

2016香山旅游峰会论坛纪实

“一带一路”旅游投资推动世界旅游经济发展

互联互通 与旅游合作



编者按：在世界旅游城市联合会2015拉巴特非斯香山旅游峰会的论坛上，中国国际航空公司对外合作部总经理彭海平、西安市政协副主席张建政、中国旅行社总社有限公司副总裁薛晓岗、开普敦市顾问罗克珊·胡恩、米兰市副市长阿方索，在论坛（二）“一带一路”旅游投资推动世界旅游经济上，就“互联互通与旅游合作”这个话题进行了探讨，论坛的主持人为联合会专家委员会委员吴必虎。

吴必虎（主持人）：本次话题是互联互通与旅游合作。以我的理解，这里的“互联”主要指的是人们之间的交流和沟通，而“互通”更多指的是硬件方面，比如航空公司和铁路。下面谈谈如何在不同目的地、不同行业以及不同文化之间达到互联互通与旅游合作的目的。这也是联合会成立的主要目的之一，增加各成员之间的互联互通，包括软件和硬件上的沟通。第一个方面是不同目的地之间的互联互通；第二个方面是不同行业之间的互联互通；第三个方面是跨文化的互联互通。五位嘉宾可以从自己感兴趣的角度进行讨论，比如从硬件角度讲讲“一带一路”的交通投资，从你所在的城市或从事的行业角度谈谈如何与客源地市场进行更好的沟通，也欢迎各位嘉宾自由发表观点。

首先，我想先邀请罗克珊·胡恩女士发表观点。



罗克珊·胡恩（开普敦市顾问）：

非常感谢主持人。首先让我来简要说说开普敦。虽然开普敦地理位置较远，到开普敦去所需时间较长，但去过那里的很多人会感叹道：“开普敦真美！”在市长和我的每一次演讲中，开场白都是开普敦风景秀丽、历史悠久，当地人热情友好。

虽然开普敦能够提供高档住宿条件，但是游客到开普敦去的旅程却要花费很长时间，因为开普敦的直飞航班有限。这是我们面临的挑战之一：大多数游客都要先在约翰内斯堡转机，经过两个小时的飞行才能抵达开普敦。市政府现在正致力于减少廉价航空公司以保证更多直飞开普敦的航班。

此外，我们还面临旺季的挑战。夏季是旅游旺季，但一到了冬季，国际游客数量就大大下降。为了解决这一问题，我们有策略地在冬季举办各种国际活动，包括南非国际矿业大会、世界旅游非洲交易会 and 世界经济论坛，以增加开普敦冬季的游客，让开普敦全年都成为旅游目的地。

开普敦致力于互联互通，增加投资开发新邮轮设施，现处于初级阶段。开普敦位于南非最南端，是通往非洲大地的门户。新港口设施会促成印度洋新航线，并且会连接邮轮旅游至非洲陆路游猎，因为大多数国际游客都想亲眼见识一下非洲的“五大兽”（非洲象、犀牛、野牛、狮子和猎豹）。

此外，开普敦和南非希望建立人物象征——纳尔逊·曼德拉。我们想让来到南非和开普敦的人们有一种体验，就是马上能想到这里有一位象征性人物纳尔逊·曼德拉。

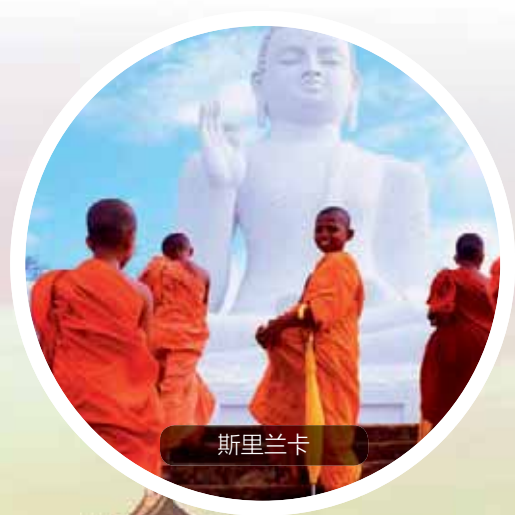
由于之前南非政府实施了严格的签证政策，导致国际旅游业遭遇重创。现在政府已经在全力解决。总之，南非人民是热情友好的。我们将积极开发旅游业最大的潜能，给游客真正的非洲体验。谢谢。

