





## 世界旅游城市联合会与上海合作组织 在京签署旅游合作框架协议

2017年5月15日，世界旅游城市联合会(WTCF)与上海合作组织(SCO)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海合作组织秘书长拉希德·阿里莫夫代表双方签字。

协议主要包括：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，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的活动系非商业性质，不以任何形式的营利为目的，且互利基础上进行等。

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。

宋宇秘书长表示，世界旅游城市联合会希望通过加强会员城市之间的深度合作，打造一批节点城市和旅游精品线路，全面促进“一带一路”旅游走廊建设，为世界旅游合作发展注入新的活力。今后，联合会将继续发展节点城市会员，推出一批旅游产品和旅游线路，打造一批合作平台，创新城市旅游合作机制，创新旅游市场标准体系，创新旅游宣传推广行动，进而推动“一带一路”旅游城市发展。

阿里莫夫秘书长表示，协议在“一带一路”国际合作高峰论坛举办期间签署，将极大推动上合组织和丝绸之路经济带沿线旅游城市的互惠互利，交流合作。宋宇秘书长在

讲话中强调，上合组织与世界旅游城市联合会的秘书处都在北京，上合组织成员国都位于丝绸之路经济带，我们双方“地相近、人相亲”，旅游将进一步推动“一带一路”的国家和人民理解更深入，联系更紧密，沟通更顺畅。

近年来，世界旅游城市联合会积极推动“一带一路”旅游城市的可持续发展与交流合作。2015年，在摩洛哥举办的香山旅游峰会上联合会针对西亚北非地区会员专门设计了“一带一路旅游城市多元化发展”议题，并组织了“摩洛哥千人游”；2016年，联合会与会员单位新疆阿勒泰地区联合举办“一带一路与旅游合作”国际论坛；2017年，联合会在马来西亚槟城举办了亚太旅游论坛，发布《“一带一路”旅游走廊节点城市建设倡议》等。目前，世界旅游城市联合会拥有“一带一路”沿线会员城市57个，分属19个国家，包括欧亚的29个城市以及中国的28个城市。

## WTCF signs tourism cooperation framework agreement with SCO in Beijing

On 15 May, 2017, the World Tourism Cities Federation (WTCF) and the Shanghai Cooperation Organisation (SCO) signed the *Framework Agreement on Tourism Cooperation between the World Tourism Cities Federation and the Shanghai Cooperation Organisation* in Beijing. Song Yu, Secretary-General of WTCF and Rashid Alimov, Secretary-General of SCO signed the agreement on behalf of respective sides.

The agreement involves extensively publicizing the rich historical and cultural heritage in China and the countries along the Silk Road Economic Belt; cooperating in hosting the Open Day of the SCO Secretariat, planning and writing the brochure for SCO and its member states, and promoting tourism resources. The events hosted by the two sides under the framework of the agreement are non-commercial, non-profit and on a mutually beneficial basis.

The agreement is a major result of the Belt and Road Forum for International Cooperation. WTCF-SCO

cooperation will further strengthen the construction of the Silk Road Economic Belt tourism corridor, cement the cooperation and exchanges between city hubs, and prompt the cities along the Silk Road Economic Belt to reach consensus, plan vision and cooperate practically. According to Song, WTCF hopes to build some city hubs and fine tourism routes by deepening the cooperation between member cities, to comprehensively promote the construction of the "Belt and Road" tourism corridor, and inject new vitality into world tourism cooperation and development. In the future, WTCF will continue to develop city hub members, introduce a number of tourism products and routes, build some cooperation platforms, and renovate the city tourism cooperation mechanism, the tourism market standard system and the tourism promotion action, thus promoting the development of tourism cities along the "Belt and Road". The conclusion of the agreement during the Belt and Road Forum for International Cooperation will boost the mutually beneficial exchanges and cooperation between SCO and the Silk Road Economic Belt, said Alimov. In his speech, Song stressed that the SCO Secretariat and the WTCF Secretariat are both in Beijing, all SCO member states are in the Silk Road Economic Belt, the two sides are geographically close and have deep relations, tourism will further promote the mutual understanding between the countries and peoples along the Belt and Road, deepen their relations and make their communication smoother.

