

Ancient Capital, Amazing Xi'an

2021.06.17





Xi'an, called Chang'an in the ancient times, is a world-famous historical city with glorious culture. As one of the cradles of Chinese and eastern civilizations, it was the starting point of the ancient Silk Road. With more than 3,100 years city history and over 1,100 years capital history, Xi'an had been the capital city for 13 dynasties.



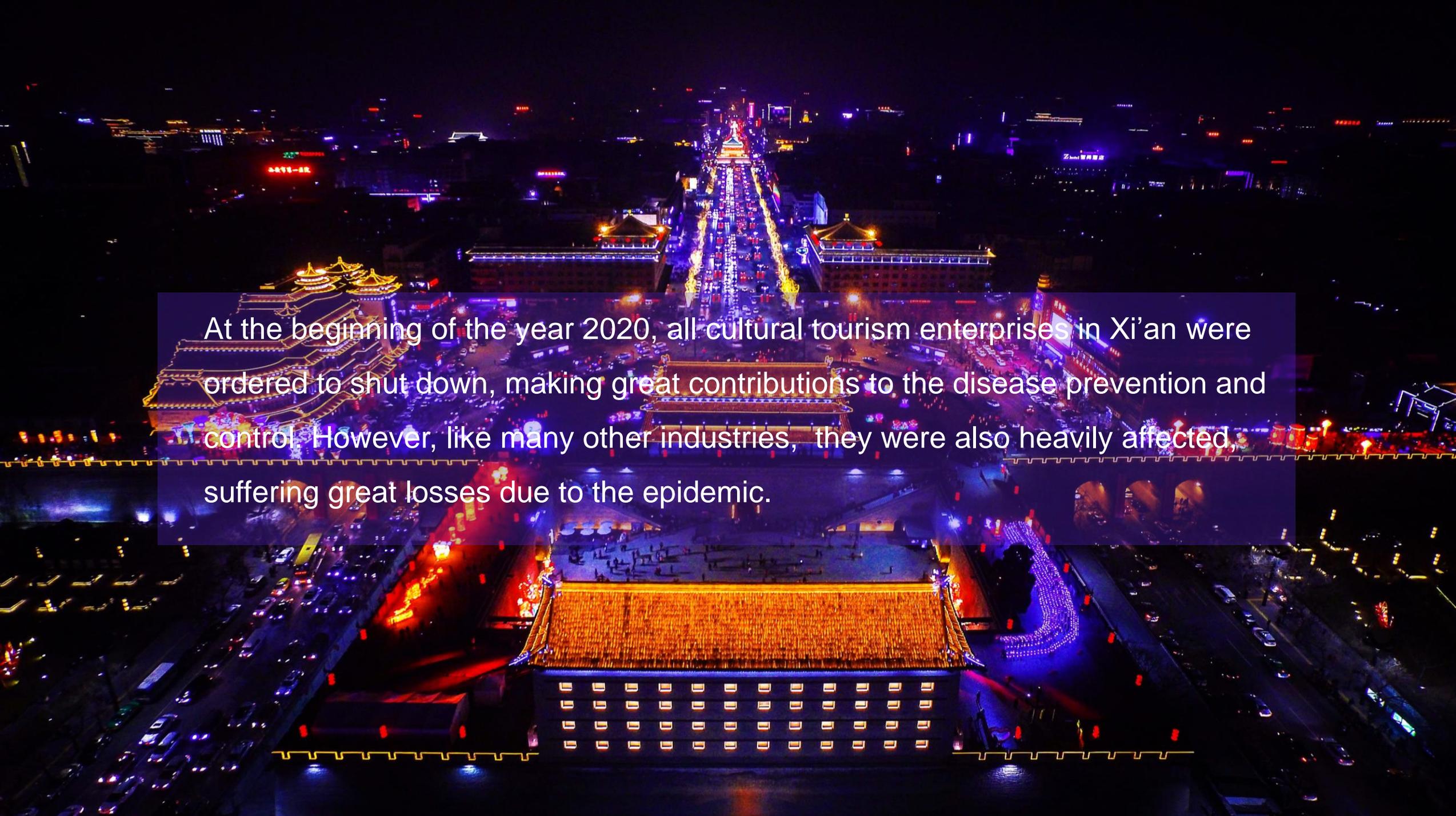
Boasting profound history and **abundant cultural relics**
Xi'an has prestigious reputation for **“natural historical museum”**

