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国际野生生物贸易研究委员会

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TRAFFIC
the wildlife trade monitoring network

祝你在藏旅行快乐，扎西德勒！
Wishing you a wonderful journey in Tibet!



Let's join hands to protect the last Pure Land: The Tibetan Plateau
让我们携手保护最后的净土：青藏高原



中国野生动物保护协会
西藏自治区林业局
濒危物种管理办公室
世界自然基金会
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China Wildlife Conservation Association
Tibetan Autonomous Region Forestry Bureau
The Endangered Species Import and Export Management Office of the P.R.China
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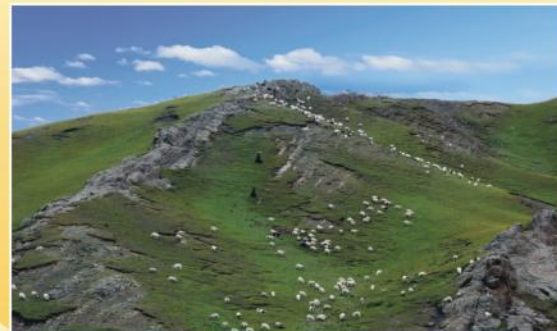
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欢迎你来到西藏

美丽的西藏，不仅有独特的传统文化，迤逦的高原风光，还有多姿多态的野生动植物。为了保护这最后一块净土，为我们的子孙后代留下宝贵的财富，我们需要你的帮助。

让我们携手保护最后的净土：青藏高原

青藏高原是世界自然景观的一大奇迹，它的美丽动人心魄。这里有尚未人类涉足的原始森林、广阔而美丽的草场、丰富的物产资源；这里有世界上保留最完整的游牧文化、芳香四溢的藏族佛教文化以及古老的苯教文化；这里有不计其数的巍峨雄伟的山脉、高耸入云的高山，秀丽皎洁的雪山。这里有清澈碧绿的大小江河、星罗棋布的高山湖泊，这里有世界上海拔落差最大的植被群，种类丰富的高原植物资源和海拔最高的高原湿地群，养育着千姿百态的野生动物。青藏高原独特的地理环境和丰富的生物资源，不仅是为当地人民提供生存和生活空间，也直接与全球的气候和生态问题有关。保护好青藏高原对我国、亚洲以及全世界都有重大的意义。

青藏高原的重要性和脆弱性

青藏高原拥有欧亚大陆保护最完整的自然生态系统，她是很多濒危和特有野生物种的家园，素有“世界屋脊”和“地球第三极”之称的青藏高原不仅是南亚、东南亚地区的“江河源”和“生态源”，她还是中国乃至东半球气候的“启动器”和“调节区”。拥有众多特有和独有生物物种是青藏高原生物多样性的主要特征，许多物种是残遗于高原局部环境的古老物种以及新分化出的物种。由于受到人类活动影响相对较轻，青藏高原成为了众多珍稀物种的现代避难所；同时，由于高原生态环境的脆弱性，许多青藏高原物种对环境变化十分敏感、导致许多物种数量稀少，处于濒危状态。因此，青藏高原成为我国生物多样性保护的重要基地。



西藏野驴

青藏高原对亚洲水资源、全球气候变化、高原珍稀动植物、人类健康以及全球生态景观有着直接的影响和作用。从青藏高原流出的江河养育了众多生命和文明，滋润藏族文明，中原文明和古印度文明的水源均来自青藏高原。污染和危害这些水源将给高原人民和生活在下游的众多国家和民族带来生存危机，保护青藏高原的淡水资源不仅高原人民受益，而且关系到整个东半球的社会文明和人类进步。青藏高原的大面积森林、高原植被以及冰雪资源对全球气候调节起到重要作用；青藏高原热岛作用的气候辐射气流可以影响到中东与北美的环境与气候。如果没有青藏高原森林植被资源的存在，它可能成为远程传输最大的沙尘源之一，进而对全球气候产生影响。由于独特的地理和气候条件，青藏高原成为许多濒危、特有物种的唯一繁衍生息的天然领地。如何失去这块宝地，许多只能在青藏高原上生存、繁衍的物种就会消失，人类将永远失去这些朋友。青藏高原和高原自然资源抚育了藏族文明，为高原人民提供了生存和生活的空间和条件；因此，高原生态环境的退化和恶化将直接影响和破坏当地人民的生存和发展环境，生态环境的恶化、耕地和优质草场的缩小，将造成当地人民无法生存。

