

罗马台伯河 图 / 全景



世界旅游城市联合会（WTCF）在世界旅游交易会（WTM）主办“中国旅游市场发展论坛”获广泛赞誉

2017年11月6日至8日，2017世界旅游交易会（World Travel Market，以下简称WTM）在伦敦ExCel会展中心举行。世界旅游城市联合会（WTCF）受邀参加，并在会议期间主办了“中国旅游市场发展论坛”。联合会常务副秘书长李宝春、联合会专家委员会委员 Nancy Cockerell 女士和专家委员会副主任 Roger Carter 先生代表联合会出席了当天的论坛，与现场50位观众和媒体共同探讨了世界旅游发展趋势下的中国旅游市场的特点。

论坛上，联合会常务副秘书长李宝春先生做了题为“中国公民出境旅游消费行为分析暨《中国公民出境（城市）旅游消费市场调查报告》数据情况介绍”的演讲，用翔实的数据和调查分析详细剖析了当今中国出境旅游市场的现状和特点，并就中国游客出行模式的转变及发展现状，以及中国出境游客的特征、习惯和喜好等进行了分析。



联合会专家委员会委员 Nancy Cockerell 女士代表联合会发布了《UNWTO—WTCF 城市旅游绩效研究》报告。该报告是联合会与联合国世界旅游组织（UNWTO）联合开展的研究项目，从目的地管理、经济、社会文化、环境、科技五个方面

对全球12个旅游城市进行系统分析，其研究成果为全球旅游城市实现可持续发展提供了科学依据。

联合会专家委员会副主任 Roger Carter 先生发布了《世界旅游经济趋势报告（2018）》。该报告基于对全球旅游经济总规模等核心数据的研究分析，预测了2018年世界旅游经济的8个发展趋势，包括：全球旅游经济全面快速增长；全球旅游三足鼎立格局更趋明显，亚太旅游板块份额继续显著上升；新兴经济体旅游业份额不断提高；金砖国家旅游发展格外引人注目；旅游业已成为国际服务贸易中最大的组成部分；全球旅游投资快速增长；城市在全球旅游经济中发挥重要作用。报告显示，世界旅游城市联合会2/3的会员城市接待了全球近1/3的入境旅游者。

李宝春常务副秘书长在展会期间与塞维利亚市长、常务副市长一行会见，就世界旅游城市发展趋势及更好地开展会员服务合作事项进行了深入探讨。

在接受BBC等媒体采访时，李宝春常务副秘书长介绍了世界旅游城市联合会五年来的发展历程、会员情况及为会员提供的包括展览、投资、学术、培训等方面的服务，并欢迎更多欧洲和世界的旅游城市及旅游产业链上的企业加入联合会。

2015年，联合会受邀参加了WTM，荣获年度旅游大奖——2015“世界旅游行业领袖奖”。该奖项旨在奖励年度对世界旅游行业发展做出突出贡献的单位或个人。2016年的WTM上，联合会主办了“中国旅游市场发展论坛”和欧洲片区会议，发布了《中国出境旅游（城市）消费报告2015-2016》和《世界旅游城市发展报告2016》。

每年11月的WTM都会吸引约5万余名旅游业专业人士、政府官员、媒体参展，展会期间促成的交易额约为20多亿英镑。2017年，来自旅游目的地、科技、住宿、交通、保险和汽车租赁等各领域的超过130个新参展商亮相WTM，其中包括33家来自亚洲的新参展商，他们代表了快速发展的亚洲市场。

WTCF Widely Complimented for Hosting the China Tourism Development Forum at the WTM 2017

