

喀纳斯

KANAS

Kanas Scenic Area is located in the middle of the Altay Mountains in Xinjiang. It shares borders with Kazakhstan, Russia and Mongolia. Kanas Nature Reserve boasts a beautiful natural ecosystem formed by lakes, rivers, glaciers, forests, and grasslands. The scenic area covers an area of 10,030 square kilometres and has been classified as a scenic area by the China National Tourism Administration.

Kanas Scenic Area is the only settlement of Mongolia Tuvans in China, known as the living museum of nomadic culture before human farming civilisation. The scenery of Kanas varies from season to season, from morning to evening. It is an ideal resort for scientific expeditions, leisure vacations, and photography.

1. ORIGIN

Kanas is one of the biggest tourism attractions in the world and is also the most popular scenic area in northwest China. The Scenic Area Management Agency is one of the few scenic area-based government regulatory agencies in China. Thus its tourism development is closely related to the sustainable development of all fields of the whole region such as economic and social development. As an Observatory, Kanas's development process and pattern, to-be-solved problems and lessons from it are unique in the current MCSTO Observatory system.

2. MONITORING ACTIVITIES

Four sites were chosen for the field study:

1. **Kanas village:** Kanas village is located in the core area of Kanas Scenic Area. It is divided into the old Kanas village and the new Kanas village. The monitoring of Kanas village is focused on several different aspects. What has government done in protecting the environment and promoting tourism development? What impact has tourism development made on society, the economy, and the culture of rural communities? What is the role that community members play in tourism development? What is the participation in community tourism? How do small tourism enterprises affect tourism development?
2. **Hemu village:** Hemu village is one of the biggest remaining Tuvan villages. It is also well known for photographic opportunities. The monitoring of Hemu village focuses on the same aspects as Kanas village.
3. **Baihaha village:** Baihaha is located on the border with Kazakhstan, and it has experienced a tourism boom in recent years. The monitoring of Baihaha village is focused on different aspects: What are the tourist management measures of border tourism? What kind of impact has border tourism development had on the society, the economy, and the culture of rural communities? What are the residents' perceptions

of the influence of tourism? How is the community involved in tourism? How do small tourism enterprises affect tourism development?

4. **Tielieketi village:** Tielieketi village is located at another entrance to the Kanas region (secondary entrance). The monitoring of Tielieketi village is focused on similar aspects to the other villages. What kind of impact has tourism development brought to the society, the economy, and the culture of rural communities? What is the effect of government plans for its tourism development? What are residents' perceptions of the influence of tourism?

3. MAIN CONCLUSIONS

From the Observatory, MCSTO yielded the following (based on 2012/3 data):

1. **Community Participation:** Awareness of community participation generally increased, but there are different issues involved in each village. From the community participation survey, with the development of local tourism, residents' participation awareness generally increased. Community participation in tourism is relatively common. Participation conditions and problems are varied because tourism development in each village is different. Due to lack of strict regulation and control from government, development in the Hemu village is disorderly, with a greater influx of foreign workers, resulting in suppressing of local development. In Kanas village, orderly operation is maintained through strict government control, but many villagers still do business under the table, and because of the control, contradictions between community residents and administrative departments become increasingly acute. In Baihaba village, tourists seldom stay overnight. As a result, it is difficult for community members to make profits. Tielieketi village is still to be developed. Under government guidance, residents there have engaged in tourism. However, their participation enthusiasm is low because of few visitors.
2. **Residents' Perception:** Residents have rather positive perceptions towards the influence of tourism and are sensitive to the socio-economic impact. Judging from the resident's survey, local residents generally tend to perceive tourism impacts positively with overall high satisfaction (72.8%) with regards to tourism development. Residents' recognition of the positive impact is while negative perceptions are low. The positive outweighs the negative with regards to economic impact, social impact (except for medical insurance), cultural communication, life enrichment and environmental impact.
3. **Tourism economy:** The tourism industry enjoys a healthy status, but competition among tourism enterprises remains to be regulated. From the monitoring results, the tourism industry has become an indispensable sector of the economy in the Kanas Scenic Area. Tourists attracted to the Kanas Scenic Area brought enormous direct economic

income that generates a multiplier effect through various channels. Meanwhile, the development of tourism provided employment opportunities for local communities as well as daily revenue, but also provided a good environment for the growth of the local tourism enterprises.

