

五年深耕 砥砺前行



A Five-Year Journey of
Dedication and Perseverance



World Tourism Cities Federation Rabat & Fez Fragrant Hills Tourism Summit Opening Ceremony

世界旅游城市联合会2015拉巴特非斯香山旅游 开幕式



Rabat & Fez, Morocco
拉巴特 & 非斯, 摩洛哥
21 September, 2015

WTCF
世界旅游城市联合会



World Tourism Cities Federation
Rabat & Fez Fragrant Hills Tourism Summit 2015
Diversity and Sustainability

世界旅游城市联合会2015拉巴特非斯香山旅游峰会

多元化与可持续发展

Rabat & Fez, Morocco
Rabat & Fez
20-21 September, 2015



世界旅游城市联合会 发展历程

WTCF'S JOURNEY
OF DEVELOPMENT





2012 ~ 2017

世界旅游城市联合会是由北京倡导发起，携手众多世界著名旅游城市及旅游相关机构自愿结成的，世界首个以城市为主体的全球性国际旅游组织。2012年9月15日在北京成立。联合会总部和秘书处设在北京，官方语言为中文和英文。

联合会以“旅游让城市生活更美好”为核心理念，为会员提供旅游全产业链服务，推动会员之间的交流合作，推广旅游城市发展经验，宣传旅游产品和资源，促进全球旅游业繁荣发展。世界旅游城市联合会由58个会员共同发起，目前已经成长为拥有128个城市会员、65个机构会员以及6个分支机构的国际旅游组织，城市会员覆盖全球62个国家和地区，机构会员包括旅行社、传媒、机场、航空公司、酒店集团、邮轮、金融企业等。联合会在旅游业界的吸引力、服务力、引导力和影响力全面提升，被誉为成长最快的国际旅游组织。

未来，联合会将继续促进城市与城市、城市与机构和机构与机构之间的三个层面的共赢发展，竭诚为会员搭建更广阔的平台。

World Tourism Cities Federation (WTCF), which was voluntarily formed by famous tourism cities and tourism-related institutions in the world under the initiative of Beijing, is the world's first international tourism organization focusing on cities. Established on 15 September 2012 in Beijing, its headquarters and Secretariat of WTCF are based in Beijing, and Chinese and English are its official languages.

Guided by the core vision of Better City Life through Tourism, WTCF provides services to its members that cover the entire tourism industrial chain. It aims to facilitate exchanges and cooperation among members, spread the experience of tourism city development, promote tourism products and resources, and contribute to the development and prosperity of world tourism industry. Starting with 58 founding members, WTCF has now grown into an international tourism organization with 128 city members, 65 institutional members and 6 branches. City members cover 62 countries and territories. Its institutional members include travel agencies, mass media, airports, airline companies, hotel groups, cruise companies and financial firms. With its growing appeal, capacity, leadership and influence in the tourism industry, WTCF is credited as the fastest-growing international tourism organization.

In the future, WTCF will continue to promote win-win development between and among cities and institutions and build a wider platform for all members.



世界旅游城市联合会 在北京成立

2012年9月15日世界旅游城市联合会在北京成立，成立时共有58个会员，其中城市会员47个，机构会员11个。本届峰会上，联合会共安排了会员大会、首届理事会、成立大会暨北京香山旅游峰会、首届世界旅游城市博览会、专区交流、世界旅游城市电影展映活动、世界旅游城市北京美食汇、闭幕式等会议及活动。同时，世界旅游城市联合会会员大会通过了《世界旅游城市联合会章程》、会徽、会旗、标识物，并且全体与会代表一致通过了《北京宣言》。联合会总部和秘书处设在北京，官方语言为中文和英文。

Establishment of the World Tourism Cities Federation (WTCF) in Beijing

WTCF was established on 15 September 2012 in Beijing with 58 founding members, including 47 city members and 11 institutional members. The program of the summit included the General Assembly, First Council, WTCF Inaugural Meeting & Beijing Fragrant Hills Tourism Summit, World Tourism Cities Expo, Interactive Session, World Tourism Cities Film Festival, World Tourism Cities Beijing Gourmet Food Festival, Closing Ceremony and other meetings and events. At the same time, the General Assembly adopted the *Statutes of World Tourism Cities Federation* and its emblem, flag and logo. The representatives participating in the summit unanimously adopted the *Beijing Declaration*. WTCF has its headquarters and secretariat based in Beijing, and takes Chinese and English as its official languages.