吴必虎：谢谢。我想在座各位能从中学习到开普敦的经验。非斯是非洲北部城市，全球的大多数客源国家在北半球，而南非在南半球，所以这是南北之间的对话。下面我们来看看东西之间的对话和交流。让我们邀请西安市政协副主席张建政先生。西安是丝绸之路的起点城市，一座闻名的古都。我们听听张主席从“一带一路”的角度谈对互联互通的理解。

张建政（西安市政协副主席）：女士们、先生们，中午好！很高兴来到美丽的非斯，和世界旅游城市一起，与所有会员共同来交流旅游工作、友好交往和旅游推广。首先，我代表西安市人民政府、西安市 860 多万人民对世界旅游联合会的召开表示热烈的祝贺，并预祝本次会议取得圆满成功。

提到西安，大家都会想到秦始皇兵马俑，我先简要给各位介绍一下西安。西安是中国陕西省省会，既是中国版图的中心，也是中国通往西北和西南的门

户城市，重要的交通枢纽。西安历史悠久，有着七千多年的文明史，3100 多年的建城史和1100 多年的建都史，是中华文明和中华民族重要发祥地，也是丝绸之路的起点。西安与罗马、开罗、雅典并称为世界四大历史文化名城。历史上有十三个王朝在西安（长安）建都，西安（长安）曾作为中国首都和政治、经济、文化中心长达1100 多年。早在一百多万年前，蓝田古人就在西安建造了聚落；7000 年前的仰韶文化时期，在西安出现了城垣雏形。2008 年，西安高陵杨官寨出土距今6000 余年的新石器时代晚期的城市遗迹，是中国目前发现的迄今最早的城市遗址。西安是中国优秀的旅游城市，也是世界旅游组织向世界各国推荐的最佳旅游目的地城市。西安的文化遗产具有资源密度



大、保存好、级别高的特点。西安周围的帝王陵墓有72座，其中“千古一帝”秦始皇陵墓被誉为“世界第八大奇迹”，秦始皇兵马俑博物馆就坐落在西安美丽的骊山之上。位于西安南面的秦岭被誉为中国的“中央公园”，是中国地理和气候的南北分水岭。2009年，秦岭的终南山成功通过了联合国教科文组织的评审，成为世界地质公园。2011年，世界园艺博览会在西安成功举办。西安境内现有两项六处遗产被列入《世界遗产名录》，分别是：秦始皇陵兵马俑、大雁塔、小雁塔、唐长安城大明宫遗址、汉长安城未央宫遗址、兴教寺塔。世界上已经有200多位国家首脑和政要访问过西安，包括美国前总统克林顿、法国前总统萨科齐、乌兹别克斯坦总统卡里莫夫、印度总理莫迪等179位国家元首曾到过秦兵马俑，到过西安。随着中国“一带一路”战略的提出，作为丝绸之路起点城市的西安，期待与沿线各国旅游城市之间的新合作。

关于区域间旅游合作，我在此代表西安向与会城市提出六点倡议。第一、推进“一带一路”沿线国家签证便利化，相互给予72小时过境免签等政策，为游客提供便捷；第二、在互相尊重主权的前提下，有序推进航权开放，给予自由进入对方航权市场的权利；第三、推进旅游金融市场的进一步开放，推广普及中国银联卡，增加旅游股权投资、贷款和担保等金融业务；第四、加强基础设施领域建设的投资与合作，联合筹划丝路沿线的高铁建设；第五、积极开展全方位市场营销与合作，联合打造国际通用的“丝绸之路”品牌、标志和形象；第六、加强对丝路沿线文物遗址的保护、利用与合作，深化联合“申遗”工作。

女士们、先生们、同志们，旅游是对美好生活的体验，也是增进友谊

的纽带。我相信通过今天良好的开端，我们的联系和合作会不断增强，将会有更多非洲游客走进中国、了解西安。我们将不断丰富旅游文化的内涵，为朋友们带来更多惊喜和感动，让所有的游客高兴而来、满意而归。最后，预祝本次大会圆满成功。欢迎与会的所有组织、代表和客人到西安来参观并指导旅游工作。感谢世界旅游组织和世界旅游城市联合会，谢谢大家。

