



神农喷泉

位于哥本哈根港口的长堤公园内的神农喷泉,是丹麦传统文化的杰作,由丹麦雕塑家昂拉斯·蓬高根据西兰岛的传说,花费10年时间,于1908年塑造完成。雕塑塑造了一个发辮飞扬的女神,左手扶犁,右手挥鞭,赶着4头神牛奋力耕作,水从牛鼻和犁铧间喷射而出,气势磅礴,极具力量之美。郭沫若1959年访问丹麦时曾赞美哥本哈根的神农喷泉:“四郎岛上话牛耕,泉水喷云海水平”,其中“四郎岛”即为今天的西兰岛。

摄影 王勃方

The Gefion Fountain is located on the harbour front near Langelinie in Copenhagen. It is considered a masterpiece representing the highest achievement of traditional Danish culture. It was designed by Danish sculptor, Anders Bundgaard, who completed it in 1908 after ten years of work. The fountain depicts four oxen being driven by the Norse goddess Gefjun in the mythical story of the creation of the island of Zealand. The power of the goddess is superbly expressed in the water spray from the animals' noses and the plough. When Chinese poet Guo Muoruo visited Denmark in 1959, he was so impressed with the Gefion Fountain that he composed a Chinese poem, describing the goddess ploughing through the sea in a cloud of rising spray with her giant oxen.

(Photography by Wang Bofang)



2016世界旅游城市联合会重庆香山旅游峰会

2016世界旅游城市联合会香山旅游峰会将于今年9月19日至21日，在中国重庆市举办。世界旅游城市联合会自成立以来，已连续成功举办四届香山旅游峰会，会员队伍不断壮大，从最初的58个增加到目前的168个，涵盖世界各大洲，国际影响力显著提升，成为会员间分享经验智慧、实现合作共赢的重要平台。

本届峰会的主题是“共享经济与世界旅游城市发展”。期间，将召开世界旅游城市联合会大会，进行理事会选举，确定2017年、2018年两届峰会的主办城市；举办峰会论坛，围绕共享经济、城市资源配置与全域旅游、旅游业创新与转型等议题进行深入研讨；开展旅游推介会、旅游洽谈会、世界旅游城市巡展、重庆旅游精品考察推介等系列活动，促进会员间的务实合作，推动世界旅游业的繁荣发展。

World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016

World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016 will be held in Chongqing City, from September 19th to 21st.

Since WTCF was established, WTCF has successfully hosted Fragrant Hill Summit four times. Its membership has been constantly expanding, with 58 members at the beginning; entire membership has reached 168 members including all continents. WTCF's international influence has grown significantly, as WTCF has become an essential platform to share experience and to carry out win-win outcomes amount its members.

“Shared Economy and Development of World Tourism Cities” has been introduced as the theme of this year's summit. During the Chongqing summit, WTCF General Assembly will be held, and the council will hold a vote to

choose the hosting cities for the 2017 and 2018 summits. Forums with in depth discussions on shared economy and urban resources allocation will be held. Global tourism, innovation and transformation with presentations of tourism promotion, tourism market-place, World Tourism Cities Expo, Chongqing tourism resources inspection tour, and a sequence of other great events, in order to promote pragmatic cooperation among members, and strengthen the prosperous development of world tourism industry.

美属维京群岛总督与李宝春副秘书长会谈

近日，美属维京群岛总督Kenneth Mapp访问中国，与世界旅游城市联合会副秘书长李宝春进行了会谈。李宝春副秘书长和Kenneth Mapp总督分别介绍了各自的情况。

Kenneth Mapp总督表示这是他首次访问中国 and 北京，北京作为一个国际化大都市让他很震撼。美属维京群岛是世界著名的旅游胜地，拥有美丽的海洋风光和加勒比风情，岛上具备完善的旅游设施，能够为游客提供卓越的享受。他盼望能有更多的中国游客到访维京群岛，希望世界旅游城市联合会对于在中国推广目的地和中国游客的旅游接待给予介绍和建议。

李宝春副秘书长对总督的来访表示欢迎，并介绍了中国出境游市场的情况，以及世界旅游城市联合会为会员提供的服务及近期工作等。

Governor of US Virgin Islands Visits Beijing and meets with Deputy Secretary-General Li Baochun

The governor of US Virgin Islands, Kenneth Mapp, paid a visit to China recently and conducted talks with Mr. Li Baochun, Deputy Secretary-General of WTCF.

