

# 开幕式

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## 广泛开展合作 发声国际舞台

**PROMOTE EXTENSIVE COLLABORATION  
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## 访问联合国，举办“可持续城市发展与旅游”圆桌会议

2013年5月8日，在联合国总部，世界旅游城市联合会、中国常驻联合国代表团、国际健康与环境组织共同主办联合国“可持续城市发展与旅游”圆桌会议，世界旅游城市联合会与国际健康与环境组织签署合作备忘录。

联合国高度认同世界旅游城市联合会的国际组织地位、发展宗旨和核心理念。在合作备忘录中，双方声明，世界旅游城市联合会同国际健康与环境组织建立战略合作伙伴关系，认同旅游是传播文明、交流文化、增进友谊的桥梁，是人类生活水平提高的一个重要指标，是拉动经济发展的重要动力。双方承认现代旅游业对城市可持续发展的重要作用，重视旅游业对解决健康与环境问题的积极作用。

时任联合国常务副秘书长埃利亚松提出，政府、旅游业和普通民众应携手推进旅游业的可持续发展，努力确保城市和旅游可持续发展成果的广泛、平等共享，共同努力保护生态系统，为城市增长和旅游发展奠定基础。

## Visiting the United Nations and Holding the Roundtable on “Sustainable Urban Development and Tourism”

On 8 May 2013, World Tourism Cities Federation, Chinese Mission to the United Nations, International Health and Environment Organization (IHEO) co-sponsored the UN Roundtable on “Sustainable Urban Development and Tourism” at the headquarters of the United Nations. WTCF signed a MOU on cooperation with IHEO at the meeting.

The United Nations commended the role of WTCF as an international organization as well as its development purpose and core vision. In the MOU on cooperation, the two sides stated that WTCF and IHEO have established a strategic cooperative partnership, recognizing that tourism is the bridge that spreads civilization, facilitates cultural exchange, and enhances friendship. It is an important indicator of improved living conditions of mankind and also an important driving force for economic development. The two sides recognized the importance of modern tourism industry to sustainable urban development, and underscored the positive role of tourism in addressing health and environmental challenges.

Jan Eliasson, the then Deputy Secretary-General of the United Nations, proposed that the government, tourism industry and ordinary citizens should join hands to promote the sustainable development of the tourism industry, make efforts to ensure extensive and equal sharing of the benefits of sustainable urban and tourism development, and work together to protect the ecological system to lay the foundation for the development of cities and tourism.



## 共同举办柏林国际旅游展 (ITB)

世界旅游城市联合会成为2016年第50届柏林国际旅游展“独家共同举办商”，组织会员在展会上参展设展，并与主办方共同举办“中国旅游市场论坛”。

德国柏林旅游展创办于1966年，是世界领先的国际旅游展会，素以专业性、丰富性和高效性为旅游业界推崇。为推动世界旅游城市之间的交流与合作，世界旅游城市联合会与ITB合作，以独家共同举办商 (Exclusive Co-Host) 的身份积极参与了展会的各项筹办工作。展会期间，联合会专门设立了自己的展位，阿比让、贝尔格莱德、赫尔辛基、萨洛尼卡、北京、重庆、广州、青岛、牡丹江、扬州、张家界等城市参加展会。

第51届柏林国际旅游展，世界旅游城市联合会作为本次展会的共同主办机构组团出席，并主办“2017世界旅游经济发展趋势和中国出境游”论坛。

## Co-hosts the International Tourism Exchange Berlin (ITB)

As the Exclusive Co-Host of the 50th International Tourism Exchange Berlin (ITB) 2016, WTCF organized the members to participate in the exhibition, and co-sponsored the “China Tourism Market Forum” with the organizer.

Founded in 1966, ITB is a leading international tourism exhibition. It is well-known for its professionalism, richness and efficiency in the tourism industry. In order to promote the communication and cooperation among world tourism cities, WTCF cooperated with ITB as the Exclusive Co-Host and actively took part in various preparatory work of the exhibition. WTCF set its own exhibition stand while many WTCF city members participated, including Abidjan, Belgrade, Helsinki, Salonika, Beijing, Chongqing, Guangzhou, Qingdao, Mudanjiang, Yangzhou and Zhangjiajie and so on.

During the 51st ITB, WTCF led a delegation to the exhibition as its co-sponsor and hosted a forum with the theme of “World Tourism Economy Trends 2017 & Chinese Outbound Tourism”.



