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哥伦比亚驻华大使

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我们的目标——到2030年，  
使每年来哥伦比亚的  
中国游客数量增加两倍



尽管很难说疫情何时会结束，但一旦国际旅行变得更加自由，人们会再次踏出国门，在这之前他们已经选好了目的地。我们正在努力将哥伦比亚纳入国际旅行者的路线图。

中国是来我国旅游的亚洲游客的主要来源国。我们的推广机构 ProColombia 积极参加论坛、展览，并与中国旅行社合作，以增加为中国市场制定的旅游套餐的宣传渠道。我们还不断通过微信和快手等平台发布有关哥伦比亚的信息，向中国游客展示哥伦比亚可以提供的旅游体验。

我们的目标是，到 2030 年，使每年来哥伦比亚的中国游客数量增加两倍，同时增加他们停留的时间，并提高哥伦比亚在中国作为拉丁美洲首选目的地的知名度和认可度。为了实现入境游客数量的增长，我们正在培训我们的旅行社人员和导游，以满足中国游客的需求；并鼓励他们学习汉语（普通话），以消除语言和文化障碍。

哥伦比亚和中国一样，是一个多元化的国家。我们提供了六个不同的大区的旅游选择。您在这些地方可以体验各种自然和户外的计划和活动。对于那些喜欢综合体验的人来说，波哥大、卡塔赫纳和麦德林等城市提供了无与伦比的美食体验、高级时装精品店（您可以入店欣赏哥伦比亚服装和配饰的时尚设计、珍贵的宝石和珠宝）；以及丰富的文化和历史名胜，如黄金博物馆、卡

塔赫纳城墙和咖啡三角区（所有人都可以在这里了解世界上最好的咖啡的种植文化和传统）。

我们相信每个来到我们国家的人都会获得一段难忘的经历。哥伦比亚欢迎大家。

毫无疑问，旅游业是此次疫情中受影响最严重的行业之一。由于边境关闭和强制隔离等预防措施，2020 年来哥伦比亚的国外游客数量下降了约 74%。然而，与其他许多国家一样，哥伦比亚将以此为契机，在 2021 年和未来几年以更可持续、更具适应性和包容性的方式重新开放旅游业。中国在疫苗生产和出口方面发挥着重要作用。这有助于恢复旅行信心，并减少病毒在哥伦比亚境内的传播。

我们一直致力于建立信任，因为这对于游客来说是一项关键要素。在我们的主要机场针对国际出入境实施生物安全措施。这些措施得到了世界旅游组织和世界旅游及旅行理事会（WTTC）的支持。根据我国旅游主管部门提供的数据，2021 年 6 月期间，全球国际航班的恢复量增加了 19%。在哥伦比亚，与 2019 年相比，这个数值增加了 55%。因此，旅游业复兴战略取得了积极成果。此外，从 2020 年第四季度到 2021 年第一季度，我们的外地游客数量增加了 81%。

我们还一直致力于提供更好的连通性并改善条件，以实现更多的入境旅行。我们将机票税从 19% 降至 5%；





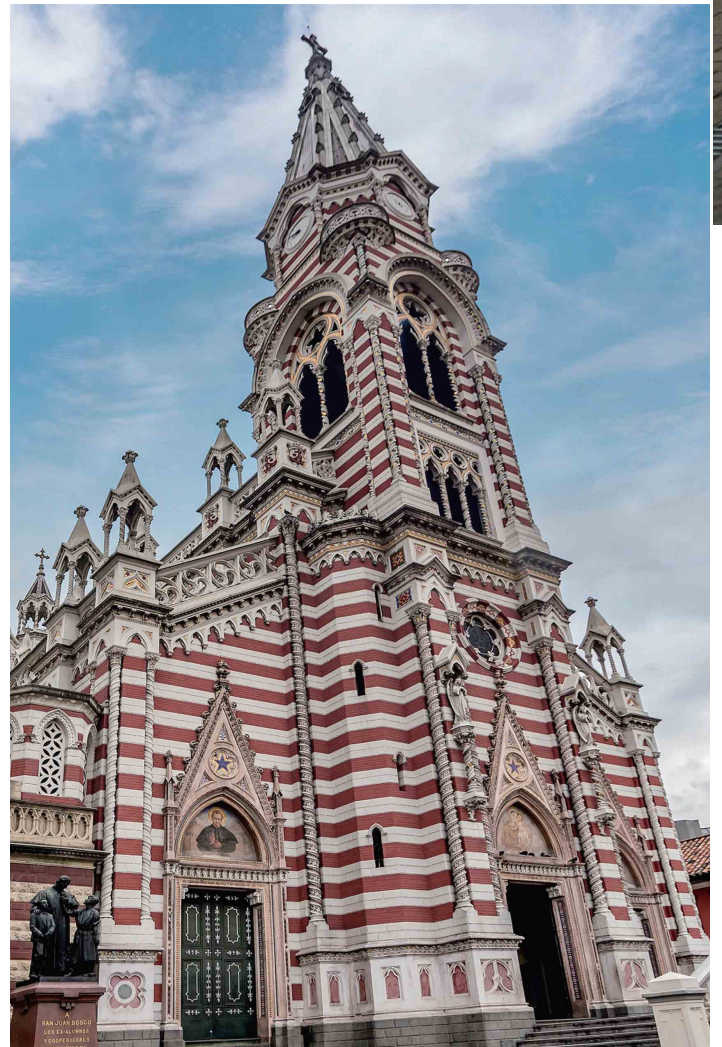
截至 2020 年底，我们已经恢复了近 50% 的每周国际航班和 24 个国家的 20 家航空公司的航线。