吴必虎：感谢来自东方的代表，来自西安的发言。丝绸之路一直从西安延伸至意大利的城市，例如罗马。接下来，有请米兰市副市长阿方索先生，您能站在丝绸之路西边终点城市的角度谈谈您的看法吗？

阿方索（米兰市副市长）：谢谢。“互联”在更广的范畴上来讲，是技术、物流和人力的相互联系。人们不断进行信息交换。信息交流帮助米兰提高城市水平。其实游客到了某个目的地，有机会体验其独特文化，品尝美食，结识当地人并进行交流，就是一次很好的联系。今年米兰举办世博会，超过200个国家参与其中，例如米兰馆每天会接待5万多人次。各国在世博会也展示了最新的发展，是一个交流的盛会。

可以说，米兰是南欧旅游者的聚集点。如果你在米兰下机，可以很容易前往意大利的其他城市。例如，你搭乘火车，不到两小时就可以到达罗马、威尼斯和佛罗伦萨。从米兰坐飞机或火车都能容易到达其他欧洲国家，例如法国、德国等。米兰是亚洲人通往欧洲的平台，也是通往非洲的门户。

在米兰世博会期间，我们接待了不同国家的很多游客。10月份，在米兰将会举办一个100多个城市代表参加的会议，届时会签订一份足球协议，这份协议很重要。米兰是你理想的旅游目的地。

巴林



土耳其伊斯坦布尔





沙特

地。

吴必虎：感谢阿方索先生。今年，米兰是一个特别热门的旅游目的地，因为世博会在米兰举办。在此，我代阿方索先生邀请各位到米兰去。无论是从南到北，还是从东到西，“互联互通”或者说“移动性”都需要投入人力资源以及大量组织工作，才能为旅游者提供服务。因此，旅行社在增强互联互通中发挥着重要作用。下面有请中国旅行社总社有限公司副总裁薛晓岗先生给我们分享，如何通过你们或者同行的努力增强“一带一路”沿线的互联互通。

薛晓岗（中国旅行社总社有限公司副总裁）：感谢吴必虎教授。结合今天的讨论主题，我会从我们行业规划的角度谈谈我们公司正在做的一些事情。之前的沙发论坛中提到，市场需求多元化使旅游企业面临着前所未有的挑战。我认为今后企业的发展要从需求出发，体现企业资源整合能力，从而满足客户的需求，实现企业价值。

我所在的企业是中国港中旅集团，是中国最大的也是产业链最全的企业之一。围绕需求的变化，近两年我们主推两种产品：房车和邮轮。经过几年的发展，房车业务现主要有两条线：一

条经过内蒙古、宁夏、新疆，向中亚地区延伸；另一条经过中国西南的云南省向东南亚国家（如缅甸、泰国）延伸。一方面我们投资打造新产品，以满足更多客户需求；另一方面，我们也注重在市场上与企业合作，例如中国国旅，还有外国航空公司。近期，在银川举行的中阿论坛上，我们就签署了一个定向包机协议，开通了从马来西亚到宁夏的直航航线。因为宁夏是中国西部拥有第五航权的机场，吸引力很大。由于这个协议的签订，使我们跟非洲，如埃塞俄比亚航空，在原有的合作基础上提升了一步。

中旅总社在组织客人到非洲旅游这方面有一定特色。在这里特别要提一下，从“互联”这个角度来说，到摩洛哥旅游的产品，我们是和非洲连起来做的，跟传统的有一些区别。这个产品近几年的推广效果非常好。很多客人不仅到了卡萨布兰卡、非斯，也去了非洲很多其他深度的目的地。刚才提到的需求变化中，其中一个很重要的变化是从传统观光到深度度假的转变。

我们会围绕客人的需求，通过不断投资、创新产品设计、加大企业间合作，在市场上取得共赢。谢谢大家。

吴必虎：谢谢。无论是南北还是东西之间的交流，在古代丝绸之路，我们都是骑着骆驼去米兰。但到了今天，估计骑骆驼或者徒步的人应该很少了，现在更多的人选择坐飞机。因此，下面我们邀请中国国际航空公司对外合作部总经理彭海平先生分享一下他的观点。

