

天使之城——洛杉矶
City of Angels-Los Angeles



Fragrant Hills Tourism Summit 2017

洛杉矶香山旅游峰会

世界旅游城市联合会联合主办 “城市旅游绩效研究”专题研讨会

联合国世界旅游组织—世界旅游城市联合会“城市旅游绩效研究”专题研讨会
先后在中国天津及阿根廷布宜诺斯艾利斯举行

联合国世界旅游组织—世界旅游城市联合会“城市旅游绩效研究”项目由世界旅游城市联合会与世界旅游组织共同发起设立，涉及全球 16 个城市。该研究旨在为全球城市旅游发展建立共同的分析框架，并在此基础上分享经验，促进城市旅游产业的可持续发展。

2017 年 9 月 2 日及 9 月 26 日，联合国世界旅游组织—世界旅游城市联合会“城市旅游绩效研究”专题研讨会先后在中国天津梅江会展中心和阿根廷首都布宜诺斯艾利斯召开。

天津研讨会由联合国世界旅游组织 (UNWTO)、世界旅游城市联合会 (WTCF) 和天津市旅游局联合举办。有来自英国、日本、韩国以及北京、杭州、澳门等地十余位旅游业界专家参会。世界旅游城市联合会副秘书长严晗先生、联合国世界旅游组织目的地管理部门负责人 Esencan 女士以及世界旅游城市联合会专家委员会副主任 Roger Carter 先生、特聘专家宋瑞女士出席了本次研讨会。

布宜诺斯艾利斯研讨会由世界旅游组织和布宜诺斯艾利斯旅游局等单位共同主办，来自联合国世界旅游组织、世界旅游城市联合会、阿根廷旅游部、布宜诺斯艾利斯旅游局、巴西旅游部门及西班牙旅游部门等机构的一百多位代表参会。

城市旅游被认为是刺激城市经济增长的一种经济活力，主要优势体现在其对 GDP 产值的贡献、创造就业机会、增加外汇收入和服务出口等方面。进行城市旅游目的地绩效研究，对于发现每个城市旅游领域需要改进的方面、促进城市旅游业发展十分必要。

自 2015 年起，世界旅游组织与世界旅游城市联合会携手共同开展了世界城市旅游绩效研究项目。该项目的主要目标就是通过设定一套可以在全球范围内检测城市绩效表现的标准，尽可能地获取城市数据，并为目的地旅游管理者制定政策提供依据。两年来，UNWTO 和 WTCF 在全球遴选出具有良好旅游表现的 16 个城市，选取方向，收集数据，展开调研，总结经验，形成可以衡量的标准、可以参考的模式，并在全球旅游城市中推广。



天津活动现场
At the Forum



布宜诺斯艾利斯研讨会现场
At the Forum



来自世界各地的旅游业专家参加天津研讨会
Tourism Experts attended the event

天津研讨会共分享了天津、北京、杭州、东京、札幌以及首尔等 6 个城市的旅游绩效案例。

世界旅游城市联合会副秘书长严晗先生在天津研讨会开幕致辞中表示，联合会成立 6 年来，始终坚持以“旅游让生活更美好”为核心理念，倡导城市可持续发展，推动城市和机构间旅游合作，推动旅游城市的经济发展与市场繁荣。这几年，联合会所做的诸多工作都是围绕旅游城市和城市的旅游发展展开，包括连续开展世界旅游城市评价研究，主持推动旅游城市品牌评价国际标准研究起草等。分析城市旅游发展绩效及其影响因素，探索旅游城市具体提升路径，是联合国世界旅游组织 (UNWTO) 与世界旅游城市联合会 (WTCF) 的共同兴趣，也是共同责任。我们期望，通过这样一项全球性研究，达到但不限于如下三个方面的作用：一是，为观察和评价城市的旅游发展提供共同的框架；二是，为案例城市提升自身绩效找到具体的着力点；三是，为城市之间相互借鉴提供系统的经验。希望通过该项研究，总结不同城市的旅游发展经验，促进城市之间的相互学习、交流乃至合作。

在布宜诺斯艾利斯研讨会开幕式上，宋瑞研究员代表世界旅游城市联合会介绍了该项目的背景和总体情况，并作为首席专家在第二个讨论环节分享了北京案例的研究成果。

WTCF Co-Hosts the "Study of World Tourism Cities Performance" Seminar

UNWTO-WTCF "Study of World Tourism Cities Performance" project was co-sponsored by UNWTO and WTCF. 16 cities from around the world were involved in the project. The study aimed to establish the common analytical framework for the development of world tourism cities, based on which, allowed them to share the experience and promote the sustainable development of city tourism industry.

