



CHINA • YUNNAN



TOURISM

Yunnan tourism going smarter

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



Ruan Chengfa, governor of Yunnan province delivers a speech at Yunnan International Smart Tourism Conference. (Yang Zheng)

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 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 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.

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

First span of China-Laos railway's extra-large bridge over the Mekong completed

The first span of the Luang Prabang cross-Mekong extra-large bridge on the China-Laos railway has been completed, the Laos-China Railway Co Ltd in charge of the railway's construction and operation said.

The completion of the bridge's first span on the morning of May 18th paved the way for the bridge further construction. It has also provided important experience for the construction of other sections of the continuous girder, which is of great significance for facilitating the project progress.

The bridge, 1458.9 metres

long, is a major project of the China-Laos railway. It spans the Mekong River, with five main piers planted in the deep, torrential water that posed great risks and difficulties for the construction.

The railway stretches from the China-Laos border in the north to the Lao capital Vientiane in the south. It is 414 kilometres long, including 62 kilometres of bridges and 198 kilometres of tunnels. It started construction in December 2016 and will expectedly go into operation in December 2021.

(Xinhua)



The first span on the bridge across the Mekong River was completed on May 18. (Xinhua)

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