

中国青海省西宁卡阳村

Kayang Village, Xining City, Qinghai Province, China

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

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



林间木屋
Wood house in the forest



村民丰收节之抓羊比赛

Sheep-catching competition at the Harvest Festival

霍成菊 / 摄 2020

photo by Huo Chengju 2020



卡阳美景
Beautiful view at Kayang



技能培训助力精准扶贫

Skill training for targeted poverty relief

霍成菊 / 摄 2015

Photo by Huo Chengju 2015



乡趣卡阳户外旅游度假景区全景

Panorama of Xiangqu Kayang Outdoor Tourism and Holiday Resort



脱贫致富展新颜

Pictures of prosperity after shaking off poverty

霍成菊 / 摄 2018

Photo by Huo Chengju 2018

中国四川省甘孜藏族自治州

Garze Tibetan Autonomous Prefecture, Sichuan Province, China

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

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

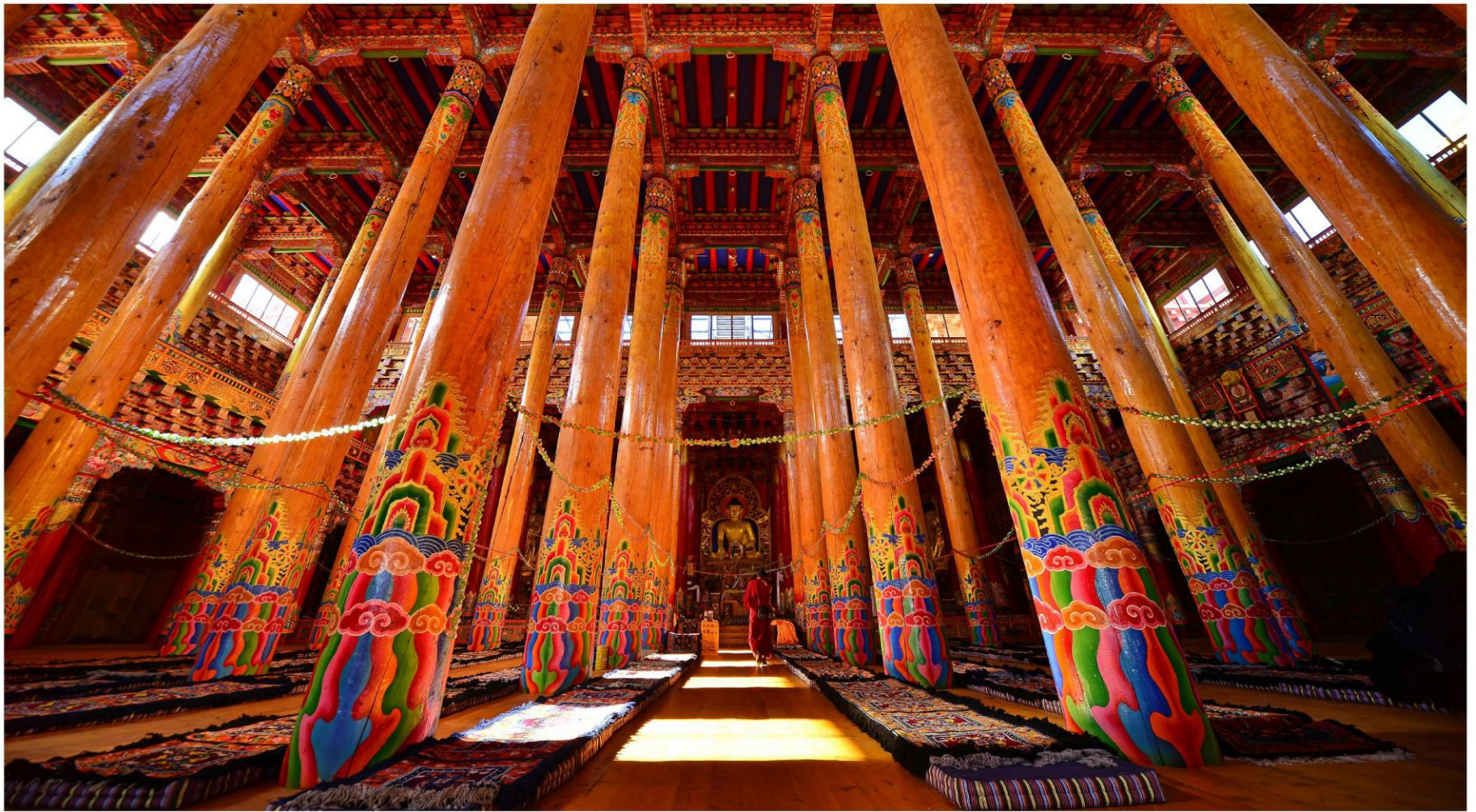


步步高

Up the ladder step by step

肖彪 / 摄

Photo by Xiao Biao



惠远寺大殿
Hall of Huiyuan Temple

李荣伟 / 摄
Photo by Li Rongwei



道孚县民居群

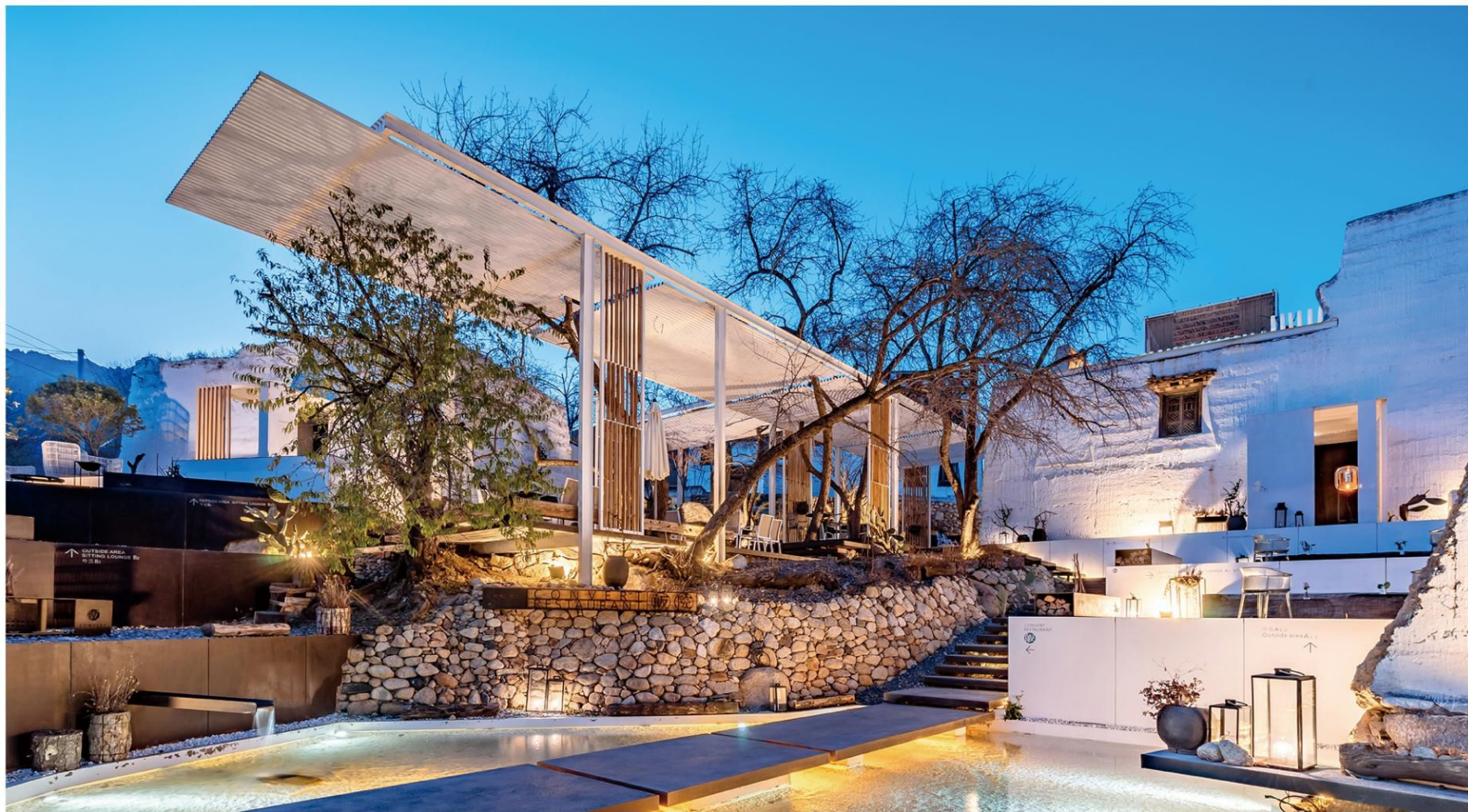
Clusters of residences in Daofu County



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



乡城白藏房
White Tibetan houses in Xiangcheng



乡城皈院民宿
Xiangcheng Guiyuan homestay

中国四川省达州市巴山大峡谷景区

Bashan Grand Canyon in Dazhou City, Sichuan Province, China

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

