

携手共创“一带一路” 旅游新发展

——世界旅游城市联合会亚太旅游论坛
在马来西亚槟城成功举办





沙发论坛

3月26日下午，为期两天的世界旅游城市联合会亚太旅游论坛在马来西亚槟城州隆重开幕，来自联合国世界旅游组织代表、联合会城市会员和机构会员代表、联合会专家委员会专家以及槟城州政府代表共计约300名嘉宾出席了此次论坛。

槟城亚太旅游论坛是世界旅游城市联合会在会员城市举办的首次区域性论坛，本次论坛以“‘一带一路’旅游走廊与节点城市建设”为主题，旨在抓住“一带一路”战略深入推进的历史机遇，谋划“一带一路”旅游走廊建设，打造一批旅游节点城市，促进旅游城市与旅游企业之间的交流与合作，为世界旅游发展注入新的动力。

论坛期间举办了包括旅游会展推介

会、主题演讲、沙发论坛等多个环节，分别就大家共同关心的有关“一带一路”和旅游经济的问题进行了深入的交流和研讨。世界旅游城市联合会秘书长宋宇先生、中国驻槟城总领事吴骏先生、亚太旅游协会主席安德鲁琼斯、联合国世界旅游组织目的地和质量管理部项目主任埃森肯女士、秘鲁驻马来西亚大使Guido Felipe Loayza Devescovi先生、途牛旅游网执行长于敦德先生、世界旅

游城市联合会首席专家魏小安先生，以及途牛、猫途鹰、众信、新加坡TTG Asia、美国公主邮轮等旅游企业以及来自阿努拉德普勒、加德满都、卡皮蒂海岸市的市长、代市长及代表将纷纷发表各自的观点。

首次提出旅游走廊概念，主题引起广泛关注 and 响应

此次论坛得到了国际旅游组织、旅

●● 槟城亚太旅游论坛以“‘一带一路’旅游走廊与节点城市建设”为主题，旨在抓住“一带一路”战略深入推进的历史机遇，谋划“一带一路”旅游走廊建设，打造一批旅游节点城市，促进旅游城市与旅游企业之间的交流与合作，为世界旅游发展注入新的动力。●●



宋宇秘书长与秘鲁驻马来西亚大使

游城市和旅游企业的积极响应，促进了世界旅游城市与“一带一路”倡议的对接，提高了世界旅游城市联合会对于区域旅游发展的影响力，标志着世界旅游城市联合会的发展迈出了新的步伐。

本次论坛的主题是“一带一路旅游走廊与节点城市建设”，“一带一路”旅游走廊是以旅游节点城市为载体，以旅游文化资源为纽带的国际旅游通道。“一带一路”旅游走廊建设的主要愿景是将“和平合作、开放包容、互学互鉴、互利共赢”的丝绸之路精神与当今世界旅游发展潮流相融合，以开放式的“互联互通”，实现旅游城市利益共享、基础设施共通、旅游文明共创，把“一带一路”

旅游走廊建设成为世界一流的多元化和便捷化的旅游廊道。这是联合会首次在世界旅游界提出“一带一路”旅游走廊概念。

联合国世界旅游组织 (UNWTO) 执行主任祝善忠表示，第71届联合国大会通过对中国政府“一带一路”倡议的支持。UNWTO 充分认识到中国政府为促进“一带一路”国家间的双赢合作所做出的努力。世界旅游城市联合会关于建设“一带一路”旅游走廊和建设旅游节点城市的建议，完全符合 UNWTO 的丝绸之路计划 (Silk Road programme) 宗旨和丝绸之路国际会议 (Silk Road International Conference) 的会议精神。

因此，UNWTO 将与世界旅游城市联合会合作，将“‘一带一路’旅游走廊与城市节点建设”建成一个新的世界旅游品牌。

秘鲁驻马来西亚大使在接受采访时说：“旅游不是属于某一个国家的，而是属于这地球上的每一个人，所以我认为中国的‘一带一路’倡议很好，这样不同的国家可以一起来发展旅游产业。”

新华社、中国旅游报、旅游卫视、腾讯网、爱奇艺等国内媒体和马来西亚光华日报、星洲日报等当地媒体共30多家媒体从不同侧面对这次论坛进行了全面报道。

借此次亚太旅游论坛举办之际，世界旅游城市联合会与嘉宾共同探讨了打造“一带一路”旅游走廊和节点城市的意义和目标，向“一带一路”沿线国家和城市发出了五项倡议。

打造旅游走廊和节点城市有何意义

“一带一路”贯穿亚非欧大陆，连接着欧亚两大旅游目的地和客源地，旅游总量占全球国际旅游总量的70%，是世界旅游最具发展潜力的地区之一。沿线有55个城市为世界旅游城市联合会会员城市，这些城市世界文化遗产众多，旅游资源丰富多样，是国际旅游的主要目的地和集散地。

“一带一路”是促进世界资源流动和





论坛期间举办的北京游学旅游图片展

人员往来的重要通道。实施“一带一路”战略，有利于改善沿线国家的政治、经济和文化方面的交流合作。旅游发展不仅可以促进旅游相关产业的发展，还可以带动基础设施的改善和生产方式的转变，特别是在互联网和共享经济背景下，旅游正在成为各个国家、各个地区、各个城市共同打造的战略产业。加强“一带一路”和节点城市旅游合作，不仅可以很好地促进沿线旅游发展，对于提升沿线城市经济社会发展也具有重要作用。