The World Travel Market (WTM 2017) is currently being held at ExCeL London from November 6-8, 2017. World Tourism Cities Federation (WTCF) was invited to attend the event and hosted the "China Tourism Development Forum". Representing WTCF, Mr. Li Baochun, Executive Deputy Secretary-General of WTCF; Mrs. Nancy Cockerell, Expert of WTCF Expert Committee; and Mr. Roger Carter, Deputy Director of WTCF Expert Committee, were present at the forum held that day. They discussed the characteristics of China's tourism market under the world tourism development trend in front of 50 visitors and media representatives at the site. Li Baochun, Executive Deputy Secretary-General of WTCF, delivered the keynote speech "Chinese Outbound Tourist Consumption Behaviour Analysis and Introduction to the Market Research Report on Chinese Outbound Tourist (City) Consumption" during the forum. Outlining the detailed data, investigation and analysis methods, he systematically analyzed the status quo and characteristics of today's Chinese outbound tourism market. Other issues covered in his analysis also included the Chinese outbound tourism data, the changes and development of Chinese outbound tourist models, the characteristics, habits, hobbies of Chinese outbound tourists, and so on. Representing WTCF, Mrs. Nancy Cockerell, Expert of WTCF Expert Committee, released the UNWTO-WTCF City Tourism Performance Research, which was jointly developed by WTCF and the UNWTO. This research analyzes the destination management, economics, society and culture, environment and technology of the 12 tourism cities of the world, and the research result provides scientific basis for the world tourism cities to achieve sustainable development. Next, Mr. Roger Carter, Deputy Director of WTCF Expert Committee, released The Report on World Tourism Economy Trends 2018, which predicts the 2018 world



tourism economy development's 8 major trends by analyzing the core data of the general scale of the global tourism economy, namely: comprehensive and fast growth of the global tourism economy; the global tourism tripod pattern becomes more obvious and the Asian-Pacific part is expanding in the global tourism pattern; tourism grows faster in emerging economies; the tourism development of BRICS stands out; tourism has become the largest component of the international trade in services; global tourism investment grows quickly, and cities play important roles in the global tourism economy.

According to the report, 2/3 of the WTCF member cities have received nearly 1/3 of all global tourists.

During the Expo, Li Baochun, Executive Deputy Secretary-General of WTCF, met with the Mayor and Executive Deputy Mayor of Seville. They discussed several issues including how to provide better service for WTCF members and how to promote development of world tourism cities.

While accepting interviews by BBC and other media, Executive Deputy Secretary-General Li Baochun introduced the five years of development of WTCF as well as the current membership, services provided for member cities such as exhibition, investment, academic and training during the interview. He also welcomed more European and the world's tourism cities and tourism companies to join WTCF.

In 2015, WTCF was invited to participate WTM and won the WTM's annual World Travel Leaders Award. The award is aimed at rewarding organizations and

individuals who have made outstanding contributions to the development of world travel industry during the year. At the 2016 WTM, WTCF hosted the Chinese Tourism Market Development Forum and WTCF Members Europe Meeting. During the forum, WTCF released the Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016) and the Annual Report on Development of World Tourist Cities (2016).

Around 50,000 senior travel industry professionals, government ministers and international media visit WTM London every November generating more than £2 billion worth of travel industry contracts. This year's newcomers include those that represent every continent and every sector of the travel trade, such as destinations, technology, hospitality, cruising, insurance, car hire and so on. More than 130 new exhibitors from across the globe have signed up for WTM London. The fast-growing Asian markets are particularly well represented, with 33 of the new exhibitors coming from Asia.



世界旅游城市联合会支持举办 “2017 首届中国休闲度假旅游大会”



由中国旅游协会、浙江省旅游局、浙江丽水市人民政府主办，世界旅游城市联合会等支持的“2017 首届中国休闲度假大会”，于2017年10月底在被誉为“中国生态第一市”的丽水市成功召开。专家学者、中国重点旅游企业负责人以及新闻媒体记者1000多人参会。

本次大会是首次以休闲度假为主题召开的一次中国行业盛会，大会以“休闲度假：新时代、新思想、新生活”为主题，通过向全社会倡导新的休闲度假生活方式，吹响新时期中国休闲度假产业的发展号角。

世界旅游城市联合会首席专家魏小安为

本次大会做了精心策划，并讲授了“敢为天下闲”的公开课，得到了社会媒体和全国旅游业态的高度关注和普遍赞誉。

大会遴选和集中了 34 位中国当前旅游界创新发展的领军人物做了主旨发言，展示了在当前充满着机遇和挑战的时代特征下，旅游界如何思想先行、实践创新、追求卓越极致之路。