However, there are still some problems in the Kanas tourism economy because Kanas tourism is volatile with seasonality and susceptibility to interference from external policies (terrorism, etc). It is risky to depend on ticket income alone. In addition, within the area, competition is increasing and problems appear frequently. Contradiction between local and out-of-town dealers, pricing disparity among enterprises, and the soliciting behaviour of some guides certainly affects the overall image of the area.

4. Tourists' satisfaction: Perception of Kanas environment is relatively high while the evaluation of tourism service quality and price is poor. From the analysis of questionnaires to tourists, tourists' evaluation of Kanas environment is relatively high (average score reaches 4.17 out of 5). The overall evaluation of "satisfied" and "very satisfied" accounted for 84.26%. Scores on the Kanas resources and environment indicators were relatively high. In respect of resource evaluation, the most favoured is Kanas Lake (average score is 4.63 out of 5).

In respect of the scenic environmental perception, the most satisfactory is air quality (average score is 4.56). The satisfaction of tourist services is relatively low (average score is 3.22). Overall evaluation of "satisfied" and "very satisfied" accounted for 38.59%. There are some differences in the evaluation of Kanas tourism services - the most satisfactory is smooth flowing traffic for the area (with an average score of 3.64), while the most unsatisfactory is the price of accommodation (average score of 2.96) and food quality (average score of 2.99). In addition, tourists say that they are willing to revisit Kanas (48.1% will revisit and 39.6% are uncertain), and 85.9% tourists are willing to recommend Kanas to their relatives and friends. What's more, the tourist service complaints have increased proportionately to the growing number of tourists. Compared to the total number of tourists, the number of tourist service complaints is low. Administrative departments need to continue improving the quality of catering, accommodation and other services, and to promote the sustainable development of the scenic area.

5. Tourism products and services: Tourism products initially improved. The core scenic area bears high pressure in peak seasons. From the monitoring results, Kanas Scenic Area has established a diversified, multi-level and composite tourism product system, and designed varied tour lines where natural and cultural landscape are complementary to each other. It can provide tourists with a diversified and high quality travel service experience.

However, there are still a lot of high-quality potential tourism resources within the

area that have not yet been valued and utilised. Tourists mainly concentrate in core attractions like Kanas Lake, Hemu village, Baihaba village and Jiadeng valley. Pressure on service reception and the ecological environment is increasing, which can easily cause service quality and environmental problems, thereby affecting the quality of tourists' experiences. Therefore the area should accelerate the development of high-quality potential tourism resources and further improve local infrastructure, thereby shunting tourists from the core attractions, reducing service and reception pressure and environmental pressure, and lowering environmental and ecological pollution risks. Kanas Scenic Area is actively marketing winter tourism products and tour lines, but fewer tourists visit in winter because of the distance and accessibility constraints. Seasonal differences will continue to exist. How to effectively reduce the disruption of the seasonal variation on tourism development and how to achieve more balanced development throughout the year will continue to be a puzzle and challenge that the scenic area faces.

6. Government planning and control: The tourism development plan is fully implemented, and tourism traffic is in further development. According to the monitoring results, Kanas Scenic Area already had a relatively scientific tourism development plan, which is supported by government and the public.

Tourism development of Kanas Scenic Area is under corresponding control under the guidance of the plan. Clear control standards, reasonable financial management, strong enforcement and timely evaluation and revision of the plan will ensure the sustainable tourism development of Kanas Scenic Area.

