世界旅游城市联合会
2015年工作研讨会暨分会
年终总结会纪实

2014年12月18日，世界旅游城市联合会2015年工作研讨会暨分会年终总结会在京召开。世界旅游城市联合会民航分会、旅游相关企业分会、媒体分会等38家单位、52名代表参与了此次会议。会议由世界旅游城市联合会副秘书长严晗主持，联合会副秘书长李宝春做主题发言。

世界旅游城市联合会研讨会

李宝春副秘书长回顾了联合会2014年的主要工作，并展望了2015年的发展计划与安排。为更好地服务会员单位及广大游客，扩大联合会的影响力和提升知名度，联合会将以2015年拉巴特&菲斯香山旅游峰会、米兰世博会、"一路一带"等旅游发展重大事件为契机，对会员城市做重点宣传与推介，展示城市形象。同时，联合会将进一步加强与国际组织的联系，与UNWTO、PATA进行广泛合作。同时，希望会员单位积极参与联合会官网的建设，共同建立资源推广和产品推荐的平台。联合会还将加强自媒体建设与推广，为会员建成数据资源共享服务体系，提升城市会员、非城市会员的影响力。联合会的工作是一项伟大的事业，机遇与挑战并存，要以高标准地运作联合会，实现市场化运营，希望各分会成员能群策群力，相互沟通，共同做好联合会工作。

会上，中国日报网作为运营单位介绍了针对联合会官网的调整计划及共建旅游产品推荐平台的构想，并演示了世界旅游城市联合会信息收集系统。

会议围绕举办峰会、服务会员、提升品牌、扩大影响、深化研究、产生效应、达成成果等各个方面展开讨论。与会代表积极发言，对联合会过去一年的各项工作予以了高度肯定，并对联合会的发展及未来一年的工作建言献策。各会员单位表示，将发挥各自的资源优势，积极参与联合会重大活动的推广工作及官网建设工作，期待进一步加强各会员间的交流互动，实现资源共享、合作共赢。

李宝春副秘书长在研讨会上做总结发言

随后，旅游相关企业分会与媒体分会分别召开了年终总结会。会上，联合会秘书处为旅游相关企业分会会员颁发了合作铜牌，为新入会的媒体分会会员颁发了会员证书。分会成员纷纷表示，将围绕联合会明年工作的整体安排，加强合作，资源共享，充分发挥分会的作用，搭建城市会员与非城市会员之间沟通交流合作的平台，实现合作共赢促发展。

精彩发言

胡志敏 国旅总社副总裁

移动互联网的发展对旅游产品的宣传、推广、营销的方式提出了很多改变。从国旅来说，我们很希望联合会有这么一个平台，可以用来做产品的展示、推介。

于淑华 中国铁路联盟集团副总经理

中国铁路联盟有很好的资源想跟大家合作共享，比如旅游专列资源、票务资源，如果有需要，我们会不遗余力地帮助联合会的会员单位共同地去丰富好旅游市场。

任卿 中国日报网战略合作部副总监

我们希望能发挥中国日报在国际合作上的一些优势，希望通过发展更多权威的国际旅游媒体加入，来增强联合会在国际上的话语权。同时，我们也会主动去策划一些跟国际宣传口径比较接近的主题。

高雯 新浪出境旅游事业部总经理

新浪博客旅行出游类的博文约有15亿篇，我们的微博注册用户有5.36亿，每天发的微博量1.3亿多篇。这些碎片化的信息，如果我们能够通过大数据的方式整合起来，可能可以解决大部分旅游企业的核心诉求。

刘佳 首旅集团品牌管理部总经理

世界旅游城市联合会应该举办一些自己特色和品牌的展会。首旅集团旗下有北京展览馆，可以提供场地上的支持，欢迎大家办专业展会。

高福 美国国际旅游公司中国区总裁

外国人对中国人去当地旅游，是既爱又怕。我们的中国旅游，无论出境、入境都应该追求品质及话语权。联合会官网上线的机构会员产品一定保证是合法合规的，既合乎中国旅游法，又合乎各出境旅游目的地当地的法律。

张晓宁 旅游地理杂志副总经理

《旅游地理》靠渠道取胜，我们是在全中国所有动车、高铁上直投的一本DM刊物。我们请第三方监测机构调查，发现有6到7成的乘客，会翻阅我们《旅游地理》杂志。我们也希望世界旅游城市联合会及其下属的所有单位，都能通过我们这个平台，实现来自最基层的旅行者的交流和互动。

杨辅祥 中国银联产品部副总经理

支付和旅游的关系是非常大的。银联现在有148个国家，将近2800多个商户可以受理我们的银行卡。更重要的是，我们每天有5000万到6000万的刷卡交易数据。结合这些数据，能有助于我们分析游客来自于哪里、旅游行为的特征等，有助于旅游企业去设计相应的产品吸引游客。

孙云蕾 携程营销策划经理

携程是一个供在线旅游企业及传统旅游企业互惠互利合作共赢的开放平台，我们整合了1000多家酒店的供应商，几百家机票的供应商以及800多家旅行社的产品。携程有非常强大的技术平台，十几年来一直专注于做旅游行业。

