

“一带一路” 互联互通 合作共赢

两千多年前，以丝绸瓷器为主的中国商品通过逾7000公里长的丝绸之路，源源不断地运往中西亚乃至欧洲，换回了动物、鸟类、植物香料以及珠宝首饰等西方的商品。这种表面上是物物交换的延续上千年的贸易活动，极大地推动了东西方在政治、文化、民俗、宗教等方面的交流，为人类的文明做出了极大的贡献。而进入21世纪的今天，中国国家主席习近平倡导共建“丝绸之路经济带”和“21世纪海上丝绸之路”（简称“一带一路”），得到了沿线各个国家与城市的认同和积极响应。中国政府“一带一路”的发展战略，倡导的核心理念正是继承了流传千年，为各国人民接受的“和平合作、开放包容、互学互鉴、互利共赢”的核心发展理念。

千载难逢的历史机遇摆在我们面前，旅游业一定能而且必须大有作为。世界旅游城市联合会各会员城市就像这“一带一路”上的珍珠，璀璨迷人，今天我们奉献给大家的是厦门和阿勒泰，明天我们会迎来更多的朋友，将向世界更多的人展现他们的风采。

策划 / 本刊编辑部 插画 / 李伟 图 / 东方IC 全景

One Belt and One Road

Connection, Communication and Cooperation for a Win-win

Over two thousand years ago, the Chinese goods mainly including silk and china were sent to Middle and West Asia and Europe to trade for goods like animals, birds, vegetal spices, and jewelry there through the more than 7,000 km Silk Road. This barter trade lasted for over a thousand years, greatly promoted the exchange in politics, culture, folk custom and religion between East and West and made great contributions to human civilization. In the 21st century, the "Silk Road Economic Belt" and "21st Century Maritime Silk Road" initiatives ("One Belt and One Road" for short) advocated by Chinese President Xi Jinping have received acceptance and active response from countries and cities concerned. The core ideas behind the development strategy of "One Belt and One Road" initiated by Chinese government are "peace and cooperation, openness and inclusiveness, mutual learning and mutual benefit" which have been long accepted by people of different countries.

This unprecedented historic opportunity has brought great development space for tourism. Members of World Tourism Cities Federation are like shining pearls along the "One Belt and One Road". Today we introduce Xiamen and Altay to you and we welcome more cities to join us and hope to show their charms to the world tomorrow.



世界地图

陆上丝绸之路经济带 ————

21世纪海上丝绸之路 ————



宋宇
世界旅游城市联
合会秘书长

“一带一路”战略 新思维创导旅游业态新发展

文 / 宋宇

两千一百多年前，张骞第一次告别了大汉帝国，风萧萧兮边塞寒，等待他的是曲折和未知的旅程。而在他身后由他开端绵延了千年的丝绸之路，却成为了连接亚、欧、非三大洲的动脉，忙碌的商人、勇敢的旅行者、身负重任的使节、虔诚的教徒，络绎不绝地奔走，对东西方思想文化的交流，对国家间政治经济和民族文化的发展，产生了积极深远的影响。

中国国家主席习近平倡导共建“丝绸之路经济带”和“21世纪海上丝绸之路”（简称“一带一路”），得到了沿线各国家、城市的认同和积极响应。两千多年的交往历史证明，只要坚持团结互信、平等互利、不同种族、不同信仰、不同文化背景的国家完全可以共享和平，共同发展。随着中国同欧亚非国家关系快速发展，古老的丝绸之路日益焕发出新的生机活力。

初步估算，“一带一路”沿线覆盖亚、欧、非三大洲，总人口约44亿，经济总量约21万亿美元，据中国国家旅游局预计，“十三五”时期，中国将为“一带一路”沿线国家输送1.5亿人次中国游客、2000亿美元中国游客旅游消费。同时中国还将吸引沿线国家8500万人次游客来华旅游，拉动旅游消费约1100亿美元。旅游业作为开放性、综合性产业，在“一带一路”

