

金边

图 / 全景



拉丁美洲：世界旅游的新兴力量

2018 世界旅游城市联合会 拉丁美洲旅游会议 在波哥大举办

4月23日至25日，2018世界旅游城市联合会拉丁美洲旅游会议在哥伦比亚首都波哥大举办。此次会议是世界旅游城市联合会与波哥大市政府共同举办的区域性国际旅游会议。来



世界旅游城市联合会理事会执行副主席程红在开幕式上致辞
Cheng Hong, Executive Vice Chairperson of WTCF Council delivers a speech on the opening ceremony



波哥大市长 Enrique Peñalosa 在开幕式上致辞
Enrique Peñalosa, Mayor of Bogotá delivers a speech on the opening ceremony

自哥伦比亚、秘鲁、阿根廷、巴拿马、巴西、美国、中国等7个国家的联合会城市和机构代表、媒体以及哥伦比亚的旅游业界代表共两百余人出席了此次会议。

拉丁美洲旅游会议以“拉丁美洲：世界旅游的新兴力量”为主题。拉丁美洲地区拥有优美的自然风光和悠久的历史文 化，是世界重要旅游目的地，具有很大的发展潜力。但受交通、语言等多种因素的影响，拉丁美洲旅游在世界旅游市场所占份额还不高，尤其在发展世界高端旅游目的地以及拓展亚洲旅游市场方面有较大提升空间。哥伦比亚是拉丁美洲第四大经济体，也是当今世界最具活力的新兴经济体之一，首都波哥大是拉丁美洲著名的旅游中心。随着世界旅游发展格局的变化，拉丁美洲地区旅游在世界旅游体系中的地位越来越突出。



中国驻哥伦比亚大使李念平在开幕式上致辞
Li Nianping, Chinese Ambassador to Colombia delivers a speech on the opening ceremony



哥伦比亚驻华大使 Oscar Rueda 在开幕式上致辞
Oscar Rueda, Colombian Ambassador to China delivers a speech on the opening ceremony



利马市副市长 Patricia Juarez 在开幕式上致辞
Patricia Juarez, Deputy Mayor of Lima delivers a speech on the opening ceremony



世界旅游城市联合会秘书长宋宇在开幕式上做主旨演讲
Song Yu, WTCF Secretary-General delivers a speech on the opening ceremony



哥伦比亚贸易工业旅游部副部长 Sandra Howard 在开幕式上做主旨演讲
Sandra Howard, Deputy Minister of Ministry of Commerce, Industry and Tourism delivers a speech on the opening ceremony

据世界旅游城市联合会《世界旅游经济趋势报告(2018)》分析,2017年美洲地区旅游总人次达18.75亿人次,比上年增长1.9%;旅游总收入达1.62万亿美元,比上年增长4.9%;巴西旅游接待总人次为1.8亿人次,全球排名第八;墨西哥旅游总收入达1.4万亿美元,全球排名第九。2018年,预计美洲地区旅游总人次和总收入将分别达到19.17亿人次和1.73万亿美元,其中,旅游总人次增长率将达到2.2%,比2017年增速有所提升,旅游总收入增长率将比2017年高出1.3个百分点,达到6.2%。预计2018年,新兴经济体旅游总人次和旅游总收入的增速将分别达8.7%和9.3%。

世界旅游城市联合会希望通过举办拉丁美洲旅游会议,充分展示拉丁美洲的旅游资源,进一步提升拉丁美洲在世界旅游市场中的知名度,大力推动拉丁美洲旅游与全球旅游协作发展,为促进拉丁美洲经济、社会和城市可持续发展做出更大贡献。

开幕式上,世界旅游城市联合会理事会执行副主席程红、波哥大市市长 Enrique Peñalosa、中国驻哥伦比亚大使李念平、哥伦比亚驻华大使 Oscar Rueda、利马市副市长 Patricia Juarez 分别致辞。联合会秘书长宋宇、哥伦比亚贸易工业旅游部副部长 Sandra Howard 做了主旨演讲。