王捷 国航市场部副总经理

国航是航空公司里在国际航线布局最全面的几家成员，我们每年都会新开新增一些航点，几乎我们联合会的城市会员我们都有直达的航班。我们也希望借助联合会这个平台，发现机会，并促成商业合作机会。希望我们平台的优势资源先在我们组织内部进行整合及实现，这个平台要一起创造一些精品的旅游产品。有了产品，我们才能吸引用户来购买，才能提升这个平台的价值。

李波 凯宾斯基中方酒店经理

我们联合会这个平台目前比较健康，但我们应该把这个平台做得更扎实，确实给买家、卖家促成更多更大的交易。归根到底，中国旅游业还是需要政府来搭台，企业来参与，一起把它做好。

赵姬 首都机场对外联络部主管

首都机场集团下面有8个省市共40多家干线和支线机场，同时也运营哥伦比亚6家机场。包括机场内部的，贵宾、广告、餐饮等。除了机场运营之外，我们还有旅业、酒店、地产、证券等等。我们希望和旅游企业一起合作，开发旅游产品。

胡炜 新京报总监

我们新京报在内容制作方面积累了大量的经验，有失败的经验，也有成功的经验，我们也希望借助联合会这个平台做一些分享，一是资源的分享，二是经验的分享。新京报有一个口号：旅游开放生命。对于旅游来讲，它可以是文学的，可以是历史的，可以是地理的，它也可以是政治的、经济的，它可以容纳生活的方方面面，挖掘更多的内涵。

林博 墨西哥阿里戈旅行社中国代表处总经理

2015年我们有很多推广活动，我们非常愿意做好市场推广服务。墨西哥旅游市场，属于精品类旅游市场，这个市场从细分角度来说，它是比较高端的。首先这个市场是真正回归旅游的真谛的。没有购物，没有自费，考察的是文化。

于海滨 美国ICN国际卫视投资副总经理

我们主要是做文化、做演出、做影视的国际化运营。我们能提供的是让我们中国的文化走出去。我们也希望不仅仅是卖产品，而是和大家一起来给客户创造价值，创造独特的体验。

孙柯 中央电视台编导

中央电视台英语新闻频道《旅游指南》栏目，是中央电视台唯一一个面向境外的全英文的旅游目的地为主题的旅游专题栏目。作为中国唯一官方的外宣频道，我们在境外的受众方面还是有一些先天的优势，希望加强与各位会员单位在推广交流方面的合作。

赵军鹏 国际在线市场部经理

国际在线是一家中央级的新闻网站，一共有61种语言。我们的任务是向世界介绍中国，向中国介绍世界。近年来，我们也帮助一些城市做外宣的活动。明年我们会做一个基于出境游的伴游性的旅游产品，我们有语言上的优势，可以跟旅行社合作，一起去推广产品。

郭林 光明日报国际部副主任

我们的发行量这几年每年都在增加，包括网站等。旅游和文化是密切相关的，而我们光明日报最大的特色定位就是文化。以旅游为背景的文化报道，我们可以为联合会及会员做很多宣传工作。
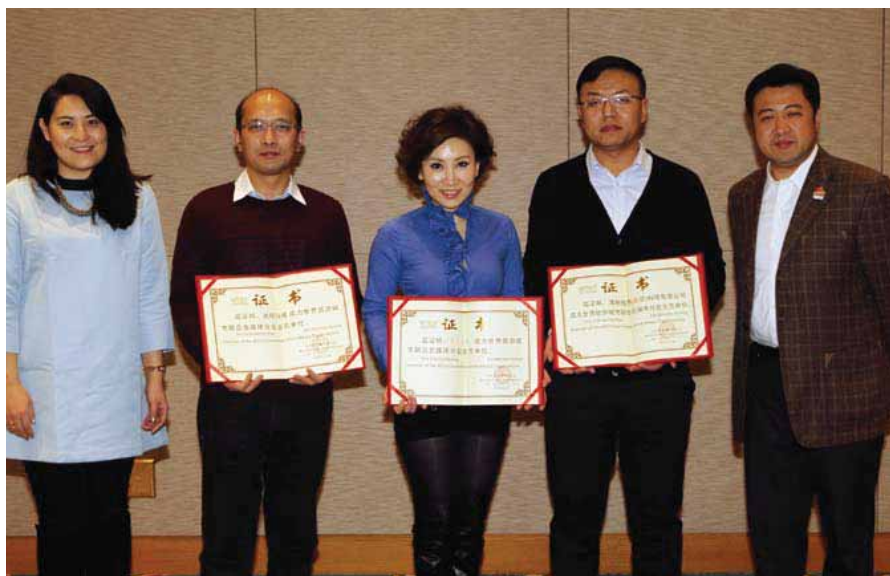
李欣 媒体分会副秘书长 中国日报网副总编辑

让媒体走进旅企，是我们媒体分会2015年非常重要也非常想做的一件事情。媒体是一个桥梁，可以帮助我们的旅游企业更好地落地，也可以帮助我们的读者更好地理解我们的旅游产品，让联合会组织真正在国际舞台上唱响最好的旋律。

世界旅游城市联合会研讨会

WTCF 2015 Working Session and Committee Summing-up Meeting

WTCF Secretariat awards new members of Committee of Media Organizations membership certificates

WTCF 2015 working session and committee summing-up meeting were held in Beijing on 18 December, 2014. Attended the meeting are 38 working units and 52 representatives including WTCF Civil Aviation Committee, Tourism-Related Businesses Committee and Media Organizations Committee. This meeting was hosted by WTCF Deputy Secretary-General Yan Han. WTCF Deputy Secretary-General Li Baochun delivered a keynote speech.