此外，哥伦比亚每年都参加西班牙国际旅游交易会 (FITUR)。这是全球旅游业最重要的展会之一。正如我前面提到的，我们在展会上重点宣传了六大户外活动区域，以适应在开放空间体验的新需求。一些活动包括观赏座头鲸和特有鸟类，在大自然、雪山和高寒地区徒步

旅行，在七色海中潜水，以及游览其他有着深厚文化底蕴和雄奇自然景观的景点。

我们相信，哥伦比亚定会使所有类型的旅行者都有所收获。我们相信，随着世界各地疫苗接种率的提高和预防措施的不断完善，我们将能够在未来几个月持续重振旅游业，改善并适应市场环境，直到我们能够恢复至疫情前的积极入境动态。







## *We have set the goal of tripling the number of annual travelers from China to Colombia by 2030*

The main premise here is, even though it is hard to tell when the pandemic will be over, people already know where they want to go and will travel abroad once international travel becomes more flexible, and we are working to put Colombia in the map of international travelers.

China is the main source of tourists from Asia to our country. To that end, our promotion agency ProColombia, participates in forums, exhibitions, and works hand

in hand with Chinese travel agencies to increase the channels for advertising tourism packages made for the Chinese Market. We are also constantly publishing information about Colombia through platforms such as WeChat and Kuaishou to show Chinese travelers what Colombia can offer as a travel experience.

We have set the goal of tripling the number of annual travelers from China to Colombia by 2030, as well as



increasing the length of their stay and the awareness and recognition of Colombia in China as a top destination to consider in Latin America. Part of the work we are doing to achieve this increase of inbound tourists is training our travel agencies personnel and guides to cater to the Chinese traveler needs and incentivizing their study of Mandarin to eliminate the language and culture barriers.

Colombia, like China, is a megadiverse country. We offer traveling alternatives along six different macro-regions where you could experience a variety of nature and outdoor plans and activities. For those who like to mix it up, cities like Bogota, Cartagena or Medellin offer unparalleled gastronomic experiences, haute couture boutiques where you can appreciate Colombian fashion design of clothes and accessories as well as precious gems and jewelry, and rich cultural and historic places like the Gold Museum, Walled City of Cartagena and the Coffee Triangle where anyone can learn about

the culture and the heritage surrounding the growing of the best coffee in the world.

We believe everyone coming to our country will have an unforgettable experience. Colombia welcomes all of you.

Undoubtedly, tourism is one of the most affected sectors in this pandemic. International arrivals fell by around 74% in 2020 due to the closure of borders and preventive measures such as mandatory quarantines; However, Colombia, like many other countries, is taking this situation as an opportunity to reopen for tourism in a more sustainable, resilient and inclusive way in 2021 and the coming years, where China is playing an important role in the production and export of vaccines to restore travel confidence and reduce the spread of the virus in and outside Colombia.

We have focused efforts on generating trust as it is a key factor for travelers, implementing biosecurity mea-



asures for international arrivals and departures in our main airports. These measures are supported by the World Tourism Organization and by the World Travel & Tourism Council (WTTC) and, according to data provided by our travelling and tourism authorities, during the month of June 2021 while the reactivation of international flights was up by 19% in the world, in Colombia it reached 55%, compared to 2019, thus seeing positive results in the tourism reactivation strategies. Additionally, between the last quarter of 2020 and the first quarter of 2021 we experienced an increase of non-resident visitors of 81%.

