

TOURISM CULTURE TIMES

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Yunnan tourism industry resumes outbound group tours

云南省旅游行业积极恢复出境团队游

By Zhu Hai and Guo Yao

□ 朱海 郭瑶 / 文

Starting from February 6, Chinese travel agencies and online travel companies have tentatively resumed operating outbound group tours for Chinese citizens to other countries as well as air ticket and hotel booking services. In the Yunnan market, travel companies and their overseas partners have made comprehensive preparations in aspects such as product improvement, staff training, publicity and marketing and are now ready to receive tourists.

“Due to issues such as flights and visa applications, Southeast Asian countries, especially Thailand, are still the first choice for outbound Yunnan tourists. The quotation for a group tour to Thailand is about 4,000 yuan (US\$580.8) on average, and that for a boutique group tour ranges from 7,000 yuan (US\$1,016) to 10,000 yuan (US\$1,452),” said Huang Ying, deputy general manager of Kunming International Scenic Travel Co Ltd. The company has been receiving a large number of inquiry calls. Since it has innovated product design and conducted systematic staff training in advance, the company is capable of providing tourists with quality services.

“Compared with the pre-epidemic situation, Chinese tourists are now more segmented. For example, young people favor leisurely holiday tours while the elderly prefer tours with more attractions. We provide tourists with

more personalized choices,” said Zhu Hongying, chairman of Kunming Jin'ai International Travel Agency. According to Zhu, their company is currently focusing on Thailand, Laos, and Hong Kong, which are the most popular destinations. When outbound tours are officially resumed, the company's first group of tourists to Laos will depart from Kunming South Station, transfer to a train operating on the Lao section of the China-Laos Railway, and call at Luang Prabang, Vang Vieng, and Vientiane, successively.

Louis, who is engaged in bilateral tourism business between China and Malaysia, said that apart from classic routes such as “Kuala Lumpur-Malacca-Penang”, Malaysia has also developed new routes involving surfing, diving, hiking, camping, cycling, and forest exploration. Since Musang King durians have been popular with Chinese tourists, many plantations have set up Musang King-themed resorts, where tourists can pick and taste fresh durians.

The tentatively resumed outbound group tours cover many other South and Southeast Asian countries such as Thailand, Sri Lanka, and Singapore. Given Yunnan's geographical location, vast market, and other conditions, airlines have also steadily increased capacity placement in routes between Yunnan and relevant countries and regions to further facilitate travel for domestic tourists.

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Only by maintaining a balance between humanity and nature and in our ecosystems can we protect human health.

—Excerpt from the fourth volume of *Xi Jinping: The Governance of China*

只有更好平衡人与自然的关系，维护生态系统平衡，才能守护人类健康。

——摘自《习近平谈治国理政》第四卷

“We must protect the treasures in the forest”

“保护好森林里的宝贝”

By Li Li

□ 李丽 / 文



A camouflage suit, a sickle... On January 21, or the Chinese New Year's Eve, Li Youbin started his work in the forest as usual. He has been doing this for 29 years, protecting wildlife from poachers and illegal loggers in the Xiaoqiaogou National Nature Reserve in Xichou County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province.

Li, 55, is a native of Fadou Township, Xichou County and head of Fadou Rangers' Station of the Xiaoqiaogou National Nature Reserve. “It is all-too-common for a ranger to patrol the forest during holidays, when you need to be even more careful,” said Li. The slightest negligence may lead to a forest fire in autumn and winter. Due to the dry weather, rangers must spend more time patrolling the forest and strengthen the control of fire sources to protect the wildlife.

The Reserve, located near the Tropic of Cancer, is a 3,900-ha virgin forest in Xichou County. It is rich in biological resources, including many rare and endangered species. Here, you can find plants under first-class State protection such as *Bretschneidera sinensis*, *Amentotaxus yunnanensis*, *Taxus chinensis*, and *Alcimandra cathcardii* and animals under first class State protection such as leopards and pythons. The Reserve is also home to the world's oldest and rarest magnoliaceous plant—*Manglietiastrum sinicum*.

“Our duty is to protect these treasures and educate local people on the importance of protecting wildlife and preventing forest fires,” Li said as he walked. He patrols his designated area of the forest every two or three days whatever the weather.

Li and his fellow rangers keep a detailed record of their work in the rangers' log. Over the past 29 years, Li's footprints have covered every inch of his designated area of the forest, and he knows the location and acreage of every patch of this work area as well as the wildlife species in it like the palm of his hand.

Li said proudly that through the joint efforts of his team, forest fires, poaching or illegal logging have rarely occurred in their area in the past years. With the ecosystem constantly improving, rare animals like zibets, gorals and silver pheasants have returned to the Reserve. Looking at the verdant forest, Li was all smiles.



