

西藏旅游发展情况 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E8_A5_BF_E8_97_8F_E6_97_85_E6_c95_646673.htm 西藏旅游发展情况 西藏自治区旅游局副局长 邓珠

The Development of Tourism in Tibet Dengzhu, Vice Director of the Tourism Bureau of Tibet Autonomous Region

西藏旅游业自上世纪80年代起步以来，从小到大，率先在西藏各产业中实现了跨越式发展，已成为促进西藏转变发展方式的动力产业，成为推进西藏经济结构升级优化的优势产业，成为推动西藏经济跨越式发展的支柱产业。

Since its outset in the 1980s, the tourism of Tibet has developed from small to large, taking the initiative of a leap development among all industries in Tibet. Now it has become an impetus industry for Tibet to change its development model, an advantageous industry to boost the upgrading and optimization of economic structure in Tibet, and a backbone industry to motivate the leap development of Tibetan economy.

一、西藏旅游资源开发建设情况 1. The Development and Construction of Tourist Resources in Tibet 目前，西藏已有国家4A级旅游景区8个（布达拉宫、大昭寺、罗布林卡、西藏博物馆、扎什伦布寺、巴松错、珠穆朗玛峰、桑耶寺），3A级旅游景区2个（娘热度假村、敏珠林寺），2A级景区3个（然乌湖旅游景区、孜珠寺、岗坚寺），1A级旅游景区2个（热堆寺卓玛拉康、色乌沟寺）；有国家级自然保护区6个（珠穆朗玛自然保护区、羌塘自然保护区、察隅慈巴沟自然保护区、色林错自然保护区，雅江中游河谷自然保护区、雅鲁藏布大峡谷自然保护区），国家

地质公园2个（易贡国家地质公园、扎达土林国家地质公园）；中国优秀旅游城市一座（拉萨市），可供旅游者游览的景点297处，形成了以拉萨为中心，辐射西藏的旅游资源开发利用格局，为发展观光旅游、民俗旅游、生态旅游以及徒步、探险、朝圣等专项旅游奠定了坚实的基础。旅游客源市场也由发展之初单一接待外宾型发展到今天集入境、出境、国内三大市场为一体的旅游客源体系。 At present, there are in Tibet 8 national 4 As level tourist scenic areas (the Potala Palace, the Jokhang Monastery, the Norbulingka Garden, the Tibet Museum, the Tashilhunpo Monastery, the Pagsum Co Lake, the Qomolangma Peak, and the Samye Monastery), two 3 As tourist scenic areas (the Nyangrain Holiday Village and the Mindroling Monastery), three 2 As tourist scenic areas (the Rawok Co National Forest Park, the Zezhol Monastery and the Kang Gyan monastery), and two one As tourist scenic areas (the Drolma Lhakhang part of the Rato Monastery, and the Sewugou Monastery). In addition, there are 6 national natural reserves (the Qomolangma National Nature Preserve, the Chang Tang Nature Reserve, the Cibagou Nature Reserve in Zayu County, the Siling Co National Nature Reserve, Yarlung Zangbo River Middle Reaches Black-necked Crane Nature Reserve, and the Yarlung Zangbo Grand Canyon National Nature Reserve), two national geological parks (the Yiong National Geopark and the Zanda Clay Forest National Geopark). What is more, Lhasa is a famous tourist city of China, where there are as many as 297 tourist scenic sites. All the afore-mentioned scenic areas have formed a network centered on Lhasa and extending all over

Tibet, and they have laid a reliable foundation for the development of sightseeing tours, folk customs tours and ecological tours, as well as of special tours such as pedestrian tours, exploration and pilgrimages. And its tourist resources have also developed from the simple reception of foreign visitors at the outset to a comprehensive one of tourists who enter and leave China or travel around in China.

二、旅游产业规模 2. The Scale of Tourist Industry 截止2009年，西藏拥有各类旅游企业1430家，其中，国际国内旅行社80家，星级饭店（宾馆）142家，各类旅游豪华汽车2745辆，全行业固定资产超过50亿元。在西藏，旅游直接从业人员2.84万人，间接从业人员14.2万人，其中，藏族从业人员占62.8%，汉族和其他少数民族从业人员占37.2%，建立起了一支以藏族为主体的旅游从业队伍。发展旅游业已成为许多地方加快发展的成功之路，成为了西藏广大农牧民增收的重要途径。目前西藏从事旅游的农牧民达到4664户，34979人，旅游收入达到6094万元，户均收入达13066元，人均现金收入达到1742元，一大批农牧民吃上了旅游饭，走上了致富路。 Up to 2009, there have been 1,430 various tourist enterprises in Tibet, of which are 80 international and domestic traveling agencies and 142 star-level hotels, with 2,745 luxurious tourist vehicles and more than five billion RMB fixed assets in the whole industry. In Tibet, people directly engaged in tourist industry number 28,400, and those indirectly in tourist industry 142,000. Among these members, Tibetan people amount to 62.8%, and people of Han and other minority ethnic groups 37.2%. So, a tourist service team with Tibetan people as a mainstay has been established. Now, to develop tourist

industry has become a way to successfully speed development in many places, and an important means for the many peasants and herdsmen in Tibet to increase their incomes. At present, there have been as many as 4,664 peasant and herdsman households and 34,979 people engaged in tourist services in Tibet, and the incomes from tourism have reached 60.94 million RMB, with household incomes averaging 13,066 RMB, and per capita incomes in cash 1,742 RMB. A large group of peasants and herdsmen have been making a living and even become rich thanks to the development of tourism.

