

## 2016 青岛国际海洋温泉论坛开幕 即墨打造中国海洋温泉小镇

### Curtain Up of 2016 Qingdao International Ocean Spring Forum Making the Ocean Spring Town of China

10月17日，由世界温泉及气候养生联合会指导，中国旅游协会温泉旅游分会主办，青岛市旅游协会、青岛市温泉旅游协会承办的2016青岛国际海洋温泉论坛在即墨隆重开幕。此次论坛是首届中国青岛（即墨）海洋温泉节的重要一环，也是“中国海洋温泉小镇”建设的重要组成部分。中国旅游协会温泉分会副秘书长赵永明主持开幕式，世界温泉及气候养生联合会主席恩贝托·索利曼、即墨市副市长宋宗军出席开幕式并致辞。

On October 17th, the 2016 Qingdao International Ocean Spring Forum, guided by World Federation of Hydrotherapy and Climatotherapy (Federation Mondiale du Thermalisme et du Climatisme, FEMTEC) and undertaken by China Tourism Association Hot Spring Tourism Branch, Tourism Association of Qingdao and Hot Spring Tourism Association of Qingdao, made its grand opening in Jimo. This forum is a key part of the The First Qingdao (Jimo) Ocean Spring Festival and a key step to build the Ocean Spring Town of China in Jimo. Umberto Solimene, President of FEMTEC and Song Zongjun, Vice Mayor of Jimo made speeches in the ceremony with Zhao Yongming, Vice Secretary General of China Tourism Association Hot Spring Tourism Branch as the MC.

作为在国内外具有重要影响力和指导作用的专业温泉峰会，此次青岛国际海洋温泉论坛吸引了各国30多位温泉旅游行业权威齐聚“中国海洋温泉小镇”，共话温泉产业的创新发展与未来。论坛以“享温泉 享健康 享生活”为主题，围绕“健康+”“温泉+”，提出了“健康”“活力”“联动”“创新”四个关键词，并以文化、经济、旅游、健康等为切入点，在温泉产业的发展方向、文化塑造、企业管理、康养结合等方面展开了深度交流。青岛国际海洋温泉论坛为即墨市搭建了温泉产业的高端宣传平台和顶级专家智库，将极大助推“中国海洋温泉小镇”和“健康即墨”建设，并丰富青岛旅游产品，扩大青岛旅游业影响力。

As a professional hot spring forum with remarkable influence both in China and internationally, this time it attracts over 30 authoritative experts from all over the world to come to Jimo, the Ocean Spring Town of China, to discuss the innovation and future of hot spring industry. With *Enjoy Hot Spring, Health and Life* as its theme and *healthy, interconnected, invigorated, innovative* as its key words, based on the concepts of *health plus* and *hot spring plus*, the forum touches upon culture, economy, tourism and health, leads to in depth discussions in terms of future orientation, cultural cultivation, entrepreneurial management and health keeping in relevance of hot spring. This forum provided Jimo with a high end publication platform and world class think tank resources, thus greatly contributed to the making of *Ocean Spring Town of China* and *Healthy Jimo*, while it also enriches Qingdao's tourism products and expands Qingdao's influence in tourism.

即墨市副市长宋宗军在致辞中向来宾介绍了即墨社会经济发展状况，阐述了即墨市发展健康产业、打造“中国海洋温泉小镇”的战略方向。在中国社科院刚刚发布的《中国县域经济发展报告（2016）》中，即墨市县域经济基本竞争力居全国第九名，成为唯一入围前十的北方县市。在经济体量不断壮大的同时，即墨市从未放松产业优化升级的步伐。2016年，立足产业优势和特色资源，顺应“健康中国”国家战略，即墨市作出了打造“中国海洋温泉小镇”的战略决策，决定以健康产业为主打方向，合理布局健康养生、会展节庆、休闲健身、文化娱乐等业态，积极引进健康医疗、生物科技、生命科学研究等高端产业项目，充分挖掘温泉文化，提升丰富海洋温泉的品质和内涵，推动温泉旅游和健康产业提档升级。作为国际化海洋温泉高端峰会，2016青岛国际海洋温泉论坛汇聚了国内外顶级专家，将为“中国海洋温泉小镇”提供强大的智力支撑和国际化宣传推介平台。