Governor Kenneth Mapp and Mr. Li Baochun introduce themselves to each other. Governor Kenneth Mapp said this is not only his first visit to China, but also Beijing, and that Beijing strikes him as an international metropolis. US



Virgin Islands is a world-famous tourism destination, with beautiful ocean scenes and Caribbean style landscape. There are complete tourism facilities on the islands and tourists can enjoy themselves. He hopes more Chinese tourists will visit the US Virgin Islands and he hopes WTCF will provide some suggestions on destination promotion in China and how to receive Chinese tourist.

Mr. Li Baochun welcomed the governor for his visit and introduced the outbound tourism market of China. He also talked about the services that WTCF can provide to members and some recent work.

受UNWTO邀请联合会赴罗参加目的地管理特别会议

6月21日,世界旅游城市联合会副秘书长严晗、对外联络专员张慧英受联合国世界旅游组织(UNWTO)专项邀请,赴罗马尼亚布加勒斯特市出席“竞争力的关键——旅游目的地综合品质管理国际会议”,并发表了以“世界旅游城市的共享平台”为题的主旨演讲。UNWTO秘书长塔勒布先生(Taleb Rafai)以及罗马尼亚副总理,罗马尼亚经济、商务和投资环境部部长、罗马尼亚全国旅游协会主席等300余位来宾出席会议并致辞。

本次会议以促进旅游目的地的可持续发展,提升旅游目的地的竞争力为主题。UNWTO特别邀请联合会在主论坛——“旅游城市品质管理和品质提升”上进行主旨演讲,与参会嘉宾分享联合会作为旅游城市的交流与合作平台,对于旅游城市服务品质提升所开展的工作。

严晗副秘书长的演讲主要围绕联合会——世界上首个以城市为主体的国际组织的作用和定位,世界旅游城市评价体系的指数设置、指导作用和共享经济为旅游城市带来的机遇和挑战等三个方面,层层递进,不断深化,整体展现了联合会的综合实力,让与会嘉宾理解到联合会是世界旅游城市合作共赢的平台,又令参会者意识到这是世界了解中国旅游发展的最佳窗口和桥梁。发言中联合会率先抛出的共享经济与世界旅游城市发展的的问题,引起了与会各方的高度重视。

演讲结束后,与会嘉宾与代表团分别进行了积极沟通和交流。ReviewPro数据公司对《世界旅游城市发展报告》和《世界旅游经济发展趋势研究》等课题表示了浓厚兴趣,特别关注世界旅游城市评价体系的指数设置,希望成为联合会课题报告的数据供应商;罗马尼亚国家旅游局、酒店集团、旅行社集团通过提问、写字条等方式询问如何增强与中国旅游城市、旅游企业的合作,UNWTO代表也进一步确定将共享经济的发展作为双方研究课题的主要内容,并在欧洲、亚洲寻求目标研究城市。

主题演讲后,应UNWTO和罗马尼亚国家旅游局共同邀请,

代表团还参加了与罗马尼亚旅行社、温泉旅游、山地旅游、宾馆酒店、组员推广等行业协会的闭门研讨会。罗马尼亚全国旅游协会主席安卡女士(AncaPavel-Nedea)主持会议,UNWTO塔勒布(Taleb Rafai)秘书长、联合会严晗副秘书长为罗旅游发展出谋划策。

罗马尼亚重视旅游产业发展。塔勒布秘书长积极建议罗马尼亚应深入学习中国旅游行业的全面发展模式,并尽可能为中国游客提供政策便利。严晗副秘书长以中国北京、广州等重要旅游城市推动72小时过境免签政策,联合会开展培训课程为例,指导罗旅游部门推动签证便利,提升旅游吸引力。

5月,在首届世界旅游发展大会期间,塔勒布秘书长和宋宇秘书长进行了深入的交流,进一步巩固了双方的战略合作伙伴关系。本次联合会应邀出席UNWTO目的地管理特别会议,得到主办方的高度重视和专题咨询,进一步扩大了联合会在国际旅游领域的知名度和影响力。