Border area criteria at Kanas Scenic Area limits accessibility but it means the duration of stay is longer for tourists (average 2.51 days). This is conducive to developing higher value-added tourism projects in the future. In addition, the traffic in the internal area is improved. Monitoring results indicate that tourists are satisfied with transport service quality (average score of 3.64), while there are some complaints on the transport price (average score of 3.14).

7. Travel Health & Safety: Safety and health is at a relatively good overall level. An early warning mechanism and contingency plans remain to be strengthened. From the monitoring results, food poisoning incidents and complaints did not occur amongst tourists, residents and business practitioners in this year. Food safety work and precautionary measures run smoothly.

Tourist satisfaction with environmental health within the area is high. Residents' perception of the environmental quality of this district is also at a higher level. However, with the development of tourism, matched environmental protection facilities have been inadequate and should be further improved. Tourists are very concerned about the weather information before their trip. Medical institutions and health services

continue developing throughout the region. Large-scale outbreaks of infectious diseases or other diseases that threaten life and property safety of residents and tourists have not happened. Most tourists like to participate in tourism activities of a more moderate nature. They are not enthusiastic about information collection on law and order.

Tourists gave praise to the general security situation in the area. Natural disasters within the area are mainly fires, floods, snowstorms, hail and high winds. Early warning mechanisms and contingency plans still need to be strengthened. Other safety risks mainly lie in violent crime and traffic accidents. Because of the special geographic location, terrorism and other serious social issues, maintaining political stability and preventing traffic accidents have always been the focus of the government.

8. Tourism resources and environment protection: The environment is relatively well protected and environmental damage factors are controlled. According to the monitoring results, the environmental quality is good in the Kanas Scenic Area. Air, soil and water have not been contaminated, which is in line with the national standard.

Illegal buildings without the required permits are gradually dismantled. The ecological environment is well protected. According to the questionnaires given to tourists and community residents, their evaluations of the air, noise, water quality and overall cleanliness (solid waste) in Kanas are at the upper level. Residents have high recognition of sanitation improvement and environmental protection strengthening; tourists also show a relatively high recognition of the scenic natural environment. Meanwhile, residents also have a certain degree of recognition of the negative impact on the environment, such as resource depletion, air, noise, water and solid waste pollution.

Tourists also said tourism has some negative effects on the natural environment of Kanas. In summary, main factors affecting the environment are as follows: household garbage and sewage pollution by local residents and visitors; damage of natural vegetation and habitat caused by local construction; excavation works of earth and rock; environmental pollution caused by building waste materials and construction waste; destruction of natural resources caused by the use of wood as fuel, and so on. In order to solve these major problems affecting the environment, it is recommended to take the following measures:

1. Make the approval process stricter, with the prohibition of business activities that are at the expense of natural ecological environment, like water and air pollution, exploiting mountains for stone, destroying forest and so on,
2. Focus on ecological construction, and grass planting to restore vegetation and prevent soil erosion,
3. Strictly control the environmental capacity, with emphasis on the "three kinds of

pollution” dealing process, and the establishment of an environmental impact monitoring system,

4. Improve education about resources and environmental protection to residents and tourists.

Appendix

Chronicle of Events of Kanas Observatory

April-June 2011	Discussion and evaluation of Kanas National Park as potential new Observatory.
June 2012	On-site assessment was carried out by Dr. Trevor Sofield from CTPR of SYSU at Kanas National Park and “On-site Assessment Report of Potential UNWTO Sustainable Tourism Observatory” was handed to UNWTO for the evaluation and approval.
July 2012	The Secretary General of the UNWTO Dr. Taleb Rifai approved Kanas as a UNWTO Sustainable Tourism Observatory.
July 2012	First monitoring work and report drafting in Kanas.
September 2013	Annual monitoring work and report drafting. “1st China Observatories Annual Meeting” was held in Kanas, attended by representatives from other observatories and Mr. Xu Jing, director of Regional Programme for Asia and the Pacific of UNWTO.
September 2014	Annual monitoring work and report drafting

CASE STUDY / KANAS: “ROAD”

NAME: ER HANAT

DATE: SEPTEMBER 2014

“These two big horses were stamping their hooves impatiently. Pulling at their halters and stroking their chestnut hair, I tried hard to make them calm. Their impatience infected me somehow.