2023年直苴彝族赛装

On the 15th day of the first month of the Chinese lunar calendar, an annual Yi Costume Festival will be held in Zhizuo Village, Zhonghe Town, Yongren County, Chuxiong Yi Autonomous Prefecture, Yunnan Province, when villagers dressed in ethnic costumes will dance in circles and contend in beauty. (Hu Chao)

2月5日是中国农历的正月十五，每年的这个时候，云南省楚雄彝族自治州永仁县中和镇直苴村群众都会自发组织一场盛大的彝族赛装节，身着民族盛装的村民赛装比美、跳脚狂欢。（胡超）



It is still early spring, but the idyllic scenery in Tonghai County, Yuxi City, Yunnan Province, is already fascinating. The colorful farmland, shimmering lakes, and verdant mountains make a beautiful painting scroll. (Hu Chao)

早春时节，云南省玉溪市通海县田园风光秀美。农田与湖水、山峦交相辉映，构成了一幅美丽的画卷。（胡超）



Over 1,000 attend healthy food feast in Yunnan's Weishan

巍山重启小吃节，千人参加美食盛宴

A grand healthy feast organized in the ancient Weishan county in Dali of Yunnan province attracted tourists and locals on Feb 26.

A total of 1,128 diners on 118 tables enjoyed local delicious dishes and sensed Weishan's traditional culture in toasting folk songs and welcoming suona (a Chinese double-reed woodwind instrument).

The special feast was the first event during the 10th China Dali Weishan Snack Festival, with the second feast to be held on Saturday, according to the county.

The feast included 15 local special dishes specially prepared and cooked by local chefs.

As one of the two "Hometowns of Chinese Famous Snacks",



Weishan's snacks, known as the "living fossil" of national diet, have variety, exquisite workmanship, unique flavor and a long history and culture.

The special feast, which has been held as part of the snack festival since 2011, has now become popular among locals and tourists. (China Daily)

Hekou's chayote exported to Vietnam for 1st time

云南河口佛手瓜首次出口越南

Chayotes, one of the out-of-season vegetables harvested in early winter in Honehe's Hekou Yao autonomous county in southeast Yunnan, sell well in international markets.

Because of the tropical climate, the chayotes grown in Hekou can naturally mature in winter and be sold at lower prices in the off-season market. There are now over 1,000 chayote growers in the county, with a total planting area of over 6,000 mu (about 400 hectares) and an yearly output value of 45 million yuan.

Benefited from geographic location, Hekou sells its chayotes



to both domestic and overseas markets. It is the first time that vegetables cultivated in Hekou have been exported to Vietnam.

The daily export volume exceeded 60 tonnes from last December to January this year. (People's Daily, Online photo)

Flowers from China's Yunnan sold in Bangkok

云南鲜花远销泰国

The deepening cooperation between Thailand and China under the Belt and Road Initiative (BRI) has benefited flower traders in both countries. Flowers grown and picked in southwest China's Yunnan Province can reach markets in Bangkok by cold chain transportation in about 40 hours.

The photo shows a vendor arranges flowers from southwest China's Yunnan province at the Pak Khlong Talat flower market in Bangkok, Thailand, Feb. 21, 2023.

(Xinhua/Wang Teng)



Elephant family spotted playing in Ning'er

大象家族在宁洱玩耍



Elephant conservationists recently took a lovely video of an Asian elephant family foraging for food and sleeping in Ninger county, southwest Yunnan's Pu'er. Among them, two premature elephants of the similar age had a "naughty fight" before napping.

The herd of eight elephants walked across the tea hill to forage in a forest after 1 p.m., and after a while the elephants went on their napping activity.

There are three juvenile elephants in this group, the youngest one is about one year old, and the other two are about three years old. They like to play with each other at times, and the relationship is harmonious. (Ning'er Media Center)

Museum exhibits antiques in Daxiechang village

走进云南大歇场村博物馆



With a historic and cultural air, an ancient-style museum was set up in Daxiechang village, southwest Yunnan's Lancang Lahu autonomous county.

The county is so named because it's adjacent to the Lancang River, and the museum is built at a traditional stop on the Ancient Tea-Horse Road, where the caravans would rest.

The museum exhibits all kinds of the antiques related to famed ancient trading route that extends from southwest China to south and southeast Asian countries. It also displays old stuff from the 1970s to 1980s, such as magazines, music records, Chinese new year paintings and marriage certificates. The museum hall covers 700 square meters, exhibiting more than 400 items. (Pu'er Magazine)

Tourism shifts to “comprehensive consumer economy” in Yunnan

云南旅游业 向“综合消费经济”迈进

By Zhu Hai and Wang Huan

□ 朱海 王欢 / 文



“

Tourism is a comprehensive industry that can create prosperity in all sectors. In Yunnan, the tourism and culture industry is also a pillar industry. As China's epidemic control enters a new phase and economic development becomes a top priority, Yunnan Province is striving to build itself into a strong cultural and tourism province so as to inject new impetus into its economic and social development.

