





# 塞维利亚

Seville



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## 世界旅游城市联合会参展 BITE 2018

6月15日,2018北京国际旅游博览会(BITE 2018)在北京国家会议中心开幕。世界旅游城市联合会参展并积极向现场观众推介会员旅游资源。

为了向展会观众更好地推介会员城市,联合会在展会上设置了展台,并特别制作了会员城市节庆活动宣传册等宣传品。展台前人头攒动,城市会员、机构会员的参展商及观众络绎

不绝。

委内瑞拉旅游部副部长 Ali Padron 向联合会介绍了委内瑞拉的旅游以及联合会的会员城市库马纳市,库马纳是拉丁美洲最古老的城市之一,拥有五星级酒店等充足良好的旅游接待能力。Ali Padron 表示,欢迎中国游客来库马纳和委内瑞拉旅游,未来委内瑞拉还将提供中文导游等服务以吸引更多中国游客的

到访。此外,捷克和波兰等国的旅游代表及多家会员单位也同联合会进行了洽谈。

BITE 2018 展会共吸引了来自全球 87 个国家和地区的 2100 位参展商参展,办展规模达 3 万平方米。据主办方预测,今年参展观众将达到约 9 万人,专业观众约 1.2 万人。

本次博览会将持续到 6 月 17 日。

## WTCF Attends BITE 2018

On June 15, the Beijing International Tourism Expo 2018 (BITE 2018) kicked off at the China National Convention Center in Beijing. World Tourism Cities Federation (WTCF) participated in the expo, and actively promoted its members.

WTCF set up a booth at the site of the expo. In order to better promote its member city tourism resources to the visitors, WTCF specially made promotional pamphlets about its member cities' festivals and so on. Large numbers of visitors came to the booth, including WTCF's city

and institutional exhibitors as well as other visitors coming to the expo.

Mr. Ali Padron, Deputy Minister of Venezuela Ministry of Tourism, introduced the tourism situation of Venezuela and WTCF member city Cumana, which is one of the oldest cities in Latin America, with many five star hotels and other tourism related infrastructure to receive tourists. He also expressed that he welcomes Chinese tourists to visit Cumana and Venezuela. In the future, the nation will strengthen its Chinese language

tour guide services so as to better attract Chinese tourists. Additionally, tourism representatives from the Czech Republic, Poland, other nations, and from many of WTCF's members also had official conversations with WTCF.

The BITE 2018 has attracted exhibitors from 87 nations and regions of the world in total, and its gross area is as large as 30,000 square meters. The expo receives 2,100 exhibitors and about 90,000 visitors, and the number of professional visitors will amount to more than 12,000.

## BITE2018 联合会共同主办科特迪瓦旅游洽谈会



6月15日,2018北京国际旅游博览会(BITE2018)在北京国家会议中心开幕。世界旅游城市联合会与科特迪瓦旅游部共同主办了科特迪瓦旅游洽谈会。

世界旅游城市联合会常务副秘书长李宝春、科特迪瓦国家旅游局旅游大使 HE Santiero Jean-Marie SOMET、科特迪瓦驻华使馆参赞夸西·卡米尔等人参加了洽谈会。卡米尔先生非常感谢联合会对此次洽谈会的支持,他欢迎联合会的会员参加于 2019 年 4 月 27 日在阿比让举办的国际旅游展会,这是西非第一个专业的旅游展会。

联合会机构会员国旅总社、中旅、途牛旅游网、众信旅游、凯撒旅游等十余家旅行社及科特迪瓦的旅行社参加洽谈。科特迪瓦首都阿比让是联合会的城市会员,此次洽谈会是联合会服务会员的有力举措,在城市会员与机构会员之间搭建了合作的平台,使城市和国家充分展示了他们的旅游资源和旅游相关政策,和中国最大规模的旅行社及 OTA 的面对面交流,更有助于阿比让及科特迪瓦旅游产品在中国的落地,有助于中国的旅游企业为中国游客提供更具特色的旅游产品。



## WTCF and Côte d'Ivoire Bureau of Tourism Co-host the Cote d'Ivoire Tourism Meeting at BITE 2018

On June 15, the Beijing International Tourism Expo 2018 (BITE 2018) kicked off at the China National Convention Center in Beijing. World Tourism Cities Federation (WTCF), and Côte d'Ivoire Bureau of Tourism co-hosted the Cote d'Ivoire tourism meeting.

Mr. Li Baochun, WTCF Executive Deputy Secretary-General; Mr. Santiero Jean-Marie SOMET, Director General of Côte d'Ivoire Tourisme "Office National Du Tourisme"; and Mr. Kouassi Kakou Camille, Counsellor of Embassy of the Republic of Cote d'Ivoire, attend the meeting. Mr. Kouassi Kakou Camille thanked WTCF for the support of this meeting, and he welcomed WTCF members to attend an international tourism expo, the first professional tourism expo in western Africa, which will be held in Abidjan on 27 April, 2019.