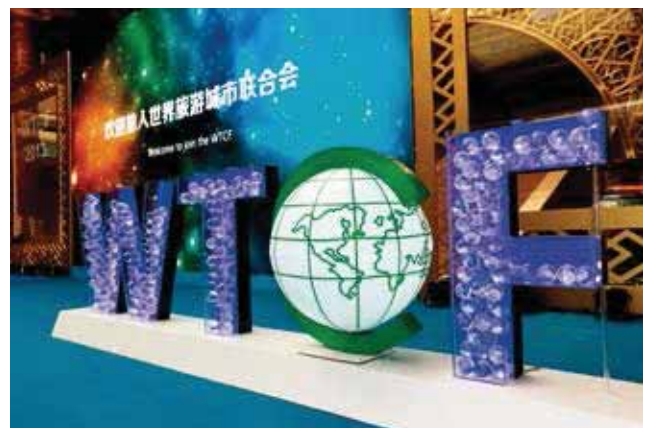


组织机构更加完善 会员均衡发展

经过五年的发展，世界旅游城市联合会相继成立了专家委员会、民航分会、旅游相关企业分会、媒体分会、邮轮分会、投资分会等六个分支机构，搭建了自媒体平台，促进城市与城市之间、城市与机构、机构与机构之间的合作，为会员做好服务工作。

Improved Organizational Structure and Balanced Membership Development

Through five years of development, WTOTF has set up the Expert Committee, Committee of Civil Aviation, Committee of Tourism-Related Businesses, Committee of Media



Organizations, Committee of Cruise Industry and Committee of Investment. The successful launch of WTOTF We-Media platform provides better services to members and boosts the cooperation between and among cities and institutions.



专家委员会

2013年6月25日,世界旅游城市联合会专家委员会在北京香山饭店成立。

专家委员会是世界旅游城市联合会的高级顾问咨询机构和智囊团体,由来自全球知名旅游机构和旅游院校的20位业界专家学者组成,旨在通过专家的学术研究活动,为联合会提供智力支持,为会员提供学术交流平台和信息推广平台。

2017年3月,在槟城举办的亚太旅游论坛上,按照《世界旅游城市联合会专家委员会章程》,召开了专家委员会换届会议,推选出以奥地利莫多尔大学校长卡尔·韦伯为主任,委员魏小安为首席专家的新一届专家委员会。



The Expert Committee

The Expert Committee of WTCF was established at Fragrant Hills Hotel, Beijing on 25 June 2013.

The Expert Committee is the top advisory body and think tank of WTCF, consisting of 20 experts and scholars from world-famous tourism organizations and academic institutions. It aims to provide intellectual support to WTCF based on the academic studies of the experts, and to serve as a platform for academic exchanges and information sharing among WTCF members.

In March 2017, on the occasion of the WTCF Asia Pacific Tourism Conference in Penang, WTCF held the re-election meeting of the Expert Committee in accordance with the "Statutes of the Expert Committee of World Tourism Cities Federation". Prof. Karl Wöber of Modul University, Austria was elected Chairman of the Expert Committee and Wei Xiao'an was elected as Chief Expert of the Committee.



民航分会、旅游相关企业分会、媒体分会

2013年世界旅游城市联合会北京香山旅游峰会暨世界旅游城市联合会第二届理事会在北京召开。开幕式上举行了世界旅游城市联合会民航分会、旅游相关企业分会和媒体分会的成立仪式。

◎ 民航分会

民航分会的主要职能是：跟踪研究行业发展动态，收集、发布行业信息，交流、共享最佳实践经验和新技术、新理念，制定、推广本分会内部服务标准和规范，为本分会会员提供相关培训、技术支持等服务，参与世界旅游城市联合会旅游评估和预测等工作，提高行业发展水平。

充分发挥桥梁和纽带作用，为本分会会员之间开展交流与合作提供便利、创造机会，共同探讨和谋划发展策略，推动世界旅游城市市场营销，协助、推动世界旅游城市联合会会员城市之间航线开通运营和升级优化，为旅客提供安全、便捷、舒适的服务，提升机场和航空公司的社会效益和经济效益。

通过世界旅游城市联合会搭建的工作网络，为本分会会员与政府、世界旅游城市联合会所属另外两个分会以及相关机构开展协商对话，建立联系渠道和反馈机制，维护行业和本分会会员的权益，争取更多支持和帮助，促进各方合作共赢。

