

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

Mr. Zoltan Somogyi, Executive Director of the World Tourism Organization
Sichuan, China
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Distinguished Mr. Wang Zhifa, Vice Director-general of the National Tourism Administration of China,

Distinguished Madam Huang Yanrong, Vice Governor of the Sichuan Provincial People's Government,

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,

Excellencies, distinguished guests, ladies and gentlemen,

First of all, I would like to convey the personal greetings from our Secretary-General, Dr. Taleb Rifai to the people of Sichuan for the incredible achievements made during the past three years since the terrible earthquake hit Sichuan in May 2008. On behalf of the World Tourism Organization (UNWTO), I would like to congratulate the Government of Sichuan and the Central Government of China for the success made in reconstructing and restoring Sichuan through their persistent efforts.

I am delighted to be here today to join Vice Chairman Mr. Wang and Vice Governor Madam Huang for the opening of the Forum. Over two years ago in November 2008, UNWTO Deputy Secretary-General, Dr. Taleb Rifai opened the International Conference on Revitalization of Tourism and Confronting Crisis. The conference was organized jointly with the Sichuan Provincial Government and the China National Tourism Administration. It aimed at supporting the provincial government in restoring its international confidence as a major tourism destination of China. That conference was also held in Chengdu, and it gathered experts, scholars, government officials and representatives from the private sectors from many countries. Those countries were also affected before by natural or man-made disasters such as earthquakes,

tsunamis, hurricanes, terrorist attacks and health scares. The conference served as a platform for discussions on the revitalization of tourism in unstable times, and participants thoroughly exchanged ideas and best practices in crisis management. Today, UNWTO is pleased to be back again to see the results made over the last two years

UNWTO has been a staunch supporter to Sichuan in the fight against the earthquake, and we are proud to be involved in the process from the very beginning and to give our share of assistance in different forms. Two years after the quake in August 2010, UNWTO fielded Dr. Erik Holm Petersen, one of our best tourism experts, for a mission to Sichuan in order to investigate and get the first hand information of the tourism reconstruction in the province, and to summarize the successful experience of Sichuan in the fight of the crisis. The UNWTO mission report clearly indicates that Sichuan has turned a disaster into new opportunities under the dynamic leadership and support of the Central Government of China. Dr. Petersen is here with us today. I am sure that he will provide you his professional insights and share with you the encouraging findings of the mission.

Ladies and Gentlemen,

China is no doubt one of the most important members of UNWTO ever since it joined our big family of tourism in 1983. Among all the Chinese provinces, Sichuan has always been one of our closest friends. Sichuan is the first province in China who worked closely with us for the development of the Provincial Tourism Master Plan, and this was done in 1998. It is worth noting that in 2006, CNTA and UNWTO jointly awarded Chengdu together with the cities of Hangzhou and Dalian, the best tourism city of China. All the honours won by Sichuan are no coincidences, since the province has been known as the "Land of Abundance". It has become a major centre for tourism due to its extremely rich natural environment and culture, which includes emblematic World Heritage Sites, diverse flora and fauna and great traditional communities and relics of historical importance. This rich heritage is therefore a major draw for international and domestic tourists and undoubtedly represents a great potential for the Province as a world tourism destination. I am more than sure that all of the friends here today would share the same view of mine.

Ladies and Gentlemen,

The world we are facing today is full of threats and challenges. Crisis-ridden events of both natural and man-made causes have all impacted on the performance of tourism and continue to

do so. UNWTO and the tourism industry have learnt from cases such as 9/11, the Indian Ocean Tsunami, SARS, Avian Flu, the earthquakes in Chile and Haiti, and the most recent earthquake in Japan. In every case, international cooperation and collective action were required among tourism stakeholders to successfully manage crises and mitigate any adverse effects. In all cases, we have learned valuable lessons to improve our collective response to future challenges. The success of Sichuan confronting the quake will by all means contribute to the global wisdom of crisis management.

Risk and Crisis management is an integral part of UNWTO's Program of Work. Indeed, many of its key aspects, such as strategic marketing, public-private partnerships and good communication practices are the cornerstones of facilitating an effective response to a crisis. I am very happy to hear from Madam Huang today that different measures were taken effectively during the crisis, tourism has been identified as the leading industry for the reconstruction, and the industry even realized the leap forward development after the devastating earthquake only 3 years from now. It is particularly encouraging to note that the tourism revenue of the province is increasing rapidly from 2009 to 2011 and it will continue to follow this pattern in the years to come. It once again proved the resilience of our tourism industry and its ability to cope in adverse times – as it has done on many occasions in the past – and help mitigate the negative impacts.

Ladies and Gentlemen,

For the last two days, I personally experienced the incredible changes in Sichuan. The field visits to Wenchuan and Beichuan provided me the best opportunity to make comparisons of the infrastructure and tourism development in these places before and after the quake. Sincerely, I want to congratulate Sichuan for making the impossible mission possible!

Indeed, the quake cost the province's tourism sector dearly. However and fortunately, it didn't bring irreparable damages to the province's World Heritage Sites which include Jiuzhaigou, Huanglong, Mount E'mei and many other destinations

Ladies and Gentlemen,

We can't pay enough tribute to the strong and decisive action that was taken by the Government of China for the rescue efforts and delivery of aid that was carried out in the immediate aftermath of the disaster. We can't thank China enough for its exemplary commitment shown to the

International society in its reconstruction process. Now we can proudly declare that Sichuan is back and it is much stronger than before.