More than 10 travel agencies, which are also the institutional members of WTCF including CITS, CTS, Tuniu.com, uzai.com and CAISSA Touristic, etc., attend the meeting as well as travel agencies from Côte d'Ivoire. Abidjan, the capital of Côte d'Ivoire is a member city of WTCF and the meeting shows the effectiveness of WTCF providing service for member cities. WTCF developed the cooperative platform for city members and institution members to let them showcase their tourism resource and tourism policies. Having face to face communication with China's top travel agencies and OTAs will assist in releasing Abidjan and Cote D'Ivoire travel products in China, and help Chinese travel companies release characteristic travel products of Abidjan and Cote D'Ivoire.



## 《慢游全世界》“迪丽热巴慢游塞舌尔”维多利亚携手微博展示目的地风采

近日，网络首档明星深度旅行生活方式纪录片《慢游全世界》第三季节目《迪丽热巴慢游塞舌尔》在微博热播。本期节目是由世界旅游城市联合会携手机关会员新浪旅游与城市会员维多利亚，以全新方式向中国游客推广目的地旅游资源的又一合作案例。

本次维多利亚成为《慢游全世界》的拍摄地之一，是联合会结合节目特点从众多候选会员城市中推举而来。近几年，联合会在不断地利用平台资源优势，为会员提供多元化宣传渠道，从联合会与耀莱互动合作打造《世界旅游之旅》，节目登陆 46 家中国五星级酒店，到推动腾讯与赫尔辛基的合作，打造海外智慧旅游服务试点城市等，都体现出联合会作为一个平台的优势凸显。

塞舌尔是印度洋上众多小岛中的一个岛国。拥有众多美丽海岛，被誉为“印度洋上的明珠”。维多利亚市是塞舌尔的首都，也是塞舌尔唯一的港口城市，街道干净整洁，植被丰富，是世界游客度假的倾心之选。

《慢游全世界》是互联网首档明星深度体验式旅行生活方式纪录片，由新浪旅游、新浪娱乐、沐光时代、酷燃视频联合出品，是新浪微博平台着力打造的一档具有广泛传播价值的精品明星旅行视频。通过明星深度旅行，传播深旅行、慢行走的旅行价值观，探索目的地不为人知的魅力，像当地人一样生活，在最具质感的旅行中，发现更好的自己。《慢游全世界》第三季节目《迪丽热巴慢游塞舌尔》节目正片上线热播一周以来，话题阅读量已超 11 亿，互动量超 1400 万次，视频官方物料播放量破 1200 万。

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## “Dilraba Feels Seychelles” of Feel the World, Victoria Joins Hands with Sina Weibo to Show Destination Splendor

Recently, the first online celebrity deep travel lifestyle documentary Feel the World's third season program Dilraba Feels Seychelles has been being aired on Sina Weibo. This program is another example of cooperation of WTCF joining hands with its institutional member

Sina Travel and city member Victoria to promote destination tourism resources to Chinese tourists in a brand new way.

This time, Victoria has become one of the filming locations of the documentary Feel the World due to WTCF recommending the city out of many



candidate member cities, after analyzing the characteristics of the program. In recent years, WTCF has been utilizing its platform resource advantages to provide multiple ways of publicity for its members, from its interactive cooperation with Beijing Sparkle Roll Interactive Technology to create the program Travelling around World with WTCF, which has been aired in 46 five-star hotels in China, to its driving force in the cooperation between Tencent and Helsinki, and creating overseas smart travel service testing cities, and so on. All these efforts have reflected WTCF's advantages as a platform.

Seychelles is an island state among the slew of islands in the Indian Ocean, with many numbers of beautiful islands, reputed as the "Pearl of the Indian Ocean". Victoria functions as the capital of Seychelles and also the only port city in the state, with clean streets and lush plants, and it is the place which tourists from all over the world always wish to visit.

Feel the World is the first celebrity deep experiential travel lifestyle documentary, jointly produced by Sina Travel, Sina Entertainment, The Better Life and kroom.cn, and is also a boutique celebrity travel video with the wide spreading value which

Sina Weibo has produced with great efforts. Through the celebrity deep travel, the program aims to spread the travel value of deep travel and slow walk, explore the unknown charms of different destinations, live like locals, and discover a better self during trips with the best quality. Since the positive film of Feel the World's third season program Dirlaba Feels Seychelles has been aired for the first week, the read count of the topic has rocketed to more than 1.1 billion, the number of interaction has reached more than 14 million times, and the official materials of the video have been aired more than 12 million times.

