

# 让旅游搭起友谊的桥梁

## 世界旅游城市联合会2015拉巴特非斯香山旅游峰会在摩洛哥成功举办

2015年9月20至22日,

世界旅游城市联合会2015拉巴特非斯香山旅游峰会在摩洛哥王国的拉巴特市和非斯市召开。

本届峰会以“世界旅游城市: 多元化与可持续发展”为主题,

包括开幕式、理事会会议、主题论坛、会员旅游资源图片展、旅游交易洽谈会、闭幕式等多项内容。

# Building a Bridge of Friendship through Tourism

## WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 Successfully Held in Morocco

September 20-22, 2015, WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 was held in Rabat and Fez, Kingdom of Morocco, with a theme of "World Tourism Cities: Diversity and Sustainability". The summit included the opening ceremony, the Council meeting, theme forums, photo exhibition of members' tourism resources, trading talks and closing ceremonies, etc.

Diversity and Sustainability  
多元化与可持续发展

Rabat & Fez, Morocco  
拉巴特 & 非斯, 摩洛哥  
21 September, 2015

Cities Federation  
会

Organizer 承办单位:  
Moroccan National Tourism Office  
摩洛哥国家旅游局  
Rabat Municipal Government  
拉巴特市政府  
Fez Municipal Government  
非斯市政府

## World Tourism Cities Federation Rabat & Fez Fragrant Hills Tourism Summit 2015 Opening Ceremony

### 世界旅游城市联合会2015拉巴特非斯香山旅游峰会 开幕式

Rabat & Fez, Morocco  
拉巴特 & 非斯, 摩洛哥  
21 September, 2015





### 世界旅游城市联合会2015拉巴特非斯香山旅游峰会成功举办 各方反响强烈 多项成果令人瞩目

2015年9月20至22日，世界旅游城市联合会2015拉巴特非斯香山旅游峰会在摩洛哥王国的拉巴特市和非斯市召开。本届峰会以“世界旅游城市：多元化与可持续发展”为主题，包括开幕式、理事会会议、主题论坛、会员旅游资源图片展、旅游交易洽谈会、闭幕式等多项内容。

出席峰会的有来自42个国家和地区的100个会员单位的400多位代表和嘉宾，世界旅游城市联合会理事会主席、北京市市长王安顺通过视频致辞，世界旅游城市联合会理事会副主席、北京市副市长程红出席峰会开幕式及相关活动。联合国世界旅游

组织（UNWTO）等国际组织代表、世界旅游理事会（WTTC）、世界旅游经济论坛（GTEF）以及亚太旅游组织（PATA）等国际旅游组织的代表，摩洛哥旅游部长、内政部长等多位内阁成员，以及拉巴特市市长、非斯市市长等地方行政长官也出席了峰会活动。西班牙、韩国、泰国等国家驻摩使节等也应中国驻摩大使的邀请，出席了峰会欢迎晚宴和开幕式活动。

### 峰会极大地提升了联合会的影响力和凝聚力，峰会主题鲜明，符合发展趋势

本次峰会活动内容丰富，出席嘉宾众多、会议气氛热烈，取得成果丰硕，会议形式有所创新，峰会达到甚至超出预期成果。

本次峰会以“世界旅游城市：多元化与可持续发展”为主题，符合当前全球旅游业多元化发展的新趋势。在论坛上，与会代表嘉宾和专家学者就当前旅游需求多样化促进旅游市场细分，旅游营销方式及产品创新；旅游多元化发展促进旅游城市之间、旅游产业链之间多种方式合作等大家共同关心的问题进行了充分的探讨和交流。特别是新增的“非洲与地中海旅游”分论坛受到许多代表嘉宾的关注和良好反映。当前非洲旅游发展在全球旅游格局中关注相对较少，峰会的举办将对促进非洲旅游发展、促进发展中国家和地方产业转型升级起到积极作用。

### 多项重要成果令业界瞩目

1、签署多项合作协议。在本次峰会上，联合会与世界旅游组织（UNWTO）签署了建立全面战略合作伙伴关系的协议书。世界旅游组织是联合国下设的13个专门委员会之一，在世界旅游界享有很高的威望。今年起双方将就城市旅游绩效考核进行专题研究。同时签署的还有联合会与中国携程网、联合会与中国股权投资协会、布宜诺斯艾利斯市与北京市、摩洛哥国家旅游局与重庆市、八达岭长城与非斯梅迪纳老城等一系列合作协议。这些协议将进一步促进旅游城市之间、旅游机构之间以及城市与机构之间多种方式的合作。

2、发布新的研究成果。在峰会上，联合会发布了《中

国公民出境（城市）旅游消费市场调查报告（2014-2015）》和《世界旅游城市发展报告（2015）》。《中国公民出境（城市）旅游消费市场调查报告（2014-2015）》，通过详实的数据分析，进一步增进了会员城市对中国出境游市场的了解；《世界旅游城市发展报告（2015）》是联合会持续多年的研究成果，旨在通过对旅游城市发展各项要素的分析研究，构建



本页图：摩洛哥旅游部长拉森·哈达德（左），世界旅游城市联合会理事会副主席、北京市副市长程红（中），UNWTO 执行主任马西奥·法维拉（右）。右页图：UNWTO 与世界旅游城市联合会签署战略合作协议；宋宇秘书长在理事会上做年度工作报告。



一个权威性的旅游城市评价体系，增强联合会为全球旅游城市发展的引领作用。

3、确定 2016 年峰会主办城市。经理事单位投票决定，2016 年峰会将在重庆市举办。理事会还通过两项决议，一是自 2016 年起，香山旅游峰会将分年度在中国境内和境外会员城市轮流举办，二是每届峰会申办时间由现行提前一年申办改为提前两

《世界旅游城市发展报告(2015)》是联合会持续多年的研究成果，旨在通过对旅游城市发展各项要素的分析研究，构建一个权威性的旅游城市评价体系，增强联合会全球旅游城市发展的引领作用。

