

THE FUTURE OF PARADISE

SHANGRI-LA IS OFTEN DESCRIBED AS AN UNDISCOVERED UTOPIA. BUT WITH TOURISM ON THE RISE, A GROWING GROUP OF PEOPLE IS WORKING TO KEEP THE 'ROOF OF THE WORLD' PRISTINE

古道前程

香格里拉是一片人間仙境。她神祕莫測，如夢似幻。
隨著旅遊業蓬勃發展，愈來愈多團體嘗試守護這片高原上的淨土

WORDS 撰文 MARK TJHUNG

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CULTURALLY, SPIRITUALLY, AND IN THE HARMONY OF THE DIFFERENT CULTURES AND BACKGROUNDS OF OUR HOME, THIS PLACE FITS THE NAME SHANGRI-LA

匯聚國內不同文化和來歷的人而能和諧共存，盡得文化和靈性上的薰陶，人間仙境之譽實至名歸



I'M STANDING at the Great Bend of the Jinsha River, trying to find a word to sum up the landscape – *uncompromising? Magical? Treacherous? Bendy?* – when I'm interrupted by a far less trivial thought.

'The Tea Horse Road used to run across there,' says my guide Sonam Gelek, air-drawing on the distant landscape. 'And from here, the road would run all the way up into Tibet.'

The Ancient Tea Horse Road, while less known than its silk sister, was one of the most significant trading routes of ancient China. Tea from Yunnan and Sichuan was its prize, transported thousands of kilometres by horse, north to Tibet and west into what is now Myanmar, Bangladesh and India – a route that gave this area its reason for being for more than 1,000 years. It's a route Gelek has retraced on several occasions and he helps me settle on the right description: *'so difficult'*.

The mind-boggling history of this region – in the northern reaches of Yunnan, up at more than 3,000 metres and on the fringes of the Tibetan Plateau – is something that weighs upon you. The Tea Horse Road is exhibit A. But it's also there when you visit the Ganden Sumtsenling Monastery, Yunnan's immense and gleaming centre of Tibetan Buddhism that's sometimes referred to as the 'Mini-Potala'. Or when people talk about the history of Dukezong, the ancient town in the heart of Shangri-La county, in the thousands of years. Or in the general timelessness of seemingly everything.

The irony is that Shangri-La's modern-day identity has been defined by something that happened less than two decades ago.

In 2001, Yunnan's Zhongdian county was renamed Shangri-La – the mythical town from James Hilton's 1933 novel

Lost Horizon – beating out other suitors for the name from across Yunnan and the country. 'Culturally, spiritually, and in the harmony of the different cultures and backgrounds of our home, this place fits the name Shangri-La,' says Gelek.

The name change quite literally put Shangri-La on the map. With the invaluable branding came the tourism, development and economic growth, and the city was quick to embrace its new name, with a *Lost Horizon*-themed park sprouting up and references to the book becoming almost obligatory in new shops, guesthouses and restaurants.

But walking around Duzekong, there are warnings: of growing crowds and the slow but clear commercialisation that has taken over nearby cities. With the Lijiang-Shangri-La railway set to open in 2020, some local residents are wondering how to help develop the centre in the right way.

'We loved our Tibetan name, but for tourism and development, the name change to Shangri-La was good. It became a dreamland, a place essential to visit once in your life. But it meant we had to think very deeply about how we make this sustainable,' says Dakpa Kelden, one of the leading voices in Shangri-La's sustainable development conversation.

Kelden, who was born in India but has roots in Shangri-La, has launched various projects in the city, from a hotel (Arro Khampa) to a school preserving Tibetan arts and calligraphy. His latest project is Norliha, a high-end boutique specialising in items made from yak's wool and other products from the Tibetan highlands. His philosophy is simple: 'I love my hometown and I want to protect Tibetan arts and culture and community development. We want to keep our values and keep them for the next generation. We must ask ☺



我站在金沙江的月亮灣前，嘗試以一詞概括眼前的景觀：是桀驁不馴？瑰麗雄奇？波譎雲詭？還是蜿蜒曲折？驀地，一句話打斷了我這無關痛癢的思路。

「那裡曾經是茶馬古道其中一段。」我的導遊Sonam Gelek一邊用手往遠處比劃一邊說：「從這裡開始，古道將一直通往西藏。」

茶馬古道雖然不及絲綢之路聞名，卻是中國古代其中一條重要的貿易通道。產自雲南和四川的茶葉，由馬匹經此路運往千里之外，北至西藏，西達今天的緬甸、孟加拉和印度，千多年來，古道因而帶挈沿路地區繁華昌盛。Gelek曾幾度追溯古道而行，他為我找到了最貼切的形容詞：「古道頻思羈旅艱」。