本次会议举办了两个论坛,围绕“中国与拉丁美洲旅游合作”和“旅游目的地产品推广与营销”两个主题,旅游管理部门的官员、旅行社高管、专家学者发表了各自的观点。

论坛期间举办了旅游交易会、旅游对接会、国际旅游目的地营销与推广专题培训等多项活动。旅游交易会上,来自中国的联合会会员中国国际旅行社总社、途牛旅游网、中国康辉旅游集团、众信旅游集团、凯撒旅游等旅行社及OTA与哥伦比亚及拉美国家旅游企业进行了一对一洽谈,拉美旅游企业积极向中国旅游企业宣传推介拉美旅游产品,交易会现场气氛热烈。新华社、国际在线、旅游卫视、新浪网等中国最知名的平面媒体、电视台、网络媒体应联合会和波哥大旅游局邀请参加了此次会议的报道。

世界旅游城市联合会秉承“旅游让城市生活更美好”的理念,积极推动会员之间的互联互通、融合发展,促进彼此间的沟通交流、文明互鉴,努力成为会员之间友谊和进步的桥梁,共同朝着旅游的可持续发展、共创和平繁荣的目标前进!

联合会目前共有来自10个拉美国家的13个城市会员,分别是:波哥大、卡塔赫纳、布宜诺斯艾利斯、利马、基多、蒙得维的亚、艾森港、瓦尔帕莱索、埃斯特角、库马纳市、贝洛奥里藏特、蒙特雷、巴拿马城。

世界旅游城市联合会注重扩大拉美会员城市的影响力,自媒体网站上为每个拉美会员搭建了城市主页,在杂志上开设专题文章,在杂志、微信订阅号、微博、App上全面介绍和推荐会员城市的旅游资源及信息。



论坛期间同时举办了旅游交易会
Tourism Trade Fair was held during the conference

2017年9月26日，由联合国世界旅游组织和布宜诺斯艾利斯旅游局等单位共同主办的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”研讨会在布宜诺斯艾利斯召开，来自联合国世界旅游组织、世界旅游城市联合会、阿根廷旅游局、拉美国家和城市旅游部门的一百多位代表参会，此次会议推动了联合会会员城市和拉美会员的交流与合作。

Latin America—New Power of World Tourism 2018 WTCF Latin America Tourism Conference held in Bogota

The 2018 WTCF Latin America Tourism Conference took place in Bogota, capital of Colombia from April 23 to 25. Among more than 200 attendees were representatives from city members and institutional members of the WTCF in Colombia, Peru, Argentina, Panama, Brazil, the U.S.A and China, media representatives, as well as tourism representatives from Colombia. This is a regional international tourism conference hosted by the WTCF and the Bogota City Council.

The conference was themed “Latin America-New Power of World Tourism”. With beautiful natural landscape, as well as time-honored history and culture, Latin America is a major tourist destination with huge

potential. However, affected by traffic, language and other factors, Latin America holds a small share in the international tourism market, and there is large room for Latin America to develop world high-end tourist destinations and the Asian tourism market. Colombia is Latin America's fourth-largest economy, as well as one of the most energetic emerging economies in the world; and its capital Bogota is a renowned tourism center in Latin America. With the change of the pattern of world tourism development, Latin America's role in the world tourism system has become increasingly prominent.

According to the Report on World Tourism Economy Trends (2018), in 2017, America registered tourist arrivals of 1.875 billion and total tourism revenues of 1.62 trillion U.S. dollars, up 1.9 percent and 4.9 percent from 2016 respectively; Brazil registered tourist arrivals of 180 million, ranking eighth in the world; Mexico registered total tourism revenues of 140 billion U.S. dollars, ranking ninth in the world. America's total tourist arrivals and total tourism revenues are expected to reach 1.917 billion and 1.73 trillion U.S. dollars in 2018 respectively; America's total tourist arrivals will grow by 2.2 percent, up slightly from 2017 and America's total tourism revenues will grow by 6.2 percent, up 1.3 percent from 2017. Emerging economies' total tourist arrivals and total tourism revenues are expected to grow by 8.7 percent and 9.3 percent in 2018 respectively.

