hotels for a night for the first time. Thus high-end hotels have become the most hotel type chosen by Chinese tourists in 2014–2015.

What Chinese outbound tourists expect most in terms of lodging experience is that hotels can increase Chineseusing signs (or internationally-used graphic logos) and provide assistance in Chinese.

The whole overseas travel process —— Transportation

The coach is the main transportation for China outbound tourists, especially those tourists choosing group travels. For tourists choosing other travel forms, they prefer to take taxis, subway and buses. Tourists choosing customized travel tend to travel by taxi more often.

What Chinese outbound tourists expect most in terms of transportation experience is that Chinese–using signs (or internationally–used graphic logos) can be provided in public transportation vehicles.

The whole overseas travel process —— Sightseeing

Natural landscape is the most attractive category selected by Chinese outbound tourists while traveling abroad, which is followed by historical sites.

What Chinese outbound tourists expect most in terms of travel experience is that Chinese–using signs (or internationally–used graphic logos) can be increased at tourism attractions.

The whole overseas travel process — Shopping

Shopping is a necessary "plan" for Chinese tourists while traveling abroad.

Duty-free shops are the most popular shopping spots for Chinese tourists while traveling abroad, followed by large department stores and shopping centers.

Special souvenirs are the largest goods purchased by Chinese outbound tourists, followed by cosmetics. In addition, Chinese tourists also purchase larger quantities of daily necessities, luxury goods and clothes.

On average, Chinese outbound tourists spend 10,130 yuan on goods.

What Chinese outbound tourists expect most in terms of shopping experience is that Chinese-using signs (or internationally-used graphic logos) can be increased and Chinese–speaking shopping guides can be provided at shopping places, compared with 2013–2014. In absence of Chinese signs, Chinese–speaking shopping guides are very important in assisting Chinese tourists to go shopping and enhancing their shopping experience.

The whole overseas travel process —— Entertainment

More than 80% of Chinese tourists tend to choose entertainment when traveling abroad, especially male tourists aged below 45 with the monthly income of more than 15,000 yuan.

Evening parties/flavor gardens are the most entertainment places chosen by Chinese outbound tourists, followed by bars/nightclubs, theaters/cinemas.

What Chinese outbound tourists expect most in terms of entertainment

experience is that Chinese–using signs (or internationally–used graphic logos) and assistance provided in Chinese at entertainment places.

V. Travel Service Providers Selected by Chinese Outbound Tourists

Insurance Company

The survey shows that the vast majorities (88.90%) of Chinese outbound tourists agree to and accept travel insurance products, mainly for the aim of preventing various risks during travel.

Chinese outbound tourists often buy travel insurance through travel agencies or travel websites underwritten by Chinese State-owned insurance companies.

Travel Agency

In 2014–2015, 86.10% of Chinese tourists tending to travel abroad choose group travel, independent travel and other travel

gos) e at

Official websites of travel agencies is the most welcomed reservation channel selected by Chinese tourists, followed by tourism stores.

products offered by travel agencies.

More than 85% of Chinese tourists when traveling abroad in the future still continue to select the types of travel products offered by travel agencies, of which independent travel (including half-independent travel) is most demanded, followed by group travel products.

More than 64% of Chinese tourists traveling abroad tend to choose self-funded items, and therefore travel agencies can provide differentiated self-funded items according to the types of tourists.

Travel Website

More and more Chinese outbound tourists, especially those choosing independent travel and self-guided travel tend to rely on travel websites while traveling abroad.

Chinese outbound tourists querying relevant information or booking accommodations and air tickets through travel websites account for over 50% respectively.

Paying Agency

Visa credit cards, cash, Master Card and UnionPay cards are the most popular payment patterns for Chinese tourists while traveling abroad.

The survey shows that UnionPay card is the most frequently—used bank card by Chinese tourists for daily consumption at home, and is also the most common payment method selected by Chinese tourists while traveling abroad. However, UnionPay card is still limited to some business places in a foreign land which do not accept the payment by UnionPay card. This inhibits the spending of Chinese tourists to a certain extent.

Cruise Company

The survey indicates that the cruise tour in Southeast Asia and Northeast Asia and other countries around China

is the most welcomed cruise travel type selected by Chinese outbound tourists in the past year. In terms of long-range cruise tour, there is the gradually increasing number of Chinese tourists choosing the Mediterranean cruise routes and Caribbean Cruise routes.

In the future, Chinese outbound tourists will prefer an ocean liner, and in particular those tourists repeatedly choosing cruise travel will tend to travel to the Mediterranean and the Caribbean by Cruise.

VI. Special Survey

Mediterranean Tourism

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

Sightseeing is the primary purpose for Chinese outbound tourists choosing to tour the Mediterranean region, followed

by going on holidays. Humanistic characteristics and the natural landscape 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.

Africa Trave

The survey shows that in the year 2014–2015 only 4.37% of the respondents traveled to Africa, which attracts the smallest number of Chinese outbound tourists in all the continents.

Sightseeing is the primary purpose of Chinese outbound tourists choosing to tour the African cities, followed by going on a holiday. Compared to all other tourists in China, more tourists travel to Africa because of special interests. Natural attractions and humanistic characteristics are most attractive to

Improving the visa policy, conducting special promotion activities and opening non–stop flights, are the best methods to attract Chinese outbound tourists to the African cities.







♥♥ 是什么让我们对一个地方久久不忘? 是什么让我们 一再出发? 是什么让我们身未动心已远? 世界上还有很多 城市未被人们熟知,这些城市的美丽尚待人们发现。本 期开始我们将开辟一个新的栏目——发现之美,欢迎旅 游达人、旅游新鲜人将你们美好的旅行印象发给我们, 用你独具的慧眼去发现那些小、新、奇的秘密地。

文、图/孙致平

美丽的积木广场

●● 徐志摩曾说过, 这教堂的花 顶是"从未见过的一堆光怪的颜 色和一堆离奇的式样",看着就"像 是做了最古怪的梦"。



"红色的"在俄罗斯语中同时也是"美 丽的"意思。红场即"美丽的广场"的意思。 加上这里的建筑物都以红色为底,克里 姆林宫的外墙是红色, 俄罗斯历史博物 馆外墙是红色, 瓦西里大教堂的外墙也 是以红色砖块为主。所以统统都是"美 丽的"!

听说有一个俄罗斯谚语这样形容位 于红场西面的历来被称为俄罗斯心脏的 克里姆林宫:"莫斯科大地上,唯见克里 姆林宫高耸;克里姆林宫上,唯见遥遥 苍穹。"克里姆林宫为红场最主要建筑, 它就像是一本俄罗斯历史长河中的词典, 注解着各个时代的辉煌。

来到红场中央,目光掠过历史博物 馆和大商场, 我们很容易地发现广场上 的瓦西里教堂, 醒目的外表真的是色彩 纷呈! 虽然面积不大, 也缺了分庄严肃 穆,但是把它称为最美教堂之一我想没 有任何人会反对。

多瑙河的情人

●● 著名表演艺术家陈强先生为 他的两个儿子分别起名为陈布达 和陈佩斯, 据说也是因为他感觉 自己与这座城市特别投缘。 ●●







作为总长度在欧洲仅次于伏尔加河排第二的多瑙河,同时也是世界上流经国家最多的河流,在阳光映照下波光粼粼,流经布达佩斯的多瑙河上有数不清的美丽的桥,皇帝桥,伊丽莎白桥和铁链桥等多座桥梁承载着无数往返两岸的车辆。

布达佩斯分为布达和佩斯两岸, 确切地说,他是由布达和佩斯两座城 市组合合并至今。

坐游船在多瑙河上静静地欣赏两岸风光,据说也是布达佩斯的招牌项目之一。期间您可以沿着多瑙河看到奥匈帝国时期的种种豪奢建筑,既美观又很典雅。国会大厦,布达的城堡山更是格外雄伟。

永远陪伴安徒生的 小美人鱼

●● "我会让我的名字响彻丹 麦!"童年志存高远的安徒生实际 上却过了穷困潦倒的一生。 ●●



《卖火柴的小女孩》、《丑小鸭》、《皇帝的新装》等一个个让人印象深刻的童话寓言故事都出自同一个人的童话集,

汉斯·克里斯蒂安·安徒生。

提起丹麦的旅游景点,人们第一反应 必然是安徒生笔下《海的女儿》中的女主 角一小美人鱼。她就静静地坐在哥本哈根 朗厄里尼港湾畔的海滨公园海边的一块岩 石上,背对大海面向自己向往的人类世界, 接受几百万甚至上千万慕名而来的游客的 合影留念,从此小美人鱼不再孤单。

安徒生本人的铜像位于哥本哈根的 市政厅广场左侧,头戴礼帽,身着礼服。 拿着自己的童话书,侧首目光注视着以 自己名字命名的大街,出生贫寒的安徒 生性格自负却又自卑,爱情执着却又品 性善良,丹麦人爱戴并怀念安徒生,他 的故居新港的房子似乎也被染上了童话 色彩,五颜六色,七彩缤纷。

没落的海上霸王

●● "陆止于此,海始于斯!" 葡萄牙著名诗人卡门斯描写的罗 卡角位于欧洲大陆的最西端,同 时里斯本也是欧洲大陆最西的 城市和首都。



葡萄牙不论在文字、艺术和建筑皆 有着浓重的拉丁味道,并受天主教影响 极深。带有浓郁的曼努埃尔式建筑风格 (哥特和文艺复兴式结合)的热罗尼姆修 道院经过整整一百年的修建,共花了约等于70公斤黄金。打开欧洲和印度之门的著名航海家达伽马以及葡国诗魂卡门斯均长眠于此。精雕细琢的雕刻和雄浑有力的气势让修道院成为里斯本甚至全葡萄牙第一不可错过的景点。与此同时,和热罗尼姆修道院并称的景点贝伦塔同样造型精美,且功能丰富。1983年他和修道院一起被选为世界文化遗产也是实至名归。

在里斯本心脏位置的罗西欧广场始建于 13 世纪,广场中央的佩德罗四世纪念碑霸气十足!在这座纪念碑的底部还有四尊小型女性雕像,分别象征着正义、智慧、力量和自律,这也是佩德罗四世对自己的评价。可惜葡萄牙经过一段辉煌后还是走了下坡路,成为没落的海上霸王。

樱花之美

●● 在日本有一句名言: 做人当如武士, 开花该像樱花。 ●●

日本人把樱花和极为推崇的武士道 精神放在一起,并且把樱花当作国花是 有他们的道理的。

第一,樱花花季虽短,但是开花的时候极其绚烂!并且是一簇簇的形成,单独的一朵花并不见得美,簇拥在一起



What instills in us a recurring longing for a place? Why do we set off over and over again? What sends our mind to the destination before we arrive? There are still many unknown cities in the world waiting for us to discover their beauty. Travel is the easiest and most direct way to know a city. Starting here, we will have a new column—Discovery. It's an open invitation for both new and experienced travelers to share with us their wonderful travel experiences. Together, let's get on the trip of "Discovery".

Words & Photos / Sun Zhiping

连成一排排的樱花树,那就形成壮观的效果了。众所周知,日本人的团队意识非常强,"宁可去掉自己的个性和某些天赋,也要优先服从团队"这也是日本很多企业提倡的。

第二,樱花在花败的时候并非像其他花朵那样枯萎了变得黄黄丑丑地挂在枝头,而是很有自己个性地来一场浪漫至极的樱花雨!随风而去!多潇洒!下樱花雨的感觉真得很容易让人感动痴迷!生活中尽量不麻烦别人也是日本人一直提倡的。

从樱花中,他们悟出了这些道理并不断运用到企业管理中去。于是乎,每年樱花季到来,众多公司都组织员工们在樱花树下做团建运动,新人菜鸟负责预占位置,坐在樱花树下美食聊天并赏花,有些人甚至能在樱花树下坐上一整天。另外不论是阳光蓝天下还是灯光下,樱花都是很美的,于是日本也流行赏夜

樱,在河里划起小舟举头赏樱或在堤岸 旁欣赏整排樱花树也都别有意境呢。

华灯初上的泰晤士河

●● 每天晚霞时刻,也是华灯初上之时,是大本钟、伦敦眼最为漂亮的时刻,他们总是率先为整个伦敦点缀起星星之火。并且照亮了泰晤士河这条对英国来说意义非凡的母亲河。 ●●



不同于塞纳河的浪漫,多瑙河的温 婉,也不同于伏尔塔瓦河的秀致,泰 晤士河在伦敦的流域似乎只有雄壮可 以形容。

在英国历史上泰晤士河流域占有举足轻重的地位。英国的政治家约翰伯恩斯曾说:泰晤士河是世界上最优美的河流,"因为它是一部流动的历史"。牛津和伊顿学院为她添加了文学的厚重,温莎城堡则谱上了传奇,世界排名第二的圣保罗大教堂送来了宗教的韵味,伦敦塔和塔桥见证了变迁和发展。若要评选一个最佳观赏位置,我则会选择在伦敦眼和大本钟的中间。

伦敦眼是为了千禧年而建造的世界上首座最大的摩天轮,大本钟透露着更多的信息是庄重和威严。它建成于 1859年,高 96米,是英国议会建筑一部分。是世界上最著名的哥特式建筑之一,也是英国的标志之一。

Gorgeous Building Block Square

◆ ▼ Xu Zhimo once described the colorful roofs of the Cathedral as "roofs with strange colors and bizarre patterns that I have never seen before". It seems that "I am having the most eccentric dream".



In Russian, "red" means "beautiful". The Red Square means the "beautiful square". Most of the buildings here are in red finish. The exterior walls of Moscow Kremlin and State Historical Museum of Russia are red. The exterior walls of Vasile Assumption Cathedral are dominated by red bricks. Hence, all of them are "beautiful"!

A Russian proverb describes the heart of Russia, the Kremlin which is located to the west of Red Square this way, "Towering over the great land of Moscow is the Kremlin only; Overlooking from the Kremlin is the endless sky." Kremlin is the main building surrounding the Red Square. It is a dictionary of the long history of Russia, interpreting its glories of all times.

Standing at the center of Red Square, we can easily find the colorful and striking Vasile Assumption Cathedral just behind the State Historical Museum and a big shopping mall. The Cathedral is neither big nor solemn, but nobody will oppose if I call it one of the most beautiful cathedrals in the world.

Budapest-The Lover of Danube River

Chen Qiang, a famous performing artist, named his sons Chen Buda and Chen Peisi in a way to express his fondness for Budapest.

With its total length second only to that of Volga River in Europe, Danube River flows through the largest number of countries in the world. Under the sunlight, the waves of Danube River flicker. Countless beautiful bridges including Liberty Bridge, Elizabeth Bridge and

Discovery 发现之美

Chain Bridge, on which busy traffics can be seen stretching along the banks of the river.

Buda and Pest are the banks of Danube River. Actually, Budapest is formed by the city Buda and the city Pest.

It is said that one of the signature travelling programs in Budapest is to take a boat ride in Danube River and quietly enjoy the scenery on both banks. On the boat, you can see all kinds of luxurious, gorgeous and elegant buildings of Austro Hungarian Empire alongside the Danube River. The Houses of Parliament and the Buda's Castle Hill are even more magnificent.

The Little Mermaid Always by the Side of Andersen

•• "I will make my name reverberate through Denmark!" Andersen was ambitious and had an expansive mind in his childhood. Nevertheless, he ended his life in poverty.



Many impressive fairy tales like "The Little Match Girl", "The Ugly Duckling" and "The Emperor's New Clothes" came from the fairy tales collection of one person, Hans Christian Andersen.

The first tourist attraction surfacing to people's mind in Denmark is the Little Mermaid, the heroine in Andersen's "Daughter of the Sea". She is sitting quietly on a rock by the waterside at Langelinie promenade in Copenhagen with her back to the sea and her face to the human world that she aspired to. Here, millions or even tens of millions of visitors are beating a path to take photos with the Mermaid

and dispel her loneliness.

The bronze statue of Andersen is located on the left side of the City Hall Square of Copenhagen. Wearing a top hat and gown, he is holding his fairy book as he cocks his head to stare at the streets named after him. Born into poverty, Andersen was an egotist with inferiority. He was a nice man and he was tenacious in love. Danish people love and miss Andersen. His house in Newport is painted with the tinge of fairy tales, which looks radiant with burning colors.

Lisbon - the Declining Hegemony at Sea

•• "The land ends here, the sea starts there!" Cape Roca, Lisbon described by Kamens the famous poet in Portugal, is located in the westernmost of the is Continental Europe. Meanwhile, Lisbon is also the westernmost city and capital of states of the Continental Europe.



Portugal has strong Latin flavor in its words, arts and architecture. The country was deeply influenced by the Catholic Church. People had taken a full century to build the Manuel style (a combination of Gothic and Renaissance styles) Jeronimode Abbey. The cost of the Abbey equaled about 70 kg of gold. Vasco da Gama, the famous voyager who opened the door from Europe to India, and Kamens, the famous poet of Portugal, eternally rest here. With exquisite carvings and scene of great splendor, the Monastery has become a must-see in Lisbon and Portugal at





large. Standing neck and neck with Jeronimode Abbey is Belem Tower which is exquisite and multifunctional. In 1983 the two scenic spots were chosen as World Heritage Sites, a fair outcome wanted by everyone.

Located in the center of the city is the Rosio Square first built in the 13th century. In the center of the Square is the monument of Pedro IV which carries a dominating authority! At the bottom of the monument, there are four small female statues representing justice, wisdom, strength and discipline respectively. These four characters are also a self-evaluation of Pedro IV. Unfortunately, Portugal had been going downhill ever since it reached its magnificence, and it finally became a past hegemony at sea.

The Beauty of Sakura



Japanese have justifiable reason to place Sakura in tandem with the spirit of Bushido they revere. First, sakura has short flowering phase, but it blooms gorgeously! Besides, clusters upon clusters of puffy flowers are much more spectacular than a single flower. As everyone knows, Japanese are renowned for their team spirits. Many Japanese companies prefer the principle "rather getting rid of some personalities and talents than disobeying the orders of the team".