Jimo's Vice Mayor Song Zongjun introduced in his speech on the overall social and economic situation of Jimo, and elaborated on Jimo's strategies of developing health business and making the Ocean Spring Town of China. In the ECONOMIC DEVELOPMENT REPORT ON CHINA'S COUNTIES 2016 lately released by Chinese Academy of Social Sciences, Jimo's economic basic competitiveness ranks No.9 in China, making it the only northern county to be among the top 10. Though Jimo's economy is expanding, it keeps on with its industrial upgrading and optimization. In the year 2016, in line with China's national strategy of Healthy China and based on local advantages and resources, Jimo made the strategic decision to build the *Hot Spring Town of China*, which means to focus on health sector and in relevance of it, to put health building, exhibition and festivals, leisure and fitness, culture and entertainment in harmonious distribution, and to bring in high end projects in areas of health care, bio technology and sciences, and with full use of Jimo's hot spring culture, to level up the quality and enrich the connotation of Jimo's ocean spring culture, thus to upgrade Jimo's hot spring tourism and health sector. As a high end international forum on ocean spring, the 2016 Qingdao International Ocean Spring Forum gathered together top experts from in and out of China and supported the building of the Ocean Spring Town of China with high end publication platform and world class think tank.

开幕式上，世界温泉及气候养生联合会、中国旅游协会温泉旅游分会、青岛市温泉旅游协会等各方签署了《世界海洋温泉即墨共识》，并联合发布《即墨市海洋温泉健康养生医疗报告》。《世界海洋温泉即墨共识》倡议各方同心协力，以更加积极和务实的态度，共同促进温泉及相关行业资源循环利用及可持续发展研究，全面加强海洋温泉相关产业交流、合作，充分发挥共识成员在温泉、尤其是海洋温泉领域的互补优势，积极开展创新性学习，深入推进温泉星级创建行动，探讨组织“共同项目”的交流合作，努力建立可操作性强的长效机制。此外，各方约定进一步发挥世界温泉及气候养生联合会的作用，将海洋温泉资源可持续利用、海洋温泉科研基地建设合作、海洋温泉产业企业家交流等更多内容纳入交流合作范围，使城市间的交流发展不断深和具体化。

In the opening ceremony, FEMTEC, China Tourism Association Hot Spring Tourism Branch and Hot Spring Tourism Association of Qingdao co-signed the JIMO CONSENSUS ON WORLD OCEAN SPRING and co-released Jimo Ocean Spring Index Report. The Consensus calls on relevant parties to make concerted efforts and in a more proactive and practical manner, to promote the circulative use of resources and sustainable development together, to comprehensively enhance the exchange and cooperation within ocean spring business, to fully utilize each other's advantages on hot spring especially ocean spring, to conduct innovative learning, to improve the action of star hot spring's establishment, to explore the cooperation on organization of communal projects and to establish a long term mechanism with strong feasibility. Besides, relevant parties agreed to let FEMTEC play a bigger role and to include more cooperation such as sustainable use of ocean spring, ocean spring research center building and ocean spring business leaders exchanges, etc., thus leading the exchanges among cities to a deeper and more detailed level.

世界温泉及气候养生联合会随后与即墨市政府共同签署了《关于设立海洋疗法研究中心 引进温泉健康展会等的合作备忘》。双方在成立世界温泉及气候养生联合会海洋疗法（中国）研究中心、策划举办亚洲温泉健康展会、推进米兰大学和域内大学等国际高校合作、建设国际先进的海洋疗法中心等方面达成书面合作共识，将为“中国海洋温泉小镇建设”和即墨市健康产业发展注入国际动力。中国海洋温泉小镇(即墨市温泉街道)同步启动了“世界温泉健康名镇”和“中国温泉旅游名镇”的国际国内两镇创建的相关工作，并与江西明月山风景区、南京汤山街道共同签署温泉小镇联盟共建意向书，聘请 16 位专家成立智库团，开拓视野、加强交流、提升认识，为中国海洋温泉小镇的建设提供科技、人才、智力支持，使小镇的建设与国际接轨，力争在三年内成功创建“世界温泉健康名镇”、“中国温泉旅游名镇”。恩贝托·索利曼、中