We are also working towards providing better connectivity and improving conditions to enable more inbound travelling. We reduced air fare tickets tax from 19% to 5% and by the end of 2020 we already recovered almost 50% of our weekly international flights and routes with 20 airlines in 24 countries.

In addition, Colombia participates every year in FITUR, one of the most important fairs in the tourism sector worldwide, where, as I mentioned previously,







we focused our promotion efforts highlighting our six macro-regions which are full of outdoor activities, adjusting to the new demand of having experiences in open spaces. Some activities include sighting humpback whales and endemic birds, trekking in nature and snow-capped mountains and paramos, diving in the Sea of 7 colors and other attractions rich in culture and nature.

We believe Colombia offers something for all types of travelers and we are confident we can continue reactivating the tourism sector in the coming months as the vaccination rates increase around the world and preventive measures continue to be revised, updated and adapted to market conditions until we are able to regain the positive inbound dynamics we had in the pre-pandemic era.







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## 多措并举助力 斐济旅游业复轨、进阶

新冠肺炎疫情影响了世界各地的生计和经济。斐济也受到了严重的影响，旅游业等支柱产业陷入前所未有的危机。我们需要援助以减轻疫情的影响。根据联合国贸易和发展会议最新发布的一份报告，由于新冠肺炎疫情，2020年和2021年旅游业对全球GDP造成的损失超过4万亿美元，波及了与旅游业密切相关的其他行业。

旅游业贡献了斐济GDP的近38%—40%，直接雇佣了约40000名斐济人，并间接支持了近118000名正式和非正式部门的人员（将消费引导向当地供应链，包括农业、建筑业、文化产业等）。虽然大型酒店是旅游目的地的主要投资项目，但大部分服务是由中小型酒店提供的。2017年和2018年，旅游业是斐济薪资第三高的用工行业。根据斐济统计局的数据，2018—2019年，近90万名游客到访斐济境内，总增长率达4.2%。2019年，斐济的旅游业收入略高于30亿斐济元，其中包括20.8亿斐济元的旅游总收入和9.58亿斐济元的航

空客运服务收入。

早在2020年3月下旬，斐济酒店和旅游协会就宣布，由于游客数量急剧下降，其279个会员中的93%已经停业。国际金融公司与斐济商务、贸易、旅游和运输部于2020年7月合作开展的一项调查显示，50%的受调查企业处于暂停营业或彻底关闭状态，35%的企业处于活跃状态，但员工有所裁减。该项调查还表明，如果到2020年11月情况仍然没有改变，接受调查（3596名受访者）的29%的旅游企业和11%的非旅游企业预计将破产，总计超过500家企业。涉足旅游业的大型企业的收入损失是非旅游业大型企业的两倍。国际货币基金组织副总裁张涛先生于2021年7月13日在最近一次太平洋岛屿论坛经济部长会议上表示，斐济、帕劳、萨摩亚和瓦努阿图等依赖旅游业的国家将需要更长的时间才能恢复，该地区的复苏预计需要更长的时间。例如，这些国家如果要达到2019年的旅游业水平可能需要寄希望于2023年。

斐济关怀承诺项目于2020年10月启动，旨在通过提高经营者在新冠肺炎疫情缓解措施和方案方面的技能，确保旅游企业采用更高的安全标准，从而保障游客的安全。为了确保在新常态下安全而无缝地旅行，经营者和消费者需共同承担疫苗接种这一责任，确保他们在疫情期间的安全。我们注意到，斐济是一个理想的旅游目的地，斐济关怀承诺项目展现并颂扬了斐济在疫苗接种推广方面取得的惊人进展。

斐济政府也于2020年3月27日迅速宣布了一揽子刺激计划，与金融机构斐济国家公积金共同公布了总值10亿斐济元的刺激计划。作为应对疫情危机的进一步措施，亚洲开发银行和世界银行承诺提供专项资金，同时，中国等双边合作伙伴提供了经济援助。

尽管面临疫情挑战，但复苏仍需符合绿色、强劲、包容和可持续这四个属性。吸纳技术不再只是一种选择，而是必经之路。在导致经济活动放缓的同时，新冠肺炎疫情还促进了电子商务的兴起和全球数字化转型的加速。就斐济而言，许多公司都已响应了这种号召，革新商业模式并克服疫情造成的破坏。由于向数字化和新技术采用的加速转型正在进行，贸易援助应战略性地针对

