

# ‘i’游天下—— 车马未动，城市尽在掌握

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看了那么多攻略，众说纷纭，还是不清楚我该乘哪趟火车？景点几点钟关门？可以提前在网上订票吗？我期待已久的那个节庆活动几号开始？哪里可以找到活动日程表？会不会错过最精彩的活动？

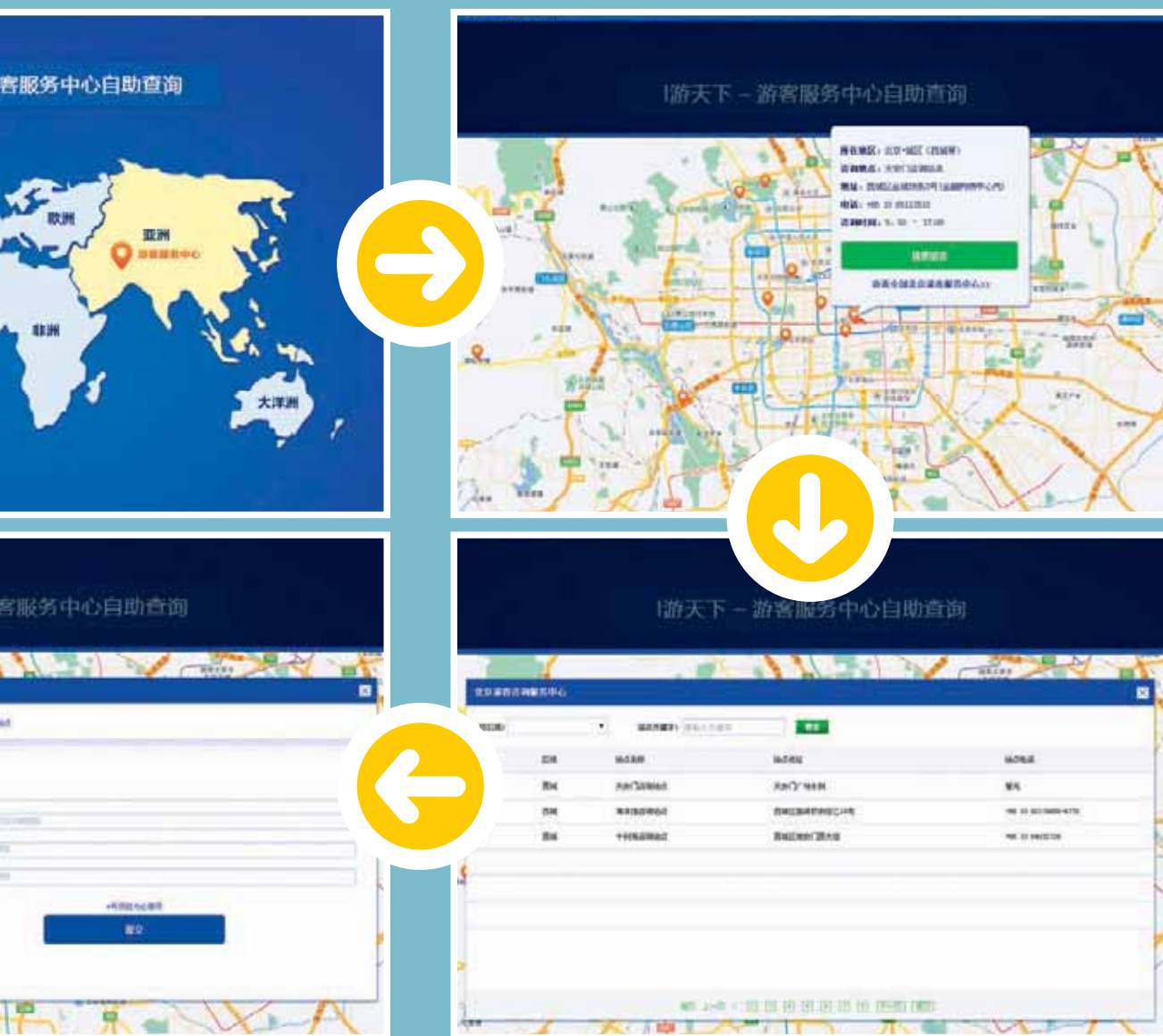
每一次出行，制订行程计划时总是有那么多的问题不知道问谁？

这些问题，当你抵达目的地的时候，都能在游客服务中心得到解决。游客服务中心，也被称为旅游信息中心、旅游咨询服务中心，英文通常称为“Information Center”。

