



'91世界旅遊日

WORLD TOURISM DAY '91

山東與世界同慶

SHAN DONG CELEBRATING
WITH THE WORLD



興 旅 遊 事 業

山東省省長

金風送爽之際，果熟飄香時節，中國 1991 年“世界旅遊日”慶祝活動將在山東省舉行。這對振興旅遊事業、擴大對外開放、加快國民經濟發展具有重要意義。

山東省位于黃河下游、黃海之濱，是我國重要的沿海省份。改革開放以來，山東經濟發展迅速，提前三年實現了國民生產總值第一個翻番。1980 年，全省國民生產總值、國民收入和工農業總值分別居全國第三位、第一位和第二位。作為全國最大的沿海經濟開放區之一，山東已同 150 多個國家和地區建立了經貿關係。豐富的資源和雄厚的基礎，使山東經濟發展蘊含着充足的後勁，展示了廣闊的前景。山東的大門將永遠向世界敞開。

山東作為中國古代文化發祥地之一，名勝古迹眾多，旅遊資源豐富。既有孔子故里曲阜、“五嶽之首”泰山、齊國故都淄博、世界風箏都濰坊，又有泉城濟南和海濱城市青島、煙臺、威海、蓬萊，兼具人文自然之勝迹。近年來，山東旅遊業迅速發展，初具規模。隨着交通、通信、服務等條件的逐步改善，山東將成為全國重要的旅遊熱點地區。

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迎 四 海 · 佳 賓

趙志浩

“有朋自遠方來，不亦樂乎”。八千五百萬山東人民將以孔孟之鄉、齊魯之邦特有的禮儀和熱情恭候四海嘉賓的光臨。

DEVELOP TOURISM TO WELCOME HONOURED GUESTS

Zhao Zhihao

Governor of Shandong Province

Ceremonies to mark World Tourism Day—China'91 are to be held in Shandong Province amidst the brisk breeze of golden autumn, bringing the fragrance of ripening fruits. The occasion will make a significant contribution to stimulating the tourist industry, opening China wider to the world, and speeding up economic development.

Situated in the lower reaches of the Yellow River and on the shores of the Yellow Sea, Shandong is one of China's major coastal provinces. Its economy has experienced rapid growth since the reform and opening up policy, doubling its gross national product three years ahead of schedule. In 1980, its GNP ranked third, its national income ranked first, and its output value of industry and agriculture ranked second in the whole country. As one of the biggest open coastal economic zones, Shandong has economic and trade ties with more than 150 countries and regions. Rich in natural resources and with a solid foundation, it is endowed with the power of sustained growth and its future is bright. Shandong will forever keep its doors open to the outside world.

Shandong is one of the cradles of ancient Chinese civilization and whose numerous relics and sights of interest are the resources for developing the tourist industry. Among its cultural and scenic attractions are Qufu (Chefoo), home of Confucius; Mt. Taishan, the most magnificent of China's five scenic mountains; Zibo, capital of the old state of Qi; Weifang, famous for its international kite festival; Jinan the fountain

city; and such seaports as Qingdao, Yantai, Weihai and Penglai. Tourism has developed rapidly in recent years, reaching a respectable scale. The province is destined to become a key tourist attraction as transport, communications and the service sectors improve.

Confucius said: "What great fun it is when friends from afar come to visit." The citizens of Shandong, 85 million strong, await the arrival of international guests and will give them a warm welcome with ceremonies unique to the home of Kong-Meng in the ancient states of Qi-Lu.



團結、友誼、合作、繁榮的盛會

——'91世界旅遊日慶祝活動

慶祝活動組委會第一副主任

山東省旅遊協會會長

蔣奎生

山東省旅遊局局長

世界旅遊日是全世界旅遊者和旅遊工作者的盛大節日。

1979年世界旅遊組織確定每年的9月27日為世界旅遊日。這一節日的目的在於：發展旅遊事業，促進相互了解，推動社會進步。山東旅遊資源豐富，門類齊全。旅遊業發展迅速，已初具規模。在本世紀最後十年，山東旅遊業將取得更加輝煌的成就。世界旅遊日慶祝活動主會場設在山東，這是對我省旅遊業的全面檢閱。