第一，“一带一路”旅游走廊对经济复苏具有重要拉动作用。2015年，“一带一路”沿线国家人口总量达到44亿，占世界总人口的63%；经济总量达到21万亿美元，占世界经济总量的29%，是世界经济最具活力、成长空间最大的地区之一。“一带一路”战略实施以来，共有90多个国家和国际组织积极参与，

大力推动节点城市建设。节点城市既是世界旅游的主要目的地，也是世界旅游的主要客源地，承担着旅游集散中心的重要功能。

中国与俄罗斯、匈牙利、蒙古、塔吉克斯坦、哈萨克斯坦等30多个国家签署合作协议，与20多个国家签署了产能合作协议，与17个国家建设了46个合作区，国际贸易总额突破1万亿美元，中国企业投资额超过140亿美元，为当地创造就业岗位6万个。建立了6条区域性经济走廊，其中仅中亚经济走廊建设，签署项目累计金额达到460亿元，“一带一路”正在成为拉动世界经济增长的发动机。

第二，“一带一路”旅游走廊对世界旅游具有重要带动作用。“一带一路”沿

线国家旅游资源最丰富，但发展水平参差不齐、历史文化差异很大，市场不统一、旅游不便捷、流向不平衡的情况比较突出，深层次的交流合作存在不少困难，区域旅游市场的巨大潜力尚未得到有效发挥。建设“一带一路”旅游走廊，有利于促进世界旅游健康发展。

第三，“一带一路”旅游走廊对沿线城市具有重要推动作用。城市是世界旅游的基本单元，也是世界旅游的关键环节，在旅游服务体系中承担着旅游集散中心的重要功能。联合会拥有位于“一带一路”沿线的众多会员城市，这些城

市大多拥有丰富的文化遗产，具备发展旅游的基础条件。但这些城市的基础设施和公共服务参差不齐，城市建设和旅游发展水平有待提升。推动“一带一路”节点城市建设，打造“一带一路”旅游走廊，有利于提升旅游的便捷化、品质化水平，对于促进世界旅游可持续发展具有重要意义。

联合会如何打造旅游走廊，助力亚太城市旅游发展

世界旅游城市联合会秘书长宋宇说，作为一个国际组织，通过举办这个论坛，我们想发出一个声音，抓住“一带一路”这个契机，通过城市之间的交往，推进城市的经济发展，进而推动全球经济的发展。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，发展100个城市会员，培育50个节点城市，推出20条精品线路，打造10个合作平台，把“一带一路”旅游走廊建设成为世界一流的旅游目的地。

联合会常务副秘书长李宝春接受采访时介绍了联合会促进会员城市阿勒泰和摩洛哥旅游市场发展的案例，在谈到如何借助“一带一路”推动亚太旅游城市发展时，他说“一带一路”旅游走廊是以节点城市为载体，以旅游基础设施为支撑，以文化为纽带，以品质化的旅游服务为保障的国际通道，联合会将积极为会员搭建平台、架设桥梁，为会员提供更广泛的资源，促进城市间共同发展。

宋宇秘书长在论坛“‘一带一路’促进亚太旅游城市发展”的专题演讲中表示，联合会在“一带一路”旅游走廊和城市节点建设中的重点任务是：

第一，大力推动节点城市建设。节点城市既是世界旅游的主要目的地，也是世界旅游的主要客源地，承担着旅游

集散中心的重要功能。应结合不同城市基础设施和公共服务方面的短板，重点加强机场、港口、车站等关键节点建设，加快实现道路交通互联互通，全面提升基础设施建设水平，共同建设陆海空网相互衔接国际旅游“骨干道”，有针对性地提升“一带一路”沿线城市综合接待水平。要研究探索节点城市建设的标准体系，积极采纳共享经济的发展理念，大力改善旅游服务接待设施，提升旅游便捷化、安全化水平。

第二，积极培育精品旅游线路。应结合“一带一路”六大经济走廊的建设，发挥世界旅游城市联合会的平台作用，把握民心相通这个关键契合点，针对不同游客的旅游诉求，深入挖掘丝绸之路不同国家、不同地区、不同民族的文化传统，推出更多高品质的旅游项目，塑造更多特色化的旅游品牌，培育一批精品旅游线路。

第三，共同打造多元合作平台。“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。

世界旅游城市联合会首席专家魏小安表示，目前“一带一路”沿线国家旅游的短板，一是出入境的便利化不足，二是公共服务不足，三是突出特色化不足，四是各个城市的互动与联动不足。这些短板，最终要落在亚太城市旅游的发展上面。因此，在一带一路框架内，首先应当大力推动签证便利化，同时提高通关效率；二是努力完善公共服务，尤其是厕所和微信服务；三是突出自然资源与文化历史传统的优势，避免同质化低层次的竞争；四是加强企业之间的合作，形成市场互动与沿线各国的联动，达到产品的优化组合，提高系统吸引力；五是塑造整体品牌和产品品牌，如中亚首都游、海上丝路度假等；六是在世界旅游城市联合会的框架之内，结合其他国际组织，共同研究新的机制和运作方式。



旅游洽谈会



世界旅游城市联合会在会场上推介

哥伦比亚大使专访

“一带一路”旅游走廊 节点城市建设倡议 (全文)

世界旅游城市联合会 (WTCF) 亚太旅游论坛, 2017年3月25至29日在世界著名旅游城市马来西亚的槟城州隆重举办。本次大会的主题为“一带一路旅游走廊与节点城市建设”, 联合国世界旅游组织代表、联合会城市会员和机构会员代表、联合会专家委员会专家以及槟城州政府代表出席本次大会。