彭海平（中国国际航空公司对外合作部总经理）：谢谢主持人。



很高兴有机会和大家分享国航或者说中国民航在“一带一路”发展过程中的一些想法。无论从运输量还是从经营计划来讲，中国民航近几年的发展都是非常快的。国航现在有空客 330 宽体机 50 架，波音 777 飞机 20 架，这些飞机为我们开辟国际航线提供有力保障。目前国航有 12 条线飞欧洲，9 条线飞美洲，即将有新航线至蒙特利尔。这个论坛的召开正逢其时，我们在 11 月打算开通新航线，都是由 330 和 777 飞机执飞。

“一带一路”给国航带来新的发展机遇。国航的前身CAC飞到了非洲，现在的国航标志是红色的凤凰祥鸟，在中国象征着吉祥如意，也可以看作英文的VIP。希望国航班机能给非洲朋友带去吉祥如意。我们来参加论坛，也是想通过这个平台和更多非洲的航空公司合作，我们合作的埃塞俄比亚航空、埃及航空都是星空联盟的成员。我们希望让更多中国的旅客乘着我们搭建的桥梁，前往摩纳哥和非洲各地。

我们和国内的合作也很广泛，包括产品、线路、建立全方位的合作。国航不只搭载更多中国旅客到非洲观光、交流，我们也想把中国介绍给非洲，让更多的非洲朋友到中国去，到北京去，实现互利双赢。让我们携手同行，发展中非友谊。谢谢大家。

吴必虎：谢谢彭先生。国航不仅从中国飞到非洲、欧洲、东盟国家，而且还发展了很多新的目的地。世界旅游城市联合会如何更好地加强会员城市的互联互通？各位嘉宾可以自由发表看法。

彭海平：国航希望世界旅游城市联合会能够提供更多会员交流的平台，使企业、政府更好地进行合作。

薛晓岗：这个平台已经搭建起来了。会员间应该拿出诚意，深化合作，取得实质性的进展。

罗珊珊·胡恩：本次峰会和论坛的交流，已经为如何与非洲更好地互联、探索非洲打下了基础，提供了平台。未来将会有更多旅客到

非洲来，从非洲去。

阿方索：我认为给旅行者提供一个更好的旅游城市环境很重要。

张建政：加强联系最为重要。我建议本次会议承办方将与会组织、人员通讯录分享。只有加强联系，才能促进合作。

吴必虎：未来城市、行业之间的合作还有很多，两天的会议时间是有限的，我们给大家提供一个交流的平台。各个旅游目的地之间不应该是竞争关系，游客可能到了一个目的地，也会想到另外的目的地。再次感谢五位嘉宾。



2016 Fragrant Hills Tourism Summit Forum Live The “ Belt and Road ” Tourism Investment Driving the World Tourism Economic Development

Connectivity and Tourism Cooperation

Editor's Note: In the panel discussion of the World Tourism Cities Federation Rabat & Fez Fragrant Hills Tourism Summit 2015, Mr. Peng Haiping, Managing Director of International Affairs and Cooperation of Air China Limited, Mr. Zhang Jianzheng, Vice Chairman of Xi'an Municipal Committee, of CPPCC, Mr. Xue Xiaogang, Vice President of China Travel Service Head Office, Co., Ltd., Ms. Roxanne Hoorn, Councilor of Cape Town, Mr. Franco D'Alfonso, Deputy Mayor of Milan, shared their views on the topic of Connectivity and Tourism Cooperation. The moderator was Wu Bihu, member of WTCF Expert Committee.

Wu Bihu (Moderator): We will talk about Connectivity and Tourism Cooperation. In my opinion, connectivity means both the communication between people to people and the concrete connectivity, such as, airlines and railways. In the following, we will discuss how to achieve the goal of connectivity and tourism cooperation between different destinations,

different industries and different cultures. One of the main reasons of the founding of WTCF is to enhance connectivity among all member cities, including people communication and concrete networks. As I mentioned three aspects of connectivity, i.e. destination connectivity, industrial connectivity and cultural connectivity, guests can share your views on one specific aspect with us. For example, transport investment along the “One Belt One Road”, better communication with tourism markets from the view of your own cities or the industries you engaged. Free talks are also welcomed.

Ladies first, so I'd like to invite Ms. Roxanne Hoorn to give her opinion first.

