



扬州文化旅游介绍及对欧合作展望

Introduction to Yangzhou Culture & Tourism and Prospects for Cooperation with Europe

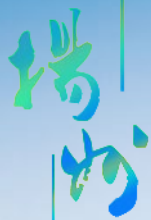
扬州市文化广电和旅游局

Cultural, Radio, Film and Tourism Bureau, Yangzhou City Government



Welcome to Yangzhou!





- 6000年文明史
- 2500多年建城史
- 首批中国历史文化名城
- 联合国人居奖城市

- Civilization of 6,000 Years
- City of 2,500-Year History
- Historical and Cultural City in China
- UN Habitat Award City



Beautiful Yangzhou

美丽扬州

B E A U T I F U L

| CITY |



■ 世界运河之都

■ World Capital of Canals

■ 世界美食之都

■ World Capital of Gastronomy

■ 东亚文化之都

■ Cultural Capital of East Asia

扬州是中国南北地理的交汇地带，也是海上丝绸之路与陆上丝绸之路的交汇点。



Yangzhou is the geographical intersection of north and south of China, as well as the Maritime Silk Road and the Overland Silk Road.





扬州 *Yangzhou*

一座文化昌盛的
旅游名城

Cultural Prosperity



一条河的故事

The story of a river



在2500年前的春秋时代，大运河的第一锹土，就是在扬州开挖的。

2,500 years ago, in the Spring and Autumn Period, the construction of Grand Canal started in Yangzhou.





世界文化遗产



2014年6月，由扬州牵头的中国大运河申遗项目成功入选《世界文化遗产名录》

In June 2014, the Grand Canal of China, led by Yangzhou, was successfully inscribed on World Heritage List





2 一条街的故事

The story of a street

东关街现已成为“4A”级景区和“中国十大历史文化名街”，中外游客络绎不绝。



Dongguan Street is a "4A" scenic spot and "China's top ten historical and cultural streets", visited by Chinese and international tourists.

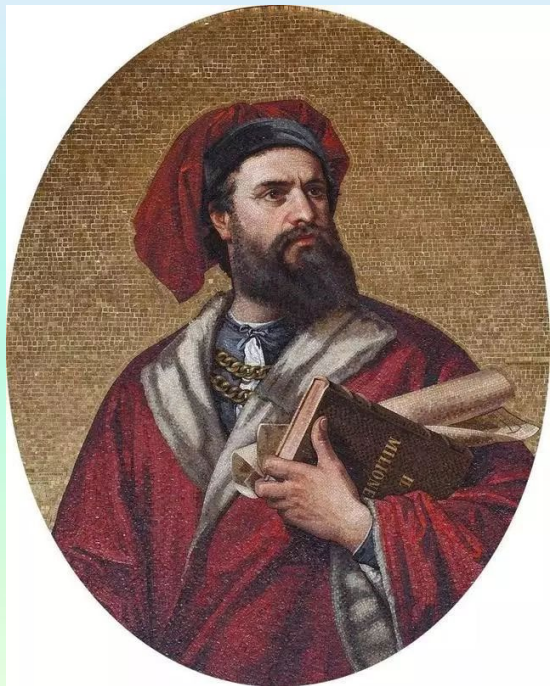




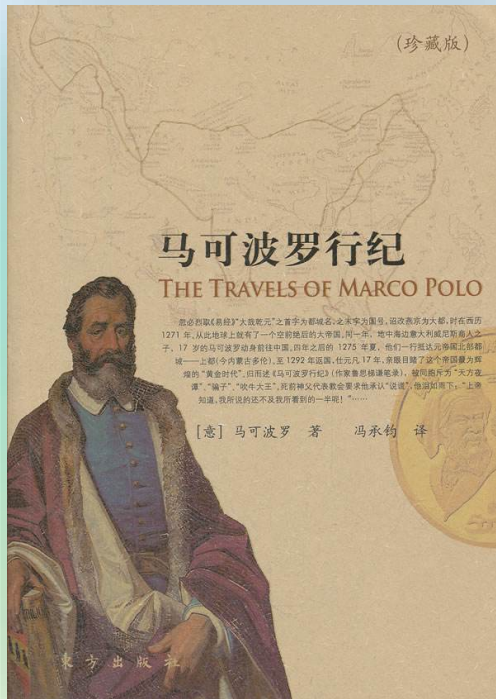
一个人的故事

The story of a man





马可·波罗
Marco Polo



《马可波罗行纪》
The Travels of Marco Polo





坐落在扬州古城边上的马可·波罗像 Marco Polo statue in ancient city Yangzhou



One of the 4 major cuisines in China
—The birthplace of Huaiyang cuisine

中国四大菜系之一
——淮扬菜的发源地

扬州





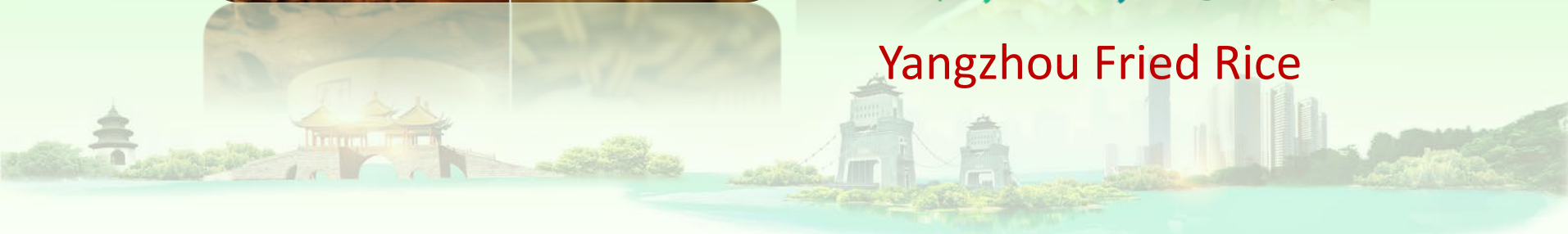
Yangzhou Baozi

扬州包子包打天下



扬州炒饭炒遍全球

Yangzhou Fried Rice



扬州文旅业发展现状 The status of cultural tourism industry in Yangzhou





截至2021年底，扬州拥有A级以上景区57家，总量位居全省第三；省级全域旅游示范区1家，省级及以上旅游度假区4个。高邮市创成省级全域旅游示范区，邗江区方巷镇沿湖村入选全国乡村旅游重点村，东关历史文化旅游区等4个集聚区创成省级夜间文化和旅游消费集聚区，菱塘回族乡清真村等3个村入选省乡村旅游重点村名录，6个项目纳入2021年省级重点文旅项目库。

- Yangzhou has 57 scenic spots of grade A or above, ranking 3rd in the province
- Gaoyou City is a provincial-level tourism demonstration area
- Fangxiang Town, Hanjiang District, Yanhu Village is selected as national rural tourism village
- Dongguan's historical and cultural tourism zone is a night culture and tourism consumption agglomeration area,
- Lingtang Hui Islamic village and other 3 villages are listed on the provincial rural tourism key village directory
- 6 projects have been included in the provincial key cultural tourism project database in 2021

扬州



烟花三月国际经贸旅游节 March Tourism Festival



扬州的夏日 Summer in Yangzhou



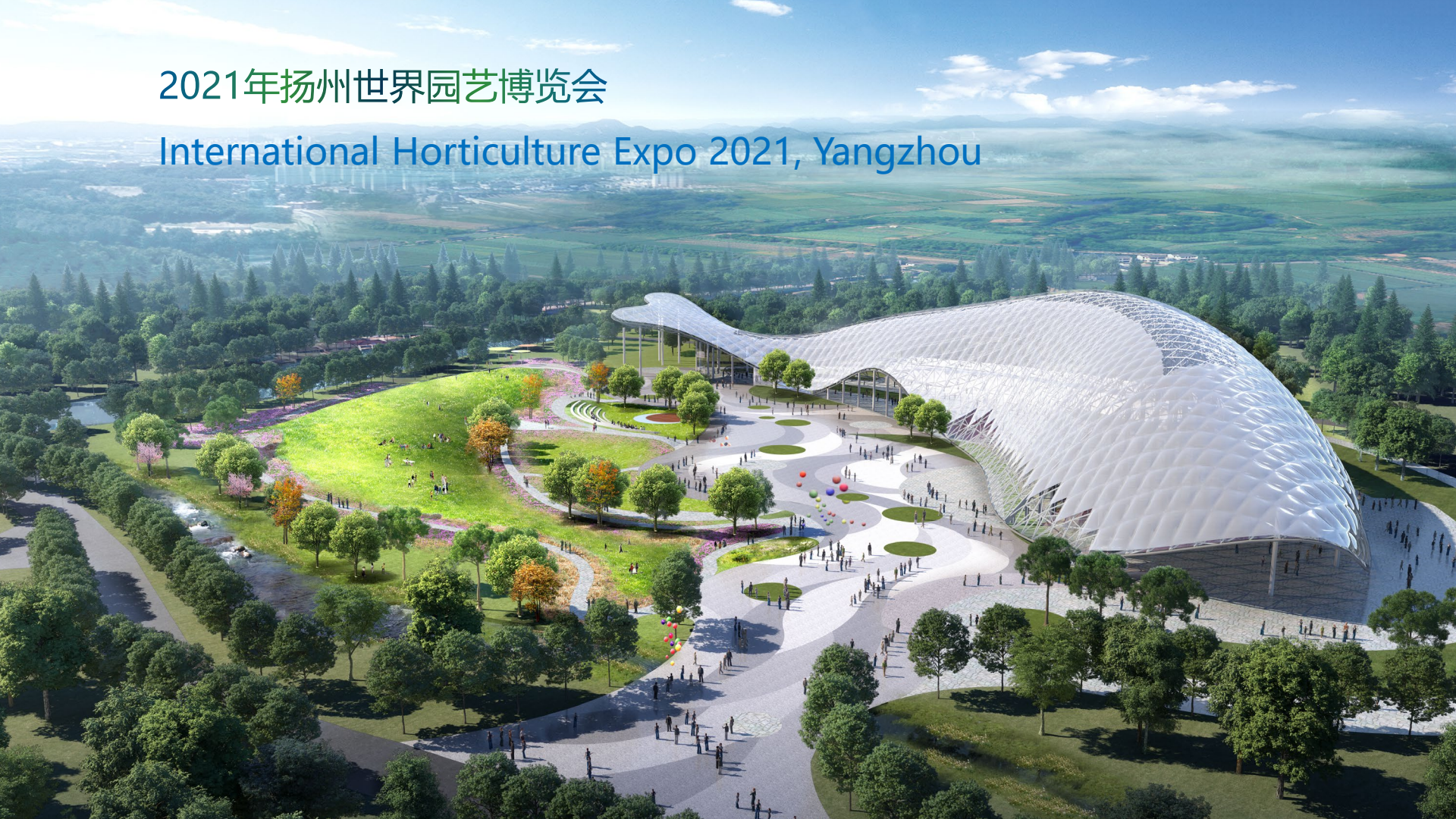
扬州鉴真国际半程马拉松赛
Yangzhou International Half Marathon



冬季温泉养生节 Hot Spring Festival in Winter

2021年扬州世界园艺博览会

International Horticulture Expo 2021, Yangzhou





对欧洲市场交流现状和未来展望

Future perspectives
on exchanges with
the European market

对欧洲市场交流的现状

Current status of exchanges with the European market

与法国奥
尔良市开
展标准化
合作

Orléans, France

邀请瑞典
小伙出演
扬州旅游
宣传片

Sweden

在西班牙
设立国际
旅游推广
中心

Spain

联合BBC
拍摄旅游
宣传片

BBC

运营扬州
旅游全球
英文网站

English
Tourist
Website

举办国际
旅游达人
采风活动

Invite
Travel
Expert

举办“运
河达人秀”
活动

Canal
Talent
Show



对欧洲市场交流的未来展望

Future perspectives on exchanges with the European market

开展中欧文
化交流活动

继续开展线
上线下推广
合作

旅游国际标
准的探讨与
运用

- Conduct cultural exchange activities between China and Europe
- Continue to develop online and offline promotional cooperation
- Exploration and application of international standards in tourism



THANKS

感 谢 聆 听



Bielsko-Biała - region of Podbeskidzie 别尔斯克-比亚瓦 - 波德贝斯基泽地区

"Your best tourist destination"

"您的最佳旅游目的地"

Tourism & Culture in Green and Digital Transition

绿色与数字转型中的文旅产业



Bielsko-Biała - Ski resorts, Spa resorts, mountain trails, gliding

别尔斯克-比亚瓦 - 滑雪胜地、温泉胜地、山间小道、滑翔运动



Bielsko-Biała – Common digitalization of historical heritage

别尔斯克-比亚瓦 - 历史遗产的数字化



Common 3D digitization
of historical objects of
cross-border area SK-PL

斯洛伐克-波兰历史遗迹共同3D数字化



Interreg
Polska-Słowacja



Europejski Fundusz Rozwoju Regionalnego

E-TOOLS

2D

3D

Air View

Movies

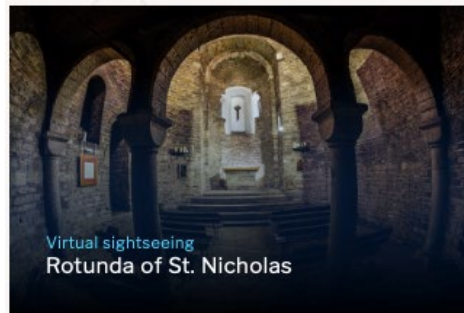
Virtual sightseeing



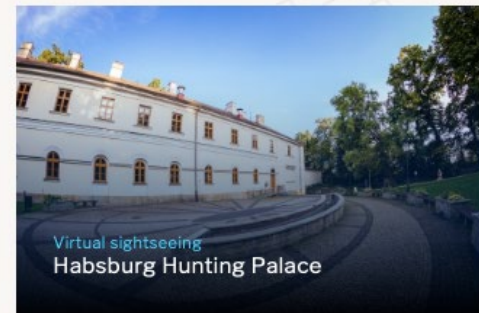
Virtual sightseeing
Budatín Castle – chapel



Virtual sightseeing
Budatín Castle (building 1)



Virtual sightseeing
Rotunda of St. Nicholas



Virtual sightseeing
Habsburg Hunting Palace

PROJECT IS A JOINT EFFORT OF THE POLISH AND SLOVAK ORGANIZATIONS AIMING AT PRESERVATION OF MOST VALUABLE CULTURAL ASSETS OF THE POLISH-SLOVAK BORDERING REGIONS. SELECTED OBJECTS HAVE BEEN DIGITALIZED USING 3D TECHNOLOGIES AND DIFFERENT FILM MAKING TECHNOLOGIES AND MADE AVAILABLE TO THE TOURIST IN THE FORM OF 2D, 3D, VIRTUAL TOURS AND FILMS. THIS ALLOWS FOR BETTER RECOGNITION AND PROMOTION OF THE REGION, AND MADE POSSIBLE PRESENTATION OF THE UNIQUE PIECES OF ART NORMALLY NOT EXHIBITED OR IN HARDLY ACCESSIBLE MOUNTAIN LOCATIONS.

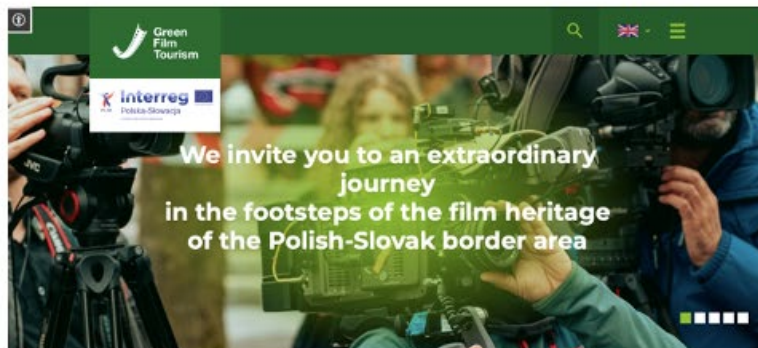
本项目由波兰和斯洛伐克组织机构共同推动，旨在保护波兰-斯洛伐克接壤地区最宝贵的文化资产。所选对象已使用3D技术和各类电影制作技术进行数字化，并以2D、3D、虚拟旅游和电影形式提供给游客。这有助于该地区得到更好地认可和推广，使通常未经展出或处于偏远山区的独特艺术作品得以展示。

Bielsko-Biała – Common digitalization of Film heritage

别尔斯克-比亚瓦 - 电影遗产的数字化



„GreenFilmTourism” project



The aim of the GreenFilmTourism project:
Proper use, promotion and development of the film cultural heritage of the Polish-Slovak border area, increase its tourist attractiveness, develop sustainable solutions and tools to develop environmentally friendly film production

Film portal:
Contains information on completed film productions in the borderland area, locations (main and detailed), inspirations

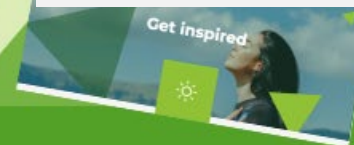
Digital map:
Includes a trail of film cultural heritage to enrich the tourist offer. The collected data is supposed to be an inspiration for travels of more and more demanding and inquisitive tourists who declare their willingness to get to know their homeland and the region.



绿色电影旅游项目的目标:
正确使用、推广和开发波兰-斯洛伐克边境地区的电影文化遗产, 提高对游客的吸引力, 通过开发可持续解决方案和工具, 以环保方式制作电影。

电影门户:
包含边境地区已完成拍摄的电影的信息、拍摄位置(主要位置和详情)、灵感。

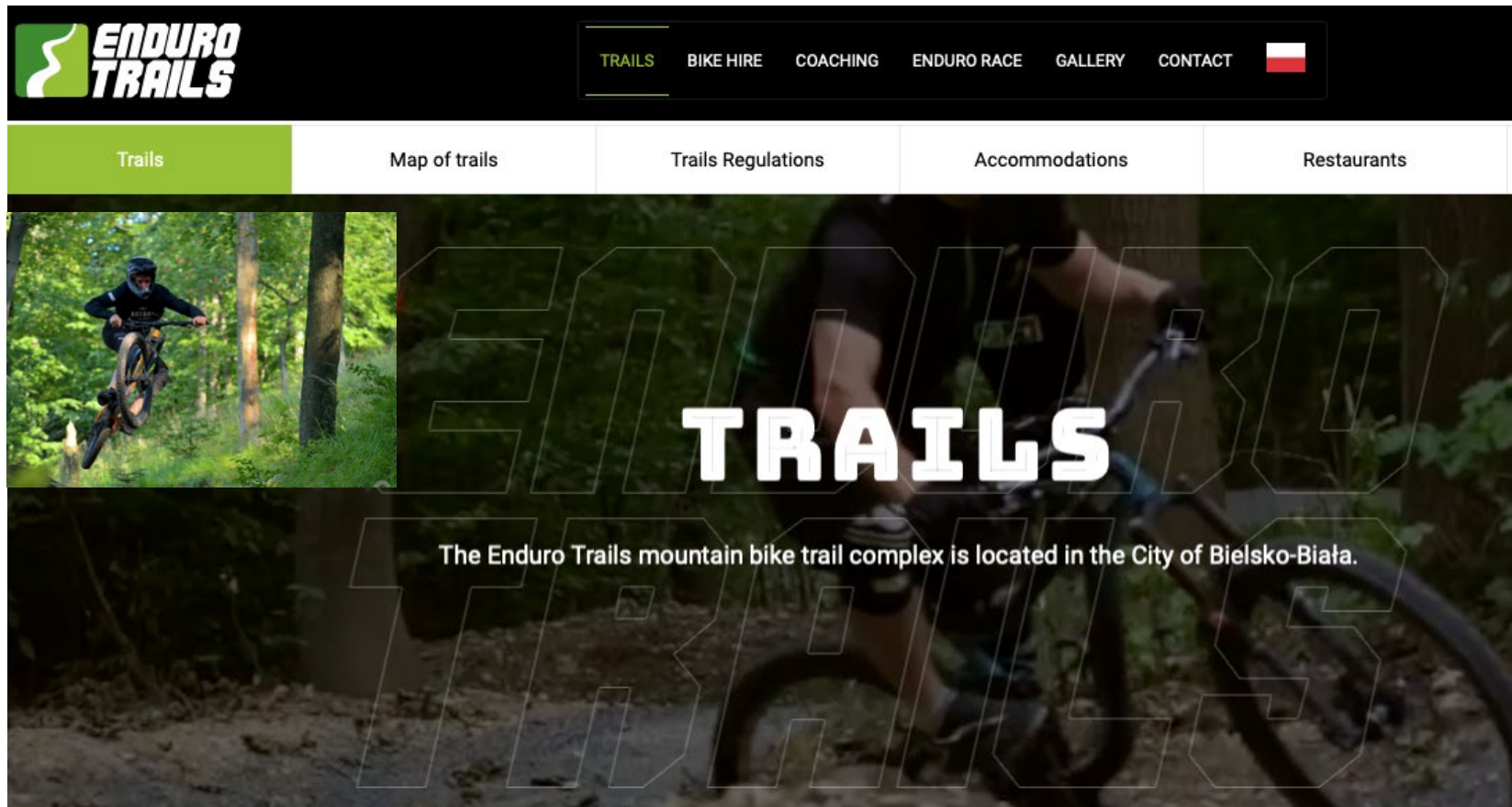
数字地图:
包括一系列电影文化遗产, 以丰富游客体验。所收集的数据旨在激励越来越多要求高且充满好奇心的游客前来旅游, 他们有着明确意愿, 希望了解自己的祖国和这一地区。



www.greenfilmtourism.eu

Bielsko-Biała – Enduro Trails

别尔斯克-比亚瓦 - 耐力赛小道



INNOVATIVE ENDURO MOUNTAIN TRAILS BECOME ONE OF THE MOST SUCCESFULL NEW TOURISTIC OFFER IN THE REGION. DOWNHILL MOUNTAIN BIKE TRAILS ARE CATCHING THE INTEREST OF THE BIKERS FROM ALL OVER THE EUROPE BEING A ONE OF THE BEST PROMOTIONAL ACTIVE TOURISM FACTORS FOR THE REGIONAL TOURISTIC SECTOR.

