

# Our Nations Beautiful Cities

Interviews with WTCF Member City Officials Working in China.

## 我们的国 美丽的城 ——世界旅游城市联合会会员城市驻华官员访谈



### 阿根廷——全年都有庆祝的主题 Argentina—Celebrate All Year Round

盖铁戈

阿根廷共和国驻华大使

H.E. Mr. Diego Ramiro Guelar

Ambassador of Argentina to China

会员城市：布宜诺斯艾利斯 City Member: Buenos Aires

我们的国家地域辽阔，有 300 万平方公里，位于南美洲的南端。我们的首都很著名，但这并不是我们唯一著名的地方。我们有一个广阔的巴塔哥尼亚区域，

这里有沙漠、湖泊、高山，还有潘帕斯草原。我们在这片草原上放牧，生产出世界上最好的牛肉。

我们每年都有探险旅游。在阿根廷和智利，拥有

同样的自然条件，而不仅仅只在非洲有。我们的沙漠、高山、湖泊，为捕鱼、打猎和公路赛等探险旅游提供了有利条件。所有这些探险活动在这里都非常适宜。

最常见的旅游就是城市旅游。你可以去布宜诺斯艾利斯，还有很多文化历史名城。布宜诺斯艾利斯可以体现纽约那种大都市的文化，我们有每晚开放的剧院，这里有世界最知名的剧院之一——科隆大剧院。

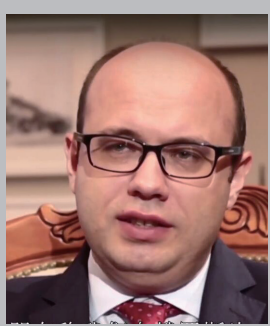
我们阿根廷人喜欢聚会。全年都有音乐节，有摇滚音乐节、古典音乐节、也有舞蹈节。我们喜欢以这种方式享受生活。我可以确定地告诉您，不管什么时候来，总可以找到庆祝的主题。

We are a very big country around 3,000,000 km<sup>2</sup> in the southern part of South America. Our capital is very famous, but it is not the only one in Argentina. We have a big Patagonia region that has from deserts to an extraordinary region of lakes and mountains. Of course we have the Pampas. The great producer—the great land where we produce the best beef in the world.

We have forms of adventure tourism. It's happening almost every year now. Not in Africa, but in Argentina and Chile, we have natural deserts with other mountains. We have lakes. I made the proposal to go for fishing, for hunting, for rallies. All those activities are naturally welcome.

Then you have the most normal, I would say tourism. That is urban tourism. Then you have Buenos Aires and you have several important cities with a great cultural offer. We have, in Buenos Aires, more theaters open every night like in New York. We have one of the most important opera houses, that therefore, Colon.

We love parties. That means we have music festivals all year around and you have rock festivals and festivals of classical music and of dance, popular dances. We have this sense of enjoyment of life, then in any moment that you go by sure, you're are going to find something to celebrate with us.



## 白俄罗斯——万湖之国 Belarus—the Country of One Thousand Lakes

鲁德·基里尔

白俄罗斯共和国驻华大使

H.E. Mr. Rudy Kiryl

Ambassador of Belarus to China

会员城市：明斯克 City Member: Minsk

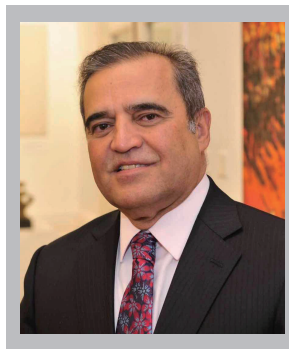
我们有美丽的湖泊和河流，有时候我们的朋友称我们白俄罗斯为“万湖之国”。我们三分之一的国土被森林覆盖，所以你来到白俄罗斯，第一印象就是这里空气清新，氧气很足。这是因为我们国家自然资源丰富。

从明斯克去往波兰的路上，有一片丛林，这片野生树木有上千年的历史，还有许多有意思的动物，比如说公牛。就像中国的稀有动物大熊猫，白俄罗斯的稀有动物是公牛，就生活在这片野生森林之中。

We are very beautiful in our lakes and in our rivers, and even sometimes, our friends, they call Belarus

“The country of one thousand lakes”. Also one third of the territory is covered by the forests, so the first impression when you come to the country is the fresh air and very good, a very deep oxygen because we have a lot of wild nature in our country.

Also on the way from Minsk to Poland there is a Belarus bush. It's a wild forest with thousand years of history and very interesting animals. It's kind of bulls. So, for example, in China heritage the Chinese animals is Panda, but for Belarus the same rare animal is bull. It's a wild bull, ox, it's in this wild forest.