旅游与青藏高原的生态保护

西藏已经成为全球旅游热点地区，每年吸引着众多国内外旅游者到西藏，这种旅游热潮继续持续和升温，随着青藏铁路的开通，西藏旅游事业将肯定进入一个黄金时代。

西藏的旅游业开始于上世纪80年代当时旅游者主要来自国外，据统计，1980年到藏旅游为1059人次，其中95%来自海外。经过20多年来的发展，西藏旅游业有了显著的进步，特别是近年来，进藏旅游人数猛增，2002年西藏接待了14万多人次，到2004年进藏人数竟高达122万比1980年翻了一千多倍，其中国内旅游占总数的92%以上。随着青藏铁路的通车、民航的全面开通、区内交通设施的提高以及新景点的开发，每年到西藏的旅游人数将成倍增加，这必定为脆弱的高原生态带来更大的压力。

进藏旅游者不仅观光西藏的自然风光、名胜古迹，领略社会风情，还要购买地方旅游纪念品和其他产品。西藏有许多特色旅游商品，例如，卡垫、挂毯、饰物、传统服装以及特色食品等，购买这些商品能够促进当地手工业和旅游经济的发展。然而，在拉萨等地的市面上有许多商铺经营和销售野生动物制品和野生植物制品，经营者以半公开或黑市的途径推销给广大消费者，进藏旅游者是主要的推销对象；其中有很多植物和动物属于濒危物种，在野外的生存和发展已受到了严重的威胁，进一步的采集和猎取将导致这些物种的灭绝和消失。另外，有些物种虽然目前还不是保护物种，但过度采集和猎取必定对这些物种造成严重的生存危机。目前经营的野生动物制品主要包括野牦牛的头骨、藏羚羊角、藏原羚角、老虎皮、豹皮、水獭皮、熊掌、麝香等，这些动物都是国家一、二级保护动物；野生植物包括天麻，胡黄连、灵芝、冬虫夏草、贝母、三七、五味子、黄精、当归、当参、龙胆、藏青果、红景天、雪莲花等。

您的行为将直接影响高原生态和环境保护

采集和市场的根源在于消费，如果广大消费者能够自觉地关爱大自然、拒绝野生动植物的消费，那么也就没有人去采集和经营野生动植物及其产品。由于受到传



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统观念和迷信的影响，有部分人片面夸大了野生动植物的功能，误以为野生动植物及其制品都能强身治疾；其实乱用野生动植物药材不仅不能治疗疾病，有的反而会影响身体健康。许多旅游者由于缺乏对保护自然的了解，盲目地购买野生动植物产品，不仅对身体健康不利，更重要的是，这些消费将直接威胁西藏的野生动植物生存。对西藏生态环境带来严重的负面影响。

我们真诚地欢迎您到西藏观光旅游，也希望您在欣赏美丽的自然景观、名胜古迹和文化风情的同时要关爱自然、尊重当地文化。

我们建议您：

- 遵守有关保护环境、野生动植物和自然保护区的法律法规；
- 拒绝消费和购买珍稀、濒危野生动植物及其制品；
- 尊重当地民俗，加强周边人文景观及自然景观的保护；
- 妥善处理垃圾，旅行时不要在野外乱扔垃圾；
- 严禁猎捕或驱车追赶野生动物，不得采集野生动植物标本。

您能做什么？

拒绝购买和食用野生动植物及其制品；
遵守环境保护法，尊重当地文化；
关爱大自然，保护人类家园；
做一名绿色旅游者。



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Welcome to Tibet

The beautiful landscape of Tibet offers not only a unique insight into the culture, but also an amazing and diverse collection of wildlife. In order to protect and preserve this treasure for future generations to enjoy, we need your help.

Let's link hands and protect the last Pure Land: The Tibetan Plateau

The Tibetan Plateau is a gift from Mother Nature with untouched forests free from human activity, broad picturesque grasslands and rich natural resources. It is home to some of the last remaining few nomadic cultures, Tibetan Buddhism and the ancient Bon Religion. The Tibetan Plateau skyline is dominated by imposing mountain ranges with snow covered peaks and clear blue rivers and lakes stretching at the foot of these colossal ridges.



A vast number of wildlife and fauna prosper in this unique environment and diverse eco-system, from the highlands to some of the highest wetlands, to the sub-tropical climate in the valleys.

This unique geographical aspect of the Tibetan Plateau, with one of the highest ranges of wetlands and diverse highland plants is home to thousands of wildlife and an exceptional eco-system. Not only does the plateau provide local people with a livelihood, but also contributes directly to the global climate and needs to be cared for by all.

Importance and Vulnerability of the Tibetan Plateau

The Tibetan Plateau has one of the most complete natural ecosystems on the Eurasian Continent. It is home to many endangered and endemic wildlife. Also known as "the roof of the world" and "the 3rd pole of the earth", the Tibetan Plateau is also the source of many of Asia's major rivers, including the Yellow, Yangtze, Mekong, Salween, Indus, and Brahmaputra rivers, and thus is a primary source of water for 45% of the world's total population as well as having a direct influence on climates in China and the entire Eastern Hemisphere.

