

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Jiangsu Province
Name of undertaking	Accelerate optimization of tourist and public services, and promote a public “toilet revolution”		
Outline	<ul style="list-style-type: none"> In line with the changing times, we are promoting a public toilet revolution to provide clean, considerate toilets to tourists visiting Jiangsu Province. Jiangsu Province has created a government-led toilet revolution model in collaboration with related departments. In 2018, a new three-year plan for the toilet revolution in Jiangsu Province began. The province is planning to newly build and refurbish 3,650 toilets and construct a further 1,000 new multipurpose toilets. We are also pouring our efforts into ensuring an ample number of toilets, rational positioning of toilets, effective management, meticulous toilet services, hygienic and environmentally friendly toilets, and clean use of toilets in the province by 2020. 		
Amount of budget	(Local currency) 1.5 billion yuan (from 2018 to 2020)	(Amount converted to US\$) 214 million USD (from 2018 to 2020)	

1. Tasks (current situation)

- As tourism becomes more and more popular, demand is increasing for both the quantity and quality of toilets. A pressing issue now is to discover ways in which to advance the toilet revolution, enhance the overall standard of tourist and public services, and promote structural reforms among tourism providers.
- For a long time, the quality of toilets in China has been hindering the development of tourism. Among the tourism services on offer, foreign tourists have been especially opinionated and dissatisfied with the toilets, while also resigning themselves to their low quality.

2. Goals (future image)

- Continue looking at models for installation and management of tourist toilets. Create a sustainable framework for the installation and management of socialized toilets, increase the number and quality of toilets in tourist regions within the province, and seek to enhance satisfaction among tourists visiting.
- Within three years from 2018, newly build and refurbish 3,650 toilets and construct a further 1,000 new multipurpose toilets. The plan is to invest nearly 1.5 billion yuan in construction efforts.
- Pour efforts into ensuring an ample number of toilets, rational positioning of toilets, effective management, meticulous toilet services, hygienic and environmentally friendly toilets, and clean use of toilets in the province by 2020. In tandem with tourism creation organizations throughout the province, ensure that public toilets in tourist regions and tourist centers meet the nationally designated A standard.

3. Details of undertaking

(Overview)

- The whole province, from the top levels of government to on-site workers, understands the importance of activities aimed at the toilet revolution, and as part of the “Creation of an Ecological Civilization” project, committees and local governments in the province are pouring efforts into realizing the toilet revolution in regions across the province. As such, we are clarifying the responsible entities, enhancing our supervision, guidance, and inspection activities, implementing a punishment and rewards system, and utilizing government support. As a result, the toilet revolution is going beyond activities within each industry and field, and we have created a new government-led toilet revolution model in collaboration with related departments.
- In tandem with the city’s administration bureau, the Nanjing Municipal Tourism Commission has researched and formulated the Nanjing City Toilet Revolution Plan.

- Following discussions with the financial bureau and the chamber of commerce, in 2017 the Wuxi Tourism Bureau raised the level of investment support for public tourist and public facilities from 5% to 10% as part of the Modern Industry Development Policy Promotion, while also prioritizing the construction and management of tourist toilets.
- Following close cooperation between the Suzhou Tourism Bureau and other administration bureaus, both issued the Criteria for Construction and Management of Public Toilets in Suzhou (proposal). This also established systems such as scorecards for the construction and management of public toilets. The city also formulated the City-wide Public Toilet Construction and Management Inspection and Incentive Methods to establish fixed inspection criteria especially for toilets.
- Cities such as Nantong and Zhenjiang have positioned the toilet revolution among their Governmental ten most important projects in people's livelihood.
- The Yangzhou Tourism Bureau is receiving help from its administration bureau to promote a special project to improve and undergo maintenance of tourist toilets. The city is also carrying out improvement work in all of the public toilet facilities that have slowly deteriorated in its old town. By improving public toilets in tourist locations and public toilets in public facilities, as well as installing nighttime signs, the city is striving to ensure that there is at least one toilet within ten minutes' walk of anywhere in the city.

(Things that are going well)

- As of November 2017, 3,175 newly constructed or refurbished toilets in the province were registered on the China National Tourism Administration's Nationwide Toilet Management Platform. The total investment stands at 1.2 billion yuan, and all of the toilets have met the nationally designated A standard.
- We were granted the Toilet Revolution Outstanding Achievement award.
- Nanjing, Wuxi, Xuzhou, Suzhou, Huai'an, and Yancheng have all been recognized as Advanced Tourist Toilet Revolution Cities.
- Niushoushan in Nanjing, Dayang Mountain in Suzhou, Chunqiu Yancheng in Changzhou, the Dazong Lake area in Yancheng, and the Haohe River areas have all installed model toilets in their tourist areas. Not only are they aesthetically pleasing, they are multifunctional, provide outstanding service, and have received various awards in the China National Tourism Administration's Toilet Revolution Awards.

(Things that are not going well)

- Although our toilet revolution activities have generated incredible results, compared to other advanced provinces in the country we are somewhat behind. Awareness of the toilet revolution in various regions is still insufficient, only tourism-related departments are promoting the toilet revolution, the number of new and improved toilets is still lacking, investment is significantly lacking, and there is still room for improvement in management and service quality.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Henan Province
Name of undertaking	Development of cultural tourism in Henan Province		
Outline	Located in the center of Zhongyuan, Henan Province is the birthplace of Chinese civilization, and has a recorded history of around 5,000 years. As such, it boasts an abundant culture and fantastic tourism resources such as cultural properties and historic sites. It is also well-located, with excellent access from airports, high-speed railway, and highways, and tourism has development strongly in the region. Particularly since 2018, the province has been working to combine culture with tourism, leading to excellent opportunities to develop its tourism industry further.		
Amount of budget	750 million yuan	105 million USD	

1. Tasks (current situation)

Henan Province is located around the lower and middle reaches of the Yellow River, and is a key area in which the history and culture of the Chinese civilization have flourished. If we compare the province to a book, it accounts for around half of the recorded history of Chinese civilization. It is also home to numerous historic sites, cities, and cultural landscapes that convey the eternal history and culture of the area. Many of these are famous both domestically and internationally: the Longmen Grottoes and the White Horse Temple of Luoyang City; the oracle bone script and the Yin and Shang dynasties of Anyang City; the Millennium City Park in Kaifeng City; the Shaolin Temple of Dengfeng City; and the Chen-style of tai chi from Jiaozuo City. Geographically, Henan Province connects both the west and the east of the country, and the north to the south. Its topography ranges from mountainous areas and hills to lakes, marshes, and plains, including internationally influential areas such as the Yellow River and Yuntai Mountain geo parks.

