

# 世界旅游城市联合会成立大会暨北京香山旅游峰会

The World Tourism Cities Federation's Inauguration and the Beijing Fragrant Hills Tourism Summit



中国·北京



## 聚焦

### 世界旅游城市联合会2012-2013

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，是由世界各国、各地区的旅游城市，与旅游有关的机构自愿结成的非营利性非政府组织，以“旅游让城市生活更美好”为核心理念，以促进全球旅游业发展为目的。目前，联合会已经有百余个国际城市和旅游机构成为了正式会员。成立一年以来，世界旅游城市联合会取得了重大成就。2013年9月12日-14日将迎来世界旅游城市联合会第二届理事会暨2013年北京香山旅游峰会。届时，百余个城市和机构的会员代表将齐聚北京，围绕旅游业的发展进行讨论，研究世界经济复兴中的旅游城市发展走势。

The World Tourism Cities Federation (WTOTF) is the premier international tourism organization, which takes cities as its focus in the world. It is a non-profit, nongovernmental organization voluntarily formed by tourism cities and tourism-related organizations of various countries and regions of the world. Under the core idea of Better City Life through Tourism, WTOTF aims at promoting the development of the tourism industry throughout the world. At present, more than 100 world-renowned tourism cities and organizations have joined the Federation. WTOTF has achieved great success since its foundation in 2012.

From 12 to 14 September 2013, we will hold the 2nd WTOTF Council & 2013 Beijing Fragrant Hills Tourism Summit. More than 100 WTOTF member cities and institutions will gather in Beijing for a discussion on the development of tourism industry and the future of tourism cities in a recovering global economy.

# WTCF大事记

# Chronicle of WTCF



**2012年9月15日 September 15, 2012**

世界旅游城市联合会成立大会暨首届香山旅游峰会在北京开幕  
Inaugural Meeting of the World Tourism Cities Federation (WTCF) and Beijing Fragrant Hills Tourism Summit opened in Beijing



**2012年12月 December, 2012**

世界旅游城市联合会秘书长鲁勇访问希腊雅典、爱丁堡、威尔士、日内瓦、苏黎世等地  
Lu Yong, Secretary-General of World Cities Federation Secretariat, visited Athens, Edinburgh, Wales, Geneva, and Zurich etc.



**2013年1月和5月 January & May, 2013**

世界旅游城市联合会秘书处一行访问非城市会员美国国际旅游公司ATI  
WTCF Secretariat visited the non-city member of WTCF - American Tours International



**2013年3月22日 March 22, 2013**

世界旅游城市联合会与莫斯科旅游及酒店委员会签署旅游合作备忘录  
WTCF and the Committee for Tourism and Hotel Industry of Moscow signed a MOU



**2013年3月27日至3月31日 March 27, 2013 - March 31, 2013**

雅典市市长乔治·卡米尼斯和市政委员会主席福迪斯·普罗瓦塔斯率代表团访问北京，与世界旅游城市联合会达成多项合作意向  
The mayor of Athens George Kaminis, Athens Municipal Council Chairman Fotis Pravotas, and their delegation visited Beijing and reached an agreement in cooperation with WTCF

**2013年5月8日 May 8, 2013**

世界旅游城市联合会在联合国总部主办“可持续城市发展与旅游”圆桌会议，并与国际健康与环境组织签署合作协议  
WTCF organized the UN Work Luncheon on Sustainable Urban Development and Tourism, and signed a memorandum of understanding on cooperation with the International Health and Environmental Organization



**2013年5月27日 May 27, 2013**

世界旅游城市联合会秘书处喜迁新址  
WTCF Secretariat moved into its new office



**2013年6月 June, 2013**

世界旅游城市联合会秘书处，访问芝加哥、里约热内卢、圣地亚哥等城市  
WTCF Secretariat visited Chicago, Rio de Janeiro, Santiago and other cities



**2013年6月25日 June 25, 2013**

世界旅游城市联合会专家委员会成立  
The Committee of Experts of the WTCF was founded



**2013年9月12日 September 12, 2013**

2013年世界旅游城市北京香山旅游峰会暨世界旅游城市联合会第二届理事会在北京召开，民航分会、旅游相关企业分会和媒体分会成立  
2013 World Tourism Cities Federation Council and the Second Beijing Fragrant Hills Tourism Summit will be held in Beijing, and Committee of Aviation, Committee of Tourism-Related Businesses and Committee of Media will be established





签署《北京宣言》

## 世界旅游城市联合会成立大会暨首届香山旅游峰会在京召开

2012年9月15日，世界旅游城市联合会（WTCF）成立大会暨首届香山旅游峰会在中国首都北京隆重召开。世界旅游城市联合会是由北京率先倡导，与世界众多著名旅游城市共同发起的，由世界各国各地区的旅游城市、与旅游有关的机构自愿结成的非营利性国际非政府组织，是全球第一个以城市为主体的国际旅游组织。

世界旅游城市联合会的发起成立，得到了世界三大旅游组织——世界旅游组织（UNWTO）、世界旅游及旅行理事会（WTTC）、亚太旅游协会（PATA）——的高度关注和积极评价。世界旅游组织秘书长塔勒布·瑞法依先生、世界旅游及旅行理事会CEO兼总裁大卫·斯克斯尔先生、PATA首席执行官贵马田先生分别致函世界旅游城市联合会表示祝贺。世界旅游城市联合会的成立，也得到了世

界知名旅游城市的支持。世界旅游组织（UNWTO）秘书长塔勒布·瑞法依先生表示，以“旅游让城市生活更美好”为核心理念创立的世界旅游城市联合会（WTCF），在提升世界各城市对旅游业重要性的广泛共识方面有着其独特而重要的意义。亚太旅游协会（PATA）首席执行官贵马田先生表示，我们坚信，世界旅游城市联合会（WTCF）成立后将汇聚旅游城市、机构和个人各方力量，积极实践其“旅游让城市生活更美好”的核心理念和发展愿景，并通过一系列富有成效的合作和交流，进一步推动国际旅游城市社会经济的全面进步和旅游目的地品牌的建立推广。世界旅游及旅行理事会（WTTC）CEO兼总裁大卫·斯克斯尔先生表示，我深信，在不远的将来，世界旅游城市联合会将建立起旅游城市间对话的高层平台，进一步促进旅游城市间的沟通和交往。

大会以“旅游让城市生活更美好”为主题，3天会期中，共举办了会员大会、首届理事会、世界旅游城市博览会、北京香山旅游峰会、专区交流、世界旅游城市联合会成立大会、世界旅游城市电影展映、世界旅游城市美食汇、颁奖晚会等会议及活动。

会议签署了《北京宣言》，与会代表就世界旅游业在新的历史环境中的发展达成共识：共同关注世界旅游业发展，共同创新合作机制，丰富合作内容，提升合作水平，打造具有可持续发展能力的国际旅游组织，为促进人类文明的共有、共享、共创、共赢，推动世界和平与发展贡献力量。

这是一次和谐的大会，和平、发展是与会代表的共同愿望，“旅游让城市生活更美好”成为联合会全体会员的共同期盼。

这是一次成功的大会，开创了世界旅游城市的联合，在世界旅游业发展史上树立了一座新的里程碑。



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## Inaugural Meeting of the World Tourism Cities Federation and Beijing Fragrant Hills Tourism Summit Held in Beijing

Inaugural Meeting of the World Tourism Cities Federation (WTCF) and Beijing Fragrant Hills Tourism Summit were held on September 15th, 2012 in Beijing. WTCF is a nonprofit, non-governmental international organization pioneered by Beijing, co-sponsored with many famous tourist cities, and participated by numerous tourist cities and organizations over the world, and it's the world's first city-oriented international tourism organization.

United Nations World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), and Pacific Asia

Travel Association (PATA) all followed with great interest and made positive comments on the initiation and establishment of WTCF. The UNWTO Secretary General Mr. Taleb Rifai, the CEO of PATA Mr. Martin J. Craigs, and the CEO and president of WTTC Mr. David Scowson sent congratulatory letters to WTCF respectively. The establishment of WTCF was also supported by famous international cities. The UNWTO Secretary General Mr. Taleb Rifai said that WTCF, established under the theme of "Tourism Makes City Life Better", is of unique and important significance to the building of consensus on the importance



of tourism to cities around the world. The CEO of PATA Mr. Martin J. Craigs said that the establishment of WTCF would combine the strengths of tourism cities, institutions and individuals to practice the idea of "Better City Life through Tourism", promote the social and economic development of world tourism cities, and the image of tourist cities by effective cooperation and communication. The CEO and president of WTTC Mr. David Scowson said that in the near future WTCF would build a high level platform for dialogues among tourism cities and promote the communication and exchanges among them.

Under the theme of "Tourism Makes City Life Better", the three-day summit included such activities as general assembly, the first council, world tourism city expo, Beijing Fragrant Hills Tourism Summit, zones for exchanges, the inaugural meeting of WTCF, world tourism city movie show, world tourism city food show, and award ceremony, etc..

The federation signed Beijing Declaration, and delegates reached a consensus on the development of tourism in the new historical environment: jointly focusing on the world tourism development, establishing co-innovation cooperation mechanism, enriching the content of cooperation, enhancing the level of cooperation, and building the sustainable international tourism organizations, so as to contribute to the sharing, co-creation and win-win of the human civilization and the peaceful development of the world.

This is a harmonious assembly; peace and development are the common aspirations of delegates. "Better City Life through Tourism" becomes the common aspiration of all delegates.

This is a successful general assembly, at which WTCF is established. Its establishment sets up a milestone in the history of the world tourism development.