## 与世界旅游经济论坛紧密合作

2015年10月，在澳门举办的“世界旅游经济论坛”上，宋宇秘书长和何超琼秘书长分别代表世界旅游城市联合会和世界旅游经济研究中心（世界旅游经济论坛主办机构）签署了双边全面战略合作框架协议，在合作举办活动、共同开展学术研究、建立长效沟通机制等方面进行合作，奠定组织间合作基础。

世界旅游城市联合会连续参加第四届、第五届“世界旅游经济论坛”，2015年论坛以文化旅游为主题，对“一带一路、旅游投资”等论题展开讨论和交流，2016年论坛以“消费的蜕变——构建旅游经济新蓝图”为主题，世界旅游城市联合会主

持了“城市旅游消费变革”分论坛的讨论。

分论坛嘉宾涵盖了学者、旅游企业的高管、旅游城市的管理者，他们从不同角度诠释和探讨了城市旅游消费的新现象、新趋势，以实例和分析为“城市旅游消费”这一话题提供了最具参考性的案例和最具指导性的意见，是对此次“消费的蜕变——构建旅游经济新蓝图”论坛主题的新颖解构和有力支撑。

世界旅游城市联合会主办“世界旅游经济论坛”分论坛，是双方在建立全面战略合作伙伴关系上合作的进一步深化。两个组织继2015年签订合作协议以来，在学术研究、业务交流等方面形成了良好的合作关系，在多方面互相支持，促进两个组织成长的同时，共同推进世界旅游发展。



## Close Cooperation with the Global Tourism Economy Forum

During the Global Tourism Economy Forum Macau (GTEF) held in October 2015, Song Yu, WTCF Secretary-General, and Pansy Ho, Secretary General of Global Tourism Economy Research Center (host of the Global Tourism Economy Forum), signed a bilateral strategic framework agreement to enhance cooperation between these two organizations in such areas as holding joint activities, joint academic research and long-term communication mechanism.

WTCF attended both the 4th & 5th Global Tourism Economy Forum. The Global Tourism Economy Forum 2015, which featured the theme of cultural tourism, provided opportunities for discussions on “Belt and Road Initiative”, “tourism investment” and other subjects. The theme of the forum in 2016 was “The Growing Consumer Class-Rethinking and Reshaping the Future Tourism Landscape”. WTCF hosted the sub-forum: Transformation of City Tourism Consumption.

The guest speakers of the sub-forum included scholars, executives of tourism enterprises, and officials of tourism cities. They explained and explored new phenomena and trends of city tourism consumption from different perspectives, and provided best examples and valuable guidance on the topic of City Tourism Consumption with both evidence and analysis. It is a creative interpretation and powerful support for the forum’s theme, “The Growing Consumer Class-Rethinking and Reshaping the Future Tourism Landscape”.

By hosting the sub-forum, WTCF has taken its comprehensive strategic partnership with GTEF even further. Since the signing of the cooperation agreement in 2015, the two organizations have established sound cooperative partnership on academic research and business exchange and extended mutual support on various fronts, which is conducive to the development of not only the two organizations but also world tourism as a whole.

## 参加联合国世界旅游组织第四届、第五届城市旅游全球峰会

2015年12月14日联合国世界旅游组织第四届城市旅游全球峰会在摩洛哥王国马拉喀什举办,以“再创造城市旅游(Re-inventing City Tourism)”为主题,讨论了城市旅游模式与城市旅游的全球市场定位、城市旅游可持续发展和旅游目的地有效管理和城市旅游竞争力、会议产业和大型活动的影响等议题。

第五届城市旅游全球峰会2016年11月在埃及卢克索举办,本届峰会以“城市:全球旅游者的本土文化”为主题,旨在通过进行知识、管理经验和专业技术方面的交流,全面理解城市旅游的新机会、新挑战和新动态。世界旅游城市联合会理事会执行副主席、北京市副市长程红发表主旨演讲,向与会嘉宾介绍了联合会作为世界旅游城市和机构的交流与合作平台,从旅游投资、旅游学术研究、活动开展等方面为会员所做的服务工作。并与联合国世界旅游组织秘书长塔勒布·瑞法依等官员进行了工作会谈,就双方深化全面战略合作交换了意见,达成了共识。

## WTCF Attends 4th and 5th UNWTO Global Summit on City Tourism

On 14 December 2015, the 4th Global Summit on City Tourism organized by UNWTO took place in Marrakesh, Kingdom of Morocco. Featuring the theme “Re-inventing City Tourism”, the summit discussed issues such as the model and global market orientation of city tourism, the sustainability of city tourism and the effective management of tourist destinations, the tourism competitiveness of cities and the impact of conventions and major events.