“丝绸之路”历史上曾经是沟通东西方经济文化合作交流的一条国际通道, 对世界文明的传播和发展起到了巨大的推动作用。“一带一路”倡议是“丝绸之

路经济带”与“21世纪海上丝绸之路”的形象概括和精炼整合, 是中国政府为促进沿线国家合作共赢和繁荣发展提出的跨区域合作倡议, 是对古丝绸之路的跨区域合作倡议, 是对古丝绸之路的传承、拓展和提升。共建“一带一路”重大倡议提出以后, 得到沿线国家的普遍欢迎和广泛支持, 2016年第71届联合国大会做出决议, 欢迎“一带一路”等经济倡议, 呼吁国际社会为“一带一路”建设提供安全保障和政策支持。

“一带一路”跨越了东西方四大文明和世界三大经济体, 人口总量达到44

亿, 占世界总人口的63%; 经济总量达到21万亿美元, 占世界经济总量的29%, 是世界经济最具活力的区域之一。“一带一路”连接着欧亚两大旅游目的地和客源地, 旅游总量占全球国际旅游总量的70%, 是世界旅游最具发展潜力的地区之一。经研究, 未来五年中国为沿线国家输送游客1.5亿人次, 吸引沿线国家来华游客8500万人次, 带动旅游消费超过3000亿美元。

世界旅游城市联合会 (WTCF) 是推动世界旅游城市交流合作的重要平台, 始

终秉承“旅游让城市生活更美好”的核心价值观, 积极倡导共享经济发展理念, 积极搭建目的地推广和产业发展的信息、学术、数据、活动、合作、培训的平台机制与服务功能。世界旅游城市联合会致力于“一带一路”沿线会员城市间、旅游产业间、社交媒体与市场间的广泛合作, 致力于推动城市旅游的标准化、便捷化、规范化建设, 致力于促进“一带一路”旅游走廊和节点城市的旅游业发展, 为世界旅游合作发展注入新的活力。

“一带一路”旅游走廊是以旅游节点城市为载体, 以旅游基础设施为支撑, 以旅游文化资源为纽带, 以良好旅游服务保障的国际旅游通道。“一带一路”旅游走廊建设的主要愿景是将“和平合作、开放包容、互学互鉴、互利共赢”的丝绸之路精神与当今世界潮流相融合, 以开放式的“互联互通”, 实现旅游城市利益共享、基础设施共通、旅游文明共创, 把“一带一路”旅游走廊建设成为世界一流的多元化和便捷化的旅游廊道。“一带一路”节点城市既是世界旅游的主要目的地, 也是世界旅游的主要客源地, 承担着旅游集散中心的重要功能。推动“一带一路”节点城市建设, 打造“一带一路”旅游走廊, 有利于消除旅游城市之间的贸易和制度壁垒, 提升旅游的便捷化、品质化水平, 对于促进世界旅游可持续发展具有重要意义。世界旅游城市联合会 (WTCF) 全体会员愿意发挥联合会的组织优势和平台作用, 从旅游产品开发、基础设施建设、旅游标准制定、旅游投融资、发展咨询服务、旅游宣传推介、人才交流培训、数据信息共享八个方面积极对接“一带一路”倡议, 率先在“一带一路”旅游走廊节点城市建设方面做出示范, 为世界旅游合作发展提供更多新鲜经验。

借亚太旅游论坛举办之际, 世界旅游城市联合会 (WTCF) 向“一带一路”沿线国家和城市发出五项倡议:

一、推进开放合作, 实现互利共赢。
“一带一路”沿线国家应积极倡导开放、包容、共享的发展理念, 积极参与“一带一路”建设, 打破制度壁垒, 建立开放市场, 放宽航权管制, 打通机场、港口、车站等关键节点, 加快实现道路交通互联互通, 全面提升基础设施建设水平, 共同建设陆海空相互衔接的国际旅游“骨干道”。进一步放宽出入境限制, 完善证照互认、车辆救援、旅游保险机制, 推动“一带一路”沿线国家旅游签证便利化。推动建立“一带一路”沿线国家和地区旅游合作会议机制。通过加强双边或多边合作, 建立“一带一路”旅游贸易合作机制, 探索旅游多元合作机制。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, 为更多的民众参与旅游活动创造条件。

二、尊重多元文化, 共建合力机制。
充分尊重历史遗产、民族、宗教、信仰、语言、习俗和多元文化, 多样环境, 保护生态自然和谐, 充分利用人类历史文明在“一带一路”上的宝贵财富, 打造旅游精品化、生态化、多样化。推动旅游资源的保护和利用, 推动沿线城市旅游经济的发展。深入建设共赢机制, 推动跨境、跨产业、跨层次、跨领域的多元合作和多边合作, 鼓励旅游业投融资双向开放和基础设施的合作共建, 共建“一带一路”旅游发展的大市场大格局, 尤其是注重旅游走廊和节点城市对推动区域经济的放射效应和功能性建设。

三、发挥平台作用, 打造旅游产品。
发挥世界旅游城市联合会 (WTCF) 的平台作用, 把握民心相通这一社会根基,

针对不同游客的旅游诉求, 深入挖掘不同国家、不同地区、不同民族的文化传统, 推出更多多元化、高品质的旅游产品, 塑造更多特色化的旅游品牌, 培育一批精品旅游线路, 把“一带一路”打造成为世界旅游发展的一个“大动脉”。关注海洋丝绸之路邮轮业的持续发展, 发挥海洋旅游资源, 开辟海洋邮轮新市场新航线, 拓宽区域经济发展的新机遇, 推动海上丝绸之路邮轮旅游合作, 打造海上国际旅游精品线路。