Second, when sakura begin to wilt, it manifests its character by a romantic sakura rain instead of hanging bleakly on the branch. The flowers just go with the wind, all with remarkable poise! Sakura rain is impressive. Also, Japanese people always avoid bothering others in their daily life.

The revelations from sakura are continuously applied to enterprise management in Japan. Every year, when sakura blooms, many companies organize group activities for their staff under sakura trees. As for newcomers, they occupy the places, sit under the trees, talking, eating and appreciating the flowers. Some people even spend a whole day under the trees. Sakura is always beautiful, under the sun, the blue sky, or the lamp. Hence appreciating sakura at night is also fashionable in Japan. Looking up the flowers from a tiny boat or alongside the bank are enjoyable and special experience.

Thames River - The Night is Young

Everytime the sunset blazes in the west, the night is young. It is the most beautiful moment of Big Ben and London Eye which are always the first to bring a bit of color to the city. They light up the Thames River, the remarkable mother river of Britain.

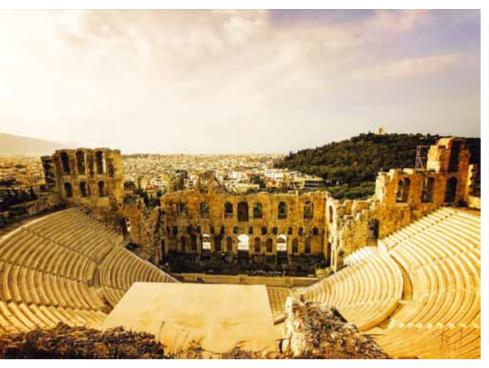


Unlike the romantic Seine River, the gentle Danube River or the graceful Vltava River, Thames River in London can only be described as magnificent.

In the history of the United Kingdom, the Thames River basin had played a decisive role. The British politician John Burns once said that the Thames River was the most beautiful river in the world "because it is a flowing history". It was drenched with literary colors by the University of Oxford and the Eton College. Windsor Castle adds a stroke of romance to it. St. Paul's Cathedral, the world's second largest cathedral, bestows upon the river a lingering quality of religion. Tower of London and Tower Bridge have witnessed the changes and development of the river. If an optimal viewing position is to be selected, my recommendation will be the medium position between London Eye and Big Ben.

London Eye was built in celebration of the New Millennium. It is the world's largest ferris wheel then. The message demonstrated by Big Ben is dignity and majesty. Built in 1859, it was part of the Houses of Parliament with a height of 96 meters. It was one of the most famous Gothic buildings in the world as well as one of the hallmarks of the United Kinadom.

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雅典

不仅仅有古希腊

北京的夏季烈日炎炎,中外旅业精英不畏炎热,共聚由联合会和艾威联合旅游顾问机构主办的 第十一届出境旅游国际论坛(IFCOT2015)暨丝绸之路旅游合作论坛,就旅游发展的各种议题 畅叙一堂。我们有幸采访到了远道而来的世界旅游城市联合会副秘书长、希腊中国经济理事会主 席 Fotis Provatas先生。Provatas先生年高望重,长期致力于发展中国和希腊间的友好关系。 他精神矍铄、思路清晰, 和我们分享了他对旅游的看法。

图/全景





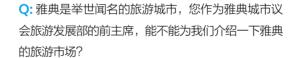
Q: 您对这次(IFCOT2015)论坛有什么看法? A: 这是一个非常有意义的论坛, 具有里程碑意义, 因为这是我们首次讨论中国的出境游政策, 也是为 了中国旅游业更好的发展。在这次论坛上, 我们讨 论了"一带一路"这个主题,这是中国向欧洲传递 的旅游新概念。

Q: 您曾几次到访中国? 是否出席 "2015 北京国际 旅游博览会"? 对此有何看法?

A: 过去三年间, 我曾经七、八次到访中国。我参加 了2015北京国际旅游博览会和后续的论坛。这的 确是一次非常有意义的博览会,并且举办得非常成 功。来自世界各地的官方旅游组织,旅游公司代表 和其他团体聚集到北京来参加这次盛会, 他们的参 与度非常高。

O: 您在不同的组织担任职务, 并致力于发展中希友 好关系, 您能简单讲讲希中经济委员会是怎样的组织

A: 希中经济委员会(GCEC)是一个非常年轻的组织, 刚刚成立一个月。它是由希腊众多致力于增进中希 经贸关系的人士共同发起的,这是一个非常成熟和 慎重的决定。GCEC 的成员包括商界精英, 高校学 者和政界人士, 他们全都致力干促进中希关系的良 好发展。在这里, 我必须强调, GCEC 并不是只以 发展希腊和中国的友好关系为目的, 而是要发展中 国和所有欧盟国家的交流合作。我们的理念是把雅 典作为中国通向欧洲旅游市场的大门以发展振兴所 有欧盟国家以至于整个欧洲。



A: 毫无疑问, 所有欧洲国家对吸引中国游客到本国 旅游都非常感兴趣, 因为吸引中国市场是对本国旅 游发展最有效的途径。跟其他国家的旅客相比,中 国游客的消费能力是最大的。据我们所知,中国游 客都非常有礼貌而且为他们提供帮助也很容易。他 们通常不会有很多要求, 大部分中国游客的目的很 简单——参观游览并收获优质的服务体验。因此, 最近在希腊,我们尽自己所能为中国游客的到来做 各种准备。现在,来希腊旅游的中国游客不算很多, 每年大概有五万人次。

但是随着新政策的颁布和实施, 我们期待会有 更多中国公民来到希腊游览, 所以我们正在积极准 备一个更适合中国游客的环境,例如:更多会讲中 文的人, 更多提供中式餐饮服务的酒店, 我们考虑 到中国游客在旅游时也会想念家乡的美食。充分考 虑中国游客的需求并为他们提供所需要的服务, 使 中国游客宾至如归,是我们义不容辞的责任。如果 我们不努力去做好东道主,中国游客会选择到其他 国家做客。除此之外,我一直强调希望通过 WTCF 的工作加强希腊和中国官方旅游部门的合作。





Q:除了悠久的历史和文化,希腊如何保持对游客长 久的吸引力?

A: 随着中国政府的新政策"一带一路"的颁布,尤 其是从中国到欧洲的"新丝绸之路"概念的提出, 还有近年来中国与西欧国家在政界、商界和投资界 等不同领域的合作, 我们将获得全新的极具吸引力 的环境,其中我们最感兴趣的是旅游业的合作。目 前中国旅游市场各方都瞄准了欧洲旅游, 因此我们 必须尽力提供欧洲最好的服务来迎接中国游客。从 而更好地发展中国和欧盟间的政治和经济关系。就 希腊来说,我们在竭力确保中国游客能够获得最好 的旅游体验。

本页图:色彩缤纷的别

兵换岗时迈着夸张的太









● 如果他们来希腊玩儿五天,那么我们希望游客可以享受这五天中的每分每秒。

如果他们来希腊玩五天,那么我们希望游客可以享受这五天中的每分每秒。回到中国后,他们会将这美好的经历和回忆和他们的家人朋友分享——这对我们来讲就是最好的广告。

Q: 雅典如何使得人们可以享受到现代化的,便捷的生活,而历史遗迹和文化得到很好的保护? 您能否与我们分享您在这方面的经验?

A: 我要再次强调中国游客非常清楚他们的游览目的——感受希腊悠久的文化。这点非常有意思,因为希腊和中国都是文明古国,一个在东方,一个在西方。中国游客会去一些历史遗迹参观感受古希腊文明,从另一方面来讲,希腊作为一个现代欧洲国家,体验它的现代文化也是十分有趣的。

我们想把希腊的古典与现代之美有机地融合在 一起给游客带来最大的旅游价值。为此当局也花费 了很多财力和物力去维护那些珍贵的世界遗产。

Q: 雅典将来是否会考虑与中国的城市或旅游企业合

A: 这是个非常好的问题。雅典正在准备与中国的

11个古城建立合作网。这 11个城市和雅典有很多共同点,最大的共同点是它们都是具有悠久历史和文明的古城,都有自己独特的文明起点。这些文明古城的市民将会非常有兴趣来希腊了解我们的历史文化——与中华文明"平行"——的古希腊文明。我们正在积极准备和建设这个合作网使这些城市之间可以在旅游方面进行交流、扩展和推广。我们已经做好了吸引这些中国历史古城的市民到希腊游览的准备。如果这个项目可以成为WTCF的实验项目,它一定会促进WTCF更多会员城市间的交流合作。

Q: 您如何看待中国出境游市场?现在希腊或雅典的中国游客人群是怎样的情况?

A: 如今,中国是一个正以高标准和速度不断进步的经济大国。这表明越来越多的中国公民有经济能力出国旅游,也意味着中国在国际旅游市场是一个强有力的竞争者。我认为这是北京国际旅游博览会暨论坛的主要目的——中国正在准备走出去,中国公民走出国门去世界各地旅行。但是,这必须是一个高度组织化的工作,需要认真的规划和准备。中国方面已经开始为新发展趋势做大量的计划和准备工作,对此我们非常高兴,我们也会尽全力支持中国在这方面所做的工作和中国游客的出境游。

现在,大多数前往希腊的中国游客都只停留在

雅典。但我们认为,如果他们选择在雅典几天,然后去希腊其他同样值得一去的地方会是更好的选择,比如去一些美丽的自然景观或是名胜古迹。雅典是古希腊文明的中心,但除此之外,希腊还有更多美景等待人们挖掘。游客可以在雅典参观古老的历史遗迹,也可以去其他地方,像有着灿烂阳光和美味海鲜的岛屿。据我了解,中国游客对希腊美食非常感兴趣,我们有很多美味又卫生的食物。

O: 希腊有什么优惠政策来吸引中国游客吗?

A: 当然有! 我们诚挚欢迎中国游客到希腊参观游览。除了上面提到的,我们还特意针对中国游客准备了一些特殊活动。许多情侣希望在希腊举行他们的婚礼,有些情侣希望他们的婚礼有古希腊文明相伴(靠近古代遗迹)或者在阳光灿烂的海边举行,享受更加开放和浪漫的气氛。我们将尽最大努力安排他们想要的婚礼,这样当他们回国的时候,他们不仅可以携带照片和视频还有美好的回忆和感受与朋友和家人分享。

Q:作为世界旅游城市联合会的副秘书长,您对WTCF有没有什么建议或期望?您会参加WTCF今年在摩洛哥举行的峰会吗?您对将在峰会论坛讨论的什么话题比较感兴趣?

A: 我认为 WTCF 是一个很有潜力的组织,创建这个组织是一个非常聪明的想法。它为所有的旅游城市和相关企业坐在一起讨论和解决问题提供了一个国际化平台,并提出了新的旅游业标准,就像我们这次论坛这样。我相信 WTCF 在未来将提出对整个旅游业——尤其是中欧旅游业——更有建设性的改进意见。

像以往每一届峰会一样,我会参加今年WTCF举办的旅游峰会而且尽我所能在其中发挥重要的作用。WTCF峰会是一个非常有趣和有影响力的会议,这就是为什么每年会员都积极参会。

今年峰会的主题是非常有意思的。我们将讨论 "一带一路"和从中国到欧洲的新"海上丝绸之路"。 希腊作为这个新"海上丝绸之路"从中国通向欧洲 的门户,我们当然对这个讨论非常感兴趣。

Q: 今后,您任职的组织,比如雅典市委员会旅游发展和推广部门,以及希腊中国经济委员会是否会考虑 尝试与 WTCF 合作?

A: 当然会考虑。在希腊,GCEC 负责所有与中国和希腊之间的经济和商业合作有关的活动。因此,我们非常有兴趣也很有动力配合执行这个新政策——创造在新"海上丝绸之路"下中国与希腊之间的最佳关系。



统民族服饰的孩子们;整洁的雅典地铁站。 右页图:充满沧桑感的 卫城一角;手推车上售 卖的希腊传统美食。

本页图: 古迹旁身着传

Athens Beyond Ancient Greece

Despite the summer heat in Beijing, professionals and elites in tourism industry from China and abroad got together at the 11th International Forum on Chinese Outbound Tourism (IFCOT2015) & Silk Road Tourism Cooperation Forum sponsored by WTCF and Ivv Alliance Tourism Consulting. During the forum, we had an interview with Fotis Provatas, deputy secretary general of WTCF and chairman of Greek-Chinese Economic Council, who has committed himself to improving the friendship between Greece and China. With a clear mind, Mr Provatas, hale and hearty, shared his ideas concerning the forum, the present situation of tourism market of China and Greece and future cooperation between the two countries in tourism with us.

Photos / Quanjing





Q: Could you talk about your feelings about this forum (IFCOT2015)?

A: To tell you the truth, it was very interesting. Because it is the first time that we are discussing the outbound tourism policies of China. For the development of Chinese tourism. We chose the theme "One Belt, One Road", which is the new tourism idea from China to Europe.



Q: How many times have you been in China? Did you attend the Beijing International Tourism Expo? What do you think of it?

A: Last 3 years, I have been in China for 7-8 times.

I have attended the International Tourism Expo 2015 and remained there for the following forum. I must say that it was a very interesting Expo. There is a very big participation from all over the world. Many national tourism organizations, tourism companies, delegations, and other parties have attended the Expo. It is a very nice opportunity for the international tourism market to meet once a year and certainly is an excellent opportunity to attract the Chinese citizens to travel to these countries.

Q: As you serve in many different institutions like the Greek-Chinese Economic Council, and is devoted to the friendly relationship between Greece and China, could you tell us what kind of organization the Greek-Chinese Economic Council is?

A: Greek-Chinese Economic Council (GCEC) is actually a very new organization, only one month old. It is a very mature decision from many people in Greece who are interested in the improvement of the Greek-Chinese economic and business relationship. The members of GCEC include many businessmen, academics in universities and some politicians--all dedicated to and oriented for the relations

between People's Republic of China and Greece. Here I must emphasize that GCEC is not oriented to the Greek-Chinese relationship but to the European Union-Chinese relationship. This is very serious because we are using Athens Greece as a gate of China to EU and more broadly the whole Europe.

Q: Athens is a tourist resort longed for by people all over the world. As the former Chairman of the Athens City's Commission on Tourism Development and Promotion, could you introduce the tourism market of Athens to us?

A: It is no doubt that all European countries are very much interested in attracting Chinese citizens to visit their countries given it is the most efficient way (to improve the tourism business of their countries). Compared to tourists from other countries, Chinese tourists spend the biggest amount of money in the countries they are visiting. And we know that Chinese tourists are polite, nice and very easy to support. They usually don't have huge demands—they just want to visit the place and to have a nice treatment. For this reason, recently in Greece, we try all the best to prepare the situation for the coming Chinese tourists. Now, we don't have so many - about 50,000 (Chinese tourists) a year.

But now, with the new policies applied in order to attract Chinese citizens, we are expecting quite many people from China to come to Greece. So we are preparing the tourism environment in Greece for more Chinese tourists, which means we need more Chinese-speaking people, hotels that serve—not only western cuisine—but also Chinese cuisine. For Chinese people may want to have their national food while travelling. It is our obligation to offer the Chinese tourists what they want, otherwise they would choose another place to visit. Another thing worth mentioning is that I always insist on the cooperation between the Greek and Chinese tourism sectors through the intervention and guidance of WTCF, which is the federation we belong to as the city of Athens, and on the platforms of WTCF which is based here in Beijing. In that way, I think we will achieve the best possible results.

Q: Besides its culture and architecture of a long history, how does Greece maintain its lasting and fresh charm for tourists?

A: With the new policies of Chinese government -- "One Belt, One Road", especially the new silk road from China to Europe, we will have an extremely new and quite more attractive environment because of China's presence in western European countries through organized intervention in different sectors: political sector, business and investment sector and tourism sector which interests us the most. Now in China, all the markets are oriented to the tourism in Europe so we must prepare for the best possible services in EU to welcome the Chinese tourists for the better development of political and economic relationships between China and EU. In Greece, we are trying our best to ensure the most amazing experiences the Chinese tourists can have here.

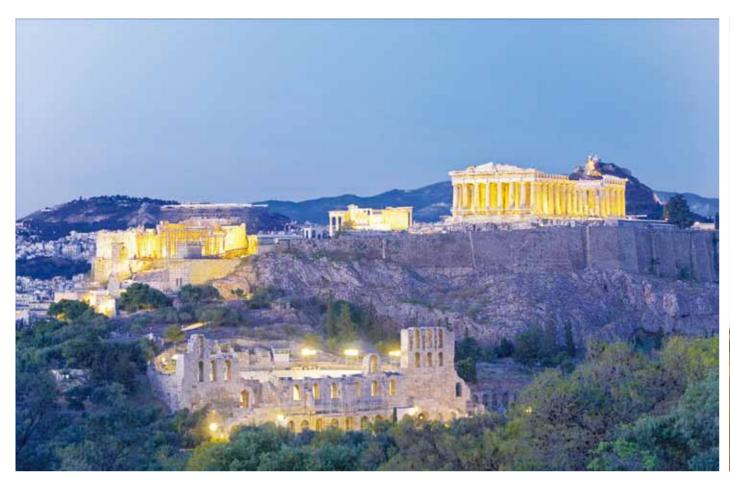
If they come here for 5 days, we want them to enjoy and

This page: The white church on Likavitos Hill: A statue at Ancient Agor. Left page: A corner of the Acropolis of Athens





WORLD TOURISM CITY 071 070 WORLD TOURISM CITY





tourists. Many couples want to come to Greece to have their wedding accompanied by thousands of years of ancient Greek civilization next to the ancient monuments or near the seashore with sunshine and music while enjoying the more open and romantic atmosphere. We would try our best to organize the wedding they want for them so that when they come back, they will not only carry the lovely photos and videos but also the great memories and feelings to share with their friends and families.

