

构筑旅游业可持续发展的坚实基础

Constructing a Solid Foundation for Sustainable Tourism Development

策划/本刊编辑部 图/全景





2017年2月，中国银联董事长葛华勇应联合国世界旅游组织（UNWTO）邀请，担任“国际可持续旅游发展年特别大使”，成为唯一来自中国的特别大使，参与倡导旅游业对经济社会发展的促进作用，参与和推动旅游相关领域的交流合作，并为世界旅游组织提供提升旅游消费服务的专业化、前瞻性建议。

4月26日，在泰国举行的“2017年世界旅游理事会全球高峰会议”上，世界旅游组织正式授予葛华勇2017年“国际可持续旅游发展年特别大使”。这标志着银联卡业务在支持提升旅游消费服务方面的作用受到世界旅游组织的认可。

葛华勇自2014年10月起掌舵中国银联，拥有金融外交资历和国际交流经验。

目前，境外可用银联卡支付的商户数量突破2000万家，境内外受理银联卡的商户超过4100万家，支持银联卡的ATM超过200万台。而且中国港澳地区、阿联酋等已全面受理银联卡；东北亚、东南亚，银联卡的商户受理覆盖率超过七成；

美国有80%以上的商家能刷银联信用卡消费；在欧洲可用银行卡的商家中，有一半接受银联卡。在美国、加拿大、东南亚、澳新等地建成90个核心商圈，这些商圈的商户一般超过70%都能用银联卡，标识也比较明显，还为持卡人配备贵宾休息室、中文导购等专属权益。在日本，有90%的连锁便利店支持银联卡支付；新加坡的很多超市、电影院、加油站及出租车等都能刷银联卡。

中国“80后”已成为出境游的主体，年轻人偏爱新兴的支付方式。在港澳台地区、新加坡、澳大利亚、阿联酋、加拿大等市场，已有40多万台POS接受“云闪付”。境外可用银联卡的网上商户超过1000万家，35家国际知名航空公司官网受理银联卡，游客可在出行前在线进行机票酒店预订。购物退税是跨境游客非常重视的服务，银联卡境外退税服务已覆盖主要退税国家和地区，包括38个国家和地区的30多万家商户。银联卡正努力实现“全球游客走到哪里，银联卡服务就到哪里”。

In February 2017, Ge Huayong, Chairman of China UnionPay was named "Special Ambassador of the International Year of Sustainable Tourism for Development" by the World Tourism Organization (UNWTO). He is the only special ambassador from China. He will advocate tourism contribution to economic and social development, engage in and promote the exchanges and cooperation in tourism-related fields, and offer UNWTO professional and prospective suggestions on tourist service improvement. At the "WTTC 2017 Global Summit" held in Thailand on 26 April, Ge was named "Special Ambassador of the International Year of Sustainable Tourism for Development" by UNWTO, marking that the role of China UnionPay in supporting and improving tourism consumption services has been recognized by UNWTO. Ge became Chairman of China UnionPay in October 2014. He is experienced at financial diplomacy and international communication.

The number of foreign merchants accepting UnionPay card payment has exceeded 20 million, the number of domestic and foreign merchants accepting UnionPay cards has exceeded 41 million, and the number of ATMs supporting UnionPay cards has exceeded 2 million. Countries and regions like Hong Kong, Macao and the UAE fully accept UnionPay cards; more than 70 percent of merchants in Northeast Asia and Southeast

Asia accept UnionPay cards; more than 80 percent of American merchants accept UnionPay credit cards; 50 percent of European merchants accept UnionPay cards. In 90 core business districts in the U.S., Canada, Southeast Asia, Australia and New Zealand, more than 70 percent of merchants accept UnionPay cards, and card holders may enjoy exclusive rights including VIP lounge and Chinese guide. In Japan, 90 percent of chain convenience stores support UnionPay card payment; many supermarkets, cinemas, gas stations and taxi cabs in Singapore accept UnionPay card payment.

The Chinese young people born in the 1980s have become the key consumers of outbound tourism. They prefer novel means of payment. In Hong Kong, Macao, Taiwan, Singapore, Australia, the UAE, Canada and other markets, more than 400,000 POS machines accept "Quick Pass". More than 10 million foreign online merchants accept UnionPay card payment, the official sites of 35 world-renowned airlines accept UnionPay cards, and tourists can book air tickets and hotels online with UnionPay cards. Tax refund for shopping is a service valued by outbound tourists, and UnionPay's outbound tax refund service has covered more than 300,000 merchants in 38 key countries and regions.

China UnionPay is striving to "serve global tourists wherever they go".

