

# 2017 | WTCF Asia Pacific 世界旅游城市

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# Asia-Pacific Tourism Conference 2017

## 亚太旅游联合会城市联合论坛

Penang, Malaysia

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## 2017中国出境旅游论坛暨世界旅游城市联合会研究成果发布会在京召开

2017年1月9日，世界旅游城市联合会发布最新研究成果《世界旅游城市发展报告(2016)》及《世界旅游经济趋势报告(2017)》，同时与艾威联合旅游顾问机构共同主办了“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。

世界旅游城市联合会秘书长宋宇首先致辞，他对各位嘉宾的出席表示感谢。联合会理事会执行副主席、北京市副市长程红出席交流会，并发表了热情洋溢的欢迎致辞。联合会常务副秘书长李宝春主持了论坛。

《世界旅游城市发展报告(2016)》是在综合考虑在线旅游、共享经济等促进城市旅游业发展的各类要素和创新举措的基础上，对世界城市旅游发展指数进行了进一步的完善，并据此对全球104个城市进行评估的研究成果。联合会希望通过引入“旅游城市发展指数”这个研究方法和视角，为世界旅游城市发展提供智力支持和决策服务。

《世界旅游经济趋势报告(2017)》，是针对世界旅游经济发展的动态趋势和走向预测，形成的专项研究成果。该报告基于对全球旅游经济总规模等核心数据的研究分析，围绕“旅游在世界经济格局中的作用”这一主线，从8个方面预测了2017年世界旅游经济的发展趋势。报告显示，2016年，在世界经济复苏乏力、国际贸易增速放缓的背景下，全球旅游依然保持较高增速，成为推动全球经济发展的重要力量。全球旅游经济增量对世界GDP增长的贡献率为5.49%。2017年，全球旅游总人次和全球



旅游总收入将分别增长7.5%和4.2%。

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”。世界旅游城市联合会副秘书长严晗、众信旅游总裁曹建、凯撒旅游副总裁任军、鸿鹄逸游·携程太美旅行COO郭明、飞猪·阿里旅行副总裁段冬东、百程旅行网副总裁孙常伟参加本次论坛的专题讨论，他们重点就2017年中国出境旅游的市场特点和发展趋势、高端定制旅游的发展潜力、新一代年轻游客的需求与消费行为、出境自助旅游产品等议题做了精辟和专业的分享。

论坛上还发布和介绍了“2017出境旅游优质服务供应商计划”(简称QSC计划)的实施。QSC计划是针对境外旅游目的地



或旅游城市的各类旅游供应商接待中国游客的服务质量认证项目，旨在推动和帮助境外旅游供应商为中国游客提供更多便利服务和品质保障，境外地接旅行社、购物商店、酒店、景点、餐馆、机场、退税服务机构等各种类型的旅游供应商，只要符合QSC认证标准，均可免费申请加入。目前，已经有来自42个国家的近千家供应商申请加入QSC计划。未来，世界旅游城市联合会将支持和指导QSC计划与各国旅游城市开展紧密合作，以帮助这些旅游城市更好地吸引和接待中国游客。

艾威联合旅游顾问机构董事长王新军博士在论坛上解读了最新发布的《2017年春节黄金周出境旅游价格指数报告》，并对中国出境旅游客源市场进行了分析。

世界旅游城市联合会是由北京倡导发起，携手著名旅游城市及旅游相关机构自愿结成的首个全球性非政府非营利旅游组织，城市会员119个，机构会员62个，分布于五大洲的58个国家和地区。联合会下设专家委员会、民航分会、旅游企业相关分会、媒体分会、邮轮分会和投资分会。联合会自2012年成立以来发展迅速，已成为促进国际旅游目的地与企业、机构、媒体之间增强交流合作的重要平台，被旅游界公认为成长最快的国际旅游组织。

## 2017 International Forum on Chinese Outbound Tourism and Release of WTCF Research Result Held in Beijing

On January 9th, 2017, World Tourism Cities Federation (WTCF) released two new research results, the Annual Report on Development of World Tourism Cities 2016 and Report on World Tourism Economy Trends (2017). At the same time, WTCF and Ivy Alliance Tourism Consulting co-hosted the 2017 International Forum on Chinese Outbound Tourism



Tunisian ambassador to China attended the meeting.