自黨的十一屆三中全會以來，山東省旅遊業從無到有，從小到大，迅猛發展起來。12年間，全省累計接待海外遊客83.14萬人次，創匯6.1億元外匯人民幣，年均遞增分別為23.72%和57.54%。國內旅遊業成績斐然。“七五”期間全省累計接待國內遊客1.03億人次，回籠貨幣27.26億元。

山東是孔子的家鄉。人傑地靈，歷史悠久文化燦爛，風光絢麗，民情淳厚。在當今世界旅遊的大潮中，海內外遊人紛至沓來，在儒學聖地、泰山之巔、漫漫海濱和黃河兩岸，觀光、尋古、朝聖、訪俗……

9月27日，隆重、熱烈、友好、規模空前、富有山東地方特色的慶祝活動在省會濟南開幕。

從9月28日開始，中外來賓將到孔子誕生地曲阜，參觀規模宏大的“孔廟”、“孔府”、“孔林”，觀看大型祭孔樂舞和簫韶樂舞表演，參加孔子“六藝”為主題的文化旅遊活動，品嚐孔府家宴。

到泰安遊覽中國“五嶽之首”泰山，既可乘索道也可步行登泰山；岱廟的仿古封禪儀式和普照寺的氣功表演，獨具古典與神奇之美；泰安豆腐宴和泰山藥膳可令遊客一飽口福。

到煙臺可遊覽人間仙境蓬萊閣；戚繼光操練水師的水城邊重建成的登州古市，集遊、娛、購於一體；在“國際葡萄酒城”還可參觀酒廠，品嚐美酒海鮮，觀看兒童表演。

本屆慶祝活動的終點站是海濱城市青島，在那里將舉辦“島城之夜”狂歡會，中外來賓將參與其中，同歌共舞。

孔子家鄉的人們將以特有的禮儀和熱情歡迎四海賓朋的光臨。值此，山東省旅遊局、山東省旅遊協會向各位來賓謹致節日的問候和良好的祝願！

FESTIVAL OF SOLIDARITY, FRIENDSHIP, COOPERATION AND PROSPERITY

Marking World Tourism Day'91

Jiang Kuisheng

**First Deputy Director of the Festival's Organizing Committee
Chairman of Shandong Provincial Tourism Association
President of Shandong Tourism Bureau**

World Tourism Day is a festival for tourists and people engaged in the tourist business all over the world.

In 1979, World Tourism Organization agreed to set aside September 27 to be the annual World Tourism Day. The purpose of this festival is to promote tourism, understanding and social progress. Shandong Province has a wide variety of tourist resources. Tourism has developed rapidly and reached a respectable scale. In the final decade of this century, the tourist industry in Shandong can be expected to achieve greater success. Designating Shandong to be the principal site of festivities marking World Tourism Day'91 will provide an opportunity for guests to inspect all aspects of the tourist industry in our province.

The tourist industry began here back in December 1978 as a result of the opening up policy adopted by the Communist Party's Eleventh Central Committee at its Third Plenary Session and has grown by leaps and bounds since then. In those 12 years, our province received 831,400 overseas visitors, representing an annual growth rate of 23.72 per cent, and earned 610 million yuan in Foreign Exchange Certificates, chalking up an annual growth rate of 57.74 per cent. Domestic tourism also witnessed remarkable success, receiving 103 million visitors in the five years ending 1990 and earning 2.726 million yuan.

Confucius hails from Shandong—— a fertile province that produced many outstanding sons over the ages. Noted for its past cultural splendors, sites of scenic beauty and warm, hospitable people, tourists at home and abroad have come to this cradle of Confucianism. They come to this province with its majestic mountains and a long sea coast along the banks of the Yellow River to enjoy its

places of natural and historic interest; pay pilgrimage to temples and flavour local customs.

The largest ever festivities in a warm and friendly atmosphere begin today, September 27, in Jinan, capital of Shandong Province. Many items of the programme are full of local flavour.