国旅游协会休闲度假分会副秘书长曾博伟分别做了以《健康与温泉产业发展融合》、《温泉旅游休闲度假小镇打造》为题的精彩主旨演讲。

FEMTEC and Jimo co-signed an MOU on Establishing Ocean Hydrotherapy Research Center and Introducing Hot Spring Health Exhibitions. Both sides reached consensus on establishing FEMTEC Ocean Hydrotherapy Research Center (China), preparing Asia Hot Spring Health Exhibition, promoting cooperation between Milan University and those in Jimo, building world class Ocean Hydrotherapy Center, etc, thus injecting more international impetus into the building of the Ocean Spring Town of China and the development of Jimo's health sectors. The Ocean Spring Town of China (Jimo Wenquan Community) simultaneously started two plans, namely World Famous Town of Healthy Hot Spring and China Famous Town of Hot Spring Tourism, and in this regard signs MOU with Mingyue Mountain in Jiangxi Province and Tangshan Mountain in Nanjing City to co-build a Hot Spring League, with a think tank of 16 experts providing talents support to the building of the Hot Spring Town of China through view broadening and exchange promoting, thus to carry out the project in an international manner with the aim to successfully build the World Famous Town of Healthy Hot Spring and China Famous Town of Hot Spring Tourism in 3 years time. Umberto Solimene, President of FEMTEC addressed on Integration of World Health and Hot Spring Sectors and Zeng Bowei, Vice Secretary General of China Tourism Association Hot Spring Tourism Branch, addressed on Forge of Hot Spring Tourism Resort Town.

在下午举办的论坛主旨演讲上，意大利、俄罗斯、突尼斯、圣马力诺、台湾等国家和地区的30多位全球温泉旅游行业权威专家齐聚一堂，发表了《温泉资源循环生态集约利用》《海洋疗法和健康养生》《台湾温泉农业发展分享》《如何实现温泉度假区（酒店）品牌营销》等七大主旨演讲，引发在座专家及业内人士的热烈讨论和共鸣。主办方负责人向记者介绍，“中国海洋温泉小镇”正在建立温泉文化系统，梳理和完善温泉深度产品设计，挖掘海洋温泉文化、礼仪、历史、故事，形成一套礼仪、一个协会、一套标识、一系列温泉文化、一揽子文旅产品。力争通过连续举办“青岛国际海洋温泉论坛”等高端活动，培育“中国青岛（即墨）海洋温泉节”节庆品牌，全方位打造“中国海洋温泉小镇”，从而真正实现以“温泉+”的区域产业升级。The following afternoon saw the gathering of over 30 hot spring tourism experts from Italy, Russia, Tunisia, San Molino and China's Taiwan region, and 7 strongly echoed key note speeches are made with topics on Circulative and Intensive Use of Hot Spring Resources in a Eco-friendly Manner, Ocean Therapy and Building of Health, Development on Taiwan's Hot Spring Agriculture, Brand Marketing of Hot Spring Resort Hotels, etc. The event organizer introduced to journalists that currently the Ocean Spring Town of China is establishing a hot spring cultural system, designing hot spring products with more perfection, digging into the culture, etiquette, history, tales about ocean spring, thus to form an association and packages of rituals, icons, cultures and products. They are hoping to comprehensively forge the brand of the Ocean Spring Town of China and realize industry upgrading based on Hot Spring Plus through holding a series of high end events like Qingdao International Ocean Spring Forum and breeding festival brands like Qingdao (Jimo) Ocean Spring Festival.