与世界旅游城市联合会会员城市和旅行机构共同推动放宽过境免签政策，简化旅客出入境手续。

根据旅游及航空运输市场的发展和需求，遴选重点客源地，有针对性地开展宣传推介。参加世界旅游城市联合

会的活动，承办世界旅游城市联合会委托的有关事项，开展有益于行业发展的其他活动。

◎ 旅游相关企业分会

旅游相关企业分会致力于促进分会成员间的合作与协调，有效利用分会的信息、数据、活动、论坛平台等资源，提升旅游产品的宣传推广和服务延伸；

为分会成员提供专业服务，促进各成员逐步提升优质服务标准，建立规范的公共服务设施和标准体系；

建立分会成员间互惠互利机制，共塑市场，互送客源、同步宣传，加强旅游市场的开发合作；

推广分会成员成功的管理经验，协调成员间内部关系，协助解决本会成员间的矛盾和纠纷。纠正有损于市场的错误行为，推动采用优秀的商业运营和盈利模式；

积极创造分会成员与世界旅游城市联合会会员城市和其他行业组织进行沟通 and 协调的机会和平台；

调查研究旅游市场企业经营发展的状况，开展市场和发展趋势的评估，通过信息平台建立旅游资源和旅游运行数据库；

推动分会成员参加世界旅游城市联合会会员城市的旅游会议和展销活动。在会员城市开展培训和教育；

为分会成员创造额外的经营和发展空间及优势、便利的沟通渠道；

建立机制，维护分会成员的合法权益；

推进旅游安全保障机制的完善，建立分会成员在社会公众中的信誉和安全保障机制；

宣传和表彰分会成员的各种自愿捐助。

◎ 媒体分会

世界旅游城市联合会媒体分会是世界媒体宣传国际旅游业发展和城市发展的交流平台，以旅游为出发点的提升城市经济、文化发展的观察者、研究者、推进者。世界旅游城市联合会媒体分会同时还是联合会及城市会员、旅游及相关企业权威的智囊库和传播者，解决世界旅游城市及城市间的信息交流；是促进世界旅游城市间充分合作的媒介服务平台。

获取资源，加强与政府核心部门在采编资源、推介资源上的共享；加强宣传，跻身世界旅游组织顶层平台，与世界旅游城市，知名旅游机构形成合力，对旅游信息与咨询进行集中掌握；对北京香山旅游峰会进行深度、特色报道；对中外旅游产业发展进行持续深度关注、敦促与建言；研究会会员城市旅游发展战略，推广城市资源旅游化管理经验，协助制定城市旅游发展策略；协助建立城市间旅游市场互惠机制，加强旅游市场的开发合作。

作为世界旅游城市联合会媒体分会的成员，将享有：依托世界旅游城市联合会，获取更多政府资源和客户渠道；在国际旅游组织的平台上展现自身品牌形象；进入城市发展核心讨论层的机会与便利；世界旅游城市联合会推介资源广告投放的优先推荐；不同媒体多方位、多视角、多元化传播所形成的合力，突破单一媒体宣传瓶颈；在建的世界旅游城市体验中心与媒体的互动；举办每年香山峰会上的媒体分论坛；举办媒体分会每年专业的评奖活动；媒体联盟世界旅游城市考察活动；共同发布旅游消费趋势等多项权益。

媒体分会由全球15个知名媒体机构共同发起成立，目前拥有38个会员。



The Committee of Civil Aviation, Committee of Tourism-Related Businesses, and Committee of Media Organizations

In 2013, WTCF Beijing Fragrant Hills Tourism Summit & the Second Meeting of WTCF Council was held in Beijing. The establishment ceremony of WTCF Committee of Civil Aviation, Committee of Tourism-Related Businesses, and Committee of Media Organizations was also held at the opening ceremony.

Committee of Civil Aviation

The main functions of the Committee of Civil Aviation includes: tracking and studying the development trend of the industry, collecting and publishing industrial information, communicating and sharing best practices as well as new technologies and philosophy, formulating and promoting internal service standards of the Committee, providing

training, technical support and other services for its members, participating in tourism evaluation and forecast conducted by WTCF and improving the overall performance of tourism industry. The Committee offers convenience and opportunities for cooperation and exchanges with its role as a bridge and bond for members. The Committee will also discuss and make development strategy to drive the marketing of world tourism cities, provide assistance in opening and upgrading air routes between WTCF member cities, so as to provide passengers with safe, convenient and comfortable services, while increasing social benefits and economic effectiveness of airports and airlines as well.