中国社会科学院旅游研究中心主任宋瑞发布《世界旅游经济发展趋势报告（2017）》

(IFCOT). About 200 guests including 5 ambassadors, 70 diplomatic officials of foreign embassies, top executives of tourism organizations, representatives from Shanghai Cooperation Organization and other international organizations, representatives of WTCF members, and China-based leading outbound tour operators attended the forum.

The event began with a speech by Song Yu, Secretary-General of World Tourism Cities Federation. Mr. Song Yu expressed his gratitude for the attendance of the guests. Cheng Hong, Executive Deputy Chairperson of WTCF Council and Vice Mayor of Beijing, attended the symposium and delivered a welcome speech. Li Baochun, Executive Deputy Secretary-General of WTCF was the host of the event.

The Annual Report on Development of World Tourism Cities 2016 is a research result based on the elements and creative measures such as online tourism and sharing economy that promote the development of tourism. The Annual Report on Development of World Tourism Cities 2016 provides an improved version the index of the development of world tourism cities, which provides a criterion for evaluating 104 cities. WTCF hopes that by introducing the method of tourism cities development index, it can provide intellectual support and services for the development of world tourism cities.

The Report on World Tourism Economy Trends (2017) is a special research aimed at the development of world tourism economy. It forecasts the trend of the development of the world tourism economy in 2017 based at the core statistics such as the overall scale of world tourism economy and the role in which tourism play in the world economy. The report indicates that under the background of the weakness of the world economy recovery and slowdown of the international trade in 2016, the world tourism economy kept on growing rapidly to become the main force in promoting the development of the world economy. The world





economy contributed 5.49% to world GDP. In 2017, the population of world tourists and world tourism income will be at 7.5% and 4.2%, respectively. Song Yu, Secretary-General of World Tourism Cities Federation, said that after 20 years of high-speed growth of China's outbound tourism market, it has now approached a new stage of transformation. There are many new changes within the outbound tourism market and demands are ever changing. In order to assist the world tourism organizations and tourism enterprises and provide a better understanding of the new trends and characteristics of the China outbound tourism market, thus promote the cooperation between tourism organizations domestic and abroad, WTCF and Ivy Alliance Tourism Consulting joined hands again to co-host the 2017 International Forum on Chinese Outbound Tourism (IFCOT). The last forum of its kind, the 11th International Forum on Chinese Outbound Tourism (IFCOT) was held in 2015. Mr. Yan Han, Deputy Secretary-General of World Tourism Cities Federation; Mr. Cao Jian, President of Beijing UTour International Travel Service; Mr. Ren Jun, Vice President of CAISSA International Travel Service; Mr. Guo Ming, COO of HHtravel; Mr. Duan Dongdong, Vice President of Alitrip.com; and Mr. Sun Changwei, Vice President of Baicheng.com attended the forum and participated in the discussion. They shared their professional ideas on the characteristics and trends of the 2017 China outbound



2017 China's Outbound Tourism—Special Forum on Market Change and Trend

tourism market, potential of the development of high-end customized tourism, demand and consumption behavior of young tourists, and self-service tourism products.

During the forum, the China Outbound Tourism Quality Service Certification Program 2017 (QSC) was released. The QSC is a program that recognizes overseas tourism suppliers which provide services for Chinese tourists. It aims at promoting the convenience and high quality services of overseas tourism suppliers to provide better services for Chinese tourists. All types of tourism suppliers including overseas travel agencies, retailers, hotels, tourism spots, restaurants, airports, and tax refund agencies can receive a free application and join the program as soon as they meet the criteria of the QSC program. Up until now, thousands of tourism suppliers from 42 countries have applied to join the QSC program. In the future, WTCF will support and guide the QSC program and cooperate with world tourism cities to assist them to attract more Chinese tourists.

Mr. Wang Xinjun, CEO of Ivy Alliance Tourism Consulting introduced the Report on 2017 China Outbound Tourism Price Index during National Day Holiday and analyzed the tourist's source market of the China outbound tourism market.