Deputy Secretary-General Li Baochun surveyed the main work of WTCF in 2014 and looked forward to development plans in 2015. To better serve member units and tourists, expand WTCF's influence and market recognition, WTCF will make focused publicity and promotion of the tourism cities hosting important events as an opportunity like 2015 WTCF Rabat & Fez Fragrant Hills Tourism Summit, Milan World Expo, One Belt and One Road of the Silk Road. At the same time, WTCF will further enhance communication with international organizations and collaborate with UNWTO and PATA in possible fields. Member units are expected to actively participate in building WTCF's official website and co-establish a platform for resources publicity and tourism products promotion. WTCF will strengthen its media construction and publicity, forming a service system to share data resources with members; organize online and offline activities; expand the influence of its city members and non-city members. Deputy Secretary-General

Li Baochun said the work of WTCF is a great cause, facing opportunities and challenges. International standards and market-oriented operation are required for the federation. Committee members are expected to work and pull together and communicate with each other for the federation.

At the meeting, China Daily introduced the adjustment plan of the official website of WTCF and the mode of co-building a recommendation platform for tourism products and the information reporting system of WTCF.

The meeting centered on discussions about holding summits, serving the members, promoting brands, expanding influences, deepening research, and achieving effects and results. Attendees spoke highly of the work of WTCF and actively put forward proposals for the development of WTCF and its work in the coming year. They also expressed that they would make full use of their resources, actively participate in the promotion of WTCF events and the construction of its official website and strengthen the communication among themselves to achieve resource sharing and win-win cooperation.

Later, the Committee of Tourism-Related Business and the Committee of Media Organizations held their summing-up sessions respectively. At the sessions, WTCF awarded the

WTCF Deputy Secretary-General Yan Han makes a key note speech at the meeting

members of Committee of Tourism-Related Business bronze plaques of cooperation and new members of Committee of Media Organizations membership certificates. The members of WTCF committees expressed that centering on the overall arrangement of the work of WTCF in 2015 they would strengthen the cooperation among each other, share resources, and make full use of the functions of the committees to build a platform for communication and cooperation among WTCF city members and non-city members and achieve win-win development.

Summing-up session of the Committee of Tourism-Related Business

WTCF活动掠影
（2014年9月-2014年12月）

1.参加第11届中国-东盟博览会

2014年9月15日，第11届中国-东盟博览会开幕式在南宁召开，世界旅游城市联合会副秘书长李宝春应邀出席。此次活动有三个新特点，一是博览会、商务与投资峰会已成为中国-东盟共同合作的公认平台，二是博览会、商务与投资峰会成为中国-东盟促进贸易投资便利化的有效载体，三是博览会、商务与投资峰会还成为了中国-东盟深化多领域合作的重要牵引。本次博览会以共建21世纪"海上丝绸之路"为主题，着眼于自贸区升级版，重点打造展会价值链，为市场主体的合作延伸更多的增值服务。从服务"10+1"合作向服务"10+6"区域全面经济伙伴关系协定合作拓展。

2.赴柬埔寨参加PATA旅游交易会

2014年9月16日至20日，世界旅游城市联合会副秘书长严晗等一行赴柬埔寨参加亚太旅游协会（PATA）旅游交易会。会上，代表团一行与柬埔寨国家旅游部、缅甸旅游协会、老挝旅游局、越南文化旅游部、印度旅游局和东盟旅游协会等国家及地方旅游部门代表进行了洽谈沟通，详细介绍了联合会的成立历史，发展现状和未来规划等基本情况，并积极邀请金边、暹粒、万象、仰光、河内、新德里、孟买等知名旅游城市加入联合会，为联合会东南亚会员城市的发展进一步拓宽了联络渠道。

3.参加第八届联合国世界旅游组织/亚太旅游协会旅游趋势与展望国际论坛（桂林）

2014年10月13日-15日，第八届联合国世界旅游组织/亚太旅游协会旅游趋势与展望国际论坛在广西桂林市开幕，世界旅游城市联合会严晗副秘书长应邀出席，并就"跨界融合-便捷、盈利及可持续发展之关键"发表主题演讲，对"旅游产业的融合性发展"主题进行了阐述。他提出"应重视旅游在经济、社会和环境发展等人类共同关注问题上发挥的重要作用，认可互连互通是旅游的天然属性"、"不断整合完善的旅游产业链条，创造连通的平台"等观点得到了与会人员的一致认可与肯定。

4.参加伦敦国际旅游展

2014年11月2日至6日，世界旅游城市联合会代表团一行赴英国伦敦参加伦敦国际旅游展（World Travel Market）。作为英国最大旅游科技类活动，此次旅游展吸引了来自亚洲、美洲、欧洲、非洲、中东等全球旅游目的地国家、旅游机构和旅游组织的5万名资深旅游界和媒体界专业人士参加。在此次旅游展上，尼日利亚首都阿布贾申请加入联合会。