## 哥伦比亚——艺术和自然的神奇之地 Colombia – Land of Wonder with Art and Nature

奥斯卡·鲁埃达

哥伦比亚共和国驻华大使

H.E. Mr. Óscar Rueda García

Ambassador of Colombia to China

会员城市：波哥大、卡塔赫纳 Member cities: Bogota, Cartagena

哥伦比亚位于美洲中部，地处太平洋和大西洋之间，国土面积 113.8 万平方公里，人口约 5 千万。

哥伦比亚是世界上第二大生物多样性的国家，有 5.6 万多物种，其中有 9 千个最初是在哥伦比亚发现的。这里是世界上鸟类和兰花种类最多的国家，哺乳动物种类也很多，排名世界第四。

在哥伦比亚，比目熊、安第斯秃鹫等已经被列为保护动物。哥伦比亚有很多的重大节庆，比如巴兰基亚狂欢节、黑白节、花卉节，以及或霍罗波伍节等等。

哥伦比亚在文学方面也有很多优秀作品的出现。加西亚·马尔克斯，诺贝尔文学奖的获得者，有九部作品已经被翻译成中文，其中最著名的就是《百年孤独》。在艺术方面，有著名的画家、雕塑家博特罗，他创立了自己的学派，他的作品大多数以圆形为主体，很有自己的特色。

Colombia, located in Central America and situated between Pacific Ocean and Atlantic Ocean, has a land area of 1.138 million km<sup>2</sup> and the population of about 50 million.

Colombia is the second most biologically diverse country in the world, there are more than 56,000 species, among which 9,000 were originally discovered in Colombia. The country has the most varieties of birds and orchids in the world, and it also ranks fourth place in the world in terms of the number of species of mammals.

In Colombia, the spectacled bear, Andean condor and others have been listed as protected animals. Colombia has many significant festivals such as the Barranquilla's Carnival, Blacks and Whites' Carnival, Festival of The Flowers and Joropo National Festival.

There are also many excellent literary works in Colombia. Garcia Marques, the winner of Nobel Prize in Literature, has had nine pieces of work translated into Chinese, among which the most famous is One Hundred Years of Solitude. In art, Botero, a famous painter and sculptor, set up his own institute. Most of his work is finished in a circular fashion, which is representative of own unique style.



## 埃及——古老的城市 崭新的品牌 Egypt—Old City, New Brand

Dr. Abualmaaty Shaarawy

旅游参赞 埃及大使馆

Dr. Abualmaaty Shaarawy

Tourism Counsellor Egyptian Embassy

会员城市：开罗 City Member: Cairo

城市目的地应该努力打造自己在游客心目中的形象和品牌，同时在营销策略中使用子品牌为城市目的

地定位，让开罗（Cairo）成为中国游客心中文化、历史和现代形象的代表，让赫尔格达（Hurghada）

成为生活休闲旅游城市品牌，让有着世界上最大开放博物馆的卢克索（Luxor）成为古代法老文明的城市品牌。

因此，来自中国和世界各地的所有游客心中都有自己的城市形象，包括开罗、赫尔格达和卢克索。

开罗有自己独特的卖点形象，所以作为城市它能持续提供崭新的形象。比如在 2018 年 2 月期间为了庆祝中国的农历新年，我们有一个“开罗之夜”的活动，尼罗河水面和尼罗河塔此时都会呈现红色，埃及旅游部长阁下拉尼亚·埃尔马沙特（Rania El-mashat）博士和中国驻开罗大使宋爱国先生出席了当时的活动。

城市旅游是符合旅游业趋势的最重要旅游产品，它对短途市场和短距离目的地有至关重要的积极影响。航班频率增多和交通方式便利可以为城市旅游增添附加价值，比如伦敦和开罗之间的短期旅客优惠房价等等。

WTCF 可以通过所有营销平台形式（包括在线和离线）以及通过创建 B2B 和 B2C 活动和研讨会来推广所有城市成员，在这方面，相信联合会会扮演至关重要的作用。

Recently, city destination can create its own image and sub brand to the tourists and customers in using sub branding city destination positioning in marketing strategy, such as Cairo and its image for Chinese

tourists as culture, history and modern life style city and Hurghada as a leisure tourism city brand and Luxor as a city brand for ancient pharaonic civilization and the biggest world wide open museum.

So, all tourists from China and all over the world has their own city image for Cairo, Hurghada and Luxor.