世界旅游城市联合会新办公地址 WTCFS new office



# 世界旅游城市联合会获联合国支持 确认国际组织地位

## ——联合会与联合国健康与环境组织建立战略合作伙伴关系

2013年5月8日（美国纽约当地时间），在联合国总部召开了由世界旅游城市联合会、中国常驻联合国代表团、国际健康与环境组织共同主办的联合国“可持续城市发展及旅游”圆桌会议暨合作备忘录签约仪式。会议由中国常驻联合国代表李保东大使主持，世界旅游城市联合会理事会主席、北京市市长王安顺和联合国常务副秘书长埃利亚松出席会议并致辞。

会议伊始，联合国常务副秘书长埃利亚松先生即对世界旅游城市联合会的国际组织地位、发展宗旨和核心理念

表示高度认同，并在致辞中提出，政府、旅游业和普通民众应携手推进旅游业的可持续发展，努力确保城市和旅游可持续发展成果的广泛、平等共享，共同努力保护生态系统，为城市增长和旅游发展奠定基础。

世界旅游城市联合会理事会主席、北京市市长王安顺先生在致辞中表示，世界旅游城市联合会的成立为推动世界旅游市场和旅游文化的交流、促进各国人民之间更为活跃的社会交往、实现联合国所提出的千年发展计划中所强调的“开放世界的融合”提供了重要的平台。他表示，愿

与各旅游城市共同携手，呵护人类赖以生存的地球家园，共同构筑世界各国发展和交融的桥梁。

在联合国常务副秘书长埃利亚松先生和世界旅游城市联合会理事会主席、北京市市长王安顺先生见证下，由世界旅游城市联合会秘书长、北京市旅游发展委员会主任鲁勇先生和国际健康与环境组织轮值主席、科摩罗常驻联合国代表卡昂比·卢比尼先生签署了合作谅解备忘录。双方声明，世界旅游城市联合会与国际健康与环境组织建立战略合作伙伴关系，认同旅游是传播文明、交流文化、增进友谊的桥梁，是人类生活水平提高的一个重要指标，是拉动经济发展的重要动力。双方承认现代旅游业对城市可持续发展的积极作用，重视旅游业对解决健康与环境问题的积极作用。双方期望加强与世界旅游城市、旅游机构的协调合作，共谋城市可持续健康发展大计。

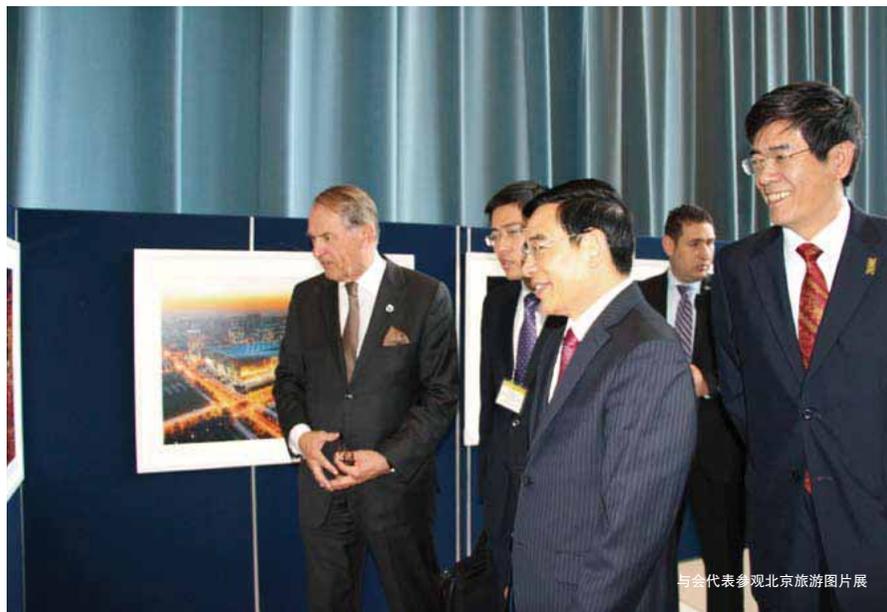
世界旅游城市联合会理事会主席、北京市市长王安顺先生欢迎国际健康与环境组织出席世界旅游城市联合会将于今年9月在北京举办的“北京香山旅游峰会”，体验北京文化魅力，共商合作发展大计。



联合国常务副秘书长埃利亚松致辞



王安顺市长与潘基文秘书长合影



与会代表参观北京旅游图片展

# WTCF Recognized by the United Nations Gains Support Status as an International Organization

The World Tourism Cities Federation and the United Nations Organization of Health and the Environment Have Established a Strategic Cooperative Partnership



Speech of Mr. Wang Anshun , Mayor of Beijing

On May 8, 2013 (New York local time), the United Nations' "sustainable city development and tourism" round table meeting hosted by the World Tourism Cities Federation, China's Permanent Mission to the United Nations and International Health and Environmental Organization, and the signing ceremony of the cooperation memorandum book, were held in the headquarters of the United Nations. The meeting was presided over by Li Baodong, China's Permanent Representative to the United Nations. President of the Council of World Tourism Cities Federation and the Mayor of Beijing, Wang Anshun, and Deputy Secretary-General of the United Nations Eliasson attended the meeting and delivered their speeches.

As soon as the meeting began, Mr. Eliasson, Deputy Secretary-General of the United Nations expressed his high recognition to the status as an international organization, the development goals and the core concept of the World Tourism Cities Federation. In his speech, he proposed that governments, the tourism industry and common citizens should cooperate to boost the sustainable development of the tourism industry, try to make sure to fairly share the universality and equity of the sustainable achievements of cities and tourism, work together to protect the ecosystem and finally lay a good foundation for city growth and tourism development.

Wang Anshun, Chairman of the World Tourism Cities Federation and Mayor of Beijing, said in his speech the World Tourism Cities Federation has promoted the communication of the world's tourism market, tourism culture, social interaction among people from all over the world and provided an important stage for the accomplishment of "open world fusion" which is emphasized by the "implementation in one thousand years" plan proposed by the United Nations. He said that he is willing to work with all tourism cities, to protect the earth where we live and build a bridge for the development and fusion of the whole world.

The Deputy Secretary General of the United Nations, Mr. Jan Eliasson and the Chairman of the World Tourism Cities Federation and the Mayor of Beijing, Wang Anshun, have witnessed the World Tourism Cities Federation together. The Secretary General of the World Tourism Cities Federation and Director of the Beijing Municipal Commission of Tourism Development, Mr. Luyong and



UN Secretary-General Ban Ki-Moon and Mr. Wang Anshun & Ambassador Li Baodong

rotating Chairman of the international organization of health and the environment, permanent representative of Comorin to the United Nations, Mr. Kaambi Roubani signed the memorandum of cooperation together. The two sides stated that the World Tourism Cities Federation and the International Health and Environmental Organization have established a strategic cooperative partnership, agree that tourism is to spread civilization, communication of culture and promote the bridge of friendship. It is an important indicator of the improvement of human living standards and the important driving force of the development of the economy. Both sides acknowledged the important effect of the modern tourism industry on the sustainable development of cities. It has positive effects to stress the development of the tourism industry. Both sides hope to strengthen coordination and cooperation with world tourist cities, tourism agencies, to achieve sustainable and healthy development of cities.

The Chairman of the World Tourism Cities Federation and Mayor of Beijing, Wang Anshun invited the International Organization of Health and the Environment to attend the "Beijing Fragrant Hills Summit" which will be held in September in Beijing, experience the cultural charm of Beijing and discuss cooperation and development together.

# 世界旅游城市联合会 成立专家委员会

2013年6月25日，世界旅游城市联合会（以下简称“联合会”）专家委员会在北京香山饭店成立。北京市副市长程红，世界旅游城市联合会秘书长鲁勇出席会议。

专家委员会是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15位业界专家学者组成，15人中有10位出自美、英、日、澳大利亚、奥地利等国家，5位来自中国。专家委员会旨在通过专家的学术研究活动，为联合会提供智力支持，为各个会员城市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。

程红副市长对专家委员会的成立表示热烈祝贺。她表示，专家委员会的成立，为联合会构建了坚实的学术平台，将为进一步提升联合会的学术研究水平，推动联合会决策的民主化、科学化进程。要充分发挥广大专家学者咨询建议的作用，通过专家委员会和会员城市、机构的共同努力，把联合会打造成全球旅游行业的达沃斯论坛。

世界旅游城市联合会秘书长、北京市旅游委主任鲁勇指出，专家委员会的成立，为联合会在各个旅游城市之间形成统一的服务规范、统一的服务理念、便捷的服务方式、有效的沟通机制方面提供了有力的智力支

持。这些专家们来自全球各个国家，在业内和学术界都享有很高的声望。而这些恰恰为联合会更好地发挥作用和更好地实现科学发展奠定了一个有力的基础。通过专家们的努力，可以更好地为世界旅游城市联合会提供智力支持、提供学术成果、提供整个引领世界旅游城市可持续发展的标准规范和风向标。

中国旅游研究院魏小安教授当选专家委员会主任委员，普渡大学莫里森教授、北京交通大学张辉教授、北京第二外国语学院邹统钎教授当选副主任委员。

与会专家对《专家委员会章程》、《世界旅游城市评价体系》以及《世界旅游城市服务基本框架(北京共识)》等文件进行了深入讨论。专家委员会的工作目标是：一、每年研讨并发布世界旅游城市评价体系。二、每年撰写年度世界旅游城市发展报告。三、建立日常交流机制，加强专家委员间的沟通、交流和理解。四、研究联合会委托的重要课题和各会员单位提出的规划、发展等问题，并及时汇报研究成果。

在今年9月份举办的第二届北京香山旅游峰会上，将发布《世界旅游城市服务基本框架（北京共识）》，建立各个城市共同遵守的旅游服务基本规范。



专家委员会成员合影



与会专家就各项问题进行研讨



Experts of the WTCF



## The Committee of Experts of the WTCF Founded in Beijing

On June 25, 2013, the Committee of Experts of the WTCF was founded at BTG Fragrant Hill Hotel. Cheng Hong, Deputy Mayor of Beijing and Lu Yong, Secretary General of the WTCF attended the meeting.

