



# 世界旅游城市联合会 观点

## VIEWPOINTS OF

## WTCF

旅游多元化  
TOURISM DIVERSITY

共享经济  
SHARING ECONOMY

一带一路  
BELT AND ROAD

邮轮旅游  
CRUISE SHIP TOURISM

中国出境游  
CHINA'S OUTBOUND  
TOURISM

旅游投资  
TOURISM INVESTMENT

旅游品质  
TOURISM QUALITY



## 共建多元并存、相得益彰的全球旅游城市大格局

### Creating a Global Environment of Diversity and Complementarity for Tourism Cities

程红 世界旅游城市联合会理事会执行副主席、北京市副市长

Cheng Hong, Executive Deputy Chairperson of the WTCA Council, and Vice Mayor of Beijing

本次峰会的主题定位于多元化和可持续发展，目的是要探讨多元化的人文元素和旅游发展方式，倡导会员城市保持和弘扬各自的特色，从而在全球范围内形成多元并存、相得益彰的全球旅游城市大格局。我们相信城市是旅游发展和运作的一个重要的基本单元，作为全球首个以城市为主体的国际旅游组织，我们必须清醒地意识到自己在经济、社会和环境发展方面实现旅游可持续发展的重要责任。

Under the theme Diversity and Sustainability, the Summit aims to explore the diverse cultural dimensions of tourism and ways of tourism development, advocate the preservation and promotion of the unique characteristics of member cities, and thus create a global environment of diversity and complementarity for

tourism cities. We believe cities are the basic units of tourism development and operation. As the world's first international tourism organization focusing on cities, we must clearly understand the economic, social and environmental benefits of sustainable tourism development and our important responsibilities in making it possible.

## 关注共享经济下的旅游业新模式、新业态

### Sharing Economy Affects the Tourism Industry: New Model and New Realities

程红 世界旅游城市联合会理事会执行副主席、北京市副市长

Cheng Hong, Executive Deputy Chairperson of the WTCA Council, and Vice Mayor of Beijing

2016重庆香山旅游峰会以共享经济为主题，顺应了互联网时代经济的发展趋势。全球信息化时代背景下，经济的新模式和新业态，对各行各业都产生了深刻的影响，尤其是旅游业，我们所有会员要意识到共享经济给我们带来的机遇，积极跟进的同时也要客观面对共享经济给我们带来的挑战，我们也倡导大家多学习共享经济下的新模式、新业态，利用新技术来实现旅游业新的发展。

The theme of the Chongqing Fragrant Hills Tourism Summit 2016, sharing economy, conforms to the economic trend of the Internet era. In the information age, the new patterns and formats of the economy have a profound impact on all walks of life, especially the tourism industry. "All of our members should be aware of the opportunities of the

sharing economy. While seizing these opportunities, we should also recognize the challenges it brings. We also encourage our members to learn more about the patterns and formats of sharing economy and realize further development of tourism industry with the application of new technologies."



## 创新“一带一路”沿线国家旅游合作模式 Explore New Models of Tourism Cooperation between Countries along the Belt and Road

宋宇 世界旅游城市联合会秘书长 Song Yu, Secretary-General of WTCF

“一带一路”沿线国家和旅游城市应积极倡导开放、包容、共享的发展理念，创新合作模式，拓展合作领域，积极打造一批具有带动作用的投资和发展平台。探索建立更加开放的旅游市场，通过加强双边或多边合作，建立“一带一路”旅游自贸区，探索旅游城市之间多元合作机制。依托“一带一路”丰富的旅游文化遗产，率先实现旅游市场的互联互通，吸引更多社会资本参与旅游资源开发，实现资源要素的充分流动和有效配置。发挥企业的主体作用，强化沿线国家城市和企业之间的交流合作，培育一批旅游领军企业，提高沿线旅游的综合承载力。

Countries and tourism cities along the Belt and Road should champion the idea of open, inclusive and shared development, look for new models and expand areas of cooperation, and build a group of investment and development platforms that can generate growth in related sectors. We should strive to create a more open tourism market, build the Belt and Road tourism free trade area through strengthened bilateral or multilateral cooperation, and explore the mechanism of multi-formed cooperation between tourism cities. We should leverage the rich

tourism cultural heritages of Belt and Road to first realize the connectivity of tourism markets, attract the participation of private capital in the development of tourism resources and achieve unimpeded movement and efficient allocation of resources and factors. We should bring into play the primary role of companies, strengthen exchanges and cooperation among Belt and Road cities and companies, bring up a group of leading tourism companies and enhance the comprehensive capacity of Belt and Road tourism.

