

《发现新三峡》之专家评述 5 Gilbert Van Kerckhove: 新三峡魅力无穷、潜力无限

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新三峡魅力无穷、潜力无限



国际休闲产业协会高级顾问 Gilbert Van Kerckhove （范克高夫）

这次“发现新三峡”旅游景观考察推荐活动对我来说是一个非常特别的三峡之行。三峡特别有名，尤其是对外国人来说。我的很多外国朋友都曾经坐船从重庆到武汉，来到三峡，每个人都很喜欢这里。我认为，他们很多人从来没有到来过这些小城，而这次我们却坐车到了这些地方，在这里我看到了很多很美很有趣的地方。



我以前总是听说四川省、重庆市等地比较贫穷，可此次“发现新三峡”之行让我对走过的新三峡的新县城感到惊讶无比。我无法想象这里曾经是很穷的地方！虽然这些都是小城镇，但是它们丝毫不比大城市差，有上千米长的大街，路两边高楼林立，完全是现代社会的样子，甚至比大城市更干净、更安静、更适宜人类生活。有一天晚上我去散步，虽然周围很黑，但是整个环境非常干净非常安静。更让我感到意外的是，这里的社会治安居然如此之好，人们走夜路从来不用担心被打劫！要知道在欧洲，在黑暗里走路会让人很担心，因为人们总害怕会有强盗来抢劫，而在这里，在新三峡，却一点也不需要担心。



但是，这一路走来，我觉得这些地方总的来说有三个大问题。第一个大问题是交通问题。如果外国人来三峡旅行，他们多数会选择坐船走水路，然后再换乘大巴车来小城市看看。即使这样，有很多景点依旧离城市非常远，人们就会考虑：到底这个景点是有多么不一样，值不值得我花费半天甚至一天的时间去看看？有些地方比如巫山，我们花很长时间坐船深入峡谷中，风景非常美丽，让人很愉快。但是有些地方，比如一些庙宇，对于外国人来说并没有多大意义，尤其是它里面的一切介绍都是中文，展现的是传统文化，作为外国人很难理解，这样可能我们会考虑总体行程的安排。



第二个问题是关于酒店的。这一路有很多酒店看起来都非常棒，但是住进去以后会发现，有很多设施都不能用。而且很多酒店没有像 CNN、BBC 这样的国际电视台，作为外国人我们就无法看电视，不能知道最近世界发生了什么新闻。对于商人来说，网络很重要。但是很多酒店的网络非常缓慢，这样会导致我无法上网，无法查看我的邮件，很耽误工作。另外，作为外国人，我们有习惯需要房间服务可以提供啤酒和咖啡，但是在三峡地区的酒店，即使这个酒店叫国际酒店，但是因为这些很小的细节问题，让我觉得他们并不能提供这些服务满足外国人的习惯要求。



还有一点是关于各景介绍的工作。很多景点都没有关于这个景点的简要介绍。我希望景点都能有相关的介绍，比如说这个庙叫什么名字，什么时候建立的等等。有些景点虽然有介绍，但介绍也很不完善。我认为可以有一家专门做景区介绍的公司，它可以出

一本书，专门来介绍新三峡地区的各个景点。比如你去一个地方，但是恰好这一天天气不好，我们看不到美丽的景色。但如果我们有一本关于旅游景点介绍的中英文对照的书，我们就可以在书中看到精美的图片和详细的介绍，这样即使我们看不到现场的风光，我们也可以很好地感受这个景点的魅力，这样很方便，大家应该都会买来看。同时我觉得这也是旅游商业的一部分。在世界的很多主要城市的景区，包括北京在内，我们都可以买到这样的书。在新三峡，我认为也可以出版一本这样的书。另外，我觉得在景点里，还应该有一个旅游地图，这样我们可以明确地看到我们现在在哪里，每一个小景点都在哪里，我们该怎么走，这样就会方便简明很多。