5.参加2014中国（郑州）世界旅游城市市长论坛

由中国国家旅游局、联合国世界旅游组织、河南省政府主办的2014中国（郑州）世界旅游城市市长论坛于11月15日至18日召开，世界旅游城市联合会副秘书长李宝春应邀出席。本届论坛围绕"旅游·城市发展软实力"为主题，吸引了24个国家62个旅游城市的代表参加。在此次论坛中，李宝春副秘书长与联合会世界旅游组织亚太地区部主任徐京就2015年香山峰会期间联合举办论坛事宜进行了商讨。

6.举办扬州旅游发展研讨会

为进一步加强与会员城市沟通交流，更好地为会员城市旅游发展服务，世界旅游城市联合会于11月20日赴扬州与扬州市政府及旅游局共同举办了扬州旅游发展研讨会。联合会副秘书长李宝春、专家委员会主任魏小安、副主任张辉、专家委员会委员李明德、德村志成、金良浚及联合会旅游相关企业分会、媒体分会代表一行出席会议，为扬州旅游发展献计献策。扬州市副市长董玉海、市政府副秘书长仲衍书、旅游局局长王志海等领导同志出席了会议。

此次会议是联合会成立以来，首次组织专家委员会和分会代表"走出去"为国内会员城市旅游发展"把脉"。李宝春副秘书长对扬州旅游规划和遗产保护方面取得的成绩给予赞赏。他表示，作为一个国际性的平台，联合会将在境内外宣传推介、市场开发、学术交流、人员培训、课题研究等方面给予扬州大力支持。扬州市政府和旅游局对此次研讨会的成功举办表示肯定，期望依托联合会平台，在未来与各专家、企业和媒体代表进行更深层次的合作和交流。

7.与摩洛哥国家旅游局签署峰会筹备协议

"中国-摩洛哥经济论坛"于11月28日在北京召开，作为论坛的议程之一，世界旅游城市联合会与摩洛哥国家旅游局签署了峰会筹备协议，双方就2015年在摩洛哥的

菲斯和拉巴特合作举办峰会的时间、地点、建立工作团队、促进摩旅游产品开发等事项达成了初步合作意向，摩方表示将尽全力做好峰会的承办工作。2015年峰会将是该组织成立以来第一次在中国海外举办。中国已成为摩洛哥第三大贸易伙伴，而摩洛哥则是中国在阿拉伯世界最大的贸易伙伴。

8.参加联合国世界旅游组织第三届城市旅游全球峰会

2014年12月8日至12日，世界旅游城市联合会副秘书长李宝春率联合会秘书处代表团一行三人赴西班牙巴塞罗那参加了联合国世界旅游组织第三届城市旅游全球峰会（3rd Global Summit on Tourism Cities）。李宝春副秘书长代表世界旅游城市联合会在首场论坛中发言，围绕联合会发展理念、旅游城市的发展定位及新形势下联合会服务职能的发挥等问题进行了阐述，并播放联合会宣传片。在UNWTO国际论坛上，世界旅游城市联合会宣传了会员资源，阐述了联合会的发展理念和观点，提升联合会在国际旅游舞台上的影响力，得到良好反馈。

9.参加2014PATA枢纽城市研讨会

2014年12月22日，由成都文旅集团和亚太旅游协会（简称PATA）联合主办的2014国际直航枢纽城市研讨会在成都举办。世界旅游城市联合会副秘书长严晗应邀出席，并就"传统旅行社及OTA如何为打造枢纽城市做出贡献"进行讨论。世界旅游城市联合会将进一步加强对城市会员之间的合作的支持，并积极落实与PATA合作协议。

WTCF Activities & Events

1. WTCF attended the 11th China-ASEAN Expo

The opening ceremony of the 11th China-ASEAN Expo was held at the International Convention and Exhibition Center in Nanning on September 15, 2014. Li Baochun, Deputy Secretary-General of WTCF attended the ceremony on invitation. There are three new features about this China-ASEAN Expo. First, expos, business and investment summits have become recognized platforms for the cooperation between China and ASEAN countries. Second, expos, business and investment summits have become effective carriers to promote trade and investment facilitation between China and ASEAN countries. Third, expos, business and investment summits have provided opportunities to deepen the cooperation between China and ASEAN countries in many fields. With building the 21st century Maritime Silk Road as its theme, this expo focuses on upgrading the China-ASEAN Free Trade Area, building the value chain of exhibitions, and providing more value-added service for the cooperation between market entities.

2. WTCF visited Cambodia

A delegation of WTCF led by its Deputy Secretary-General Yan Han attended PATA Travel Mart held in Cambodia from September 16 to 20, 2014. WTCF delegation communicated with tourism authorities and associations of Cambodia, Myanmar, Laos, Vietnam, India, etc, introduced the basic situation about WTCF to them, and invited famous tourism cities like Phnom Penh, Siem Reap, Vientiane, Yangon, Hanoi, and Mumbai to join WTCF.

3. WTCF attended the eighth UNWTO/PATA Forum on Tourism Trends and Outlook

The eighth UNWTO/PATA Forum on Tourism Trends and Outlook was held in Guilin city, Guangxi Zhuang autonomous region, from October 13 to October 15, 2014 during which experts discussed issues concerning how to develop tourism in a profitable and sustainable way. Yan Han, deputy secretary-general of the WTCF, addressed the opening ceremony of the forum with a speech elaborating on the converged development of the tourism industry. Yan's remarks were applauded by the attendees.

