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乌克兰驻华大使馆临时代办

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借此机会我想邀请中国朋友们到乌克兰旅游，发现乌克兰，探索乌克兰，在那里获得十分舒适而精彩的旅游体验。

自从疫情爆发以来，乌克兰政府采取了一系列防疫措施，以保障乌克兰公民以及来乌国际友人的健康和安全。由于这些举措，乌克兰国内疫情逐步得到控制，许多受疫情影响的行业开始逐渐恢复，其中也包括乌克兰的旅游行业。而为了促进旅游业的进一步发展，并让更多外国朋友了解乌克兰，乌克兰政府决定对一些国家的游客进一步开放签证政策。其中，自2020年8月1日起对以旅游目的入境乌克兰的中国公民实行免签入境制度。这一方面，充分体现了乌克兰人民对中国人民的热情友好态度。另一方面，表明了我们更多中国旅客来乌克兰旅游的期待。

近些年来，我们对中国游客的旅游习惯和偏好做了大量的研究。最终得出的结论是乌克兰现有的旅游资源高度符合中国游客的旅游观念和需求，乌克兰可以为中国游客带来许多难忘的旅游体验。

其一，乌克兰旅游资源丰富多样。来乌克兰的中国游客可以享受多种优质的旅游项目。比如，可以到被列

入联合国教科文组织文化遗产名录的基辅洞窟修道院或利沃夫老城探索乌克兰的悠久历史，也可以到被认定为世界自然遗产的喀尔巴阡山脉原始森林，或受中国游客朋友们喜爱的敖德萨市黑海沙滩欣赏绚丽多彩的乌克兰自然风光。另外，还可以到哈尔科夫市中心大街上的豪华餐厅品尝著名的乌克兰 Borshch（红菜汤）和 Varenyky（乌克兰饺子），或到隐藏在利沃夫市老城各个角落的酒吧品尝纯正的 Hot Pepper Horilka（乌克兰辣椒烈酒）以及最新鲜的精酿啤酒。也可以在当地购买乌克兰民间手工艺品，或者把享誉整个欧洲的乌克兰设计师的时装作品带回家作为美好纪念。

其二，乌克兰有着发达的服务业。无论是在大都市的市中心，还是在海边，都有诸多欧洲最高性价比的旅馆和酒店供中国游客选择。当地工作人员具有很高的专业素质，并且了解中国游客的需求。因此，远方而来的中国朋友可以在那里享受到最周到而热情的服务。

考虑到这些因素，我们认为无论从旅游资源的角度，还是从旅游的便利水平角度来看，乌克兰已成为中国游客到欧洲旅游的最佳目的地。所以，借此机会我想邀请中国朋友们到乌克兰旅游，发现乌克兰，探索乌克兰，在那里获得十分舒适而精彩的旅游体验。

今年乌克兰还购买了我国生产的新冠肺炎疫苗，这就是国际联合抗击疫情的成功案例。

我认为，在疫情面前世界各国需要弘扬同舟共济精神，作为一个团队共同应对这个极其危险的对手。而且，当其中的一个团队成员遇到困难的时候，我们要尽可能为其提供一切力所能及的帮助。就拿乌克兰和中国而言，当中国爆发疫情的时候，乌克兰的许多社会组织、单位、学校等等开始给中国运送口罩等防疫物品。而乌克兰爆发疫情之后，中国各地也为乌克兰提供了大量的人道主义援助。同时，今年乌克兰还购买了我国生产的新冠肺炎疫苗，这就是国际联合抗击疫情的成功案例。

至于如何在疫情期间通过合作推动经济各领域的恢复，我认为需要敢于创新，将新的方法、新的技术引进到工作当中，以促进交流。

还是以乌中合作为例。疫情爆发以来，我们两国在许多领域的交流遭受了一定的影响。尤其是人员往来变得非常困难，很难就许多日常合作上的问题保持及时的沟通。但由于各政府机构、企业的努力和创新，通过一段时间的磨合，双方建立了非常有效的线上交流机制。目前，基本上所有会见、会议、对接活动等都能够顺利地在线上举行。从此，政府间和民间在许多领域的实际合作逐渐恢复，这对两国相关经济领域的发展发挥了重要作用。

我们有信心，通过这些新的交流模式，我们能够推动两国旅游界合作的进展。因此，欢迎愿意与乌克兰旅游界开展合作的中国相关方面联系乌克兰大使馆。大使馆一定会协助安排线上对接、线上交流活动，帮助双方为进一步挖掘彼此的旅游市场，增加游客互访人数，从而促进两国旅游业的恢复做出实际贡献。

景点图片来源: ukraine.ua



Pechersk Lavra - photo: tverkhovinets - Depositphotos/ ukraine.ua/imagebank



The city of Lviv, Ukraine - photo: Yevhenii Khaustov/ ukraine.ua/imagebank



Top view of delicious restaurant dishes on wooden table - photo: AntonMatyukha - Depositphotos/ ukraine.ua/imagebank



Spotykach. Liqueur made of berries or fruits - photo: - klopotenko.com/ ukraine.ua/imagebank

I'd like to take this opportunity to invite our Chinese friends to visit, discover and explore Ukraine, and to have a very comfortable and superb travel experience in our country.

