

**SPEECH AT THE OPENING CEREMONY OF THE  
INTERNATIONAL FORUM OF POST-EARTHQUAKE TOURISM RECOVERY,  
RECONSTRUCTION, DEVELOPMENT AND REVITALIZATION**

Madam Huang Yanrong, Vice Governor of the Sichuan Provincial People's Government  
Sichuan, China  
April 21, 2011

Distinguished Mr. Wang Zhifa, Vice Director-general of the National Tourism Administration of China,

Distinguished Mr. Zoltan Somogyi, Executive Director of the World Tourism Organization,

Distinguished Mr. John Marian Koldowski, Vice Chief Executive Officer of the Pacific-Asia Travel Association,

Distinguished Mr. Chen Min, Vice President of the Political Consultative Conference of Guizhou Province,

And all leaders, guests, ladies and gentlemen,

In the period hailed with uncommon delight with the return of spring and the revivification of nature, we are so glad to have you, elites engaged in the tourism industry at home and abroad, here in Chengdu to participate in the International Forum on Post-earthquake Tourism Recovery, Reconstruction, Development and Revitalization of the 2011 Sichuan International Tourism Festival jointly organized by the National Tourism Administration of China and the Sichuan Provincial People's Government. Please allow me, on behalf of the CPC Sichuan Provincial Committee and the Sichuan Provincial People's Government, to congratulate to the opening of the forum and extend greetings to leaders, guests and friends from all circles from the remote. Also, thanks are given to the National Tourism Administration of China, sister provinces (cities and districts) and fellows at home and abroad, thanks so much for your cares and supports all along.

With abundant resources, large population and developed economy, Sichuan has beautiful sceneries and profound history, deserving the name of the "Land of Abundance". The Wenchuan May 12 Earthquake in 2008 inflicted tremendous damages to its social and economic development and the life and property of local people. Under the leadership of the Central Government and the State Council, we have succeeded in quake-relief, mass resettlement, road reconstruction, health care, disaster prevention and stability in the quake-hit areas with the great supports of people nationwide and the cares worldwide, which has prevented the hunger, refugee, epidemic and social turbulence, and this is a magic in the history of quake-relief history. During

the reconstruction, we keep to the scientific planning, enhance the infrastructure construction and foster the featured and advantaged industries. We have been deepening the integrative reform and development of rural and urban areas, implementing the strategy of opening up and focusing on guaranteeing and improving people's living standard. Now we have turned the crisis to opportunities and have made great achievement. We basically completed the three-year task in only two years and this is satisfying. Two year has passed, and the quake-hit areas are showing us a brand new appearance: buildings integrating local folk features and modern architectural style stand up in the picturesque land; new towns bearing modern technology and traditional culture erect; schools, hospitals and welfare houses of advanced concept, technologies and high quality surprise the tourists; industrial parks built under the supports nationwide carry on the industrial transfer and functions as a blood generator. Nowadays, the areas are in full vigor with beautiful residence, solid schools, modernized hospitals and people living in happiness.

Sichuan is rich in tourism resources which are diverse, high-taste, fine-combination and unique. Sichuan has over 250 national level scenic areas, 5 world heritages, 197 A scenic areas and 21 Top Tourist Cities of China. Sichuan also boasts profound and diverse folk cultures, houses the second largest Tibetan colony, the largest Yi colony and the only Qiang colony. Natural sceneries attract tourists worldwide and different cultures live together in harmony. Since the reform and opening up, supported by the National Tourism Administration of China and guided by the CPC Sichuan Provincial Committee and the Sichuan Provincial People's Government, Sichuan continuously enhances its comprehensive strength in tourism industry from improving the industrial system, pushing its driving functions and innovating the institutions; now tourism has become a pillar industry to push the economy healthily and continually, promote the social progress and improve the people's living standard. In face of the unexpected Wenchuan May 12 Earthquake, we have been adhering to developing the tourism as the pioneering and advantaged industry during the reconstruction, grasping the infrastructure construction and tourism recovery at the same time, focusing on enhancing the competitive strength of the quake-hit scenic areas and striving to construct a batch of high-end tourist destinations and characteristic tourism routes. Tourism keeps rising. In 2010, the gross income from tourism in Sichuan reached RMB 188.609 billion, with an increase of 28.1% compared to the last year; 271 million tourists and times were received, with an increase of 23.9% compared to the last year. So far, we are implementing the "three-year improvement plan" and it is estimated that, in 2012, the gross income from tourism in Sichuan will come to RMB 250 billion, which basically realizes the goal as a province with strong tourism economy. We hold tourism as the new strategic pillar industry for the national economy in Sichuan and built Sichuan an important destination known worldwide and leading in China.

The forum is an important part of the tourism festival this year and the theme is "Post-earthquake Tourism Recovery, Reconstruction, Development and Revitalization", which gathers the domestic and overseas experts and scholars from the tourism industry, knowledge industry and culture industry and concludes the experience in Post-earthquake tourism reconstruction and development. At the forum, the World Tourism Organization and fellow industry will evaluate the recovery and the reconstruction projects, help us summarize the experience and provide suggestions, which give us an opportunity to learn from the industrial innovation and push up the revitalization. Comrades from the tourism system of Sichuan Province are expected to learn carefully and modestly to turn the theoretic results learnt at the forum to new concepts, new thoughts and new approaches to push up the tourism in Sichuan and achieve the leap-off development.

Dear guests, we sincerely welcome your sightseeing and study-trip in Sichuan. We appreciate if you give more attention to the construction and development of tourism in Sichuan. We are ready to accept your valuable suggestions and advice and looking forward to your investment here for mutual success.