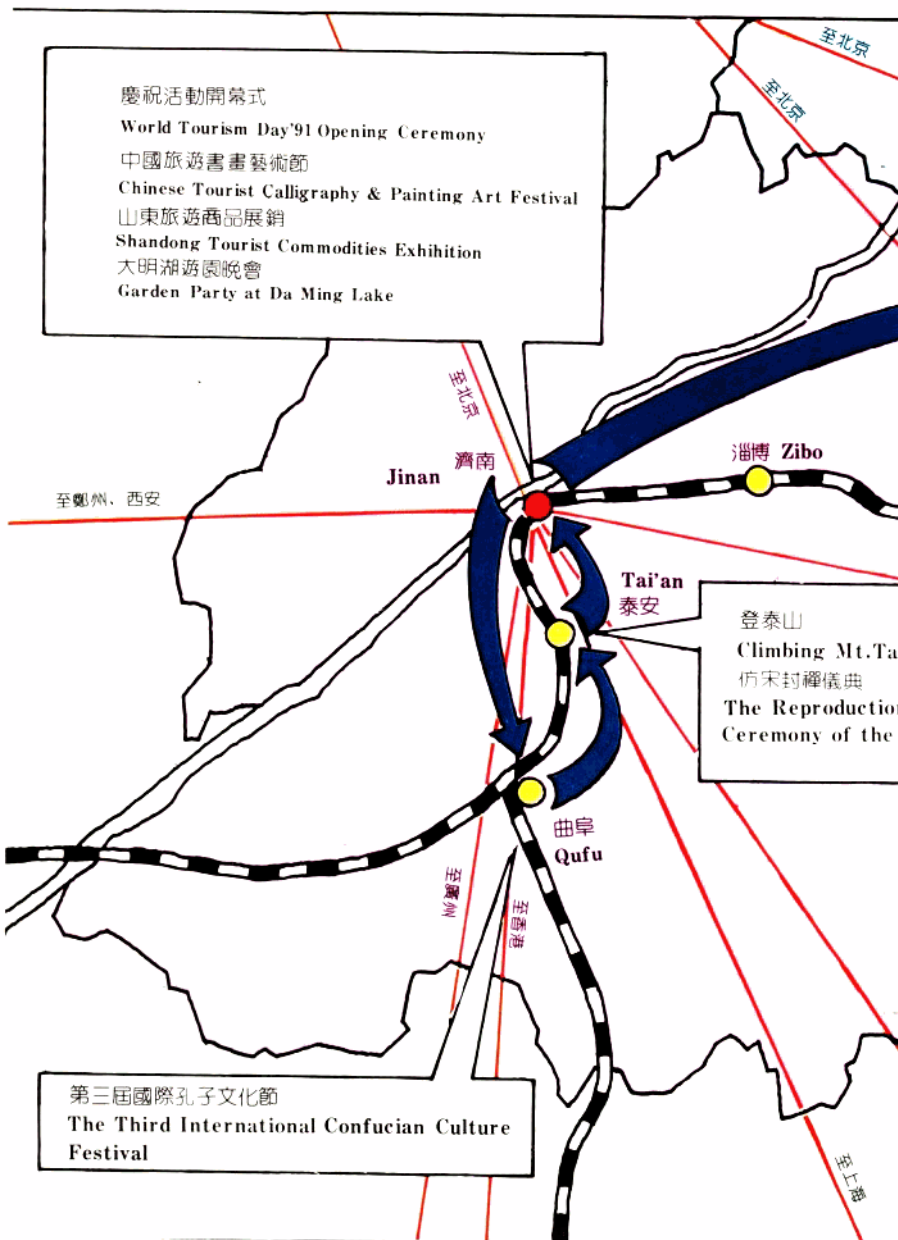
Starting on the 28th, Chinese and foreign guests will go to Qufu, where Confucius was born, to see the Confucius Temple, the Kong Family Mansion, and Forest, attend a typical memorial service with song and dance performance, participate in other cultural activities whose theme is the liu yi (or six branches of knowledge) of Confucius, and enjoy a Kong family dinner.

In Tai'an, they can go up to the top of Mt. Taishan, the most magnificent of China's five scenic mountains, either in a cable car or by foot as they wish. There they can enjoy the classic beauty of ancient religious rites in the Dai Temple or watch the exotic mysticism of qigong (a kind of breathing exercise) in Puzhao Monastery. They will get a culinary treat from the all-beancurd vegetarian dinner in Tai'an or special entrees spiced with medicinal herbs in Taishan.