An aerial night photograph of a traditional Chinese city square, likely in Xi'an. The scene is dominated by multi-story buildings with traditional Chinese architectural features, such as tiled roofs and courtyards. The buildings are extensively illuminated with warm yellow and orange lights, creating a vibrant and festive atmosphere. In the center of the square, a large crowd of people is gathered, and there are several illuminated trees and structures. The overall scene is a mix of traditional architecture and modern lighting technology, showcasing a cultural and urban landscape.

In 2020, confronted with the major impact on cultural tourism by the Covid-19, Xi'an took targeted and effective measures to tackle the pandemic. Cultural tourism has experienced the process from overall shutdown, orderly restart, and then to full recovery.

An aerial night photograph of a large, busy city intersection. The central focus is a large, multi-tiered, illuminated building with a traditional architectural style, possibly a government or cultural building. The building is brightly lit with warm yellow lights, and its roof is also illuminated. The surrounding area is filled with cars, buses, and other vehicles, all moving in various directions. The streets are lined with modern buildings, many of which are also illuminated with warm lights. The overall scene is a vibrant, bustling urban environment at night.

**I .Shutting down cultural tourism enterprises
to prevent the spread of Covid-19.**

An aerial night photograph of Xi'an, China, showing a wide, brightly lit central street lined with traditional Chinese architecture. The buildings are illuminated with warm yellow and orange lights, and the street is filled with traffic. The surrounding city is dark, with scattered lights from buildings and streetlights. A semi-transparent text box is overlaid on the center of the image.

At the beginning of the year 2020, all cultural tourism enterprises in Xi'an were ordered to shut down, making great contributions to the disease prevention and control. However, like many other industries, they were also heavily affected, suffering great losses due to the epidemic.

	Visits	Tourism Revenue (CNY)	Comparison of 2019
2021 Tomb-sweeping Festival	4.33 million	2 billion	6.9% ↑
2021 MayDay Labor Holiday	16.9 million	1.06 billion	28.1% ↑



An aerial night view of a modern city skyline, densely packed with high-rise buildings. The buildings are illuminated with various colors, including blue, red, and white. In the center, there is a large, brightly lit plaza or park area with a fountain and surrounding greenery. The overall scene is a vibrant and bustling urban environment.

II .Introducing supportive policies to assist cultural tourism industry.

In march, we introduced 21 measures to control the pandemic and stabilize the economy, and launched 23 tasks to promote the resumption of cultural tourism industry. A total of 200 million CNY has been invested into varied cultural and tourist programs to speed up the industry's recovery. As a result, the resumption rate of cultural tourism industry is as high as 95%, bringing about a benign environment for the rapid development of cultural tourism industry. Besides that, we also adopted supportive policies for tourist performing sector, including reducing and exempting venue rents for some enterprises suffering from financial problems. The multiple measures work well in resuming cultural tourism industry in an orderly manner .





III. Launching online and offline cultural activities to look out each other and surmount difficulties together.



地球在转动 爱就不能停
地球は回る、愛も続く
지구만 돌면 사랑은 안 멈춰

“Cultural Capitals of East Asia” singing the same song together among cities.

In 2020, singers from China, Japan, and South Korea jointly performed a song “Singing a song and building a dream”. After release, the music video gained wide popularity at home and abroad. Xi’an has attracted close attention for its profound history culture across the world. Citizens of the three cities have been encouraged as well.

“Online Treasure” Concert.



Combining Chinese culture essence and western classic music, the Xi'an Symphony Orchestra performed nearly 20 online concerts in tourist spots including Terracotta Warriors Museum, City Wall, Shaanxi History Museum, and Xi'an Museum. The beauty of blending the cultural relics and the music is presented consecutively through appearance of different parts to form a dialogue between the music and national treasures.

The online concerts boast over 200 million view counts, receiving wide attention and acclaim from the media all over the world.



