

## 中国全联旅游业商会执行会长、世界旅游经济论坛副主席 王敏刚在论坛上的发言——变化中的世界旅游业



旅游业正发挥着更加深远的作用，并体现着广受推崇的普世价值。它不仅继续在经济、就业、教育和休闲方面发挥重要作用，而且也推动生态保护和文化交流，促进世界和谐发展。

旅游业的作用已经比以往深远得多。温家宝总理上周出席了在乌鲁木齐举办的以发展绿色文化为主题的亚欧博览会。前英国首相托尼·布莱尔、荷兰前总理扬·彼得·巴尔科内德等六位现任或前任国家首脑也出席了博览会。温总理以“绿色丝绸之路”为题发表了讲话。促进文化相互理解、包容并减弱民族和国家之间的差异，这变得比以往更为重要；旅游业非常重视这两个使命，而旅游业的新图景也变得更加宽广，也不再仅限于创造 GDP 和就业。

今天，世界旅游业的领袖相聚在澳门，有私营部门的领袖，也有公共部门的代表，例如联合国世界旅游组织、世界旅游业理事会和亚太旅游协会等。他们在此分享旅游业的愿景和使命。

中国将成为最大的出境旅游市场，这已成为共识；中国拥有丰富的未开发的旅游资源，包括景点开发，旅游便利化，游客服务，带动许多相关行业的旅游运营等；中国越来越受到世界旅游业的关注；十二五规划中，旅游业占据重要地位，也提出了一些鼓励本地和区域旅游目的地发展的优惠政策；我想强调一些值得大家注意的地区：中国西部地区 12 个省份拥有丰富的自然和文化遗产，特别是新疆、西藏和内蒙古，这三个自治区总共和 15 个国家接壤，面对着超过 15 亿人口的广阔市场；随着边境管制的放松

和移民政策的放开，从前的中国后院正成为与周边国家发展互通的门厅；过去五年，中国大力发展通向这些邻国的铁路、机场和公路等基础设施建设；政府的大力投资以及吸引外资的新政策向世界打开了大门；甘肃省省长先生的演讲也突出了这些吸引力。

另一个重点是丝绸之路，它在中国西部地区蜿蜒四千里，途经 40 多个富有自然与文化遗产的景点；这不仅吸引着中国游客，也吸引着世界各地的游客，像敦煌莫高窟、新疆喀什市、西藏布达拉宫和内蒙古成吉思汗陵；1500 年前，周边 27 国使者共聚甘肃，前所未有，罗马军团士兵被俘留居甘肃，阿拉伯穆斯林遍布中国，这些都深深吸引着世界各地的旅游者；或许伟大的中国诗人李渤，伟大的航海家郑和，以及他们对于中亚和欧洲的追求，都令许多人充满兴致，这些旅游景点等待着被发掘，它们蕴含着巨大的投资和商业机会，吸引世界各地的游客。

虽然如此，但全国工商联是第一个也是唯一一个代表中国大部分旅游企业的注册旅游商会。我们和行业监管机构国家旅游局密切合作，推动旅游业的发展，我们也有幸参与到这一重要盛事的举办过程中。

我希望在这次会议，以及我们以后的各个会议上，我们都能够分享经验，吸引行业参与者，并于中国地区和省级会员保持密切联系，从而提供中国新的旅游资源开发和运营机会。

希望大家积极参与论坛活动，谢谢！

## Changing Landscape of World Tourism Peter Wong

Tourism industry has taken on a much profound role with much treasure universal value; not only does it uphold its importance in economy, employment, education, entertainment, it also serves ecological and exchange of culture to foster global harmonious development.

T&T industry has taken on a much more profound role than in the past; to promote Green culture, a theme just last week, our premier Wen Jai Bo officiated in the Euroasia Expo in Urumqi, alongside with 6 heads of States and former heads of States, including Tony Blair, former British Premier and Jan Peter Balkenende, former Prime Minister of Holland, on the subject of "Green Silk Road". To foster cultural understanding to accommodate and mitigate difference of people and states carries far important missions than before; Tourism should take these two missions in our industry seriously, the new landscape of tourism is far greater and extend beyond GDP and provide employment!

We have here today a congregation of all the world leaders in tourism industry in Macao i.e. UNWTO, WITC, PATA etc., in both public and private sectors, to share visions and mission of our tourism industry.

It is common consensus that China is going to be the largest in and out-bound tourists market; its abundant and un-tapped resources include destination development, facilitation of destinations, services to travelers and tour operations with all its associated industries; it is no doubt have attracted the world's T&T industry attention; in the "12th five year" plan of China, current program on tourism industry is high on the agenda, with preferential policies to encourage the development of local and regional tourist destinations; I like to highlight a few profound areas for audiences' attention: The Western region of China, rhetorically comply with twelve provinces with abundant natural and cultural heritage sites, the most noticeable of all are Xianjiang, Tibet, Inner Mongolia with the border lines with over fifteen nations compiles of more than a market of 1.5 billion people; with the easing and opening up of border control and immigration procedures, the former backyard of China is becoming the frontlines of development with neighboring countries; China has invested heavily in the past five years in developing infrastructures in railway, airport, new roadways to reach out to these nations; Government investments and new policy to attract foreign investment have opened up to the whole world to participate; the Gansu province presentation by the Governor has highlighted some of these attractions.

Another focal point is along the ancient Silk Road, majority of the western part of China which run through 4000 kilometers with over forty sites with rich natural and cultural heritages; these are not only interest to Chinese tourists, but have great appeal to international travelers like: the Mogao Cave in Dunhuang, the city of Kashgar in Xinjiang and Potala Palace in Tibet, as well as the Mausoleum of Genghis Khan in Inner Mongolia; The first ever united nations of 27 countries meeting in Gansu in 1500 hundred years ago in Tsui (隋) Dynasty, the accommodation of Roman legionnaire in Gansu, with the Arabian Muslims spread all over China has profound attraction to the international tourists community; perhaps the great Chinese poet, Li Bo and the great naval admiral Cheng He, their ancestral linkage traced them back to the Central Asia and Europe, these could be interest to many people, many of these tourist destinations and attractions need to be explored, to develop and offer ample investment and operational opportunities and most important of all to generate tourist from your locality on a global, regional and local level!

Having said that, the All-China Federation of Industry & Commerce, is the first and the only registered Chamber of Commerce in tourism that embraced majority of private sectors in travelling and tourism in China, we work closely with Chinese Government Supervising body CNTA to promote and to develop the tourism industry and we are honored to be able to participate to host this important event.

I look forward to, in this meeting, our first and many meetings in the future to foster to share and to appeal to our industry to keep close contact with our Chinese regional and provincial members so that we can offer an ease of access to the China's new destinations participation in investment and operation of our T&T industry in PRC!

Hope you all enjoy this Forum, Thank you.