



## 喀纳斯湖秋色

Autumn Comes to Kanas Lake

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喀纳斯湖位于中国新疆阿勒泰地区布尔津县，是第四纪冰川作用形成的高山湖泊。5月的湖水，湖水幽暗，呈青灰色；6月，湖水映射着周边的植物，呈浅绿或碧蓝色；7月以后为洪水期，上游白湖的白色湖水大量补给，由碧绿色变成微带蓝绿的乳白色；8月湖水受降雨的影响，呈现出墨绿色；进入九十月，湖水的补给明显减少，周围的植物色彩斑斓，一池金黄，深绿的湖水光彩夺目。

Kanas Lake is a lake in Burqin County, Altay Prefecture, Xinjiang, China. This mountain lake was formed during the Quaternary glaciations.

In May, the lake is dark iron blue. In June, it is light green or greenish blue with the surrounding plants reflected in water. In July, it turns greenish white as a large amount of water from White Lake in its upper reaches flow into Kanas in the flood season. In August, the water becomes deep green due to rainfall. In September and October, the lake shines brilliantly as the colorful plants nearby cast their golden or deep green shadows on it.

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### 世界旅游城市联合会荣获 2015“世界旅游行业领袖奖”

2015年11月2日至5日，世界旅游交易会（World Tourism Market，简称WTM）在英国伦敦举办。世界旅游城市联合会荣获WTM年度旅游大奖——2015“世界旅游行业领袖奖”。该奖项旨在奖励本年度对世界旅游行业发展做出突出贡献的单位或个人，在国际旅游行业具有极强的影响力。

“世界旅游行业领袖奖”候选人名单由WTM主要媒体合作伙伴推荐，最终获奖者由行业资深顾问组成的委员会评选产生。

世界旅游城市联合会是由北京倡导发起，携手柏林、洛杉矶、巴塞罗那等众多世界著名旅游城市及旅游相关机构自愿组成的国际旅游组织，总部和秘书处设在北京。成立三年多来，会员数量迅速增加，会员之间的黏合度不断加强，获得了世界上众多旅游城市和旅游机构的认可。

WTM是国际旅游行业最负盛名的交易会，创造了众多商业机遇，为客户带来了高品质的交流和合作。本次WTM举办了一百多场论坛，约1.7万名代表参加，其中包括8000多名资深旅游业内高管。



### WTCF Wins World Travel Leaders Award 2015

World Tourism Market (WTM) was held in London on 2-5 November 2015 and WTCF won WTM's annual World Travel Leaders Award. The award is aimed at rewarding organizations and individuals who have made outstanding contributions to the development of world travel industry during the year, and has an extremely strong influence on world travel industry.

Candidates of World Travel Leaders Award are recommended by WTM's main media partners and the winner is selected by a committee made up of senior advisors from the industry.

World Tourism Cities Federation (WTCF) is an international travel organization initiated by Beijing and voluntarily formed by Berlin, Los Angeles, Barcelona and many other world famous tourism cities and tourism-related organizations. The WTCF Headquarters and the Secretariat are located in Beijing. Since the founding of WTCF in 2012, the number of WTCF members has been growing rapidly and the ties among members strengthened constantly. In addition, WTCF has won recognition of many tourism cities and tourism organizations.

WTM is the most prestigious trade fair in global tourism industry. It creates plenty of business opportunities and brings high-quality exchanges and cooperation for its clients. In this year's WTM, more than one hundred forums were held and about 17,000 participants including more than 8,000 senior executives in tourism industry attended the event.



### WTM和“世界旅游行业领袖奖”

世界旅游交易会（World Tourism Market，简称WTM）是全球规模最大、最具品牌影响力和行业影响力的专业旅游交易会，迄今已举办36届，去年吸引了来自186个国家和地区的约5000个参展单位和50000余名业者（即买家）参与，推动成交合同25亿英镑，展览期间展方举办的专业论坛、市场信息发布等配套活动达百余项。本次WTM举办了一百多场论坛，约1.7万名代表参加，其中包括8000多名资深旅游业内高管。

“世界旅游行业领袖奖”（World Travel Leaders Award），前身为“全球奖”（Global Awards），是由WTM组织评选的世界级年度旅游大奖。该奖项旨在奖励本年度对世界旅游行业发展做出突出贡献的机构和个人，在国际旅游行业具有极强的影响力和号召力，具有国际性荣誉。

### WTM and World Travel Leaders Award

World Tourism Market (WTM) is the biggest professional tourism fair in the world with the biggest brand influence and industry influence. WTM has been held 36 times since 1980. Last year, WTM attracted around 5,000 exhibitors from 186 countries and regions and more than 50,000 buyers, and it facilitated £2.5 billion in industry deals. Meanwhile, more than one hundred supporting activities such as professional forums and market information releases were organized during the fair. In WTM 2015, about 17,000 participants including more than 8,000 senior executives in tourism industry attended and more than one hundred forums were held.