Through the WTCF network, the Com-

mittee provides its members with the communication channels and feedback mechanism for consultation and dialogue with the government, the other two committees and relevant agencies, while protecting rights of tourism industry and Committee members and rallying more support and help, so as to promote win-win cooperation among different parties.

To simplify entry and exit procedures for tourists by proposing more flexible policies on visa-free transit based on joint cooperation with member cities of the WTCF and tourism agencies.

To conduct tourism promotion in selected sources of tourists according to current conditions and demands of tourism & air transportation markets. To join activities held by WTCF, undertake relevant assignments entrusted by WTCF and carry out other activities that support industrial development.

Committee of Tourism-Related Businesses

To promote cooperation and coordination among Committee members, take full advantage of information, data, activities, forum platform and other resources of the Committee, and upgrade promotion and service extension of tourism products.

To provide professional services to Committee members, help members gradually upgrade standards of quality services, and establish normative public service facility and standard system.



To establish mutual benefit mechanism among Committee members, jointly shape the market, promote sharing of tourists and simultaneous promotion, and enhance cooperation in the development of tourism market.

To promote successful management experiences of Committee members, coordinate internal relations among members, provide assistance for resolving frictions and disputes among Committee members, correct wrong actions with detrimental impact on the market, and push for the adoption of sound business operation and profit model.

To actively create opportunities and platforms for Committee members, WTTCF member cities, and other industrial organizations to communicate and coordinate.

To conduct survey and research on the conditions of enterprises operation and development in the tourism market, evaluate market and development trends, set up tourism resource and tourism operation database through information platform.

To encourage Committee members to attend tourism conferences and exhibitions organized by WTTCF member cities, and promote training and education in member cities.

To open up extra operation and development space for Committee members and create favorable and convenient communication channels.

To establish the mechanism for protecting the lawful rights and interests of

Committee members.

To advance the improvement of tourism security mechanism and establish the mechanism for ensuring the public credibility and security of Committee members.

To recognize and promote the voluntary contributions of Committee members.

Committee of Media Organizations

The WTTCF Committee of Media Organizations offers a platform for world media to release information about international tourism and urban development, and serves as an observer, researcher and propeller to promote the economic and cultural progress of cities from the tourism perspective. It is an authoritative think tank and messenger of WTTCF as well as its member cities and tourism and related businesses, which facilitates information communication among tourism cities around the globe. It is also a media service platform that enables full cooperation among these cities.

It aims to acquire resources to strengthen the sharing of material compilation and presentation resources with key governmental departments; step up publicity to join the ranks of leading platforms of global tourism organizations and form synergy with world tourism cities and famous travel agencies, ensuring full access to tourism information and consultancy; conduct in-depth and featured coverage of the Beijing Fragrant Hills Tourism Summit; continue

to follow, encourage and contribute to the development of tourism industry both at home and abroad; study the tourism development strategies of member cities, promote the experience in the tourism management of urban resources, and assist the formulation of urban tourism development strategies; assist the establishment of mutual-benefit mechanism of inter-city markets, and strengthen the development and cooperation of tourism market.

The members of the Committee are entitled to the following benefits: access to more government resources and client channels through the WTTCF platform; opportunities to present their brand image on the platform of international tourism organization; opportunity and convenience to take part in key discussions on urban development; priorities in the advertisement services of WTTCF; multi-dimensional, multi-perspective and diversified media coverage, breaking the constraints of single-media communication; interaction with the media at the World Tourism Cities Experience Center; Media Forum at the annual Fragrant Hills Tourism Summit; professional appraisal activities of the Committee every year; field visits of world tourism cities organized by the media alliance; joint publication of consumption trend on tourism.

Launched by the world's 15 well-known media organizations, the Committee of Media Organizations currently has 38 members.



邮轮分会

2016年5月16日,由世界旅游城市联合会、中国港口协会主办,青岛市旅游局、青岛市贸促会、青岛市北区人民政府举办的“世界旅游城市联合会邮轮分会成立大会暨第四届中国(青岛)国际邮轮峰会”在青岛召开。邮轮分会首批会员单位包括美国皇家加勒比、美国嘉年华、美国诺唯真、意大利地中海等10家世界知名邮轮公司;希腊雅典、西班牙巴塞罗那、阿根廷布宜诺斯艾利斯等16家邮轮旅游城市;加拿大维多利亚州港务局、中国香港启德邮轮码头、韩国仁川港湾公社等13家邮轮港口;中国国际旅行社总社、携程旅行网、途牛网、凯撒旅游公司等20家旅行社及OTA;上海海事大学亚洲邮轮学院、天津海运职业学院等9家邮轮院校以及22家其他邮轮相关企业机构。