The Expert Committee is the top consultancy organization and insight group and is made up of 15 experts and scholars from well-known global tourism organizations and tourism colleges. It is to provide brainstorming support for the WTCF and promote the development of global tourism cities via academic research activities.

Deputy Mayor Cheng Hong gave her warm congratulations towards the foundation of the Expert Committee. She said that the foundation of the Expert Committee provides a solid academic platform for the WTCF and exerts a positive and profound influence on improving the levels of academic research of the WTCF, promoting the progress of democratized and scientific decision-making processes and benefitted by receiving suggestions from experts. She also expressed her hope to work together with member cities and organizations to make the WTCF a Davos Forum in the global tourism industry.

Lu Yong, Secretary General of the WTCF and Director of the Beijing Tourism Committee pointed out that the foundation of the Expert Committee helps provide a powerful insight support arm for forming standard service regulations, standard service beliefs, convenient service methods and an effective communication mechanism in the WTCF. It holds a high reputation in the tourism industry and academia. This helps lay a solid foundation for WTCF's further performance and realization of scientific development. The efforts of the experts

will be much obliging in providing wisdom support for the WTCF, academic achievement and standard regulations and direction which can lead to the sustainable development of world tourism cities.

In the meeting, Professor Wei Xiao'an from China Tourism Academy was elected Chairman of the Expert Committee, Professor Morrison from Purdue University, Professor Zhang Hui from Beijing Jiaotong University and Professor Zou Tongqian, from Beijing International Studies University were elected Vice Chairmen of the Expert Committee.

Discussions about the "Expert Committee Charter", "World Tourism City Appraisal System", and "Fundamental Framework of World Tourism City Service (Beijing Consensus)" were carried out at the meeting. Experts present brainstormed and expressed their own points of views. The four objectives of the Expert Committee are as follows. First, the appraisal system on world tourism cities will be discussed and published annually. Second, the annual report on the development of world tourism cities will be made available each year. Third, daily communication mechanisms will be established to strengthen the communication and mutual comprehension between expert members. The last is to research issues of the WTCF and development plans of the city members and to report the research achievement results on time.

The "Fundamental Framework of World Tourism City Service (Beijing Consensus)" is to be published during the Second Fragrant Hills Summit in September, 2013 to set up the fundamental regulations of tourism service for each city.

# 世界旅游城市联合会 成立三大分会

2013年9月，世界旅游城市联合会成立一年之际，民航分会、媒体分会、旅游相关企业分会将正式建立，这是世界旅游城市联合会成立以来不断探索、研讨，与各个城市加强沟通交流的结果。三大分会的成立，将完善世界旅游城市联合会的组织机构，为与旅游相关的各产业之间的持续共同发展创立良好的基础。



广州塔夜景



广州海印大桥



广州白云机场

民航分会发起成员单位名单 Former Members of the Committee of Aviation Operators	媒体分会发起成员单位名单 Former Members of the Committee of Media Organizations
<ol style="list-style-type: none"> <li>1. 中国国际航空股份有限公司 (CA)</li> <li>● Air China Limited</li> <li>2. 新西兰航空(NZ)</li> <li>● Air New Zealand</li> <li>3. 韩亚航空(OZ)</li> <li>● Asiana Airlines</li> <li>4. 英国航空公司 (BA)</li> <li>● British Airways</li> <li>5. 国泰航空有限公司 (CX)</li> <li>● Cathay Pacific Airways Limited</li> <li>6. 中国东方航空股份有限公司 (MU)</li> <li>● China Eastern Airlines Corporation Limited</li> <li>7. 中国南方航空股份有限公司 (CZ)</li> <li>● China Southern Airlines Company Limited</li> <li>8. 重庆机场集团</li> <li>● Chongqing Airport Group</li> <li>9. 广东省机场管理集团公司</li> <li>● Guangdong Airport Authority</li> <li>10. 香港航空</li> <li>● Hong Kong Airlines</li> <li>11. 湖北机场集团</li> <li>● Hubei Airport Group</li> <li>12. 四川机场</li> <li>● Sichuan International Airport</li> </ol>	<ol style="list-style-type: none"> <li>10. 中国铁道旅游联盟</li> <li>● China Railway Tourism Union</li> <li>11. 中国旅行社总社有限公司</li> <li>● China Travel Service Head Office Co.,Ltd</li> <li>12. 中国银联股份有限公司</li> <li>● China Union Pay</li> <li>13. Club Med 地中海俱乐部</li> <li>● Club Méditerranée</li> <li>14. 哥诗达邮轮公司</li> <li>● Costa Crociere S.p.A.</li> <li>15. DFS 环球免税集团</li> <li>● DFS Group Limited</li> <li>16. 中国工商银行股份有限公司</li> <li>● Industrial and Commercial Bank of China Limited</li> <li>17. 日航饭店公司</li> <li>● JAL Hotels Company, Ltd.</li> <li>18. 日本交通公社</li> <li>● JTB Corp.</li> <li>19. 凯宾斯基酒店</li> <li>● Kempinski Hotel</li> <li>20. 瑞士旅业集团</li> <li>● Kuoni Group Travel Experts</li> <li>21. 万事达卡国际组织</li> <li>● MasterCard International</li> <li>22. 皇家加勒比游轮船务 (中国)</li> <li>● Royal Caribbean Cruises Services (China) Ltd.</li> <li>23. 上海春秋国际旅行社 (集团) 有限公司</li> <li>● Shanghai Spring International Travel Service (Group) Co.Ltd</li> <li>24. 天巡</li> <li>● Skyscanner Limited</li> <li>25. 泰康人寿保险股份有限公司</li> <li>● TaiKang Life Insurance Co.,LTD</li> <li>26. 德国途易国际旅游集团</li> <li>● Tui AG</li> <li>27. 海威尔汉莎旅游集团</li> <li>● Via Hansa Ltd</li> </ol>
<ol style="list-style-type: none"> <li>1. 美国运通公司</li> <li>● America Express</li> <li>2. 美国国际旅游公司</li> <li>● AmericanTours International</li> <li>3. A&amp;K集团</li> <li>● Abercrombie &amp; Kent</li> <li>4. 北京工美集团有限责任公司</li> <li>BeijingGongmei Group Co.,Ltd</li> <li>5. 北京首都旅游集团</li> <li>● Beijing Tourism Group</li> <li>6. 北京神舟国际旅行社集团有限公司</li> <li>● BTG International Travel&amp;Tour</li> <li>7. 嘉年华(亚洲)集团</li> <li>● Carnival Corporation &amp;Plc</li> <li>8. 中青旅控股股份有限公司</li> <li>● China CYTS Tours Holding Co.,Ltd</li> <li>9. 中国国际旅行社总社有限公司</li> <li>● China International Travel Service Limited, Head Office</li> </ol>	<ol style="list-style-type: none"> <li>1. 中央电视台 China Central Television</li> <li>2. 中国日报社 China Daily</li> <li>3. 中国新闻社 China News Service</li> <li>4. 中国国家地理杂志社 Chinese National Geography Magazine</li> <li>5. 新浪网 SINA</li> <li>6. 新京报社 The Beijing News</li> <li>7. 香港文汇报 WenWeiPo</li> </ol>

2013年9月，世界旅游城市联合会成立一年之际，民航分会、媒体分会、旅游相关企业分会将正式建立，这是世界旅游城市联合会成立以来不断探索、研讨，与各个城市加强沟通交流的结果。三大分会的成立，将完善世界旅游城市联合会的组织机构，为与旅游相关的各产业之间的持续共同发展创立良好的基础。

世界旅游城市联合会民航分会 (WTCF Committee of Aviation) 致力于搭建城市、机场、航空公司之间沟通、交流与合作的平台。通过行业内外的对话、联系与协作，促进航空运输市场的开发和相关资源的利用，推动城市间旅游的便利化和规模化发展。民航分会的主发起人为首都机场集团公司 (CAH) 和中国国际航空股份有限公司 (Air China)。

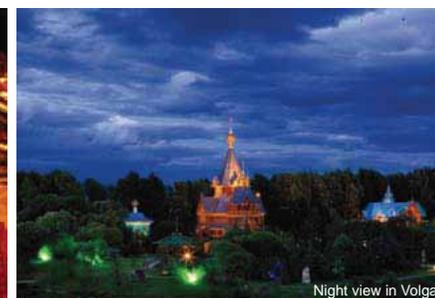
世界旅游城市联合会媒体分会 (WTCF Committee of Media) 致力于打造推动国际旅游业发展和城市发展的

媒体交流平台。是以旅游为基础提升城市经济、文化发展的评价者、研究者和推进者。作为联合会关联产业的智库和传播者，媒体分会将开展世界旅游城市间的信息交流和形象传播，促进世界旅游城市间 (政府、业界、关联业界) 的充分合作。媒体分会的七家发起者为新京报、中央电视台、中国日报、香港文汇报、中新社、新浪网、中国国家地理杂志。

世界旅游城市联合会旅游相关企业分会 (WTCF Committee of Tourism-Related Businesses) 由具有资质品牌优势和市场影响的、与旅游业密切相关大型企业组成，通过成员间的国际交流与合作，在互利共享的机制下，实现为会员服务、为旅游服务、为社会服务的目标，搭建城市与企业之间、企业与企业之间交流对话的平台，共同致力于旅游业的可持续发展，实现“旅游让城市生活更美好”的共同理念。

# WT CF to Establish Three Branch Committees

In September 2013, Committee of Aviation, Committee of Media and Committee of Tourism-Related Businesses will be established at the first anniversary of WT CF . This is resulted from WT CF 's continuous exploration and research, and strengthening communication with cities since its foundation. The establishment of the three committees will improve the organization structure of WT CF and build a good base for the sustainable development of tourism-related industries.



