

《联合国世界旅游组织—世界旅游城市联合会 城市旅游绩效研究》 在第六届全球城市旅游峰会发布

UNWTO-WTCF City Tourism Performance Research
Was Released at the 6th Global Summit on Urban Tourism

文/WTCF 图/全景



2017年12月4日至6日，由马来西亚旅游文化部(MOTAC)、联合国世界旅游组织(UNWTO)共同主办的第六届全球城市旅游峰会在吉隆坡召开。会上，UNWTO目的地管理与质量部门主任 Esencan Terzibasoglu 发布了联合国世界旅游组织与世界旅游城市联合会(WTCF)共同开展的国际旅游城市绩效研究报告。联合会会员城市布宜诺斯艾利斯、杭州、开普敦、都灵等5个城市的代表现场解读了该报告。

随着旅游业成为当地经济社会发展的强大助力，UNWTO与WTCF于2015年建立起合作伙伴关系，共同开展城市地域



绩效研究。该项目被命名为“UNWTO-WTCF城市旅游绩效研究”，它包括一套标准和信息交流平台，以展示多个城市目的地“旅游绩效”的良好实践。

《报告》最终选取了联合会会员城市北京、柏林、波哥大、布宜诺斯艾利斯、都灵、哥本哈根、杭州、开普敦、马拉喀什、首尔、天津、札幌等15个城市作为旅游绩效的研究对象。

UNWTO-WTCF城市旅游绩效研究涉及不同参与方。数据由UNWTO和WTCF指定的旅游专家在多个城市收集所得。该《报告》为全球旅游城市发展制定出了旅游发展绩效标准，收集的最佳案例城市数据可供其他城市学习借鉴，助其改善并评估城市旅游的整体发展绩效。报告提供了最新、客观、可衡量且可复制信息的工具。

《UNWTO-WTCF城市旅游绩效调查报告》包括五个关键绩效领域：目的地管理、经济方面、社会文化、环境视角以及技术与新业务模型。UNWTO与WTCF还共同在中国天津、阿根廷布宜诺斯艾利斯举办了阶段性的城市旅游绩效研讨会，邀请各城市专家进行了多次磋商，对报告进行了完善。

以柏林为例。2016年，柏林过夜旅客人数比20世纪90年代初增长了四倍，3106万的过夜旅客人数使之成为欧洲仅次于巴黎和伦敦、排名第三的旅游目的地。柏林成功的因素很多，其目的地营销机构Visit Berlin的高效、专业和代理服务功不可没。然而，柏林也面临着一些挑战，需要在日后出台全新的举措加大对旅游管理和策划需求方面的考量。

再以杭州为例。这座城市的独特之处在于，她不像北京、西安有厚重的历史文化，她有着“放松生活”的氛围，如“诗意休闲”“慢生活”“平静温和”“东方的女性美”等城市标签。因此，杭州坚定地将“旅游和休闲产业”放在重要位置，2014年，“生活的文化”成为杭州文化的DNA和其区别于中国其他城市的核心IP。2016年，全市旅游休闲业增加值为808.89亿元，同比增长13.3%。

根据联合国人居署预测，到2050年，世界人口将有70%居住在城市；仅到2025年，城市每年对世界经济的贡献将超过30万亿美元。目前，旅游业已成为众多城市经济、社会和地理发展的核心组成部分，监测城市目的地的旅游绩效并明确提出改进建议至关重要。正如联合国世界旅游组织秘书长Taleb Rifai所说：“城市旅游应与可持续发展并驾齐驱，开发当地旅游资源固然重要，同样重要的是保护环境资源及物质和非物质遗产。”

世界旅游城市联合会秘书长宋宇在谈到该报告时认为：这次专题研究，我们在全球遴选出具有良好旅游表现的15个城市，通过对这些旅游城市发展的个案研究，总结可以衡量的标准和可以参考的模式，形成“精心设计和良好管理的旅游”典型案例，在全球旅游城市中推广。

世界旅游城市联合会是首个以城市为主体的非政府间旅游组织。联合会以“旅游让城市生活更美好”为核心理念，推动会员之间的交流合作，促进旅游业的可持续发展。世界旅游城市联合会持续提升旅游城市作为国际目的地的吸引力，提高城市的服务质量和效率，加强旅游城市的品牌形象。世界旅游城市联合会目前拥有 193 个会员，其中包括 128 个城市会员、来自 62 个国家和地区的 65 个机构会员，以及专家委员会、旅游相关企业分会、媒体分会、民航分会、邮轮分会、投资分会等六个分支机构超过 300 个分支会员。

The 6th Global Summit on Urban Tourism, co-organized by MOTAC, and UNWTO, is being held in Kuala Lumpur from December 4-6. During the summit, Ms. Esencan Terzibasoglu, Director of the Destination Management and Quality Programme at the UNWTO, released the *UNWTO-WTCF City Tourism Performance Research*. Representatives of 5 cities including WTCF city members Buenos Aires, Hangzhou, Cape Town and Turin interpreted the report during the summit.

