2018 China Tourism Industry Communication Innovation Forum held in Fuzhou

Guided by the World Tourism Alliance (WTA) and the China Newspaper Association, and jointly organized by the Fujian Provincial Department of Culture and Tourism, the Fuzhou Municipal Government, the World Tourism Alliance Secretariat, the China Newspaper Association Secretariat and the Institute of Journalism and Communication of the Chinese Academy of Social Sciences, the 2018 China Tourism Industry Communication Innovation Forum was held in Fuzhou, Fujian Province from November 30 to December 1. The 2018 China Tourism Industry Communication Innovation Forum is one of the major activities of the 4th Maritime Silk Road (Fuzhou) International Tourism Festival. Mr. Wang Xiaofeng, Member of the Party Leadership Group of the Ministry of the Culture and Tourism, Mr. Wang Ning, Deputy Secretary of the Fujian provincial Party committee and Secretary of the Fuzhou Municipal Committee, Mr. Yang Xianjin, Vice Governor of Fujian Province, Zhang Jiuxing, Chairman of China Newspaper Association, H.E. Mr. Branko Perovic, Ambassador of Montenegro H.E. Mr. Miao Kwoon Lee Hon Chong, Ambassador of Mauritius, and tourism industry professionals from the “Silk and Road Initiative” countries and regions such as Malaysia and New Zealand, and WTA representatives attended the opening ceremony (more than 300 people in total). Guests from home and abroad had a discussion on the theme of "New Era, New Action of China Tourism Industry Communication” and released the "2018 China Tourism Industry Impact Index Survey Report", also presented some cases of "2018 China Tourism Industry Impact Survey Index".

WTA has involved widely in the communication of tourism industry. In the near future, WTA hopes to expand the influence of the alliance through more effective and diversified means of communication, and build a broader platform for cooperation and communication among the government, industry associations, think tanks and enterprises.

WTA attends CATS General Assembly Session

Relevant documents were approved at the 2nd Session of the 5th General Assembly of China Association of Travel Services (CATS) held on Dec. 2, 2018 in Beijing City, Guanxi. The 3rd Meeting of the 5th Council was also held here. WTA Secretary General Liu Shijian was invited to speak at the meeting.

"WTA attaches great importance to the huge potential of inbound and outbound travel markets in China. We plan on establishing a professional committee of travel services under WTA by working closely together with CATS to strengthen international cooperation with travel service providers throughout the world that are interested in getting involved in China’s robust tourism market,” Mr. Liu remarked.

According to Mr. Liu, WTA welcomes enterprises that are well-established brands to join the committee. Alongside with WTA, they can measurably boost and sustain a healthy level of growth for China’s inbound and outbound tourism.

The 2018 China Travel Service Business Development Forum and the First Billboard of the China Association of Travel Services were also held during the meetings which were attended by approximately 500 participants from travel service companies and CATS members from 31 provinces across China.

WTA Secretariat attends Ctrip Global Strategic Partner Summit

On December 12, 2018, WTA Secretary-General Mr. Liu Shijian attended the Ctrip Global Strategic Partner Summit 2018 and exchanged ideas with more than 1,000 guests from both at home and abroad on the theme of "Ctrip • New Trip”.

In his remarks, Liu thanked Ctrip for its active participation in and strong support for the work of WTA, and congratulated the latter on its outstanding achievements in its own progress of internationalization and the promotion of China’s online tourism industry for many years. He wished that China’s tourism businesses, with Ctrip in the lead, continue to show greater vitality and competitiveness, bringing more opportunities and impacts to the world tourism community.

Liu Shijian also attended the Celebration on Ctrip’s 15th Anniversary on NASDAQ. Ctrip is a NASDAQ listed company since December 9, 2003.
China sees winter tourism boom

About 197 million visits were made by Chinese travelers for winter activities in the 2017-2018 winter season, a year-on-year increase of 16 percent, a new report showed. During the period, winter tourism generated revenue of about 330 billion yuan RMB ($47.9 billion), up 22 percent year-on-year, according to a report released by the Data Center of the Ministry of Culture and Tourism on 24th December. The report forecast that the number of tourists will reach 340 million in the 2021-2022 winter, with winter tourism revenue reaching 680 billion yuan. The China Tourism Academy expects visitor numbers to rise to 340 million in the 2021-22 winter season, up from about 170 million in 2016-17, according to Xinhua News Agency. The academy also forecast that winter tourism revenues would rise from about 270 billion yuan ($39 billion) in 2016-17 to 670 billion yuan in 2021-22.