“Cloud Drama”

百年
易俗社



千年古都 常来长安
Ancient Capital
Amazing Xi'an
Cloud drama

QIN OPERA

云说戏
秦腔

主办单位：西安市文化和旅游局
Hosts: Xi'an Culture and Tourism Bureau

支持单位：巴基斯坦中国文化中心（巴基斯坦）、明斯克中国文化中心（白俄罗斯）、哥本哈根中国文化中心（丹麦）
Supporters: China Cultural Centre In Pakistan, China Cultural Centre In Minsk, China Cultural Centre In Copenhagen

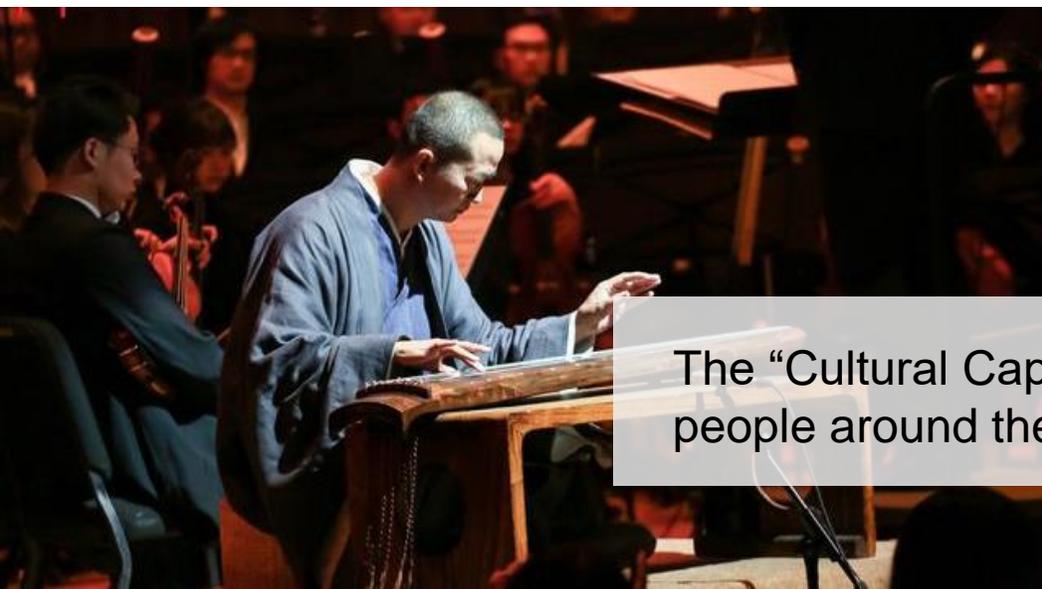
协办单位：陕西文一国际文化发展有限公司
Co-sponsors: Shaanxi Wenyi International Culture Development Co. LTD

In the cooperation with national Chinese culture centers of Denmark, Pakistan, and Belarus, we combined traditional culture with modern life in the efforts to demonstrate “Shaanxi Opera” -China’s intangible cultural heritage to the world. The all-round and multi-angle approach of online releasing and offline demonstration is adopted to facilitate the event.