WT CF Committee of Aviation is committed to building a platform for the communication, exchanges and cooperation among cities, airports and airlines. Both the development of air transportation market and the utilization of related resources and the facilitation and scale of intercity travel will be promoted through dialogues, communication and cooperation in the industry and with other industries. This committee is initiated by CAH and Air China.

WT CF Committee of Media is committed to building a media communication platform to improve the development of international tourism industry and cities. It evaluates, researches, and promotes the development of urban economy and culture based on tourism. As the think tank and transmitter of WT CF related industries, WT CF Committee of Media will carry out information exchange and image promotion and fully promote the cooperation of

governments, media and related industries among world tourism cities. The committee is initiated by Beijing News, CCTV, China Daily, Hong Kong WenweiPo, China News Service, SINA and Chinese National Geography.

WT CF Committee of Tourism-Related Businesses is made up of large enterprises with qualified brand advantage and market influence and closely related to tourism. It is committed to the goal of serving the members, tourism and society and building a platform for the communication between cities and enterprises and dialogues among enterprises through international communication and cooperation among the members based on the mechanism of mutual benefit and sharing, sustainable development of tourism, and the common idea of "tourism makes city life better".

# 世界旅游城市联合会 促进城市间交流

世界旅游城市联合会的成立，对于促进世界各国旅游城市间的沟通和交往有极大的促进作用。联合会在成立的一年时间里，多次出访会员单位及意向城市，也多次接待来自世界各地的代表团，将旅游城市间的关系拉得更近。



韩国釜山



### 2012年12月，秘书长鲁勇访问雅典、威尔士、伦敦、爱丁堡、日内瓦、苏黎世等地

2012年12月7日至12日，受世界旅游城市联合会理事会主席、北京市代市长王安顺委托，世界旅游城市联合会秘书长鲁勇一行前往雅典、威尔士、伦敦、爱丁堡举行新会员接纳仪式。

12月7日，在世界旅游城市联合会接纳雅典成为新会员仪式上，雅典市市长卡米尼斯（KAMINIS）先生、副市长普诺维塔斯（PROVATAS）先生表示，加入由北京倡导发起建立的世界旅游城市联合会是雅典的荣誉。旅游是雅典的主导产业和重要资源，雅典将积极参加联合会的活动，期待通过加入这一组织增强与各会员之间的合作交流特别是北京的交流与合作。

12月10日，世界旅游城市联合会接纳英国威尔士为会员的仪式在威尔士首府卡迪夫市的布鲁内尔会议厅隆重举行。威尔士旅游局局长玛伦（MANON）女士在仪式上表示，威尔士加入世界旅游城市联合会后，将积极参与联合会各项活动，现在就开始启动出席2013年10月在北京举办的世界旅游城市联合会年会暨北京香山旅游峰会的各项筹备工作。

在9月15日世界旅游城市联合会成立大会上，伦敦市是作为观察员城市出席的。通过见证这一国际旅游组织成立之初举办的一系列独具影响力和吸引力的活动后，伦敦决定申请加入这一组织。为更好地了解联合会的情况，伦敦发展署特别在签约前邀请世界旅游城市联合会秘书处访问伦敦。12月11日，伦敦发展署主管旅游的副署长卡佩尔（CHAPPELL）女士与来访的联合会秘书处进行了充

分的沟通，原定以后适当时机再签署入会协议的伦敦市，当即决定当场签署入会协议。卡佩尔女士在签字仪式上表示，这样一个充满活力又互利共赢的国际旅游组织，我们为什么不尽早加入呢？

12月12日，苏格兰爱丁堡加入世界旅游城市联合会的签字仪式在爱丁堡市政厅隆重举行。爱丁堡市市长唐纳德·威尔逊当天在爱丁堡市政厅举行的世界旅游城市联合会接纳爱丁堡为正式会员仪式上致辞说，爱丁堡市很高兴加入世界旅游城市联合会。爱丁堡市制定的2020年旅游战略很重视旅游经济对城市发展的重要性，与其他世界主要城市的协作对爱丁堡来说也非常重要。爱丁堡旅游行动组织主席罗宾·沃斯诺普代表爱丁堡郑重签署了加入世界旅游城市联合会的申请协议。

获悉世界旅游城市联合会出访欧洲信息后，瑞士的日内瓦和苏黎世两市政府也对加入联合会表示出浓厚的兴趣，盛情邀请联合会秘书处的工作人员顺访两市。日内瓦旅游会议局局长乔宾（JOBIN）先生、日内瓦会议局会议部部长洛特斯切爾（LOETSCHER）女士与联合会秘书处工作人员进行了友好的交谈，并就日内瓦加入联合会事宜进行了深入的探讨，日内瓦相关负责人明确表示2013年年初将正式启动加入联合会的程序。苏黎世前市长、现旅游局局长莱德杰贝尔（LEDERGERBER）先生就加入联合会事宜进行了充分的沟通，表示将认真考虑正式入会事宜并将给予积极回复。瑞士联邦外交部、瑞士国家旅游局也分别与联合会工作人员进行友好积极的沟通交流，表示将积极促进瑞士的国际知名旅游城市尽早加入世界旅游城市联合会。

### 2013年，秘书处对非城市会员美国国际旅游公司ATI进行工作访问

当地时间2013年1月和5月，世界旅游城市联合会秘书长鲁勇带领秘书处工作人员两次访问总部位于洛杉矶的联合会非城市会员美国国际旅游公司（以下简称ATI公司），并与其董事长汉努瑶女士（Ms. Noel Irwin Hentschel）进行了友好会谈。

双方就联合会在美国会员发展的模式、2013年大会议题和ATI公司如何在联合会中发挥更大作用等问题进行

了深入探讨，ATI公司董事长汉努瑶女士表示愿意和联合会一起吸引更多美国航空公司、金融机构、旅行社等相关旅游机构的加入，并为这些机构的加入提供帮助和支持。同时，ATI公司希望向联合会提出申请在美国举行世界旅游城市联合会会员发展交流会。汉努瑶女士还向联合会提出建议，世界旅游城市联合会应设立旅行社分会，以进一步加强旅行社之间的资源共享和合作优化。会谈最后，联合会有关负责人向汉努瑶女士和顾涛先生发出了参加2013年世界旅游城市联合会理事会和香山旅游峰会的邀请。





莫斯科签约



WTTC访问ATH

### 2013年3月22日，WTTC与莫斯科旅游及酒店委员会签署旅游合作备忘录

2013年3月22日，莫斯科。

在2013年俄罗斯“中国旅游年”开幕之际，由北京发起的世界旅游城市联合会与莫斯科旅游及酒店委员会签署旅游合作备忘录，就进一步加强世界旅游城市联合会与莫斯科的旅游合作，特别是俄罗斯“中国旅游年”期间，莫斯科与世界旅游城市联合会的旅游合作以及与北京的旅游合作达成共识，双方将在旅游资源推介、活动信息宣传、组织互访交流和开展互惠交流等方面开展深度合作。北京市旅游发展委员会主任、世界旅游城市联合会秘书长鲁勇与莫斯科市旅游及酒店管理委员会主席施皮尔科·谢尔盖在合作备忘录上签字。

根据合作备忘录，世界旅游城市联合会将加强与莫斯科旅游委的沟通合作，积极配合俄罗斯“中国旅游年”相关活动，并通过各种渠道向世界旅游城市联合会的城市会员、非城市会员及合作媒体发布信息，促成赴莫斯科及俄罗斯游客出游。莫斯科作为世界旅游城市联合会的重要会员、将在促进世界旅游城市联合会各城市之间旅游合作中发挥更加积极的作用。据了解，2012年中国“俄罗斯旅游年”期间，双方积极合作，促成了50个俄罗斯家庭到北京民宿交流，产生了积极的成果，收到了广泛的好评。双方希望通过合作备忘录的签署，积极拓展合作渠道，创新合作方式，为北京和莫斯科的旅游合作、为世界旅游城市联合会各成员之间的旅游合作共赢发展探索新的途径。

### 世界旅游城市联合会会晤雅典市代表团

2013年3月27日至3月31日，雅典市市长乔治·卡米尼斯和市政委员会主席福迪斯·普罗瓦塔斯率代表团访问北京，期间与世界旅游城市联合会秘书处进行多次深度会

晤，达成多项合作意向。

3月27日下午，雅典旅游机构代表团拜访联合会秘书处，与联合会秘书处及中旅、国旅、中青旅、神舟国旅、凯撒旅游、众信国旅、悠悠国际和康辉旅行社等8家知名旅游企业代表进行商务交流。