四、推动节点城市, 创新服务方式。
以“一带一路”重要节点城市为支撑, 通过市场调研、数据收集、信息交流、消费引导、经验推荐、技术推广等多种形式, 联合举办旅游论坛、学术交流、媒体发布、产品服务等活动, 促进节点城市与国际市场的对接。旅游城市应增加国际通用语言服务, 完善旅游标识服务系统, 推动旅游城市基本服务国际化。注重运用新媒体资源, 建立适合“分散化、自由行”需要的旅游接待服务体系, 不断提高针对个性化旅游的服务接待能力。积极推进“一带一路”旅游走廊节点城市联合举办旅游展会、旅游目的地媒体推广会、产业对接会、双向推广活动等, 共同促进“一带一路”旅游走廊节点城市旅游发展。

五、完善应急机制, 保障旅游安全。
安全是旅游的第一需要。“一带一路”沿线国家和城市应积极回应联合国决议精神, 高度关注和切实保障旅游安全问题, 采取双边或多边方式协商解决各种矛盾和问题。应加强节点城市社会安全治理和旅游市场管理, 建立多员参与的一体化矛盾纠纷快速解决机制, 营造安全有序的旅游环境, 把“一带一路”旅游走廊打造成为世界旅游安全和谐的典范和样板。



the WTCF Asia-Pacific Conference 2017 is open in Penang

Join Hands in the New Development of the Belt and Road Tourism

The WTCF Asia Pacific Tourism Conference Successfully Held in Penang, Malaysia

In the afternoon on March 26, the World Tourism Cities Federation (WTCF) Asia Pacific Tourism Conference 2017 was grandly opened in Penang, Malaysia. About 300 guests are invited to attend this year's conference, including delegates from the United Nations World Tourism Organization (UNWTO), city and institution members of WTCF, members of the WTCF Expert Committee as well as delegates from the Penang state

government.

This is the first time that the WTCF holds a regional conference in one of its member cities. The theme of the conference is "One Belt One Road: Development of Tourism Corridor and City Hub" with the objective of powering the world tourism industry by establishing the Belt and Road tourism corridor and a series of city hubs, enhancing exchange and cooperation between tourism cities and enterprises.

During the conference, a series of activities such as exhibitions, keynote speeches, and panel discussions were held. Experts on tourism were invited to discuss the Belt and Road Initiative and tourism economy-related issues. Invited guests are Song Yu, Secretary-General of WTCF; Wu Jun, Consul General of the People's Republic of China in Penang; Andrew Jones, Chairman of Pacific Asia Travel Association (PATA); Esencan Terzibasoglu, Director of the Destination Management and Quality Programme at UNWTO; Guido Felipe Loayza Devés-covi, Peruvian Ambassador to Malaysia; Yu Dunde, CEO of Tuniu.com; Wei Xiaoran, Chief Expert of WTCF Expert Committee. In addition, also present were representatives from tourist enterprise leaders such as tuniu.com, Tripadvisor, Uza.com, Singapore TTG Asia, and American Princess Cruises, as well as Acting Mayors of Anuradhapura, Mayors of Kathmandu, Kapiti Coast City and others. All these experts provide their insights on related matters.

"Tourism Corridor" Proposed for the First Time and Attracts Wide-Spread Attention

This forum has received positive responses from international tourism organizations, tourism cities, and tourism

enterprises, promoting the adaptation of world tourism cities to the Belt and Road Initiative, and increasing the influence that the WTCF has on regional tourism development. This increase in influence symbolizes that the WTCF has taken a new step in its course of development.

The theme of the conference is "One Belt One Road: Development of Tourism Corridor and City Hub". The Belt and Road Tourism Corridor is an international tourism channel composed of city hubs and connected by tourism and cultural resources. To build this corridor is to promote the Silk Road's idea of "peace, cooperation, openness, inclusiveness, mutual learning and mutual benefit" in keeping with the global trend, realizing benefit sharing, infrastructure connectivity and joint building of tourism culture through open "connectivity", and working to make the Belt and Road Tourism Corridor a diversified and convenient world-class tourism corridor. This is the first time that the WTCF has proposed the idea of the Belt and Road Tourism Corridor to the world tourism industry.

Zhu Shanzhong, Executive Director of the UNWTO, stated that the 71st United Nations General Assembly had passed a supportive resolution for Chinese government's Belt and Road Initiative. The UNWTO is fully aware of the efforts made by the Chinese government to promote win-win cooperation between the Belt and Road countries. The WTCF has made the proposal of constructing the Belt and Road Tourism Corridor as well as the tourism node cities, which fits perfectly the Silk Road programme objectives of the UNWTO and the essence of its Silk Road International Conference. As a result, the UNWTO will work together with the WTCF on the "Development of the Belt and Road



Forum Session

Tourism Corridor and City Hub" to establish a new world tourism brand.

The Peruvian Ambassador in Malaysia stated in an interview that "Tourism doesn't belong to a specific country but to each and every individual person on earth. Therefore, I think the 'One Belt One Road' initiative China proposed is very good, because different countries can work together to make contributions to the tourism industry."

More than 30 media outlets across multiple fields were present at the conference, including domestic media outlets such as the Xinhua News Agency, China Travel News, The Travel Channel, Tencent, and iQIYI, as well as local media outlets such as the Malaysian KwongWah Daily and Sin Chew Daily, providing a comprehensive coverage of the forum.