## 亚太地区在全球格局中的地位不断提升 Rising Status of the Asia-Pacific Region in the Global Landscape

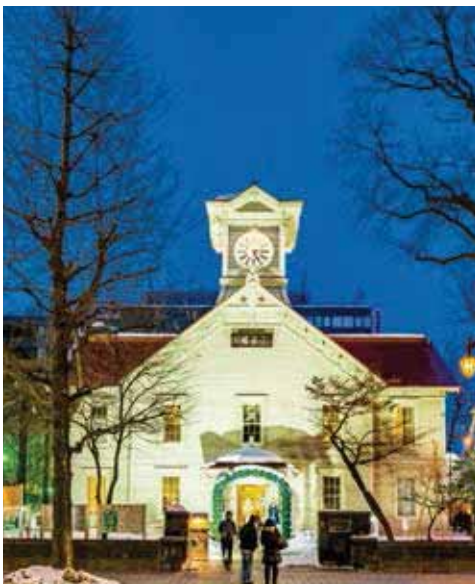
宋宇 世界旅游城市联合会秘书长 Song Yu, Secretary-General of WTCA

我们身处的这个时代，旅行与旅游已经成为连接世界、沟通文明的重要力量，其影响广泛体现于经济、社会、文化、政治、生态等诸多领域。尤其是在世界经济缓慢复苏、全球化进程显著分化、不确定性因素不断增加的背景下，旅游对于推动经济发展、促进文化融合、缓和地缘关系、建设生态文明有着不可替代的重要作用。

在世界旅游经济快速发展过程中，亚太地区在全球旅游格局中地位不断提升，新兴经济体国家旅游发展增速显著高于发达经济体，新一轮全球化基础设施建设勾画旅游“超级版图”，旅游产业掀起新一轮并购热潮，全球旅游便利化程度不断提升，人口结构变化深刻影响旅游发展格局，城市作为世界旅游经济中枢发挥更加重要的作用。这些重要趋势值得给予特别关注。

In the present era, tourism and travel have become a crucial force to connect the world and bridge different civilizations, with widespread impact on economy, society, culture, politics, ecosystem and other areas. Especially, given the slow recovery of the world economy, divergent course of globalization and rising uncertainties, tourism plays an irreplaceable role in driving economy, connecting culture, improving geographic relations and building ecological civilization.

As global tourism economy continues its rapid growth, some major trends are worth of special attention: the status of the Asia Pacific region is moving up in global tourism market; tourism in emerging economies have a markedly higher growth than in the developed ones; a new round of global infrastructure construction has sketched out a 'super tourism map'; a new wave of merger and acquisition is sweeping across the tourism sector; global tourism is made more convenient; demographic changes have profound impacts on tourism development; cities, as the pivots of global tourism economy, are playing an even more important role.





## 旅游投资是旅游发展的必需 The Necessity of Tourism Investment for Tourism Development

Ernest Wooden Jr. 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  
Ernest Wooden Jr., Vice-Chairman of the WTFC Council, and President and CEO of Los Angeles Tourism & Convention Board

旅游业与资源、商业运作各个方面一样，首先需要的是投资，对于一切商业经营来讲资金都是不可或缺的物质基础，60年来旅游业不断发展壮大，涉及领域愈发多元化，如今成为经济规模最大的产业。旅游业也在社会经济发展中扮演着极为关键的角色，如今全球游客数量日益增多，其多元化的旅游消费成为全世界各个国家和地区收益的主要来源，在国家和地区经济发展，尤其是城市经济和个人就业方面，旅游业都发挥着至关重要的推动作用。

Investment is equally primal for the tourism industry as it is for resources and business operation. Capital is indispensable and the foundation for all businesses. With 60 years of development, the tourism industry has been growing and expanding, covering a wide range of fields, and now becomes the leading industry in terms of economic size. It also plays an extraordinarily important role in socioeconomic development. As more

and more people travel around the world, diversified tourism consumption becomes the sources of income for and contributes to the economic development of various countries and regions, and dramatically improves urban economy and employment.