## 精准助力协作扶贫 提倡发展特色旅游

### 世界旅游城市联合会发挥平台优势举办西部地区特色旅游发展与扶贫协作国际论坛

9月9日至12日，由世界旅游城市联合会、玉树州人民政府、北京市旅游发展委员会、北京市扶贫协作和支援合作办公室联合主办，青海玉树指挥部、新疆和田指挥部、西藏拉萨指挥部和青海省旅游发展委员会协办的“西部地区特色旅游发展与扶贫协作国际论坛”在青海省玉树州召开。会议邀请了联合会专家委员会专家，国际城市和机构会员代表，玉树、和田、拉萨等地区100多位代表参会。

论坛设有发言及旅游发展案例分享、圆桌讨论环节，旨在通过特色旅游目的地实际案例分析、发展经验讨论，为玉树、拉萨、和田等西部地区提供可以借鉴并因地制宜的旅游发展模式，助力受援地区精准脱贫。

论坛期间，世界旅游城市联合会执行副主席，北京市副市长王宁代表联合会发表讲话，他表示北京市委、市政府高度重视扶贫协作工作，蔡奇同志、陈吉宁市长多次召开专门会议进行安排部署。旅游是北京与西部地区开展对口协作最

容易突破的地方，只要我们能够顺利打通影响两地旅游的关键环节，北京与西部地区的旅游协作一定能够得到快速发展。“十三五”以来，北京市援助青海玉树投资项目达到165个，总投资10.61亿元；援助和田投资项目552个，投资75.35亿元；援助拉萨旅游投资项目22个，总投资4.13亿元。旅游是综合性战略产业，对带动就业和促进增收具有重要拉动作用，大力开展旅游扶贫，对于促进西部地区全面发展具有重要带动作用。

联合会作为北京发起的国际旅游组织通过举办区域性旅游发展论坛，积极总结成功经验，系统分析区域旅游发展的有利条件和不利因素，为促进区域旅游可持续发展注入新的活力，有计划地将玉树、和田、拉萨等西部旅游城市打造成具有国际影响力的区域旅游发展枢纽，为世界旅游发展注入新的活力，不断提高西部旅游在世界旅游届的知名度和影响力。

中共玉树州委书记吴德军在论坛中表示，玉树自灾后重建以来，在全国人

民的无私援助和北京市的对口支援下，经过全州人民的共同努力，一个新玉树在雪域高原拔地而起，地区旅游业发展的条件已经基本具备，玉树已经成为青海乃至全藏区文化旅游业发展的后发优势之地。玉树将把文化旅游产业打造成为全州国民经济的战略性支柱产业、与全州人民群众息息相关的幸福产业和扶贫攻坚的重要平台产业，特别是深入挖掘三江源文化内涵，重点打造炎黄子孙祭拜三江源文化旅游活动，努力为中华民族大团结和实现中华民族伟大复兴作出玉树人的贡献。

在论坛上，联合会国际会员代表瑞士使馆经济官狄曼泉先生分享了瑞士山地特色旅游发展经验，联合会专家委员会委员德村志成教授作了题为“圣境玉树，精彩无数”的主旨发言。他们的演讲为玉树旅游发展提供了思路，介绍了经验，探索了方向，引起了与会领导来宾的高度关注和一致好评。

圆桌讨论期间，联合会专家委员会主任卡尔韦伯、联合会专家委员会专家



方泽华、丁培毅以及来自凯撒旅游、众信旅游、JTB、神舟国旅的代表就玉树、和田、拉萨旅游部门提出的问题进行了讨论和分析。

世界旅游城市联合会是由北京联合柏林、巴塞罗那、洛杉矶等世界著名旅游城市发起成立的国际旅游组织，总部设在北京。联合会现有会员 205 个，主要成员覆盖世界五大洲 67 个国家和地区及世界旅游全产业链。2012 年成立以来，联合会已先后在北京、拉巴特和菲斯、

重庆、洛杉矶、青岛等会员城市举办了香山旅游峰会，发布了北京、重庆、洛杉矶等多项宣言，推出了世界旅游城市品牌建设行动计划，积极倡导世界旅游全球化发展，率先把共享经济理念引入世界旅游界，已经成为世界最有影响力国际旅游组织之一。

玉树市地处青海省东南部，为玉树藏族自治州州府所在地，拥有优美的自然风光和悠久的历史文​​化，具有很大的发展潜力，还素有“江河之源、名山之宗、

牦牛之地、歌舞之乡”“唐蕃古道”和“中华水塔”的美誉。



## Targeted Poverty Alleviation in Yushu, Encourage Characteristic Tourism Development

### WTCF Holds International Forum on Characteristic Tourism Development and Poverty Alleviation Cooperation in Western China