While hosting the Asia Pacific Tourism Forum, the WTCF and esteemed guests have explored the significance and

goals of establishing the Belt and Road Tourism Corridor and city hubs, issuing five proposals for the countries and cities along the Belt and Road.

What is the Significance of Creating a Tourism Corridor and Tourism City Hubs?

The Belt and Road runs through the Eurasia Continent, connecting the two major tourist destinations of Europe and Asia with sources of tourists, representing 70% of global tourism. The 55 WTCF member cities along route are home to many World Cultural Heritage sites as well as rich and diverse tourism resources, and are the main destinations and distribution centers of international travelers.

The Belt and Road Initiative is an important channel for the flow of resources and personnel exchange. The implementation of the Belt and Road strategy could facilitate the political, economic, and cul-

tural exchanges and cooperation among countries along the route. Tourism generates impetus not only for the development of tourism-related industries, but also for the improvement of infrastructure conditions and the transition of ways of production. In particular, in the era of the internet and sharing economy, tourism is emerging as a strategic industry jointly built by all countries, regions, and cities. To promote tourism cooperation of city hubs along the Belt and Road is not only conducive to the tourism development along the route, but also to the economic and social development of the Belt and Road cities.

First, the Belt and Road Tourism Corridor powers global economic recovery. According to the 2015 statistics, the Belt and Road countries have a combined population of 4.4 billion, or 63% of the world's total population; their GDP reached 21 trillion US dollars, 29% of the global aggregate. This makes the Belt and Road region one of the most vibrant and promising economic regions in the world. Since the launch of the strategy, more than 90 countries and international organizations have joined the program. So far, China has signed

cooperation agreements with over 30 countries including Russia, Hungary, Mongolia, Tajikistan and Kazakhstan, concluded agreements on production capacity cooperation with over 20 countries, and built 46 cooperation zones with 17 countries. International trade has exceeded 1 trillion US dollars. Chinese companies have invested over 14 billion US dollars in these countries, and created 60,000 job opportunities for the local people. Under the Belt and Road Initiative, six regional economic corridors have been built. The China-Pakistan Economic Corridor alone has witnessed the signing of projects that are worth a total of 46 billion yuan. The Belt and Road is playing an increasingly important role in driving global growth.

Second, the Belt and Road Tourism Corridor drives world tourism development. Countries along the Belt and Road have the most abundant reserve of tourism resources, yet they also vary in levels of development, and more significantly so in history and culture. The lack of an integrated tourism market, inconvenience of tourist activities, and imbalance in tourist flow are prominent challenges in the region's tourism sector, and there still exist considerable difficulties in deepening exchanges and cooperation. The huge potential of the regional tourism

market is yet to be fully unleashed. The building of the Belt and Road Tourism Corridor will contribute to the sound development of world tourism.

Third, the Belt and Road Tourism Corridor supports the development of cities along the route. Cities are the basic units and crucial links of world tourism. They also play the role of service hub in the tourism service system. Many of WTCF's member cities are on the route of the One Belt One Road. Most of them have rich cultural heritages and the basic conditions for tourism development. Yet at the same time, infrastructure conditions and quality of public services vary from country to country, and the standard of urban construction and tourism development is yet to be improved in some cities. To promote the building of the Belt and Road city hubs and tourism corridor will help improve the accessibility and quality of tourism activities, which is important for the sustainable development of world tourism.

How Does the WTCF Construct a Tourism Corridor to Help Asia-Pacific Cities Develop Their Tourism?

Song Yu, Secretary-General of the WTCF stated that as an international organization, the WTCF aims to make their

voice heard through the forum. Song Yu expressed that the WTCF wants to seize the opportunity presented by the Belt and Road Initiative and promote the economic development of the cities through the exchanges between them, and then proceed to promoting the development of the global economy. The WTCF hopes to add 100 city members to its existing organization, nurture 50 city hubs, launch 20 high-end lines, create 10 cooperation platforms, and turn the Belt and Road Tourism Corridor into a first-class world tourism destination through strengthening the cooperative bonds between member cities.

During an interview, Li Baochun, Executive Deputy Secretary-General of the WTCF, presented cases of how the WTCF promotes the tourism market development of member cities Altay and Morocco. When discussing how the Belt and Road Initiative could help promote the development of Asia-Pacific tourist cities, Li commented that the Road and Belt Tourism Corridor is an international passage based on the city hubs. Using tourism infrastructure as a source of support, culture as a link, and quality travel services as the safeguard. The WTCF will actively establish a platform and bridge for members where they can connect with each other and where the WTCF can offer their members more extensive resources, promoting the common development of cities.

In his keynote speech on the topic of "The Belt and Road Promotes Tourism Development in Asia-Pacific Cities" at the forum, Secretary-General Song Yu expressed that key tasks during the establishment of the Belt and Road Tourism Corridor and tourism city hubs were to:





Opening Ceremony performance



YAB Mr. Lim Guan Eng, Chief Minister of Penang; Mr. Wu Jun, Consul-General of China in Penang

First, promoting the building of city hubs. City hubs are the main destinations and primary tourist sources of international tourism. They play an important role of the distribution center of tourism. We should focus on the weak links of cities in infrastructure and public services, strengthen the building of key sectors such as airports, ports and stations, accelerate road connectivity, upgrade infrastructure conditions, and jointly build international tourism "trunk lines" with interconnected land, sea, and air transport networks. We should explore the making of standards for the building of city hubs,