For sure our city member Cairo has its own USP (Unique Selling Proposition) image that can show different experiences for improvement as Cairo by Night with its Nile surface and Nile tower which colored in red during the celebration of Chinese new year in February 2018 with attendance of H.E Dr. Rania El-mashat Minister of Tourism of Egypt and H.E Ambassador of China in Cairo Mr. Song Aiguo.

City tourism is one of the most important tourism products for tourists' trends but for short haul markets and destinations it can show a vital positive impact and due to the Airlines frequency and easy means of transportation which can make an added value for city tourism and city breaks like London and Cairo, etc.

It can play a very vital role for promotion all city members through all marketing platforms including online and offline and through creating B2B and B2C activities and workshops.



## 马耳他——地中海之心

## Malta—the Center of the Mediterranean

卓嘉鹰

马耳他共和国驻华大使

H.E. Mr. John Aquilina

Ambassador of Malta to China

会员城市：瓦莱塔 City Member: Valletta

我们是地中海之心，地中海在古代文明中被看作是世界的中心，而马耳他正好位于地中海中心，在西西里岛以南 70 公里，所以我们是很多文明的交集。我们不仅与欧洲密切相关，也与北非联系紧密。

我们有很多世界遗址，比如墓葬和史前神庙。很多人工遗迹都依然矗立在马耳他，非常神奇。当然我

们也有联合国教科文组织承认的世界遗址。

从 1530 年至 1798 年骑士团离开马耳他的很长一段时间里，他们在马耳他生活留下了以瓦莱塔的圣约翰教堂为代表的遗迹。人们走进那里时，真的很壮观，并且独一无二，到处都用黄金装饰。那是一座华丽的巴洛克教堂，展现了巴洛克艺术。



马耳他不只是一个岛，实际上有三个岛。我们有瓦莱塔岛、戈佐岛，还有美丽的科米诺岛，这些都是很棒的资源。

鲁祖实际上是一种传统的马耳他船，它的历史有4千年之久。你看见船上的孔，在古时候是为了确保船员航行时确保方向用的。

南马耳他也叫马尔萨什洛克。马尔萨什洛克是一个古老的渔村，那里的渔民仍用一千年前一样的方式渔猎。

马耳他还是电影拍摄胜地，被称为地中海上的小好莱坞。很多著名的好莱坞电影在这里拍摄，比如“特洛伊”。

Well, we are the heart of the Mediterranean Sea and the Mediterranean Sea in old civilization was looked upon as being the center of the world. And Malta is right in the center of the Mediterranean Sea, 70 km south of Sicily and there we have lots of cross civilizations. We have very close access to Europe but also very close access to North Africa.

Actually we have a number of World Heritage Sites tombs and the prehistoric temples in Malta, the oldest things still standing that were erected by man. These are wonderful things to see and they are, of course,

UNESCO and have UNESCO Heritage Sites.

So between 1530 and when the Knights left Malta in 1798, that's a long time. They were able to leave in Malta much of their heritage. Co-Cathedral Saint John, Valletta. People walk in there and they are absolutely amazed. There's nothing else like it. Gold everywhere. It's beautiful Baroque church and the Baroque art.

Malta is not just one island. It's three islands. We have Valletta, then we have Gozo, and we also have the beautiful uninhabited area of Comino, which is a great resort.

Dghajsa is actually a very traditional Maltese boat. You know, 4000 years ago, the eyes you see. In the ancient tradition the eye was there to make sure the sea voyager went and found the right destination.

The south Malta is called Marsaxlokk. Marsaxlokk is a very old fishing village and the fishermen there still fish in the same way people did, you know, 1000 years ago.

Malta has been a great venue for the making of movies. It's known as the mini Hollywood of the Mediterranean. A lot of famous Hollywood movies have been made in Malta like, for example, "Troy".



## 南非——美好的国度 动物的天堂 South Africa—Lovely Country, Animals' Paradise

多拉那姆西曼

南非共和国驻华大使

H.E. Ms. Dolana Msimang

Ambassador of South Africa to China

会员城市：开普敦 City Member: Cape Town

南非是一个美好的国度，位于非洲最南部。我们毗邻两大洋，东边的印度洋是暖洋；西边的是大西洋。两大洋在南非好望角交汇，非常壮观。

岩画是我们的世界级遗产。德拉肯斯堡山脉上有我们祖先留下来的岩画，他们是最早生活在这里的南非原住民——桑人。这些画讲述着古代打猎的历史，

描述了当时人们使用的各种工具，非常壮观。

我们有国花，帝王花是最奇特的花之一，它可以跟人的头一样大。鹤望兰也是南非的国花之一，它被称为“曼德拉黄金”，以追忆曼德拉，花语为“美好的回忆”。

克鲁格公园和野生动物是我们主要的游览胜地和

吸引力。我们称这种公园为跨国公园，动物在这里可以自由穿行于莫桑比克和南非。因为公园靠近莫桑比克和津巴布韦的边界，所以它可以将莫桑比克、津巴布韦、南非连接在一起。正是有了跨国公园的存在，动物可以自由自在、畅通无阻。