Q: As the Deputy General Secretary of the World Tourism Cities Federation, do you have any suggestions or expectations for WTCF? Will you attend the WTCF Summit held in Morocco this September? What topics to be discussed at the forum of the summit are you interested in?

A: I think WTCF is a great organization and it was a very clever idea to create this organization. It offers a platform for all the tourism cities and tourism-related companies worldwide to sit together to discuss and solve the problems and put up new standards of tourism, like the forum we have today. I am sure that WTCF will come up with more wise interventions of tourism in the future, especially between China and Europe.

I always attend the WTCF Summit and try my best to play an important role in it. The WTCF Summit is a very interesting and influential converse and that is why thousands of people attend the converse each year.

This year's topics are very interesting. We are discussing "One Belt, One Road" and the new Sea Silk Road from China to Europe. As Greece being the gate of this new Sea Silk Road, of course we are very interested in this discussion.

Q: In the future, will the organizations you serve in like Athens City's Commission on Tourism Development and Promotion, and the Greek-Chinese Economic Council try to cooperate with WTCF?

A: Of course. The GCEC serves as an umbrella of all the activities running in Greece concerning the economic and business cooperation between China and Greece. So we are very much interested and oriented to serve this policy—the creation of the best possible relation between China and Greece under the new policies of the new Sea Silk Road.

If they come here for 5 days, we want them to enjoy and benefit from the 5 days' time to the maximum.

benefit from the 5 days' time to the maximum. So when they go back to China, they would say they are very happy and talk to their friends and families about it, which could be the best advertisement for the Greek tourism.

Q: How does Athens make it that people can enjoy modern and convenient life while the historical sites and culture are well protected? Could you share your experience with us?

A: I must say that the Chinese visitors coming to Greece know very well what they want – they want to see the culture, which is very good because both China and Greece are ancient civilized countries – one eastern, one western. They know they are interested in seeing the archeological places to understand the ancient and modern civilizations. From the other side, it is very interesting for the tourists to understand the modern life of Greece as one European country. We are working very hard to combine these two sectors: the ancient civilization—what the tourists need to learn about the history and ancient culture – and the modern culture. We are working as much as possible to take care of the situation (ancient restoration).

Q: Will Athens consider cooperating with Chinese cities or travel enterprises on tourism?

A: This is a very nice question. For Athens city, we are preparing the network cooperation between Athens and 11 of the main Chinese cities. We think of many common issues of Athens and 11 big Chinese cities, which are all ancient civilized cities. These 11 cities all have ancient origins and their own ancient civilizations, which means their citizens would be highly interested to come to Greece to learn about our ancient culture, the "parallel" civilization in ancient Greece. We are preparing the network between Athens and 11 big Chinese cities for exchanging tourism, for expanding tourism and for the promotion of tourism. We are ready to attract people from these ancient Chinese cities. We will be very happy if this can be a pilot program under the umbrella of WTCF. This could be a pilot program so that many membership cities of WTCF can cooperate among themselves and make tourism cooperation under the umbrella of WTCF.

Q: What do you think of Chinese outbound travel market? What is the present situation of Chinese tourists traveling in Greece or Athens?

A: Today, China is a great economic power worldwide and is improving day by day with very high standards and rate. This indicates that more and more Chinese citizens would have the economic possibility to travel abroad for their holidays, which means China is a very strong player in

the international game of tourism. I think this is the main purpose of Beijing International Tourism Expo and the forum — China is preparing itself to go out, to send Chinese citizens to visit other countries. But this must be a highly organized work which requires serious planning and preparation. China has already started doing the work to prepare for the new steps. We are very happy that these events are happening here and very happy to support the planning and preparation of China and the Chinese tourists to come abroad.

Now, the majority of Chinese tourists traveling to Greece mostly stay in Athens. We think that it would be better if they choose to spend a few days in Athens and then go to other nice places, touristic sites or archeological places in Greece. Of course they should visit Athens because it was the center of ancient Greek civilization in Greece. But apart from that, Greece has a lot more to offer. Tourists can visit the ancient monuments in Athens and also go to other places, like the islands with beautiful sunshine and delicious seafood. As far as I have learned, Chinese tourists are very much interested in Greek cuisine and we do have a lot delicious and hygienic food to offer.

Q: Do you have any preferential policies to attract Chinese tourists?

A: Yes, of course. We welcome the Chinese tourists in every possible way. Apart from the above mentioned, we even prepare some specific places and activities for Chinese

Tir

Transport: Athens has one international airport namely Eleftherios Venizelos International Airport, which is the largest airport in Greece and about 30 km to the southeast of central Athens. At the airport, you may take subway M3 and get off at Syntagma station, or take airport bus X95 and get off at Constitution Square, and you may also take a taxi at Exit 3 to the downtown.

This page: The lighted Acropolis of Athens. Right page: Stone Pillars of Parthenon Temple



柏林

一座凤凰涅槃的城市

柏林是世界旅游城市联合会成立时的发起城市之一,柏林旅游会议局市场管理主任Ralf Ostendorf先生同时也是世界旅游城市联合会的副秘书长,在多次工作交往中,Ostendorf先生为联合会的发展提出了很多积极的有建设性的意见。

图/全景



Q:首先,我们对洪堡论坛德国综合文化中心在柏林

的落成致以诚挚的祝贺。请问,您怎么看待该中心的 创建初衷、施工过程以及主要功能(活动)? 这会对

柏林的旅游业会产生怎样的影响呢?

A:二战期间,柏林遭到近乎完全毁坏,二战之后, 东柏林和西柏林都得以重建。25年前东西德合并,

柏林旅游会议局市场管理主任

本页图: 夜晚, 哈克希市场露天餐厅座无虚席。 左页图: 灯火辉煌的御林广场; 夜幕下的柏林电视塔。



●● 柏林仍然是国际游客到访德国的必选旅游目的地,与伦敦和巴黎并列欧洲三大最受欢迎的旅游目的地。2014年,约有1200万游客造访柏林,在柏林的酒店中逗留2870万个夜晚。自2004年以来,柏林的旅客数量和住宿量已经翻了一番,与欧洲其他大城市相比,这一点是独一无二的。●●

柏林城又旧貌换新颜,现在柏林已成长为一座当代 国际化都市,拥有独特的古老和新式建筑,而且柏 林始终在改变。对柏林来说,铭记历史,并将历史 赋予新的面貌,这一点至关重要。柏林宫在二战时 遭到破坏,之后成为东德的议会驻地,而洪堡论坛 这个项目则将重建柏林宫,恢复这座建筑的历史旧 貌并赋予它现代化建筑的内部设计。

洪堡论坛的设计理念是表达世界文化的多样性和价值,感知当地历史便是其中一个理念。从早期作为霍亨索伦家族的宅邸到后来成为共和国宫,这些曾赋予该地历史厚重感的事件,将通过柏林宫——洪堡论坛基金会的介绍——重现在访客眼前。

第二层和第三层将会展示柏林国家博物馆非欧洲本土的独特藏品。第一层的"知识坊"将成为这些博物馆的知识档案库,其中一部分被列为联合国教科文组织的世界文化遗产。所有的这些将与洪堡大学的洪堡实验室和柏林联邦政府举办的世界·城市·柏林展览融为一体,并将成为全球各地来访德



Ralf Ostendorf向您推荐必游柏林的25大理由

1. 真实的历

柏林是历史与未来的交汇处。在柏林墙倒塌之后,柏林动荡不安的近代历史仍然 吸引着诸多的游客驻足。

2. 都市生活

无论是位于滕伯尔霍夫机场旧址的城市绿化园林,美食一条街的新食品创意,还 是施普雷河上站立式划桨冲浪,柏林都以其独一无二的城市生活方式紧紧吸引着 全球各地的游客。

3.人文魅力

柏林的文化和艺术不断创造出新的标准,在今天仍然代表着欧洲最为丰富的文化 景观之一,一百八十多家公立和私人博物馆,四百多家艺术画廊、3家歌剧院、8家 重要的交响乐团、许多特立独行的场所、一百多家电影院和一百五十多处舞台。

4. 灯光, 摄影, 开始

近年来,柏林已经成为电影拍摄的重要地点。许多著名导演和国际知名的明星都 来柏林取景拍摄电影。

5 动感欢快的夜生活

柏林的中心区、弗里德里希区、克罗依茨贝格区以及老城西等等,新的夜生活领域一个接一个出现!

6. 自由之都

从作为冷战标志的东西德分裂开始,直到成为以自由、宽容、创意和轻松生活为标志的城市,柏林始终在讲述着自己的故事。

7. 工业、科学与研究之都

柏林是欧洲最大的科研中心之一,有着三百多家大学和机构推动着科研和学术的 网络化。

0 经条定业之城

柏林是绿意盎然的聚会场所,有着诸多的花园、历史公园以及绿色创意园区。



国的旅客们必选的又一景点。

Q:作为世界驰名的大都市,柏林拥有极为丰富的历史、文化和经济资源。您能否向我们介绍一下柏林旅游市场的情况?

A:今天的柏林在所有欧洲城市中就像是一颗耀眼的明星,凭借的就是城市独特的具有鲜活历史、生活方式、极具多样性的文化以及数不胜数的旅游景点。与其他欧洲城市相比,柏林最大的优势在于它的日新月异,不断变化,在柏林墙倒塌之后依然如此。今天的柏林拥有欧洲最为现代化的酒店产业,在夜生活方面,很多场所都没有正式的打烊时间,一年12个月中,不管哪个月,柏林都是最吸引人的国际旅游胜地作为德国首都,柏林也是德国最具多元文化的城市之一。350万柏林居民中约有45.7万人持有外国护照,并且有超过190个不同国籍的外国人长期居住在柏林。

2006年,柏林获得了联合国教科文组织授 予的"设计之都"称号,另外柏林还有3个地 方被联合国教科文组织列为世界遗产保护地。除 了博物馆岛和普鲁士皇宫及花园之外,柏林现代 主义风格住宅也在2008年获得了世界文化遗产 的称号。

旅游预算有限的游客来到柏林后会感觉自己中了大奖:欧洲很少有城市在旅店住宿费用方面比柏林更为低廉。在柏林,游客们需要为一间双人房支付平均88欧元,但是在巴黎或伦敦的话,则需要为相似的酒店房间多支付50%的费用。

柏林多姿多彩的历史无法用简单的排名来衡量,任何来到柏林的游客都可以在柏林诸多博物馆中找到饱含柏林历史的蛛丝马迹。例如,长1316米的柏林墙遗址东侧画廊既是世界上最长的露天画廊,也是目前保存的最长的一段柏林墙,上面是柏林墙倒塌之后由来自21个国家的118名艺术家便情绘上的101幅作品,而且许多艺术家在2009年重返旧址,对作品进行了修复。

Q:柏林的各类节日和活动,如柏林国际电影节 和柏林森林音乐会也吸引着来自世界各地的诸多



专家和游客。柏林国际电影节深受中国人民的喜爱,中国的电影制作人也在电影盛会上得到了全世界的认可。那么柏林是如何通过建立此类节日和活动来吸引游客的呢?

A:几个世纪以来,娱乐业一直是柏林城市生活不可或缺的一部分。东西德合并之后,柏林拥有3座歌剧院和8个交响乐团,许多极具创意的天才都居住在柏林,或正在搬来的途中,因为这座城市始终散发着满满的正能量,使他们总能够想出各种新颖的创意和概念。

最重要的一点可能就是所有的一切在柏林都会 保持它原本的样子,并得到自我发展的空间。柏林 电影节以及其他活动都不是人为产物,不像迪士尼 乐园那样专为娱乐游客而建,它们都是自身慢慢发 展而来的,是地道的德国产物。

Q:您对中国的出境游市场是如何看待的?柏林是否会提供更为优惠的政策来吸引更多的中国游客呢?

A:对全球的旅游城市来说,中国将继续成为更为重要的出境游市场。中国的市场活力十足,成长速度一再刷新记录。中国游客已经变得越来越成熟,总是在寻找新的旅游目的地。我们将继续加大在中国的柏林旅游推广投资,不仅包括企业对企业的市场,也包括更多的企业对消费者的活动。我们已经拥有了自己的中文网站"来柏林"——www.laibolin.com,并且还使用微博和微信来推广关于柏林的信息。当然,我们也在制定新的营销策略,并密切关注中国市场。

9. 柏林美食甲天下

柏林有9家餐厅因其独特的烹饪技能获得了米其林一星认证,有5家餐厅甚至获得了米其 林两颗星认证。

10. 追随流行风尚

柏林重视探索精神,已经成为诸多新思潮的实验中心。

11. 国际化的柏林

造访柏林的游客中,43%来自海外。

12. 体育活动与国际盛事

针对5大体育运动建立的6家专业俱乐部也使柏林成为了真正的体育圣地。

13. 会议聚集地

医药、科学和科研领域的各种会议是柏林商业活动中最大的组成部分。

14. 惬意的社区生活

在柏林, Kiez这个词指的是你所居住的、让你感到如在家中的社区。你可以在柏林12个城区的96个社区中选择自己的住所。

15. 恢复区与新景点

新的公寓大楼和商店在城市曾经的边界地带拔地而起,而跳蚤市场、海滩酒吧和夜总会之类的场所也如雨后春笋般崛起。

16. 购物与时尚之都

时装秀、展览和不计其数的活动吸引了诸多的设计师、评论家和时尚粉丝们齐聚柏林这座时尚之都。

17. 属于每个人

每个人都能发现自己眼中的柏林。

18.同性文化

柏林是世界上最为动感的城市之一,也是欧洲同性恋活动的中心。

19. 创业堡垒

较低的生活成本、优秀的基础设施以及全球化氛围,这种现代化的生活方式深受许多创 意型企业的青睐。

20. 高性价比

"真的不贵!"这是来到柏林的游客常说的一句话。

21. 疯狂且独特的博物馆

在柏林,没有什么事情是不可能的,即使是咖喱香肠和特拉班汽车在柏林都有自己的博物馆。

22. 柏林的夏天

这座城市的夏季充满令人愉悦的温暖,街边有很多咖啡馆、公园、花园、海滩酒吧以及屋顶俱乐部可供您选择。

23. 柏林的冬日

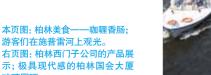
冬日的柏林有着自己的风采。

24. 德国首都

德国民主的心脏在柏林跳动,国家决策在这里制定,各国贵宾也在这里受到款待。

25. 改变之都

在柏林墙倒塌的四分之一个世纪之后,那些为大家所熟知的、以及人们新发现的,这一切构成了这座城市的旋律,最热景点的名单也在不断变化之中。



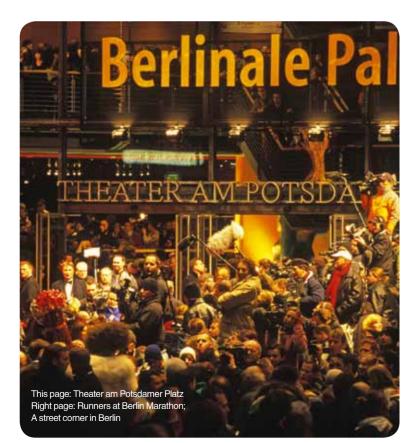
Berlin A City Reborn

Berlin is one of the initiate cities of WTCF and the Director Market Management of Berlin Tourismus & Kongress GmbH Ralf Ostendorf is at the same time the deputy secretary general of WTCF. Ostendorf has offered many constructive suggestions and great support to the work of WTCF.

Photos / Quanjing



Director Market Management o Berlin Tourismus & Kongress GmbH



Q: First of all, we offer congratulations on the establishment of Germany comprehensive cultural center, the Humboldt Forum, in Berlin. How would you describe the original intention, process of construction, main function (activities) of the center? And what's the influence on tourism in Berlin?

A: Berlin was almost completely destroyed during the Second World War and after that both West and East Berlin were re-built. After the reunification of Germany 25 years ago the city of Berlin again changed its face and now is a modern world city with unique old and new architecture, but the city is still changing. It is important for Berlin to remember the past and give the past a modern appearance. The Humboldt Forum which is being built at the place where the Berlin City Palace used to be before the Second World War and then the seat of the Parliament from the former GDR after the City Palace was destroyed is a project that brings back the former City Palace in a historical facade with a modern building inside.

The Humboldt Forum is designed to do justice to the diversity and values of world cultures. Part of this concept includes acknowledging the site's own history. From its early days as the residence of the Hohenzollern through to the Palace of the Republic, the events that give this place its historical charge will be brought to life for visitors by a



presentation organized by the Berlin Palace—Humboldt Forum Foundation.

The Forum will exhibit the unique non-European collections of its National Museums in Berlin on the second and third floors. Occupying the first floor, the 'Workshops of Knowledge', will be the intellectual archives of these museums, parts of which are classified as UNESCO World Heritage assets. They will be joined by the Humboldt University's Humboldt-Lab and the exhibition World-City-Berlin by the Federal State of Berlin and thus become another highlight to be visited by tourists from all over the world.

Q: As a world renowned city, Berlin is rich in historical, cultural and economic resources. Could you introduce the tourism market of Berlin to us?

A: Berlin is still the top destination for international guests coming to Germany and, alongside London and Paris, is one of the three most popular destinations in all of Europe. In 2014, some twelve million tourists came to Berlin, spending 28.7 million nights in the city's hotels. The number of arrivals and overnight stays has more than doubled since 2004, a development not seen in any other of Europe's major cities.



Top 25 reasons demonstrate why you should visit Berlin

 Real History: More than Twenty-five years after the fall of the Wall, Berlin's turbulent recent history continues to fascinate visitors

2. Urban Lifestyle: Whether urban gardening at the former Tempelhof airport, creations of new food at the street food markets or stand-up paddleboarding on the River Spree, Berlin fascinates with its unique urban lifestyle.

3. Cultural Attractions: Berlin's cultural and arts scene today represents one of the richest cultural landscapes in Europe, with countless new exhibitions in more than 180 museums and collections, over 400 art galleries, 3 opera houses, 8 major symphony orchestras, many unusual venues, some 100 cinemas and 150 stages. Around 1,500 events, from high culture to subculture, are offered every day.