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



山路改造前后
Mountain road before and after renovation



岭脊峰丛

Peaks on mountain ridge

刘乾坤 / 摄

Photo by Liu Qiankun



非遗“薅草锣鼓”传承人

Intangible cultural heritage “Weeding Gongs and Drums” inheritor

宋万明 / 摄

Photo by Song Wanming



晖映

Sunlight

曾宪平/摄

Photo by Zeng Xianping



桃溪戏水

Playing with water

王利 向海涛/摄

Photo by Wang Li, Xiang Haitao



峡谷雪景

Snowscape in the Canyon

宋万明 / 摄

Photo by Song Wanming

中国西藏自治区拉萨市慈觉林村

Cijuelin Village, Lhasa City, Tibet Autonomous Region, China

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

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



文成项目建设前后的慈觉林村

Cijuelin Village before and after renovation of "Princess Wencheng" Project



藏院风情街
Tibetan culture street



风情街夜景

Night view of the culture street



排练
Rehearsal



排练
Rehearsal



文成公主剧场
"Princess Wencheng" Theatre

中国西藏自治区拉萨市达东村

Dadong Village in Lhasa City, Tibet Autonomous Region, China

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

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



房屋改造前后

Houses before and after renovation



山间 VIP 民宿夜景

Night view of a VIP homestay in the mountains



达东风光
Aerial view of Dadong



分红大会
Dividend distributing gathering



千亩花海
A thousand mu of flowers



眺望

Looking afar

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