

世界旅游合作与发展大会

World Conference on Tourism Cooperation and Development

重启旅游再创繁荣

Rebuilding World Tourism for Prosperity

开幕式致辞及主旨发言

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一、开幕致辞 Opening Ceremony Speeches

主持人：世界旅游城市联合会秘书长 陈冬

Moderator: Mr. Chen Dong, Secretary-General of World Tourism Cities Federation (WTCF)

尊敬的胡和平部长, 尊敬的陈吉宁市长, 尊敬的卓农 谢拉利先生, 尊敬的王红副市长。

Honorable Minister Hu Heping, Mayor Chen Jining, SCO Deputy Secretary-General Jonon Sherali, Vice Mayor Wang Hong,

各位会员代表, 各位嘉宾, 女士们, 先生们, 朋友们

Dear member representatives, distinguished guests, ladies and gentlemen, dear friends,

大家上午好

Good morning!

世界旅游合作与发展大会, 现在开幕。本次大会由世界旅游城市联合会和联合国世界旅游组织、上海合作组织、世界旅游及旅行理事会、亚太旅游组织、国际大会及会议协会、世界旅游经济论坛、世界休闲组织、世界旅游联盟、国际山地旅游联盟、柏林国际旅游交易会、世界旅游交易会等知名国际组织、顶级旅游展会联合举办。

This is the opening of the World Conference on Tourism Cooperation and Development, organized by World Tourism Cities Federation (WTCF) in collaboration with World Tourism Organization (UNWTO), and together with Shanghai Cooperation Organization (SCO), World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), International Congress & Convention Association (ICCA), Global Tourism Economy Forum, World Leisure Organization, World Tourism Alliance (WTA), International Mountain Tourism Alliance (IMTA), ITB Berlin, WTM and other well-known international organizations and top-tier tourism exhibitions.

首先, 请允许我向大家介绍出席开幕式现场的重要嘉宾。他们是:

First of all, please allow me to introduce important guests present at the opening

ceremony:

中华人民共和国文化和旅游部部长胡和平先生

Mr. Hu Heping, Minister of Culture and Tourism of China,

世界旅游城市联合会理事会主席、北京市市长陈吉宁先生

Mr. Chen Jining, Chairman of the WTCF Council and Mayor of Beijing,

上海合作组织副秘书长卓农·谢拉利先生

Mr. Jonon Sherali, Deputy Secretary-General of Shanghai Cooperation Organization (SCO)

世界旅游城市联合会理事会执行副主席、北京市副市长王红女士

Ms. Wang Hong, Executive Vice Chairman of the WTCF Council and Vice Mayor of Beijing,

世界旅游城市联合会会员城市代表、武汉市副市长陈红辉先生

Mr. Chen Honghui, WTCF Member City Representative and Vice Mayor of Wuhan

参加大会的还有阿尔及利亚、斐济、哥伦比亚、哈萨克斯坦、吉尔吉斯斯坦、马耳他、土库曼斯坦、约旦等国家的驻华大使，科摩罗、塔吉克斯坦的驻华代理大使，毛里求斯、突尼斯的驻华使馆副馆长。

We have here with us ambassadors of Algeria, Fiji, Colombia, Kazakhstan, Kyrgyzstan, Malta, Turkmenistan and Jordan to China, the acting ambassadors of Comoros and Tajikistan to China, and the Chiefs of Mission at the embassies of Mauritius and Tunisia in China.

现场出席本次大会的还有国际组织负责人、驻华代表、中央部委和北京市有关部门代表、世界旅游城市联合会会员代表、知名旅游企业及投资机构负责人。

Also present here are heads and representatives of international organizations in China, representatives of the central ministries and relevant departments of Beijing, representatives of WTCF members and heads of well-known tourism companies and investment institutions.

现在，在此我也谨代表大会组委会，向现场参加会议和通过网络线上参会的各

位代表 各位嘉宾, 表示热烈的欢迎和诚挚的敬意

Now, on behalf of the organizing committee, I'd like to extend my warmest welcome and sincerest respect to all representatives and guests participating in the conference offline and online!

当前, 新冠肺炎疫情在全球范围内还没有得到全面控制, 给世界旅游发展带来了严重冲击, 在2020年, 中国国际服务贸易交易会期间, 召开世界旅游合作与发展大会, 共商应对策略, 共谋发展未来, 恰逢其时。

COVID-19 which has delivered a heavy blow to the world tourism development has not been fully contained across the world. The World Conference on Tourism Cooperation and Development is held during the China International Fair for Trade in Services (CIFTIS) in 2020 as an opportune occasion to discuss countermeasures and solutions as well as seek common development into the future.

本次大会以“重启旅游再创繁荣”为主题, 主要包括开幕式、主旨演讲、研究成果发布、主题论坛和旅游投融资大会等内容, 分析新冠肺炎疫情对于全球旅游的影响, 分享世界旅游业复苏的经验, 为世界旅游重启繁荣助阵加油。

On the theme of “Rebuilding World Tourism for Prosperity”, this conference is composed of opening ceremony, keynote speeches, release of research results, forums and tourism investment and financing sessions. It analyzes the impact of COVID-19 on global tourism and shares experience of global tourism recovery, cheering for and fueling the re-boost of global tourism.

大会通过现场和网络两种形式, 用中、英、西、法、俄五种语言向全球现场直播, 世界旅游城市联合会223个会员所在国家、地区及城市均可同步观看。现在, 有请世界旅游城市联合会理事会主席, 北京市市长陈吉宁先生致辞, 大家欢迎。

The conference is held both offline and online, broadcast live across the world in five languages: Chinese, English, Spanish, French and Russian. 223 WTCF members in their respective countries, regions and cities could simultaneously access and watch the event. Now, let's give the floor to Mr. Chen Jining, Chairman of the WTCF Council and Mayor of Beijing. Welcome.

世界旅游城市联合会理事会主席、北京市市长 陈吉宁

Mr. Chen Jining, Chairman of the WTCF Council and Mayor of Beijing

尊敬的胡和平部长，尊敬的卓农·谢拉利副秘书长，各位使节，女士们，先生们，朋友们：

Honorable Minister Hu Heping, Honorable Deputy Secretary-General Jonon Sherali, distinguished envoys, ladies and gentlemen, dear friends,

今天，我们以“重启旅游 再创繁荣”为主题，在这里举行世界旅游合作与发展大会，共同探讨新冠肺炎疫情背景下，世界旅游合作与发展问题。首先，我谨代表世界旅游城市联合会和北京市人民政府，向莅临现场和通过网络参会的各国嘉宾和媒体朋友们，表示热烈的欢迎！向大力支持本次大会筹办的国际组织、驻华使节和相关机构，表示衷心的感谢！

The World Conference on Tourism Cooperation and Development on the theme of Rebuilding World Tourism for Prosperity is held today to discuss cooperation and development of global tourism in the context of the COVID-19 pandemic. First of all, on behalf of WTCF and the Beijing Municipal People's Government, I'd like to extend my warmest welcome to the guests and friends from the press who are offline or online from all over the world. I'd like to express my heartfelt appreciation to international organizations, envoys and relevant institutions that have strongly supported the preparation for this conference!

年初以来，新冠肺炎疫情在全球蔓延，对世界经济发展造成严重冲击。旅游业是受疫情影响最严重的行业之一，据联合国世界旅游组织预计，2020年全球国际游客将比去年减少约80%，旅游收入损失超过1万亿美元。

COVID-19 has been ravaging across the world since the beginning of 2020, wreaking havoc on the global economy in which tourism is one of the most severely impacted industries. According to UNWTO, global tourists would be reduced by about 80% in 2020 compared to 2019, and the loss of tourism revenue will exceed USD 1 trillion.

越是面对困难，我们越是要坚定信心、团结合作。习近平主席昨天在全球服务贸易峰会上强调，突如其来的新冠肺炎疫情，在一段时间内阻隔了我们的相聚，但

阻挡不了服务贸易发展的脚步， 阻断不了我们携手共进、 合作共赢的信心和行动！

More difficulties should be met with stronger determination, confidence, unity and cooperation. President Xi Jinping addressed the Global Trade in Services Summit of the 2020 China International Fair for Trade in Services by remarking that the sudden attack of COVID-19 may have prevented us from meeting face to face, but it cannot block the growth of trade in services; nor will it affect our confidence and action as we pursue shared progress and mutually beneficial cooperation.

回顾人类社会发展历史， 每经历一次磨难， 总会有新的进步。 旅游业是富有韧性的综合性产业， 大规模疫情的发生， 往往会引发旅游消费和旅游服务的重大变革。 比如， 上世纪七八十年代以来， 军团菌多次引发社区获得性肺炎疫情， 促使人们加深了对这种古老病菌繁殖和传播途径的认知， 形成新的公共卫生范式。

目前， 对酒店等公共建筑的公用水系统进行监测和消毒， 已成为旅游行业的标准服务规范。

In review of the development history of human society, every time of suffering and hardship is often followed by progress. Tourism is an integrated industry full of resilience in which profound changes in tourism consumption and service are often triggered by epidemics. Since the 1970s and 1980s, legionella repeatedly caused community-acquired epidemics of pneumonia, deepening people's understanding of propagation and transmission of this ancient pathogen, and thus helped form a new paradigm for public health. Monitoring and disinfecting public water system in hotels and other public buildings has so far become the standard of tourism industry.

历史的经验， 让我们更加有信心应对今天的挑战， 也能让我们更好地把握此次疫情冲击中孕育的机遇。 新冠肺炎疫情没有改变人们对旅游的爱， 反而催生了分散化、 个性化、 定制化、 预约化的旅游新模式， 为旅游业重启和经济复苏打开新的机遇之门。 各国旅游从业者要积极行动、 努力创新， 共同为行业复苏创造有利条件。

Drawing from historical experience strengthens our confidence in dealing with challenges we are facing today, and helps us seize opportunities out of this pandemic. COVID-19 has not changed people's passion for tourism; on the contrary, it has given birth to a new

model of tourism that is decentralized, personalized, customized and appointment-based, opening up new opportunities for a tourism restart and economic recovery. Tourism practitioners in all countries should take active actions and promote innovation, jointly creating favorable conditions for the recovery of tourism industry.

这里，我代表世界旅游城市联合会，向世界旅游城市和广大旅游从业者发出三点倡议：

On behalf of WTCF, I'd like to make three proposals for tourism cities and tourism practitioners around the world:

一是切实加强疫情防控的国际合作。作为游客往来和人员聚集的重要节点，旅游城市在全球疫情防控中承担着重要作用。针对新冠肺炎疫情可能长期存在的风险，旅游城市应积极建立疫情防控信息的快速收集反馈机制，实施严格的筛查和管控措施，推广便捷高效的个人健康安全信息共享系统，推出更多安全便捷的边境检测措施，加强风险点管控。特别是各旅游城市应加强合作，共同制定彼此认可的旅游风险评估标准，客观公正开展旅游风险等级评估，建立双边或多边信息交流和对接机制，及时共享信息、分享经验。

Firstly, we have to effectively strengthen international cooperation in pandemic prevention and control. As an important hub for tourists and other people, tourism cities play an important role in global pandemic prevention and control. They should actively establish a mechanism to rapidly collect information and share feedback concerning pandemic prevention and control, in response to potential long-term risks of COVID-19. Tourism cities are expected to introduce strict screening and control measures, promote a convenient and efficient system to share information of personal health and safety, and promulgate safer and more convenient border inspection measures to build up the control of risk points. Tourism cities in particular should enhance cooperation, by jointly formulating risk evaluation standards that are mutually recognized, conducting objective and fair evaluation of tourism risk levels and establishing bilateral or multilateral information exchange and collaboration mechanisms to share data and experience in a timely manner.

二是倡导绿色健康的旅游方式。疫情让人们更加珍视健康。各旅游城市要顺应

这一趋势，制定符合疫情防控要求的旅游行为规范，引导广大游客更加注重环境保护、资源循环，更加关注自身健康与公共安全，推广更加绿色健康的旅游消费方式。旅游企业应充分运用现代科技手段，积极推动旅游产品创新，着力发展文化体验游、康养体育游、数字虚拟游等新业态，促进智慧旅游和智慧城市发展。同时，在市场竞争和食品安全等方面加强行业规范，共同打造覆盖区域乃至全球的旅游共生生态系统，全面促进世界旅游业绿色健康可持续发展。

Secondly, we have to advocate green and healthy tourism. COVID-19 has made people value health more. All tourism cities should follow this trend, formulating tourism codes of conduct in line with requirements of pandemic prevention and control and guiding tourists to protect the environment and recycle resources, focus more on their own health and public safety, and pursue greener and healthier tourism consumption. Tourism companies should make full use of modern technologies to actively promote innovation in tourism products, with a focus on the development of new formats including cultural and experiencing tourism, health and sports tourism, and digital and virtual tourism. The development of smart tourism and smart cities should also be encouraged. Meanwhile, we have to strengthen industrial standards in terms of market competition and food safety, and jointly create a tourist ecosystem of harmony covering all regions even the whole world, so as to comprehensively promote green, healthy and sustainable development of the global tourism industry.

三是积极帮扶旅游企业和旅游从业者。旅游业的重启不是简单的从头再来，转型和升级是大势所趋。在这里，也希望各国政府采取积极措施，支持旅游企业转型发展，帮助企业采用新技术、新手段，提高运行效率，更加注重人员培训，为广大旅游从业者尽快适应新业态新模式的新要求提供有力支持。

Thirdly, we have to actively help tourism enterprises and practitioners. Restarting tourism industry is not simply a do-over, but transformation and upgrading that constitute a general trend. We encourage governments of all countries to take active measures to facilitate the transformation and development of tourism enterprises, support the application of new technologies and methods, improve operational efficiency, pay more attention to personnel training, and provide tourism practitioners with strong assistance so

as to adapt to requirements of new formats as soon as possible.

作为世界旅游城市联合会总部所在地，北京是一座底蕴深厚的历史文化名城，也是充满活力的现代化国际大都市。面对新冠肺炎疫情的冲击，北京市坚决执行中国政府关于疫情防控的各项要求，科学精准、有力有序推进各项防控工作，迅速控制住疫情，为重启旅游业和经济复苏创造了良好条件。

Beijing, where the headquarters of WTCF is located, is a famous historical and cultural city with remarkable heritage. It is also a modern international metropolis that is full of vigor and vitality. When struck by COVID-19, the local authorities of Beijing resolutely implemented all requirements of the Central Government on pandemic prevention and control, advanced all sorts of prevention and control efforts in a science-based, strong and orderly way with precision. As a result, Beijing quickly put the pandemic under control, creating favorable conditions for tourism restart and economy recovery.

统筹疫情防控和经济社会发展的切身经历，让我们更加坚信，人类的团结和智慧终将战胜困难和挑战。只要各旅游城市和广大旅游从业者积极行动起来，世界旅游业和世界经济一定会迎来更加美好的明天！

Personal experience of coordinating pandemic prevention and control, and promoting economic and social development has strengthened our belief that unity and wisdom of mankind will eventually overcome difficulties and challenges. As long as tourism cities and the vast number of practitioners actively take joint actions, the global tourism and economy will definitely usher in a more promising tomorrow!

最后，预祝世界旅游合作与发展大会圆满成功！祝各国嘉宾和朋友们身体健康、工作愉快！

Finally, I wish the World Conference on Tourism Cooperation and Development a complete success, and guests and friends from all countries great health! Have a good day!

谢谢大家！

Thank you very much!

主持人：感谢陈吉宁主席的致辞，上海合作组织是世界旅游城市联合会的重要合作伙伴。下面，请上海合作组织副秘书长卓农、谢拉利先生致辞，大家欢迎。

Moderator: Thank you Chairman Chen Jining for your speech. The Shanghai Cooperation Organization is an important partner of WTCF. Next, let's give the floor to Mr. Jonon Sherali, SCO Deputy Secretary-General. Welcome.

上海合作组织秘书长 弗拉基米尔·诺罗夫

**Mr. Vladimir Norov, Secretary General of Shanghai Cooperation
Organization (SCO)**

尊敬的中华人民共和国文化和旅游部部长，胡和平先生

Dear Mr. Hu Heping Minister of Culture and Tourism of the People's Republic of China,

尊敬的世界旅游城市联合会主席、北京市市长，陈吉宁先生

Dear Chairman of the World Tourism Cities Federation Council and Mayor of Beijing Mr. Chen Jining,

尊敬的联合国世界旅游组织秘书长，祖拉布·波罗利卡什维利先生

Dear Secretary General of the World Tourism Organization Mr. Zurab Pololikashvili,

尊敬的各位来宾

Dear participants of the Conference,

女士们，先生们

Ladies and gentlemen,

热烈欢迎各位与会嘉宾的到来，并对本次大会的组织方、我们的合作伙伴——世界旅游城市联合会——致以衷心的感谢。我相信本次大会必将是一次高水平的大会。

I cordially welcome participants of the Conference and express my gratitude to our partner – World Tourism Cities Federation for organizing this important international event, which, I am sure, will be held at the highest level.

我们高兴地看到，上合组织秘书处与 WTCF 在《谅解备忘录》基础上开展的友好合作。我们相信，在不久的将来，双方在促进人文交流和在旅游领域开展的合作将取得丰硕成果。

We are pleased to note excellent cooperation between SCO Secretariat and WTCF based on the MoU and we believe that the brighter days of our fruitful joint work on facilitating

cultural contacts and tourism are ahead.

不幸的是，2020年年初至今，新冠肺炎疫情给世上所有国家的经济都造成了前所未有的冲击，整个世界都笼罩在新冠肺炎疫情的阴影之下。

Unfortunately, the modern world from the very beginning of 2020 to the present day continues to live in difficult conditions of the COVID-19 pandemic, which has caused unprecedented economic damage to almost all countries of the world.

联合国世界旅游组织和联合国贸易和发展会议的专家一致认为，旅游业是受新冠疫情影响最严重的行业之一。国际旅行需求的下降，可能导致游客减少8.5亿至11亿人次，行业收入下降9100亿至1.2万亿美元，1亿至1.2亿人因此失去工作。这场危机是自1950年首次出现此方面统计数据以来最严重的一次。

According to experts from UNWTO and UNCTAD, tourism was one of the most affected sectors of the economy due to the coronavirus pandemic. The impact of falling demand for international travel could lead to the loss of between 850 million and 1.1 billion international tourists. Revenue losses range from \$ 910 billion to \$ 1.2 trillion. Job losses are estimated at between 100 and 120 million. The current crisis in international tourism has become the worst since 1950, when the first statistical estimates appeared.

疫情过后，只有在解除隔离、取消出行及经济活动限制，同时又采取最严格的安全措施，保障各国人民健康的情况下，旅游业才能得以复苏。

The recovery of the tourism industry after the pandemic will be possible only after lifting of quarantine and other restrictions on freedom of movement and economic activity, while taking the strictest security measures and ensuring the health of the population of countries.