The 5th Global Summit on City Tourism was held at Luxor, Egypt in November 2016. The theme of this year’s summit is “Cities: Local Culture for Global Travelers”, which aims to discover world tourism cities’ new opportunities, challenges, and current trends through a series of discussions and management experience exchanges. Cheng Hong, Executive Deputy Chairperson of the WTCF Council and Vice Mayor of Beijing, delivered a speech at the Summit and introduced the services of tourism investment, tourism academic research and event organization provided by WTCF to its members as a platform for exchanges and cooperation of world tourism cities and institutions. During the summit, Vice Mayor Cheng had talks with Taleb Rifai, Secretary-General of UNWTO, and other officials. They exchanged opinions and reached consensus on strengthening comprehensive strategic cooperation.





## 参加世界旅游组织旅游目的地综合品质管理国际会议

2016年6月21日,世界旅游城市联合会受联合国世界旅游组织专项邀请,赴罗马尼亚布加勒斯特市出席“竞争力的关键——旅游目的地综合品质管理国际会议”,并发表了以“世界旅游城市的共享平台”为题的主旨演讲。

主题演讲后,应联合国世界旅游组织和罗马尼亚国家旅游局共同邀请,代表团还参加了与罗马尼亚旅行社、温泉旅游、山地旅游、宾馆酒店、组员推广等行业协会的闭门研讨会。罗马尼亚全国旅游协会主席安卡女士主持会议,UNWTO塔勒布秘书长、联合会严晗副秘书长为罗旅游发展出谋划策。

## WTCF Attends the UNWTO Travel Destinations' International Conference of Integrated Quality Management

On 21 June 2016, at the invitation of UNWTO, WTCF attended the International Conference of Integrated Quality Management in Tourism Destinations: A Key to Competitiveness in Bucharest, Romania, and delivered a keynote speech themed "Shared Platform of World Tourism Cities."

After the speech, the delegation was invited by UNWTO and the Tourism Department of Romania to the close-door session with Romanian travel agents, The Hot Spring Tourism Association, The Mountain Tourism Association, Hotel Association of Romania and other industrial associations. Ms. Anca Pavel-Nedea, President of Romania National Tourism Association, hosted the meeting. Secretary-General of UNWTO, Taleb Rafai, and Deputy Secretary-General of WTCF Yan Han offered advices on tourism development in Romania.



## 世界旅游城市联合会 参与多项首届世界旅游发展大会多项活动

由中国政府和联合国世界旅游组织（UNWTO）共同主办的首届世界旅游发展大会2016年5月19日在北京召开。李克强总理出席在人民大会堂举行的开幕式并致辞，联合国秘书长潘基文向大会发来贺信。全球107个国家、600名外国代表，国际组织的领导人以及中国有关部委、各省区市负责人，旅游研究机构及院校、大型旅游企业负责人及中外媒体记者近千人越洋跨海齐聚北京，以“旅游促进发展与和平”为主题，共商世界旅游业发展大计。

世界旅游城市联合会和其他国际组织代表以及70余位部长级以上官员一起受到了李克强总理的接见，并合影留念。5月19日的“旅游促进和平”高峰论坛上，世界旅游城市联合会副主席、布宜诺斯艾利斯旅游局长贡萨洛·罗布雷多受邀发表演讲。

世界旅游城市联合会秘书长宋宇和参加首届世界旅游发展大会的联合国世界旅游组织（UNWTO）秘书长塔勒布·瑞法依进行了工作会谈。





## WTCA Participates in the Activities of the First World Conference on Tourism for Development

The First World Conference on Tourism for Development, co-sponsored by the Chinese government and the United Nations World Tourism Organization (UNWTO) was held in Beijing. On that day, Chinese Premier Li Keqiang attended and gave a speech at the opening ceremony held at the Great Hall of the People. The UN Secretary-General Ban Ki-moon sent a congratulatory letter. The conference was attended by 600 international representatives from 107 countries; leaders of international organizations; leading officials of relevant ministries and commissions, provinces, regions and cities of China; tourism research institutions and academies, and large

tourism enterprises attended. Nearly 1,000 journalists from different countries gathered in Beijing to attend the Conference with the theme of "Tourism for Development and Peace" to jointly discuss the development of world tourism.

