

# 中国河南省信阳市固始县

## Gushi County, Xinyang City, Henan Province, China

中国河南省固始县以实施乡村旅游扶贫工程为抓手，组织动员全县旅游企业分别通过结对帮扶、景区带村、安置就业、项目开发、定点采购和培训指导等多种帮扶方式对旅游扶贫重点村和贫困户进行帮扶。西九华山景区通过就近就业、金融扶贫、土地流转和电商物流等方式带动 300 户贫困户 800 人；华阳湖景区通过安排就业、帮扶发展种植、流转土地和加工合作帮扶等方式带动 200 户贫困户 567 人；陈淋子镇九华山茶场采用扶贫分红方式带动 200 户贫困户 678 人；草庙集乡小沙河明月园通过土地流转、解决项目地就近用工和入股分红的方式带动 234 户贫困户 732 人；陈集镇根亲牡丹园通过土地流转和解决就地用工等方式带动 258 户贫困户 738 人；河南省牧富畜业有限公司九冲碑生态园通过就近就业、入股分红、金融扶贫、土地流转和生猪寄养等方式带动 1627 户贫困户 4880 人。全县景区和乡村旅游点共带动贫困户 3019 户 9015 人。全县 14 个旅游扶贫重点村现已全部脱贫摘帽。

Gushi County in Henan Province, in carrying out poverty alleviation through tourism, mobilized all tourism enterprises in the county to help key impoverished villages and households with a variety of measures including: setting up pairs of mutual assistance, boosting village economy through tourism, creating jobs, developing projects, buying at fixed supplier and providing training and guidance. In West Jiuhua Mountain scenic area, 300 households with 800 people were lifted out of poverty with the help provided by the enterprises in nearby employment, financing, land transfer and introduction of e-commerce logistics. In Huayang Lake scenic area, 200 households with 567 people shook off poverty with the help in getting jobs, development of planting, land transfer and processing work; Jiuhuashan Tea Farm in Chenlinzi Town took the approach of distributing dividends from operations and helped 200 families with 678 people out of poverty. Xiaoshahe Mingyueyuan in Caomiaoji Town helped 234 families with 732 people out of poverty by transferring land, providing nearby employment and distributing dividends to villagers as shareholders. Genqin Peony Garden in Chenji Town lifted 258 households with 738 people out of poverty through land transfer and creating jobs in the village. Jiuchongbei Ecological Park of Henan Mufu Animal Husbandry Co., Ltd. helped 1,627 families with 4,880 people bid farewell to poverty by offering nearby employment, distributing dividends to villagers as shareholders, providing financing, transferring land and gathering villagers' pigs for breeding and marketing by skilled pig farmers. A total 3,019 impoverished households numbering 9,015 people, as well as the 14 key impoverished villages across the county, are now officially out poverty through tourism.





柳条编出新生活

New life weaved out of wickerwork

夏义 / 摄 2019

Photo by Xia Yi 2019





周德友养鸡走上致富路

Mr. Zhou Deyou getting rich by raising chicken

夏义 / 摄 2018

Photo by Xia Yi 2018





## 编竹篓

Weaving bamboo baskets

姜新 / 摄 2018

Photo by Jiang Xin 2018





秋染锁口

Suokou in Autumn

李希全 / 摄 2016

Photo by Li Xiquan 2016





## 茶山风云

Tea farm in the mountain

王兵强 / 摄 2016

Photo by Wang Bingqiang 2016





## 大地飞歌

Beautiful view of farmland

赵玮 / 摄

Photo by Zhao Wei





# 中国湖北省恩施大峡谷景区

## Enshi Grand Canyon Scenic Zone in Hubei Province, China

恩施大峡谷景区地处武陵山区，原先是中国湖北省有名的深度贫困地区，山高谷深、交通不便、信息闭塞，所辖5村1居，共有182个村民小组7456户30088人，其中建档立卡贫困户2832户9133人。湖北省文化旅游投资集团有限公司以旅游开发为抓手，积极探索“旅游+”造血扶贫新模式，投资建设了国家5A级景区恩施大峡谷。通过开发以七星寨、云龙地缝为主的旅游项目，打造《龙船调》等舞台剧目，租赁村民闲置房屋、土地建设民宿，带动当地居民就业创业等多种方式有力推动贫困地区整体稳定脱贫、贫困户持续稳定增收，2019年已实现脱贫摘帽。