13家邮轮分会理事单位代表签署了《世界旅游城市联合会邮轮分会青岛共识》,达成了“高品质的邮轮服务有助于提高邮轮产业的发展”“大力培育邮轮旅游市场是提高邮轮产业发展的重要源泉”“邮轮产业的发展能够推进旅游城市经济”“环境等相关产业链协调发展”“邮轮旅游服务将促进不同种族、不同文化历史的城市和地区间的友好交流和文明交往”等共识。

2017年6月召开了世界旅游城市联合会邮轮分会第一届理事会第二次会议。会上,经过理事单位的审核同意,俄罗斯滨海边疆区旅游局、法国马赛邮轮俱乐部、阿里巴巴/飞猪旅行、浦发银行蓝色经济金融中心等12家单位加入了世界旅游城市联合会邮轮分会。目前世界旅游城市联合会邮轮分会会员总数超过100家,成为中国境内最具国际影响力的邮轮行业组织。

◎ 分会宗旨

通过搭建以邮轮旅游为纽带的相关产业融合发展平台,加强邮轮旅游城市、邮轮港口、邮轮公司、邮轮相关企业之间的相互交流与合作,促进邮轮相关产业的共赢发展,提升邮轮港口城市的国际化水平和综合竞争力。

◎ 分会职能

(一) 搭建合作平台

创建服务于国际邮轮产业链的优势平台,有效开展为邮轮港口城市、邮轮公司和邮轮业相关企业的合作与交流,通过定期组织邮轮峰会、主题论坛、产品推介、市场推广、专家研讨、营销网络和体系等拓展活动,加强本分会会员间的交流与合作,扩大国际影响力,促进邮轮业与旅游业融合发展,提升邮轮港口城市的国际化水平和综合竞争力。

(二) 发布行业资讯

开展邮轮旅游行业相关数据统计分

析,建立邮轮旅游信息平台,定期发布邮轮旅游业资讯、邮轮旅游动态及邮轮旅游城市及港口旅游资源的发展等,为会员城市及市场和企业提供相关参考。

(三) 建立互惠机制

探索邮轮旅游对港口城市的发展带动作用,推动国际邮轮城市间的学术交流、技术协作、市场合作和产业链接,逐步为会员建立“信息共享、产业共兴、经济共赢、城市共荣”的互利共赢机制。

(四) 促进产业发展

发挥邮轮旅游产业辐射性强,互为依赖性强,市场效益面广,融合带动作用大的特点,借鉴欧美等地区的邮轮业发展经验,促进亚洲等新兴邮轮市场和产业发展,为世界邮轮旅游提供新的动能和活力。

The Committee of Cruise Industry

On 16 May 2016, the Inaugural Meeting of the WTCTF Committee of Cruise Industry & the Fourth China International Cruise Summit (Qingdao) was held in Qingdao. This conference was hosted by World Tourism Cities Federation (WTCTF) and China Ports & Harbors Association; supported by Qingdao



Tourism Administration, CCPIT Qingdao Sub-council, and Qingdao North District Government. The founding members of the Committee consisted of 10 world-famous cruise companies, including Royal Caribbean, Carnival, Norwegian and AASC; 16 cruise tourism cities, including Athens, Barcelona, and Buenos Aires; 13 cruise ports, including Greater Victoria Harbor Authority (Canada), Kai Tak Cruise Terminal (H.K., China) and Incheon Port Authority (South Korea); 20 travel agents and OTA, including CITS, Ctrip, Tuniu.com and CAISSA; 9 cruise colleges, including School of Economics & Management (Shanghai Maritime University) and Tianjin Maritime College; and 22 other cruise-related business institutions.

The representatives of the 13 Council members of the Committee signed the "Qingdao Consensus of the Cruise Committee of WTCA", and reached consensus in a wide range of areas, such as "high-quality cruise services improve the development of cruise industry; to cultivate the cruise tourism market is an important source to enhance the development of the cruise industry; the development of cruise industry can improve the economy of tourism cities; the coordinated development of environment and other related industrial chains; cruise tourism services will promote the friendly communication and cultural exchanges between different ethnic groups, different cultural and historical cities and regions". The second meeting of the First Council of the Committee of Cruise Industry was held in June 2017.

