

邓小平与旅游

DENG XIAOPING
and Tourism



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And Tourism

China National Tourism Administration

邓小平与旅游

沈昭善



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FOUNDER AND LEADER OF CHINA'S TOURISM



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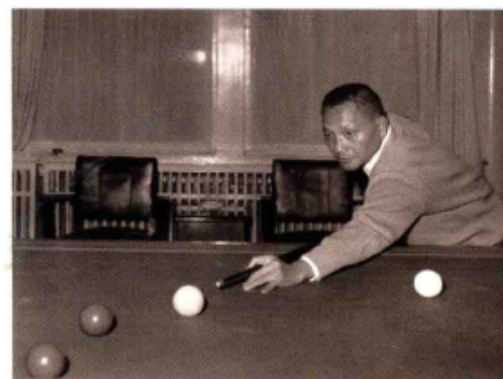
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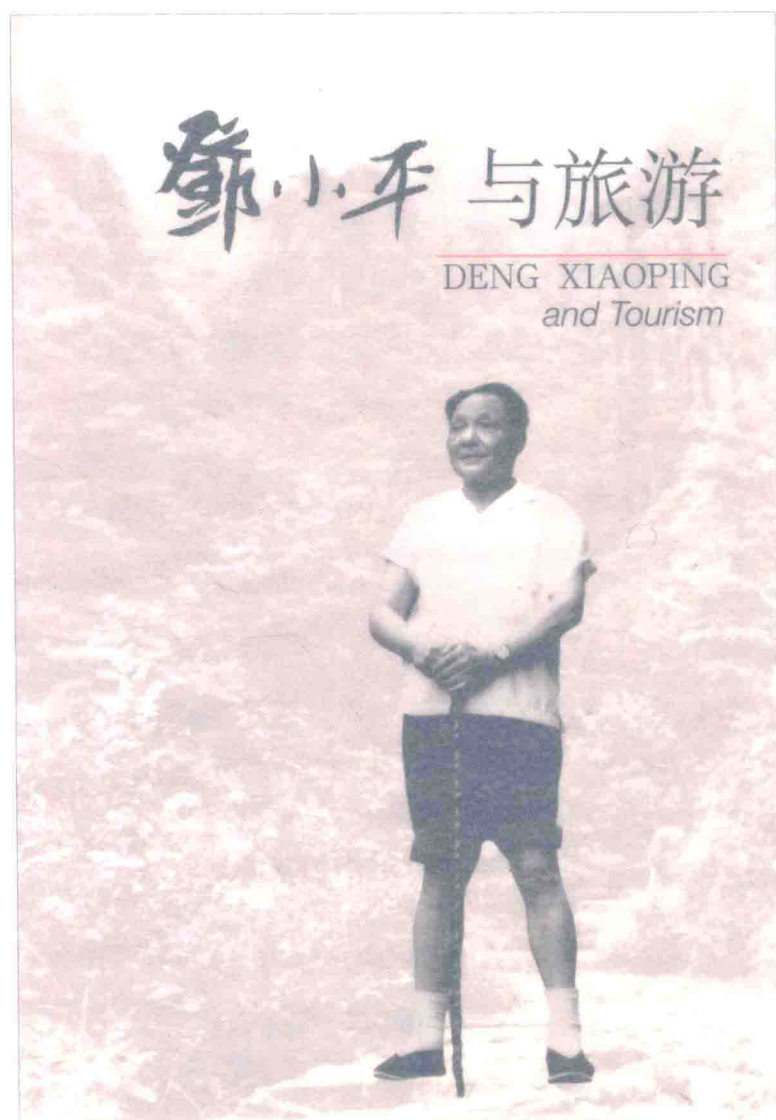
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和游人在一起