4. Lights, Camera, Action: In recent years, Berlin has become an important location for film productions. Major directors and internationally renowned stars make films here.

5. Vibrant Nightlife: Berlin is proud of its nightlife, and rightly so. The new scene continues to run through Mitte, Friedrichshain, Kreuzberg and the old West from one opening to the next, always searching for new trends and the next location.

6. City of Freedom: More than Twenty-five years after the fall of the Berlin Wall, Berlin is the place to be. The city tells the story of its transformation from the separation of East and West as a symbol of the Cold War back to a place of freedom, tolerance, creativity and lightness of being.

7. City of Industry, Research & Sciences: Berlin is one of the biggest research centres in Europe. Some 300 universities and institutes promote the networking of research and academics.

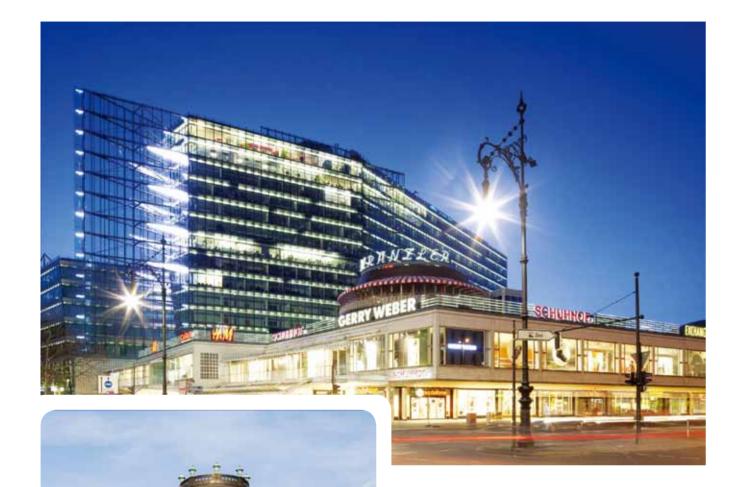
8. Green Waterfront City: Berlin is an exceptionally green meeting place for day-trippers and hobby gardeners with its gardens, historic parks and creative green spaces.

9. Berlin Eats Well: Berlin has nine restaurants that have each been awarded a star by the Michelin guide, and five Berlin restaurants have even received two stars.

10. New Trends: Berlin has embraced the pioneering spirit and has become an experimental centre for new ideas.

11. International Berlin: More than 43 percent of visitors to Berlin come from abroad. With people from more than 185 nations, Berlin is the most multicultural city in Germany.

Right page: Berlin Wall



Berlin today is like a shining star among all European cities with its unique living history, lifestyle, very diverse culture and many tourist attractions. The biggest advantage of Berlin compared to other European cities is that it is still changing and re-inventing itself, even 25 years after the fall of the Berlin Wall. Berlin today has the most modern hotel industry in Europe, no official closing hours when it comes to nightlife and an attractive international (the capital is one of the most multicultural cities in Germany. About 457,000 of the 3.5 million Berliners have a foreign passport. More than 190 nationalities are permanently resident in the city, a fact reflected in Berlin's culinary and cultural diversity) travel destination 12 months a year that is at the same time the German Capital but also an open, very relaxed and welcoming European metropolis that attracts more and more people from all over the world.

In 2006, the German capital was awarded the title "UNESCO City of Design", while UNESCO has also designed three World Heritage Sites in Berlin. In addition to the Museum Island and the Prussian royal palaces and gardens, Berlin's Modernist housing estates received the designation in 2008.

Those who need to keep a close eye on their travel budget will hit the jackpot in Germany's capital: there's hardly any other city in Europe where overnight accommodations are as affordable as in Berlin. While guests in Berlin pay on average €88 for a double room, they can expect to pay 50 percent more for a similar hotel room in Paris or London.

The exciting history of Berlin cannot be measured in rankings, but any visitor to Berlin will find plenty of traces both inside and outside the city's many museums. For example, at 1,316 metres, the East Side Gallery is both the longest open-air gallery in the world and the longest stretch of the Berlin Wall still standing. It features 101 works painted by 118 artists from 21 countries shortly after the Wall fell, with many of the artists returning in 2009 to renew their artwork.

Q: Festivals and events like Berlin International Film Festival and Die Berliner Philharmoniker in der Waldbühne have attracted many professionals and tourists from all over the world. Berlin International Film Festival is loved by the Chinese people and on the festival the Chinese film makers are recognized by the world. How did Berlin build such events and festivals to attract tourists?

A: Entertainment always has been part of Berlin city life over the centuries, thanks to the reunification Berlin has three opera houses, 8 symphony orchestras and many creative people are living in Berlin and are moving to Berlin because of the positive energy of the city and always come up with new event concepts etc.

The most important probably is that everything is authentic in Berlin and has developed somehow by itself. The Film Festival and other events are no artificial products and have not been installed like a Disneyland to entertain guests.

Q: How do you think of the Chinese outbound travel market? Will Berlin offer more preferential policies to attract Chinese tourists?

A: China will continue to become an even more important outbound travel market for destinations from all over the world. We will continue to invest in our Berlin promotions in China with B2B but also with more B2C activities. We already have our Chinese website www.laibolin.com, and are using Weibo and WeChat to inform about Berlin. And of course we always are working on new marketing strategies and are observing the Chinese market very closely.

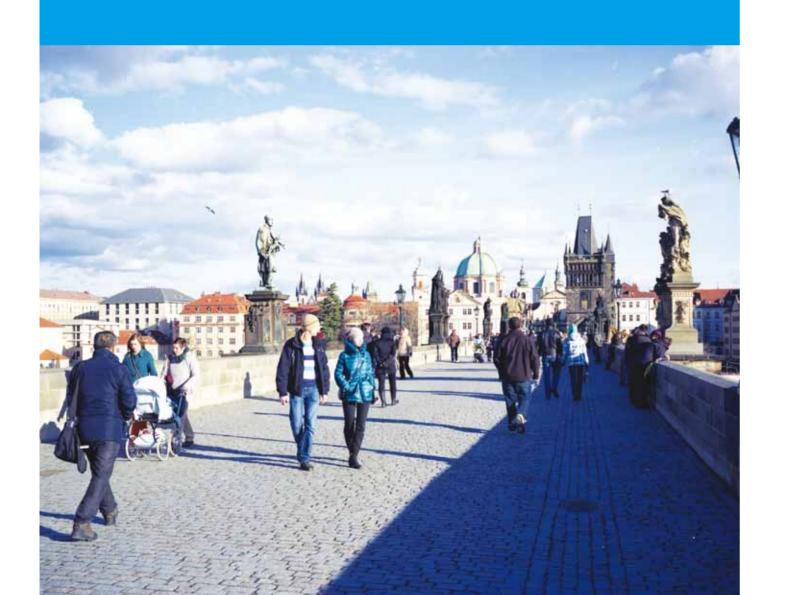




- 12. Sports and Major International Events: Six professional clubs for five sports make Berlin a true sporting destination.
- **13.** Congress Destination: Meetings and conventions in medicine, science and research make up the largest sector in Berlin's event business.
- **14. Neighbourhood Life:** In Berlin, the word Kiez means the neighbourhood where you live and feel at home. And people have their choice of 96 neighbourhoods in the city's 12 districts.
- **15. Restored Areas and New Attractions:** On the former border strip, new flats and shops have sprung up, and flea markets, beach bars and night clubs are flourishing.
- **16.** Shopping and Fashion Capital: Fashion shows, exhibitions and numerous events attract designers, critics and fashion fans to the fashion capital.
- **17. Berlin for Everyone:** Whether international globetrotters, families, teachers, medical tourists or guests with limited mobility, everyone will find their own Berlin.
- **18.** Queer in the Capital: Exciting, tolerant, international, Berlin is an epicentre of the gay and lesbian scene in Europe.
- **19. Stronghold for Start-Ups:** Berlin is one of Europe's most important sites for start-ups and a laboratory for the city of tomorrow. Berlin offers the perfect conditions: a relatively low cost of living, excellent infrastructure and a cosmopolitan atmosphere.
- **20.** The Full Package at Affordable Prices: Surprisingly inexpensive—that's what people say about Berlin.
- **21. Crazy and Unique:** In Berlin nothing is impossible. Even Currywurst and the Trabant have their own museum!
- **22. Summer in Berlin:** Berlin stays pleasantly warm, and there are more than enough street cafés, parks, gardens, beach bars and rooftop clubs to choose from.
- 23. Winter in Berlin: Berlin holds its own in the winter.
- **24.** The German Capital: The heart of Germany's democracy beats in Berlin, where decisions are taken and state guests are received.
- **25.** City of Change: A quarter century after the fall of the Wall, things both well–known and newly discovered shape the city's rhythm, and people's lists of favourite spots are constantly changing.

布拉格 尼采的神秘之城

尼采说: "当我想以一个词来表达音乐时,我找到了维也纳;而当我 想以一个词来表达神秘时, 我只想到了布拉格。"



建筑博物馆

知道布拉格,继而去了解布拉格,和蔡依林的《布 拉格广场》毫无关系,事实上,如果不是前同事说起, 我都不知道世界上还有这么一首歌,也许是我真的 OUT 了,"布拉格之春",让我知道了这里,也让我 逐渐知道了杜布切克、米兰·昆德拉、卡夫卡、天 鹅绒革命等一系列名字和事件,布拉格就这样成为 了一个一心想要探访的城市。

伏尔塔瓦河流域,是全世界第一个整座城市被 指定为世界遗产的城市,有着包括布拉格城堡在内 的无数历史遗产。 尼采说:"当我想以一个词来表 达音乐时,我找到了维也纳;而当我想以一个词来 表达神秘时,我只想到了布拉格。"

布拉格拥有为数众多的各个历史时期、各种风 格的建筑,从罗马式、哥特式、文艺复兴、巴洛克、 直到新艺术派和超现代主义,一应俱全,其中特别 以巴洛克风格和哥特式风格的建筑最为明显,造型 别致,工艺复杂多样,并且配以大量的绘画和雕塑, 色彩也极为绚丽。登高远眺,满眼的红屋顶中,穿 插着金色、绿色、黄色的尖耸教堂,看上去极具美感,

同时也从另一个角度体现了基于不同时代的社会思 想的变革。

无处不在的"查理"

说起布拉格的历史,就不能不提及查理四世, 这个号称"布拉格的骄傲"的人。查理四世,波西 米亚国王、德意志国王、神圣罗马帝国皇帝,这位 学者型统治者从小就决心把布拉格建成能与帝国首 都的地位匹配的国际都会,后来周游列国的经历更 丰富了他的蓝图。

他亲自参与布拉格的城市规划,修建塔楼、城 墙等,还在布拉格附近兴建了卡尔斯腾堡。建立了 布拉格大学, 这是中欧第一所大学, 并以重金聘请 著名学者到布拉格大学任教, 到查理四世去世时, 这座新兴的大学已有 11 万学生。他还通过他 的老师——罗马教皇克莱芒六世, 使布 拉格被提升为大主教区, 使他的波 希米亚王国取得了教会自治权。

所以, 现在在布拉格, 到处都 能看到查理的名字,横跨市中





博物馆,虽然价格贵 点但是是一种享受。观 众就坐在台阶上,是



观来形容它恰如其分,直到此时,我才发现相机的镜头不够用了,无论怎么后退,也不能完整地收进它的全部,后悔犯懒没有带广角,按说周围的广场也足够宽广,但我就是退到了墙根也做不到,这个教堂实在是有点太高了。几次努力后,我终于放弃了。教堂需要买票才能参观内部,不买的话也能进去,不过只能进入三

分之一,很多精美的彩绘玻璃就看不到了。

登顶这个教堂,可以俯瞰布拉格城的全貌。布 拉格的建筑以红色的屋顶为主,很有自己的特色。 几天后我再次来到这里的时候,一场大雪过后,一 片洁白,又是另外一种味道了。

站在查理大桥上,脚踏着古老的石板路,扶着 久远的旧桥栏,暂且不管那些精美的雕塑,雄伟的 城堡,只是静静地看着伏尔塔瓦河滚滚流淌,呼吸 着迎面而来的微风,在和煦的阳光下晒晒自己,就 是一种绝好的享受。大群的红嘴鸥在身边飞舞,鸣叫, 水面游弋的水鸟中,竟有许许 多多洁白的大天鹅,不时间,它 们排着队从我头顶飞过,距离是 如此的接近,真是不敢相信,人与

野生动物之间在城市里相处地竟能如此

的和谐,恍惚间,感觉这里是一个不太真实的世界。

游走的乐趣

在布拉格, 我觉得最好的旅行方式就是徒步, 虽然这里的公交系统很发达, 地铁, 巴士可以连接 到城市的任何角落, 但票价稍贵, 其实城市并不大, 走路也花不了多少时间, 还能更好地感受一下这个 城市的文化氛围, 也不会错过一些有价值的东西。

旧城广场,虽没有城堡广场那么雄伟,但却要 热闹得多,夜幕降临后更是如此。这里是 11 至 12 世纪中欧贸易最重要的集市之一,欧洲各地的富商 们在旧城广场周围修建起精美绝伦的巴洛克式豪宅, 虽然同为巴洛克式,但建筑之间绝不雷同,我住的 那家旅社也是这样一所住宅改造而成,豪华,精美。

广场上有一座建于 1410 年的钟楼,尽管钟楼的外墙墙皮因年代久远已部分剥落,但它却以精美别致的自鸣钟而闻名于世。每到整点,钟上的窗门便自动打开,钟声齐鸣,12 个圣徒如走马灯似地——在窗

心伏尔塔瓦河的著名古迹"查理桥"、新城市政厅周围的大片绿地"查理广场"、中欧最古老的大学"查理大学",还有布拉格附近历史最悠久的城堡"查理城堡"。如果你再走远些,捷克西部驰名世界的温泉城——卡洛维发利的捷文意译就叫"查理的温泉"。

逛不够的老城

布拉格最值得流连的地方主要是城堡区和老城区,被伏尔塔瓦河一分为二,中间由查理大桥相连。

城堡区是这个城市的最高点,一直是布拉格王室的 所在地,几世纪以来经过多次扩建,不仅保留许多 雄伟建筑和历史文物,现在仍是捷克总统的居所。 布拉格城堡有多样化的建筑风格,从古代的罗马式 地基,到战争期间的后现代风格,每个年代的风格 都或多或少在城堡上留下了痕迹。

维塔大教堂(Katedrala sv. Vita)是布拉格城 堡最重要的地标,除了丰富的建筑特色外,也是布 拉格城堡王室加冕与辞世后的长眠之所。用雄伟壮 







口出现。这个复杂而又奇妙的自鸣钟,是 15 世纪中 期由一位钳工用锤子、钳子、锉刀等工具建造的,至 今走时准确,成为人们观赏的一件艺术珍品。

钟由三部分组成,即:圣徒雕像、钟盘、年历。 每到正点时,象征时光消逝的小鬼首先拉响铃铛并 不断点头,而土耳其人则不断摇头,象征始终不愿 投降。钟右侧有两个寓意虚度时光的人物塑像,不 断摇头,象征未享尽人间富贵,不愿离开人世。同 时钟上部的十二个圣徒在打开的天窗后相继出现。 当最后一个圣徒走过并把天窗关上时,天窗上面的 金鸡扇动两翼后鸣啼,宣告报时结束。钟的中间部 分为钟盘,根据中世纪地球为宇宙中心论制作,标 明太阳和月球的运动。钟的最下部分是 12 个镶有 圆框的组画,描写一年十二个月农村耕作的情景。 年历两侧还装饰佩有宝剑、短杖和盾牌的天使和三 个象征公正掌管城市的市民,这一具有独特艺术风 格的自鸣钟吸引着来自世界 各地的游客。

汰翁教堂,布拉格广场最 引人瞩目的建筑,几乎我的每张 照片都拍到了它, 如果说仰高式 的哥特式建筑,为的是达到一种仿如 直达天顶的雄伟气息, 那么属于后期哥特 式的汰翁教堂,很完美地诠释了这个概念。

在这个广场上随便找个露天的咖啡厅兼酒吧随 便要一杯扎啤, 是再简单不过的享受。广场四周全 是历史悠久的建筑物,感觉就像在博物馆里面,啤 酒烤肉老建筑,人不知不觉就会陶醉在这个气氛里。

布拉格其实并没有什么天然的景致,但是来自 斯拉夫东部、德国北部、法国西部和拉丁南部的多 元文化, 在布拉格被融合成一个综合体, 以另一类 独特的风格展现给世人。



傍晚七点后夕照时分登 查理大桥较好,除了游 客稀少景致开阔外,日 升日落时分的美景是查 理大桥之最。



With a great amount of architecture of different historical periods and styles, Prague is home to Roman, Gothic, Renaissance, Baroque, Art Nouveau and Surrealistic buildings and especially features Baroque and Gothic building styles which emphasize creative designs and sophisticated techniques as well as a number of colorful paintings and sculptures. Ascending the mountains, you will see the red roofs throughout the city interspersed with golden, green and yellow pinnacles of churches. The beautiful view also well illustrates the changes of different eras.

This page: Swans in Vltava River; A guitarist playing

Left page: A bird's-eye

Prague A Mysterious City of Friedrich Nietzsche

Words & Photos / Wu Qiang

Nietzsche said, "When I sought for a word to express music, I found Vienna; when I sought for a word to express mystery, only Prague came to my mind."

Architecture museum

It had nothing to do with Jolin Choi's song Square of Prague that I knew Prague and went there. Actually. had my ex-colleague not mentioned it, I would never have known the song. Maybe I am indeed outdated. I knew the city from Prague Spring and gradually knew about Alexander Dubcek, Milan Kundera, Franz Kafka and Velvet Revolution and Prague was on my mind since then.