World Tourism Cities Federation (WTCF) is a non-government, non-profit international tourism organization voluntarily formed by well-known



Maltese ambassador to China attended the meeting.

tourism cities and tourism-related institutions around the world under the initiative of Beijing. WTCF currently has 119 city members and 62 institutional members. WTCF consists of 6 branches including the Expert Committee, Committee of Civil Aviation, Committee of Tourism-Related Businesses, Committee of Media Organizations, Committee of Cruise Industry, and Committee of Investment. Established on 15, September, 2012 in Beijing, it is committed to facilitating exchanges and cooperation between members and promoting sustainable growth in the tourism sector. WTCF is considered as one of the fastest growing international organization in the tourism sector.

## 联合会出席第二届环球旅游高峰论坛 共话旅游发展新未来

第二届环球旅游高峰论坛于2016年11月30日在四川遂宁市隆重举办。来自英国、美国、新加坡等国的专家和中外媒体精英汇聚一堂，为旅游产业转型发展提出真知灼见，共话旅游发展新未来。世界旅游城市联合会副秘书长严晗受邀出席活动并发表演讲。

本届论坛以“文化符号与旅游重建”为主题，邀请了中外的行业领袖、专家学者、政府高层及媒体与会。在著名主持人鲁豫主持的论坛上，嘉宾代表们分别围绕“旅游产业创新与世界级文化旅游符号”和“文化旅游的发展趋势与未来前景”两大话题展开讨论。

世界旅游城市联合会副秘书长严晗在论坛上表示，发展的核心是创新。以遂宁为例，当地有良好的能源资源，在旅游开发中，坚持走绿色环保的道路，就是创新意识的体现。如今，旅游业在世界经济发展中占据了很大的比例，旅游已成为世界经济发展的新趋势、新符号。当前旅游市场从“以成熟的景点吸引游客”转变为“关注团体需求进行景点打造”。旅游已从观光变为体验，从奢侈变为生活。从业者应当把握时机，在旅游景点开发中抓住团体的粘性、提高互动体验、增加文化内涵。无文化，不旅游。旅游项目应该要把文化的继承性、普遍性、新兴性、差异性的优势都发挥出来。

环球旅游高峰论坛是由《环球时报》社主办、浪漫地中海七星国际旅游度假区承办的高端旅游论坛。在2014年的首届论坛上，主办方确定论坛将永久落户四川遂宁，并每两年举办一次。论坛以切实推动国际旅游文化交流为宗旨，全面整合国内外政界、商界、学界、媒体界一流资源，打造成为中国旅游行业里具有影响力的权威发声平台。

## WTCF Attends the 2nd Global Tourism Forum to Discuss New Future of World Tourism Industry

The 2nd Global Tourism Forum was hosted in Suining City, Sichuan Province, on Nov 30th, 2016. Experts and media outlets from the United Kingdom, the United States, Singapore and other countries gathered together to discuss the new future of world tourism industry. Yan Han, Deputy Secretary-General of World Tourism Cities Federation was invited to attend the forums and to deliver a speech.

The theme of this year's forum was "Cultural Symbol and Tourism Renovation," which was divided into two sessions and hosted by famous talk show host Chen Luyu. During the forum, industrial experts, tourism department leaders, and media representative discussed two topics: "Tourism Industry Innovation and International Cultural Tourism Symbol" and "Cultural Tourism Development and Future."

WTCF Deputy Secretary-General Yan Han said at the forum that the key to tourism development is innovation. Take Suining City as an example, this city is famous for its energy resources. In recent years, when developing the tourism industry, the city utilized its resource advantage to turn itself into an eco-tourist destination. This reflects the sense of innovation. Nowadays, tourism plays an important role in the world financial market and has been a new driver of the world economy. For most tourists, the purpose for travelling has changed from "to see something new" into "to experience something." At the same time, destination operator's philosophy has changed from "to build a grand destination to attract as much tourists as possible" into "to build a better destination to attract a specific group of tourist." When developing a new



tourist attraction, managers should be focusing on the target groups' need, interactive experiences and cultural connotation. A good tourism project should demonstrate a city's cultural heritage.

The Global Tourism Forum is hosted by Global Times, and co-hosted by Romandisea Seven Star International Cultural Tourism Resort. During the first forum in 2014, the organizer announced that the Global Tourism Forum will be held in Suining City every two years. The forum will integrate political, business, academic and media resources into an influential platform to promote better international tourism industry communication.