4. WTCF delegation attended World Travel Market in London

A delegation of the World Tourism Cities Federation attended the World Travel Market in London from November 2 to 6, 2014. As the largest tourism event in the UK, the London World Travel Market attracted a large number of countries, tourism institutions and organizations worldwide, including Asian, American, European, African and Middle Eastern countries. Around 50,000 senior travel industry professionals and international media staff participated in the event this year. During the tourism exhibition, Abuja, capital of Nigeria, applied to be a member of the WTCF.

5. WTCF delegation attended International Mayor's Forum on Tourism, Zhengzhou, China

Sponsored by China National Tourism Administration, UNWTO, and Henan Provincial Government, International

Mayor's Forum on Tourism, Zhengzhou, China was held from November 15 to 18, 2014. Li Baochun, Deputy Secretary-General of WTCF attended this forum on invitation. Under the theme of "Tourism, Soft Power of City Development", the forum attracted representatives from 62 tourism cities in 24 countries. During the forum, Li discussed with the director of UNWTO's Asian-Pacific department on holding a forum together at Fragrant Hills Tourism Summit 2015.

6. WTCF to promote Yangzhou tourism

The World Tourism Cities Federation will take full advantage of its platform to help Yangzhou promote and market tourism products, a senior official of the WTCF said recently.

Li Baochun, deputy secretary general of the WTCF, said that the World Tourism Cities Federation, as an international platform, will support Yangzhou in promoting and marketing tourism products both at home and abroad, and conducting academic exchanges, personnel training and academic researches. Li made the remarks during the Yangzhou Tourism Development Seminar held in Yangzhou city on November 20.

The Yangzhou Tourism Development Seminar, held jointly by the WTCF, Yangzhou municipal government, and Yangzhou travel and tourism administration, is intended to strengthen communication with and better serve WTCF member cities in tourism development.

7. Tourism summit to travel to Morocco

Abderrafia Zouitene, Chief Executive Officer of Moroccan National Tourist Office, applauds with Yan Han, deputy secretary-general of World Tourism Cities Federation, after signing an agreement to transfer the bidding of the federation's 2015 summit to Morocco's Rabat and Fez on

Morocco-China Economic Forum in Beijing on Friday. Rabat and Fez, were voted as the new hosts during the 2014 WTCF Beijing Fragrant Hills Tourism Summit in Beijing in September. It will be the first time for the Beijing-based federation to host its summit beyond China. The WTCF is a non-profit, non-governmental international organization organized voluntarily by tourist cities of all countries and regions, non-governmental organizations, associations and enterprises related to tourism.

8. WTCF visited Barcelona

A delegation of three people led by Li Baochun, Deputy Secretary General of World Tourism Cities Federation attended the United Nations World Tourism Organization's 3rd Global Summit on Tourism Cities in Barcelona from December 8th to 12th 2014. This summit is a summit forum in the field of city tourism which was initiated by UNWTO. The summit centered on the theme of new era for city tourism development and discussed four issues including opportunities and challenges in a changing environment, tourism – the motive power of the formation of city and its surrounding areas, wisdom and responsible tourism brought by knowledge and technology, and global evaluation standards of city tourism. About 300 guests from international tourism organizations, and tourism management departments, research institutions and enterprises in America, Europe, Austrilia, Asia and Africa attended this summit.

9. WTCF attended 2014 International Direct Flight Hub City Seminar

Co-sponsored by Chengdu Culture & Tourism Development Group and PATA, "2014 International Direct Flight Hub City Seminar" was held in Chengdu on December 22, 2014. Yan Han, Deputy Secretary-General of WTCF attended the seminar and expressed his ideas on how traditional travel agencies and OTA contribute to building hub cities.

举办旅游管理营销信息
系统研讨会

**由世界旅游城市联合会秘书处组织、卡尔·韦伯教授作为主讲人的旅游管理营销信息
系统推介研讨会于2014年12月15日下午在北京长富富酒店成功举办。世界旅游城市
联合会专家委员会部分专家、北京市旅游委相关处室、北京市统计局、联合会部分城
市会员代表、机构会员代表、媒体分会代表等约60人参加了这次研讨会。**

文 / 鲁青

旅游管理营销信息系统推介研讨会上，奥地利莫杜尔大学校长、世界旅游城市联合会专家委员会专家卡尔·韦伯教授就其从事研发多年的旅游管理营销信息系统（TourMIS）进行了详细介绍并与参会人员就数据统计设定权重、可持续发展等问题进行了探讨。

TourMIS的研发始于1984年，受奥地利国家旅游局委托，研究基地位于奥地利维也纳。TourMIS曾因其创新性荣获2008年度联合国世界旅游组织尤利西斯奖，经过三十年的发展，目前该系统已与联合国世界旅游组织签署协议并确立了旅游数据库系统的世界性标准。

