

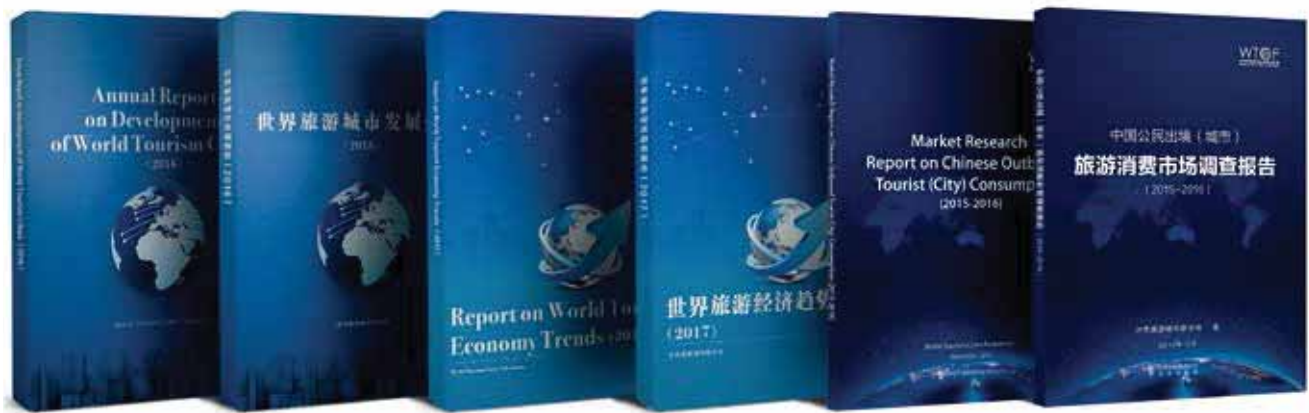


学术研究 ACADEMIC RESEARCH

智力支持、决策服务

INTELLECTUAL SUPPORT,
DECISION-MAKING SERVICE





1 连续发布《世界旅游城市发展报告》

世界旅游城市联合会连续三年推出《世界旅游城市发展报告》，以城市视角观察和审视世界旅游发展，本报告是世界旅游城市联合会的年度主题报告，以城市的视角对全球旅游发展进行了系统的定期审视，从市场面、产业面和区域格局深度解读城市对全球客源地以及目的地的贡献，阐释城市在旅游业发展过程中的作用。着重于对全球旅游业的发展特点与趋势进行综合分析，旨在建立具有全球适用性的评价指标及统计标准、建设多渠道数据采集的合作机制，该报告对于指导会员城市规范和改进服务设施、推动服务更趋专业化和精细化具有行业范本的作用。

2 发布《世界旅游经济趋势报告》

为科学研判世界旅游经济发展的动态趋势、准确预测其未来走向，树立世界旅游城市联合会的专业形象、扩大全球影响力，联合会特别委托中国社会科学院旅游研究中心完成《世界旅游经

济趋势报告》。

该报告从研究世界旅游经济趋势的方式去传导旅游发展的信息，拓宽更大的视角，并从关注城市群超级版图发展等经济建设发展方面，去看待资源的有效利用与开发等，通过这些研究，让旅游城市和业者得到一些有益的参考。

2017年度报告基于对全球旅游经济总规模等核心数据的分析与预测，围绕“旅游在世界经济格局中的作用”这一主线，从八个方面揭示世界旅游经济的发展趋势。

制定旅游城市优质服务指南，有利于构筑宜游的城市环境，打造宜居的社区环境，推动国际旅游市场新秩序建设和世界旅游城市的健康发展与繁荣。

3 连续推出《中国公民出境(城市)旅游消费市场调查报告》

世界旅游城市联合会和全球领先的市场研究机构——益普索(Ipsos)联合开展的“中国公民出境(城市)旅游消费市场调查”自2014年开始，每年按时发布市场调查报告，已历三载。每次报告在保