”

旅游业是综合性产业，具有一业兴带动百业旺的作用。在云南，旅游文化产业是支柱产业。随着中国疫情防控进入新阶段、发展经济成为首要任务，云南省积极推动文化和旅游双强省建设，为经济社会发展注入新动能。



Multiple promotion and marketing efforts

宣传营销 多点发力

This year's Spring Festival holiday (January 21 to 27) saw Yunnan's tourism go viral with a sharp rise in passenger flow and attention. Yunnan's success in holiday travel is inseparable from the constant and innovative promotion and marketing efforts of the province's culture and tourism sector from the view point of tourists.

"After watching the TV series *Windy Courtyard*, I wish to go to Dali for the Spring Festival holiday." Just before the Spring Festival, Feng Peilin in Guangxi Zhuang Autonomous Region expressed her strong desire to travel to Dali and inquired about related

matters with our reporter through WeChat.

After the TV series *Windy Courtyard* began to be broadcasted, viewers have expressed their wishes to "follow Xu Hongdou to Yunnan" and "taste Dali's flower cakes" on major social platforms such as Weibo, Douyin, Taobao, and Xiaohongshu. Many of them made their New Year's resolution to "spend the Spring Festival holiday in Yunnan" and "go to the windy place". They cannot wait to sample local



delicacies such as flower cakes and milk fans and experience the leisurely country life.

In the first week after the TV series began to be broadcasted, data showed that compared with a month ago, Baidu search index peaks for “Yunnan” and “Dali” almost doubled, and those for “Shaxi Ancient Town” nearly quadrupled.

Just before the Spring Festival, Kunming Municipal Culture and Tourism Bureau launched a series of marketing activities around the theme of “Spending Spring Festival Holiday in Spring City”. These activities, which lasted for seven days and were designed to greet the Year of the Rabbit, were promoted through new media such as WeChat, Douyin, and Xiaohongshu and traditional media such as radio, TV, and newspapers to showcase the multi-faceted charm of Kunming. The effective measures have led to a constant increase of web searches for Kunming’s tourism and placed Kunming among top ten popular tourist cities in China.

In early February, with the Spring Festival holiday tourism comprehensively recovering, Dehong Dai and Jingpo Autonomous Prefecture held the Jingpo Munao Dancing Festival in Longchuan and Mangshi, enhancing the brand awareness of “Colorful Yunnan, Beautiful Dehong”. “We’ve been waiting for three years. Finally, the day has come,” said a tourist excitedly. Statistics show that the event received hundreds of thousands of tourists from all over the country.

Last year, according to Yunnan Provincial Department of Culture and Tourism, Yunnan made great efforts to promote culture and tourism through multiple channels. The province planned and released theme promotional videos such as “Beautiful Spring in Yunnan” and “Yunnan in 15 Seconds” and successfully held the 2022 China International Travel Mart, winning unanimous praises from inside and outside the industry.

This year, Yunnan’s culture and tourism industry will explore new marketing methods and launch a series of promotional activities through major new media platforms, inviting tourists to select “Top 20 Influential Brands”, “Top 10 Delicacies”, “Top 10 Self-driving Routes”, “Top 10 Film and Television Shooting Locations”, and “Top 20 High-Quality Hotels” in the province.



Tap into advantages to transform and upgrade tourism

把握优势 转型升级

Recently, the Research Institute of Tongcheng Travel and Yunnan Tourism Planning Research Institute jointly released the 2023 Analysis Report on Yunnan Tourism Market during the Spring Festival Holiday, which shows that during this year’s Spring Festival holiday, Yunnan’s tourism market delivered remarkable results, with both tourism revenue and recovering momentum leading the country.

Industry insiders and experts believe that Yunnan has attracted tourists and promoted consumption mainly because of its unique resource endowments in aspects such as scenery, ecosystems, climate and culture, as well as its intensive innovation of tourism products and business forms.

Yunnan leads the country in ecological resources. In recent years, the COP15 fully demonstrated the province’s achievements in biodiversity conservation and its stunning natural beauty. In particular, the return journey of wild Asian elephants softened the heart of the world. At present, Yunnan is committed to making itself greener and more beautiful.