Formerly Global Awards, World Tourism Leaders Award is a global tourism award selected by WTM. The award is aimed at rewarding organizations and individuals who have made outstanding contributions to the development of world travel industry during the year, and has an extremely strong influence on world travel industry.



### 宋宇秘书长会见突尼斯国家旅游部部长一行

10月26日,应突尼斯国家旅游部邀请,世界旅游城市联合会宋宇秘书长会见了突尼斯旅游部长 Selma Elloumi 女士一行。

宋宇秘书长向 Selma Elloumi 女士介绍了联合会的有关情况以及会员服务进展。他表示突尼斯有丰富的旅游资源和深厚的文化内涵,悠久的历史 and 热情的人民,是理想的旅游目的地,他欢迎突尼斯的城市和机构加入世界旅游城市联合会。

Selma Elloumi 女士代表突尼斯国家旅游部表示,中国是高速发展的旅游市场,突尼斯非常重视中国市场的宣传和推广活动。此次携旅游协会、旅游机构和航空公司一起到访北京,就是为了促进这个市场的发展。突尼斯十分希望通过联合会的平台与各个会员城市和机构进行交流,开展务实合作。

Selma Elloumi 女士感谢宋秘书长的支持,表示返回突尼斯后,将尽快促成其知名旅游城市入会,共享联合会平台资源,拓展市场。

联合会秘书处还应邀出席突尼斯旅游市场推介会,与到场各位嘉宾进行了沟通和交流。

### Secretary-General Song Yu Met with Director of Tunisian National Tourist Office and Her Entourage

On 26 October, invited by the Tunisian National Tourist Office, Song Yu, Secretary-General of World Tourism Cities Federation met with Selma Elloumi, Director of Tunisian National Tourist Office and her entourage.

Song Yu introduced to Elloumi the general information of WTCF and its member service items. He expressed, known for its rich tourism resources, profound cultural connotation, long history and friendly people, Tunisia is a perfect tourism destination. He also welcomed Tunisian cities and institutions to join WTCF.

On behalf of the Tunisian Tourist Office, Elloumi noted that Chinese tourism market was developing rapidly, and Tunisia attached great importance to the promotion activities in China. The objective of this visit of Tunisian tourism associations, institutions, and airline companies to Beijing is to expand the share in Chinese market. They hoped that fruitful exchanges and practical cooperation with WTCF member cities could be successfully achieved through the platform of WTCF.

Elloumi showed her gratitude to Song for his support and expressed her intention to encourage famous Tunisian cities to join WTCF when getting back, so as to share the resources of WTCF.

Representatives from WTCF Secretariat were also invited to the Tunisian Tourism Promotion Conference to communicate with guests in attendance.



### 美国洛杉矶市会议及旅游局局长、联合会理事会副主席恩武德先生率团与WTCF秘书处进行工作交流

2015年10月16日至19日,洛杉矶市会议及旅游局局长、联合会理事会副主席恩武德先生访京。10月17日上午,恩武德副主席率洛杉矶地区旅游局、酒店、景区等共27人与世界旅游城市联合会开展交流。

洛杉矶市自2012年加入世界旅游城市联合会,是联合会的首批发起会员,也是联合会理事会五个副主席单位之一。宋宇秘书长代表联合会秘书处对恩武德先生一行给予了热烈欢迎,并表示联合会将一如既往地支持洛杉矶的各位同业者在中国市场开展的旅游推广活动,并在联合会的平台上,帮助洛杉矶积极促成更广泛的合作。

恩武德表示,联合会成立近四年以来他亲眼见证了组织的蓬勃活力和迅速发展,作为副主席单位,洛杉矶会议及旅游局将一如既往地支持联合会的工作。2016年是中美旅游年,他希望发挥联合会的平台作用推动更多的城市与洛杉矶旅游业开展紧密高效的合作。他同时表示将积极考虑申办2017年香山旅游峰会。

### Delegation Led by Earnest Wooden Jr. Communicated with WTCF Secretariat Representatives

From 16 to 19 October, 2015, Earnest Wooden Jr., President of Los Angeles Tourism and Convention Board & Vice Chairman of WTCF Council, visited Beijing. On the morning of 17 October, he led a delegation of 27 people from L.A. Tourism Board, hospitality industry and scenic spots to communicate with World Tourism Cities Federation Secretariat representatives.