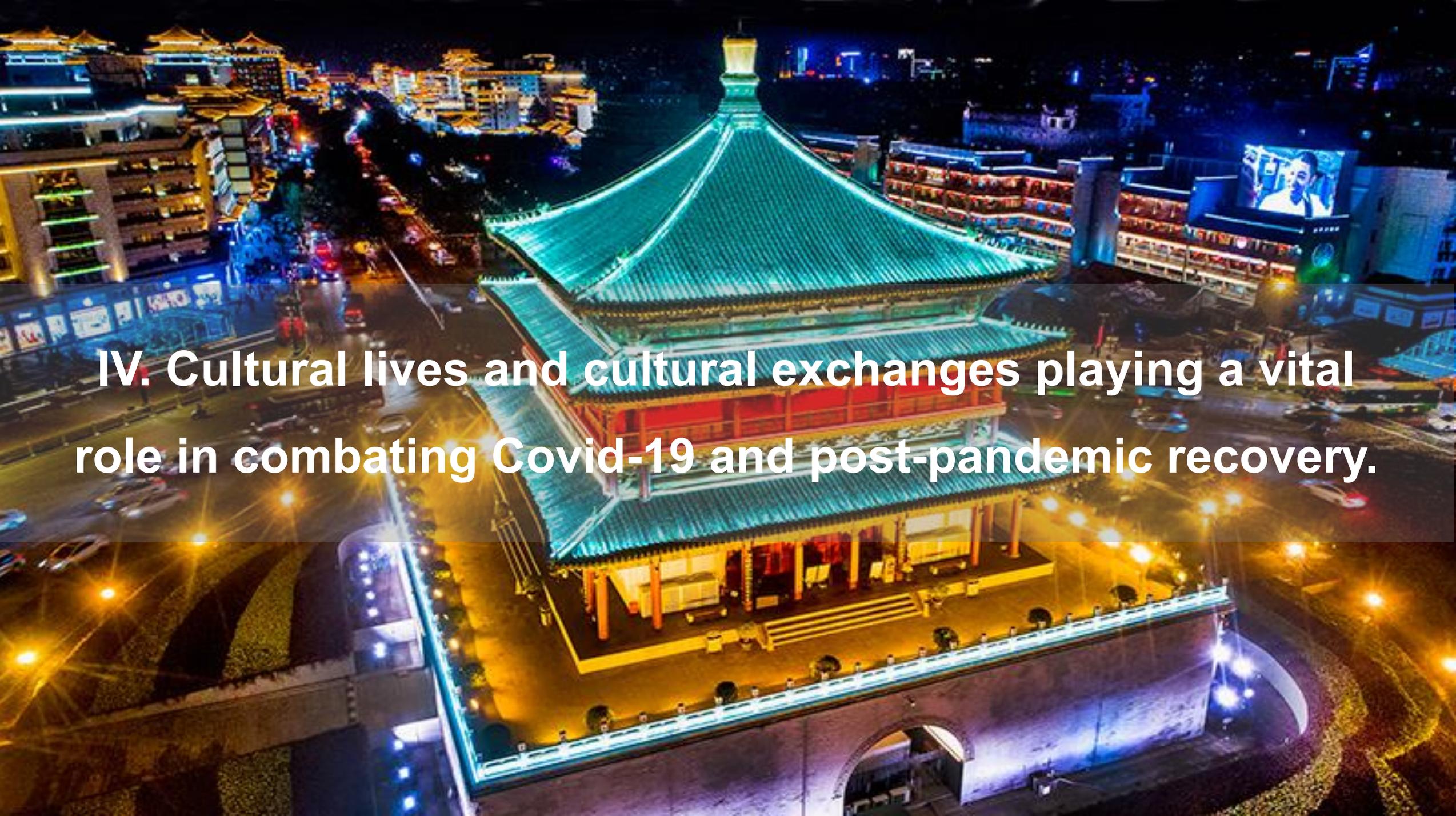


2021
西安新春
音乐会
东亚文化
之都

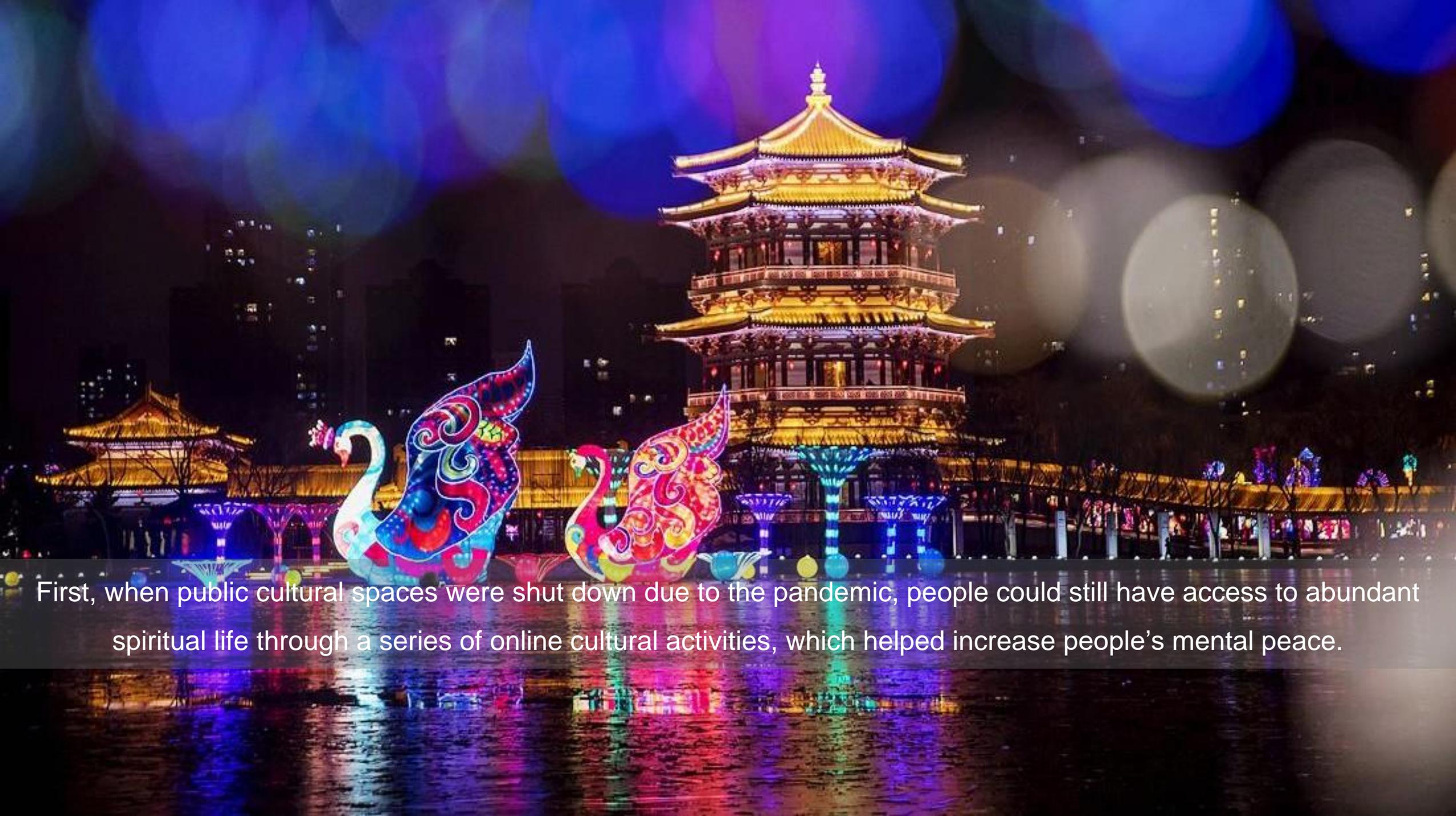
2021 "Cultural Capitals of East Asia" New Year concert conducted in hybrid approaches.



The "Cultural Capitals of East Asia" New Year Concert sent New Year greetings to the people around the world by performing classic music of China, Japan, and South Korea.



IV. Cultural lives and cultural exchanges playing a vital role in combating Covid-19 and post-pandemic recovery.



First, when public cultural spaces were shut down due to the pandemic, people could still have access to abundant spiritual life through a series of online cultural activities, which helped increase people's mental peace.



Second, the encouraging shows sponsored by the government have not only enriched people's lives but also strengthened people's confidence and courage in combating the Covid-19.



Third, the cultural activities have enhanced the friendship among peoples around the world. People are encouraged to unite and look out for each other and work together to combat the disease.



The virus cannot defeat humanity; we will eventually prevail. A bright future is ahead of us.

西安印象

臊子面



油泼面



腊汁肉夹馍



特色凉皮



西安羊肉泡馍

Xi'an extends a warm welcome to you to experience the splendid cultures and the local cuisines.

A long, arched tunnel with brick walls and perforated metal doors, illuminated by warm yellow lights and red lanterns. The tunnel is lined with large, dark metal doors featuring a grid of circular perforations. The walls are made of light-colored bricks, and the ceiling is also brick. The floor is a smooth, light-colored surface. The tunnel is illuminated by warm yellow lights, and a series of red lanterns hangs from the ceiling. The tunnel leads to a bright, open area at the end, where several people are visible. The overall atmosphere is warm and historical.

Welcome to Xi'an, the ancient capital of China.

Thank you