大会发布了推动发展中国休闲度假产业的《丽水宣言》和《中国休闲度假产业发展报告》，并宣布经批准成立“全国休闲标准化技术委员会”，及发布了经审定的“休闲旅游主体功能区服务质量规范”等相关文件。

WTCF Supports the Hosting of the "2017 China Leisure Conference"

Recently, the first "2017 China Leisure Conference (2017 CLC)" was held in "China's first Eco-city" Lishui, Zhejiang province. The conference was hosted by China Tourism Association, the Tourism Bureau of Zhejiang Province, People's Government of Lishui Municipality, Zhejiang Province, and supported by the World Tourism Cities Federation and other organizations. Over one thousand guests, including tourism industry experts, leaders of Chinese tourism enterprises as well as media reporters, attended the event.

The topic of the 2017 CLC is "New Era, New Thinking New Lifestyle". As the first leisure tourism themed conference in China, the organizer hopes to promote the new concept of leisure tourism to the society, therefore leading new trends in Chinese leisure industry.

At the conference, Wei Xiao'an, Chief Expert of WTCF Expert Committee, delivered a leisure tourism topic presentation. The well-prepared speech attracted media and tourism expert's attention and was well received.

At the conference, 34 leaders of the tourism industry in China were selected to deliver keynote speeches. This shows how the tourism industry takes the path of business-starting innovation by making great plans, taking action to innovate, pursuing the best, and achieving demonstration results, under the current challenging but hopeful condition.

The Lishui Declaration and the China Leisure Resort Industry Development Report were released at the conference.

The National Leisure Standardization Technical Committee was founded after being approved was announced, and related authorized documents such as the Standardization of Service Quality of Main Function Area of Leisure Tourism were also released.



联合会常务副秘书长李宝春发表致辞



李宝春常务副秘书长为多家机构和企业集团颁发“5U”大奖和证书



联合会首席专家魏小安授课



34位旅游领军人物做主旨发言

第六届世界旅游经济论坛成功举办 世界旅游城市联合会受邀主持“区域与城市合作”分论坛



众多嘉宾主持世界旅游经济论坛·澳门2017开幕典礼

第六届世界旅游经济论坛于2017年10月16—17日在澳门举办。本届论坛由澳门特别行政区政府社会文化司主办，联合国世界旅游组织为伙伴单位，并由全联旅游业商会协办、世界旅游经济研究中心筹办。来自世界各地的多位政府官员、业界领袖和专家学者围绕论坛主题“区域合作互联互通，旅游经济共商共建”开展讨论，探索旅游合作如何有利于各个国家和地区共商共建，创造机遇与协同效应。

世界旅游城市联合会与世界旅游经济论坛继2015年签订合作协议以来，在学术研究、业务交流等方面形成了良好合作关系，在促进两个组织成长的同时，共同推进世界旅游业发展。

本届论坛上，世界旅游城市联合会主办了世界旅游经济论坛“区域与城市合作”分论坛。世界旅游城市联合会副秘书长严晗代表世界旅游城市联合会担任本届论坛主礼嘉宾，参加了与中东欧16国旅游部长的系列合作活动。

分论坛主题为“从世界城市角度看区域合作”。目前，全

球城市化率已经超过54%。联合国经济和社会事务部预测，到2050年，全球66%的人口将居住在市区。世界旅游城市联合会的报告显示，城市作为重要的目的地、客源地和创新发源地，在全球社会、经济和旅游发展中扮演着越来越重要的角色。在地区合作与可持续发展的背景下，人们期待城市通过合作，做出更大贡献。