年申办，即在 2017 年峰会上申办 2019 年香山旅游峰会。

### 近半与会者认同峰会促进了国际旅游城市的合作

第三方统计的峰会反馈意见表明，对于本次峰会议题，近三分之一的与会者表示“非常贴合”当前的行业发展趋势，而表示“很贴合”发展趋势的与会者则接近一半；对于本次峰会的主题“多元化与可持续发展”，超过八成的与会者表示该主题对他们“非常有吸引力”和“很有吸引力；其中一半的与会者认为“全球范围内旅游市场多元化”是“非常可能”的，与会城市会员对申办未来峰会非常积极，其中近一半的城市会员表示非常希望能够申办未来



的峰会，另外有三成的与会者表示“很愿意”成为未来峰会的承办城市。

在被问及“WTCF 会员之间是否能促进彼此业务的发展”时，超过七成的与会者对 WTCF 会员间能够促进彼此业务发展持非常肯定及很肯定的态度。

在被问及“多个主要国际旅游组织中，哪个国际组织对业务帮助最大”时，三成的与会者选择了 WTCF。

超过六成与会者认为，此次海外办会“扩大了 WTCF 的国家影响力”；近一半的与会者认为“促进中国旅游业界与国际同行的交流与合作”；另外分别有超过四成的与会者认为，此次海外办会，“提供了了解和进入中国市场的机会和窗口”及“促进国际旅游城市合作”。

### 各方积极评价峰会发挥东西方文化交流的桥梁作用

摩洛哥国家旅游部长拉森·哈达德先生在接受媒体采访时表示，摩洛哥的旅游政策方面要优先发展和中国的旅游。他同时表示，这次峰会的召开将对摩洛哥旅游带来积极的影响。“这次峰会是由我们的中国朋友发起的。总部位于北京的世界城市旅游联合会会员不仅包括全球的城市还有很多中国城

市。它提高了我们在中国市场的知名度，让我们和中国的旅游从业者以及摩中两国官方的旅游合作和交流成为可能。我们愿意到中国去推介摩洛哥从而吸引更多的中国游客来摩洛哥旅游，我们正在做这方面的工作，我们正在让签证更便利。”

会员代表，牡丹江市旅游局局长李宝明在接受采访时说，“我们现在的很多会员城市，无论是美洲、非洲，还是欧洲，都有很多旅游的特点，因此应该在营销手段上多元化，同时使我们的所有会员之间更了解对方，实现会员间资源共享。同时如何提升联合会的影响力也是我们引入的课题，这也是我们很多会员单位的想法。”

巴塞罗那旅游局局长 Jordi William Comes 认为：“所有的城市和地区都是有差异的，因此有一个相互交流的平台很有必要。了解中国城市如何推介自己，非洲城市如何推介自己，还有欧洲和美洲城市如何做推介，这点对我们来说很有用，因为我们的背景各不相同。我认为 WTCF 是一个很好的平台，我们可以了解各种最好的做法和想法以及不同的城市是如何发展自身的。对我们来说 WTCF 是一个分享知识的有意思的平台，我们可以在这里了解公共部门和私营部门都是如何组织旅游推介，因此我非常赞同专家委员会不仅要包括旅游专家还要包括旅游管理者。”

本页图：旅游洽谈会。  
左页图：理事会会议。



## Summary of the Summit

### WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 Aroused Enthusiastic Response to Its Impressive Achievements

From September 20 to 22, 2015, WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 was held in Rabat and Fez, Kingdom of Morocco, with a theme of "World Tourism Cities: Diversity and Sustainability". The summit included the opening ceremony, the Council meeting, theme forums, photo exhibition of members' tourism resources, trading talks and closing ceremonies, etc.

More than 400 delegates and guests from 100 member units in 42 countries and regions attended the summit. Wang Anshun, Chairman of WTCF Council and Mayor of Beijing, delivered a video speech. Cheng Hong, Deputy Chairman of WTCF Council and Vice Mayor of Beijing, attended the opening ceremony of the summit and the related activities. Representatives of international organizations, including the United Nations World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), the Global Tourism

Economic Forum (GTEF), the Pacific Asia Travel Association (PATA), and the Moroccan government like ministers of tourism and interior of Morocco, and local officials such as mayors of Rabat and Fez all attended the summit related activities. Invited by Chinese Ambassador to Morocco, diplomats from Spain, South Korea, Thailand and other countries also attended the opening ceremony and welcome dinner of the summit.

### Summit greatly enhanced the influence and cohesion of the Federation with a theme in line with the development trend

The summit activities were rich in content with many guests attending different meetings. It achieved fruitful results in an innovative form, and the results of the summit have exceeded expectations.

The theme of the summit, "World Tourism Cities: Diversity and Sustainability" is in line with the new trend of the current diversified global tourism development. At the Forum, delegates, guests, experts and scholars discussed and exchanged ideas on various topics, including the current tourism needs, promotion of the tourism market segments, the demand of diversification, tourism marketing and product innovation, promotion of diversified development of tourism between the tourist cities

and the facilitation of cooperation within the tourism industry chain, etc. In particular, the new "Africa and Mediterranean Tourism" sub-forum attracted great attention and aroused good reaction from many representatives and guests. Little attention is paid to the tourism development in Africa currently, and thus the summit was set to promote the tourism industry in developing countries in Africa. It also helped with local industry transformation and played a positive role in upgrading their facilities.

### The achievements attracted much attention from the whole industry

#### 1. A number of cooperation agreements were signed.

On the summit, WTCF reached a comprehensive strategic partnership agreement with UNWTO, one of the 13 special committees under the United Nations and with a high prestige in the world tourism industry. From this year, WTCF and UNWTO will conduct a study on city tourism performance appraisal. Meanwhile, many other cooperation agreements were reached, including WTCF and Ctrip, WTCF and China Association of Private Equity, Buenos Aires and Beijing, Morocco National Tourism Bureau and Chongqing, and Badaling Great Wall and Fez City. These agreements will further promote cooperation in a variety of ways between



This page: Announcing new city members of WTCF; a cooperation agreement is signed between Morocco and a WTCF member. Left page: Wang Anshun, Chairman of WTCF Council and Mayor of Beijing, delivered a videospeech.





tourism cities, travel agencies, and between cities and institutions.