在旅游发达国家和地区，在机场火车站等交通枢纽处

或者景点，都可以看到“i”字的指示牌，在“Information Center”里，你有关旅游的一切问题和困难都能问个明白。“i”（即information的字头）是由城市政府的旅游部门设立的，以为本地的、国外的旅游者服务为主，“i”是旅游业发达国家和地区必不可少的服务设施。信息中心主要具有问询功能、展示功能、代理服务功能、投诉接待功能。

世界旅游城市联合会官方网站近日推出“i游天下”智慧旅游服务咨询平台，依托联合会会员城市的官方旅游局背景，为游客提供最及时、准确、实用的信息，让您——车马未动，城市尽在掌握。



## 游客：获取最及时、准确、实用的信息

以率先上线的城市——北京为例，平台首先对北京13个热门景点和车站的旅游信息中心进行了地图标注，例如天安门、颐和园、奥林匹克体育中心，您在出行前就可以向想要去游玩的景点的信息中心的工作人员进行在线留言，提出自己的问题，信息中心的工作人员将在72小时内给予答复。

“游天下”平台将集合联合会会员城市资源，将有百个城市、近千家游客咨询中心陆续上线。

## 会员单位：了解游客需求的最直接的渠道

通过“游天下”，联合会的会员城市会更直接了解游客的需求，能掌握来自不同国家和地区游客的切实需求和

关注点，便于为游客提供更优质的服务，进行更精准的营销规划，进而形成游客分析的大数据。

## 旅游让城市生活更美好

事实上，全球很多城市都拥有完备的游客接待和服务软硬件，但或因语言不通，或因地域不同，或苦于没有宣传的平台，拥有丰富旅游资源的城市没有被大众熟识，互联网的发展消除了旅游管理者和游客之间沟通的壁垒，“游天下”让旅游城市和游客之间联系更紧密，让旅行更容易，让旅游城市更亲近，让旅游更美好。

如需了解更多有关“i游天下”的信息，可登录：  
[www.wtcf.org.cn](http://www.wtcf.org.cn)



# Answering all Your Travel Questions Only in One-step

There are always questions and concerns when planning a trip: which train i should take to get to the destination? What time does the park close? Can I book the ticket in advance online? What time does the celebration start? Is this the event I've been looking forward to for a long time? Among them all, the biggest question is: who can answer all my trav-

el questions?

In fact, these questions can be answered in the particular Tourist Information Center, namely the Information Center, when you arrive in a tourism city.

When visiting a tourism city, one can always find information centers in the transportation hubs or famous destinations.



The "i" (first letter of information) was established by the tourism bureau of local governments and is aimed at tourists. The "i" is an essential infrastructure of tourism developed countries or regions. The "i" can serve different functions such as handling inquires and complaints, demonstrations and so on.

WTCF's official website recently added the 'I'-Travel Smart Tourism Service Platform. The platform provides timely, accurate and practical information for tourist, the source of which comes from the official tourism department of WTCF city members. It enables you to get to know the cities well before your trip started.

## Tourist: Get Timely Accurate and Practical Information

Take Beijing for example, the platform labeled 13 tourism information centers in popular Beijing scenic spots and bus stations, such as Tiananmen Square, Summer Palace, and Olympic Sports Center. This enables travellers to ask questions or leave online messages for the information center's staff. The staff will usually reply within 72 hours.

WTCF city member resources will be gathered and integrated in the 'I'-Travel platform and hundreds of cities and thousands of articles of tourist information center's 'information will be released online respectively.





## Member Units: The Most Direct Channel to Learn the Needs of Tourists

Through 'I'-Travel, WTCF member cities can learn the needs of tourists more directly and obtain knowledge on the real needs and concerns of tourists from different countries and regions. This will allow cities to provide better services for tourists, develop effective marketing plans, and finally acquire the big data for analyzing tourists.



## Better City Life through Tourism

In fact, many cities of the world have complete logistics and service facilities that are used to receive and serve tourists. However, perhaps due to language differences, regional differences, or absence of a marketing platform, cities which are rich in tourism resources are not yet familiar to the public. The development of the internet has removed the barrier between tourism administrators and tourists. The 'I'-Travel, a product of the internet, can narrow the gap between tourism cities and tourists, facilitate travels, make tourism cities more closer, and bring a better future to tourism.

For more information about 'I'-Travel, please visit: [www.wtcf.org.cn](http://www.wtcf.org.cn)

