

# 世界旅游城市联合会 分会简介

## 专家委员会情况介绍

专家委员会是世界旅游城市联合会的高级顾问咨询机构和智囊团体，由来自全球知名旅游机构和旅游院校的20位业界专家学者组成，旨在通过专家的学术研究活动，为联合会提供智力支持，为会员提供学术交流平台和信息推广平台，推动世界旅游城市的发展。

2013年6月25日世界旅游城市联合会专家委员会在北京香山成立。

## 民航分会职能简介

1. 跟踪研究行业发展动态，收集、发布行业信息，交流、共享最佳实践经验和新技术、新理念，制定本分会内部服务标准和规范，为本分会会员提供相关培训、技术支持等服务，参与世界旅游城市联合会旅游评估和预测等工作，提高行业发展水平。

2. 充分发挥桥梁和纽带作用，为本分会会员之间开展交流与合作提供便利、创造机会，共同探讨和谋划发展策略，推动世界旅游城市市场营销，协助、推动世界旅游城市联合会会员城市之间航线开通运营和升级优化，为旅客提供安全、便捷、舒适的服务，提升机场和航空公司的社会效益和经济效益。



3. 通过世界旅游城市联合会搭建的工作网络，为本分会会员与政府、世界旅游城市联合会所属另外两个分会以及相关机构开展协商对话建立联系渠道和反馈机制，维护行业和本分会会员的权益，争取更多支持和帮助，促进各方合作共赢。

4. 与世界旅游城市联合会会员城市和旅行机构共同推动放宽过境免签政策，简化旅客出入境手续。

5. 根据旅游及航空运输市场的发展和需求，遴选重点客源地，有针对性地开展宣传推介。

6. 参加世界旅游城市联合会的活动，承办世界旅游城市联合会委托的有关事项，开展有益于行业发展的其他活动。

## 旅游相关企业分会职能简介

1. 促进分会成员间的合作与协调，有效利用分会的信息、数据、活动、论坛平台等资源，提升旅游产品的宣传推广和服务延伸。

2. 为分会会员提供专业服务，促进各成员逐步提升优质服务标准，建立规范的公共服务设施和标准体系。

3. 建立分会成员间互惠互利机制，共塑市场，互送客源、同步宣传，加强旅游市场的开发合作。

4. 推广分会成员成功的管理经验，协调成员间内部关系，协助解决本会成员间的矛盾和纠纷。纠正有损于市场的错误行为，推动采用优秀的商业运营和盈利模式。

5. 积极创造分会成员与世界旅游城市联合会会员城市和其他行业组织进行沟通 and 协调的机会和平台。

6. 调查研究旅游市场企业经营发展的状况，开展市场和发展趋势的评估，通过信息平台建立旅游资源和旅游运行数据库。

7. 推动分会成员参加世界旅游城市联合会会员城市的旅游会议和展销活动。在会员城市开展培训和教育。

8. 为分会成员创造额外的经营和发展空间及优势、便利的沟通渠道。

9. 建立机制，维护分会成员的合法权益。



10. 推进旅游安全保障机制的完善，建立分会成员在社会公众中的信誉和安全保障机制。

11. 宣传和表彰分会成员的各种自愿捐助。

## 媒体分会职能简介

世界旅游城市联合会媒体分会将成为世界媒体宣传国际旅游业发展和城市发展的交流平台，以旅游为出发点的提升城市经济、文化发展的观察者、研究者、推进者。世界旅游城市联合会媒体分会同时还是联合会及城市会员旅游及相关企业权威的智囊库和传播者，解决世界旅游城市及城市间的信息交流；是促进世界旅游城市间充分合作的媒介服务平台。

获取资源，加强与政府核心部门在采编资源、推介资源上的共享；加强宣传，跻身世界旅游组织顶层平台，与世界旅游城市，知名旅游机构形成合力，对旅游信息与咨询进行集中掌握；对北京香山旅游峰会的深度、特色报道；对中外旅游产业发展的持续深度关注、敦促与建言；研究会员城市旅游发展战略，推广城市资源旅游化管理经验，协助制定城市旅游发展策略；协助建立城市间旅游市场互惠机制，加强旅游市场的开发合作。

作为世界旅游城市联合会媒体分会的成员，将享有：依

托世界旅游城市联合会，获取更多政府资源和客户渠道；在国际传媒平台展现自身品牌形象；进入城市发展核心讨论层的机会与便利；世界旅游城市联合会推介资源广告投放的优先推荐；不同媒体多方位，多视角，多元化传播所形成的合力，突破单一媒体宣传瓶颈；在建的世界旅游城市体验中心与媒体的互动；举办每年香山峰会上的媒体分论坛；举办媒体分会每年专业的评奖活动；媒体联盟世界旅游城市考察活动；共同发布旅游消费趋势等多项权益。



# Committees under WTCF

## Introduction to the Expert Committee

The Expert Committee, which is both the senior advisory body and think-tank of WTCF, consists of 20 experts and scholars from world-famous tourism organizations and academic institutions. It is founded for the purpose of providing intelligence support for WTCF based on the academic studies of the experts, and serving as a platform for academic exchanges and information sharing among WTCF members for the benefit of the development of world tourism cities.