Through the conference, the WTCF hopes to showcase Latin America's tourist resources, further enhance its reputation in the world tourism market, promote the collaborative development of Latin America's tourism and global tourism, and make a greater contribution to the economic, social and urban sustainability of Latin America.

At the opening ceremony, Cheng Hong, Executive Vice Chairperson of the WTCF Council; Enrique Peñalosa, Mayor of Bogota; Li Nianping, Chinese Ambassador to Colombia; Oscar Rueda, Colombian Ambassador to China and Patricia Juarez Gallegos, Deputy Mayor of Lima delivered addresses. Song Yu, Secretary-General of the WTCF and Sandra Howard, Colombia's Deputy Minister of Commerce, Industry and Tourism delivered

keynote speeches.

At the two forums themed "Tourism Cooperation between China and Latin America" and "Promotion & Marketing of Tourism Destination Products" respectively, tourism department administrators, senior executives of travel agencies, experts and scholars aired opinions.

The Tourism Trade Fair, All Day Tourism B2B Meeting, International Tourist Destinations Promotion and Marketing Training and other events were held concurrently. Travel agencies and OTAs, including WTCF members-China International Travel Service, Tuniu, China Comfort Travel, Utour and Caissa, conducted one-on-one negotiation with Colombian and Latin American tourism enterprises. Latin American tourism enterprises promoted Latin American tourism products among Chinese tourism enterprises, taking on a warm atmosphere. Most renowned Chinese print media, television stations and network media, including Xinhua News Agency, CRI Online, Travel Channel and Sina, covered the conference at the invitation of the WTCF and the Bogota Tourism Board.

With the core concept of "Better City Life through Tourism", the WTCF is committed to pushing forward member connectivity and integration, promoting exchanges among members and mutual learning among civilizations, building a bridge of friendship and progress between members, and forging towards the goal of tourism sustainability and world peace and prosperity!

Currently the WTCF has 13 city members in 10 Latin American countries, including Bogota, Cartagena, Buenos Aires, Lima, Quito, Montevideo, Puerto Aysen, Valparaiso, Punta del Este, Cumana, Belo Horizonte, Monterey, Panama City.

The WTCF has paid close attention to enhancing the influence of city members in Latin America, built a homepage for each, opened columns on magazines, and introduced and recommended their tourism resources and information on magazines, WeChat, Weibo and Apps.

The Technical Workshop: "UNWTO-WTCF City Tourism Performance Research", hosted by the World Tourism

Organization (UNWTO) and the Buenos Aires Bureau of Tourism, was held in Buenos Aires on September 26, 2017, with the participation of more than 100 representatives from the UNWTO, the WTCF, the National Institute of Tourism Promotion Argentina, as well as national and municipal tourism departments in Latin America. The workshop promoted exchanges and cooperation among the WTCF's city members and Latin American members.



休闲旅游成就美好生活 世界旅游城市联合会、 厦门市旅游发展委员会 联合主办 2018 中国 (厦门) 国际休闲旅游论坛

由世界旅游城市联合会和厦门市旅游发展委员会联合主办、厦门建发国旅集团策划承办的 2018 中国（厦门）国际休闲旅游论坛于 2018 年 4 月 21 日举办。中国省市旅游局和境外旅游局嘉宾、中国主要休闲度假城市代表、休闲旅游业界代表、国内外旅游专家学者、新闻媒体共计约 500 名嘉宾出席了此次论坛。

世界旅游城市联合会副秘书长单位代表、JTB 集团交通公社新纪元国际旅行社有限公司董事总经理石毛二郎先生代表联合会致欢迎辞。借助联合会发布的数据，石毛二郎先生分析指出：品质休闲游越来越受到消费者欢迎，月收入超过 1 万元人民币和出境旅游频繁的游客均表示，出游目的主要是休闲度假。目前，JTB 集团重点推进“体育旅游”“健康旅游”“障碍旅游”3 种休闲旅游，目的是让所有人能够享受旅行。