Located in Wuling mountains, the Enshi Grand Canyon scenic zone used to be known as a very poor place in Hubei Province, with high alps and deep valleys and lacking in transport facilities and communication channels with the outside world. The five villages and one residential spot in the scenic zone had 182 village groups consisting of 7,456 households with 30,088 people, including 2,832 registered impoverished households with 9133 people. By exploring the “tourism+” poverty relief model, Hubei Cultural & Tourism Investment Group Co., Ltd., invested in and built the Enshi Grand Canyon 5A national scenic area. It developed the Qixinzhai (7 Star Village) and Yunlong (Cloud Dragon) Crevice scenic spots as the main tourist projects and produced "Dragon Boat Tune" and other shows. It also built homestays by leasing villagers' idle houses and land, providing jobs and opportunities to start businesses for local residents. These endeavors effectively helped the entire impoverished area to get out of poverty and the poor families to earn a stable income. In 2019 the area was officially removed from the list of impoverished areas.





大峡谷沐抚古镇改造前后 2009 VS 2019

Ancient Mufu Town in Grand Canyon before and after renovation 2009 VS 2019





大地山川日出 2018  
Landscape with sunrise 2018





### 大峡谷网红背篓哥接受采访

Interview with online celebrity backpacker in Grand Canyon

胡成勇 / 摄 2017

Photo by Hu Chengyong 2017





绝壁云海 2018  
Cliff in clouds 2018





天地恋歌女儿会 峡谷绝唱龙船调 2016  
Dragon Boat Tune show in Grand Canyon 2016





峡谷秋实 2017  
Autumnal harvest in Grand Canyon 2017



# 中国湖北省十堰市武当山景区

## Wudang Mountain Scenic Area in Shiyan City, Hubei Province, China

武当山景区位于中国湖北省十堰市，是中国道教圣地。近年来，武当山立足全域旅游发展，坚持文旅农融合，建设美丽乡村，推动乡村振兴，助力扶贫攻坚，积极引导市场主体进驻乡村发展旅游业，全力推进土地流转，加强基础设施配套建设。重点发展福地居、隐仙别院、灵山居、仙山居、本来民宿等具有武当山文化特色的精品民宿；重点打造榔梅溪谷乡村旅游示范区、元和观村、八仙观村、紫霄村民宿示范区。通过品牌引领、政策激励、市场导向、资本注入、打造标杆、民间合作、文旅融合等形式，充分发挥旅游带动作用，进一步优化旅游产业结构，延伸产业链条，丰富旅游产品和体验，不断加强旅游供给侧结构性改革，着力推动武当山全域旅游产业的转型升级。目前，武当山特区有 62 家休闲养生民宿、590 间房、1082 张床位。

Located in Shiyan City, Hubei Province, the Wudang Mountain Scenic Area is a Taoist holy site. In recent years, the Scenic Area, in pursuit of all-for-one tourism, have made continuous efforts to help the area fight against poverty by integrating culture, tourism and agriculture, building “beautiful countryside” and advancing rural revitalization. It worked strenuously to guide market entities to set up shop and develop tourism in the villages. It pushed for land transfer and the building of infrastructure. A number of key projects were completed, including high quality homestays built with Wudang Mountain culture characteristics, such as Fudiju (Blessed-land House), Yinxianbieyuan (Invisible Immortal Courtyard), Lingshanju (Lingshan Mountain House), Xianshanju (Immortal Mountain House) and Benlai Homestay, as well as rural tourism demo zones, such as Langmeixigu (Plum and Stream Valley), Yuanhe Temple Village, Baxianguan (Eight Immortals Temple) Village and Zixiao (Purple Cloud) Village. Multiple measures were employed to give full play to the leading role of tourism, including brand promoting, the use of policy incentives, targeted marketing, capital injection, benchmarking, private business cooperation and integration of culture with tourism. Work was also done to optimize the the structure of the tourism industry, extend the industry value chain and develop more tourism products to enhance tourist experiences. Vigorous efforts were also taken to further the structural reform of the industry's supply side as well as the transformation and upgrading of the all-for-one tourism industry in the Wudang Mountain scenic area. At present, there are 62 recuperation homestays in scenic area with 590 rooms and 1082 beds.