我们每年在开普敦都有开放式的艺术节，叫格雷厄姆斯敦艺术节。我们也有爵士乐艺术节。

我们有国际马拉松赛，也叫“战友马拉松”，它是位于德班和彼得马里茨堡之间世界上最长的马拉松。

Of course it's a lovely country as you see. It's in the southern tip of Africa, the southernmost country. We have two oceans, the Indian Ocean, which is the warm Indian Ocean on the east and on the west coast is the Atlantic Ocean. But two oceans meet at a point called the Cape Point in Cape of Good Hope in South Africa, and it's a spectacular view to see.

It's one of our world heritage sites, the Drakensberg Mountain where we have those ancient rock paintings by our ancestors, our very first South Africans who live there, the Sun People. So they tell about the

history of hunting and the various tools that we used during those times. Very spectacular!

We have our national flower. We have one of the most spectacular flowers, the Protea which could be as big as your head. And we have the Ikhamanga. That's also one of our national flowers. We renamed it as Mandela's gold for a good memory.

Kruger and the wild life is our major tourist attraction. What's we called Transfrontier Park, where the animals can move freely between Mozambique and South Africa. Because it's border in Mozambique and Zimbabwe. So the park is connected with both Zimbabwe and Mozambique and we call it the Transfrontier Park to allow the animals to be free arranged.

Once a year, we have a unwind festival in Grahamstown in the Cape. It's called Grahamstown Art festival. We also have a Jazz festival.

We have an international marathon. This one called "Comrades Marathon". It's the longest marathon in the world between Durban and Pietermaritzburg.



## 斯里兰卡——我们最宝贵的传统生活 Sri Lanka—Our Precious Traditional Life

卡鲁纳塞纳·科迪图瓦库

斯里兰卡民主社会主义共和国驻华大使

H.E. Mr. Karunasena Kodituwakku

Ambassador of Sri Lanka to China

**会员城市：阿努拉德普勒、科伦坡、加勒**  
**City Members: Anuradhapura, Colombo, Galle**

最初英国人引入了茶文化，因此我们的茶文化也属于英式茶文化。我们现在主要有早茶、下午茶。斯里兰卡红茶独特之处来自雨水、温度还有我们的土壤。我们还有历史悠久的优质野生森林供人们前来游玩和科研。

当然了我们也有非物质文化遗产，那就是舞蹈表演（僧伽罗舞蹈）。我们有许多这样的表演艺术，已

经流传了上百年甚至更久远了。

如果你要去海滩，不论是去东部省、南部省，还是西部省，所有省的海滩都很棒。非常干净，湿润。湿润的白沙就在脚下。

在斯里兰卡南部的海域有海上最大的动物——蓝鲸。同时你还能看到陆地上最大的动物——大象，斯里兰卡拥有这两种世界上最大的动物。

It is a British who initiated the drinking of tea. Our tea culture basically introduced by British. It is a British tea culture, the breakfast tea or afternoon tea. I think that uniqueness in Sri Lanka black tea comes from the rain, the temperature and our soil. We have the good historical wildlife rainforest. We keep it for people to enjoy it, to research.

Of course the intangible cultural heritage is the dances. We have some of the performances performing arts,

which had been carried out for centuries, or even longer.

If we go to sea beaches, in all provinces—in the eastern province, southern province and western province, are excellent beaches. Very clean! Very wet! Wet white sand right side!

In the southern part of Sri Lanka, the largest animal in the sea is blue whales. We will be able to see the largest animal on the land. That is elephants. In Sri Lanka we have both of these largest animals.