In recent years, WTCF has promoted the sustainable development of the tourism cities along the Belt and Road, as well as their exchanges and cooperation. At the Fragrant Hills Tourism Summit 2015 in Morocco, WTCF designed the subject of "Diversified Development of Tourism Cities along the Belt and Road" for its members in West Asia and North Africa, and organized a 1,000-people tour of Morocco; in 2016, WTCF co-hosted the International Forum on "One Belt One Road & Tourism Cooperation" in Altay, Xinjiang with its member entity; in 2017, WTCF hosted WTCF Asia Pacific Tourism Conference 2017 in Penang, Malaysia, and released the Initiative on "Belt and Road" Tourism Corridor and City Hub Construction. Now WTCF has 57 city members

in 19 countries along the "Belt and Road", including 29 European and Asian countries, as well as 28 Chinese cities.

## 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 恩武德出席 “一带一路”国际合作高峰论坛

2017年5月14日至15日，由中国政府主办的“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。

“一带一路”国际合作高峰论坛是中国首倡举办的“一带一路”建设框架内层级最高、规模最大的国际会议，主题是“加强国际合作，共建‘一带一路’，实现共赢发展”，由开幕式、领导人圆桌峰会、高级别会议三部分组成。包括29位外国元首和政府首脑在内的来自130多个国家和70多个国际组织约1500名代表出席了此次高峰论坛。

近年来，世界旅游城市联合会积极推动“一带一路”旅游城市的可持续发展与交流合作。

2015年在摩洛哥举办的香山旅游峰会上，围绕“一带一路”旅游城市多元化发展等议题，众多“一带一路”国家和城市及旅游相关企业进行了讨论和交流，峰会之前组织了“千人游摩洛哥”活动，积极推动旅游城市间的共享、共通和共赢。

2016年1月，世界旅游城市联合会与会员城市阿勒





泰共同举办“一带一路与旅游合作”国际论坛，来自哈萨克斯坦、俄罗斯、蒙古、拉脱维亚等国的代表参加，并签署了《关于促进中蒙俄发展跨境旅游合作行动计划书》。

2017年3月，联合会在马来西亚槟城举办了2017亚太旅游论坛，并在会上发布了《“一带一路”旅游走廊节点城市建设倡议》，得到会员积极响应。

代表世界旅游城市联合会出席此次盛会，恩武德局长说：“这不仅是我自己的荣耀，也是洛杉矶的荣耀，乃至全美旅游者和世界旅游城市的荣耀，这说明民心相通，根基在于城市的互联。”他表示要用自己的亲身经历给西方世界讲述他的北京故事。对于大会热情周到严谨有序的服务，恩武德非常欣赏和感激，他感叹于中国高速发展的同时也表示2024年的洛杉矶奥运会要向中国学习。

洛杉矶市自2012年加入世界旅游城市联合会，是联合会首批发起会员，也是联合会理事会五大副主席单位之一。2017年9月，世界旅游城市联合会香山旅游峰会将在洛杉矶市举行，恩武德此次代表联合会受邀出席“一带一路”国际合作高峰论坛，将进一步加强联合会会员间的深度合作，共同推动会员城市旅游发展。



## Ernest Wooden Jr., Vice-Chairman of WTCF Council and Pres. and CEO of Los Angeles Tourism & Convention Board attended the Belt & Road Forum

On May 14th and 15th, the Belt and Road Forum for International Cooperation was held in Beijing. Mr. Ernest Wooden Jr., WTCF Vice-Chairman of the Council and Pres. and CEO of Los Angeles Tourism & Convention Board (LATCB), was invited to attend the forum for further substantial cooperation under the Belt and Road initiative.