From September 9 to 12, the 2018 International Forum on Characteristic Tourism Development and Poverty Alleviation Cooperation in Western China was held in Yushu, Qinghai. The forum is sponsored by World Tourism Cities Federation (WTCF), the People's Government of Yushu Prefecture, Beijing Municipal Commission of Tourism Development and Beijing Poverty Alleviation Cooperation and Support Office, and organized by the Qinghai Yushu Commanding Office, Xinjiang Hetian Commanding Office and Tibet Lhasa Commanding Office of Beijing Leading Team for Targeted Aid and Economic Cooperation, and the Tourism Administration of Hetian, and the Tourism Administration of Lhasa City. Experts from WTCF Experts Committee, representatives of WTCF international city and institutional members, and more than 100 representatives from Yushu, Hetian and Lhasa were invited to attend the meeting.

The forum included several activities

such as the keynote speech, tourism development case sharing, round-table discussion, and others. The aim was to provide an example mode of tourism development for Yushu and other regions in West China through the analysis of featured tourism destination cases and relevant issues discussion, thus promoting the targeted poverty alleviation in the assisted regions.

During the forum, representing WTCF, Wang Ning, Executive Deputy Chairman of the WTCF Council, and Vice-Mayor of Beijing, delivered a speech. He said that the Beijing Municipal Committee, and the municipal government focuses great attention on the collaboration work of poverty alleviation. Secretary Cai Qi and Mayor Chen Jining have held special meetings several times to arrange the deployment of related work. Tourism is the key of collaboration work between Beijing and the western region. To promote the rapid development of tourism collaboration between Beijing and the western region, we need to open up the

key links affecting tourism in the two places. Since the Thirteenth Five-Year Plan, Beijing's investment projects to aid Yushu, Qinghai Province reached 165, totaling the investment to 1.061 billion yuan; its projects to aid Hetian reached 552, totaling the investment to 7.525 billion yuan; and its projects to aid Lhasa tourism reached 22, totaling its investment to 413 million yuan. Tourism is a comprehensive and strategic industry, and works as an important pulling force in pushing forward employment and increasing income; and working hard to conduct tourism alleviation functions as a driving effect in promoting the comprehensive development of western China.

As an international organization based in Beijing, WTCF has successfully held various forums, summarized and analyzed advantages and disadvantages of regional tourism industry development in order to promote the dynamic and sustainable development of regional tourism industry. The forums that WTCF



has held, and will be held at a later date includes: the WTCF Asia-Pacific Tourism Conference in Penang, Malaysia; the WTCF Latin America Tourism Conference in Bogota, Columbia; and the European Tourism Conference, which will be held in WTCF member city in Europe at the end of this year. In addition, WTCF uses its think tanks to promote tourism development of Chinese cities in the west, and improve the popularity and influence of western cities in the world tourism industry.

At the forum, CPC Yushu Prefecture Party Secretary Wu Dejun said that since the reconstruction of Yushu after the disaster, a new Yushu has risen up again from the snowy plateau, because of the unselfish assistance of the people from across China and the counterpart support of Beijing as well as the efforts made by the people of the entire prefecture. Basically, equipped with regional tourism industrial development conditions, Yushu has transformed into the land which started late but has advantages, in the cultural tourism industrial development of Qinghai or even the entire Tibetan area. Yushu will build the cultural tourism industry into a strategic pillar industry of the entire prefecture's national economy, a happiness industrial that is closely associated with the people of the entire prefecture, and

an important platform industry used for alleviating poverty and overcoming difficulties. It will further explore the essence of the culture of the Three River Origins (Yangtze River, Yellow River, and Lancang River), attach importance to the holding of the cultural tourism events in which the descendants of the Yan and Yellow Emperors worship the origins of the Three Rivers, and exert to make contributions to the great unity the Chinese nation and to the achieving of the great rejuvenation of the Chinese nation.

At the forum, Dimitri Pittet, Economic Officer of the Embassy of Switzerland in China, shared the development experience of Swiss mountain tourism. Tokumura Shisei, member of WTCF Expert Committee, delivered the keynote speech with the theme "Holy Yushu, a City of Excitement". Their speeches provided ideas for the development of Yushu's tourism, introduced experiences, guided the direction, and received praises of the guests.

During the round-table discussion, Karl Wöber, Director of Expert Committee of WTCF; Fang Zehua, and Ding Peiyi, members of WTCF Expert Committee; and representatives from CAISSA Touristic, Utour Group Co., Ltd., JTB Corp., BTG International Travel & Tours answered, discussed and analyzed

questions raised by Yushu, Hetian, and Lhasa tourism departments.