Roxanne Hoorn (Councilor of Cape Town):

Thank you so much. I first would like to start off by giving some background about Cape Town. Cape Town is far and travelling to Cape Town is far. But everyone I speak to always tells me: “It is such a beautiful city”. In every speech the Mayor and I made is to start off by saying that Cape Town is vibrant and heritage, and the locals are friendly.

We have quality and luxury accommodation. But we suffer from long old travels and we have limited





direct flights to Cape Town. Most tourists have to first interchange to Johannesburg before going to Cape Town and it is about a two-hour flight. This is what the challenges are and municipality's trying to lock down weekly airline companies is to have more direct flights into Cape Town.

We also face challenges of seasonality. The peak season is in summer times, and during winter times our international tourist arrivals drop substantially. This is also an aspect needed to increase. In order to remedy this, we focus on hosting events which makes Cape Town an international convention center. When we host events, we are home to Mining Indaba and we are home to the World Travel Market Africa (WTM Africa), and the World Economic Forum (WEF). These events are hosted strategically during winter seasons so that we can have more travelers and remedy the issues of seasonality, and also turn Cape Town into an all-year round destination.

Another project that Cape Town is working on in terms of connectivity is very limited at this stage, but this is such a demand for us. Cape Town works with private visitors and increases investment in establishing a new cruise liner facility. By doing so, we hope to be the home port. Cape Town is the southernmost point of Africa and it serves as the gateway to Africa. This facility will open a line through the Indian Ocean, and it will link up a cruise liner to a safari tour because most of international tourists come to experience the Big Five (elephant, rhinoceros, wild ox,

lion and leopard).

Other aspects include that Cape Town and South Africa can establish an iconic symbol — Nelson Mandela. We want to collaborate and let people have an experience that every single part of South Africa and Cape Town is a symbol of Nelson Mandela.

Earlier we have a major downturn in international tourism because our government is implementing stricter rules on the visa issue. Local governments are trying to work around those issues. All in all, South Africa is still friendly to the world. And we are positive by working to the utmost potential out of tourism, and offering international visitors a true African experience. Thank you.

Wu Bihu: Thank you. I think we all get some experience from Cape Town. Fez is a city located in the north part of Africa and most of the tourists come from the north hemisphere. South Africa is located in the south hemisphere. So this is a dialogue between the north and the south. Next, we will have dialogues between the east and the west. Let's invite Mr. Zhang Jianzheng, Vice Chairman of CPPCC of



Xi'an Municipal Committee. The Silk Road starts from Xi'an, a renowned ancient city. Mr. Zhang will share his opinions on connectivity in the view of "One Belt and One Road".

Zhang Jianzheng (Vice Chairman of CPPCC Xi'an Municipal Committee):

Ladies and gentlemen, good afternoon! I am glad to be in this beautiful city of Fez and share my views on tourism, friendly intercourse and tourism promotion with all WTCF members. On behalf of Xi'an Municipal government and 8.6 million Xi'an people, I would like to extend my warm congratulations to the opening of this Summit and wish it a complete success.

People will think of the Terracotta Warriors when speaking of Xi'an. I would like to give some backgrounds about Xi'an first. Xi'an is the capital city of Shaanxi Province, China. It is located in the central point of China and is also a portal city and an important communication hub which leads China to the northwest and southwest. Xi'an has a long history of over 7,000 years of civilizations. Xi'an was founded more than 3,100 years ago and had been the capital city for over 1,100 years. Xi'an is an important place