这里，我要提一下联合国世界旅游组织于2020年5月28日制定的《旅游业重启全球指南》，该指南中指出所有相关组织和机构均应采取必要行动，推广安全旅游。

In this regard I want to refer to the UNWTO 28 May 2020 "Global Guidelines to Restart Tourism", which indicates priority tasks providing necessary actions to be taken by all responsible structures and bodies in order to promote safe tourism.

旅游业只有逐渐恢复到疫情之前的水平并继续发展，才能成为推动总体经济复

苏的重要力量。为此，上合组织各成员国采取了不同措施来支持本国国民经济总体发展，保证旅游、交通运输、酒店等行业的稳定。

The tourism industry can become a driver of economic recovery, restoration of the "pre-pandemic" level of the economy and its subsequent growth. In this regard, it can be noted that the SCO Member States implement various programs to support the economy as a whole and its most affected sectors, such as tourism, transportation of all types, hotel business, etc.

疫情给世界各国都造成了巨大的困难和问题。与此同时，新的机会也在不断涌现。比如中国利用线上旅游、“云端展览”等现代化技术提供“无接触”服务，成功推动旅游业的发展。创新可以改善各国的旅游环境，提高旅游设施的整体发展水平，这具有重要意义。

The pandemic has created great difficulties and problems for all countries. At the same time, it is clear that new opportunities are emerging. The example of China shows how successfully the tourism industry can be developed using modern technologies by providing "contactless" services such as virtual tours, "cloud exhibitions", etc. It is important that innovations can improve the tourist environment and increase the overall level of development of tourist facilities in our countries.

2020年5月22日，上合组织各成员国的旅游管理部门领导人共同批准了《2021-2022年旅游合作联合行动计划》，我确信这将为各方合作与互动注入新的动力。

On May 22, 2020, the Heads of tourism administrations of the SCO Member States approved a Joint Action Plan for cooperation in the field of tourism for the period 2021-2022, which, I am sure, will give a new impetus to cooperation and interaction between the parties.

尊敬的各位来宾

Dear participants of the Conference,

上合组织有着得天独厚的优势，完全可以成为全球的经济中心之一，积极带动旅游业的变革与发展。2019年，上合组织成员国GDP总量占全球GDP总量（18.4万亿美元）的22.5%，到2030年可能会达到世界GDP总量的35-40%。

The SCO has all the opportunities to become one of the world's economic centers, which will lead to positive changes in the development of tourism as well. The total GDP of the SCO Member States in 2019 amounted to 22.5% of the global figure (18.4 trillion US dollars) and by 2030 may reach 35-40% of the world GDP.

专家预计，至2030年，在全球十大经济体中，中国和印度将占据领先地位。据国际银行“渣打银行”统计数据显示，至2030年，全球十大经济体的GDP总量将达到190万亿美元，其中中国、印度和俄罗斯三国的GDP之和占总量的60%。

According to expert estimates, by 2030, China and India will take leading positions among the top ten economies in the world. According to the international Bank "Standard Chartered", by 2030, the GDP of the world's top 10 economies will amount to 190 trillion US dollars, of which 60% will be accounted for by China, India and Russia.

为提升上合组织成员国的旅游品牌，展示上合组织的文化多样性和旅游发展潜力，“上合组织八大奇迹”系列概念活动目前正在顺利开展。

In order to promote the country tourism brand of the SCO Member States, the concept of the "Eight Wonders of the SCO" series of events is being successfully implemented, which is aimed at demonstrating the cultural diversity and tourism potential of the SCO.

基于《谅解备忘录》，上合组织秘书处已与联合国世界旅游组织建立了合作关系。

The SCO Secretariat has established relations with UNWTO on the basis of a signed Memorandum of Understanding.

我们各个成员国旅游发展潜力巨大。联合国教科文组织所列的世界物质文化遗产和非物质文化遗产清单中，有143项来自上合组织成员国。

The potential for tourism development between our countries is very significant. The list of monuments of the tangible and intangible world heritage of UNESCO includes 143 objects from the SCO Member States.

“上合组织八大奇迹”是由上合组织秘书处就旅游业问题发起的一系列主题展，该活动于2019年6月提出，参与方包括上合组织成员国的外交和外贸团代表、旅游业的相关机构（如旅游公司、旅行社），以及上合组织的其他相关机构。该活动旨在通过展示这八个成员国的国家奇迹，进一步展示上合组织成员国的旅游资源、项

目、文化和创意产品以及当地的旅游文化特色。

The "Eight Wonders of the SCO" Project first presented in June 2019, is a series of thematic presentations initiated by the SCO Secretariat on tourism issues with the participation of representatives of diplomatic and trade missions, agencies of the SCO Member States in the field of tourism, travel companies, tour operators, as well as other relevant mechanisms of the Organization. The goal of this Project is to present widely the tourism resources, programs, cultural and creative products and the culture of tourism features of the SCO Member States through the presentation of national wonders of the eight Member States.

该活动由上合组织秘书处发起，并得到了各成员国的支持，旨在打造面向单一客源旅游空间，在实施过程中，严格落实了上合组织青岛峰会上制定的相关决策。

The Project was developed by the SCO Secretariat and supported by the Organization's Member States. It is aimed at creating a single tourist space and is being implemented in accordance with relevant decisions of the Qingdao 2018 SCO Summit.

“上合组织八大奇迹”活动已成为上海合作组织的里程碑，展示了上合组织开展的各项实践活动，以加强各成员国、观察员国、对话合作伙伴国以及所有利益相关国之间的社会经济关系。这里我需要指出，我们的中国朋友为这项共同事业所作出的贡献，他们在青岛市区域经贸合作示范区建设了国际贸易大楼和“上海合作组织八大奇迹”展馆。

The "Eight Wonders of the SCO" Project has become a milestone in the history of the SCO, demonstrating the organization's dynamic practical activities aimed at strengthening socio-economic ties between Member States, Observer States, Dialogue Partners as well as all interested parties. I would like to note in this regard that the international trade building and the pavilion of “the Eight Wonders of the SCO” project have already been built on the territory of the Demonstration Zone of Regional Trade and Economic Cooperation in Qingdao, as a contribution of our Chinese friends to the common cause.

我们计划在上海合作组织的所有成员国和“一带一路”沿线国家举办“上合组织八大奇迹”活动。在新冠肺炎疫情暴发前，我们做了很多准备工作，并在在圣彼得堡、赫尔辛基和杜尚别成功展出。我们非常关注在中国的展出情况，目前我们已经在北京和西安进行了展出。接下来，我们还将在中国的其他城市进行展出。

It is planned to hold presentations of the "Eight Wonders of the SCO" Project in all SCO countries and those ones located along the "Belt and Road Initiative". I can note that before the pandemic, active work was carried out on its implementation and presentations were successfully held in St. Petersburg, Helsinki, and Dushanbe. Special attention is paid to presentations in China and they were held in Beijing and Xi'an. We will also hold presentations in other cities of China.

尽管疫情的形势有所变化，但我们相信，来自上合组织各成员国的游客仍将是
最活跃的，这将极大地帮助我们恢复国家与国家之间，人民与人民之间密切的人文
交流和人道主义交流。

Despite the fact that the pandemic has made its own adjustments, we believe that travelers from the countries of the SCO large family will continue to be the most active tourists, which will allow us to revive strong cultural and humanitarian ties and contacts between our countries and peoples.

尊敬的各位来宾

Dear participants of the Conference,

最后，我坚信，上合组织成员国必将秉承“上海精神”，挺胸携手走出当前的困
境，变得更加强大、更加团结。预祝大会取得圆满成功！

In conclusion, I would like to express my firm hope that the commitment of the SCO Member States to the "Shanghai spirit" will allow us all to come out of this difficult situation with honor and become even stronger and more united. I wish great success to the participants of the Conference!

谢谢。

Thank you for your attention.

主持人：感谢卓农·谢拉利先生的致辞。世界旅游城市联合会会员城市遍布全球75
个国家和地区。会员代表城市武汉是一座拥有光荣传统的英雄城市，武汉市疫情防控和经济恢复的做法，对全球旅
游复苏与发展具有启示意义。现在有请世界旅游城市联合会会员城市代表，武汉市副市长陈红辉先生致辞

Moderator: Thank you Mr. Jonon Sherali for your speech. Member cities of WTCF are

spread in 75 countries and regions across the world. Wuhan, one of the representative member cities, is a heroic city with a glorious past. Pandemic prevention and control along with economic recovery practices in Wuhan have been the enlightenment for the recovery and development of global tourism. Now, let's give the floor to Mr. Chen Honghui, WTCF Member City Representative and Vice Mayor of Wuhan.

武汉市副市长 陈红辉

Mr. Chen Honghui, Vice Mayor of Wuhan

尊敬的胡和平部长、尊敬的陈吉宁市长、尊敬的卓农·谢拉利副秘书长、尊敬的王红副市长、尊敬的陈冬秘书长，女士们、先生们、朋友们：

Honorable Minister Hu Heping, Mayor Chen Jining, Deputy Secretary-General Jonon Sherali, Vice Mayor Wang Hong, Secretary-General Chen Dong, distinguished guests, ladies and gentlemen, dear friends,

大家上午好！

Good morning!

很高兴与大家相聚在金秋北京，参加世界旅游合作与发展大会，突出其来的新冠肺炎疫情，让这次相聚十分不易，也更加凸显会议的时代价值。首先，非常感谢大会主办方的精心安排，让武汉作为世界旅游城市联合会的会员城市代表在开幕式上致辞。在此，我谨代表武汉市向大会的召开，表示热烈的祝贺，向疫情期间给予武汉无私援助和关心关爱的国家部委、各省区市、广大企业，国际组织以及社会各界人士和海内外友人、表示衷心感谢！

It's my great pleasure to meet you in the golden autumn of Beijing for the World Conference on Tourism Cooperation and Development whose value of the times is greatly highlighted against the backdrop of the COVID-19 pandemic. First of all, I'm very grateful to organizers of the conference for their considerate arrangements, granting Wuhan, a member city of WTCF, the opportunity to deliver a speech for the opening ceremony. On behalf of the city of Wuhan, I'd like to extend my warmest congratulations to the convening of this conference, and to ministries, provinces, autonomous regions,

municipalities, enterprises, international organizations, people from all walks of life and friends at home and abroad who have supported Wuhan with no efforts spared during the battle against COVID-19!

武汉是中国中部地区中心城市，山水资源丰富、人文底蕴深厚，是中国优秀旅游城市、中国旅游休闲示范城市、中国旅游标准化示范城市、中国夜经济十强城市，近年来旅游产业呈现蓬勃发展态势。受疫情影响，今年初武汉旅游业按下“暂停键”，进入“休眠期”。在国家文化和旅游部的指导支持下，我们全力帮助旅游企业纾困解难、推动旅游产业复苏振兴，全市旅游经济实现了从“动起来”到“暖起来”再到“火起来”的“三级跳”。8月8日，我们启动了“惠游湖北·打卡大武汉”活动，从今年8月至12月，全市23家收费A级景区向全国游客免费预约开放。近一个月以来，全市景区总体日均游客接待量比去年同期增长34%，星级酒店总体出租率比去年同期提高13个百分点。来汉的外地游客明显增多，省外和省内市外游客占比44.9%，有力带动了相关服务业复苏发展。据携程旅行平台监测数据，8月份相比7月份，预订来汉酒店入住人次环比增长36%，酒店收入环比增长40%，预订来汉机票人次环比增长29%，机票收入环比增长30%，特别是8月18日武汉玛雅海滩水公园夜场电音节的盛况视频，刷屏海外媒体，频频登上热搜，让人们看到了武汉这座城市已满血复活。

As a pivotal city in the central region of China, Wuhan boasts abundant natural resources as well as cultural heritage. It is an outstanding tourism city, a demo city of tourism and leisure, a model city for tourism standardization and one of the top-ten cities for night economy in China that has enjoyed booming tourism in recent years. However, COVID-19 put Wuhan into a paused period or coma. Thanks to the guidance and support from the Ministry of Culture and Tourism, we have made every effort to alleviate difficulties faced by tourism companies and revitalize the tourism industry. Tourism economy in Wuhan has made a triple jump from kick-start to warming up and then firing up. On August 8th, we launched the campaign of “Travel around Hubei, Drop in on Wuhan”. From August to December this year, 23 A-level scenic spots in Wuhan are open to tourists coming from all over China who have made an appointment in advance free of admissions fees. In the past month, daily received tourists in all scenic spots in Wuhan

increased by 34% year-on-year. And the overall occupancy rate of local starred hotels increased by 13 percentage points year-on-year. There has been an obvious increase in tourists from outside of Wuhan that accounted for 44.9%, significantly driving the resurrection and development of relevant service industries. Monitoring data on trip.com show an increase in August for hotel accommodation of 36% compared to July. This has pushed up hotel revenue by 40%, together with a rise in air tickets to Wuhan by 29%, and a growth of air ticket revenue by 30% compared to the previous month. The broadcasting of an electric music festival on August 18 in Wuhan Maya Beach Water Park has captured the attention of overseas media outlets and made one of the most searched hashtags for many times. All these have presented a Wuhan full of vigor and vitality to all.

武汉的旅游复苏实践，与本次大会主题“重启旅游再创繁荣”高度契合，也为新冠肺炎疫情背景下世界旅游业的恢复与发展提供了精彩样本。借此机会，我想代表1400万热情好客的武汉人民，热忱邀请全国全世界的游客来武汉观光旅游，休闲度假，打卡大武汉，感受五颗“心”。

Tourism recovery practice in Wuhan is highly in line with the theme of this conference - Rebuilding World Tourism for Prosperity - and has created good examples for the world tourism industry to resume business and growth amid the COVID-19 pandemic. On this occasion, on behalf of 14 million hospitable people in Wuhan, I'd like to invite tourists from all over the world to Wuhan for sightseeing, leisure and vacation. You are always welcome to Wuhan for top-rated experiences in the following aspects.

打卡大武汉，出行最安心。今年5月份，我们在全市开展核酸检测大会战，累计检测超千万人次，没有发现一例确诊病例，公共环境抽样检测样本13万份，结果均为阴性。事实证明，武汉是安全的，武汉人民是健康的，来武汉旅游，安全无忧。

Come to Wuhan for the safest travel. In May of 2020, we launched a grand campaign of nucleic acid testing covering a total of over 10 million people without a single confirmed case. All 130,000 samples taken from public environment tested negative. It is proved that Wuhan is a safe and secure city and people in Wuhan are in good health. Your trip to Wuhan is most welcomed and worry-free.

打卡大武汉，美食最爽心。武汉是中国美食之都、早餐之都，武昌鱼、排骨藕汤、洪山菜薹等荆楚美食闻名遐尔，热干面、鸭脖子、豆皮、汤包、面窝等汉派小吃活色生香，烟火气的江城，舌尖上的武汉一定能让您胃口大开，大呼过瘾。

Come to Wuhan for its refreshing and delicious foods. Wuhan, the Chinese Capital of Delicacy and Breakfast, is famous for cuisines of blunt-snout bream, soup of pork ribs and lotus root, and Hongshan brassica rapa. Never forget hot dry noodles, duck necks, Doupi, steamed dumplings and Wuhan doughnuts that all together have added life to this riverside city. A taste of Wuhan will widely open your appetite and satisfy your every desire.

打卡大武汉，游玩最开心。武汉拥有 3500 年建成史，市域内两江交汇、三镇鼎立，166 个湖泊、446 座山体星罗棋布，一城秀水半城山，拥有黄鹤楼、古琴台、归元寺、昙华林、江汉关、东湖、知音号游轮等“网红打卡地”，蓝色水上游、绿色生态游，红色教育游、古色人文游、夜色休闲游“五色旅游”，总有一款适合您，让您来了就不想离开。

Come to Wuhan for an interesting trip. Wuhan has a history of 3,500 years, in which two rivers meet each other and three towns stand tall. There are 166 lakes and 446 mountains dotting the city where half of its landscape is filled with water and the other half boasting magnificent mountains. Famous scenic spots you must visit are Yellow Crane Tower, Guqin Platform, Guiyuan Temple, Tan Hualin, Hankow Customs House, East Lake and Zhiyin Cruise. There must be one that's your type considering that tourism activities in Wuhan have five features, namely tourism above blue water, tourism of green ecology, tourism for red revolution and education, tourism among antique cultural heritage, and tourism in leisure night. You will never want to leave once setting your feet in Wuhan.

打卡大武汉，住宿最舒心，武汉有星级酒店 57 家，还有众多特色鲜明的主题酒店、乡村民宿，这些酒店和民宿大多依江、沿湖、伴山而立，既可“一窗山水入胸怀”，又可伴着涛声、蛙声入眠，实在惬意至极。

Come to Wuhan and stay in the most comfortable hotels. There are 57 starred hotels and many characteristic hotels and countryside B&B in Wuhan. Most of them are near the

river, along the lake, or surrounded by mountains. Outside your window are mountains, waves and frog sounds, an extremely appealing environment.

打卡大武汉，服务最顺心。我们用心用情做好“旅游+”文章，优化全域旅游环境，以游客投诉倒逼服务改进，努力为游客提供美好体验，武汉人民怀着对全国人民的感恩之心，尽量将热门景区双休日、节假日的预约机会优先留给外地游客，让更多的外地游客能够在武汉享受“诗与远方”的美好。

Come to Wuhan to enjoy the best services. We have promoted Tourism Plus by optimizing the overall tourism environment, improving services based on tourists' feedback, and providing the most exquisite experience for travelers. With a grateful heart to the whole country, people in Wuhan try their best to leave slots open in appointments for scenic spots on weekends and during holidays, so that tourists from outside of Wuhan could have a chance to enjoy the beautiful and poetic scenery in Wuhan.

女士们、先生们、朋友们：

Ladies and gentlemen, dear friends,

习近平总书记深情赞扬“武汉是英雄的城市，武汉人民是英雄的人民”，当前，我们正紧紧抓住中央支持武汉发展一揽子政策的机遇期，加快推进疫后重振和高质量发展，加快建设国家中心城市和国际化大都市。我们将敞开怀抱、扮靓江城，以崭新的城市面貌，欢迎大家走进英雄城，打卡大武汉，度过美好时光，留下美好回忆。

General Secretary Xi Jinping praised Wuhan as a heroic city, and Wuhan people as heroes. We have firmly seized opportunities from the supporting policy package from the Central Government to accelerate post-pandemic recovery and high-quality development so as to build Wuhan in the image of a national central city and an international metropolis. We are embracing you all with fresh and dressed-up landscape. Welcome to this heroic city and enjoy your time in the impressive and memorable Wuhan.

武汉欢迎您，武汉在等您！

Welcome to Wuhan. We look forward to seeing you!

谢谢大家！

Thank you!

主持人: 感谢陈红辉副市长的致辞。

Moderator: Thank you, Vice Mayor Chen Honghui, for your speech.