**2. New academic research results were released.**

On the summit, Market Research Report on Chinese Outbound Tourist (City) Consumption (2014-2015) and Annual Report on Development of World Tourism Cities (2015) were released by WTCF. Market Research Report on Chinese Outbound Tourist (City) Consumption (2014-2015) shows the detailed data analysis to the city members to get further understanding for China's outbound travel market. Annual Report on Development of World Tourism Cities (2015), the achievement of years of research by WTCF, aims to build an authoritative evaluation system for tourism cities through the analysis of the development elements,

and to strengthen the leading role of WTCF in world tourism industry.

**3. The host city for 2016 Summit was confirmed.**

On the Council, Chongqing, Qingdao, Altay, Mudanjiang and other member cities did bid presentations and Chongqing was voted to be the host city for 2016 Summit. The council also adopted two resolutions: One is that Fragrant Hills Tourism Summit will be held in turn between Chinese cities and oversea cities from 2016. The other is that the bid time should be 2 years in prior to the summit, which means bidding for 2019 Fragrant Hills Tourism Summit on 2017 Summit.

**Nearly half of the participants acknowledged that the summit had promoted cooperation among international tourism cities.**

The theme of this summit is: Diversity and Sustainability. According to the feedback collected by the third party, nearly one-third of the participants thought the theme was "quite" in line with the current tourism development trend, and nearly half of the participants thought it was "fairly" in line with the development trend. More than 80% of the participants admitted the theme attracted them so much. Half of the participants believed diversity in global tourism market could be probably realized. The member cities showed great enthusiasm for holding the summit. Nearly half of the members had great eagerness and 30% of the members were willing to be the host of the summit.



When being asked "Can WTCF members promote the business development for each other?" more than 70% of the participants gave a positive answer.

When being asked "Which international organization can provide the most help to business?" 30% of the participants chose WTCF. This ratio was much higher than other international organizations.

More than 60% of the participants believed holding summit overseas would expand the international influence of WTCF and nearly half of the attendees trusted it was a good opportunity for communication and cooperation between China tourism industry and international counterparts. In addition, there are more than 40% of participants individually regarded this summit as a platform for entering China market and accelerating international cooperation of tourism cities.

**The summit is widely recognized as the bridge between Eastern and Western culture**

When interviewed by the media, Lahcen Haddad, the minister of tourism of Morocco, noted that the tourism policies in Morocco should give more preference to the partnership with China. He also added that the summit would bring great benefit to the tourism in Morocco. "The summit is organized by China. Based in Beijing, the World Tourism Cities Federation has many Chinese and foreign city members. It can enhance the popularity of Morocco touring in the Chinese market and also facilitate the exchange and cooperation for the tourism professionals and governmental organs in the two countries. We are willing to introduce more tourism products to those Chinese tourists and also working on the easier application of visa for them," Mr. Lahcen Haddad said.

Li Baoming, the director of Mudanjiang Tourism



Bureau, said in the interview, "WTCF includes many member cities in America, Africa and Europe. Given the distinctive tourism features in different countries, we should adopt diversified marketing means. We will also make efforts to enhance the mutual understanding and resource sharing between members. Meanwhile, we have the consensus that further efforts will be made to enhance the influence of the federation."

Jordi William Carnes, the director general of Barcelona Tourism Bureau, noted that it was quite necessary to build an exchange platform aiming to address the differences between cities and regions. Due to the difference in background, we should draw on the experience of those Chinese cities, African cities, European cities and American cities in promoting their tourism. With the aid of WTCF, we can exchange views on how to develop the tourism in different cities. It is quite an interesting and informative platform, through which we can understand how those public and private sectors carry out their tourism promotion. Hence, he shared the view that the expert committee should include the tourism experts and industry leaders.

This page: WTCF and Ctrip signed a strategic partnership agreement; WTCF and China Association of Private Equity signed a strategic partnership agreement. Left page: Press conference; Sun Shuzhong, Chinese Ambassador to Morocco delivered a speech; Duan Qiang, Deputy Chairman of WTTC delivered a speech.



## 高潮迭起精彩纷呈的峰会活动

峰会短短的三天时间，各种活动高潮迭起异彩纷呈，这是业内精英研讨旅游和城市发展的尖峰时刻，是不同文化和思想交流碰撞的高端平台，是多姿多彩的旅游形象展示的舞台，是老友新朋友欢聚的美好时刻。

### 欢迎晚宴

2015 拉巴特非斯香山旅游峰会欢迎晚宴，于摩洛哥时间 9 月 20 日晚在拉巴特索菲特玫瑰园酒店举办，前来参加世界旅游城市联合会 2015 拉巴特非斯香山旅游峰会的几百名嘉宾出席。晚宴由巴塞罗那旅游局局长主持，世界旅游城市联合会秘书长宋宇、摩洛哥国家旅游部部长拉森·哈达德、中国驻摩洛哥大使孙树忠致辞，宋宇秘书长和拉森·哈达德先生向“摩洛哥千人游”游客代表赠送纪念品。

### 北京之夜

会员城市北京市为晚宴奉上了一场精彩的节目演出——“北京之夜”，演出内容包括了杂技、武术、舞蹈等中国传统艺术等，演出既凸显了中国传统艺术的精湛和华美，也融入了现代的舞美和表演元素，获得了在场峰会嘉宾的热烈欢迎。

### 非物质文化遗产展

非物质文化遗产，是指各人民世代相传并视为

其文化遗产组成部分的各种传统文化表现形式，以及与传统文化表现形式相关的实物和场所。此次展演精选了北京有代表性的五项列入世界非物质文化遗产的传统手工艺，分别是：雕漆技艺、景泰蓝制作技艺、花丝镶嵌制作技艺、北京风筝哈制作技艺、北京剪纸。摩洛哥旅游局也组织了阿拉伯书法、铜艺表演等摩洛哥非物质文化遗产项目进行了展示。

### 会员形象展

为促进会员交流，展示会员风采，2015 拉巴特非斯香山旅游峰会专门在拉巴特、非斯两个峰会举办城市设置了会员形象展览，使会员的旅游资源和风采有了更直接形象的展示，促进了会员间的交流和沟通。