耐力赛山间小道成为该地区最成功的创新旅游项目之一。山地自行车下坡车道引起欧洲各地自行车爱好者的广泛关注，是区域旅游业最佳运动旅游推广亮点之一。

Bielsko-Biała – Beskid PASSPORT

别尔斯克-比亚瓦 - 贝斯基德“通行证”



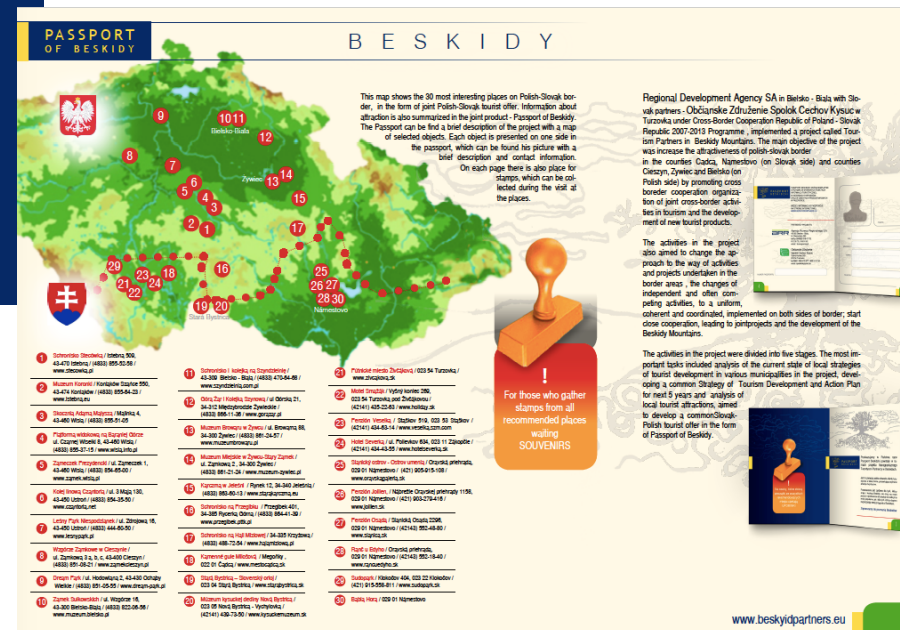
INTERNATIONAL CROSS-BORDER PROJECT PROMOTING ACTIVITIES AMONG POLISH AND SLOVAKIA BESKIDY MOUNTAIN CHAIN UNITING COMMON CULTURE AND CULTURAL ASSETS AND HERITAGE OF THE TWO NATIONS WITH SAME TRADITION WITHIN THE PROJECT ONE JOINT TOURIST OFFER CALLED BESKIDY PASS HAS BEEN PRODUCED.

国际跨境项目旨在推广波兰与斯洛伐克贝斯基迪山脉的旅游活动，并将两个具有相同传统国家的共同文化、文化资产和遗产结合起来。该项目已经推出一个名为“贝斯基迪通行证”的联合旅游产品。



OVER 30 MOST INTERESTING CULTURAL AND TRADITIONAL ASSETS HAVE BEEN IDENTIFIED AND TOURIST TRAILS INDICATED AND MARKED

确定30多个最值得关注的文化资产和传统资产，并标明旅游路线。



PROJECT WAS A JOINT EFFORT OF REPRESENTATIVES OF TOURISM INDUSTRY FROM BOTH SIDES OF THE BORDER WORKING TOGETHER TO PROMOTE COMMON ROOTS OF THE BESKIDY CULTURE AND PRESERVE HERITAGE

该项目是边境两侧旅游业代表共同努力的结果，旨在推广贝斯基迪文化的共同根源并保护文化遗产。

Bielsko-Biała cooperation concept

别尔斯克-比亚瓦合作概念



BESKID INTERNATIONAL FOLK AND ART WEEK IS A YEARLY EVENT WHICH IS THE MOST INTERESTING TOURISTIC EVENT PROMOTING CULTURAL HERITAGE OF THE BESKIDY REGION

贝斯基德国际民俗艺术周每年举办一次，旨在推广贝斯基迪地区文化遗产，是该地区最具吸引力的旅游活动。

ORGANIZATION OF THE **PARTNERING CITIES FESTIVALS AND CULTURALS EXCHANGES**

组织伙伴城市节日庆典和文化交流活动



ACTIVE TOURISM COMMON PROMOTION AND PROJECT DEVELOPMENT

运动旅游 共同推广和项目开发



贾恩·辛基维茨

国际关系主任

别尔斯克-比亚瓦区域发展机构

Jan Sienkiewicz

Director Int. Relations

Regional Development Agency in Bielsko-Biała

Ul. Cieszyńska 365
43-300 Bielsko-Biała

电话 telefon: + 48 606 648 115, +48 33 816 9162
邮箱 e-mail: biuro@arrsa.pl, jsienkiewicz@arrsa.pl

A large, stylized diamond shape composed of four smaller diamonds, each containing a different image related to Beijing's culture and tourism. The top diamond shows an aerial view of the Forbidden City. The left diamond shows the Temple of Heaven. The bottom diamond shows two Peking Opera performers. The right diamond is solid red.

Beijing Tourism and Cultural Innovation in the Digital Era



Inbound tourism promotion is built into China's 2022 14th Five-Year Plan Tourism Development Strategy, with the aim of welcoming visitors back to China with world-class infrastructure and improved travel experience. As the capital city and host of the 2022 Winter Olympic Games, Beijing is leading the way.

How Beijing is using digital to stay ready for inbound tourism

Engaging, empowering, and keeping close contact with industry partners around the world through digital



Beijing Tourism
Expert



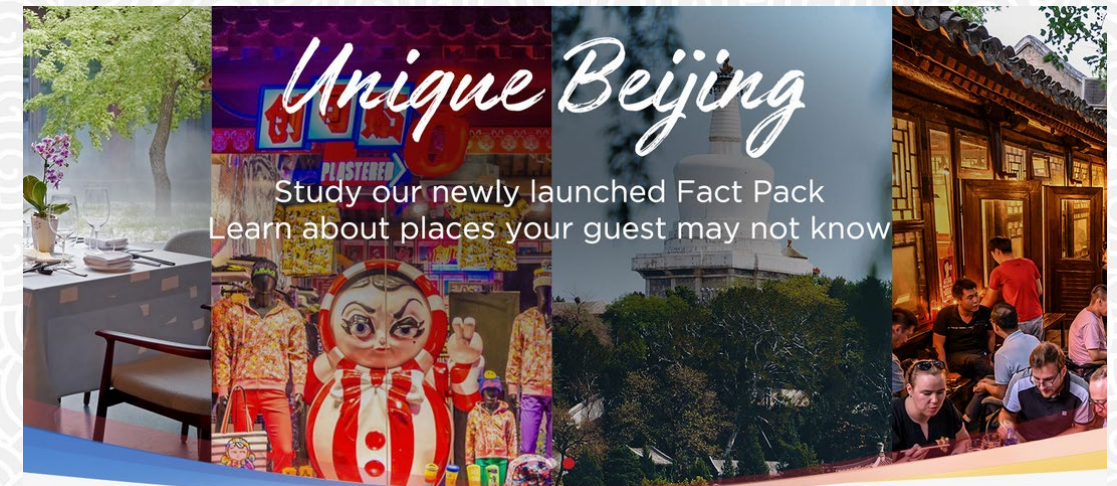
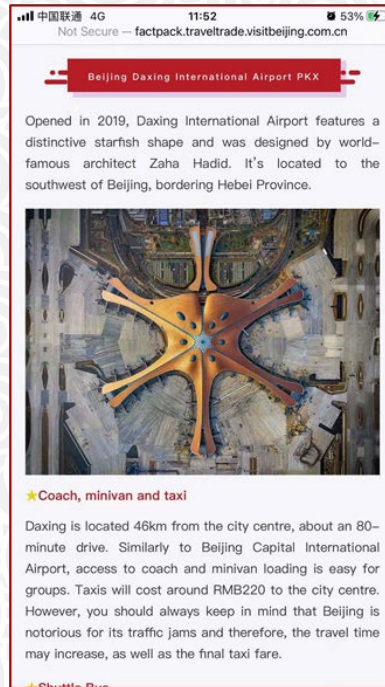
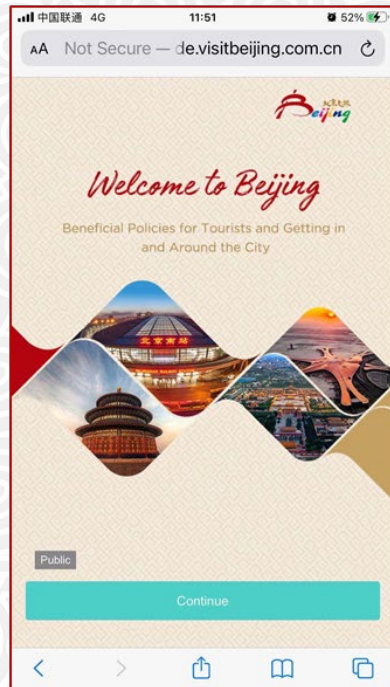
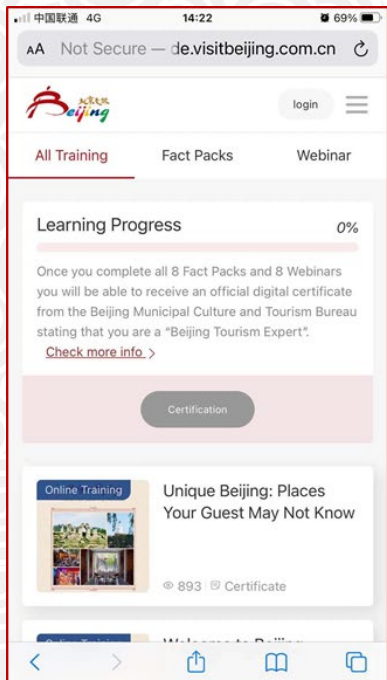
Beijing Trade Connect
B2B hub



Webinars and online
trade roundtable

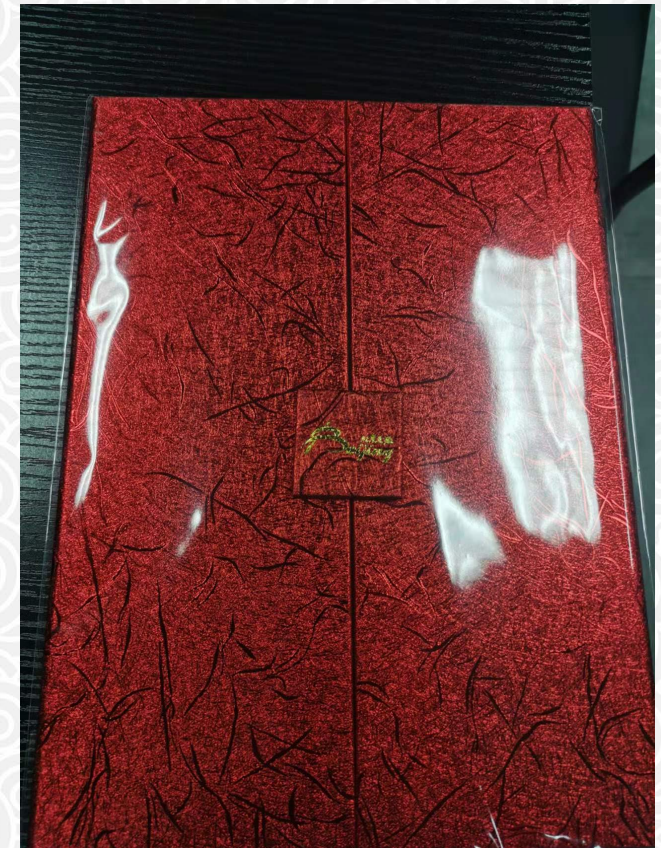
Beijing Tourism Expert

- E-learning resources
- Trade information
- Suggested partners, itineraries and recommendations
- 5 languages



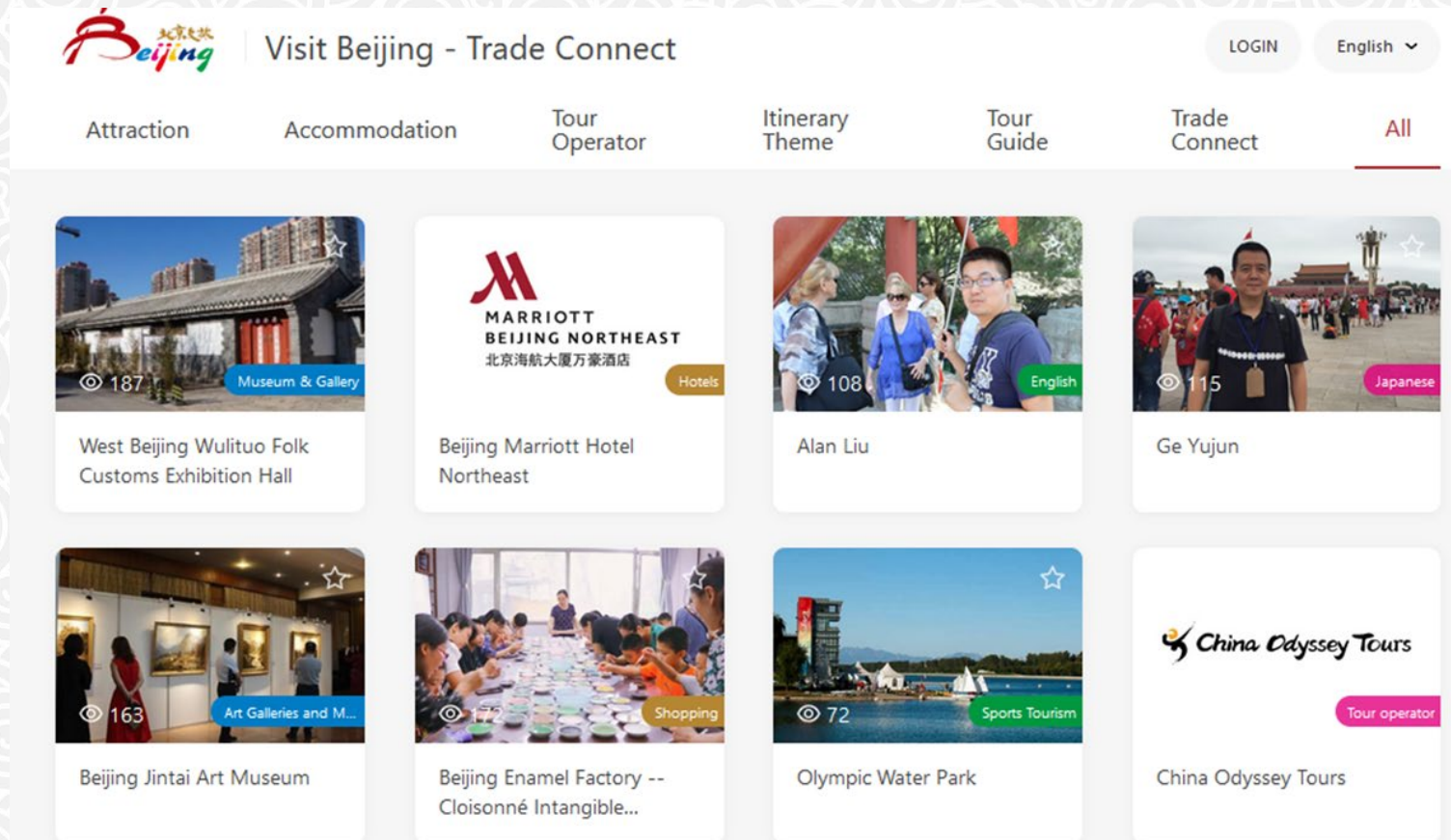
Beijing Tourism Expert Certificate

Official digital certificates from the Beijing Municipal Culture and Tourism Bureau are awarded to travel agents who complete all fact packs and attend all webinars.




Beijing Trade Connect B2B hub

An easy-to-use online database of Beijing's tourism resources, with multi-lingual listings for attractions, accommodation, tour operators, itinerary themes, tour guides, and other suppliers.



Webinars and online trade roundtables


Six virtual events in five languages, focusing on MICE, Beijing 2022 and winter tourism, intangible cultural heritage, and other key themes.



Online Roundtable: The Future of Beijing MICE

81 0


Start Learning



Traditional Chinese Medicine and Wellness

286 0


Start Learning



Online Roundtable: Incorporating TCM with Travel

76 0


Start Learning



冬奥举办地「首钢园」之旅

88 0


Start Learning





2022年北京冬季オリンピックと冬季観光に関する

40 0

Start Learning



OFICINA MUNICIPAL DE CULTURA Y TURISMO DE BEIJING
TRADE CONNECT
Tras el patrimonio cultural inmaterial en los hutongs de Beijing



欢迎大家参加由北京市文化和旅游局

Digital marketing matrix of the Forbidden City on WeChat



Video marketing

Using short videos to promote destinations or attractions has become very popular. Video series have been created to make the multi-angle promotions.



Documentary series on Intangible Cultural Heritage

#故宫以东 #非遗理想家 ...



#故宫以东 #非遗理想家 ...



#故宫以东 #非遗智造局 ...

#故宫以东 #戏剧东城...