WTCF was voluntarily formed by famous tourism cities in the world, including Berlin, Barcelona, Los Angeles and others, under the initiative of Beijing. WTCF now has 205 city members, cover 67 countries and territories. Since its establishment in 2012, WTCF has been successfully held the WTCF Fragrant Hills Tourism Summit in Beijing, Rabat, Fez, Chongqing, Los Angeles, and Qingdao. During the summit, WTCF released the Beijing Declaration, Chongqing Declaration, Los Angeles Declaration, as well as the Action Plan for the Brand Building of World Tourism Cities, to introduce sharing economy to the tourism industry and promote global development of the world tourism industry. WTCF has grown into one of the most influential tourism organizations in the world.

Yushu city, located in the southeast of Qinghai province, is the capital city of Yushu Tibetan Autonomous Prefecture. The city, with great development potential, has beautiful natural scenery and a rich and varied history and culture. This place is also called "source of rivers, mother of hills, home of yaks, place of dance and song", "The Tang-Tibet ancient road", and "China's water tower".

## 第七届 UNWTO 世界城市旅游峰会在首尔举办 WTCF 深入参与会议各项活动

9月17日至18日，世界旅游城市联合会副秘书长严晗一行出席了在韩国首尔举办的联合国世界旅游组织 (UNWTO) 第七届世界城市旅游峰会。此次峰会由来自50多个国家与地区的

旅游部长、市长、旅游部门与企业领导及专家学者汇聚一堂，共同探讨“2030城市旅游的发展愿景”。峰会由联合国世界旅游组织与首尔市政府合办，由韩国文化体育观光部、韩国观光公社及首尔

观光公社共同支持。

为期两天的峰会包括开幕式、主旨演讲、高层论坛和四个专题论坛，围绕发展迅速的旅游业作深入探讨，并为实现联合国的《2030年可持续发展议程》



订立目标愿景。会议讨论的主题包括电子科技如何塑造旅游城市的未来、城市旅游所发挥的作用 – 通过公共空间为城市带来新貌、以及如何确保城市旅游发展与市民福利相互兼容。世界旅游组织发表了题为《如何理解和应对超过预期的旅游城市发展》的研究报告。

联合会代表团深入参与会议各项活动，利用多边交流场合广泛扩大影响，加强主旨宣传。严晗副秘书长在开幕式高层论坛上就“2030年城市旅游展望”与参会的各旅游组织代表、各国旅游部长及相关旅游城市市长进行了发言，详细介绍了2018年青岛香山旅游峰会的成果，重点推荐了联合会与联合国世界旅游组织合作的旅游城市绩效研究报告，结合旅游城市发展的机遇与挑战问题进行了深入分析，并阐明了联合会旅游城市品牌与品质发展研究，进一步确立了

联合会在旅游城市中的引导力和权威性；对外联络部总监陈波参加了以“都市旅游与城市复兴”为题的沙发论坛，就文化遗产和文物保护的投资、提升旅游城市服务质量等四个方面进行了主题发言。联合会的工作平台与研究成果得到了与会代表的高度关注，严晗副秘书长、陈波总监及团队成员与参会代表开展了广泛而富有成效的交流，全面加深了联合

会在全球旅游城市中的影响力。

世界旅游城市联合会于2015年与联合国世界旅游组织 (UNWTO) 签署了合作谅解备忘录，多年来积极参与该组织的各项活动及工作计划，并于去年开始以15个旅游城市为案例与其合作完成研究报告，使国际组织间合作更加务实，提升联合会知名度、学术研究和会员服务能力。



## The 7th UNWTO Global Summit on Urban Tourism Kicks off in Seoul, WTCF Is Deeply Involved in the Activities of the Summit

From September 17 to 18, Yan Han, Deputy Secretary-General of WTCF, and a delegation attended the 7th UNWTO Global Summit on Urban Tourism, which was held in Seoul of the Republic of Korea. National and regional tourism ministers, mayors, and tourism department and enterprise leaders and experts from more than 50 countries visited the summit and discussed the “A 2030 Vision for Urban Tourism”. The summit was jointly organized by the UNWTO and the Seoul Metropolitan Government, and jointly supported by the Ministry of Culture, Sports and Tourism of the Republic of Korea, the Korea Tourism Organization and the Seoul Tourism Organization.

The two-day summit consists of four parts: opening ceremony, keynote speech, high-level forum, and four special forums. During the summit, deep discussions were held on the rapidly developing tourism industry, and the target vision was set for achieving the Transforming our world: the 2030 Agenda for Sustainable Development of the UN. The themes that were discussed include how electronic technology shapes the future of tourism cities, the functions of urban tourism—creating a new appearance for a city through public space, and how the mutual compatibility between urban tourism development and citizen welfare can be ensured. The UNWTO released a

research report titled ‘Overtourism’? – Understanding and Managing Urban Tourism Growth beyond Perceptions.

