



“一带一路” 促进亚太旅游城市发展

宋宇 世界旅游城市联合会秘书长



“一带一路”旅游走廊和节点城市建设的战略价值

“一带一路”是促进世界资源流动和人员往来的重要通道。实施“一带一路”战略，有利于改善沿线国家的政治、经济和文化方面的交流合作，共同分享中国改革开放给世界经济发展带来的巨大红利，巩固和发展全球自由贸易体系，促进经济要素的有序流动、资源高效配置和市场深度融合，建立一个政治互信、经济融合、文化包容的利益共同体、命运共同体和责任共同体。旅游是推动世界经济增长的发动机，也是促进世界包容发展的粘合剂。作为最具融合性的综合产业，旅游发展不仅可以促进旅游相

关产业的发展，还可以带动基础设施的改善和生产方式的转变，特别是在互联网和共享经济背景下，旅游正在成为各个国家、各个地区、各个城市共同打造的战略产业。加强“一带一路”和节点城市旅游合作，不仅可以很好地促进沿线旅游发展，对于提升沿线城市经济社会发展也具有重要作用。

1、“一带一路”旅游走廊对经济复苏具有重要拉动作用。“一带一路”跨越了东西方四大文明和世界三大经济体，是促进沿线国家交流合作的多元通达之路、贸易繁荣之路、文化互通之路。2015年，“一带一路”沿线国家人口总量达到44亿，占世界总人口的63%；

经济总量达到21万亿美元，占世界经济总量的29%，是世界经济最具活力、成长空间最大的地区之一。“一带一路”战略实施以来，共有90多个国家和国际组织积极参与，中国与俄罗斯、匈牙利、蒙古、塔吉克斯坦、哈萨克斯坦等30多个国家签署合作协议，与20多个国家签署了产能合作协议，与17个国家建设了46个合作区，国际贸易总额突破1万亿美元，中国企业投资额超过140亿美元，为当地创造就业岗位6万个。建立了6条区域性经济走廊，其中仅中巴经济走廊建设，签署项目累计金额达到460亿元，“一带一路”正在成为拉动世界经济增长的发动机。



2、“一带一路”旅游走廊对世界旅游具有重要带动作用。

“一带一路”沿线国家旅游资源最丰富，但发展水平参差不齐、历史文化差异很大，市场不统一、旅游不便捷、流向不平衡的情况比较突出，深层次的交流合作存在不少困难，区域旅游市场的巨大潜力尚未得到有效发挥。“一带一路”连接着世界两大旅游客源地和目的地，旅游总量占全球国际旅游总量的70%。未来五年，仅中国就可以为丝路国家输送游客1.5亿人次，吸引沿线国家来华游客8500万人次，带动旅游消费超过3000亿美元，“一带一路”是世界旅游最具发展潜力的地区之一。建设“一带一路”旅游走廊，有利于促进世界旅游健康发展。

3、“一带一路”旅游走廊对沿线城市具有重要推动作用。

城市是世界旅游的基本单元，也是世界旅游的关键环节，在旅游服务体系中承担着旅游集散中心的重要功能。联合会拥有位于“一带一路”沿线的众多会员城市，这些城市大多拥有丰富的文化遗产，具备发展旅游的基础条件，但这些城市的基础设施和公共服务参差不齐，城市建设和旅游发展水平有待提升。推动“一带一路”节点城市建设，打造“一带一路”旅游走廊，有利于提升旅游的便捷化、品质化水平，对于促进世界旅游可持续发展具有重要意义。

“一带一路”旅游走廊和节点城市建设的重点任务

“一带一路”旅游走廊是以旅游节点城市为载体，以旅游基础设施为支撑，以旅游文化资源为纽带，以良好旅游服务保障的国际旅游通道。世界旅游城市联合会希望通过加强会员城市之间的深度合作，发展更多城市会员，培育节点城市，推出多条精品线路，打造多个

合作平台，把“一带一路”旅游走廊建设成为世界一流的旅游目的地。

1、大力推动节点城市建设。节点城市既是世界旅游的主要目的地，也是世界旅游的主要客源地，承担着旅游集散中心的重要功能。应抓住中国全面对外开放带来的重要战略机遇，结合不同城市基础设施和公共服务方面的短板，重点加强机场、港口、车站等关键节点建设，加快实现道路交通互联互通，全面提升基础设施建设水平，共同建设陆海空网相互衔接国际旅游“骨干道”。应根据国际游客的多元需求，大力推动基础设施和公共服务的开放共享，建设满足多样化需求的旅游接待服务设施，有针对性提升“一带一路”沿线城市综合接待水平。要研究探索节点城市建设的标准体系，积极采纳共享经济的发展理念，大力改善旅游服务接待设施，提升旅游便捷化、安全化水平。