The Expert Committee of WTCF was established in Fragrant Hills, Beijing on June 25, 2013.

## Introduction to the functions of Committee of Civil Aviation

1. To conduct follow-up study of new industrial tendency, collect & publish industrial information, communicate & share best practical experience applying new technologies & philosophy, formulate & promote internal service standards and norms of the Committee, provide relevant services for its members such as trainings and technical support, participate in tourism evaluations and forecasts by WTCF and improve overall level of tourism industry.

2. To give full play to its role of a link connecting different members of the Committee for better exchanges and cooperation by offering them convenience and more opportunities. Joint efforts will be put in discussing and planning development strategies for promoting joint marketing. The Committee will also provide assistance in opening and upgrading air routes between WTCF member cities, so as to provide passengers with safe, convenient and comfortable services, while increasing social benefits and economic effectiveness of airports and airlines as well.

3. To establish communication channels and feedback mechanism for dialogues carried out between Committee members and governments, other two committees under WTCF and relevant agencies, while protecting rights of tourism industry and Committee members and rallying more supports and help, so as to maximize win-win cooperation among different parties.

4. To simplify entry and exit procedures for passengers by proposing more flexible policies on visa-free transit based on



joint cooperation with member cities of WTCF and tourism agencies.

5. To carry out selective promotions at target key regions of customer origin according to current conditions and demands of tourism & air transportation markets.

6. To join activities held by WTCF, organize relevant arrangements entrusted by WTCF and launch other campaigns in favor of industrial development.

## Introduction to the functions of Committee of Tourism-Related Businesses

1. To promote cooperation and coordination among Committee members, take full advantage of information, data, activities, forum platform and other resources of the Committee, and upgrade promotion and service extension of tourism products.

2. To provide professional service for Committee members, help members gradually upgrade high quality service standards, and establish normative public service facility and standard system.

3. To establish mutual benefit mechanism among Committee members, jointly shape the market, mutually send passenger source, simultaneously advertise, and enhance cooperation in the development of tourism market.

4. To promote successful management experiences of Committee members, coordinate internal relations among members, assist to solve conflicts and disputes among Committee members, correct wrong actions which are bad for market, and push to adopt outstanding business operation and profit model.



5. To actively create opportunity and platform for Committee members, WTCF member cities, and other industrial organizations to communicate and coordinate.

6. To research and study condition of enterprises' operation and development in the tourism market, carry out market and development tendency evaluation, set up tourism resource and tourism operation database through information platform.

7. To urge Committee members to attend WTCF member cities' tourism conferences and sales exhibitions, and organize training and education in member cities.

8. To create extra space and advantage for operation and development and convenient communication channel for Committee members.

9. To establish mechanism and protect Committee members' legitimate rights.

10. To advance the perfection of tourism security mechanism and establish Committee members' credit and security mechanism in the public.

11. To promote and commend Committee members' voluntary contributions.

## Introduction to the Committee of Media Organizations

The Committee of Media Organizations of World Tourism Cities Federation (WTCF) will become an information outlet for world media to release the news about international tourism and urban development, and an observer, researcher and impeller to promote urban economic and cultural development from tourism perspective. It will also be an authoritative think tank and disseminator of WTCF and its member cities for tourism and relative businesses,

to facilitate the information communication among tourism cities around the globe. So it is a media service base to improve the cooperation among these cities.

It is aimed to acquire resources to strengthen the sharing of material compilation and presentation with core governmental departments; rank among the top platform of global tourism organizations and form a resultant force with the world tourism cities and famous travel agencies through enhancing publicity, thus to collectively grasp tourism information and consultancy; make a depth and featured report on the Beijing Fragrant Hills Tourism Summit; continuously focus, promote and advise the tourism industrial development both at home and abroad; study the tourism development strategies of member cities, promote the experience on tourism management of urban resources, and assist the preparation of urban tourism development strategy; assist the establishment of mutual-benefit mechanism among cities, and strengthen the development and cooperation of tourism market.

The members of the Committee are entitled to obtaining more governmental resources and client channels based on WTCF; displaying their brand image at international media platforms; having the opportunity and convenience to access core discussions on urban development; being given priority to advertisement service for resource promotion from WTCF; forming a resultant force with various media via multi-azimuth, multi-view and diversified transmission, breaking the bottleneck of promotion through single media; interacting with media at the World Tourism Cities Experience Center; holding the Media Forum at the Fragrant Hills Tourism Summit every year; holding professional appraisal activities of the Committee every year; participating in investigation activities on world tourism cities of the media ally; jointly publishing the consumption trend of tourism, etc.