世界旅游城市联合会邀请了中国社会科学院旅游研究中心主任、世界旅游城市联合会专家委员会成员宋瑞女士作为论坛主持人，主题演讲嘉宾为世界旅游城市联合会副

秘书长严晗、中国社会科学院旅游研究中心主任宋瑞，并邀请了首都经济贸易大学工商管理学院旅游管理系副教授及旅游“互联网+”研究院院长李云鹏、特拉维夫基金会首席执行官希拉·奥伦(Hila Oren)、MEET RĪGA 总裁艾加尔斯·斯迈尔谭斯(Aigars Smiltans)、布达佩斯节日与旅游中心市场经理丹尼尔·绍博(Daniel Szabó)、日本旅游营销公司社长及首席研究员高松正人(Masato Takamatsu)为论坛讨论嘉宾。分论坛探讨了多项议题，包括城市群与旅游发展、“一带一路”倡议与旅游合作、世界知名湾区的旅游合作、城市合作如何促进可持续旅游等。分论坛回应了一系列相关问题，包括城市群与旅游发展之间存在怎样的关系、世界不同城市群的旅游合作机制及最佳范例、“一带一路”沿线城市尤其是重要节点城市如何开展包括旅游在内的各种合作、世界知名湾区的旅游合作带来哪些启示、城市之间在旅游可持续发展方面有哪些可以相互借鉴之处……讨论嘉宾围绕着以上问题发表了各自的观点。

The 6th Global Tourism Economy Forum Held, WTCF Hosted "Region and City Collaboration" Panel Discussion

The 6th Global Tourism Economy Forum (GTEF) was held from Oct 16-17, in Macao. The Global Tourism Economy Forum · Macao 2017 was hosted by the Secretariat for Social Affairs and Culture of the Macao SAR Government in collaboration with the World Tourism Organization, co-organized by the China Chamber of Tourism, and coordinated by the Global Tourism Economy Research Centre. The Forum gathered together many ministerial officials, leaders of globally renowned corporations, experts and scholars from around the world to explore how tourism collaboration characterized by shared interests and mutual respect is conducive to the building of a better future among nations and regions, and creation of opportunities and synergies.

Since the signing of the agreement between WTCF and the Global Tourism Economic Forum in 2015, the two parties established good cooperative relations in academic research and business exchanges, and have supported each other in a variety of ways. This not only promotes the growth of the two organizations, but it also jointly boosts the development of the world tourism. During the forum, WTCF hosted one of the sub-forums of the World Tourism Economy Forum. This helped to further enhance both parties' involvement in establishing comprehensive strategic partnerships.

The next day, the World Tourism Organization and Global Tourism Economy Research Centre released the 2017 UNWTO/GTERC Asia Tourism Trends Report, and with it presenting tourism trends and outlook of the region. Meanwhile, there were six panel discussions that focused on the topics about Greater Bay Area, region and city collaboration, and Consumption upgrade. In addition, events such as business communication and matching trading were also held.



世界旅游城市联合会副秘书长严晗做主题演讲



中国社会科学院旅游研究中心主任、世界旅游城市联合会专家委员会成员宋瑞主持世界旅游城市联合会分论坛，并与专家学者们展开热烈讨论

On behalf of WTCF, Deputy Secretary-General of WTCF Yan Han, was an honored VIP Guest of the forum and he attended the event "16+1 Central and Eastern Europe Tourism Exchange with China". As a strategic partner, WTCF hosted the panel discussion "Regional Collaboration—World Cities Perspective" during the forum.

The world urbanization rate has exceeded 54%. UN's department of Economic and Social Affairs forecasts that by 2050, 66% of the world's population is projected to be living in urban areas. WTCF's report shows that cities inspire innovation have been playing an increasingly important role in global social, economic, and tourism development since they are the main destinations and tourist-source market. In the context of regional collaboration and sustainable development, cities are expected to contribute more through collaboration.