At the meeting, Russia Coastal Frontier Tourism Bureau, French Marseille Cruise Club, Alibaba/Fliggy, Blue Economic and Financial Center of SPD Bank, and other eight organizations joined the Committee. Boasting more than 100 members today, the WTCA Committee of Cruise Industry has grown into the most globally influential organization of the cruise industry in China.

Purpose of the Committee

By providing the platform for integrated development of the relevant industries through cruise tourism, the Committee aims to strengthen the exchanges and cooperation between cruise tourism cities, cruise terminals, cruise companies and cruise-related enterprises, promote win-win development of cruise-related industries and boost the international exposure and comprehensive competitiveness of cruise terminal cities.

Functions of the Committee

Building cooperation platform

The Committee builds a robust platform for serving the international cruise industrial chain, and promotes cooperation and exchanges between cruise terminal cities, cruise companies and cruise-related enterprises. By organizing regular events such as cruise summit, thematic forum, product presentation, market promotion, expert seminar, marketing network and system, the Committee helps its members engage in mutual exchanges and cooperation and build up international influence, promotes the integrated development of cruise and tourism industries, and

increases the international exposure and comprehensive competitiveness of cruise terminal cities.

Releasing industry information

The Committee analyzes the relevant data and statistics of the cruise tourism industry, builds a platform of cruise tourism information and releases on a regular basis information and latest news of the cruise tourism industry, development of cruise tourism cities and tourism resources of cruise terminals, which serves as a reference for the member cities as well as the market and the business sector.

Establishing the mechanism of win-win development

The Committee explores the role of cruise tourism in driving the development of terminal cities, promotes the academic exchanges, technical collaboration, market cooperation and industrial connectivity between international cruise cities, and provides a mechanism for win-win development of its members featuring "shared information, joint industrial rejuvenation, win-win economies and prosperous cities."

Promoting the development of industries Capitalizing on the strong catalytic effect, close mutual dependence, wide market coverage and integrating role of the cruise tourism industry and drawing the experience of cruise industry development in Europe and America, the Committee promotes the development of emerging cruise markets and industries like Asia to generate new momentum and energy for world cruise tourism development.

投资分会

世界旅游城市联合会投资分会在2016年重庆香山旅游峰会上成立。投资分会是联合会以服务城市会员和机构会员、促进世界旅游业健康发展为目标的非政府非盈利性的分会组织；是联合会促进城市会员与旅游企业、实体经济与资本市场对接的服务平台。

投资分会将利用全球金融资源和股权投资的优势，丰富旅游城市和相关企业的融资渠道，交流投资和融资双方的成功经验，提高旅游资源与金融资本的配置效率，助推旅游城市企业项目合作和发展战略。

◎ 服务内容

投资分会以倡导方向、拓展渠道、创造机遇、挖掘潜力、活跃市场、增值资源为出发点，秉持“国际化、市场化、标准化”的原则，向联合会的广大城市会员和机构会员提供咨询评审、监管指导、培训交流、学术科研、课题成果、项目介绍、经验推广等多元化服务。

◎ 工作重心

旅游业具备各相关产业的多重性、复合性和合作参与等特性，具有多元融入、多方组合、资源对接、优势互补、互联互通、人文交流，推动服务与消费产业升级，促进社会进步和经济发展的潜能，特别是旅游服务企业与先进技术应用在快速优化配置、改善游客体验等方面都具有巨大的潜能。

投资分会将积极引导金融资本和股权投资对旅游产业创新发展的交流与合作，实现互通互联的跨界融合发展，丰富联合会的会员服务内容，活跃联合会的常态性服务活动，拓展旅游业



高管的全球视野和资本格局，提升联合会全球的影响力。

◎ 工作任务

信息服务：投资分会将充分利用世界旅游城市联合会的平台和中国股权投资投资基金协会现有的“全球股权投资综合服务信息系统”，为城市会员和机构成员提供有效的信息资讯服务和定制咨询服务。

培训交流：投资分会将尽快启动联合会会员的投资培训和交流活动，提升认知能力、开拓国际视野、解读经典案例、复盘操作流程、组织实地考察、探讨合作机遇、评估投资价值、交流成功经验、优化股权结构、拓宽融资渠道，提高旅游城市的规划治理水平和投资管理能力。利用中国股权投资投资基金协会的大型国际论坛和各类系列培训、沙龙讲座，普惠于广大城市会员和机构成员。