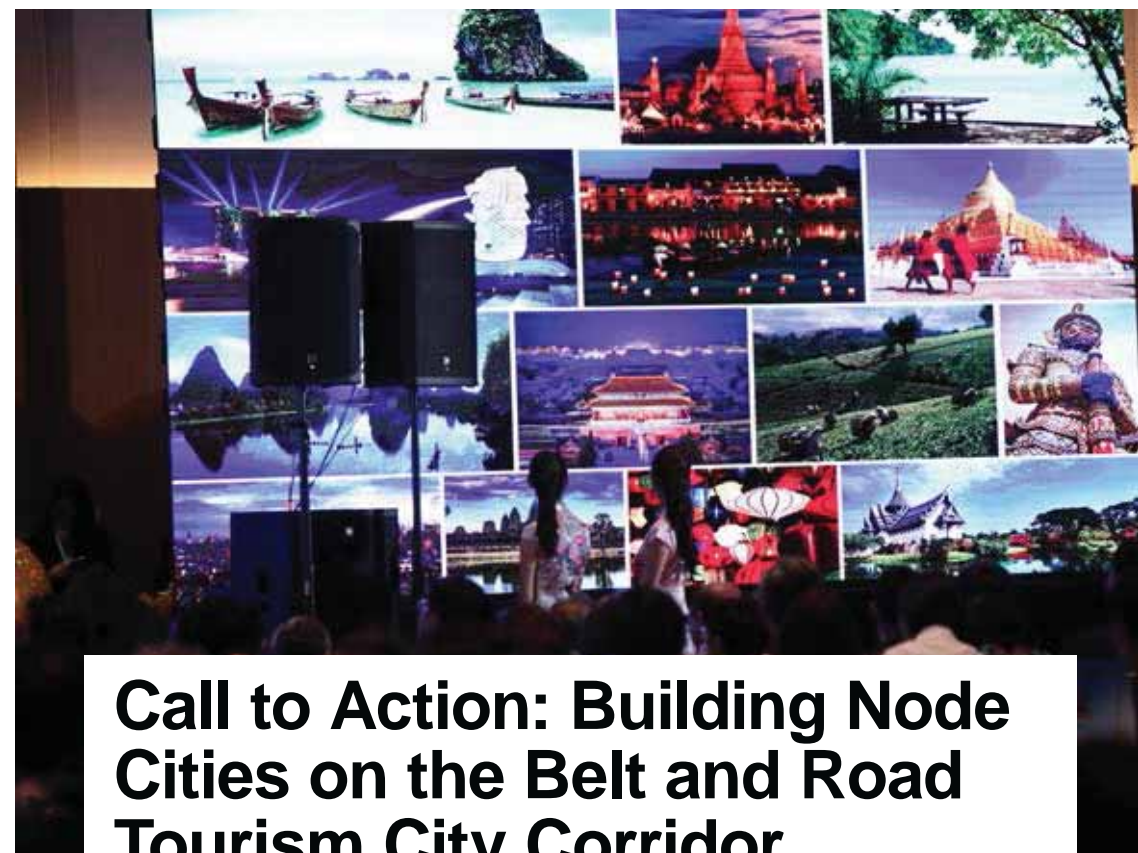
embrace the concept of sharing economy, strengthen tourist service facilities and make tourism activities more convenient and secure.

Second, developing high-end tourism routes. We should leverage the role of the WTCF platform to support the building of the six economic corridors of the Belt and Road, focus on the key objective of people-to-people communication, explore the diversified cultural traditions of countries, regions and ethnic groups on the Silk Road to meet the varying demands of tourists, launch more high-quality tourism projects, cultivate tourism brands with distinctive features, and develop a group of classic tourism routes.

Third, building the platform for diversified cooperation. 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 tourism market that's more open, build the Belt and Road tourism free trade zone through bilateral or multilateral cooperation, and explore the mechanism of diversified cooperation between tourism cities.

WTCF Chief Expert Wei Xiaohan expressed the current shortcomings of tourism in countries along the Belt and Road. Wei expressed four factors of these shortcomings: 1) lack of accessibility to and from the countries; 2) insufficient public services; 3) unique characteristics not highlighted enough; 4) inadequate linkage and interactions between the cities. The responsibility of these shortcomings will eventually hinder the tourism development of Asia-Pacific cities. As a result, within the framework of the Belt and Road, Wei signaled out six areas of improvement: 1) a lightened visa process should be vigorously promoted while simultaneously improving the customs clearance efficiency; 2) efforts should be made to improve public services, especially service for washrooms and WeChat; 3) the advantages of natural resources and cultural and historical traditions should be highlighted in order to avoid homogeneous low-level competition; 4) cooperation between enterprises should be strengthened, creating market interaction and linkage along the country, optimizing product portfolios, and improving the attractiveness of the portfolio as a whole; 5) the brand name and brand products such as the Tour of Central Asian Capitals and Holiday at the Maritime Silk Road should each be developed as a whole package; 6) other international organizations should be combined within the WTCF framework in order to study new mechanisms and modes of operation.



Call to Action: Building Node Cities on the Belt and Road Tourism City Corridor

The WTCF Asia Pacific Tourism Conference was held in Penang, the famous Malaysian tourism city, under the theme "One Belt One Road: Development of Tourism Corridor and City Hub" from 25 to 29 March 2017. Representatives of UNWTO, WTCF city and institutional members, experts of the WTCF Expert Committee and government representatives of Penang attended the conference.