2、积极培育精品旅游线路。应结合“一带一路”六大经济走廊的建设，发挥世界旅游城市联合会（WTCF）的平台作用，把握民心相通这个关键契合点，针对不同游客的旅游诉求，深入挖掘丝绸之路不同国家、不同地区、不同民族的文化传统，推出更多高品质的旅游项目，塑造更多特色化的旅游品牌，培育一批精品旅游线路，把“一带一路”打造成为世界旅游发展的一个“大动脉”。陆上丝绸之路应以铁路和航空站点建设为纽带，重点加强新欧亚大陆桥旅游合作走廊、中蒙俄旅游合作走廊和中西亚旅游合作走廊建设，实现不同城市之间的快速联接。海上丝绸之路应以港口和航空重点，大力发展邮轮旅游合作，重点打造南亚旅游走廊等海上国际旅游精品线路，提高陆海空旅游网络之间的便捷通行能力。

3、共同打造多元合作平台。“一带



斯里兰卡的捕鱼者，斯里兰卡无论在古代还是在海上丝绸之路的作用都很重要



巴林，在一带一中起决定性作用，图为养骆驼的男人

一路”包括“丝绸之路经济带”和“21世纪海上丝绸之路”两部分，融合了陆地和海洋、自然和人文、历史和当代等多种旅游资源。“一带一路”沿线国家和旅游城市应积极倡导开放、包容、共享的发展理念，创新合作模式，拓展合作领域，积极打造一批具有带动作用的投资和发展平台。探索建立更加开放的旅游市场，通过加强双边或多边合作，建



希腊作为文明古国在海上丝绸之路发挥积极作用，图为穿着传统军服的希腊士兵

立“一带一路”旅游自贸区，探索旅游城市之间多元合作机制。依托“一带一路”丰富的旅游文化遗产，率先实现旅游市场的互联互通，吸引更多社会资本参与旅游资源开发，实现资源要素的充分流动和有效配置。发挥企业的主体作用，强化沿线国家城市和企业之间的交流合作，培育一批旅游领军企业，提高沿线旅游的综合承载力。

推动旅游走廊和节点城市建设的主要工作考虑

世界旅游城市联合会（WTCF）是推动世界旅游城市交流合作的重要平台之一，始终秉承“旅游让城市生活更美好”的核心价值观，积极倡导共享经济发展理念，分别搭建了专家、旅企、民航、媒体、投资和邮轮六大分支机构及信息、学术、数据、活动、合作、培训六大服务平台，致力于推动城市旅游的标准化、便捷化、规范化建设，希望通过发挥旅游城市的综合带动功能，实现世界旅游持续、包容、和平发展，为世界经济复苏提供有力支撑。“一带一路”倡导的“互惠互利、合作共赢”发展原则与联合会的发展理念高度一致，世界旅游城市联合会（WTCF）全体会员愿意发挥联合会的组织优势和平台作用，从旅游产品开发、基础设施建设、旅游标准制定、旅游投资融资、发展咨询服务、旅游宣传推介、人才交流培训、数据信息共享八个方面积极对接“一带一路”倡议，率先在“一带一路”旅游走廊节点城市示范建设方面做出示范，为世界旅游合作交流提供可复制、可推广的模式和范例。

1、创新沿线城市服务方式。把握世界旅游发展的最新趋势，面向大众多元旅游需求，以“一带一路”重要节点城市为支撑，进一步放宽出入境限制，完善证照互认、车辆救援、旅游保险机制，

推动“一带一路”沿线国家旅游签证便利化。旅游城市应增加国际通用语言服务，完善旅游标识服务系统，推动旅游城市基本服务国际化。注重运用互联网等多种技术手段，加快边境口岸“单一窗口”建设，建立适合“分散化、自由行”需要的旅游接待服务体系，不断提高针对个性化旅游的服务接待能力。加强节点城市社会安全治理和旅游市场管理，建立多员参与的一体化矛盾纠纷快速解决机制，营造安全有序的旅游环境，把“一带一路”旅游走廊打造成为世界旅游安全和谐的典范和样板。

2、创新旅游市场标准体系。发挥联合会专家委员会的作用，积极开展“一带一路”专题研究，在《世界旅游城市发展报告》和《世界旅游经济趋势预测》中增加“一带一路”沿线国家、地区和城市的内容。发挥旅游节点城市的支撑和示范作用，探索建立沿线城市旅游服务标准技术服务机构，加强不同国家和城市旅游服务标准的协调工作，逐步建立沿线城市相互衔接的旅游标准体系。根据“一带一路”沿线国家、地区和城市安全管理方面面临的实际问题，探索建立沿线城市旅游安全标准体系，把“一带一路”沿线打造成为安全便捷旅游的典范。