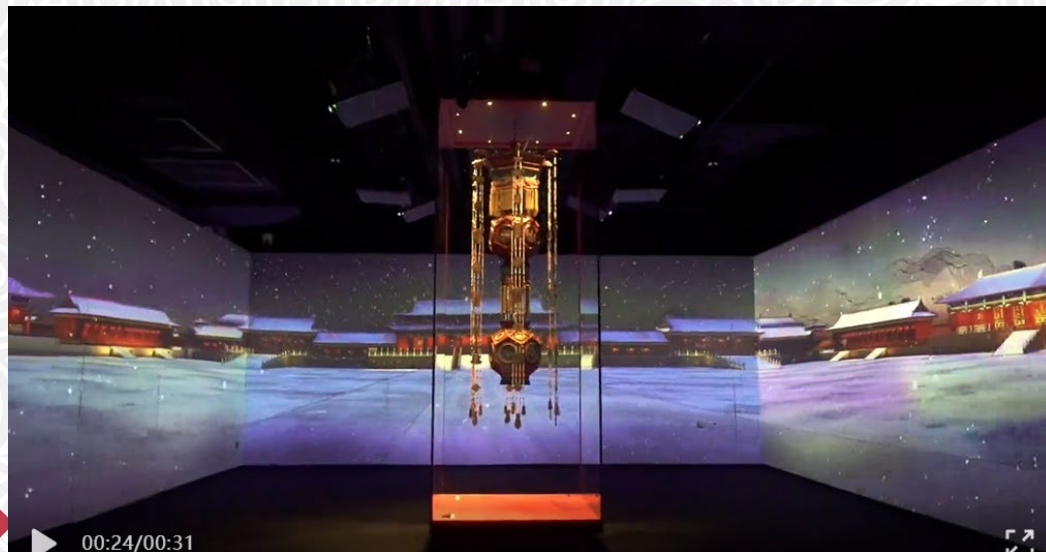


#故宫以东 #非遗理想家 ...



#故宫以东 #非遗理想家 ...

Media Coverage of Digitalization for Enhanced Culture & Tourism Experience



Lanterns narrate the stories of cities



Short video by Beijing Tourism and NBTC



China Keeps Turning---Shared Economy Show Case



Beijing
Welcomes you





IOANNINA

OLD . NEW . YOU

GREECE

约阿尼纳（希腊）



80 
Monuments
& Sightseeing

80个博物馆及景点



Pamvotida Lake

约阿尼纳湖

35.000 
Active
Academic
Community

35,000 学术人员

 **250**
Hotels

250家酒店

2  Easy
accesses
through
Egnatia and
Ionia
highways

2条四通八达
的高速公路

1 
International
Airport

1座国际机场

1 hour 
from the
Northwestern port
of Greece
(Igoumenitsa)

距离希腊港口西北
港口，一小时车程

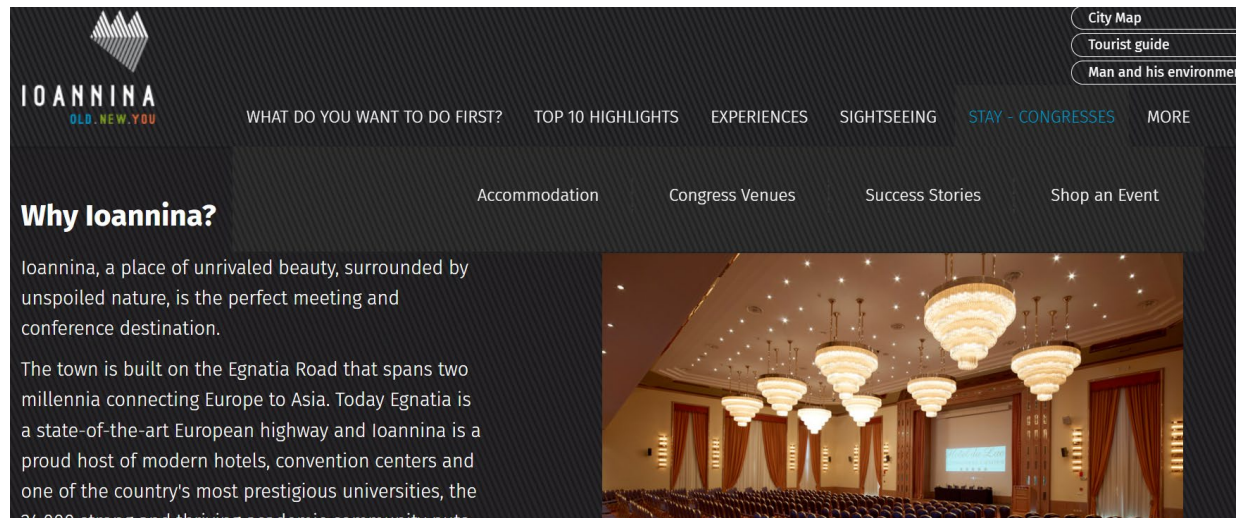


Cooperation in Tourism

Ioannina Convention & Visitors Bureau 约阿尼纳会议和旅游局

A nonprofit organization that provides education and resources to the local community and travelers with the aim of promoting travel to the city of Ioannina, events (incl. Festivals / Cultural events) and conventions in the area.

一个非营利性组织，为当地社区和旅行者提供教育和资源，旨在促进约阿尼纳市的旅游、活动（包括节庆/文化活动）及会议。



www.travelioannina.com

Business Tourism 商务旅游

A Science and Technology Park 一个工业园

(The Greek Silicon Valley!)
(希腊硅谷)

40 acres area 40 英亩

7.000 m² buildings 7,000 建筑面积

700 new job positions 700 新岗位

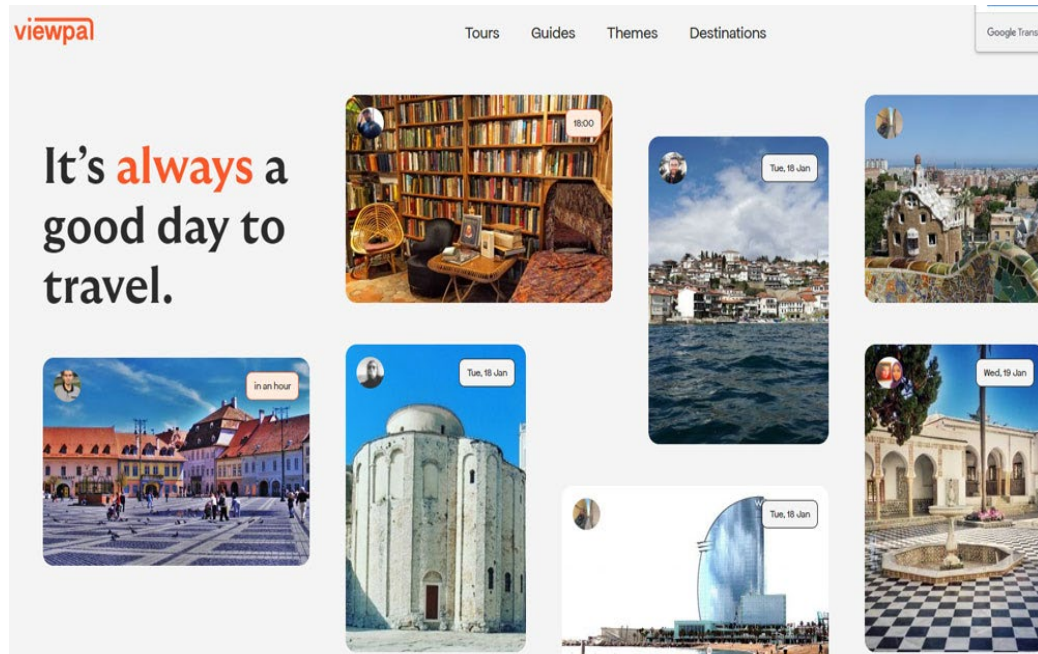


TeamViewer - P&I

Digital applications in the tourism development

Digital Era

- Virtual Guided Tours
- 虚拟导览

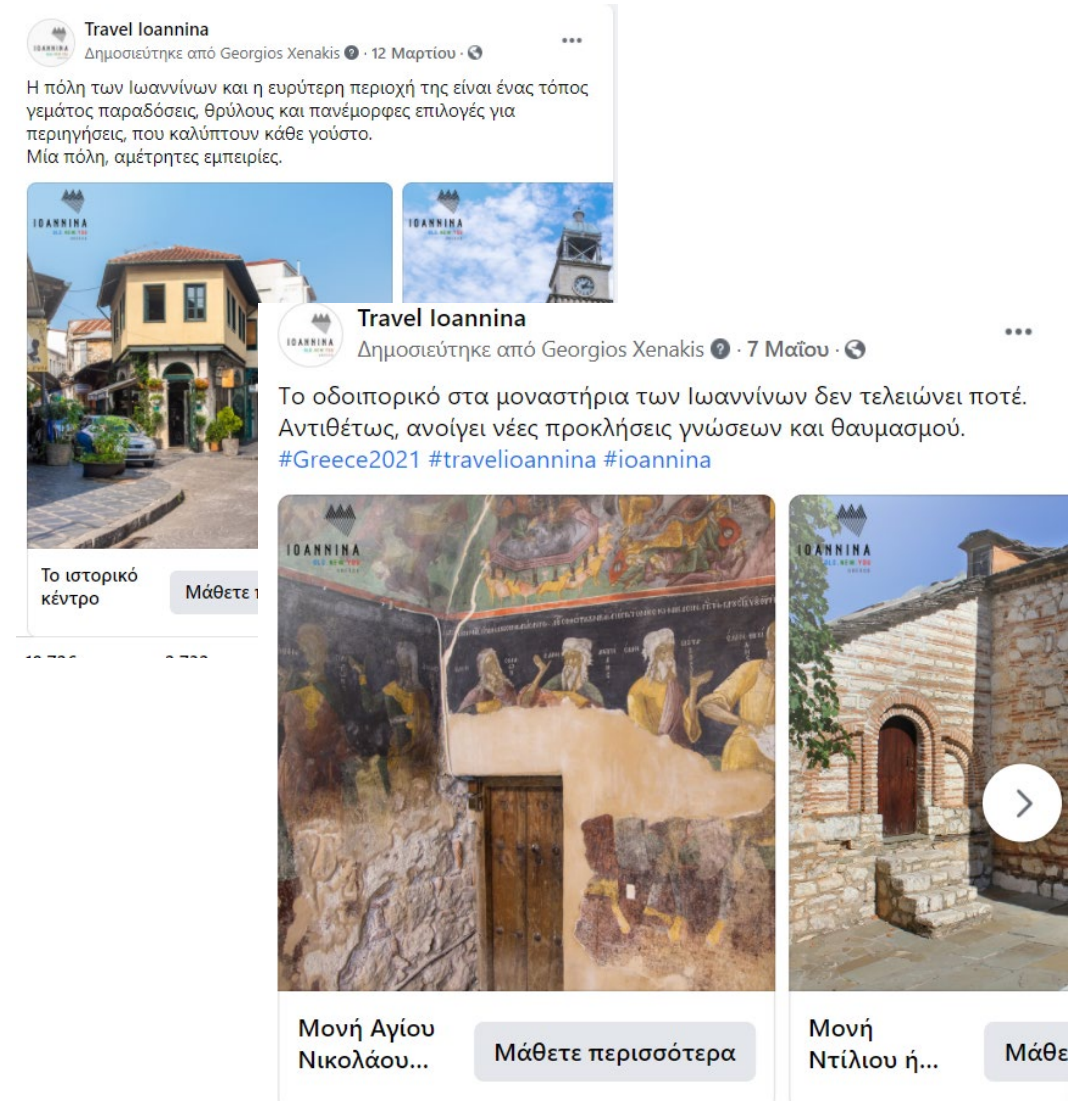


www.viewpal.com

Digital applications in the tourism development



- Online Campaigns / SEM
- 在线活动/搜索引擎营销



Centuries – **old** traditions
full of **new** energy welcoming **you**

数百年的**老**传统
充满**新**能量欢迎您



IOANNINA
OLD . NEW . YOU
GREECE

约阿尼纳（希腊）



Travel Ioannina

TIANFU DIGITAL CULTURAL AND CREATIVE CITY

天府数字文创城

四川天府新区管委会
2022年3月

01 | 成都
CHENGDU





天府新区
TIANFU NEW AREA

TIANFU
DIGITAL CULTURAL
CREATIVE CITY
天府数字文创城

4500 years of civilization history

4500 多年城市文明史

2300 years of city history

2300 多年建城史

14.3 thousand km²

面积1.43万平方公里

22 million

管理人口约2200万



世界城市排名 第59位, 位于Beta+

The GaWC World City Ranking No.59

全球金融中心指数 第35位

Global Financial Centres Index Ranking No.35

连续13年 蝉联中国最具幸福感城市第一名

Topping the list of Happiest City in China for thirteen consecutive years

连续6年 位列中国新一线城市商业魅力排行榜榜首

Topping the list of Chinese Cities Based on Business Attractiveness for six consecutive years

区域中心城市

Regional hub city

国家中心城市

National central city

可持续发展的世界城市

Sustainable world city

2021年地区生产总值 **1.99万亿元**

2021 GDP 1.99 trillion RMB

全国城市 **第7位**

National Ranking No.7

在蓉领事机构 **21家**

21 Foreign consulates

落户世界500强 **312家**

312 Fortune Global 500 companies

成都

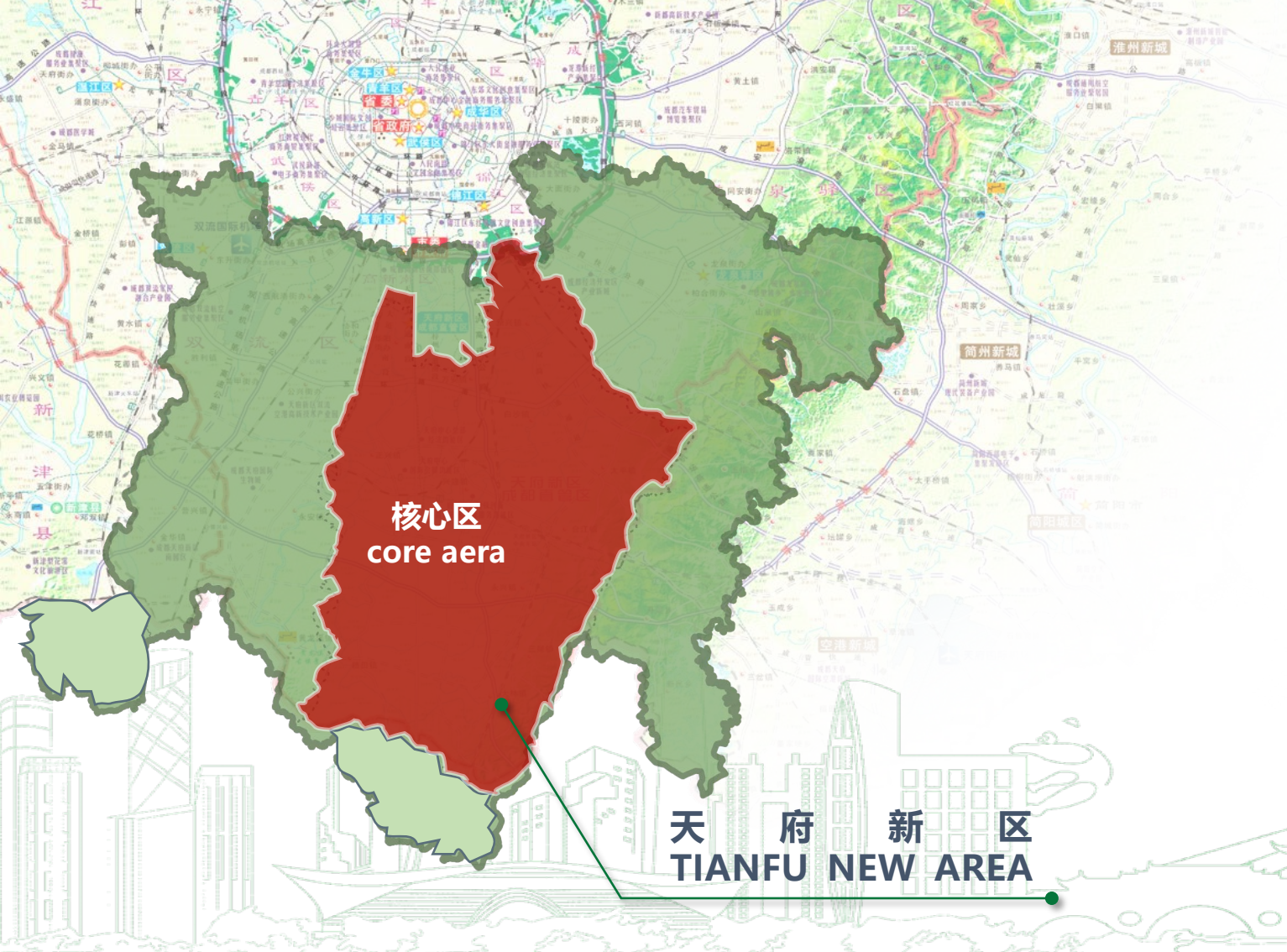
建设践行新发展理念的公园城市示范区

Chengdu is building a park-city demonstration area that puts the new development concept into practice

02 | 天府新区

TIANFU NEW AREA





2014年10月 国务院批复设立

In October 2014, the State Council approved to set up Sichuan Tianfu New Area which became the 11th state-level new area

总规划面积 **1578 km²**

Total planned area of 1,578 km²

核心区 **564** 平方公里

Core area planned with 564km²

2021年经济总量突破**4000**亿元

2021 GDP over 400 billion RMB

全国19个国家级新区中经济总量 **第5位**

GDP ranking No.5 in National new areas

天府新区·产业布局

Functional areas in TFNA

天府总部商务区

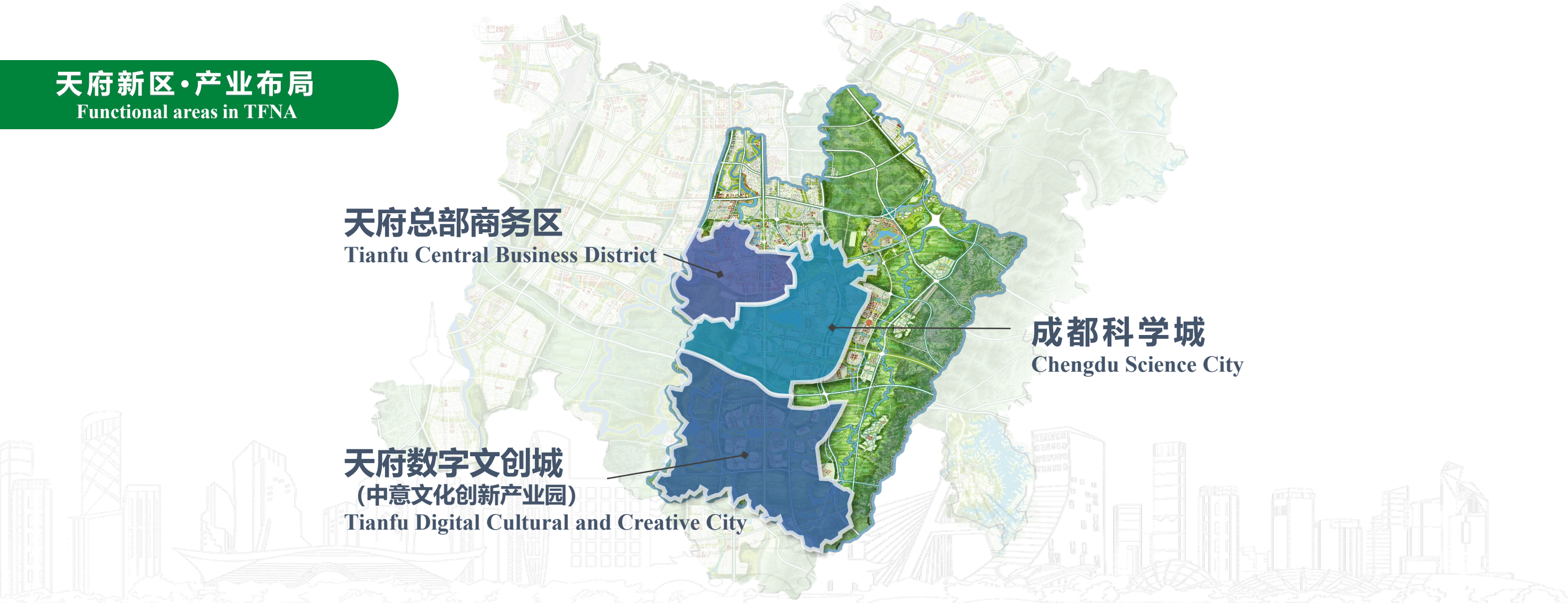
Tianfu Central Business District

天府数字文创城 (中意文化创新产业园)