世界旅游城市联合会首席专家魏小安先生以《休闲的未来与未来的休闲》为题发表论坛主旨演讲。他指出：美好生活旅游打头。未来技术和社会加速度发展，中国人民的休闲时间将



论坛现场
At the Forum



世界旅游城市联合会副秘书长单位代表、JTB 集团交通公社新纪元国际旅行社有限公司董事总经理石毛二郎先生代表联合会致欢迎辞
Mr. Ishige Jirou, General Manager of JTB New Century International Tours Co.,LTD, a Vice Secretary-General Unit of WTCF Council, delivered a speech on behalf of WTCF

大幅增加，满足休闲需求是城市的基本功能之一，是城市发展质量提高的重要内容，是市民生活的必要组成部分。未来的服务将呈现以下七方面的特点：一是“均服务”的态势产生，发展优势显现；二是“高服务”的品牌集中，市场优势显现；三是“文服务”的经典创造，积淀优势显现；四是“精服务”的理念推广，国际优势显现；五是“情服务”的体现深入，传统优势显现；六是“泛服务”的链条形成，集群优势显现；七是“云服务”的体系完善，网络优势显现。未来的休闲生活将是好吃懒做图舒服、好玩玩好求快活、娱乐刺激追极限、共享休闲成主流。他总结道：休闲的未来，休闲生活成为主体，休闲追求无穷无尽，休闲品质不断提高，休闲文化好玩玩好。

作为世界旅游城市联合会会员和 2017 香山旅游峰会的举

办地，洛杉矶是备受瞩目的“天使之城”，更是中国游客喜爱的旅游目的地之一。洛杉矶会议及旅游局中国首席代表常红女士发表了题为《以市场需求为导向，提升洛杉矶旅游产品的底层研发能力》的演讲。她说：洛杉矶旅游局中国团队为中国同业推出了包含 4 大主题、22 条线路、超过 66 天行程的“洛杉矶旅游小产品”，这些产品具有碎片化的特征，可以像七巧板一样自由拆分、随意组合，充分彰显“天使之城”多元文化与热情包容的特质，赋予业者自由发挥创意的无限空间，为游客编织出有温度、有品质的洛杉矶故事和深度体验产品。

本届论坛是继 2016 年和 2017 年后，联合会第三年作为共同主办方与厦门市共同举办的国际休闲旅游论坛。论坛旨在与会员开展务实合作，推动会员间的休闲旅游城市品牌互推、互送客源和产业交流，发出国际组织主张，探讨休闲旅游产业的发展模式。（综合厦门建发国旅集团等报道）



Better Life Through Leisure Tourism World Tourism Cities Federation and Xiamen Municipal Tourism Development Commission Co-Hosts the International Leisure Tourism Expo 2018

The China (Xiamen) International Leisure Tourism Expo 2018 organized by World Tourism Cities Federation and Xiamen Municipal Tourism Development Commission, hosted by Xiamen C&D International Travel Service Group Co., Ltd. was held on April 21. Five hundred guests, including representatives from tourism bureaus from inside and outside of China, city representatives from main tourism cities in China, representatives from the tourism industry, experts and scholars, and media attend the expo.

Mr. Ishige Jirou, General Manager of JTB New Century International Tours Co.,LTD, a Vice Secretary-General Unit of WTCF Council, delivered a speech on behalf



世界旅游城市联合会首席专家魏小安先生发表主旨演讲
Wei Xiaogan, Chief Expert of WTCF Expert Committee, delivered a keynote speech



洛杉矶会议及旅游局中国首席代表常红女士发表演讲
Ms. Chang Hong (Kate), Regional Director, China of Los Angeles Tourism and Convention Board, delivered a speech



论坛现场
At the Forum

of WTCF. According to the data released by WTCF, Mr. Ishige point out that the high quality leisure travel products are becoming more and more popular. People with a monthly income of over 10,000RMB and frequent

outbound travel tourists said that their main purpose to travel is for leisure vacation. Right now, the key leisure travel products "sports tourism", "healthy tourism", and "barrier-free tourism" promoted by JTB are designed to allow everyone to enjoy traveling.