The extensive historic centre of Prague by Vltava River including the Prague Castle has been included in the UNESCO list of World Heritage Sites. Nietzsche said, "When I sought for a word to express music, I found Vienna; when I sought for a word to express mystery, only Prague came to my mind."

A man must be mentioned in the history of Prague, and he is Charles IV, the pride of Prague. Charles

Omnipresence of Charles

IV, the King of Bohemia, King of Germany and Holy Roman Emperor, was a scholarly king who strived to build Prague into a cosmopolitan city that can match its position as the capital of the empire. His visits to other countries helped him make the blueprint for the city and he himself participated in the city planning of Prague and had towers, city walls as well as castles built in and around Prague. It is worth mentioning that Charles IV founded the University of Prague, which was the first university in

Central Europe. He also engaged famous scholars to teach in the university and by the time of his death, the university had had 110,000 graduates. Charles IV also made Prague an archdiocese and gained autonomy for the church of Bohemia through his teacher Pope Clement VI. Therefore, his name is seen everywhere in Prague like the famous Charles Bridge over VItava River, Charles Square and Charles University and Charles Castle. If you go farther, you may even find Charles' Hot Spring in the famous hot spring city in west Czech.

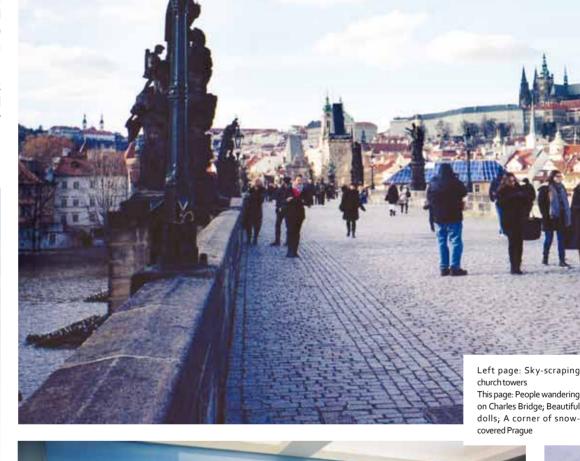
Charming Old Town

The castle area and Old Town are the most attractive areas in Prague which are divided by Vltava River

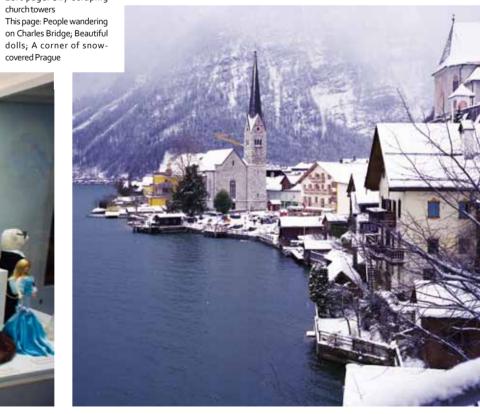
and connected by Charles Bridge. The castle area is the highest place in the city and has been the residence of the royal family. After extensions in several centuries, the place not only houses many majestic buildings and cultural relics but is also home to the president of Czech. A number of architectural styles from the ancient Roman foundation to postmodern buildings in wartime can be found in Prague Castle where each era has left its marks.

Katedrala sv. Vita is the most important landmark in Prague Castle. Besides its rich architectural features, it is also the place where the royal family









held coronations and rest. It is indeed magnificent. Not until then did I realize my lens couldn't take a panorama of the cathedral. Though the square surrounding the cathedral is grand, I just couldn't make it for the cathedral is too high. How I regret not taking my wide angle one. After trying several times, I finally gave up. Visitors need to buy a ticket to visit the interior of the cathedral. Without a ticket, one could only see one third of it and would miss its large amount of exquisite stained glass. Mounting the cathedral, you will get a bird's—eye view of Prague. Most of the buildings in Prague are characterized

with red roofs. A few days later when I remounted the cathedral after snow, I found the whole city is blanketed with white snow, giving off a special flavor.

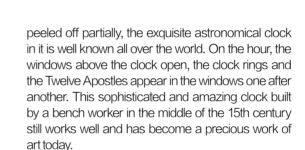
Standing on the flagstone path of Charles Bridge and leaning against the old railing, you will find it a great pleasure watching the flowing Vltava River while enjoying the breeze and bathed in the sunshine. What's more, the fine sculptures and stately castle are a feast for the eyes. A flock of gulls hovering around and screaming and swans flying over or swimming in water form such a beautiful picture. They were so close to people that I was amazed by the harmony between man and wildlife in the city. For a moment, I felt as if everything had been in a dreamlike world.



I find the best way to tour Prague is by walking. Despite the developed public transport system that connects every corner of the city with subway and bus, the cost is a little bit high. Prague is actually not large and it doesn't take you much time to go somewhere by foot. Besides, you can also feel the cultural ambience of the city better without missing out on something valuable.

The Old Town Square, not so majestic as the Castle Square, is more crowded than the latter especially after nightfall. It was one of the most important fairs in the 11th and 12th centuries in Central Europe. Rich merchants from different areas of Europe built gorgeous Baroque mansions around Old Town Square. Despite the same style, these buildings vary from one another. The hotel I lived was converted from such a luxurious mansion.

A clock tower built in 1410 stands on the square. Though the exterior layer of the tower wall has



The clock consists of three components: "The Walk of the Apostles", a calendar dial and the astronomical dial. On the hour, the skeleton flanking the clock signifying the lapse of time rings the bell and keeps nodding and immediately all the other figures flanking the clock shake their heads, side to side, signifying their unreadiness "to go". After the Twelve Apostles passed the windows above the clock one by one, the golden rooster above crows and flutters its wings to declare the end of the strike. The astronomical dial represents the position and movement of the Sun and Moon in the sky and displays various astronomical details. Twelve pictures depicting the scenes of farm work in twelve months are below the clock. An angel and three citizens stand on the two sides of the calendar plate. This clock with unique artistic characters has attracted tourists throughout the world.

Tyn Cathedral is the most eye-catching building in Old Town Square and it is in almost every photo of mine taken at the square. If high Gothic buildings were to create a majestic air, then Tyn Cathedral perfectly illustrates such a concept.

It is a simple pleasure to have a glass of beer at an alfresco café bar in the Old Town Square.

The surrounding historical buildings make you feel as if you were in a museum. You would be easily intoxicated by the vibe created by beer, BBQ and ancient buildings.

Prague actually has no special natural scenery but the cultures of East Slav and Latin as well as in North Germany and West France have been integrated to form the multiculture of Prague and to show its special characteristics to the world.

Left page: An artistic staircase; Prague delicacies This page: An artist on Charles Bridge; Prague Astronomical Clock









流

食在重庆 做一个最幸福的吃货

文、图/黑米粒

川渝地区,向来被大小吃货誉为最能唤醒味蕾的地方。先不说吃了, 此刻坐在电脑前仅仅是想想那些红红的辣油,香喷喷的火锅,就忍不 住口舌生津,口水就要流下来了。

唤醒早晨瞌睡虫的必吃美食 重庆小面

清晨,刚一睁开眼,一碗热气腾腾,香气四溢 的小面下肚,把遗留的夜晚痕迹一切都唤醒了。

对于重庆小面,就我听到对其的评价,完全可以和享誉中国、乃至世界的重庆火锅所一较高下。小面,是重庆人的早餐之一,行色匆匆的帅哥美女、绅士贵妇,在简陋的小店门前驻足,没有位置不要紧,站在马路牙子上、或者摆张凳子,就那样甩开腮帮子,享受美味小面带来的满足感。然后整整一个上午都会有幸福感所包围着,工作起来或许也会事半功倍了吧。

据说,网上有重庆小面五十强的排名,位于渝中区青年路77号万豪酒店写字楼斜对面的花市豌杂小面是重庆小面的前五强之一,生意确实非常不错,很多人就如我刚才说的,站在马路上一饱口福。

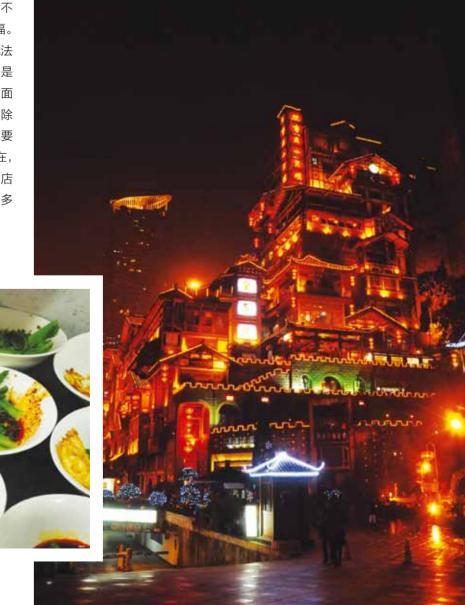
说起重庆最亲民的小面,那话匣子自然是无法 关上了。起源于山城重庆的地方特色小吃小面,是 一种汤面类型的麻辣素面,属于渝菜。做小面的面 条经过发展与改良,到如今也是越来越多元化,除 了我们常见到的小麦面粉,还有豌豆粉等等。想要 品尝到一碗最正宗的重庆小面,佐料是关键所在, 油辣子是灵魂,你还可以根据自己的口味,要求店 家"干熘"(拌面)、"提黄"(偏生硬)、"加青"(多 加蔬菜)、"重辣"(多加油辣子)等等。 无论你是一个去重庆旅行的人,还是外出回重 庆的当地人,如果不能先吃顿火锅解馋,那么一定 要先下碗小面,满足一下口舌的需求。

饭江湖 品一口穿越时光的滋味

山城人,似乎是与生俱来的美食家,无论是大小馆子,还是寻常百姓家,总能做出让你惊艳的美味,许多让我们十指大动的大菜,最初都是从百姓



交通: 重庆有三座民用机场,分州五桥机场、万州五桥机场、海江武陵山机场。去重庆游玩飞机一般对工机场。从江北机场可乘坐机场大巴、设立、当号线或出和有地铁、等。重庆出和有地铁、等交通方式供选择。





的餐桌上演变而来。提到重 庆的又一特色江湖菜,用美 食大咖的话说,是指相对于 正宗菜而言,它扎根于民间, 以一种菜系为基础,融合多家 烹调手法,复合调味,从而达到 一种让你意想不到的口舌享受。重

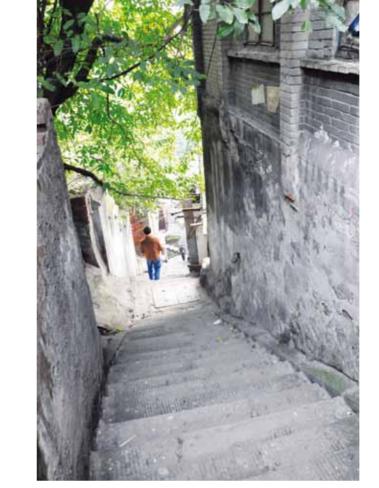
庆湖广会馆的饭江湖便是这么一家隐藏于江边的饭馆。

饭江湖的门口做的很隐蔽,从湖广会馆出来, 拐个弯,如果不是有当地朋友带领,我定是不会找 到的。我觉得我们是从人家饭馆的后门进去的,穿 过后厨狭长的巷道,有几个阿姨正在处理辣椒,红 红的辣椒装满了一盆盆,摆在石台上,矮墙上也放 着泡好的辣椒,路过的餐桌上也是已经吃了一半的 辣椒佐餐的美食,辣椒真正的无处不在啊,空气里 都是辣椒香喷喷的味道,如果使劲吸一口气,想必 会喷嚏连天了。

饭江湖装修犹如古代的古驿站码头之类的地方,看起来稍显简陋的饭堂,也遇合着当时的情境。走进饭江湖的饭堂,古色古香的装修风格,简易质朴的木桌子,显示出江湖味的长条木凳,一下子那种江湖气息便突出来了,怪不得老板用了"饭江湖"这个名字。

落座后,伙计呈上和饭店风格相同的菜单,看着一个个文绉绉、富有江湖气息的菜名,直接晕倒在餐桌上,对于我这个伪江湖迷,点菜的任务还是交给店家来替我选择吧。等着上菜的空档,伙计将餐具先摆上了桌,看着这具有代表性的餐具,脑海中立马浮现大块吃肉,大口喝酒的画面,此刻我才真正感受到了一种穿越的味道。

选择在饭江湖吃饭,除了他们早已名声在外的 人气,更是要吃味道、特色、创意,还有嘉陵江岸 山城的风景。饭江湖绝对的充满了江湖气息,吃得



尽兴的时候,你还可以挥毫泼墨,留下你的墨宝, 一展你的江湖大侠风范。

说了这么多,饭菜也该上桌了。看着伙计们穿梭在饭桌前,不一会儿的功夫一桌子眼花缭乱的各色重庆美食,便摆满了长条桌。竹林偶遇、文房四宝、江湖水煮……别疑惑,你没有看错,这些都是菜名。听着这些菜名,再看看色香味俱佳的那些美食,这真正的是要来一场"血雨腥风"的口舌之战了。至于这些菜品的味道,这里我卖个关子,因为只有你真正的来吃吃看,才能深切体会到我所说的"血雨腥风"了……

正如网上评价的那般:江湖宴中吃文化,文化 里面谈江湖,重庆湖广会馆的饭江湖绝对是江湖菜 里非常有特色的江湖美味。

重庆火锅 不吃等于没有来过重庆

有多少人,有多少吃货,去重庆旅行,就仅仅是为了吃一口辣油沸腾,红油满溢的重庆火锅。我想,这个答案,问十个人,至少有九个人会跟我说,是! 重庆火锅喜欢吃的人很多,可是如果追问一下 关于这道美味的历史,说得上来的人估计就屈指可数了。起源于明末清初年间,嘉陵江畔、朝天门等地方,码头上的船工、纤夫,将买来的牛毛肚、猪黄喉、鸭肠、牛血旺等食材,洗干净,切成小块,在放有食用油、豆豉、辣椒之类的九宫格汤锅中煮熟食用。这种即经济实惠,又干净卫生的吃法,受到了这些劳动人民的喜爱,慢慢地越传越广,直到民国时期,重庆市内一家小饭馆才将重庆火锅变得高大上了一些。

重庆火锅的发展延续到今天,已经成为了遍及 大江南北、塞外边疆,各路吃货所追捧的一道极为 经典的美食。从最初的九宫格,到后来的大铜锅; 从重庆的辣锅,再到各地演变而来的各种养生锅; 从单一的蘸料,到如今各种花样百出的小料,让喜 好美食的人们也是大快朵颐,大呼过瘾。

一直在想,为什么大家都那么爱吃重庆火锅呢?细细想来,究其原因,我想不外乎以下几点:1、口味。香醇四溢的辣味,伴随着红彤彤的油锅,食欲大开应该就说的是火锅了。2、促进感情。想想看,大家围坐一团,融洽地吃一锅饭,推杯换盏间所有的不愉快都化解在这浓浓的氛围中了。3、能普遍满足各种食客的喜好。

重庆的美食,不仅仅只有以上提到的这些,比如洪崖洞的各种重庆小吃,渝菜中的各种大餐,来 重庆,定能让你胖三圈,就这你还不想回去,各种 流连忘返。

所以,爱 TA,就带 TA 来重庆吧……



晚上的洪崖洞,在灯光的映射下,让这个有2300多年历史,代表巴渝特色建筑的"吊脚楼"建筑群,赋予了更多的神秘与风情。洪崖洞四层的美食—条街,更是让这里充满了活色生香……

市内乘坐111、112、151、 181、215,洪崖洞站下 车即到。





Enjoy Chongqing Cuisine Be the Happiest Foodie

Words & Photos / Heimili

The Sichuan and Chongqing area has always been praised by new and veteran foodies as the best place to awaken the taste buds. My mouth will water at the thought of the red chili oil and appetizing chafing dish as I sit before the computer, let alone having a taste of it.



A bowl of piping—hot and delicious Chongqing noodles after you get up in the morning will awaken everything left over from the night before.

The praise for Chongqing noodles as I have heard can definitely compete with Chongqing chafing dishes widely known in China and even

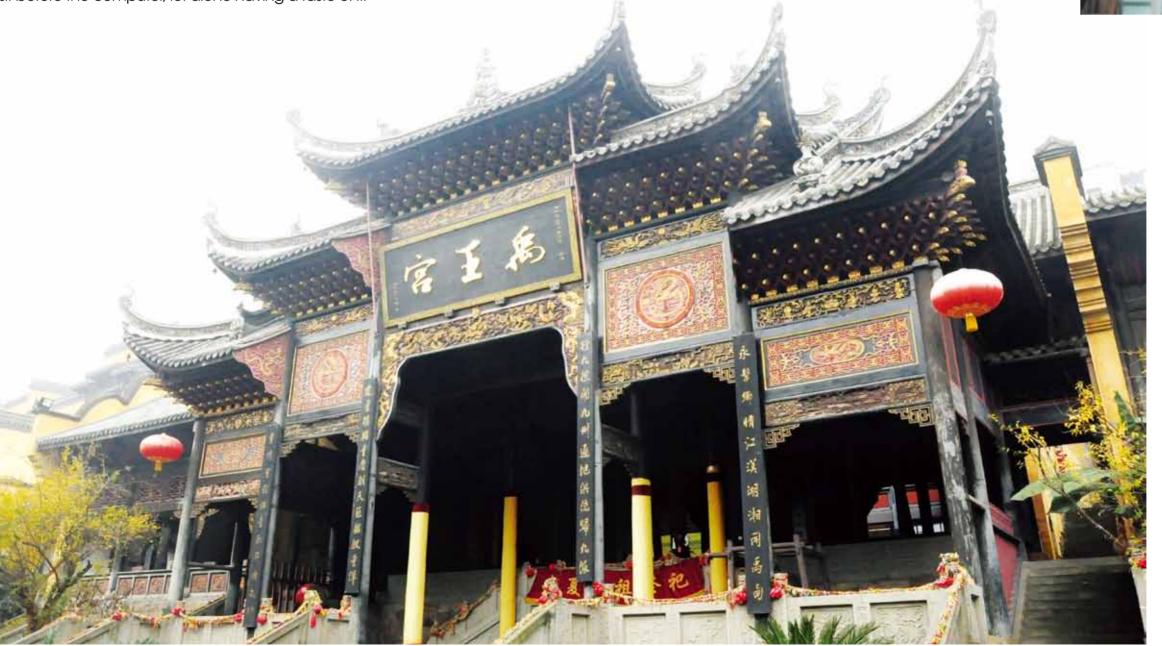


the world. Noodles serve as a sort of breakfast of the Chongqingese. Handsome boys and belles in a hurry, gentlemen and ladies will stop in front of a humble store. It doesn't matter if there is no vacancy. Standing on the curb or sitting on a stool, they can still make a good chew and enjoy the satisfaction brought by the delicious noodles. They will be overwhelmed by happiness for the entire morning and work more efficiently.