Tourism in Henan Province can be split into the following: history (ancient cultures, cities, and sites), river (the Yellow River), fist (tai chi), origin (home of the Yellow Emperor, roots of civilization), and flower (Luoyang peonies and Kaifeng chrysanthemums). The province's rich natural scenery and abundant culture make for a stunning cultural landscape, and attract visitors from both inside and outside the country. And so, in line with the rapid development of domestic and international tourism, and the province's policy to grow tourism to drive the economy, inbound tourism in Henan Province is expanding at speed.

2. Goals (future image)

The Central Committee of the Communist Party and the provincial government have positioned tourism as one of the 12 industries in which to drive structural reform and advancement. In line with this plan, and to ensure tourism is an economic driver, Henan Province is seeking to combine culture with tourism and progressing with structural reform and advancement through Three Measures and Five Improvements. In 2019, the province is forecasting a 12% increase over the previous year in number of domestic and international visitors to 893 million, and a 14% increase in tourism-based income to 936.2 billion yuan.

3. Details of undertaking (Overview)

1. Prioritize advancement of smart tourism and digital culture

The country's cultural tourism division has designated Henan Province as a national model area for the implementation of holographic tourism information. In line with this push, the province is pouring further efforts into the creation of a tourism service platform with its cities and counties. The province has formulated the Henan Province Diamond Level 30 Smart Tourism Evaluation Standards, and is comprehensively promoting the smartification of Level A tourism spots. In 2019, we are aiming to achieve smartification in all tourism spots ranked Level 4A or above, while in Level 3A spots we are seeking to provide online services to the general public.

2. Succeed in private guesthouse competition

As a mechanism to regulate and promote private guesthouses, we are carrying out a comprehensive inspection of private guesthouse resources. We have also formulated a policy to support the development of these guesthouses, and are in the process of formulating a set of standards. The province is also making preparations for the 1st International Guesthouse Investment Congress. We are driving development of guesthouses in farming villages as a base to further promote tourism in the region. We are also seeking to create luxury guesthouses that convey the characteristics and charms of the relevant regions through traditional elements. Another initiative is our development of outstanding guesthouses in tourist spots to help them achieve Gold and Silver accreditation. And, we have selected 100 farming villages from our 30 key counties in which we will newly operate 100 guesthouse brands.

3. Create optimal culture and tourism industries

We are furthering our efforts to combine culture with tourism through the creation of new cultures, cultural activities, outstanding entertainment, cultural experiences, and visits from specialists and academics. Some of the large-scale projects we are hurrying to bring to fruition are the Huayi Brothers Movie World (Phase 1), a theatre park unique to Henan Province, the Zhuxian national cultural ecotourism zone, Yellow Emperor performances, and Chen-style tai chi performances. We are also promoting a comprehensive project through strategic investments to develop the quality of red tourism (a subset of tourism in which people visit locations with historical significance to Chinese communism).

4. Aim for top-class brand advertising

We are using Chinese kung fu to communicate cultural tourism from Zhongyuan through unified external promotions, which we expect will drive inbound tourism. We are bringing together culture, cultural resources and tourism, strengthening collaboration between public institutions such as international tourism organizations and companies such as Ctrip and Toutiao, and thereby using various channels to attract visitors to stabilize existing markets and develop new ones. We are also giving short-term incentives to inbound-related organizations, institutions, and individuals from tourist spots, travel companies, etc., to steadily increase the number of inbound tourists.

(Things that are going well)

1. Establishment of brands through broad-ranging advertising activities

We have promoted the region domestically as “Historical Henan” and internationally as “Kung Fu Henan” and “The Origin of China.” The Henan Province tourism brand is being broadcast on the China Central Television network. As a means to promote high-speed railway trips, the Henan Province Tourism Bureau is leading 16 other tourist spots in a collaborative effort to advertise “Historical Henan” on 1,206 trains. In Germany, Luxembourg, and 19 other countries that are part of the Belt and Road Initiative, as well as in key target markets, we are carrying out various promotional activities under the slogan “Henan—The Starting Point of Chinese History.” We also achieved our target of attracting 10,000 visitors from Australia and other areas between which new flight paths have opened. *The Soul of Shaolin*, a kung fu performance, has been held at numerous locations overseas, and its international presence is expanding.

2. Creation of brands through celebrations and events

The International Mayor’s Forum on Tourism—Zhenhou, China 2018; The Yuntai Mountain International Tourism Festival; The Sanmexia Yellow River Cultural Tourism Festival; and other large-scale events have increased the international presence of Henan Province tourism. Traditional festivals include New Year in an Old Town, Flower-viewing Picnic to Welcome Spring and Old Memories, and Dragon Boat and Zongzi in Traditional Henan. These and other unique events have helped to commercialize the Historical Henan brand. On the National Day of the People’s Republic of China, tourism-related departments across the entire province held more than 120 cultural events to celebrate.

3. Creation of brands through alliances

To promote kung fu as the third biggest tourism driver following the Great Wall and pandas, we are actively strengthening collaboration between shaolin from Dengfeng City, tai chi from Wen county, and acrobatics from Puyang City.

4. Brand promotion through integration of resources

Through integration of high-quality resources, we are promoting four luxury routes in China: the Yellow River Silk Road trip, the Ancient Cities of China trip, the Kung Fu Experience tour, and the Zhongyuan Landscape trip. We are also in the progress of accrediting brands that combine tourism and industry. We have also created 30 unique ecotourism towns such as Tantou in Luanchuan County and Yaoshan in Lushan County; 50 leisure and tourism parks such as Lushi western Henan herbal garden and Mudanjiang in Xichuan County; 150 farming village tourist spots such as Yidoushuicun in Xiuwu County and Xiangmahe Village in Lushan County; and 100 luxury guesthouses such as the Yard on the Cloud near Yuntai Mountain and “Tingshan shuise” guest house near Taihang Grand Canyon. Further, 55 locations have been recognized as Phase 1 Henan Educational Tourism models, 15 as Henan Industrial Tourism models, and 21 as Medicine and Health Tourism models.