Wei Xiaogan, Chief Expert of WTCF Expert Committee, delivered a keynote speech titled "The Future of Leisure and Leisure in the Future". He pointed out that living a beautiful life start with tourism. With the expected acceleration of technological and social development in the future, the leisure time of the Chinese people will increase significantly. Meeting the leisure demands is one of the basic functions of the city, an important content of the improvement of urban development quality, and an essential part of the citizens' life quality. The future services will present the following seven aspects: First, the "all services" appears, which creates a better condition for development. Second, the "quality service" brands will be centralized and the market become more and more important. The third is the creation of "culture services" and the accumulation of culture becomes prominent. Fourth, the promotion of the "fine service" concept will help reach the international standards. Fifth, the in-depth "emotional services" make the tradition prominent. Sixth, the formation of "extensive service" chain, drives cluster development. Seventh, the "cloud service" system will be completed, and the advantages of the network become prominent. The future life of leisure will be relaxed, comfortable and fun, entertained, excited and extreme, and sharing leisure will become the mainstream. He concluded that in the future of leisure, leisure life is the main part. In the future, people will seek out all kinds of leisure activities and the quality will improve, and leisure culture will be fun and playful.

As a member of WTCF and the city where the WTCF Fragrant Hills Tourism Summit 2017 was held, Los Angeles is the well-known "City of Angels", and even serves as one of the favorite tourist destinations for Chinese tourists. Ms. Chang Hong (Kate), Regional Director, China of Los Angeles Tourism and Convention Board, delivered a speech with the title "Oriented on Market Demand to Enhance the Basic R&D Capabilities of Los Angeles

Tourism Products". She said, "The Chinese team of Los Angeles Tourism and Convention Board has launched the 'Los Angeles Tourism Small Products' with four themes, 22 routes, and itineraries of 66 days for the same industry in China", which have the fragmentation characteristic, and can be dismantled or pieced together however you want. They can fully expose the multiple cultures, passion and inclusiveness of the "City of Angels", provide a limitless free space of creation for the professionals, and tell the warm, high-quality Los Angeles stories to tourists, and can also provide a deep experience for them too." It is the third year that WTCF and Xiamen have co-hosted the The China (Xiamen) International Leisure Tourism Expo 2018 since the two previous expos were held in 2016 and 2017. Holding this expo is aimed at developing practical cooperation with its members, mutually promoting the leisure and tourism city brands between its members, sending tourists to each other, launching industrial exchange and so on. It is also held for issuing the assertions of an international organization, and discussing the development model of the leisure and tourism industry.

(The original article is published by Xiamen C&D International Travel Service Group Co., Ltd.)

世界旅游城市联合会与 携程旅行网签署 战略合作备忘录

2018年4月19日,应联合会机构会员携程旅行网邀请,世界旅游城市联合会副秘书长严晗赴西安市参加“世界旅游目的地营销峰会暨世界文化旅游大会启动仪式”。峰会期间,严晗副秘书长代表联合会与携程旅行网签署了《战略合作备忘录》,双方均表示,将互相关切彼此诉求,充分发挥大数据、



世界旅游城市联合会与携程旅行网签署战略合作备忘录
WTCF and Ctrip.com signing the Strategic Cooperation Memorandum



参加“一带一路”下的国际发展新通途讨论
Joining the International Development New Route Under the "Belt and Road" Initiative discussion

大平台、大用户优势,精诚合作。

《战略合作备忘录》签署后,严晗副秘书长代表联合会参加了“文化与旅游”分论坛的讨论。与会嘉宾以“一带一路”下的国际发展新通途为主题,对21世纪丝绸之路如何通过新的科技、教育和交流手段,促进文化和旅游的繁荣、加强多样化文明的融合并带动经济的可持续发展等内容进行了热烈的讨论。