WTCF delegations attended several activities of the conference in order to expand WTCF’s influence and promote the core value of WTCF. During the conference, the opening ceremony was held. Representatives of tourism organizations, tourism ministers and mayors of tourism cities attended the event. At the opening ceremony high-level forum, WTCF Deputy Secretary-General Yan Han delivered a keynote speech with the theme “The Outlook of City Tourism Development in the year of 2030”. In his speech,



he introduced the results of the 2018 WTCF Qingdao Fragrant Hills Tourism Summit, the UNWTO/WTCF City Tourism Performance Research, and the research of WTCF on the brand and quality development of the tourism city, and he analyzed the opportunities and challenges of tourism city development. His speech established the leadership and authority of WTCF in world tourism cities. WTCF Director-General of the Liaison Department Chen Bo participated in the forum

session with the theme "Urban Tourism and City Renaissance". At the activity, he gave a keynote speech focused on four aspects: cultural heritage, cultural relic protection, heritage investment, and how to improve the service quality of a tourism city. The work and research results of WTCF attracted the attention of participants. Deputy Secretary-General Yan Han, Director Chen Bo and WTCF staff and delegates conducted extensive and fruitful communications with at-

tendees, deepening the influence of WTCF in global tourism cities.

WTCF signed the MOU with UNWTO in 2015 and actively participated in the UNWTO events and work plan since then. The cooperative research report launched by UNWTO and WTCF selected 15 WTCF member cities for case study, which makes the international cooperation more practical thus improving the recognition and ability of academic research and member service of WTCF.



## 世界旅游城市联合会代表团出席 2018 世界文化旅游大会峰会

10月9日,2018世界文化旅游大会峰会在中国陕西省西安市举行。本次峰会为期两天,由西安市人民政府、陕西省旅游发展委员会、携程集团共同主办,主题为“融汇思想,共筑未来”。内容包括世界文化旅游大会峰会开幕式、西安创建世界旅游时尚之都高峰论坛和世界文化旅游大会系列主题论坛。来自世界旅游组织、外国驻华使领馆官员,世界旅游企业500强、中国旅游企业100强负责人,国内外旅游目的地营销机构负责人,重点景区、主题公园负责

人等参加了开幕式。

世界旅游城市联合会以特邀合作机构身份参与此次大会。联合会常务副秘书长李宝春出席开幕式并致辞。致辞中对西安市旅游发展给予肯定,作为世界旅游城市联合会首批会员城市,中国西安市拥有厚重美好的历史文化特色、优秀的资源优势和重要的旅游文化地位;他同时强调世界旅游城市联合会愿意同会员城市西安市和会员机构携程集团共同努力,致力发展文化旅游事业,推动全球旅游产业进入新时代。

随后,李宝春常务副秘书长还作为嘉宾见证了“世界文化旅游大会永久会址落户西安浐灞”的揭牌仪式。

开幕式后李宝春常务副秘书长参加了本次峰会的闭门恳谈会并发言,就当前国际旅游行业发展现状及西安市旅游特色、历史文化等,提出中肯的建议。与会的其他嘉宾进行了2018上半年中国在线旅游发展大数据报告、2018全球旅行口碑榜单启动与旅游大数据革新主题演讲,就世界文化遗产如何铸就国际化文旅品牌等主题进行了讨论。



## WTCF Delegation Attends the 2018 Summit of the World Culture and Tourism Conference

On October 9, the 2018 Summit of the World Culture and Tourism Conference was held in Xi'an of China's Shaanxi Province. With the theme of "Fusing Ideas and Talents to Build a Common Future", the summit, which lasted for two days, was jointly hosted by Xi'an Municipal People's Government, Shaanxi Provincial Tourism Development Commission, and Ctrip Group. The conference consists of the opening ceremony of the World Culture and Tourism Conference Summit, Xi'an Forum for Building A World Tourism Fashion City, and the World Culture and Tourism Conference's forums with a series of themes. Those who attended the summit's opening ceremony include officials from the UNWTO and the foreign embassies and consulates in China, persons in charge from the world's Fortune 500 tourism enterprises and China's Fortune 100 tourism enterprises, persons in charge from the Chinese domestic and international

tourism destination marketing institutions, persons in charge from the key scenic spots and theme parks, and so on.

WTCF attended the conference as a specially invited partner organization. Mr. Li Baochun, Executive Deputy Secretary-General of WTCF, attended the opening ceremony and delivered a speech. In his speech, Mr. Li affirmed the tourism development of Xi'an. As one of the first member cities of WTCF, China's Xi'an features profound and beautiful historical and cultural characteristics, an excellent resource advantage, and an important tourism and cultural status. He also emphasized that WTCF is willing to work with its city member Xi'an and its institutional member Ctrip Group to conduct culture and tourism development, and push forward the global tourism industry to a new era.