By then, the winter tourism boom will be associated with a combined value of 2.88 trillion yuan in tourism and other sectors, Xinhua said. Meanwhile, a report in January by tech giant Tencent and internet consultancy Analysys estimated that tourism related to winter sports activities will generate 40 billion yuan in revenue by 2020. Investment in the winter tourism industry also posted strong growth. The report said investment reached 540 billion yuan in the 2017-2018 winter, according to incomplete statistics. The report was released on the third Jilin Ice and Snow Tourism Industry Expo and 22nd Changchun Ice and Snow Tourism Festival, held in northeast China’s Jilin Province said destinations in northeast provinces remain most attractive.

Winter tourism has been booming in China since Beijing won its bid to host the 2022 Winter Olympic Games in 2015, as local governments of Beijing and the provinces of Hebei, Jilin and Heilongjiang have unveiled policies to promote winter tourism.
The Convention & Exhibition of Travel Agents Association of India held in China

From November 27 to 29, 2018, the 65th Convention & Exhibition of Travel Agents Association of India (TAAI) was held in Kunming. It is the first such Convention held in China in the past 67 years’ history of TAAI. About 500 Indian travel agencies, aviation and hotel representatives participated and more than 20 Indian journalists reported this event. Minister Li Bijian and Director Zhao Jun from the Chinese Embassy in India attended the event.

The Convention was co-organized by the Yunnan Provincial Department of Culture and Tourism. In the meantime, various activities such as the Chinese and Indian news briefing, the opening ceremony, the tourism industry exchange meeting between the two countries, the plenary meeting, and the China-India tourism seminar were held. During the Convention, the Chinese and Indian tourism practitioners had a broad touch, close communication, enthusiastic exchanges, and also signed a number of cooperation agreements.

Minister Li Bijian attended the Sino-Indian briefing meeting, delivered a keynote speech at the plenary session, and had broad communication with the Chinese and Indian participants. Li Bijian introduced the current development of Sino-Indian relations briefly. He said that President Xi Jinping and Prime Minister Modi held an informal meeting in Wuhan in April this year to reach an important consensus on the development of bilateral relations.

Minister Li Bijian said that in March 2017, the Indian Embassy recommended Kunming as the venue of the Convention and supported the Indian Working Group to visit Kunming. The Yunnan Provincial Government attaches great importance to this event and cooperates closely with the Indian side, which has contributed to this unprecedented feast. Kunming is a popular place under the policy of China’s reform and opening up, a typical model of multi-ethnic culture, a transportation hub in southwestern China, and a tourist paradise in China. Yunnan keeps close contact with India. The Convention & Exhibition of TAAI, held in Kunming, Yunnan Province, China, is a pioneer move and has significant meaning in history. It indicates that the trends of the tourism industry are spreading to East world and China. It is also an important measure for the two countries to implement the leaders’ consensus and promote the cooperation of humanistic tourism.

It is believed that this Convention will not only let more people in Yunnan know about India, but also offer an opportunity for Indian people to know about Yunnan, and attract more Indian friends to visit Yunnan. TAAI has the longest history and the largest membership, and also the most influential travel association in India. The association has held conventions in London, Bali Indonesia, Phuket Thailand, Istanbul Turkey and other world-renowned tourist attractions in the past.

A rail route linking the Zhejiang capital of Hangzhou and Huangshan city in Anhui province opened on December 26. The new rail line will serve as a key route for tourists, and boost visitor numbers as there are seven 5A-level scenic spots along the route. Photo by: CNS

Aerofoil affirms global leadership with 2 World Travel Awards

Aerofoil’s leading position in global aviation has been affirmed recently when it took two top prizes at the Grand Final of the World Travel Awards 2018 - World’s Leading Airline Brand and World’s Leading Airline- Business Class.