這片深入雲南北部、沿途攀越青藏高原3,000米險要的土地，背負著一段沉重的歷史，教人心折。茶馬古道是這段歷史的遺緒，但你亦可到位於雲南，有「小布達拉宮」之稱的噶丹松贊林寺，在金碧輝煌的宏偉藏傳佛教寺廟前發思古幽情；又或在曾經是香格里拉縣中央的古城獨克宗，憑弔湮遠的史事秘聞。這裡的一切皆古意盎然，歷史洪流彷彿在此定格。

諷刺的是，現代的香格里拉地名被確

立，竟然只有不足20年的歷史。

2001年，雲南中甸縣從雲南省各縣乃至中國各地中突圍而出，獲授予香格里拉之名，與英國作家James Hilton於1933年推出的名著《消失的地平線》攀上關係，成為書中世外桃源的現實版本。Gelek說：「這裡匯聚國內不同文化和來歷的人而能和諧共存，盡得文化和靈性上的薰陶，人間仙境之譽實至名歸。」

從此，香格里拉這個彷彿虛構的地名便被印在地圖上，更成就一個意義非凡的品牌，帶動區內的旅遊業和各項發展，經濟迅速增長。市民亦對香格里拉一名異常受落，興建以《消失的地平線》為招徠的主題公園，市內充斥著與小說相關的新開張店鋪、旅館和餐廳。

但當我遊走獨克宗古城，心底不禁響起警號：我擔憂日益增長的遊客和商業化發展，已無聲無息地侵蝕古城，像縣內其他城市般商業化。由麗江通往香格里拉的滇藏鐵路麗香段將於2020年通車，屆時交通將前所未有的方便，當地居民意識到問題迫在眉睫，反思縣市的發展方向。

扎巴格丹便是大力推動香格里拉可持續發展的主導人員，他表示：「我們都喜愛以前的藏語名稱『中甸』，但易名為☺

Mountain life

Previous spread: the Milky Way above the Hidden Valley Resort; sunlight strikes Potatso National Park. Opposite: a cobbled street in Shangri-La's old town (top); strolling by the Lamuyangcuo lake (bottom). This page: inside the Ganden Sumtsenling Monastery

山中人家

前頁：桃園藏居度假村的星空如夢似幻；陽光吻遍普達措國家公園。對頁：香格里拉古城的鵝卵石街道（上圖）；在如詩如畫的拉姆央措湖畔漫步（下圖）。本頁：噶丹松贊林寺內貌

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WE MUST ASK OURSELVES, HOW DO WE KEEP THE MAGIC?
我們必需撫心自問，如何才能讓這股文化魅力歷久常新？

Highland panorama

A bird's eye view of the Hidden Valley Resort
and the surrounding grasslands

壯闊高原

桃園藏居度假村深埋於草原之中





ourselves, how do we keep the magic?’

Songtsen ‘Sonny’ Gyalzur has also been instrumental in championing sustainable development in Shangri-La. Swiss-born but with Shangri-La heritage, Gyalzur founded the Shangri-La Highland Craft Brewery in 2015 as a way to bring jobs – as well as a decent beer – to the local community. His mother had been involved in local orphanages for decades, and in the brewery Gyalzur saw an opportunity to take up that mantle. ‘Eighty per cent of our employees are former children of the orphanage’, he says. ‘We are really focusing on education and training – one of my goals is for the brewery to be completely run by former kids of the orphanage. That’s very important to me.’

Gyalzur hasn’t stopped there, however. He helped set up a sister-city partnership with Arosa in Switzerland, a resort town with more than 100 years’ experience in sustainable tourism, something he says has put responsible tourism on the minds

of the next generation.

Part of the hope for Gyalzur and other likeminded residents lies in changing tourist demographics. The numbers are growing, but walk around Shangri-La’s hotspots and rare are the sights of flag-waving groups and tourist buses. The trend, he says, is for individual visitors in search of nature, culture and adventure.

That’s precisely the kind of clientele the Hidden Valley Resort caters to. The area’s first luxury tented camp, which opened in February, sits on an expansive grassland, surrounded by mountains, rural houses, and Shangri-La’s dramatic landscape. The small resort – with 14 tents and rooms in total – is focused on bringing authentic Tibetan experiences to its guests. ‘The Tibetan people want to ensure that their culture is passed on from generation to generation. We want to help ensure that – but to share it with outsiders, too,’ says Cynara Tan, managing director of the Hidden Valley.

In addition to their luxury tents, which draw inspiration from the dwellings of the region’s grassland nomads, Tan and her team relocated and rebuilt a traditional Tibetan house that was the former residence of the village chief – a part of their sustainable approach to development, the area and local culture.