(Things that are not going well)

Regarding our combined culture and tourism development concept, although there is still room to strengthen the overall design, a specific approach has yet to be determined. We must therefore work to systemize cultural and tourism resources, further develop and use them, and differentiate our tourism routes and products. We must also work to further push our kung fu branding efforts forward, and raise its level of recognition. Further, there are a lack of international flight routes connecting Henan Province.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Shaanxi Province
Name of undertaking	Become a model province for tourism in all regions, and promote development of the tourism industry in Shaanxi Province		
Outline	<ul style="list-style-type: none"> Shaanxi Province has a wealth of tourism resources. The Shaanxi Communist Party of China Provincial Committee has positioned the tourism industry as a key industry, and is pursuing the goal of creating a prominent, world-class cultural tourism industry. In 2018, Shaanxi Province welcomed 630 million tourists from both inside and outside the country for a 20.54% increase over the previous year, while tourism-based income was 599.466 billion yuan, for a 24.54% increase over the previous year. Tourism accounts for 8.61% of the GDP, and the contribution to GDP in the area is 15.77%. However, neither the number of visitors nor tourism-based consumption in the province is in line with the superiority of its tourism resources. The aim is to become a model province for tourism in all regions, and develop the tourism industry. By 2020, we hope to increase the number of tourists to 730 million, and raise tourism-based income to 770 billion yuan. Moreover, we will strive for tourism to account for 9.2% of the GDP, and ensure contribution to GDP in the area is at 15.8%. 		
Amount of budget	130 billion yuan (includes annual and social investments)	18.571 billion (Amount converted to US\$)	

1. Tasks (current situation)

- Shaanxi Province is home to 454 Level A tourist spots, 12 provincial level tourist resort zones, 17 provincial level model tourism counties, 845 travel companies, 21,624 guides, and 340 starred hotels. In 2018, investment in the tourism industry stood at 130 billion yuan.
- In 2018, Shaanxi Province welcomed 630 million tourists from both inside and outside the country for a 20.54% increase over the previous year, while tourism-based income was 599.466 billion yuan, for a 24.54% increase over the previous year. Inbound tourists accounted for 4.37 million of those for an increase of 13.92% over the previous year, and tourism-based consumption was 3.126 billion US dollars for a 15.61% increase over the previous year. Calculated using 2018 figures, the tourism industry accounted for 8.41% of the GDP in 2017, and contribution was at 15.48%.
- Neither the number of visitors nor tourism-based consumption in the province is in line with the superiority of its tourism resources. This also means that we are not effectively making use of the wealth of tourism resources at our disposal.

2. Goals (future image)

Long-term Goal: Create a prominent, world-class cultural tourism industry in Shaanxi Province

Short-term Goal: Become a model province for tourism in all regions, and ensure that 15 counties in the province meet the standards necessary for national tourism model zones by 2020. Increase the number of tourists to 730 million, and raise tourism-based income to 770 billion yuan (twice the amount specified in the 12th Five-year Plan). Moreover, ensure tourism accounts for 9.2% of the GDP, and ensure contribution to GDP in the area is at 15.8%.

3. Details of undertaking (Overview)

- Organize concepts. Combine the culture and tourism in Shaanxi Province to a high degree, and ensure they develop into a high-quality cultural tourism industry.
- Unify plans. Strengthen measures to become a national model province for tourism, and break new ground with regards to cultural tourism in the province.
- Utilize resources. Reimagine traditional cultures as modern tourist spots, and clarify the modernization of tourism resources.

4. Restructure businesses. Ensure results from combined growth of culture and tourism in the short term, and link this to the creation of “A Better Shaanxi.”
5. Contribute to citizens’ lifestyles. Pour efforts into the development of farming village tourism, and actively work to revitalize villages and ensure citizens can break free of poverty.
6. Drive tourism brands. Increase recognition and acceptance of the province’s tourism potential by advertising “Cultural Shaanxi” and “Learn about China through Shaanxi.”

(Things that are going well)

Aiming to promote tourism throughout the province, we have formulated and issued action guidelines for the development of tourism, and established a set of indicators and requirements necessary to create a model province for tourism, as well as fiscal year operational points. The province has issued a set of proposals for quality improvements, smart tourism, the toilet revolution, farming village tourism, and more, and administrations within the province have announced more than 20 innovational policies regarding the creation of tourist spots of Level 4A or higher, improvements in the hotel industry, tourism sites, and development of private guesthouses. The development of the tourism industry is being energized by these policies.

Various projects are continuously leading the development of the tourism industry. In 2018, more than 1,000 different tourism projects took place throughout the province, and the total amount of investment in the industry was more than 130 billion yuan. The number of projects and total investment amount increased 28.9% and 15.5% year on year respectively. Scale-wise, there were 25 projects with more than 5 billion yuan in investment, and 15 projects with more than 10 billion yuan in investment. Xi’an City Wall and Stele Forest have been recognized as national Level 5A tourist spots, while a further 10 national Level 4A tourist spots and three provincial level tourism resort zones are being newly built. Moreover, the convenience of public services is increasing, with the creation of more than 1,000 “tourism toilets,” 20 tourism centers, and 30 automatic camp sites.

The long-term results of our efforts to revitalize villages and ensure citizens can break free of poverty are starting to show. With the promotion and creation of “tourism villages” outlined in a newly formed set of standards, 21 unique tourism villages and 45 farming village tourism model villages have been created. Small villages with unique tourism stand at just under 100, and more than 1,000 unique farming village guesthouses are gradually being opened. In this way tourism products in farming village resorts are continuing to improve. The estimated number of tourists from both inside and outside China to farming village tourist spots was 248 million, which is a 22.5% increase over the previous year. Tourism-based income was estimated to be at 34.89 billion yuan, for a 26.6% increase over the previous year. This together with our efforts to help citizens break free of poverty mean that more than 90,000 impoverished citizens have seen the benefits of tourism.