In late 2022, the Yunnan Provincial Department of Culture and Tourism launched the culture and tourism brand “Elephant Tour” and the “Retrace the Wild Elephants’ Return Journey Through Colorful Yunnan” program. By issuing commemorative badges and booklets, setting up viewing platforms and photo-taking sites, and offering limited version gifts at featured



scenic spots in Xishuangbanna, Pu'er, and Yuxi, the program has strung high-quality culture and tourism resources and products along this amazing journey, provoking tourists to pay attention to and think about biodiversity conservation and environmental protection.

“Come to Yunnan to embrace the sunlight, broaden your horizon, and let free your heart. Now that the seagulls are already here, are you still not coming?” In November 2022, the Yunnan Provincial Department of Culture and Tourism held a well-planned press conference in Kunming. The conference released a series of “Winter Tour of Yunnan” routes, including seven winter theme tourism routes, six tea, coffee, and tourism integration routes, and ten featured winter tourism routes through the province.

“These tourism routes have been designed according to Yunnan’s abundant culture and tourism resources and climate advantages. Involving experience dimensions such as ethnic culture, natural endowments, history and folklore, hiking and self-driving, resort hotels, theme photography, fun and leisure, health and holiday-making, delicacies and trendy entertainment, these routes have to a certain extent attracted more tourists to Yunnan and driven the

transformation and upgrading of tourism products and business forms,” an official of the Yunnan Provincial Department of Culture and Tourism was quoted as saying.

“Last year, the province launched nearly 600 well-planned projects of new business forms and recognized 161 companies of new business forms,” said the aforementioned official. As planned in this year’s *Report on the Work of the Yunnan Provincial Government*, Yunnan’s culture and tourism sector will deepen the structural reform on the supply side of tourism, accelerate product innovation, industry innovation, and model innovation, and promote the integrated development of tourism with health, sports, culture, education, and other industries. Yunnan will strive to build a series world-class scenic spots and resorts, effect a strong recovery of the tourism market, and facilitate the shift of “ticket economy” and “sightseeing economy” to “comprehensive consumption economy”. Yunnan will also intensify project planning and reserve, establish a provincial culture and tourism project pool of no less than 1,000 projects, cause to advance the development of about 20 major culture and tourism projects, and strive to complete tourism-related fixed assets investment of 130 billion yuan (US\$18.37 billion).

On February 7, the Yunnan Provincial Department of Culture and Tourism issued a notice, deciding to impose special oversight for the province’s 19 travel agencies that were most-complained in January 2023. The notice required relevant local culture and tourism departments to admonish these travel agencies, enjoin them to make rectifications, include them in the prefecture’s (or city’s) black list, and report in writing to the Comprehensive Law Enforcement and Supervision Bureau of Yunnan Provincial Department of Culture and Tourism on the oversight and rectification results.

Last year, Yunnan’s cultural and tourism departments further improved their ability of culture and tourism governance and provision of services. This year, the Yunnan Provincial Department of Culture and Tourism will also take steps to improve tourism services, strengthen training and education for tourism companies and practitioners, guide and motivate market players such as A-rated tourist attractions, star-rated hotels, travel agencies, and graded homestay hotels to enhance the awareness of further developing tourism with better quality, accelerate innovation in concepts, technology, and services, and boost effectiveness and experience of tourism services.