As the Vice-Chairman City of WTCF Council and one of the five initiative member cities, Los Angeles joined WTCF in the year of 2012. WTCF Secretary-General Song Yu extended warm welcome to the L.A. delegation and showed his support to the L.A. counterparts for their tourism promotion activities in Chinese market.

Wooden noted that, he has witnessed the dynamic and rapid development of WTCF in the past four years. As the Vice-Chairman unit, Los Angeles Tourism and Convention Board will keep supporting the work of WTCF. 2016 is the Sino-US Tourism Exchange Year. Mr. Wooden hoped much closer and more effective cooperation opportunities between L.A. and other cities could be created through the platform of WTCF. In the meanwhile, he expressed strong will of L.A. to apply for the WTCF Fragrant Hills Tourism Summit 2017.

### WTCF联合主办2015北京国际旅游商品博览会

由北京市旅游发展委员会和世界旅游城市联合会共同主办的大型国际旅游商品行业年度盛会——2015第四届北京国际旅游商品博览会于10月24日在中国国际展览中心隆重开幕。世界旅游城市联合会秘书长宋宇出席开幕式并致辞。

世界旅游城市联合会(WTCF)在国际旅游商品主题馆专门开辟了会员展示区,积极向中国旅游者及参展商宣传联合会的城市会员和机构会员。洛杉矶会议及旅游局、摩洛哥旅游局、尼泊尔驻华使馆、斯里兰卡驻华使馆、巴布亚新几内亚驻华使馆、斯洛伐克共和国驻华大使馆、立陶宛驻华使馆商务处、布宜诺斯艾利斯旅游局北京旅游推广办公室、韩国汉拿多旅游(北京)有限公司等多家使领馆及国际旅游机构的WTCF的会员单位参加了展会,与各地买家进行了合作洽谈。会员单位纷纷表示WTCF提供了一个新的宣传和展示平台,展会参观者和参展商也对WTCF的会员信息和旅游商品表达了浓厚的兴趣,提出了进一步了解和合作的愿望。

旅游商品是旅游产业链的重要一环,对于展示城市形象和地域文化、提升旅游购物水平、促进旅游消费起到重要作用。作为集中外旅游文化交流、旅游商品展示与交易的专业展会,2015第四届“北京旅博会”较前三届更加品牌化、国际化、市场化和专业化,吸引了来自美国、韩国等56个国家和地区、中国16个省市的优质企业参展。本届展会展出面积45000平方米,共设国际旅游商品、自驾游主题馆、茶文化旅游主题馆、博物馆衍生品及收藏品主题馆等主题展馆。

### WTCF Co-organized the 4th Beijing International Tourism Commodities Fair

On 24 October, the annual International Tourism Commodities Fair co-organized by Beijing Municipal Commission of Tourism Development and World Tourism Cities Federation opened in China International Exhibition Center in Beijing. Song Yu, Secretary-General of WTCF, attended the event and delivered a speech.

WTCF set a special stand in the International Theme Pavilion to exhibit and promote its city and institutional members to Chinese tourists and exhibitors. Many international tourism institutes, embassies, and WTCF members, including L.A. Tourism & Convention Board, Moroccan National Tourist Office, Royal Nepalese Embassy, Embassy of the Democratic Socialist Republic of Sri Lanka, Embassy of Papua New Guinea, Embassy of the Slovak Republic, Commercial Section of Embassy of the Republic of Lithuania, Buenos Aires Tourism Bureau, Beijing Tourism Promotion Office and South Korean Hana Tour International attended the event to have business negotiations with buyers from all over the world. WTCF members noted that WTCF had built a new marketing and showcasing platform. Visitors and exhibitors expressed great interest in WTCF's tourism resources and products. They also showed strong will for further understanding and cooperation.

