

# 6月， 鲜花盛放安道尔

文 / 王新兵 图 / 安道尔城市政厅、全景视觉

世界旅游城市联合会会员城市安道尔城旅游和商业推广副市长兼市议员 Miquel Canturri Campos 先生日前接受本刊采访，就安道尔城的特色旅游和文化资源做了介绍。

今年6月初，第二届安道尔“鲜花盛放的安道尔”活动热闹举行，吸引了来自世界各地的游客前来观赏。被鲜花妆点的安道尔，更具有浪漫情致。让我们跟随安道乐城旅游和商业推广副市长兼市议员 Miquel Canturri Campos 先生的讲述，“近距离”感受一下这座欧洲小城的韵味吧！

安道尔地处法国和西班牙之间，位于比利牛斯山腹地的南山坡，平均海拔 1996 米。这里夏季凉爽，冬季漫长，高山积雪时间长达 8 个月，天然的优势让其成为众多滑雪爱好者的乐园。与此同时，这里湖泊遍布、草场丰茂，在 468 平方公里的国土上，超过 90% 的土地被山峰、草场、湖泊和河流覆盖，只有 8% 得到了人工开发，因此自然生态是这里的主旋律，到处一派田园风光。

## 自然风景宜人 文旅体验多元

安道尔虽然是一个“微型”国家，却起源于中世纪，有着悠久而独特的历史文化。

安道尔城是安道尔公国的首都，位于该国平均海拔 1050 米的中央山谷，拥有约 23000 名居民，约占安道尔总人口的 28%。它是比利牛斯山脉上人口最稠密的城市地区，由三个人口中心组成：拉马尔希达（La Margineda）、圣科洛马（Santa Coloma）和安道尔城。安道尔城是国家的神经中枢，也是安道尔的政治、文化和商业首都。

特殊的资源和文旅产品使得安道尔城成为一个富有独特魅力的旅游目的地。

Miquel Canturri Campos 介绍，安道尔城被大自然包围，徒步旅行爱好者可以在这里找到适合所有年龄段的不同难度的路线。恩克拉尔山谷（Enclar Valley）和马德留－佩拉菲塔－克拉洛尔山谷（Madriu-Perafita-Claror）已被评定为世界遗产，可以边徒步边感受它的魅力。

除了得天独厚的自然景观，安道尔城还有着丰富多彩的人文景观。

“安道尔城见证了安道尔悠久的历史，这里有几个标志性的古迹是了解历史必不可少的地方，如可追溯



到 1419 年的山谷小屋（Casa de la Vall），这是最古老的议会所在地之一。还有罗马式建筑，如圣科洛马教堂，来到安道尔城旅游的人我们都建议去参观一下。花岗岩建筑也是建筑遗产的重要组成部分，俄罗斯塔楼（Torre dels Russos）是其中一个例子，它有着自己独特的风格和历史背景。” Miquel Canturri Campos 补充说，自行车实验室博物馆（Bici Lab Andorra museum）也很建议大家去看一看，这里最近才开放，有不少互动设施，占地 1700 多平方米，陈列着一些世界上最重要的经典自行车收藏，可以在模拟器上体验骑车下坡的感觉。此外，历史中心（Historical Centre）、山谷小屋议会大厦、哥伦巴博物馆的拱门遗迹、奥巴加观景点（Obaga Viewpoints）和由 Jaume Plensa 创作的著名的《7 位诗人》的雕塑群也都是不可错过的景点。