Dr. Song Rui, Director of the Tourism Research Center, Chinese Academy of Social Science and member of WTCF Expert Committee, was invited to host the panel discussion, and delivered keynote speeches along with Deputy Secretary-General Yan Han. Li Yunpeng Associate Professor of Tourism Management, The College of Business Administration; Director of Internet Plus Institute, Capital University of Economics and Business; Hila Oren, Chief Executive Officer of Tel Aviv Foundation; Aigars Smiltans, Director of MEET RĪGA; Dániel Szabó, Market Manager of Budapest Festival and Tourism Centre; Masato Takamatsu, Managing Director and Chief Research Officer of JTB Tourism Research & Consulting Co., were invited to joined the discussion. During the session, panelists spoke about several topics including, "City cluster and tourism development, The 'Belt and Road' Initiative and cities collaboration, Tourism collaboration in the world's famous bay areas, Cities' collaboration for sustainable tourism, etc". The guests expressed their views on the above questions.



世界旅游城市联合会分论坛讨论环节



世界旅游城市联合会分论坛演讲嘉宾与世界旅游经济论坛副主席兼秘书长何超琼合影

2017 年中国国际旅游交易会在昆明举办 联合会设台参展与会员广泛交流

由中国国家旅游局、中国民用航空局、云南省人民政府共同主办的 2017 中国国际旅游交易会 11 月 17 日在昆明开幕。世界旅游城市联合会在交易会上设立展位，宣传联合会及会员，并与参展会员进行广泛交流与洽谈。

中国国际旅游交易会是亚洲地区最大的专业旅游交易会，从 2001 年起，每年分别在上海和昆明交替举办。来自全球的旅游批发商、代理商、零售商和旅游业界人士 10000 余名代表参加 2017 年的交易会，进行参展、洽谈、交流合作等活动，交易会有超过 5 万人次公众前来参观。

展会首日，世界旅游城市联合会与首尔、科伦坡、青岛等

城市以及哈萨克斯坦、津巴布韦等旅游局进行洽谈。国际参展商普遍看好中国出境旅游市场，从 2016 年 7 月开始，中国和哈萨克斯坦正式启动中国旅游团队赴哈萨克斯坦旅游业务，不到 1 年时间，中国公民赴哈旅游人数激增，2016 年约 5000 多名，会员城市阿拉木图也逐渐被中国游客所了解。斯里兰卡首都科伦坡是联合会会员，目前，中国已成为居印度之后斯里兰卡的第二大客源地，中国游客赴斯自由行数量不断增长。如何进一步吸引中国游客，提升服务品质，联合会的《中国公民出境（城市）旅游消费市场调查报告》等研究成果引起会员的浓厚兴趣，大家就相关问题向联合会人员进行了咨询。

The China International Travel Mart 2017 Held in Kunming WTCF Joins to Exhibit and Communicate with Its Members

The 2017 International Travel Mart 2017, jointly hosted by the China National Tourism Administration, Civil Aviation Administration of China, and People's Government of Yunnan Province, kicked off in Yunnan on November 17. WTCF set up a booth to promote WTCF and its members, and also communicated and negotiated with its members who joined the travel mart.

The China International Travel Mart is the largest professional travel fair in Asia, and has been held alternately in Shanghai and Kunming annually since 2001. About 10,000 global representatives including travel wholesalers, travel agents, retailers, and travel industry professionals participated in the 2017 Mart to exhibit, negotiate, communicate, and so on. It is estimated that over 50,000 visitors came to the travel mart.

On the first day of the China International Travel Mart, WTCF communicated with the tourism bureaus of Seoul, Colombo, Qingdao, as well as, Kazakhstan, and Zimbabwe. International exhibitors are optimistic about China's outbound tourism market. Since July, 2016, China and Kazakhstan officially started group tours to Kazakhstan. The number of Chinese tourists traveling to Kazakhstan sharply increased in less than a year, and reached about 5000 in 2016. Almaty, one of the member cities of WTCF, is becoming more and more familiar to Chinese people. Colombo, the capital of Sri Lanka, is also a member of WTCF to which China has become the second largest tourist source after India. The number of Chinese tourists continues to grow. Therefore, how to attract more Chinese tourists and improve the service quality, as well as the report, Market Research Report on Chinese Outbound Tourist (City) Consumption, and other researches results bring a new surge of interest to member cities, which they then consulted with WTCF for relevant issues.