The theme of the forum is “strengthening international cooperation and co-building the ‘Belt and Road’ for win-win development” and is by far the largest-scale and highest-level international meeting initiated by China. It features an opening ceremony, a round-table summit of global leaders, and a high-level conference. More than 1,500 delegates attended the forum, including a total of 29 heads of state and government leaders from 130 nations as well as representatives from more than 70 international organizations.

Recent years have witnessed the WTCF's continuing efforts in promoting sustainable development and cooperation among the tourism cities along the Belt and Road. During the WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015, held in the Kingdom of Morocco, the topic “Diversified Development in the Tourism Cities Along the Belt and Road” was tailor-made for the WTCF members in the West Asia and the North Africa. Additionally, a special program with the theme “Thousands of Chinese Tourists to Magnificent Morocco” was officially launched.

In January 2016, the International Forum on “One Belt One Road & Tourism Cooperation” was held in Altay, member of WTCF. At this Forum, attended by delegates from Kazakhstan, Russia, Mongolia, and Latvia, the “Cooperative Action Plan of China-Mongolia-Russia Cross-border Tourism Promotion Alliance in China” was signed. In March 2017, the WTCF Asia Pacific Tourism Conference was held in Penang, the famous Malaysian tourism city, with the theme “One Belt One Road:

Development of Tourism Corridor and City Hub." These forums were well received by WTCF members.

Mr. Ernest Wooden Jr. told the correspondent that it's an honor to attend this Forum on the behalf of WTCF, and it's also a privilege for Los Angeles, for American tourism, and the world tourism cities to be involved in the great forum. He also highlighted the importance of city connectivity in strengthening people-to-people connectivity. Impressed by the quality service and unrivalled hospitality during the forum, Mr. Ernest Wooden Jr. said that the fast-growing China had set an excellent example for Los Angeles, host of 2024 Olympic Games.

Los Angeles joined WTCF in 2012. As one of the five Vice-Chairman Cities of WTCF Council and one of the initiative member cities, Los Angeles will be the host the WTCF Fragrant Hills Tourism Summit 2017 in September 2017. Mr. Ernest Wooden Jr.'s attendance at the Belt and Road Forum will further enhance the cooperation in WTCF, and promote tourism development in its member cities.

## 联合会邮轮分会联合主办 第五届中国（青岛）国际邮轮峰会 并召开理事会会议

2017年6月1日至2日，由亚洲邮轮港口协会、世界旅游城市联合会邮轮分会、上海国际邮轮经济研究中心



第五届中国青岛国际邮轮峰会开幕式



李宝春常务副秘书长在第五届中国青岛国际邮轮峰会开幕式致辞

联合主办，青岛市旅游发展委员会、青岛国际邮轮港管理局、青岛市北区人民政府、青岛市贸促会、青岛港（集团）有限公司支持举办的“第五届中国（青岛）国际邮轮峰会”在青岛顺利召开。本届大会以“拓展邮轮经济全产业链，助推邮轮产业创新发展”为主题，以邮轮旅游视角切入，通过全域旅游概念引领，开拓邮轮全产业链经济。来自德国、英国、瑞典、摩纳哥、俄罗斯、法国、菲律宾等26个国家和地区的200余位嘉宾参会出席了峰会各场活动，参会代表包含国家主管部门、行业协会、国际邮轮公司、国际邮轮城市、旅行社及OTA、邮轮设计及建造企业、邮轮船舶配套供应和邮轮院校等产业链上中下游的行业专家和机构。

世界旅游城市联合会常务副秘书长李宝春在开幕式上致辞。他分析了国际及中国邮轮市场前景，并诚挚邀请参会旅游城市和机构代表参与2017联合会洛杉矶香山旅游峰会。他表示：“中国（青岛）国际邮轮峰会已成为亚洲邮轮产业的重要交流平台，为邮轮产业单位多角度合作共赢提供了重要契机，为邮轮旅游业融合发展提供了有效渠道，也为促进国际邮轮业健康持续发展提供了动能和活力。”



青岛市副市长栾新在第五届中国青岛国际邮轮峰会致辞



2nd Meeting of the 1st Council of the Committee of Cruise of World Tourism Cities Federation