下文为中国银联董事长葛华勇出席在成都举行的世界旅游组织（UNWTO）第22届全体大会时，发表的“构筑旅游业可持续发展的坚实基础”主题演讲。



旅游业是个环境依赖性较强的行业，大到国际关系、地区局势、政治冲突、自然灾害，小到经济波动、生态变化、基础设施条件等均会影响到旅游业的发展。下面，我就如何推动国际旅游业可持续发展这个话题谈谈个人的看法。

经济可持续发展是旅游业可持续发展的根本保障

在UNWTO成立近半个世纪以来，伴随着全球“和平与发展”时代主题的确立，经济全球化的深入推进，特别是进入21世纪后，随着几个大型经济体陆续加入WTO，全球经济快速增长，国际经济、商贸、人文等交流活动日趋频繁，这直接带动了全球旅游业的蓬勃发展。据测算，2016年全球旅游业创造了7.6万亿美元产值，增长3.3%，全球旅游业对经济总量的贡献已达10.2%。旅游业的发展反过来促进了经济的发展与繁荣，在许多国家和地区，旅游业已经成为经济发展的支柱产业。

但是，当前全球经济增长面临不确定性，地区经济发展不平衡，特别是大量低收入国家经济长期低位徘徊，限制了其国民购买力，最终也会影响旅游业的可持续发展。可见，经济可持续发展是旅游业可持续发展的根本保障，要促进旅游业的可持续发展，就要努力实现全球经济稳定、平衡、可持续发展。

人与自然和谐共处是旅游业可持续发展的重要体现

旅游业，对资源的消耗低、对环境的污染少，是一个能够实现人与自然和谐共处、绿色低碳的产业，各国越来越重视对旅游资源的开发。但是，近年来，也有一些国家和地区过度开发旅游资源，对生态环境保护重视不够，已经影响到旅游业的可持续发展。比如，人们对森林、岛屿、湿地进行过度开发，已经破坏了野生动物栖息地；人们对历史、文化、建筑、艺术遗产或遗址不合理开发，可能导致文物破坏和损失。

当然，我们也欣喜地看到，越来越多的国家或公益组织开始推动、倡导对旅游资源进行合理、有序的开发，加大对旅游生态环境的保护，实现了人与自然和谐共处，做到了开发与保护协调平衡，促进了旅游业可持续发展。

因此，能不能做到人与自然和谐共处，是旅游业可持续发展的重要体现，有关方面要在旅游业开发与保护中探索人与自然和谐共处的良性关系。

安全便捷的支付服务是旅游业可持续发展的基础支撑

旅游业的发展离不开交通通信、餐饮住宿、语言沟通、卫生医疗等软硬环境的建设。旅游业牵动“食、住、行、游、购、娱”等各行业，这些行业的正常运转都离不开支付服务环节。支付的安全与便捷是旅游业可持续发展的基础支撑。

目前，从全球来看，电子支付设施基础设施建设仍相对滞后。虽然全球已发行各类支付卡120多亿张，但持卡人高度集中在东亚、西欧、北美等电子支付渗透率较高的地区，一些国家和地区的

人们仍然采用最传统的现金支付方式，以银行卡支付为代表的电子支付基础设施还较落后。这使得跨境旅游者往往不得不携带现金出行，旅游支付不便的同时，还面临着现金遗失或被盗等风险。所以，高效便捷的支付服务，是促进旅游业可持续发展的一项重要支撑。

随着全球支付行业技术创新的不断加快，业务模式创新层出不穷，互联网支付、移动支付快速发展，逐渐渗透到人们的日常生活中。这些安全便利的创新支付方式，有助于进一步便利人们的旅游消费，提升旅游体验。因此，我呼吁，各旅游相关行业要大力推动安全、便捷支付方式的普及和应用。

旅行和探索新世界是人类的本能，旅游业以其“润物细无声”的独特魅力，成为了人们加强交流、增强互信的重要方式，也反过来推动着国际经济的发展。在此，我提议，让我们携手各方，共同构筑旅游业可持续发展的坚实基础，为众多的旅游者提供更加优质的服务和体验。

关于可持续旅游，联合国决议如是说

- 2012年7月27日通过的联合国大会决议A/RES/66/288。该决议通过了题为“我们希望的未​​来”的联合国可持续发展大会成果文件，其中强调，“旅游业如合理规划，有效管理，能对可持续发展的三个层面做出重大贡献。旅游业与其他行业密切相关，能创造体面的就业，带来贸易机会。”
- 2014年12月19日通过的关于促进包括生态旅游在内的可持续旅游，实现减贫和环境保护的联合国大会决议A/RES/69/233。该决议指出，“包括生态旅游在内的可持续旅游业作为可持续经济增长和创造体面就业的重要驱动力量，能够对创造收入和教育产生积极影响，进而消除贫穷和饥饿，并可直接推动各项国际社会发展目标的实现。”