秘书处介绍了联合会的发展情况，并向参会的雅典旅游企业发出入会邀请。雅典发展与旅游管理代理公司总裁加里诺斯先生则详细介绍了雅典市和希腊旅游的现状，并表示对今后与联合会及旅游机构的合作方式充满兴趣；雅典旅游企业代表欢迎联合会及旅游机构访问希腊，加大对雅典旅游资源的宣传力度。国旅副总裁刘武雄先生和中青旅副总裁李京女士分别就雅典旅游营销、推广雅典旅游的宣传策略提出了建议。

3月29日上午，秘书处代表出席“北京-雅典合作委员会”第一次会议，希望与中南欧首都城市联盟(UCSEEC)密切合作，吸引更多城市加入世界旅游城市联合会；促进雅典与联合会非城市会员间的商业合作；邀请雅典市代表出席2013年世界旅游城市北京香山旅游峰会。

3月29日下午，世界旅游城市联合会理事会主席、北京市市长王安顺，世界旅游城市联合会秘书长鲁勇会见了希腊雅典市市长乔治·卡米尼斯和市政委员会主席福迪斯·普罗瓦塔斯。王市长希望借此契机，促进两市进一步拓展合作渠道，推动友好关系务实发展。卡米尼斯市长表示，不断加强在北京在投资、教育、文化等领域的交流与合作，实现互利共赢。

3月30日下午，鲁勇秘书长会见雅典市市政委员会主席福迪斯·普罗瓦塔斯。双方就深化双边旅游合作进行了详细商讨。普罗瓦塔斯先生表示，将在中南欧首都城市联盟(UCSEEC)的15个会员城市中积极宣传世界旅游城市联合会，并邀请他们加入联合会。鲁勇秘书长表示，将积极

发挥联合会的平台作用，推介雅典旅游资源。

### 世界旅游城市联合会一行访问纽约、费城、华盛顿、渥太华

2013年5月8日，世界旅游城市联合会在联合国成功举行了与世界健康与环境组织的合作签约仪式暨“可持续发展与旅游”圆桌会议后，秘书长鲁勇一行于5月9日-12日，应邀访问了纽约、费城、华盛顿、渥太华，就对方关心的加入世界旅游城市联合会问题进行了有效的沟通。华盛顿大区政府商务战略合作负责人大卫·晋普表示，他们已经决定加入世界旅游城市联合会，在6月华盛顿市政府代表团访问北京时将正式签署入会协议。

### 世界旅游城市联合会代表团访问里约热内卢市旅游局

2013年6月14日，世界旅游城市联合会代表团一行访问了巴西里约热内卢市（以下简称“里约市”）旅游局。

里约市旅游局总裁Carlos先生，市场营销部经理Paulo先生，市政府旅游顾问George先生等与代表团进行了热忱友好的会见。

Carlos先生非常关注世界旅游城市联合会组成和发展，他对于世界上诸多最富盛名的旅游城市和旅游机构加入联合会表述祝贺，他希望里约市能尽早加入联合会。同时，他指出当前里约市的核心任务是办好2014年世界杯足球赛和2016年夏季奥运会，2012年里约入境游客200万人，希望在未来几年能够有大幅度的提升。

秘书处严晗详细介绍了世界旅游城市联合会的工作职能，2013年世界旅游城市第二届北京香山旅游峰会及相关活动的筹备情况。同时向里约市介绍了北京旅游发展的基本情况，北京72小时过境免签政策等和世界旅游城市联合会的发展现状。他代表联合会秘书长鲁勇先生盛情邀请里约市尽快加入联合会。

里约市对于加入世界旅游城市联合会和参加2013年世界旅游城市第二届北京香山旅游峰会及博览会表示出浓



WTTC访问渥太华



WTTC访问华盛顿



里约热内卢市

厚的兴趣。

### 世界旅游城市联合会交流会在圣地亚哥成功举办

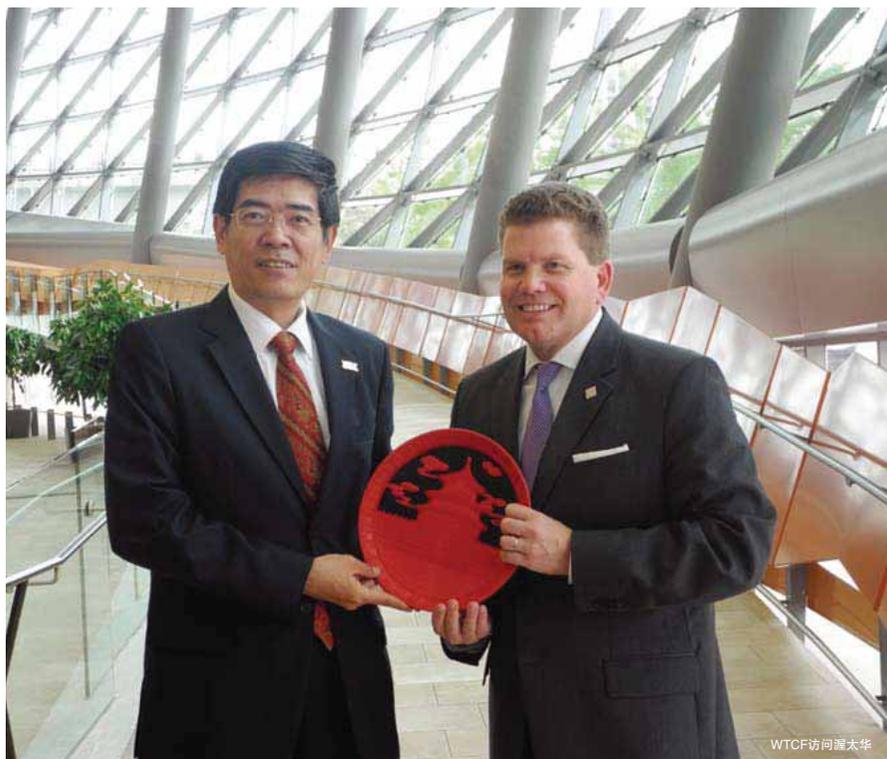
2013年6月18日，世界旅游城市联合会交流会在智利首都圣地亚哥市举办。中华人民共和国驻智利大使馆代办、政务参赞张润先生，智利国家经济部旅游秘书处、Toursimo Chile总经理Andrea女士，圣地亚哥首都大区旅游局局长Blamo先生以及智利国家基金会、智利外贸推广局、智利航空公司（TAM）等40多家单位的50余名嘉宾出席了介绍会。

北京市旅游发展委员会副主任安金明向与会嘉宾致词，他着重介绍了北京携手巴塞罗那、洛杉矶等众

多世界著名旅游城市发起成立了世界旅游城市联合会（WTCF）的发展情况。并代表联合会秘书长鲁勇先生邀请圣地亚哥首都大区加入联合会。

Toursimo Chile负责人Juan Lopez先生对智利的旅游资源进行了详细深入的介绍。据统计，智利目前旅游人群主要集中在美洲、欧洲与亚洲的游客。智利希望通过加入世界旅游城市联合会能更好地带动旅游业发展。今年将组团参加世界旅游城市第二届北京香山旅游峰会和博览会，并进行主题日宣传。

与会嘉宾对本次会议给予高度评价，圣地亚哥首都大区旅游局局长Blamo说“世界旅游城市联合会是一个新生的富有创造力和活力的平台，我们迫不及待想加入这个组织”，智利航空（TAM）也表示出对加入世界旅游城市航空联盟的积极愿望。



WTCF访问源太华



## WTCF Greatly Promotes Exchanges among Cities

The establishment of WTCF greatly promotes communications among world tourism cities. Since its establishment, WTCF has visited its member cities and institutions as well as cities willing to join it several times, and it has also received delegations from all over the world, bringing tourism cities closer to each other.

**Lu Yong, Secretary-General of World Cities Federation Secretariat, visited Athens, Wales, London, Edinburgh, Geneva, and Zurich etc. in December, 2012.**

Entrusted by Chairman of the Council of the WTCF and Beijing Acting Mayor Wang Anshun, Secretary-General of World Cities Federation Secretariat Lu Yong visited Athens, Wales, London, and Edinburgh to attend the new member

induction ceremonies from December 7, 2012 to December 12, 2012.

On December 7, on the new member induction ceremony of Athens, the Mayor of Athens Mr. Kaminis and deputy mayor of Athens Mr. Provatias expressed that it is the honor of Athens to join WTCF initiated by Beijing and that tourism is the leading industry and important resource of Athens. They

said Athens would actively participate in WTCF activities and they hoped to strengthen the exchange and cooperation between Athens and other WTCF members, particularly between Athens and Beijing.

On December 10, WTCF accepted Wales as its member and the induction ceremony was held at Brunel meeting hall in Cardiff, the capital city of Wales. The Head of Tourism Bureau of Wales Ms. Manon expressed that Wales would actively participate in WTCF activities and would start the preparatory work immediately for attending the annual meeting of WTCF and Beijing Fragrant Hills Tourism Summit to be held in October, 2013. London attended the inaugural meeting of the WTCF held on September 15, 2012 as an observer city. After witnessing the influential and attractive activities held by WTCF at its founding, London decided to join it. To gain a better understanding of WTCF, London Development Agency invited WTCF Secretariat to visit London before signing with WTCF. On December 11, after communicating with visiting WTCF Secretariat, deputy director of London Development Agency in charge of tourism Ms. Chappell decided to sign the membership agreement at once. At the signing ceremony, Ms. Chappell expressed that London should join WTCF immediately as WTCF is so lively an organization and joining it is a win-win.