峰会开幕前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。会议由分会秘书长崔德志主持，邮轮分会理事代表、特邀嘉宾出席了会议，并由理事单位代表对邮轮分会工作提出意见建议。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。

世界旅游城市联合会邮轮分会是联合会协同青岛市积极融入“一带一路”战略的重要平台。



## WTCF Committee of Cruise co-hosts 5th China International Cruise Summit, holds council meeting

From 1 to 2 June, 2017, the 5th China International Cruise Summit was held in Qingdao. The summit was hosted by the Asia Cruise Terminal Association, the Committee of Cruise of World Tourism Cities Federation (WTCF) and the Shanghai International Cruise Business Institute, and supported by the Qingdao Tourism Development Commission, the Qingdao International Cruise Port Authority, the North District People's Government, the China Council for the Promotion of International Trade, Qingdao Sub-Council and Qingdao Port Group Corporation. Under the theme of "Developing the whole cruise industry chain, boosting the innovative development of the cruise industry", from

the perspective of cruise tourism, the summit explored the development of the cruise industry under the guidance of the concept of all-for-one tourism. More than 200 guests from 26 countries and regions including Germany, the UK, Sweden, Monaco, Russia, France and the Philippines attended the summit. They are experts from the upstream, midstream and downstream sectors of the industry, including competent state departments, industrial associations, international cruise companies, international cruise cities, travel agencies and OTA, cruise design and building enterprises, cruise equipment suppliers and cruise colleges and universities.

Li Baochun, Executive Deputy Secretary-General of WTCF addressed the Opening Ceremony. He analyzed the prospect of the international and Chinese cruise markets, and sincerely invited representatives of tourism cities and agencies to attend the WTCF Los Angeles Fragrant Hills Tourism Summit 2017. "China International Cruise Summit has become a major exchange platform for Asia's cruise industry, created an important opportunity for the all-round cooperation between cruise industry players, opened an effective channel for the integrated development of cruise tourism, and injected new impetus and vitality for the healthy and sustained development of the international cruise industry," said him.

The 2nd Meeting of the 1st Council of the WTCF Committee of Cruise was held before the opening of the summit. Cui Dezhi, Secretary-General of the Committee presided over the meeting. Council members and special guests of the Committee attended the meeting. Council members offered advice and suggestions on committee work. Upon examination and approval by council members, 12 entities, including Department of Tourism of Primorsky Krai, Marseille Provence Cruise Club, Alitrip and SPD Bank Blue Economy Finance Center, were admitted to the Committee. With a total of more than 100 members to date, the Committee has become the most influential cruise industry organization in China.

The WTCF Committee of Cruise is an important platform through which WTCF joins the "Belt and Road" Initiative in association with Qingdao.



## 世界旅游城市联合会与友好中国 在阿斯塔纳共同举办 “一带一路的盛事—— 首届泛亚洲中国旅游论坛”

2017年6月24日，“一带一路的盛事——首届泛亚洲中国旅游论坛”在哈萨克斯坦阿斯塔纳市举办。本次论坛由阿斯塔纳会展局（Astana Convention Bureau LLP）、世界旅游城市联合会（WTCF）、哈萨克斯坦观光协会、哈萨克斯坦酒店与餐馆协会、哈萨克斯坦全国旅游业协会和友好中国（Chinese Friendly）共同主办。论坛还得到了联合国教科文组织（UNESCO）、哈萨克斯坦共和国文化与体育部、阿斯塔纳市政府、阿斯塔纳2017世界博览会等单位的大力支持。来自西班牙、意大利、伊朗、中国、俄罗斯、乌兹别克斯坦、阿塞拜疆和吉尔吉斯斯坦等多个国家的200多名旅游业专家、机构及国际组织的代表们参加了论坛，共同就推动旅游合作模式、提升服务质量等方面进行探讨，携手促进“丝路”沿线国家旅游市场的交流与合作。