Since the outbreak of COVID-19, the Ukrainian government has taken a series of measures to prevent the epidemic to ensure the health and safety of its citizens and international friends there. Thanks to such initiatives, the epidemic in Ukraine has gradually been brought under control. Many of the sectors affected by the pandemic are beginning to recover step by step, including the Ukrainian tourism industry. To further promote tourism development and help our foreign friends learn more about Ukraine, the Ukrainian government has decided to further relax visa requirements for visitors from several countries. In particular, a visa-free entry system for Chinese citizens entering Ukraine for tourism purposes has been in place since August 1, 2020. For one thing, this fully reflects the warm and friendly attitude of the Ukrainian people towards the Chinese people. For another, this shows our expectation for more Chinese visitors to Ukraine.

In recent years, we've done a lot of research on Chi-

nese tourists' travel habits and preferences. And we have concluded that the available tourism resources in Ukraine are highly compatible with the travel concepts and needs of Chinese travelers, and that Ukraine can offer many unforgettable travel experiences for Chinese visitors.

First, Ukraine is rich and diverse in tourism resources. Chinese tourists to Ukraine can enjoy a wide range of quality tourism programs. For instance, you can explore the rich history of Ukraine at the UNESCO-listed Kiev Pechersk Lavra or Lviv's Old Town, both being the World Cultural Heritage Sites. You can visit the ancient forests of the Carpathian Mountains, recognized as a World Natural Heritage Site. You can also visit the Black Sea beaches in Odessa, popular with Chinese tourists, to enjoy the colorful nature landscape of Ukraine. In addition, you can try the famous Ukrainian borshch (beetroot soup) and Varenyky (Ukrainian dumplings) in the luxurious restaurants on the streets of downtown Kharkiv. You can visit the bars hidden in various corners of Lviv's Old Town for authentic Hot Pepper Horilka (Ukrainian pepper spirits) and the freshest craft beer. You can also buy local Ukrainian folk hand-crafts or take home some fashionable clothes created by famous Ukrainian designers who are renowned

throughout Europe.

Second, Ukraine has a well-developed service industry. Chinese tourists can choose from some of Europe's most budget-friendly hotels and hostels in the heart of a metropolis or by the sea. The local staff are highly professional and understand the needs of Chinese tourists. Hence Chinese friends who come from afar can enjoy the most attentive and warm service there.

Considering these factors, we believe that Ukraine has become the best destination in Europe for Chinese tourists, based on its tourism resources and the level of travel convenience. Therefore, I'd like to take this opportunity to invite our Chinese friends to visit, discover and explore Ukraine, and to have a very comfortable and superb travel experience in our country.



Parashka Mountain, the Carpathians, Lviv region - photo: Anna Paliukh/ ukraine.ua/imagebank

This year, Ukraine has also purchased COVID-19 vaccines produced in China. This is a successful example of the global fight against the epidemic.

I'm sure that all nations need to promote a spirit of solidarity in the face of the pandemic and work together as a team to deal with this perilous enemy. Moreover, when one nation is in trouble, we need to provide all the help we can. For example, when COVID-19 broke out in China, many social organizations, institutions,

schools, etc., in Ukraine began to send masks and other epidemic prevention products to China. And after the outbreak of the epidemic in Ukraine, a large amount of humanitarian aid was provided to Ukraine from all over China. This year, Ukraine has also purchased COVID-19 vaccines produced in China. This is a successful example of the global fight against the epidemic.

As for how to boost recovery in various sectors of the economy via cooperation amid the epidemic, we need to embrace innovations and introduce new methods and technologies into our work to facilitate communications.

Let's take the example of Ukraine-Chinese collaboration. Since the outbreak, exchanges in many fields between our two countries have been affected to some extent. In particular, it has become very hard to arrange visits and thus to maintain timely communication on many daily cooperation issues. However, because of the efforts and innovations of various government agencies and enterprises, a very effective online communication mechanism has been established following a period of adaptation. Basically, all the meetings, conferences, matchmaking events, etc. can now be held smoothly online. Up to now, practical intergovernmental and private cooperation has gradually resumed in many fields, which has played an essential role in the development of the relevant economic sectors in both countries.

With these new modes of exchange, we are confident that we can bolster cooperation between our two countries, including the tourism sector. Therefore, we welcome the relevant Chinese parties willing to cooperate with the Ukrainian tourism sector to contact the Embassy of Ukraine. The Embassy will undoubtedly assist in arranging online matchmaking and online exchange activities. We will help both sides make practical contributions to explore each other's tourism markets further and increase the number of exchange visits of tourists, thus accelerating the recovery of tourism in both countries.

Source of photos featuring attractions: ukraine.ua