WTCF Attends International Conference of Integrated Quality Management in Tourism Destinations in Romania

On June 21st, at the invitation of UNWTO, Deputy Secretary General of World Tourism Cities Federation Yan Han and Liaison Officer of WTCF Zhang Huiying attended the International Conference of Integrated Quality Management in Tourism Destinations: A Key to Competitiveness, in Bucharest, Romania. Yan Han delivered a keynote speech themed Shared Platform of World Tourism Cities. More than 300 guests were present at the conference, including Taleb Rafai, Secretary-General of UNWTO; Vice Premier of Romania Ministers of Economy, Trade, and Tourism of Romania; and the President of Romania National Tourism Association.





The theme of the conference was to promote sustainable development and to improve competitiveness of tourism destinations. UNWTO invited the WTCF representative to make a keynote speech on the main forum with the topic of “Quality Management and Enhancement in Tourism Destinations” and to introduce its communication and cooperative platforms and what it has done to promote the services of tourism cities.

Yan Han’s speech focused on WTCF—the first international organization formed by cities, the evaluation system of world tourism cities and the opportunities and challenges that shared economy brings to. His speech helped participants understand that that WTCF is a win-win cooperative platform for world tourism cities, and a wonderful window and bridge to understand the tourism development of China. The concept of shared economy in relation to development of world tourism cities put forward by WTCF aroused the interest of the participants.

Participants and delegates were engaged in exchanges of information and views after the speeches. A data company, Review Pro, expressed its keen interest in the projects outlined in the “Report on the Developments of World Tourism Cities” and the “Studies on the Trend of World Tourist Economic Development”. With special attention on setting up an index for the purpose of systematic evaluation of world tourism cities, it showed a particular interest in becoming a data provider for WTCF’s project reporting. The Romanian National Authority for Tourism (ANT) and Romanian hotel and travel agency groups also made enquiries by ways of spoken and written questions about increasing cooperation with Chinese tourist cities and travel companies. Delegates from the UNWTO (UN World Tourism Organization) also confirmed that the organization will make “reciprocal benefits of economic development” a topic of future research project, while seeking target cities in Europe and Asia as objects of study.

After the keynote speech, delegates were invited by the UNWTO and the ANT to participate in closed sessions held by Romanian travel agencies as well as industrial associations for hot spa tourism, mountain tourism, and hoteliers. ANT President, Anca Pavel-Nedea, chaired the meeting. Secretary-General of

UNWTO, Taleb Rafai and WTCF Deputy Secretary-General, Yan Han, both proposed strategic plans for the development of Romanian tourism.

Romania aims to upgrade the country’s tourism. Mr Rafai suggested that Romania use China’s tourism as a model and make conducive policies in order to attract Chinese visitors. Mr Yan spoke of the 72-hour visa free rule for transit visitors to key tourist cities such as Beijing and Guangzhou in China, as an example to demonstrate what the Romanian authorities could do in order to simplify visa procedures and attract more visitors.

During the First World Conference on Tourism for Development in May, Secretary-General Taleb and Secretary-General of WTCF, Song Yu, had extensive exchanges of views on how to consolidate the strategic partnership of the two organizations. The WTCF was invited to attend the UNWTO special conference on destination management as a special guest and was consulted on specialist issues. This has further increased WTCF’s publicity and influence in the field of international tourism.

世界旅游城市联合会代表团访问哥本哈根、赫尔辛基和都柏林

2016年6月1日至10日，联合会副秘书长严晗，联络部总监陈波、行政专员吴美清一行访问了哥本哈根、赫尔辛基和都柏林等会员城市，就推广营销、咨询培训，投融资项目合作及会员发展等事务开展了积极交流。