I wish you all for a productive and fruitful Forum.

Thank you.

在灾后旅游恢复重建与发展振兴国际论坛上的致辞

世界旅游组织（UNWTO）执行主任
索丹·索莫基（Zoltan SOMOGYI）先生
（2011年4月21日 中国四川）

尊敬的国家旅游局副局长王志发先生，
尊敬的四川省人民政府副省长黄彦蓉女士，
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，
各位领导、来宾、先生们、女士们：

首先，请允许我转达世界旅游组织秘书长 Taled Rifai 博士，对 2008 年“5.12”汶川特大地震后取得巨大成就的四川人民致以诚挚的问候！我谨代表世界旅游组织，向不懈致力于灾后恢复重建的四川省人民政府和中国中央政府表示祝贺！

很高兴能与王副局长和黄副省长一起出席今天的论坛。2008 年 11 月，时任世界旅游组织副秘书长的 Taleb Rifai 博士与四川省人民政府、中国国家旅游局联合举办了“旅游振兴与危机应对”国际会议，旨在帮助重建四川作为中国主要旅游地在国际上的地位。该会议也在成都举办，会议聚集了众多专家、学者、政府官员和各国民间代表。参会的许多国家也都遭受过诸如地震、海啸、飓风、恐怖袭击和健康危机事件等自然或人为灾害的影响。会议为讨论旅游振兴提供了交流的平台，与会者

交换了危机应对过程中的意见和最佳行动。今天，世界旅游组织很高兴回到成都并见证过去两年来所取得的成就。

世界旅游组织一直以来都是四川灾害应对和灾后恢复重建的坚定支持者。我们也很高兴从一开始，就以各种方式提供支持，参与到四川灾害应对和灾后恢复重建的过程中来。2010年8月，世界旅游组织派出了最好的旅游专家之一 Erik Holm Petersen 博士到四川调查，收集了四川旅游灾后恢复重建第一手资料，总结了四川灾害应对和灾后恢复重建的成功经验，考察报告清晰地指出四川在中央政府的支持下和各级政府强有力的领导下，将灾难转化成了新的机遇。Petersen 博士今天也来到了论坛现场。我相信他会为各位提供专业的见解，分享鼓舞人心的考察发现。

女士们、先生们：

中国自 1983 年加入我们这个旅游组织大家庭以来，无疑是世界旅游组织最重要的成员之一。中国所有省份中，四川是我们最亲近的朋友之一。四川省是中国第一个与我们合作并编制《四川省旅游发展总体规划》的省份，该规划完成于 1998 年。值得一提的是，2006 年中国国家旅游局和世界旅游组织共同授予了成都、杭州和大连“中国最佳旅游城市”的称号。四川享有“天府之国”的美誉，它赢得的所有荣誉都不是偶然。它因拥有极丰富的自然环境和丰厚的文化底蕴而成为旅游中心，其中不乏标志性的世界遗产，形形色色的植物、动物群落，重要的传统社区和历史文化遗产。四川丰厚的遗产吸引了全球及本国的

旅游者，无可置疑地展现出成为国际旅游目的地的巨大潜力。我确信今天到场的所有朋友都会赞同这个想法。

女士们、先生们：

当前，我们的世界充满了威胁和挑战。自然灾害和人为灾害带来的危机事件将不断冲击着旅游业。世界旅游组织和全球旅游业界从“9.11”事件、印度海啸、SARS、禽流感、智利和海地地震，以及近日日本地震中学到了很多。每一次事件中，全球旅游业界参与者都希望国际合作和共同行动，以成功应对危机和降低不利影响。从所有事件中，我们都能积累宝贵的经验，帮助提升在未来挑战中共同反应的效率。四川灾害应对和灾后恢复重建的成功经验，势必成为全球危机应对的宝贵经验。

风险和危机应对是世界旅游组织《工作程序》不可或缺的一部分。事实上，其核心部分，如战略营销、公共部门与私人企业合作和良好的交流实践等，都是促进有效危机反应的基石。我很高兴听到黄副省长所提及的在危机中采取的各种有效措施，并将旅游业定为灾后重建先导产业和优势产业，帮助四川旅游业实现了三年重建任务两年基本完成的目标。更令人鼓舞的是，四川省的旅游总收入从2009年到2011年大幅度提升，并在未来的几年内将持续攀升。这些再次证明了，旅游业的恢复能力及旅游业在灾害时期的应对能力，就如其在过去很多事件中的表现那样——旅游业将有能力降低不利影响。

女士们、先生们：

在过去的两天中，我感觉到了四川令人惊叹的变化。汶川和北川实地考察，让我深切感受到灾前灾后基础设施和旅游发展翻天覆地的变化，基础设施和旅游发展在灾后取得了巨大的成就。在此，我要祝贺四川取得的巨大成就。

事实上，地震给四川省旅游业造成了巨大的损失。但庆幸的是它对四川的世界文化遗产没有带来不可弥补的损失。这些文化遗产包括九寨沟、黄龙和峨眉山，以及其他一些景区。

女士们、先生们：

尽管我们不能为中国政府所采取的救援努力及当灾难来临后的及时援助做出巨大的贡献和决策，但是我们应当万分感谢中国在国际社会重建过程中的带头模范作用与承诺。此时此刻，让我们自豪地宣布四川已凤凰涅槃，浴火重生，四川的明天更加美好。

预祝本次论坛圆满成功。

谢谢大家！