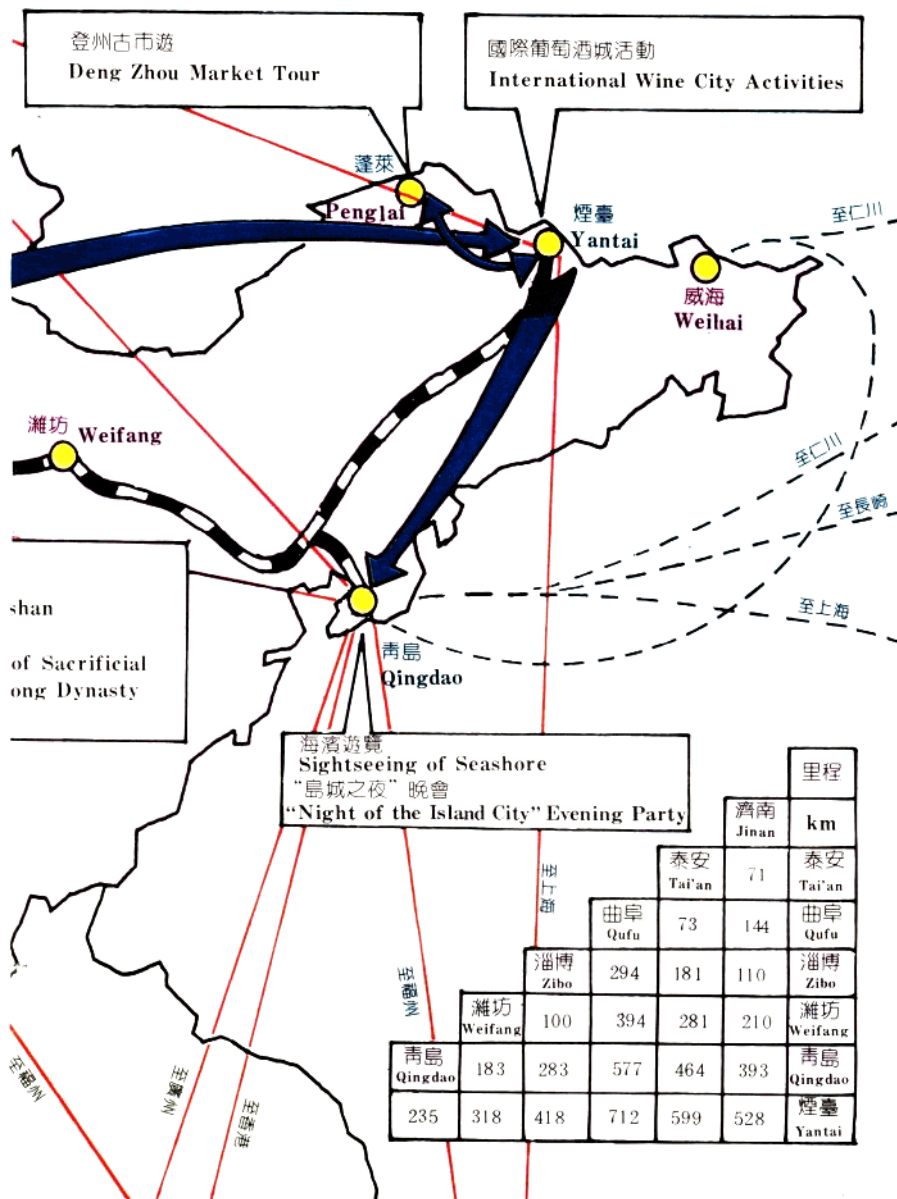
From Yantai, tourists can go on to see the Penglai Pavilion, known as a fairyland on earth. Penglai was called in olden times Dengzhou, and the rebuilt town is very close to a Ming Dynasty coastal fortress where the famous warrior Qi Jiguang used to train his naval forces. Yantai is also known internationally as a wine city where visitors to its winery can feast on seafood while tasting their exquisite wines and watching a children's performance.

The last stop on this tour is the coastal city of Qingdao where Chinese and foreign guests can join the revelry of the gala called A Night in Island City.

People in Confucius' land will welcome guests from all corners of the world with their unique ceremonies and warm hospitality. On behalf of the Tourism Bureau and the Tourist Association of Shandong Province, allow me to convey festive greetings and best wishes.