作为一个营销管理信息系统，TourMIS（www.TourMIS.info）是一个主要为旅游从业者、媒体和旅游专业学生提供信息和决策支持的系统，它提供免费的旅游数据，并且操作简便。该系统为业界人士提供了一个便捷的工具让他们可以上传数据，并把这些数据变成重要信息，可以说TourMIS为学者、研究人员和旅游业架起了一座桥梁。它不但为旅游机构而且为个人用户提供了一个数据交流平台，因此也可以说它是一个社交媒体应用系统。TourMIS现有2万多名用户和来自70个国家的150多个城市的230个数据提供方，目前这些数据提供方主要来自欧洲。

具体说来，如果掌握旅游数据的机构和个人愿意分享他们掌握的某一地区的旅游数据，在得到TourMIS系统授权之后就可以根据系统的不同分类（如以年或月为统计单位的到达率、床夜次等重要的旅游业参考指标）和标准把相应的数据输入到系统当中和系统用户共享这些信息。数据经过处理后会在TourMIS系统中以表格或图表的形式呈现出来，方便系统用户对不同城市的同一指标或同一城市不同年份中各项指标进行横向和纵向的比较。近十年来，TourMIS系统每年都会发布欧洲城市营销基准报告，提供包括欧洲城市旅游的发展情况、最近表现、发展趋势、基准比较以及专家对年度旅游发展的分析和未来旅游发展趋势的预测，并对城市和国家层面的旅游数据进行比较。韦伯教授也提到了当前TourMIS系统的不足之处和未来改进的方向，如缺乏可持续发展指标的国际标准、系统的本地化等，并表示希望通过跟其他地区和城市进行交流和合作把TourMIS变成一个全球的旅游营销管理信息系统，让世界各地的人们都能够使用它。

Q & A

Q： 在您的演讲中提到了抵达率和床夜次等衡量旅游业发展水平的重要指标，我想了解一下欧洲城市在这方面的数据统计情况是如何进行的？

A： 数据统计的确是一项非常复杂的工作。对欧洲来说，我们首先要区分一下欧洲大陆和主要包括英国在内的欧洲岛屿，因为英国和欧洲大陆的统计是不一样的。欧洲大陆的住宿统计数据是比较详实的，在欧洲大陆人们入住酒店的时候都需要填写一份表格，酒店会把这些表格交到当地的统计局。然后地方统计局把这些数据提交给国家统计局，由国家统计局向TourMIS提供数据报告。这些来自酒店的统计数据是非常精确的。比如我是奥地利人，即使我是在奥地利住酒店，也需要填写这种表格，因此我们完全可以统计出国内游客的数量。唯一的问题是这部分数据没有涵盖探亲访友的游客和不住宿的一日游游客。我们收集的数据有这方面的缺陷，但它的优势非常明显。首先，这部分来自酒店的统计可以对各个市场提供非常精准的数据信息。其次，住酒店的游客是核心游客，因为探亲访友的游客和一日游游客并没有为酒店行业创造收入。因此，旅游业主要关注的是那些住酒店并为住宿买单的游客。有些地区如伦敦和都柏林没有准确的酒店住宿数据，它们仍然可以向TourMIS数据库提供游客其他方面的统计信息，尽管这些信息相对没有那么详细。我们对数据信息做了20多个分类，因此向数据库提供信息的时候人们必须对每项类别的定义非常清楚。

Q： 你们的数据和采集指标的标准与国际认可的标准有多大的联度？

A： 这些数据不是我的数据，确切地说这些数据是目的地国家和城市官方统计局提供的数据。我们只是把它们收集到一个系统中，而不是分散在五十多个不同系统中。谈到国际数据的标准化，我不知道您所指的国际标准是指联合国世界旅游组织的统计标准、欧洲统计标准，还是其它标准。目前国际上比较认可的是联合国世界旅游组织的统计方法，不过他们的统计方法也有一些问题。比如他们对于旅游的定义是"在习惯环境之外的一种体验"，但怎么界定"习惯环境之外"呢？因此不同国家有不同的标准，很难说一些国家更符合标准，而另外一些国家不太符合标准。我们要做的就是让这些信息更透明，从而让人们更多地了解它们之间的差异。

Q： 您当初设计这个系统的想法是怎么产生的？这个系统的数据分类标准是如何确定的？就系统用户群的扩展您有什么想法吗？

A：说起来你们可能不会相信，1984年，当时的奥地利政府批评奥地利国家旅游局在市场营销方面浪费钱。他们问："为什么你们把钱投资到德国、意大利、中国……我们看不到这么做的合理之处，你们能解释一下为什么这样花费广告预算吗？"然后奥地利国家旅游局来到大学向我们寻求帮助，从那时起，我们开始了TourMIS的研发。

欧洲城市市场营销机构(ECM)是一个欧洲范围内的机构。我们每年参加两次ECM会议，在这个会议上有三百多位城市旅游管理者和我沟通，告诉我怎么去提升我们的系统。另外，我们每年还会召开TourMIS系统研讨会，大家会告诉我们他们需要哪方面的信息，我们会把这些需求记录下来然后利用一年的时间去改进这个系统。在下一年度的研讨会上我们会向他们展示我们的成果，他们会再次提出各种需求，我们会继续改进。TourMIS就是在这种反复中逐步发展起来的。