### 开幕式

摩洛哥当地时间 9 月 21 日，世界旅游城市联合会 2015 拉巴特非斯香山旅游峰会开幕。在开幕式上，理事会副主席程红女士致辞。程红副主席回

顾了联合会在过去的一年里取得的发展和成绩，并对联合会下一步的工作提出希望。会上，世界旅游组织执行主任马西奥·法维拉（Márcio Favilla Lucca de Paula）先生、WTTC 副理事长段强先生等国际旅游组织的代表分别在开幕式上致辞，对峰会的召开表示祝贺，对世界旅游城市联合会在促进全球旅游产业发展中付出的努力和做出的贡献表示赞赏。摩洛哥国家旅游部部长拉森·哈达德（Lahcen Haddad）先生发表了热情洋溢的讲话，并表达了与联合会加强合作，共同推动全球旅游和摩洛哥旅游发展的愿望。

在开幕式上，还举办了金边、开普敦等城市的新会员入会仪式；青岛、雅典等城市及部分邮轮企业共同倡议成立世界旅游城市邮轮分会的发起仪式。会上，世界旅游城市联合会与 UNWTO、世界旅游城市联合会与携程旅游网及中国股权投资协会、北京市与布宜诺斯艾利斯市、摩洛哥与重庆市等国际旅游组织之间、城市之间、旅游相关机构之间也签署了多项合作协议。

本页图：开幕式现场；向摩洛哥千人游颁发纪念品；专家委员会会议。  
左页图：闭幕晚宴上的摩洛哥民族歌舞表演；闭幕式；北京之夜；专家委员会会议；非遗展。





本页图：晚宴会场；闭幕演出。

### 理事会

2015 拉巴特非斯香山旅游峰会开幕后，世界旅游城市联合会召开了理事会会议，联合会秘书长在理事会上作年度工作报告；40 多位理事会成员听取了来自 4 个城市包括新疆阿勒泰、重庆、黑龙江牡丹江、山东青岛的申办报告。理事会投票决定 2016 年峰会将由重庆市承办。

重庆市副市长谭家玲女士接受采访时表示，世界旅游城市联合会 2016 年峰会在重庆召开，将更好地促进重庆城市形象展示，进一步扩大该市的对外影响力和知名度，推动重庆与国际著名旅游城市间的合作交流。

### 交易洽谈会

为促进会员城市旅游交流，深化务实合作，联合会于 9 月 21 日在摩洛哥首都拉巴特索菲特酒店举办旅游交易洽谈会，邀请了几十家中国和国际旅游领域知名买家出席，与摩当地卖家包括摩洛哥上海旅行社、摩洛哥中华商会，以及哥本哈根、布拉格、澳门特别行政区、爱丁堡等城市会员，国旅总社、中旅总社、中青旅、众信、凯撒、神舟、海航旅业、首旅、携程、中国铁道旅游联盟、北京国旅、北京中旅、康辉总社、环境国旅、浙江中旅、江苏中旅、南京国旅、新上海国旅、韩国哈拿多乐、美国国际旅行社等 20 家知名旅行社企业开展业务洽谈，以通过旅游交易会促进中非以及地中海沿岸旅游的发展。

业务洽谈内容涵盖旅游接待、会展、邮轮和目的地、旅游产品的宣传推广等。旅游洽谈会共进行了五轮预约洽谈，并开展了半小时的自由组合洽谈，客户双方轮换洽谈近 150 人次。

### 闭幕式

入夜的非斯，灯火闪烁。酒店，烛影摇曳，笑语声声，摩洛哥当地时间 9 月 22 日，2015 拉巴特非斯香山旅游峰会在此举行闭幕式。摩洛哥国家旅游局局长阿普杜拉菲亚·佐伊特纳致辞，世界旅游城市联合会秘书长宋宇向摩洛哥赠送峰会承办纪念品，摩洛哥国家旅游局局长将会旗交回联合会宋宇秘书长，宋宇秘书长向 2016 年峰会承办城市重庆代表交接会旗。

焰火升起，照耀着美丽的非斯古城，祝愿摩中友好，祝香山旅游峰会成功举办，祝世界旅游城市联合会再创辉煌！



## Excellent Summit Activities

During the 3-day summit, various activities were held one after another. It was a summit for industry elites to discuss tourism and city development, a platform for different cultures and ideas to exchange, a stage to show diversified tourism images, and a good time for old and new friends to get together.

### Welcome Banquet

The Welcome Banquet of Rabat & Fez Fragrant Hills Tourism Summit 2015 was held on the evening of 20th, September (local time) at Sofitel Jardin Des Roses Hotel in Rabat. Several hundreds of summit delegates attended the dinner, which was hosted by Barcelona Tourism director. Song Yu, Secretary General of WTCF, Lahcen Haddad, Minister of the Moroccan Ministry of Tourism, and Sun Shuzhong, Chinese Ambassador to Morocco, addressed speeches at the banquet. Song Yu and Lahcen Haddad presented souvenirs to the Chinese tourist representatives.

### Night of Beijing

On the welcome banquet, WTCF member city Beijing presented a wonderful cultural show "Night of Beijing," including acrobatics, Kongfu, dance and other traditional Chinese arts. The show integrating both the essence of traditional Chinese art and modern stage design and performing elements, won warm welcome from the guests.

### Intangible Cultural Heritage Show

Intangible cultural heritage refers to various traditional cultural expression forms passed down generation after generation and regarded as part of their cultural

This page: Song Yu, Secretary-General of WTCF, passed the Summit Flag on to Chongqing, host city of the next year's summit; traditional Moroccan handicraft show; Member Image Show.

heritage by different peoples and objects and places related with them. Five representative traditional handicrafts of Beijing listed as World Intangible Cultural Heritage on show included cloisonné, filigree inlaid, Beijing Ha's style kite making and Beijing paper cutting techniques.

#### Member Image Show

To promote the communication among WTCF members and show their charms, member image show was held in Rabat and Fez respectively during

the summit, which presented the tourism resources of WTCF members in a vivid way.

#### Opening Ceremony

WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 kicked off on September 21st (local time). At the opening ceremony, Cheng Hong, the deputy chairman of WTCF Council, delivered a speech, in which she looked back upon the development and achievement of WTCF in the past year and showed her expectation towards the future work of the federation. Representatives from international tourism organizations like Márcio Favilla Lucca de Paula, executive director of the World Tourism Organization (UNWTO), and Duan Qiang, deputy chairman of WTTC made addresses at the opening ceremony, in which they expressed their congratulations on the opening of the summit and praised the efforts in and contribution to promoting global tourism industry development made by WTCF. Lahcen Haddad, the minister of Tourism Ministry of Morocco, made an enthusiastic speech expressing his hope to strengthen the cooperation with WTCF to promote the development of global tourism and Moroccan tourism.