6月2日下午，代表团与哥本哈根旅游局会奖部总监Jonas wilstrup、市场开发总监喜娜等6人进行了会见。代表团介绍了联合会的发展情况、中国MICE产业、邮轮产业的发展情况，并听取了哥本哈根旅游局对于其旅游市场的详细介绍。双方就自媒体平台推广、参加展会、学术研究、培训调研、市场营销、投融资合作等方面进行讨论，并达成以下合作意向：一是哥本哈根旅游局希望联合会秘书处协助其开通微信公众号，并委托秘书处初期运营。二是哥本哈根旅游局今年将针对中国市场进行调研，希望与秘书处及携程、ipso等机构联合调研，获取更全



面的调研数据。三是哥本哈根旅游局高度重视培训项目，希望明年上半年在哥本哈根举办专题培训。四是积极响应人员合作交流。

6月6日上午，代表团拜访了芬兰国家旅游局与赫尔辛基旅游局，芬兰国家旅游局执行副主席Paavo Virkkunen、赫尔辛基旅游局市场部经理Kaari Artermjeff等人参加了会议。芬兰和赫尔辛基旅游局详细介绍了芬兰、赫尔辛基的旅游发展情况，特别是亚洲游客的增长情况，并希望获得联合会的咨询建议。代表团在听取了赫尔辛基旅游局的情况后，建议可以在市场推广宣传、调查研究、项目投资、人员培训等方面开展合作。

6月7日上午，都柏林市市长克里娜·妮道莉(Criona Ni Dhalaigh)在市长办公室热情接待了秘书处，都柏林市外办主任Peter J Finnegan、英国贝尔法斯特市发展局局长Donal Durkan、旅游文化艺术部门经理Brian Johnston一同参加了会见。克里娜·妮道莉市长对联合会的到访表示热烈欢迎，并详细了解了联合会的发展情况及都柏林历届市长出席香山旅游峰会的情况。她表示，都柏林将一如既往的支持联合会发展，并将派出高级别团组参加2016重庆香山旅游峰会。Peter J Finnegan表示，都柏林高度关注联合会发展的每一个进程，非常愿意与联合会共同推进世界旅游业的发展。他表示，联合会应进一步推动世界各旅游城市之间的合作，进一步搭建旅游城市之间的对话交流平台。他特别指出，希望通过联合会平台推动商业旅游、游学旅游、会奖旅游等旅游新业态的发展。同时，他对培训项目、投资项目也表示出积极的合作意愿，希望在下半年与联合会联合举办专项培训，并梳理投资项目，力争在今天的峰会上与投资委员会形成合作成果。

都柏林特别推荐英国北爱尔兰地区首府贝尔法斯特市加入联合会，贝尔法斯特市代表也表达了加入联合会的迫切意愿，并希望参加今年的重庆香山旅游峰会。都柏林市与贝尔法斯特市还表达了共同申办香山旅游峰会的意愿。

此次出访，联合会进一步加深了与哥本哈根、赫尔辛基和都柏林等会员单位的密切联系与合作程度，双方进一步了



资源与需求，建立了信息互通、人员互访、合作互动的工作机制，在双方深化服务、落实合作等方面取得了丰硕成果。此外，哥本哈根等城市也将与联合会签署MOU，落实合作意向，切实形成联合会与会员之间的利益共享机制。三个城市更会分别派出高级别代表团参加2016重庆香山旅游峰会。

WTCF Visits Copenhagen, Helsinki and Dublin

On June 1st-10th, 2016, the delegation of WTCF visited Copenhagen, Helsinki, and Dublin. WTCF visited these cities to discuss promotions, consulting and training, cooperation on investing and financing, and accepting members and so on. This delegation consisted of Yan Han, Deputy Secretary-General of WTCF; Chen Bo, head of Liaison Department of WTCF; and Wu Meiqing, Admin Specialist.

On the afternoon of June 2nd, the delegation met with six members from Tourism Department of Copenhagen including Jonas Wilstrup, Chief Inspector of Conference and Prize, and Sina, Chief Inspector of Marketing. The delegation introduced the development of WTCF, development of MICE industry, and the cruise industry of China. Afterwards, they then listened to the Tourism Department of Copenhagen about tourism in Copenhagen. Both sides discussed the promotion of We-media, attending conferences, academic research, training investigation, market, and cooperation on investing and financing. They agreed on the following items:

First, Tourism Department of Copenhagen hopes WTCF will help it open its official WeChat account and conduct operation during the initial stage.