At last but not least, wish the forum great success!

Wish all of you health and happy time!

Thank you!

# 在灾后旅游恢复重建与发展振兴国际论坛上的致辞

四川省人民政府副省长 黄彦蓉

(2011年4月21日)

尊敬的国家旅游局王志发副局长，  
尊敬的世界旅游组织执行主任索丹·索莫基先生，  
尊敬的亚太旅游协会副首席执行官张科德先生，  
尊敬的贵州省政协副主席陈敏先生，  
各位来宾、女士们、先生们：

上午好！

在这百花竞放、春意盎然的美好时节，海内外旅游界贤达和精英云集成都，参加由中国国家旅游局、四川省人民政府联合主办的“2011 中国四川国际文化旅游节”灾后旅游恢复重建国际论坛。在此，我谨代表四川省委、省人民政府对论坛的召开表示热烈的祝贺！向远道而来的各位领导、各位来宾、各界朋友表示诚挚的欢迎！向长期以来关心、支持四川旅游发展的国家旅游局、兄弟省(市、区)和海内外旅游业界的朋友们表示衷心的感谢！

四川山川秀美、历史悠久、物产丰富，是中国的资源大省、人口大省、经济大省，素有“天府之国”的美誉。2008年发生的“5.12”汶川特大地震给四川经济社会发展和人民的生命财产造成了巨大损失。在党中央国务院的坚强领导下，在全国人民的大

力支持下，在国际社会的关心帮助下，四川省委、省政府团结带领全川人民，先后打赢了“抢险救援”、“安置群众”、“抢通保通”、“卫生防疫”、“防止次生灾害”和“维护灾区稳定”六场硬仗，确保了灾区没有发生饥荒，没有出现流民，没有爆发疫情，没有引起社会动荡，创造了人类抗震救灾史上的伟大奇迹。在灾后重建过程中，我们坚持科学重建，加强公共基础设施建设，培育壮大特色优势产业，深化统筹城乡改革发展，实施充分开放合作战略，着力保障和改善民生，使四川走出了化危为机、崛起危难的跨越发展之路，三年重建任务两年基本完成，向党中央和全国人民交出了一份满意的“四川答卷”。两年多过去了，曾经山河破碎的地震灾区发生了脱胎换骨的变化：一栋栋富有民族地域特色与现代建筑艺术的新建房屋镶嵌在青山绿水之间；一座座融合现代技术与传统文化的新型城镇矗立在巴蜀大地之上；一所所设计理念先进、建设技术一流、建筑质量优良的学校、医院、福利院让前来观光的嘉宾和游人赞叹；一个个受援双方联建的产业园，成为灾区承接产业转移、增加“造血”功能的载体。如今，灾区“最漂亮的是民居，最坚固的是学校，最现代化的是医院，最满意的是群众”，灾区处处充满了生机和活力。

四川是旅游资源大省，旅游资源类型多、品位高、组合好、极具特色。四川拥有各类国家级旅游资源 250 多处，世界遗产 5 处、A 级旅游景区 197 个、“中国优秀旅游城市”21 个。四川民族

风情浓郁多姿，境内有全国第二大藏区、最大的彝族聚居区和唯一的羌族聚居区，自然风光独具魅力，多种文化交相辉映。改革开放以来，在国家旅游局的大力支持和四川省委、省政府的正确领导下，四川旅游产业综合实力持续增强，产业体系日益完善，带动功能愈加突出，体制机制不断创新，旅游业成为推动全省经济持续健康发展、社会事业全面进步、人民生活水平不断提升的重要支柱产业。面对突如其来的“5.12”汶川特大地震，我们坚持把旅游业作为灾后恢复重建的先导产业和优势产业，一手抓基础设施重建，一手抓旅游市场恢复，着力提升受损景区的综合竞争力，着力打造一批高品质的旅游目的地，着力推出一批富于特色的旅游精品线路，灾后旅游业迅速崛起。2010年，四川旅游总收入达到1886.09亿元，同比增长28.1%；接待旅游者2.71亿人次，同比增长23.8%。目前，我们正在实施旅游业“三年提升计划”，预期到2012年，四川旅游总收入达到2500亿元，基本实现旅游经济强省目标，初步把旅游业培育成为我省国民经济的新型战略性新兴产业，建成国际知名、国内一流的重要旅游目的地。

本次论坛是本届文化旅游节的重要内容之一。论坛的主题为：灾后旅游恢复重建与发展振兴。这是一次海内外旅游学术界、知识界、文化界专家学者们的一次聚会，更是一次总结交流灾后旅游业重建与发展的一次专业研讨会。本次论坛，世界旅游组织、国内外旅游业界还将对我省灾区旅游恢复重建项目进行评估，帮

助总结四川旅游灾后重建经验，对我省旅游业振兴发展提出建议。这为我们借鉴国际旅游行业创新发展的成功经验，推动四川旅游全面振兴，提供了一次难得的学习机会。希望四川旅游系统的同志们认真学习、虚心请教，把论坛的主要成果转化为推动四川旅游发展的新理念、新思路、新方法，实现四川旅游的跨越式发展。

真诚欢迎在座的嘉宾多来四川观光考察，多关注四川旅游的建设与发展，多提宝贵意见与建议；热切期盼海内外优秀旅游企业和业界精英来四川投资兴业，共谋发展。

最后，预祝论坛取得圆满成功！

祝各位嘉宾、女士们、先生们身体健康、工作愉快！

谢谢大家！