At the opening ceremony, initiation of new city members like Phnom Penh and Cape Town into WTCF was held, and cities like Qingdao and Athens and some cruise enterprises advocated the foundation of WTCF Committee of Cruise Tourism.

Meanwhile, cooperation agreements were also signed between international tourism organizations, cities and travel agencies like WTCF and other parties including UNWTO, Ctrip, and China Association of Private Equity as well as Beijing and Buenos Aires, and Morocco and Chongqing.

#### Chongqing Voted as Host of Summit 2016 on WTCF Council Meeting

After the opening ceremony of WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015, WTCF Council

Meeting was held. During the council meeting, the secretary general of WTCF made an annual report, over 40 council members listened to the presentations made by 4 Chinese candidate cities for hosting summit 2016 including Altay in Xinjiang, Chongqing, Mudanjiang in Heilongjiang and Qingdao in Shandong, and the council voted Chongqing as the host city of summit 2016.

When interviewed, the person in charge of Chongqing Municipal Bureau of Tourism expressed that the holding of WTCF summit 2016 in Chongqing will help promote the image of Chongqing, the city's influence and prestige, and the cooperation and exchange between Chongqing and famous international cities.

#### Marketplace

Aiming at promoting tourism exchange among city members, WTCF marketplace was held at Sofitel Jardin Des Roses Hotel in Rabat on 21st, September (local time). Dozens of famous buyers in tourism industry from China and other countries like CITS, CTS, CYTS, Utour, Caissa, Hana Tour Service, and American Tours International, local sellers in

Morocco like Shanghai Voyages and WTCF city members like Copenhagen, Prague, Macau, and Edinburgh were invited to attend the marketplace. They carried out business negotiations with one another and the marketplace helped with the tourism development between China and Africa and the Mediterranean.

#### Closing Ceremony

The closing ceremony of WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 was held on the evening of September 22nd (local time). Abderrafia Zouitene, director of the Moroccan National Tourist Office delivered a speech. WTCF secretary general Song Yu presented a souvenir of the summit to Morocco and Abderrafia Zouitene returned the flag of the summit to Song Yu, who gave the flag to the representative from Chongqing, the host city of WTCF summit 2016.

#### In the fireworks

The firework lit up the sky of beautiful Fez. May the friendship between Morocco and China last forever and WTCF have a splendid future.



This page: Celebration of the success of the Summit.  
Left page: Gifts presented by Moroccan National Tourist Office; Guests watching the promotional video of WTCF.





## 2015拉巴特非斯香山旅游峰会论坛 多元化与可持续发展

峰会在古城非斯市举办了论坛。本届峰会论坛主题是“多元化与可持续发展”，参会代表嘉宾就旅游发展多元化新趋势下的旅游市场拓展、互联网及大数据技术应用，以及加强会员之间的合作等议题展开讨论和交流。

论坛是香山旅游峰会的重头戏，每一届都会有国内外知名旅游城市的市长、大型旅游相关企业以及旅游业界知名专家学者等参与讨论。

2014年的论坛围绕“市场与合作”

的峰会主题展开，结合世界旅游城市联合会助力旅游城市发展、中国旅游市场分析、数字媒体与智慧旅游、智慧城市等议题，探讨联合会的世界旅游发展的新形势下，促进旅游城市发展的平台作用，发挥联合会作用推动中国入境游和出境游市场合作的作用，全媒体如何助力旅游产业发展等热点问题。

2013年峰会主题为“旅游：城市可持续发展的新动力”，围绕这一主题峰会论坛讨论如何通过成员间的国际交流与

合作，实现为社会服务的目标，共同努力于城市旅游业的持续发展，推进各城市的经济繁荣和社会协调发展。

2012年世界旅游城市联合会成立，当年峰会主题为“旅游让城市生活更美好”，峰会分为一个主论坛，两个专区交流活动。专区交流活动中就两个议题展开讨论：一是旅游产业与城市发展；而是旅游城市间的交流与合作。



### 论坛一：多元化与城市旅游论坛

当地时间9月22日在非斯举办的“多元化与城市旅游”论坛，包括多元化的旅游资源与营销战略、多样化的旅游需求和今日游客，论坛由WTCF专家委员会委员 Karl Woeber 及 Roger Carter 主持，有旅游业界专家、城市市长、旅游官员、旅游企业的负责人等多位重要嘉宾参与讨论。

多元化是当今全球旅游业发展的新趋势，这包括社会发展和科技进步带来的旅游需求的多样化，互联网技术发展促进旅游服务管理和营销手段的变化，旅游促进不同文明的多元文化交流融化，以及旅游规模扩大对生态环境及旅游目的地本地居民生活的影响等问题。在本次峰会论坛上，与会代表嘉宾和业界专家学者就这些问题进行了广泛、深入的讨论和交流，达成一些共识，这将有利于加强会员之间的合作，共同应对多元化发展对旅游发展带来的机遇和挑战。

### 论坛二：“一带一路”旅游投资推动世界旅游经济发展论坛

当地时间9月22日在非斯举办的“‘一带一路’旅游投资推动世界旅游经济发展”论坛，包括股权投资与旅游城市可持续发展的主题演讲，互联互通与旅游合作、旅游投资与产业升级，主题演讲人为中国股权投资协会秘书长李伟群先生，沙龙论坛主持人为专家委员会成员吴必虎教授和林赛·特纳教授。

### 论坛三：非洲和地中海地区旅游市场的多元发展

当地时间9月22日在非斯举办的非洲和地中海地区旅游市场的多元发展的论坛，包括专题演讲：城市旅游新市场与新范例，主讲人为UNWTO和专家 Esencan Terzibasoglu，沙龙论坛的主持人为摩洛哥旅游联合体主席，参加讨论人为世界旅游组织旅游目的地委员会CEO、塞加尔旅游局局长、科特迪瓦旅游局局长。





## 2015 Rabat & Fez Fragrant Hills Tourism Summit Forum: Diversity and Sustainability

The forum of WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 was held in ancient Moroccan city Fez. Around the theme of "Diversity and Sustainability", delegates discussed issues and exchanged ideas on tourism market extension, internet and big data application and cooperation between members under the new trend of diversified tourism development.