Almost everyone working at the resort is from the local village, Bisong. Visits to homes in the village are organised in partnership with the residents. Here they practice farm-to-table dining with organic produce from their own gardens – a common practice in the world’s top hotels, but a rare feat for a restaurant in rural Yunnan.

‘There is so much to be discovered here. There is so much local culture to absorb, mountains to climb, forests to forage in. We just want people to connect to the land and its people,’ says Tan.

To borrow Kelden’s words: the magic is still very much alive. ■

Photos: Monks: Sebastian Lecocq/Alamy Stock Photo/Argus Photo. Room: Ray Chong. Campfire and previous spread: Jensen Chua



香格里拉後，這裡因而成為世外桃源，是不少人心目中一生中必須遊覽的地方，對縣內發展和旅遊業確有裨益。這一切正意味著我們必須深思怎樣守護這片土地。」

格丹雖在印度出生，卻心繫香格里拉，他在當地開展了多個項目，除了Arro Khampa精品酒店，還在一所學校弘揚西藏藝術和書法。他近年在甘肅創辦了高檔精品店「諾樂」，專售高原藏族名物如犛牛絨織品和工藝品。他的營商哲學非常簡單：「我愛我的家鄉，希望能夠守護西藏的藝術和文化，乃至藏人的社區發展，持守傳統價值觀並將之一代傳一代。同時我們必需撫心自問，如何才能讓這股文化魅力歷久常新？」

傑素松贊也是推動香格里拉可持續發展的旗手之一。雖於遠方的瑞士出生，他體內畢竟流著香格里拉的血。傑素於2015年創辦了香格里拉市高原精釀工藝啤酒廠，一來為當地社區創造就業機會，二來又為家鄉帶來引以自豪的優質啤酒。他的母親數十年來一直參與當地的孤兒院工作，傑素也透過釀酒廠繼承了母親的奉獻精神。他說：「我們八成的員工都來自孤兒院，並相當注重教育和培訓。我其中一個目標就是讓孤兒院的孩子接手經營這家釀酒廠，此可謂我的畢生志願。」

但傑素並不滿足於此。在他的穿針引線下，香格里拉和瑞士的阿羅薩結成姊妹

城市。阿羅薩是一個度假小鎮，在一個世紀以前已開始發展可持續旅遊，傑素說，這個楷模在多人心中埋下種子，讓新一代知道如何做個負責任的旅客。

傑素和其他志同道合者希望透過他的公司改變當地的旅遊生態。香格里拉的旅客數量持續上升，但主要景點不再擠滿揮著旗子的旅行團和一輛接一輛的旅遊巴士。他說這裡改吹自由行之風，取而代之是前來探索自然、文化和歷奇的旅客。

今年2月才開幕的桃園藏居度假村便是專門為這類旅客服務，它是區內首個豪華營地，坐落於遼闊的草原上，被群山和農舍環抱，可想而知，住客能飽覽香格里拉的夢幻景色。營地面積不大，只有14個帳篷連藏式房屋，讓客人體驗地道的藏族生活。桃園藏居常務董事Cynara Tan說：「藏人希望他們的文化能夠代代相傳，我們很樂意成全他們的心願，向世界推廣藏族文化。」

除了以草原牧民的居所為設計藍本的豪華帳篷，Tan和她的團隊更將一間前身是藏族長老故居的傳統房舍重置和重建，變身為度假村的客房，貫徹營地團隊的可持續發展方針，為保育區內環境和藏族文化出一分力。

幾乎每位在桃園藏居工作的員工都來自當地的畢松村落，度假村透過與居民展開夥伴計劃，為旅客安排民居導賞團。他

Living it up

Opposite page: the colourful façade of the Ganden Sumtsenling Monastery. This page: life at the Hidden Valley Resort

藏民生活

對頁：噶丹松贊林寺色彩繽紛。
本頁：桃園藏居度假村讓遊客體驗地道的藏族生活

們在自家花園栽種有機農作物，用來炮製新鮮的料理，這股農場直送的餐飲潮流在全球的一線酒店早已蔚然成風，但在雲南鄉郊的餐廳實屬稀有。

Tan補充說：「這裡有豐富的本土文化，有壯麗的崇山峻嶺，也有藏在森林深處的自然奇珍，種種充滿地道情懷的體驗有待旅客一一發掘。我們所做的一切，指望旅客能與這片土地和這裡的人心靈契合。」