值得一提的还有零售行业。由于安道尔的低税率，无数商品以非常优惠的价格在这里出售，购物是旅游中非常重要的体验，来到安道尔，就等于来到了购物的乐园。

总之，安道尔是一个充满自然风光、历史遗产和现代设施的旅游胜地。无论是想徒步旅行、参观博物馆、滑雪、购物，还是参加文化活动，安道尔都是一个绝佳的选择。

## 特色活动丰富 四季皆可畅游

Miquel Canturri Campos 说：“无论何时，都是



到访安道尔城的好时机。”多年来，为了吸引游客前来，安道尔城每年都会举办各类文娱体育活动。

游客可以在1月份参加圣安东尼节（Escudella de Sant Antoni），人们会走上街头，品尝比利牛斯山脉传统冬季美食；6月，可以参加圣约翰节（Falles de Sant Joan），它被联合国教科文组织评定为非物质文化遗产，其活动内容是用树皮制作成可以滚动的物体并点燃，快速旋转以形成一个大圈，是非常独特的民俗活动；8月举行的盛大庆典（Festa Major）是一个非常受欢迎的传统节日，各个年龄层的人都会参与进来，这也是一年中唯一的市民们会表演“对位舞（Contrapàs）”的节日，这个活动已经持续开展了将近半个世纪。12月也是游览安道尔城的重要月份，届时市中心将举办娱乐活动、街头表演、家庭活动，全城都弥漫着浓郁的圣诞味道，十分热闹喜庆。

与此同时，安道尔城全年会举办几场世界级的音乐节和演出活动，比如太阳马戏团（Cirque du Soleil）的表演和音乐季（Temporada de Música）。今年，中国钢琴家郎朗也会现身安道尔城参加演出。

刚刚结束的第二届安道尔“鲜花盛放的安道尔”活动可以说是今年活动的亮点。各种大小花卉遍布安道



尔城，让城市变成了花的海洋。活动期间还举办了一场和安道尔文化相关的戏剧表演，不仅吸引了大量游客，也让本地居民乐在其中。该活动的目的是带旺安道尔的旅游淡季，打造另一个值得庆祝的盛大节日。

Miquel Canturri Campos 表示：“安道尔人善良纯朴，热情好客，我们认为接待来自世界各地的游客是一种荣幸。安道尔对许多国家实行非常友好的旅游政策，并且尊重其他国家和地区的文化。因此，接待来自中国这个拥有悠久历史和文化的国家的游客，对我们来说是一种骄傲。目前我们对中国游客实行入境免签政策。”



## Andorra Blossoms in June: A Celebration of Vibrant Flowers

● WORDS / WANG XINBING

PHOTOGRAPHS / Andorra la Vella City Hall,  
PANORAMA MEDIA LNC.

Invited by invitation from World Tourism Cities magazine, Miquel Canturri Campos, Deputy Mayor of Tourism and Business Promotion of Andorra and City Councillor, who is also a member of the World Tourism Cities Federation, accepted an interview with the magazine to introduce the unique tourism and cultural resources of Andorra.

In early June this year, the second edition of the "Blooming Andorra" event took place, attracting visitors from around the world. Adorned with vibrant flowers, Andorra exuded an even more romantic ambiance. Let us follow the narrative of Mr. Miquel Canturri Campos to experience the charm of this European town up close.

Between France and Spain, Andorra lies on the southern slopes of the Pyrenees, with an average elevation of 1996 meters. Its cool summers and long winters, with snow-capped mountains for up to 8 months, make it a paradise for skiing enthusiasts. Additionally, the abundance of lakes and lush meadows spread across its 468 square kilometres, with over 90% of the land occupied by peaks, meadows, lakes, and rivers, while only 8% has been developed by human







hands. Therefore, the natural ecosystem takes centre stage, offering picturesque countryside scenery everywhere you turn.

## Pleasant Natural Landscapes and Diverse Cultural Tourism Experiences

Andorra may be a "micro" country, but it has a rich and unique history that dates back to the Middle Ages.

Andorra la Vella, the capital of the Principality of Andorra, Situated in the central valley of the country at an average altitude of 1,050 meters, Andorra la Vella is home to approximately 23,000 residents, accounting for about 28% of the total population of Andorra. It is the most densely populated urban area in the Pyrenees, comprising three population centres: La Margineda, Santa Coloma, and Andorra la Vella. Serving as the nerve centre of the country, Andorra la Vella is the political, cultural, and commercial capital of Andorra.

The city's special resources and cultural tourism offerings make it a uniquely charming destination.

Miquel Canturri Campos, Deputy Mayor of

Tourism and Business Promotion and City Councillor, highlights that Andorra la Vella is surrounded by nature, offering a range of hiking routes suitable for all ages and difficulty levels. Enclar Valley and Madriu–Perafita–Claror Valley, designated as World Heritage Sites, allow visitors to immerse themselves in the charm of the area while exploring on foot.

In addition to its breath-taking natural landscapes, Andorra la Vella boasts a rich tapestry of cultural attractions.