On December 12, the signing ceremony of Edinburgh to join WTCF was held at the city hall of Edinburgh. The mayor of

Edinburgh Mr. Donald Wilson remarked that it is good for Edinburgh to join WTCF. He said "Edinburgh 2020 Tourism Strategy gives great importance to the contribution of tourism to urban development and it is also very important for Edinburgh to cooperate with other main cities in the world. On behalf of Edinburgh, the chairman of Edinburgh Tourism Action Group Robin Worsnop signed the application agreement with WTCF."

Learning that WTCF was visiting Europe, the municipal governments of Geneva and Zurich also showed great interest to join it and invited the secretariat staff of WTCF to visit the two cities. The head of Geneva Tourism & Convention Bureau, Mr. Jobin, and director of Geneva Convention Bureau, Ms. Loetscher had a friendly talk with WTCF secretariat staff and discussed with them about matters concerning Geneva's entry into WTCF. The person in charge of Geneva expressed that Geneva would start the procedure to join WTCF the next year. The former mayor of Zurich and present Zurich Tourism President Mr. Ledergerber communicated with WTCF secretariat and said he would consider about Zurich's joining WTCF and give positive responses. Switzerland Tourism and Federal Department of Foreign Affairs of Switzerland also had friendly talks with the Secretariat staff and expressed that they would actively push forward the entry of famous tourism cities in Switzerland into WTCF.



Luoyu Park



Hollywood in Los Angeles;



Boca football fans in Buenos Aires;



Amsterdam

### WTCF Secretariat Visited Member Institution ATI, 2013

In January and May, 2013, the Secretary-General of WTCF Secretariat Lu Yong led a delegation to visit American Tours International (ATI) twice, a WTCF member institution based in L.A., and had a friendly meeting with Ms. Noel Irwin Hentschel, Chairman of ATI, and Mr. Gu Tao.

The two sides had an in-depth discussion on the model of WTCF membership in the United States, the agenda of the 2013 General Assembly and the ways for ATI to play a bigger role in the federation. ATI Chairman Ms. Hentschel said her company was ready to work with the WTCF to bring more American airline companies, financial institutions, tour agencies and other tourism-related institutions into the Federation, and apply to host a dialogue among WTCF members in the United States. She also proposed the idea of setting up a WTCF branch for tour agencies for the purpose of promoting resources sharing and improving the quality of cooperation between tour agencies. At the end of the meeting, Vice Chairman Yu invited Ms. Hentschel and Mr. Gu to attend the 2013 WTCF Council Meeting and the Fragrant Hills Tourism Summit.

### WTCF and the Committee for Tourism and Hotel Industry of Moscow Signed a MOU on March 22, 2013

March 22, 2013, Moscow:

On the occasion to mark 2013 as "the Year of Chinese Tourism" in Russia, the World Tourism Cities Federation and the Committee for Tourism and Hotel Industry of Moscow signed a MOU to promote tourism between China and Russia. Under the MOU, the two sides will further cooperation in promoting tourism, sharing tourism event information and resources, enhance mutual visits and tourism related exchange programs. The MOU was signed by Mr. Lu Yong, the Secretary-General of the WTCF and also the chairman of the Beijing Municipal Commission of Tourism Development; and Mr. Sergei Shpilko, Chairman of the Committee for Tourism and Hotel Industry of Moscow.

In accordance with the MOU, the WTCF will strengthen communication and cooperation with the Moscow Committee for Tourism, support Russia in organizing the "Year of Chinese Tourism" activities, release information to the city members, non-city members and media partners

of the WTFCF through various channels, and facilitate tourist visits to Moscow and Russia. Moscow, which is an important member of the WTFCF, will play a more active role in advancing tourism cooperation between WTFCF city members. During 2012 "Year of Russian Tourism" in China, the two sides arranged visits of 50 Russian families to the homes of ordinary Beijing residents - an initiative that produced positive results and feedback in both countries. By signing the MOU, the two sides aim to expand the channels and forms of cooperation and explore new ways for promoting mutually beneficial tourism cooperation between Beijing and Moscow and among the members of the WTFCF.

### Meeting of the WTFCF and Athens Delegation

From March 27th to the 31st, George Kaminice, the Mayor of Athens, and Foddis Provatras, the President of the Municipal Council, headed a delegation to visit Beijing; during their trip, they met with the Secretariat of the World Tourism Cities Federation (hereafter referred to as the WTFCF) several times and reached an agreement concerning future cooperation.

On the afternoon of 27 March, the delegation of the Athens' tourism organizations visited the WTFCF Secretariat and representatives of eight famous tourism enterprises, including China Travel Service Head Office (Beijing) Co., Ltd, China International Travel Service Limited (Head Office), China CYTS Tours Holding Co., Ltd, BTG International Travel & Tours, Beijing CAISSA International Travel Service Co., Ltd, Beijing UTour International Travel Service Co., Ltd, YOYO (Beijing) Travel Service, and China Comfort Travel Group Co., Ltd to engage in business discussions.

The Secretariat, introduced the development conditions of the WTFCF and sent out a membership invitation to the Athens tourism enterprises that participated in the meeting. Mr. Calgaryroth, the President of Athens Development & Tourism Management Agency introduced Athens and Greece in detail, and expressed great interest about cooperating with the WTFCF and tourism organizations in the future; representatives of the Athens tourism enterprise welcomed the WTFCF and tourism organizations to visit Greece and expand the publicity about Athens' travel resources. Mr. Liu Wuxiong, the Vice President of China International Travel Service Limited (Head Office), and Ms. Li Jing, the Vice President of China CYTS Tours Holding Co., Ltd, made

proposals about Athens tourism marketing and a publicity strategy of popularizing travel to Athens.

On the morning of 29 March, the representative of WTFCF Secretariat attended the first meeting of the "Beijing-Athens Cooperation Council". Vice director Yu said they expected to closely cooperate with UCSEEC and attract more cities to join the WTFCF, accelerate the business cooperation between Athens and non-city members of the WTFCF; and he invited representatives from Athens to attend the 2013 World Tourism City 2013 Beijing Fragrant Hills Summit.

On the afternoon of March 29th, Wang Anshun, the Mayor of Beijing and Chairman of the WTFCF Council, along with Lu Yong, the Secretary-General of the WTFCF, met Mayor George Kaminice and Foddis Provatras, the President of the Municipal Council. Mayor Wang hopes to promote cooperation and friendly relations between the two cities in a practical manner. Mayor Kaminice said they would continue to increase investment, exchanges and cooperation in education and culture with Beijing for the mutual benefit of both sides.

On the afternoon of March 30th, Secretary-General Lu Yong met Foddis Provatras, the President of the Municipal Council. The two sides carried out detailed negotiations about deepening bilateral travel cooperation. Mr. Provatras said that they would actively popularize the WTFCF to 15 member cities of UCSEEC and invite them to join. Secretary-General Lu Yong said that they would actively display the platform functions of the WTFCF and recommend the tourist resources of Athens.

### WTFCF Delegation Visited New York, Philadelphia, Washington, Ottawa, and other Tourism Cities.

After WTFCF signed a memorandum of understanding on cooperation with the International Health and Environmental Organization and held a round-table conference on Sustainable Urban Development and Tourism on May 8, 2013, WTFCF Secretary-General Lu Yong and his delegation were invited to visit New York, Philadelphia, Washington, Ottawa, and other tourism cities from May 9 to May 12 and discussed issues with these cities concerning their entry into WTFCF. The person in charge of business strategic cooperation of Washington expressed that Washington had decided to join WTFCF and the government delegation of Washington would visit Beijing in June and sign a formal membership agreement with WTFCF then.



Architecture in Tel Aviv



Architecture in Tel Aviv



Symposium held by WTFCF in San Diego



WTFCF visits ATI



Kanas Lake

## WTCF Delegation Visited the Rio de Janeiro Tourism Bureau

On June 14th, the WTCF delegation visited the Rio de Janeiro Tourism Bureau (hereinafter referred to as Rio). The chairman of the Rio de Janeiro Tourism Bureau Mr. Carlos, sales manager Mr. Paulo, the government travel consultant Mr. George, etc had a friendly meeting with the WTCF delegation.

Mr. Carlos paid special attention to the formation and development of the WTCF; he congratulated that so many well-known tourism cities and tourism agencies have joined the WTCF and he hopes that Rio would join the WTCF as soon as possible. At the same time, he pointed out that currently the main task of Rio is to make good preparation for the 2014 World Cup and 2016 Summer Olympics. He said that in 2012 there were 200 million inbound tourists visiting Rio, and he hoped the number of inbound tourists would greatly increase in the next few years.

Secretary-General Yan Han introduced the job duties of

the WTCF, the 2013 Beijing World Tourism Cities-Fragrant Hills Summit and related preparatory situations in detail. Meanwhile, he introduced the basic information of the development of Beijing tourism, Beijing's 72-hour Visa Free policy and the development of the World Tourism Cities Federation. He, on behalf of WTCF Secretary General Lu Yong, invited Rio de Janeiro to join the World Tourism Cities Federation.

Rio showed great expectations for joining the WTCF and the Second Annual Beijing Fragrant Hills Summit and Expo.

## WTCF Seminar Successfully Held in San Diego

On June 18, 2013, the WTCF Seminar was held in the capital of Chile's Santiago. Mr. Zhang Runsheng, the agency member and political counselor of the People's Republic of China Embassy in Chile, Ms. Andrea, the general manager of Turismo Chile and in the tourism secretariat of Chile's National Economic Department, Mr. Blamo, the Tourism

Bureau Chief of the Santiago Metropolitan Region and more than 50 guests from the Chilean National Foundation, the Chilean Foreign Trade Promotion Bureau, TAM and over 40 other companies appeared in the briefing.