Tianfu Digital Cultural and Creative City

成都科学城

Chengdu Science City



02 | 天府数字文创城

TIANFU DIGITAL CULTURAL AND CREATIVE CITY





天府数字文创城(中意文化创新产业园) Tianfu Digital Cultural and Creative City

规划面积 **140km²**
Planned area 140km²

发展目标 Development orientation:

- 全国数字创意策源地

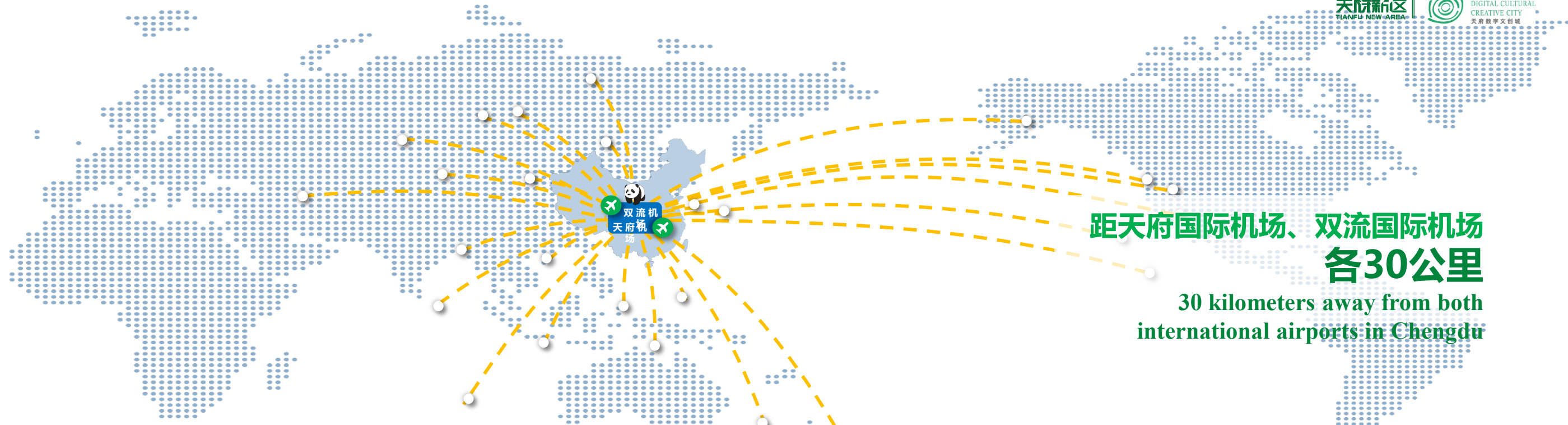
National source of digital creativity

- 西部视听智造增长极

Audiovisual intelligent growth pole in western China

- “一带一路” 文创新地标

"The Belt and Road" cultural innovation landmark



距天府国际机场、双流国际机场
各30公里

30 kilometers away from both
international airports in Chengdu



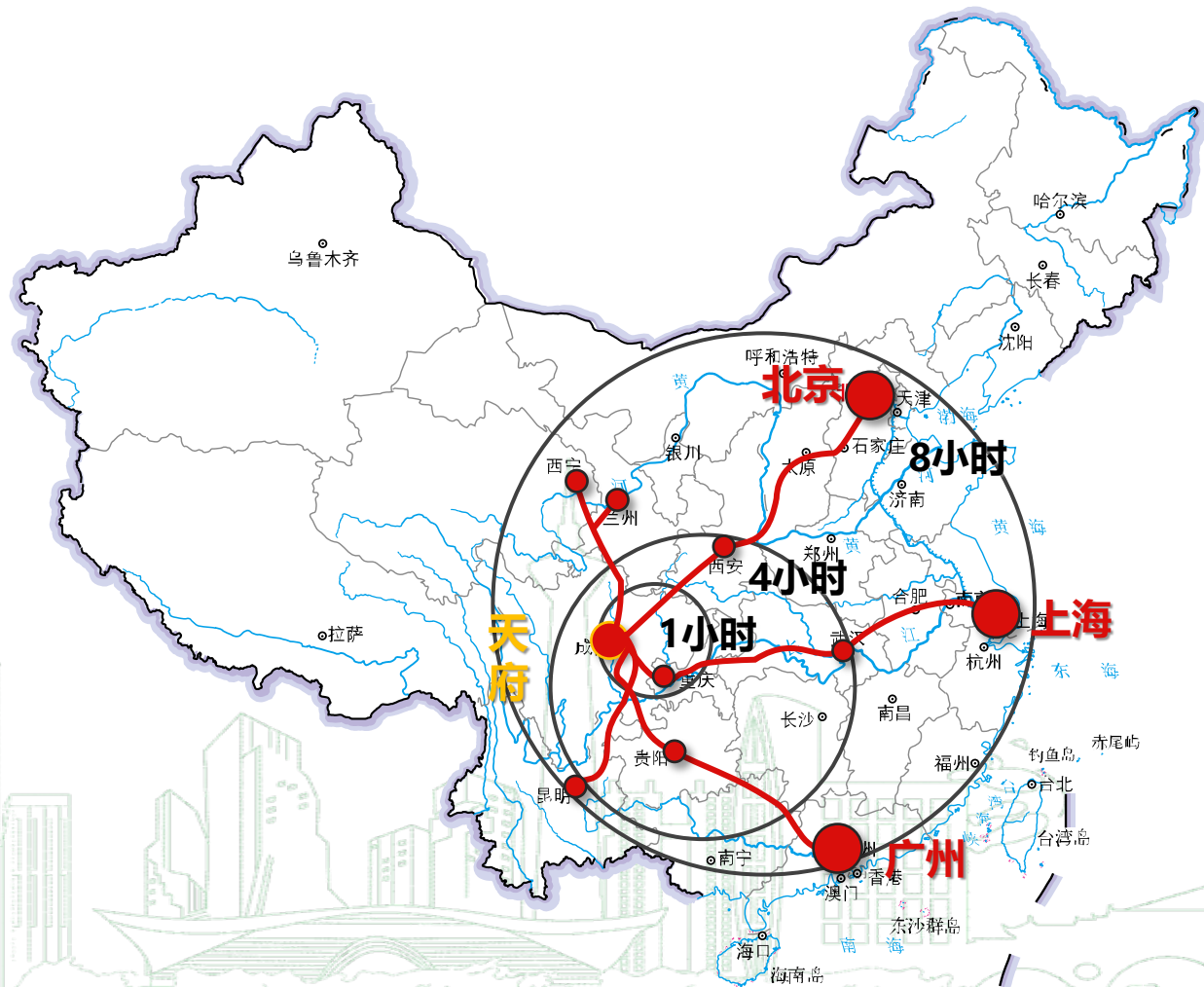
双流机场已开通国际(地区)航线
132条
Shuangliu Airport has 132
international air routes



2021年旅客吞吐量
位居全国第二
2021 Passenger throughput
national ranking No.2



天府国际机场规划旅客吞吐量**9000万**人次
Tianfu International Airport has designed
passenger throughput of 90 million



距天府高铁站 5公里

5 kilometers to Tianfu high-speed rail station

40 条 线路

40 routes

8小时 可达京沪广深港

8 hours to Beijing、Shanghai、Hongkong

依托骨架路网

构建 “轨道+公交+慢行系统” 的科学交通体系

Relying on the skeleton road network, a scientific transportation system which includes “rail+bus+slow-moving system” has been constructed

共建 中意文化创新产业园

Jointly build Sino-Italian Culture and Innovation District

2017年2月，习近平总书记与意大利马塔雷拉总统共同见证下，四川省政府与意大利外交与国际合作部签署联合声明。

In Feb 2017, witnessed by President Xi Jinping and President Mattarella, the Sichuan government and the Ministry of Foreign Affairs and International Cooperation of Italy signed a joint statement about building Sino-Italian Cultural Innovation District together in Chengdu.



全国第二个获批的“中国（成都）网络视听产业基地”

2nd Network Audiovisual Industry Base in China

全国第三个获批的“国家版权创新发展基地”

3rd National Copyright Innovation and Development Base in China



■ 全国数字创意策源地

National source of digital creativity

■ 西部视听智造增长极

Audiovisual intelligent growth pole in western China

■ “一带一路”文创新地标

"The Belt and Road" cultural innovation landmark

创新 生态环境反向控制法

突出美学表达、彰显生态价值

We respect its original ecological environment when design this area

■ 坚守81.7%蓝绿空间比

Insist on 81.7% blue-green space ratio

■ 打造6.7平方公里雁栖生态绿心

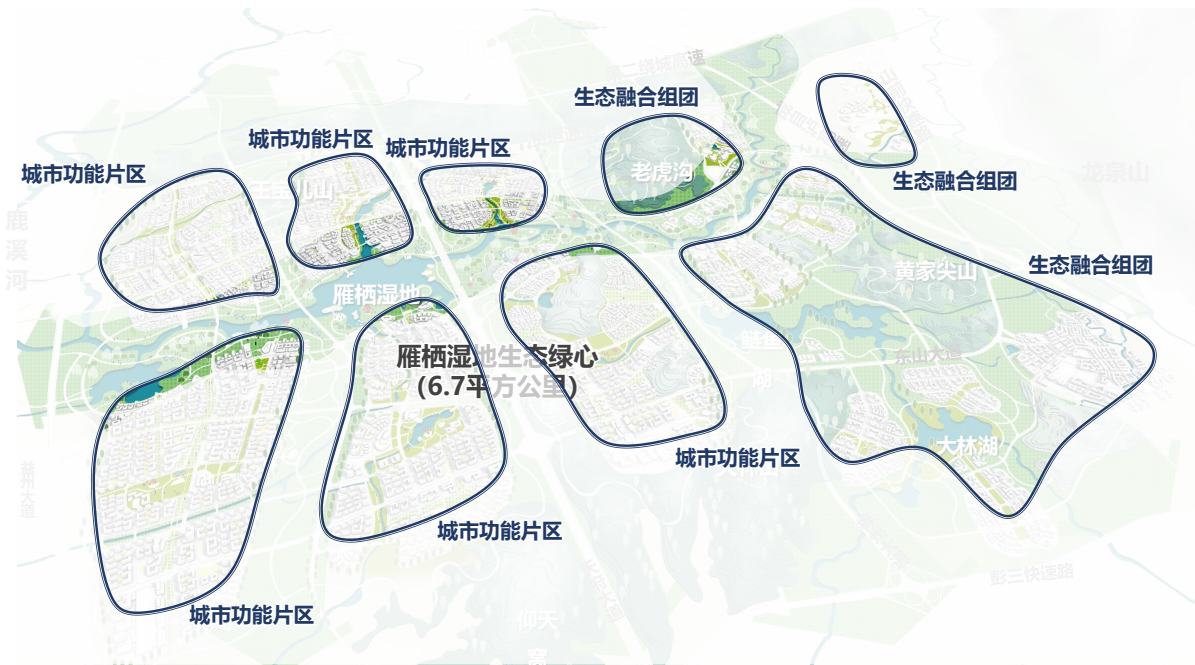
Build a ecological hub of 6.7km²

■ 构建“一心九廊”城市格局

Construct a “one center and nine corridors” city pattern

■ 城市建筑与自然相融共生

Urban buildings integrate with nature



自然生长

诗意创造

智慧未来

天府新区
TIANFU NEW AREA

TIANFU
DIGITAL CULTURAL
CREATIVE CITY
天府数字文创城



聚焦生活个性需求，引导人本逻辑

营造“理想归园、诗意栖居”创作氛围

We pay attention to personalized lifestyle, aim to create an inspiring atmosphere in this ideal garden residential environment

自然生长

诗意创造

智慧未来

天府新区
TIANFU NEW AREA

TIANFU
DIGITAL CULTURAL
CREATIVE CITY
天府数字文创城

以 城市3D建模

形成智慧城市可视化信息系统

Urban 3D modeling is used to form the visual information system of smart city

■文化产业新业态、新产品、新服务

New forms of business、products and services for the cultural industry

■自由移动、万物互联智慧生活社区

Smart living community

■数字文化创想高地

Highland of digital culture





“精筑城、广聚人、强功能、兴产业”



共享天府新机遇 共谋文创新发展

Share opportunities for a win-win future in TFNA

天府新区
TIANFU NEW AREA



TIANFU
DIGITAL CULTURAL
CREATIVE CITY
天府数字文创城

Valencia, European Capital of Smart Tourism

瓦伦西亚，欧洲智慧旅游之都

https://smart-tourism-capital.ec.europa.eu/valencia-european-capital-smart-tourism-2022_es



Valencia, European Capital of Smart Tourism

瓦伦西亚，欧洲智慧旅游之都

- Tourism represents 15,5% of the GDP of the region.
 - In 2019, we received 10 Million international tourists. We are one of the most visited regions in Spain and in Europe by international tourists.
 - The European Union has appointed Valencia, the capital of the region, as **European Capital for Smart Tourism**.
 - A Jury of the European Commission specialised in accessibility, sustainability, digitalisation, cultural heritage and creativity, has selected Valencia among the main capitals in Europe.
 - The jury has valued the commitment of the Valencian capital to develop projects that promote smart tourism, networking and promoting the development of innovative, sustainable and inclusive tourism.
-
- 旅游业占瓦伦西亚自治区15.5%的GDP
 - 2019年接待国际游客1,000万人次，是西班牙和欧洲国际游客数量最多的地区之一。
 - 欧盟授予地区首府瓦伦西亚“欧洲智慧旅游之都”称号。
 - 欧盟委员会专门负责检视可达性、可持续性、数字化、文化遗产和创造力的评审团在欧洲主要首都中选择了瓦伦西亚。
 - 评审团对瓦伦西亚首府致力于开发促进智慧旅游、网络化以及促进旅游业创新、可持续、包容性发展的项目给予了高度评价。



Valencia, European Capital of Smart Tourism

瓦伦西亚，欧洲智慧旅游之都



- Valencia lies on the Spanish South-eastern coast and is the third largest city in Spain with over 791,000 inhabitants. The city boasts avant-garde architecture, a futuristic Arts and Sciences City and many creative events such as the Goyas film awards or the Michelin food gala.
 - The city welcomes 2.2 million visitors every year and is home to three UNESCO World Heritage Declarations.
 - Our tourism sector employs over 30,000 professionals
-
- 瓦伦西亚位于西班牙东南海岸，是西班牙第三大城市，居民总数超过79.1万。瓦伦西亚拥有风格前卫的建筑、是极富未来感的艺术科学城，举办众多创意活动，如戈雅（Goyas）电影奖和米其林美食盛宴。
 - 瓦伦西亚每年接待220万游客，有三项遗产被列入联合国教科文组织《世界遗产名录》。
 - 瓦伦西亚旅游业雇佣3万多名专业人员



Sustainable and climate conscious

可持续发展与气候意识

- We are the first European City to receive a double ITU (UN) and ISO certification for the Sustainable Development of Cities.
- Valencia is working to measure & certify carbon footprint of its tourism activity.
- Aims to become carbon neutral by 2030 and currently counts with several Sustainable Action Plans which include measures to reduce CO2 emissions, encourage electric vehicle usage, improve energy efficiency, promote sustainable food options and note impacts on cultural heritage.
- Valencia City Council actively monitors the social sustainability of tourist activity: control of irregular accommodation, installation of sensors in leisure areas to regulate noise, regular surveys of the public and more.
- The City Council seeks the involvement of residents and other agents in tourism governance. The Municipal Tourism Council, with 60 representatives.
- 瓦伦西亚是第一个获得国际电信联盟（联合国）和国际标准化组织城市可持续发展双重认证的欧洲城市。
- 瓦伦西亚正在测量并认证其旅游活动的碳足迹。
- 目标是到2030年实现碳中和，目前正在实施几项可持续行动计划，其中包含的措施旨在减少二氧化碳排放、鼓励使用电动汽车、提高能效、推广可持续性食物以及关注对文化遗产的影响。
- 瓦伦西亚市政府积极监测旅游活动的社会可持续性：管控违规住宿场所，在休闲区安装传感器以控制噪音，定期开展公众调查等。
- 市政府鼓励居民等各界人士参与旅游治理。市旅游局有60名代表。



Inclusive + accessible tourism

包容性+无障碍旅游

- Valencia works closely with PREDIF (State Representative Platform of People with Physical Disability), and 52 of Valencia's tourist entities and companies meet the requirements of PREDIF's inclusive tourism programme. Accessible tours. Information offices offer braille translations and pictograms. An 24/7 interactive InfoTourist platform. The Visualfy system: an AI system that sends visual notifications to users' devices.
- motorways and its port which all have features for passengers requiring additional assistance.
- Valencia City Council actively monitors the social sustainability of tourist activity: control of irregular accommodation, installation of sensors in leisure areas to regulate noise, regular surveys of the public and more.
- 瓦伦西亚与PREDIF（国家残疾人代表平台）紧密合作，全市有52家旅游实体和公司符合PREDIF包容性旅游项目的要求。无障碍旅游。信息办公室提供盲文版手册和图示符号。全天候交互式游客资讯平台。Visualfy系统：向用户设备发送可视化消息的人工智能系统。
- 瓦伦西亚交通便利，四通八达，拥有超过164公里的自行车道、高铁、高速公路和港口，基础设施配套完善，能够为需要额外帮助的乘客提供服务。
- 瓦伦西亚市政府积极监测旅游活动的社会可持续性：管控违规住宿场所，在休闲区安装传感器以控制噪音，定期开展公众调查等等。



The unparalleled economic benefits of digital tourism

数字化旅游势不可挡，带来极大经济效益

- Valencia is integrating several smart practices and collecting information in order to develop and enhance the city's tourist experience.
- We have implemented **digital resources to amplify the exploration of our history and traditions** and continue to strive for sustainability and protect our natural environment.
- Our support for digitalising tourism small and medium enterprises has also proved fruitful: in 2019 Valencia's online tourism shop had a turnover of €4.5 million.
- 瓦伦西亚正在整合若干智慧执行方式并收集信息，以提升城市旅游品质和游客体验感。
- 瓦伦西亚实施了**数字化资源**，以深入探索城市历史和传统，并继续努力实现可持续发展，保护自然环境。
- 瓦伦西亚大力支持中小旅游企业数字化转型，收效显著：**2019年**，全市在线旅游店铺营业额达**450万欧元**。



Valencia, European Capital of Smart Tourism

瓦伦西亚，欧洲智慧旅游之都



https://smart-tourism-capital.ec.europa.eu/valencia-european-capital-smart-tourism-2022_es



EUROPEAN CAPITAL
OF **SMART TOURISM**

创新 合作 共赢

Innovation Cooperation Win-Win

在数字时代下 昆明旅游业与文化创意 Tourism and Cultural Innovation in Kunming in the Digital Era

汇报人：昆明市文化和旅游局 王明瑶 副局长

Presented by: WANG Mingyao Deputy Director,
Kunming Municipal Bureau of Culture and Tourism

2022年3月4日

March 4, 2022



背景 Background

文化旅游业是遭受新冠肺炎疫情冲击最明显的产业之一。景区、酒店、旅行社、演出、餐饮等各个分支行业都在面临重大考验。但有危即有机，疫情对各个行业进行了一场强制性的数字化洗礼，也为文旅行业提供了难得的发展机遇。

The culture and tourism industry is one of the industries hardest hit by the COVID-19 pandemic. All segments of the industry, including scenic spots, hotels, travel agencies, performances, and catering, are facing major challenges. Nevertheless, wherever there is crisis, there lurks opportunity. The pandemic has forced all industries to seek digital transformation and has also provided a rare development opportunity for the culture and tourism industry.

An aerial photograph of a coastal city, likely Hangzhou, China, showing a dense urban area with a mix of modern and traditional architecture, surrounded by greenery and a large body of water (West Lake) in the foreground. The sky is blue with scattered white clouds.

Cooperate

云旅游、云演艺和直播带货等新模式和新业态蓬勃兴起，
为传统文旅业赋予了新的生机。

借助数字科技的力量赋能产业发展，推进疫后复苏，带头
提振消费市场，将面临的危机转变成高质量转型发展的强
大动力。

Develop

New models and new forms of business such as
cloud tourism, cloud performances, and live
streaming e-commerce are booming, giving new
vitality to the traditional culture and tourism
industry.