"Andorra la Vella bears witness to the country's long history, with several iconic landmarks serving as essential historical sites to explore," says Miquel Canturri Campos. One such example is the Valley House (Casa de la Vall), dating back to 1419 and one of the oldest parliamentary locations. Romanesque architecture, such as



the Santa Coloma Church, is also recommended for visitors to Andorra la Vella. Granite buildings, including the Torre dels Russos, are integral to the architectural heritage, each with its unique style and historical background. Miquel Canturri Campos further suggests a visit to the Bici Lab Andorra museum, a recently opened interactive museum spreading across more than 1,700 square meters. It showcases some of the world's most important classic bicycle collections and offers the opportunity to experience the sensation of downhill cycling through simulators. Other must-visit attractions include the Historical Centre, the archway remnants of the Casa de la Vall, the Columba Museum, the Obaga Viewpoints, and the renowned sculpture ensemble *7 Poets* created by Jaume Plensa.

Something noteworthy about Andorra is that the country also boasts a vibrant retail industry. Thanks to its low tax rates, countless products are

sold here at highly competitive prices. Shopping becomes an essential experience during your visit to Andorra, as it is truly a shopper's paradise.

In conclusion, Andorra is a remarkable tourist destination that combines natural beauty, historical heritage, and modern facilities. Whether you are interested in hiking, visiting museums, skiing, shopping, or participating in cultural activities, Andorra is an excellent choice.

## Abundant and Unique Activities All Year Round: Enjoyable Adventures in Every Season

Miquel Canturri Campos says, "Anytime is a good time to visit Andorra la Vella." Over the years, the city has organized various cultural, entertainment, and sports events to attract visitors.

In January, visitors can participate in the Escudella






de Sant Antoni, a traditional winter food festival where people take to the streets to taste the cuisine of the Pyrenees. In June, the Falles de Sant Joan, recognized as an intangible cultural heritage by UNESCO, showcases a unique folk tradition where rolling objects made of tree bark are set on fire, creating a mesmerizing spectacle. The grand Festa Major in August is a popular traditional festival where people of all ages participate in robust festivities. It is the only time of the year when citizens perform the "Contrapàs" dance, a tradition that has been ongoing for almost half a century. December is also an important month to visit Andorra la Vella, with entertainment activities, street performances, and family events filling the city with a festive Christmas atmosphere.

Simultaneously, Andorra la Vella hosts several world-class music festivals and performances throughout the year, including shows by Cirque du Soleil and the Music Season (Temporada de Música). This year, renowned Chinese pianist Lang Lang will also be

performing in Andorra la Vella.

The recently concluded second edition of the "Blooming Andorra" event was a highlight of this year's activities. The city was adorned with flowers of all sizes, transforming it into a floral paradise. During the event, a theatre performance related to Andorran culture was held, attracting a large number of tourists and bringing joy to the local residents. The aim of this event was to boost tourism during the off-peak season and create another grand celebration.

Miquel Canturri Campos emphasizes the kindness, simplicity, and hospitality of the people of Andorra. They consider it an honour to welcome visitors from around the world. Andorra has a friendly tourism policy toward many countries and respects the cultures of other nations and regions. Therefore, receiving tourists from China, a country with a rich history and culture, is a source of pride. Currently, Andorra has implemented a visa-free policy for Chinese tourists. 



# “一带一路”倡议增进中斯友谊 旅游搭桥尽显海岛天堂魅力

● 文 / 王新兵 图 / 斯里兰卡民主社会主义共和国驻华大使馆

近日，斯里兰卡驻华大使馆携手斯里兰卡旅游和土地部在北京斯里兰卡大使馆举办媒体见面会，庆祝中国提出“一带一路”倡议十周年并推介斯里兰卡旅游。

当天，斯里兰卡旅游和土地部部长 Harin Fernando 专程到访北京，同斯里兰卡驻华大使 Palitha Kohona，斯里兰卡旅游局主席 Chalaka Gajabahu，斯里兰卡会议局主席 Thisum Jayasuriya 等，与北京媒体及旅业朋友畅谈中斯友谊，共叙中国政府在“一带一路”倡议提出这十年间给予斯里兰卡在经济、文化、旅游等方面的帮助，并再一次强调了斯里兰卡与中国建立的牢固的经济文化联系。近 70 家媒体、会展企业和旅行社参加了此次活动。