Er Hanat

The man who rented my horses had entered a hotel and been in there for more than 2 hours, saying that he had to get the battery for a camera. Why hasn't he come out yet? Has he already gone? These were questions going through my head. Since he rented my horses, I decided to wait.

The Kanas now was filled with eight or nine thousand visitors. They rented the horses to carry them and their luggage here and there. I sighed. They came here for fun, while I came here for a job. I worked with the horse team in the tourist seasons. I didn't earn much, but I still hoped to help support my family.

“Boy, you are still here!”

I raised my head. It was the man who rented my horses! “Sure!” I replied.

“You are dedicated!” Amused by my frank response, he patted me on the shoulder, “Let's go.”

I drew the horses and followed him. I thought he was just one of thousands of tourists in Kanas, who was no different from any other tourist I served. However, it turned out that this man would change my whole life. More importantly, it would turn out that tourism would be more than “a job” to me.

“Boy, shouldn't you be in school at such a young age? Why do you rent the horses here in Kanas?”

I lived at Black Lake, 7 or 8 kilometres away from here. My parents are shepherds. I have an adopted brother. In a summer holidays, I heard that there were many visitors in Kanas who needed to rent horses. I drew a horse and came. At that time, I was 14. I did lots of jobs before—digging the cordyceps, carting sand and cement...

The man stopped and turned around, “Boy, do you want to go to school in Wuhan?”

"Of course. Of course I do. But....." I looked down at my dirty clothes and shoes.

"Go to school. I'll pay for your tuition."

I raised my head. The sky of Kanas was extremely blue as if in a dream.

We arrived in Xiangquan. We stopped and took a rest, drinking the milk-tea. The sweet smell of the milk-tea made me think to myself.

"I.....What if you deceive me? How can I believe you?" I would not ask if I was not eager to go to school.

He drew out all his certificates—he was an educator. To my surprise, he handed me 1000 Yuan. "I have to go to South Sinkiang first. Meet me there if you make your decision, boy." Then he left.

All this happened so fast. I was astounded and didn't know what to do. The next 5 days were eternal as well as transient. Every time I indulged myself in the dream of going to school in Wuhan, I was struck with thousands of questions: It is so kind of him to pay my tuition! But I am just a stranger to him. Why is he willing to pay my tuition? What if he deceives me? Who will cheat a boy with nothing?

With joy, doubts, anxiety and fear haunting me, I packed my luggage in a hurry and went to South Sinkiang. Seeing me, he patted me on the shoulder and laughed, "I have booked the plane ticket for you. I don't have many requirements of you. I just need you to learn to speak Chinese."

"I, I My parents are so worried about me. I'd better not go....." Rubbing my hands, I didn't dare to look into his eyes.

"Talk with your parents again. Ok?"

The plane finally left, with my heart aboard.

The sky of Kanas was azure blue. I really hoped that I would soar in it, and not be left to my current life.

I couldn't control myself any longer. I used 700 Yuan and bought a train ticket which was for standing room only. The carriage was filled with students. Perhaps I would be one of them.