It is said that the ranking of top 50 Chongqing noodles has been listed online. Miscellaneous Pea Noodles in the flower fair diagonally opposite the office building of Marriott Hotel at No.77, Qingnian Rd., Yuzhong District stands as one of the top 5. Its business is fairly good and many diners stand on the curb and enjoy the special treat just as I mentioned.

It's a long story to talk about the most popular Chongqing noodles. It originated from the local special noodles which were spicy vegetarian noodles with soup cooked in Chongqing flavor. The noodles are now more diversified after development and improvement. In addition to the usually seen noodles made from wheat flour, there are also noodles made from pea flour. The seasonings are the key to the most authentic Chongqing noodles and the oil chili is the soul. You can also ask the shop owner to cook the noodles of little soup with the seasonings heavily covering the noodles, stew the noodles harder or add more vegetables or oil chili according to your taste.

Whether you are a traveler to Chongqing or a returning local Chongqingese, if you cannot enjoy a chafing dish, you must have a bowl of Chongqing noodles to satisfy a craving for good food.





Fanjianghu Restaurant: Taste the feeling of travelling through time

The Chongqingese seem to be born gourmets. Either the restaurants or ordinary households can cook amazing delicacies. Many appealing famous dishes initially came from the dining table of the common people. To the gourmets, the special folk Chongging dishes refer to a special cuisine popular with the folks cooked in diverse techniques with composite seasonings so as to offer you a surprising experience of

taste. Fanjianghu Restaurant in Hunan & Hubei Club of Chongqing is a restaurant hidden on the riverside.

The gate to Fanjianghu Restaurant is rather secluded. Walking out of Hunan & Hubei Club and making a turn, you will find it. But without the lead of local friends, I could not have found it. I felt we entered the restaurant from the back door after crossing the narrow lane along the kitchen. Several women were processing red chili in pots and placing the pots on the stone platform. Well soaked chili was also placed on the short walls. On the tables we passed by were the remaining chili delicacies with staple food. The chili was commonly seen everywhere! The air was permeated with savory chili. If we had exerted our strength to breathe, we would have sneezed incessantly!

Fanjianghu Restaurant was decorated like an ancient courier station or wharf. The seemingly humble dining hall well matched the circumstances then. The antique decoration style, simple and unvarnished wooden tables in the dining hall and the benches of

the tinge of the underworld highlighted the style of the underworld. No wonder the boss named it as "Fanjianghu Restaurant" (meaning "restaurant of the underworld").

After we took seats, a waiter presented the menu of the same style of the restaurant to us. Looking at the genteel dish names with the tinge of the underworld, we were about to directly faint onto the dining table. Though I was a bit interested in the underworld, I entrusted the restaurant owner to order the dishes. When we waited for the dishes, the waiter placed the tableware on the table. Looking at the representative tableware, I instantly thought of the scene of glutting with meat and liquor. At that moment, I really felt the sense of travelling through time.

We chose to dine in Fanjianghu Restaurant because of its high popularity, flavor, characteristics and originality as well as the landscape of Chongqing along the Jialing River. Fanjianghu Restaurant was full of the tinges of the underworld. If you enjoy yourself to the full, you can write calligraphy with a brush and display your demeanor of a swordsman.

During such a long interval, the dishes were served on the table. The waiters shuttled and in an instant various dazzling Chongqing delicacies were placed on the long table. Accidental Encountering in the Bamboo Forest, the Four Precious Articles of the Writing Table and Poaching in the Underworld. Don't get confused! Just as you see, they are all dish names. Hearing these dish names and watching the delicacies of pleasant color, aroma and taste, we felt a "vehement" battle with the dishes. As for the taste of the dishes, please allow me to hide it from



you. Only when you come to taste them can you personally experience the "vehement" chewing of the dishes.

Just as the comment online: Fanjianghu Restaurant supplies food of cultural tastes and culture about the underworld is talked about in the restaurant. Fanjianghu Restaurant of Hunan & Hubei Club in Chongqing was definitely a restaurant featuring characteristic delicacies of the underworld.

Chongqing chafing dish: Failing to taste it, you would have seemingly not been to Chongqing

How many people or foodies go to Chongqing simply to taste the Chongqing chafing dish of boiling and brimming red chili oil? I believe at least nine out of ten will answer "Yes!"

Many people favor Chongqing chafing dish. But I' m afraid only a few know its history. Dating from the late Ming dynasty and the early Qing dynasty, the boatmen and boat trackers at the wharfs along the bank of Jialing River and in Chaotianmen bought beef omasum, pig tracheas, duck intestines and ox blood beancurd etc, washed them clean, sliced them into small pieces and steamed them in the squared-up soup pot with edible oil, fermented soya beans and chili etc. The economical, practical, clean and healthful way of eating won popularity among the laboring people and spread farther and farther. It was not until the Republic of China era that the first eatery in Chongqing supplied Chongqing chafing dish as a high-end dish.

Chongqing chafing dish today has become a classic delicacy favored by various foodies from all corners of the world. From the squared-up soup pot at the very start to the later big copper pot; from the

spicy chafing dish of Chongqing to diverse healthcare chafing dishes evolving everywhere else; from the simplex condiment sauce to various seasonings; all kinds of the chafing dish drive the diners to glut themselves with the delicacies and enjoy the food to their heart's

I have been wondering why Chongqing chafing dish is so popular. After meticulous consideration, I have concluded the following reasons: 1. Its taste. The savory and mellow spicy chafing dish of red chili oil is appetizing. 2. Its effects to promote interpersonal emotions. Just think about it that the diners eat harmoniously from the same pot and all the displeasure will dissolve in the toast in the strong friendly atmosphere. 3. Its possibility to satisfy the favors of different gourmets.

The delicacies of Chongqing are not merely what I have mentioned above, such as Chongqing snacks of Hongyadong stilted house complex, sumptuous meals in Chongqing cuisine. You are bound to get fatter in Chongqing. And you will feel reluctant to leave.

So, if you love someone, take him or her to Chongqing.



The Hongyadong stilted house complex in the evening adds more mystery and appeals under the light to the "stilted building complex" representing the buildings with Chongqing characteristics of more than 2,300 years. The four–storey Hongyadong Food Street additionally makes the site colorful and lively...

Take bus line 111, 112, 151, 181 or 215 in the city and get off at the Hongyadong Stop.





Transportation: There are three airports in Chongqing, namely Jiangbei International Airport, Wuqiao Airport in Wanzhou, and Qianjiang Wulingshan Airport. Most of the flights arrive at Jiangbei International Airport. Passengers can take airport shuttle bus, light rail line 3 or taxi to the downtown. In the city, they can travel by subway, bus, taxi, ferry, etc.



这些虔诚的的仪式参与者中,不乏染着红发的时尚 女孩,或塞着耳机用手机听歌的青春少女,她们与 北京、首尔或是吉隆坡的年轻人没有区别。



同饮一河水

也许没有任何其他一座东南亚的首都如金边这 样有着清晰的历史脉络和单一的城市传说了。传说 一名叫做"Penh"的老妇人,在湄公河畔发现了四 座佛像, 仿佛是神明的引领, 她将佛像供奉在附近 的小山上,山下逐渐发展出的城镇就是金边(Phonm Penh, "Penh"的山)。

城市向水而生

穿城而过的湄公河为积重难喘的国家带来了活 力复苏的可能。金边这座曾被称为"四面城"的新 首都既可以接纳洞里萨湖出产的丰富物产——鱼货 和陶器,也可以控制通往河流上游老挝的贸易,更 可以轻松囊括由越南三角洲地区中转的来自中国的 讲口商品。

农业再也无法成为国家的经济支柱,尽管新首 都的水利资源比起旧时代丰富了无数倍。你若是通 过方便的陆路边境由越南进入柬埔寨, 会感觉到两 个国家农业发展水平的明显差距。前者的农田一年 收割两到三季,机械化助力着东南亚优良稻米的出 口;而金边的道路两侧却大部分时间都是充满凄凉

感的白黄色,瘦弱的 牛行走在田间,不是 在耕地而是在觅食。 这种眼前即视的情景 变化跟气候和地域无 关, 国界像一道闸门, 切断了同样接受湄公 河水滋养的两块相邻 土地的联系。

伤痛正在愈合

如今的金边被认 为是一座"时尚""现 代"的"都市",我 想这很大一部分原因 来自于起初金边人放

弃了吴哥式的建设规则:没有站在高高的山上才可 俯瞰全景的佛塔、没有用巨石搭筑成的寺庙群、没 有纪录国家历史和君王功绩的浮雕墙,亦没有宽阔 流淌并由神像守护的护城河——洞里萨湖和湄公河 在此会聚就已经足够了。





1月-2月间是前往金边 的最佳季节,气温相对 较低,而且雨水不多, 干爽宜人。每年的11-4 月为旱季,其中4月最 为炎热;接着是5月-10 月的雨季,9月-10月几 乎每天午后都有大雨。

柬埔寨有一种古老有 趣的风俗, 用服装色彩 表示日期,有"七彩星 期"之说:星期一穿嫩 黄色,星期二穿紫色, 星期三穿绿色,星期四 穿灰色或浅蓝色,星期 五穿青色,星期六穿黑 色,星期天穿红色。

在经过了命途多舛的 600 年之后,金边人仍然会对宗教 有真正意义上的虔诚,祈祷和 朝拜不停歇地在湄公河畔点燃城 市的热情。过去岁月里,泰国和越 南的反复侵入令金边人到今天都对这两

位邻居感到不悦;法国人拥有的"印度支那"的"保护"范围也包含了柬埔寨,他们曾经捏住了柬埔寨的仅有经济咽喉(木材砍伐),但至少为金边留下了今天仍在使用的城市格局体系;之后的"红色高棉"几乎摧毁了国家一切古老的荣耀,也包括人们精神的信仰,这种如埋葬整个世界一样的破坏比起吴哥帝国时期的任何一次变革都更加惨痛。现在的金边人宁愿选择遗忘或者闭口不谈,伤痛正在愈合,就像湄公河上的航船驶过后合拢的波澜。



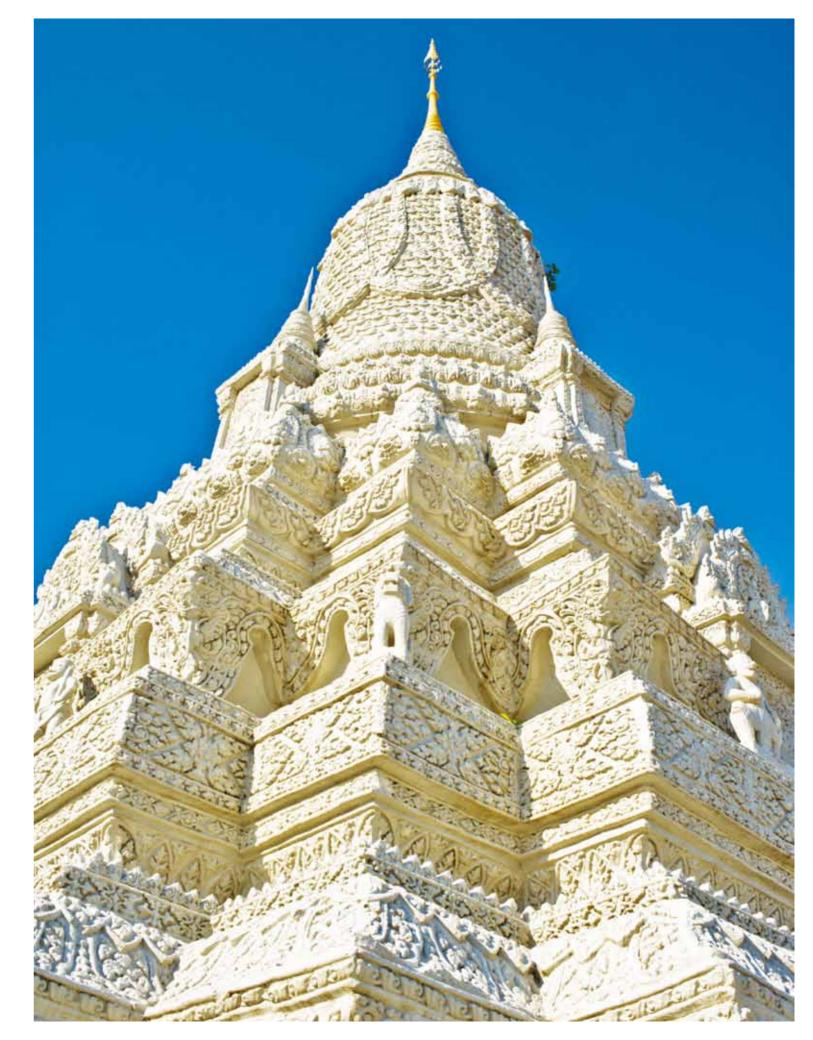
没有豪华的高楼大厦,即使是通常被认为是黄金地段的滨河路。高大的椰树和殖民时期风格的酒

店扼守着街道两侧,酒店屋顶的露台安置着太阳浴躺椅,在雨季到来之前的日子里尤其受到欧洲游客的欢迎,他们在远离喧嚣的地方享受着与湄公河有关的

优雅旅行。摩托车呼啸而过,搅动着河上来的热风,穿过一辆辆属于权贵阶层的大型汽车和属于"金边穷人"的脚力三轮。渡船往返于宽阔的河道两岸,它们几乎都不具有游览功能,而只是构成城市公共交通的必要工具。

当太阳偏西,洒下金色光辉的时候,河岸上聚满了人,一场祈祷的仪式马上就要开始。所有人都带有鲜明的标签,他们属于不同的阶级,不同的职业,怀着不同的目的,扮演不同的角色,他们有着不同的精神状态,享受不同的生活品质,他们每人都是组成新时代的金边人的不可缺席的一份子。农民或小商贩将含苞待放的花朵捆扎——它们是粉色或白色的,并与削掉表皮的椰子和三支香束组合在一起。面色憔悴,泥垢满身的孩子——他们大多是无家可





游客用餐一般可到看上

去比较正规的餐馆,均有 柬文、英文、中文(或法

文)菜单。但若服务好, 可适当给\$1或一两千瑞





归的乞丐——以低廉的价格售卖椰子蜡灯(确实也不值什么大价钱),以便换取一天的晚餐。

"One dollar, let them free!"一位提着笼子的 妇女向我推荐她的商品,笼子里装满扑腾乱蹦的活 麻雀。金边人认为买下两只被困的麻雀抛向空中, 可以借由"解救生命"来消除孽障或实现愿望,这 个过程必须伴随双手合十的闭目祈祷才有效。不管 实际效果如何,花费 1 美金寻求心理安慰对于城市 中人来说确实不算什么,但基本上没有外国游客参 与到这个被称作"放生"的游戏中来。

朝拜在河边的亭子里举行,无数鲜花和香支插入祭坛,再转而通过神职人员的双手堆满亭子窗口外的垃圾箱,这看起来十分浪费。祈祷跪求之后,人们获得的回馈的是供过的水果——香蕉或龙眼居多,数量并不确定。这些虔诚的的仪式参与者中,不乏染着红发的时尚女孩,或塞着耳机用手机听歌的青春少女,"放生"麻雀后,她们在FACEBOOK上如日记一般写下期待实现的愿望,她们与北京、首尔或是吉隆坡的年轻人没有区别。

在仪式的外围,更加随意的"对人生奥义的追寻"也在发生着,用宽大的帽子遮住整个头脸的人以扑克牌占卜命运,她的客人也是漂亮的女士,在金边这个城市里,女士尤其喜欢以看似传统的方式改变令自己不满意的生活现状。

老城中温暖的笑容

那些跟随父母家人而来的孩子并不参与仪式,河边的空草地是他们的游乐场。他们穿着鲜艳的衣裤和花裙子,根本不介意红配绿的撞色搭配。一只气球,几个伙伴就能快乐地度过整个黄昏,直到夜幕下的街灯将影子拉长。无忧无虑的天性是什么时候被改变的呢?向身外之界祈祷是因为什么成为习惯的呢?或许心界与眼界有关,世界大了,心就变了。

金边的许多老旧居民小区都如中国常说的城中村一样存在。长久以来的随意搭建令窄如胡同的楼间路变成了缺少出口的迷宫,看起来年代久远的佛像浮雕竖立在小区入口,好像你正要进入一座寺庙。奇怪的物件组合到处都是,配电箱顺着电线杆一路向上排列,仙人掌粗壮地生长,砖墙上的蓝色玻璃窗从来没有被打开过。但却没有人关门,家门口是

人们最喜欢耗费掉一天无聊时光的地方。未完成的 破败佛像堆满院落——这里的许多人家正在政府的 支持下,进行恢复传统佛像制作工艺的工作,堆放 更多的是最便捷的交通工具——摩托车。

所有人都对到访的陌生人无比欢迎,尤其是对中国人,这来自于两个国家从未有过交恶的历史。 剪刀手和微笑是世界通用语言,无论大人还是孩子, 都毫不吝惜于自己的热情。金边的老城区里没有欺 诈也没有骚扰,这与东南亚很多国家的今日状况都 不一样。





PHNOM PENH WATERSIDE DEVELOPMENT

Words & Photos / Yu Tianjiu

Many fashionable young girls who participate in the religious ceremonies wear red-dyed hairs or listen to the songs on the phone over the earphones. They have no distinction from those of Beijing, Seoul or Kuala Lumpur.

