WHAT IS CLAIMED IS:

1. A heating non-combustion device, comprising a cigarette stick (1), an outer pipe (2), and a heating element (4),

wherein the cigarette stick (1) is at least partially located within the heating element (4), the heating element (4) is located within the outer pipe (2), and there is a first gap (3) between the heating element (4) and the outer pipe (2); and

wherein an inner wall of the outer pipe (2) is provided with a thermal insulation layer (5), and there is a gap or no gap between the thermal insulation layer (5) and the inner wall of the outer pipe (2);

wherein the thermal insulation layer (5) comprises an aluminum reflective layer.

2. The heating non-combustion device according to claim 1, wherein the thermal insulation layer (5) comprises a first thermal insulation layer (51) and a second thermal insulation layer (52), the first thermal insulation layer (51) is an aluminum reflective layer.

3. The heating non-combustion device according to claim 2, wherein the first thermal insulation layer (51) and the second thermal insulation layer (52) are sequentially stacked on the inner wall of the outer pipe (2).

4. The heating non-combustion device according to claim 3, wherein the second thermal insulation layer (52) is a hollow glass microsphere layer.

5. The heating non-combustion device according to claim 4, wherein a plurality of pillars (6) are provided between the outer pipe (2) and the thermal insulation layer (5), and a second gap (7) is present between pillars (6).

6. The heating non-combustion device according to claim 3, wherein the second thermal insulation layer (52) is an upconversion material coating.

7. The heating non-combustion device according to claim 6, wherein the first thermal insulation layer (51) is an aluminum-coated glass film, an aluminum-coated resin film, or an aluminum-coated polyimide film, the second thermal insulation layer (52) is an upconversion material coating, and one side of the glass film, resin film, or polyimide film is coated with aluminum, and the other side is provided with the upconversion material coating.

8. The heating non-combustion device according to claim 2, wherein the second thermal insulation layer (52) is a polyether ether ketone film layer, and there is a gap or no gap between the first thermal insulation layer (51) and the second thermal insulation layer (52).

9. The heating non-combustion device according to claim 2, wherein the second thermal insulation layer (52) is a stainless steel film layer, and there is a gap or no gap between the first thermal insulation layer (51) and the second thermal insulation layer (52).

10. The heating non-combustion device according to claim 1, wherein the thermal insulation layer (5) is an aluminum tube, and there is a gap or no gap between the aluminum tube and the inner wall of the outer pipe (2).

11. An electronic cigarette, comprising the heating non-combustion device according to any one of claims 1 to 10.