会议期间还将举办青岛国际“温泉小镇”发展大会、《重大项目签约》《古城温泉文化沙龙》《即墨特色健康产品展览》以及《民俗文化展演》等多项重要活动。

On the sidelines of the forum will also take place World Hot Spring Towns Development Forum(Qingdao), signings of major projects, Ancient City Culture Salon, Jimo Special Healthy Products Exhibition and Folk Culture Performance, etc.

**论坛关键词：**

## Forum Key Words:

### 健康 Healthy

“健康”是即墨温泉小镇健康、养生的概念。作为本次论坛活动的第一个首要关键词，迎合国家近年来的大力推广全民健康生活等概念，以“健康+”“温泉+”为核心，彰显即墨溴盐海温泉独特的理疗、健康、养生、保健特性，助推中国海洋温泉小镇品牌建设，推进即墨温泉健康、积极的品牌形象推广。

Healthy reflects the concepts of health keeping and health building of Jimo. Be in line with the national healthy life trend in recent years, it's put to the first key word of this forum, with *health plus* and *hot spring plus* at its core, showcasing the unique healthy features of Jimo's bromine salt ocean spring, thus help to build Jimo's brand of the Ocean Spring Town of China.

### 活力 Invigorated

“活力”一词指即墨城市发展近年来迈入新台阶，随着蓝色硅谷、汽车城、商贸城、古城等一大批项目的建设发展，即墨这座千年商都焕发出新的活力。通过温泉小镇及一系列旅游产业的发展，与“健康+”概念相呼应，吸引全社会的广泛关注。

Invigorated reflects the new vigor of Jimo, a millennial business center, with recent years' new steps of big projects like Blue Silicon Valley, Automobile City, Business and Trade City and Ancient Jimo City, etc. Now with the development of hot spring town and a series of tourism business, we will attract wide attention echoing the concept of Health Plus.

### 联动 Interconnected

“联动”是以温泉为基点，与相关产业如农业、工业、住宿、餐饮、旅游、科技及民生、文化相结合，综合推进即墨全业态、全域旅游发展。

Interconnected means to base on hot spring, and combined with sectors like agriculture, manufacture, accomodation, restaurants, tourism, science and technology, people's livelihood and culture, thus to push forward the comprehensive development of Jimo.

### 创新 Innovative

“创新”一词涵盖品牌创新、旅游形式创新等。带领社会由单纯的观光旅游转变为养生旅游、健康旅游，同时通过创新将即墨市逐渐由简单的城镇结构转变为旅游养生型新型区域，带动整个青岛东部区域的发展。

Innovative relates to innovations of brands and tourism forms. It aims to lead the trend from sight seeing to healthy tourism, while it also turns Jimo into a place for healthy tourism and a leader of development in east part of Qingdao.

## 新闻延伸：News Plus:

### 《世界海洋温泉即墨共识》JIMO CONSENSUS ON WORLD OCEAN SPRING

2016年10月17日至18日，“2016青岛国际海洋温泉论坛”暨首届中国青岛（即墨）海洋温泉节在即墨市举行。与会各方论坛围绕“享温泉，享健康，享生活”主题，深入探讨了关于国际温泉旅游业未来、温泉行业可持续发展、温泉旅游经营模式、海洋温泉康疗与民生健康等一

系列话题，并在促进产业化发展、加强务实合作等方向上达成以下共识：

共同促进温泉及相关行业资源循环利用及可持续发展研究。积极开展温泉水资源循环利用科学研究、学术探讨及实践，增加温泉利用领域科技附加值，促进稀缺海洋资源可持续发展。

全面加强各海洋温泉相关产业交流、合作，努力推进温泉旅游及相关产业协同发展。充分发挥共识成员在温泉、尤其是海洋温泉领域的互补优势，鼓励交流技术和管理经验，重点推进海洋科技等领域的交流合作，联合建设先进技术开发运营温泉范本案例。

积极开展创新性学习，创新是温泉行业发展的不竭动力。迄今创新和技术给一些带来的(带来一些?)超快速变化，足以使温泉行业能够解决改革所带来的各种问题。展开创新性学习，用创新减少温泉行业改革发展中的摩擦损耗。