Tourism commodity is an important section of tourism industry, which helps exhibit the image of cities, improve purchasing during traveling and promote tourism consumption. Based on the previous three sessions, Beijing International Tourism Commodities Fair 2015 gave full play to the advantages of capital, integrated the social quality resources, highlighted the key points and features, further expanded the scale of the exhibition, enhanced the quality of sellers and buyers and increased proportion of international exhibitors. It attracted well-known companies from more than 56 countries and regions, and 16 Chinese provinces. The Fair covered an area of 45,000 m<sup>2</sup>, where several pavilions were set including International Tourism Commodities Theme Pavilion, Road Trip Theme Pavilion, Tea Culture Tourism Theme Pavilion, Museum Collection and Creative Design Theme Pavilion and so on.





### 首届中国邮轮峰会在沪举办 世界旅游城市联合会出席并致辞

10月12日，中国邮轮峰会在上海举办。本次峰会由《Travel Weekly China 旅讯》主办，峰会聚集了来自嘉年华集团、挪威邮轮、MSC地中海邮轮和皇家加勒比国际游轮四大邮轮巨头高管和全国各地旅游业界人士三百余位。作为峰会的合作伙伴，WTCF副秘书长严哈出席了本次会议并发表讲话。

据介绍，到2030年保守估计中国邮轮市场游客能够突破700万人，甚至有希望达到1000万人。由数字显示出来的市场需求将需要更多的邮轮产品。此次峰会就中国邮轮市场的发展趋势、未来邮轮产品的多元化、消费市场的培育、邮轮公司与旅行社代理商的合作共赢等多项议题进行了讨论。

各大邮轮公司纷纷表示看好中国未来的邮轮市场潜力，并表示将在产品多元化上进一步下功夫，他们一致认同邮轮公司与旅行社代理商本着共赢的原则，携手应对当前市场面临的挑战，才能实现产业的可持续发展。

在峰会上，严哈副秘书长介绍了WTCF发布的《2015中国出境公民(城市)消费市场调查报告》中关于邮轮产业的调查成果。他强调，WTCF非常关注旅游目的地与旅游行业机构的互动与共生，并为此成立了航空分会、旅游及相关企业分会和媒体分会。并将在下一阶段成立邮轮分会，邮轮分会秘书处将设立在青岛市。目前已有青岛、拉萨布兰卡、大连、罗马、天津、布宜诺斯艾利斯、雅典等7个城市加入。严哈副秘书长诚邀国际邮轮业界的优秀企业加入世界旅游城市联合会，加入WTCF邮轮分会，建立旅游目的地、旅行社和邮轮企业共商游戏规则，共同开拓市场的平台。

青岛市旅游局副局长王淑娟女士在本次会议上介绍了邮轮分会的工作情况以及青岛市的资源和政策优势。作为中国北方重要的港口城市和沿海开放城市，青岛是中国改革开放最早接待国际邮轮的城市，母港于今年5月份正式投入使用，可以全天候地停靠世界最大的邮轮。青岛市委市政府高度重视邮轮经济，将其作为青岛市经济和旅游产业的重要增长要素。借助WTCF搭建的平台和国际影响力，青岛市将于明年5月召开第四届中国青岛国际邮轮峰会和世界旅游城市联合会邮轮分会的成立大会。



### Inaugural Cruise World China Held in Shanghai WTCF representatives attended the event and delivered a speech

The first Cruise World China was held on 12th Oct in Shanghai. The event was hosted by Travel Weekly China, which brought together many senior executives from the four international cruise magnates, i.e. Carnival Corporation & PLC, MSC, Norwegian Cruise Line and Royal Caribbean International. More than three hundred elites from tourism industry also attended the meeting. As the host partner, WTCF Deputy Secretary-General Yan Han addressed the audience.

It is reported that by 2030, the number of tourists in Chinese cruise market would reach 7 million and even peak to 10 million, which indicates the need of more cruise products. Many subjects such as The Growth of Cruising in China, Diversified Products to meet China Demand, The Cultivating of Consuming Market, and Developing the Cruise Line & Travel Agency Relationship were discussed on the Panels.

Many giant cruise companies showed their confidence in the future potential of Chinese cruise market and stated their plans to develop diversified products. Cruise lines and travel agencies are expected to work hand in hand to face the challenges of contemporary cruise market so as to realize sustainable development of tourism industry.