On September 2 & September 26, the UNWTO – World Tourism Cities Federation (WTCF) City Tourism Performance Research Workshop was launched in Tianjin Meijiang Convention Center in China, & in Buenos Aires, Argentina.

Tianjin Seminar organized by UNWTO, WTCF and Tianjin Tourism Administration. The research was conducted by a dozen of experts from Chinese cities including Beijing, Hangzhou and Macau, and from the UK, Japan and



世界旅游城市联合会副秘书长严晗先生在天津研讨会开幕式上致辞
Yan Han, Deputy Secretary-General of WTCF, delivered a speech at the opening ceremony



世界旅游城市联合会特聘专家、中国社会科学院旅游研究中心主任宋瑞女士在天津研讨会上做北京市案例研究分享
Song Rui, Member of the WTCF Expert Committee and Director of Tourism Research Center of Chinese Academy of Social Sciences (CASS), presents her research on the tourism performance of Beijing.



世界旅游城市联合会专家委员会副主任 Roger Carter 先生做天津市案例研究分享，并主持研讨会沙龙论坛环节
Roger Carter, Vice Director of the WTCF Expert Committee, presents his research on the tourism performance of Tianjin and moderated the panel discussion.

Korea. Mr. Yan Han, Deputy Secretary-General of WTCF; Ms. Esencan Terzibasoglu, UNWTO Program Director Destination Management and Quality; Dr. Roger Carter, Vice Director of the WTCF Expert Committee; and Prof. Song Rui from CASS were invited to attend the Workshop.

Buenos Aires-The UNWTO-WTCF "Study of World Tourism Cities Performance" Seminar, organized by UNWTO and Buenos Aires City Tourist Board. More than 100 representatives from UNWTO, WTCF, Argentina Tourism Bureau, Buenos Aires City Tourist Board, Brazil Tourism Bureau, and Spanish Tourism Bureau attend the seminar.

City tourism has been considered as a powerful engine for the local economic development of cities by creating job opportunities, increasing foreign currency revenue along with its contribution to GDP and services exports. It is essential to monitor city tourism performance and to find the areas for improvement for each individual city. UNWTO and WTCF jointly launched "City Tourism Performance Research" in 2015, an instrument with a set of criteria that can be used globally to benchmark tourism performance and streamline the decision-making process for policy makers. Over the two years, 16 cities across the world were selected for their favorable performance. With a clear objective and with a standardized survey process, which includes data collection, field research, and tourism development experience, a comprehensive list of performance criteria that can be used worldwide, which has a link to policy making, has been built.

Cases of tourism performance studies in Tianjin, Beijing, Hangzhou, Tokyo, and Sapporo were discussed at Tianjin Workshop.

In a speech delivered at the Opening Ceremony, Yan Han, Deputy Secretary-General of WTCF, said that over the past 6 years, guided by its core vision of "Better City Life through Tourism", WTCF had committed itself to the sustainable development of cities, creating a better link between cities and organizations, and promoting prosperity of tourist destinations. Destination development and the tourism industry were at the top of the agenda of WTCF over the past 6 years, during which, consecutive surveys of tourism performance and researches on the evaluation standards of a city brand were conducted on a regular basis.

UNWTO and WTCF, bounded by their deep sense of duty as well as a common interest, strive to upgrade the tourism industry by conducting quality research on city tourism performance and its impact.

The objective of this global research includes, but is not limited to, measuring and benchmarking the performance of cities, improving the tourism performance of individual cities, and enhancing mutual understanding of cities involved in the initiative. It is hoped that a partnership characterized by mutual learning, mutual exchanges, and cooperation between cities will be forged through this joint endeavor.

Song Rui, special advisor with WTCF, was invited to attend the Buenos Aires seminar. She introduced the background and general situation of the project on behalf of WTCF and she also shared the research result of the Beijing case in the discussion session as the chief expert.



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