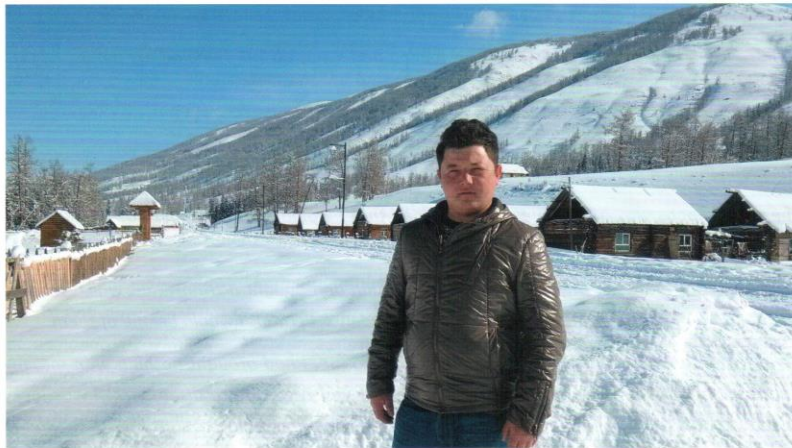
I was lost in fantasy until a Mongolian boy spoke to me. I had brought nothing with me, my phone was out of signal and I wasn't even sure at which station to disembark! I was lucky enough that this Mongolian boy called his teacher in Wuhan, who brought me to my dream school—Wuhan Tourism College.

As soon as uncle (I called the man who paid for my tuition uncle) met me, he handed me his cell phone, "Call home! Your family is so worried about you!" He arranged everything for me: my accommodation, my tuition, my living expenses and my major—tourism! In one night, I had a dream and I had the chance and courage to pursue it. At that moment, I realised, tourism was not just a job to me, but a different road to my life. If he hadn't visited Kanas, or if I hadn't come

here to rent horses to tourists and met him, what would I have become? Maybe just a silly lad leading horses on the road in Kanas. Both the education and the broadened horizon made me understand I should make tourism my career as well use it as a direction to move forward.

Time flew. I graduated from college and went back to Kanas. With a different perspective, I became one of the employees of the Kanas Management Committee. At this time, I was determined to start my career with a different perspective. I find that there are still problems in managing the tourism of my beloved Kanas. The poor service attitude keeps the tourists away, which will do no good to the sustainable development of tourism. I remembered some horse owners never taught the clients how to ride, letting them deal with the horses themselves. If they wanted riding courses, they needed to pay extra. In the process of changing this situation, I am one of the locals who can understand the local people, so I have the advantage of communication with people in Kanas and we had made good progress. I am proud that I can contribute to the improvement of the tourism in my hometown, with all my knowledge learned from school and as well as a deep understanding of Kanas.

The sky here is still blue as it was in the dream. I seem to go back to the day when I was drawing horses few years ago. The words "Go to school. I'll pay for your tuition" resound in my head. It is the day that I took a completely different road and become a completely different me. Now it is my turn to build a brand new Kanas for the world."



Er Hanat

路

这两匹比我更高大的马焦躁地踩着蹄子，我紧拽着缰绳，抚着它们栗子色的鬃毛，试图让它们安静下来。像被感染了，我也焦躁不堪。

租马的客人已经进去宾馆两个多小时了，说是拿相机电池，可怎么还不出来？难道他走了？既然他租了我的马了，我就应该等等看吧。

这时候的喀纳斯，游客就有八九千人，租马驮东西、游览的人很多。他们到这儿来是游玩的，我到这儿来是干活的。我就是趁着旅游的季节，来到这里，跟着马队租马赚钱。酬劳不多，但也总算能帮着家里一点

“小伙子，你怎么还在这里？”

我抬头，是租我马匹的客人！“当然！”

“很守信用啊！”他被我憨实的回答逗笑了，他拍了拍我的肩膀，“走吧。”

我拽着马辔，跟在了他身后。我原本以为，他只是千万个到喀纳斯旅游的游客之一，和我以前服务的游人没有其他区别，但是，没想到，正是因为这个游客，改变我的一生；我也没想到，旅游对我的意义，不仅仅是一个“活儿”

“小伙子，看你才十多岁，正是读书的年纪，怎么来喀纳斯做上租马的活啊？”

“我家在黑湖，离这里有7、8公里。我们是放牧的，爸妈只生了我一个，还有一个养兄弟。14岁暑假的时候，听说喀纳斯游客多，要租马的也多，牵着一匹马就过来了。小时候什么都干过，挖虫草啊，拉沙子拉水泥啊”我的声音低下去。