助力“一带一路”

海航开通重庆—罗马直飞航线
2015年4月27日，海南航空HU7991航班于1时30分从重庆机场起飞，飞往意大利罗马，标志着重庆—罗马航线正式开通。该航线成为海航继莫斯科、圣彼得堡、布鲁塞尔、柏林和巴黎后的开通的第6条欧洲航线。该航线航班采用空客A330-200豪华宽体客机执飞，每周一、五各执行一班。

西安今年或开罗马、洛杉矶航线 助力空中“一带一路”

2015年，西安咸阳国际机场计划开通罗马、洛杉矶、东京、澳门等航线，“十三五”期间，将重点围绕“打造空中新丝路，服务中亚经济带”的新目标，加快完善国际、国内航线网络。在中亚航线方面，着力开通西安至阿斯塔纳、塔什干、阿拉木图航线，实现丝绸之路经济带沿线起点城市、中间点城市和终点城市的连通。

国家战略中具有先联先通的独特优势，有80%的世界文化遗产在此聚集，旅游资源十分丰富。

在这些辐射线上，遍布着世界旅游城市联合会的会员。如西安是古代丝绸之路的起点，洛阳是唐代丝绸之路上所有国家向往的国际大都会。作为古代海上丝绸之路的重要港口，厦门抓住机遇，发挥“海上海外”的特色优势，加快打造21世纪海上丝绸之路重要枢纽。唐宋时的广州港很繁荣，港口大船云集，最多的时候，每年有四千多艘大食船，还有哈尔滨、大连、昆明、青岛、三亚、上海、太原、天津、武汉、西安、扬州、阿勒泰等国内城市以及阿拉木图、开普敦、科伦坡、雅加达、雅典、迪拜、开罗、里加、明斯克等等，都是人文荟萃自然风景优美的旅游必到之处。城市是旅游的首要目的地，又是重要的客源地。联合会各会员城市的发展历程各异，文化底蕴深厚，旅游特色突出，都是优秀旅游城市的杰出代表。凡此种种，都是国际旅游行业和世界旅游城市联合会发展的重大利好。世界旅游城市联合会的宗旨是：旅游让生活更美好，为了促进人类文明的共有、共享、共创、共赢，推动世界和平与发展贡献力量。联合会的宗旨与中国“一带一路”的战略意义高度契合，因为旅游一方面会加强彼此的经济联系，更会促进全球



本页图：爱琴海纳索斯的游轮：丝绸之路，喀什火车站。





本页图：古代丝绸之路上的通关文件；雁门关古代重要关口；西安大雁塔；西安大唐芙蓉园。
右页图：首都邦达机场。



联合会将努力促成“一带一路”沿线会员单位的进一步合作，将组织有关的专家委员和智囊团进行规划设计和课题研究。

游客之间的往来和交流，推动了相互的理解，促使国家关系更紧密，可以说，我们每一个从业者都是现代的张骞。

令人欣喜的是，围绕“一带一路”的旅游产品已经陆续推出，原来受制于气候因素和自然条件限制，中西部省旅游产业“半年热、半年冷”的淡季特征突出。现在青海在每个季节推出不同的主题，设计了11条丝绸之路旅游精品线路；宁夏大力开发冬季旅游项目，积极吸引南方游客；陕西作为古丝绸之路的起点，大力建设丝绸之路风情体验旅游走廊，首期50亿元的陕西旅游产业投资基金也于2014年设立运行。依托“一带一路”战略，中西部省份的旅游资源二次开发的意愿和形式均得到强化。交通行业也加快步伐，航空公司增加了“向西飞”的动力，前往新疆、陕西、贵州、甘肃等西部地区的航线明显增多；2014年，西宁至格尔木铁路新关角隧道开通运营，新建兰新高铁西宁站动车组投入运营，格尔木至库尔勒铁路开工建设，2014年6月，首趟“长安号”丝绸之路旅游专列从西安启程，未来有望延至中亚甚至欧洲；西藏2015年将加快推进林芝机场、贡嘎机场航站区改扩建工程建设，开工建设昌都