## 资源富集 特色鲜明

斯里兰卡素有“印度洋明珠”之称，这片魅力十



△ 斯里兰卡驻华大使 Palitha Kohona

足的海岛天堂提供了众多精彩纷呈的旅游产品和旅游体验项目。归纳来说，斯里兰卡的旅游资源有“三大特性、八种体验”。“三大特性”是指体验性、紧凑性和多样性；“八种体验”是指纯净海滩、醉人美景、世界遗产、野生动物、兰卡瑰宝、冒险运动、美妙享受和节日庆典。

丰富多样的海陆地貌造就了斯里兰卡众多旖旎秀丽的自然风光和景点，游客可以在黎明破晓乘着翻腾的海浪感受大海的波涛汹涌，在日落黄昏欣赏绿色绵延起伏的群山。不同地貌、不同文化的交织，也造就了斯里兰卡人活泼乐观的性格，他们热情好客、崇尚多元、富有创造力、充满生命力，总是洋溢着开心的笑容，也正因如此，“微笑”成了斯里兰卡驰名世界的代表符号。

近年来，斯里兰卡先后获得多项国际旅游大奖，如 2017 年世界旅游大奖亚洲最佳冒险目的地，英国 Rough Guide 系列旅行指南评选的 2017 年最佳旅行目的地等。每年，来自世界各地的大批游客慕名而往，而到过斯里兰卡的人都会给出相似的评价：这里是一个汇聚自然和人文的最佳旅游目的地，是一个寻求乐趣与休闲的理想之城。

## 政策到位 市场活跃

受到疫情影响，过去三年斯里兰卡的旅游业陷入停滞状态。去年以来，全球旅游呈现加速复苏态势，旅游业重新看到生机，而斯里兰卡政府也适时推出了多个利好政策，同时加强全球市场旅游推广力度，推动旅游

业加速复苏。

据介绍，今年 2 月 6 日起，中国文化和旅游部试点恢复全国旅行社及在线旅游企业经营中国公民赴有关国家出境团队旅游和“机票 + 酒店”业务，斯里兰卡是首批 20 个试点国家之一。今年 3 月，首批中国游客团队 100 余人乘航班抵达斯里兰卡科伦坡班达拉奈克国际机场。斯里兰卡旅游和土地部部长 Harin Fernando 对中国游客的到访表示热烈欢迎。他说，中国出境游市场的快速复苏将对斯里兰卡旅游和经济产生极大的提振作用，希望今后会有越来越多的中国游客来访斯里兰卡，这对促进当地的旅游、经济发展，继续深化两国人文交往具有十分重要的意义。

斯里兰卡会议局主席 Thisum Jayasuriya 介绍，今年，斯里兰卡进一步加强在全球范围的旅游营销，将斯里兰卡“全新优质旅游胜地”的形象和品质再一次呈现在游客面前。此次在中国的旅游推广活动依次在北京、昆明、广州等地举办，近 30 家岛内重要的优质旅游目的地管理公司、酒店集团及当地的地接社等跟随斯里兰卡旅游局一起前往各地路演，推介旅游资源，实现对接洽谈。



△ 斯里兰卡旅游和土地部部长 Harin Fernando

Palitha Kohona 表示，2018 年，中国已经成为斯里兰卡最大的客源市场，当年中国赴斯里兰卡旅游人数已经达到 26 万余人次。希望通过在中国的城市推广活动以及其他形式，恢复与中国旅游业同行的联系，将中国重新确立为东亚主要旅游目的地客源国之一。希望明年赴斯里兰卡旅游的中国游客能够恢复至疫情前







每年约 30 万人次的水平，并乐见游客人数达到 50 万人次。

## 完善服务 升级体验

1200 多千米长的海岸线几乎全被金色的沙滩覆盖，8 个世界文化遗产、6500 座寺庙在这里汇集……绝美的自然风光、古老的文化、悠久的历史，让斯里兰卡这座小岛既美丽又神秘。近年来，斯里兰卡政府越发认识到，可以利用独特的自然和文化资源，大力发展旅游业，让其成为斯里兰卡经济发展的主要增长引擎。