The Silk Road, which served as an international channel of economic and cul-

tural exchanges between the East and the West in the past, has played a major role in the evolution and communication of world civilizations. The Belt and Road, an incisive summary of the Silk Road Economic Belt and the 21st Century Maritime Silk Road, is a cross-regional cooperation initiative put forward by the Chinese government for promoting win-win cooperation and shared prosperity of countries along the route, as well as a continuation, expansion and upgrading

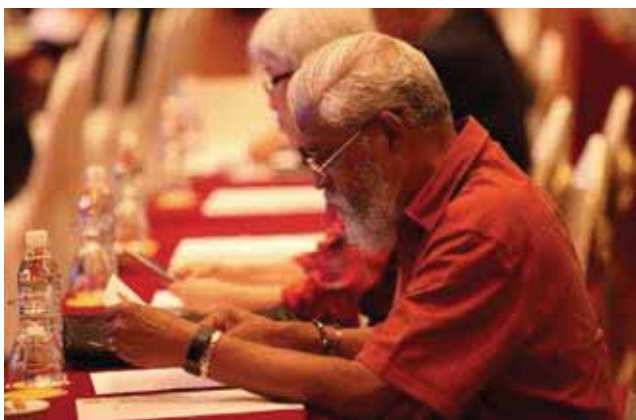
of the ancient Silk Road. After the launch of the initiative, it was warmly received and supported by the relevant countries. In 2016, the 71st UN General Assembly adopted a resolution, endorsing the Belt and Road and other economic initiatives, and calling on the international community to provide security guarantee and policy support for the building of the Belt and Road.

The Belt and Road encompasses the world's four ancient civilizations and three

major economies. It has a population of 4.4 billion, 63% of the world's total, and an aggregate GDP of 21 trillion US dollars, 29% of the global economy. This makes it one of the most dynamic regions in the world. The Belt and Road connects the major tourism destinations and tourist sources in Europe and Asia, and represents 70% of global tourism. As such, it is one of the most promising regions in world tourism development. The relevant research shows that during the coming five years, 150 million Chinese tourists will visit countries along the Belt and Road, and 85 million tourists from these countries will visit China, generating over 300 billion US dollars of tourism consumption.

WTCF is an important platform for exchanges and cooperation between world tourism cities. Upholding the core value of Better City Life through Tourism, WTCF has made dedicated efforts to promote the concept of sharing economy, and develop information, academic, data, activity, cooperation and training platforms and services for promoting tourism destinations and industries. WTCF is committed to promoting broad-based cooperation between member cities along the Belt and Road, between tourism industries, and between social media and tourism market, with the goal of promoting standardized, convenient and rules-based urban tourism, building the Belt and Road Tourism Corridor and supporting the tourism development of node cities, thus injecting new dynamism into world tourism cooperation.

The Belt and Road Tourism Corridor is an international tourism channel composed of tourism node cities, supported by tourism infrastructures, connected by tourism and cultural resources and guaranteed by sound tourism services.



It carries the vision of promoting the Silk Road spirit of "peace, cooperation, openness, inclusiveness, mutual learning and mutual benefit" in keeping with the global trend, realizing benefit sharing, infrastructure connectivity and joint building of tourism culture through open "connectivity", and building the Belt and Road Tourism Corridor into a diversified and convenient world-class tourism corridor. The Belt and Road node cities are not only major tourism destinations but also major tourist sources in the world, undertaking the important function of tourism hubs. To promote the building of Belt and Road node cities and the Belt and Road Tourism Corridor could help remove the trade and institutional barriers between tourism cities, and improve the convenience and quality of tourism, thus making an important contribution to sustainable tourism development in the world. The WTCF members are willing to leverage the strength and platform of the organization, connect with the Belt and Road initiative in the eight areas of tourism product development, infrastructure building, tourism standard making, tourism investment and financing, consulting services, tourism promotion

and marketing, professional exchange and training, data and information sharing, set an example in the building of node cities on the Belt and Road Tourism Corridor and provide fresh experience for world tourism cooperation.

Taking the opportunity of the Asia Pacific Tourism Conference, WTCF hereby calls on all countries and cities along the Belt and Road to make efforts in the following five areas:

1. Promoting openness and cooperation and striving for win-win results.

Countries along the Belt and Road should champion the notion of open, inclusive and shared development, actively take part in the building of the Belt and Road, break the institutional barriers, build an open market, ease restrictions on freedom of the air, strengthen the link of airports, ports, railway stations and other key nodes, accelerate road connectivity, upgrade infrastructure conditions, and jointly build the trunk lanes of international tourism with land-sea-air transport connectivity. We should further ease restrictions on border entry and exit, strengthen the mechanisms of license mutual recognition, road emergency rescue and



tourism insurance, and improve tourism visa facilitation in countries along the Belt and Road. We should push for the building of a tourism cooperation meeting mechanism for countries and regions along the Belt and Road. We should build a Belt and Road tourism trade cooperation mechanism by enhancing bilateral or multilateral cooperation and explore diverse mechanisms of tourism cooperation. We should attract the participation of private capital in the development of tourism resources, strive for the free movement and effective allocation of resources and factors and create conditions for more people to participate in tourism activities.

2. Respecting cultural diversity and building a mechanism for collaboration.

We should give full respect to historical heritage and diversity in ethnicity, religion, belief, language, customs, culture and environment, protect ecological and natural harmony, harness the treasure of human civilizations on the Belt and Road, and develop high-quality, eco-friendly and diversified tourism. We should promote the protection and utilization of tourism resources and push for the development of tourism economy in cit-

ies along the route. We should deepen the building of a win-win mechanism, promote diverse forms of multilateral cooperation across national borders, industries, levels and sectors, encourage two-way opening of tourism investment and financing and joint infrastructure construction, jointly build the big market and architecture of tourism development under the Belt and Road, especially the catalytic effect and function of the Tourism Corridor and node cities in driving the regional economy.