Forum is a highlight of Fragrant Hills Tourism Summit and each summit has attracted mayors from famous tourism cities, large tourism-related enterprises and experts and scholars in tourism field all over the world.

Under the theme of "Market and Cooperation", the summit forum in 2014 discussed issues like WTCF driving



urban tourism, Chinese tourism market analysis, digital media and smart tourism, and smart cities to explore how WTCF plays its role as a platform to promote the development of tourism cities, the cooperation between Chinese inbound tourism market and outbound tourism market and how omnimedia assist in the development of tourism industry under the new situation.

Around the theme of "Tourism: New Driver of Sustainable Urban Development", the summit in 2013 discussed such issues as how to serve the society through international exchange and cooperation among WTCF members and how to promote the sustainable development of tourism in cities to advance the economic prosperity and coordinated social development of cities.

The summit in 2012 witnessed the foundation of WTCF. With the theme of "Better City Life through Tourism", this summit included a main forum and two special communication activities. The two special communication activities covered two subjects: one was the tourism industry and city development; the other was about communication and cooperation among tourism cities.

### Forum Session I: Diversity & Urban Tourism

The "Diversity & Urban Tourism" forum held in Fez on September 22nd (local time) discussed issues like diversified tourism resources and marketing strategies, diversified tourism demands and travelers today. Presided over by Professor Karl Woeber and Professor Roger Carter, members of WTCF Expert Committee, the forum attracted experts in tourism industry, mayors, officials and managers of tourism enterprises to participate in the discussion.

Diversity is a new trend in global tourism development today, which connotes diversified demands brought about by social development and scientific and technological progress, changes in travel service management and

marketing caused by internet technique development, exchange and fusion of diversified cultures of different civilizations promoted by tourism, and impact on ecological environment and local people's lives of tourist destinations caused by enlarged scale of tourism. At the forum, participants and experts carried out extensive and in-depth discussions and reached consensus on these issues, which will strengthen the cooperation among members to face the opportunities and challenges in tourism development under the trend of diversity.

### Forum Session II: One Belt and One Road (OBOR, the Silk Road Economic Belt and the 21st Century Maritime Silk Road) Tourism Investment Driving Tourism City Economic Development

The "One Belt and One Road Tourism Investment Driving Tourism City Economic Development" held in Fez on September 22nd (local time) included a keynote speech on equity investment and sustainable development of tourism cities, discussions on connectivity and tourism cooperation and tourism investment and industrial upgrading. The secretary general of China Association of Private Equity Li Weiqun made a keynote speech and Professor Wu Bihu and Professor Lindsay W. Turner, members of WTCF Expert Committee, presided over the panel discussion.

### Forum Session III: Diversified Development of Africa and Mediterranean Tourism Market

The "Diversified Development of Africa and Mediterranean Tourism Market" forum was held in Fez on September 22nd (local time). The forum included a keynote speech "New Market and Example of City Tourism" made by Esencan Terzibasoglu, the person in charge of the research group of UNWTO and WTCF, and panel discussion presided over by the chairman of Moroccan Travel Union and attended by the CEO of tourist destination committee of UNWTO, and the directors of Tourism Bureau of Senegal and Cote d'Ivoire.



# 峰会嘉宾语录

## Selected Speeches Made by Guests at the Summit



### 世界旅游城市联合会理事会主席、北京市市长王安顺 Wang Anshun, Chairman of WTCF Council and Mayor of Beijing

我谨代表北京市政府向大会表示，北京市将一如既往全力支持世界旅游城市联合会的发展和各项工作，履行好联合会理事会主席单位的全部职责和义务，让联合会更好地成为服务全体会员同仁，发展全球会员城市旅游，繁荣经济，增进互相友好合作的大平台。

I, on behalf of Beijing Municipal Government, want to confirm that Beijing will spare no effort to support the work of WTCF and take up all the responsibilities and duties as a chairman city of WTCF council so that WTCF will grow into a better platform to serve all its members, promote city tourism in all the city members around the world, boost economic prosperity, and advance friendly cooperation among members.



### 世界旅游城市联合会理事会副主席、北京市副市长程红 Cheng Hong, Deputy Chairman of WTCF Council and Vice Mayor of Beijing

本次峰会以“多元化与可持续发展”为主题，就是要探讨多元化人文元素和旅游发展方式，建设全球旅游业的新型对话平台，提高旅游服务质量和品牌效益，开拓旅游新领域、新市场和新产品。

With "Diversity and Sustainability" as its theme, this summit is to discuss such issues as diversified cultural elements and tourism development modes, building a new dialogue platform for global tourism industry, improving tourism service quality and brand effect, and exploring new tourism area, market and products.



### 联合国世界旅游组织（UNWTO）执行主任Marcio Favilla Marcio Favilla, Executive Director of UNWTO

UNWTO 和联合会正在合力进行一项共同事业，即发展和促进包容性的可持续城市旅游业。在 UNWTO 和联合会签署的协议下，首个合作项目就是一份关于城市旅游业绩效的研究，我们期望能在未来 11 个月的时间内发布。我要感谢联合会对此项目的关注、参与和大力支持。

UNWTO and WTCF are joining forces to work together for a common cause, that of the development and promotion of inclusive sustainable city tourism. The first joint project under the agreement signed between UNWTO and WTCF is a study on city tourism performance which we expect to be ready in about 11 months' time. I want to thank WTCF for their interest and important support and engagement in this project.



### 摩洛哥国家旅游部部长 Lahcen Haddad Lahcen Haddad, Minister of Tourism of Morocco

世界上的城市——无论是智慧城市、旅游城市，还是可持续城市——是促进旅游发展的中坚。因此城市应该成为旅游的前沿，发展旅游的主力是市长和地方政府，而不是中央政府，这是我想向大家传递的一个信息。

The cities around the world - intelligent cities, tourist cities, sustainable cities - are the ones that really promote tourism and develop tourism. So cities should be at the forefront of tourism, not the central government, but the mayors and local government and that's a message I want to get across.



