

The WTCF Fragrant Hills Tourism Summit 2017



# 政策环境与旅游投资

## Policy environment & Tourism Investment

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# 目录contents

- 1. 旅游服务的公共物品属性
  - Public goods attribute of tourism service
- 2. 政府应支持旅游服务投资发展
  - The government should support the development of investment in tourism services
- 3. 中国经验与案例分享
  - Chinese experience and case sharing
- 4. WTCF投资分会
  - Investment Committee of WTCF



# 1. 旅游服务的公共物品属性

## Public goods attribute of tourism service

- 1.1私人物品VS公共物品
- Personal Belongings vs Public Goods
- 1.2旅游服务的公共物品属性
- Public goods attribute of tourism service

**Better City Life through Tourism**

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## 2.政府应支持旅游服务投资发展

The government should support the development of investment in tourism services

✓ 支持政策

- Support policies

✓ 金融支持

- Financial support

良好的政策环境有助于促进旅游投资发展

A **good policy environment** will contribute to the development of tourism investment.

# 2.1 旅游服务投资发展的支持政策

Support policies of investment in tourism services

- ✓ 土地政策
- Land policy
- ✓ 旅游基础设施
- Tourism infrastructure
- ✓ 税收政策
- Tax policy
- ✓ 人才政策
- Talent policy
- ✓ .....



## 2.2 旅游业发展的金融支持

Financial support of the tourism development

- ✓ 银行贷款 Loans
- ✓ 财政补贴 Financial Subsidy
- ✓ 信托资金 Trust Fund
- ✓ 发行债券 Issue Bonds
- ✓ 私募股权投资基金 Private Equity Fund
- ✓ .....

## 2.2 旅游业发展的金融支持（续）

Financial support of the tourism development（Continued）

- ✓ 政府和社会资本合作
  - PPP（Public-Private Partnership）
  
- ✓ 私募股权投资基金(智慧的资本)
  - Private Equity Fund(smart capital)
  
- ✓ .....



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# 3. 中国经验与案例分享

## 3.Chinese experience and case sharing

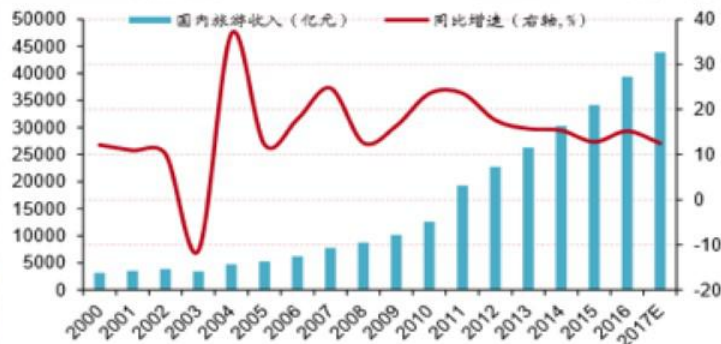
- 中国旅游业已成为战略性支柱产业
- China Tourism has become a strategic pillar industry
- 加大旅游基础设施建设投资
- Increase investment in tourism infrastructure construction
- 旅游+
- Travel +
- 案例分享
- Case Sharing



# 3.1 中国旅游业已成为战略性支柱产业

China Tourism has become a strategic pillar industry

- 中国旅游业收入强劲增长（部分省市高达40%以上）
- China Tourism revenue has been growing strongly (more than 40% in some provinces and cities).
- 中国旅游投资助推旅游业健康持续发展
- China's tourism investment boost the healthy and sustainable development of tourism industry.
- 中国旅游业将引领产业结构升级转型和空间布局优化
- China's tourism industry will lead the upgrading of industrial structure, transformation and optimization of spatial layout.



# 3.2 加大旅游基础设施建设投资

Increase investment in tourism infrastructure construction

- 旅游饭店（宾馆）
  - Tourist Hotel (guesthouse)
- 旅游交通（飞机、高铁、公路、步道）
  - Tourist traffic (Airplanes, high-speed rail, roads, trails)
- 文化娱乐、体育、疗养等物质设备
  - Material facilities such as culture, recreation, sports, recuperation, etc
- ◆ 旅游签证 Tourist visa (visa-free)
- ◆ 语言翻译 Translation
- ◆ 智慧旅游 Smart tourism
- ◆ .....