## 联合会助推 文旅投资战略新平台

2016年11月27日，由中国开发性金融促进会、全联房地产商会、世界旅游城市联合会等提供战略支持的文化旅游投资发展联盟在北京成立。世界旅游城市联合会常务副秘书长李宝春出席当天的成立仪式并发表主题演讲。

李宝春副秘书长与嘉宾们分享了国际旅游市场的未来发展趋势和国际旅游城市的投资机遇，并介绍了世界旅游城市联合会的工作职能，以及在促进旅游投资、开展旅游学术研究等方面所做的工作。

来自相关私募基金高管、基金业协会相关部门负责人、行业专家、文旅联盟创始成员单位在内的约150位嘉宾参加了成立仪式。

文化旅游投资发展联盟将通过金融资本的力量，构建旅游投融资战略平台，推动文化旅游产业的资源整合，实现旅游产业与金融资本的无缝衔接。



## WTCF Supports Establishment of the China Cultural & Tourism Investment Alliance

The establishment ceremony for the China Cultural & Tourism Investment Alliance was held on Nov. 27th, 2016. The alliance is supported by China Association for the Promotion of Development Financing, China Real Estate Chamber of Commerce, and World Tourism Cities Federation (WTCF). Li Baochun, Executive Deputy Secretary-General of WTCF attended the ceremony and delivered a speech.

Executive Deputy Secretary-General, Li Baochun, shared information on the international tourism industry's development and investment opportunities. He also outlined the functions and achievements of WTCF in recent years, including promoting tourism-related investment and researches.

About 150 guests attended the ceremony, including the Senior Manager of Private Equity and Asset Management Association, tourist industry experts, and other related organization's managers.

To promote development of cultural tourist industry and expand investment channels, the China Cultural & Tourism Investment Alliance will gather financial capital to build a strategic tourism investment platform for tourism projects and investment organizations.







## 联合会信息报送系统正式上线 阿勒泰首发

为了加强世界旅游城市联合会会员之间的沟通联络、共享会员资源，更好地利用联合会自媒体平台为会员提供旅游资源的推广、信息发布等服务，近日，联合会自主开发的数据库(一期)即信息报送系统正式上线。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、微信公众账号、杂志，以及相关合作媒体上，帮助会员快速、有效、精准地传播信息到终端受众。

上线第一周，城市会员阿勒泰市便通过信息报送系统提交了11篇文章，内容涵盖了阿勒泰冬季冰雪游等资讯信息，以及阿勒泰特色景点、节庆活动、民俗禁忌、交通、住宿等旅游信息。这些信息经过整理翻译后，第一时间就全部发布在了联合会官网首页和阿勒泰中英双语城市页上。

除了会员资讯及时推送、旅游信息及时共享外，信息报送系统还为会员单位提供了旅游投融资项目信息的发布及查询功能，所有上传信息将以中英双语的形式发布，方便不同地区的会员获取信息。

## WTCF Launches the Information Submitting System: Altay Sends First Message

Recently, World Tourism Cities Federation (WTCF) launched the self-designed Information Submitting System (Phase-I) to all members. The system allows WTCF to better serve members, help facilitate and

tourism resources. Through the system, members can now submit their tourism-related information according categories. Collected information will be used not only in WTCF's self-owned media including official website, WeChat, Weibo and official magazine, but also in other collaborative influential media platforms. This system will help WTCF members to spread their information to the end consumer in a quick, targeted and efficient way.

On December 7th, the first week that the Information Submitting System was launched, city member Altay submitted 11 posts through the system. Contents of the posts include: Altay's destination information, festivals, culture and tradition, transportation, and others. The information was reviewed, translated and then uploaded by WTCF's editors to WTCF's official website and WeChat.

Aside from member news publishing and tourism related information sharing, tourism investment project information can also be found within the submitting system. The uploaded investment projects will be published in both Chinese and English so that members of all countries and regions can access the information in time.

A key highlight of the System is the Internal Message function. In the future, notices and invitations for activities and events organized by WTCF will be sent through the Internal Message system to members. Also, members can directly contact WTCF staff via the messaging system. Members can also search for other members' contact information and get in touch with them by utilizing the messaging system. The Internal Message function achieves unhindered connection between 181 members of WTCF.