## 瑞士——清洁的环境是国家名片 Switzerland—Clean Environment Is a National Identity

戴尚贤

瑞士驻华大使

H.E. Mr. Jean-Jacques de Dardel

Ambassador of Switzerland to China

会员城市：日内瓦、苏黎世 City Members: Geneva, Zurich

瑞士非常干净，与我们重视环保有关。重视环保既是尊重自己，也是尊重他人。因为你不想因为自己缺乏卫生观念而影响到别人，环境卫生状况也会影响健康状况。这些都展现出瑞士人关爱他人的生活态度，努力为大家，尤其为他人，营造清洁的环境。

我们在贸易、工业和服务业领域投入越来越多，我们也越来越专业。需要什么我们就生产什么，医药、化工、然而相比而言机床制造工业比重非常大。瑞士手表更是人人熟知的，而精密仪器以及金融业要追溯到 1400 年前。

从人口上来看我们是个小国，不可能每项运动都发展得特别好，但在某些领域由于我们的一些相对优势而非常出色，比如我们的滑雪等冬季项目，都因为瑞士有雪山的原因，非常不错，与根本没有雪资源的国家比，这是我们的天然优势。

Notions of cleanliness have to do with your immediate environment, respect for your own self, and for the others, because you don't want the others to suffer from your lack of cleanliness, and it also relates to

health issues. And on both counts Swiss being very considerate to each other. They tend to want to have a clean environment for themselves and especially for the others.

And we're able to put more and more inputs into this trading but also into our industrial and services sectors, and so with that we became more proficient at producing what the world's needs in the industrial fields and I mentioned the pharmaceutical and chemical industry but the machine tool industry is very heavy. And watches, everybody knows, but precision instruments, also, finances, they date back to the 1400s.

We are a small nation when it comes to demography, so we can't seed all sports with excellence, but what has happened is that in certain fields, we have become better either because of well comparative advantage, we have the mountains, so for skiing and winter sports we have a comparative advantage on countries which don't even have snow.



## 乌拉圭——足球和嘉年华欢迎你 Uruguay –Football and Carnivals Welcome You

费尔南多·卢格里斯

乌拉圭东岸共和国驻华大使

H.E. Mr. Juan Fernando LUGRIS RODRIGUEZ

Ambassador of Uruguay to China

会员城市：蒙得维的亚、埃斯特角

Member cities: Montevideo, Punta del Este

乌拉圭真的是一个旅游业非常发达的国家，我们国家的人口还不到 400 万，但是却能够接纳 400 万的游客。

首都蒙得维的亚吸收了各国移民所带来的各种元素，有着各种各样的活动，还有很多神奇的建筑，它们已经被列入了联合国教科文组织的名单。

白房子是由画家帕耶斯·毕拉罗建造的，他是当时乌拉圭一个非常有名的画家，他走访了很多的小岛，还有一些非洲国家，比如马里。他把他所见到的地中海特色和非洲的特色融合在一起，建造了这所白色房子。最初他是为了在这里面画画，在他 60 多岁的时候，由于从拉丁美洲来了许多的画家，这边就变成了一座画家的小城。所以这个白房子就被叫做是乌拉圭的“怪诞白房子”。

我们夺得了两次世界杯冠军、两次奥运会足球冠军，乌拉圭还是 1930 年首届世界杯足球赛的主办地。我们有关于足球的历史博物馆，你可以在里面找到很多有关足球的回忆。

从蒙得维的亚驱车大概半小时，就可以开到潘帕斯大草原了，这里放养的牛都特别的健壮，我们出口到世界各地的牛肉的品质都非常的好。

科洛尼亚是一座非常美丽的小城，单单在这座拉美小城里就能感受到各种民族风情，如西班牙的、英国的、葡萄牙的。

我们这里有世界上持续时间最长的嘉年华，载歌载舞，队伍特别的长，也非常的壮观。

Uruguay is really a country with a very developed tourism industry. The country has a population of less than 4 million, but is also able to receive 4 million tourists.

The capital, Montevideo, attracts various elements

brought by immigrants from various countries. All kinds of activities are held here. There are many amazing buildings which have been included in UNESCO's list.

The Casapueblo was built by a painter named Carlos Páez Vilaró. He was a very famous painter in Uruguay and he visited many islands and some African countries such as Mali. He built the The Casapueblo by combining the Mediterranean and African features he observed on his travels. Initially he planned to paint in the building, but in his 60s, many artists came to this area from other parts of Latin America. Then the area became a small town for painters.

We won the World Cup champion twice and took home gold medals in Olympic football twice. Uruguay was also the hosting place of the first FIFA World Cup in 1930. We have a football history museum and you can find many memories about football here.

Pampas Steppe is located half an hour away from Montevideo. The cows we keep here are expecially strong, and the quality of the cows we export to all parts of the world is very good.

Colonia del Sacramento is a very beautiful small town. In this small Latin American city alone, you can feel the various national customs, such as Spanish, British, and Portuguese customs..

We hold the carnival of the longest duration, in which people march in an exceptionally long procession while singing and dancing. It is a spectacular event!

(采访 / 本文根据《旅游卫视》视频整理，文字有删节)  
(Interview/These articles are collected according to The Travel Channel in China, some parts were abridged)