作为共同主办方，世界旅游城市联合会严晗副秘书长代表WTCF向到场嘉宾致欢迎词，并发表了首个主题演讲。严晗副秘书长向与会嘉宾介绍了WTCF的发展历史及基本现状，结合联合会研究成果《中国公民出境消费调查报告》，详细剖析了中国旅游出境市场，就中国游客出行数据及出游模式的转变及发展现状，中国出境游客的特征、习惯和喜好等进行了分析。严晗副秘书长还对中国—哈萨克斯坦旅游业发展中的优势及发展趋势进行了剖析，他代表联合会呼吁丝绸之路沿线国家共同打造旅游走廊，建设旅游节点城市，以“一带一路”倡

议为契机，继续加快推进旅游产品多样化、游客签证便利化，增强丝路沿线人民心意相通，互利共赢。

在“中国市场保持竞争力”专题会议上，负责欧洲—非洲地区外联工作的WTCF资深业务经理马瑞琦先生用俄语发表了“中国旅游业保持竞争力：联盟并建立合作关系，构建新一带：丝绸之路城市”为主题的演讲。多位一带一路沿线国家旅游业代表表示希望加入WTCF，一同推进中哈旅游业发展。

哈萨克斯坦共和国文化与体育部部长穆哈维迪乌雷先生、UNESCO代表José María、乌兹别克斯坦共和国国家旅游发展委员会副主席Ravshan Usmanov等代表发言。穆哈维迪乌雷部长向论坛召开表示欢迎，他认真聆听了与会嘉宾的发言，向大家介绍了“哈萨克斯坦—中国旅游年”计划，承诺将积极推动签证便利化等举措，以切实有效地促进哈萨克斯坦在中国市场的旅游品牌发展战略。

严晗副秘书长还接受了哈萨克斯坦国家电视台、KAZAKSTAN等哈萨克斯坦媒体的采访，介绍了WTCF的发展现状并应邀分析了一带一路沿线国家与中国旅游市场对接合作的优势和方向。

## WTCF and Chinese Friendly Co-hosts “One Belt One Road Event: First Pan-Asian Conference on Chinese Tourism” in Astana

On June 24th, 2017, the “One Belt One Road Event: First Pan-Asian Conference on Chinese Tourism” was held



in Astana, capital city of Kazakhstan. The conference was hosted by Astana Convention Bureau LLP, World Tourism Cities Federation (WTCF), Kazakhstan Tourism Association, Kazakhstan Association of Hotels & Restaurants, Committee of Tourism Industry of the Ministry of Tourism and Sport of the Republic of Kazakhstan, and Chinese Friendly. Also, the event was supported by United Nations Educational, Scientific, and Cultural Organization (UNESCO), Ministry of Culture and Sport of the Republic of Kazakhstan, Municipal Government of Astana, EXPO 2017 Astana. More than 200 tourism experts, institutions and international organizations, representatives from Spain, Italy, Iran, China, Russia, Uzbekistan, Azerbaijan, and Kyrgyzstan participated in the conference. To promote market exchange and cooperation in countries along the "Silk Road," the participants discussed topics including promoting tourism cooperation and improving tourism service during the conference.

As the co-organizer, Yan Han, Deputy Secretary-General of WTCF, brought greetings on behalf of WTCF and delivered the first themed speech. Mr. Yan Han introduced the history and current situation of WTCF. He also analyzed the Chinese outbound tourism market while referencing the report released by WTCF: Market Research Report on Chinese Outbound Tourist (City) Consumption. The research data provided by the report gave an insight into the changes of Chinese outbound tourism patterns and current status and explained the features, habits, and preferences of Chinese tourists. In addition, Mr. Yan Han analyzed the advantages and trends of the tourism development between China and Kazakhstan. He appealed for the joint efforts of all the countries along the Silk Road to construct the tourism corridor and build the tourism node cities. Mr. Yan also encouraged participants take the opportunity of "The Belt and Road Initiative" to promote the diversity of tourism products, simplify the visa process, enhance the connections of the people from Silk Road countries and realize the mutual trust and mutual benefit.