邦达机场飞行区改造工程。2014年6月，中国与哈萨克斯坦、吉尔吉斯斯坦跨国联合申报的丝绸之路项目列入《世界遗产名录》，成为世界文化遗产，也再次提升了丝路旅游的文化内涵。

世界旅游城市联合会现有135个会员，并不断壮大会员队伍。联合会将努力促成“一带一路”沿线会员单位的进一步合作，将组织有关的专家委员和智囊团进行规划设计和课题研究。通过联合会这个平台，在城市与城市、城市与机构、机构与机构之间进行广泛的跨界的合作和交流，为“一带一路”上的城市和企业研发设计更多有特色、有市场竞争力的旅游产品线路。并在城市和旅游的基础设施建设等方面给予广泛的支持和建议。

根据世界旅游城市联合会的研究和多次市场抽样调查报告显示，国人已普遍将“旅游度假”作为他们“生活质量指数”等最重要的指标之一。2014年中国共发生36.7亿人次的国内跨界出行和1.09亿人次的跨境出行，2015年第一季度又分别出现23%和13.7%的大幅度增长。无论是国内旅游还是出境旅游在国内经济保持持续增长和全球经济持续低迷中发

境外城市 推荐

阿拉木图 (Alma-Ata)



阿拉木图是中亚第一大城市，哈萨克斯坦共和国原首都。有“欧亚间的桥梁”之称，阿拉木图的意思是“长满苹果树的城市”。这里气候温和，适宜苹果树的生长。据说，阿拉木图地区是很多种类苹果种类的发源地。世界各国研究者经常来到此地，研究本地的生态环境，并试图找到苹果种类的起源。

开普敦 (Cape Town)



南非第二大城市，南非立法首都，西开普省省会，开普敦都会城区的组成部分。开普敦以其美丽的自然景观及码头而闻名于世，知名的地标有被誉为“上帝之餐桌”的桌山，以及印度洋和大西洋的交汇点——好望角。它位于好望角北端的狭长地带，濒大西洋特布尔湾。

明斯克 (Minsk)



明斯克是白俄罗斯首都，位于该国中部，是当今白俄罗斯最大的城市，是一座现代化的欧洲城市。目前，明斯克有大约200万常住人口，他们来自130多个国家和民族，其中绝大多数是白俄罗斯人，此外还有俄罗斯人、乌克兰人、波兰人、犹太人和立陶宛人。白俄罗斯的官方语言是白俄罗斯语和俄语。

迪拜 (Dubai)



在阿联酋的七个酋长国中，迪拜的国土面积居次席，而其居住人口超过210万，居七国之首。随着一座座全世界最出色、最宏伟、最庞大的建筑在这里拔地而起，“规模”已经成为迪拜的代名词。迪拜在发展中瞬息万变，始终不变的是迪拜人总是迫不及待的要建起更出色、更高的建筑物，超越昨日的辉煌。

“一带一路”是个具有全新内涵的大课题，它需要更大层面和更多机制的共同参与。旅游业应不断调整自己的定位，发挥自身的能力和优势，为这个大课题做出自己新的努力。

挥了有效拉动作用。“一带一路”由海洋到大陆深处，蕴藏着丰富多样的大好风光和人文历史旅游资源。中国的出境游的巨大需求和市场潜力为全世界所关注，其本身就是有利地对“一带一路”的伟大实施提供了最实际的支撑面。

在“一带一路”的伟大实践中，人民之间的文明往来和人文交流是必不可少的，旅游是这种人文交流的承载，是超出单纯的“服务贸易”范畴的交易活动，“旅游”的本身是不同文明的认同者、鉴赏者、吸纳者和传播者，是自我认知与自然外界合一的提升。当前，中国旅游业在“一带一路”的战略发展中所赋予的责任和使命，不能再单纯地看作是“我组团”、“您接待”等以往有业务层面的模式再版，而应具备不同于以往的新思路或新内容：