of origin for Chinese civilizations and the Chinese people, and it is the starting point of the ancient Silk Road. Xi'an, together with Rome, Cairo and Athens are known as the world's top four historical and cultural cities. Xi'an (Chang'an) served as an imperial capital for 13 dynasties in history and maintained as the capital and political, economic and cultural center for more than 1100 years. Back to one million years ago, Homo (Lantian Man) had settled in Xi'an. During Yangshao culture period, around 7,000 years ago, city walls began to take shape in Xi'an. In 2008, late city remains in the late New Stone Age (6,000 years ago) were unearthed in Xi'an, which are the oldest city remains that China has discovered till now. Xi'an is a famous tourist city and is recommended by the World Tourism Organization as the best tourism destinations. Cultural relics in Xi'an have the features of being well-protected and of high-value. Around Xi'an, there are 72 royal tombs, including the First Emperor of the Qin Dynasty, which is hailed as the "Eighth World Wonders". The Terracotta Warriors Museum is located in the beautiful Mount Li in Xi'an. Qinling Mountains lying in the south of Xi'an is called as Chinese "Central Park" and it divides the south and the north in terms of geography and climate. In 2009, Mount Zhongnan in Qinling became national geological park which was approved by UNESCO. In 2011, Horticultural Exhibition was successfully held in Xi'an. Altogether six heritages in Xi'an were listed as World Heritages, including Terracotta Warriors, Wild Goose Pagoda, Small Wild Goose Pagoda, Daming Palace Site of Chang'an City in the Tang Dynasty, Weiyang Palace Site of Chang'an City in the Han Dynasty, Xingjiao Temple. More than 200 heads of States and leaders have visited Xi'an, and over 179 state leaders have visited the Terracotta Warriors, including Former U.S President Clinton, Former French President Sarkozy, Uzbekistan President Kasimov, and Indian Prime Minister Modi. With Chinese proposed strategy of "One Belt One Road", Xi'an, the starting point of the Silk Road, is looking forward to start new cooperation with the tourism cities along the Road.

From the view of regional tourism cooperation, on behalf of Xi'an, I would like to talk about 6 initiatives: 1. Promoting visa facilitation of the countries along the Belt and Road, granting a 72 hours transit visa-free policy to provide more convenience to visitors; 2. Granting aviation rights steadily under the premise of mutual respect of each other's sovereignty, giving free access to each other aviation rights area; 3. Promoting tourism financial markets, popularizing China UnionPay card, increasing tourism equity investment, loans and guarantees and other financial business; 4. Strengthening the investment and cooperation

in infrastructure construction, jointly planning the construction of high-speed rails along the Road; 5. Actively carrying out all-round marketing and cooperation, jointly establishing an international "Silk Road" brand, logo and image; 6. Strengthening the protection, proper utilization of cultural relics sites along the Silk Road, deepening the collaboration work of applying for "World Heritage".

Ladies and gentlemen, travel is an experience of good life, and is a tie for enhancing friendship. I believe that through today's good beginning, we will continue to strengthen our connectivity and cooperation. There will be more African traveling to China and Xi'an. We will continuously enrich the cultural connotation of tourism, and bring more surprises. We will attract more tourists and try to satisfy all. To conclude, I wish this summit a great success. Welcome all the participating organizations, representatives and guests to visit Xi'an and exchange tourism work. Thank you.

Wu Bihu: Thank you for the voice from the east, from Xi'an City. Next, let's invite Mr. Franco D'Alfonso, Deputy Mayor of Milan. Silk Road connects from east to some cities in Italy, like Rome. From the view of the western end of Silk Road, would you please give your opinion?

Franco D'Alfonso (Deputy Mayor of Milan): Thank you. Connectivity, in larger terms, is the integration of networks of techniques, logistics and people. We people are exchanging information. Information flow helps improve our expo city Milan. Now more than 200 different countries are in the Milan Expo, e.g. Milan pavilion has more than 50,000 people going inside each day. Countries here in Milan display their latest development, which is amazing. Tourists go in one

tourist place and have the chance to experience the special cultures, taste the foods, know the locals and exchange information.

Milan is sort of a tourist hub in South Europe. If you land in Milan, you can easily travel to other Italian cities. For example, you can be in Rome, Venice and Florence within two hours by speed railway. Milan is connected with all European countries by flight and by railway. You can visit European countries such as France, Germany easily. Milan is the right platform or portal for people coming from Asia to visit Europe and also a platform for people to visit the north and the South Africa.

During the Expo, we meet a lot of people from different countries. In October, there will be a meeting in Milan of more than 100 cities representatives to sign a football agreement. The agreement is important and possible. Milan is a right place to visit.

Wu Bihu: Thank you, Franco. Milan is a very hot destination this year because the World Expo 2015 is held in Milan. On behalf of Mr. D'Alfonso, I would like to welcome you all to visit Milan. Actually, connectivity or mobility needs a lot of human resources investment and arrangement work so as to better serve the tourists. In this sense, travel agencies or tour operators play an important role in strengthening connectivity. Next, let's invite Mr. Xue Xiaogang, Vice President of China Travel Service to share his view on how CTS or other travel service companies strengthen connectivity among countries along "One Belt One Road".