联合国世界旅游组织是世界旅游城市联合会的重要战略合作伙伴, 双方在城市旅游评价与监测、旅游业可持续发展、智能化城市目的地旅游发展等领域开展了长期合作, 并联合发布了《旅游城市绩效研究报告》, 对促进城市旅游发展具有重要指导作用。联合国世界旅游组织秘书长祖拉布·波罗利卡什维利秘书长为本届大会制作了专题视频致辞, 请看大屏幕。

UNWTO is an important strategic partner of WTCF. They have been engaged in long-term cooperation to conduct evaluation and monitoring of city tourism, development of sustainable tourism, and growth of smart cities. Together, they have issued UNWTO/WTCF City Tourism Performance Research, providing important guidance to the development of city tourism. Mr. Zurab Pololikashvili, Secretary-General of UNWTO has made a video message for this conference. Here it comes on the screen!

联合国世界旅游组织秘书长 祖拉布·波罗利卡什维利

**Mr. Zurab Pololikashvili, Secretary-General of World Tourism
Organization (UNTWO)**

尊敬的部长阁下

Your Excellency Minister,

尊敬的世界旅游城市联合会主席

Your Excellency Chairman of World Tourism Cities Federation,

尊敬的各位来宾

Dear participants, distinguished guests,

女士们，先生们

Ladies and Gentlemen,

很荣幸能够在大会即将召开之际向大家致以衷心的问候！

It is an honor to greet you at the start of this important event.

此次大会的举办恰逢全球旅游业复苏的关键时刻，所有国家都受到了新冠肺炎疫情的冲击，中国无疑是第一个受到影响的国家，病毒夺走了很多人的生命，我谨代表联合国世界旅游组织，对逝者致以深切的哀悼。

This Conference comes at a critical moment for global tourism. No country has been left untouched by the COVID-19 pandemic. China was, of course, the first to be affected. The virus cost many lives. On behalf of UNWTO, I share with you my sincere condolences on your loss.

这场疫情还导致旅游业发展停滞，工作岗位大量减少，但中国在疫情防控方面起到了示范作用，中国的经济正在逐步重启，旅行限制的解除也给中国国内和其他国家的数百万人带来了希望。怀着对疫后重建工作坚定不移的决心和积极乐观的态度，联合国世界旅游组织携手世界旅游城市联合会和其他国际旅游组织共同举办本次大会。本次大会旨在通过加强多边合作，提振世界旅游业发展的信心。

The pandemic also brought tourism to a standstill. This has cost many jobs. But China has led the way in controlling the spread of the virus. The national economy is gradually

reopening. And the lifting of travel restrictions gives hope to millions of people – both in China and worldwide. Against this backdrop of determination and optimism, UNWTO has joined with the World Tourism Cities Federation and other international tourism organizations for this conference. The main purpose of this event is to boost confidence in the development of world tourism through stronger multilateral cooperation.

其中，城市将发挥非常重要的作用。城市不仅为旅游注入文化、美食等元素，还体现着现代与传统的交融。此外，旅游还创造了很多机遇，提供就业机会，推动社区乃至整个城市的发展，保障健康安全对于城市旅游的恢复至关重要。要实现这一目标，我们就需要加强合作，强化安全防范，使用创新技术。

Cities will have an important role to play. They offer culture, gastronomy and both modernity and history. And tourism provides opportunity, supports jobs and drives the development of neighborhoods and whole cities. Managing the safe return of tourists to cities is essential. Cooperation, enhanced safety protocols and the use of innovation and technology, will be key to achieving this.

我预祝世界旅游合作与发展大会圆满成功，期待大会取得累累硕果！

I wish the World Conference on Tourism Cooperation and Development every success, and I look forward to learning of its outcomes.

谢谢大家。

Thank you.

主持人：感谢祖拉布·波罗利卡什维利秘书长的热情致辞。中国是旅游大国，对世界旅游的繁荣发展具有重要作用。现在，有请中华人民共和国文化和旅游部部长胡和平先生致辞，大家欢迎。

Moderator: Thank you, Secretary-General Zurab Pololikashvil, for your warm speech. China is a big tourism country, playing an important role in the prosperity and development of world tourism. Now, let's give the floor to Mr. Hu Heping, Minister of Culture and Tourism of the People's Republic of China. Welcome.

中国文化和旅游部部长 胡和平

Mr. Hu Heping, Minister of Culture and Tourism of China

尊敬的陈吉宁主席、卓农·谢拉利副秘书长，各位嘉宾，女士们，先生们，朋友们。

Honorable Chairman Chen Jining, Deputy Secretary-General Mr. Jonon Sherali, distinguished guests, ladies and gentlemen, dear friends,

很高兴通过线上线下两种方式与大家相见。当前，新冠肺炎疫情仍在全球扩散蔓延、世界旅游发展面临着严峻的挑战。在这样的背景下，世界旅游城市联合会携手多个重要国际组织，在2020年中国国际服务贸易交易会期间举办2020世界旅游合作与发展大会，研究探讨新冠肺炎疫情影响下世界旅游发展大计，很及时、很必要，充分展现了世界旅游行业联合起来共克时艰的坚定决心，对集中全球智慧、经验、力量，促进世界旅游恢复、振兴、繁荣，具有重要的意义。在此，我谨代表中国文化和旅游部对大会的召开表示热烈的祝贺，向参会的中外嘉宾致以诚挚的问候！

It's my great pleasure to meet you online and offline. COVID-19 is still spreading globally, posing severe challenges to the world tourism. Against this background, WTCF has joined hands with many important international organizations to organize the World Conference on Tourism Cooperation and Development during 2020 China International Fair for Trade in Services (CIFTIS) to discuss the development of world tourism amid COVID-19, which is quite fitting in times and necessary. It has demonstrated firm determination from the global tourism industry in unity against hardship and is crucial to the restoration, revitalization and prosperity of global tourism as it contributes wisdom, experience and strength. On behalf of the Ministry of Culture and Tourism, I'd like to extend my warmest congratulations on the convening of the conference and my sincerest greetings to the Chinese and foreign guests participating in the conference!

新冠肺炎疫情是第二次世界大战结束以来最严重的全球公共卫生突发事件，对人类生命安全构成空前的威胁，对世界经济运行造成巨大的冲击，对各国治理能力带来了严峻的考验。中国政府对此高度重视，习近平主席亲自指挥亲自部署，全国人民上下同心、众志成城，采取最全面最彻底最严格的防控举措，推出有速度有力度有温度的政策措施，统筹推进疫情防控和经济社会发展取得了重大战略性成果。

The COVID-19 pandemic is the most severe public health emergency of international concern since the end of the World War II, posing unprecedented threats to human life, delivering a heavy blow to the global economy, and presenting a stern challenge to governance capabilities of all countries. The Chinese government has attached great importance to these issues. President Xi Jinping personally issued instructions and made deployments in response to these challenges. People of the whole nation are united to take the most comprehensive, thorough and strict prevention and control measures. We have introduced policies and measures to coordinate pandemic prevention and control at a fast speed, with great strength and humanity caring. Major strategic results have been achieved in economic and social development.

在此过程中，文化和旅游部在中央政府统一领导下，扎实做好疫情防控、稳妥推进复工复产复业，既有效防止了疫情经由旅游活动传播扩散，又推动旅游行业恢复发展呈现了积极向好的态势。借此机会，我与大家分享我们的主要做法。

During this process, the Ministry of Culture and Tourism has taken solid measures in pandemic prevention and control, and steadily promoted the resumption of work and production under the unified leadership of the Central Government. This has not only effectively prevented disease spread via tourism activities, but also supported the recovery and development of tourism industry. I'd like to take this opportunity to share with you our main practices.

一是始终将人民群众健康和生命安全放在首要位置。疫情发生后，我们第一时间关闭旅游景区、停止组织旅行社组团活动，积极协调出境游客返程、发布境外旅游提醒，有效防范了旅游领域疫情的风险。

Firstly, we have always been placing the highest priority on people's health, life and safety. After the COVID-19 outbreak, we immediately closed scenic spots, paused the organization of group activities by travel agencies, actively coordinated the return of outbound tourists, and issued overseas travel tips, which has effectively prevented COVID-19 from spreading in the tourism sector.

二是全力帮助旅游企业和从业人员渡过难关。针对旅游行业的困难，我们推出了一系列纾困举措，如暂退旅游服务质量保证金，协调解决退票退费问题，出台金融扶持和降费减税政策，保护导游劳动权益、保持导游队伍的稳定等等，力争将疫

情造成的损失降低到最低点。

Secondly, we have made every effort to help tourism companies and practitioners overcome difficulties. In response to difficulties of the tourism industry, we have introduced a series of relief measures, such as temporarily reimbursing deposits of tourism service quality, coordinating ticket refunds, introducing policies of financial support and fees and taxes reduction, protecting labor rights of tour guides, and maintaining the stability of tour guide team. We have striven to minimize the losses caused by COVID-19.

三是积极稳妥恢复旅游经营活动。我们坚持分区分级原则，发布工作指南、推出预约服务、限制景区流量、倡导错峰出行，稳步推进旅游景区恢复开放、旅游饭店恢复营业、旅游社恢复运行。同时，推出机票门票降价、发放消费券、加大宣介力度等举措，拉动旅游消费，让行业和旅游重拾信心。

Thirdly, we have actively and steadily resumed tourism operation and activities. We have acted according to different regional ratings, issuing working guides, offering appointment services, restricting traffic and people flow in scenic spots and advocating for peak shifting in traveling so as to reopen scenic spots, restart tourist restaurants and resume business in travel agencies in an orderly and gradual way. We have marketed discounted air tickets and admission fees, handed out consumption vouchers and increased publicity to stimulate tourism consumption and restore confidence in the tourism industry.

四是谋划推动疫后旅游的高质量发展。在有效应对疫情的同时，我们开展大规模免费线上培训，实施文化和旅游企业数字化提升项目，大力推进智慧旅游建设，加强旅游市场管理和行业整顿，不断提升行业发展能力。目前，我们正在研究编制“十四五”规划。在规划中，将以高质量发展为主线，谋划推出一批重大政策、项目、举措。

Fourthly, we have planned to promote the high-quality development of tourism after the pandemic. When we were effectively coping with the pandemic, we have carried out large-scale and free online training and digital upgrading projects for cultural and tourism companies, vigorously promoting smart tourism, strengthening tourism market management and industrial consolidation, and continuously improving development

capabilities of tourism industry. We are now studying and formulating the 14th Five-Year Plan in which high-quality development will be the major task supported by numerous policies, projects and measures.

女士们、先生们，旅游是全球规模最大的产业之一，在许多国家是国民经济支柱性产业，对促进经济社会发展、提升民众的幸福感、安全感、获得感，有着不可替代的重要作用。旅游又是对外界环境高度敏感的产业，因此也是受到疫情影响最严重的行业之一。刚才几位演讲的嘉宾也提到，据经合组织估计，2020年国际旅游收入将下降60%-80%；据世界旅游组织估计，2020年全球旅游业产值将下跌70%。在此形势下，重启旅游、再创繁荣，尤为重要。中方愿与各国深化合作、分享经验，共促行业繁荣发展。为此，我提出以下倡议。

Ladies and gentlemen, tourism is one of the largest industries in the world. It is a pillar industry of the national economy for many countries, playing an irreplaceable role in promoting economic and social development and enhancing people's sense of happiness, security and gain. As tourism is highly sensitive to external environment, it is also one of the most severely hit industries by the pandemic. Previous speakers have mentioned that OECD estimates a drop of 60-80% in international tourism revenue this year. UNWTO forecasts that global tourism output would fall by 70% in 2020. Against this background, it is of particular importance to restart tourism and recreate prosperity. China would like to enhance cooperation and share experience with other countries to jointly promote the prosperity and development of the tourism industry. For this purpose, I'd like to propose several initiatives:

第一，政府应加强统筹、重点帮扶。旅游业是典型的综合性产业，覆盖面广、关联度高，一个环节出了问题会影响整个产业链，正所谓“牵一发而动全身”。建议各国政府加强顶层设计，统筹利用各部门的资源、推出综合性举措，帮助旅游企业渡过难关。对旅行社、航空企业、旅游饭店等业态，应给予重点帮扶，以维系良好的产业生态。

Firstly, the government should strengthen overall planning and provide targeted assistance. Tourism industry is a typical integrated industry with wide coverage and of high relevance as problems in one link would affect the entire industrial chain. It is recommended that governments of all countries should strengthen top-level design, coordinate and utilize

resources from all departments, and introduce overall measures to help tourism companies overcome difficulties, with a key focus on travel agencies, aviation companies, hotels, restaurants and other relevant business formats to maintain a good industrial ecosystem.

企业应危中求机、蓄力储能。企业是旅游产业的核心力量，在危机中应当主动作为，做到“于危机中育新机、于变局中开新局”。建议在疫情防控期间，注重加强能力建设，谋划发展思路，研发新产品、探索新模式。同时，根据疫情的变化，在确保安全前提下，有序恢复旅游市场。特别是要适应信息化的要求，用好5G、大数据、云计算、人工智能等新技术，发展智慧旅游，推进预约、限量、错峰出游，提升旅游的发展质量。

Secondly, enterprises should seek opportunities from this crisis and reserve energy. As the core of tourism industry, they should take the initiative to incubate opportunities from crisis and create new landscapes in the changing environment. It is recommended that, during disease prevention and control, we should focus on capacity building, planning for the development, promoting R&D of new products, and exploring new models. At the same time, the tourism market could be restored in an orderly way when safety is ensured in accordance with the evolving pandemic situation. It is necessary to adapt to the requirements of informatization in particular, tapping the potential of new technologies such as 5G, big data, cloud computing and AI to develop smart tourism, promote appointment scheme, limit tourist quantity and shave the peak of tourism activities for the benefit of high-quality tourism.

第三，游客应转变理念、健康出游。疫情期间，很多人在居家抗疫同时，重新审视了原有生活方式和旅游理念。我们倡导中外游客树立科学旅游的理念，让安全出游、绿色出游、文明出游成为行动自觉，在做负责任的旅游者同时，收获更美好的旅游体验。

Thirdly, tourists should change their concepts and pursue healthy travel. During the pandemic, many people quarantined at home re-examined their original lifestyle and traveling concepts. We encourage Chinese and foreign tourists to establish a concept of scientific tourism, voluntarily engaging in safe, green and civilized travel. When you are a responsible tourist, a better tourism experience is yours.

女士们、先生们，昨天习近平主席在中国国际服务贸易交易会全球服务贸易峰

会上指出，中国克服重重困难，举办这样一场重大国际经贸活动，就是要同大家携手努力，攻克实践，共同促进全球服务贸易发展繁荣。推动世界经济尽快复苏。

Ladies and gentlemen, President Xi Jinping pointed out at the Global Trade in Services Summit of the 2020 China International Fair for Trade in Services that such an international economic event could only be organized thanks to China's efforts in overcoming many difficulties for the purpose of cooperating with all countries hand in hand to rise above hardships and promote the development of global trade in services as well as the recovery of the world economy as soon as possible.

习近平主席多次倡导，国际社会应当加紧行动起来，有效开展联防联控国际合作，凝聚起战胜疫情的强大合力。应对疫情影响、推动旅游复苏，同样需要全球旅游行业联合起来，形成合力。衷心希望旅游领域各国际组织继续搭建交流合作平台，各国政府、旅游主管部门、行业协会、旅游企业、专家学者都能为了一致目标行动起来，同渡难关、共创辉煌！

President Xi Jinping has advocated on many occasions that the international community should step up effective cooperation in joint prevention and control, and pull together a strong joint force to fight the pandemic. Responding to the impact of COVID-19 and promoting tourism recovery require unity and joint force of the global tourism industry. I sincerely hope that international tourism organizations will continue to build platforms for exchange and cooperation. Governments, tourism authorities, associations, companies, experts and scholars from all over the world should pursue the same goal, overcoming difficulties and creating a better future together!

最后，预祝世界旅游合作与发展大会圆满成功！

Finally, I wish the World Conference on Tourism Cooperation and Development a complete success!

谢谢大家！

Thank you!

主持人: 感谢胡和平部长的致辞

Moderator Thank you, Minister Hu Heping, for your speech.

中国抗击新冠肺炎疫情取得了重大进展, 胡和平部长与我们分享了中国在促进旅游行业, 扎实稳妥应对疫情, 恢复发展的有益经验。同时, 发出了加强国际合作, 分享经验, 共促行业发展的积极倡议, 必将有力推动国际旅游深化合作, 共克时艰, 促进世界旅游发展开辟新的局面。

China has made significant progress against COVID-19. And Minister Hu shared with us Chinese experience and wisdom in developing tourism industry, responding to COVID-19 in a well-founded and proper manner and pursuing the resumption of development. He also called for strengthened international cooperation, experience sharing and positive contribution to the healthy development of tourism industry because these measures would definitely support in-depth international collaboration on tourism in this tough time and consequently open up new horizons for the global tourism.

各位代表 各位嘉宾, 重启旅游, 共创繁荣, 是当下全球旅游业界的共同期盼。我们相信, 只要我们团结协作, 共同努力, 人类一定能够取得抗击疫情的全面胜利, 世界旅游的再次繁荣一定能够很快到来。

Distinguished representatives and guests, rebuilding world tourism for prosperity is a shared expectation in the global tourism industry. We believe that as long as we stay united and work together, we will be able to have an overall victory against COVID-19 and usher in renewed prosperity for global tourism.

世界旅游合作与发展大会开幕式到此结束

This is the end of the opening ceremony for the World Conference on Tourism Cooperation and Development!

二、主旨发言Keynote Speeches

主持人：世界旅游城市联合会常务副秘书长李宝春

Moderator : Li Baochun, Executive Deputy Secretary-General of World Tourism Cities Federation (WTCF)

各位嘉宾 女士们 先生们 现在 进入大会主旨发言环节。

Distinguished guests, ladies and gentlemen, this is the session of keynote speeches.

旅游业是现代服务业的重要组成部分，对世界经济增长具有重要的带动作用。在新冠肺炎疫情持续蔓延背景下，如何重新启动世界旅游的复苏与发展进程，是各国政府、旅游城市及旅游企业高度关注的焦点问题。

As an important component of the modern service industry, tourism represents a major driving force behind the growth of the world economy. As Covid-19 still spreads continuously around the world, the question of how to restart and recover world tourism has drawn great attention from governments, tourism cities and companies.

下面，让我们用热烈的掌声欢迎联合会理事会执行副主席、北京市副市长王红女士发表主旨演讲，阐述世界旅游城市联合会的主张。

Next, let's give the floor to Ms. Wang Hong, Executive Vice Chairman of the WTCF Council and Vice Mayor of Beijing, to deliver a keynote speech expounding on the WTCF propositions.