(Things that are not going well)

1. Compared to other regions, development of our tourism industry isn’t in line with the superiority of our tourism resources. The number of widely known luxury tourist spots and routes is still lacking.
2. Resort products are insufficient, and are lacking in both quality and content. Public services need to be better maintained, standards need to be set for the tourism market, and tourism brands lack emphasis.
3. The fusion between tourism and other industries is inadequate. We must therefore work to develop the tourism industry by adding other elements, expanding its scope, and increasing its level.
4. The development of tourism in the three major areas of North Shaanxi, South Shaanxi, and Guanzhong is unbalanced. As such, huge potential in these regions lies untouched, with particular potential for increased tourism-based consumption, economic ripple effects, and comprehensive growth.

4. References

Shaanxi Province Tourism Development Plan (2018–2025)
2018 Shaanxi Tourism Development Report
Report Regarding the Development of Shaanxi Tourism Industry

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Gansu Province
Name of undertaking	Creating brands for the alcohol culture industry in the Hexi Corridor		
Outline	<p>In today's society, tourism is said to have the highest investment value. For the tourism industry to develop, creativity and innovation are essential. Key to creative tourism will be the development of creative industries, understanding the diverse needs of tourists, and the steady growth of society and the economy.</p> <p>Not only is the entire Hexi Corridor an area of stunning scenery, it is also blessed with delicious alcohol drink. With the industry facing crisis, however, the alcohol drink and wine-producing industries in the Hexi Corridor have been undergoing structural reform. In line with this, the role of creative tourism in the alcohol culture industry—particularly with regard to improving the industry's image, revitalizing culture, rebranding, reforming advertising activities, and creating new marketing models—has increased. As such, investment in these areas has been rising in each region. In order to develop the alcohol culture in the Hexi Corridor through creative tourism, we hope to use as an example successful cases of alcohol culture and tourism from advanced nations.</p>		
Amount of budget	(Local currency)	(Amount converted to US\$)	

1. Tasks (current situation)

Regions: Regions in the Hexi Corridor and Gansu Province where alcohol culture tourism have developed more so than in others are those with ample resources. Creating alcohol culture is advancing in many ways particularly in Wuwei, Zhangye, Jiuquan, Jiayuguan, and Dunhuang.

Product development: With respect to the alcohol culture tourism, the brewing industries and tourism industries have already begun sharing and utilizing each other's resources and products. Through mainly classifying alcoholic cultural products as tangible assets, themed tours are already being developed in response to the alcohol culture, which is based on their actual value.

Development models: Famous *Baijiu* (Chinese liquors made from grains) and wine-producing companies are leading development, and their appeal as alcohol brands is strong. Investment in alcohol culture tourism is still at a comparatively early stage.

Production sites are the main providers of products for alcohol culture tourism. However, these sites are spread apart, and as individual sites, groups, and producing regions, they have not built a sufficient framework to work as holiday destinations. Therefore, the creative tourism tours of alcohol culture are lacking advanced interactive workshops.

2. Goals (future image)

Key points to advancing creative tourism of alcohol culture in the Hexi Corridor are as follows. After renewing support policies, legal protection policies, and management systems, it will be necessary to grasp tourist trends, the number and characteristics of consumers of creative tourism products, and the actual funds and cultural assets of the brewing industries and tourism industries. Next, through creative ideas, we will comprehensively design a wide range of elements that are closely related to the alcohol culture, such as tourist spots, unique buildings, theme parks, shows that make use of nature and cultural assets, celebratory events, tourist spot appearances, and advertising materials for tourist locations. By marketing these elements, we will aim for high quality integration of alcohol culture and the tourism industry, and transform cultural strengths into product strengths. It is our hope that these product strengths will help to strengthen the branding power.

3. Details of undertaking (Overview)

- 1) Accurate and overall understanding of alcohol culture and creative tourism among governmental institutions of every level and related departments is paramount. As a decision-making entity for the tourism industry, we have established a specialist committee to map out and plan the direction of alcohol culture, tourism, and important tourist spots in Gansu Province, and guide, examine, and evaluate regulations and site plans. This will help us to streamline resource development. We are

also demonstrating our creativity in curbing costs related to the transformation of alcohol culture assets into tourism products, as well as in the protection of assets.

- 2) We are improving management and cooperation systems related to alcohol culture tourism in the province. We are also thinking about setting up a development and management committee for alcohol culture tourism in the Hexi Corridor as a foundation for enhancing its competitive strength.
- 3) We are learning from successful cases of alcohol culture and tourism in advanced countries, particularly wine tourism in France and Australia, and beer tourism in Germany.
- 4) We are exploring and implementing initiatives to apply brands to tourism in the region. Our aim is to make alcohol culture the face of Gansu Province.
- 5) We have established a team of specialist personnel to help us develop human resources to be involved in the creative tourism of alcohol culture.

(Things that are not going well)

There are various restrictions with regard to creative tourism of alcohol culture. (1) A lack of creative environments: As there is no one institution to comprehensively manage alcohol culture tourism, and managing departments are decentralized. As such, it is difficult to create operational environments and systems in line with market rules, and settle the interests of owners, supervisors, and managers. Projects are therefore being delayed, and companies involved in the development of alcohol culture tourism are in a dilemma. (2) There is a lack of overall order in marketing and communication: First, there are restrictions on coordinated collaboration between alcohol brands and tourism brands. Second, fusion between marketing and communication is underdeveloped. There are no mechanisms or systems to verify the efficacy of marketing and communication, and concepts and approaches are behind. Finally, the link between alcohol culture marketing and the consumption volume of alcohol by tourists is unbalanced. There is therefore a need to consider certain social constraints in the provision of alcohol in the tourism industry. (3) There is a serious lack of creative personnel with experience in other fields: For the creative tourism of alcohol culture to succeed, a thorough understanding of the alcohol culture, creativity, and experience in other fields is essential, and we need more multi-talented personnel who can drive forward the industry.