AMONG TOURISTS



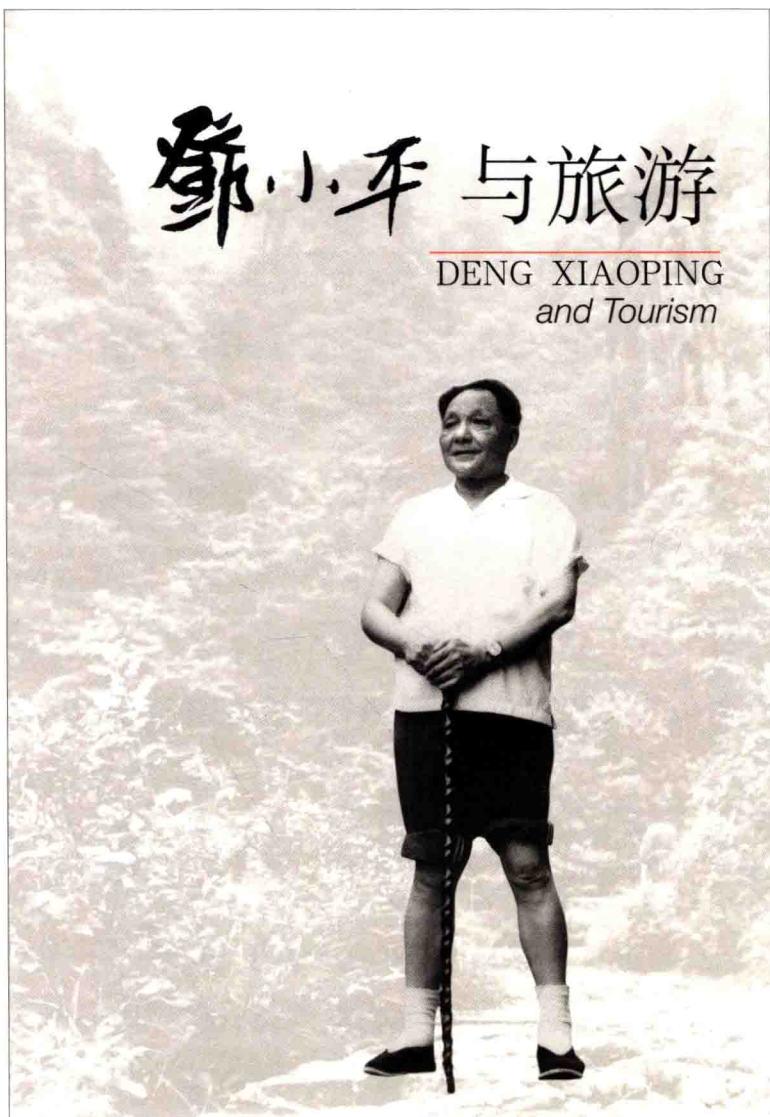
谨 以 此 献 给 新 世 纪 的 中 国 旅 游 业



We dedicate this book to China's tourism in the new century

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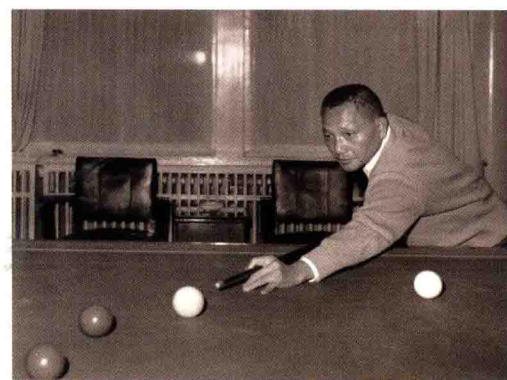
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序

邓小平，是中国改革开放和现代化建设的总设计师，是建设有中国特色社会主义理论的创立者，也是中国旅游业的创立和发展的开启者。

1978年10月至1979年7月，邓小平同志连续五次谈话，明确和突出地提出“旅游事业大有文章可做，要突出地搞、加快地搞”。并具体阐明了中国发展旅游业的基本思路、奋斗目标和工作方针，为中国旅游业的发展指明了方向。邓小平同志大力发展旅游业的思想，与改革开放的总体设计密切相关，与党的十一届三中全会确立的以经济建设为中心的重大指导方针密切相关，是邓小平经济思想的重要组成部分，是中国旅游业的立业之本和发展之纲。

邓小平同志生前，对中国旅游业的发展给予了悉心指导，他的足迹遍及祖国的山山水水。登临黄山，他鼓励我们“要把黄山的牌子打出去”；游览漓江，他赞叹发展旅游业使“漓江水变清了”；北京兆龙饭店落成，他欣然出席开业典礼；“北京国际旅游年”，他挥毫题字；考察新疆天池，他高兴地与港澳游客握手交谈……这些弥足珍贵的历史瞬间，已凝结为我国旅游业发展史上的永恒。

在邓小平理论的指导下，在党中央、国务院的领导下，我国旅游业成功地实现了从传统的“事业接待”向“经济创汇”的转型，继而实现了由“入境旅游超前发展”到“入境旅游、国内旅游、出境旅游”三大市场全面发展，探索出一条有中国特色的旅游发展道路，成长为一个令人瞩目的新产业。

