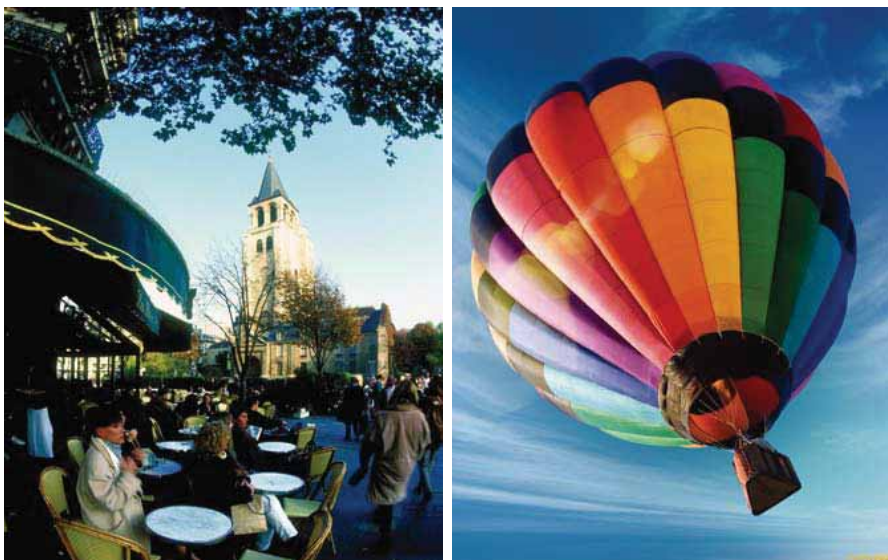




世界旅游城市联合会机构简介

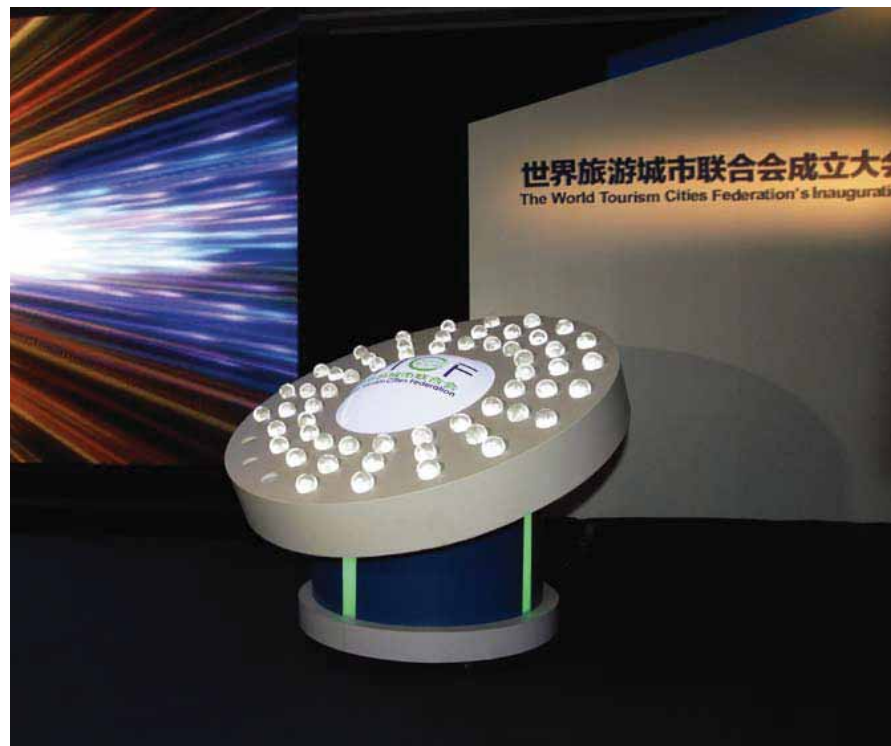


1. 联合会的定位

世界旅游城市联合会（WTCF）是由北京倡导发起，并携手柏林、洛杉矶、巴塞罗那等众多世界著名旅游城市及旅游相关机构自愿结成的非营利性的国际非政府组织。2012年9月15日在北京召开了世界旅游城市联合会成立大会。联合会理事会主席为北京市市长王安顺。联合会主要机构包括大会、理事会和秘书处。大会由全体会员组成，是联合会的议事和决策机构；理事会是联合会的决策和执行机构；秘书处是联

合会的日常行政管理机构，联合会总部和秘书处设在北京，官方语言为中、英文。

世界旅游城市联合会是世界上首个以城市为主体的国际旅游组织，以“旅游让城市生活更美好”为核心理念，致力于推动会员城市之间、会员机构之间的交流合作，加强旅游市场合作开发，共享旅游发展经验。重点关注提升旅游城市作为国际旅游目的地的吸引力、提升旅游城市服务质量和效益，提升旅游城市品牌形象，促进旅游城市经济社会协调发展。