4. References

Famous alcoholic drinks in Gansu Province

- 1) Huangtai Liquor
Huangtai Liquor from Liangzhou is a masterpiece that fuses modern technologies with traditional methods, and is produced using many outstanding elements. With a unique taste, it is famous both in China and overseas, with some brewers saying “In the South there is Maotai, and in the North there is Huangtai.
- 2) Mogao Wine
Mogao is a famous wine brand from Gansu Province. The brand is worth 6.279 billion yuan—it is the most popular ice wine in China, the third most popular wine, and it also takes top spot in Gansu Province.
- 3) Shiji Jinhui Wine
Jinhui Wine is produced in Longnan in Gansu Province, next to the southern foot of the Qinling mountains, the Jialing River, and the world heritage Jiuzhai Valley National Park. According to local history and unearthed relics, the wine dates back to the former Han dynasty. The wine gained popularity in the Tang/Song eras, and in the Ming/Qing eras the area came to be known as “the home of alcohol in the west.”
- 4) Jiuliangye
Jiuliangye is a baijiu that utilizes nine different grains, carefully fusing each of their tastes and aromas. It is known inside and outside of China as the finest alcohol around.
- 5) Hanwu Baijiu
Hanwu Baijiu is a well-known trademark of Gansu Province. It is clear and smooth, with a pure aroma. Soft on the palate, various tastes harmonize to create a unique flavor.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Chengdu City
Name of undertaking	Tianfu Greenway—The creation of green roads in Sichuan		
Outline	<p>Chengdu City has a total area of 14,334 km². The Tianfu Greenway, which is currently being planned, is set to have a total length of 16,390 km, and is split into three categories as follows:</p> <ul style="list-style-type: none"> Regional greenways: These are main greenways planned around ecological resources, mountains, rivers, and water sources within the city. They will connect counties under the jurisdiction of Chengdu City, and will cover a total 1,920 km. Urban greenways: These will form a network within each county and connect to the above regional greenways. They will cover a total 5,380 km. Community greenways: These will connect kindergartens, hygiene service centers, cultural activity centers, sports facilities, and care facilities for the elderly within each county, and connect to the urban greenways. They will cover a total 9,630 km. <p>Not only is this a project to promote tourism through the appeals of regional societies, the greenways will contribute to the welfare of local citizens by offering them spaces to live happily with a healthy body and mind.</p>		
Amount of budget	<ol style="list-style-type: none"> In June 2017, 5 billion yuan (707 million US dollars) was invested into the project, and Chengdu Tianfu Greenway Investment Corporation was established. In December 2018, 300 million yuan (42 million US dollars) was invested into the project, and the Chengdu Tianfu Greenway Culture & Tourism Development Corp., Ltd. was established. 		

1. Tasks (current situation)

As a result of its rapid economic advancement and sharp increase in population, the environmental problems the city is facing are becoming more apparent. As a result, the need for a new growth engine to drive environmental improvements, create new town characteristics, and promote the economy through tourism is pressing.

The Tianfu Greenway project is set to bring stunning natural scenery and a higher quality society to the city, and in turn improve the quality of life for citizens. Furthermore, it is expected to transform the city into a “park city” that is both beautiful and easy to live in.

2. Goals (future image)

Create 840 km of regional greenways, and 2,400 km of urban and community greenways by 2020.

Complete regional greenways in their entirety and 8,680 km of urban and community greenways by 2025.

We are aiming to complete the entire Tianfu Greenway by the year 2035.



Planned regional greenways

3. Details of undertaking

(Overview)

- In June 2017 we established Chengdu Tianfu Greenway Investment Corporation to lead an advanced model project. The corporation oversees comprehensive investment, construction, and operation of the Kinjo Greenway, which is one of the regional greenways.
- In March 2018, we formulated the Ten Measures for Chengdu Tianfu Greenway Construction Quality Management to ensure smooth running, enhanced management of construction quality, and improved construction quality in the project.
- In December 2018, we established the Chengdu Tianfu Greenway Culture & Tourism Development Corp., Ltd. to develop and utilize resources for the future. Currently, the group is mainly involved in the development of tourism resources related to the greenways and the management and operation of tourist spots.

(Things that are going well)

- At the end of 2018, 2,607 km of greenway had been completed in Chengdu City (345 km of regional greenways, 928 km of urban greenways, and 1,334 km of community greenways). As a result, 1,114 km² of walkways, parks, and ecological zones have been connected as part of the Level 5 Green System. Within this space is a total of 2,191 facilities, including cultural, sports, and tourism facilities, and a total of 370 different public service facilities. We have also begun a project to preserve and maintain around 100 rural landscapes within the area, including the land of farms located on the plains and hills of Chengdu, and their surrounding trees, bamboo forests, rivers, and fields. This has led to a total of around 26,667 hectares of rural landscapes.
- In the future, the Tianfu Greenway is expected to hold a variety of functions. These include ecological preservation, leisure, sports, cultural displays, spaces for “slow mobility” solutions, rural landscapes, and evacuation areas, while counties along the greenway are expected to act as “sponge cities” (cities that focus on permeation, conservation, and storage of water sources, while creating countermeasures for floods and other water-related issues). As the city’s “capillaries,” the Tianfu Greenway will connect individual and scattered natural environments, living things, cultural and historical assets, event venues, and more in a coordinated manner. It will play a key role in Chengdu’s aim to create a garden city.