最后我想说，新三峡地区很有发展潜力，并且我相信在政府和地方的共同努力下，这里会发展的更好，会给中国人和外国人带来更有趣的旅游体验。

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Google translation

Expert Commentary on "Discovering the New Three Gorges" 5 Gilbert Van Kerckhove: The New Three Gorges has infinite charm and unlimited potential

18 November 2015

Gilbert Van Kerckhove, Senior Consultant of the International Leisure Industry Association

This "Discover the New Three Gorges" tourism landscape inspection recommendation activity is a very special trip to the Three Gorges for me. The Three Gorges are very famous, especially for foreigners. Many of my foreign friends have taken a boat from Chongqing to Wuhan to the Three Gorges, and everyone likes it here. I think many of them have never been to these small towns, but this time we took a car to these places, and I saw many beautiful and interesting places here.

I always heard that Sichuan Province, Chongqing City and other places are relatively poor, but this "Discover the New Three Gorges" trip made me very surprised by the new county town of the New Three Gorges. I can't imagine that this place used to be very poor! Although these are small towns, they are no worse than big cities. There are thousands of meters long streets and tall buildings on both sides of the road. They are completely modern, even cleaner, quieter and more suitable for human life than big cities. One night I went for a walk. Although it was dark around, the whole environment was very clean and quiet. What surprised me even more was that the social security here was so good that people never had to worry about being robbed when walking at night! You know, in Europe, walking in the dark can be very worrying, because people are always afraid that robbers will come to rob them, but here, in the New Three Gorges, there is no need to worry at all.

However, along the way, I think these places generally have three major problems. The first major problem is transportation. If foreigners come to the Three Gorges to travel, most of them will choose to take a boat to travel by water, and then take a bus to visit small cities. Even so, many attractions are still very far from the city, and people will consider: How different is this attraction, is it worth spending half a day or even a day to see it? In some places, such as Wushan, we spent a long time taking a boat deep into the canyon, and the scenery was very beautiful and pleasant. But some places, such as some temples, don't make much sense to foreigners, especially since everything in it is introduced in Chinese and shows traditional Chinese culture, which is difficult for foreigners to understand, so we may consider the overall itinerary arrangement.

The second problem is about hotels. Many hotels along the way look very good, but after staying in, you will find that many facilities cannot be used. Moreover, many hotels do not have

international TV stations like CNN and BBC. As foreigners, we cannot watch TV and know what news has happened in the world recently. For businessmen, the Internet is very important. However, the Internet in many hotels is very slow, which will cause me to be unable to access the Internet and check my emails, which will delay my work. In addition, as foreigners, we are used to room service that can provide beer and coffee, but in the hotels in the Three Gorges area, even if the hotel is called an international hotel, because of these small details, I feel that they cannot provide these services to meet the habitual requirements of foreigners.

Another point is the work of introducing various scenic spots. Many scenic spots do not have a brief introduction to this scenic spot. I hope that all scenic spots can have relevant introductions, such as what is the name of this temple, when was it built, etc. Although some scenic spots have introductions, the introductions are also very incomplete. I think there can be a company that specializes in introducing scenic spots. It can publish a book to introduce various scenic spots in the new Three Gorges area. For example, if you go to a place, but the weather happens to be bad on that day, we can't see the beautiful scenery. But if we have a book about tourist attractions in Chinese and English, we can see beautiful pictures and detailed introductions in the book, so that even if we can't see the scenery on the spot, we can still feel the charm of the attraction. This is very convenient, and everyone should buy it. At the same time, I think this is also part of the tourism business. In many major cities in the world, including Beijing, we can buy such books. In the New Three Gorges, I think such a book can also be published. In addition, I think there should be a tourist map in the scenic spot, so that we can clearly see where we are now, where each small attraction is, and how we should go. This will be much more convenient and concise.

Finally, I would like to say that the New Three Gorges area has great development potential, and I believe that with the joint efforts of the government and local governments, it will develop better and bring more interesting tourism experiences to Chinese and foreigners.