At the conference, Yan Han introduced the research results of cruise line released by WTCF's Market Research Report on Chinese Outbound Tourists (City) Consumption. He stressed that WTCF pays much attention to the interaction and co-existence of

tourism destinations and organizations, and the Expert Committee, Committee of Aviation, Committee of Tourism-Related Businesses, and Committee of Media Organization are founded with such purposes. Now WTCF is planning to establish the Committee of Cruise Tourism with its secretariat located in Qingdao. Up till now, 7 cities including Qingdao, Casablanca, Dalian, Rome, Tianjin, Buenos Aires and Athens have joined the Committee. Yan Han sincerely invited excellent international cruise companies to join WTCF and WTCF Committee of Cruise Tourism to establish the cooperating rules of tourism destinations, travel agencies, and cruise companies, and to jointly explore the market platform.

At the event, Wang Shujuan, Deputy Director of Qingdao Tourism Administration, introduced the preparatory works of WTCF Cruise Committee and promoted the resources and favorite policies of Qingdao. As an important seaport and coastal city in Northern China, Qingdao is the first Chinese city to dock international cruises. In May, 2015, a home port was put into service, which can dock the biggest cruise in the World. Qingdao municipal government attaches great importance to the cruise industry and regards it as a crucial driving force for the development of Qingdao's economy and tourism industry. Depending on the platform of WTCF and its international influence, Qingdao is to host the 4th China International Cruise Summit & Inauguration of WTCF Committee of Cruise Tourism in May, 2016.



### WTCF出席 第四届“世界旅游经济论坛·澳门2015” 并与世界旅游经济研究中心签署战略合作协议

第四届“世界旅游经济论坛·澳门2015”(以下简称经济论坛)于2015年10月11日至10月14日在澳门举行。本届论坛以“文化旅游”为主题,对“一带一路、旅游投资”等议题展开讨论和交流。世界旅游城市联合会秘书长宋宇、副秘书长李宝春率团出席本届论坛。

在10月12日举行的论坛开幕式上,宋宇秘书长和何超琼秘书长分别代表世界旅游城市联合会和世界旅游经济研究中心签署了双边全面战略合作框架协议,将在合作举办活动、共同开展学术研究、建立长效沟通机制等方面进行合作,奠定组织间合作基础。

10月13日,联合会李宝春副秘书长应邀在论坛“第四环节:认识中国消费者”环节参与沙发论坛讨论,并面向全体嘉宾介绍联合会《中国公民(城市)旅游消费市场调查报告》成果,包括消费模式、金额、习惯等数据,特别是中国游客对旅游目的地关注度最高的几类问题,引起在场众多嘉宾关注。

经济论坛创立于2012年5月,总部设在澳门,是由澳门特别行政区政府社会文化司主办,由世界旅游经济研究中心承办的国际旅游经济论坛。该论坛的日常工作由世界旅游经济研究中心承担,每年十月在澳门举行论坛,论坛主席为何厚祥先生,副主席暨秘书长为何超琼女士。

### WTCF Attended the Global Tourism Economy Forum·Macau 2015 and Signed Framework Agreement with Global Tourism Economy Research Center

The Global Tourism Economy Forum·Macau 2015 (GTEF) was held from 11 to 14 October 2015 in Macau SAR, under the theme of "Belt and Road Initiative: Unleashing the New Dynamics of Cultural Tourism". Song Yu, WTCF Secretary-General and Li Baochun, Deputy Secretary-General attended the Forum.

On 12 October, at the Forum opening ceremony, Song Yu and Pansy Ho, the Vice Chairperson & Secretary-General of GTEF, signed a bilateral strategic framework agreement, to enhance cooperation between these two organizations in terms of holding activities, joint academic research and long-term communicative mechanism.

On 13 October, Li Baochun attended the Forum Panel Discussion: Understanding Chinese Consumers on invitation. He introduced to the audience the WTCF research result: Market Research Report on Chinese Outbound Tourist (City) Consumption, which showed data such as Chinese consumption mode, sum and habits, etc. He particularly mentioned several issues that tourism destinations focused on, which had also attracted much attention from guests.

The Global Tourism Economy Forum was set on May, 2012, with its headquarters located in Macau. It is hosted by the Secretariat for Social Affairs and Culture of the Macao SAR Government in collaboration with the Global Tourism Economy Research Center. The routine work was undertaken by Global Tourism Economy Research Center. It is a forum that will be held annually in Macau, with Edmund Ho Hau Wah being the Forum Chairman and Pansy Ho being the Vice Chairperson and Secretary-General.