4. References

Advanced model project:
the Kinjo Greenway in the center of the city



A constructed greenway



Kinjo Greenway

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Luoyang City
Name of undertaking	Accelerate combined development of cultural and tourism industries in Luoyang City		
Outline	<p>Luoyang City boasts rich cultural tourism resources and products sustained by a profound culture and stunning nature. Aiming to become a city adored both domestically and internationally, Luoyang's tourism slogan is "A romantic international culture tourism city." As such, it is accelerating combined development of its cultural and tourism industries. In order to achieve this goal, Luoyang City is undertaking the following: (1) Comprehensive design from a high-level standpoint; (2) Switching old tourist spots to new tourist spots; (3) Switching from an economy that relies on admission fees to one that relies on tourism industries as a whole; (4) Switching from a sightseeing city to urban tourism; (5) Active promotion of city brands; and (6) Creating a "Cultural Luoyang" for the benefit of Luoyang citizens.</p> <p>However, Luoyang City is also facing a number of serious issues: The city's capacity to create a cultural tourism industry is insufficient; it is lacking innovation; and its use of resources is inadequate.</p>		
Amount of budget	(Local currency)	(Amount converted to US\$)	

1. Tasks (current situation)

Luoyang City is one of China's first-batch National Famous Historical and Cultural Cities. It is one of the eastern starting points of the Silk Road, and as a central city of the Grand Canal, it boasts rich cultural tourism resources and products sustained by a profound culture and stunning nature. As well as three World Heritage Sites across six locations, including the Longmen Grottoes, it has five provincial level tourism resort zones, five Level 5A tourist spots, and 23 Level 4A tourist spots. It boasts the highest number of Level A tourist spots among prefecture-level cities nationwide. Further, it has 69 museums, 13 cultural industrial model zones, 124 libraries, eight national intangible cultural sites, and three leisure and farming village tourism model counties. It has also received accreditation as a cultural consumption experiment city, a tourism standard model city, and a leisure and farming village tourism model city. As can be seen, Luoyang City is comparatively blessed with cultural tourism resources, but the comprehensive and competitive strengths of its cultural tourism industry is low. Due to a lack of comprehensive, high added-value tourism products (experiential products, two-way products, and participatory products) such as leisure resorts and experiential packages, the amount of time tourists spend in the city is short, and considering the total number of tourists visiting the city, the overall benefits are low.

2. Goals (future image)

Through gentrification, smartification, greenification, standardization, and further fusion, we are accelerating the combined development of cultural and tourism resources, and aiming to become a city adored both domestically and internationally as "An eternally bright, romantic international culture tourism city." By switching old tourist spots to new tourist spots, switching from an economy that relies on admission fees to one that relies on tourism industries as a whole, and switching from a sightseeing city to urban tourism, we are seeking to create an international city abound with the dignity of Chinese civilization with unique cultural tourism resources.

3. Details of undertaking (Overview)

- Comprehensive design from a high-level standpoint
We have issued fundamental policies related to the cultural tourism industry, clarifying targets, strategies, specific approaches, key roles, and guarantees. These include a policy to build systems for culture, tradition, and innovation; the Luoyang City Culture Industry Transformation Action Plan (2018–2020); a policy to accelerate the creation of an international cultural tourism city through the transformation and improvement of the tourism industry; and a policy to create tourism model zones throughout Luoyang City.

- Switching old tourist spots to new tourist spots
We are strengthening and improving our traditional cultural tourism products such as the Longmen Grottoes, Guanlin Temple, and the White Horse Temple. We are also aiming to become a city of museums, and as such are creating new highlights for cultural tourism including the Luoyang National Culture and History Park and the Erlitou Relic Museum.
- Switching from an economy that relies on admission fees to one that relies on tourism industries as a whole
As well as developing the tourism industry into one that combines culture, MICE, and agriculture, we are creating more luxurious tourist spots, diversifying our types of tourist spots, and developing new types of tourism businesses. We hope this will lead to increased tourism-based consumption, and speed up development of our cultural tourism industry.
- Switching from a sightseeing city to urban tourism
In creating a space for two pillars of Luoyang City's ancient culture—the Yellow River Tourism Zone and the Funiu Mountains Landscape Zone—we are making continuous improvements to our tourism facilities and environments to develop smart tourism throughout the city.
- Improving the Luoyang City brand through appropriate platform-based promotion
We are continuing with efforts to brand the city as “An eternally bright, romantic international culture tourism city” through various efforts. These include platform-based marketing, building relationships with new media outlets influential in attracting guests, event-based marketing promotions, seasonal marketing, and efforts to strengthen both domestic and international promotional activities.

(Things that are going well)

- Creating a tourism industry for the benefit of Luoyang citizens. Citizens are increasingly satisfied and happy with the development of the tourism industry.
 - We have implemented the Annual Tourism Hospitality Ticket project for citizens, and are creating a model for citizen welfare through nationwide tourism.
 - We are providing support to the poor through tourism. Our tourism framework in Chongdugou has been selected as a model project for its village revitalization and poverty support initiatives.
 - Joint hospitality activities between the city and counties have had a positive effect in attracting visitors to the area.
- Creating a “Cultural Luoyang.” We are promoting efforts to create a “Cultural Luoyang” in line with our target of meeting the increased need for enhanced lifestyles. We have completed construction of 116 beautifully decorated city libraries, building the foundation for a city where “books can be found within a 15-minute walk.” With libraries nearby flower-viewing spots, tourists can enjoy reading amid the fragrance of flowers, immersing themselves in a romantic atmosphere of poetry.

(Things that are not going well)

- The city's capacity to create a cultural tourism industry is insufficient. The scope and depth of the city's combined culture and tourism model is lacking, and its scale as an industry is still small. As such, its comprehensive and competitive strengths are low, and there are no core luxury tourism products to drive the industry forward. Old tourist spots still require enhancements and improvements, and new tourist spots must increase their influence.
- The city's cultural tourism industry is lacking innovation. There aren't enough comprehensive, high added-value tourism products (experiential products, two-way products, and participatory products) such as leisure resorts and experiential packages. Further, the number of high-class tourist theme parks, entertainment programs, and nighttime tourism products is low, while consumption from secondary tourist resources is insufficient.
- The cultural tourism industry's use of resources is inadequate. There are a number of key issues facing the industry, such as how to transform the city's historical and cultural resources into tourism products, how to communicate and continue the city's culture, how to improve the cityscape, how to improve the lifestyles of citizens living nearby historic sites, and how to increase the competitive strength of the city.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Suzhou City
Name of undertaking	Promote tourism throughout the city based on the Strong Suzhou Tourism policies		
Outline	<p>Suzhou City is located in the northernmost part of Anhui Province, and is a central city in the Bohai Economic Rim lying next to three major provinces—Jiangsu, Shandong, and Henan—and 11 cities and counties. Ideally located and easily accessed, the foundations have already been laid for wide-area cultural tourism.</p> <p>Tourism financial indicators for Suzhou City continue to demonstrate growth. In 2018, the city welcomed 26 million tourists, 51,000 of which were foreign tourists, and tourism-based income was just under 18 billion yuan.</p> <p>Tourism in the city is seeing significant results through such measures as new business implementation, ranking of new tourist spots, poverty alleviation, promotions, and various projects.</p>		
Amount of budget	(Local currency) Tourism-based income: 18 billion yuan	(Amount converted to US\$) US\$ 2.53 billion	

