

长江黄金邮轮 宝典

Bible of Yangtze River
Golden Cruises

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当今世界，人们关注可持续发展，关注人与自然的和谐共生，关注人的身心健康，人们的旅游行为也相应变得“求慢”，度假旅游日益兴起。因此，邮轮作为具有鲜明特色的度假旅游方式成为热点选择，邮轮被誉为“浮动的度假村”、“移动的微型城市”，迎合了现代社会人们追求身心放松的旅游目的，受到了越来越多的人喜欢。

邮轮旅游是我国支持发展的新兴业态。要实现国务院提出的将旅游业培育成国民经济的战略性支柱产业与人民群众更加满意的现代服务业这两大战略目标，迫切需要建设现代的、科学的旅游产业体系，而邮轮旅游是一种新兴的旅游业态，要全面打造长江三峡国际黄金旅游带，更加需要加快长江三峡大型豪华的国际化邮轮，推进长江三峡邮轮旅游提档升级。

长江黄金邮轮的发展得益于政府积极推动。重庆市人民政府提出“重庆旅游的核心是长江三峡，长江三峡的灵魂是大型豪华邮轮”，明确要求重庆旅游投资集团要迅速介入邮轮的发展，成为长江邮轮的标杆。为此，重庆旅游投资集团按照市政府的要求，在2010年初组建了重庆长江黄金游轮公司，经过三年的努力，打造了长江黄金系列邮轮，全面投入市场运营，收到了较好的社会经济效益。

打造长江黄金邮轮体现了重庆旅游投资集团的执行力。市政府决定由重庆旅游投资集团担当长江黄金邮轮的建造。任务下达的当天，集团公司就专题研究部署落实人员、落实目标、落实责任、落实资金、落实设计、落实建造。“长江黄金1号”邮轮从设计到上线运营，仅用了14个月时间，建造速度创造了同类型的长江邮轮建造史上的奇迹。这充分说明重庆旅游投资集团这个团队，包括旗下的重庆长江黄金游轮公司对打造长江黄金邮轮是给力的。特别是有几位同志值得一提，集团公司党委书记刘崇伟同志有曾在游轮企业工作的经验，负责长江黄金邮轮打造的组织指挥有方；现任集团公司总经理熊应林同志当时是集团公司

的副总经理兼任游轮公司的董事长，直接承担打造长江黄金邮轮的组织领导工作有力；集团公司财务总监司厚春同志，负责资金筹措确保打造长江黄金邮轮的资金到位工作有效；重庆长江黄金游轮公司总经理龚力同志，承办打造长江黄金邮轮的监造管理具体工作有为。

长江黄金邮轮是世界内河最豪华的邮轮。长江黄金邮轮在外观造型、功能布局、设施配套、整体结构及装饰等方面，融合了现代海上大型豪华邮轮和陆上五星级酒店的经典元素。长江黄金邮轮的建造标准，实现了精细化、智能化、人性化、低碳化。长江黄金邮轮是目前世界内河尺度最大、功能布局最完善、设施设备最先进、节能低碳最环保、乘客体验最舒适、商务活动最有效的内河豪华邮轮。

本书的主要内容包括：长江黄金邮轮至尊奢华，长江黄金邮轮三峡行，长江黄金邮轮经停主要景区，打造长江黄金邮轮的深刻背景，长江黄金邮轮的名称由来，打造长江黄金邮轮的决策过程，打造长江黄金邮轮的实施过程，长江黄金邮轮的上线营运，长江黄金邮轮的经营管理。本书写作构思由王永树提出，征求王传松意见后修改确定。本书共分九章，第三章、第四章由王永树和王传松共同撰写，其他各章都是王永树撰写的。本书前言部分的汉译英工作由西南大学杨芷汀负责。

写这本书的初衷有几点。一是为了推介长江黄金邮轮。长江黄金邮轮投入市场的时间不久，虽然在网络上、报纸上有一定的影响力，社会的认可度也比较高。但是，用一本书来系统地向社会宣传还没有。二是为顾客提供邮轮服务的需要。长江三峡的游客量不断增长，对长江黄金邮轮的需求越来越大。但是，很多游客对长江黄金邮轮的具体功能设施、服务内容、服务品质并不了解，本书为此作了全面介绍。三是建造邮轮对于重庆旅游投资集团来讲是一个全新的事业。长江黄金邮轮是长江邮轮的革命性变革，实现这样一项绝无前有的工程，意义非常重大，通过本书把长江黄金邮轮的监造过程真实记入史册，让集团公司的员工