我们想扩大我们的用户群，因为这一点很重要。让更多用户参与进来，我们的系统就有了更多"眼睛"来确保我们所提供数据的准确性。大家可以看到TourMIS系统的每个页面上都有一个中间有叹号的黄色图标，如果你在数据中发现了错误，就可以点开这个黄色图标，然后直接发邮件给数据提供者，告诉他你可能发现了一个错误，请他核实一下。这有点儿类似维基百科的原理：使用和检验信息的用户越多，数据就会越准确。

Q：我比较关注TourMIS的可持续性，请问TourMIS是如何做到运营多年还能够免费提供信息给用户，它的运营和维护费用从何而来？TourMIS未来打算如何去拓展它的数据提供方？什么样的机构或个人是TourMIS理想的数据提供者？

A：TourMIS系统已经证明是可持续的，因为它已经存在了二十多年。这个系统的运营经费目前主要是依赖于赞助，我们的赞助方主要是奥地利国家旅游局，在过去十年中我们还得到了包括奥地利九个省、奥地利政府、欧洲城市营销和欧洲旅游委员会在内的赞助和支持。此外，我所在的大学也为这个系统提供资金支持，因为学校认识到通过提供资源支持把学术和业界联系起来是非常重要的。此外，我们也有其他商业模式可以选择，未来我们可能会关注一下这个问题，让这个系统可以更好地持续下去。但只要能够找到赞助商，我们就不需要考虑系统的商业化运行。

关于扩大我们的用户群这个问题，我们已经和世界旅游组织签订了一个协议，他们会给我们提供一定的赞助，协助我们向欧洲以外的城市开放这个系统。这就是为什么我们和WTCF取得联系，WTCF有亚洲方面的专长。我们希望通过和WTCF合作为中国和所有亚洲城市提供数据，并通过这样的工作加强宣传吸引更多的地方加入我们的系统。

关于资质问题，我认为有三类机构和人是最合适的，第一类机构是统计局，因为统计局掌握着数据，如果他们愿意分享的话这是再好不过了。另外一类就是旅游从业者，他们认识到了这个系统的好处，目前我们系统90%的信息提供方都是来自旅游从业者。第三类比较合适的群体是大学的研究人员，他们有关于旅游数据方面的专业知识，如果他们愿意为这个系统做出贡献的话，我们也非常欢迎。

Q：如何做一个综合的评价系统去评价一个城市的旅游市场?如何去设定不同指标之间的权重?

A：这个问题非常重要，现在的确是考虑它的时候了。当下大家都非常关注可持续发展的问题，这不仅仅涉及到一个指标，还需要有综合的指标来考虑社会、经济和环境方面的影响。我们需要综合的指标来考察某个目的地或城市的表现情况，这就需要多元的输入和输出指标，这是一个非常复杂的模型。从经济角度来说，我们也希望通过做出一个复杂的模型进行比较，得到一个目的地城市效率的综合分析。我的一个博士生正在做这样一个模型，如果可行的话，我们也希望可以在系统中提供这样的综合报告。我们希望在一到两年内我们能够做到这一点。

TourMIS
Seminar Held in Beijing

Organized by World Tourism Cities Federation and with Professor Karl Wöber as the speaker, TourMIS seminar was held at Hotel New Otani Chang Fu Gong Beijing on the afternoon of December 15, 2014. About 60 people including members of the Expert Committee of WTCF working in China, representatives and staff from Beijing Municipal Commission of Tourism Development, Beijing Municipal Bureau of Statistics, Beijing Tourism Society, city members, non-city members, media sub-committee and secretariat of WTCF attended this seminar.

At TourMIS seminar, Karl Wöber, the President of MODUL University and a member of the Expert Committee of WTCF, gave a detailed introduction to TourMIS, a tourism management and marketing system which he has worked on for dozens of years, and discussed with the audience on issues like assigning the weights of different indicators and the sustainable development of tourism industry.

Entrusted by Austrian National Tourist Office, the research and development of TourMIS started in Vienna in 1984. TourMIS was awarded Ulysses Award by UNWTO for innovation in 2008. Recently, a contract has been signed with UNWTO which makes the tourism database system a worldwide standard.

TourMIS (website: www.TourMIS.info) is an information and position support system primarily for tourism agents as well as media and students. The system provides free

and easy access to tourism statistics and makes a bridge between academia research and tourism industry. It provides a platform not only for tourism associations but also for individual users to exchange data, information and knowledge, so it is also a social media application. At present, TourMIS has over 20,000 users and 230 data inputters from 150 cities in 74 countries, most of which come from Europe.

To be specific, if institutions or individuals with tourism statistics of a certain region or city are willing to share their data, they can upload their statistics according to different categories like monthly and annual arrivals and bednights made by TourMIS after authorized by the system. TourMIS provides tables or forms of these data after getting them processed to facilitate users to make comparisons. An annual report on the performance of tourism cities has been published for the past ten years. Right now 115 cities are included in the report which shows the growth of city tourism in Europe, the latest performance, developments, and benchmarks for European cities, the reasons behind the success of cities provided by international city tourism experts, and comparisons between European tourism on city and national levels. Professor Wöber also points out the challenges faced by TourMIS like the lack of international standards for sustainable development indicators and the localization of the system. He expressed the hope of expanding TourMIS into a global system by cooperation with other regions and cities so that people around the world could use it.

Q & A

Q: What are your sources of domestic data? Is it possible for you to collect data of such important indicators like domestic arrivals and expenditures in European cities?