2. 联合会队伍日益壮大，国际影响力不断增强

联合会成立两年来，积极开展会员交流，参与国际合作。2013年5月8日，世界旅游城市联合会理事会主席王安顺率团访问联合国总部并会晤联合国秘书长潘基文，潘基文秘书长高度认同世界旅游城市联合会的国际组织地位和核心理念，赞赏联合会为推动全球旅游业发展所做的积极努力。联合会在联合国举办的“城市可持续发展与旅游”圆桌会议，吸引了20多个国家的大使和外交官出席。联合会已经与莫斯科、雅典、里加、釜山等城市及联合国国际环境与健康组织等机构签署了合作备忘录，确立战略合作关系。联合会的成员队伍在日益壮大，国际影响力不断增强。会员单位从成立之初的58个发起城市和机构，增加到目前的135个会员单位，其中城市会员88个，机构会员47个。

3. 联合会分支机构

联合会建立了专家委员会、民航分会、旅游企业分会和媒体分会等四个分支机构。目前，联合会会员单位已经涵盖世界主要著名旅游城市，以及航空公司、机场、酒店集团、旅行社、金融企业等各旅游相关行业中具有品牌优势和市场影响力的重要企业。这些会员单位以联合会为平台，以旅游为纽带，推动旅游城市之间、城市与机构之间、机构与机构之间的多领域的跨界交流与合作，共同致力于城市的旅游业的可持续发展，形成集航空、机场、旅游企业、酒店住宿、金融服务、媒体传播于一体的旅游产业链条。今年，经联合会牵线搭桥，促成了中国国际航空公司开通从北京—华盛顿的直达航线；中国国际旅行社组织7000人旅游团赴洛杉矶旅游，不仅推进会员单位之间



“资源共享、优势互补、互利共赢”，也为广大旅游者提供了便利。

4. 加强六个平台的建设

联合会将继续挖掘自身资源潜力，加强六个平台建设，进一步做好会员服务。一是建设信息平台。联合会将进一步发挥媒体平台作用，推介、宣传会员城市，发布旅游相关信息，使之成为在国际旅游界具有权威性的信息平台；二是建设学术平台。发挥联合会专家委员会及杂志会刊作用，加强城市旅游问题研究，定期发布研究成果，为会员和非会员单位提供咨询服务；三是建设数据平台。建立会员城市旅游资源、旅游统计及服务评价等数据库，定期发布旅游城市发展年度报告，为会员和非会员单位提供咨询服务；四是建设活动平台。发挥联合会优势，定期或不定期地举办年会、会展、论坛、推介洽谈会等活动，为会



员之间开展双边及多边交流活动提供合作平台；五是建设合作平台。进一步发挥联合会下属四个分会的作用，加强会员城市之间、城市与旅游机构之间以及机构与机构之间的交流、沟通与合作，实现优势互补、互利共赢；六是建设培训平台。加强国际合作，开展人员培训工作，提高城市旅游部门管理水平，提高旅游企业的经营管理能力，提高从业人员素质，为旅游企业经营管理者提供智力支持。

5. 联合会自媒体平台

世界旅游城市联合会自媒体中心是集互联网、移动媒体、社交媒体及电视、广播、报刊、户外媒体于一体的跨媒介、多终端的综合旅游推介营销服务体系，是联合会及会员单位资讯发布、产品推介、商品销售的重要渠道，是旅行者获取资讯、社交分享、消费服务的权威平台。

会员单位可通过自媒体中心发布官方、权威的城市旅游咨询信息，以视频、动画等等现代信息技术，多层次、多手段、多渠道展示各城市旅游景观、文化传承、风土人情、出行指南等旅游资讯。扩大联合会及各会员单位的辐射范围，提升旅游目的地综合信息服务能力，为旅游者提供充分的信息服务保障。实现会员信息的有效推介和资源共享，联合会电子刊物等信息的高效推送。



World Tourism Cities Federation



1. Introduction

The World Tourism Cities Federation (WTCF) is a non-profit and non-governmental international organization initiated by Beijing and co-organized by famous tourist cities worldwide, such as Berlin, Los Angeles and Barcelona, as well as relevant tourism institutes. The WTCF founding meeting was held in Beijing on Sept 15, 2012 when Wang Anshun was named chairman of the WTCF, which consists of a general unit, council and secretariat. The general unit is comprised of all members and is WTCF's business-discussion and decision-making organ; the council is a policy-implementation organ; and the secretariat is a daily-administration organ. The WTCF and its secretariat are headquartered in Beijing, with Chinese and English being the official languages.