了解长江黄金邮轮建造管理过程，有效激励全体员工。四是增强旅游从业者的兴趣。本人从事旅游多年来，越来越热爱旅游，作为重庆旅游投资集团的董事长，特别对自己亲自参与打造的旅游项目更是钟情，尽可能真实地写、务实地记、如实地摄。因此，这次我把长江黄金邮轮一件一件事记录下来，一张一张的照片拍摄下来，一次一次的工作检查反映出来。这也为今后撰写景区之类的书籍作一个探索。

这本书既是长江邮轮旅游的游客指南，又是邮轮建造管理的实践手册，更是长江黄金邮轮的历史记载。从本书的内容来看，有长江三峡景区的推介，有长江黄金邮轮服务设施的介绍，这适合需要了解长江三峡、游览长江三峡的广大读者。特别是打造长江黄金邮轮过程的记述和长江黄金邮轮经营管理的论述，对于研究长江邮轮经济的学者、关心邮轮建造和经营管理的读者有着重要的阅读价值。

关于本书的书名，笔者事先考虑了好几个，但都不理想。在2012年11月1日晚上，市委宣传部副部长周勇教授认为根据本书的内容，建议以“宝典”为主题比较适合，就这样书名确定为《长江黄金邮轮宝典》。

本书在写作过程中，重庆旅游投资集团办公室程序、曹雷、蒋艳、冉宇同志，重庆长江黄金游轮公司龚力、余阳毅、周立早同志，在收集整理部分资料工作中提供了帮助和支持，在此一并表示感谢！同时，也十分感谢大力支持本书出版的重庆出版集团，尤其是编辑设计出版工作者。



2012年11月1日

Nowadays people tend to pay more attention to sustainable development, the harmony between human and nature, sound development of body and mind. Therefore, the tourism behaviors are becoming 'slowness pursuing' while the industry of holiday tourism is rising. Being considered as 'floating holiday resort' and 'moving micro-city', cruises are popular among tourists as they meet the demand for relaxation of both body and mind in modern tourism process.

Cruises tourism is the emerging industry supported by our country. There is an urgent need to build a modern and scientific system of tourism industry in order to achieve the goal of developing this industry into a strategic pillar one of our national economy and a more satisfactory one among citizens in the perspective of service proposed by the state council. As being an emerging form of tourism, there is an even more urgent need to speed up the construction of international super large luxury cruise ships and the updating of cruises tourism in order to build the International Golden Tourism Belt in the Yangtze Three Gorges area.

The development of the Yangtze River Golden Cruises benefits from the promotion of the government. As indicated by Chongqing Municipal People's Government, 'the core of tourism in Chongqing is the Yangtze Three Gorges area while the soul of the Yangtze Three Gorges is large luxury cruise ships', it is made clear that Chongqing Tourism Investment Group needs to intervene in the development of cruises tourism and become the model in this field. In accordance with the requirement of the municipal government, the Chongqing Yangtze River Golden Cruises company was founded by Chongqing Tourism Investment Group in the beginning of 2010. After three year's efforts, the Yangtze River Golden Cruises series have been constructed and put into market operation and received great social economic benefit.

The construction of the Yangtze River Golden Cruises has shown the great executive capacity possessed by Chongqing Tourism Investment Group. Our group had the special meeting to make arrangement about the staff, the goal, the responsibilities, the fund, the design and the construction of Yangtze River Golden Cruises on the exact same day that the municipal government decided to assign the task to us. It only took 14 months for the Yangtze River Golden Cruises from designing to being put into operation. The speed was a miracle in the construction history for the same types of Yangtze River cruise ships. It provides sufficient proof that Chongqing Tourism Investment Group including Chongqing Yangtze River Golden Cruises Company are gelivable. Several members of our staff are worth mentioning. Liu Chongwei, the secretary of Party committee in Chongqing Tourism Investment Group, did a good job in commanding the construction

process; Xiong Yinglin, being the vice manager and director of the Group at that time and the general manager now, was responsible for organizing the project; Si Houchun, the CFO of the Group did well in the financing of the project; Gong Li, the general manager of Chongqing Yangtze River Golden Cruises Company, finished the task of supervision well. The Yangtze River Golden Cruises are the most luxury cruise ships in inland rivers all over the world. There is a great combination of classical elements from both large luxury ocean liners and five-star overland hotels in the perspectives of exterior, function, facilities, architecture and fitment. The construction of Chongqing Yangtze River Golden Cruises has met the standard of being refined, intelligent, personalized and low-carbon. The Yangtze River Golden Cruises are the luxury cruise ships with the largest size, the most perfect functional layout, the most advanced facilities, the most effective energy saving and low carbon and environment-friendly, the most comfortable tourism experience and the most suitable places for business activities provided in inland rivers.

