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Yunnan tourism going smarter

Yunnan is leading in combining technology with tourism in China



Ruan Chengfa, governor of Yunnan province delivers a speech at the Yunnan International Smart Tourism Conference. Photo by Yang Zheng

Kunming hosted the 2019 Yunnan International Smart Tourism Conference, as well as the Tencent Global Digital Ecosystem Summit, which included 29 forums, from May 21 to 22. Some 800 guests from more than 20 countries and regions around the world attended the event, covering governments, companies, financial institutions, academic circles and international organisations. The attendees exchanged ideas on smart tourism, cultural tourism, new

cultural creative industries, and financial support for developing cultural tourism. In his speech at the 2019 Yunnan International Smart Tourism Conference, Ruan Chengfa, governor of Yunnan, said that the province aims to support tourism with easily accessible government services. In the past two years, the province and Tencent have joined hands in building the platform of "Yunnan at Your Fingertips", enhancing tourist services. Next, the province will develop innovative

applications for the 5G environment and endeavour to build Yunnan into an excellent destination of smart tourism. Yunnan is abundant in tourism resources. It has beautiful natural landscapes and profound ethnic cultures. For years, the province has served as one of China's most popular tourist destinations. Yunnan has been a pioneer and leader in combining technology with cultural tourism. On October 1, 2018, the province officially launched "Travel in Yunnan" app - part

of the platform "Yunnan at Your Fingertips". To date, it has integrated seven industries, including restaurants, hotels, transportation, scenic spots, shopping malls, cultural and recreational venues and health bases. As of mid-May, "Travel in Yunnan" has registered over 2.3 million downloads and 20 million users, with 500,000 active users every month. The mini program "Travel in Yunnan" has cumulatively received more than 17 million visits. Li Baochun, executive deputy secretary-general of the World Tourism Cities Federation (WTCF) and a global chief experience officer of "Travel in Yunnan", said that "Yunnan at Your Fingertips" is a benchmark smart tourism project in China. "This platform integrates promotion of tourism resources, product

development, transportation, public services and big data. Its pilot run in the province has achieved good results," he added. According to Pony Ma, Tencent Chairman and CEO, Yunnan and Tencent will build on "Yunnan at Your Fingertips" to launch a new round of IP strategic cooperation. Hopefully the combination of Tencent's neo-culture creativity with Yunnan's natural beauty and folk customs will bring a fresh digital cultural experience for tourists. On May 21, Yunnan and Tencent jointly released a neo-culture tourism IP strategic cooperation plan, which involves animation, games, QQ and other neo-culture creativity contents as well as related services. (Yunnan Daily)



Kunming citizens experiences VR technology on the opening day of Tencent Global Digital Ecosystem Summit. Photo by Yang Zheng

REMARKABLE 70 YEARS

China ranking first in the contribution to global greenery expansion



Editor's note: The year 2019 marks the 70th anniversary of the founding of the People's Republic of China. Over the past seven decades, China has developed from a poor, weak country to the second largest economy in the world. This issue, we continue the column called "Remarkable 70 years" to help you understand the great

changes that have taken place in New China. This year is the 40th anniversary of the establishment of the China Arbour Day. Decades on, China has achieved remarkable results in forestation, ranking first in the world in terms of both the area of planted forests and the contribution to global greenery expansion.

China will continue to green its land on large scale and promote the greening of both urban and rural areas. It will strive to improve the living environment for the people, develop a green economy, strengthen forest management and protection, and green its land in a high-quality manner. (People's Daily)

ECOLOGY

Special photographer for gibbons

Jingdong Yi Autonomous County of southwest China's Yunnan Province is home to Western black crested gibbons. Many years ago, however, few people had ever seen any gibbon in Jingdong, let alone take a photo of them. Since gibbons move very fast, the locals refer to them as "wind monkeys". Now, the pictures and videos by scientists and conservation officers have enabled people to understand the Western black-crested gibbons. Zhang Xingwei, the former director of Jingdong Nature Reserve Administration has played an important role in the process. Zhang Xingwei is a pioneer and founder of the Ailao Mountain and Wuliang Mountain National Nature Reserve in Jingdong. After retirement, he taught himself photography and managed to take



a large number of precious high-definition pictures of Western black-crested gibbons. In 2009, the 7th issue of China National Geographic published five pictures of Jingdong gibbons by Zhang Xingwei. In the same

year, his pictures of gibbons were included in the Wild China Postcards and won the gold award in the animal category of the Yunnan Wildlife Protection Photograph Contest. (Yunnan Daily)

SSACEIF

Indian exhibits arrived at 2019 SSACEIF

On May 22, the first batch of inbound exhibits from India and Pakistan was delivered to the 2019 South & Southeast Asia Commodity Expo and Investment Fair (shortly 2019SSACEIF). The exhibits are wooden, stone,

copper-plated crafts and furniture and clothes. It weighed 30.05 tons and have a value of 40,000 US dollars. According to Kunming Customs, in order to provide customs clearance services for the entry

exhibits, Kunming Customs fully utilizes the "technical +" measures which relies on the entry and exit exhibit management system to facilitate exhibitors and agents to enter the declaration process easily

and improve customs clearance efficiently. For exhibiting goods, the Customs implements the "Uniform Rules" and "Manifests providing for check and release" system to reduce the customs clearance costs for

exhibitors. For exhibits that need to be inspected, the exhibitors or their agents could apply for the customs inspection simultaneously with the exhibition work in the venue. By Liu Ziyu

SOUTH & SOUTHEAST ASIA COMMODITY EXPO AND INVESTMENT FAIR



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