WTCA and other international organizations as well as more than 70 officials at the ministerial level or above met with Premier Li Keqiang and took a group photo together. On 19 May, Gonzalo Robredo, Executive Director of Tourism Office of Buenos Aires was invited to deliver a speech at the Summit Forum "Tourism Promotes Peace", as the representative of the Vice-Chairman Unit of the WTCA Council.

Secretary-General Song Yu had a working meeting with the then Secretary-General of UNWTO Taleb Rifai.

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## 参加伦敦世界旅游交易会 并举办专场论坛

2016年11月7日至9日，2016世界旅游交易会在伦敦ExCel会展中心举行，世界旅游城市联合会组织里加、圣彼得堡、北京、丹戎潘丹、普罗夫迪夫等多家城市参展，并主办了中国旅游市场发展论坛和欧洲片区会议。联合会副秘书长严晗先生在论坛上发布了《中国出境旅游（城市）消费报告（2015-2016）》，向与会代表和媒体分析介绍了中国出境市场的特点、现状、需求、发展方向，为会员城市吸引和服务中国出境游客提出了建设性和可行性的建议。

## WTCF Attends WTM London and Holds a Special Forum

From 7 to 9 November, the World Travel Market (WTM 2016) was held at ExCel London. WTCF organized its city members to attend the exhibition, including Riga, St. Petersburg, Beijing, Tanjung Pandan and Plovdiv. WTCF also hosted a forum on the development of Chinese tourism market and held the WTCF Europe Meeting. During the forum, Yan Han, Deputy Secretary-General of WTCF, released the *Market Research Report on Chinese Outbound*

*Tourist (City) Consumption (2015-2016)*, and analyzed the Chinese outbound tourist market's features, current situation, demands, and developmental trend to the participants and media. He also proposed constructive and practical advices to city members on how to attract and serve Chinese outbound tourists



## 举办“2017中国出境旅游论坛”

2017年1月9日，世界旅游城市联合会主办了“2017中国出境旅游论坛”。共有5位大使，70多个国家驻华使馆官员和旅游机构高层、上合组织等国际组织代表、联合会会员单位代表、中国领先的出境旅游运营商等200多位嘉宾参加了本次活动。

针对“2017中国出境旅游论坛”，世界旅游城市联合会秘书长宋宇表示，中国出境旅游市场经过20年的高速增长，目前正处于转型升级的新阶段，出境旅游市场及其需求结构出现了许多新变化。为帮助各目的地旅游机构和旅游企业，更好地了解中国出境旅游市场的新趋势和新特点，促进中外旅游机构和企业之间的合作，世界旅游城市联合会和艾威联合旅游顾问机构继2015年

成功共同举办第十一届中国出境旅游论坛(IFCOT)后，再次携手合作主办此次“2017年中国出境旅游论坛”。



## WTCF Holds the 2017 International Forum on Chinese Outbound Tourism

On 9 January 2017, WTCF hosted the 2017 International Forum on Chinese



Outbound Tourism (IFCOT). About 200 guests including 5 ambassadors, diplomats of over 70 foreign embassies, top executives of tourism organizations, representatives of Shanghai Cooperation Organization, representatives of WTCF members, and China's leading outbound tourism operators attended the forum.

In his address at the IFCOT, Song Yu, Secretary-General of World Tourism Cities Federation, said that after 20 years of high-speed growth, China's outbound tourism market has now approached a new stage of transformation. There are many new changes in the outbound tourism market and tourist demands. In order to assist the tourism organizations and tourism enterprises in various destinations to better understand the new trends and characteristics of China's outbound tourism market and promote cooperation between domestic and foreign tourism organizations and companies, WTCF and Ivy Alliance Tourism Consulting joined hands again to co-host the 2017 International Forum on Chinese Outbound Tourism (IFCOT) following their successful cooperation during the 11th IFCOT in 2015.