研究探索：投资分会将积极研究世界各大旅游城市和机构会员投资发展

的经典案例和成功经验，也将大力探索推广文化旅游景区的PPP模式、生态旅游城镇的BOT模式、创新型旅游企业的投贷联动模式、传统旅游企业的并购整合模式等。

盘活资源：积极开展互相合作参与和资本投资互融等方面的机会对接。鼓励旅游投资主体多元化，开创资本、创新、科技、合作成为推动旅游产业发展的新动力。助推建设跨地域的客源与市场的超规模营销服务系统，促进产业链的并购投资和大跨度整合，盘活现存旅游资源、释放潜在投资价值。

投融资对接：投资分会将组织各城市会员筛选推介优质项目和投资合作机会，搭建了“全球旅游业股权投资融资综合服务系统”，推动旅游投资相关的早期项目孵化和中后期项目投融资对接。

其他工作：根据联合会的发展规划和年度工作计划，完成联合会交办的其他相关工作。



The Committee of Investment

The Committee of Investment was officially established during the 2016 WTCA Chongqing Fragrant Hills Tourism Summit, after many years of planning and preparation of WTCA and the China Association of Private Equity (CAPE). The Committee of Investment is a non-government and non-profit branch organization launched by WTCA for the purpose of serving city and institutional members, as well as promoting the healthy development of the world tourism industry. It is also a service platform under WTCA for promoting cooperation between city members and tourism enterprises as well as between the real economy and capital market.

The Committee of Investment will leverage its comparative advantages of global financial resources and equity investment to enrich the financing channels of tourism cities and relevant enterprises, share successful experiences of investment and financing parties, improve the efficiency in allocating tourism resources and financial capital, and boost the project cooperation and developmental strategies of tourism enterprises.

Contents of Services

Following the goal of setting directions, expanding channels, creating opportunities, tapping potentials, invigorating markets and adding value to resources, and upholding the principles

of "internationalization, marketization and standardization", the Committee of Investment provides the city and institutional members of WTCA with a diverse range of services, including consultation and appraisal, supervision and guidance, training and exchange, academic studies, research subjects, project introduction, and experience sharing.

Focus of Work

The tourism industry is defined by the characteristics of diversify, complexity and cooperative participation by various relevant industries. It has the potential of diversified integration, multi-party participation, resource match-up, complementarity, connectivity and cultural exchanges, all of which result in the upgrading of service and consumption sectors, and promotes social progress and economic development. Tourism service enterprises, in particular, have great potential in rapidly applying and optimizing advanced technologies to improve tourism experiences.

The Committee of Investment will encourage greater involvement of financial capital and equity investment in the innovation and development of the tourism industry, achieve cross-sector connectivity and integrated development, enrich the member services of WTCA, boost the regular service activities of WTCA, expand the global perspectives and capital expertise of senior executives in the tourism indus-

try, and improve the global influence of WTCA.

Key Missions

Information services: The Committee of Investment will leverage the platform of WTCA and the existing "Global Equity Investment Comprehensive Service Information System" of CAPE to provide city and institutional members with effective information services and customized consulting services.

Training and exchange: The Committee of Investment will initiate investment training and exchange activities for WTCA members as soon as possible, so as to help them enhance the ability to capture opportunities, broaden international perspectives, study tourism cases, organize field trips, discuss cooperation opportunities, assess investment value, share successful experiences, optimize equity structure, expand financing channels, and improve the planning and governance performance as well as investment management capabilities of tourism cities. It will leverage the major international forums of CAPE as well as various training sessions, seminars and lectures to benefit WTCA city members and institutional members.

Research and exploration: The Committee of Investment will proactively study tourism cases and successful experiences of major tourism cities and institutional members from around the world. It will also vigorously explore and promote the PPP model in cultural



tourism sites, the BOT model in ecological tourism towns, the joint investment and loan model of innovative tourism enterprises, and the M&A model of traditional tourism enterprises.

Reinvigorating resources: The Committee of Investment will actively encourage cooperation and mutual participation, as well as connect opportunities in the integration of capital investment. It will encourage the diversification of tourism investment entities, and create new drivers of capital, innovation, tech-

nology and cooperation to propel the development of the tourism industry. It will support the building of a super-scale marketing and service system for cross-regional tourist sources and markets, promote M&A investment and large-scale integration along the industrial chain, reinvigorate existing tourism resources, and unleash potential investment value.

Match-up of investment and financing: The Committee of Investment will select and recommend quality projects as

well as investment and cooperation opportunities for the city members; leverage the Integrated Service Platform of Global Tourism Investment to support early-stage incubation of projects related to tourism investment and the match-up of investment and financing during the middle and later phases.