Second, Tourism Department of Copenhagen will investigate the Chinese market and cooperate with Secretariat of WTCF, Ctrip, ipsos and so on, to acquire more comprehensive data.

Third, Tourism Department of Copenhagen pays special attention to training and hopes that themed training can be held in the city in the first half of 2017.

Fourth, Tourism Department of Copenhagen will be more active regarding cooperative communication.

On the morning of June 6th, the delegation visited the Tourism Department of Finland and Tourism Department of Helsinki. Paavo Virkkunen, Executive Vice President of Tourism Department of Finland, and Kaari Artermjeff, Marketing Manager of Tourism Department of Helsinki attended the meeting. They introduced the tourism of Finland and Helsinki in detail, especially on the growth of Asian tourists. They also hoped to get consultation from WTCF. After their introduction, the delegation advised them to cooperate on promotion, investigation and research, project investment, personnel training and so on. They agreed on the following items:

First, with the support of WTCF, Helsinki will strengthen cooperation with Chinese tourism cities and conduct promotions.

Second, Helsinki will provide tourism event information to the We-media platform of WTCF actively.

Third, the two parties will cooperate in holding a special training program on how to target and promote in the Chinese tourism market in late 2016 or early 2017.

Fourth, Tourism Department of Finland and Tourism Department of Helsinki will plan tourism investment projects and connect with the Investment Commission, which is to be founded at the 2016 at Chongqing Fragrant Hills Tourism Summit.

On the morning of June 7th, Criona Ni Dhalaigh, Mayor of Dublin, received the delegation of WTCF warmly at the Office of Mayor. Peter J Finnegan, head of Liaison Department of Dublin; Donal Durkan, head of Development Department of Belfast; and Brian Johnston, manager of Tourism, Culture and Art Department attended the meeting. Mayor Criona Ni Dhalaigh welcomed the WTCF delegation and already had prior knowledge of the development of WTCF from the mayors' past appearance at the Fragrant Hills Summit. She said Dublin would continue to support WTCF and send an advanced delegation to attend the 2016 Chongqing Fragrant Hills Tourism Summit. Peter J Finnegan said Dublin cared about the development of WTCF and they were willing to promote global tourism with WTCF. He said WTCF should continue to promote cooperation among global tourism cities and build more communication platforms. He hoped to advance commercial tourism, study tourism, conference and prize tourism, and other new types of tourism via the platform of WTCF. He also showed a high degree of interest in cooperating on training and investment projects. He also hoped to hold themed training with WTCF in late 2016 and prepare investment projects to acquire something with the Investment

Commission at the 2016 Chongqing Fragrant Hills Tourism Summit.

Dublin recommended Belfast to join WTCF and Representative of Belfast showed the intentions to join WTCF and attend the Fragrant Hills Tourism Summit this year. The two cities expressed their wish to hold the Fragrant Hills Tourism Summit together.

Through this visit, WTCF strengthened communication and cooperation with Copenhagen, Helsinki, and Dublin. The two sides also got to learn about resources and needs of each other better. The working mechanism of information exchange, personnel exchange, cooperation and interaction was set up. The following achievements were acquired:

First, further service. Copenhagen, Helsinki, and Dublin will conduct tourism promotion and tourism investment cooperation and hold high-end training via the We-media platform.

Second, implement cooperation. The cities will sign a MOU with WTCF and implement cooperation intentions and form an interests-coordination mechanism with other members of WTCF.

Third, invitation to the summit. The three cities will all send an advanced delegation to attend 2016 Chongqing Fragrant Hills Tourism Summit.