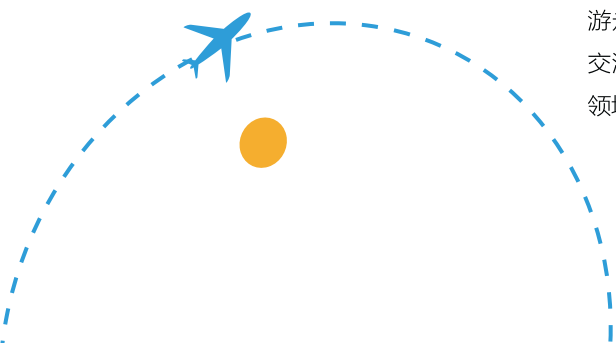


### 与上合组织携手推进 “一带一路”旅游发展

2017年5月15日,世界旅游城市联合会与上海合作组织在京共同签署了《世界旅游城市联合会秘书处与上海合作组织秘书处旅游合作框架协议》。世界旅游城市联合会秘书长宋宇和上合组织秘书长拉希德·阿利莫夫代表双方签字。协议主要内容包括:广泛宣传中国及丝绸之路经济带沿线国家丰富的历史文化遗产,共同举办上合组织秘书处开放日活动并设计旅游纪念品,共同策划和撰写上合组织及其成员国宣传册,推介其旅游资源;双方在本协议框架内开展共同活动系非商业性质,不以任何形式的营利为目的,且在互利基础上进行等。协议是“一带一路”国际合作高峰论坛的重要成果之一。联合会与上合组织的合作将进一步加强丝绸之路经济带旅游走廊建设,加强节点城市之间的合作交流,推动丝绸之路经济带城市在旅游领域形成共识,规划愿景,务实合作。

### WTCF and SCO Join Hands to Promote Tourism Development Along the “Belt and Road”

On 15 May 2017, World Tourism Cities Federation (WTCF) signed the *Tourism Cooperation Framework Agreement between WTCF Secretariat and Secretariat with Shanghai Cooperation Organization (SCO)* in Beijing. WTCF Secretary-General Song Yu and SCO Secretary-General Rashid Alimov signed the agreement as the representatives of their organizations. The content of the agreement includes promoting the rich historical and cultural heritages of China and countries along the Belt and Road; jointly hold Open Day event of SCO Secretariat and design tourism souvenirs for SCO; work together to design and prepare the brochures of SCO and its member





states and promote their tourism resources. The activities conducted jointly by the two sides within the framework of this Agreement are non-commercial in nature. They are not for profit making in any form but for mutual benefit. The agreement is a key deliverable of the Belt and Road Forum for International Cooperation. The Cooperation between WTFC and SCO will promote the construction of the Belt and Road tourism corridor, strengthen communication and cooperation among the node cities, and encourage countries along the Silk Road Economic Belt to forge consensus and make future plans on practical cooperation .

### **受邀出席“一带一路”国际合作高峰论坛**

2017年5月14日至15日，“一带一路”国际合作高峰论坛在北京举行，世界旅游城市联合会理事会副主席、洛杉矶会议及旅游局局长恩武德先生作为受邀国际组织代表出席论坛，与各方携手共襄盛举，探讨全面推进“一带一路”建设的新航程。

### **WTFC Attends the "Belt and Road" Forum for International Cooperation upon Invitation**

On 14-15 May, the Belt and Road Forum for International Cooperation was held in Beijing. Mr. Ernest Wooden Jr., Vice-Chairman of the WTFC Council, and President and CEO of Los Angeles Tourism & Convention Board (LATCB), attended the forum as the representative of invited international organizations and discussed with other participants new ways to promote cooperation under the "Belt and Road" initiative.

## 举办首届亚太旅游论坛

2017年3月25日,世界旅游城市联合会亚太旅游论坛在世界著名旅游城市马来西亚的槟城州举办。本次大会的主题为“一带一路旅游走廊与节点城市建设”,联合国世界旅游组织代表、联合会城市会员和机构会员代表、联合会专家委员会专家以及槟城州政府代表出席本次大会。经过旅游会展推介会、主题演讲、沙龙论坛等多个环节之后,世界旅游城市联合会发布《“一带一路”旅游走廊节点城市建设倡议》。

## WTCF Holds the First Asia-Pacific Tourism Conference

On 25 March 2017, the WTCF Asia-Pacific Tourism Conference 2017 opened in Penang, the world-famous tourism city of Malaysia. The theme of the conference was “The Belt and Road Tourism Corridor and Node City Construction. Representatives of UNWTO, city and institutional members of WTCF, experts of the WTCF Ex-



pert Committee, and representatives of the state government of Penang attended the conference. Following the tourism exhibition promotion, keynote speeches, panel discussions and other programs, WTCF issued the *Initiative on the Buiding Node Cities on the Belt and Road Tourism City Corridor*.