严晗副秘书长表示:“一带一路”沿线国家必须加强政策沟通,这对促进各国在客源互送、目的地营销等方面的合作有重要作用。联合会及服务会员城市中切实体会到了政策沟通带来的红利。据统计,2015年,中国游客到摩洛哥旅游大约1.5万人,在联合会的推动下,2016年6月,摩洛哥对中国公民实行入境免签,2017年全年,赴摩洛哥旅游的中国游客就达到了10万。世界旅游城市联合会在摩洛哥对华旅游的井喷式增长上起到了积极的推动作用,这是“有效的政策沟通”推动会员城市旅游业发展的成功案例。

此次《战略合作备忘录》的签署,将对双方下一步在品牌国际化、大数据研究和目的地推广等方面的交流合作产生深远作用。

WTCF and Ctrip.com Sign Strategic Cooperation Memorandum

On April 19, 2018, at the invitation of its institutional member Ctrip.com, WTCF Deputy Secretary-General Yan Han visited Xi'an to participate in the "2018 Global Destination Marketing Summit and World Culture and Tourism Forum Opening Ceremony". During the summit, representing WTCF, Deputy Secretary-General Yan Han signed the Strategic Cooperation Memorandum with Ctrip.com - the two parties have expressed that they will consider the requests of each other, fully utilize the advantages of the big data, great platforms, and influential users, sincerely collaborate, and tactfully support each other at work.

After the Strategic Cooperation Memorandum was signed, Deputy Secretary-General Yan Han representing WTCF joined the "Culture and Tourism" panel discussion. With the theme of the International Development New Route Under the "Belt and Road" Initiative, the guests launched a passionate discussion on how the 21st Century Silk Road, through science, education, and communication, can push forward the prosperity of culture and tourism, strengthen the integration of diversified civilizations, and assist in boosting the economic sustainable development, and other issues.

Deputy Secretary-General Yan Han has said that nations along the "Belt and Road" must strengthen policy communication, which plays an important role for these nations in the cooperation of sending tourists to each other, launching destination marketing, etc. WTCF has really seen the dividends of policy communication when serving its member cities. According to 2015 statistics, the number of Chinese tourists who visited Morocco amounted to approximately 15,000; under the driving force of WTCF, Morocco implemented the visa-free entry policy for Chinese citizens in June, 2016; and in 2017, the Chinese tourists who visited Morocco amounted

to almost 100,000. WTCF played a positive role as a driving force of the dramatic increase of Chinese tourists visiting Morocco, and this is a success story of boosting the tourism development of its member cities with the "Effective Policy Communication".

Signing the Strategic Cooperation Memorandum will have a profound influence on the future communication and cooperation between the two parties on brand internationalization, big data research, destination promotion, and other aspects.



世界旅游城市联合会举办 2018 国际旅游目的地 推广与营销专题培训

2018年4月9日，为期4天的“2018国际旅游目的地推广与营销专题培训”在北京举办。来自阿努拉德普勒、里加、内罗毕、华盛顿、伦敦、塞维利亚、贝尔格莱德、柏林、雅加达、维多利亚等会员城市的代表，和来自美国、哥斯达黎加、巴拿马等使领馆代表共计20余人参加了培训。

中国出境游市场发展迅猛，为世界旅游城市提供了越来越



2018 国际旅游目的地推广与营销专题培训现场
The WTCF International Tourist Destinations Promotion and Marketing Training Program 2018



世界旅游城市联合会常务副秘书长李宝春向学员介绍联合会
WTCF Executive Deputy Secretary-General Li Baochun delivering a welcome speech at the opening ceremony of the training program



世界旅游城市联合会专家委员会特聘专家、中国社会科学院旅游研究中心主任宋瑞讲授“全球视野下的中国旅游”
Song Rui, Specially Appointed Expert of WTCF Expert Committee, and Director of the Tourism Research Center, Chinese Academy of Social Sciences (CASS), lecturing about the "China's Tourism in the Global Perspective"