The industry leverages digital technology to
promote development, steps up recovery in
the post-pandemic era, and takes the lead
in boosting the consumer market, turning
the crisis into a strong impetus for high-
quality transformation and development.



一是从媒介上，转化科学技术为产业要素

Firstly, media: turning technology into industrial elements.

通过虚拟现实技术融入文旅产业。“一部手机游云南”平台的慢直播（景区实时视频直播），使得大众通过网络足不出户便能欣赏昆明各景区的实时景色，海埂大坝的激光投影全息互动、公园1903无人机表演、石林的裸眼3D投影...

Virtual reality technology is used to foster culturally immersive travel experiences. Thanks to the slow live streaming (real-time video streaming of scenic spots) on the platform of “Tour around Yunnan with a Mobile Phone”, the public can enjoy the scenery of scenic spots in Kunming in real time without having to leave home: laser-based interactive holographic display of the Haigeng Dam, drone show in the Park 1903, naked-eye 3D projection of the Stone Forest, to name just a few.



点击查看景区全景地图

Click to view the panoramic map of the scenic spot

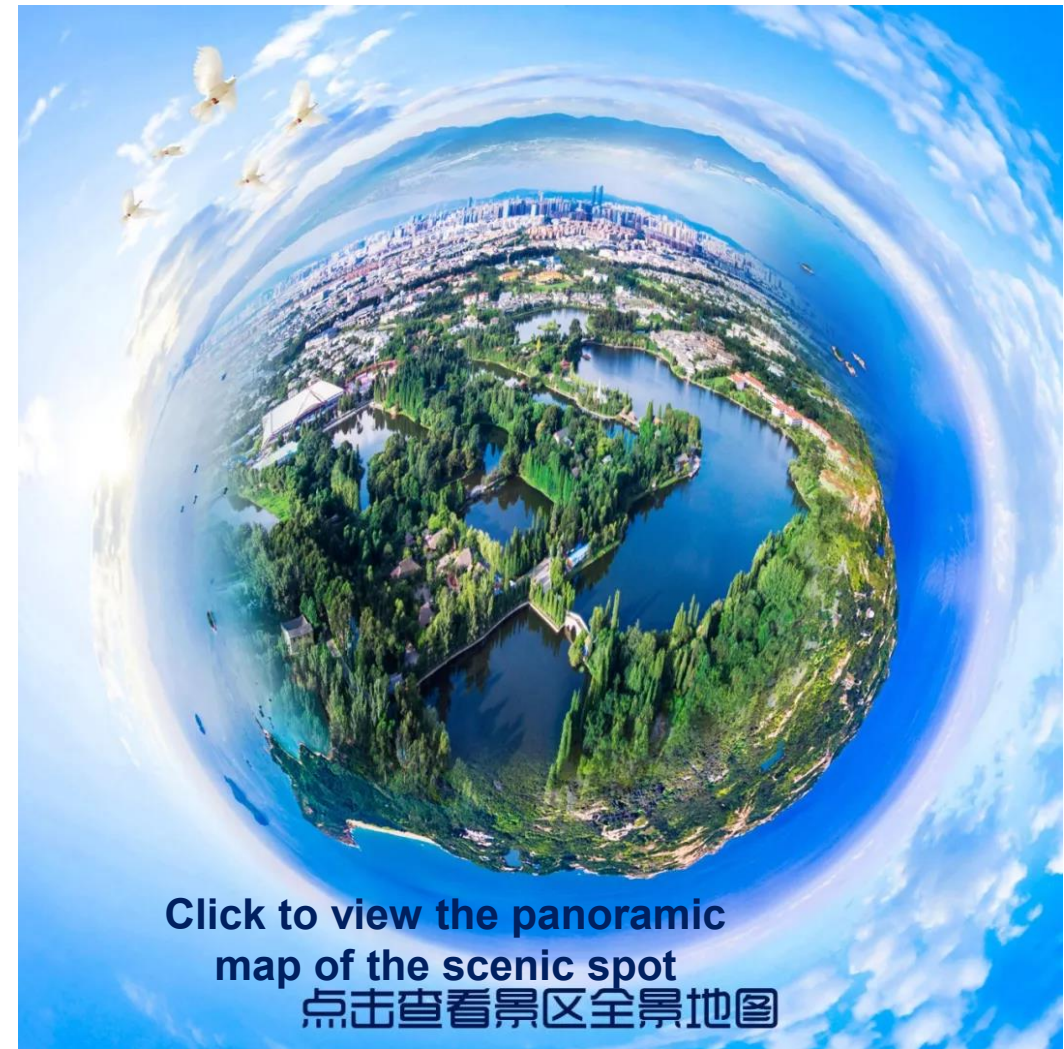


二是从供给上，采用科技激活目的地消费场景

■ Secondly, supply: using technology to activate consumption scenarios in destinations

昆明已经完成了文化云公共服务平台建设，打造了一小时文化服务圈、VR看非遗、AR文创、智慧旅游小镇、智慧酒店、智慧景区等智慧化应用场景，不断通过丰富数字旅游产品和内容供给，促进了数字演艺、数字艺术、网络动漫、网络音乐等数字内容创新发展。

Kunming has built a cloud service platform for public culture, and created intelligent application scenarios such as the one-hour cultural service circle, VR video storytelling for intangible cultural heritage, AR-based cultural and creative products, intelligent tourism towns, intelligent hotels, intelligent scenic spots, etc. The city has been enriching digital tourism products and offerings, advancing the innovation-driven development of digital content such as digital performances, digital art, online animation, online music, etc.



三是从需求上，以科技释放新消费需求。

Thirdly, demand: using technology to stimulate consumer demand.

昆明市打造了**旅游联盟线上营销平台**，针对不同消费人群推出了“**景区+**”**分类主题产品**。通过专业化团队运营和互联网技术的运用，为游客提供**更丰富内涵、更优惠价格、更便捷服务**的旅游产品。实现更低宣传成本、更优整体效益、更好目的地形象的发展目标。

Kunming has created **an online marketing platform for tourism alliances** and launched “**Scenic Spot+**” **themed products of multiple categories** for different consumer groups. With the aid of professional teams and Internet technologies, the city provides tourists with tourism products featuring **richer content, more favorable prices and more convenient services**, achieving the goals of reducing publicity costs, maximizing overall benefits, and enhancing its image as a tourist destination.



摄影采风游

大自然中采集素材，感受独特的人文风情

Photography tour: Take pictures of the natural beauty and experience the unique humanistic style.



乡村田园游

感受乡村生活的悠然自得

Countryside tour: Experience the leisurely rural life



家庭亲子游

建立良好的亲子关系，给孩子快乐的童年，带孩...

Family tour: Establish a good parent-child relationship and give children a happy childhood



养老度假游

养老度假游

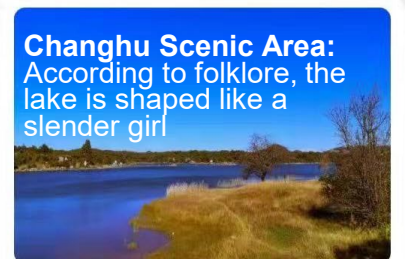
Retirement holiday tour



户外健身游

美丽风景、放松心情、锻炼身体

Outdoor fitness tour: Beautiful scenery, relaxation, exercise



长湖风景区

湖平面形状如身材修长的少女，是民间传说中阿...

Changhu Scenic Area: According to folklore, the lake is shaped like a slender girl



四是从服务上，以科技赋能公共服务与行业监管，提高效能。

Fourthly, services: enhancing technology-enabled public services and industry regulation to improve efficiency

昆明建成了**旅游监管服务平台**，提升行业监管水平。将监测、监控和指挥管理集中于一个体系之内，建立了产业运行监测与应急指挥系统，实现了全域旅游目的地的智慧化监管。

Kunming has established **a tourism management and service platform** to enhance industry regulation. By integrating monitoring, surveillance and command management into one system, the city has established an industrial operation monitoring and emergency command system, realizing the intelligent regulation of all tourist destinations.

昆明天天是春天! Kunming - A City with Spring Like Climate All Year Round

“五是从政策上，昆明市有关部门分别出台了科技推动文旅融合发展的相关政策。通过财政支出和政策支持推动创新，为文旅行业提供切实的保障，使其能够在疫后通过科技推动实现高品质发展。

Fifthly, policies: relevant government agencies in Kunming have issued policies on using technology to promote the integrated development of culture and tourism. By promoting innovation underpinned by fiscal spending and policy support, the city enables the culture and tourism industry to leverage technology to pursue high-quality development in the post-pandemic era.



Cooperation in the Culture and Tourism Industry

为加速实现旅游目的地资源数字化，运营智慧化，服务科技化，昆明市愿与欧方在以下领域谋求合作：

In order to speed up the resource digitization, intelligent operation and offering of technology-based services in the tourist destinations, Kunming is ready to work with the European side to seek cooperation in the following fields:



Innovate

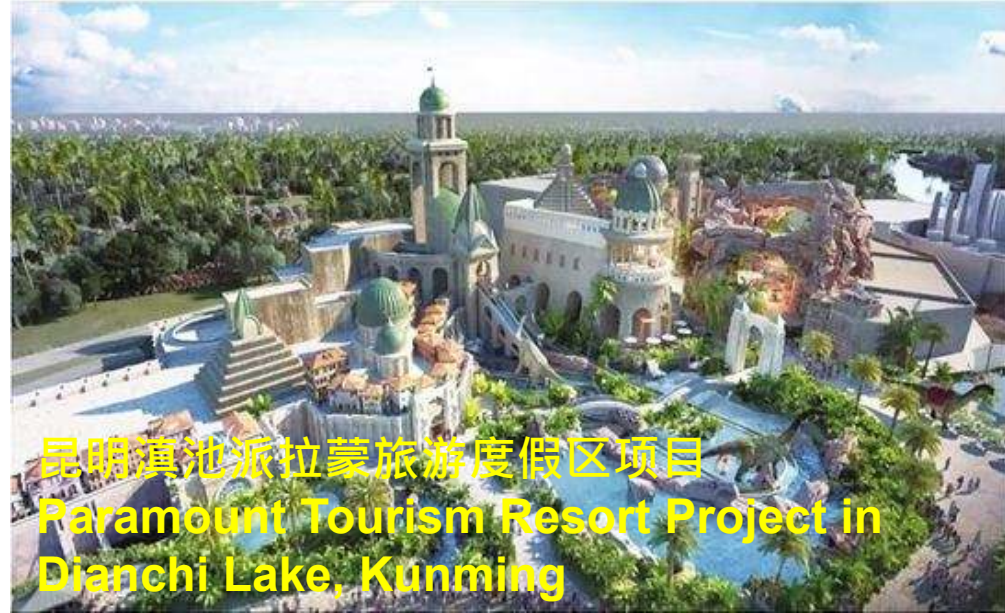
文旅产业合作

Cooperation in the Culture and Tourism Industry

(一) 加大国际文化旅游合作。

i Expanding international cooperation in culture and tourism.

- 以昆明国际友城旅游联盟为平台，拓展昆明与国际友城间在统一营销、客源互送、文化艺术交流等方面的合作潜力，利用好昆明辐射东南亚、南亚的区位优势，用好144小时落地免签政策，共享文化旅游市场和资源。
- Leveraging the platform of Kunming International Friendship Cities Tourism Alliance to tap the potential for cooperation between Kunming and international friendship cities in unified marketing, mutual delivery of tourists, cultural and artistic exchanges, etc.; taking advantage of Kunming's geographical advantage in radiating Southeast Asia and South Asia; making good use of the 144-hour visa-free transit policy; sharing the cultural tourism market and resources.



昆明滇池派拉蒙旅游度假区项目
Paramount Tourism Resort Project in
Dianchi Lake, Kunming



大翠湖文化主题IP项目
Cultural Themed IP Project in Great
Cuihui Park

昆明文旅产业创新 Innovation of Kunming's Culture and Tourism Industry

(二) 引入国际高端文旅品牌 ii Introducing international top culture and tourism brands

- 积极引进国内外知名品牌
- 大力支持云南本土品牌走出去
- 重点培育打造知名文化IP
- Actively introducing renowned domestic and international brands
- Supporting local brands of Yunnan Province to go global
- Focusing on creating well-known IP (intellectual property) products in the cultural sector



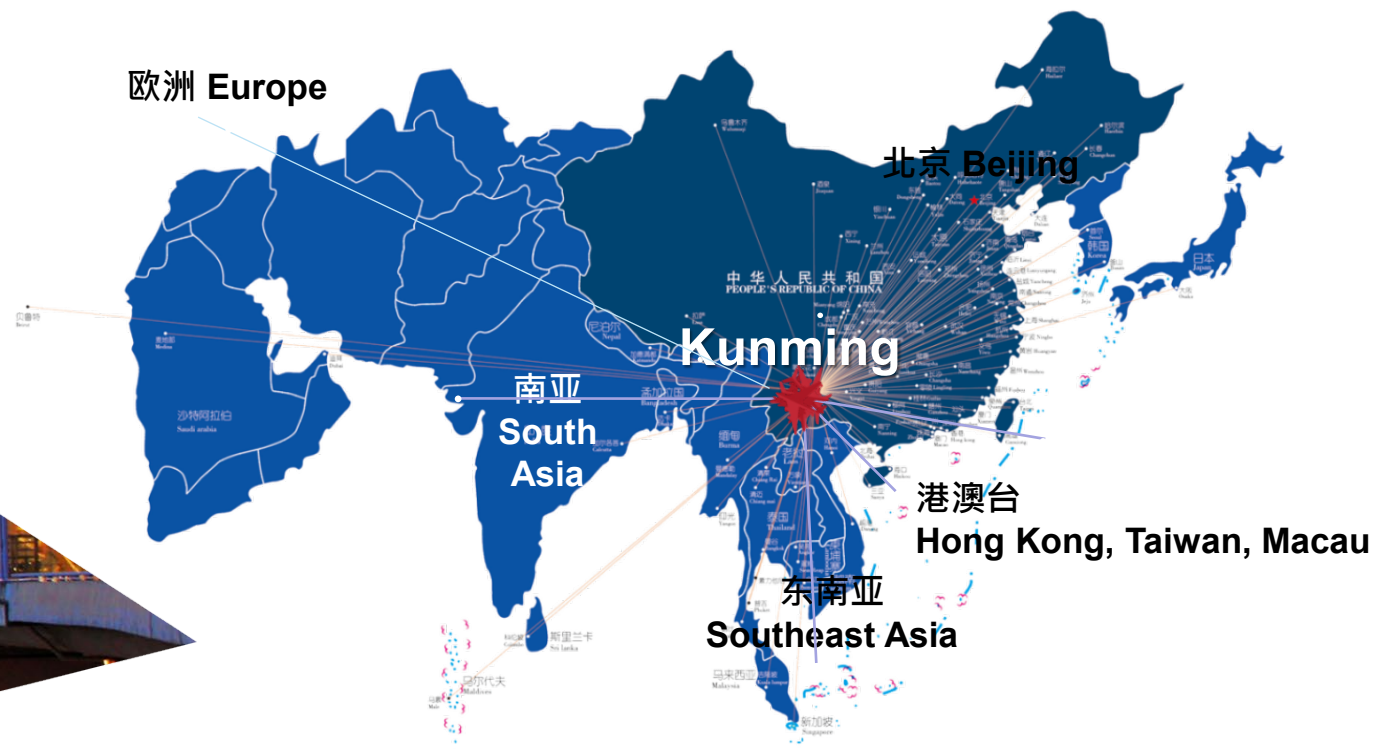


(三) 加强文化演艺活动交流 iii Promoting exchanges by organizing more cultural and performing arts activities.

搭建起中国与欧盟各国之间文化交流平台，促进经贸和旅游服务贸易发展。

**Building a platform for cultural exchanges between China and EU countries;
promoting economic development and trade in tourism services.**

双方共同努力，加强中欧文化旅游方面合作，促进出入境旅游市场的早日复苏
The two sides may strengthen cooperation in culture and tourism between China and Europe and jointly promote the early recovery of inbound and outbound markets for the travel and tourism industry



THANK YOU

感谢观看



EUROPEAN PROJECT BODAH, 2019-2022

欧洲大西洋遗产的大数据和开放数据项目，2019~2022



视频介绍

<https://www.youtube.com/watch?v=1eMab7KGpGU>
<https://www.bodah.eu/>



BODAH: What does it mean?

BIG AND OPEN DATA FOR THE DEVELOPMENT OF NEW
PROCESSES TOWARDS ATLANTIC HERITAGE MANAGEMENT

大数据和开放数据促进大西洋遗产管理新进程的发展



预算：1.178 百万欧元
Budget: 1.178.529,75 €



8 PARTNERS:

- 1.Turismo de Santiago de Compostela (Leader). Spain
- 2.Fundación Sta. M^a la Real del Patrimonio Histórico.Spain
- 3.Fomento de San Sebastián. Spain
- 4.Universidade Nova de Lisboa Faculdade de Ciências e Tecnologia. Portugal
- 5.Université de Pau et des Pays de l'Adour. France
- 6.Cork Institute of Technology. Ireland
- 7.Glasgow Caledonian University. UK
- 8.Bangor University.UK

8位合作伙伴:

1. 圣地亚哥-德孔波斯特拉旅游协会（主要），西班牙
2. 圣玛丽皇家历史遗产基金会，西班牙
3. 圣塞瓦斯蒂安市促进会，西班牙
4. 新里斯本大学，科技学院，葡萄牙
5. 波城大学，法国
6. 科克技术学院，爱尔兰
7. 格拉斯哥卡利多尼安大学，英国
8. 班戈大学，英国



Objectives 目标

1 Programme priority

Stimulating innovation and competitiveness

2 Programme specific objective

Strengthening the transfer of innovation results to facilitate the emergence of new products, services and processes

3 Fields of intervention

Research and innovation infrastructure (public)

Research and innovation activities in public research centres and centres of competence including networking

1 计划优先事项
刺激创新和竞争力

2 项目的具体目标
加强创新成果的转让，促进新产品、服务和工艺的出现

3 干预领域

研究和创新基础设施（公共）。

公共研究中心和竞争力中心的研究和创新活动，包括交流联系



WORKING PACKAGES 工作程序

BODAH
Santiago

0 Preparation.

Santiago

Under the leadership of **Santiago**, all partners have been actively involved in the project preparation and brought different contributions and knowledge.