With the philosophy that tourism makes city life better, the WTCF is committed to promoting exchanges and cooperation among member cities and institutes, strengthening tourism-market cooperation and development, and sharing tourism-development experiences. It focuses on increasing tourist cities' appeal as an international tourism destinations, improving tourism cities' service quality and efficiency, upgrading tourism cities' images, and promoting a coordinated economic and social development of tourism cities.

2. Increasing size and international influence

In the two years since its founding, the WTCF has actively carried out member exchanges and cooperated internationally. Wang Anshun, chairman of the WTCF, led

a delegation to meet Ban Ki-moon, secretary general of the United Nations, on May 8, 2013. Ban Ki-moon spoke highly of the WTFC's status and core ideas, as well as its efforts in promoting global tourism development. The "city sustainable development and tourism roundtable" meeting held by the WTFC in the UN attracted ambassadors and diplomats from more than 20 countries and regions. The federation has signed a Memorandum of Understanding with Moscow, Athens, Riga and Busan as well as the UN International Environment and Health Organization. WTFC members are now increasing and gaining growing international influence. The number of member cities and institutes has grown from 58 at the beginning to 135 currently, including 88 member cities and 47 member institutes.

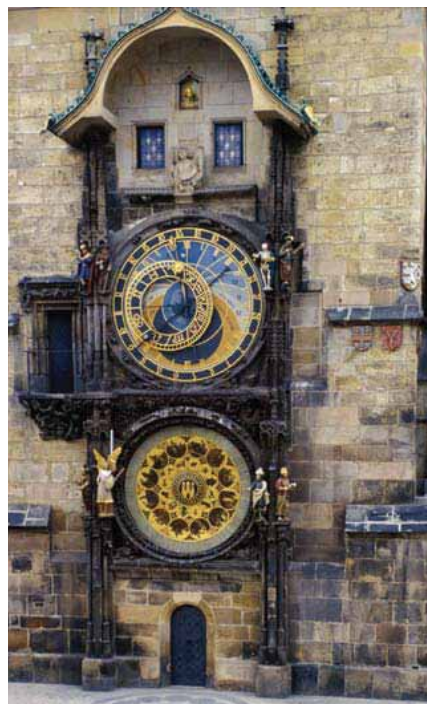
3. Affiliated institutes

The WTFC has set up four sub-branch organizations including an expert committee, a civil-aviation association, a tourism-enterprise association and a media association. At the moment, WTFC members include world-famous

tourism cities, airline companies, airports, hotels, travel agencies and financial institutes, all boasting competitive brands and major market influence. All these members are connected by the federation, which has devoted itself to promoting exchanges and cooperation among them. They also work together to promote the sustainable development of the tourism industry and to form a tourism-industrial chain featuring airline companies, tourism companies, hotels, financial services and media. The federation helped establish a direct route between Beijing and Washington, D.C. by Air China. The China International Travel Service also arranged for 7,000 tourists to visit Los Angeles, which not only boosted resource sharing among WTFC members but also made traveling simpler for tourists.

4. Building six platforms

The WTFC will continue to use its resources to construct six platforms to provide quality services to members. First, an information platform: The federation will make better use of its media platform to publicize member cities and



release relevant travel information, ultimately building a prestigious information platform within the international tourism industry. Second, an academic platform: The federation will make good use of its expert committee and publications to share its academic research achievements on a regular basis and offer counseling services to members and non-members. Third, a data platform: The federation will establish member-city tourism resources, tourism statistics and service-evaluation databases as well as regularly publish annual reports on tourism-city development to offer counseling services to members and non-members and information services to tourism-business management personnel and tourists. Fourth, an activity platform: The federation will hold annual meetings, exhibitions, forums and business-negotiation conferences to offer members bilateral or multilateral cooperation opportunities. Fifth, a cooperation platform: The WTFC will make full use of its four sub-branches to increase exchanges and cooperation among member cities and tourism institutes resulting in mutual benefits. Sixth, a training platform: The federation will train personnel, improve management and administrative skills among tourism professionals, and

provide intellectual support for tourism enterprises.

5. We Media

The WTFC We Media is a cross-media and multi-terminal comprehensive tourism promotion- and marketing-service system that integrates the Internet, mobile media, social media and outdoor media, as well as TV, broadcast, newspaper and magazines. It's an important channel for the federation and its members to share information and promote products. We Media is also an authoritative platform for travelers to get information and consumer services.

Members can access official tourism-consulting information through the media center and showcase their own tourism attractions, cultural heritage, customs and travel tips through videos and animations. We Media will expand the influence of the WTFC and its members, upgrade information systems in tourism destinations, and offer information to tourists. It will boost effective information and resource sharing among members and spread the federation's electronic publications.