3、创新旅游宣传推广行动。举办亚太旅游论坛是世界旅游城市对接“一带一路”战略的有益探索，下一步应依托联合会会员城市，完善世界旅游城市联合会一带一路旅游论坛轮流举办机制，每年在其中一个节点城市举办一次旅游论坛。充分发挥联合会多种媒体平台的作用，以节点城市和精品线路建设为支撑，积极开展“一带一路”沿线城市旅游文化交流活动、畅通便捷活动和投资互信活动，不断提升和扩大“一带一路”旅游的知名度和影响力。



One Belt One Road for the Development of Asia Pacific Tourism Cities

Song Yu Secretary-General of WTCF



Song Yu, Secretary-General of WTCF receives a gift from Tanjung Pandan

The strategic value of the One Belt One Road tourism corridor and city hubs

One Belt One Road is an important channel for the flow of resources and personnel exchange. The implementation of the One Belt One Road strategy could facilitate the political, economic and cultural exchanges and cooperation among countries along the route, share the benefits of China's reform and opening-up with the world economy, strengthen and promote global free trade, facilitate the orderly movement of economic factors, efficient allocation of resources and intensive integration of markets, and build a community of shared interest, shared future and shared responsibility characterized by political mutual trust, economic integration and cultural inclusiveness. Tourism is the engine driving global growth and the glue for inclusive development. As the most integrated industry, tourism generates impetus not just for the development of

related industries, but also for the improvement of infrastructure conditions and the transition of way of production. In particular, in the era of the internet and sharing economy, tourism is emerging as a strategic industry jointly built by all countries, regions and cities. To promote tourism cooperation of city hubs along the One Belt One Road is not only conducive to the tourism development along the route, but also to the economic and social development of the One Belt One Road cities.

1. The One Belt One Road tourism corridor powers global economic recovery.

One Belt One Road covers the world's four major civilizations and top three economies. Featuring transport connectivity, trade prosperity and cultural interaction, it provides the path for exchanges and cooperation among countries on the route. According to the 2015 statistics, the One Belt One Road countries had a combined population of 4.4 billion, 63% of the world's total; its GDP reached 21

trillion US dollars, 29% of the global aggregate. This makes it one of the most vibrant and promising economic regions in the world. Since the launch of the strategy, more than 90 countries and international organizations have joined the program. Up to date, China has signed cooperation agreements with over 30 countries, including Russia, Hungary, Mongolia, Tajikistan and Kazakhstan, concluded agreements on production capacity cooperation with over 20 countries, and built 46 competition zones with 17 countries. International trade has exceeded 1 trillion US dollars. Chinese companies have invested over 14 billion US dollars in these countries, and created 60,000 job opportunities for the local people. Under the One Belt One Road, six regional economic corridors have been built. The China-Pakistan Economic Corridor alone has witnessed the signing of 46 billion yuan of projects. One Belt One Road is playing an increasing important role in driving global growth.

2. The One Belt One Road tourism corridor drives world tourism development.

Countries along the One Belt One Road have the most abundant reserve of tourism resources, yet they also vary sharply in levels of development, history and culture. The lack of an integrated tourism market, inconvenience of tourist activities, and imbalance in tourist flow are prominent challenges in the region's tourism sector, and there still exist considerable difficulties for deepening exchanges and cooperation. The huge potential of the regional tourism market is yet to be fully unleashed. One Belt One Road connects the world's two major tourist sources and destinations and represents 70% of international tourism. In the next five years, China alone will send 150 million tourists to the Silk Road countries and host 85 million tourists from these countries, which is expected to generate over 300 billion US dollars of tourist consumption. One Belt One Road is therefore one of the most promising regions of world

tourism. The building of the One Belt One Road tourism corridor will contribute to the sound development of world tourism.

3. The One Belt One Road tourism corridor supports the development of cities on the route.

Cities are the basic units and crucial links of world tourism. They also carry the function of service hub in the tourism service system. Many of WTCF's member cities are on the route of the One Belt One Road. Most of them have rich cultural heritages and the basic conditions for tourism development. Yet at the same time, infrastructure conditions and quality of public services vary from country to country, and the standard of urban construction and tourism development is yet to be improved in some cities. To promote the building of One Belt One Road city hubs and tourism corridor will help improve the convenience and quality of tourism activities, which is important for the sustainable development of world tourism.