Drinking water from the same river

Probably no other capital cities in Southeast Asia are like Phnom Penh that has the crystal–clear historical context and the simplex city legend. Legend has it that an old woman named "Penh" discovered four Buddha statues along the Mekong Riverfront. Seemingly led by the deities, she consecrated the Buddha statues on the hill nearby and the town called Phnom Penh gradually came into being below the Penh Mountain.

City formed along river

The Mekong River zigzagging through the city might

revive the severely–devastated country. Phnom Penh, the new capital city which was once called "the City in All Directions", can take in such abundant products as the fishes yielded from the Tonlé Sap Lake and the porcelain, control the trade to the upstream Laos and easily receive the commodities imported from China and transferred from the Vietnamese Delta.

Agriculture cannot stand as the economic pillar of the country any more, although the water resources of the new capital have improved by a myriad of times than the past. If you set foot in Cambodia from Vietnam through the convenient land route, you may spot the marked gap between the agricultural development levels of the two countries. The

farmland of Vietnam can see two or three harvests a year and mechanization does fuel the export of the good rice of Southeast Asia; however, both sides of the roads in Phnom Penh feature desolating white yellow most of the time and the emaciated cattle walk in the field to forage rather than plough. The scenes meeting your eyes have nothing to do with the climate and territory. The national boundary is like a gate cutting off the contact between two neighboring pieces of land nurtured

The healing pains

by the Mekong River.

The present Phnom Penh is regarded as a "fashionable" and "modern" "metropolis". From my viewpoint, this is mostly because at the very beginning the people of Phnom Penh gave up the Angkor–style construction pattern featuring pagodas whose panorama could be overlooked only on



January and February promise the best season for tourism in Phnom Penh, featuring relatively low temperature, less rain, and a dry and pleasant weather. The period from November to April next year composes the dry season and it is the hottest in April; May through October constitute the rainy season and it pours almost every afternoon during September through October.

There prevails an old and interesting custom in Cambodia to mark the date by means of the color of clothes. Hence the phenomenon of "colorful week" exists: The Cambodians should wear bright yellow clothes on Monday, purple on Tuesday, green on Wednesday, grey or light blue on Thursday; cyan on Friday; black on Saturday and red on Sunday.



high mountains, temples built with boulders, relief walls recording the national history and the feats of the monarchs and moats of running water blessed by Buddha statues. Only the Tonlé Lake and the Mekong River converging here is enough.

After 600 years of ups and downs, the people of Phnom Penh are still genuinely devout to their religions; their prayer and worship along the Mekong



No luxury high-rises stand in Phnom Penh, even in the prime Riverside Road. Tall coconut trees and hotels in the style of the colonial period guard on

deck chairs for sun bath are arranged on the terraces of the roofs of the hotels, which are especially popular with the European visitors before the rainy season who come to enjoy the graceful travel along the Mekong River free from insanity. The motorbikes roar by and stir the hot wind over the river blowing large cars of the bigwigs and the feet-driven three-wheel vehicles of "the poor in Phnom Penh". The

utilized for sightseeing but are simply indispensable traffic tools in the city.

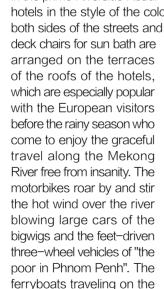
When the sun went slightly westwards and gave off the golden brilliance, the river banks were crowded with people waiting for a praying ceremony to begin. All the people with distinct labels belonged to different social classes, had diverse occupations, played different roles for different purposes, lived in different mental states and enjoyed different quality of life, each of whom was an indispensable part composing Phnom Penh in the new era. The farmers or petty dealers bundled up pink or white flowers in bud together with a peeled coconut and a bunch of three incenses. The emaciated children with dirt all over were mostly homeless beggars who sold palm wax lamps at a low price (indeed cheap) for supper.

"One dollar, let them free!" A woman carrying a cage recommended her goods to me, with the encaged sparrows thumping in it. The people of Phnom Penh hold it that buying two engaged sparrows and setting them free in the sky could remove the evil creatures from them or realize their dreams thanks to their kind practice of "saving the life" and it works only when the worshippers put their palms together devoutly and pray with their eyes closed. No matter how the actual effects would be, it is really not a big deal for the urbanites to spend one dollar seeking psychological comfort. Nevertheless, basically no foreign visitors join in the game of "freeing captive animals".

The worship was held in the riverside pavilion. Numerous flowers and incenses were inserted into the altar and then put into the dustbins outside the pavilion by the clergies. What a waste it seems to be! After kneeling and praying, the people got an











The tourists can dine in standard restaurants where Cambodian, English, Chinese (or French) menus are served.But you can tip the waiters with \$1 or 1,000~2,000 riel for their satisfactory service, and they will









uncertain number of fruit offerings (chiefly bananas or longans) as returns. The participants of the religious ceremony included fashionable young girls wearing red-dyed hairs or listening to the music on the phones over the earphones. After "freeing the sparrows", they noted down their wishes on FACEBOOK just like writing diaries. They were not different from the young counterparts in Beijing, Seoul or Kuala Lumpur.

On the periphery of the ceremony, the casual "pursuit for the profound meaning of life" came up. A woman with a wide hat covering her head and face was practicing divination with cards. Her customers were also pretty ladies in the city of Phnom Penh who were especially fond of changing their unsatisfactory living conditions in the seemingly traditional manner.

Heartwarming smiles

The children coming along with their parents did not pray. The empty riverside grassland seemed to be their playing ground. They wore clothes, trousers and skirts of bright colors and did not mind the matching of red and green. With a balloon, the children could cheerfully play till the dusk fell and the streetlights lengthened the shadows in the gathering darkness. When was the happy-go-lucky nature changed? How did praying to an unseen world develop to be a habit? Maybe the mind was related with the field of vision. If the world turned bigger, the mind would tiptoe after the change.

Many old and dilapidated residential quarters in Phnom Penh exist like the villages in the Chinese cities. The random construction for a long time turn the roads between the buildings as narrow as lanes to be the labyrinths lacking outlets; the reliefs of Buddha statues seeming to have a long history erect at the entrance to the quarters and it looks as if you might enter a temple. Strange object

composition can be seen everywhere; the distribution boxes are arranged upwards along the telegraph poles: the cactuses grow sturdily and the blue glass windows in the brick walls have never been opened. Nonetheless, the door is always left open because doorstep is the best place where the local people would like to spend a boring day. The ruined unfinished Buddha statues are scattered here and there

in the courtyard. Many families are engaged in restoring the Buddha statues in the traditional way with governmental support. Motorbikes, the most convenient transport tools, are also piled up there.

Everyone there warmly welcome the arrival of visitors, especially Chinese tourists because the two nations have never been on bad terms before. The "victory" gesture and smiles are the universal languages and both the adults and the children do not spare their enthusiasm. There is no fraud or harassment in the old city of Phnom Penh, which is different from the present situation in many other Southeast Asian countries.



beef can be served for your choice.

旅拍攻略

Words & Photos / Zhang Xiaobai

How to Take Stylish Landscape Photos

我们通常在旅行中,总能发现令人心动不已的美景,但是当我们满心雀跃地按下快门记录美景的 时候却总是不尽如人意,照片不是拍虚了就是拍的不够透亮,让人空对美景望洋兴叹。 其实, 要想拍出一张高大上的照片并非难事, 掌握以下五大技巧即可手到擒来!

In our journey, we always can encounter charming and beautiful scenery that lights up our eyes. However, when we click the shutters with much enthusiasm, wishing to seize the beautiful scenery, the photos may not be all that we wish, that is, either blurry or not bright enough. Thus, we can do nothing but sigh before beautiful landscapes.

In fact, it is not as difficult to take a stylish photograph as we think. It will be quite easy as long as you get the following five tricks.

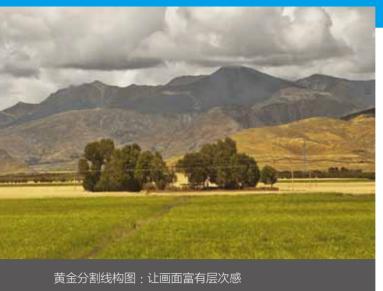
构图 **Composition of a Picture**

黄金分割法一完美法则 Golden Section Method-Perfect Law



黄金分割线构图:给人平衡 美好的感觉

Composition of the Golden Section: a good feeling of



Composition of the Golden Section: sense of hierarchy of



黄金分割线构图:让主题简洁而不单调

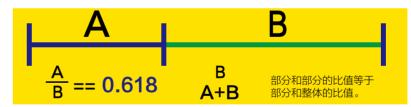
Composition of the Golden Section: a concise but not monotonous theme

【什么是黄金分割律】

What is the Law of Golden Section?

这其实是一个数学比例关系:即把一条线段分为两部分,此时短段与长段之 比恰恰等于长段与整条线之比,其数值比为 1:1.618 或 0.618:1。这就是黄 金分割律(从感性上分析,黄金分割是一种完美的视觉比例关系,让人的眼 球感官能达到舒适平衡的感觉)

This is in fact a mathematical concept of proportion relationship. When you divide a line into two, the proportion of the shorter section to the longer one is 1:1.618 or 0.618:1, equivalent to the proportion of the longer section to the whole line. This is the Law of Golden Section (From perceptual analysis, Golden Section is perfect proportionally in vision, which is comfortable and balanced visually)



上图为黄金分割律的换算公式和图解。

The fig. above is the conversion formula and diagram of Golden Section Ratio

黄金分割律的由来及应用

The origin and application of Golden Section Ratio

由公元前六世纪古希腊数学家毕达哥拉斯所发现,后来古希腊美学家柏拉图 将此称为黄金分割。 黄金分割率 0.618033988..., 是一个充满无穷魔力的的 无理数.它不但在数学中扮演着神奇的角色,而且在人体学、建筑学,美学, 艺术、军事, 音乐、心理学, 甚至在投机领域都可以找到这个神奇数字的存在。

The Golden Section Ratio was discovered by Pythagoras, in the 6th centory BC. It was termed Golden Section by Plato. Golden Section Ratio is 0.618033988..., an irrational number with infinite magic. It plays miraculous roles not only in mathematics, but also in somatology, architecture, aesthetics, art, military, music, psychology or even speculative field.



Golden Section Points in human body

肚脐:头顶-足底之分割点;

Navel: the section point of the top of the head and the foot:

咽喉:头顶-肚脐之分割点;

Throat: the section point of the top of the head and

膝关节: 肚脐-足底之分割点;

Knee joint: the section point of the navel and the

肘关节: 肩关节-中指尖之分割点:

Elbow joint: the section point of shoulder joint and the tip of middle finger;

乳头: 躯干乳头纵轴上这分割点

Nipple: the section point of the vertical axis of the

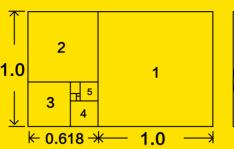
Outfit 旅行箱

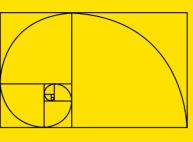
【什么是黄金矩形】

What is Golden Rectangle?

黄金分割律作为一种重要形式美学法则,成为世代相传的审美经典规律,至今不衰!这里我要再向你推荐一个美学利器——黄金矩形 (Golden Rectangle)。它的的长宽之比为黄金分割率 0.618,并且可以不断以这种比例分割下去。此法则是黄金分割法则的延伸。

As an important rule of form aesthetics, Golden Section Ratio has become classical rule for aesthetics passed on from generation to generation. It is still prosperous! Here I will recommend an aesthetic tool to you—Golden Rectangle. The ratio of length to width of a Golden Rectangle is 0.618, and you can get many such Golden Rectangles according to the ratio. This is an extension of the Law of Golden Section.





黄金矩形

Golden Rectangle

黄金分割率和黄金矩形能够给画面带来美感,令人愉悦。在很多艺术品以及建筑中都能找到它。埃及的金字塔,希腊雅典的巴特农神庙,印度的泰姬陵,中国的万里长城,这些伟大杰作都有黄金分割的影子。

Golden Section Ratio and Golden Rectangle can bring a sense of beauty to a photo, which is pleasant to the eyes. They can be found in many works of art and architecture, such as the Pyramid in Egypt, Parthenon Temple in Athens, Greece, Taj Mahal in India as well as the Great Wall of China. Golden Section is involved in all of these great works.



让照片拥有更多层次和细节,用raw来拍摄

If you want more layers and details, you can take photos in raw format.







一张曝光正常的照片会比较耐看,色彩还原度高。

A photo with regular exposure has lingering charm with higher degree of color reduction.

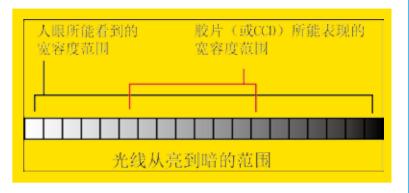
曝光决定成像的几个因素: 1、物体色彩还原度; 2、画面的层次和细节。

Several factors of imaging are determined by exposure: 1. degree of color reduction of an object; 2. layers and details of the image.

什么是曝光,非常浅显地说,曝光是胶卷或者数码感光部件(CCD等)接受从镜头进光来形成影像。曝光学也是摄影学的基础,我们在照相的时候,如果照片中的景物过亮,而且亮的部分没有层次或细节,这就是曝光过度(过曝);反之,照片较黑暗,无法真实反映景物的色泽,就是曝光不足。曝光的灵活掌控也是拍摄者基本功的测量计。

由于人眼所能看到的宽容度范围比相机所能表现的 宽容度范围大很多,所以通常可以通过各种镜头滤 镜或者后期来拍出或调出照片的细节和层次,来弥 补由于光比过大而带来的照片层次欠缺的问题。小 白君建议大家用 RAW 格式来拍摄,后期调出画面 细节。

What is exposure? To put it in simple terms, exposure is the process of imaging during which film or digital photographic components (CCD etc.) receive the light entered into the camera lens. Exposure science is the basis of photography. When we



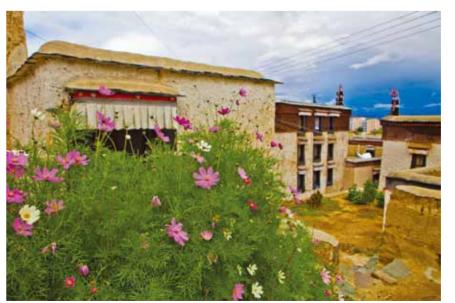
take photographs, if the scenery in the photo is too bright with no layers or details, we call such phenomenon over—exposure. On the contrary, under—exposure means that the photo is too dark to reflect the colors of the scenery. The mastery of exposure is a gauge by which the basic skills of the photographer are measured.

Human eyes have broader perspectives than camera. Hence the details and layers of photos can be taken by lens filters or adjusted through post processing, which can also compensate the lack of photo layers caused by over light ratio. Here Xiao Bai recommends that we take photos in RAW format and bring out the details in post processing.



决定运动物体的形态

Shutter speed determines the form of moving objects.



【如何调整快门速度】 How to adjust shutter speed

怎么调整摄影的快门速度,要看焦距和快门速度的关系。另一个要考虑的事情是,你要学会根据镜头的焦距来选择快门速度。相机使用长焦距的镜头时,必须使用更快的快门速度来保持机身稳定。这种保持稳定的规则一般是这样:快门速度的分母大于镜头的焦距。例如:你有一个35mm的镜头,你选择1/50的快门速度是正确的。如果有100mm的镜头,你可能就得使用1/160的快门速度。



The adjustment of shutter speed depends on the relationships between focal length and shutter speed. Another thing to be considered is that you must learn to select shutter speed in accordance with the focal length of lens. When long focal length is used, faster shutter speed is needed in order to maintain stability of the camera. The general rules for maintaining stability are: the denominator of the shutter speed is bigger than the focal length of the lens. For example, if you have a lens of 35mm, the shutter speed can be 1/50. But if you have a lens of 100mm, the shutter speed may have to be 1/160.



突出主题是要诀 The key is to highlight the theme.





【景深拍摄口诀】 Formulas for shooting with depth of field

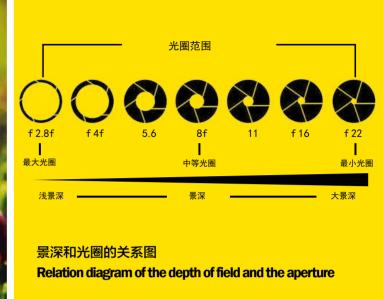
在焦距和摄距相同的情况下,光圈越小,景深越大; 光圈越大,景深越小。

在拍摄距离和光圈大小都相同的情况下,长焦距制造出的景深,要比短焦距制造出的景深小。在 焦距和光圈不变的情况下,景物离镜头较近时, 景深较小;景物离镜头较远时,景深较大。

When focal length is the same as shooting distance, the smaller the aperture, the deeper the depth of field; the larger the aperture, the shallower the depth of field.

When shooting distance and aperture size are the same, longer focus have smaller depth of focus than shorter focus. When focal length and aperture remain the same, the closer the scenery to the lens, the shallower the depth of field; the farther the scenery to the lens, the deeper the depth of field.