益普索资深研究总监吴小冉博士讲授“中国公民出境（城市）旅游消费市场调查报告简介”
Wu Xiaoran, Ph.D., Executive Director of Ipsos, lecturing about *The Introduction to Market Research on Chinese Outbound Tourists (City) Consumption*

多的发展机会。为了帮助会员做好在中国的目的地城市市场营销和中国游客的接待工作，世界旅游城市联合会在北京再次举办专题培训。

世界旅游城市联合会常务副秘书长李宝春在开班仪式上致欢迎词，对参加培训活动的联合会会员代表表示欢迎。他介绍了世界旅游城市联合会的发展历程和取得的成果、全球旅游市场发展状况和趋势、联合会的会员服务项目等。

联合会征求学员的意见，精心准备了培训课程的内容，课程主题分别为“全球视野下的中国旅游市场”“中国公民出境（城市）旅游消费市场调查报告简介”“中国游客特点及接待方法”“中国 OTA 的特点和发展趋势”“海外目的地营销的方法、渠道趋势和案例”“做好中国游客接待服务的要素”“从大数据看中国旅游市场”“MICE”“中国出境旅游新趋势”等。

授课老师包括联合会专家委员会特聘专家、中国社会科学院旅游研究中心主任宋瑞，益普索资深研究总监吴小冉博士，中国社会科学院特约研究员、南开大学访问学者高天明，途牛华北地区美国和非洲产品采购部主任辛守东，龙途互动联合创始人兼执行总监曹志刚，世界旅游城市联合会秘书处顾问何声康，携程网目的地营销部的海外项目经理张愿，大新华会展控股有限公司联合创始人马晓秋，旅游学教授邹统钎等旅游业资深人士、高管及专家。

在丰富的课堂教学之外，为了让学员们对中国的旅游市场发展有更为全面的认识，联合会还特别安排学员访问旅行社、互联网公司，考察北京市旅游资源，与联合会会员、旅游界同行、媒体进行多种形式的交流活动。

来自塞舌尔旅游局的高级市场主管 Mavreen Pouponneau 表示，这是她第一次参加联合会的培训活动，塞舌尔是个美丽的国家，对所有国家实行免签，希望通过参加此次培训活动，



中国社会科学院特约研究员、南开大学访问学者高天明讲授“中国游客特点及接待方法”
Gao Tianming, Contract Research Fellow of the Chinese Academy of Social Sciences, and a visiting professor at Nankai University, lecturing about "How to Attract and Serve the Chinese Outbound Tourist"



途牛华北地区美国和非洲产品采购部主任辛守东讲授“中国 OTA 的特点和发展趋势”

Xin Shoudong, Director of Supply Chain Management in Tuniu, lecturing about "The Characteristics and Development Trend of OTA Sector in China"



学员哥斯达黎加大使 Patricia Rodríguez Hölkemeyer 在现场与讲师积极互动

Participant Patricia Rodríguez Hölkemeyer, Costa Rican Ambassador to China, actively interacting with the lecturer in the class



学员们合影留念
The participants take a group photo

获得针对中国游客推广塞舌尔旅游资源的灵感，希望更多中国游客到塞舌尔旅游。来自英国伦敦的 Louise Maher 表示，希望通过课程真正地了解中国游客，进而提高旅游产品的多样性，为中国游客提供更多优质选择。

联合会为会员提供培训服务，其目的是增进中国以外会员城市对中国旅游市场和中国游客需求的了解，促进与中国旅游企业、旅游媒体的交流、沟通与协作。同时，增进中国会员城市对全球旅游市场的了解和把握，协助做好海外目的地营销工作。这是联合会第三年在北京举办国际旅游目的地推广与营销专题培训，至今共有一百余名学员从培训班毕业。该培训项目每年举办两到三次。

A New Training Season Begins! WTCF International Tourist Destinations Promotion and Marketing Training Program 2018 Kicks off

On April 9, 2018, the four-day "WTCF International Tourist Destinations Promotion and Marketing Training Program 2018" began in Beijing. More than 20 people participated in this training program, including WTCF's city member representatives from Anuradhapura, Riga, Nairobi, Washington, London, Seville, Belgrade, Berlin, Jakarta, and Victoria; and representatives from the embassies and consulates of the U.S., Costa Rica, Panama, and so on.