三、旅游经济发展态势

3. The Trend of Tourist Economy

1980年到2008年，西藏旅游累计收入188.98亿元，旅游收入增幅高于西藏生产总值增幅23%，仅“十五”期间旅游总收入就比西藏“六五”期间国民生产总值还要多。特别是自2006年青藏铁路通车以来，使旅游产业规模迅速扩大，增长速度强势攀升，发展质量显著提高。据统计，2007年接待中外游客达到创记录的402万人次，旅游总收入增长到48.5亿元，占西藏生产总值的14.2%，基本确立了旅游业在国民经济中的支柱产业地位。

From 1980 to 2008, the tourist revenues in Tibet added up to 18.898 billion RMB, with the tourist income increase 23% higher than that of the gross production in Tibet. the total revenues from tourism only during the 10th Five-year Plan period exceeded the gross production during the 6th Five-year Planning period in Tibet. Especially after the Qinghai-Tibet Railway was open to traffic in 2006, the tourist industry has been enlarged rapidly, its growth has been accelerated vigorously, and its quality has been improved obviously. According to statistics, 2007 witnessed a 4.02 million

person/times tourist reception for travelers both from at home and abroad, which created a new record in the development of Tibetan tourism. and the total revenues from tourism increased up to 4.85 billion RMB in the same year, covering 14.2% of gross production in Tibet. Tourism has essentially established its mainstay industrial position in the economy of Tibet.

四、近两年发展情况

4. The Development during Recent Two Years

2008年西藏旅游业受拉萨“3.14”严重暴力事件的影响，以及“汶川大地震”、全球金融危机等多重因素影响，旅游发展遭受重创，旅游经济增长放缓。在危机和挫折面前，西藏旅游业在政府的大力扶持下，积极应对，奋发有为，积极推动西藏旅游的恢复和发展。全年仍实现接待旅游者215万人次，旅游总收入22.4亿元。

The tourism in Tibet underwent heavy blows in 2008 due to many factors, including the serious violent event in Lhasa, the Wenchuan Earthquake and the global financial crisis. consequently, the development of tourism and the growth of tourist economy are thus slowed down. In the face of crises and setbacks, the Tibetan tourism, with a great support from the governments, actively coped with these difficulties and boosted the restoration and development of Tibetan tourism. It received 2.15 million person/times travelers and earned 2.24 billion RMB in total in the same year.

今年1-8月份，西藏已累计接待海内外旅游者409万人次，比上年同期增长248.1%；实现旅游总收入32.3亿元，比上年同期增长168.2%。其中，仅7月份，西藏接待海内外旅游者121.6万人次，比去年同月增长2.3倍；实现旅游总收入10.9亿元，比去年同月增加1.9倍，刷新了西藏旅游发展历史上单月接待旅游者及总收入的最高

记录。 From January to August this year, Tibet received 4.09 million person/times travelers both from at home and abroad in total, 248.1% more than those during the same period last year. and the revenues from tourism totaled 3.23 billion RMB, 168.2% more than those during the same period last year. Only in July, in particular, tourists both from at home and abroad totaled 1,216,000 person/times, 2.3 times more than those in the same month last year. and total revenues from tourism numbered 1.09 billion RMB, 1.9 times more than the same month last year. It has broken the highest record of tourist amounts and total revenues in a single month in the history of Tibet tourism.

五、 下一步发展计划 5. A Plan for Further Development 未来旅游业的发展将以政府投入为主，发挥市场配置资源的基础性作用，全力推进旅游基础设施和配套设施建设；完善体制、优化环境、培养队伍，确保在旅游设施管理与服务水平等方面有实质性提升，实现从旅游资源优势向旅游产品优势的跨越，把西藏建设成享誉海内外的精品旅游胜地。 The future development of Tibet tourism will mainly come from the governments. Meanwhile, the market will play its basic role of configuring resources, and the whole industry will exert itself to boost tourist infrastructure and supplementary facility construction. The system will be improved, the environment will be optimized, and related talents will be trained. With all these done, it will guarantee an essential improvement in the management of tourist facilities and services, and realize a stride from advantageous tourist resources to superior tourist products, building Tibet into a quintessence tourist resort famous both at home and abroad. 到2010

年，西藏接待国内外游客要争取达到600万人次，旅游总收入达到60亿元，相当于西藏生产总值的12%以上，旅游经济就业总人数达到18万人。到2015年，接待国内外游客达到900万人次，旅游总收入116亿元，相当于西藏生产总值的15%以上，旅游经济就业总人数达到30万人。 Tibet aims at receiving 6 million person/times domestic and foreign visitors in 2010, with its tourist revenues reaching 6 billion RMB, and numbering more than 12% of the gross production of Tibet in the same year. and the total employment in tourist economy is expected to reach 180,000. By 2015, the tourists both at home and from overseas will reach 9 million person/times, with its tourist revenues amounting up to 11.6 billion RMB, equivalent to more than 15% of the gross production of Tibet, and the employment in tourist economy will total 300,000. 西藏将紧紧抓住机遇，以深厚的文化、精优的产品、优质的服务，打造“世界屋脊、神奇西藏”旅游主题形象。 Tibet will make full use of the opportunities to build such a tourist subject as “ the World Roof in the Wonderful Tibet ” with its profound culture, quintessence products and quality services. 相关推荐：
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