Xue Xiaogang (Vice President of China Travel Service Head Office, Co., Ltd.): Thank you, Prof. Wu Bihu. For today's topic discussion, I would like to share with you what our company is doing in terms of connectivity. The previous panel discussion has talked about the Diversified Tourism Demands and Travelers Today, which



Kashgar in China

pose an unprecedented challenge in the tourism industry. I think enterprises should proceed from demand in the future and improve their resources integration ability, so as to meet the needs of customers and realize the value of enterprises.

I work at China Travel Service Group Corporation, one of the biggest and having the most compressive industry chain companies in China. According to the change of demands, we mainly introduce two products into the market in recent years, i.e. motor homes and cruise liners. After a few year of development, the motor homes business mainly has two routes with one route going through Inner Mongolia, Ningxia and Xinjiang and extending to the Central Asia and the other going through the southwest of China (Yunnan) and extending to the southeast countries such as Myanmar, Thailand. We have been focusing on innovated products investment to meet the increasing needs of customers. On the other hand, we attach great importance to the cooperation with enterprises, for example, China International Travel Service (CITS) and foreign airline companies. Recently, we signed an

agreement on a designated route chartered plane at China-Arab Expo held in Yinchuan, Ningxia, opening a new direct flight from Malaysia to Ningxia. Ningxia airport lies in the west and owns the 5th aviation right, which is attractive. With the signing of the agreement, our cooperation with Africa, such as Ethiopian Airline has improved to a new high level.

CTS has its own unique features in organizing African tours. It is worth mentioning that in the view of connectivity, Morocco tourism product connects to Africa, which differs from traditional ones. Morocco tourism product has enjoyed excellent market performance in recent years. Quite a number of customers travel to Casablanca (Dar el Beida), Fez, and many other African in-depth destinations. Among the changes of customer needs is the change from traditional sightseeing to in-depth vocation.

We will continuously meet the needs of customers by increasing investment, innovating products, deepening cooperation with enterprises and achieve a win-win situation. Thank you.

Wu Bihu: Thank you. South or north, east or west, during the ancient Silk Road, people travelled to Milan by riding camels. Today, I assume that fewer and fewer people choose to travel by camels or by foot but by plane instead. Therefore, we will have Mr. Peng Haiping from Air China to share his opinions.

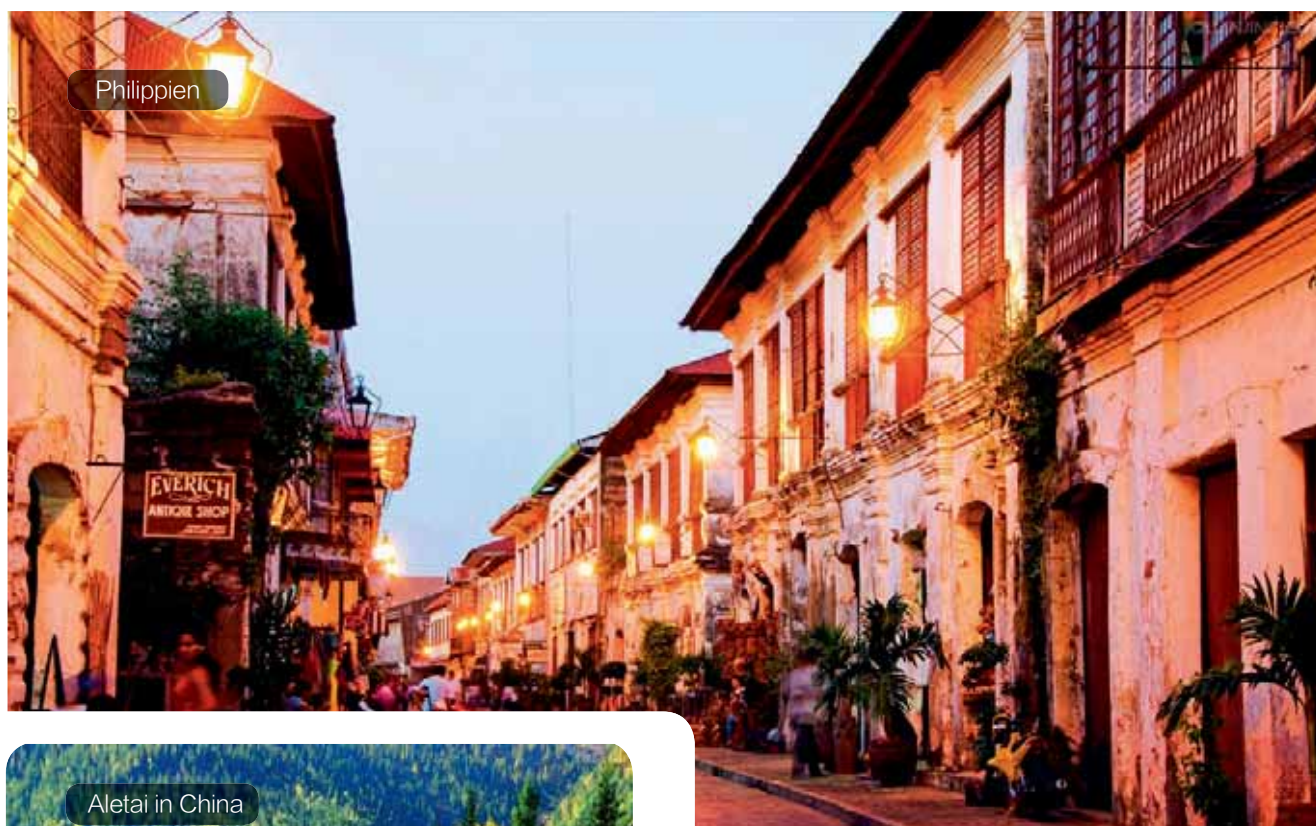
Peng Haiping (Managing Director of International Affairs and Cooperation of Air China Limited): Thank you. It is my pleasure to share my opinions with you from the perspective of Air China or China



