

拉萨导游解说词

(英 文)

Lhasa Guide Book

(English Version)



总策划 图登克珠

主 编 王 发 莉 索朗旺姆

副主编 尼玛普尺 贵赛白姆 阿 努 普琼次仁



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电 话: (0871) 65033244 65031071

E - mail: market@ynup.com

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General Introduction of Producer

Tubden Kyedrub, a Tibetan professor of Tibet University, from Derge County of Ganzi Prefecture in Sichuan Province. He was born in Jamda County, Chamdo Prefecture of Tibet. He graduated from Department of Politics, Southwest Normal University in 1988. He is a professor on China's minority economy and a tutor of PhD students of Tibet University. His



research focuses on regional economy and tourist culture. And now, he serves as the director of Academic Research Office of Tibet University, and the director of Tibet's Economic and Cultural Research Center on Philosophy and Social Science Research of the Tibet Autonomous Regional Education Department, and the director of China's Minority Economic Development and Collaborative Innovation Center of Tibet University, the Chief Editor of Social Science Edition (CSSCI) of the journal of Tibet University. He is also a member and the Secretary General of Academic Council of Tibet University, the Chairman of the Association of Science and Technology of Tibet University.

He had been a member of the 13th CPPCC National Committee, the

first counselor of the Tibet Autonomous Regional People's Government, a member of the 11th Autonomous Region CPPCC and the Standing Committee, a member of the 3rd Association for the Protection and Development of Tibetan Culture in China, a member of Youth Research Center of China, the Management Science Society of China, a social supervisor National Land Inspectorate Chengdu Bureau, the executive vice-chairman of regional economic professional committee of ethnic minorities of Regional Economic Society in China, the vice president of the Southwest Ethnic Studies Association of China, a social supervisor of the Tibet Autonomous Region, an executive committee of Tibet's Chamber of Commerce and Industry (General Chamber of Commerce); a guest professor of the Party School and the School of Administration of Tibet Autonomous Region; a guest professor of Tibet's Institute of Socialism, a guest professor of Sichuan University and visiting scholar of Columbia University, USA, and so on.

He had won the honorary titles like the pioneer of the academic and technical research of the Tibet Autonomous Region, a Everest's scholar of Tibet University, an outstanding teacher of the Tibet Autonomous Region, an expert of Tibet Autonomous Region, National Excellent Teacher of Central Party School, Baogang's Excellent Teacher of China, an excellent instructor of the 14th National “Challenge Cup” of University students extracurricular scientific and Technological research, a supervisor of China Youth Entrepreneurship, the first excellent graduate students tutor of Tibet University.

Tubden Kyedrub's main research achievements:

In addition to, he has published more than 50 academic papers, undertaken more than 100 researches, 7 academic work, and implemented more than 50 research projects.

General Introduction of Editor-in-chief

Wang Fali, Executive editor, a postgraduate of Tibet University, an English teacher of Lhasa Beijing Experimental Middle School, a Research Assistant Analyst of the Institute of Economic and Cultural Research of Tibet University. She has took part in five research projects, published more than 10 academic works, her main research areas are Economy and Management of Ethnic Areas, and Tourism Economics of Tibet Region.

Sonam Wangmo, Deputy Editor-in-chief, an associate professor of Tibet University, graduated from English Department of University of Bergen in Norway, and completed some of her Master Degree courses at University of York in the U.K as an exchange student from Norway. She's been teaching in the School of Tourism and Foreign Languages, and has committed to language teaching and translation studies. She has compiled and published a textbook named “*Tibet Tour in English: A Textbook for English Tour Guide Students in Tibet*”, and has published many articles on translation studies, for instance, “Appreciation of Some Poems from Gendun Chopel's *Grains of Gold-Tales of a Cosmopolitan Traveler* and their Chinese and English Translations”, “Translation of the Tibetan

Literature Works: a study based on the English translation of *Ordinary Wisdom: Sakya Pandita's Treasure of Good Advice*", Foreignizing Translation and Cultural Respect: a study on the Characteristics of English Translation of *Tales of the Golden Corpse-Tibetan Folk Tales*, etc.

Foreword

Mr. Cai Yuanpei once said that great scholars are those who study advanced knowledge, and universities are great in their academic research and thought blending. The pursuit, transmission and exploration of knowledge is the theme of the survival and development of college students in the new era, and the concrete embodiment of the construction of high level universities. On the construction of “top disciplines and top universities”, *Tibet Economic and Cultural Research Paper Collection* has published, which is an important achievement of Tibet University of achieving “world-class discipline”. It will be a tribute to the 40 anniversary of the reform and opening-up of China and the 63 anniversary of the establishment of the TAR.