大叔停住了，扭过头来：“小伙子，想不想到武汉读书？”

“想。”当然想，可是 我低头盯着那双脏兮兮的布鞋。

“我供你去读书吧。”

我抬头，喀纳斯的天很蓝，像在梦里一般。

一路恍惚忐忑，不知怎地就走到了响泉。我们停下休息，喝着奶茶。闻着奶茶的香，我才稍微回过神来。

“我 你把我骗了怎么办？我怎么相信你？”如果不是怀着读书的渴望，我不会开口。

他把他的证件都掏了出来，他是从事教育的。我正惊讶，他往我手里塞了1000块钱。“我要先去南疆，你决定了到南疆找我，小伙子。”他离开了，我却还没有回过神来。

一切太突然，我捧着这1000块不知怎么办才好。接下来的五天既漫长又短暂，每当我沉醉在可以到武汉读书的梦里的时候，理智便提出千千万万个问题将我砸醒：人家是好心送我去读书啊！不过他怎么会愿意就供一个陌生人读书呢？如果他是骗我的怎么办？可是我什么都没有，他能骗我什么呢？

脑海里萦绕着欣喜、疑惑、不安、害怕，我还是匆忙地收拾了行李来到了南疆。他见了，笑着拍着我的肩膀：“小伙子，机票都给你定好了。我对你没多大要求，能沟通汉语就行！”

“我，我 我父亲母亲打电话给我，说很担心我啊。我还是不去的好吧” 我搓了搓手，眼睛都不敢看着他。

“再和家人好好商量一下，啊！”

飞机飞走了，带走的还有我的心。

喀纳斯的天还是一样的碧蓝，多么希望我也在这能翱翔，而不是只在马队里面，牵着马匹，只为活着而活着。

我终于按捺不住我的心，掏了700块钱，买了一张无座的火车票，上了火车。车上挤着的都是出去念书的学生，我想，或许我能像他们一样了。如果不是一个蒙古族的小伙子和我搭话，我或许还在沉浸在幻想中。我猛然发现我什么都没带，手机也打不出去，甚至都不知道应该在哪里下车！幸亏这个蒙古的小伙子帮忙联系了他武汉的老师，那位老师把我带到了我梦寐以求的学校——武汉市旅游大学。

大叔一见到我，就递给我手机：“赶快给家人打个电话，他们都急死了。”他帮我安排好了住宿，给我选了旅游专业，资助了我的学费、生活费。短短的时间里，我有了梦想，也有了追逐它的机会和勇气。这时候，我才意识到，旅游于我不仅仅是一个谋生的“活儿”，还是改变了人生的另一条路。如果当初大叔没有到喀纳斯旅游，如果我没有因为为游客租马而遇到他，我一辈子都只会是在喀纳斯路上牵着马的傻小子吧。学校的学习和外面的见闻，都让我明白，我要让旅游成为了我的事业，我前进的方向。

时间一晃就是几年，我毕业了，回到了喀纳斯的土地上，成为了喀纳斯管委会的一员。这时，我带着不同的视角，雄心勃勃要实践我的事业。我发现，我热爱的喀纳斯在管理上还存在着不少问题，特别是服务意识还不强。从前，一些租马人把马租给游客后就不管了，任由不懂骑马的游客自己折腾。要租马人教骑马也行，再给钱呗！这样恶劣的服务态度不仅会吓跑游客，对旅游的持续发展也没有好处。在改善的过程中，我是当地人，又是从老百姓里面出来的，能够理解老百姓的心理，在负责和群众的对接的过程中我也很有优势，得到了良好的效果。很荣幸我能用上了在外面学习的知识，结合对喀纳斯的了解，为家乡旅游业的改善努力着。

喀纳斯的天还是那么蓝，像梦一般。恍惚中，我仿佛回到了几年前牵着马那天。“我供你去读书吧。”就是那天，我走了一条完全不同的路，成为了一个完全不同的我，有机会和能力为喀纳斯更美好的明天作出贡献！

CASE STUDY / KANAS: “CHUER: AN INSTRUMENT TO SPREAD OUT TUVA CULTURE”

NAME: MONGKAY

DATE: OCTOBER 2014

“24 September 2014, a group of tourists were gathering inside a house of a Tuva resident, appreciating the performance of the host.