### 摩洛哥国家旅游局局长 Abderrafia Zouitene Abderrafia Zouitene, Director of the Moroccan National Tourist Office

在旅游方面，摩洛哥不仅能够为中国游客提供优美的风景，还有精美的服饰和美食以及历史悠久的文化遗产，而且摩洛哥人都很热情，被评为世界最热情的三大民族之一。我们的部长刚才说摩洛哥目前会优先发展与中国的旅游，我们整个团队都会执行这一政策。

In terms of tourism, Morocco can bring a lot to Chinese tourists. Morocco does not only provide beautiful scenery, it also has exquisite clothes, gourmet food and cultural heritages of a long history. Besides, the Moroccan people are hospitable and are rated as one of the three most hospitable peoples around the world. Just as the Minister (of Tourism) said Morocco will prioritize the relationship with China on tourism and our whole team will implement this policy.



### 世界旅游城市联合会秘书长宋宇 Song Yu, Secretary-General of WTCF

世界旅游城市联合会为世界旅游城市提供了一个交流沟通的平台，通过这个平台很多城市可以在彼此之间建立联系，提高接待游客的精准性，为游客提供更好的服务，因此世界旅游城市联合会一定可以推动以世界旅游城市为目的的全球旅游发展。

WTCF provides a communication platform for tourism cities in the world, through which many cities can set up relationships with one another, improve the accuracy in receiving tourists and provide better services for tourists. Thus WTCF will definitely promote global tourism development focusing on tourism cities around the world.



### 中国驻摩洛哥大使孙树忠 Sun Shuzhong, Chinese Ambassador to Morocco

国之交在于民相亲。旅游实际上是一种文化交流，发展旅游业有利于增进各国人民的相互了解，促进不同文明、不同文化之间的相互融合。中国自古以来就崇尚“美美与共，天下大同”的哲学思想，这对发展国际旅游业也具有重要启迪。

The good relationship between two countries is based on the friendship between the people. Tourism is actually a kind of cultural exchange. Developing tourism may help people from different countries understand each other and promote the fusion of different civilizations and cultures. China has advocated the philosophical idea of "Goals of self and others can be unified and thus the world can be harmonized," which is also inspiring for global tourism development.



**世界旅游理事会 (WTTC) 副理事长段强**  
Duan Qiang, Deputy Chairman of WTTC

2015 年的全球旅游业的增长态势仍然强劲, 对全球 GDP 的贡献将增长 3.7%, 高于全球经济增长速度, 会为全球经济复苏做出进一步的贡献。我希望 WTTC 与世界旅游城市联合会能够在推动全球旅游发展方面加强合作, 为世界旅游业的发展做出更大贡献。

Global tourism industry continues to show a strong growth momentum in 2015 and its contribution to global GDP will increase by 3.7%, which is higher than the growth rate of global economy. Tourism industry will make further contribution to global economic recovery. I hope WTTC and WTFC will join hands in advancing global tourism development.



**世界旅游经济论坛秘书长何超琼**  
Pansy Ho Chiu-king, Secretary-General of Global Tourism Economy Forum

世界旅游经济论坛和世界旅游城市联合会有很多互补之处, 联合会一般都是城市官方的加入, 经济论坛则是商界会员, 今后我们两个组织将更多地在学术研究、建立长效沟通机制等方面加强组织间的合作。

Global Tourism Economy Forum and World Tourism Cities Federation can complement each other in many aspects. WTFC focuses on city members while GTEF focuses on business members. In the future, the two organizations will strengthen their cooperation on academic research and building long-term communication system.



**世界旅游城市联合会副秘书长、中国国际旅行社总社总裁于宁宁**  
Yu Ningning, WTTC Deputy Secretary-General and President of China International Travel Service

摩洛哥大使馆和驻中国办事处在签证方面给予了大力支持和便利条件, 政府的支持也是这次“摩洛哥千人游”活动组团非常成功的有利条件……我相信在不久的将来, 摩洛哥会变成中国公民熟知的旅游目的地之一。

The embassy and related offices of the Kingdom of Morocco in China have provided great support and convenience in visa issuing and the support from the government is a precondition for the success of “Thousands of Tourists to Morocco” ... I believe in the near future Morocco will become one of the tourist destinations familiar to Chinese citizens.



**世界旅游城市联合会副秘书长、希腊-中国经济理事会主席 Fotis Provatas**  
Fotis Provatas, WTTC Deputy Secretary-General and Chairman of Greek-Chinese Economic Council

我们应该在使我们的世界更国际化的同时也在更地区化方面更进一步。这意味着我们必须在欧洲、非洲、美洲之间建立联系以便我们会致力于增进这些地区城市间的共同利益。欧洲城市和非洲城市之间有共同利益, 但它们也有不同利益。如果 WTFC 想吸收更多的欧洲会员, 它必须既关注欧洲城市的利益又关注非洲城市的利益, 这都是在 WTFC 这个平台上要做的事情。

We have to take one step further to make our world from international to more regional. This means we have to create alliances in Europe, Africa and America so that they will be involved within the common interest of the cities. European cities have common interests with African cities but they also have different ones. If we want to link more European cities in WTFC we must give them the feeling that WTFC is interested in the European cities and also the African cities and so on. All these are on the platform of WTFC.



**巴塞罗那旅游局副局长 Jordi William Carnes**  
Jordi William Carnes, Director General of Barcelona Tourism

我们认为所有的城市和地区都是有差异的, 因此有一个相互交流的平台很有必要。了解中国城市如何推介自己, 非洲城市如何推介自己, 还有欧洲和美洲城市如何做推介, 这点对我们来说很有用, 因为我们的背景各不相同。对我们来说 WTFC 是一个分享知识的有意思的平台, 我们可以在这里了解公共部门和私营部门都是如何组织旅游推介的, 因此我非常赞同专家委员会不仅要包括旅游专家还要包括旅游管理者。

All cities are different, and regions are different. So to have a platform to exchange knowledge is useful. You know how Chinese cities are being promoted themselves. You know how African cities are being promoted themselves, the Europeans or the Americans. I think it's useful because the background is different. For us, it is a good and interesting platform to share knowledge and learn what the private sector is doing and what the public sector is doing in terms of promotion and in terms of promotion organization. So I am in for the idea of the expert committee to include not only the experts but also the management people who give the promotion of the tourism cities.