At the conference titled "Being competitive in Chinese Travel Industry," Mr. Richard Matuzevich, Senior Manager, Secretariat of WTCF, who is responsible for

the liaison work of Europe and Africa, delivered a speech themed "Alliances and Partners, constructing a new belt: Silk Road Cities" in Russian. Representatives of the tourism industry from many countries along the One Belt One Road route said they hoped to join WTCF, and jointly boost the development of the China-Kazakhstan tourism industry.

Mukhamediuly, Minister of Culture and Sport of the Republic of Kazakhstan, UNESCO representative José María, Ravshan Usmanov, Deputy President of the State Committee of the Republic of Uzbekistan for Tourism Development, and other representatives all spoke at the conference. Minister Mukhamediuly welcomed the opening of the forum, carefully listened to what the honored guests said, and introduced the "Kazakhstan - China Tourism Year" plan. The plan promises to actively promote visa facilitation and other initiatives, so that Kazakhstan's tourism brand development strategy can be practically and effectively promoted in the Chinese market.

Deputy Secretary-General Yan Han was also interviewed by the national TV station of Kazakhstan, KA3AKCTAH and other Kazakhstan media. He introduced the current development status of WTCF, and was also invited to analyze the advantages and direction of connection and cooperation between the countries along the One Belt One Road route and China's tourism market.





## WTCF与爱丁堡旅游行动小组 共同举办 “中国市场精英学习之旅”

2017年5月27日至6月4日，由世界旅游城市联合会(WTCF)与会员城市爱丁堡共同发起的“中国市场精英学习之旅”培训活动在京举行，世界旅游城市联合会副秘书长严晗向培训学员介绍了WTCF组织发展情况和《中国公民(城市)旅游消费市场调查报告》等研究成果。中国社科院旅游研究中心、南开大学、北京第二外国语学院专家，以及洛杉矶会议与旅游局驻京代表处负责人向学员授课。

此次活动由爱丁堡旅游行动小组发起组织。爱丁堡旅游局、爱丁堡酒店协会商业等旅游相关部门负责人共14人参加培训。他们走访了北京、上海、南京三个城市，与联合会机构会员，国旅、众信、凯撒、途牛、携程以及媒体分会会员新浪、腾讯进行商务对接及当地旅游资源考察。这是WTCF应爱丁堡市特别邀请，首次与会员城市联合举办培训活动，WTCF与机构、媒体会员通力合作，安排现场教学、商务对接以及实地考察等项目，丰富“中国市场精英学习之旅”培训活动，使爱丁堡旅游业界对中国旅游市场有了更深入的了解。

2016年3月，WTCF在京举办首期“国际旅游目的地(城市)推广与营销专题培训班”期间，爱丁堡市(英国)旅游事务集团、旅游事务集团项目组以及旅游相关部门的负责人参加了培训，并在培训后发来感谢信，希望能够借助联合会的平台寻求进一步的合作。在此背景下举办的“中国市场精英学习之旅”活动，将进一步践行WTCF服务会员的宗旨，推广城市间旅游交流，提升旅游城市品牌形象。WTCF也期待着与更多会员进行培训与合作，发挥平台作用，促进旅游城市品牌形象提升。



参加培训学员与联合会工作人员合影



WTCF副秘书长严晗在开幕式上演讲

## Edinburgh Tourism Action Group and WTCF Hosts Edinburgh “China Champions Learning Journey” Training Program

On May 27th, the opening ceremony of Edinburgh “China Champions Learning Journey” Training Program was held in Beijing. Mr. Yan Han, Deputy Secretary-General of World Tourism Cities Federation (WTCF), attended the event and delivered a speech. He briefly introduced status and research results of WTCF in recent years including the Market Research Report on Chinese Outbound Tourist (City) Consumption. Chinese tourism market experts from Tourism Research Centre of Chinese Academy of Social Sciences, Nankai University, Beijing International Studies University, and Los Angeles Tourism & Convention Board China Regional gave lectures to the trainees.

