

**Responsible Tourism is about "making better places for people to live in and better places for people to visit"**

尽责旅游的含义是为当地人创造更好的居住环境，为访客创造更好的旅游体验

**Profit or Protection**

**"OPEN" Model of Tourism Development**

**逐利还是保护, OPEN旅游开发模式**

what works, what doesn't ?

CW Group 香港华垣旅游产业发展有限公司  
Nanjing Daji Holdings 南京大吉实业投资有限公司

Due to the fact that there are not so much profit can be made in real estate development in urban areas in China, most of the real estate developers are having their eyes on tourism development in rural areas and destinations.

中国城市房地产开发的利润及有效空间都在减少，不少开发商将都将视角转移到乡村和旅游目的地的开发上，旅游地产一时火爆。但其中必须看到，旅游地产的开发模式，将对项目有重要且长期的影响；慎重选择旅游开发模式，对开发商至关重要。



Looking at the issue of “**profit or protection**”, it is actually about “**surviving or thriving**”? which helps the real estate developers understand the fundamentals for tourism development.

“生存还是生长”，对于旅游开发在“逐利还是保护”的平衡关系上具有指导性的意义

- The tourism forums are mostly taking place with patrons working in the tourism industry. The real estate developers are playing very important roles in China’s tourism development

有关旅游的讨论基本是在旅游业内展开，而出资做旅游开发的企业参与较少

- Tourism, tourism real estate; tourism development first, or real estate development first? – it is about **corporate profit vs. protection of the destination**, it is about **surviving or thriving**

旅游，旅游地产；先做旅游再做地产？ - 涉及的就是开发商企业利润和旅游目的地保护问题以及生存还是生长问题

**Profit or Protection, interpreted by “How Much is Enough?” a financial service concept developed by Arun Abey, Chairman of ipac for personal investment planning**

(ipac is a leading global financial service company)

Arun has been promoting wealth and wellbeing with his book "How Much is Enough" to help clients understand about "**survive**" and "**thrive**".

借用澳大利亚著名财富管理专家艾伦艾贝的财富和幸福的哲学  
艾伦艾贝是ipac金融服务公司的创始人

探讨有关“生存”和“生长”的问题：  
逐利还是保护 – 赚多少才够？



## Why Are Things the Way They Are? 为什么这些事情是这样的？

hard-wiring

“程序”编成这样的



Human being has been hard-wired the way for **surviving**

前祖意识，早期人类的生活选择极其有限，最根本的需求是生存

“**Survive**” to “**thrive**”, it is a rational thinking process which is evolutionary.

从“生存”到“生长”，这是一个理性思维的过程，即一个进化的过程。

不同于早期人类的是，现代人的物质生活空前富足，人们的各种生活需求可以很容易得到满足。在本能的直觉反应和理性的深思熟虑之间取得平衡，成为我们思考的重点。

## The Core of Responsible Tourism is Sustainability

### 尽责旅游的核心之一是可持续性

- **O** for original, it is referred to overall development concept  
**O**的含义是原来的、最初的，这里是指旅游开发概念
- **P** for participating, it is referred to partnership between developer and government  
**P**的含义是参与性，这里是指开发商和政府的伙伴关系
- **E** for experiencing, it is referred to product development – sightseeing, leisure, wellness, agriculture, adventure, etc  
**E**的含义是体验，这里是指旅游产品开发 – 观光、休闲、健康、农业、冒险等
- **N** for needing of talents, it is referred to people development for tourism operation  
**N**的含义是人才需求，这里是指注重旅游运营人才的开发

○ for original, it is referred to overall development concept  
○的含义是原来的、最初的，这里是指旅游开发概念

- What works is culture oriented approach which highlights the local origins such as the history and heritage, the attractions, the people, the food, etc. What doesn't work is "Disney Land" approach such as "oriental Baden and Baden" for a hot spring destination in China.

可行的是将旅游开发的文化内涵发掘出来，突出地方的历史、地方的人文和自然景观、地方的风土人情、地方的美食等。不可行的是迪斯尼游乐园式做法，例如，在汤泉镇开发“东方的巴登巴登”。

**P** for participating, it is referred to partnership  
between developer and government

P的含义是参与性，这里是指开发商和政府的伙伴关系

- What works is that private and public sectors are both participating in protecting the local origins in order to make considerable profit when it comes to tourism planning and development. What doesn't work is setting different priorities by either of the developer or the local government.