The main contents of this book include the introduction of the feature of our super luxurious cruises, the range of service covered in the Yangtze Three Gorges trip, the stopover places of interests, the deep background of the construction of the cruise ship, the origin of the name of The Yangtze River Golden Cruises, the strategic decision making process, the whole process of the construction, the launch steps and the management of the Yangtze River Golden Cruises. The idea of writing this book was proposed by Wang Yongshu. Several modifications have been made after Wang Yongshu seek advice from Wang Chuansong. There are nine chapters in this book. Chapters 3 and 4 are co-written by Wang Yongshu and Wang Chuansong while the rest of the book is written by Wang Yongshu. Yang Zhiting (currently working in Southwest University) is responsible for translating the author's preface into English.

There are several reasons for me to write this book. The first reason is for the introduction and promotion of the Yangtze River Golden Cruises. There is no systematic way to introduce and promote the cruises to the society in the form of a book in spite of the influence and recognition of it on the internet and in the newspaper after only a short time of its launch. The second reason is the consumers. The demand for the Yangtze River Golden Cruises is higher because of the increasing number of tourists in the Yangtze Three Gorges area. However, many tourists have no idea about the exact functional facilities as well as the contents and qualities of our service which can be found introduced in this book in details. Thirdly, the construction of the Yangtze River Golden Cruises is a whole

new area for Chongqing Tourism Investment Group. Our cruise ships are in fact a revolutionary reform in respect of cruise vessels. It is of the utmost importance to record the construction of the Yangtze River Golden Cruises through this book in order to make sure the staffs of Chongqing tourism know the process and are motivated. Fourthly, my interest in tourism urges me to write this book. I become more and more interested in tourism after being working in this industry for many years. As the CEO of the Group, it is my pleasure to write, record and photograph authentically of details of those tourism projects that I have took part in the development process. Therefore, I recorded the big events, took pictures and reviewed my work inspection records during the construction of the Yangtze River Golden Cruises, hoping this would provide clues for further books about tourism resorts.

This book could be regarded as a guide for the tourists, a practical booklet for cruise ship construction, and most importantly the historical record of the Yangtze River Golden Cruises. According to the contents of this book, the recommendation of the Yangtze Three Gorges area and introduction of the service facilities of our cruises would be useful to readers who want to know and visit the area. The illustration of the construction process and the analysis of the management principles of the Yangtze River Golden Cruises could even provide valuable information for scholars who concern the economic effect of the cruises and readers who could like to know more about construction and management stuff of cruise vessels.

I have considered several titles for this book which were not ideal. On the night of November 1 in 2012, the Professor Zhou Yong who is the vice minister of Chongqing Municipal Party Committee Propaganda Department, considered the word 'Bible' seemed more suitable based on the book contents. This is how the name of this book was set.

I wish to record to my thanks to Cheng Xu, Cao Lei, Jiang Yan and Ran Yu from the administration office in our Group, Gong Li, She Yangyi and Zhou Lizao from Chongqing Yangtze River Golden Cruise Company for offering help with collecting and organizing research materials in the process of producing this book. Meanwhile, I wish to express my deep appreciation to Chongqing Publishing Group, and other relevant editors and graph designers who have strongly supported the publication of this book.

Wang Yongshu
Nov. 1, 2012

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长江黄金邮轮宝典

Bible of Yangtze River Golden Cruises



长江黄金邮轮宝典

Bible of Yangtze River Golden Cruises



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第1章

长江黄金邮轮至尊奢华

长江黄金邮轮在外观造型、功能布局、设施配套、整体结构及装饰等方面，融合了现代海上大型豪华邮轮和陆上五星级酒店的经典元素。长江黄金邮轮布局有总统套房、中西餐厅、观景酒吧、商业街、网吧、书吧、影剧院、多功能厅、儿童乐园、直升机停机坪、同声传译等多种商务休闲和娱乐设施，充分借鉴70多个海上邮轮独具的特色元素，其减振降噪、新风环保系统及全船舒适性是目前世界内河邮轮顶级配置。

长江黄金邮轮的风格造型，突出了每艘邮轮的个性化，展示了不同风格，适应不同消费者的审美和价值取向。外观造型、立面色彩、平面布局、装修装饰不搞一个模式复制，展现多元化、多姿多彩。中式、欧式、带商业街的、不带商业街的，各种元素都得到体现。长江黄金邮轮的建造标准，实现了精细化、智能化、人性化、低碳化。

长江黄金邮轮是目前世界内河尺寸最大、功能布局最完善、设施设备最先进、节能低碳最环保、乘客体验最舒适、商务活动最有效的内河豪华邮轮。

长江黄金邮轮 外观大气磅礴

不是所有的游轮都可以自信的称其为“邮轮”，一字之差，天壤之别。“长江黄金”系列邮轮从最初的构想到如今的问世，早已注定了它的不凡传奇。









YANGTZE GOLDEN CRUISES

» 长江黄金邮轮