Aerofoil maintained its status as the No. 1 brand in global aviation for a second year in a row, remaining the only holder of this title from the World Travel Awards in history. Aerofoil took the World Leading Airline Business Class category for the first time.

“Our two gold medals at the World Travel Awards are a clear indication of our leading position in the global aviation industry,” said Aerofoil CEO Vitaly Savelyev. “Our focus on maintaining the youngest fleet, sustainability, a developing route network, providing premium service and leveraging digital technologies is the key to our success in the international arena.”
Tourism Research Centre, Chinese Academy of Social Sciences

Tourism Research Centre of Chinese Academy of Social Sciences (CASSTRC), a professional tourism research institution set up in 1999 by the Chinese Academy of Social Sciences (CASS), is a member of China Tourism Association and that of ATLAS Asia. Staffed by experts in the fields of economics, business management, leisure study, regional planning, economic geography, it conducts tourism research projects, provides consulting services to the government agencies and the industry, promotes academic exchanges among tourism researchers, organizes national and international tourism symposiums and seminars, and prepares reports on China’s tourism development. In addition, world-noted scholars have been accepted as Senior Academic Advisors to the Centre.

School of Tourism Management, Sun Yat-Sen University

The School of Tourism Management, located in the Zhuhai Campus of Sun Yat-sen University, is a well-known institution of tourism education and research. Established in November 2004, the School was among the first batch of units that has the right of granting the Doctoral Degrees in Tourism Management and the MTA Degrees. Sun Yat-sen University, founded by Dr. Sun Yat-sen and with an educational tradition spanning over 100 years, is a preeminent research, academic and cultural center and the premier location for talent development in South China.

The U.S.— Asia Center for Tourism & Hospitality Research, Temple University

Temple University’s U.S.—Asia Center for Tourism & Hospitality Research was established to be a leading braintrust that advances the development of the U.S. and Asian tourism and hospitality industries, education, and research. With extensive connections across the globe and deep roots in the city of Philadelphia—the first World Heritage City in the U.S.—the Center is uniquely positioned to propel Temple University and STHM’s international presence. Members of the Center are faculty with national and international recognition, and come from broad disciplinary and industry backgrounds.

The U.K.— Bournemouth University

Bournemouth University, Department of Tourism & Hospitality in the UK is recognized globally as a leading contributor to knowledge creation and dissemination in tourism and hospitality. A team of 35 academic staff and over 1000 undergraduate, postgraduate and doctoral students make us one of the biggest and most prolific departments in the world. The combination of staff expertise and enthusiasm, knowledge excellence and co-creation with industry, generate innovation and best professional practice. Our approach is about creating value with everyone we work with, locally and globally, and to share the benefits with society.
Longfengshan, Daye City, Hubei Province: “Integration of Three Industries” Poverty Alleviation

Model

Longfengshan Agricultural Development Group Co., Ltd. was established in April 2011, the Longfengshan Rural Tourism Experience Park, after eight years’ development, has been filled with the fragrance of flowers, fruits and green mountains while rivers flow all the year round. And it has formed a variety of rural tourism experience parks that combines such activities as sightseeing and fruits picking, nature-based learning, leisure vacation, sports and adventure, and conference training. While transforming nature, Longfeng Group has created its management mode for poverty alleviation through tourism, namely the “integration and interaction of primary, secondary and tertiary industry”. The specific content of poverty alleviation through tourism is listed as follows.

The cultivation of fruits and vegetables has been the traditional lifestyle of Liurenba town for many years. With the help of the Agricultural Development Group, the concept of “Tourism Development” has been transplanted into local fruit and vegetable cultivation. Nowadays, in Longfengshan, three new multi-span plastic greenhouses have been built, with the intention of combining the cultivation of vegetables and fruits.

Successful Experience

Longfeng Group promotes the primary and secondary industry through tourism, the tertiary industry, which realized the linkage of three industries, provided industrial support for farmers to reduce poverty and improved the enthusiasm of farmers in planting. Eight years ago, the villages around Longfengshan were covered with garbage, over-flowing sewage and muddy roads, and the houses were generally low and dilapidated. Driven by the tourism of Longfeng Group, today, the village around Longfengshan has built the “village to village” cement road. Ponds have been built, tap water installed, and pumping toilets established. Villages are filled with green trees and the fragrance of flowers and fruits.