With the tourism industry transforming to a major driving force for the social and economic development of locals, the UNWTO and World Tourism Cities Federation (WTCF) established the cooperative partnership in 2015 to jointly conduct regional and performance research on cities. This project was named "UNWTO-WTCF City Tourism Performance Research." The research is an instrument with a set of criteria and a platform for exchange of information that can be used globally to benchmark tourism performance in urban destinations.

The research focuses on 15 cities such as Beijing, Berlin, Bogota, Buenos Aires, Cape Town, Copenhagen, Hangzhou, Marrakesh, Sapporo, Seoul, Tianjin and Turin, etc. Several participants were included in the UNWTO-WTCF City Tourism Performance Research. Data of the research is collected at the city level by the tourism experts identified by UNWTO and WTCF. Establishing these performance criteria in cities and collecting data from the best-case cities will enable other cities to learn and to help them to improve and evaluate the performance of city tourism in general.

The UNWTO-WTCF City Tourism Performance Research focuses on 5 key performance areas: Destination Management, Economic Perspective, Social and Cultural, Environment Perspective and, Technology & New Business Models. WTCF and UNWTO held phased City Tourism Performance Seminars in Tianjin, China, and Buenos Aires, Argentina. Experts in the tourism industry were invited to the seminar to discuss and provide more comprehensive data for the research result.

Take Berlin as an example, visitors in licensed lodging operations alone have more than quadrupled since the early 1990s to a record breaking 12.73 million annual visitors and more than 31.06 million overnight stays in 2016, making Berlin Europe's third most popular urban tourism destination after Paris and London. There is no single one reason that explains the success of Berlin as a destination, but it appears reasonable to suggest that the effective and professional marketing and representation services provided by the city's DMO, visitBerlin, have played a major role in making the destination Berlin the success that it is today. Meanwhile Berlin also finds itself confronted with several challenges. Many of them relate to or are linked to the heightened need for tourism management and planning that result from the increases of tourism activity the city has experienced. It requires the government to launch new regulation to face these challenges. Take Hangzhou as another example, this city has always paid attention to the tourism and leisure industry. In 2016, it has been calculated that the added value of the city's tourism and leisure industry experienced a 13.3% increase to 80.889 billion Yuan. The city's unique quality is centered with, not like Beijing, Xi'an or other ancient Chinese cities with heavy historical cultural DNA, "relaxing life" atmosphere, such as "poetic leisureliness", "slow life", "peacefulness" and "southern femi-beauty". Following this line, with years of research and studies, in 2014 "the culture of living" was identified as the city's cultural DNA, the Hangzhou IP. "Hangzhou, Living Poetry" was created as the English promotional slogan of Hangzhou tourism accordingly.

Taking into account the fact that by 2050, 70% of the world's population is estimated to be living in cities and

only by 2025, cities will contribute over 30 trillion US dollars to the world economy annually. Nowadays, tourism has become to a core for developing in economy, social and geography sectors for the cities, it is essential to monitor the tourism performance in urban destinations and clearly address the areas for improvement. Just as Taleb Rifai, Secretary-General of UNWTO, says that city tourism is on a par with sustainable development, it is important to develop local tourism resources, but what is also important is to protect environmental resources, and tangible and non-tangible heritages.

Speak to the research, Song Yu, secretary-general of WTCF, said that for the purpose of the special research, we have picked 15 cities with outstanding performance in tourism development from around the world. Based on the case studies of the development of these tourism cities, we have established measurable criteria and replicable models, and produced classic cases of "well-designed and well-managed tourism" for world tourism cities.

World Tourism Cities Federation (WTCF) is the world's first international tourism organization focusing on cities. Guided by the core vision of Better City Life through Tourism, WTCF facilitates exchanges and cooperation among members, and contributes to the sustainable development of the tourism industry. WTCF continuously promotes the attraction of tourism cities as international destinations, enhances the service quality and efficiency of different cities, and raises the brand image of tourism cities.