微型、小型和中型企业，以应对与业务相关的调整需求。这应该包括对微型、小型和中型企业的工人和企业家的技能提升和再培训，使他们能够在后疫情时代的经济中具备竞争力并脱颖而出。

共同应对和相互扶持是战胜新冠肺炎疫情的关键。斐济必须与外部合作伙伴密切合作，包括共享信息和最佳措施，以保持迅速反应，从而保障斐济人民的福祉。

中国如今是斐济的主要贸易伙伴之一，也是斐济的第二大外资来源国。事实上，中国已经成为斐济增长最快的市场。2019年，中国是斐济最大的出口市场之一，占比达157%。

在新冠肺炎疫情爆发之前，中国出境市场曾是一个可以抵消传统客源市场游客数量下降的潜在客源市场。边境开放后，这种态势在后疫情时代将不会改变。

斐济投资局（Investment Fiji）正在采用各种策略。而作为其中的一项投资市场策略，斐济投资局将通过执行规范性销售来实现“价值管理”方法。此外，还将针对与潜在的中国买家相匹配的出口商实施规范性方法。根据斐济投资局的推广策略，在中国的推广活动将包括有针对性的贸易和投资博览会、赴中国的投





资代表团等。

借助“一带一路”倡议，可以为两国的双边合作带来重要机遇。可以预见，斐济将继续积极参与该倡议，以释放在该框架下的合作潜力。在新冠肺炎疫情爆发之前，斐济政府和当地旅游行业一直致力于实现更好地“为中国服务”，以确保斐济旅游业发展成为一个适合中国市场需求的行业。例如，将中国菜加入酒店菜单，以及聘用中文翻译。

2021年5月11日，斐济—中国在线贸易展的启动表明斐济致力于进一步加强两国之间的投资和贸易。该平台为出口商提供了展示其部分产品的机会，也为潜在投资者提供了了解斐济现有投资项目的机会。此外，这项活动还为出口商提供了与关键市场进行虚拟互动的机会，同时也为他们提供了探索新兴市场的机会——这对各方来说是一个共赢的局面。

鉴于旅游业对于斐济的重要性，开放国际边界对经济复苏至关重要。根据世界旅游理事会的数据，旅游业就业人数占斐济总就业人数的26.3%。太平洋其他岛国也正在讨论努力使国际旅行成为一种安全的可能。相关部长级单位表示，各国必须建立必要的基础，以使与旅行相关的措施（如检测、接触者追踪和疫苗护照）数字化，以促进安全旅行，并在条件允许时为旅游业的复苏做好准备。这可以促进新冠肺炎检测结果和疫苗的国际互认，并帮助建立国家间的安全旅行走廊。我国旅游业的快速恢复对于斐济以及太平洋地区其他依赖旅游业的国家的恢复至关重要。

关于斐中两国直航的最新情况，中国民用航空局（CAAC）和斐济民航部之间也一直在进行沟通。双方都依照当前航空形势下提出了各自的立场。

景点图片来源：斐济旅游局

## *Multiple measures to restore and upgrade Fiji's tourism industry*

COVID-19 has impacted livelihoods and economies across the world. Fiji too has been severely impacted putting key industries like the Tourism Industry in an unprecedented crisis and in need of support to help mitigate the impacts of this pandemic. According to a recent report published by UNCTAD, due to the pandemic, loss on tourism is more than \$4 trillion to the global GDP for 2020 and 2021. And this loss has rippled across other sectors closely linked to tourism.

Tourism, which contributes to nearly 38-40% of Fiji's GDP, directly employs around 40,000 Fijians, and supports nearly 118 000 indirectly, both in the formal and informal sectors – channeling spending into local supply chains including agriculture, building and construction, cultural industries and more. While large hotels act as anchor investments in destinations, the majority of

services are provided by the small- to medium-sized hotels. In 2017 and 2018, the tourism industry was the third-highest waged employer in Fiji. According to Fiji Bureau of Statistics, nearly 900,000 tourists arrived on Fiji shores representing an overall growth of 4.2% for 2018-2019. In 2019, Fiji's tourism revenue was just over FJD 3 billion, comprising FJD 2,080 million in total tourism earnings and FJD 958 million in provision of air passenger services.