格丹的話言猶在耳：「古道已矣，魅力長存。」■



CRAFT YOUR SHANGRI-LA ITINERARY 計劃香格里拉行程

STAY

The Hidden Valley Resort

Shangri-La's first glamping resort is conceived as a home away from home. There are five luxury tents located on the property's grassland, with a further nine rooms situated in a traditional Tibetan house that was the former residence of a village chief. The resort is all-inclusive, so meals, activities and transfers during your stay are taken care of. Activities include horse riding, hiking and landscape painting, while personal guides can take you to all of the region's natural and cultural sights. thehiddenvalleyresort.com

SEE

Potatso National Park

This is one of the country's most revered national parks for a reason. Built around two lakes – Shudu and the currently closed Bitu – it has all the spectacular nature one would expect: vast grasslands complete with roaming yaks, Instagrammable reflections and flowers galore. It's also a base for more intensive hiking into the surrounding mountains and forests.

Ganden Sumtsenling Monastery

Built in 1679, this imposing centre of Tibetan Buddhism is often compared to Lhasa's Potala Palace. It remains a functioning monastery with different areas dedicated to monks from various regions of Yunnan.

SHOP

Norlha

This boutique in the ancient town of Dukezong is an offshoot of the high-end brand that started in Gansu, specialising in yak wool products such as shawls, scarves, blankets and more.

Prime Library

Don't be fooled by the name: this is more teahouse and snack shop than library. It's minimal and hip, and sells cool pre-packaged Yunnan treats and teas, including their own blends.

DRINK

Shangri-La Highland Craft Brewery

A visit to this brewery provides an insight into the brand's vision for sustainable development and all-local ingredients – water from the mountains and a distinctive highland barley – as well as an opportunity to try the six beers they produce.

Yunnan Arabica Coffee

Yunnan coffee is all the rage, and this chain – utterly third-wave – arguably does it better than anyone. There are two outlets in Dukezong and they are ideal spots for a rest in the high altitude.

住宿

桃園藏居度假村

香格里拉首個豪華營度假勝地，讓遊客在旅途上也有家的感覺。草原營地上設有五個豪華帳篷，又改建藏族長老故居而提供九間客房，保留傳統藏人房舍的風貌，建議你趁此良機體驗兩種截然不同的住宿體驗。酒店提供全套服務，在住宿期間為你打點全日的膳食、活動和交通。特色活動包括騎馬、登山和寫生。你亦可在私人導遊的帶領下，暢遊區內的自然風光和文化景點。

thehiddenvalleyresort.com

觀光

普達措國家公園

作為中國其中一個備受推崇的國家公園，普達措絕非浪得虛名。公園劃入屬都湖和現正關閉的碧塔海領域，當然擁有令人嘆為觀止的自然奇景：牦牛在無垠的草原上漫步，湖光倒影和花海又最適合「打卡」留念。這裡亦是登山客的大本營，方便前往群山和密林遠足。

噶丹松贊林寺

這座宏偉的藏傳佛教中心建於1679年，不時有人將之與拉薩的布達拉宮相提並論。這所寺廟設有專供雲南省內各區僧人居住的院舍，並非純粹的觀光景點。

購物

諾樂精品店

創於甘肅的高級精品店，於獨克宗古城開設分店，專門售賣藏牛絨織品，包括披肩、圍巾和毛氈等。

Prime Library茶莊

不要被它的名字誤導，這裡不是圖書館，而是一間茶室和小食店。這家裝潢簡約的

小店潮味十足，售賣包裝時尚的雲南小食和茶葉，包括他們自家調配的茶品。

餐飲

香格里拉市高原精釀工藝啤酒

值得親臨這間釀酒廠一遊，參與導賞團和品酒。訪客可了解到這家啤酒廠獨到的釀酒理念，他們沿用純本地素材，包括山泉和獨有的高原青稞麥，聽聽他們可持續發展的營商理念，當然還有機會淺嚐他們釀製的六款啤酒。

陽朔縣印象莊園咖啡

雲南的咖啡熱潮一時無兩，而這間連鎖咖啡店更是引領第三波咖啡文化的佼佼者。獨克宗古城共有兩間分店，最適合高原旅客來歇腳休息。



DISCOVER SHANGRI-LA

Cathay Dragon flies to Kunming from Hong Kong seven times a week

探索香格里拉

國泰港龍航空設有由香港飛往昆明的航班，每周有七班



Trending in Shangri-La
Opposite: craft beer in Shangri-La. This page: Norlha's luxe yak weaves; tea and trends at Prime Library; Yunnan roasts at this third-wave coffee joint

香格里拉新面貌
對頁：香格里拉也有自家手工啤酒。本頁：諾樂精品店售賣精美的藏牛絨織品；Prime Library茶莊主打包裝入時的小食和茶葉；雲南的連鎖咖啡店掀起第三波咖啡熱潮