持调查内容一贯性和连续性的基础上，不断增加调查项目、扩大调查覆盖人群，希望通过多视角、多维度的消费者调查，更好地把握中国出境旅游市场的发展趋势，系统全面地归纳和展现中国出境游客的消费习惯与行为以及发生的变化，为广大会员城市和机构会员提供有益于市场运作和服务改进、了解中国出境游客的相应参考。

4 推出《旅游城市优质服务指南》

在总结世界各国旅游城市服务实践的先进经验、世界旅游相关行业组织的各种标准指南、各类社会机构的旅游相关评奖标准的基础上，结合世界旅游城市的独特性质，世界旅游城市联合会在《北京共识》的框架下，提出《旅游城市优质服务指南》。

旅游城市在世界旅游业发展中占据着举足轻重的地位，优质的旅游服务不仅能满足游客需求，为游客带来丰富的体验，更能推动旅游城市可持续发展。



Continuous Publish *Annual Report on Development of World Tourism Cities*

WTCF has been releasing the *Annual Report on Development of World Tourism Cities* for 3 years in row. The report observes and examines world tourism development from city's perspective. The report is an annual publication of WTCF. It makes a periodic and systematic assessment of global tourism development from the perspective of cities, provides in-depth analysis of the contribution made by cities to global tourist sources and destinations in the market, industry and regional context, and illustrates the function of cities in tourism development. It focuses on making comprehensive analysis on the features and trends of international tourism industry, with the aim of establishing evaluation indicators and statistical standards applicable worldwide, and constructing a cooperation mechanism for collecting data from multiple channels. The report can serve as a template for the industry and a guideline for city members to improve service facilities, and develop more specialized and streamlined services.

Publish *Report on World Tourism Economy Trends*

WTCF entrusted the Tourism Research Center of the Chinese Academy of Social Sciences (CASS) to publish the *Report on World Tourism Economy Trends (2017)*. The aim of the report is to scientifically analyze the direction of world tourism economic development,

accurately predict its future trends, foster the professional image of WTCF and expand its global influence.

Through the study of world tourism economic trends, the report aims to disseminate information on tourism development and broaden people's vision on tourism. It views the effective utilization and development of resources from the perspectives of city clusters and other aspects of economic development. The report can be used as a reference to benefit tourism cities and the tourism industry.

Based on the analysis and prediction of key data such as "total scale of world tourism economy" and focusing on the theme of "The Role of Tourism in the World Economy", the *Report on World Tourism Economy Trends (2017)* outlines the world tourism economic trends through 8 different aspects.

Continuous Launch *Market Research Report on Chinese Outbound Tourist (City) Consumption*

WTCF and Ipsos (a world-leading market research institution) have been jointly conducting market research on *Market Research Report on Chinese Outbound Tourist (City) Consumption* since 2014, and released annual market research reports for three years in a row. Research items have been increased and research bases have been expanded, while the consistency and continuity of research contents have still maintained. Through multi-perspective and multi-dimensional

consumer survey, both WTCF and Ipsos hope to better understand the development trends of China's outbound tourism market, systematically and comprehensively summarize and present the consumption habits and behaviors of Chinese outbound tourists as well as ongoing changes in order to help member cities and institutions improve market operation and services and know more about Chinese outbound tourists.

Launching the *Guidelines for Quality Services of Tourism Cities*

On the basis of advanced service practices of tourism cities around the world, standards and guidelines of tourism-related industry organizations and award criteria of various social institutions, and in keeping with the unique features of world tourism cities, WTCF put forward the *Guidelines for Quality Services of Tourism Cities under the framework of the Beijing Consensus*.

Tourism cities occupy a prominent position in the development of world tourism. Quality services can not only meet tourists' demands and create great experience for them, but also make contribution to the sustainable development of tourism cities. The formulation of the guidelines is conducive to the development of a tourist-friendly city environment and a livable community environment, and to the building of a new order in the international tourism market and the healthy development and prosperity of tourism cities.