A keynote speech titled "Constructing a Solid Foundation for Sustainable Tourism Development" delivered by Ge Huayong, Chairman of China UnionPay at the 22nd UNWTO General Assembly in Chengdu

Economic sustainability is fundamental to tourism sustainability

Tourism is an industry highly relying on environment. Both major factors like international relations, regional situation, political conflicts and natural disasters, as well as minor factors like economic fluctuations, ecological changes and infrastructural conditions may affect tourism development. Now I will share my view on how to promote the sustainable development of international tourism.

Over the past nearly 50 years since the founding of UNWTO, with the setting of the global theme of the times—"peace and development" and the deepening of economic globalization, especially with the successive accession of major economies to WTO in the 21st century, the global economy has grown rapidly, and international economic, business and people-to-people exchanges have become increasingly frequent, which has directly driven the development of global tourism. According to estimation, global tourism created an output value of 7.6 trillion U.S. dollars in 2016, up 3.3 percent from 2015. The contribution of global tourism to global GDP has reached 10.2 percent. In return, tourism development has boosted economy. Tourism has become a pillar industry of many countries and regions.

However global economic growth

is uncertain, and the imbalance in regional economic development, especially the long-term economic depression of many low-income countries, has restricted their national purchasing power and will eventually affect tourism sustainability. Thus, economic sustainability is fundamental to tourism sustainability. To promote tourism sustainability, efforts should be made to promote the stable, balanced and sustainable development of the global economy.

Harmony of man and nature is an important reflection of tourism sustainability

Tourism is a green low-carbon industry consuming few resources, causing little pollution to environment and building harmony between man and nature. All countries have paid increasingly close attention to tourism resource development. However, in recent years, some countries and regions have excessively developed tourism resources, and paid little attention to ecological environmental protection, so as to affect tourism sustainability. For example, people's excessive development of forests, islands and wetlands has destroyed wildlife habitats; people's irrational development of historical, cultural, architectural and artistic heritage or sites may lead to cultural relic damage and losses.

Of course, we are pleased to see a

growing number of countries or philanthropic organizations have started to promote and advocate the rational and orderly development of tourism resources, and intensify tourism environment protection, thus accomplishing the harmony of man and nature, well balancing development and protection, and promoting tourism sustainability.

Thus, the harmony of man and nature is an important reflection of tourism sustainability. Relevant sides should explore the harmony of man and nature in tourism development and protection.

Secure and convenient payment is basic support for tourism sustainability

Tourism development is inseparable from the construction of software and hardware environment including transportation and communications, catering and accommodation, language communication and health and medical treatment. Tourism influences various industries including food, housing, transportation, travel, shopping and entertainment. The normal operations of these industries are inseparable from payment service. Secure and convenient payment is the basic support for tourism sustainability.

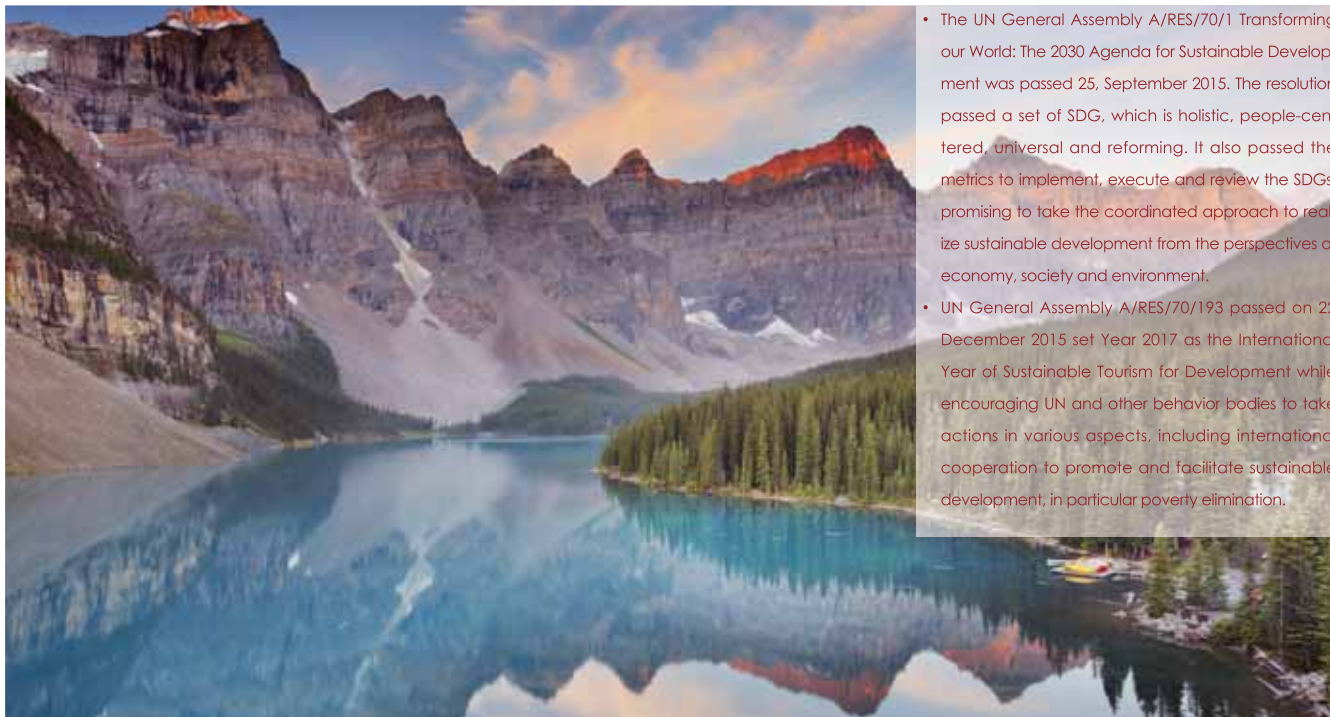
From a global perspective, electronic payment infrastructure construction remains relatively backward. Though