**特拉维夫旅游局局长 Hila Oren**  
Hila Oren, Founder and CEO of Tel Aviv Global

我是 WTFC 专家委员会的成员, 目前在做关于城市品牌打造的博士课题研究。我们正在和 WTFC 合作吸引更多的中国游客来特拉维夫。我们希望在 (明年) 二月份和 IMTM 一起办一个专门的研讨会。

I seat on the WTFC expert committee and I'm doing my PhD on branding cities. We are working with WTFC on how to bring more Chinese tourists and hopefully we will have a special workshop with IMTM in (next) February.



**瓦莱塔副市长 Christian Micallef**  
Christian Micallef, Deputy Mayor of Valletta

马耳他政府和中国政府关系密切。中国政府也对马耳他提供了很多帮助。我们的首相非常关注中国市场。在过去的两年里, 到马耳他的中国游客数量在不断增长。我们希望更多的中国游客来马耳他旅游。

Basically our government has a strong connection with the Chinese government. There is also support from the Chinese government to Malta. Our prime minister is very close to the Chinese market. The Chinese tourists to Malta have increased since the past two to three years. Obviously, we are seeking for more Chinese tourists.



**米兰副市长 Franco D'Alfonso**  
Franco D'Alfonso, Deputy Mayor of Milan

我认为一个城市最好的推介方式就是通过面对面的交流。米兰是全球的时尚之都, 时尚产业是米兰重要的产业之一。我认为米兰的生活方式吸引了中国人。来米兰参观的中国人对米兰的推介来说也很重要。

The best promotion for a city is the cheek to cheek speaking. Milan is the fashion capital of the world and the catwalks are very important. I think the sort of way of life of Milan leads to the Chinese people. The Chinese people visiting Milan are also important for the promotion of the city.





# Chongqing to Host WTCF Fragrant Hills Tourism Summit 2016



重庆市副市长谭家玲就2016年重庆举办峰会接受媒体采访

## 世界旅游城市联合会 2016年峰会将在重庆举办

9月21日，世界旅游城市联合会2015拉巴特非斯香山旅游峰会上，经过理事会投票表决，重庆市获得了2016年香山旅游峰会的举办权。

重庆市是一座具有3千多年悠久历史的文化名城，是世界上最大的山水城市，更是快速发展的现代化国际大都市。以重庆为代表的中国中西部地域广阔，旅游资源富集而独特，是旅游的天堂，也是旅游发展的富矿，对世界各国的游客都具有巨大的吸引力。

在拉巴特非斯的峰会上，重庆市旅游局与摩洛哥国家旅游局签署了旅游合作协议，将开展游客互送等全方位的旅游合作，与各旅游城市和机构加强

交流与合作，共同诠释和传播“旅游让城市生活更美好”的理念，推动世界旅游发展。

重庆市承办2016峰会将促进重庆市与其他国际城市间的旅游合作与交流，进一步扩大对外影响力和知名度，也将更好地促进重庆市城市形象展示，对重庆市建设对外开放高地和世界旅游城市联合会在中国中西部的发展基地有积极的推动作用。

期待在2016年的金秋时节，WTCF及各成员欢聚重庆，开启“双重喜庆”之旅。重庆市将展现山水以及美丽中国中西部的独特魅力，并将探索建设WTCF在中国中西部的发展基地，为WTCF各成员扩大交流与合作做出贡献。

Chongqing won the bid to host Fragrant Hills Tourism Summit 2016 at WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 on September 21st.

Chongqing is a famous cultural city with a history of over three thousand years in China, the largest city with hills and waters in the world, and a rapidly growing modern cosmopolitan city. The middle and western regions of China represented by Chongqing are spacious in area and rich in unique tourism resources. They are the paradise for travelers, ideal places to develop tourism and a great attraction to tourists from all over the world.

At the Rabat & Fez summit, the Tourism Bureau of Chongqing signed an agreement with Moroccan National Tourist Office on tourism cooperation and the two parties will cooperate in an all-round way on tourism including sending tourists to each other. Chongqing will strengthen exchange and cooperation with tourism cities and institutions to

illustrate and spread the idea of "Better City Life through Tourism" and advance tourism development around the world.

The summit 2016 to be hosted in Chongqing will promote the cooperation and exchange between Chongqing and other international cities on tourism, the influence, popularity and image show of Chongqing, and play a positive role in building Chongqing into a city open to the world and the development base of WTCF in middle and west China.

We expect WTCF and its members will gather together in Chongqing in the golden autumn of 2016 when Chongqing will show its hills and waters as well as the special charm of beautiful middle and west China, and explore the topic of building the development base of WTCF in middle and west China to make contribution to the exchange and cooperation among WTCF members.

This page: Statue of Goddess of Mercy with a Thousand Hands. Left page: Wushan Little Three Gorges; Wulong Karst Topography; Tan Jialing, Deputy Mayor of Chongqing, received media interviews about Chongqing holding the Summit in 2016.





▲ 闭幕晚宴 Farewell party



▲ 摩洛哥传统阿拉伯薄荷茶 Traditional Arabic mint tea



▲ 欢迎晚宴嘉宾云集 Guests gather at the welcome banquet



▲ 峰会吸引了世界各地的嘉宾参与 The summit attracts guests from all over the world



▲ 用阿拉伯书法写下的嘉宾名字 A guest's name written in Arabic



为祝贺世界旅游城市联合会2015拉巴特非斯香山旅游峰会在摩洛哥成功举办，摩洛哥邮票发行公司设计并发行了这枚纪念邮票。邮票选取了峰会举办城市拉巴特和非斯的标志性建筑——乌达亚宫和卡拉维因大学。这两个举世闻名的旅游景点是摩洛哥建筑艺术的代表，充分彰显了拉巴特和非斯作为联合国世界文化遗产名录的历史名城的特点。邮票的主体颜色呈现暖蓝色和绿色，与联合会的标志相得益彰，既富有美感，又不失典雅。



▲ 非斯论坛举办地 Venue of the Summit Forum in Fez



▲ 老友相逢分外高兴 Old friends get together happily



▲ 开幕式举办地索菲特酒店 Venue of the Opening Ceremony of the Summit



▲ 摩洛哥传统舞蹈 Traditional Moroccan dance