世界旅游城市联合会理事会执行副主席、北京市副市长 王红

Wang Hong, Executive Vice Chairman of the WTCF Council and Vice

Mayor of Beijing

各位嘉宾，女士们、先生们，大家上午好！非常高兴在世界旅游合作与发展大会上与大家见面，共同分析新冠肺炎疫情给全球旅游带来的巨大影响，共同探讨全球旅游复苏与发展的重大问题，共同展望全球旅游的未来。

Distinguished guests, ladies and gentlemen, good morning! I am pleased to meet you at the World Conference on Tourism Cooperation and Development. This is a great opportunity for us to analyze the enormous impact of the Covid-19 pandemic on world tourism, discuss major topics concerning the recovery and development of world tourism, and look into its future.

结合我本人的工作实际，主要分享以下几个方面的观点。

I'd like to share the following points from my personal working experience.

一、新冠肺炎疫情给全球旅游带来巨大变化

I. The Covid-19 pandemic has brought radical changes to global tourism

新冠肺炎疫情是一次全球性公共卫生事件。全球旅游发展遭受重大的冲击。

The Covid-19 pandemic is a global public health emergency, which has severely hit world tourism.

1、新冠肺炎疫情改变了世界旅游发展的走向。

1. Covid-19 has changed the development trend of world tourism.

2000年至2020年二十年间，世界旅游始终保持快速增长，特别是2008年世界金融危机以来，在全球经济持续走低的情况下，世界旅游始终保持5%以上的快速增长态势，成为拉动全球经济增长的主要动力。这次疫情改变了世界旅游持续增长的发展态势，据有关方面统计，预计2020年全球国际游客将减少约80%，全球旅游业损失将超过1万亿美元。

In the past decades from 2000 to 2020, especially since the financial crisis in 2008, world tourism has maintained rapid growth. Back then, even though the global

economy was on the continued decline, tourism maintained a rapid growth of above 5%, becoming a driving force for the global economy. As the pandemic has changed the continuous development trend of world tourism, international tourists will decrease by about 80% and more than USD 1 trillion might be lost in 2020 according to relevant statistics.

2、新冠肺炎疫情改变了世界旅游的出行方式。这次疫情极大地改变了人们的生活方式和出行模式，给近年来蓬勃发展的世界旅游带来深远影响。旅游曾是一个说走就走的心灵自由之旅，但进入疫情时期，不预约不旅游成为常态，分散化、家庭化、定制化成为基本选择。边境管制使得跨境旅游被按下暂停键，下半年，部分国家和地区尝试开放边境管制，有限度地重启旅游活动，但全球旅游总体恢复水平只有去年同期的30%左右。受新冠肺炎疫情的影响，国内户外低密度旅游有可能恢复较快，但国际长途团队旅游很难在短时间内全面恢复。

2. Covid-19 has changed the traveling mode across the world. The pandemic has greatly changed people's lifestyles and travel patterns, exerting a profound impact on the world tourism which has kept booming in recent years. Tourism was a journey of spiritual freedom once. However, "no appointment, no travel" has become the norm, and decentralization, family-based tourism, and customization have become basic choices in the pandemic period. Border control suspended cross-border tourism. Even though some countries and regions are trying to ease border control and restart tourism activities to a limited extent in the second half of 2020, global tourism would recover to only about 30% YoY. Considering the impact of Covid-19, domestic outdoor tourism of low-density may recover more quickly than international long-distance group tourism whose full recovery takes a long time.

3、新冠肺炎疫情改变了世界旅游的管理模式。目前，全球新冠肺炎疫情还在蔓延，每天新增感染确诊人数居高不下，新冠疫苗还未上市广泛接种，人类同新冠病毒的斗争将有可能长期存在。为抗击新冠肺炎疫情大规模传播，各国政府采取了封闭边境、限制出行、减少社交等防控措施，区域性公共卫生应急救援机制将普遍建立，边境口岸个人健康信息安全检查有可能长期存在。国际旅游必须适应全球疫情防控的需要，加快建立与疫情防控相适应的管理机制，在保证游客生命安全和身体健康的前提下，为疫情影响下的全球旅游重启繁荣提供制度性的保障。

3. Covid-19 has changed the management mode of world tourism. This pandemic is still plaguing the world, resulting in high daily confirmed cases with no vaccines on the market or for mass inoculation. This battle between human and Covid-19 might be a long and tough one. To curb the spread of Covid-19, governments of all countries have closed borders, restricted travel, and reduced social interaction. Regional rescue mechanisms for public health emergency will be widely established, and the check of personal health information at border ports may continue into the future. International tourism has to adapt to the needs of pandemic prevention and control and accelerate the establishment of management mechanisms compatible with Covid-19 prevention and control. On the prerequisite of guaranteeing tourist safety and health, institutional support has to be provided to the resumption and prosperity of global tourism amid Covid-19.

二、实现全球旅游复苏发展具有重要意义

II. Recovery and development of global tourism is of great significance

世界旅游是世界经济复苏的方向标和发动机，率先实现旅游业快速反弹，对拉动经济增长，增进人文交流，减少社会贫困，促进社会稳定具有十分重要的作用。World tourism is a major indicator and powerhouse for global economic recovery. A rapid rebound in the tourism industry is crucial to social stability because it could stimulate economic growth, enhance people-to-people exchanges and reduce poverty.

1、旅游复苏是实现世界经济复苏的重要标志。2019 年全球旅游总人次超过 123 亿人次，全球旅游总收入达到 5.8 万亿美元，相当于全球 GDP 的 6.6%，有序拉动全球旅游业复苏发展，有利于促进全球消费，拉动全球经济增长，减少因疫情影响给全球经济带来的损失。

1. Tourism recovery is a major indicator of the resurrection of the world economy. In 2019, the total number of global tourist arrivals was over 12.3 billion, and the total global tourism revenue reached USD 5.8 trillion, equivalent to 6.6% of global GDP. An orderly recovery and development of global tourism is conducive to global consumption, driving economic growth and reducing pandemic-induced-losses suffered by the world economy.

2、旅游复苏是维护社会安全稳定的有利支撑。旅游业是重要的民生产业，承载了全球 10%的就业岗位。据有关机构研究分析，受新冠肺炎疫情的影响，全球 50% 以上的旅游企业面临倒闭，1.2 亿旅游相关从业人员将因此失业。如果新冠肺炎疫情

不能在短期内得到控制，全球旅游业将会遭受不可挽回的巨大损失。有序启动全球旅游复苏发展，有利于增加居民收入，减少贫困发生，维护社会安全稳定。

2. Tourism recovery provides favorable support for social security and stability. Tourism industry is important to national economy and people's livelihood because it offers 10% of global jobs. According to research and analysis of relevant institutions, more than 50% of tourism companies in the world are threatened by bankruptcy due to Covid-19, and 120 million employees related to tourism might lose their jobs. If the pandemic is still at large in the short term, the global tourism industry will suffer from irreparable and huge losses. An orderly restart and recovery of global tourism will increase residents' income, reduce poverty and maintain social security and stability.

3、旅游复苏是巩固疫情防控成果的关键环节。从各国疫情防控主要措施看，防止疫情扩散的关键是切断疫情传播的渠道，控制好旅游流动对于防止疫情扩散至关重要。旅游活动是国际流动的主要形式，在新冠肺炎疫情没有得到有效控制的背景下，既要保证旅游活动有序开展，又要防止疫情防控出现反弹，是各国政府及旅游城市必须平衡的重大课题。

3. Tourism recovery is a key link to consolidate achievements of pandemic prevention and control. Based on main measures of pandemic prevention and control taken by various countries, the key to curbing Covid-19 spread is to cut off its transmission channels, and this is why a better control of tourist flow is crucial to containing Covid-19 spread. Tourism activities are a main form of international mobility. As long as Covid-19 is not effectively controlled, governments and tourism cities of all countries should balance two factors: one is the orderly resumption of tourism activities, and the other is the prevention of Covid-19 recurrence.

三、坚持重启与防控合作与创新共同推动全球旅游复苏

III. Promoting cooperation and innovation in tourism resumption and Covid-19 prevention for the recovery of global tourism

世界卫生组织表示，新冠肺炎病毒将与我们长期共存。重启全球旅游发展，必须充分考虑抗击疫情的长期性，必须重视旅游业对促进经济增长的拉动作用，树立更加人性、更加健康，更加有序的发展理念，坚持疫情防控与旅游重启并重，尽早出台系统性旅游业复苏计划，采取分级、分区、分时管理的办法，加快构建与疫情

防控相适应的旅游产业形态和管理模式，全面促进世界旅游的绿色可持续发展。

WHO claimed that Covid-19 would coexist with us for a prolonged time to come. To restart global tourism, we have to fully consider the long-term feature of this battle and pay attention to the driving force that tourism provides to economic growth. And thus we have to erect a more humane, healthier, and more orderly development concept, balancing pandemic prevention and control, and tourism resumption. A systematic tourism recovery plan has to be adopted as soon as possible and new tourism formats and management modes corresponding to requirements of Covid-19 prevention and control should be established at a faster pace based on ratings, regional conditions and time slots. In this way, green and sustainable development of the world tourism would be promoted in a comprehensive way.

1、坚持生命优先，实现疫情防控与旅游重启双轮驱动。旅游活动必须以保证游客的生命安全和身体健康为第一宗旨，坚持以人为本，做好健康管理。疫情防控得到基本控制的国家，可以采取先国内，后国际的方法，率先启动国内旅游，鼓励发展乡村旅游、汽车旅游等户外低密度旅游形式。国际旅游应优先恢复国际交通运输业，采取点对点，线对线的人员输送方式，率先实现主要旅游城市之间航空运输的正常化，带动旅游城市住宿、餐饮、娱乐等相关产业逐步恢复，积极推广预约旅游制度，鼓励采取线上与线下相结合的方式，进行分散化、定制化、家庭化旅游。

1. We have to prioritize life and balance pandemic prevention and control, together with tourism resumption. In tourism activities, the first principle that should be followed is to ensure the safety and health of tourists. It is people who always come the first and people's health should be better managed. Countries where Covid-19 is basically under control could restart domestic tourism at first followed by international tourism, encouraging outdoor tourism formats of low-density, such as rural and automobile tourism. International tourism should prioritize the resumption of international transportation by adopting point-to-point personnel transportation and matching travelling routes. Air transportation between major tourism cities should return to normalcy in the first place so as to gradually drive the recovery of accommodation, catering, entertainment and other related industries in tourism cities. We have to actively promote appointment-based travel scheme, encourage the combination of online and offline factors,

and develop decentralized, customized and family-based travel.

邮轮旅游应根据疫情防控的需要进一步完善邮轮等封闭旅游空间内部功能设置，提高邮轮应对各种安全风险的能力。

As for cruise traveling, it is necessary to further improve the internal function settings of cruise and other enclosed tourism spaces according to requirements of pandemic prevention and control. Cruises have to build up on capabilities against all sorts of risks.

2、加强国际合作，共同抵御新冠肺炎疫情对全球旅游的巨大冲击。世界旅游城市联合会倡导旅游城市和旅游企业，积极开展国际合作，共同抵御新冠病毒这个全人类的共同敌人。我们倡导建立全球性危机应对情报共享机制，建立全球性安全信息数据库和应对危机国际服务平台，及时分享目的地、公共卫生、安全管理、旅游产品和市场促进等相关信息，充分发挥各种社交媒体的传播作用，迅速有效地传递透明、精准、权威的旅游信息。

2. We have to reinforce international cooperation and make joint efforts to rise up to the huge challenge delivered by Covid-19 to world tourism. WTTCF calls on tourism cities and enterprises to actively engage in international cooperation and join hands against this common enemy of all humankind, the Covid-19. We advocate a mechanism of information sharing in global crisis, a global database of safety information and an international platform to cope with crises. Based on these platforms, we could timely share information on destination, public health, security management, tourism products and market promotion. This is to fully utilize various social media to disseminate official information on tourism in an efficient, fast, transparent and precise way.

3、强化政策支持，支持世界旅游服务体系基本完整。面对新冠肺炎疫情给旅游业带来的巨大损失，世界旅游城市联合会呼吁各国政府和旅游城市，积极采取税费减免、资金补贴、金融支持等救助政策，保护旅游的产业链，充分调动市场主体的积极性，帮助旅游企业渡过难关，积极建立并推广非歧视性的个人健康信息检索系统，做好数据安全保护，保护个人隐私，制定更加明确的出入境管理标准，建立与疫情防控相适应的动态化、智能化、便捷化的边境管控机制，倡导不同国家或旅游城市之间积极开展双向签订政策优化的试点，建立相互认可的疾病检测信息，推出更多适应疫情防控需要的签证管理措施。

3. We have to strengthen policy support to keep the system of world tourism service

basically intact. Facing huge losses induced by Covid-19 to the tourism industry, WTCF calls on governments and tourism cities of all countries to actively introduce relief policies such as tax and fee reductions, subsidies and financial support to protect tourism industrial chain and fully mobilize the market to help tourism companies overcome difficulties. We have to actively establish and promote a non-discriminatory system to retrieve personal health information, keep data secured and well managed, and protect personal privacy. Clearer entry and exit management standards should be put into place, so is a border controlling mechanism that is dynamic, intelligent and convenient, satisfying requirements of Covid-19 prevention and control. We are calling on countries and tourism cities to actively sign up to pilot projects of mutually favorable policies and recognize each other's Covid-19 testing results. More visa management measures suitable for Covid-19 prevention and control should be introduced.

4、坚持创新驱动，以疫情防控为契机，推动世界旅游迭代更新。这次新冠肺炎疫情给人们传统的生活方式、交流方式和旅游方式带来深刻的影响，世界旅游城市联合会鼓励旅游城市和旅游企业，把握世界旅游最新发展趋势，充分运用互联网、大数据、智能化等现代科技手段，积极探索与疫情防控相适应的旅游出行模式，危机应对模式和旅游管理模式，改变大众旅游过分注重旅游人次和群体规模等传统的旅游发展方式。

4. We have to pursue innovation-driven development and seize the opportunity of Covid-19 prevention to promote the iterative updating of world tourism. Covid-19 has exerted a profound impact on people's traditional lifestyles, communication modes and travel patterns. WTCF encourages tourism cities and companies to trace closely the latest trends in world tourism and make full use of the Internet, big data and intelligentization to actively explore new modes of tourism and travel, crisis response and tourism management, which should be compatible with requirements of pandemic prevention and control. These would help change the traditional development mode of mass tourism focusing too much on the number of tourist visits and group size.

积极倡导与防控相适应的分散化、个性化、定制化、预约化旅游出行模式。鼓励采取共享经济模式，有效改善旅游基础设施，加强小众旅游目的地和定制旅游产品的开发。

We should advocate a decentralized, personalized, customized and appointment-based travel mode that is compatible with Covid-19 prevention and control, together with the shared economy, effectively improved tourism infrastructure, and further developed products of niche-market destinations and customized tourism.

各位嘉宾，女士们、先生们，世界旅游城市联合会是全球第一个以旅游城市为主体的国际旅游组织，秉承“旅游让城市生活更美好”的核心理念，致力于推动世界旅游的合作与发展。世界旅游城市联合会愿意与其他国际旅游组织一道，深入分析这次疫情给全球旅游带来的巨大损失，积极谋划世界旅游合作发展，为全球旅游尽快摆脱疫情影响发挥更大的积极作用。我就分享这些，谢谢大家！

Distinguished guests, ladies and gentlemen, WTCF is the world's first international tourism organization focusing on cities. Under the core concept of Better City Life Through Tourism, it is committed to promoting cooperation for the world tourism. WTCF would like to work with other international tourism organizations to further analyze the huge losses caused by Covid-19 to global tourism, actively plan for the development and cooperation of world tourism, and play a more positive role in lifting global tourism out of the negative impact of Covid-19 as soon as possible. This is the end of my speech. Thank you!

主持人：感谢王红副主席。

Moderator: Thank you, Executive Vice Chairman Wang Hong.

航空运输是世界旅游的生命线。这次疫情对国际航空业造成巨大的冲击，有序恢复国际航空业的正常秩序，对促进世界旅游的复苏发展具有决定性的作用。接下来，让我们通过视频的方式共同分享国际航空运输协会总干事兼首席执行官亚历山大·德朱尼亚克先生的演讲。

Air transportation serves as the lifeline for the world tourism. Covid-19 has delivered a heavy blow to the international aviation industry. Restoring the normal operation of international aviation industry in an orderly manner is decisive to the recovery and development of world tourism. Next, let's watch a video message from Mr. Alexandre de Juniac, Director General & CEO of International Air Transport Association (IATA).

国际航空运输协会总干事兼首席执行官 亚历山大·德·朱尼亚克

**Mr. Alexandre de Juniac, Director General & CEO of International Air
Transport Association (IATA)**

各位早上好，我在日内瓦向大家问好。很高兴通过视频和大家一起参加这次重要会议。

Good morning and greetings from Geneva. I am delighted to join you for this important meeting by video.

在发言之前，首先祝贺本次会议的东道国，中国，成功控制住了新冠肺炎疫情。虽然在疫情初期，中国人民遭受了严重损失，但现在，中国已经成为了控制病毒、恢复正常生活的榜样。

Before I begin, I would like to congratulate the host country of this meeting, the People's Republic of China, on the successful management of the COVID-19 pandemic. While the people of China had suffered greatly during the early days of the crisis, it is now an example of what can be achieved when the virus is brought under control and life goes back to almost normal.

我在此向世界旅游城市联合会组织这次重要的会议表示祝贺。

And secondly congratulations also to the World Tourism Cities Federation on organizing this very important meeting.

携手重建世界旅游业

Working Together to Rebuild World Tourism

2020 伊始，我们曾乐观地预测，今年航空旅客人数将达到 47 亿人次。然而，出行需求锐减，部分原因是因为人们不敢出行，还有部分原因是因为边境尚未解封。即便边境解封了，政府也还在实施隔离措施。

We started 2020 with optimism, expecting to transport 4.7 billion passengers by air. Instead, we have seen passenger demand collapse. Partly because people are afraid to

travel, and because borders are not open. And even when borders are open, governments are imposing quarantines.

新冠肺炎疫情重创了全球旅游业。如要重启旅游 再创繁荣，我们就必须携手前行。我认为要做好三个方面工作。

The COVID-19 crisis has had a serious impact on the travel and tourism sector across the world. If we are to rebuild a prosperous tourism sector, we will all need to work together. I see three areas to focus.

生物安全分层法

A Layered Approach to Biosafety

一是确保旅客的飞行安全。国际航空运输协会（IATA）和众多行业合作伙伴一起编制了国际民用航空组织（ICAO）的《启航指南》，力求重启航空业，降低旅行期间的传播风险。该指南的编纂速度世界罕见。

The first is to ensure passengers can fly safely. IATA and many industry partners contributed to the International Civil Aviation Organization's (ICAO) Take-off guidance to restart aviation, which will reduce the risk of transmission when traveling. The guidance was developed in record time.

当务之急是落实该指南。因为航空网络遍及全球，因此该指南必须在全球范围内推行，在推行过程中要遵守当地的政策法规。很多政府都在努力重启经济，而迅速行动是关键。

The priority now is to implement the guidance. Because aviation is a network business, the implementation must be universal, while respecting local guidance. With many governments trying to re-start their economies they must act fast.