The Belt and Road Forum for International Cooperation is held by the World Tourism Cities Federation (WTCF) in Altay, its member city, to boost cross-border cooperation on ice-snow and high-end, tailor-made tourism.



"Thousands of Chinese Tourists to Morocco" Activity Boosts Tourism Development of the Host City of 2015 Fragrant Hills Tourism Summit

tourism. They carry integrated tourism functions. We should seize the strategic opportunity presented by China's all-round opening-up, focus on the weak links of cities in infrastructure and public services, strengthen the building of key sectors such as airports, ports and stations, accelerate road connectivity, upgrade infrastructure conditions, and jointly build international tourism "trunk lines" with interconnected land, sea and air transport networks. We should promote the openness and sharing of infrastructures and public services to meet the diverse needs of international tourists, build diversified facilities for tourist reception services, and improve the tourist service capacity of cities along the One Belt One Road with targeted steps. We should explore the making of standards for the building of city hubs, embrace the concept of sharing economy, strengthen tourist service facilities and make tourism activities more convenient and safer.

2. Developing classic tourism routes.

We should leverage the role of the WTCF platform to support the building of the six economic corridors of One Belt One Road, focus on the key objective of people-to-people communication, explore the diversified cultural traditions of countries, regions and ethnic groups on the Silk Road to meet the varying demands of tourists, launch more high-quality tourism projects, cultivate tourism brands with distinctive features, develop a group of classic tourist routes, and build the One Belt One Road into the "artery" of world tourism development. The overland Silk Road should focus on the construction of railway stations and airports, and promote the building of the tourism cooperation corridor of the new Eurasian continental bridge, the China-Mongolia-Russia tourism cooperation

The priority tasks for building the One Belt One Road tourism corridor and city hubs

The One Belt One Road tourism corridor is an international tourism channel based on tourism city hubs, underpinned by tourism infrastructures, connected by tourism cultural bond, and guaranteed by quality tourism services. The World Tourism Cities Federation (WTCF) ex-

pects to turn the Belt and Road Tourism City Corridor into a world-class tourism destination by developing more member cities, building node cities, introducing competitive tourist routes, and establishing platforms for closer cooperation among its member cities.

1. Promoting the building of city hubs.

City hubs are the main destinations and primary tourist sources of international

Budapest, Hungary, where the Danube flows by, is a necessary pass for the Silk Road



Dome of the Rock, Jerusalem

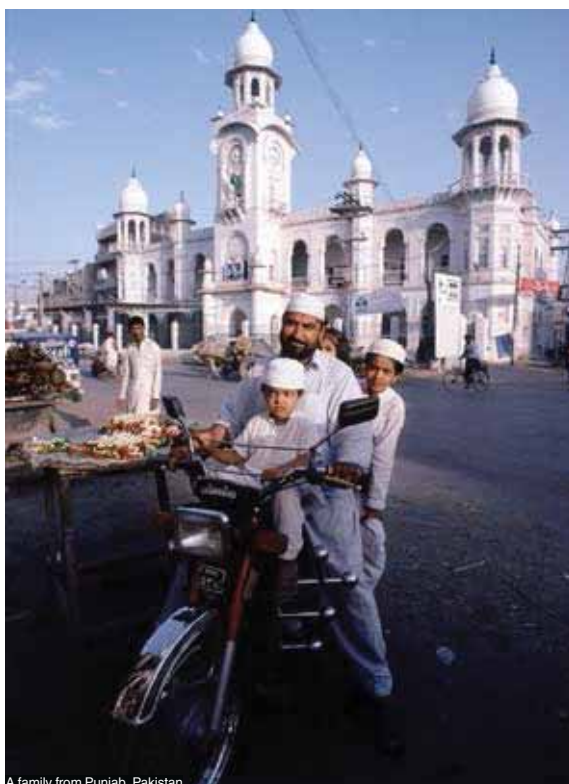


A Mosque in Iran





Women from Bali, Indonesia



A family from Punjab, Pakistan

corridor and the Central and West Asia tourism cooperation corridor to realize fast connectivity between different cities. The maritime Silk Road should focus on sea ports and aviation hubs, advance cooperation on cruise tourism, develop classic international tourist routes on the sea such as the South Asia tourism corridor, and enhance the connectivity between land, sea and air tourism networks.