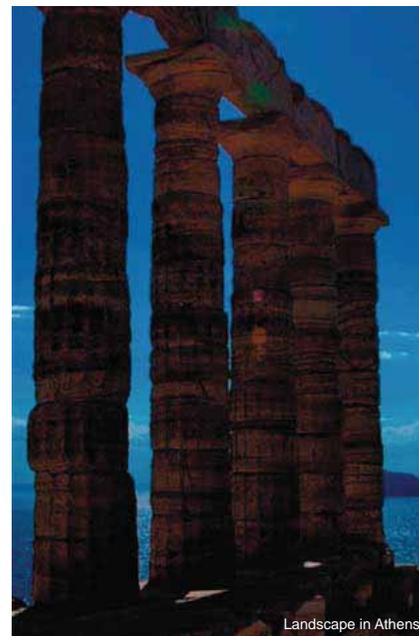
At first, the Deputy Director of the Beijing Municipal Commission of Tourism Development, An Jinming delivered his speech to all guests. His introduction emphasized the development of the WTCF which was launched and founded by Beijing with the assistance of Barcelona, Los Angeles and many other world-famous tourism cities. In addition, Secretary General of the WTCF Lu Yong invited the Santiago Metropolitan Region to join the WTCF.

Mr. Juan Lopez, the man in charge of the Turismo Chile introduced Chile's tourism resources in detail. According to statistics, the current tourists traveling in Chile mainly come from the Americas, Europe and Asia. Chile wants to get a better development of her tourism through joining the WTCF. This year, Chile will organize groups to participate in the Second Beijing Fragrant Hills Tourism Summit and Expo of the World Tourism Cities and will conduct the theme day promotional activities.

The guests participating in the seminar spoke highly of this seminar. The Tourism Bureau Chief of the Santiago Metropolitan Region, Blamo said, "WTCF is a new-born platform filled with creation and dynamism, and we cannot but help in joining this organization." And TAM also expressed her positive expectation to join the Airline Alliance of the WTCF.



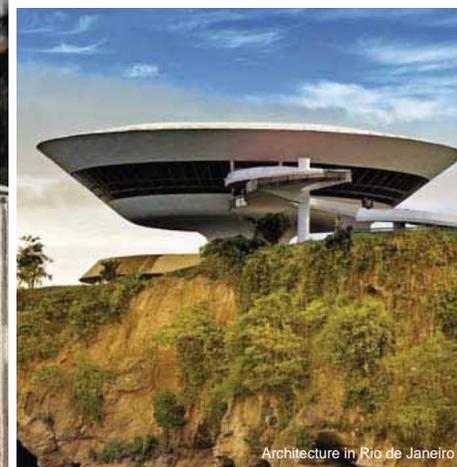
Honor guards in Athens



Landscape in Athens



Landscape in Athens



Architecture in Rio de Janeiro

# 世界旅游城市联合会 加强与会员互动

世界旅游城市联合会成立一年以来，进行一系列活动扩大国际间的影响力，也积极组织会员单位驻京机构参与永久总部所在地北京的各项旅游推介活动，努力让社会各界认识到联合会在促进旅游方面能发挥的积极作用。



2013年北京新年倒计时庆典  
在颐和园举行 摄影/安钢

### 2013年北京新年倒计时庆典在颐和园举行

2012年12月31日晚，曾在纽约、伦敦等多个国际性大都市上演的倒计时庆典，再一次现身北京。北京市副市长丁向阳、北京市旅游发展委员会主任鲁勇以及首都各界代表人士和现场游客共同迎接新年的到来。

以新年为契机开展丰富多彩的“倒计时”庆典活动，已经成为各主要“世界城市”展现自己特色旅游文化资源，吸引全球关注的通行做法。例如：纽约在时报广场举办的午夜倒计时活动、伦敦在“伦敦眼”举办的焰火新年庆典活动、巴黎在埃菲尔铁塔举办的新年庆典活动、悉尼在港大桥举办的焰火庆典活动、东京在涩谷举办的传统倒计时庆典活动、香港在维多利亚湾举办的焰火和花船巡游活动等。这些活动每次都吸引了大量游客参与，极大地活跃了当地的旅游经济，并且逐步固化为各城市面向全球发出的一张极具影响力的“旅游文化名片”。

“举办新年倒计时庆典活动，是综合展示北京城市旅游形象的载体。”北京作为国际性大都市在世界的知名度有了极大的提升，受到了全球更多的关注。文化的创新、科技的进步、人才的聚集，使北京具备了举办中国特色、国际水准新年庆典活动的文化实力与组织能力。通过举办新年倒计时庆典活动，向全球观众展示北京“世界城

市”的旅游形象。

### “美丽北京——世界华人首席2013北京旅游新年音乐会”上演

1月23日晚，由北京市旅游发展委员会主办的“美丽北京——世界华人首席2013北京旅游新年音乐会”在北京中山音乐堂完美上演。

本次音乐会是全球华人首席艺术家为北京带来的一场古典音乐盛宴，由享誉世界的华人音乐家迪里拜尔、范竞马、袁晨野、高参、沈文裕和由全球华人音乐首席所组成的“华人首席爱乐团”担纲演出，表演曲目上可谓中西合璧，既有《卡门序曲》等国外耳熟能详的经典作品，又有《北京颂歌》等被广为传唱的国内名曲。

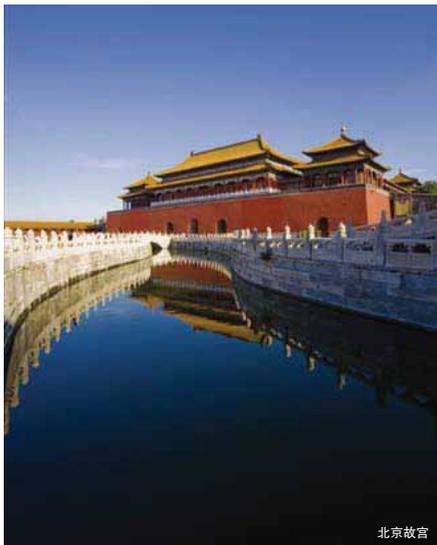
通过文化艺术活动来推介旅游产品、宣传北京城市形象的方式是近几年北京市旅游委在城市宣传推广上的重要尝试，在推介北京最新旅游产品、向世界传播美丽北京旅游形象等方面发挥了巨大作用。主办方北京旅游委表示，希望通过世界华人首席这个概念打造出的音乐会，用中外观众能够接受和喜欢的方式，有效发布北京旅游新产品、新资讯，让广大观众在欣赏音乐的同时，直观体验和感受到北京旅游的方方面面。

### “会员城市驻京机构应邀参加北京端午节活动

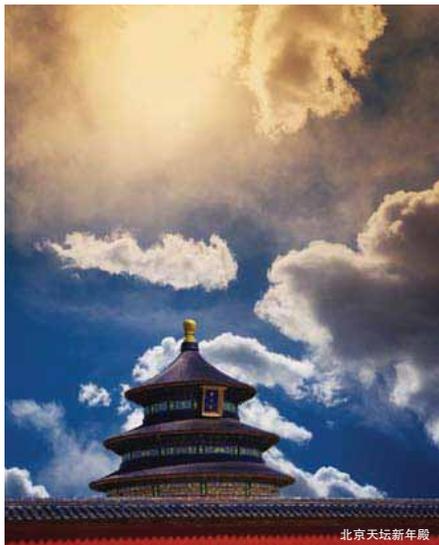
由北京市旅游发展委员会举办，以“粽情北京，乐享端午”为主题的北京旅游端午节推介活动于6月10日在北京延庆县举行。世界旅游城市联合会会员布鲁塞尔、保加利亚、智利、布宜诺斯艾利斯、芝加哥等城市驻京旅游机

构以及美洲亚洲假期旅行社等应邀参加。

在端午文化体验环节中，外国朋友们观赏了紧张刺激的龙舟竞渡、品尝了传统的端午美食，还饶有兴致地亲手包起了粽子。丰富多彩、新鲜好奇的特色旅游活动让在京的外国朋友们不仅体验到了中国传统端午民俗文化，更使他们对北京民俗旅游产生了浓厚的兴趣。



北京故宫



北京天坛新年殿



北京老舍茶馆



北京首都博物馆展品



北京国家图书馆内景



北京桃花节

# WTCF Strengthens Interaction with Its Members

Since its foundation in 2012, WT CF has carried out a series of activities to expand its international influence, and has actively organized activities with the Beijing offices of its members in Beijing, its permanent headquarters, to promote tourism and make its role in tourism promotion recognized by the public.



## New Year Eve Countdown Ceremony 2013 held in the Summer Palace

On the night of December 31, 2012, the New Year Eve countdown event which is popular in many international metropolises was also on in Beijing. The deputy mayor of Beijing Ding Xiangyang and Director of Beijing Municipal

Commission of Tourism Department Lu Yong together with representatives from all walks of life in Beijing and tourists waited for the coming of the New Year.

Colorful New Year's Eve Countdown Ceremonies have become a common practice for many main "international cities" to show their special tourism and culture resources



and attract the attention from all over the world. For example, New Year's Eve Countdown Ceremony held at Times Square in New York, New Year's Eve Fireworks Display at London Eye in London, New Year's Eve Celebration at the Eiffel Tower in Paris, New Year's Eve Fireworks Display at Sydney Harbor Bridge, traditional countdown celebrations held at Shibuya in Tokyo, fireworks and sight-seeing parade organized by the Victoria Harbor, Hong Kong, etc. These city countdown celebrations attract a number of tourists every year, bring great benefits to local tourism economy, and gradually become influential "business cards" sent to the world.