可行的是企业和政府共同合作参与以保护地方特色为主的旅游规划，从而企业和政府可以双赢。不可行的是企业和政府在旅游规划上各有重点和优先。



**E** for experiencing, it is referred to product development  
– sightseeing, leisure, wellness, agriculture, adventure, etc

E的含义是体验，这里是指旅游产品开发– 观光、休闲、健康、农业等

- What works is that tourists can experience diversified local culture and lifestyle which make them stay longer. What doesn't work is to just collect “entrance fee” for of restricted tourism zone/park.

可行的是游客可以体验当地多元化的文化旅游和生活方式旅游，从而游客可以留驻的时间可以长并长生更多的消费。不可行的是指把注意力放在景区门票收益上。

**N** for needing of talents, it is referred to people development for tourism operation

N的含义是人才需求，这里是指注重旅游运营人才的开发

- What works is to invest in people development and value research which help the developer make profit with focuses on tourists' needs. What doesn't work is that local young people are looking for jobs in other areas because they don't see the hope.

可行的是在人才开发和商业价值研究上进行投入，未来的竞争关键在人才和研发。没有人才研发创新旅游产品，旅游收益难以持续。不可行的是在旅游开发时不考虑人才问题，本地的人才为解决生计到外面寻求发展。

“Mentor & Mentee Program” developed by OWNS Academy for young professionals who wish to make a difference in hospitality industry

OWNS培训中心开发“导师和学徒计划”开发致力于健康酒店管理的高潜人才

For example, 例如

- Sustainability Management, learning about organic farming  
可持续性管理，设立有机农场管理
- Wellness Program Development and Management, learning about lifestyle medicine  
健康计划的开发和健康管理，设立生活方式医学课程

**The Balance between Profit and Protection, Increase the Values of Wealth and Wellbeing**  
认识逐利和保护之间的关系，实现财富和幸福的双重增值

**Case Study: OPEN Model of  
Health and Wellness Tourism Development**  
案例分析：以OPEN模式进行健康旅游的开发

health and wellness tourism in China, is it a “luxury” thing ?  
在中国做健康旅游开发，“奢侈”吗？

how to define wellness/wellbeing?  
如何定义健康？

## Blue Zones 蓝域

Blue Zones are areas of the world (including Okinawa, Loma Linda and Sardinia) where people live measurably longer, healthier and happier lives. The elements that may contribute to the remarkable occurrence of longevity in these zones include: having a sense of purpose and positive outlook; natural physical activities; plant-based diet which avoids large amounts of meat and processed foods and tribe practices - strong social support networks, family and faith.

蓝域是指地球上的长寿区（例如意大利的Sardinia、日本的Okinawa等）。在这些地区生活的人们过着快乐和幸福的生活。生活蓝域地区的人们具有四个共同点：乐观向前看、主要食用植物类食物、自然运动以及家庭、邻里和谐相处的社区氛围。



## OWNS Retreat/疗养目的地理念

### What impact our vitality - **oxygen, water, nutrient and state of mind**

#### 影响我们健康的四个重要因素 – 氧气, 水, 营养和心态

- OWNS Retreat is the “Blue Zone” which we created for guests. We can't stop aging, but we can live longer if we know that there are four main factors (OWNS) in age-related disease that we can control, and by controlling them, we slow the aging process.

OWNS疗养目的地是我们为访客创造的蓝域. 我们人体基本需求有四大物质元素：**营养、心态、氧气及水**。我们了解这些元素彼此的互动及相辅相成关系，在疗养地的酒店实施疗程的过程中加以适当的组配、安排、充分的供给客人使用，使客人人体内拥有健全、恒常的生态链，促使细胞分子正常、代谢顺畅、血液组织与循环良好，潜在意识及情绪安定，因而形成自然治愈力。



**Oxygen**



**Water**



**Nutrient**



**State of Mind**

## We Have OWNS Resources in Tangquan Town, Nanjing 在南京汤泉镇的OWNS资源



Laoshan Forest Park

老山国家森林公园

Spring Water (hot and cold)

温泉和山泉

Huiji Temple and Yinhua Academy

惠济寺和英花书院

Historical Retreat Lifestyle

韩熙载“避难”的生活方式

Unspoiled Soil

未经污染的土地



## Nanjing, History Reinvented

Six times China's capital, today's Nanjing is a modern city that has outgrown its historic Ming dynasty walls.

南京,重塑历史  
中国历史上的六朝古都南京,在重塑历史的进程中  
为访客创造整体健康旅游体验  
- 补充身体、情绪、心理和精神能量



**Thank You Very Much**  
**谢谢！**