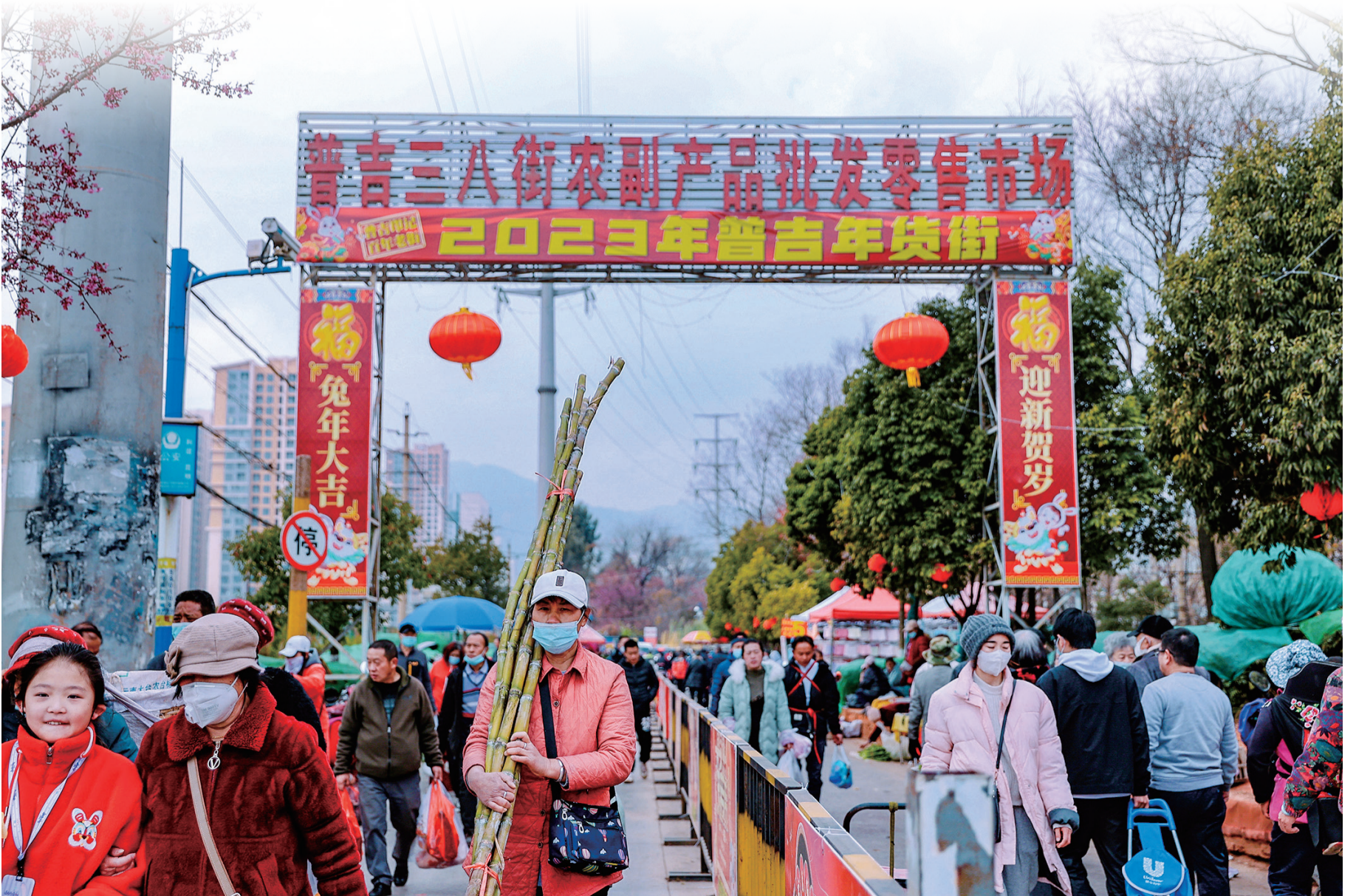


Century-old Three-Eight Fair in Puji brings back old Kunming memories

赶普吉百年“三八街” 解锁记忆中的老昆明

By Zhu Zheng, Dai Zheng and Liu Qingming

□ 朱正 戴铮 刘庆明 / 文





“ No occasion is more buzzing with life than a major rural fair. The Three-Eight Fair in Kunming’s Puji Sub-district has a history of more than 100 years. As a trade fair of featured goods and household supplies, it is held on the third and eighth day of every month, attracting both local citizens and merchants. ”

烟火气味最浓的地方莫过于乡街大集。昆明的普吉三八街有 100 多年的历史，特色货物、生活用品琳琅满目。每月逢三号、八号开集，又被称为三八街，当地的市民以及商户都在掐着日子来赶大集。



On February 8, only three days after the Chinese Lantern Festival, Puji Sub-district ushered in the first Three-Eight Fair in the Year of the Rabbit. Natives in other parts of Kunming also flocked to the fair, carrying backpacks, baskets, and bags.

By 10 a.m., the street for the fair was already bustling with people. At the entrance were sold festive flowers such as butterfly orchids and wintersweet flowers. In the street, there were more goods to choose from, such rice pudding, rice cakes, loose candies, and strawberries, all sold at reasonable prices. Walls were covered with bright-red Chinese knots, and the Chinese character for “fortune” was seen here and there on the ground. Of course, Kunming natives’ favorite festive foods such cured beef and Xuanwei-style hams were also available. The rural hustle and bustle created a peaceful atmosphere.

“The fair was just like this when I came to Kunming twenty years ago,” said a truck driver. In fact, the Three-Eight Fair in Puji has a history of more than 100 years. The fair is so named because it is held on every third and eighth day of the month, and the street for the fair stretches to the viaduct. For many Kunming natives, the fair packed with goods and swarming with people always brings back their old memories.

Abundant supply and affordable prices

商品丰富 价格实惠

“Three catties for ten yuan! Three catties for ten yuan! The best Orah mandarins, as sweet as honey!” Vendors’ hawking filled the air, luring many customers to the stalls. After they shopped till they dropped, they just wanted to take a rest and have a bowl of cold rice noodles in a streetside snack bar. “I live far from here, but I simply love this fair. It doesn’t matter what I buy. I come mainly for the lively sight,” an elderly lady said. “Of course, I always buy some vegetables. They are so cheap.”