Chinese outbound tourism market is growing rapidly, and it provides innumerable opportunities for tourist destination cities. In order to better serve WTCF members and help our members develop a deeper understanding of China's outbound tourism market, the WTCF Secretariat once again organized the training program on International Tourist Destination Promotion

and Marketing in Beijing.

WTCF Executive Deputy Secretary-General Li Baochun delivered a welcome speech at the opening ceremony of the training program, and welcomed the WTCF member representatives participating in this year's training program. He introduced the development history and achievements of WTCF, development situation and trend of the global tourism market, and the member services of WTCF.

After collecting the suggestions and ideas from the participants, WTCF carefully prepared lessons for the training program. The training program has such themes: China's Tourism in the Global Perspective; The Introduction to Market Research on Chinese Outbound Tourists Consumption; How to Attract and Serve the Chinese Outbound Tourist; The Characteristics and Development Trend of OTA Sector in China; Marketing Destinations to Outbound Chinese Travelers - Methods, Channels, Trends and Case Studies; Key to Success: How to Conduct Tourism Marketing and Tourism Brand Promotion; Chinese Tourism Market from a Big Data Perspective; MICE; Status Quo and Development Trend of Chinese Outbound Tourism, etc.

The lecturers are all senior professionals, directors, and experts in the tourism industry, and include Song Rui, Director of the Tourism Research Center, Chinese Academy of Social Sciences (CASS); Wu Xiaoran, Ph.D., Executive Director of Ipsos; Gao Tianming, contract research fellow of the Chinese Academy of Social Sciences, and a Visiting Professor at Nankai University; Xin Shoudong, Director of Supply Chain Management in Tuniu; Cao Zhigang, Dragon Trail team leader, co-founder of two travel meta-search engines; He Shengkang, Counselor of World Tourism Cities Federation (WTCF) Secretariat; Zhang Yuan, Overseas Project Manager in Destination Marketing Department of Ctrip.com; Ma Xiaoqiu, Co-founder of Grand China MICE; and Zou Tongqian, PhD of Nanjing

University, Professor of Tourism etc.

Aside from to the rich classroom lessons, WTCF also worked with leading tourism companies and tourism media to provide on-site case studies, visits to tourist sites, and have face-to-face meetings with tourism operators, WTCF members, and tourism experts for the participants. The aim is to guide the participants to have a more systematic understanding of China's tourism market development.

Senior Marketing Executive Mavreen Pouponneau from Seychelles says that it is the first time that she has participated in the WTCF training program. Seychelles is a beautiful country, with a visa-free policy for all nations. She hopes that through this training program, she can gain inspiration in marketing Seychelles tourism resources to Chinese tourists, and hoped that more Chinese tourists can visit Seychelles. Louise Maher from London, UK, speaks of her wish to truly understand Chinese tourists through the training program, so that they can improve the diversity of their tourism products, and finally provide Chinese tourists with more high-quality options.

WTCF provides the training service with the aim of increasing the understanding of China's tourism market and Chinese tourists' demands for the member cities outside of China, and of boosting their communication, contacts, and collaboration with China's tourism enterprises and tourism media. Meanwhile, its aim is also to strengthen the understanding and measurement of the global tourism market for WTCF's Chinese city members, and assist in better dealing with overseas destination marketing. It is the third time that WTCF has held the International Tourist Destinations Promotion and Marketing Training Program in Beijing, and more than 100 participants have graduated from the training program since the beginning of the first training program. This training program is held 2-3 times annually.





厦门 图 / 全景