1. Tasks (current situation)

- Suzhou is a central city in the Bohai Economic Rim. Ideally located and easily accessed, the foundations for wide-area cultural tourism are in place.
- In 2018, tourism based-income in the city was just under 18 billion yuan, and the number of foreign tourists stood at around 51,000. Tourism in the city is seeing significant results through such measures as new business implementation, ranking of new tourist spots, poverty alleviation, promotions, and various projects. As such, the city has been highly evaluated by the Anhui Province Culture and Tourism Agency.

2. Goals (future image)

- Based on the spirit of the Anhui Province Tourism Development Congress, promote the creation of Strong Suzhou Tourism, and grow financial indicators by around 15%.
- Implement the five pillars essential to creating Strong Suzhou Tourism—tourist spot creation, tourist route creation, personnel development, development of unique tourism products, and development of leading travel agencies. Promote supplier reform through the one-body, two-wing project (one main business and two “engines”), and link this to the development of tourism throughout the city.
- Formulate a combined tourism and culture development plan as part of the 14th Five-year Plan. Increase recognition of tourism brands from local areas across the world, increase income by shifting from quantity to quality, and establish the foundation for wide-area tourism that surpasses provincial boundaries.

3. Details of undertaking

(Overview)

<Thoroughgoing efforts based on the spirit of the Anhui Province Tourism Development Congress>

- A report outlining the need for thorough communication of the spirit of the Anhui Province Tourism Development Congress was discussed and adopted at a meeting of municipal heads and a meeting of the Central Committee of the Communist Party.
- Members of the Central Committee of the Communist Party, the National People's Congress, the government, and the Political Consultative Conference—the four top national governing bodies—held a citywide tourism development meeting and decided on comprehensive improvements to tourism promotion systems.

<One-body, Two-wing Project>

- Steady implementation of main businesses (one body). We are in the process of building a citywide tourism project database, and through unified guidance and management systems, are selecting 3 to 5 projects to receive the support of city policies. One main tourism project we are progressing is the promotion of the Xinbian River area as a level 5A scenic area. Moreover, we are particularly focusing on an eco-tourism and street-side project in Fulizhen, and are working hard to attract companies to the area. We are seeking recognition as a characteristic sightseeing area.
- Enhance marketing of tourism products (first wing). We are aiming for more diverse communication and mutual action in the Bohai Economic Rim and along the canal. We are also inviting new media outlets to Suzhou to advertise the city through actual filming, and thereby renew ideas of Suzhou City tourism from a different perspective. We have revised a law pertaining to tourism promotion in the city to include car trips, educational trips, and other tourism products, thereby stimulating the market. We have also posted a video demonstrating the role that tourism can play in revitalizing farming villages, and are developing new tourist routes through these villages.
- Enhance tourism management services (second wing). We are promoting well-mannered tourism in six areas (open spaces, hotels, halls, regions, tourist spots, and school grounds) to develop awareness of safety, manners, and immigration processes among citizens. We have set up a cultural tourism team through the reorganization of health, culture, tourism and related divisions to establish a cooperative structure. We have also improved our tourism safety emergency cooperation system and set standards for tourism management during holidays. We are also continuing to evaluate tourist facilities and regularly announcing our list of good and bad facilities.

<Establishment of wide-area cultural tourist spots>

- Among our existing tourist spots, we have 5 locations recognized as level 4A, 11 locations recognized as 3A, World Heritage Sites, the world's largest orchard (total continuous area), the country's highest-level scenic spots, nationally designated water-based scenic spots, nationally designated forest parks, nationally designated wetland parks, and nationally designated geo parks. Two locations were newly recognized as level 4A spots, and an additional 2 locations are candidates for level 4A recognition.

(Things that are going well)

- The fundamentals of a policy to promote citywide tourism development and create Strong Suzhou Tourism have been drafted, goals in line with the One-body, Two-wings Project have been set, and the corresponding promotion and support policies have been decided on in detail.
- The Central Committee of the Communist Party has called on municipalities to establish an “acceleration and guidance team” to advance the policy to promote citywide tourism development and create Strong Suzhou Tourism. In establishing such a high-level guidance framework, we have been able to look at ways in which to solve the issue of tourism growth.
- We have enhanced financial support for the development of the tourism industry, established new sources of funding, improved cultural tourist projects and public tourism infrastructure, and strengthened support for a range of different industries from various angles, promoting the development of tourism in the city.
- In the first half of 2019, we welcomed 14.85 million visitors to the city from within China, and with tourism-based income reaching 10.1 billion yuan, the rate of increase is outdoing that of other provinces.
- We have created new tourist spots such as the Dangshan County nationally designated tourism model district and the level 5A Xinbian River area. We are participating in 1+N, a promotion program of the central television channel in the province and implementing policies to promote sales of tourism products. This has enabled us to attract groups of staying tourists from nearby tourist economic zones that are less than 3 hours away.

(Things that are not going well)

- The rate of development of tourism products is somewhat slow. The scale of tourist spots is not especially large, and their content is insufficient. Particularly, there are not enough opportunities for tourists to participate and experience the area, and therefore we must quickly work to improve services in a range of fields, including leisure, eco-tourism, health promotion, and education.
- Tourism resources in the city are not consolidated. Management bodies are scattered, and therefore cooperation and mutual support is lacking. This means that the scale of tourism is somewhat small, and lacking profitability. The development of “gold tourism routes” has not been progressing as expected, and we haven’t been able to demonstrate our core competencies in nearby markets.
- Measures to promote and convey the appeals of tourist spots are lacking. Each location is lacking variety in its promotional activities, and advertising activities in other regions are not up to standard.