The poverty alleviation through tourism under the “integration and interaction of primary, secondary and tertiary industries”, taking tourism development as the path, integrates the industries of poor households, develops the tertiary industry based on the primary and secondary industries, and then uses the high economic benefits generated by the tertiary industry to nurture the primary and secondary industries.

From “Fruit and Vegetable Tourism”, “Happy Farm” to “Fishing” experience, farms that belong to the poor households create more economic benefits through tourism. The output value has reached 200,000 yuan; In light of the “Happy Farm” model, the annual income per mu of Longfengshan has exceeded more than 20,000 yuan, nearly 20 times of the average income of local farmers. With regard to the “Fishing” experience, the price of ordinary fish is much higher than the marketplace.

Evaluation

In the strong promotion of poverty alleviation projects, Longfeng Group attaches great importance to the cultivation and publicity of large-scale management households, which establishes a typical example, highlights the role of guidance and demonstration, and turns poverty alleviation into ambition promotion. The concentration on rural talent training mainly refers to the dealing with the relationship between poverty alleviation and ambition promotion. The Longfeng Group believes that in order to truly implement poverty alleviation and achieve practical results, we must first change the villagers’ concept of shaking off poverty and becoming prosperous so as to fundamentally solve the problem of villagers’ ideological understanding. First, the poverty alleviation training school educated farmers ideologically, and helped them to change the old and backward idea from “waiting, relying and asking” to “going to school” through a series of activities including presenting facts, tracing the root causes, analyzing the hazards, finding out solutions and promoting ambition before alleviating poverty. To this end, the “Poverty Alleviation Training School” for farmers and the “Sunshine Project Training Base” were set up. Relevant training and teaching plans and management systems are established and improved, and the technical experts of Longfeng Group, local experts, and special experts of colleges and universities are selected and appointed as either full-time or part-time teachers.
The 18-Cave Village: “Four Mobilized by One” Poverty Alleviation Through Agricultural And Tourism Integration

Mode Introduction

Located in Shuanglong Town, 18-Cave Village is a poor village inhabited by Miao people in remote valleys. Before the implementation of precise poverty alleviation, there was no decent road in the village, and the insufficient supply of electricity and water remained a problem for villagers. There are 225 households and 939 people in the village, with an average of 0.8 acre of cultivated land per capita. Villagers plant combs, but the level of production is only enough for self-sufficiency. More than 200 people went out to work, and the money sent back by them was almost the only source of the village’s income. In 2013, the per capita net income here was only 1,668 yuan, 18.75% of the per capita net income of Chinese farmers in that year. The mountains are remote and the traffic is blocked. Most of the villagers are left-behind elders, women and children.

Implementation Process

To promote the “one lead four” mode of poverty alleviation of the 18-Cave Village’s agricultural tourism effectively, the Huayuan County Committee has sent five party members to form the 18-Cave precise poverty alleviation team since January 2014. At the same time, it selected and sent the first secretary of the party branch to the village.

The captain of the team and the first secretary’s relationship with the party organization were transferred to the village’s party branch to fully support the work of the two committees there. In the election of the village committee, the “two-review and two-evaluation” system was implemented to truly select talents who stick to politics, are well-educated, have strong “double-banded” capability and are trusted by the public. They also created and established the position of specialized and assistants. Through the recruitment of the new members, the existence of poverty was eliminated in 18-Cave Village. Three industrial leaders and village officials became the members of the village committee.

Evaluation

In 2016, the 18-Cave village was awarded the title of “National Tourism System Advanced Collective”, receiving more than 300,000 tourists. The per capita net income of villagers increased from 1,668 yuan in 2013 to 83.13 yuan, and 136 households with 533 people in poverty all over the village were all lifted out of poverty. In 2017, the whole village reached the standard of no longer need poverty alleviation. The rapid development of the tourism industry has been highly recognized by the central and provincial governments. During the Spring Festival of 2016, CCTV’s “News Network” series reported the “18-Cave Village Poverty Alleviation Story” for five consecutive days, which received strong resonance at home and abroad. The 18-Cave Village was awarded the “Civilized Tourism Scenic Spot of Hunan Province” by the propaganda department of Hunan Provincial Party Committee.