Here biodiversity features a variety of endemic and exclusive species, many of which are ancient ones and their derivatives only seen in certain highland environments. Thanks to relatively little human interference, the Tibetan Plateau becomes a modern sanctuary for many precious species. Meanwhile with the vulnerability of the highland eco-environment, many rare species are very sensitive to any environmental change and their very existence is under threat. Thus, the Tibetan Plateau is a critical area of biodiversity conservation in China.

With the global climate change, precious highland wildlife, human health, the global eco-landscapes and rivers flowing down the Plateau harnessing the birth of civilizations are at risk. However, increased pollution and damage to these unique and major water sources pose a real threat to the survival of the people living on the Plateau as well as for all those living downstream. The preservation of these and other fresh water resources on the Tibetan Plateau is of benefit not only to the people living on the Plateau, but also to all in the Eastern Hemisphere.

The combination of vast forests, highland vegetation and the glaciers on the Tibetan Plateau are critical to the global climate. Due to its unique geographical location and climate condition, the Tibetan Plateau has become the only natural shelter to many endangered and endemic species. If lost, many precious species





Tibetan Antelopes

would perish and we would lose them forever. The natural resources on the Tibetan Plateau have fostered the Tibetan civilization, providing livelihoods for the highland people for centuries. The degradation and deterioration of the highland eco-environment will have a direct impact causing irreversible damage to the environment. Deterioration of the local eco-environment, loss of farmland and quality grasslands will ultimately deprive the local people of their traditional livelihoods.

Tourism and Eco-protection of the Tibetan Plateau

Tibet is becoming more accessible and hence a popular destination for tourists from around the world. This tourist tide will continue to grow, especially once the rail link becomes operational.

Tibet's tourism started back in the 80's. At that point in time, visitors numbered 1,059 in 1980 of which 95% came from abroad. Two decades later, the number of tourists surged from 140,000 in 2002 to 1.22 million in 2004, which represents an increase of over 1,000 times the 1980 level. This shift in visitor levels is due to the fact that 92% are domestic tourists. As both the railway (Qinghai-Tibet) and civil aviation services become more available, along with improving transportation and the development of new tourist facilities within Tibet, the expected number of travelers will no doubt continue to increase, bringing an even greater pressure to the already vulnerable highland ecosystem.

Tourists come to Tibet not only to see the beautiful natural scenery, but also to experience the local traditions and customs and buy souvenirs and local produce. Tibet offers a range of unique products, such as handmade Tibetan rugs and tapestries, decorations, traditional costumes and local foods. Sale of these goods stimulates the growth of the local handicraft industry and the economy. However, there are many stores selling products, which have been made from wild animals and plants in Lhasa. These are promoted to the consumers in a semi-open or grey-market manner where tourists are primary targets. Many of these plant and wild animal products are made from protected species whose survival in the wild are severely under threat. Continued harvesting and hunting will result in their extinction. Other species, although not under protection, are almost certain to follow in the same footsteps due to over-harvesting and over-hunting. Products made from wildlife currently available on the market include: wild yak skulls, Tibetan antelope and gazelle horns, tiger skins, leopard and otter skins, bear's paws and musk.

All these animals are class I and II species under state protection. Wild plants for sale include Tall Gastrodia Tuber, Figwortflower Picrorhiza Rhizome, Lucid Ganoderma, Chinese Caterpillar Fungus, Fritillary Bulb, Sanchi, Chinese Magnoliavine Fruit, King Solomonseal Rhizome, Chinese Angelica, Sichuan



Do not Buy!



Tangshen Root, Chinese Gentian, Terminalia chebula Retz, Rhodiola rosea and Snow Lotus Herb.

Please bare in mind that your actions will have a direct consequence on the fragile highland ecosystem and local environment.

Consumption is the principle cause for over-harvesting and the sale of goods made from endangered species. If consumers want to play an active role in helping these rare and endangered species, please refrain and refuse to engage in the purchase of these products. If demand is low for these products hopefully we will see a shift towards a more sustainable market of products, which in turn will lead to a decrease in the amount of illegal over-harvesting and hunting which is currently occurring.

Due to traditional values and beliefs, the properties of certain wild animals and plants has been wildly exaggerated. It is very common for many to believe that these products can cure diseases and have health strengthening properties. In fact, the misuse of medicines made from wildlife may actually damage one's health. Many tourists, ignorant to such facts, not only jeopardize the survival of many wildlife species in Tibet, but also risk damaging their own health.

We welcome you to Tibet and sincerely hope that while you appreciate the beautiful natural landscape, famous tourist sites and local customs, you will also want to look after the most precious gift that has been bestowed to us and keep Tibet unspoiled.



We urge you to:

- Adhere to laws and regulations regarding wildlife and nature reserve conservation;
- Not buy endangered species and its products;
- Respect the local culture and natural environment;
- Dispose of waste in a proper manner and do not litter ;
- Not pursue or intimidate wild animals, nor collect any wildlife (including plants).