1 Coordination.

Santiago

- 1 Project Management and coordination structures
- 2 Project meetings
- 3 Management reporting and audit trail mechanism. **All partners will produce a progress report every 6 months**
- 4 Risk, Quality Management and Evaluation

2 Communication.

Santa María La Real

- 1 BODAH Communication and Dissemination Plan and logo. Santa María La Real
- 2 e-Communication Strategy and Activities. A project Community Manager will be appointed by Lisboa
- 3 Project promotional materials. Santa María La Real will also coordinate the edition of 6 short audiovisual clips
- 4 Media coverage. **Each partner will be responsible for ensuring regional media coverage.**

3 Capitalization.

Glasgow

- 1 Capitalisation and Sustainability Charter and Action Plan
- 2 BODAH Policy Toolkit. Glasgow
- 3 Networking and Capitalisation Seminar. Glasgow will organise a 2 days Networking and Capitalisation Seminar
- 4 Project Final Conference. A Final Conference will be hosted in San Sebastián

4 Development of transnational knowledge and Strategy.

Pau

- 1 Identification of Good Practices - International benchmark. Pau / San Sebastián
- 2 Protocol of Measurement. **Santa María La Real will identify and propose a set of both, carrying capacity and sustainability indicators, as well as a protocol on how to gather and measure them**
3. Development of an ad hoc BODAH versus RIS3 – Joint Strategy. Cork

5 Data Measurement and Analysis.

Lisboa

- 1 Data collection, measurement and gathering (Data management). **The methodology defined in the previous WP will be applied to collect homogeneously in **Santiago**, San Sebastian, Cork and the French Basque country**
- 2 Open and Big Data analysis (Data and Text Mining). Lisboa, Cork, Bangor.
- 3 Flow Management Models proposals. **Based on the data analysed, **Santiago** and Glasgow will propose some so called "Flow Management Models"**

6 Development of new processes and tools.

Cork

1. Stimulation of Quadruple Helix. Cork
2. Platform: Web based tool to share data management services for public organisations managing tourism and heritage sites. Lisboa and Bangor

7 Public sector upskilling

Bangor

1. Development of a training tool towards the use of Open and Big Data. Bangor
2. Local Workshops; Seminars. Within the last semester of the project, **in order to transfer the results at local/regional level within their respective territory, **Santiago** (...) will organise a series of local workshops and seminars to explain the results.**

List of indicators 指标清单

SUMMARY TABLE OF RELATED INDICATORS OR INCIDENTS ON MEASUREMENT

AREA	INDICATOR	RESULT
Site / Building Charge capacity	Real concentration levels of people / saturation in heritage areas <i>[+Smartiago 2022]</i>	Following BODAH's protocol
	Saturation expectations in heritage areas	
	Environmental conditions of heritage buildings	Access to buildings to perform measurements is not allowed
	Investment costs - heritage buildings maintenance	
People – Flows in the city	Real people traffic detection: number / area / time <i>[+Smartiago 2022]</i>	There are no cameras for continuous measurement. A manual transit count was performed
	Reservation management analysis: predicting critical values of people concentration in tourist itineraries	
Perception – Charge capacity and flows in the city	Real-time perception of saturation feeling: social networks	Following BODAH's protocol
	Post-experience perception index of saturation feeling (surveys)	Following BODAH's protocol
	Real-time perception of security: social networks	Following BODAH's protocol
	Post-experience perception index of security (surveys)	Following BODAH's protocol
	Real-time perception of cleanliness and hygiene: social networks	Following BODAH's protocol
	Post-experience perception index of cleanliness and hygiene (surveys)	Following BODAH's protocol
	Post-experience perception index of the state of heritage conservation (surveys)	Following BODAH's protocol
	Post-experience perception index perception of commerce and services (surveys)	Following BODAH's protocol
Coexistence - Services capacity, access and quality	Ratio people / bins / containers	Following BODAH's protocol
	Volume of solid waste collected	Following BODAH's protocol
	Frequency of cleaning services intervention by areas	Following BODAH's protocol
	Crime rate in the monitoring area	Following BODAH's protocol
	Air pollution levels	Following BODAH's protocol
	Noise pollution levels	
	Waiting time on major public transport	Following BODAH's protocol
	Incorporation of transport alternatives: bicycle service	Bicycle traffic is prohibited through the historic center
Coexistence - Socio-economic development	Ratio residential housing / tourist housing	Following BODAH's protocol
	Housing cost (m2): rent / buy	Following BODAH's protocol
	Analysis of population movements: historical centres (heritage) - other areas	Following BODAH's protocol
	Rate and quality of employment in the monitoring areas (Contracts, duration of contracts and employment quality)	Following BODAH's protocol
	Analysis of the commercial offer in the monitoring areas	Following BODAH's protocol
	Local prices index	
	Analysis of the destination evolution of its commercial spaces in the monitoring areas: facilities and shops for tourists	Following BODAH's protocol
	Analysis of the destination evolution of its commercial spaces in the monitoring areas: hotels, bars and restaurants.	Public institutions don't have the information due to frequent changes in activity

Thank you very much!! 谢谢您!

www.santiagoturismo.com





如何在旅游业、文化遗产及创造力之间取得平衡 ——海口的思考

How to achieve a balance between tourism, cultural heritage
and creativity
—— Haikou's thinking



海口概况

General Situation of Haikou

国家“一带一路”战略支点城市

One of the cities supported by the national strategy of "Belt and Road Initiative"

| 多项殊荣 Honors



“国际湿地城市”
International Wetland City



“中国优秀旅游城市”
Top Tourist City of China



“中国最具投资潜力城市50强”
One of Top 50 Cities in China with
Investment Potential



“国家历史文化名城”
National historical and
cultural city

海口 (海南省省会)

Haikou (the Provincial Capital City of Hainan)



陆域面积 2289 平方公里
A land area of 2289 km²



海域面积 830 平方公里
An ocean area of 830 km²



常住人口 287 万
Permanent resident population of 2870,000



《中华人民共和国海南自由贸易港法》
Hainan Free Trade Port Law of the People's
Republic of China



区位优势独特

Unique Location Advantage



- 粤港澳大湾区、北部湾经济圈、东盟经济圈、东南亚经济圈的几何交汇中心

An intersection of Guangdong-Hong Kong-Macao Greater Bay Area, Beibu Gulf Economic Circle, ASEAN Economic Circle and Southeast Asia Economic Circle.

4小时飞行时间可覆盖21个国家、全球47%人口

- 4 hours flight to 21 countries, covering 47% of the world's population

8小时飞行时间可覆盖59个国家、全球67%人口

- 8 hours flight to 59 countries, covering 67% of the world's population



海口的三点思考

Three Thoughts of Haikou



活化文物古迹资源，深化城市更新政策措施，构建老海口保护传承指引。

Activating resources of cultural relics and historic sites, deepening policies and measures for urban renewal, and establishing guidelines for the preservation and inheritance of old haikou.



物质文化遗产

The material culture heritage



落实并完善文保相关政策法规

Improving policies related to cultural protection

研究制定:

establishing

✓ 《海口市扶持非国有博物馆发展暂行规定》

Interim provisions of Haikou City on supporting the development of non-state-owned museums.

✓ 《海口市引进社会力量参与文物保护利用管理暂行办法》

introduce interim measures for nongovernmental participation in the protection and utilization of cultural relics in Haikou.

✓ 《海口市关于深化推进城市更新促进历史文化名城保护利用的工作指引》

Guidelines of Haikou City on deepening urban renewal and promoting the protection and utilization of historical and cultural cities



加大文物景区的活化利用

Revitalizing heritage sites

可投资项目 Investable projects

五公祠文化公园项目

Wugongci Cultural
Park Project

海瑞墓文化公园项目

Hai Rui Tomb Culture
Park project

丘浚墓文化公园项目

Qiu Jun tomb Culture
Park project

海口骑楼历史文化街区改造提升项目

Haikou Arcade Historical and Cultural
Block renovation and upgrading project

第二点

Second

活化非遗传统文化，构建海口特色旅游商品体系。

Activating the traditional culture of intangible cultural heritage and constructing haikou characteristic tourism commodity system.



非物质文化遗产

The intangible cultural heritage



提升特色节庆品牌

Promoting the brand of special festivals

- ✓ **万春会**
Wan Chun will.
- ✓ **洗夫人文化节**
Lady Xian Cultural Festival.
- ✓ **换花节**
Flower exchange festival.



构建海口特色旅游商品体系

Constructing haikou characteristic tourism commodity system

特点一：富含热带海岛风情

Feature 1: Rich in tropical island style.

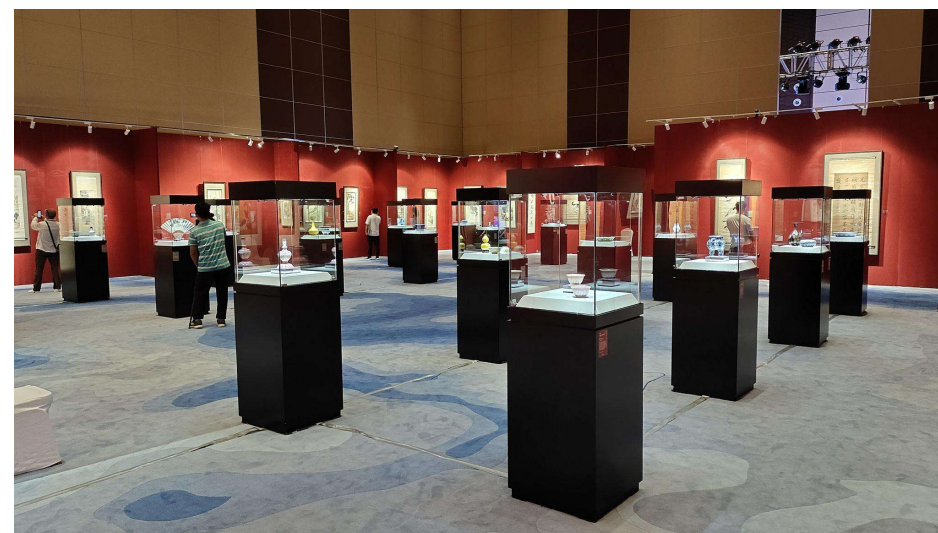
特点二：富含海南非遗文化

Feature 2: Rich in Hainan intangible cultural heritage culture.

第三点 Third

进一步完善文物艺术品交易管理，建设海南国际文化艺术品交易中心。

Improving the management of cultural relics and artworks trading and building hainan International Cultural and artwork trading center.



文物艺术品交易

Exchange of cultural relics and artworks



配合落实相关政策

Implement relevant policies

《国家发改委 商务部 关于支持海南自由贸易港建设放宽市场准入若干特别措施的意见》中明确在海南“放宽文物行业领域准入”。

In the Opinions on Some Special Measures to Support the Construction of Hainan Free Trade Port and Relax Market Access, it is clear that hainan will "relax access to cultural relics industry".

✓ 设立市场化运营的文物修复、保护和鉴定研究机构

To set up market-based research institutions for the restoration, protection and appraisal of cultural relics.

✓ 对海南文物商店设立审批实施告知承诺制

The examination and approval of the establishment of hainan cultural relic shop will be implemented to inform the commitment system.



积极推进平台建设

Promoting platform construction

可投资项目 Investable projects

南海文博产业园项目

Nanhai Cultural expo Industrial Park project

海南国际文化艺术品交易中心

Hainan International Culture and Art Trading Center

海口骑楼历史文化街区改造提升项目
Haikou Arcade Historical and Cultural
Block renovation and upgrading project

五公祠文化公园项目
Wugongci Cultural
Park Project

海瑞墓文化公园项目
Hai Rui Tomb Culture
Park project

丘浚墓文化公园项目
Qiu Jun tomb Culture
Park project

物质文化遗产
The material culture heritage

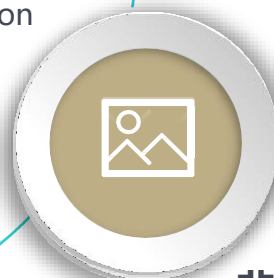


文物艺术品交易
Exchange of cultural relics and artworks

南海文博产业园项目
Nanhai Cultural expo Industrial Park project

海南国际文化艺术品交易中心
Hainan International Culture and Art Trading Center

助力旅游发展
Boosting tourism development
吸引创新创造
Attracting innovation and creation



非物质文化遗产
The intangible cultural heritage

特色节庆品牌的运营
Operation of special
festival brand

旅游商品开发
Tourism commodity
development

阳光海口
拥抱您

Welcome to
Sunny Haikou



谢谢
Thank you



*Nuovo Circondario Imolese (NCI),
Metropolitan City of Bologna, Italy
意大利博洛尼亚大都会区
伊莫拉新区 (NCI)*



Tourism & Culture in Green and Digital Transition Thematic Network Webinar

Panel 3:

Balance between tourism, cultural heritage, and creativity

*绿色与智慧转型 - 文旅产业创新发展
线上专题研讨会*

第3组发言:

如何在旅游业、文化遗产及创造力之间取得平衡?



*Nuovo Circondario Imolese (NCI),
Metropolitan City of Bologna, Italy*
意大利博洛尼亚大都会区
伊莫拉新区 (NCI)



***To bring the life into the city. The Osservanza green park-design
center for the cultural heritage IMOLA - Chinese Cities***

为城市注入活力。奥塞万扎绿色公园伊莫拉文化遗产设计中
心-中国城

The complex began in 1890 as a provincial psychiatric hospital. It consisted of large pavilions for the hospitalization of the sick and for general kitchen, laundry and workshop services as well as clinics and staff quarters. It soon became one of the most important asylums in Italy, covering an area of about 140,000 square meters including the part of the land dedicated to an agricultural colony and the beautiful park with large tree-lined avenues. Having completed its hospital function, the area is now involved in one of the most important redevelopment projects for the city.

Our proposal is to identify one or more pavilions for the Joint Green Design Research Center Imola-China.

该建筑群始建于1890年，最初是一家省级心理治疗院。组成部分包括住院大楼、大型厨房、洗衣房和工场服务机构以及诊所和员工宿舍。该院很快便成为意大利最重要的心理医院之一，占地约14万平方米，其中部分土地专门种植农作物，还有一座拥有林荫大道的美丽公园。在结束医院功能后，当地现在参与了伊莫拉最重要的改造项目之一。

我们的建议是为伊莫拉-中国联合绿色设计研究中心（Joint Green Design Research Center Imola-China）打造一个或多个分馆。



Nuovo Circondario Imolese (NCI),
Metropolitan City of Bologna, Italy
意大利博洛尼亚大都会区
伊莫拉新区 (NCI)



Piano Academy of Imola

伊莫拉钢琴学院

An international cultural excellence in the heart of the
Historical park “Osservanza”

历史公园“奥塞万扎”拥有深厚的国际性文化

*Cultural heritage and Green Design in a EU New Bauhaus
perspective*

*欧盟“新欧洲包豪斯”运动视角下的文化遗产与绿色
设计*



New European Bauhaus
beautiful | sustainable | together



Nuovo Circondario Imolese (NCI), Metropolitan City of Bologna, Italy 意大利博洛尼亚大都会区 伊莫拉新区 (NCI)



To bring the life into the city. The network of urban parks

为城市注入活力。城市公园网络

'Imola Verde' is the map that tells the richness and diversity of the city's green spaces, from large historical parks to small gardens, from the riverside park to the peri-urban woods, and then again the sports areas, vegetable gardens, social centers and cycle paths, highlighting how this whole ecosystem is available on foot or by bike.

The map contains 46 spaces that have been identified and included as they are green areas owned by the municipality, always usable and to be experienced at any time. This network of green oases will help make the city more livable and mitigate the heat in the central areas and in the historic center.

“绿色伊莫拉”地图展示了城市绿地的丰富性和多样性，从大型历史公园到小花园，从河畔公园到城市周边的树林，再到运动区、菜园、社交中心和自行车道，不一而足，从地图上可以明显看出步行道和自行车道覆盖整个生态系统。地图包含46个区块，为市政当局所有，被纳入整体规划，它们永久可用，全天开放。这个绿洲网络将提高城市宜居性，并缓解中心城区和历史中心的热岛效应。



TUTTO IL VERDE DI IMOLA

1. Giardino Europa Unita
2. Giardino Irene Nagy
3. Area verde Donde Minabai
4. Area verde Caduti in servizio dell'Arma Carabinieri
5. Giardino Dal Monte Caloni
6. Area verde Rita Levi Montalcini
7. Area verde vittime innocenti di tutte le mafie
8. Area verde Hira Salamei
9. Area verde Nella Marcelino
10. Area verde agli Agenti Polizia locale caduti in servizio
11. Area verde Emanuela Sansone
12. Parco Vittime della strage del 2 agosto 1982
13. Giardino Benvenuto Rambaldi
14. Giardino Marco Valerio Marziale
15. Area verde Giulia Cavallari
16. Giardino Cardinale Dino Staffa
17. Area verde Le Lavandole
18. Piazza Treppe Maggio 1944
19. Giardino Generale Wladyslaw Anders
20. Giardino Walter Grandi
21. Area verde Anna Maria Mozzoni
22. Parco della Pace
23. Area verde Seneca Giulio
24. Area verde ai Vigili del Fuoco caduti in servizio
25. Area verde Margherita di Birgini
26. Parco Vittime dell'11 settembre 2001
27. Giardino Antifascismo
28. Giardino Stefano Curi
29. Parco Martiri della Foibe già Limonaia
30. Giardino Oreste Martelli
31. Area verde ai Caduti in servizio Guardia di Finanza
32. Area verde Parco dell'Amicizia
33. Giardino Avatori d'Italia
34. Giardino Ten. Col. Aurelio Barabbi
35. Giardino Donatori del Sangue
36. Area Verde San Giovanni Paolo II
37. Area verde Vittoria Giordano
38. Area verde Gilda Alesano
39. Area verde Odella Valle
40. Giardino Chino Mendes
41. Parco Ragazzi della piazza Ten An Mar
42. Area verde Maria Grazia "Lella" Lombardi
43. Parco Vittime di Chernobyl - Area verde Giovanni Tabacchi
44. Area verde Maria Grazia "Lella" Lombardi
45. Area verde Margherita Hack
46. Area verde ai Caduti in servizio Polizia di Stato

UNA MAPPA CHE RACCONTA LA RICCHEZZA E LA DIVERSITÀ DEGLI SPAZI VERDI DELLA NOSTRA CITTÀ, DAI GRANDI PARCHI STORICI, AI PICCOLI GIARDINI, AL PARCO LUNGORIVE, AI BOSCHI DEI NUOVI NATI METTENDO IN LUCE COME TUTTO QUESTO ECOSISTEMA SIA A PORTATA DI PIEDI E BICI

APPENDIM!

VISITANDO CHE TUTTI I CITTADINI POSSONO RICOPIARE E VERDE DELLA NOSTRA CITTÀ, AUTORE E PIANO APPENDIM! QUESTA MAPPA NEGLI TUI ATTENTI

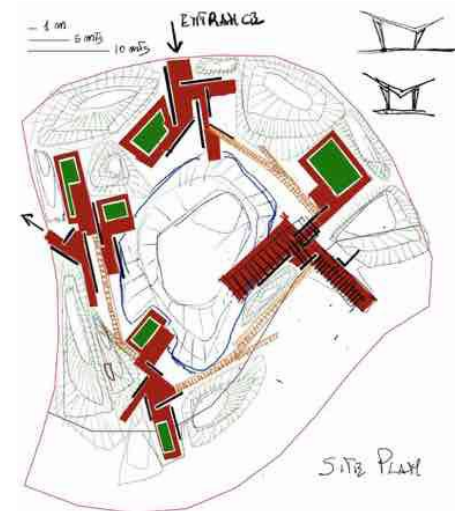
Tutti a cura di: Elisa Spada, Carla Nanni e Silvia Peggiani
Grafica e illustrazioni: Monica Gori
Redazione: CEAS Imola e Comune di Imola
Foto di stampa settembre 2021 da Blue Lemon Communication - Roma

Abbiamo utilizzato carta e scelte grafiche affinché questa mappa possa essere non solo bella ma anche sostenibile. Ricicla nella carta e registra a quattrino.



*Nuovo Circondario Imolese (NCI),
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伊莫拉新区 (NCI)

- **Parco Vena del Gesso (Unesco Cultural Heritage Candidate) EU Project Life for Oaks. Architect Mengoni Archives.**
- **Parco Vena del Gesso**（联合国教科文组织文化遗产候选项目）欧盟栎树生命项目。建筑师曼哥尼（Mengoni）档案馆。
- Conservation management tools for increasing structural and compositional biodiversity in Natura2000 oak forests.
- 增加“**Natura2000**”栎树林结构和组成生物多样性的保护管理工具。
- The biodiversity of oak forests is declining as a result of intensive human use. With the nature conservation interventions of the LIFE4OAK FORESTS project, our goal is to reverse this process. The project aims to promote the regeneration of the forests and to restore the diversity of forest structure, native tree species composition and micro habitats. As a results, the protected forest mammals, birds, insects, plants and fungi will be preserved and their populations will increase. The project is co-financed by the European Union's LIFE program.
- 由于人类的密集使用，栎树林的生物多样性正在下降。我们通过LIFE4OAK FORESTS项目实行自然保护干预措施，力争扭转这一进程。项目宗旨是促进森林更新，恢复林分结构、乡土树种组成和微生境的多样性。因此，受保护的森林哺乳动物、鸟类、昆虫、植物和真菌将得到保护，其数量将会增加。该项目由欧盟LIFE项目共同资助。
- Mengoni Architect Archive 建筑师曼哥尼档案馆



Nuovo Circondario Imolese (NCI), Metropolitan City of Bologna, Italy 意大利博洛尼亚大都会区 伊莫拉新区 (NCI)



- An innovative idea of connection between culture and nature.
- 联结文化与自然的创新理念。
- The idea of the garden would like to be an exercise to create a relations between the towns of the Circondario Imolese in Bologna, and the traditional Chinese gardens.
- 打造这个花园的初衷，是在博洛尼亚伊莫拉新区与中国古典园林间建立一种联系。
- Cities are landscapes alive organisms, and like all the other organisms, they survive enhancing dynamic ecological processes that involve human activities and cultural perspectives for a new holistic vision of nature.
- 城市是由众多鲜活有机体组成的景观。像所有其他有机体一样，城市有机体经历不断增强的动态生态过程，这些过程涉及人类活动和文化视角，旨在获得新的整体自然观。
- For these reasons, The Garden of Nuovo Circondario Imolese is a metaphorical experiment to understand how Green healthy cities can shape landscapes to attract, surprise, and catch the future human and natural generations.
- 基于这些原因，我们将伊莫拉新区花园（Garden of Nuovo Circondario Imolese）定位为一个隐喻实验，旨在探索如何通过塑造景观来构建一座绿色健康的城市，营造一个既能吸引自然延伸到城市、也能让人类在未来城市中栖居的诗意环境。



*Nuovo Circondario Imolese (NCI),
Metropolitan City of Bologna, Italy*
意大利博洛尼亚大都会区
伊莫拉新区 (NCI)



NCI is a **public body** that represents the **10 municipalities** of the eastern area of the metropolitan area of **Bologna** with **133,562** inhabitants (Bologna Metro: 1 mio.).