重建旅客信心

Rebuilding Passenger Confidence

二是重建旅客的信心。这是一个巨大的挑战。3月初，约60%的旅客表示，将在疫情得到控制后的几个月内重新开始旅行。然而到6月初，这一比例下降至45%。

The second is to rebuild passenger confidence. It will be a big challenge. At the beginning of March, about 60% of travelers said they would return to travel within a few months of the pandemic coming under control. By early June that dropped to 45%.

告知旅客我们所采取的安全保障措施至关重要。我们正在以国际航空运输协会的名义周知旅客，同时努力与全行业合作传递统一的信息。在此我呼吁旅游行业的同行们加入我们。

Communicating the measures that we have taken to keep travelers safe is key. We are doing that as IATA. And we are working across the industry to send an aligned message. And we need our tourism partners to be part of this effort.

其中包括消除旅客对飞行途中感染病毒的担忧。实际上在飞机上被感染的新冠病毒案例极其稀少，原因如下。

This includes addressing concerns about catching the virus on a flight. There are several reasons that travelers can be reassured that the risk is low.

- 客舱的巧妙设计限制了飞沫传播
- Some cabin factors naturally limit the spread of droplets
 - 乘客都面朝前坐
 - Everyone is facing forward
 - 座椅靠背形成了保护屏障
 - The seat backs are a barrier,
 - 乘客很少在客舱内走动
 - People generally don't move around very much, and
 - 客舱气流是自上而下循环，而非前后循环
 - Air circulates from top to bottom, not back to front
- 另外，客舱的空气质量远优于大多数室内环境
- On top of that, the quality of air onboard is much better than most indoor environments
 - 现代客机配备的高效微粒空气过滤系统（HEPA）确保了客舱的再循环空气质量堪比医院手术室

- HEPA filters in modern aircraft ensure that recirculated air is similar to what you would find in a hospital operating theatre
- 每小时机舱内外空气交换可达 20-30 次，比大多数办公楼的换气频率高出 10 倍左右
- And the air is exchanged for fresh air from outside 20-30 times an hour—about 10 times more frequently than most office buildings.

此外，我们还向旅客推广《启航指南》中一系列旅客生物安全措施，比如佩戴口罩等。我们可以负责任地说，在机上感染病毒的风险是极低的。

Add to that all the bio-safety measures from the Take-off guidance like mask wearing, and we have an impressive story to tell.

解除隔离

Removing Quarantine

三是隔离措施。当政府部门坚持对入境旅客实施隔离措施，其影响等同于边境关闭。因此，如果政府想要重启经济，我们建议采取隔离的替代方案。

The third area is to address the issue of quarantine. When governments insist upon quarantine for arriving passengers, the impact is the same as closing the border. So, when governments decide that they want to re-start their economies we are proposing an alternative to quarantine.

其中包括采取措施，阻止感染者进入旅行系统，降低境外病例输入风险，例如，出发前，在机场进行健康筛查以及新冠肺炎病毒检测。

It involves measures to keep infected people out of the travel system to reduce the risk of importing COVID-19 cases, such as health screening at the departure airport as well as testing prior to departure.

同时目的地也要采取有效措施，降低感染者传染新群体的风险，如实施国际民航组织的“启航”措施、接触者追踪，以及加强政府根据《世界旅游业理事会安全旅行规范》在酒店行业各个工作环节所采取的措施。

And this must be coupled with effective measures at the destination that reduce the risk of an infected traveler starting a new cluster, such as implementing ICAO's Take-off measures, contact tracing, and augmenting measures governments are taking with the specific WTTC Safe Travel Protocols across the various elements of the hospitality industry

这些可靠的替代方案，可供各国政府参考，使其在重启旅游业的同时降低病毒输入的风险。

Together these measures are a credible alternative for governments that want to re-start their travel sector while reducing the risk of importing the virus.

乐观展望

Optimism

最后，我想谈一下对未来的乐观展望。这场危机向我们展示了全球旅行停滞所造成的巨大损失，但我并不认同旅行方式将永远改变或旅行量缩减的观点。

As I conclude, let me share my optimism for the future. This crisis has demonstrated how much is lost when the world cannot travel. And I disagree with those who say that travel is forever changed or reduced.

可以肯定的是，公务旅客会权衡他们的出行习惯，休闲旅游也会受到经济不确定性的影响。虽然我们可以通过 Zoom、微信等技术进行联络，但这毕竟和亲临现场不同。飞行代表着自由，旅行也代表着自由。人们不会忘记这一点，也不会失去对自由的渴望。旅游市场的恢复需要时间。只要我们共同努力，就能重建繁荣的交通旅游业。

For sure, business travelers will question their travel habits. And leisure travel will be impacted by economic uncertainty. As much as we are connecting through Zoom, Wechat or other technologies, it is not the same as being there in person. Flying is freedom, and travel is freedom. That is not something people forget or lose their desire for. It will take time for the market to return. But I am convinced that our combined confidence-building efforts can make rebuild a prosperous travel and tourism sector.

主持人：世界旅游经济论坛是深化国际交流合作，推动产业链变革，促进世界旅游产业可持续发展的国际平台，世界旅游经济论坛副主席兼秘书长何超琼女士，专门为本届大会制作了演讲视频，下面请看大屏幕

Moderator: Global Tourism Economy Forum serves as an international platform for deepening international exchanges and cooperation, promoting transformation of industrial chains, and supporting the sustainable development of the world tourism industry. Ms. Pansy Ho, Vice Chairman and Secretary-General of Global Tourism Economy Forum (GTEF) has specifically prepared a video message for this conference. Enjoy.

世界旅游经济论坛副主席兼秘书长 何超琼

Ms. Pansy Ho, Vice Chairman and Secretary-General of Global Tourism Economy Forum (GTEF)

世界旅游城市联合会理事会执行副主席及北京市副市长王红女士、世界旅游城市联合会秘书长陈冬先生、国际航空运输协会总干事兼首席执行官亚历山大·德·朱尼亚克先生。

Ms. Wang Hong, Executive Vice Chairperson of the WTCF and the Vice Mayor of Beijing, Mr. Chen Dong, Secretary-General of the World Tourism Cities Federation, Mr. Alexandre de Juniac, Director General and CEO of the International Air Transport Association.

今日我非常荣幸参与首届世界旅游合作与发展大会，在此预祝世界旅游城市联合会主办的这项活动取得圆满成功。

It gives me great pleasure to be here at the very first World Conference on Tourism Cooperation and Development. I would like to congratulate the World Tourism Cities Federation for organizing this conference.

纵观全球，我们可见旅游的限制措施正逐步放宽，境内旅游也呈现显著回升，以上逐渐复苏的趋势传递了大众对旅游的渴望。渴望体验新文化、与人交流、以及

期待探索新领域。这促使 2019 年全球有 15 亿游客到访世界各地，全球十分之一人口服务于旅游业，创造了超过 10% 的全球生产总值。只有团结互助，全球旅游经济才会有复苏转机，并发挥强大的助力效果。

Around the world, we see green shoots of recovery with the easing of travel restrictions and an increase in domestic travel. This trend toward recovery, though gradual shows our enduring desire to travel. The desire to experience new cultures, connect with people, and see new places is what drove 1.5 billion international tourist arrivals in 2019, employing 1 in 10 people worldwide and accounting for over 10 percent of the global GDP. Only through solidarity and cooperation can the global tourism economy recover and harness its powerful multiplier effect.

国家主席习近平在第 73 届世界卫生大会视频会议开幕式上致辞时传递出他的卓见，“人类是命运共同体，团结合作是战胜疫情最有力的武器”。秉承命运共同体的精神，国际社会应当团结起来，使旅游业成为重振全球经济核心要素，促进繁荣、创造就业并培育新的经济增长动力。

When President Xi Jinping spoke at the Virtual Opening of the 73rd World Health Assembly, his vision for collaboration was profound stating that “Mankind is a community with a shared future, solidarity and cooperation is our most powerful weapon for defeating the virus.” It is in this spirit of a shared future that the international community can find the inspiration to come together and make tourism central to the restart of the global economy, to promote prosperity, generate employment and foster new growth drivers.

新冠病毒对生命和生计造成了重大损失、几乎波及了每个经济领域。它对全球旅游业更产生无可量计的负面影响。然而所有危机都蕴藏着机遇，今天正是重新思考旅游业的未来，对其潜在能力重新投资的大好时机。

COVID-19 has taken a substantial toll on lives and livelihoods and has impacted nearly every economic sector. It has had an especially negative impact on global travel and tourism. But there are opportunities in all crises and today is an opportunity to rethink the future of tourism and to reinvest in its potential.

如何运用科技和创新，对我们的共同未来至关重要。它们不仅可以帮助我们克服当前的挑战，更能帮助我们更快速地找到应对未来挑战的解决方案并冲破障碍。科技的进步，使旅行发生了革命性变革，事实证明，其对减轻新型冠状病毒疫情所带来的影响也至关重要。人脸识别、数字钱包、生物识别监控等工具，特别是在交通和住宿方面的应用，使旅行变得更加无缝顺畅。同时，机器人技术带动的无接触式服务大幅改善卫生状况，确保安全性并增强了出行者的信心。科技同时助力艺术、文化和创造力，继续蓬勃发展。文化景点和博物馆打开了虚拟的大门，通过线上直播等形式与观众连结起来，例如：法国凡尔赛宫、北京故宫博物院、敦煌市莫高窟等。虚拟技术让我们在家中也能进行生命与艺术的探索，让我们满怀期待、再次出行。

How we use technology and innovation will be essential to our shared future, not only because they can help us overcome our current challenges, but because they accelerate the solutions for future challenges and break down barriers. Advances in technology have revolutionized travel and have proven to be critical in mitigating the impact of COVID-19. Tools such as facial recognition, digital wallets, biometric surveillance have made travel more of a seamless experience particularly in transportation and accommodation. At the same time, robotic technology has advanced touchless systems and led to improved hygiene ensuring safety and boosting traveler confidence. Technology has also helped art, culture and creativity to continue to thrive. Cultural sites and museums have opened their virtual doors connecting audiences via livestream to the Palace of Versailles in France, the Palace Museum in Beijing and the Mogao Grottoes in Dunhuang City, among many others. Virtual technology has allowed us to continue life's adventures from our homes as we look forward to traveling again.

我们经常可以在城市中看到合作与创新的踪影。城市是新思维的核心，危机对城市的影响首当其冲，但同时城市也能第一时间采取应对方案，发挥其核心作用引领寻找并适应新常态。澳门在此次疫情中及时采取完备措施，以制止病毒的蔓延。

We can often see the concepts of cooperation and innovation most clearly in cities which are the epicentres for new ideas. Cities were the first places affected by the crisis, but also the first to respond playing a central role as we adapted to the “new normal”. Macao put

in place immediate and exhaustive efforts to quell the spread of the virus.

配合中央政府的“在挑战中孕育新机遇，在变化中取得新进展”的指引，澳门展现出柔韧性，采用创新互助的解决方案，为恢复旅游业作出全方位的投入和努力，就支持本澳居民重迎旅客出台细致、多角度的创新措施。首先，鉴于2020年第二季度的总体失业率达到2.5%，政府推出在职培训计划，以激励保障就业。此外，又为雇员提供2019年月收入中位数25%的补贴计划，以及向自由职业者发放补贴。其次，为了增强消费者的信心，政府向市民发放面值3,000澳门币的消费券，以支持社会群体的购买力。每天设置300澳门币的消费限额，专门用于扶持中小型企业。

In line with the Central Government's urging to “foster new opportunities amid challenges and make new advances amid changes”, Macao has shown its resilience and put in place innovative solutions and cooperative efforts to revitalize travel and tourism. Several initiatives to support residents welcome back visitors and recreate prosperity stand out. First, with an overall unemployment rate of 2.5% during the 2nd quarter of 2020, the government incentivized job retention and offered occupational training to those unemployed. Additionally, a subsidy for employees designed to cover 25% of 2019 median monthly income has been put in place as well as grants for self-employed professionals. Secondly, to boost consumer confidence, the government issued shopping vouchers of 3,000 patacas to support the community's purchasing power. A daily limit of 300 patacas was set specifically designed to support small and medium sized enterprises.

最后，为进一步支持中小企业，政府设计了“澳门心出发电子优惠平台”，全面推广零售、休闲和娱乐行业的特殊优惠。政府设计多系列本地旅游线路，在社区展示“澳门心出发”的标语，鼓励居民以崭新的视角去看待和感受自己的城市。截至8月9日，已有超过116,000多名居民报名参与此项活动。同时，澳门充分把握这一关键时刻以振兴和重新设计旅游业的未来，继续发挥其作为世界旅游休闲中心的优势，并在粤港澳大湾区融合中发挥作用。

Lastly, to further support SMEs, the government designed ‘Macao Ready Go!’, an e-platform to gather special offers on retail, leisure, and entertainment. Under the ‘Macao Ready Go!’ banner, local tours have been designed to support a wide range of tourism

businesses and communities encouraging residents to see their city in a new light. As of August 9th, over 116,000 residents have registered to join these tours. Recognizing and making the most of this pivotal moment to revitalize and to re-engineer the future of tourism. Macao continues to merit its position as a World Centre for Tourism and Leisure and to play its part in the integration of the Guangdong-Hong Kong-Macao Greater Bay Area.

通过上述各项创新和协作，开辟机会，构思新的措施和方法，以符合大众对健康和安全性要求的新标准，促进经济健康复苏和持续发展。

Through creative initiatives and partnerships such as the ones I have highlighted today, there are opportunities to devise new measures and approaches to reflect new standards in health and safety, leading to a more lasting and sound recovery.

作为全联旅游业商会执行会长及世界旅游经济论坛秘书长，我希望运用我们已经搭建的国际平台，联合和运用我们的国际组织网络，包括：联合国世界旅游组织、世界旅游及旅行理事会、亚太旅游协会、世界旅游城市联合会、欧洲旅游委员会等，共同推动旅游业发展。怀着这种信念，亲爱的朋友们，请容许我诚邀你们出席拟于十二月举行的世界旅游经济论坛，跟全球的业界领袖在线共商如何通过创新与团结使全球旅游经济更有韧性及可持续发展的道路。希望届时与大家重聚！

In my role as the Executive Chairman of the China Chamber of Tourism and the Secretary General of the Global Tourism Economy Forum, I hope to harness the renowned platforms that we have put in place and to mobilize international networks with organizations including the UNWTO, WTTC, PATA, WTCF and the ETC to promote tourism. With that in mind, dear friends, please indulge me as I take a final moment to invite you to join us in December for the Global Tourism Economy Forum which will bring together thought leaders from around the world for a virtual conference on innovation and solidarity as the path toward, a more sustainable and resilient global tourism economy. I hope to see you all there!

再次衷心感谢世界旅游城市联合会，并预祝大会圆满成功。

I'd like to express my gratitude to the World Tourism Cities Federation and wish all of you a most successful conference.

谢谢！

Thank you.

三、论坛主旨演讲 Forum Keynote Speeches

主持人：世界旅游城市联合会专家、北京大学教授吴必虎

Moderator: Dr. Tiger Wu, WTCF Expert, Professor of Peking University

主持人：大家早上好，非常高兴有机会跟大家一起在全球关注重启旅游的时刻！召开这个会议。我的角色是主持这一阶段的沙发论坛和组织演讲阶段。这个阶段的主题是旅游业推动世界经济振兴，或者说旅游业再一次作为世界经济重新复苏的重要的推进器。

Moderator : Good morning! It's my great pleasure to have this opportunity to join this conference with participants coming from all over the world when the global attention is channeled to tourism resumption. I'm the moderator for Forum I and the session of keynote speeches when we will focus on the topic of Tourism as a Catalyst for the Revitalization of the World Economy, or, to put it in another way, tourism serving as a propeller for the recovery of the world economy once gain.

我们这个环节有这样的安排：首先换请一位主旨嘉宾做关于旅游业推动世界经济发展的主旨演讲。接下来有五位嘉宾上台一起进行沙发论坛。

Our arrangement for this session is: firstly, we will invite a keynote speaker to share his thoughts on Tourism as a Catalyst for the Revitalization of the World Economy. Next, five panelists would be on the stage for a discussion.

首先邀请第一位主旨嘉宾演讲，是来自于阿里巴巴集团的，大家知道阿里巴巴是世界上最大的电子商务平台，在这次抗疫过程中，阿里巴巴也发挥了充分的作用。主旨演讲嘉宾常扬先生也是我北大的校友，他会为我们带来哪些分享，现在有请常扬先生。

The first speaker comes from the Alibaba Group, the world's biggest e-commerce platform. It has played its role to the full in the fight against Covid-19. Actually, this speaker, Mr. Chang Yang, is one of my alumni from Peking University. What will he share with us? Now let's give the floor to Mr. Chang Yang.

阿里巴巴集团副总裁 常扬

Mr. Chang Yang, Vice President of Alibaba Group

各位嘉宾大家好，非常荣幸有机会参与这个论坛，作为企业代表，今天我想分享一下在疫情对旅游行业影响当中，我们的观察即我们的实践，希望这种分享能给大家带来一些新的想法。

Distinguished guests, it is my great honor to have the opportunity to attend this forum. On behalf of an enterprise, today I would like to share our observations and practices regarding the impacts of the COVID-19 pandemic on the tourism sector. I hope what I am going to share will add to your insights.

疫情对旅游行业的冲击，刚才各位嘉宾其实已经把触目惊心的数字展现出来了，这个不再多说了。无疑，这次疫情对旅游行业是一次重大的危机。但是在所有行业发展当中，“危”和“机”是同时并存的，有危就有机。机会留给谁？机会一定是留给那些善于思考、善于总结，以及把这种思考转化成创新行动的人。

As for the impacts of the pandemic on the tourism sector, as you have already spread the facts with shocking figures just now, I have nothing more to add. Undoubtedly, COVID-19 is a major crisis for the tourism sector. However, in the development of all sectors, “crisis” and “opportunity” often coexist. Who can seize the opportunity? It must be those who are good at thinking and summing up, and turning such thinking into innovative actions.

我们先看思考部分，通过这次疫情对旅游行业以及各个行业的冲击，我们的思考是什么？

Let's take a look at thinking first. What are we thinking about regarding the impacts of the pandemic on the tourism sector and other sectors?

旅游行业无疑是全世界各个行业当中的其中一个行业，我们看到这次疫情给全世界带来的冲击，我们把它总结成三个方面：第一个方面数字化的加速；第二方面新业态的成长；第三方面消费力的变化。

Surely, the tourism sector is one of various sectors across the world. As we have seen the

impacts of COVID-19 worldwide, now let's boil it down into three aspects, including acceleration of digitalization, growth of new forms of business and changes in consumption power.