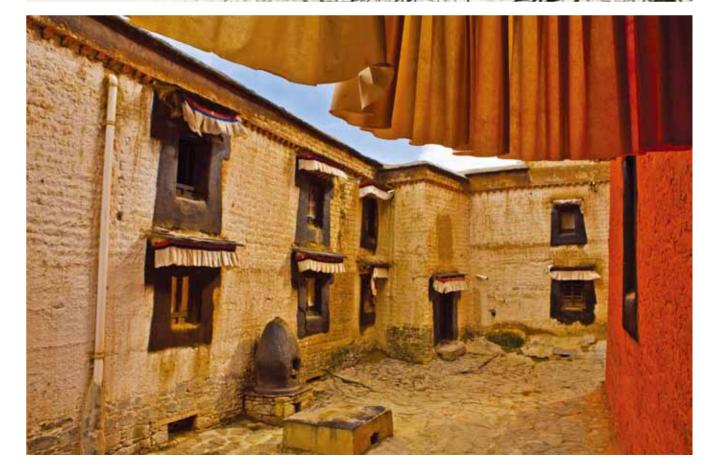


决定画面的冷暖基调 Color temperature decides the tone of a photo













如何准确地进行色温定位?

How to accurately decide the color temperature?

色温,简单从美学上来讲,就是画面的冷暖关系。色温越低画面就越暖,反之色温越高画面就越冷。通常我们在正午时间段看到的阳光是白色(色温在5300k-5600k之间),新闻摄影灯的色温在3200K;一般钨丝灯、照相馆拍摄黑白照片使用的钨丝灯以及一般的普通灯泡光的色温大约在2800K;由于色温偏低,所以在这种情况下拍摄的照片扩印出来以后会感到色彩偏黄色。而一般日光灯的色温在7200K—8500K左右,所以在日光灯下拍摄的相片会偏青色。这都是因为拍摄环境的色温与拍摄机器设定的色温不对造成的。一般在扩印机上可以进行调整。但如果拍摄现场有日光灯也有钨丝灯的情况,我们称为混合光源,这种片子很难进行调整。

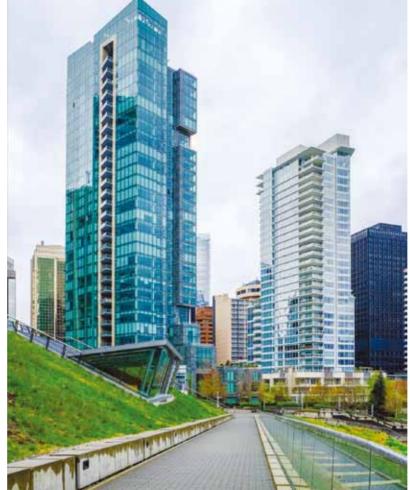
<3000K	带红黄的白色 white with yellowish red	稳重、温暖 steady, warm
3000 - 5000K	白色 white	自然、清爽 natural, refreshing
>5000K	带蓝的白色 white with blue	冷,阴凉 cold, shady and cool

光源的色温不同, 光色也不同, 带来的感觉也不相同

Different color temperatures of light sources results in the difference of light color, which brings different feelings.

From the aesthetic perspective, color temperature is the relationships between warm tones and cold tones of a photo. The lower the color temperature, the warmer of the picture's tone, and vice versa. In noonday hour the sun we see is white, (its color temperature is between 5,300k-5,600k); the color temperature of news photography light is 3,200k; the color temperature of general tungsten lamps, tungsten lamps used in photo studios for taking black and white photos as well as normal lamps is about 2,800k. With low color temperature, the photos taken under such circumstances will look a bit yellow when they are developed. The color temperature of general fluorescent lamp is 7200K-8500K. Hence photos taken under fluorescent lamp will look a bit green. This is caused by the difference of the color temperature of the environment in which the photos are taken and the color temperature preset in the camera. Such difference can be adjusted in a projection printer under normal circumstances. But the matter will become more complicated if there are both fluorescent lamp and tungsten lamp when the photo is taken. This is what we call mixed lighting.







1

汉堡港口仓库入选世遗

Hamburg's 'Speicherstadt' Warehouse District made World Heritage Site

在德国波恩召开的联合国教科文组织第39届世界遗产大会上,德国申报的"汉堡仓库城和包括智利之家在内的船运大楼"获准列入世界文化遗产名录。

联合国教科文组织世界遗产委员会在本次大会上充分肯定了德国汉堡市海运仓储综合体和办公楼在 20 世纪初的重要价值。汉堡也因此拥有了它的第一个世界文化遗产!

这座仓库城建于 1885 年至 1927 年,曾是连接道路、运河与桥梁的重要枢纽,堪称全球最大的红砖建造哥德式办公仓库建筑。

In the 39th Section of the World Heritage Convention of the UNESCO held in Bonn, Germany, the UNESCO's World Heritage Committee approved Hamburg's application for the "Speicherstadt and Kontorhaus District with Chilehaus" to be included in the UNESCO's World Heritage List.

In the Convention, the UNESCO's World Heritage Committee acknowledged the site's outstanding value as the maritime warehouse complex and modern office building in the early twentieth century. It is Hamburg's first World Heritage Site.

Constructed between 1885 and 1927 as an important connecting network of roads, canals and bridges, the "Speicherstadt," is considered to be the largest Gothic redbrick office building in the world.



温哥华美术馆推出免费中文导览 Vancouver Art Gallery launched out

free Chinese guide service

据加拿大《世界日报》报道,为方便日益增加的华裔民众,提供语言上的方便,温哥华美术馆现已推出中文导览服务。

中文导览的内容包括介绍展览的概况、艺术品的知识,以 及回答民众提出的疑问。购买门票或持美术馆会员证的人士均可免费参加导览。

目前有导览服务的展览包括"塞尚"(Cezanne and the Modern)、"物质未来"(Material Future)与"树林之上"(Beyond the Trees)。

中文解说员由温哥华本地艺术领域的专业人员担任,根据民众的需求讲解展览。

According to "World Daily" of Canada, Vancouver Art Gallery launched out the Chinese guide service. This is to provide convenience for the increasing population of Chinese in Canada and provide convenience for language communication.

The Chinese guide service includes the overview of the exhibition, knowledge of art, and Q&A. People can enjoy the service with the ticket or membership card of the Art Gallery.

Exhibitions with Chinese guide services at present include "Cezanne and the Modern," "Material Future" and "Beyond the Trees".

Local art professionals of Vancouver will serve as Chinese commentators. They will explain the exhibitions according to people's needs.



印度正式开始对中国公民发放电子旅游签证

India officially issued electronic tourist visas to Chinese citizens

根据印度驻华大使馆网站 30 日公布的信息,印度于当天正式开始对中国公民发放电子旅游签证。

该网站消息称,依照印度总理纳伦德拉·莫迪在中国访问时做出的声明,中国公民即日起可获得印度电子旅游签证。

该消息指出,电子旅游签证的实施将使中国公民赴印度休闲旅游、探亲访友、短期医 疗以及商务探访等活动变得更加便利。这一措施将鼓励更多中国人到印度观光旅游。

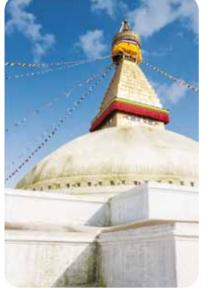
2015年是中国"印度旅游年"。印度总理莫迪在今年5月访问中国期间宣布,印度将向中国公民开放电子旅游签证以庆祝这一活动。

According to the information released by the website of Indian Embassy in China on the 30th, India officially issued electronic tourist visas to Chinese citizens as from the day.

According to the website, Chinese citizens can get electronic tourist visas to India as from the day. This is in accordance with the statement made by Narendra Modi, Prime Minister of India, when he visited China.

The news highlights that electronic tourist visas will facilitate Chinese citizens in leisure tours, visiting relatives and friends, short-term medical treatments, business visits etc in India. Besides, this measure will encourage more Chinese people to go to India for sightseeing.

2015 is the "Visit India Year" in China. During his visit to China in May 2015, Narendra Modi, Prime Minister of India announced that India would issue electronic tourist visas to Chinese in celebration of this event.



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加拿大再次扩大中国访美旅客过境免签证范围 Canada expanded visa free range for Chinese transit passengers to the United States again

继今年5月19日宣布扩大中国访美旅客过境加拿大免签证的范围后,

继今年5月19日宣布扩大中国访美旅客过境加拿大免签证的范围后,当地时间7月30日,加拿大再次宣布扩大免签证范围。

加拿大联邦移民部长亚历山大当晚表示,从中国厦门、福州、成都、沈阳和哈尔滨五个城市的空港启程赴美的中国旅客,过境多伦多皮尔逊国际机场和温哥华国际机场时,可以享受免签证待遇。

在此之前,作为加拿大中国运输项目的一部分,加拿大已经批准中国访 美旅客从 9 个亚洲空港离境,在过境加拿大时,可享受免签证待遇。

这 9 个亚洲空港包括:北京、香港、广州、上海、马尼拉、台北以及东京成田、东京羽田和首尔仁川。

Ever since May 19 this year when Canada expanded visa free range for Chinese transit passengers to the United States, Canada announced that the visa free range was expanded again on July 30th local time.

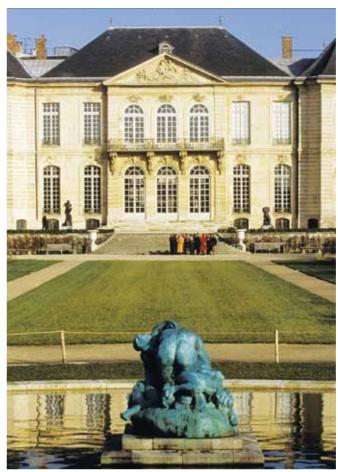
The same night, Chris Alexander, Federal Immigration Minister of Canada, said that air passengers of China departing from Xiamen, Fuzhou, Chengdu, Shenyang and Harbin airports to the US could enjoy visa free transit through Toronto Pearson International Airport and Vancouver International Airport.

Before that, Canada had exempted visa for Chinese visitors to the US departing from 9 Asian airports when they went through Canada. This was part of Canada's Transportation Program in China.

The airports included those in Beijing, Hong Kong, Guangzhou, Shanghai, Manila, Taipei and Narita of Tokyo, Haneda of Tokyo and Inchon of Seoul.











巴黎罗丹博物馆于今年11月重新开放 Musée Rodin of Paris will open again in November this year

经过过去三年的修缮,巴黎著名的 Biron 宾馆、罗丹博物馆所在地将于 2015 年 11 月 12 日、罗丹 175 年诞辰之际重新对公众开放。

Biron 宾馆是一座建于 18 世纪的宫殿,在 1917 年去世前,这里一直是罗丹在巴黎的工作室,1919 年成为罗丹博物馆。自用作工作室之后,这里从未进行过完整的翻新,这次的工程使得博物馆有机会重新设计展览空间和照明系统。翻新后的博物馆将按照时间顺序、同时以主题分类来展示这位法国雕塑家的创作历程。

After three years' rennovation, the famous Biron Hotel of Paris where Musée Rodin used to live will be opened to public again on November 12th, 2015, the 175th Birthday of Rodin.

Biron Hotel was a palace built in the 18th century. It had been the studio of Rodin in Paris until his death in 1917. In 1919, it became the Musée Rodin. Since it became the studio of Rodin, the place had not been through a complete renovation. In the renovation, the museum is expected to redesign its exhibition space and lighting system. After that, the creative process of this French sculptor will be showcased diachronically and in accordance with subject classification.



英国旅游局揭晓十大隐秘奢华体验 VisitBritain announced the top ten secret luxury experiences

英国旅游局最近发布了全新的奢华英伦指南,揭晓英国十大隐秘奢华体验。这是英国旅游局首次制作有关奢华定制行业的手册,指南将成为英国旅游局在业界展开奢华英伦相关推广活动的基础,与此同时,全球旅游业界都将参考此指南开发奢华英伦相关旅游产品。

《奢华英国》的精彩内容包括飞行、自驾或出海,独特的 奢华英伦体验方式,购买英国皇室产品等。此外,干万别错 过有关英国米其林星级餐厅的特别栏目。

VisitBritain recently issued the latest Luxury Guide of Britain in which the top ten secret luxury experiences were published. This is VisitBritain's first manual on luxury tailor making industry. VisitBritain will carry out promotions on Deluxe Britain among travel agencies based on the manual. Travel agencies throughout the world will provide Deluxe Britain related services in reference to the manual.

Deluxe Britain includes flight, road trip, cruising, unique and luxurious experiences in Britain, purchasing royal items etc. In addition, the featured column of British Michelin star restaurants are worth your while.

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迪拜将建全球最大滑雪道 Dubai is going to build the world's largest ski track

今年冬天你将计划去哪里滑雪呢? 圣莫里茨、 维尔比亚还是阿斯彭呢? 现在你也可以将迪拜这 座沙漠之都也纳入计划内了。本周内它已经发布 了一个大型的发展项目,其中包括修建全球最长 的室内滑雪道、全球最高的建筑大厦和海滩舞蹈 温泉。

Meydan One 大型地产项目计划是由尊贵 的谢赫・穆罕默徳・本・拉希徳・马克图姆殿下、 阿联酋副总统兼总理兼迪拜酋长在本月初宣布此 项目正式启动。其中包括修建长达 1.2 公里的滑 雪道。而且该项目总面积将超过4000万平方英 尺,而且预计总耗资高达68亿美元。该项目估 计将于 2020 年竣工。

Where are you going to ski this winter? San Moritz, expected to be completed in 2020. Verbeia, or Aspen? Now Dubai, the city built in the

desert, can also be included in your plan. Dubai released a grand building program this week, including the world's longest indoor ski track, the tallest building in the world and a dancing hot spring in the beach.

The large real estate project "Meydan" One" was officially launched in the beginning of this month by Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President & Prime Minister and ruler of the United Arab Emirates and chief of Dubai. The project includes a ski track measuring 1.2 km in length. The area of the project will be more than 40,000,000 square feet, with its total cost up to 6.8 billion USD. The project is







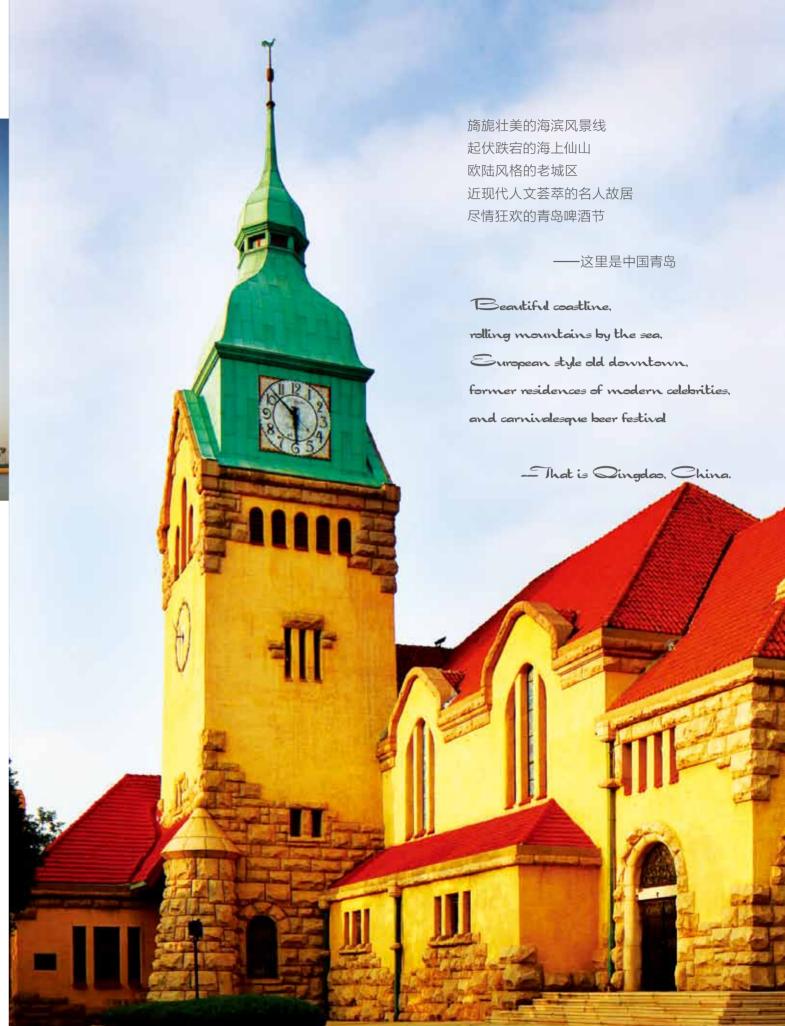
万事达卡与OTA合作 推多币种电子旅行支票产品 MasterCard cooperated with OTA to launch multicurrency electronic travelers' check products

万事达卡近日在国内最新试行的是亚洲第一款多币种电子旅行支票产品,为 解决信用卡或现金在境外支付的局限性而推出的一款采用国际通用的 EMV 标准 的多币种电子芯片卡,该产品支持9个常用币种(美元、英镑、欧元、加拿大元、 新加坡元、港币、日元、澳大利亚元、纽西兰元),可在全球 210万 ATM 机及 数千万家支持万事达卡的在线及线下商户使用(中国大陆不可使用)。

该产品的推出将为境外旅游、留学和商旅人群提供更为便捷省心的支付选择, 使广大用户真正享受到通行全球,支付无忧的服务。

MasterCard's first multi-currency electronic travelers' check product in Asia is currently on trial in mainland China. The product integrates a multi-currency electronic chip complying with international EMV standards in order to address the issue of limitations of credit cards or cash in overseas payment. The product supports 9 common currencies (US Dollar, Pound, Euro, Canadian Dollar, Singapore Dollar, Hong Kong Dollar, Yen, Australian Dollar and New Zealand Dollar) and is applicable in the 2.1 million ATMs and tens of millions of online and offline businesses where MasterCard can be used (excluding mainland China).

The launching of this product will provide overseas travelers, overseas students and business people with a more convenient and worry free payment option, so that the users can enjoy worldwide, worry free payment services.







世界旅游城市联合会2015香山旅游峰会9月20日-22日在拉巴特非斯举办

World Tourism Cities Federation Fragrant Hills Tourism Summit 2015 is held in Rabat & Fez from 20th to 22nd, September