



## 中国公民出境文明旅游倡议书

我国去年出境旅游人数超过 8300 万人次，是全球出境旅游人口增长最快的国家之一。中国公民出境旅游，一言一行代表国家形象，体现中国文明程度和国民素质修养。增强文明出游意识，提升文明旅游素质，是每位游客和旅游从业者共同的责任。为积极响应习近平总书记的号召，我们向所有出境旅游的游客、从业人员和旅行社发出如下倡议：

一、旅游从业者履职尽责、率先垂范。从事出境旅游的旅行社和所有领队、导游，要率先践行中央文明办、国家旅游局颁布的《中国公民出境旅游行为指南》，以自身文明言行示范带动游客；规范经营行为，恪守职业道德，遵纪守法，信守合同；切实履行引导游客文明旅游的职责，做好行前说明培训、行中提醒引导、返程总结提高，及时劝阻游客不文明行为，引导游客做中华文明的传播者、践行者。

二、广大游客知礼守礼、文明游览。公民出境旅游不仅代表自己，而且关系国家形象。每位游客都应遵守法律，恪守公德，讲究礼仪，爱护环境，尊重旅游目的地文化习俗，以文明言行举止为自己加分，为中国添彩。

三、社会各界共同努力，共创新风。中国公民出境旅游人数众多，影响巨大，需要社会各方面一起努力，共同营造文明旅游的良好风尚。要褒扬先进典型，扶正祛邪。社会各界要对有损国格、违背公德的出境游不文明行为说“不”，用公众监督的力量推动文明旅游风尚形成。

中国人出境看世界，世界也在看中国。让我们携起手来，从我做起，从现在做起，从点滴做起，提升出境旅游文明素质，展示文明中国、礼仪之邦风采，为实现民族复兴中国梦贡献力量。

中国国际旅行社总社有限公司

2013 年 7 月 31 日

中国公民出境旅游文明行为指南

Tourism Etiquette Rules for Chinese Citizens Travelling Abroad

中国公民，出境旅游，注重礼仪，保持尊严。

Chinese citizens traveling should honor their own national identity, but observe the local standards of propriety.



讲究卫生，爱护环境；衣着得体，请勿喧哗。

Protect the environment. Don't litter. Dress appropriately. Don't yell or talk loudly.

尊老爱幼，助人为乐；女士优先，礼貌谦让。

Respect the elderly, be mindful of children, and be ready to help others in need. Follow the custom of "ladies first" and "after you, please" for all others.

出行办事，遵守时间；排队有序，不越黄线。

Keep track of the time difference and arrive at appointments on time. Wait in line for your turn and stand behind the yellow line as needed. Give others ample personal space.

文明住宿，不损用品；安静用餐，请勿浪费。

Be a polite guest when staying in a hotel or other accommodation. Don't damage objects in hotel rooms. Wine and dine quietly, and don't waste food.

健康娱乐，有益身心；赌博色情，坚决拒绝。

Seek out cultured and healthy entertainment, and say no to pornography, gambling and drugs.

参观游览，遵守规定；习俗禁忌，切勿冒犯。

Follow the rules and directions on sightseeing tours. Be careful to observe the local customs or taboos. Don't violate rules or offend local customs.

遇有疑难，咨询领馆；文明出行，一路平安。



When in doubt, make inquiries to the local Chinese embassy or consulate. Be a responsible traveler and enjoy a safe and pleasant trip.

### **Better behavior urged for Chinese tourists**

China's outbound tourism market continues to grow, with nearly 100 million overseas trips to 150 countries and regions in 2013, and 110 million Chinese travelers expected to travel abroad in 2014.

China President Xi Jinping recently commented on Chinese travelers' behavior abroad, urging his country's people to be respectful world travelers. Of China's growing number of tourists he noted: "Don't litter water bottles, don't destroy their coral reef..." and joked "Eat less instant noodles and more local seafood."

Efforts to instill better behavior among Chinese tourists continue to ensure the best possible global experience. In 2006, the China National Tourism Administration issued manuals on proper behavior for Chinese citizens traveling abroad, which sought to remind travelers of the importance of complying with local etiquette and avoiding inappropriate behaviors.

China's tourism industry has also become involved in the efforts for Chinese tourists to behave overseas. A proposal was issued by the China International Travel Service (CITS) on behalf of the industry on July 31, 2013, calling for good manners for tourists and tour guides. Here is an excerpt from that report:

#### **Chinese Citizen Civilized Travel Abroad Proposal**

More than 83 million Chinese tourists traveled abroad in 2012, making China one of the world's fastest growing countries in outbound tourism. Becoming ambassadors while abroad, travelers' behaviors represent the image of the country and its people, thus it is very important to practice civilized travel after crossing the border. It is every traveler and every tour guide's responsibility to enhance the awareness of civilized travel abroad, to improve the citizens' civilization quality, and to build a good image of Chinese tourists. In an active response to President Xi Jinping's call of good behavior while traveling abroad, we, on behalf of all outbound tourists, tour guides and other tourism industry practitioners, propose the following initiatives:

- ✓ Tourism industry practitioners must take the lead to perform their duties responsibly. All outbound travel agents, team leaders and tour guides must follow the "Tourism Etiquette Rules for Chinese Citizens Travelling Abroad" issued by the China National Tourism Administration to make good examples for outbound tourists. Each of the practitioners must maintain the highest ethical and professional standards, obeying the laws and abiding the contract. The practitioners also need to perform their duties to guide tourists with civilized behaviors, including the explanation and necessary training before the trip, reminding constantly during the trip and



improvement report after the trip. Tour guides must timely stop tourists from uncivilized behaviors, and encourage tourists to practice and communicate in Chinese civilized demeanors.

- ✓ All tourists traveling abroad must understand and follow the standards of propriety and make the tours civilized. All Chinese tourists, once passing the border, not only represent themselves, but also show the image of China and Chinese people. Every tourist must abide by the law and the social morality etiquette, protect the environment, and respect the local cultures and customs of the travel destinations. The more civilized demeanors from the tourists, the better self and country images.
  
- ✓ It needs a joint effort from all communities to make the civilized travel a new trend. With the boom of the Chinese outbound tourism, Chinese tourists have a huge impact on travel destination's social, economic and environmental aspects. Thus, it is vital for all sectors of the society to work together to facilitate a civilized tourism environment. To promote the good behaviors and to avoid bad ones, individuals and communities are empowered to say "no" to any demeanors that undermine China's image and that are contrary to public morals. The trend of the new civilized tourism needs public support and oversight.

Chinese are traveling abroad to see the world, and the world is also watching China. Let's act now, start from me, start from the trifles, to improve the quality of outbound tourism, to show Chinese civilization, and to contribute making China a better country.

China International Travel Service

July 31, 2013