

To: Hanzhong Tourism Department
Suggestions for foreign tourism to Hanzhong

I have been privileged to visit a few of the many attractions for Chinese and foreign tourists in the Hanzhong area. The attractions include historical and cultural sites, spectacular scenery and places where the unique environment and wildlife can be experienced. Access was a problem in the past but has recently improved greatly with the opening of the Xihan Highway and will improve further in the future. Access to areas along the secondary routes is, however, still hampered by the many trucks travelling from all over China between the north and the south.

Hanzhong has a wealth of relics of past events and the people who have made history. Western people are very interested in the long history of Chinese culture so that these relics provide a significant advantage that will bring people to Hanzhong. For example, the association of Hanzhong with the “Three Kingdoms” period is interesting to people in the West where there is access to translations of the famous novels about these times. From such interest, their discovery of the more extensive cultural richness will enrich their stay. But Hanzhong has not been well known overseas as a tourist location. In China, I believe the interest in the Hanzhong area has increased rapidly, but I think that in the west it is still relatively unknown. My first suggestion is to make Hanzhong and its region better known. This can be achieved through travel and exchange, travel writers visiting, translations of Chinese language introductions into other languages, dual language signs and guides, foreign language web sites, conferences, cooperation with foreign tourist agencies and discounted special promotional packages. I am sure Hanzhong has already embarked on this effort.

Western people are very interested in the environment. It is a great tourist attraction. Many people love to hike on mountain trails and through scenic areas and enjoy “adventure tourism”. These attractions exist in the Hanzhong region. The combination of culture and history with environment and adventure tourism provides Hanzhong with great advantage. Western people highly value conservation and preservation of the environment as a tourist attraction. I suggest that there are some things that can be done to improve their experience. For example, in the Qinling there are places with relatively difficult trails that reach unique scenes and environments. But they are threatened by growing levels of “white pollution” and rubbish. I am sure the Hanzhong government is well aware of this. Having organised rangers and site management can create employment for local people, preserve the environment and increase the number of people able to visit the attractions. In areas that are hard to manage, perhaps volunteers can visit to retrieve and re-cycle the “white pollution”. The added value to the tourist industry and improved sustainability of the sites will be well rewarded.

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中文:

我有幸到汉中参观了一些吸引中外游客的景点，这些景点包括历史和文化遗址，引人入胜的自然风光，生活着野生动植物的独特地理环境等。过去要进入汉中是比较困难的，随着西汉高速公路的通车，通往汉中的交通条件得到了大大的改善，未来还会进一步改善。遗憾的是，到目前往来于中国南北方的货车暂时还不允许走西汉高速公路。

汉中有大量历史遗迹，这些遗迹记载了一系列重大的历史事件和创造那段历史的人物，这些遗迹可吸引对中国历史文化有兴趣的西方游客来汉中旅游。例如许多外国通过阅读三国演义等古典小说译本了解到三国时期的情况，对汉中历史产生兴趣，进而希望来汉中旅游，以便更多了解中国的文化；而为了更好了解中国悠久历史文化，这些游客就得在此停留更长的时间。在国内，汉中的知名度快速提高，然而，在海外汉中还是一个不为游客知晓的城市。我的第一个建议就是通过各种旅游交流、游记作家介绍、编印多种语言的文字介绍、使用双语的导游路标和双语导游、建立多种语言的网站、举办会议、开展中外旅游公司的合作、进行旅游产品促销等让外国人了解汉中。我想，这方面汉中已经做出了一些努力。

外国人很重视环境，良好的环境也是吸引游客的一个重要方面。许多外国游客喜欢远足爬山来领略大自然的景色，也喜欢冒险旅游，汉中拥有众多的就有这样的景点，因此这里拥有优美自然环境、丰富历史人文环境和冒险旅游的优势。许多国外的游客重视环境的保护，因此这里也有必要做一些这方面的工作来增加外国游客在这方面的感受。在秦岭有些相对难以进入的地方有着独特的风景和更加优美自然风光，但是却遭受白色污染和其他垃圾的威胁，我相信汉中政府应该也意识到了这些。通过组织巡逻队清除垃圾和加强遗址管理可以增加当地人的就业、保护环境、吸引更多游客来参观。对于一些管理难以到达的地方，志愿者有可能拣回这些白色污染并使之能循环利用。通过环境保护，旅游景点和旅游产业的整体价值将得到提升，旅游资源可持续利用能力提高，这些必将收到很好的回报。

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