The abundant supply and affordable prices explain why the Puji Three-Eight Fair is so popular. “I bought strawberries, bananas, and a lot of vegetables today,” a migrant worker said. “I live near here, so I come every fair day. It’s very convenient.

The fair offers a wide variety of goods. It is bigger than the one in my hometown.”

By 9:30 a.m., the barber’s shop at the entrance of the street was already open, and the price for a haircut was just five yuan. The bustling street was filled with fruits, vegetables, and snacks. Among other goods are living necessities, clothes, and accessories.

Shopping at the fair is nothing new for the elderly and middle-aged, but it offers a special experience for the post-2000 generation. A university student said, “I only remember coming to the fair in my childhood. Now that I’ve grown up, I seldom come here. But when I do come, I can’t help being impressed by the hustle and bustle. The Puji Three-Eight Fair is an authentic Yunnan-style fair.”

Enriched by specialties from other places

各地特产来助阵

Apart from fruits and vegetables, some vendors were selling their home-made delicacies, such as bean flour-covered dumplings, pickled chicken feet, golden pea flour, and corrugated potato. Available was even a delicacy from Henan Province called “trolley beef”. “Our beef is completely handmade. We hope to introduce this specialty from Henan to our friends in Yunnan,” said the vendor behind the “trolley beef” stall. They are from Henan and have been selling beef in Kunming for two or three months. They always make preparations for the fair two days in advance so that the “trolley beef” they sell is fresh and tastes the best.

A famer woman from Tuanjie Township was one of the first to arrive at the fair. Pointing at the honey she was selling, she said proudly, “My honey is produced by the bees we keep at home. Ecological and free from additives, it is very popular. Since there’re more people

today, I guess I’ll be able to sell it out in the afternoon.”

There were many fruit stalls in a side street, and at the head of it was a stall selling picked pears, a typical Yunnan delicacy. “I started to pickle the pears when they hit the market last April and May. I washed the pears and soaked them into specially-prepared water. They were ready just before the Spring Festival, so I’ve come to sell them in Kunming,” said the stall owner surnamed Li. His pears were crunchy, sweet and sour. If you tasted one, you wouldn’t hesitate to buy some.

After a shopping spree at the fair, you might wish to enjoy a steaming bowl of lamb rice noodles. Served with mint leaves and pepper, the aromatic and spicy rice noodles would tickle your taste buds. Of course, you would also eat a few mouthfuls of lamb soup to relieve your fatigue. After all, you wouldn’t regret coming to the fair.

Guessing riddles, eating dumplings, Yunnan people celebrate Lantern Festival

猜灯谜、吃汤圆 云南各地喜迎佳节

By Dang Xiaopei and Wang Shihan

□ 党晓培 王世涵 / 文



February 5, 2023 coincided with the Lantern Festival, a traditional Chinese festival also known as the Shangyuan Festival. As the end of the Spring Festival holiday, this year's Lantern Festival was celebrated with lively activities in Yunnan, such as watching lantern shows, eating dumplings, and guessing lantern riddles.

2月5日是中国的传统节日——元宵节，又称“上元节”“灯节”。中国人讲究过完了元宵节，今年才算真正过完，所以元宵节也是格外热闹，大家闹元宵、吃汤圆、猜灯谜，共庆佳节。





Midu, Dali: 30,000 people participate in lantern show

大理弥渡：3万人欢庆花灯会

The Lantern Festival is always celebrated on the 15th day of the first lunar month. On February, 2023, which coincided with the Lantern Festival, a lantern show was held in Mizhi Town, Midu County, Dali Bai Autonomous Prefecture. As the first lantern show in the local area after the COVID-19 epidemic, it attracted more than 30,000 people of various ethnic groups. They gathered at the Lantern Square to wish the country peace and prosperity and pray for an abundant harvest of all crops.

By noon, the Lantern Square in Mizhi Town was already packed with people. In a sea of lanterns, there were traditional performances such as dragon dance, lion dance, phoenix and kylin dance, land boat dance, and stilt walking, as well as modern square dance. This year, nine dance squads with more than 2,000 performers aged from 4 to over 80 participated in the show. Apart from various dances, the show also involved singing.

The Midu-style lantern dance and singing is one of Yunnan's nine schools of lantern dance and singing. In Midu, nine out of ten people are good at lantern dance and singing, which is usually accompanied by gong and drum music and is integrated into the locals' daily production and life. With a history of more than 300 years, the Mizhi Lantern Show is the largest existent original lantern show in China and is justifiably referred to as the "oriental lantern carnival".