世界旅游城市联合会会员城市加勒，正是通过发展旅游实现经济增长的最好例证。加勒位于斯里兰卡西南部，与科伦坡和西海岸线相接，地理位置优越，旅游资源富集。近年来，加勒不断开发旅游体验项目，完善酒店、道路等基础设施，并营造独特的宗教文化氛围，吸引了大量游客前往体验，如今已经发展成为当地知名的旅游城市，并在 2017 年获得《国家地理》最佳冬季

旅行目的地的殊荣。

几十年来，斯里兰卡与中国建立了牢固的经济联系，包括基础设施开发项目等。这些项目加强了双方的互联互通，有助于斯里兰卡吸引更多来自全球各地的游客。Harin Fernando 介绍说：“为吸引更多的中国游客来到斯里兰卡，我们实施了专门针对中国游客的签证便利措施，大大简化了签证程序。”他介绍，在斯里兰卡旅游和土地部的支持下，斯里兰卡旅游局和斯里兰卡驻华使领馆一直在通过各种方式努力推广旅游资源。这些努力旨在提高中国游客对斯里兰卡这一充满活力、旅游资源富饶的目的地的认知，希望中国游客把斯里兰卡作为一个有吸引力的旅游目的地列入旅行计划中。

斯里兰卡驻华大使 Palitha Kohona 补充说：“目前中国东方航空公司已经重新开通了中国与斯里兰卡之间的直航航班，这无疑将更有利于吸引中国游客前往斯里兰卡旅游。我们已经做好充足准备迎接中国游客到访。”

# The "Belt and Road" Initiative Enhancing Sino–Sri Lankan Friendship, Unveiling the Enchanting Charms of a Tropical Paradise

► WORDS / WANG XINBING

PHOTOGRAPHS / Embassy of the Democratic Socialist Republic of Sri Lanka in China

Recently, the Embassy of Sri Lanka in China, in collaboration with the Ministry of Tourism and Land of Sri Lanka, hosted a media briefing at the Embassy of Sri Lanka in Beijing. The event celebrated the tenth anniversary of China's "Belt and Road" Initiative and promoted Sri Lanka as a tourist destination.

On that day, Harin Fernando, the Minister of Tourism and Land of Sri Lanka made a special visit to Beijing. He engaged in discussions with Palitha Kohona, the Ambassador of Sri Lanka to China, Chalaka Gajabahu, Chairman of the Sri Lanka Tourism Bureau, Thisum Jayasuriya, Chairman of the Sri Lanka Convention Bureau, and other Beijing-based media professionals and members of the travel industry. They enthusiastically discussed the friendship between China and Sri Lanka, reminiscing about the assistance provided by the Chinese government in the past decade under the "Belt and Road" Initiative, particularly in the fields of economy, culture, and tourism. The strong economic and cultural ties between Sri Lanka and China were once again emphasized. Nearly 70 media

outlets, exhibition companies, and travel agencies participated in the event.

## Abundant Resources and Distinctive Features

Sri Lanka, known as the "Pearl of the Indian Ocean," is a captivating tropical paradise that offers a wide range of exciting tourism products and experiences. In summary, Sri Lanka's tourism resources can be characterized by "Three Distinctive Features and Eight Experiences." The "Three Distinctive Features" are experiential,







compact, and diverse, while the "Eight Experiences" encompass pristine beaches, breathtaking landscapes, world heritage sites, wildlife encounters, Sri Lankan gems, adventure sports, delightful indulgence, and festive celebrations.

The rich and diverse land and seascapes of Sri Lanka have given rise to numerous picturesque natural landscapes and attractions. Visitors can experience the roaring waves of the sea at dawn and admire the green, undulating mountains at sunset. The interplay of different terrains and cultures has also shaped the lively and optimistic character of the Sri Lankan people. They are warm and hospitable, embrace diversity, possess creativity, and exude vitality. Their joyful smiles have become the renowned symbol of Sri Lanka worldwide.



In recent years, Sri Lanka has received multiple international tourism awards, such as being named the Best Adventure Destination in Asia at the 2017 World Travel Awards and being selected as the Best Travel Destination for 2017 by the Rough Guide series of travel guides. Each year, a large number of tourists from around the world are drawn to Sri Lanka, and those who have visited often share similar feedback: it is the ultimate destination that combines nature and culture, a city ideal for seeking enjoyment and relaxation.