## 城市的吸引力在生态、健康、人文和快乐

## A City's Appeal: Ecology, Health, Culture, and Happiness

魏小安 世界旅游城市联合会专家委员会首席专家

Wei Xiaohan, Chief Expert of WTCF Expert Committee

城市的吸引力到底何在?从需求来看,城市第一缺生态,第二缺健康,第三缺人文,第四缺快乐。按照实际生活水平来说,现在比以前不知道高了多少倍,可是幸福指数并没有增长,快乐感觉也没有增加。所以,大家都急,大家都紧,这样的生活品质好不了。现在,城市的管理者、建设者都在不断积累经验,所以产生了一个重大的变化。原来城市追求的是大高楼、大广场、大马路、大绿地,认为达到这些就达到了现代化,经过突进的十年,大家发现这条路未必对。这几年很多城市都开始挖掘传统,培育城市文化,整合城市新资源,开始谋求另外一条路,更加重视城市的品牌、城市的文化。

What is the appeal of a city? Demand-wise, city lacks ecology, health, culture and happiness. The actual standard of living now is much higher than before, but our happiness index has not grown that much, and the feeling of happiness does not increase either. Therefore, everybody is worried and anxious, which isn't doing any good to the quality of life. The experience accumulated by city's governors and builders up to this point have resulted in a major change. Originally, cities were in pursuit of tall buildings, big squares, wide roads, and large green spaces, which was seen as the standard of modernization. After rapid progress for a decade, we have found that this might not be the right path. In recent years, many cities have begun to seek another approach by tapping into the traditions, shaping the city's culture, and integrating new urban resources, and paid more attention to the brand and culture of their cities.



## 游客的多样化要求我们提供多样化的服务 Diversity in Tourists calls for Diversity in Services

于宁宁 联合会旅游相关企业分会理事长，中国国际旅行社总社有限公司董事长，总裁  
Yu Ningning, Director of WTCF Committee of Tourism-Related Businesses, and Chairperson of the Board and President of China International Travel Service

旅游市场需求的多样化可能主要来自于客源源的多样化。第一个出境游客源市场就是中国的70后、80后和90后，这些年轻人现在已经成为中国旅游市场的主流客人。第二个特点，就是家庭旅游，可能一家三代人，爷爷、爸爸再加上儿子一块走。亲子游的特点是在旅游时喜欢深度游，而且喜欢放松，就是放缓节奏，不要太快。第三个是，现在的旅游市场的高端游，游客群体可能主要是在中国的中产阶级以上，他们在旅游时比较喜欢奢侈，比较喜欢有自主特色的，或者说看到别人看不到的东西、吃到别人吃不到的、享受一般的人可能享受不到的。游客的多样化，我们的服务也必须要差异化，必须要有多样化，但我们同时也应该强调服务的标准化，因为做旅游服务首先需要有一个标准，在标准的指导下对不同的游客提供不同的服务。

The diversified demands in the tourism market may be a result of diversified customers. The first outbound tourist source market is China's post-70s, post-80s, and post-90s generations. These young generations are becoming the mainstream customers in China's tourism market. The second is family travel, which is also very popular, whereby the whole family, grandparents, parents and son or daughter go on the trip together. This kind of travel is all about exploring in a thorough way, and relaxing and slowing down your pace of life. The third is high-end travel whose main customers are China's middle class and beyond. They love to enjoy luxurious and unique things during their trips, and go on trips with unique features. In other words, they want to see what other people can't see, eat what other people can't eat, and enjoy what other people might not be able to enjoy. The diversity of customers calls for differentiated and diversified services. At the same time, we need to stress the importance of standardized services, for we need to create and set the right standards for our tourism services. The standards will serve as a guidance for providing different services to different customers.





## 唤起游客情感共鸣的就是成功的旅游 Successful Tourism Generates Emotional Resonance in Tourists

Gonzalo Robredo 世界旅游城市联合会理事会副主席、布宜诺斯艾利斯旅游局局长  
Gonzalo Robredo, Vice-Chairman of the WTCF Council, Executive Director of the Tourism  
Office of the City of Buenos Aires

城市的旅游就是这样的，就是提供正确的地点，通过某一个地方进一步加深人们的交流，加深外来游客和本地人的交流。政府提供这样一个背景和环境，帮助游客认识到，他们不再是过去的旅行方式，而是让游客更多地了解当地的文化，而且在很多方面，让游客了解到文化中的方方面面。这些东西能够唤起情感的共鸣，而这种情感的共鸣，无论是对本国的游客还是其他国家的

游客，都能让他们产生旅游的冲动并获得不错的体验，回到本国家后，自己就会变成完全不一样的人。

Here's what tourism looks like for a city: you provide the right venue where the tourists and the locals interact and communicate. The government shall provide such a background and environment to help tourists realize that

they are not on a traditional type of tour. Instead, they can learn more about the local culture in various aspects, which arouses deep emotions in the minds of the tourists. Whether they are Argentinian or come from other countries, emotionally invested experience will inspire them to travel and enjoy the trip; and become a whole new person when returning to their homeland.