新世纪，中国旅游业面临着前所未有的良好机遇。以江泽民同志为核心的第三代领导集体更加重视发展旅游业；党中央、国务院正在组织实施西部大开发战略；国民经济正在实行战略性调整；扩大内需，促进经济增长的一系列政策陆续出台；中国即将加入世界贸易组织。在机遇和挑战面前，中国旅游业将继续高举邓小平理论的旗帜，继往开来，拼搏奋进，在新世纪前20年里，实现从亚洲旅游大国向世界旅游强国的历史性跨越。

为了深切缅怀指引中国旅游业创立和发展的邓小平同志，我们编辑出版《邓小平与旅游》大型画册。

谨以此献给指引中国旅游业创立和发展的邓小平同志。

谨以此献给新世纪的中国旅游业。

PREFACE

Deng Xiaoping is the chief architect of China's reform, opening up and modernization drive, and the founder of the theory of building socialism with Chinese characteristics. He is also the initiator of China's tourist industry.

From October 1978 to July 1979, in his five talks in succession, Comrade Deng Xiaoping clearly put forward, "There are bright prospects for tourist undertaking. We must give prominence to the development of tourism, and speed it up." He specified the basic ideas, goals and policies for developing tourism in China, pointing out the correct way for the tourist industry. His idea about devoting major efforts to developing tourism is closely related to the overall design of the reform and opening up, and to the significant policy of taking economic development as the central task that was formulated at the Third Plenary Session of the Eleventh Central Committee of the Communist Party of China (CPC). This idea constitutes an important part of Deng Xiaoping's economic thinking, serving as the cornerstone and guideline of China's tourist industry.

During his lifetime, Comrade Deng Xiaoping had given precise and specific instructions in regard to promoting tourism. He had left his footmarks all over the country. When ascending the Huangshan Mountain, he encouraged us to "make Huangshan Mountain world-famous." When going sightseeing on the Lijiang River, he noticed that "the Lijiang River is becoming clear," thanks to the development of tourism. When the Beijing Zhaolong Hotel was completed, he attended the inauguration ceremony with pleasure. To support Beijing's effort to turn the city into a world-class tourist metropolis, he wrote the inscription "Year of Beijing International Tourism" in 1988. During his trip to Xinjiang, he joyfully shook hands with the tourists from Hong Kong and Macao. These valuable historic moments are eternal in the history of the tourist industry in our country.

Under the guidance of Deng Xiaoping Theory, and under the leadership of the CPC Central Committee and the State Council, tourism in China has made great progress, with tremendous changes in this field. In the past, for example, there was hardly any substantial tourist industry. Most guesthouses nationwide were run as governmental

institutions, whose major function was to receive visitors without paying attention to economic results. Now, tourism has become profitable, hotels and other tourist entities are managed according to economic principles, which have contributed a great deal to the industry itself and to State revenue. When we look back, we also find that during its early phase of development, there was a lack of balance among the different tourist markets, i.e. so-called "arrival tourism" (by overseas travelers) had overheated. Now we see the tourist market flourishing in an all-round way — "arrival tourism," "domestic tourism" (by Chinese citizens) and "departure tourism" (going abroad) are all growing well. After examining the situation, we have found a way of promoting tourism with Chinese characteristics, and tourism has grown into an attractive new industry.

In the new century, China's tourism will be provided unprecedented good opportunities. The third-generation collective leadership of the country with Comrade Jiang Zemin at the core pays more attention to tourist development. The CPC Central Committee and the State Council are carrying out the strategy of developing the western region. National economy is going through strategic readjustments. To expand the demand of domestic market and to promote economic growth, a series of policies have been formulated and put into practice. China is going to enter the World Trade Organization. Facing opportunities and challenges, we who are engaged in tourist undertaking should continue to hold high the great banner of Deng Xiaoping Theory, carry forward our cause and forge ahead into the future, and strive for further progress. We are determined to realize our historic mission — to turn China, now an Asian tourist power, into a world tourist power in the first 20 years of the new century.

To commemorate Comrade Deng Xiaoping who had led us to establish and develop China's tourist industry, we compile and publish this picture book-Deng Xiaoping and Tourism.

We dedicate this book to Comrade Deng Xiaoping, the founder and leader of China's tourism.

We dedicate this book to China's tourism in the new century.