灵山居改造前后  
Lingshanju before and after renovation





## 武当仙山全景

Panorama of Wudang Immortal Mountain

刘国胜 / 摄

Photo by Liu Guosheng





## 云外清都

Tranquility above the clouds

陆国庆 / 摄

Photo by Lu Guoqing





## 闲云闪电

Lightning moves

杨广智 / 摄

Photo by Yang Guangzhi





茶山如画，八仙观茶农采茶  
Baxianguan villagers plucking tea at the picturesque  
tea mountain





秋韵弥漫紫霄宫  
Zixiao Village amid autumn colors



# 中国湖北省宜昌市三峡人家景区

## Three Gorges Tribe Scenic Area in Yichang City, Hubei Province, China

三峡人家景区位于中国湖北省宜昌市夷陵区石牌村，面朝长江背靠山，原先出行极为困难，土房泥路一片荒芜。景区按照“保护优先、合理开发、永续利用、共同发展”的原则，先从改善交通入手，建成了6座标准旅游渡口以及石牌、三斗坪旅游码头，完全改变了当地村民的出行方式。此外，景区还引导当地村民通过从事旅游产业脱贫致富。目前景区周边农户有60%以上从事旅游及相关产业，当地农家乐宾馆超过1500个床位，餐厅餐位达万人。同时，景区通过资助贫困学子上学、聘用当地村民为公司职工、精准帮扶贫困户等方式，既提升了村民的知识水平，又保障了村民的收入。经过23年的辛勤开发，三峡人家景区已成为国家5A级旅游景区。目前，当地村民的生活习惯和生存方式已经发生了翻天覆地的变化，景区带动了石牌村、王家坪村成为富裕村。

The Three Gorges Tribe Scenic Area is located in Shipai Village, Yiling District, Yichang City, Hubei Province. Lying by the the Yangtze River and at the foot of mountains, the area used to be a wilder place with earthen shelters and mud roads, where it was very difficult to move around. To address the situation, the Scenic Area, holding on to the principle of protection as priority, reasonable development, sustained utilization and common growth”, worked first to improve transportation and built six standard tourist ferries, and the Shipai and Sandouping tourist docks, which completely changed the way the villagers go out. In addition, the authorities provided guidance for the villagers to shake off poverty by working in the tourism industry. Currently, more than 60% of the villagers around the scenic area are engaged in tourism-related businesses. The local villager-run hostels have more than 1,500 beds and about 10,000 seats in the hostels' dining rooms. Meanwhile, for targeted poverty relief, the Scenic Zones provided funds to support students from poor families going to school, and employed local villagers in the companies, so as to raise the education level of the villagers as well as increase villagers' income. Through development over the past 23 years, the Three Gorges Tribe area has become a national 5A tourist zone. The villagers' habits and lifestyle have undergone a sea change. Shipai Village and Wangjiaping Village have prospered.





郑家榜沿头溪改造前后

Yantou stream in Dengjiabang Village before and after renovation





幺妹出嫁  
Wedding of youngest sister





巴王寨  
Bawang Village





陶艺  
Pottery making





灯影石

Dengying Rock

王卫东/摄

Photo by Wang Weidong





沸腾的山寨  
Jubilant villagers

纪昆 / 摄  
Photo by Ji Kun



# 中国湖南省雪峰山

## Xuefeng Mountains in Hunan Province, China

湖南雪峰山素以“天险”闻名于世，覆盖“四市十县”，各村落散居于大山深处，集中了湖南全省 40% 以上的贫困人口，原是湖南省扶贫攻坚的主战场。湖南雪峰山生态文化旅游有限责任公司主动联合当地政府，将雪峰山旅游与山区扶贫进行深度融合，切实把资源优势转化为减贫优势。以山水资源为依托，贫困乡村为重点，生态旅游为平台，共同富裕为目标，经过 5 年多时间的建设，投入资金 10 亿多元，成功打造 3 个国家 3A 景区（中国花瑶山背梯田景区、抗战古村阳雀坡景区、隆回县虎形山大花瑶景区）与 1 个 4A 景区（穿岩山森林公园景区），2 个国家级康养基地和国家旅游扶贫示范基地，吸引成千上万游客前来旅游观光和休闲度假。受益群众近 10 万人，辐射带动 4 镇 31 个贫困村 3.5 万余贫困人口，年人均收入为 10288 元，减贫率为 100%。