NCI是一个公共机构，代表博洛尼亚大都会区东部10个市镇。居民总数：**133,562**（博洛尼亚大都市地区：100万）。

- NCI is **characterized** by important industries and a thriving agricultural sector. There is a very rich historical, artistic and monumental heritage. There are **universities** and research centers.
- NCI管辖地区的特点是重要的工业和蓬勃发展的农业部门。当地拥有异常丰富的历史、艺术和纪念性遗产，还有众多大学和研究中心。
- **Sustainability** is a priority for the development of this territory. There are parks, natural areas and tourist attraction routes, which are particularly important for the development of sustainable tourism.
- 促进可持续发展是当地优先事项。当地建有公园和自然区域，开设了旅游景点路线，这些设施和服务对促进旅游业可持续发展尤为重要。
- **Areas of interest for international cooperation** 国际合作感兴趣的领域：
 - Nature Based Solutions ecological transition & green deal (+ tourism/culture)
 - 基于自然的解决方案、生态转型和绿色新政（+旅游/文化）
 - Smart & sustainable city with technology & culture aspects acting as pillars of the cities of the future
 - 以科技和文化作为未来城市支柱的可持续智慧城市
 - Green Design and Automotive Research Center 绿色设计与汽车研究中心



Nuovo Circondario Imolese (NCI),
Metropolitan City of Bologna, Italy
意大利博洛尼亚大都会区
伊莫拉新区 (NCI)



Thanks

谢谢

marino.cavallo@cittametropolitana.bo.it

文化遗产为旅游注入新活力

以柳州螺蛳粉为例

Boost Tourism with Cultural Heritage
Liuzhou Luosifen as an Example



Liuzhou, with a history of more than 2,100 years, is called
City of Dragon

柳州

2100多年建城史, 又称“龙城”

广西最大工业城市

The biggest industrial city in
Guangxi province





A Historical and Cultural City A Great Tourist Destination

桂林

国家历史文化名城
中国优秀旅游城市

一花倾城——紫荆花

City of Chinese Redbud



一江旖旎 —— 百里柳江

Liuzhou is by the Scenic River Liu



An Automobile City

一车风行 —— 柳产汽车



Liuzhou's Signature Dish "Luosifen", a Noodle Soup in River Snail Broth



——粉飘香——柳州螺蛳粉

“小米粉 大产业”

全产业链突破500亿元

The Luosifen Industry Chain Amounts to RMB 50 Billion



国务院公布

第五批国家级非物质文化遗产代表性项目名录

Luosifen is listed as

National Intangible Cultural Heritage



多耶

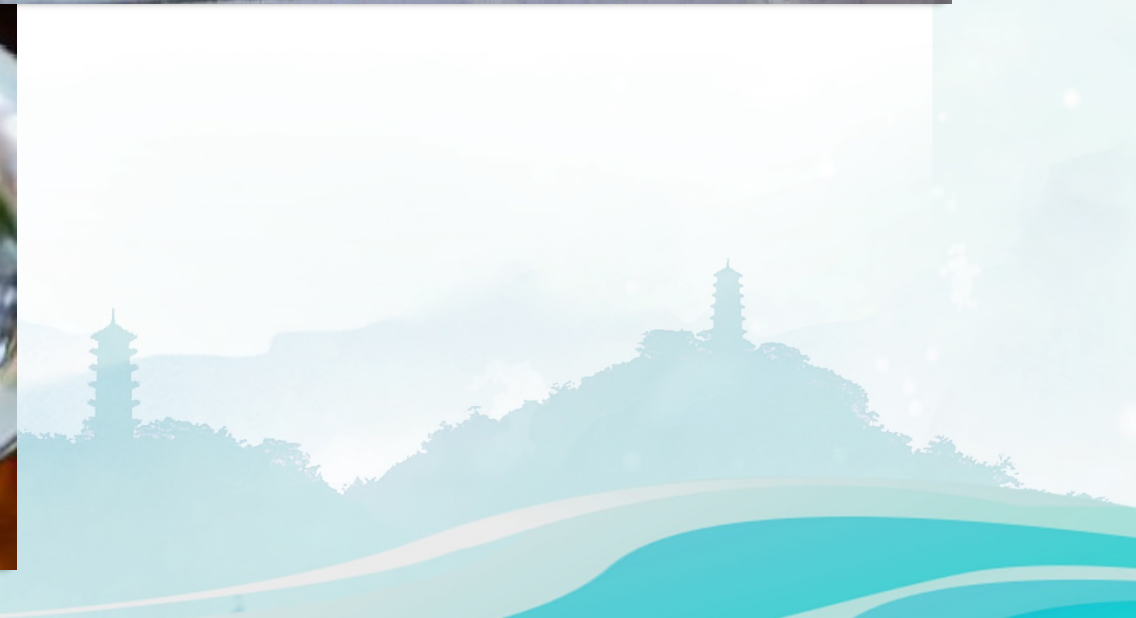
第五批国家级非遗代表性项目名录185项
柳州螺蛳粉制作技艺、多耶等上榜

2021年，柳州螺蛳粉制作技艺上榜国家级非物质文化遗产代表性项目名录



一、做好非物质文化遗产的保护和传承

Safeguard & Pass on Intangible Cultural Heritage



二、文化创意加持打造非遗新IP Cultural Creativity to Design New Intangible Heritage IP



柳州螺蛳粉文创全国征集大赛卡通动漫IP形象设计获奖作品

三、发展文化遗产特色旅游产品

Develop Cultural Heritage Tourism Products



四、以文化遗产为载体传播柳州文化旅游城市形象

Liuzhou as a Cultural Tourism City with Cultural Heritage



风情柳州 欢迎您

Welcome to Liuzhou



Region of Western Greece: Balance between tourism, cultural heritage, and creativity

西希腊大区：如何在旅游业、文化遗产及创造力之间取得平衡？



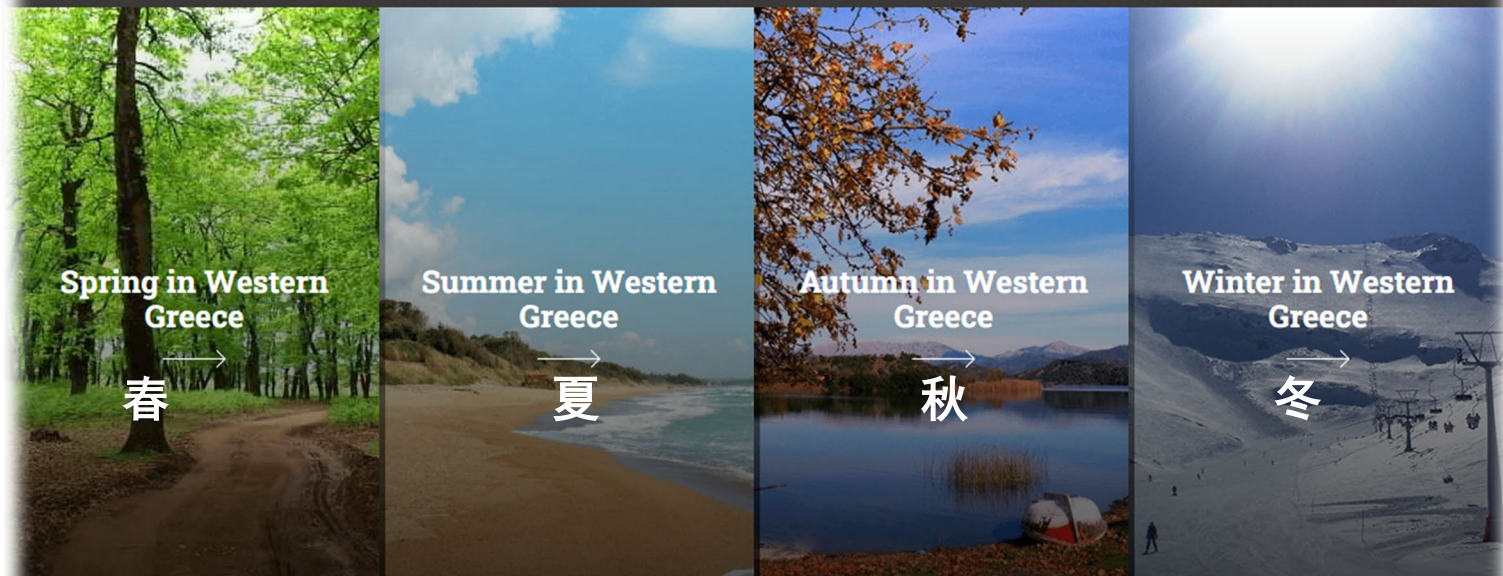
TOURISM & CULTURE IN RWG

西希腊大区的文化与旅游

✓ Diverse landscapes

多样的地貌风景

Discover unique travel experiences for every season
探寻不同季节独一无二的旅游体验



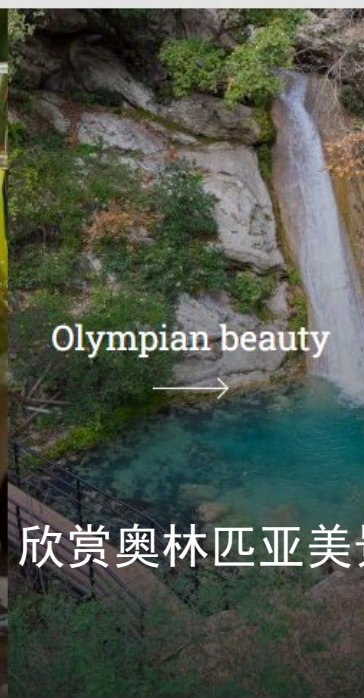
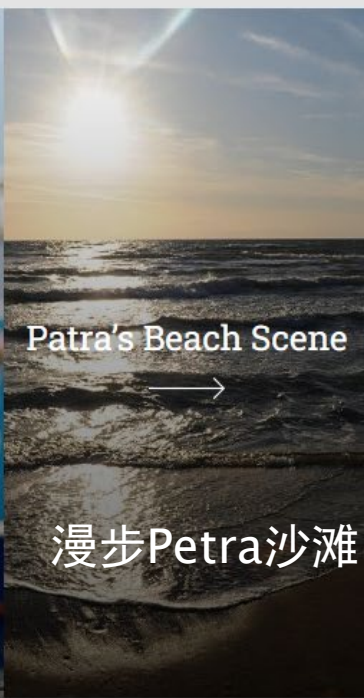
Be inspired and Personalize your collection
IN WESTERN GREECE

在西希腊大区激发您的想象，
个性化定制旅行体验



REGION
OF WESTERN
GREECE
Full of contrast!

Things you can do
在西希腊大区，您可以：



REGION
OF WESTERN
GREECE
Full of contrast!

RWG: Tourism, culture, creativity, entrepreneurship (1)

西希腊大区：旅游、文化、创意、创业（一）

EUROPEAN PROGRAMMES 欧洲项目

**Interreg
Greece-Italy**
European Regional Development Fund

SPARC
Creativity Hubs for Sustainable
Development through the Valorization
of Cultural Heritage Assets

通过文化遗产资产的价值化促进可持续发展的创意中心

**Interreg
Greece-Italy
CIAK**
European Regional Development Fund

CIAK

Common Initiatives to AcKnowledge
and valorize tourism potential
of the programme area
through cinema

Info Day
30th January 2019
Headquarters of Region of Western Greece
Patras

Project partners

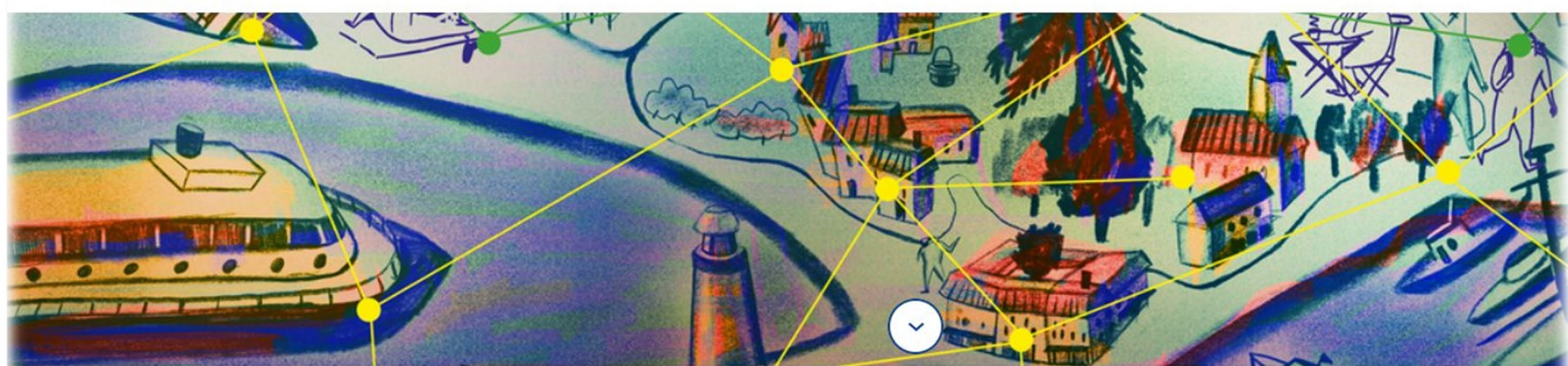


Associated partner



RWG: Tourism, culture, creativity, entrepreneurship (2)

西希腊大区：旅游、文化、创意、创业（二）



HERIT-DATA: BIG AND OPEN DATA FOR A SUSTAINABLE HERITAGE MANAGEMENT TOWARDS MASS TOURISM IMPACT

遗产数据库：针对大众旅游的影响，提供大数据和开放数据进行可持续的遗产管理

RWG: Tourism, culture, creativity, entrepreneurship (3)

西希腊大区：旅游、文化、创意、创业（三）



WORKS ▾ PILOT AREAS ▾ NEWS & EVENTS ▾ CONTACT   

Innovation in Tourism in the Adriatic-Ionian Macroregion

亚得里亚海-爱奥尼亚海：
宏观区域的旅游创新

Customer Intelligence

for Innovative Tourism Ecosystems development
in regional economies

[MORE DETAILS](#)



CREATIVE@HUBS:
Holistic networking
of creative industries via hubs



Project co-funded by European Union, European Regional Development Funds (ERDF) and by National Funds of Greece and Italy



 My Interreg Europe

Smart Specialisation Creative Districts

CREATIVITY INDUSTRY PROGRAMMES

2018- today

创意产业项目：2018 - 今天



Strengthening 強化了
Creative Enterprises 创意企业



REGION
OF WESTERN
GREECE
Full of contrast!

CULTURE & ENTREPRENEURSHIP

文化与创业

Political commitment 政治承诺

establishment of a **Body**
aiming at **strengthening**
the creative industry & culture
of the WG area

建立一个机构，旨在强化创意产业以及西希腊的文化

Cultural & Creative Regional Ecosystems (CCRE-S3)



Industrial Modernisation



Partnership led by:



Regione Toscana



REGION
OF WESTERN
GREECE
Full of contrast!

Supported by the:



CPMR
CRPM

文化及创意区域生态体系(CCRE-S3)



Cultural and Creative Regional Ecosystems

Smart Specialisation Platform for Regional Smart Specialisation Strategies (RIS3)
Thematic platform: Smart Specialisation Platform for Industrial Modernisation (S3P-Industry)

区域智慧专业化战略 (RIS3) 的智慧专业化平台
专题平台：工业现代化的智慧专业化平台 (S3P-工业)

<https://s3platform.jrc.ec.europa.eu/cultural-and-creative-regional-ecosystems>





文化及创意区域生态体系
Cultural and Creative
Regional Ecosystems



Tourism
management

旅游管理

PROPOSAL

合作提案



文化遗产



Cultural
heritage



REGION
OF WESTERN
GREECE
full of contrast!

Thank you for your attention!

感谢您的关注！



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+30 2613 613 630

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www.pde.gov.gr

中国郑州·欧盟国际城市与 区域合作专题研讨会

Online Symposium on Sino-Europe Regional Policy Cooperation

文化旅游交流活动

Cultural Tourism Exchange Activity

郑州市文化广电和旅游局

Cultural Tourism Bureau of Zhengzhou

2022年3月4日 4th March 2022



郑东新区

Zhengdong New District



绿地中心 “双子塔”
Zhengzhou Twin Towers



新郑国际机场

XinZheng International Airport



Star Observation
Platform(A.D.1200)

世界最古老的天文仪器之一 观星台

One of the oldest astronomical instruments in the world



“网红”博物馆：河南省博物院
Henan Museum



新郑出土国家一级文物：莲鹤方壶

A national cultural relic from Xinzheng: Lotus and crane rectangular hu



大河村仰韶遗址出土文物:彩陶双联壶

Unearthed cultural relics from Yangshao site : Painted pottery twin pot



中国最古老的大学：嵩阳书院

The oldest university in China: Songyang Academy



国家“双一流”高校：郑州大学

National "Double First-class" University: Zhengzhou University



百年学府：河南大学

Centennial Institution: Henan University

文化育民 创造创意

The culture educates people to become more creativity





非物质文化遗产，梦祥银作品：珐琅银制茶具

Intangible cultural heritage, Mengxiang silver work: enamel silver tea set



非物质文化遗产传承人：李杰石先生

Inheritor of intangible Heritage: Mr. Li Jieshi



非物质文化遗产活化利用：银饰锻制车间

Activated utilization of intangible cultural heritage: silver jewelry forging workshop



非遗品牌形象 Brand image of intangible cultural Heritage



非物质文化遗产作品：儿童长命锁
Intangible cultural heritage works: Necklace for children

旅游富民 生产生活

Tourism enriches people's production and life





伏羲山旅游景区：旅游业带动民众就地就业

Fuxi Mountain scenic spot: tourism promotes local employment



别有洞天
大熊山

大熊山、摘星楼等旅游景区：带动民众就地就业

The Great Bear Mountain, Star Pick tower and other tourist attractions: to promote local employment

科技点亮 智慧智能

Science and technology illuminates
wisdom and intelligence



唐宮夜宴

郑州歌舞剧院

Zhengzhou Song & Dance Theater



唐宮夜宴

郑州歌舞剧院

Zhengzhou Song & Dance Theater



《唐宮夜宴》 郑州歌舞剧院

《Palace Banquet in
Tang Dynasty 》 created
by Zhengzhou
Song & Dance Theater



据三国曹植《洛神赋》改变水下舞蹈：《祈》

Chinese traditional dance underwater: ingenious recreation of the Godness of Luo River

创新表达 民意民需

Innovative expression of people's needs





中国规模最大、演出时长最长的戏剧聚落群：《只有河南·戏剧幻城》占地622亩，21个大大小小的剧场、剧目时长700分钟、近千名演员。

The largest and longest performing theater cluster in China: "Only Henan - The Phantom City of Drama" covers an area of 622 acres, within 21 theaters, plays of 700 minutes in length and nearly 1,000 actors.