第一数字化加速。这次疫情无疑对各个行业来说是一个互联网强制加速普及的过程。很多50岁、60岁、70岁，甚至80岁的人，从来没用过互联网的人，在这次疫情不得不强迫自己学习和使用互联网。我们也看到很多企业，包括文化和旅游的企业，他们在疫情的开始就已经在思考怎么样推动数字化持续做业务。我们看到有很多旅游景点，虽然现场到景点的游客在大幅度减少，甚至停止。但这些旅游景点还是制作很多短视频和其他传播媒介，通过线上传播保持对这个景点的热度。我们叫“种草”，“种草”的行为一直在持续。所以数字化是我们看到这次疫情是强制推行的过程。

First, acceleration of digitalization. The pandemic has undoubtedly sped up the penetration of Internet into various sectors. Many people aged 50, 60, 70 or even 80, who never used the Internet before, have to learn to use it during the pandemic. We have also seen that a large number of enterprises, including those in cultural and tourism sectors, have been thinking about how to promote digitalization and continue operation at the beginning of the pandemic outbreak. We have found that many tourist attractions, though with dramatically reduced number of tourists or even facing shut-down, still produced plenty of promotional videos and other media, and managed to maintain their popularity through online communication. It is what we call “recommendation”, and the behavior of “recommendation” continues till now. Therefore, digitalization has been advanced with great momentum during the pandemic.

第二新业态的成长。除了旅游业以外，我们发现在疫情期间，突然出现很多新的行业，在家开会，在家上课，同时文旅行业、文化行业线下也逐渐停止了，但是线上演出在开始。原来从来没有发生过在剧场，或者演唱会里做演出做体验的情况，现在是在线上发生了。第二就是新业态的成长在今天疫情阶段，是第二个观察。

Second, growth of new forms of business. In addition to tourism, we found that during the pandemic, many new sectors mushroomed, together with meetings and classes at home. Meanwhile, the cultural tourism sector and cultural sector have gradually stopped their

offline operations, and started online performances. In the past, it was impossible to have the sense of presence without attending a live theatre performance or a concert, but now it becomes reality online. We also observed the growth of new forms of business in the current stage of pandemic.

第三个消费力的变化。用户原来传统的习惯在线下旅游，在线下看演出等等。但是在疫情期间，大家在家里面同样对文化的需求是非常强烈的，所以在线上去看各种演出，包括刚才有一位嘉宾分享的在线上同样游览博物馆，做这些事情，这也是新的趋势。我们非常相信疫情完全不能打消人们对美好生活的向往，完全不能打消对旅游的向往，因为旅游是一件非常美好的事情。

Third, change in consumption power. Customers used to travel offline, watch performances online and so forth. However, during the pandemic, everyone had great cultural demand at home. Thus it has become a new trend to watch various performances online, including visiting museums and things like that online, as noted by one of the guests present just now. We are convinced that the pandemic cannot make people give up their longing for a better life, nor can it stop their yearning for tourism, as tourism is such a wonderful thing.

随着疫情得到越来越强的控制，旅游地方的人也越来越多，我们相信疫情给大家带来的影响会体现在消费力上，大家会更关注旅游的体验，旅游的性价比。所以数字化、新业态和消费力的变化，是我们看到对疫情的思考。

As the pandemic control effect is getting better, tourist attractions have been seeing more and more tourists. We believe that the pandemic will affect tourists' consumption power, so they will turn their eye to tourism products with better travel experience and high cost performance. Therefore, digitalization, new forms of business and changes in consumption power are our reflections on the pandemic.

大会的主旨是我们怎么样加速复苏旅游业，我们认为加速复苏旅游业，既有原来在旅游业做的各种努力，不断做到更好。同时旅游的行业需要加入新动能，因为有新动能才能实现加速，这是牛顿基本定律。在新动能里面，我们阿里巴巴的实践跟大家分享，主要是在三个方面：第一是IP化；第二是数字化，第三是生态化。我们认为对文化和旅游有新动能。

The theme of the conference is how to speed up the recovery of tourism, which we believe relies on all kinds of efforts made in the past, and improvements both now and in the future. Meanwhile, the tourism sector needs new growth drivers for acceleration, which follows Newton's laws of motion. In terms of new growth drivers, I would like to share with you our practices, mainly in three aspects, including IP building, digitalization, and ecologicalization. We believe that they are new growth drivers for culture and tourism.

第一IP化，我们观察到，你有故事的地方受到这次疫情的冲击相对比较少，大家知道一个好的剧可以带动一个国家的旅游，一个好的剧可以带动一个城市的旅游。前几个星期在苏州，最火的一家餐厅，这家餐厅没受影响，这家餐厅是一个非常好的电视剧里面出现的餐厅。所以有故事，带着故事，带着情感的IP会给旅游带来强劲的动力。

For IP building, we noticed that places with stories are relatively less influenced by the pandemic. It is understood that a wonderful play can help promote the tourism sector of a city or even a country. A few weeks ago, we visited one of the most popular restaurants in Suzhou, and found that it was not affected at all. It is a fantastic restaurant once filmed in TV series. Therefore, IP with stories and feelings is a strong growth driver to tourism.

第二数字化。我们非常相信通过数字化把线下线上能够打通，通过数字化能够更好的连接线下的消费者和线上准备去消费的消费，通过数字化能够更好的对旅游景点做大规模的宣发，通过数字化也能够在线下旅游的时候，更好的把生态串联起来，为旅游者提供更好的体验。所以数字化我们相信是第二动能。

For digitization, we are convinced that through digitalization, we can better connect offline consumers and online consumers who are about to spend. Through digitalization, we can better publicize tourist attractions on a large scale and take ecology into comprehensive consideration and provide better experiences for tourists when traveling offline. Therefore, we believe that digitalization is the second growth driver.

第三是生态化，其实旅游是一个生态化的，旅游不光要一个景点参观，也要知道背后的故事，也要去关注当地的土特产品，也要享受当地的美食，也要有坐飞机、坐火车的差旅过程，本身旅游就是一个生态化的过程。我们怎么样通过IP、数字化

以及生态化给旅游赋新的动能，我下面也介绍一下阿里巴巴的在疫情期间的具体事件。

For ecologicalization, in fact, tourism should be ecologicalized. Tourism consists of visiting a scenic spot, understanding its background story, paying attention to local native products, enjoying local food, and the trip by air or railway. Tourism itself is an ecologicalization process. How can we create new growth drivers for tourism through IP building, digitalization and ecologicalization? I will also introduce the specific measures taken by Alibaba during the pandemic.

首先是IP，这两年有一个非常爆款的剧叫《长安十二时辰》，我们发现大家在携程上的搜索，飞往西安的机票上涨了130%，就是在这个剧播出的一个星期之内。西安特色的小吃，当时不是很有名的小吃，像火晶柿子还有水盆羊肉，当时在西安的销量是增长非常大。因为旅游者看了这个剧去消费这种旅游产品，这是一个例子。

First, let's take a look at IP building. In the past two years, there was a TV series in vogue, called The Longest Day in Chang'an. We found that the air fare to Xi'an increased by 130% when searching on trip.com within one week after such TV series was on air. The special snacks in Xi'an, such as persimmon and boiled lamb with vegetables, were not quite famous at that time, but then their sales volume increased exponentially. It is an example for consumption of tourist products by tourists after watching the TV series related to IP building.

第二个例子在《八佰》，很多人都看过《八佰》，是阿里影业参与投资的项目，在今年8月21日，《八佰》第一天上映就有很多游客到上海静安区的四行仓库参观《八佰》所展现的原形。到现在为止四行仓库已经变成上海本地的旅游热点。所以我们相信IP化一定是旅游的重要动能。

Another example is The Eight Hundred. It is a project invested by Alibaba Pictures Group which has attracted a large audience. On August 21, 2020, when The Eight Hundred premiered, many tourists visited Sihang Warehouse in Jing'an District, Shanghai. Up to now, the Sihang Warehouse has become a local tourist hotspot. Therefore, we believe that IP building is definitely an important growth driver for tourism.

阿里巴巴在疫情期间的，我们对IP和旅游相结合，我们有更多的体验，疫情有很

多旅游的业务放缓了。我们利用疫情期间来规划下一个旅游的热点地，有 IP 属性的旅游热点地到底是什么。所以我们在今年 8 月 12 日和江苏中国第一水乡周庄签订了协议，我们有一个非常好的 IP，准备拍五部电视剧的 IP 叫《清明上河图密码》，我们跟周庄签约做一个线下的实景基地，这个线下的实景基地是要真实的还原中国的宋朝的风土文化和繁荣的景象。我们相信这个实景基地的建设基本花一年到一年半时间，正好在疫情期间做策划、规划，开始筹建，一年半建成之后，我们相信这个带 IP 属性的实景基地一定会吸引到国内更多优质的互联网 IP 的内容，能够建设国风的 IP 矩阵，并且不断出现的流量 IP，对当地的旅游业会是一个带动，会给旅游业带来更多流量，并且和周庄现在的旅游地结合，创造旅游地的矩阵，带来更多的客流和带来更多停留的时间。这是我们现在做的事情。

During the pandemic, through combining IP and tourism, we gained experience. Many businesses related to tourism slowed down during the pandemic. We planned the next tourism hotspot, and asked ourselves what was the tourism hotspot with IP attribute? Therefore, on August 12, 2020, we signed an agreement with Zhouzhuang, the No. 1 Water Town in China located in Jiangsu Province. In this way, we obtained a very good IP for making five TV series, called Code along the River during the Qingming Festival. We signed a contract with Zhouzhuang for building an offline real-scene base, which aims to truly restore the customs and culture and prosperity of the Song Dynasty in China. The construction of such base is supposed to basically take one year or one and a half years and its planning and preparation work could be carried out during the pandemic. After its completion one and a half years later, we believe that such base with IP attribute will definitely attract more high-quality Internet IP contents in China, which can contribute to the IP matrix of the national customs, and an IP with ever-increasing traffic. It will advance the local tourism sector and bring more traffic to the tourism sector as a whole. It will be combined with Zhouzhuang's current tourist spots to create a matrix of tourist destinations. This is what we are doing now.

第二个是数字化，数字化我首先想跟大家分享的是在面对疫情期间，有一些反应很快的企业，做得非常好，比如说我们在北京人艺，是中国非常老牌，非常专业的剧院，同时创造很多优秀的剧目，北京人艺在疫情期间是完全不能做线下演出的。

在今年6月份，北京人艺在做每年需要做的建院院庆，今年是68年，北京人艺全权委托阿里巴巴，线下的演还在演，但是没有观众，全权委托阿里巴巴做直播内容的策划和宣发，全网播放量超过500万，大家可以想像，原来一个剧场坐800人到1000人，但是这一次直播吸引500万人去看。每个人平均看的时间是28分钟，是非常长的时间。

For digitalization, the first thing I would like to share with you is that facing the pandemic, some enterprises responded quickly and quite well. For example, in Beijing People's Art Theater, a time-honored and professional theater in China where numerous excellent dramas were made, offline performances were not available during the pandemic. In this June, to mark its 68th anniversary, Beijing People's Art Theater entrusted Alibaba with full authority to plan, publicize and distribute live contents under the situation that its offline performance with no audience. The online views exceeded 5 million. As you can imagine, the theater can only accommodate 800~1,000 people, but the live broadcast attracted 5 million people. The average viewing duration of the audience was 28 min, which was quite long.

所以我们跟人艺在复盘和总结这件事情的时候，大家多非常兴奋。第一我们发现虽然线下演出不能进行了，但是北京人艺创造的优秀内容，同样有机会传播。第二这些优秀内容不止于原来剧院一次800-1000人的观看，大家可以除一下，500万除800或者1000，得演多少年，才能让这些人体验到北京人艺创造的优秀文化内容。同时这500万人，我们相信也会是北京人艺在重开剧院的时候，会变成一个最优秀最忠实的用户。这也是一个线上线下结合的例子，线下虽然按了“暂停键”，但是线上我们的宣传跟发行同时在做，甚至有一些内容的直播同样保持热度。

Therefore, when we were working with Beijing People's Art Theater to review and summarize this matter, everyone was quite excited. First, we found that although offline performances were not available, it is still possible to communicate the remarkable contents created by Beijing People's Art Theater. Second, these excellent contents not only have an audience of 800-1,000 people in the theater. If we divide 5 million by 800 or 1,000, we can get how many years it will take for the same size of audience to experience the outstanding cultural contents made by Beijing People's Art Theater. Meanwhile, these

5 million people, we believe, will become the biggest fans when Beijing People's Art Theater reopens. This is also a good example of online and offline integration. Although the "pause button" was pressed offline, our propaganda and distribution were carried out online, and the live broadcast of some contents was well-received.

我们也在做平行卖现场的演唱会，线下演出都不能做了，线上我们在做这些演出，我们已经有线上的上的演出收入超过了线下的演出。

We also sold tickets of live concerts as offline performances were not available. The income from such online performances has already exceeded that of offline performances.

在跟旅游相关的数字化同时，现在在做全业态的打通，我们现在跟一个区域跟旅游相关的各种商业合作伙伴谈，通过阿里巴巴现在的基础设施，把区域的旅游服务商家串联在一起，让用户得到更好的体验，大家可以想到，我买了一张演出票看演出，但是要规划出行，需要规划餐饮，需要规划买什么样的纪念品，需要规划今天停在城市的酒店和其他的事情。

In addition to digitalization related to tourism, we are running the whole form of business. We are now negotiating with various business partners related to tourism within the same region, connecting regional tourism service providers together through Alibaba's current infrastructure, so as to provide users with better experiences. As you can imagine, if I have bought a ticket for the show, I need a plan for travel, meals, souvenirs, hotels to stay and other things.

怎么样通过数字化的演艺区的建设做，大家知道伦敦、纽约都是自己的演艺圈，就是一个最大旅游目的地。我们怎么样通过数字化把这个东西串联起来。

How to achieve digitalization of the performances within a region? As we all know, London and New York, as the hottest tourist destinations, have their own entertainment circles. Therefore, how can we connect them through digitalization?

阿里还有很多生态，刚才都提到怎么样保证旅游的安全，高德现在跟不少的旅游目的地谈做一键游，不光能够提高用户的体验，用户在一部手机上可以了解我要去的目的地，可以规划、买票，可以把这些东西准备好。同时在目的地里面，可以跟目的地旅游景点管理方实时监控客流、人流的密度，保证旅游的安全。

Alibaba has plenty of “ecosystems”. Just now, we mentioned how to ensure safe tourism. Now Amap is negotiating with numerous tourist destinations on one-click tour, which can improve user experience and enable them to see their destinations on the mobile phone, plan for the tour and buy tickets, and get prepared. Meanwhile, the authority of the tourist destination can monitor the volume and flow of tourists to ensure the safety of tourists.

最后阿里巴巴在二十年过程当中，实际上在底下做了商业基础设施建设，包括阿里云、支付和金融、营销等等，这是基础设施的建设。在上面我们建立了跟用户在各个场景的充分连接，既包括旅游、餐饮、电商，也包括其他消费的场景，我们希望用这些基础设施以及构建对用户的理解，为旅游行业复苏提供更多的努力。

Last but not the least, over the past 20 years, Alibaba has built commercial infrastructures, consisting of Alibaba Cloud, payment and finance, marketing, etc. It is about the construction of infrastructures. As mentioned above, we have established full connection with users in various scenarios, including tourism, catering, e-commerce and other consumption scenarios. We hope that we can make more efforts for the recovery of the tourism sector through these infrastructures and their construction, and our understanding of users.

我想旅游行业是一个很美好的商业，因为旅游行业是促进不同文化人之间的相互认知、相互尊重和相互协同。我们希望阿里巴巴能够更好用我们的技术服务整个文旅行业，促进文旅行业复苏，重启旅游，再创繁荣，谢谢大家。

I believe that the tourism sector is a wonderful business, as it promotes mutual cognition, respect and cooperation among people of different cultures. We hope that Alibaba can better utilize our technologies to serve the whole cultural tourism sector, advance the recovery of the cultural tourism sector, and rebuild world tourism for prosperity. Thank you.

世界旅游及旅行业理事会总裁兼首席执行官 格洛丽亚·格瓦拉

Ms. Gloria Guevara, President & CEO of World Travel & Tourism

Council (WTTC)

大家好！我是格洛丽亚·格瓦拉，感谢大会的邀请，我是世界旅游及旅行业理事会（WTTC）的总裁兼首席执行官。感谢世界旅游城市联合会的盛情邀请，我在伦敦向大家致以诚挚问候。如大家所知，世界旅游及旅行业理事会由全球的旅游业私有企业组成。所以非常荣幸能够跟大家分享全球旅游业私企的现状。

Hello, my name is Gloria Guevara. Thank you for inviting me. I work for World Travel and Tourism Council. I am the CEO and President. Thanks to the World Tourism Cities Federation for this important invitation and greetings from London. As you probably are aware, WTTC or the World Travel and Tourism Council represents the global private sector. So it's an honor and a pleasure to share with you a global view of what is the current state.

世界旅游及旅行业理事会的成员包括 200 多位不同企业的首席执行官，他们来自全球各地，百分之三十来自亚洲，百分之三十来自美洲，百分之三十来自欧洲，其余百分之十来自其他地区。我们覆盖了旅游业的各个领域，包括航空公司、机场、旅行社、旅游公司，以及整个旅游产业。理事会现任主席是希尔顿酒店集团的首席执行官克里斯托弗·纳塞塔先生，副主席中有来自中国携程网的孙洁女士。我们的会员构成不仅多样，而且在全球旅游行业都具有极大的影响力和较高的决策权。这是我们的显著优势。令人欣喜的是我们在中国有众多会员，他们在本地区创造了大量就业岗位。

WTTC represents a little bit over two hundred CEOs from around the world. 30 percent of them are in Asia, 30 percent in America, 30 percent in Europe and 10 percent in the rest of the world. And we covered all the industries from airlines, airports, tour operators, travel companies, the entire ecosystem. Currently our chair is Christopher Nassetta, the CEO of Hilton Worldwide and our vice chair from China is Jane Sun from trip.com. So we have a very diverse group of powerful individuals who define their strategy for the

sector globally. And it's exactly our prior. We have a lot of members in China. We are very happy for that, and also within the region that they create a lot of jobs.

30年来，我们进行了大量研究，量化了旅游业对经济的影响。我们衡量了全球185个国家的旅行和旅游业对经济的影响。结论显示，旅游业贡献了全球百分之十的国内生产总值。如图所示，在过去九年时间里，旅游业增长速度超过经济增长速度，去年也是如此。

Now WTTC for 30 years have done a lot of research. We have been able to quantify the economic impact for travel and tourism, 185 countries around the world, we made a measure of travel and tourism on the economic effect. That's how we know that we contribute 10 percent of the global GDP, and for the last nine consecutive years, we have outpaced the growth, as you can see in the chart here, the growth of the economy, last year of course, was not the exception.