1. 全面地提倡“文明旅游”。把文明旅游看作是一条不同的社会政治、民族宗教、语言习俗、文化艺术间，互相尊重、互相吸纳借鉴和不断融合的文明纽带。旅游从业者都有宣传和推进实施的义务和责任品质的约束，有效保障文明旅游的开展。旅游业和社会媒体等要提倡和培育广大的旅游者都要有“文明”思想意识和修养习俗，旅游出行不仅是旅游度假、健康休闲的

经历，而且还显现出对旅游目的地和当地人良好的双向意愿，提升“同欢共益”、亲情友好的纽带关系。尤其是“一带一路”人民艰苦奋斗、坚持学习、团结协作、和平创业的精神。

2. 开创新的合作投入和投资的模式。立足于在旅游资源和基础设施的规模化开发，包括投资和资产、资本股权运作、管理机制、团队建设、技术功能等多元投入、多方合作，共同参与，利益相关。促使社会各环节各层面的合作受益是多方面的、都是权益共赢的利益攸关方和合伙人。

3. 促进“入境旅游”与“出境旅游”的交叉推进。在社会经济发展达到一定程度时，“商品贸易”和“服务贸易”会出现相向交叉行进、互为作用的现象。我们要把握这种客观规律，利用中国出境旅游增长快速的人文交流的现象，发现有利条件，做好进一步推进入境旅游的发展。快速成为世界第二大经济体的有着悠久历史和深厚文化底蕴的中国，始终是世界关注的焦点和兴趣所在。中国入境游依然是大有可为的。

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境外城市
推荐

里加 (Riga)



里加是拉脱维亚的首都，也是经济、文化中心，波罗的海里加湾的大海港、渔港，处于波罗的海国家的中心地带。里加还位于道加瓦河注入里加湾的交汇处，距海约15千米，面积302.8平方千米，人口约92万。

雅加达(Jakarta)



又名椰城，是印度尼西亚的首都和最大的城市，位于爪哇岛的西北海岸，东南亚第一大城市，世界著名的海港。雅加达被划为首都特区，由印尼政府直接管辖，享有省级地位。多数居民为印尼爪哇人，少数为华人、华侨、荷兰人。

科伦坡 (Colombo)



科伦坡位于锡兰岛的西海岸、濒印度洋，是斯里兰卡的商业中心。这座城市有全国规模最大、最繁忙的海港。斯里兰卡一直以“印度洋珍珠”的美誉闻名世界。斯里兰卡是连接欧洲和非洲大陆与东南亚的桥梁。