3. Building the platform for multi-formed cooperation. One Belt One Road consists of two parts, namely the Silk Road Economic Belt and the 21st Century Maritime Silk Road. It encompasses a diverse mix of land and sea, natural and cultural, historical and contemporary resources. Countries and tourism cities along the One Belt One Road should champion the idea of open, inclusive and shared development, look for new models and expand areas of cooperation, and

build a group of investment and development platforms that can generate growth in related sectors. We should strive to create a more open tourism market, build the One Belt One Road tourism free trade area through bilateral or multilateral cooperation, and explore the mechanism of multi-formed cooperation between tourism cities. We should leverage the rich tourism cultural heritages of One Belt One Road to first realize the connectivity of tourism markets, attract the participation of private capital in the development of tourism resources and achieve unimpeded movement and efficient allocation of resources and factors. We should bring into play the primary role of companies, strengthen exchanges and cooperation among the cities and companies of One Belt One Road countries, foster a group of leading tourism companies and enhance the comprehensive capacity of One Belt One Road tourism.

Proposals for the building of tourism corridor and city hubs

WTCF is a major platform for exchanges and cooperation among world tourism cities. Guided by the core vision of Better City Life through Tourism, it is committed to promoting the concept of sharing economy. WTCF now has six branches institutions on expert, tourism business, civil aviation, media, investment and cruise tourism, as well as six service platforms on information, academics, data, activity, cooperation and training. It strives to promote standardized, convenient and rules-based tourism activities in cities, and hopes to leverage the catalytic functions of tourism cities to bring about sustainable, inclusive and peaceful tourism development in the world, and provide a strong foundation for global economic recovery. The principles of "reciprocity, mutual benefit and win-win cooperation" championed by the One

♥♥ We should keep up with the latest trend of world tourism development, respond to the diversified needs of tourists, focus on the building of major city hubs on the One Belt One Road, ease entry and exit restrictions, improve the mechanisms of mutual license recognition, road accident rescue and tourism insurance, and promote tourism visa facilitation in countries along the One Belt One Road. ♥♥

Belt One Road strategy are highly consistent with the development philosophy of WTCF. All WTCF members are ready to leverage the organizational strengths and platform of WTCF to contribute to the building of One Belt One Road in the eight areas of tourism product development, infrastructure construction, tourism standard setting, tourism investment and financing, consulting services, tourism promotion, personnel exchange and training, data and information sharing. By taking the lead in the building of city hubs on the One Belt One Road tourism corridor, the cooperation and exchanges among WTCF members can serve as a paradigm and model to be replicated and promoted all over the world.

1. Exploring new means of services in One Belt One Road cities. We should keep up with the latest trend of world tourism development, respond to the diversified needs of tourists, focus on the building of major city hubs on the One Belt One Road, ease entry and exit restrictions, improve the mechanisms of mutual license recognition, road accident rescue and tourism insurance, and promote tourism visa facilitation in countries along the One Belt One Road. Tourism cities should offer more international languages in their services, improve the tourism signing system, and promote the

internationalization of the basic services of tourism cities. We should employ multiple technological means such as the internet to speed up the building of "single window" in border points, promote tourist reception services that are tailored to the needs of "individual tours", and enhance the capacity for providing personalized tourist services. We should strengthen public order and tourism market regulation in city hubs, build an integrated mechanism for speedy dispute settlement with multi-party participation, foster a safe and orderly tourism environment, and build the One Belt One Road tourism corridor into a model and template for safe and harmonious tourism in the world.

2. Developing new standards for tourism market. We should leverage the role of the WTCF Expert Committee to conduct special research on One Belt One Road, and provide more information about One Belt One Road countries, regions and cities in the Report on the Development of World Tourism Cities and the Forecast on World Tourism Economic Trend. We should bring into play the supporting and demonstrative role of tourism city hubs, explore the building of technical service institutions on tourism service standards in cities along the route, strengthen the

compatibility of tourism service standards of various countries and cities, and develop a system of interconnected tourism standards in cities along the route. To address the real challenges facing One Belt One Road countries, regions and cities in security management, we should explore the development of tourism safety standards for cities along the route and build the One Belt One Road into a model of safe and convenient tourism.

3. Conducting new forms of tourism promotion campaigns. The Asia Pacific Tourism Forum is an exploratory step for connecting world tourism cities with the One Belt One Road strategy. Going forward, we should, with the support of WTCF member cities, improve the rotation mechanism for holding the WTCF forum on One Belt One Road tourism. The forum can be held on an annual basis in one of the city hubs. We should also fully leverage the role of the media platforms of WTCF in promoting the building of city hubs and classic tourism routes, and conduct tourism and cultural exchange, tourism facilitation, investment promotion, and confidence-building activities in One Belt One Road cities to boost and expand the visibility and influence of One Belt One Road tourism.