URISM DAY CELEBRATION





‘91世界旅遊日慶祝活動徵志

‘91 世界旅遊日慶祝活動徵志

‘91 世界旅遊日慶祝活動的徵志，以“‘91”為鮮明的主體。“9”字的圓內，是山東的旅遊徵志。徵志的上半部分既是個“人”字，表征以世界文化名人孔子為代表的齊魯文化；又是一座山，表征以“五嶽之首”泰山為代表的齊魯名山。下半部分的三條曲綫，形似漪漪水波，表征以“天下第一泉”趵突泉和海濱為代表的齊魯秀水。

整個設計簡潔明了，突出了山東旅遊的資源特色和近幾年來的開發成果，向世界展示齊魯自然風光的神韻和悠久文化的深博，象征着崛起的山東旅遊業蒸蒸日上。

Emblem of the Festival Marking World Tourism Day '91

“‘91” is the theme of the emblem designed for the Festival Marking World Tourism Day '91. The tourism emblem of Shandong Province lies within the circle forming the upper part of the figure 9. The upper half of the designed emblem is at once the character Ren (or human being), symbolizing the Qi Lu culture of Confucius, the internationally recognized man of letters, and a mountain, symbolizing the famous Mt. Taishan, the most majestic of China's five scenic mountains. The three crooked lines in the lower half of the emblem suggest rippling waves of the lovely waters from Baotu Spring (known as "The Number One Spring under the Sky") and the sea coast.

Simple and direct, the design highlights the unique features of Shandong's tourist attractions—the beauties of Nature and its profound cultural history. It symbolizes the achievements in recent years of the thriving tourist industry in Shandong.

歡騰的泉城

JOYFUL CITY OF SPRINGS

九、二七：世界旅遊日

這是一個值得紀念的日子。

1970年9月27日，經過反復醞釀和論爭，在墨西哥城通過了聯合國世界旅遊組織章程。事隔9年之后，1979年世界旅遊組織決定，每年9月27日為世界旅遊日。此時是北半球旅遊旺季剛過，南半球旅遊旺季來臨之際，是世界各國人民外出旅遊大好時節。

每逢這一天，世界各國旅遊者紛紛走上街頭，追思過去所經歷的閃光之旅，醞釀將來欲追索的美好之行。

我國是世界旅遊組織成員國，從1987年起每年都舉辦世界旅遊日慶祝活動。繼北京、上海、陝西、福建之后，山東是第五個舉辦慶祝活動的省份。

山東歷史悠久，文化燦爛，幾千年的世間滄桑，給這塊土地留下了豐富的文化古迹，令世人嘆為觀止：

山東自然資源豐富，雄偉的山，壯闊的海，氣勢的河，令遊人流連忘返；

山東旅遊業發展已初具規模，行、住、吃、遊、購、娛六大要素已逐步配套，“八五”期間，山東將成為我國旅遊熱點地區之一；

山東在改革、開放的道路上不斷進取，社會經濟取得了長足發展。山東正在穩步走向世界。

'91 世界旅遊日在山東舉辦，是對山東旅遊業的一次全面檢驗，是對山東對外開放的有力促進。在旅遊日期間，山東舉辦了一系列大型活動。在省會濟南有隆重、熱烈、富有特色的開幕式，首屆中國旅遊書畫藝術節，大明湖遊園晚會等，在曲阜有第三屆國際孔子文化節，在泰安有泰山仿宋封禪表演，在煙臺有國際葡萄酒城活動，蓬萊登州古市遊，在青島有“島城之夜”聯歡晚會……中外來賓在這里渡過了難忘的日日夜夜。

山東有輝煌的過去，山東也定將有燦爛的未來！

September 27: world Tourism Day

This is a date for commemoration. On September 27, 1970, the statutes of World Tourism Organization (WTO) were finally adopted in Mexico City after intense negotiations. Nine years after that in 1979, September 27 was designated by WTO as World Tourism Day. At the same time, it is the off season for tourists in the northern hemisphere and high season in southern hemisphere and is the golden season for

people all over the world to travel out.

At this day each year, tourists from all countries go outside recalling the unforgettable tour they experienced and planning for future beautiful travels.

Being a member of WTO, China celebrates the World Tourism Day each year, Shandong, after Beijing, Shanghai, Shaanxi and Fujian, is the fifth place designated as the