The training program, initiated by Edinburgh Tourism Action Group (ETAG), is jointly hosted by WTCF and ETAG. A total of 14 trainees from Edinburgh's Hotel,



现场学员认真听讲

Marketing, and other related tourism department participated in the training and visit famous Chinese tourism destinations such as Beijing, Shanghai and Nanjing. To help trainees better understand the China tourism market, WTCF also arranged business negotiations and a series of tourism cooperation visits with institutions such as CITS, Utour, CAISSA, Tuniu.com and Ctrip, as well as Chinese famous tourism media Sina and Tencent. All of the companies above were invited and selected from WTCF's institutional member and Committee of Media Organizations. It's the first time that WTCF is coordinating with its institutional members and Committee of Media Organizations members to host the training program for city members.

In March of 2016, manager and colleagues from ETAG and other Edinburgh tourism related department attended WTCF's 2016 International Tourist Destination (Cities) Promotion and Marketing Training. After the training, ETAG sent a letter of thanks and expressed the desire to further cooperate with WTCF.

This year's training program also shows WTCF's commitment to the facilitation of exchanges and cooperation between members, and to increasing the

appeal of tourism cities as international destinations. WTCF is looking forward to more cooperation opportunities with members, so that it can boost the brand image of the tourism cities' by serving as a third-party platform.

## 世界旅游城市联合会在北京国际旅游展（BITE）积极推介会员

2017 北京国际旅游博览会 (BITE 2017) 于 6 月 16 日在北京国家会议中心开幕。世界旅游城市联合会代表会员参展，积极推介城市及机构会员，并与业内进行了广泛交流。

共有来自全球 80 多个国家和地区的旅游机构和特邀买家参展，办展规模达 22,000 平方米。现场除了有来自世界各地特色表演、推介活动外，还推出了众多特价旅游产品进行展卖。

历经 13 年发展，BITE 正逐步成长为国际性、综合性的旅游展会，成为国内外旅游业重要的交流交易平台。世界旅游城市联合会已多次参加 BITE，此次在现场派发





了宣传品，向参展观众积极推介联合会和会员单位。专业日当天，前来联合会展台咨询并洽谈的参展商和观众络绎不绝。刚刚和联合会共同主办亚太旅游论坛的檳城，其州行政议员、旅游发展委员会主席罗兴强前往联合会展台参观并交流，澳门、香港、柏林、圣彼得堡等会员城市和联合会有关人员进行了工作交流。

联合会还接受了《旅游卫视》等媒体的采访，就联合会如何助力会员城市旅游发展进行了介绍。

## WTCF Actively Promotes Its Members During BITE

The Beijing International Tourism Expo 2017 (BITE 2017) opened on June 16th, at the China National Convention Center. Representing its members, WTCF participated in the expo, actively promoting its city and institutional members, and widely communicated with the industry professionals.

Tourism institutes and invited buyers from more than 80 counties and regions of the world participated in the expo, and the exhibition area amounted to over 22,000 square meters. In addition to the special performances and promotional activities from around the world held at the center, an assortment of discounted tourism products were also exhibited and

sold there.

Having been developed for 13 years, the BITE is gradually growing into an international comprehensive tourism expo and becoming an important communication and trading platform for both the domestic and international tourism industries. WTCF has attended many of the previous sessions of the BITE. During this expo, WTCF distributed its commercial publicity materials on-site, and actively recommended itself and its members to the audience. During the professional visitor opening day, many exhibitors and visitors visited WTCF's booth to consult and negotiate with its on-site employees. YB Danny Law Heng Kiang, EXCO and Chairman of Penang State Tourism Development Committee, from Penang, which jointly hosted the Asia Pacific Tourism Conference with WTCF in late March, visited WTCF's booth and communicated with the on-site employees. Representatives of Macao, Hong Kong, Berlin, St. Petersburg and other member cities of WTCF had discussions about work with the employees at the booth.

WTCF was also interviewed by The Travel Channel and other media, and gave an introduction on how WTCF assisted its member cities in their self-development.