3. Leveraging the role of the WTCF platform and cultivating tourism products.

We should build on the WTCF platform, firm up the foundation of people-to-people exchange, develop more high-quality tourism products tailored to the diverse needs of tourists and anchored on the cultural traditions of different countries, regions and ethnic groups, cultivate tourism brands with distinctive features, develop classic tourism routes, and build the Belt and Road into an "artery" of world tourism development. We should follow the sustainable development of cruise industry on the Maritime Silk Road, leverage the resources of marine tourism, open up new tourism markets and routes for cruise ships, explore new opportunities for regional economy, promote cruise tourism cooperation on the Maritime Silk Road and cultivate classic routes of international maritime tourism.

4. Promoting the building of node cities and exploring new forms of services.

We should promote the connectivity between key node cities on the Belt and Road and international market with such means as market survey, data collection,

information exchange, consumer guidance, experience recommendation and technology promotion and through such activities as joint tourism forums, academic exchange, media release and product services. Tourism cities should provide services with more international common languages, improve the service system of tourism signs, and promote the internationalization of basic services. We should pay attention to the use of new media resources, build a tourist reception service system suited to the needs of non-group tourists, and enhance the ability of offering tailor-made tourist services. We should encourage the node cities of the Belt and Road Tourism Corridor to hold joint tourism exhibitions, media exposure of tourism destinations, tourism industry match-ups and two-way tourism promotions, and jointly promote tourism development in the node cities.

5. Improving emergency response mechanism and ensuring safety in tourism.

Safety is the top priority in tourism. Countries and cities along the Belt and Road should act in line with the spirit of the UN resolution, place high importance on and take effective measures to protect tourist safety, and resolve differences and problems through bilateral or multilateral consultation. We should strengthen public security and tourism market management in node cities, build an integrated mechanism for speedy dispute settlement with multi-party participation, foster a secure and orderly tourism environment, and build the Belt and Road Tourism Corridor into a model and paradigm of secure and harmonious tourism for the world.



世界旅游城市联合会新一届专家委员会

世界旅游城市联合会 专家委员会召开换届会议

世界旅游城市联合会专家委员会是联合会最早成立的分支机构之一，自2013年6月成立以来，紧紧围绕联合会的重点工作，深入开展重大问题专项研究，积极参与重大决策咨询服务，专家委员会的运行顺畅有效，秘书处与各位专家的合作日益紧密和务实，为联合会的建设和发展做出了重要贡献。

按照《世界旅游城市联合会专家委员会章程》的规定，2017年为换届之年。3月26日，适逢世界旅游城市联合会亚太旅游论坛在马来西亚槟城召开之际，联合会召开了专家委员会换届会议。会议通过了《世界旅游城市联合会专家委员会章程》的修改草案，

并推选奥地利莫多尔大学校长卡尔·韦伯为主任委员，魏小安为首席专家，以及副主任委员、委员等新一届专家委员会成员，并增加了宋瑞等6名特聘专家。联合会秘书长宋宇出席了会议，他感谢4年来专家们的杰出工作，并向新一届专家委员会的各位成员颁发了奖杯和聘书。

会议上各位专家就发挥专家委员会的作用，加大其建设力度，推动世界旅游城市机构和机构间研究领域的合作交流，拓展研究领域和服务方向等问题进行了讨论，并针对2017年洛杉矶峰会的议题和世界旅游城市评价指标体系等课题研究进行了深入讨论。



联合会秘书长宋宇为新一届专家委员会专家颁发聘书

WTCF Expert Committee Re-election Meeting is Held

The Expert Committee of World Tourism Cities Federation (WTCF) was established in June, 2013. As one of the earliest established sub-committees, the Expert Committee focuses on WTCF's key task of carrying out special research on major issues and participating in decision-making advisories. In recent years, the work of the Expert Committee has been running smoothly and effectively, and the relationship between WTCF Secretariat and the experts has become increasingly closer. The committee has made important contributions to the construction and development of WTCF.

According to the "Statutes of Expert Committee of World Tourism City Federation" the Re-election Meeting of the Expert Committee is to be held

in 2017. In March 26, 2017, on the occasion of the 2017 World Tourism City Federation Asia Pacific Tourism Conference, WTCF held the re-election meeting of the Expert Committee in Penang, Malaysia. At the meeting, the revised draft of the "Statutes of Expert Committee of World Tourism City Federation" was approved. Prof. Karl Wöber, President of MODUL University Vienna, was elected as Director of the Expert Committee and Wei Xiao'an was elected as Chief Expert of the committee. During the meeting, new Expert Committee members including Deputy Directors of Expert Committee and Members of Expert Committee were elected. In addition, Dr. Song Rui and other 5 experts were appointed as Specialty Experts.

Song Yu, Secretary-General of WTCF attended the meeting. He first expressed his gratitude for the outstanding work of the experts during the last four years, and presented trophies and appointment letters to the new Expert Committee members.

During the meeting, attendees had active discussions on several key issues, including increasing the committees' influence among WTCF and the tourism industry, enhancing the structure of the committee, and promoting research cooperation between tourism cities and institutions. In addition, the experts discussed other research topics, namely the theme of the WTCF Los Angeles Fragrant Hills Summit 2017 and the "Tourism Services Guidelines of World Tourism Cities."



Meeting of WTCF Committee of Expert