After that, as an honored guest, Ex-

ecutive Deputy Secretary-General Li Baochun also witnessed the unveiling ceremony of the "Permanent Site of the World Culture and Tourism Conference Settled in Xi'an Chan-ba".

After the opening ceremony, Executive Deputy Secretary-General Li Baochun joined the "closed door earnest meeting" of the summit and also spoke at the meeting. He proposed fair suggestions on the current international tourism industry's development status and Xi'an's tourism features and history and culture, and so on. Other honored guests who participated in the meeting delivered keynote speeches such as China's Online Tourism Development Big Data Report in the First Half of 2018, and the 2018 Global Travel Word-Of-Mouth List Poll Launch and Tourism Big Data Innovation, to discuss how the world culture heritage creates the internationalized culture and tourism brand, and other themes.

## 世界旅游城市联合会代表团出席 2018 国际山地旅游联盟年会

10月13日,2018国际山地旅游联盟(以下简称“联盟”)年会在贵州省贵阳市举行。作为此次会议的支持单位,世界旅游城市联合会副秘书长严晗率团出席并在开幕式致辞。

本次年会为期两天,主题聚焦新科技时代山地旅游发展的新机遇、新空间、新模式等,围绕“新科技+山地旅游”进行深入探讨。年会举办了开幕式、主旨演讲、“世界名山对话”、商务洽谈会等活动。联盟发起倡议将每年5月29日做为“世界山地旅游日”,启动《世界山地旅游发

展趋势报告》研究课题。国际山地旅游联盟会员、国际组织代表、旅游业界人士、专家学者等约300人将参加会议。

严晗副秘书长作为合作伙伴及兄弟组织的代表在开幕式致辞,他对国际山地旅游联盟的发展给予高度肯定,联盟是全球首个以促进山地旅游发展为重点的国际组织,已逐步成为山地旅游领域最具影响力的国际旅游组织;他结合世界旅游城市联合会的研究报告《世界旅游经济趋势报告(2018)》,针对本届年会主题:“新科技对旅游业的发展”进行

了阐述;他着重分析了“城市旅游”与“山地旅游”的资源融合性及优势互补性,倡议世界旅游城市联合会和国际山地旅游联盟等国际组织携起手来,相互学习借鉴发展经验,协同发展,为建立更加公平、更加包容、更加和谐的世界旅游新秩序做出积极贡献。

严晗副秘书长还参加了由国际山地旅游联盟主席、法国前总理德维尔潘先生发起的“德维尔潘私享会”活动。活动上对“旅游业面临的发展与挑战”、“山地绿色旅游”、“现代科技如何应用



到旅游业发展中”、“旅游业带动就业及精准脱贫”等话题同与会代表进行了讨论。

会议期间，严晗副秘书长与国际山地旅游联盟副主席、前中国国家旅游局局长邵琪伟，国际山地旅游联盟秘书长、前中国国务院侨务办公室副主任何亚非、

贵州省副省长卢雍政，贵阳市副市长孙志明等嘉宾进行了交流，介绍了联合会的发展情况以及近期举办的活动，交流联合会在发展过程中值得借鉴的经验，希望两个组织在日后有更深层次的交流合作，建立更坚实的伙伴关系，携手取得更多的发展。



## WTCF Delegation Attends the 2018 Annual Conference of International Mountain Tourism Alliance

On October 13, the 2018 Annual Conference of International Mountain Tourism Alliance (hereinafter referred to as the Alliance) was held in Guiyang City, Guizhou Province, China. As a supporter of this conference, WTCF Deputy Secretary-General Yan Han led a delegation to attend the conference, and delivered a speech at the opening ceremony.

This annual conference lasted for two days with a theme that focused on the mountain tourism development's new opportunities, new space, new model and so on in the age of new technology, and furthered its discussion with the topic "new technology + mountain tourism". During the annual conference, activities that were held include the opening ceremony, keynote speech, "Dialogue among famous mountains in the world", business fair and so on. Also, the Alliance proposed an initiative to set each year's May 29 as the "World Mountain Tourism Day", and launched the research Report on Development Trend of World Mountain Tourism. About 300 people including the International Mountain Tourism Alliance members, international organization representatives, professionals of the tourism industry, scholars and experts

and others attended the conference.

As the representative of a cooperation partner and brotherhood organization, Yan Han, Deputy Secretary-General of WTCF, delivered a speech at the opening ceremony. He spoke highly of the development of the International Mountain Tourism Alliance: the Alliance is the first international organization in the whole world that boosts the development of mountain tourism as its emphasis, and it has gradually grown into the most influential international organization in the mountain tourism industry. By referring to WTCF's research result Report on World Tourism Economy Trends (2018), he expressed his ideas on the theme of this year's annual conference: "New Science and Technology for the Development of the Tourism Industry"; and his analysis emphasized the resource integration and advantages that complement one another between "city tourism" and "mountain tourism". He initiated that WTCF, the International Mountain Tourism Alliance and other organizations join hands to learn from the experience of each other, cooperate and conduct development, and make positive contributions to the building of a more fair, more inclusive, and more harmonious

new order of the world tourism.

