

Our target --- an influential country by 2040

There are two main aspects for evaluation of an influential country: the Economic strength and good popularity. the influential countries could be a small one. I believe Ireland will achieve this target in the coming decades. here I would like to submit my point of views as following:

1. Take tourism as the first pillar industry

Tourism is the sustainable and high speed development industry in world economy, as early as 1990's, tourism already surpass petroleum industry and automobile industry and became the world biggest industry.

Economic development usually cause the destruction to the environment , tourism is the most friendly industry to natural resources. secondly, tourism can bring along the development of related industries and employment. Ireland enjoy abundant natural tourism resources, has favorable advantage conditions to develop tourism industry.

In 2015, there was around 8.6 million tourists visited Ireland. but in the same year, 26.7 million in Austria, 26.5 million in Greece, 16.7 million in Poland, 32.1 million in Mexico, 15.2 million in South Africa, 18 million in Saudi Arabia, 25.7 million in Malaysia, 13.2 million in South Korea, 26.7 million in Hong Kong, 14.3 million in Macau, 12.1 million in Singapore.

It is quite clear that Ireland has big potential and should be on the first rank of tourism countries in the world, because Ireland has better natural tourism resources than above countries.

Take tourism as the pillar industry will also bring many advantages to the country and people:

■ Tourism will promote the popularity of Ireland

Irish is a great nations, its civilization begins 7000 years ago. But Ireland locate in a remote corner of Europe, it is famous in Europe, but not in China and in other far countries. for example, when talking about Ireland, many Chinese people would mix it with New Zealand and UK.

I have been to around 30 countries, I think Ireland is the best and most beautiful country for tourists as Ireland possess almost all the catching eyes elements for tourists. Ireland is wonderful for tourists in all seasons, even in winter. there are many countries suffer from long time cold and colorless circumstance in winter times. but in Ireland, tourists can enjoy the vast of green land and colorful natures as well as mild weather.

At present, Irish tourism market is far from developed, at least to China and Asia where is the most economic vitality area in the world. there is no direct flight from Ireland to China, we have some tourist routs to Ireland, but most of them are combined with the routs to UK. the days staying in Ireland take very little part of the whole journey, for example, a 10 days tour to UK and

Ireland, the tourists only come to Dublin and Belfast together maximum for 2 days.

In order to attract more tourists, we need more confidence on our natural tourism resources and climate. we need more investment in tourism facilities. We need more propaganda and promotions in different countries, we need develop various tourist items. Local government need play active roles

- Bring along Irish economy developing evenly

Ireland our plan 2040 encourage the even development throughout the country. tourism industry will implement this strategy. there are a lot of fantastic natural scenery all over the country, many of them locate in the remote and economic backward areas. developing tourism will help local people find jobs, get more income, improve local economy.

- Bring along related industries development

The tourism industry will lead and help related industries development, for example, the transportation, construction, accommodation and hotel, food industry and restaurant, promote the development of light industry, commerce, agriculture and sideline products. tourism also will bring along employment in related industries.

- Social advantages

Tourism industry will help protection of local culture heritages, Ireland is a country with long history, tourism will help local government and people to maintain and inherit Irish culture and traditions.

- Promote and attract more foreign investment,

Ireland is a very popular country attracting foreign investment and it is called the “Europe silicon valley”, developing tourism will help worldwide people better know Ireland and bring along more investment to both tourism and other fields.

2. Keep Ireland as the clean and safe land on the earth

Ireland is a beautiful and peaceful country, in the cities you don't see policemen with guns. all of these are the highlight of our promotion on marketing and attract tourists. nowadays the world changes a lot, unstable factors getting more and more. Europe continent is no more a peace area, the refugees issue has become the big difficulties facing EU countries in the coming years.

US president Trump's executive order of Muslim ban is criticized by many countries and people. but I don't think it is the whim of Trump and these anti foreign measures will get spreading in

future in the European countries. we must be carefully study the world situation and make right policies, avoid the mistakes occurred in big European countries. update the laws and regulations and strengthen enforcement. the new regulation on drunk driving is a good practice. we must keep Ireland as the clean and safe land on the earth, since it is one of the most facts to attract tourists.

3. The challenge and chance

The world is getting more complicated, the difficulties facing us is also getting more and more. For example, EU would begin secession in near future and Euro face a danger of quitting. we will see more conflict and terrorist attacks in big European countries, those big countries and USA will face crisis.....

All of these bring the nightmare to the world, but meanwhile it could be the chance to Ireland. thanks to Ireland is a small country, if we adopt right measures, the negative impact to Ireland could be limited to the minimum. on the other hand, "Irish economic engine running doesn't need as much fuel as big countries".

we must focus on our own strategy, developing tourism industry which will fill the shrinking space of other industries and investment caused by world crisis.

If we enjoy good economic development meanwhile we have beautiful and peaceful environment. Ireland will become the hotspot of the world, more and more investment and talents will arrive to Ireland, pushing Ireland economy with faster speed.

we are influential country, but we don't intend to influence other countries. that means Ireland maintain neutrality. maintain low profile in international affairs.

I don't see good future in the world, but I'm confident on the future of Ireland.

Thanks and Kind regards

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