Spanning across four cities and ten counties, Xuefeng Mountains in Hunan Province used to be known as a “natural barrier”. The villages scattered deep in the mountains have an impoverished population accounting for more than 40% of the province's total, thus Xuefeng Mountains became a main battlefield of poverty alleviation in the province. Hunan Xuefengshan Ecological and Cultural Tourism Co., Ltd. took the initiative to work with the local government with a scheme to integrate tourism with poverty alleviation in Xuefeng Mountains so as to utilize the area's rich tourism resources for poverty alleviation. Relying on the natural resources, focusing on the impoverished village and aiming to develop eco-tourism and achieve common prosperity, the work was carried on for five years with investments over one billion RMB. As a result, three national-level 3A scenic areas, namely, Mt. Huayao Shanbei Terraces, Yangquepo Village and Dahuyao scenic area at Tiger Mountain, Longhui County, have been established, and so have a 4A scenic area, Chuanyan Mountain Forest Park, and two national-level recuperation and poverty alleviation through tourism demo bases. These areas have attracted thousands of tourists, and benefited nearly 100,000 people in the area plus more than 35,000 people from 31 impoverished villages in four towns, whose annual per capita income has reached 10,288 RMB. The poverty reduction rate in the scenic zone is 100%.





雁鹅界古村改造前后  
Yan'ejie Village before and after renovation





**旅游扶贫致富路 2020**

Poverty relief through tourism paves the way to prosperity 2020





龙灯 2018  
Dragon Lantern 2018





联桌席  
Joined table banquet

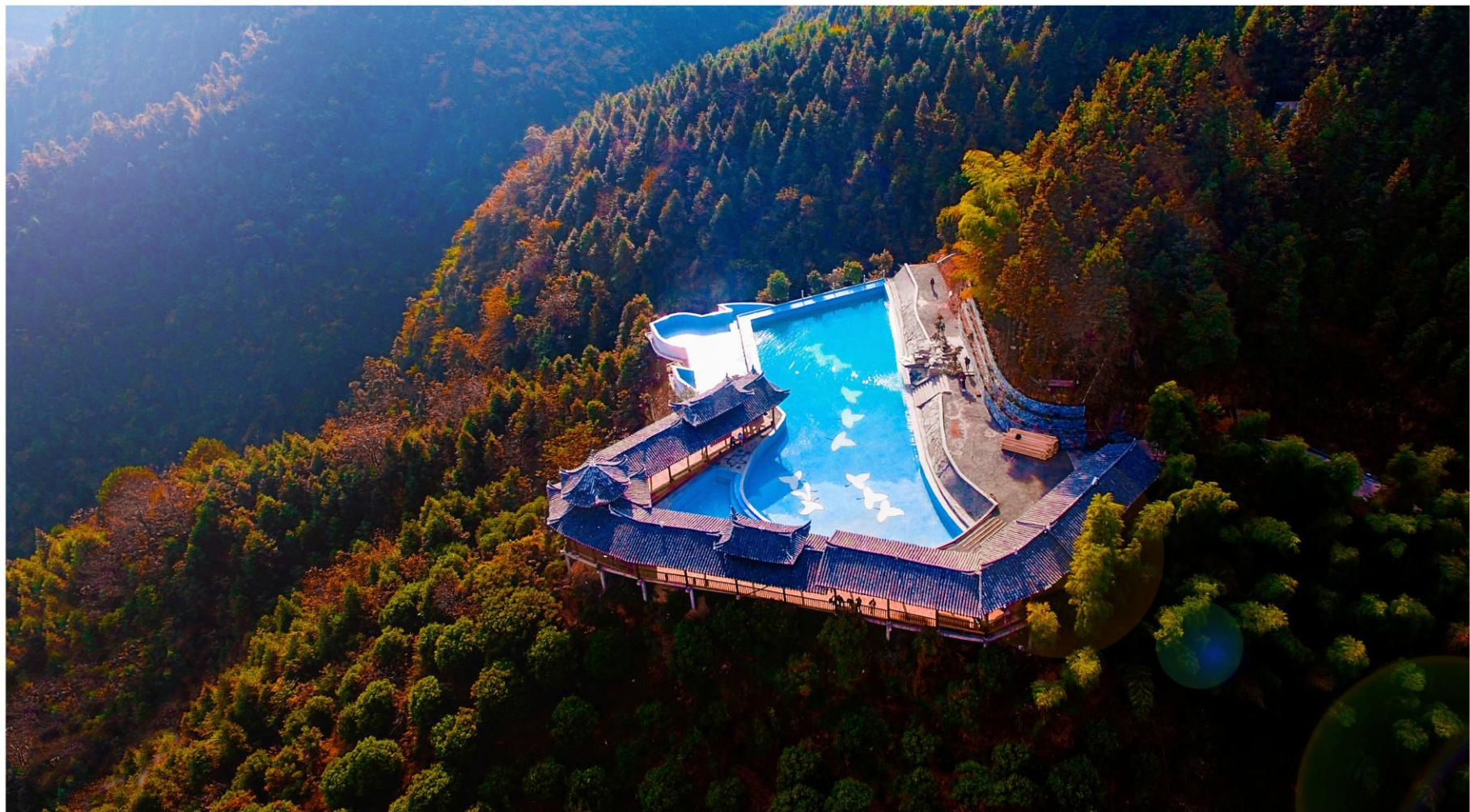




### 山背梯田春潮

Spring comes to Terrace fields in Shanbei Village





云端无边泳池

Swimming pool in the clouds



# 中国江西省上饶篁岭村

## Huangling Village, Shangrao City, Jiangxi Province, China

中国江西省婺源县江湾镇篁岭村有着 580 多年历史，被称为“挂在悬崖上的古村”。10 年前，村里 180 多户人家陆续外迁后仅剩 68 户，人走屋空、田荒村散成为篁岭村的写照。篁岭景区首创“参与式扶贫”，让村民参与旅游发展，并成为旅游发展的受益者。篁岭古村开发在“输血”和“造血”外，以当地贫困人群为主体，激发村民全程参与到家乡规划、古村建设与景区运营中来，保障了多数村民的参与权。目前，古村成为日接待游客最高达 3 万人次的 4A 级景区，外出青壮年 90% 回村创业就业，村民年人均收入从之前的 3500 元提高到 3.5 万元。2017 年篁岭村游客量首次突破百万大关，2019 年达到 144 万，成为乡村旅游的热门景区，开创了乡村旅游扶贫的“篁岭模式”。