As early as late March 2020, the Fiji Hotels & Tourism Association announced that 93% of its 279 members had closed down due to the drastic decline in tourists. A survey undertaken by the International Finance Corporation, in partnership with Fiji's Ministry of Commerce, Trade, Tourism and Transport in July 2020 revealed that 50% of businesses surveyed are hibernating or fully





closed and 35% are active but with reduced staff. The survey also indicated that if the situation did not change by November 2020, 29% of the tourism businesses and 11% of the non-tourism businesses surveyed (3,596 respondents) — together, over 500 businesses — anticipated bankruptcy. Large businesses involved in the tourism industry have also lost twice as much income as large businesses in non-tourism sectors. At the recent FEMM Meeting, Mr Tao Zhang, the International Monetary Fund's Deputy Managing Director stated on 13 July 2021 that tourism-reliant countries including Fiji, Palau, Samoa, and Vanuatu will take longer to recover and the region was looking at the recovery to take longer – to get to the 2019 level of tourism for example would mean these countries would be looking at 2023.

Launched in October 2020, the CARE FIJI COMMITMENT PROGRAMME ensured that tourism businesses adopted enhanced safety standards by upskilling operators in COVID-19 mitigation practices and protocols to ensure travellers' safety. To ensure safe but seamless travel in the new normal, collective responsibility for vaccination would ensure safety for both operators and consumers throughout the pandemic. Noting that Fiji is

an ideal tourism destination, the Care Fiji Commitment Programme conveys and celebrates Fiji's amazing progress in rolling out vaccinations.

The Government of Fiji also swiftly announced a stimulus package worth FJD 1 billion on 27 March 2020, together with FNPF. As a further response to meet the pandemic crisis, special funding streams were committed by ADB, World Bank and financial assistance from bilateral partners like China.

Despite the pandemic, recovery must be green, resilient, inclusive and sustainable. The adoption of technology is no longer an option, but an imperative. Amid slowing economic activity, COVID-19 has led to a surge in e-commerce and accelerated digital transformation globally. In Fiji's case, many companies have heeded the call to evolve their business models and overcome the disruptions caused by the pandemic. Since there is an accelerated shift towards digitalisation and the adoption of new technologies, Aid for Trade should be strategically directed to micro, small and medium enterprises (MSMEs) to address business-related adjustment needs. This should include upskilling and reskilling of MSME workers and entrepreneurs to enable them to compete and thrive in the post-pandemic economy.

Collective responses and solidarity are crucial to win the fight against the COVID-19 pandemic. Fiji has had to work closely together and with her external partners, including through the sharing of information and best practices, to remain responsive and safeguard the well-being of Fijians.

China is now one of Fiji's key trading partners and is the second largest source of foreign investment in Fiji. In fact, it has become Fiji's most rapidly growing market. China was one of Fiji's largest export destinations in 2019 which stood at 157%.

In the pre-COVID-19 period, the Chinese outbound market was a potential source market to offset the decline of visitor arrivals from traditional source markets and this stance will not change in the post-COVID-19 period, once borders open.