## 老年旅游是未来旅游市场一大趋势 Elderly Tourism to be a Big Part of Future Tourism Market

吴必虎 世界旅游城市联合会专家委员会委员、北京大学教授

Wu Bihu, Member of WTCF Expert Committee, and Professor at Peking University

2045年世界人口90亿人，其中90亿人中九分之二是老龄化人口，60岁以上老龄化人口20亿，大量农村人口涌入城市。所以未来，旅游休闲度假产品，一定要很便利，安全，消耗能量不大，而且老龄人的心态还是像20多岁的年轻人一样，因为现在是一个娱乐化的世界，网络化的世界，真正的旅游要考虑老年人的体质要素，好比徒步旅游不能设置20公里的，不适合老年人，60至90岁的老龄人市场很大，人数很多，未来2050年人平均年龄到90都有可能，科学家通过基因链的繁殖，让人长寿，这一定是最重要的市场，一不用上班了，还有政府的福利，二待在家里会闷死的，防止被闷死的办法就是去旅游，所以老年旅游是未来发展一大趋势。

In 2045, the world population will reach 9 billion and two ninths of these people will be senior citizens. In other words, the number of people over 60 years old will amount to 2 billion, and large numbers of rural population will swarm into cities. As a result, future tourism and leisure products must be convenient, safe and not too demanding. Furthermore, the mentality of a senior citizen is similar to that of a 20-something-year-old young person. As we now live in the age of entertainment and networking, genuine tourism must take into account the physical limitations of the elderly. For example, a 20km hike is not suitable for an elderly. The senior market is of significant potential given the size of the population aged between 60 and 90. In 2050, it is possible that the average life expectancy will reach 90 years. Scientists have discovered how to prolong life through the reproduction of genetic chains, making the elderly tourism market even more important. The senior citizens no longer have to work, they enjoy the benefits provided by the government, and staying at home is simply boring. In order to prevent this, many elderly people will choose to travel, making elderly tourism a major trend in the future.





## 主客通力合作, 提升旅游品质

### The Host and Guest Countries Collaborate in Improving the Quality of Tourism

德村志成, 世界旅游城市联合会专家委员会委员、杭州师范大学教授

Tokumura Shisei, Member of the WTCA Expert Committee, and Professor of Hangzhou Normal University

如果旅游发展仅仅是为了游客, 而忽略了该地区居民的生活品质, 那么旅游可持续性发展就难以为继。因此, 旅游发展必须兼顾主客体双方的权益。虽然我们都乐见旅游业的发展, 然而快速发展所导致人满为患的问题, 让城市必须付出巨大的代价去解决, 这是必须认真面对的问题。

出现这个问题有两个原因, 一是旅游发展政策与规划缺乏科学性和可操作性, 一般的规划仅针对项目进行, 很少涉及经营管理与服务。因此尽管最终目的和目标是正确的, 但如果没有配套措施, 必然显现政策严密性不足。二是政府部门和景区的经营者为提升旅游质量所制定的措施和规章尽管看似周全、立意甚佳, 但往往因为宣传不力而得不到广大游客的理解或配合。

Tourism development carried out for the sole purpose of tourists while neglecting the livelihood of the residents is not sustainable. Therefore, tourism development must accommodate the rights and interests of both groups. Although we are all happy to see development, the issue of overcrowding as a result of rapid development will be extremely costly to resolve for cities. This is a serious issue that we must address.

There are two reasons why this would happen: First, the policy and plan for tourism development are not very reasonable, nor are they practical. The planning process is usually targeted at individual projects instead of

operation management and services. Consequently, though the ultimate goals and aims are correct, insufficient supportive guidelines will certainly lead to loopholes in the policies; Second, the regulations and measures formulated by government departments and the operators of scenic spots to enhance tourist experience may look perfectly-designed and well-intentioned, they sometimes fail to get the appreciation and cooperation of tourists when being implemented due to inadequate publicity.