## Effective Policies and Active Market

Due to the impact of the pandemic, Sri Lanka's tourism industry has experienced a stagnant period over the past three years. Since last year, the global tourism industry has shown signs of accelerated recovery, bringing new vitality to the sector. The Sri Lankan government has timely introduced several favorable policies and strengthened global tourism promotion efforts to facilitate the swift recovery of the tourism industry.

It is reported that starting from February 6th this year, the Ministry of Culture and Tourism of China has piloted the resumption of operations for domestic travel agencies and online tourism companies, allowing them to organize outbound group tours and "flight + hotel" services for Chinese citizens to selected countries. Sri Lanka is among the first 20 pilot countries. In March this year, over 100 Chinese tourists arrived at Sri Lanka's Bandaranaike International Airport in Colombo on a chartered flight. Harin Fernando, the Minister of Tourism and Land of Sri Lanka, warmly welcomed the arrival of Chinese tourists. He expressed that the rapid recovery of the Chinese outbound tourism market would greatly boost Sri Lanka's tourism and economy. He hoped that more and more Chinese tourists would visit Sri Lanka in the future, which holds significant importance in promoting local tourism, economic development, and deepening cultural exchanges between the two countries.

Thisum Jayasuriya, the Chairman of the Sri Lanka Convention Bureau, stated that Sri Lanka has further strengthened its global tourism marketing







efforts this year, presenting the image and quality of Sri Lanka as a "brand new premium tourist destination" once again. The tourism promotion activities in China were held in Beijing, Kunming, Guangzhou, and other cities. Nearly 30 major destination management companies, hotel groups, and local ground handling agencies from Sri Lanka accompanied the Sri Lanka Tourism Bureau to conduct roadshows, promoting tourism resources and facilitating business negotiations.

Palitha Kohona expressed that in 2018, China became Sri Lanka's largest source market, with over 260,000 Chinese tourists visiting Sri Lanka. Through promotional activities in Chinese cities and other means, he hopes to restore connections with counterparts in the Chinese tourism industry and reestablish China as one of the major tourist destinations in East Asia. He also hopes that the number of Chinese tourists visiting Sri Lanka next year will recover to the pre-pandemic level of approximately 300,000 visitors per year and eventually reach 500,000 visitors.

## Improving Services and Enhancing Experiences

With over 1,200 kilometers of coastline covered in golden beaches and the convergence of 8 world cultural heritage sites and 6,500 temples, Sri Lanka is a beautiful and mysterious island that boasts stunning natural landscapes, ancient cultures, and rich history. In recent years, the Sri Lankan government has recognized the potential of utilizing its unique natural and cultural resources to vigorously develop the tourism industry, making it a major engine for economic growth in the country.


The city of Galle, a member city of the World Tourism Cities Federation, serves as a prime example of economic growth achieved through tourism development. Located in the southwestern region of Sri Lanka, bordering Colombo and the western coastline, Galle enjoys a favorable geographical position and abundant tourism resources. In recent years, Galle has been continuously developing tourism experiences, improving infrastructure such as hotels and roads, and cultivating a distinctive religious and cultural

atmosphere. These efforts have attracted a large number of visitors, and Galle has now become a well-known tourist city. In 2017, it was honored as the Best Winter Travel Destination by *National Geographic*.

Over the past few decades, Sri Lanka has established a strong economic connection with China, including infrastructure development projects. These projects have enhanced connectivity between the two countries and



travelers will include Sri Lanka as an attractive tourism destination in their travel plans.

Palitha Kohona, the Ambassador of Sri Lanka to China, adds, "Currently, China Eastern Airlines has resumed direct flights between China and Sri Lanka, which undoubtedly facilitates the attraction of Chinese tourists to visit Sri Lanka. We are well-prepared to welcome Chinese tourists." 



helped Sri Lanka attract more tourists from around the world. Harin Fernando explains, "To attract more Chinese tourists to Sri Lanka, we have implemented visa facilitation measures specifically for Chinese tourists, greatly simplifying the visa process." With the support of the Ministry of Tourism and Land of Sri Lanka, the Sri Lanka Tourism Bureau and the Sri Lankan Embassy in China have been making efforts to promote tourism resources through various means. These efforts aim to increase Chinese tourists' awareness of Sri Lanka as a vibrant and resource-rich destination, hoping that Chinese