图中绿线表示旅游业的增速，已明显超过了经济增速。去年，我们的GDP增长率（3.5%）比全球经济增长率（2.5%）高40%，全球有3.3亿个工作岗位依赖旅行和旅游业，占岗位总数的十分之一。此表还显示了全球新增岗位这一重要数据，让我非常欣慰四分之一的新增工作岗位来源于我们的会员单位。此数据统计涵盖了所有行业和领域，旅游业的确贡献了四分之一的新增工作岗位。此次新冠肺炎疫情暴发带来的危机，在全球范围内造成了巨大影响。当然，亚太地区受到广泛影响，而且是首当其冲受到疫情严重冲击的地区。

As you'll see in the green chart, travel and tourism GDP has outpaced the economy. Last year, we grew by 40 percent more, with 3.5 versus 2.5, 330 million jobs around the world depend on our sector. That's one of ten. And the most important numbers that I like from this chart, is when you look at all new jobs created globally, in travel and tourism, one out of four were in our sector. That considers all the industries all the sectors, one out of four were in travel and tourism. Now this COVID, this outbreak, this crisis has been very important around the world, and of course, when we look at the importance of Asia-Pacific, where it started also has been significant.

旅游业贡献了全球10%生产总值，在亚太地区这一数值与全球的数据基本一致，

达到9.8%且亚太地区的旅游业提供了差不多10%的就业岗位。亚太地区的数据增长率令人振奋，如图所示，不仅经济的增长率达到4.2%，而且旅游业增长率也高达5.5%，几乎是全球经济平均增长率的两倍，亚洲的这些数据，在全世界万众瞩目。

While in the world is ten percent, as you can see here in Asia-Pacific is almost the same 9.8 and the employment is almost 10 percent. Very impressive the growth that we have seen in Asia, as you can see here. Not only the economy average was 4.2, the travel and tourism was 5.5, almost doubled than the average of the global growth, which is very impressive to all the world. That has been happening in the region.

我之前提及，如果我们关注具体国家的情况，就会发现中国已跻身全球重要行列，中国政府政绩卓越，私营企业也做出了突出贡献，中国的旅游业贡献了超过11%的中国国内生产总值，我们量化了直接、间接和后续影响，确认这是中国旅游业对其国内生产总值的总体贡献。另外，旅游业还保障了10%的就业岗位。如前所述，全球旅游业的增长率是3.5%，而中国旅游业的增长率达到9.3%，几乎是全球平均增长率的3倍。这非常令人震惊。

Now, as I said before, if we look at the country, what specific you will see also that China has been a very important country globally. Amazing job has been done by the government and by all the players of the ecosystem of the private sector. 11 percent, a little over 11 percent is a contribution for travel and tourism. And again we quantify direct, indirect and induced, so we thought this is the total contribution. 10 percent of employment and, as I said before, while the world grew an average 3.5 percent, China grew an impressive 9.3 percent almost three times the average globally, which is amazing.

祝贺中国的旅游业能取得如此迅速的增长。由此，中国的经济增长率也达到了6%。正因为旅游业的规模和重要性，其受到疫情冲击也十分严重。共有1.21亿个工作岗位受到影响，从开始统计的5000万个岗位，增长到1亿个，最终达到1.21亿个之多。如果我们经受不住考验，旅游业就不能顺利复苏。这一数值很有可能上升至1.97亿个，情势非常严峻。此时，面对疫情，我们应该考虑采取何种应对措施，把损失降到最低。旅游业如能创造出百万个工作机会，促成百万游客出行，就能够挽回大量就业岗位。因此，竭尽全力，协力合作，对挽回就业损失非常重要。我们

来看下一页。如果上述措施实施到位，可以预测，以亚太地区为例，每增加 100 万人次出行，可以带来 17 亿美金的产值。因此，每位旅游从业者，特别是每座城市的努力付出，对帮助旅游业更快速地复苏有着强大的影响力。

The growth in travel and tourism, congratulations for that, and then of course, the economy grew 6 percent. Now because we are so big and so important, this sector, the impact of travel and tourism has been also significant. 121 million jobs have been impacted. That when we started measuring 50 then 100, current state is 121 million jobs have been impacted and if we don't get to this trial, we don't recover accordingly, that number can grow up to 197, which is significant. Now, at the same time, when you look at the impact, if there is something that can be done and had a minimum effect, you will see that for every million jobs, and every million travelers that we can make, we can have also a lot of jobs back. So that's why these coordinated effort and work is so important to recover some of the jobs that have been impacted already. Moving to the next slide. You will see that if we do a good job as they say, by regions like in Asia-Pacific, one extra or one million trips can bring 1.7 billion dollars. So the work from everyone, especially the cities and from all of us, can be very powerful and can help us to recover faster.

下一页展示是我们做了大量的研究工作，不仅量化了旅游对经济的影响，也总结了过去的经验教训，亚洲有很多应对疫情的成功经验。但很遗憾，欧洲和美洲却缺乏经验。去年 11 月，我们发布了一份研究报告，针对 90 次旅游业遇到的危机进行分析，我们将这些危机分为四类：自然灾害（如天气原因造成的灾害）、流行疫情、政局动荡，及安全问题。这是我们可以借鉴的重要参考经验。根据这份报告，我举三个经验教训跟大家分享。

Now, moving to the next slide, you will find also that we do a lot of research, not only to quantify the economic impact, but also we look at and what has been learned from the past. Asia has a lot of experience with outbreaks, but unfortunately, in Europe and America we don't have the same experience. Last November we issued a report what we look at 90 different situations, and from these situations we grouped them in 4 from natural disasters weather related, for instance, outbreaks, political instability or security related, very important here we believe WTTC to learn from the past. Three lessons that I

want to highlight, based on the report that we issued last November.

第一个教训是9-11恐怖袭击事件。2001年9月，美国纽约爆发了9-11恐怖袭击事件，后续影响极其严重，对全球旅游业产生了巨大的冲击，旅游业复苏花费了很长时间，几乎长达四年之久，原因之一就是我们孤军奋战，各国缺少协作，政府与私营部门也鲜有合作。每个国家各自制定自己的安全规范，游客顾虑重重，导致我们花费了很长时间才重振他们的信心，旅游业的复苏过程也因此长达四年之久，9-11恐怖袭击事件给旅游业上了重要一课，我们需要吸取教训，在全球制定统一的规范。

The first one is 9-11. 9-11 is probably you remember that happened in September, 2001, with an unfortunate situation that we had in New York and the situation was so severe that the impact was significant to the travel and tourism globally, but at the same time the recovery took longer, almost four years, and one of the reasons was because we work in silos. We didn't, countries didn't work in a coordinated way or a coordinated approach with the private sector, and they established safety and security protocols totally independent, that created a lot of confusion with travelers. And that's why it took us longer to rebuild that trust, and because it took us longer, it took us almost four years to recover. And we need to learn to have the same protocols globally. That's why it's a very important lesson to learn from 9-11.

第二个教训是2008年全球金融危机，同样的不幸，这次危机也造成了巨大影响，是新冠肺炎疫情出现前对旅游业冲击最大的一次危机。然而这一次，旅游业复苏异常迅速，变化曲线呈现V字形。仅用了18个月，旅游业就恢复如初，这要归功于G20平台的出现。我们协同努力，政企携手，通力合作，这是迅速恢复的关键。我们清楚事态的发展趋势，也了解关键时间点，这样的协作是旅游业复苏的有力推手，所以我们需要合作。

Second lesson is 2008, the financial crisis impacted globally as well, and unfortunately, in this case it was also significant impact. It was the greatest before COVID in terms of the negative impact to the sector. However, we recover pretty fast. It was a V-shaped diver recovery, was almost 18 months and the reason is because the G-20 platform was created. We work in a coordinated way. Public and private collaboration was essential and we

were able to recover pretty fast. We knew exactly what was going to happen and by when. And this coordinated effort was instrumental to the recovery, so we need to work together.

第三个教训是从亚洲和非洲得到的。让旅客得以在非典型性肺炎、中东呼吸综合征和埃博拉病毒疫情之后继续旅行，不必坐等疫苗问世，而是依靠有效的隔离患者就可以恢复旅行。重点在于，我们提到的检测和接触者追踪才是关键所在。利用这些手段帮助我们恢复就业、重振旅游业。

Third lesson learned, and especially coming from Asia and Africa is that we were able to travel after SARS, MERS, and EBOLA. That we didn't have to wait for a vaccine and the reason was because we were able to isolate the people infected, that was very important, and that's what we talk about testing, contact tracing how relevant that is in order for us to recover the jobs that have been impacted and re-establish travel and tourism.

因此，这份报告向我们提供了丰富的经验教训，以此为鉴，避免重蹈覆辙。再来看下一页，我们提出了对旅游业复苏至关重要的四项原则。第一项原则是借鉴了2008年金融危机的经验，即开展积极协作是重树合作、重开边境、消除障碍的关键。我们相信各国的国内旅游将率先恢复。目前中国还有亚洲其他部分国家的国内旅游正在复苏，这让我们备受鼓舞。希望世界其他国家紧随其后。不过，恢复国际旅行也很重要。当时机成熟的时候，我们提议建立空中走廊航线，既需要符合卫生标准，也需要符合政治意愿。同时，取消全员隔离政策，只对特定人员进行隔离。比如，如果某城市发生疫情，该市可以封城，可以针对该市的人员进行隔离。但并不建议隔离所有国际旅客。这一点非常重要，这能够重振旅客的信心。

So in conclusion, there are some lessons learned from this report that we want to make sure that we don't make the same mistakes. So moving on to the next slide, we have defined the four principles for recovery. These four principles are crucial for the recovery. The first one is from the 2008 financial crisis, as I mentioned before, this coordinated approach is crucial to re-establish operations to reopen borders and removal of barriers. We believe that domestic is gonna be recovered first. We're very encouraged, very happy with a recovery that we have seen in China so far and some other countries in Asia. Hopefully the rest of the world will move in the same direction. However, there are

importance to resume international travel, and when the time is right, we recommend creating air corridors that have an alignment between the medical tourism and the political will, and also removing, replacing quarantines or blanket quarantines for more as specific and untargeted quarantine. So the city has an issue that the city can be locked down and then you have a quarantine with that city, but not with all the international travelers, for instance. That's a lesson learned that's very important to rebuild trust from the traveler.

第二项原则是我们需要关注旅客的旅行史。需分为疫苗接种前和疫苗接种后两个时期。疫苗接种后，情况相对简单。一旦疫苗接种成功，预订旅游产品时会显示你的接种记录，许多问题就将迎刃而解。但在疫苗接种前，核酸检测和接触者追踪都非常重要。在这种情况下，中国进行了大量核酸检测，韩国和日本等一些国家也进行了大量检测。

The second one is we need to look at their travel experience. There's going to be a before and after the vaccine. After the vaccine is gonna to be easier. Once we all get the vaccine, it will go in your reservation and it's gonna be easier. Before we have the vaccine, testing, contact tracing is very important. In this case, for instance, China has done a lot of testing and some countries as South Korea and Japan a lot of testing as well.

一些欧洲国家也是如此。美国也进行了大量的检测。在游客旅行史中加入核酸检测和接触者追踪至关重要。例如，出发前或者到达目的地时是否进行了核酸检测，是否与发病患者隔离。这是我们从以往防疫工作中学到的经验。确实，新冠肺炎患者80%会表现出症状。但是我们要确保将不遗漏任何病患并进行隔离。第三项原则也很重要，就是制定相关规范。9-11恐怖袭击事件的经验表明，由于各国机场缺少联动的安全监控，没有统一的流程规范，所以旅游业复苏经历了很长时间。因此这一次，全球旅游业私有企业分享了大量信息，决定建立统一的安全旅行规范。目前已经有70个目的地和国家在调整他们的规范，与我们的规范接轨。我们的规范已经成为一种标准，能够帮助旅客恢复对旅游业的信心。我们还从中国的上海吸取了经验，学习他们实施户外购物规范。借此经验，与欧洲乃至全世界分享。可以说我们的规范是分享经验和专业知识结出的硕果。统一的规范对于重建旅客信心非常重要。

Here in Europe, in some countries they have done a lot of testing. The US is also doing a lot of testing. It's very important to include testing, contact tracing in the travel experience, either have a test before departure or on arrival and isolate the sick people. This is a lesson we learned from previous outbreaks. Yes, COVID, 80 percent is symptomatic, but we need to be able to isolate the sick people. Third, very important also, the protocols. As we learn from 9-11, because of the lack of consistency and safety screening at the airports, we had different protocols in place. It took longer to recover. That's why, this time from the global private sector, we are sharing a lot of information. We have to find the safe travel protocols. And we have more than 70 destinations and countries so far that they are aligning their protocols with ours. So they are pretty standard and that will help us to recover trust from traveler. Some lessons learned from the outdoor shopping protocols came from China, from Shanghai, from the protocols that they implemented there. We took that knowledge and that knowledge was shared for Europe and the rest of the world. So a lot of sharing of knowledge and expertise went to these protocols, and this is very important to rebuild trust from the traveler.

第四个原则，也是最重要的原则，政府需要继续提供支持，包括经济援助，激励措施，流动资金，还包括市场推广，这些举措都非常重要。这四项原则以及统一的行业规范意义重大。我们进入下一页，让我讲述一下我们在旅行规范方面的工作。如我所说，我们借鉴了中国上海户外购物的安全规范，并将其加入我们的全球购物规范中。现在我们的成员，比如酒店，会向医护人员提供房间。酒店还会始终保持设施清洁以防感染新冠病毒。世卫组织，疾控中心和其他卫生专家也为我们的规范提供了技术支持。大家可以看到，这些品牌都签约加入了我们的规范，到目前为止，我们在全球旅游业设立了10个不同的规范，涉及不同产业。包括服务行业，我们还与国际民用航空组织、国际航空运输协会、国际机场理事会一同制定了航空公司和机场的规范。而且为会议中心，会议会展，旅行社也制定了规范。包括我之前提到的户外购物规范。还有景区，租车，短租服务，以及其他旅游相关项目，这些规范非常重要，确保了旅游服务的一致性。旅客应该享受统一规范的待遇。如果他们乘坐航班，该不该戴口罩，是否该全程佩戴等问题都要统一，并以此类推。

Last but not least, is to continue the support from governments in terms of financial aid,

incentives, liquidity, and of course, the promotional aspect very important as well. So these four protocols, I mean, four principles are very important, including of course the protocols. It will move to the next slide. Basically, let me elaborate a little bit more on what we have done with the protocols. As I said before, the knowledge from the outdoor shopping came from Shanghai from China that was included in the protocols that we have for our shopping globally. Now our members, the hotels, they are a part of the WTTC, offer their rooms to doctors and nurses is an example, and they have been able to maintain those installations COVID free that knowledge was a support from WHO and CDC and other medical experts was included in the protocols. And, as you can see here, all these brands sign up with the protocols, that so far we have 10 different protocols globally by industry or by protocol that we have been able to announce, from hospitality, and of course, with ICAO IATA ACI we worked for aviation and airports. We have conventions and has to do with meetings and events, tour operators, outdoor shopping that I just mentioned, attractions, car rental, short term rentals and others, so they are very important to guarantee that we offer the same experience. The travelers should expect the same. If they take a flight, if you wear the mask, you should wear it all the flights and it's the same situation with the rest.

现在世界旅游及旅行业理事会为我们的成员配备了印章标识，这一印章能帮助旅客识别出哪些规范是我们制定的，像携程这样的企业已经在帮我们推广这一印章标识，印章标识得到了联合国世界旅游组织的认可。G20 主席国沙特阿拉伯也采纳了这一印章，这一印章让旅客能够知道旅游服务商落实了规范，私营企业和政府部门也已经实施了这些规范。大家可以看到 70 个目的地已经认可并采纳了我们的规范，其中包括欧洲，中东地区的国家，还有很多目的地正处于我们的审核流程中，目前正在审核大约有 100 个目的地，所以统一规范非常重要。我还邀请各个城市与我们进行合作，就目前已实施的规范进行交流，最终目标是重建旅客信心。毋庸置疑，城市扮演着重要的角色，因为城市旅游的游客数量众多，与复苏密切相关，是旅游业复苏的着力点之一。

Now we, our members, now as WTTC, we created as a stamp. This is the stamp to help the travelers to identify exactly who has implemented the protocols and organizations like

trip.com has helped us to promote this stamp. This stamp has been endorsed by UNWTO. And of course, it was adopted by the G-20 Chair, which is Saudi Arabia, the G-20 countries. The benefit of this stamp is for the traveler to know that they have implemented these protocols. The private sector has implemented the protocols and the governments as well. So here you will have some of the 70 destinations that they have endorse and embrace our protocols, destinations from Europe, as you can see, the Middle East countries, a lot of the destinations, we still review, and we have like a hundred in the pipeline, so very important to be in line here, and I invite cities to work with us, so that we can communicate the protocols that you have implemented and at the same time, at the end of the day, the goal is to rebuild trust from the travelers. And the cities play a very important role, of course. Because tourism to the cities is huge, is relevant and is very important for the recovery.

下一页，我们将讨论佩戴口罩的重要性。这是我们从亚洲学习到的经验。我想强调的是，在这方面，欧洲，美洲和其他地区正在越来越多地向亚洲学习。因为亚洲在应对疫情方面经验丰富，多年来也有佩戴口罩的习惯。我们一直在推广佩戴口罩。因为专家认为，如果大家都佩戴口罩，我们就能控制住疫情。

Next slide, we also talk about the importance of wearing a mask and basically this is one that we learn from Asia, and I want just to highlight that how the Eastern and in this case, Europe, and America and other regions, we were learning more and more from Asia, because Asia has a lot of experience in outbreaks and for years they have been wearing the mask. And the mask is one that we have been promoting a lot, because according to the experts, if we all wear the mask, we can get this situation under control.

我的发言就到这里。谢谢大会的邀请。这里我要给大家分享一下哈比娜的邮件，通过这个邮件，可以了解到此次演讲的更多详情。再次感谢大会邀请世界旅游及旅行理事会参与此次重要会议。

That's all for now, thank you very much for inviting us. Here you have the email from Haybina that can share with you the presentation and more details, and thank you again for having WTTC to be part of this important session.

四、旅游投融资大会主旨演讲 Tourism Investment and Financing Conference Keynote Speech

主持人：世界旅游城市联合会投资分会理事长李伟群

Moderator: Mr. Li Weiqun, Chairman of WTCF Investment Committee

尊敬的各位嘉宾，我是联合会投资分会的理事长李伟群，2020年初暴发的新冠肺炎疫情给世界旅游业造成巨大冲击，但同时也为世界旅游疫后重启带来了重大机遇。

Distinguished guests, I am Li Weiqun, Chairman of WTCF Investment Committee. The outbreak of COVID-19 in the beginning of 2020 has made a huge impact on the global tourism industry. However, it has also brought major opportunities for the restart of the global tourism in the post-pandemic era.