Kunming: Diverse Lantern Festival celebrations rock the city

昆明：精彩活动闹元宵

On the night of the Lantern Festival, the wonderful activities in Kunming Grand View Park attracted a large number of visitors. The light show, employing gauze curtain, water curtain, and laser light projection, lit up the sky. In addition, visitors could watch craftspeople and intangible cultural heritage inheritors showing their skills, such as writing the Chinese character for "fortune" and making lanterns. People could also buy plants and flowers in the park.

In the northwest new town of Wuhua District was held a UAV formation flight performance. A total of 200 UAVs flew in the air, constantly changing positions and lighting effects and assuming the shapes of rabbits, lanterns, and other festive elements. The performance attracted many citizens and tourists. They raised their cell phones to take pictures and videos, and everyone was full of hope for a wonderful, beautiful new year.

In the Yuhua neighborhood of Chenggong District, a wonderful Han Chinese costume show was especially eye-catching. The stage was decorated with red lanterns and colorful streamers, which created a lively and festive atmosphere together with the happy, auspicious music. The show began with a program called "Han Chinese Costumes in Different Dynasties". Everyone was in high spirits, talking and laughing.

Honghe: Mile-Mengzi High Speed Railway celebrates first Lantern Festival
红河州：弥蒙高铁迎来首个元宵节

"Dear passengers, you're welcome to guess our riddles and stand a chance of winning lovely prizes." On February 5, Mile-Mengzi High Speed Railway celebrated its first Lantern Festival. In the waiting hall of Mile railway station, staff members could be heard inviting passengers to guess the riddles printed on slips of paper that were tied to colorful lanterns, making everyone feel a warm and peaceful atmosphere.

This year's Lantern Festival is the first Lantern Festival after the high-speed railway in Honghe Prefecture directly connected to Mengzi and extended to Kaiyuan, a city that has been given birth to by the railway. To make passengers feel the festive atmosphere, China Railway Kunming Group Co Ltd (hereinafter referred to as "Kunming Group") specially decorated the waiting hall of Mile railway station, got talented staff members to organize the "guessing riddles to celebrate the Lantern Festival" program, and brought dances, songs, hand drum music, and other wonderful performances with local characteristics for passengers.

On the D8707 train from Honghe to Dali, the attendants also decorated the carriages in advance and prepared colorful cultural activities for the passengers. Dressed in Han Chinese costumes, high-speed railway attendants explained the origin of the Lantern Festival and related stories. When the music of the song "Selling Dumplings" rose, passengers could not help singing along, and the carriages were full of laughter.

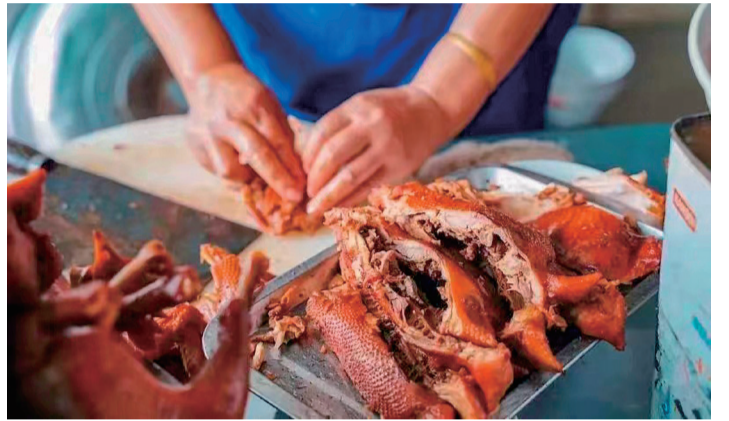
"I didn't expect it to be so lively today both in the waiting hall and on the train. I guessed some riddles right, so the attendant has given me a prize after I boarded the train. This is the first time I've celebrated the Lantern Festival in this way. The railway services are more and more thoughtful," said a female passenger surnamed Li.

Around the Lantern Festival, Yunnan's railway system received a large passenger flow. On February 3, 4, and 6, Kunming Group put all its bullet trains on tracks, operating 211 pairs of passenger trains and 290,000 seats on a daily basis. During peak hours, 16 extra pairs of bullet trains ran between Kunming and Dali, Funing, Puzhehei, Lincang, Xishuangbanna, Baoshan and other stations, registering a new high for passenger transport during the Spring Festival in terms of both the number of pairs of trains and transport capacity. (Spring City Evening News)

Mile-style marinated chicken rice noodles

弥勒

卤鸡
米线



By Pu Liying and Chen Baoshun

□ 普丽英 陈保舜 文 / 图

“ Marinated chicken rice noodles are a must-eat food in Mile City, east Yunnan. After a complex process of marinating, the chicken is such a perfect combination of golden color, pleasant aroma, good taste, and attractive appearance. A bowl of authentic marinated chicken rice noodles is enough to pamper your palate and stomach. ”

卤鸡米线是弥勒的一张美食名片。经过复杂工序制作的弥勒卤鸡，色、香、味俱全。一碗正宗的卤鸡米线，滋养味蕾，温暖肠胃。

Once in the county-level city of Mile, after getting up and washing in the morning, you might as well find a breakfast store for a bowl of authentic marinated chicken rice noodles to pamper your palate and stomach.