## 世界旅游城市联合会宋宇秘书长会见塞尔维亚贝尔格莱德市长代表团一行

10月26日,北京市市长、世界旅游城市联合会理事会主席王安顺会见了塞尔维亚贝尔格莱德市长 Sinisa Mali 先生一行。王安顺主席向 Sinisa Mali 先生介绍了联合会几年来工作开展的情况,以及刚刚在摩洛哥举办的拉巴特非洲香山旅游峰会的相关情况。

Sinisa Mali 先生对联合会的工作表示了浓厚的兴趣,当即提出拜访意愿。10月27日,世界旅游城市联合会秘书长、北京市旅游发展委员会主任宋宇会见了 Sinisa Mali 先生,双方就旅游合作事宜进行友好洽谈。

宋宇秘书长向 Mali 先生详细介绍了联合会目前发展情况和会员服务项目,并表示今后将在会员城市的目的地营销、学术研究和培训等方面加强对会员的服务,进而推动世界旅游业的发展。Sinisa Mali 市长认为和联合会的合作将会有效宣传贝尔格莱德市,他非常看好中国的出境旅游市场,回国后将积极推动贝尔格莱德市加入联合会。

## WTCF Secretary-General Song Yu Met with Delegation Headed by Belgrade Mayor

On October 26, Wang Anshun, mayor of Beijing, met with the delegation headed by Sinisa Mali, mayor of Belgrade, Serbia. As Chairman of WTCF Council, Wang Anshun introduced to Sinisa Mali WTCF's work in the past years and WTCF Rabat & Fez Fragrant Hills Tourism Summit just held in Morocco.

Mali showed great interest in WTCF's work and immediately proposed to visit WTCF Secretariat. On October 27, Song Yu, WTCF Secretary-General & Director of Beijing Municipal Commission of Tourism Development, met with Mali of Belgrade, Serbia. In a friendly environment, the two sides discussed issues concerning tourism cooperation.

Song Yu introduced in detail to Mali the current development of WTCF and its member service items, and stated that WTCF will strengthen its member services in such aspects as destination marketing, academic research and training of member cities in the future, thus promoting the development of world travel industry. Mali believed that the cooperation with WTCF will effectively advertise Belgrade. He thought pretty highly of Chinese outbound tourism market and promised to actively promote Belgrade joining WTCF after getting back to Serbia.



## 世界旅游城市联合会在CITM “国旅银联之夜”致辞

11月13日至15日,2015中国国际旅游交易会(CITM)在云南昆明举行,世界旅游城市联合会严哈副秘书长率团参加,并在“国旅银联之夜”上发表致辞。

中国国际旅游交易会是目前亚洲地区最大规模的专业旅游展,每年举办一次。交易会上,共有全球105个国家和地区的1000多名买家参加推介、专业洽谈等系列活动,交易会公众开放日入场参观人数达到了8万人次。

世界旅游城市联合会在会场入口处设立了主题展板、发放宣传品,积极宣传会员单位旅游资源,吸引了业内外人士的广泛关注,纷纷表达了合作的兴趣。

严哈副秘书长代表联合会在会员单位国旅总社和中国银联联合举办的“国旅银联之夜”上发表致辞,他表示“中国已经成为全球旅游业最大的出境游市场。但是如果希望市场取得健康且实质性的发展,整个行业需要一个如昆明一般,春意盎然的并通过竞争获取合理的回报,从而在大家都认可的组织化的平台内强化合作伙伴关系,并将我们的优势力量与资源专注于解决某些不平衡的环节。”

他同时表示,世界旅游城市联合会致力于在世界范围内建立并推广服务质量指南的标准,致力于为旅游经营者带来真正的实惠,为会员和全球旅游业提供全面服务。希望越来越多的旅游目的地和旅游企业、运营商能够加入联合会和旅游企业分会,实现强强联手,推动世界旅游业的可持续发展。



## WTCF Attended CITM 2015 and Delivered a Speech at “CITS-UnionPay Night”

From November 13 to 15, China International Travel Mart (CITM) 2015 was held in Kunming, Yunnan Province. WTCF delegation headed by Deputy Secretary-General Yan Han attended CITM and delivered a speech at “CITS-UnionPay Night”.

CITM is currently the biggest professional tourism exhibition in Asia. It has been held annually. In CITM 2015, more than one thousand buyers from 105 countries and regions participated in a series of activities such as product recommendations and business negotiations. The CITM Open Day attracted 80,000 visitors.