Tuva is one of the most ancient nomadic minorities in northern China. Tuva people in China live in the Kanas Scenic Area, Xinjiang Autonomous Region, China. The performer is named Mongkay, a traditional Tuva resident, and the instrument he played was Chuer, a unique instrument of his nation. Few people could play the chuer, because it requires a great quantity of lung power and it is very difficult to learn. Mongkay's father, Yeardash was the only one who mastered this instrument, but he passed away several years ago. Nonetheless, Mongkay learned from his father, and he is highly skilful in playing it now. Visitors in Kanas always visit him and appreciate his chuer performance in his culture-experiencing house.

According to Mongkay, this culture-experiencing house was first opened by his father in 1998. His father, Yearadesh gave performances to visitors and also offered traditional Tuva food for visitors. The major income of their family still came from horse keeping at that time though. The operation of their culture-experiencing house was a great start, which brought both profits and reputation for the family.

However, there weren't many tourists visiting Kanas until 2000, when the highway was built and the infrastructure was improved. Tourism in Kanas has developed greatly since then, which also stimulated the Tuva people to change their traditional way of living. Now things have changed greatly. On the one hand, Tuva residents still keep herds, on the other hand, most of them either run their own culture-experiencing houses or work there. Mongkay, together with his brother and sister, operate their culture-experiencing house— Yearadesh House. Apart from offering food and giving performances, Yearadesh creates some other experiences. In one of the rooms, there is a portrait of Kubla Khan, with the fur of some wild animals on the wall. Also, there is cheese and yogurt served on the table, and some Tuva costumes on the wall. It is a room for visitors to showcase how Tuva people lived in the past, including what they ate and drank, and how they cooked. In the yard, visitors can also practise archery. If tourists are interested in the Tuva language, they also teach them some simple sentences for free.

Mongkay says in peak season, there are almost 400 visitors every day. In the low season, there are about 50 visitors each day. Yearadesh House has become their major source of income— more than 150 thousand RMB per year.



Mongkay playing Chuer

When asked about whether the rise of other culture-experiencing houses in this area would threaten their business, Mongkay responds, "I know the competition is fierce now because there are more and more similar kinds of culture-experiencing houses. Visitors may choose to come here, or go to somewhere else, but I think it is great in some ways. It attracts more and more people from all over the world to learn what Tuva people are like and what Tuva culture is, and this is great." Actually, Mongkay is the only one who can play the chuer since his father passed away. Many visitors like him and his music, and they always come to listen to his music. Compared with the competition, the problem that he is more concerned about is the inheritance and continuation of chuer. Mongkay says that playing chuer requires strong lung power and it is so difficult to learn, so many people learning from him usually quit within two or three days. So far, there are only two apprentices to have mastered the basic skills of chuer.

As Mongkay recalls, he learned chuer when he was 10 years old.

"My father taught me to play. I played in the morning, on the way to school and on the way back, even holidays, I didn't stop practising," he says.

"How? Your father forced you to learn?"

"No no no, I like it. I like playing chuer, very much. I enjoy playing it."

Because of the passion for chuer, he never gives up. He also adds, when his son grows up, he would teach him to play the chuer, just as how his father taught him.

With the development of tourism and the increasing number of tourists, the living standard of Tuva residents has improved greatly. In addition, it also gives Tuva residents more opportunities to communicate with tourists from all over the world, thus giving Tuva people the opportunity to introduce themselves and show their culture.



Mongkay playing Chuer at his home

When playing chuer, Mongkay is passionate and concentrated, immersing himself in the world of music. Every time he plays chuer, he regards it as a way in which he could keep his father's memory alive, and a way to show his affection and wishes. Let the world know chuer and let the world know Tuva people and their culture."