深入推进温泉星级创建行动，全面提高温泉服务质量。建立品牌、提升效益，共同促进温泉行业发展。全面加强在海洋温泉旅游资源开发、旅游环境推广、旅游方式创新、旅游产品及服务质量提升等方面的交流合作，努力推进温泉星级创建，深化海洋温泉产业链，增加海洋温泉附加价值。

持续组织“共同项目”的交流合作，努力建立可操作性强的长效机制。进一步发挥世界温泉及气候养生联合会的作用，将海洋温泉资源可持续利用、海洋温泉科研基地建设合作、海洋温泉产业企业家交流更多内容纳入交流合作范围，使城市间的交流发展不断深和具体化。

2016 Qingdao International Ocean Spring Forum and the First Qingdao (Jimo) Ocean Spring Festival took place from Oct 17<sup>th</sup>-18<sup>th</sup>, 2016 in Jimo. With the theme of *Enjoy Hot Spring, Health and Life*, participants made in-depth discussions on a series of topics, such as the future of international hot spring tourism, the sustainable development of hot spring business, the business models of hot spring tourism, hydrotherapy of ocean spring and people's health keeping, etc, and in regard of promoting the business and enhancing cooperation they reached the following consensus:

To promote research on circulative use of resources and sustainable development of hot spring and related business in concerted efforts. To actively conduct the research on circulative use of water resources of hot springs, relative academic exploration and practise, the realization of added value utilizing hot spring, the promotion of sustainable development of rare marine resources.

To comprehensively promote exchange and cooperation on ocean spring and related sectors, strive to push the coordinated development of interconnected businesses. To make Consensus participants fully play their respective advantages in hot spring especially in ocean spring and encourage the exchange of technology and management experience, focusing on the exchange and cooperation in marine science and technology and co-building pilot example on hot spring managed with advanced technology.

To actively conduct innovative learning, as innovation is the lasting motivation of the development of hot spring business. So far the fast changes brought by innovation and technology are enough to solve various problems accrued in the reform of hot spring business. Innovative learning could reduce the loss of hot spring business in the course of reform.

To deepen the action of star hot spring establishment and level up overall service quality. With brand building and profit lifting, to develop hot spring business in concerted efforts. To strengthen exchange and cooperation on development of ocean spring tourism resources, marketing of tourism environment, quality promotion of tourism products and services, strive to promote the establishment of star hot spring, deepen the business chain of ocean spring and add up on the added value of ocean spring.

To keep conducting the exchange and cooperation of communal projects and to establish a long term mechanism with strong feasibility. To let FEMTEC play a bigger role and to include more cooperation such as sustainable use of ocean spring, ocean spring research center building and ocean spring business leaders exchanges, etc., thus leading the exchanges among cities to a deeper and more detailed level.

## 《即墨市海洋温泉健康养生医疗报告》 Jimo Ocean Spring Index Report

根据日本 CRC 食品环境卫生研究所（有确切名称么？没查到啊网上）实地取样检测，即墨海洋温泉出水平均水温超过 70°C 度，含有氯、钠、钙、锶、溴、氡等 30 多种微量元素和矿物质，是目前世界上稀有的典型海洋温泉。

According to the datas of CRC Food and Environment Health Center in Japan from on site samples, the average water temperature of ocean spring of Jimo is over 70°C, with over 30 kinds of microelements and mineral substances such as chlorine, sodium, calcium, strontium, bromine and radon, etc, making it the world's rare typical ocean spring.

该温泉的特点是温热作用温和，副作用少，可使人体得到全面放松，安定副交感神经，缓解精神压力，促进血液循环，将人体内因疲劳或种种压力而造成的生物紊乱等调整成正常的健康状态，从而增强活力，补充身体的元气。

This type of spring is mild in heating, with few side effect it could put the patient to total relax and stabilize parasympathetic nerve, reduce psychological pressure and help the circulation of blood, thus to restore health and vigor from biological disorder caused by tiring and various reasons.