A: Collecting statistics is a complicated process. In Europe, we distinguish between Continental Europe and islands which mainly refer to Great Britain. Because the way Great Britain collects statistics is quite different from that of Continental Europe. In Continental Europe we have accommodation statistics. It works like this. People who stay in a hotel need to fill in a form and the hotels send the forms to local statistics office. Then the data is sent to the national statistics office and it reports. There is no problem with the forms from the hotels. For example, I am an Austrian, and even if I stay in an Austrian hotel I need to fill in this form. The problem is the statistics don't cover visiting friends and relatives or day visitors, but the data collected have its advantages. First, we get the very accurate information of different markets, and the statistics are very detailed.

Second, the people who stay in hotels are the core tourists since people who stay with friends or relatives and day visitors don't contribute to accommodation sector. Therefore, tourism industry primarily cares about those who stay at hotels and pay for their accommodation. Basically there are some regions which don't have accommodation statistics. In this situation, for example in London and Dublin, we can still put information like visitors' statistics into the database but the statistics are not detailed. We distinguish more than 20 different categories, and the data inputters need to be quite careful about under which definition to enter the data.

Q: To what extent are your data in line with international standards?

A: It's not my data and these are the official data which come from the statistics offices of different countries and cities. I collect them and make them available within one system instead of 50 different systems. The question is what international standards you mean. Are you talking about UNWTO standards or European standards or other standards? Actually there are so many approaches to them. Probably the most recognized one is the UNWTO approach. But UNWTO data also have some major problems. UNWTO defines tourism as "an experience outside the usual environment". But what modifies this "outside the usual environment"? It's difficult to say some countries are more following the international standards while other countries are less following them. We try to make this transparent in TourMIS so that people understand their differences.

Q: Where was your idea to develop TourMIS from? How did you categorize, improve and develop the system? Do you have any ideas to increase your user group?

A: It was in 1984 when the original idea started. Back then the Austrian government criticized the Austrian National Tourist Office for wasting their money in terms of marketing. They asked: Why do you invest in Germany, Italy and China? We don't see any rational reasons why you are doing this. Can you explain to us why you use your advertising budgets in that way? Then the Austrian National Tourist Office came to the university and asked help from us.

I go to meetings of European Cities Marketing twice a year and there are 300 city tourism managers at these meetings and they would tell me what I need to do in order to improve the system. We also meet at the TourMIS workshop once a year and those people would tell us their needs and we take

notes and then have a year to work on these until the next TourMIS workshop and present what we have done. Then they would again tell us what they still need. This is the basic way we develop TourMIS.

We want to expand our user group which is very important. The more users we have for TourMIS, the more eyes we have in TourMIS, the more we can make sure that the system is correct. Every table has a symbol which you can click when you find a mistake. Then it will open a window and you can write directly to the person who entered the data and email the person and ask him to check the data. This is the Wikipedia principle: the more people you have checking the information the more accurate the data will actually get.

Q: I'm interested in the sustainable development of TourMIS and I'd like to know where the maintenance cost comes from since the system has provided free information for many years. Do you have any plan to increase the number of inputters of the system? How do we judge whether an institution or individual is qualified for joining TourMIS?

A: TourMIS has proved it is sustainable because it has existed for over 20 years. The original sponsor of the project was the Austrian National Tourist Office who has invested a lot to the system. But in the last ten years we also have additional sponsors who are predominantly Austrian regions including nine provinces. The Austrian government, European Cities Marketing, and European Travel Commission support it. At the moment, we don't charge for it as we have sponsors and our university promises to develop it. We created the system because we think it is very important for the university to provide resources for the project in order to establish the link between the academia and the industry. Of course, we may add some points and develop some business models. It's not my primary concern now but it may be something for the future. We can then make TourMIS more sustainable in this way. But as long as we don't have financial problems and we can find sponsors to support us we don't think about business models.

We are expanding the city inputters. We have signed an agreement with UNWTO and they will sponsor us with a little money to open the system for cities outside Europe. This is actually the reason why I contacted WTCF because I want to have some cooperation. You are the specialists in Asia. Basically I provide the system and you support it by transferring the know-how for establishing the context and getting people motivated to contribute to it.

As for inputters, the statistics offices are the most qualified

ones. They have data and if they are willing to share and enter the data, they will get the authorization. Then there is the tourism port. The tourism ports are very interested in this because they see the benefits of doing it. 90% of the inputters are the people who work in tourism. The third category is the people from the universities who are with the skills of tourism statistics and would like to contribute to the system by entering the data for their cities.

Q: Is there a comprehensive system in TourMIS to assess the whole level of tourism marketing for a city? How do you assign the weights of different indicators?

A: That's a very important question in times of sustainable development becoming more and more important. We are always talking about multiple indicators and we have economic, environmental and social perspectives. Within these perspectives, we have different indicators. What you are talking about is a quite complex model of inputs and outputs which in economic terms we usually set a benchmark and measure the efficiency of various entities or quality of destinations by data envelopment analysis. I have a PHD student currently working on this: See how this can be actually applied to measure the efficiency of destinations based on multiple inputs and outputs. Once he delivers that this is possible in monograph, then we could also implement that in TourMIS. I hope in one or two years we are able to do it.