more than 12 billion payment cards have been issued across the world, but most holders are in regions with high penetration of electronic payment such as East Asia, Western Europe and North America, people in some countries and regions are still using the most traditional payment mode-cash, and electronic payment infrastructure represented by bank card payment still lags behind. This makes tourism payment inconvenient, and cross-border travelers have to carry cash and face the risks of cash loss or theft.

With the constant acceleration in technical innovation in the global payment industry, and the endless emergence of innovative business models, internet payment and mobile payment have developed rapidly and gradually penetrated into people's daily life. These secure and convenient innovative payment modes help further facilitate tourism consumption and enhance tourism experience. Thus, I call on tourism-related industries to vigorously promote the popularization and application of secure and convenient payment modes.

Traveling and exploring a new world is a human instinct. With unique charm, tourism has become an important means of strengthening exchanges and enhancing mutual trust for people, and promoted the development of the international economy. Here I propose that we should join hands to Construct a Solid Foundation for Sustainable Tourism Development and offer tourists better services and experiences.

班夫国家公园 (Banff National Park), 是加拿大第一座旗舰级的国家公园, 被列入联合国教科文组织世界遗产地。每年有超过 300 万游客前来这里朝圣, 在全球最壮美的山川景致环绕下观光、徒步、骑自行车、双板滑雪和露营。



UN Resolutions about Sustainable Tourism

- The UN General Assembly resolution A/RES/66/288 on 27 July 2012 passed The Future We Want, the outcome document of the UN Conference on Sustainable Development, which emphasized that "The rationally-planned and effectively-managed tourism industry can make major contributions to sustainable development in three aspects: Closely related to other industries, tourism can generate decent job opportunities and bring trade."
- The UN General Assembly A/RES/69/233, passed on 19 December 2014 about promoting sustainable tourism including eco-tour, and about poverty reduction and environmental protection, pointed out "Sustainable tourism industry, including eco-tour, is the major driving force of sustainable economic growth and generating decent job opportunities, can produce positive influence on incomes and educations, thus eliminating poverty and hunger while directly helping realize the development goals set by the international community."
- UN General Assembly A/RES/69/313 on 27 July 2015 passed the Addis Ababa Action Agenda, the outcome document of the Third International Conference on Financing for Development in All Regions, which pointed out "it is necessary to development and use various innovation tools, include sustainable development into the main force, and monitor the influence of various economic activities including sustainable tourism on sustainable development."
- The UN General Assembly A/RES/70/1 Transforming our World: The 2030 Agenda for Sustainable Development was passed 25, September 2015. The resolution passed a set of SDG, which is holistic, people-centered, universal and reforming. It also passed the metrics to implement, execute and review the SDGs, promising to take the coordinated approach to realize sustainable development from the perspectives of economy, society and environment.
- UN General Assembly A/RES/70/193 passed on 22 December 2015 set Year 2017 as the International Year of Sustainable Tourism for Development while encouraging UN and other behavior bodies to take actions in various aspects, including international cooperation to promote and facilitate sustainable development, in particular poverty elimination.