During CITM, WTCF set theme display boards at the entrance of the exhibition area, provided promotional materials and actively introduced the tourism resources of WTCF members, which caught the eye of people inside and outside tourism industry, and they showed their interest in cooperation with WTCF.

WTCF Deputy Secretary-General Yan Han delivered a speech on behalf of WTCF at “CITS-UnionPay Night”, which was jointly organized by WTCF members China International Travel Service (CITS) and China UnionPay. China has become the world's largest outbound tourism market,” said Yan Han. “However, if we hope the tourism market to achieve sound and substantial development, the whole industry needs a vibrant market just like the weather in Kunming and obtains reasonable return through competition, thus strengthening partnerships on an organized platform accepted by everyone and concentrating our advantaged strengths and resources on certain unbalanced sectors.”

Yan Han also said that WTCF is committed to establishing and promoting worldwide standards of tourism service quality, bringing real benefits to tourism operators and supplying all-around services for WTCF members and the global tourism industry. WTCF hopes that more and more tourism destinations, enterprises and operators can join WTCF and its Committee of Tourism-Related Businesses, in order to join hands in strength and drive the sustainable development of world travel industry.

## 华盛顿旅游局局长率代表团拜会世界旅游城市联合会

2015年11月10日,联合会副秘书长单位华盛顿特区旅游局局长埃利奥特·弗格森先生(Elliott L. Ferguson II)率代表团拜会世界旅游城市联合会秘书处,加深友谊,商讨2016年合作计划。

宋宇秘书长代表联合会欢迎代表团一行,感谢华盛顿特区对联合会工作的支持。华盛顿和北京市是两国首都,也都是世界和名旅游城市,在国际旅游市场上有广泛的影响力,期待借2016中美旅游年的契机深化双方在旅游专业人才培养、游学旅游项目开发、媒体宣传报道等领域内的务实合作。

弗格森先生感谢秘书处的热情欢迎。作为美国首都,华盛顿特区十分荣幸能够作为联合会的副秘书长单位,参与联合会决策工作,共享联合会的服务和发展平台。华盛顿特区特别期待能够借助这一平台加强与北京市、中国旅游城市间的互惠合作。2016中美旅游年期间,热烈欢迎北京市和其他中国旅游城市把华盛顿特区作为美国推广宣传的首站,把中国的美景、美食和文化介绍给更多的美国人。

秘书处和北京市旅游发展委员会相关部门负责人还介绍了联合会开展培训工作的构想和北京市推动游学旅游项目的政策。

双方就游学旅游项目、专业人才培养等项目的合作形式初步交换了意见,华盛顿特区代表团将在返回美国后与相关组织进行可行性研究,并在会后进一步跟进反馈进展情况。

## Delegation Led by Director of Washington DC Tourism Administration Visited WTCF

On November 10, the delegation led by Elliott L. Ferguson II, Director of Washington DC Tourism Administration visited WTCF Secretariat with the purpose of deepening friendship and discussing cooperation plan in 2016 with WTCF.

Song Yu, WTCF Secretary-General greeted the delegation on behalf of WTCF and expressed his gratitude for the support of Washington DC for the work of WTCF. Washington DC and Beijing are both capitals and world famous tourism cities which have a wide influence on international tourism market. The two parties hope to seize the opportunity of China-US Year of Tourism in 2016 and deepen concrete cooperation in fields including training of tourism professionals, study tour project development and media publicity.

Ferguson expressed his thanks to Secretary-General Song Yu for his warm welcome. As the US capital, Washington DC is greatly honored to be WTCF's deputy secretary-general unit, participate in the decision making of WTCF and share WTCF's service and development as a platform. Washington DC especially looks forward to strengthening mutual beneficial cooperation with Beijing and other Chinese tourism cities through this platform. During China-US Year of Tourism in 2016, Washington DC will warmly welcome Beijing and other Chinese tourism cities to begin their promotion activities in Washington DC and introduce China's beautiful scenery, delicious food and culture to more American people.

The WTCF Secretariat and officials of Beijing Municipal Commission of Tourism Development also introduced the plan of WTCF to launch training work and the policies of Beijing to promote study tour project.

The two parties exchanged preliminary views on cooperation forms of programs including study tour project and training of tourism professionals. The Washington DC Delegation will take feasibility studies with related organizations after they return to America and feedback their progress to WTCF after this visit.