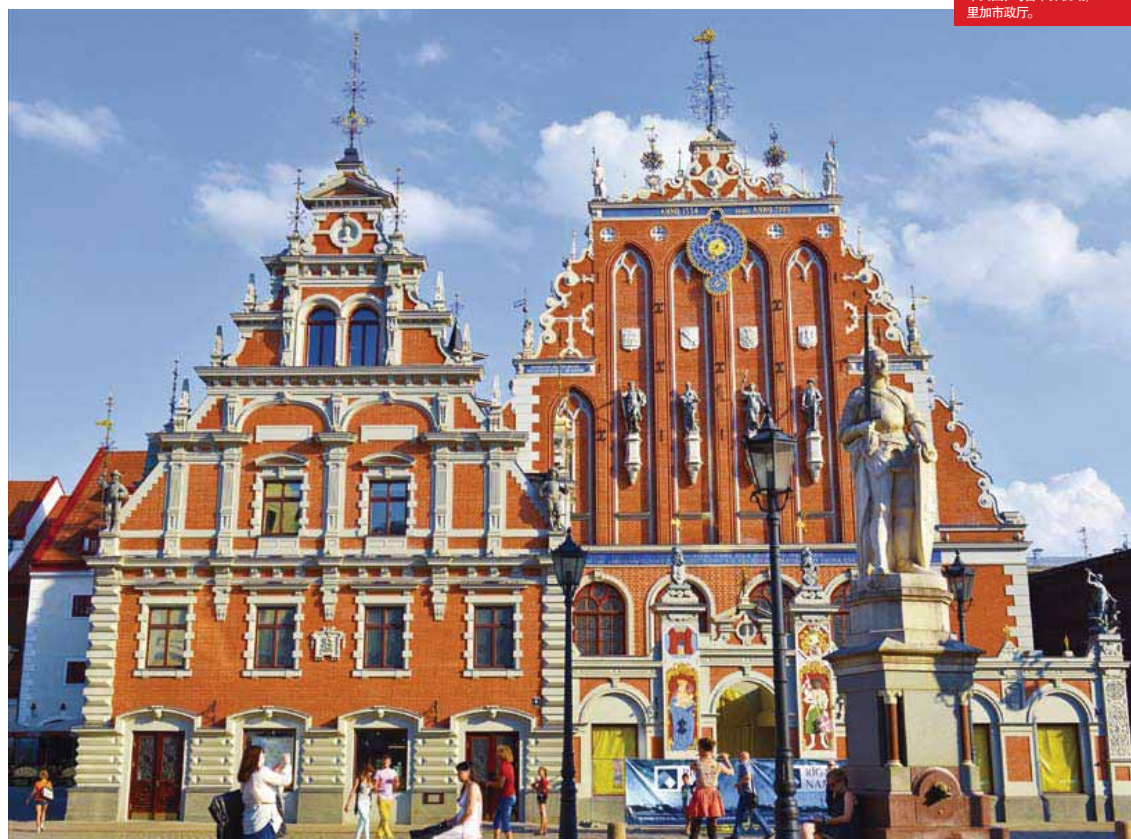
雅典 (Athens)



希腊共和国的首都和最大的城市，位于巴尔干半岛南端，属亚热带地中海气候。截至2008年，雅典人口为745514人。城市总面积为412平方公里，是欧洲第八大城市，也是欧盟商业中心之一。



本页图：乌鲁木齐机场，里加市政厅。





Song Yu
Secretary General of
WTFC

"One Belt and One Road" Strategy New Thinking Initiates New Development of Tourism

Words / Song Yu

More than 2,100 years ago, Zhang Qian bid farewell to the Han Empire for the first time and trudged in whistling winds to the cold frontier, but what waited for him was a tortuous and unknown journey. However, the Silk Road started by Zhang stretching for thousands of years behind him eventually became an artery connecting the three continents—Asia, Europe, and Africa, along which busy businessmen, intrepid travelers, envoys with important diplomatic duties, and pious believers of religions moved back and forth in an endless stream, generating a positive and far-reaching impact upon the ideological and cultural exchanges between the East and the West as well as political, economic, and cultural development between countries.

Chinese President Xi Jinping advocates co-building of the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road"(OBOR), which has received recognition and positive response from all cities and countries along the OBOR lines. The over two thousand years of contact history shows that, all countries of different races, beliefs, and cultural backgrounds can share peace and joint development so long as they adhere to the principle of solidarity, mutual trust, equality, and mutual benefit. With the rapid development of the relationship between China and countries in Europe, Asia, and Africa, the ancient Silk Road is increasingly reviving its new vitality.

It is preliminarily estimated that, the lines of OBOR covers a total population of about 4.4 billion of the three continents—Asia, Europe, and Africa and an economic aggregate of about 21 trillion US dollars. According to estimates of China National Tourism Administration (CNTA), China will send 150 million Chinese tourists during "the 13th Five-year Plan" period to the countries along the lines of OBOR, thus contributing to those countries a tourism consumption of 200 billion US dollars. Meanwhile, China will also attract 85 million tourists from the countries along the OBOR lines to travel to China,

which will boost a tourism consumption of about 110 billion US dollars. Tourism, as an open and comprehensive industry, has the unique advantage of "leading connection and communication" in the national strategy of OBOR. There are abundant tourism resources along the OBOR lines, for 80% world cultural heritages are found here.