Huangling Village in Jiangwan Town, Wuyuan County, Jiangxi Province has a history of over 580 years, and is known as an "ancient village on the cliff". Ten years ago, more than 180 families had left the village; only 68 households remained. Empty homes and abandoned farmland were seen everywhere and the village was on the verge of disintegrating. To address the situation, the Huangling Scenic Area pioneered the model of "participatory poverty relief", i.e., for the villagers to participate in tourism and benefit therefrom. Apart from providing "blood transfusion" and "blood producing" in the development of the Huangling Village, the Scenic Area encouraged the villagers, mainly the impoverished folks, to take part in the planning for the hometown development, the renovation of the ancient village and the operation of the scenic area. At present, the ancient village, as a 4A scenic spot, receives up to 30,000 tourists daily. 90% of the young and middle-aged villagers who worked at jobs elsewhere have now returned to work or start new businesses in the village. The annual per capita income of the villagers has increased to 35,000 RMB from 3,500 RMB before. In 2017, the number of tourists visiting Huangling Village exceeded one million for the first time and, in 2019, the number reached 1.44 million. The village has become a hot tourist spot, serving as a new model, the Huangling model", of poverty alleviation through rural tourism.





篁岭徽派建筑改造前后 2005 VS 2016

Hui-style buildings in Huangling Village before and after renovation 2005 VS 2016





篁岭梯田云雾缭绕

Terraced fields in Huangling Village in clouds

詹德明 / 摄 2019

Photo by Zhan Deming 2019





农家晒台多姿彩  
Colorful sun-drying terrace

方华彬 / 摄 2018  
Photo by Fang Huabin 2018





徽三雕之木雕 2018  
Hui-style wood carving 2018





婺源篁岭农家晒楼

Raised drying rack in Huangling Village

洪海君 / 摄 2018

Photo by Hong Haijun 2018





竹匠師傅  
Bamboo master