



TOURISM

Yunnan tourism going smarter

Yunnan is a pioneer and leader in combining technology with cultural tourism

Kunming hosted the 2019 Yunnan International Smart Tourism Conference, as well as the Tencent Global Digital Ecosystem Summit, which included 29 forums, from May 21st to 22nd.

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 organizations. 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 1st, 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



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

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 21st, 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. The plan will leverage neo-culture creativity to build a new model of digital tourism and unlock the potential of cultural tourism.

(Yunnan Daily)

BELT AND ROAD

"Electricity has entered every household here"

Editor's note: The Barapuku Ria coal-fired power plant, built by China National Machinery Import & Export Corporation (CMC) in north-western Bangladesh, is the first modern coal mine and coal-fired power station in the country. In this issue, we continue walking into the plant and telling stories of China and Bangladesh joining hands in the Belt and Road Initiative.

Seen from the water tower, just a wall separates the coal-fired power plant from the coal yard, with chimneys, workshops and equipment in the view. "Before 2005, only a small number of people and offices could have access to electricity that was available for only a few hours a day," said Mahal, director of the Barapuku Ria coal-fired power plant.

In July 2001, the China National Machinery Import & Export

Corporation (CMC) and the Bangladesh Power Development Board (BPDB) officially signed a contract concerning the construction of the Barapuku Ria power plant. As an EPC general contractor, the CMC is fully responsible for the project design and procurement. Since the completion and transfer of the power plant in 2006, the CMC has also signed an operation and maintenance expert service contract with the proprietor to provide technical support for the power plant.

For Mahal, the CMC-built coal mine and coal-fired power plant is just what Bangladesh needs. Holding an account book of the power plant for the previous years, he said, "We generated 960 million kWh of electricity last year and have cumulatively generated 13.5 billion kWh of

electricity over 12 years, benefiting more than 5 million people in 10 to 15 districts nationwide."

According to Mahal, different power plants in Bangladesh adopt different electricity prices. For some power plants, the power-generating cost is as high as 20 Taka per kWh. In contrast, the power-generating cost of their plant is just 6.3 Taka per kWh, greatly saving the cost of importing electricity from other countries.

The power plant has driven local industrial and agricultural development and the Bangladeshi economy. "We are very lucky to cooperate with the Chinese company. We are embracing new opportunities for development and prosperity," Mahal said.

(People's Daily)

DISCOVER YUNNAN

Special photographer for gibbons

Jingdong Yi Autonomous County of southwest China's Yunnan Province is home to Western black crested gibbon 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



Photo by Zhang Xingwei

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)



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

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