Along these radial lines spread lots of members of the World Tourism Cities Federation (WTFC). Xi'an, for instance, is the starting point of the ancient Silk Road, while Luoyang was an international metropolis that all countries aspired to in the Tang Dynasty. As an important port of the ancient maritime Silk Road, Xiamen seizes the opportunity to make full play of its unique advantage of "marine oriented and overseas" to speed up the building of an important hub of the "21st Century Maritime Silk Road". During the Tang and Song dynasties, Guangzhou Port was of high prosperity and attracted many a big vessel, even more than 4,000 vessels per year from Arab Empire during the peak. In addition, domestic cities like Harbin, Dalian, Kunming, Qingdao, Sanya, Shanghai, Taiyuan, Tianjin, Wuhan, Xi'an, Yangzhou, Altay, etc. and foreign cities like Almaty, Cape Town, Colombo, Jakarta, Athens, Dubai, Cairo, Riga, Minsk, etc. were tourists' "mustsee" destinations due to their beautiful scenery, excellent talents, and rich cultures. A city is not only the primary destination for tourism but also an important source of tourists. All the members of WTFC, featuring different development histories, profound cultural heritages, and tourism highlights, are outstanding representatives of excellent tourism cities. Against this backdrop, the development of international tourism and WTFC will face a huge boost. With "Better City Life through Tourism" as the core concept, WTFC is committed to improving mutual ownership, sharing, creation, and benefit of human civilization to make contributions to promoting the peace and development of the world. In fact, the core concept of WTFC is highly consistent with the strategic significance of



This page: Kongur Glacier, Xinjiang; A pasturing area along the Silk Road



China's OBOR, for tourism will not only strengthen economic ties between each other but also enhance contacts and exchanges between global tourists, which will finally push mutual understanding and closer relationship between countries. Therefore, we can argue that, each tourism practitioner will be a modern embodiment of Zhang Qian.

What pleases us is that tourism products focusing on OBOR were sprang up like mushrooms. Due to the restrictions of climate and natural conditions, the tourism industry in Central and Western provinces of China was tinged with the prominent feature of in-and-off seasons every half a year in the past. However, today Qinghai has launched different tourism themes in each season and designed 11 high-quality tourist routes along the Silk Road; Ningxia is energetically developing winter tourism products to actively attract tourists in the South; Shaanxi, as the starting point of the ancient Silk Road, is vigorously building a Silk Road folk custom experience corridor, and the initial Shaanxi Tourism Investment Fund of RMB 5 billion was set up and started running in 2014. Relying on the strategy of OBOR, the Central and Western provinces have strengthened their aspirations and forms of secondary development of their tourism resources. The development of transportation is also accelerated. For instance, airlines have gained more impetus to "Fly to the West", especially by adding more air routes to Xinjiang, Shaanxi, Guizhou, Gansu and other western provinces. In 2014, the new

Guanjiao Tunnel of Xining-Golmud Railway went into operation, the CRH train of Xining station of the newly built Lanzhou-Xinjiang high-speed rail was put into operation, and the Golmud-Korla Railway started construction. In June 2014, the first "Changan" tourist-dedicated train for the Silk Road set out from Xi'an and is expected to extend to Central Asia or even Europe in the future. In 2015, Tibet will accelerate the reconstruction and extension of terminals of Nyingchi Airport and Lhasa Gonggar Airport and start the reconstruction of the airfield area of Changdu Bangda Airport. In June 2014, the Silk Road project jointly submitted by China, Kazakhstan, and Kyrgyzstan was successfully included into the World Heritage List, which, as one of the world's cultural heritages, again enhanced the culture connotation of the Silk Road tourism.