阎焱博士作为一名具有独到眼光的著名投资人，已经有30多年的风投经验。先后获得“2019年胡润百富榜”及“2019年中国最具影响力的30位投资人”等荣誉，其所领导的赛富基金更被世界著名的国际私募股权杂志评选为“2005年亚洲最佳投资基金”。

As a well-known investor with unique vision, Dr. Andrew Yan has more than 30 years of VC experience. He has been on the 2019 Hurun China Rich List and 30 Most Influential Investors in China in 2019 successively. SAIF Partners under his leadership was honored as the Best Investment Fund in Asia in 2005 by a world-renowned international PE magazine.

下面我们邀请赛富亚洲投资基金创始管理合伙人阎焱博士为疫后旅游产业重塑分享独到见解。有请阎焱博士发表主旨演讲。让我们用热烈的掌声欢迎阎焱博士发表主旨演讲。

Next, let's give floor to Dr. Andrew Yan, Managing Partner of SAIF Partners to share his unique insights on the reshaping of tourism industry after the pandemic. Dr. Yan, please deliver your keynote speech. Let's warmly welcome Dr. Yan for his keynote speech.

赛富亚洲投资基金创始管理合伙人阎焱

Dr. Andrew Yan, Managing Partner of SAIF Partners

大家好，2020年受新冠疫情影响最大的就是旅游业，可能全球旅馆业受到全面的损失，在这样的大环境下，我今天想谈的是旅游业投资机会到底在什么地方。

Hello everyone! Tourism industry is the most severely affected by COVID-19 in 2020.

The global hotel industry might suffer a huge loss across the board. Under such circumstances, I'd like to touch upon the topic: where do the investment opportunities in the tourism industry reside?

我们先看看疫情，从全球来讲，大概旅游业占GDP比重10%，从业人数占了全球就业人数的10%，大概是十分之一的概念。2020年疫情到目前为止是全球旅游业总体下降了25%，如果看2019年中国旅游业对GDP的贡献大概是11万亿，对GDP的贡献总体占了11%，2019年中国旅游总人数是60亿人次，同比增长了8.4%，全国的旅游收入是6.63亿，占了增长数大概11.1%，大概这么个概念，中国旅游行业增长是GDP的一倍以上。

First, let's take a look at the pandemic. Tourism accounts for 10% of global GDP and takes 10% of global employment, which is roughly one tenth. The 2020 pandemic has so far knocked off 25% for the global tourism industry. If you look at the contribution of tourism to GDP of China, it was about 11 trillion in 2019 or 11% of overall GDP. The total number of Chinese tourists in 2019 was 6 billion, an increase of 8.4% year-on-year, and the national tourism revenue registered 663 million, an increase of 11.1% year-on-year. Basically speaking, the growth rate of China's tourism doubled that of national GDP.

如果我们看到中国的发展情况，还是有令人欣慰的地方，我们从五一假期来看，以及端午节的假期看，整个旅游业恢复系数达到了59%左右，所以恢复程度还是比较高的。中国在全世界来看，我们旅游业的恢复是比较快的，这与中国经济的总体有关系。

Tourism development in China still delights us. Statistics of Chinese tourism during holidays of the Labor Day and the Dragon Boat Festival reveal that the tourism industry

recovered about 59%, a relatively high percentage. If we put China to the broad context of the world, Chinese tourism recovered at a faster speed thanks to its general economic strength.

我们再看看 2019 年以来的投资情况，在去年统计数字在中国整体旅游业投资总额是 1.99 万亿元，大概 99% 以上都是投资在目的地资源内，我们知道目的地是占投资需要比较花钱的，在分销渠道端的投资大概是 92 亿元，产业服务端投资大概是 33.5 亿元，渠道端的投资包括很多同事提到的数字化的渠道。

These are investment statistics since 2019. Last year, the total investment in China's overall tourism industry was RMB 1.99 trillion in which over 99% was invested in improving destination resources. We know that improving destinations accounts for quite a lot of investment. About RMB 9.2 billion was invested in distribution channels and RMB 3.35 billion in tourism service. Distribution channels where investment was made include digital channels that have been talked about by many representatives.

从项目数量来看，目的地资源端投资数量占了 371 个，占文旅产业总投资数量 73.6%，分销渠道是 41 个，占比 9.5%，产业服务端是 73 个，占比 16.9%。这是 2019 年的情况。我们可以看到这些数字，在 2020 年的上半年都受到了巨大的影响。

In terms of the project number, 371 projects of investment in destination resources took 73.6% of the overall investment in culture and tourism. 41 projects are about investment in distribution channels, accounting for 9.5%, and 73 projects are related to investment in tourism service, accounting for 16.9%. This describes the tourism landscape in 2019. By comparing these statistics, we can see that in the first half of 2020, huge blows have been delivered to all of them.

从投资角度来看，投资出现两个情况，一个是绝对量需求增加，第二从量来看是旅游消费升级的提高。从需求量增加来讲，2019 年中国是一个标志性的，GDP 数量达到人均一万美元，世行和国际旅游组织都有统计，当人均超过 5000 美元以后，人们对旅游的需求从观光开始向休假转换。中国 2019 年是一个标志性，到了 1 万美元，我们财富结构有了很大改善，有了中产阶级比重达幅提升，人均出游从 1984 年 0.2 次到去年增加到 4.3 次，这是我们需求的增加。如果再看看旅游消费的升级，我们知道中国可能最有名的就是大巴旅游，但是现在已经看到大巴式的旅游已经不受人欢迎了，但仍然会有，因为中国人的消费还是很多层次的。但是趋势是从

大巴式的走马观花到个人体验式的人文感受。从远程低频到近程高频，购物型旅游消费明显下滑，而美食、文化、娱乐等享受型的消费幅增加，品质化、特色化的旅游受到越来越多的追捧。

From the perspective of investment, there are two aspects. One is the increase in absolute demand, and the other one is the upgrade of tourism consumption. From the perspective of demand increase, 2019 was a landmark year for China, with the GDP reaching USD 10,000 per capita. Statistics from the World Bank and UNWTO have shown that when per capita GDP exceeds USD 5,000, people's demand for tourism shifts from sightseeing to vacation. This is why 2019 was a landmark year for China when the fortune structure improved a lot thanks to GDP per capita exceeding USD 10,000. The proportion of middle class was increased. And travel per capita increased from 0.2 in 1984 to 4.3 in 2019. This is the increase in demand. If we look at the upgrade of tourism consumption, we know that China might be famous for its bus tourism which still exists but no longer popular since consumption in China remains multi-layered. But the general trend of tourism is transforming from taking bus tourism hastily and carelessly, to enjoying personal and humanistic experience, from tourism at a long distance but low frequency to tourism at a short distance but high frequency. A sharp decline in tourism for shopping stands in contrast to the rise of enjoying gourmet food, culture and entertainment. Tourism of high quality and characteristics are more welcome in the market.

我们从投资的需求和供给侧来看一看我们市场的机会。移动互联网给我们旅游带来的变化是巨大的，强调碎片化、个性化、多元化。下面我会举几个例子，数字化给旅游带来的体验和对消费的转变起到的推动作用巨大的。

Let's take a look at market opportunities from perspectives of investment demand and supply side. The mobile Internet has profoundly changed tourism, making it fragmented, individualized and diversified. Here are some examples to show the great contribution that digital technologies have made to tourism experience and consumption.

旅游目的的多样化、全球化，另外从景观到人文的体验。“95前”仍然是旅游方面主力军，但是“95后”、“00后”正在迅速崛起，旅游消费习惯转变，旅行成为生活体验的一部分，旅游时常短期化、休闲化了。换句话说，旅游已经成为我们生活中日常的组成部分，不仅仅是每年特别的几次旅游了。

Tourism destinations are diversified and globalized, covering experience of natural landscapes and cultural heritages. People born before 1995 are still the main force in tourism, but those after 1995 and 2000 are rising rapidly. Tourism consumption habits have changed and travel has become a part of life experience, which means that travel is now shortened and leisure-oriented. In other words, tourism has become a component to our daily life instead of some rarity happening only few times each year.

从供给侧来看，旅游政策促使旅游业的供给侧改革，从旅游到“旅游+”，产业的融合带来了许多新的利益增长点，下面我会专门有案例谈到这个。

From the supply side, tourism policies have promoted supply-side reform of the tourism industry. From tourism to Tourism+, this integration of industries has revealed many new growth points. I will share several cases about this later.

旅游业绩整合加速，经营模式从单一的企业主体转变为跨行业的商业主体。非旅游企业的跨界式势头凶猛，现在在中国很多从事旅游界的公司，要特别小心很可能最大的竞争对手不是来自原来的旅游行业，而是来自跨行业。比如说阿里、腾讯，他们的发力很可能很快就会在旅游界带来巨大的整合作用。互联网社交媒体已经成了最最重要的营销手段。

Market players in tourism are integrating resources to boost performance and transforming themselves from a single enterprise entity to a cross-sectoral business entity. It is non-tourism companies that are enjoying the fiercest cross-sectoral momentum. Among numerous Chinese companies engaging in tourism, the biggest competitors that deserve your most attention are not those originally from the tourism industry, but most likely cross-sectoral competitors, for example, Alibaba and Tencent. Their efforts are likely to bring about a huge integration effect in the tourism industry. Internet and social media have become the most important marketing tools.

从融资和投资角度看，这次疫情对市场的影响还是巨大的，首先我们看一看市场整体的募资规模大幅度下降，今年上半年跟去年下降的几乎 90%以上。我们投资机构在这个时候投资旅游行业都非常谨慎。项目的估值开始调整，投资机构更加关注财务指标。过去投资大家看什么好项目、好目的地，价格上是不太在意的，但是现在大家越来越谨慎了，特别关注是现金流的问题。

From the perspective of financing and investment, the pandemic is still weighing heavily

on our market. First of all, let's take a look at the overall market fund-raising scale which has dropped significantly by nearly 90% in the first half of this year compared to 2019. Investment institutions are very cautious in investing in tourism industry at this time. The valuation of projects began to be adjusted, and investment institutions have paid more attention to financial indicators. In the past, we did not care too much about the price as long as we were into the project or destinations. But now everyone is more cautious, paying particular attention to liquidity.

市场的马太效应在剧增，成熟企业和头部企业融资比较容量，大量的中部、尾部的企业都出现困难，甚至有很多企业会关闭。投资决策的周期延长，对公司的现金流管理能力提出了新的挑战。

The Matthew Effect of the market is amplifying sharply. Financing is easy for mature and leading companies, while a huge number of companies in the middle or at the tail are in difficulties. Some of them even went to bankruptcy. The long cycle of investment decision-making poses new challenges to company's management capabilities of liquidity.

对我们旅游业的启示是什么，企业的估值调整为稀缺的旅游资源布局提供的窗口期，企业需要更加精细化运营，需要更加注重运营变现的效率，就是我们讲现金流的情况，企业的旅游产品和服务要更有特点，要推陈出新，而不是出大众化的东西。现金流管理是企业最为要紧的任务，要做好12个月以上的现金流的规划。

What could we learn from this to develop the tourism industry? During this window period when deployment of rare tourism resources could be optimized thanks to the adjustment in business market valuation, enterprises are supposed to conduce fine operation with a focus on the realization of efficiency and liquidity. Tourism products and services should be distinct and updated, instead of mass production. Liquidity management is the most pressing task for enterprises that should plan for at least 12 months.

从投资角度讲，我们现在非常关注的是“旅游+”，单纯一个旅游点已经卖不出太大价钱，我们需要的是与此相配套的东西。刚才我提到过去我们看的更多是走马观花，现在我们更多是考虑个体的人文体验。跨界变得非常重要，刚才我提到，很可能在旅游界出现的最大黑马，并不是旅游界的公司，而是来自于未知的行业的公司。

From the investment perspective, we attend to Tourism+ very much because a single tourist spot is now hard to sell in the market and this requires supporting factors. As I just mentioned tourism experience in China was quite shallow and perfunctory in the past, and we are now focused more on individual and humanistic experience. Cooperation between tourism and other sectors is so important that the biggest surprise coming out of this collaboration might be a company not from tourism industry, but from X industry.

“旅游+科技”，再加上赋能体验，成为新的旅游界的关键词，一定要注重利用新的科技，新的工具来提升运营效率，我们渠道、个体化的服务都与我们大数据是紧密相关的。

Tourism + technology, accompanied by empowering experience, has become a key word in the new tourism industry. We have to pay attention to the application of technologies and tools to improve operational efficiency. Our channels and individualized services are both closely related to big data.

有两个比较好的例子，是来说明“旅游+科技+跨界”带来新的体验，如果大家还记得，2019年上半年，故宫有一个“故宫上元之夜”，一家公司就是我们投的叫做光峰科技，现在已经上市了，跟故宫博物院在里面做了一个灯光秀，用特别亮的极光做了一个灯光秀，我去了这场秀，故宫给我的感觉从来没有那么美丽过，尤其在夜晚，一票难求。去参加这个晚会的人特别多。

There are two examples to illustrate the fresh experience of Tourism + technology + other sectors. I'm wondering if you still remember the Night of the Lantern Festival in the Forbidden City at the beginning of 2019. APPOTRONICS, a listed company that has received our investment, produced an ultra-light show for the Forbidden City. I visited that show and was very impressed by its outstanding beauty especially at night. Everyone was trying to snatch a ticket. There were so many people attending that party.

另外一个也是我们投的一个公司，跟黄山旅游一块做黄山市的花山谜窟，里面用激光对内景进行了改造，你进了花山谜窟以后，会有种感觉像到了孙悟空的花果山的境地，一种奇幻的感觉。我们都去体验过，带来了非常大的流量。这是一个蛮好的例子，用旅游的资源，结合新的科技，带来新的旅游体验。

Another case is also a company we invested in cooperation with Huangshan Tourism for the Mysterious Huashan Grottoes. In this project, the interior scene has been transformed by laser lights. If you enter the Huashan Grottoes, it's like Alice in the Wonderland. We've

all experienced that and the Mysterious Huashan Grottoes have attracted many tourists. This is a very good example of bringing on new tourism experience by applying new technologies to fully explore tourism resources.

这个可能大家都知道了，阿那亚海边教堂，阿那亚项目是一个非常有欢迎的项目。另外是我们讲到旅游跨界，中国特别有希望的有前景的是康养，我们中国正在迅速进入老龄化社会，整个中国目前老龄化的设施是非常初级的，把美丽的环境和我们休养、养老联合起来，这将是下一步非常大的市场。我们已经看到有一些在做的项目非常好，比如说在黄山地区，一个非常美的地区，我们知道有公司正在计划在那修一个非常大的老年社区，包括很好的医疗条件，阿那亚的项目现在在北方是非常著名的项目，去的人没有说不好的，那个房子修的非常好，在海边修了一个小教堂，去的人非常多。原来我们以为人去祈祷，其实不是，现在变成了一个结婚的热门地方，大家都包下来在这拍结婚照，很有意思。

You must know this very popular place, the Anaya Seaside Church. What's more, we've talked about Tourism + other sectors and the most promising combination in China is Tourism + healthcare. China is aging rapidly but the current facilities in China for the elderly people as a whole are very rudimentary. There is a huge market if we combine the beautiful environment, rehabilitation and elder care together. We have seen some projects running very well, for example, there is a very beautiful area in Huangshan where a company is planning to build a huge elderly community equipped with excellent medical supports. Anaya project is now extremely famous in the North with every visitor praising its beauty. The Anaya Seaside Church is elegantly decorated and visited by a lot of tourists. We used to think that people came to that church for praying but it turned out that they are there to get married. Everyone wants to contract the whole place to shoot wedding photos. That is very interesting.

另外也是讲到怎么利用科技化的手段提高我们的服务，我们投了一家公司叫数位科技，现在和黄山旅游在合作，我们对所有到黄山来的游人可以给每一个人定位到厘米级的精确性，所以你的安全性，你需要服务，需要到什么地方，都有大数据。每一个来的游客，我们对你的安全，对你的监护，对你的需求都有非常精确的了解。这样的话对整个黄山管理从一个大量人的出现到现在后台的数据，对每一个游客都有精确画像，我们管理有了大幅度的提高，这就是我们讲的数据化和场景化，可以

对每一个游客带来更加精致的个人体验。

Moreover, we'll talk about how to apply technological means to improve services. We've invested in a company called Shuwei Technology that is in cooperation with Huangshan Tourism. We provide location services tracking down to the centimeter and big data knows where you'd like to go, guaranteeing your safety and offering services. Every tourist in Huangshan is under our protection and guardianship because we know exactly what you need. In this way, management of Huangshan could produce precise profile for each and every tourist based on backstage data. This greatly boosts management efficiency and is what we called the application of data in specific scenarios where tourists could enjoy more exquisite and personal experience.

另外我们自动驾驶技术，会给我们景区交通提供新的解决方案。大家知道自动驾驶现在是一个新的课题，但是真正做到路上，自动驾驶还有一段时间。自动驾驶最先应用的场景应该就是在旅游景区有固定线路，以及在矿区，在一些小区里面的自动巴士驾驶，这个是最有可能早日实现的，我们已经看到投入使用了，这些新的科技对我们旅游业的改变是潜移默化，但是 Fundamental 的。

Automatic driving provides us with new solutions for traffic in scenic spots. Everyone knows that automatic driving is a new topic and it takes some time to be realized. The first application scenario should be fixed routes in scenic spots, and automatic bus in mining areas and communities which might be the first realized scenario. We have already seen these new technologies in application. Consequent changes to tourism industry are subtle but fundamental.

另外我们看新媒体对我们旅游业的影响，大家知道现在的网红经济变得非常热门，对我们旅游业的影响，一个是网红的带货带销，更重要是网红点，现在各个城市，很多旅游景点都有网红的点。这样就会有大量游客在同一个地方是，由网红的带动都想去打卡，所以网红经济在中国可能走在世界最前面，我们在中国投的最早的网红经济的公司叫如涵，现在在美国上市，现在带动中国网红经济非常之火，从抖音到小红书，到微博，网红经济已经成为我们旅游行业的一个最重要的市场营销手段之一了。

In addition, there is the impact of new media on tourism. We all know that the Internet influencer economy is quite hot these days. It drives tourism in forms of influencers

promoting products and more importantly recommending popular scenic spots. Many cities now have this kind of recommended scenic spots. Attempted by their recommendations, many people would like to visit these spots. And this explains why the influencer economy in China might take the lead in the world. The first company in China investing in the influencer economy is Ruhnn listed in America. Nowadays, there are many players fueling the influencer economy in China including Douyin, Xiaohongshu and MicroBlog. The influencer economy has become one of the most important marketing instruments in Chinese tourism industry.

好，关键词从投资角度讲，我们旅游业的关键词是“旅游+”，一个是“+科技”，另外一个跨界。所以2020年疫情给我们带来的是新的挑战，但是可能也是给我们新科技带来更多新的体验，作为一个投资人，我们是蛮期望这些机会出现的，谢谢大家。

From the perspective of investment, the key word in tourism is Tourism+. On the one hand is Tourism + technologies, and on the other hand is Tourism + other sectors. Therefore, even though the 2020 pandemic poses both new challenges, new technologies might give us much more fresh experience. Investors including myself are expecting these opportunities. Thank you.