4. References

- Suzhou City is located in the northernmost part of Anhui Province, and covers a total of 9,787 km²



Take a trip with the wind to the stunning fields of flowers and the 1,000-year history of the Han culture



Xinbian River—A nationally designated water-based scenic spot



A continuous stretch of pear blossoms registered in the Guinness Book of World Records



Huang zang Yu national park
—A level 4A tourist spot



Suzhou Museum



Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Linyi City
Name of undertaking	Lead the growth of inbound tourism by utilizing advantage in location and tourism resources		
Outline	Provide suitable incentives that attract large tourist groups by fully utilizing the advantages that Linyi City has in location and tourism resources, raising internationalization standards in the tourism industry, and enhancing promotional efforts for the development of the foreign tourism market. Bring a significant increase in the annual number of foreign tourists, as well as a rapid, lasting and healthy development of the inbound tourism market in Linyi City through these initiatives.		
Amount of budget	Project reconstruction and improvement fund Approximately 10 Billion CNY	Approximately 1.45 Billion USD (Amount converted to US\$)	

1. Tasks (current situation)

Linyi City is located in the south-east of Shandong Province, close to the Yellow Sea and adjacent to the northern region of Jiangsu Province. Its current jurisdictional coverage consists of three districts, nine counties, three development zones (with two of them being National Development Zones) and one tourism and resort zone. Linyi is home to 11.798 million people with a total area of 17,200 km², comprised by flatland, mountains and hilly areas each covering a third of the gross area of the city. It is the largest city of Shandong Province, both in terms of population and area, and is one of the four prefecture-level cities in the country, holding a population of above 10 million. Linyi City has clear advantages in terms of location and transportation. Located close to the ocean and facing the harbor, it is a central city located right in between the midland and east regions of China, Beijing and Shanghai, having an established and convenient three-dimensional transport network with land, sea and air transportation. Linyi City has a sound natural environment and ecology with its town having a historical and cultural atmosphere, and it also enjoys well developed commerce and trade distribution. It also has rich hot-spring resources, diligent and homely people and increasingly developed infrastructures and public service facilities. Rapidly developing, the “big, beautiful and new” Linyi has a solid foundation for the development of its tourism industry.

In recent years, the tourism industry in Linyi City has been demonstrating rapid development. Currently, there are 195 A-rated national scenic spots, 36 star-rated hotels, and 101 travel agencies in the city. Overall, 74,448,600 tourists in total visited the city in 2018, marking a 11.32% increase from the corresponding period the previous year, and sales in the tourism industry reached 82.58 billion CNY, recording an 11.41% growth compared to the corresponding period the previous year. The population of workers directly engaged in the tourism industry within the city is over 100 thousand, and there are also over 500 thousand indirectly engaged workers. Linyi City is one of the major tourist destinations in the country.

Linyi City is in a situation that attract foreign tourists and induces the development of inbound tourism, thanks to its favorable natural conditions, such as closeness to the ocean, its location facing the harbor, high accessibility, nature of Mount Meng with clean and fresh air, and the A-rated national hot springs of Tangtou. Notably, its cultural aspect, with its rich historical background, is highly valued and greatly influential internationally, attracting fans and researchers worldwide. A number of famous persons were born in Linyi—such as Wang Xizhi the “Sage of Calligraphy,” Yan Zhenqing the master of calligraphy, celebrated strategist and philosopher Zhuge Liang, and Liu Hong, an astronomer who was referred to as the “Mathematical Sage.” The bamboo slips (zhu-jian) of classic *The Art of War* and *Sun Bin's Art of War* were the articles excavated from the Yinqueshan Hanmu of Linyi City. Linyi City is an international sacred place for study, interaction, or discovery of the roots of calligraphy and military science. There is

considerable room for inbound tourism to grow by creating and strengthening promotional competitiveness in the market through the improvement of tourism solutions.

2. Goals (future image)

Bring a rapid, lasting and healthy development of the inbound tourism market in Linyi City to largely increase the annual foreign tourists by putting even greater efforts into tourism promotion, targeting overseas and creating suitable incentives that attract large tourist groups through the improvement and reconstruction of tourist attractions.

3. Details of undertaking (overview)

- Further creation of internationally appealing tourist attractions
- Continued hosting of international culture and tourism fairs
- Continued improvement of cultural exchange facilities
- Leading of the overall industry improvement by maintaining growth in combination with other industries through "Sightseeing +"
- Improvement of standards for tourism infrastructures and public service facilities
- Provision of more attentive services by developing uniform standards for receiving tourists
- Continued enhancement of promotional efforts in the market
- Enhancement of government policy support

(Things that are going well)

- o Level of the Premium Tourism Project has largely improved
- o Infrastructure and public service facilities are continuing to develop
- o Internationalization of culture and tourism fair is steadily progressing
- o Service standard for receiving tourists has significantly improved
- o Tourism promotion is advancing as well

(Things that are not going well)

- o Promotional efforts in foreign tourism markets remain weak
- o Inadequate mechanism for promotion and tourist attraction systems in foreign tourism markets

4. References

Extract from Linyi City' Law to Encourage Tourism in Large Groups

Group-Chartered Train: When the number of inbound tourists (including from Hong Kong, Macau and Taiwan) who were successfully drawn to the same chartered train is 300 or over, a financial incentive of 50,000 CNY is provided, and when the number of tourists is 500 or over, the incentive is of 100,000 CNY.
Group-Chartered Flight: When the number of inbound tourists (including from Hong Kong, Macau and Taiwan) who were successfully drawn to the same chartered flight (not regular commercial flight) is 100 or over, a financial incentive of 30,000 CNY is provided, and the incentive is increased by 3,000 CNY for every additional 10 tourists.

With respect to one-off foreign tourist groups (including from Hong Kong, Macau and Taiwan), when the number of tourists in such groups is 20 or over and below 50, a financial incentive of 100 CNY/tourist is provided; and when the number of tourists is 50 or over and below 100, the incentive is 150 CNY/tourist. When the number of tourists is 100 or over, the incentive is 200 CNY/tourist.