After the 6th CPC central committee symposium on Tibet, the economy and society of Tibet have made great progress. In particular, the think tank of the universities in Tibet, which are mainly based on the achievements of the reform and opening up over the past 40 years, has constantly summarized the experience of the economic and social development of Tibet, and it will explore the new road and new model for the economic development of Tibet in the new era. Both Tibetan Economic and Culture

Research Center and the Center of Economic Development of China's Minorities' Collaborative Innovation are the main research institutions in Tibet, and mainly undertake local research. The think tank adheres to the principle of “being based on Tibet and serving for Tibet”, inherits the spirit of the first Han people in Tibet and the spirit of Tibet University to serve the economic and social development of Tibet, which is the principal duty of research in the economy, society, tourism, culture, religion, and other aspects of Tibet, and it also provides policy advice and advisory opinions for the relevant authorities of Tibet Autonomous Region. The two centers have cooperated with the School of Economics and Management of Tibet University on doctoral and master's programs in China's minority economics of Tibet University. We should cultivate practical talents with firm political position, solid professional theory and strong service awareness for the development of economy and society of Tibet, and they can be relied on, useful and willing to serve in Tibet.

Tibet University is willing to cooperate with the Propaganda Department, Organization Department, Tourism Development Committee of the Tibet Autonomous Region, the municipal government of cities like Lhasa, Shanan, Shigatse, Linzhi, and Ali, the research institutions, colleges and universities from other provinces of China, such as the China's Academy of Social Sciences, Renmin University of China, Capital University Of Economics And Business, Xinjiang University, Qinghai University, Inner Mongolia University, Yunnan University, and Southwest University of Finance and Economics. We will continue to serve as a new type of unique think tank for promoting the development

of ethnic minority areas, and a cooperative research platform for strengthening theoretical ties and practices, and a basic support platform for “double first-class university construction”, a platform for exchanges and cooperation, and a think tank platform. The Economic and Cultural Research Center of Tibet actively organizes the teams of teachers and graduate students to apply for the scientific research projects of various levels, and we will select the best research results to publish “*Tibet Economic and Cultural Research Paper Collection*” . These books will take the global vision, regional development strategy and cultural inclusion as its basic concept. We will try to research for the development of economy and society of Tibet comprehensively and systematically. With the Belt and Road Initiative, the construction of Grand South Asia Corridor of Tibet will be accelerated, and it aims to introduce the development and progress of Tibet thoroughly. Now, Tibet Economic and Cultural Research Paper Collection have published “*Research on the Ways of Promoting the Transformation of Tibetan Economic Development Patterns*”, “*Study on the Problems of Tibetan Economic Growth*”, “*Study on the Economic Development of Tibet*”, “*The Story of Tibet in Mass Entrepreneurship*”, “*The Belt and Road Initiative*” and “*Study on Economic and Social Development of Tibet*”, “*Report on Youth Innovation and Entrepreneurship of Lhasa (2018)*”, and so on. We also get the positive approval and affirmation of the experts and scholars in this field.

At the time of the publication of “Tibet Economic and Cultural Research Paper Collection”, I personally feels really happy, I sincerely

thank all experts and scholars for supporting the publication of the series of books of their centers, and I also thank the relevant staff of Yunnan University Publishing House for their hard work for the book, and I am looking forward to publishing more excellent productions.

Tubden Kyedrub

Zhishan Building of Tibet University

August, 2018

Preface

As the “economic giant” of the 20th century and the “experience economy” of the 21st century, now tourism is the “upgrade version” of them. It is one of the effective ways all over the world, especially for those developing countries, it could narrow the gap among region, collude harmonization and inclusiveness, enhance the sense of happiness. According to the “*China Tourism Economic Operation Analysis from 2017 and the Development Forecast of 2018*” released by China Tourism Research Institute and National Tourism Administration Data Center on 19th December, 2017, more than 5.1 billion domestic and inbound tourists traveled to China, and the total tourism revenue was over 5.3 trillion yuan. The combined contribution of tourism to the national economy and social employment will exceed 10 million. They estimate that there will be more than 5.7 billion domestic and inbound tourists in 2018, and tourism revenue will reach 6 trillion yuan. Tourism investment will continue to grow rapidly, and it will supply a lot of tourism employment for 1 million people.

As “the third pole of the earth” of the development of Global tourism in China in the 21st century, and Tibet Autonomous region also is the destination of the world tourism. Tourism of Tibet Autonomous region has

experienced a trend of development from nothing to existence, and from small to large since the reform and opening up of China. Tourism of Tibet has become a pillar of economic and social development industry, it is playing an extremely important role, after the development of 40 years. In particular, the number of tourists is increasing year by year, and the policy of tourism has been further expanded. And now, tourism of Tibet has not only brought the well-being to the local people, but also demonstrated changes and development of the new Tibet to all over the world.