Promotion Value

“Four Mobilized by One” introduces a new name card of tour-agriculture integrated model.

Rural tourism is the most potential, the most mobilizing and the most vibrant among the five major industries put forward by 18-hole Village. It can dynamically integrate the other four industries, i.e., planting, breeding, handicraft, and the export of labor service. More people can be attracted to come here, to experience a leisure lifestyle different from that in the city. The development of rural tourism can be promoted to the depth, to help all the villagers obtain employment in the village. Ultimately, the whole village could get rid of poverty and become better off.
Ya Mountain, Dayu County, Jiangxi Province: Tourism Poverty Alleviation “Three-level Benefit”

Tourism poverty alleviation is in the ascendant, but it also forms a pain point such as the “Matthew effect.” By exploring the model of “three-level benefit”, Tourism in Ya Mountain has formed a path of tourism poverty alleviation, which is “win-win, co-construction and sharing”.

Model Introduction

The village where the Ya Mountain Scenic Area locates is Dalong Village, in Huan-long Town, Dayu County. Before the development of the scenic area, there were 304 households with 1,104 people. Because it is located in the mountainous area, with less cultivated land and inconvenient transportation, most of young and middle-aged laborers are outflow, the left-behind population is weak, the income source is single, and before 2013, the average annual income was less than 1,500 Yuan. With high mountains, small land, single economic source and population’s long-term outflow, and without famous mountain and river, no prominent economic model and traffic conditions, here is a remote mountainous area that is not known, and is one of the most common poor mountain villages in China. From the end of the last century to the beginning of this century, the industry with minerals as the pillar around the country is in urgent need of transformation and then the tourism industry, a sunrise industry, has become the main choice and trend of transformation in various regions. Dayu County is the world’s tungsten city. When it is foreseeable that the resource industry of tungsten mine is exhausting and is causing irreparable damage to the ecology, local governments are also actively deploying industrial transformation.

Enlightenment

Rural tourism is a policy hotspot in recent years. Zhang Yu-an Corporation has keenly grasped the soil cultivated for developing rural tourism from national to local policy environment. In recent years, the provincial, city and county tourism competent authorities have vigorously promoted “precise poverty alleviation, benefiting the peasants and enriching the people”. The 19th CPC National Congress proposed the “Implementation of the Rural Revitalization Strategy”, and in the beginning of 2018, the No.1 Central Document Decision of the Central Committee of the Communist Party of China on Implementation of the Rural Revitalization Strategy was promulgated, putting forward the top-level design for the Three Rural Issues in the new era, and deploying the effective implementation of Rural Revitalization Strategy. It can be said that the east wind of the policy has always been favoring the direction of rural tourism development.

Implementation

The mode of poverty alleviation through rural tourism at Ya Mountain involves the handling of the relations among the government, enterprises, indigenous people of Ya Mountain and local environmental resources. It is necessary to coordinate the relations between the enterprise and the government, the enterprise and the people, as well as to deal with the problem of harmonious coexistence between man and nature. The model of poverty alleviation through rural tourism at Ya Mountain reached a consensus of “win-win, co-construction and sharing” in the gradual exploration of enterprises and villagers. Rural tourism at Ya Mountain, which is not at the expense of relocating the indigenous people, invited a group of actors to engage in rural tourism performances. The villagers are the soul of the village, and villages without souls, the rural tourism will lose its characteristics and source of power. In the same way, revitalization of the village where Ya Mountain locates is not at the expense of the disappearance of the indigenous people, but the revitalization of the villagers’ livability and industries’ promotion. On this basis, a “three-level benefit” model can be formed. The funds required for the model of poverty alleviation of rural tourism at Ya Mountain are mainly composed of self-raised part by Dayu Zhang Yuan Ecological Tourism Company and subsidies of special funds from the government.