There are many things you may wish to know about this bowl of rice noodles. First, the best Mile-style marinated chicken rice noodles only use the meat of free range spring roosters. Second, the chicken is marinated with more than twenty seasonings that are strictly proportioned. After a complex process of marinating, the chicken is such a perfect combination of golden color, pleasant aroma, good taste, and attractive appearance.

Soak ready cooked rice noodles and the marinated chicken in a specially prepared soup, and a fresh bowl of marinated chicken rice noodles will be ready to serve. Of course, you still need to add more seasonings such as chives, peanut, cilantro, onion, garlic, and ginger.

Get a chunk of marinated chicken into your mouth, and you will instantly feel its tender texture. A blissful taste will spread from the tip of your tongue throughout your body, making you suspect that you are already in the paradise. Then let a bite of the soft and smooth rice noodles slip into your mouth between your lips. The delicacy will make you want another bite, and yet another bite. You just cannot stop.

After finishing the rice noodles, how can you afford to waste the equally tasty and nutritious soup? You must gulp it down until your stomach is full. Once again you will feel warmth surging inside your body while the sunlight of early spring shines on you from outside.

Eating a bowl of Mile-style marinated chicken rice noodles is a good way to start a new day. It will make you feel energetic and enable you to better understand this county-level city, so how can you afford to miss this delicacy when you come to Mile?

Integration of culture and tourism helps increase income for villagers

文旅融合助力村寨增收



“ In Laomudeng Village, Nujiang Lisu Autonomous Prefecture, the ‘intangible cultural heritage performances plus bonfire parties’ model has brought remarkable changes to the village. ”

在怒江傈僳族自治州老姆登村，“非遗展演+篝火晚会”打造出新的乡村经济业态，留住了游客，丰富了游客文化体验，还探索出了非遗文化发展的新路径。

By Li Shouhua and Huangfu Miaohua

□ 李寿华 皇甫苗华 / 文



More than 40 tourists gathered in a spacious courtyard. They sat around a roaring bonfire below a bamboo dwelling, listening attentively to Yu Wulin, an intangible cultural heritage inheritor of Yunnan Province, singing a traditional folk song of the Nu ethnic group called “O De De”. This was what happened every night during the Spring Festival holiday at the 150 Guest House in the Nu-inhabited village of Laomudeng in Pihe Township, Fugong County, Nujiang Lisu Autonomous Prefecture.

“The intangible cultural heritage performance is unique. It is a feast of eyes and helps enhance the festive atmosphere,” said Zhao Lan, a photography enthusiast from Jiangsu Province. In the Nu-inhabited village of Laomudeng, she was fascinated by the colorful ethnic culture as well as the beautiful mountains and waters. “I make a trip to Nujiang every year. I’m especially attracted by the intangible cultural heritage here,” Zhao said.

Laomudeng Village is a famous rural tourist attraction located on a slope of the Biluo Snow Mountain. Here, tourists can enjoy scenic spots such as the Huangguan Mountain and alpine tea plantations, sample Nu delicacies such as rice mixed with assorted meat and pipa-shaped pork, and experience ethnic cultural items such as the Nu Dabiya dance (a national intangible cultural heritage), the Nu folk song “O De De” (a provincial intangible cultural heritage), and the mouth harp music. The village is really a beautiful scenery in the grand view park of ethnic culture in Nujiang Prefecture.

With the help of the work team stationed in the village, Yu Wulin has not only taught his fellow villagers traditional folk songs and dances, but also set up an intangible cultural heritage performing group. Since July 2021, Yu often teaches villagers and tourists to sing and dance at bonfire parties in the

courtyard of the 150 Guest House. The integration of intangible cultural heritage and tourism has increased income for villagers.

The “intangible cultural heritage performances plus bonfire parties” model has brought remarkable changes to the village. This new form of rural economy has retained tourists, enriched their cultural experiences, and revitalized intangible cultural heritage. During the period from the Spring Festival to the Lantern Festival, nearly 10,000 tourists came to Laomudeng for sightseeing and experiencing the ethnic culture and rural life. To date, 33 farmhouse restaurants and homestay hotels have been set up in the village, attracting a large number of tourists. Here, tourists can watch the sun rising over the tea gardens in the morning, lose themselves in an ethereal sea of clouds at noon, taste the Nu cuisine in farmhouse restaurants in the afternoon, and watch wonderful performances in the evening.

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