According to the statistics, 40 years from 1978, in 2017 the number of tourists of Tibet increased from 3 500 in 1980 to 25.614 3 million, it has increased by 7 318 times, and the total tourism income increased from 1 million yuan in 1980 to 37.937 billion yuan in 2017. It has increased by 37 937 times, at the same time, Lhasa is the capital of Tibet Autonomous region, it also is the best famous tourist destination all over the word in this century, and usually, it is the first stop for tourists from home and abroad to experience “the third pole of the earth” . In addition, The Tibet autonomous region is also an important bridge connecting the overall construction of the large channel in South Asia under the background of “Belt and Road” initiative. Facing the new era, grasping the new opportunity and leading the new development is the first requirement of Lhasa based on the green development, and also the base of the high quality development. At the beginning of 2016, Lhasa was the first batch of national “all-for-one tourism demonstration zones to create units” . This will bring new opportunities for the development of tourism of Lhasa and even all over the Tibet, meanwhile, it will be faced more challenges

that they didn't come across before. In view of these reasons, the research team of Economic and Cultural Research Center of Tibet from Tibet University has organized teachers from the School of Tourism and Foreign Languages, the School of Economics and Management, and school of Arts of University of Tibet, as well as some PhD students and postgraduates from the School of Economics and Management, some students from the Department of International Exchange and Cooperation of Tibet University. They have written the book *Lhasa Guide Book (English Version)* for three years, the book introduced the World Cultural Heritage, such as the Potala Palace, Shoton Festival, and the scenic spots and cultural relics of all the counties and districts in Lhasa. And it have comprehensively and systematically demonstrated “the beautiful Tibet and happy Lhasa” to foreign tourists truly for the first time.

Taking all-for-one of tourism development of Lhasa as the main line, this book attempts to crack the short line of the Guide Book in English on scenic spots in Lhasa under the “Belt and Road” initiative, and lead foreign language tour guides to come true high-quality service for Lhasa tourism. This book will present Lhasa to readers and travel practitioners in English.

Tubden Kyedrub

August 5, 2018

目 录

Contents

001

Chapter 1: General Introduction to Tibet Autonomous Region（西藏自治区概况）

006

Chapter 2: General Introduction to Lhasa（拉萨概况）

015

Chapter 3: Chengguan District（城关区）

1.

General Introduction to Chengguan District（城关区简介）

016

2.

General History of Chengguan District（城关区简史）

017

3.

The Potala Palace（布达拉宫）

021

4.

Norbulingka Park（罗布林卡）

024

5.

Jokhang Temple（大昭寺）

026

6.

The Tang-Tubo Alliance Tablet（唐蕃会盟碑）

028

7.

Ani Tsamkhung Nunnery（阿尼·仓古寺）

030

8.

Lower Tantric College（下密寺院）

031

9.

Meru Nyingpa Temple（木如宁巴寺）

033

10.

Nangtse Shak Mansion（朗子夏）

034

11.

Shideling Temple（喜得林）

035

12.

Tsemonling Temple（策墨林寺）

036

13.

Ramoche Temple（小昭寺）

038

14.

Mosque（大清真寺）

039

15.

Lhasa Guandi Temple（拉萨关帝庙）

040

16.

Draglha Lugu Cave Temple（查拉鲁普石窟）

042

17.

Sera Monastery（色拉寺）

043

18. Drepung Monastery (哲蚌寺)	046
19. Tibet Museum (西藏博物馆)	048
20. The Yak Museum of Tibet (牦牛博物馆)	050
21. The Office of Ambans of the Qing Dynasty of Tibet (驻藏大臣衙门)	052
22. Gendun Chopel Memorial (根敦群培纪念馆)	053
23. The Large-scale Live-action Musical "Princess Wencheng" (大型实景剧《文成公主》)	055
24. China Tibet Tourism and Culture Expo (中国西藏旅游文化国际博览会)	058
25. Barkhor Street (八廓街)	059
26. Great Prayer Festival (Monlam Chenmo) (祈愿大法会)	060
27. Shoton Festival (雪顿节)	061
28. The Tibetan Opera (藏戏)	064
29. Sweet Tea (甜茶)	066
30. Bathing Festival in Tibet (沐浴节)	067
31. Saga Dawa (Saga Dawa Duchen) (萨嘎达瓦)	069
32. Butter Lamp Festival (燃灯节)	071
33. Wangkhor Festival (望果节)	073
34. Pele Duchen/ Pele Ridzui (吉祥天母节)	077
35. Tibetan New Year (藏历新年)	077
36. Lhalu Wetland Nature Reserve (拉鲁湿地自然保护区)	080