Deputy Secretary-General Yan Han also attended "Dominique de Villepin's saloon". This activity was organized by the Chairman of IMTA, and the former Prime Minister of France. During the activity, topics such as "Opportunities and Challenges in Tourism Development", "Green Mountain Tourism", "How Modern Technology can be Applied to Tourism Development", "Tourism drives Employment and Accurate Poverty Alleviation", were discussed.

During the event, Deputy Secretary-General Yan Han met and exchanged opinions with Shao Qiwei, Vice Chairman of IMTA, and former Chairman of the China National Tourism Administration (CNTA); He Yafei, Secretary-General of IMTA, and former Deputy Director of the Overseas Chinese Affairs Office of the State Council; Lu Yongzheng, Vice Governor of Guizhou Province; and Sun Zhiming, Vice Mayor of Guiyang City. He introduced the development status and recent events of WTCF, and shared useful development experience of WTCF. He also expressed his hope that the two organizations could have the opportunity for deeper cooperation to establish a stronger partnership and achieve better development in the future.



## 2018 世界运河城市论坛在扬州举办 联合会应邀出席并做主旨演讲

由世界运河历史文化城市合作组织(WCCO)、中国太平洋经济合作全国委员会共同主办的“2018 世界运河城市论坛”，于2018年10月12日-13日在江苏省扬州市举行。来自全球30多个国家、70多个运河城市、国际旅游组织代表、国际机构的官员、专家学者、企业界代表等共400多人，齐聚扬州，分享成果、交流案例，共商世界运河事业发展大计。

本届论坛以世界运河城市文化保护、传承与利用为主题，旨在汇集和分享世界范围内运河文化发展的最新成果，促进运河城市可持续发展的交流合作。

公共关系与品牌推广部总监才华代表联合会应邀出席世界运河城市文化旅游合作分论坛，围绕“运河城市文化旅游发展与合作”的主题，就“世界旅游城市的合作模式和案例分享”进行了主旨发言，详细介绍了联合会为会员单位提供的主题交流、推广宣传、行业培训、展会活动、咨询服务、投融资服务、交易洽谈会和推介会、定制服务等服务项目及合作实例，其中重点介绍了联合会作为平台所促成城市会员之间的合作案例。

世界运河历史文化城市合作组织(WCCO)是由世界各国运河城市和相关经济文化机构自愿结成的非营利性国际



组织，作为本组织品牌活动之一的“世界运河城市论坛”，已连续举办了11年，成为世界运河城市合作、共赢的共享平台。

## The 2018 World Canal Cities Forum Kicks off, WTCF Is Invited to Attend the Forum and Delivers a Keynote Speech

The 2018 World Canal Cities Forum, jointly hosted by the World Historic and Cultural Canal Cities Cooperation Organization (WCCO), and the China National Committee for Pacific Economic Cooperation (PECC), was held in the City of Yangzhou, Jiangsu Province from October 12 - 13. Those who visited the Yangzhou forum include more than 400 participants, who are representatives of more than 30 countries and more than 70 canal cities of the world, representatives of international organizations, national institutional officials, experts and scholars, representatives of the industry and so on. They shared their achievements, exchanged their cases, and jointly discussed the blueprint of the world's canal business development.

This forum, which took the protection,

inheritance, and use of the world canal cities' cultures as its theme, is aimed at congregating and sharing the latest achievements of the canal cultural development on the world stage, and boosting the communication and cooperation of the sustainable development of the canal cities.

On behalf of WTCF, Jenny Cai, Director of WTCF Public Relations & Brand Marketing Department, was invited to attend the World Canal Cities Cultural Tourism Cooperation sub-forum. With the theme of "Cultural & Tourism Development and Cooperation in Canal Cities", she delivered a keynote speech on the "World Tourism Cities Cooperation Model and Case Sharing". In her speech, she introduced WTCF's member services: themed discussions, Promotion and Publicity,

Industrial Training, Exhibition Services, Consulting Services, Investment and Financing Services, Trade Fair and Promotion Conference Services, Customized Services; as well as best practices of WTCF's member service. The highlight of her speech was the case study that WTCF, as a platform, promotes cooperation among city members.

The WCCO is a non-profit, non-governmental international organization formed by a number of canal cities and economic or cultural institutions worldwide. As one of the most important brand activities of WCCO, the "World Canal Cities Forum" has been successfully held for 11 years. This event has become an important platform to promote cooperation and better development for world canal cities.