Penang in Malaysia



Colombo in Sri Lanka



civil aviation on the Belt and Road development. China civil aviation witnessed a rapid growth in recent years in both traffic volume and operation plans. Air China currently has 50 Airbus 330 wide body aircrafts and 20 Boeing 777 aircrafts, which provides an effective guarantee to open international flight routes. At present, Air China has 12 lines to Europe and 9 lines to Americas, and there will be a new line to Montréal soon. This is the best of the times to open this summit as we are going to have new lines this November and will be run by Airbus 330 or Boeing 777.

The Belt and Road brings new opportunities to Air China. CAC, the old name of Air China flies to Africa. Air China's logo is a red phoenix, representing auspiciousness in China, and it also shapes like the word "VIP". Air China will bring more luck and fortunes to African friends. We are here today to seek more cooperation opportunities with African airlines. Our partner airlines such Ethiopian Airline and Egypt Airline are now members of Star Alliance. We hope to let more Chinese passengers go to Morocco and to other destinations in Africa.

Besides, we have close and extensive cooperation in domestic market, including products, routes, and an all-

round cooperation. Air China not only takes more Chinese passengers to travel to Africa, but also introduces China to Africa. We hope to bring more African friends to China, to Beijing, which will have mutual benefits and all-win. Let us work together to further develop China-Africa friendship. Thank you.

Wu Bihu: Thank you, Mr. Peng. Air China flies from China to Africa, to Europe, and to ASEAN countries. What can WTCF do for a better connectivity among all member cities? Free talks, please.

Peng Haiping: I hope WTCF can provide more platforms for all members to communicate with each other, and gain better cooperation among enterprises as well as governments.

Xue Xiaogang: Now that the platform has been built today, members shall have sincerity to deepen cooperation and gain practical progress.

Roxanne Hoorn: I think that the summit and panel discussion lay a foundation and platform of how to connect Africa and explore Africa. In the future, we can have more tourists coming in and out.

Franco D'Alfonso: I think it is very important



that we should provide a better environment for tourist in our city.

Zhang Jianzheng: Connection is of utmost importance. I suggest that the summit organizer could share the contact information with all members and participants. Only strengthening the connection can promote cooperation.

Wu Bihu: In the future, there will be more cooperation among cities and among industries. The two-day summit conference is limited in time, but it provides a platform to communicate. The tourist destinations should not be rivals, but rather be friends. Tourists choose one destination, and they will also want to travel to other destinations. Thank you again for joining us today in the discussion.