从医学角度讲，该泉一般适应肌肉以及关节的慢性疼痛或僵直（关节风湿症、变形性关节炎、腰痛神经痛、老年性肩周炎、跌打损伤、挫伤等的慢性期（疾病？））、运动性瘫痪引起的肌肉僵硬、畏寒症、割伤、末梢循环系统障碍、肠胃功能低下（胃积食、肠气存积等）、轻度高血压、糖耐量异常（糖尿病）、轻度高胆固醇血症、轻度哮喘或肺气肿、痔疮痛、自律神经失调症、由精神压力引起的各种症状（失眠、沮丧、抑郁等）、皮肤干燥、病后恢复、解除疲劳、杀菌消毒。饮用时可增进胃液分泌，对便秘、慢性胃炎、消化器官疾病等有很好疗效。

From a medical perspective, this spring generally fits to cure chronic ache or spasticity of muscles or joints such as articular rheumatism, arthritis deforman, lumbago neuralgia, senile periartthritis of s houlder, traumatic injury and contusion, spasticity from motor paralysis, cold fearing, cut wounds, peripheral circulatory system obstacles, gastrointestinal malfunction such as stomach overload and intestinal gas deposit, mild high blood pressure, abnormal glucose tolerance(diabetes)、mild hypercholesterolemia, mild asthma or emphysema, haemorrhoid, autonomic imbalance, various pressure imbalance like insomnia, dismay and depression, xerosis cutis and helps with recovery、fatigue relief, sterilization and disinfection. When drinking it, one could improve gastric secretion thus could better cure constipation, chronic gastritis、digestive disease,etc.

根据专业检测分析，即墨市温泉街道的海水温泉具有医疗价值，适合发展休闲、健康、养生、医疗等产业。

According to professional analysis, the ocean spring of Jimo has a medical value, making the origin town a good place for leisure, health building and keeping, medical care, etc.

## 《关于设立海洋疗法研究中心等的合作备忘》

### MOU on Establishing Ocean Hydrotherapy Research Center

在 10 月 17 日举行的青岛国际海洋温泉论坛上，世界温泉及气候养生联合会和即墨市人民政府共同签署了《关于设立海洋疗法研究中心等的合作备忘》。双方同意，世界温泉及气候养生联合会将组织引导欧洲海洋温泉专业研究中心与青岛海洋科学与技术国家实验室进行合作，成立世界温泉及气候养生联合会海洋疗法（中国）研究中心，共同推广和普及海洋疗法，

研发相关的技术和产品；世界温泉及气候养生联合会将引荐和指导意大利 RIMINI FIERA 公司与国内专业公司合作，策划一年一度的亚洲温泉健康展会；世界温泉及气候养生联合会将推进米兰大学及欧洲其它高校与即墨市高校在温泉疗法、海洋疗法等领域开展交流、培训、招生等工作，为中国培养海洋温泉健康养生方面专业人才；双方还同意，选址适当位置并引入相关投资方，共同建造一个达到国际先进水平、具有良好示范作用的海洋疗法中心，作为中国乃至亚洲推广海洋疗法的基地。

On Oct 17th's Qingdao International Ocean Spring Forum, FEMTEC and Jimo co-signed an MOU on Establishing Ocean Hydrotherapy Research Center and Introducing Hot Spring Health Exhibitions. Both sides reached consensus on establishing FEMTEC Ocean Hydrotherapy Research Center (China), which will be cooperated by professional ocean spring research centers from Europe and Qingdao National Laboratory for Marine Science and Technology, to publicize ocean therapy and develop relative technology and products. FEMTEC will recommend and guide the cooperation between RIMINIFIERA company from Italy and professional companies from China, thus to prepare the annual Asia Hot Spring Health Exhibition. FEMTEC will promote cooperation between Milan University along with other European universities and those in Jimo on hydrotherapy and ocean therapy in terms of exchanges, training and recruiting thus to provide China with professional talents on ocean therapy. Both sides also agree to select a proper place and bring in proper investors to build a world class Ocean Hydrotherapy Center to become the leading base of ocean therapy for China and beyond.