At present, WTFC is composed of 135 members and its members are increasing day by day. In the future, WTFC will spare no efforts to facilitate further cooperation between member units along the lines of OBOR and will organize related experts and think tanks to carry out planning & design and subject researches. Supported by the platform of WTFC, a wide range of cross-border cooperation and communications can be implemented between cities, cities and institutions, and



This page: Kyrenia harbour, Cyprus
 Right page: Mirador de Colom, Barcelona; Busy street in the Fort Pettah area, Colombo; Gaomiao Temple of Zhongwei, Ningxia



institutions, which will help develop and design more distinctive and competitive tourist routes for cities and enterprises along the lines of OBOR. Meanwhile, WTCF will also give extensive supports and proposals to the infrastructure construction and other aspects of cities and tourism sites.

According to WTCF's researches and reports of market sample surveys, Chinese people have generally taken "travel for vacationing" as one of their most important "Quality-of-life Indices". In 2014, there were 3.67 billion domestic trans-boundary travels in China and 109 million cross-border travels altogether; in the first quarter of 2015, the two tour types have achieved substantial increases by 23% and 13.7% respectively. Both domestic tourism and outbound tourism are playing an effective promoting role in maintaining sustained growth of domestic economy and recovering from the global economic downturn. The lines of OBOR, from the blue ocean to the distant mainland, are rich in a variety of wonderful scenery, cultural and historical tourism resources. The huge demand and market potential of China's outbound tourism has attracted

worldwide attention, which itself provides the most practical support for the great implementation of the strategy of OBOR.

Actually, the civilization communication and cultural exchanges are indispensable in the great practice of OBOR while tourism acts as the carrier of such cultural exchanges and is also a trading activity beyond the literal category of "service trade". Tourism itself is to accept, appreciate, absorb, and disseminate different civilizations and is to promote the combination of self-perception and nature. At present, the strategy of OBOR has entrusted China's tourism new responsibilities and missions, which shall not be taken as a second edition of the former business patterns like "to organize tourist groups", "to receive tourist groups" etc. any longer, but shall be provided with new ideas or contents as follows:

1. Fully advocate "civilized tourism".

Civilized tourism should be deemed as a civilization tie to realize mutual respect, absorption, learning, and continuous integration between different social politics, nationalities, religions, languages, customs, cultures, and arts. All tourism

practitioners are bound to undertake the duty and responsibility of advertising and advancing civilized tourism to effectively guarantee the unfolding of the campaign. Tourism, social media, etc. should promote and foster "civilized" ideology and cultivated social customs among all tourists around the whole society. A tour is not only to experience a healthy and recreational holiday but also to show good admiration towards the travel destinations and the local people so as to enhance the happy, benefit-sharing, close, and friendly tie, especially the OBOR peoples' spirit of hard work, persistence in learning, unity and cooperation, and peaceful entrepreneurship.

2. Create a new mode of cooperation and investment.

Keep a foothold on the large-scale development of tourism resources and infrastructures, including investment and property, capital equity operations, management mechanism, team building, technical functions, etc. to achieve multiple input, multilateral cooperation, joint participation, and interrelated interests. Try to spur the cooperation between all social sectors of all levels to benefit various aspects and the cooperators are win-win stakeholders

and partners in terms of rights and interests.

3. Promote the alternate advancement of "inbound tourism" and "outbound tourism".

When the socio-economic development reaches a certain level, "merchandise trade" and "service trade" will alternately develop and act upon each other. As a result, we should grasp this objective law to make use of the cultural exchanges due to the rapid growth of China's outbound tourism and find favorable conditions to further advance the development of inbound tourism. China, quickly developing into the world's second-largest economy with a long history and abundant cultures, always attracts the world's attention and interest. Therefore, China's inbound tourism still has a promising future.

OBOR is a big task with new contents and needs more joint participation within a larger scope and from more mechanisms. Tourism should continually adjust its position and give the rein to its own strengths and advantages to make new contributions to this major task.