Other Works: To carry out other tasks according to the development programs and annual work plans of WTCA.



世界旅游城市联合会 自媒体平台

世界旅游城市联合会自媒体平台是基于信息报送系统的、内容的收集分发平台,通过联合会193个会员城市和会员机构的信息提供,形成巨大的旅游内容信息库,通过整理、编译将信息发布在联合会的网站、杂志、微信等媒介端,并推送至新浪(微博)、腾讯(微信)、旅游卫视、News Republic、Facebook、Twitter等不同形式的40余家知名媒体,为会员进行大规模、全覆盖的旅游推广。

自媒体平台自推出以来一直在不断完善,并深受会员好评。截止目前,自媒体平台架构包括:世界旅游城市联合会官方网站、《世界旅游城市》资讯、《世界旅游城市》杂志、世界旅游城市联合会客户端、世界旅游城市联合会微信、世界旅游城市联合会官方微博。

联合会自主开发的数据库(一期)即信息报送系统于2016年底正式上线。现在,会员可以通过该系统发送文字、图片、视频等信息,这些信息将登载在联合会自媒体平台所属的网站、微博、微信公众号、杂志上,帮助会员快速、有效、精准地传播信息到终端受众。



The We-media Platform of WTCF

The WTCF We-media platform is a platform for the collection and distribution of contents based on the information submitting system. It is a giant database of tourism contents that contains information provided by 193 member cities and institutions of WTCF. After being processed and edited, the information is posted on the WTCF website, magazine, WeChat and other terminals and pushed to over 40 well-known media platforms, including Sina (Weibo), Tencent (WeChat), The Travel Channel, News Republic, Facebook and Twitter, to provide large-scale, full-coverage tourism promotion opportunities for members.

The We-media platform has been constantly improving since its launch and received positive comments from members. Up to now, the We-media platform consists of the following components: WTCF Official Website, *World Tourism Cities Newsletter*, *World Tourism Cities Magazine*, WTCF APP, WTCF WeChat, and WTCF Official Weibo.

The Information Submitting System (Phase-I), WTCF's own database, was launched at the end of 2016. Through the system, members are now able to upload texts, pictures, videos and other information to the WTCF website, WeChat, Weibo and official magazine in the We-media platform, thus delivering their information to the end consumers in a speedy, targeted and efficient way.

提升会员服务

为进一步加深与会员之间的合作交流,为会员的市场拓展和实际绩效服务,创建一个有效的平台合作机制,加强共同利益下的会员广泛参与度,世界旅游城市联合会(WTCF)进一步优化《世界旅游城市联合会服务会员项目手册》,手册包括参会参展、宣传服务、会员交流活动、咨询服务、高端培训、旅游项目投融资服务等具体内容。

Improving Member Services

To enhance cooperation and communication with members, help members expand market and improve performance, create an efficient platform of cooperation, and increase the participation of members based on common interests, WTCF optimized the *WTCF Member Service Project Manual*, which contains exhibition, promotion services, member exchange activities, advisory services, high-end training, investment and financing services for tourism projects.





世界旅游城市联合会荣获 2015“世界旅游行业 领袖奖”

2015年11月2日至5日，世界旅游交易会（World Tourism Market, 简称WTM）在英国伦敦举办。WTM是国际旅游行业最负盛名的交易会，创造了众多商业机遇，为客户带来了高品质的交流和合作。2015年WTM举办了100多场论坛，约1.7万名代表参加，其中包括8000多名资深旅游业内高管。

世界旅游城市联合会荣获WTM年度旅游大奖——2015“世界旅游行业领袖奖”，该奖项旨在奖励本年度对世界旅游行业发展做出突出贡献的单位或个人，在国际旅游行业具有极强的影响力。

WTCF Received the WTM World Travel Leaders Award in 2015

The World Tourism Market (WTM) was held in London on 2-5 November 2015. WTM is the most prestigious trade fair in the global tourism industry. It creates plenty of business opportunities and brings high-level communication and cooperation for its clients. In the 2015 WTM, more than one hundred forums were held. About 17,000 participants attended, including more than 8,000 senior executives in the tourism industry. WTCF received the WTM's annual World Travel Leaders Award 2015. The award, which is established for the purpose of honoring organizations and individuals who have made outstanding contributions to the development of the world travel industry during the year, commands significant influence in the world travel industry.