楚尔声声，情意深深

2014年9月24日，在阿勒泰喀纳斯景区，一大批游客在一户图瓦人家中，围着圈子欣赏主人的表演。那悠扬而又神秘的楚尔声，引领着游客进入另一番神秘而美好的境界。吹奏者叫蒙克依，是传统的图瓦人，而楚尔，是图瓦民族独特的一种乐器。图瓦族人也鲜有人能够吹奏。蒙克依的父亲叶尔德什生前是唯一会吹楚尔的图瓦人，几年前他去世了。

不过，由于从小蒙克依就跟着父亲吹楚尔，技艺也相当高超，吹楚尔这项图瓦人独特的遗产也总算得到保留。

如今，在喀纳斯景区管委会蒙古民族乡哈纳斯村，图瓦人一方面保留着传统养牛养马的生产方式，另一方面也开拓出一些新的发展方式。更多的图瓦族人开始依靠旅游，开设家访点来谋生，蒙克依兄妹更是其中的典例。现年32岁蒙克依和两个弟妹共同经营着一家父亲留下来的叶尔德什家访点。这家家访点大约在1998年的时候由父亲开办，主要是向游客提供乐器表演和具有民族特色的食物。蒙克依说，那时的游客还比较少，他们家的收入主要还是依靠放牧，卖牛、羊、马。而2000年以后，路修好了，旅游慢慢发展起来，来喀纳斯旅游的游客也多了，他们的家访点也被更多人所知道。如今，为世界各地的游客介绍图瓦族人的传统习俗、饮食习惯、特色舞蹈，为游客吹奏几曲楚尔乐已经成为他们兄妹三人每天的主要工作。相较之前单纯提供表演，现在他们还新开拓出一些体验项目。供游客参观的房间里摆放着成吉思汗的画像，墙上还挂着狼和其它野生动物的皮毛，还有各式图瓦人的服装。桌上摆着奶酪，酸奶疙瘩等传统饮食，游客可以身临其境感受到图瓦族人的文化。屋外还有一处地方摆放着弓箭，供游客体验。另外，他们还提供图瓦语教学，游客可以学会一些简单的图瓦语。

据蒙克依介绍，他们的家访点旺季时，每天能够接待400个游客，淡季时候也有50人左右。这家家访点，已经成为他们兄妹三人的主要收入来源，每年大概有十几万远的收入。

当被问道喀纳斯有多家类似的家访点，是否会对他们的经营构成影响时，蒙克依表示：“虽然竞争变得激烈，但是对图瓦文化的宣传有积极作用呀！可以让更多人知道图瓦人、图瓦文化就是这个样子的，这样好啊。”其实，父亲去世后，蒙克依就成为唯一会吹奏楚尔的图瓦人，很多游客都会慕名前来，欣赏他的表演。比起生意竞争，他更关心的，可能是吹楚尔这项图瓦族传统技艺的传承问题。蒙克依说，吹楚尔对肺活量的要求非常大，演奏时对气息的把控也非常难。很多人学，学了几天，觉得太难就放弃了。目前，他只有两个徒弟基本掌握了这项技艺。

当蒙克依回忆起自己学楚尔的经历时，他说：“我十岁时我父亲就教我吹楚尔了，我早上吹，放学回家也吹，放假的时候也吹，要一直学的。”他说，因为喜欢，他一直坚持到现在。等儿子大一些，也要教给儿子，像父亲当初教他那样。蒙克依说，旅游发展，游客增多，使居民的生活水平有了很大的提高，也给了他们一个和世界各地游客接触和交流的机会，给了图瓦文化一个向世界展示的机会。

每次吹奏起楚尔，蒙克依都是激情满满，全心沉醉在音乐中。或许，声声的楚尔，正是他缅怀父亲的方式，也是他表达自己情意的的方式——让世界了解楚尔，了解图瓦文化。