Rural tourism is a hot-spot in the market in recent years. With the over-exploitation of the city and the wanton enclosure by industry, the problems of environmental pollution, food safety and survival pressure faced by mankind are becoming more and more serious, which seriously threaten human health and spiritual happiness. Ya Mountain, with a forest coverage rate of 92.6%, is a green oxygen bar. The air, water and soil environmental quality there all meet the national first-level standards. The villagers are unsophisticated and enthusiastic, and the development of rural tourism has innate conditions. Ya Mountain develop rural tourism by conforming to natural law and seizing opportunity. Focusing on the interests of the indigenous people, it pioneered the “three-level benefit”, a privately customized model, which undoubtedly planted good causes for the development, operation and management of the scenic area. The enterprise adopts a policy of “one mode for one household” to develop the rural tourism of YaMountain.
Haoyu Village: Rural pro-poor tourism in incorporate operation way

Poverty-alleviation Model

Zhonghaoyu Village belongs to the Chishang Town at the Boshan District, Zibo City, Shandong Province. It is located in the upstream of Zhe River, the south of the main peak of Mount Lushan and the end of the Taohua Creek. There are 113 households with 360 people in the village. The total area is more than 186.7 hectares with more than 40 hectares of arable land, over 133.3 hectares of forest land area and more than 10.7 hectares of waters. The forest coverage rates is over 96%. Zhonghaoyu Village used to be an impoverished mountainous and a hollow village with net income per capita of only 1,800 yuan and collective liability of 80,000 yuan. The village owns 113 households with 68 households in poverty. The incidence of poverty reaches 60.

In order to get rid of poverty and realize prosperity, the villagers set up a tourism development company to develop agritourism with characteristics. During the fifteen years, Zhonghaoyu Village has explored the development path. Software and hardware conditions have been constantly improved and corporate management system has been propelled. Under the support of the provincial and municipal departments, the village presents the picture of prosperous tourism development with special characteristics.

Implementation

Romantic Life Tourism Development Company is responsible for developing and operating tourism projects in the whole village, corporate operation and individual contract responsibility system. With the operation model of unified management, services, fees, standards and prices, the company is constantly improving infrastructures and tourism supporting projects. Through the corporate operation, the resources of the entire village have mobilized. Therefore, the civilization of the entire village has been realized by leaps and bounds. All projects under the operation of the company are contracted to relevant owners of property according to the contracting standards. Owners of property are responsible for serving tourists according to the strict specified price and operating standards. Owners of property are not allowed to receive guests without authorization. The company provides corresponding incentive rewards to the excellent owners of property that own repeat customers. The company is responsible for publicity and operation management. Farmers are responsible for receiving tourists and improving service levels. Haoyu develops agritourism through modern scientific management methods. Zhonghaoyu Village adheres to the philosophy of "regarding farmers as the main body and helping farmers realize common prosperity" and implements the comprehensive development model of "corporate + projects + share subscription from villagers". In this way, a new rural development model, in which every villager becomes shareholder, is formed. The benefit sharing mechanism between the corporate and farmers improves benefit sharing model and allocates the income from the resources to all farmers.

Effect Evaluation

Firstly, the masses are able to get rid of poverty and become better off locally. The annual per capita income of the villagers has increased by 12 times over the past 10 years, from 2,000 yuan in 2005 to 30,000 yuan at present. The average household deposit in the village is more than 100,000 yuan. At the same time, all villagers participate in the development of agritourism by means of tourism management. Villagers become workers with an average annual salary of more than 40,000 yuan. Villagers have been employed locally and have obtained income.

Secondly, rural collective economy has been expanded. Before the development of rural tourism, the village’s collective income was only 2,200 yuan, and the debt was more than 80,000 yuan. As the rural tourism industry continues to grow, two-thirds of the economic benefits return to farmers and one-third is reserved for distributing collective income. The collective economic income of the village reaches 3.5 million yuan. At present, the endowment insurance is borne by the village so that the development results are shared by every villager.

Promotion Value

The development path of Haoyu Village embarks on a new business for China’s rural development under the new normal. Also, it is a new common development model which can be imitated and extended. Haoyu Village is both experienced in internal and external training. The "Haoyu Model" can be promoted nationwide. Firstly, under the premise of self-development, Haoyu Village implements the strategy of "going out". Local villagers actively enter national poverty-stricken counties in other places for helping planning and operating agritourism and agricultural recreation. Secondly, all the places actively organize relevant people to visit and learn from Zhonghaoyu Village about operation management model and so on. In combination, different places can increase the income of impoverish households.