"To hold New Year Eve Countdown Celebrations is a way to comprehensively display Beijing's image as a tourist city." As an international metropolis, Beijing's reputation has been greatly enhanced, and the city is gaining more and more concern from the world. Cultural innovation, scientific and technological advancement, and talents gathering have made Beijing prepared in cultural strength and organizing ability to hold New Year celebrations with Chinese characteristics and of international level. It's a good practice to show Beijing's image as a world tourist city to global spectators by holding New Year Eve Countdown Celebrations.

## "Beautiful Beijing" – Chinese Top Choir Concert 2013

The New Year concert sponsored by Beijing Municipal Commission of Tourism Department - "Beautiful Beijing" – Chinese Top Choir Concert 2013 - was held at Forbidden City Music Hall, Beijing on the night of January 23.

The concert brings classical music performed by the world's first-class Chinese musicians to Beijing, including the world-renowned Chinese musicians Dilber, Fan Jingma, Yuan

Chenye, Gao Can, Shen Wenyu and Chinese chief performers from "Chinese Chief Philharmonic Orchestra". The repertoire covers classical Chinese and Western musical works like "Beijing Carol" and Carmen "Overture".

It's an important attempt and has played an important role in promoting the latest tourism products of Beijing and the image of Beijing as a beautiful tourism city by arts and cultural activities. Beijing Municipal Commission of Tourism Department hopes that new Beijing tourism products and information can be effectively promoted by this Chinese Top Choir Concert 2013.

## The Institutions of the Member Cities in Beijing Participate in the Beijing Dragon Boat Festival Activities

Hosted by the Beijing Tourism Development Committee, the Beijing Tourism Dragon Boat Festival promotional activities, whose theme was "Beijing's Love of Zongzi and Enjoyment of the Dragon Boat Festival", were held on June 10 in Yangqing County of Beijing. The institutions of the members in Beijing of the World Tourism Cities Federation include Brussels, Bulgaria, Chile, Buenos Aires, Chicago and other cities, along with America Asia Travel Center and others participated in the activities by invitation.

During the cultural experience activities of the Dragon Boat Festival, foreigners watched the exciting dragon boat competition, ate traditional food of this festival and also personally made Zongzi with great pleasure. These wonderful and curiously new tourism activities not only help foreigners experience the traditional folk culture of the festival, but also arouse their strong interest in Beijing's folk culture tourism.

# 世界旅游城市联合会 筹备第二届香山旅游峰会

2013年世界旅游城市北京香山旅游峰会暨世界旅游城市联合会第二届理事会将于9月12日-13日在北京举行。本届峰会的主题为：“旅游：城市可持续发展的新动力”，将从旅游产业调整发展方式、推动产业升级与城市可持续发展的客观因素出发，探讨“旅游”与“城市”持续发展、相互促进、共同繁荣的方向和渠道。



北京香山双清别墅

经过一年时间的筹备，2013年世界旅游城市北京香山旅游峰会暨世界旅游城市联合会第二届理事会将于9月12日-13日在北京举行。

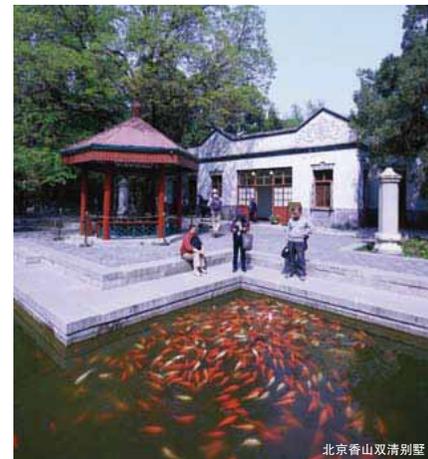
本届峰会将邀请联合国代表，全体世界旅游城市联合会会员单位、国际旅游组织以及全球旅游行业内的企业领袖精英人才齐聚北京。本届峰会的主题为：“旅游：城市可持续发展的新动力”，将从旅游产业调整发展方式、推动产业升级与城市可持续发展的客观因素出发，探讨“旅游”与“城市”持续发展、相互促进、共同繁荣的方向和渠道。现阶段旅游产业的转型升级应具有时代意义——可持续发展的旅游城市的建设目标对旅游产业发展的要求与制约；旅游产业的转型升级对城市的可持续发展带来怎样的影响和作用，这便是本届峰会亟待解决的一个问题。

本届峰会专门设立城市旅游论坛对“旅游：城市可持续发展的新动力”这一主题进行深入研讨。邀请世界旅游城市联合会会员城市市长一同针对各城市旅游产业发展的不同角度，提出不同见解，现场讨论。

本届峰会将宣布成立世界旅游城市联合会民航分会、旅游相关企业分会以及媒体分会，旨在促进联合会成员单位与旅游行业产业链中各单位的长效交流，实现跨区域整合、统一平台的便捷合作。本届峰会特别为三大分会分别设置独立的论坛交流时段，由三大分会各自针对本行业内与旅游行业相关的重点性问题组织讨论：从旅游消费者的需求出发，探讨航空公司以及机场在旅游行为的第一环节的重要性，提升整体服务水平，建立民航分会，为各旅游目的地城市提供便捷服务并且提供有效的宣传平台；从旅游产品的各个方面进行探讨，寻求企业发展新突破，完善旅游产品细节，产品升级、快捷服务，安全旅游、细分旅游产业市场，招募专项人才、将旅游企业发展规模化。从新闻媒体的角度阐述城市旅游市场营销的方向与途径，组织建立世界旅游城市媒体联盟，为世界旅游城市联合会会员城市旅游营销推广发展提供支持。届时，参与本届峰会的各旅游城市市长、旅游部门负责人等政府要员也会参与其中，共同交换意见，力求形成城市政府与相关行业企业的落地合作机会。

本届峰会除了以上两个板块内容以外，还将举办世界旅游城市联合会新会员入会仪式。召开世界旅游城市联合会理事会：会上由联合会秘书处做《2012-2013年联合会工作报告》；审议增补理事会副主席单位、副秘书长；审议通过财务制度及年度财务审计报告；讨论世界旅游城市联合会下年度工作计划等。研讨推出世界旅游城市旅游服务基本规范，签署并发布《北京共识》。在北京著名步行

街王府井大街举行世界旅游城市2013巡展及世界旅游城市体验中心推介等活动。



北京香山双清别墅



北京香山勤政殿 东方IC供图

# WTCF Prepares for the Second Beijing Fragrant Hills Tourism Summit

2013 Beijing Fragrant Hills Tourism Summit and the Second World Tourism Cities Federation Council will be held in Beijing from September 12 to September 13, 2013. Under the theme of "Tourism: the New Power for Cities' Sustainable Development", this summit will explore the direction and way of sustainable development, mutual promotion and common prosperity of tourism and cities from the perspective of such objective factors as adjusting the development mode of tourism industry, promoting industry upgrading and sustainable urban development.



Fragrant Hills in autumn

After one year's preparation, 2013 Beijing Fragrant Hills Tourism Summit and the Second World Tourism Cities Federation Council and will be held in Beijing from September 12 to September 13, 2013.

This summit will invite UN representatives, and all members of WTCF, international tourism organizations and business leaders and elites from global tourism industry will gather in Beijing. Under the theme of "Tourism: the New Power for Cities' Sustainable Development", this summit will explore the direction and way of sustainable development, mutual promotion and common prosperity of tourism and cities from the perspective of such objective factors as adjusting the development mode of tourism industry, promoting industry upgrading and sustainable urban development. At present, the transformation and upgrading of tourism industry is of great significance. The requirements for and constraints to tourism industry brought by the goal of sustainable development of tourism cities, and effects on sustainable urban development brought by tourism industry transition and upgrading will be discussed on this summit.

The summit will set up a forum to further discuss tourism in cities on the theme - "Tourism: the New Power for Cities' Sustainable Development", and invite the mayors from WTCF member cities to discuss issues concerning tourism industry development in cities from different perspectives.

The summit will establish WTCF Committee of Aviation, Committee of Tourism-Related Businesses and Committee of Media to promote long-term exchanges between WTCF members and organizations in tourism industry, integrate resources in different areas and build a common platform for easier cooperation. The summit will set up separate platforms for the three committee on which each of them can organize discussions focusing on issues in both its own industry and tourism industry: Discussion

on the importance of airlines and airports as the first link in tourism from the perspective of tourists, improving service level and building committee of Aviation to provide convenient service and effective publication platform for tourist cities; exploring new breakthroughs in enterprises development, improving the details of tourism products, upgrading tourism products, providing convenient service and safe travelling, subdividing tourism market, recruiting specialized personnel, and achieving appropriate scale of operation in tourism enterprises development; elaborating the direction and ways of urban tourism marketing from the perspective of news media, and establishing World Tourism Cities Committee of Media to provide supports for tourism marketing of WTCF member cities. The mayors of tourism cities and government officers in tourism department attending this summit will join in the discussions, exchange ideas and try to provide cooperation opportunities for governments of tourism cities and relevant enterprises.

In addition, the summit will also hold WTCF new member induction ceremonies, and WTCF Council at which the Secretariat of WTCF will make the "Report on the Work of WTCF from 2012 to 2013", discuss and add the deputy president position and deputy secretary-general of the Federation, discuss and approve the Federation's financial system and annual audit report, and discuss the Federation's work plan in next year. The summit will also discuss and make the primary regulations for the tourism services of the world tourism cities, sign and publish Beijing Consensus. World Tourism Cities Exhibition 2013 and the promotion of the World Tourism Cities Experience Center will be held at famous Wangfujing Shopping Street in Beijing.