# 3.3 旅游+ Travel +

☐+农业

- +Agriculture

☐+工业

- +Industry

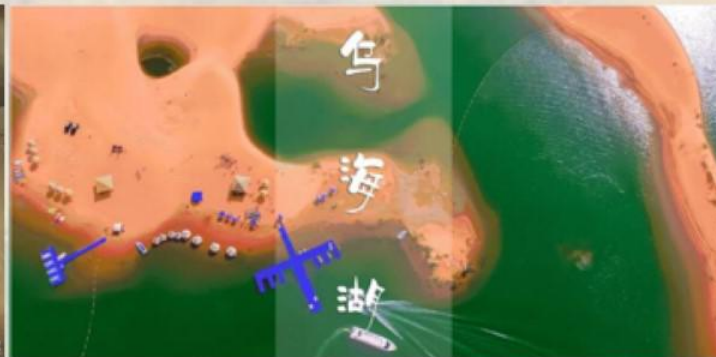
☐+服务业

- +Service industry

# 3.4案例分享

## 3.4 Case Sharing

- 3.4.1乌海湖与自然奇迹（内蒙古）
- Wuhai Lake and Natural wonders (Inner Mongolia)
- 乌海市地处乌兰布和、库布其、毛乌素三大沙漠交汇处,多年平均降水量仅为165毫米,但蒸发量却高达3200毫米,是典型的干旱少雨地区。
- Wuhai city is located in edge of three Desert, Ulan Buh, Kubuqi and Mu Us. It's average annual rainfall is only 165 mm, but the evaporation is as high as 3200 mm. So it is a typical arid area.





# 3.4案例分享

## 3.4 Case Sharing

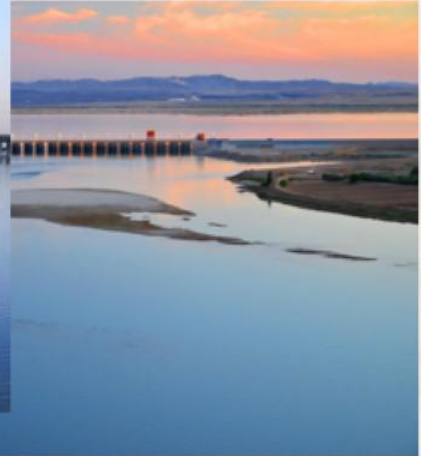
- 36亿年前遗留的古大陆
  - The ancient continent left over 3.6 billion years.
- 黄河海勃湾水利枢纽工程（工程总投资27.41亿元）
  - Haibowan, the Yellow River water control project(The total investment of the project is 2.741 billion yuan).
- 总库容4.87亿立方米,最大坝高18.2米,年平均发电量3.82亿度,建设工期46个月。
  - It's total storage capacity is 487 million cubic meters, the maximum dam height is 18.2 meters, the annual average generating capacity is 382 million Kilowatt hours, and the construction period is 46 months.





# 3.4 案例分享

## 3.4 Case Sharing



- 2013年开始出现118平方公里的乌海湖。
- In 2013, 118 square kilometers of Wuhai lake began to emerge.
- 乌海市环山环湖,形成一个集黄河、沙漠、湿地为一体的独具特色的自然景观。煤都乌海由资源型城市向生态绿洲山水园林型城市转型。
- Surrounded by mountains, Wuhai has a unique natural landscape which integrates the Yellow River, desert and wetland. By the Wuhai coal resource-based city to oasis ecological landscape garden city transformation.



# 3.4案例分享（续）

## 3.4 Case Sharing（Continued）

➤ 3.4.2云漫湖（贵州）

➤ Cloud Lake and Natural wonders（Guizhou）



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# 4.WTCF投资分会

## Investment Committee of WTCF

- WTCF投资分会于2016年9月在WTCF重庆香山峰会期间正式成立。
- The Committee of Investment officially established during the WTCF Chongqing Fragrant Hills Tourism Summit in September 2016.



WTCF  
World Tourism Cities Federation

世界旅游城市联合会 (WTCF)

信息报送系统使用指南



# 旅游投资正在加速.....

## Tourism investment is accelerating.....

旅游投资，

投资在旅游之外.....

Tourism investment,

above investment of Tourism.

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