联合会邀请旅行商和媒体赴渝考察推广重庆旅游资源

2016世界旅游城市联合会香山旅游峰会开幕前夕,为更好地推广此次峰会主办城市重庆的旅游资源,推介重庆旅游线路,7月4日至10日,世界旅游城市联合会与重庆市旅游局,邀请媒体代表和旅行社等会员单位赴渝考察。

参加考察的单位包括国旅总社、北京中旅、凯撒旅游、携程旅行网、途牛网等旅行社和OTA企业,以及在京和重庆的主要媒体单位。

考察团一行经过万州、奉节、云阳、涪陵、武隆、合川、南川、江津、大足、彭水等10个区县,马不停蹄风尘仆仆,行程1700公里,走进奉节小寨天坑、涪陵武陵山大裂谷、江津四面山、彭水蚩尤九黎城、大足石刻、钓鱼城、武隆天生三桥等景区,并参观了“世纪天子”号和“黄金1号”两艘长江游轮。

考察团成员在当地和各区县旅游局负责人进行了面对面深入的交流,就所关心的问题进行了探讨。活动结束后,考察团媒体及旅游商与重庆旅游局、重庆旅行社、重庆的媒体等进行了座谈,考察团认为,此次采风踩线活动内容丰富,既有大足石刻这样的5A级知名景区,也有近年开发的新景点,兼顾了山水人文历史各方面,充分展示了重庆丰富的旅游资源,使大家对重庆有了新的和更深入的

认识。而长江游轮设施的升级换代，其豪华和舒适显示了长江三峡游轮旅游从纯粹的观光游向休闲度假游的转型。

考察团表示，十分感谢联合会能够搭建平台，提供机会，让旅游企业和目的地，以及地接旅行社之间进行面对面的沟通和交流，以往的重庆旅游产品多以长江三峡和市区为主，此次活动有利于设计出不一样的重庆产品，后续将和重庆地接社做进一步的沟通和合作。考察团还对景点如何提升知名度、旅游产品和线路设计以及目的地的营销推广等方面提出了建设性的意见。

重庆旅游局对此次活动给予了高度重视，做了细致周到的安排。座谈会上，旅游局认真听取了大家的意见，国内处及国际处负责人介绍了重庆市“十三五”旅游营销奖励办法以及区县旅游营销奖励政策。

2016世界旅游城市联合会重庆香山旅游峰会将于9月在重庆举办，此次考察活动，是联合会为会员单位搭建沟通和交流平台的一个重要举措。

WTCF Invites Travel Agents and Media Representatives to Visit Chongqing to Promote Local Tourism Resources

Before World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016 begins, Chongqing Tourism Administration and WTCF invited media representatives and travel agents to visit Chongqing on July 4th-10th, in order to promote Chongqing's tourism resources.

The institutions that attended this tour included CITS, CTS, CAISSA Touristic, Ctrip.com, Tuniu Corporation, and major media organizations of Beijing and Chongqing.

The delegation went to many places including Wanzhou District, Fengjie County, Yunyang County, Fuling District, Wulong County, Hechuan District, Nanchuan



District, Jiangjin District, Dazu District, Pengshui County and so on. The whole journey was as long as 1700 km. They visited Xiaozhai Tiankeng in Fengjie County, Mt. Wuling Great Rift Valley in Fuling District, Simian Mountain in Jiangjin District, Chiyou Jiuli City in Pengshui County, Dazu Rock Carvings, Fishing City in Hechuan District, and Three Natural Bridges in Wulong County. They also got a chance to board two cruises in the Yangtze River named Century Sky and Yangtze Gold Cruise 1.

The members of the delegation communicated and discussed many key-items with officials of local tourism department. After the tour, a seminar was held for the delegation and related departments. The delegation believed that this journey was very good and showed the abundant tourism resources of Chongqing. It covered 5A-class scenic spots like Dazu Rock Carvings as well as the newly-developed spots. The natural beauty, culture, and history were all taken into account. Facility upgrades on the cruises ships of the Yangtze River meant the cruise tourism of the Three Gorges was transforming from pure sightseeing to leisure tourism.

The delegation said tourism products of Chongqing used to focus on the Three Gorges and the downtown. There were some new products this time and the delegation would further communication with local travel agents. The delegation then put forward some constructive suggestions on how to raise awareness of scenic spots, how to design tourism products, and marketing of tourism destinations.

Chongqing Tourism Administration paid great attention to this journey and made detailed arrangements. During the seminar, Chongqing Tourism Administration listened to the delegation's advice seriously. The officials introduced the tourism marketing reward policy of Chongqing during the 13th Five Year Plan and the reward policy of the districts (counties). Chongqing Tourism Administration hoped that the travel agents and media would attend World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016 actively and promote tourism of Chongqing.