禅宗少林·音乐大典
Zen MusicShaoLin Grand Ceremony

全球最大的实景演出——禅宗少林·音乐大典

The world's largest live performance
- Zen meditation Shaolin · Music Grand Ceremony



复古郑州沉浸式特色文旅街区--电影小镇

Zhengzhou immersive cultural tourism vintage neighborhood--Movie Town

行走河南，读懂中国

Understanding of China by visiting Henan

读懂中国，从郑州开始

Understanding of China by Starting from Zhengzhou

阅读郑州

从“山·河·祖·国”开始

Learning more about Zhengzhou

Starting from “Mount Song、Yellow River、Ancestor、Ancient China”





山：中岳嵩山，天地之中

Mount Song

“The Centre of Heaven and Earth” Historic Monuments



天下功夫出少林

All kinds Kung fu around the world originated in Shaolin



The Yellow River 黄河

河：中华母亲河，民族之魂

River: the mother river of China, the soul of the Chinese nation



黄河博物馆
Yellow River Museum



祖：中华人文始祖，轩辕黄帝

The Ancestor of Chinese Culture, Emperor Xuan Yuan



郑韩故里-新郑市《黄帝千古情》实景演出

Zheng Han's hometown-Xinzheng City

"Yellow Emperor Thousand Ancient Scenes" live performance



河洛古国：古国都邑 早期中国

The ancient Kingdom of Heluo : Ancient City in early China



黄河洛河交汇处（河出图，洛出书）

The confluence of the Yellow River and the Luo River



世界历史文化名人杜甫
Famous Poet: Du Fu



国际旅游城市游客满意度调查报告 Survey Report on Tourist Satisfaction of International Tourism Cities

中国旅游研究院（文化和旅游部数据中心）
China Tourism Academy (Data Center of the Ministry of Culture and Tourism)
2021-4 -21，郑州Zhengzhou



2021 中国·郑州 | Zhengzhou, China
中国(郑州)国际旅游城市
市长论坛 | International Mayor's
Forum on Tourism

2021 中国（郑州）国际旅游城市市长论坛
2021 China (Zhengzhou) International Mayor's Forum on Tourism



郑州航空港区枢纽

Zhengzhou Airport Hub



高铁郑州东站

Zhengzhou East High-speed Railway Station



郑东新区如意湖

Ruyi Lake, Zhengdong New District



郑州中央文化区：郑州大剧院

Zhengzhou Central Cultural District: Zhengzhou Grand Theatre

读懂中国，从郑州开始

Understanding of China by Starting from Zhengzhou





茶 · 餐 · 戏 · 瓷

Tea · Cuisine · Opera · Porcelain



中国之中·中国郑州欢迎您

Welcome to Zhengzhou, the center of China

Panel 3: Balance between tourism, cultural heritage, and creativity

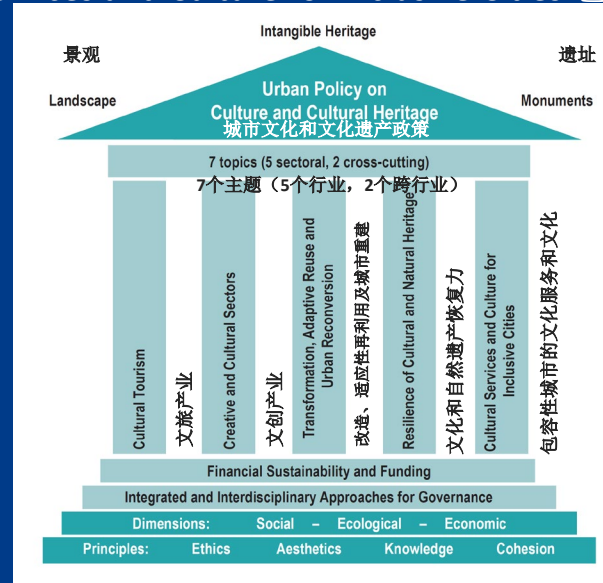
第3组：在旅游业、文化遗产与创造性之间取得平衡

Part One: Murcia as a part of the Urban Agenda for the EU Partnership on Culture and Cultural Heritage.

第一部分：穆尔西亚加入《欧盟文化和文化遗产伙伴关系城市议程》。

5 Key pillars: 五大支柱：

1. Cultural Tourism, 文旅产业，
2. Creative and Cultural Sectors, 文创产业，
3. Transformation, Adaptive Reuse and Urban Reconversion, 改造、适应性再利用及城市重建，
4. Resilience of Cultural and Natural Heritage, 文化和自然遗产恢复力，
5. Cultural Services and Culture for Inclusive Cities 包容性城市的文化服务和文化



财政可持续性和资助
针对治理的综合及跨学科方法
维度：社会-生态-经济
原则：道德 美学 知识 凝聚力

City/region 城市/区域名称: Murcia Municipality, Spain 西班牙穆尔西亚市

Population 人口: ≈ 460.000 inhabitants (7th largest city of Spain) 46万（西班牙第七大城市）

Size 面积 (sq km.平方公里): 881.9 km²

Main economic sectors 主要产业发展领域: Mainly services, tourism and agriculture exports (e.g. fruit, vegetables, wine). 服务业、旅游业和农产品出口（如水果、蔬菜、葡萄酒）。

Capital of the Murcia Region and a University City 穆尔西亚自治区首府及大学城



THEMATIC NETWORK WEBINAR: TOURISM & CULTURE IN GREEN AND DIGITAL TRANSITION
(04 MARCH 2022, 09:00-11:00 CET)

专题网络研讨会绿色与数字转型中的文旅产业
(2022年3月4日, 09:00-11:00欧洲中部时间)

Panel 3: Balance between tourism, cultural heritage, and creativity

第3组：在旅游业、文化遗产与创造性之间取得平衡

Action Plan: Murcia has successfully developed 2 actions (out of 11)

Action 2: Street Invasion, Atomisation and Cultural Reactivation

- A new cultural (governance) model with atomised Culture Actions, promoting fragmented cultural consumption by citizens, with a structured public cultural procurement model to reactivate local culture production.
- Revising public space and itineraries, redefining their roles, functions and designs, for a healthy urban microclimate for culture consumers, as well as focussing on digitalisation, remote cultural offers and new culture opportunities.
- Incentivising peri-urban areas for culture consumption, not only unburdening the city centre, but a new approach towards cultural sectors and their business models, generating a spill over effect to neighbouring municipalities.

行动计划：穆尔西亚已成功实施2项行动（共11项）

行动2：占领街道、原子化及文化活化

- 一种新的文化（治理）模式，包含原子化的“文化行动”，旨在促进公民碎片化文化消费，采用结构化公共文化采购模式，以活化当地文化生产。
- 调整公共空间和路线，重新定义它们的角色、功能和设计，为文化消费者营造健康的城市微气候，同时关注数字化、远程文化服务和新的文化机会。
- 激励城郊地区进行文化消费，不仅减轻市中心的负担，而且针对文化产业及其商业模式实施新做法，从而对邻近城市产生溢出效应。

Panel 3: Balance between tourism, cultural heritage, and creativity

第3组：在旅游业、文化遗产与创造性之间取得平衡

Action Plan: Murcia has successfully developed 2 actions (out of 11)

Action 3: Cultural Hubs for Innovation, Modernisation and Enhancement (CHIME)

- CHIME hubs are creative hubs to strengthen artistic production and innovation and promoting a structural framework for self-employed artists, granting spaces, support and feedback whilst promoting participation and transparency in cultural management.
- These Cultural Testing Tubes are to support local economy and cultural offer, creating ideas and new cultural content, and testing pilot projects and proposals, following the pattern of living labs with a deepened focus on citizen cultural involvement.
- This activates local networks of economic fabric, a permanent cultural network both within the city and among cities is established, and artists participating in residency programmes build bridges between countries and cultures.

行动计划：穆尔西亚已成功实施2项行动（共11项）

行动3：促进创新、现代化和提升的文化中心（CHINE）

- CHIME中心是创意中心，旨在加强艺术生产和创新，为自雇艺术家建立框架体系，提供空间、支持和反馈，同时提高文化管理的参与度和透明度。
- 这些“文化试点措施”旨在支持当地经济和文化服务，激发创意和新的文化内容，并且检验试点项目和建议，遵循生活实验室模式，更多关注公民文化参与。
- 此项行动激活了当地经济网络，在城市内部及不同城市之间建立了永久性文化网络，参与驻地项目的艺术家在不同国家与文化之间架起桥梁。

Panel 3: Balance between tourism, cultural heritage, and creativity

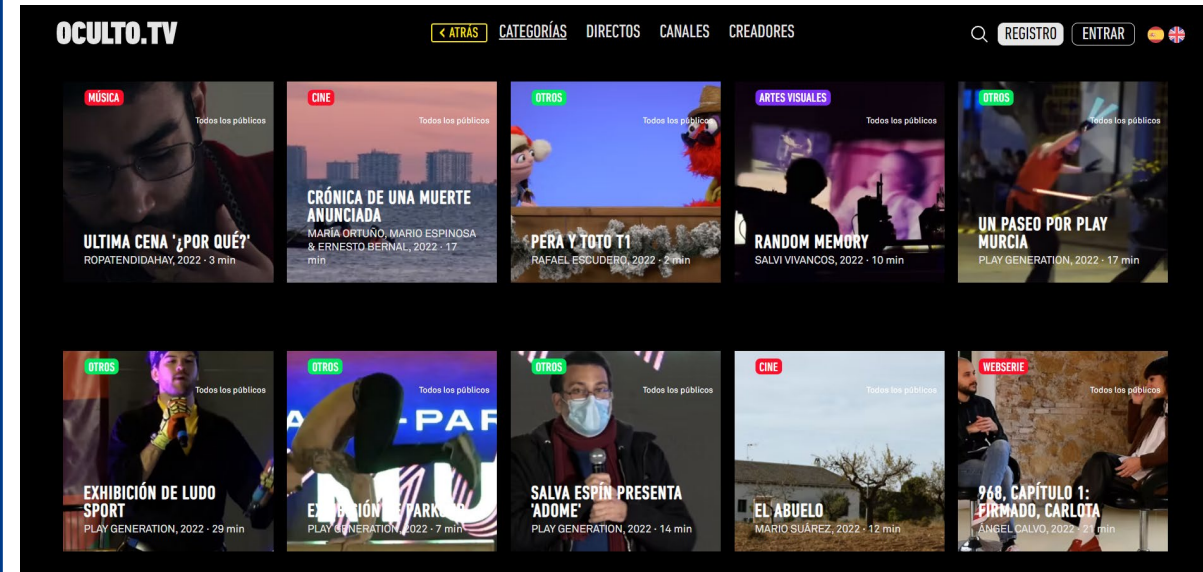
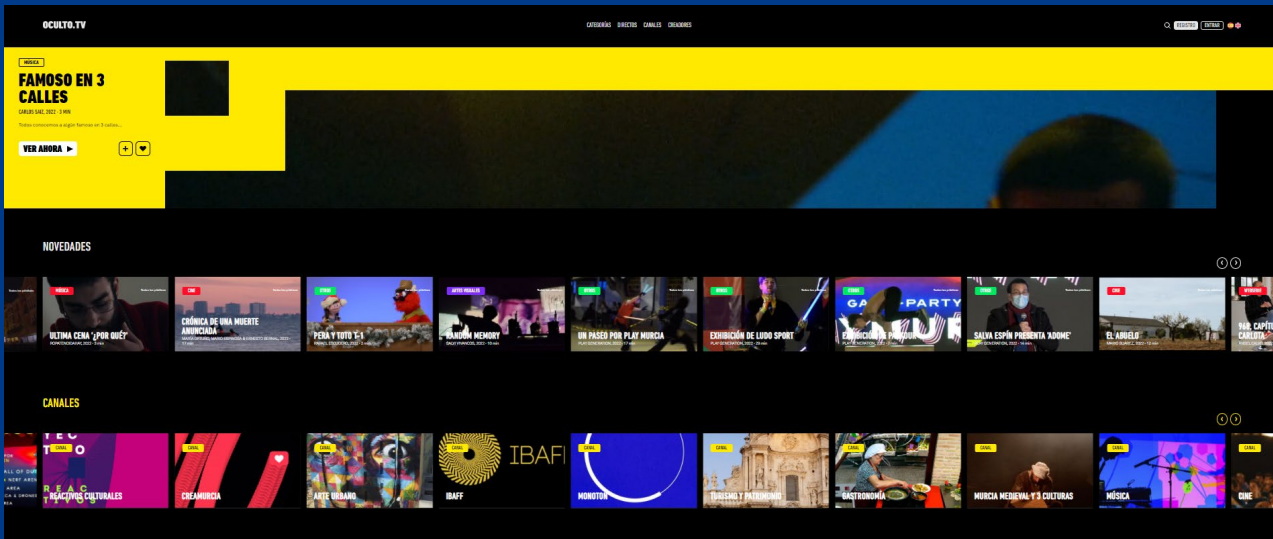
第3组：在旅游业、文化遗产与创造性之间取得平衡

Part Two: OCULTO.TV

- OCULTO.TV is an audio-visual platform launched by Murcia City, where original audio-visual productions can be viewed online, or on any mobile, tab-let or Smart TV.
- With thematic channels, the objective of this platform is to give visibility to local artists and creatives, offer local culture productions.

第二部分：OCULTO.TV

- OCULTO.TV是穆尔西亚市推出的视听平台，可以在任何手机、平板电脑或智能电视上在线观看该平台的原创视听作品。
- 平台设有多个主题频道，旨在帮助当地艺术家和创意工作者获得知名度，并且提供当地文化作品。



THEMATIC NETWORK WEBINAR: TOURISM & CULTURE IN GREEN AND DIGITAL TRANSITION
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(2022年3月4日, 09:00-11:00欧洲中部时间)

Panel 3: Balance between tourism, cultural heritage, and creativity

第3组：在旅游业、文化遗产与创造性之间取得平衡

Part Three: Cultural Heritage Recovery

- Our urban area coexists with singular monumental and historical resources and public spaces of extraordinary singularity that are an inseparable part of our history and culture, as is the “Huerta de Murcia” (countryside).
- The Project:
 1. Tourist preparation and enhancement of the “aljufía” waterway (cultural heritage) as it passes through the city.
 2. Recovery of the “San Esteban” archaeological site
 3. Murcia as a future international headquarters of the Silk Road, with the creation of the headquarters and arts museum.
 4. The transformation of the “Monteagudo San Cayetano” visitor center, into the headquarters of the municipal archaeological museum.
 5. The street of museums, an interconnecting green corridor.

第三部分：文化遗产复原

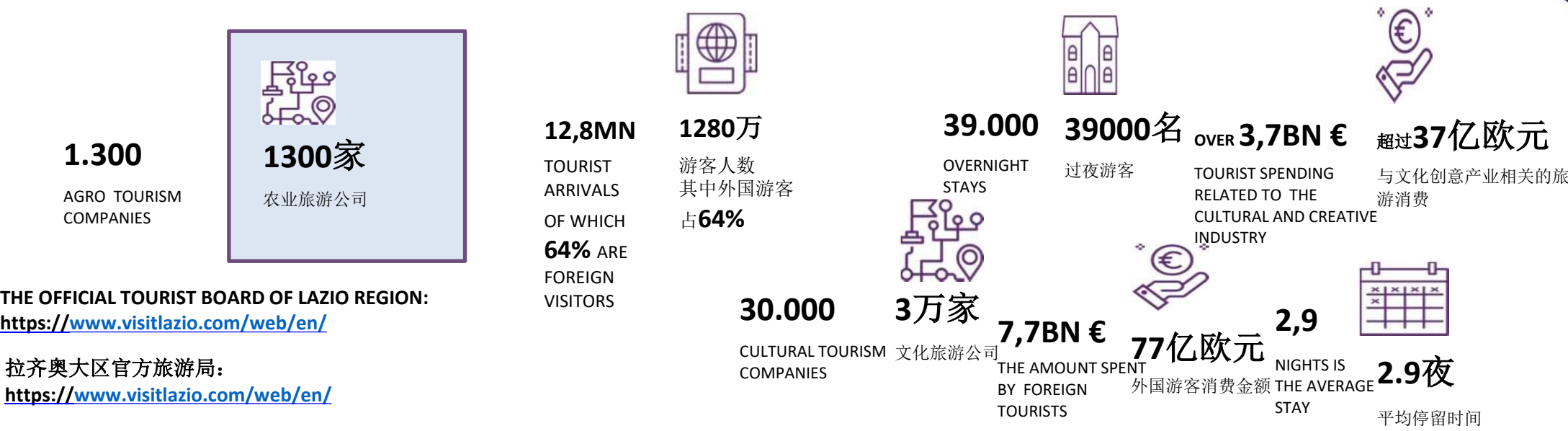
- 穆尔西亚城区与独一无二的纪念性和历史资源以及非凡的公共空间共存，它们是穆尔西亚历史和文化不可分割的一部分，“穆尔西亚花园”（乡村）是这方面的一个例子。
- 项目：
 1. “阿尔朱菲亚”水道（文化遗产）旅游资源开发和利用，这条水道流经穆尔西亚。
 2. “圣埃斯特班”考古遗址复原
 3. 将穆尔西亚打造成未来丝绸之路的国际总部，建立总部和美术馆。
 4. 将“蒙特阿古多·圣卡耶塔诺”游客中心改造成市考古博物馆的总部。
 5. 博物馆之街，相互连通的绿廊。

TOURISM IN LAZIO 拉齐奥旅游产业

LAZIO IS ONE OF THE MOST IMPORTANT ITALIAN DESTINATIONS IN TERMS OF NATIONAL AND INTERNATIONAL TOURISM; THE CITY OF ROME PLAYS A DECISIVE RoLE in terms of tourist flows, but it also means that additional work, plans and organization of the tourist offer is needed to guarantee greaTer quality in reception and services.

拉齐奥是意大利最重要的国内和国际旅游目的地之一；罗马城在保证游客流量方面起着决定性作用，但这也意味着需要专门管理、规划和组织游客服务，以保证更高的接待和服务质量。

over the last 20 years Lazio has developed a network of agritourism companies that offer a rich and articulated panorama of experiences in the countryside to visitors from all over the world
过去20年里，拉齐奥建立起一个由农业旅游公司组成的网络，让来自世界各地的游客全方位体验异彩纷呈的乡村旅游。



THE OFFICIAL TOURIST BOARD OF LAZIO REGION:
<https://www.visitlazio.com/web/en/>
拉齐奥大区官方旅游局:
<https://www.visitlazio.com/web/en/>

NextGenerationEU actions

“下一代欧盟”行动

Among the many initiatives financed with the Italian Recovery and Resilience plan, Lazio Region, along with the other Italian Regions, is discussing and developing a special policy to restore and preserve rural buildings and landscapes.

在意大利“恢复和复原”计划资助的多项举措中，拉齐奥大区与意大利其他大区正在讨论和制定一项特别政策，以恢复和保护农村建筑和景观。

Restoration of a wide range of historic rural buildings and conservation of the typical architecture in rural landscapes (farmhouses, mills, rural churches)

修复各种乡村历史建筑，保护乡村景观中的典型建筑（农舍、磨坊、乡村教堂）。

The objective is to make the most out of our rich heritage of rural architecture and to promote a sustainable and efficient tourist and cultural fruition of this important asset.

目标是最大限度地利用拉齐奥丰富的乡村建筑遗产，并促进这一重要资产在旅游和文化层面得到可持续、高效利用。



Itierario Giovani

YOUTH HOSTELS IN LAZIO REGION

伊蒂拉里奥·乔瓦尼

拉齐奥大区的青年旅社

- Throughout these years we invested 6 million euros in restoring mainly rural buildings to make youth hostels out of them.
- 近年来，我们投资600万欧元，主要用于修复乡村建筑并将其改建成青年旅社。
- The objective is to recuperate rural architecture and to offer young people, from everywhere, the possibility to enjoy the cultural and natural heritage of our region.
- 目标是修复乡村建筑，让来自世界各地的年轻人能够欣赏拉齐奥大区的文化和自然遗产。
- Aquapendente and Trevi, two success stories
- Aquapendente和Trevi，两个成功案例