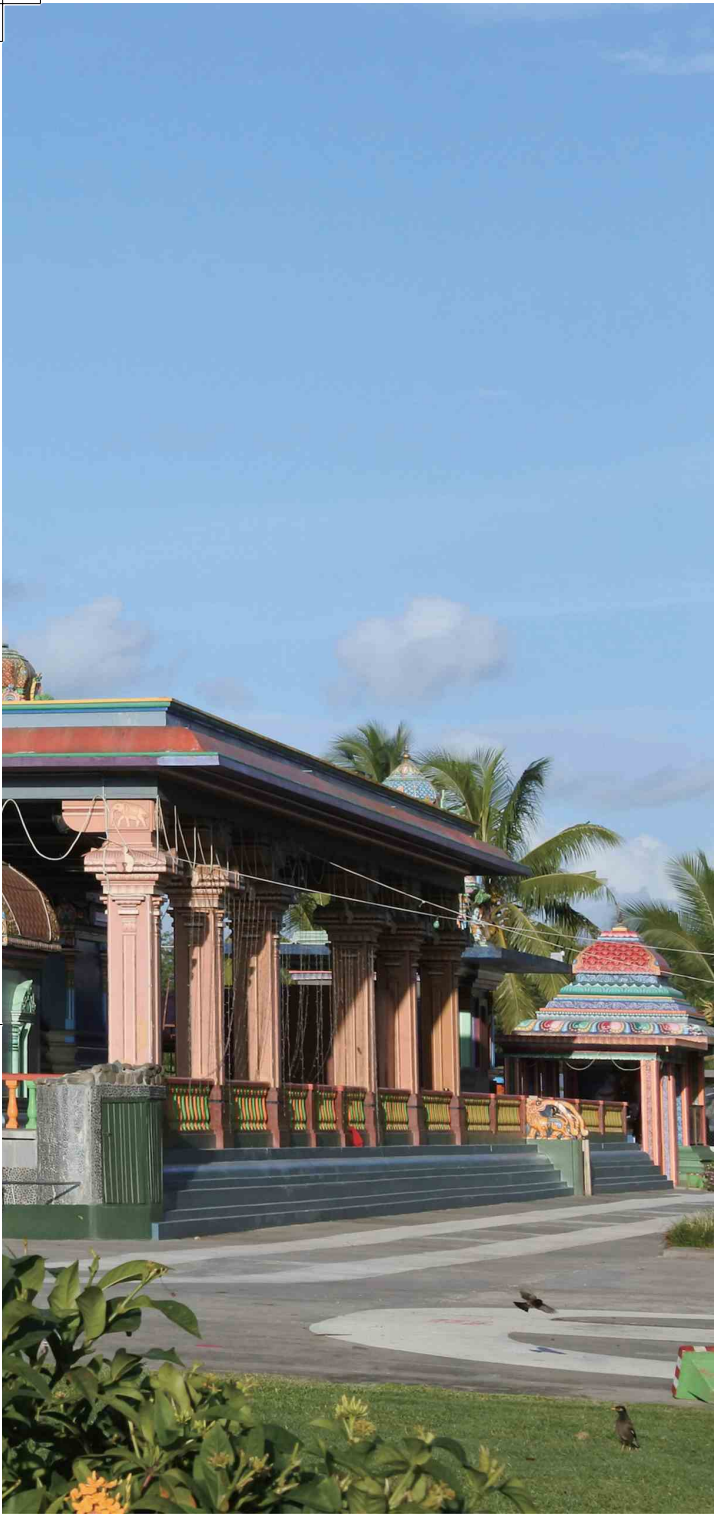




Various strategies are being adopted by Investment Fiji and as part of its investment market strategy, the latter will execute a 'managing for value' approach with execution of a prescriptive sales. A prescriptive approach will also be implemented where the target will be exporter who will be matched with potential Chinese buyers. Promotional activities in China as per Investment Fiji's promotional strategy will include targeted Trade

and Investment Expos, investment missions in China etc.

Capitalising on the Belt and Road Initiative which can usher in important opportunities for bilateral cooperation between the two countries, it is envisioned that Fiji will continue to actively be part of the initiative in order to unlock the potential cooperation under this framework. Prior to COVID-19, the Fijian Government and



local tourism industries had been working toward being more “China ready”, ensuring that the Fijian tourism industry progressed towards creating an industry tailored to the needs of the Chinese market for example incorporating Chinese cuisine in hotel menus and having Chinese translators etc.

The launch of the Fiji - China Online Trade Show on 11 May 2021 indicates Fiji’s commitment to further



enhance investment and trade between the two countries. The platform provides the exporters with the opportunity to showcase some of their products and also gives potential investors the opportunity to see investment projects that are currently available in Fiji. Moreover, this initiative also provides exporters the opportunity to engage virtually with key markets but also explore new and emerging markets – a win-win situation for all.

Opening of international borders is essential to economic recovery due to the importance of Fiji’s tourism sector. According to the World Travel and Tourism Council, travel and tourism contributes to 26.3% of total employment in Fiji. Discussions are underway in the region for efforts to be directed in making international travel a safe possibility with relevant ministerial authorities stating that countries must build essential foundations to digitalise travel-related measures, such as testing, contact tracing and vaccination passports to promote safe travel and prepare for the recovery of tourism once conditions allow. This could promote mutual recognition of COVID-19 test results and vaccines, and help establish safe travel corridors between countries. The rapid return of our tourism industry is vital to Fiji’s recovery as well as other countries in the Pacific who are tourism-reliant.

In as far as updates concerning direct flights between the two countries is concerned, communication between the relevant authorities: Civil Aviation Administration of China (CAAC) and the Department of Civil Aviation has also been ongoing with each party tableing their respective positions, against the backdrop of the current aviation climate.

Source of photos featuring attractions: Tourism Fiji