

“品牌评价 旅游目的地”国际标准提案研讨会及“一带一路”品牌建设国际论坛将旅游目的地品牌建设推入快行道

2018年10月15日、10月16日,“品牌评价 旅游目的地”国际标准提案研讨会与“一带一路”品牌建设国际论坛先后在中国张家界召开,两次会议议题均围绕旅游目的地品牌建设展开,以为全球旅游目的地品牌化建设提供理论支持和方向指引。

据了解,“品牌评价 旅游目的地”研讨会是世界旅游城市联合会联合中国社会科学院城市与竞争力研究中心、中国品牌建设促进会共同组织的基于旅游目的地品牌评价标准的阶段性研讨会。应中国品牌建设促进会理事长、ISO/TC 289 主席顾问组主席、原中国国家质检总局副局长刘平均的邀请,世界旅游城市联合会副秘书长严晗、中国社会科学院城市与竞争力研究中心研究员刘彦平等《品牌评价 旅游目的地》国际标准提案项目组多位成员和专家出席了此次研讨会。

会上,严晗副秘书长介绍了联合会近年来在推动旅游城市品牌建设方面所做出的系列工作和国际反响。刘彦平研究员则阐述了ISO 20671 国际标准制定情况以及“品牌评价 旅游目的地”国际标准提案的背景情况、基本原则、主要考虑等。随后,与会专家和代表就提案

进行了研究讨论,商定了法律、消费者、投资者、市场、经济、可持续性等多项评价指标。同时,加拿大标准协会品牌技术委员会副主席埃德加·鲍姆与严晗副秘书长还进行了深入交流,他们一致认为,旅游目的地类型广泛,涉及国家、省州、城市、乡村、景区、公园等,因此,在制定旅游目的地品牌评价的衡量指标时,不可把多层面的指标混在一起,要尽可能地归纳梳理出核心的简化的因素,选择核心指标纳入评价体系。与会专家同意在年底将提案文稿送交技术委员会讨论。

今年是中国国家主席习近平提出共建“一带一路”合作倡议5周年。5年来,全球已有100多个国家和国际组织同中国签署了共建“一带一路”合作文件。中国同“一带一路”相关国家的货物贸易总额超过5万亿美元,为当地创造就业20多万个。“一带一路”已成为跨越不同地域、不同发展阶段、不同文明的开放合作平台,对推动全球经济增长和可持续发展具有重要意义。

在此背景下,“一带一路”品牌建设国际论坛的召开旨在进一步探讨国际经济发展的新趋势,共谋“一带一路”经济、社会、文化、旅游、贸易等务实合作新机遇,

共商“一带一路”品牌建设新思路。

严晗副秘书长受邀出席了论坛并在沙发论坛环节分享了世界旅游城市联合会全球旅游城市(目的地)品牌化建设方面做出的主要工作。他表示,旅游目的地品牌建设需要着重做好三方面工作,一是要满足消费者体验和感受;二是建立旅游品牌评价的标准体系;三是要做有内涵的好产品。要让旅游产品更有文化,要让文化产品通过旅游的方式走出去,真正形成文化和旅游相融合的发展合力。

联合会还邀请了国际旅游专家、联合国世界旅游组织原目的地管理部门主任埃森坎女士做了“旅游目的地品牌建设主要原则”的主旨演讲。她提到,在“一带一路”框架之下,推动旅游目的地基础设施建设对于改善游客的旅游体验具有重要作用。除此之外,需要一个非常清晰的有竞争力的定位,需要一个共同的愿景来进行战略上的布局,也需要一个不同传播方式的无缝连接,让游客共享彼此之间的愿景以及情感。

论坛期间,中国社会科学院城市与竞争力研究中心研究员、中国城市营销发展报告课题组长刘彦平就《品牌评价 旅游目的地》国际标准提案项目做了简要介绍。



“Brand Evaluation-Tourism Destination” International Standard Proposal Symposium & International Forum on “Belt and Road” Brand Development Pushed brand development of tourism destinations into the fast track

From 15 - 16 October 2018, the “Brand Evaluation-Tourism Destination” International Standard Proposal Symposium and International Forum on “Belt and Road” Brand Development were held. The topics of both meetings were centered on the construction of tourism destination brands, providing theoretical support and direction guidance for the branding of global tourism destinations.

It is understood that, the “Brand Evaluation-Tourism Destination” Symposium that organized by the World Tourism Cities Federation (WTCF) in association with the Center for City and Competitiveness, Chinese Academy of Social Sciences (CASS) and the China Council for Brand Development is a phased symposium based on the standards of tourist destination brand evaluation. At the invitation of Liu Pingjun, President of the China Council for Brand Development, Head of the Chairman’s Advisory Group of ISO/TC 289 and former Vice Minister of the General Administration of Quality Supervision, Inspection and Quarantine of China, several members and experts of Brand Evaluation-Tourism Destination International Standard Proposal Project Group, including Yan Han, Deputy Secretary-General of WTCF and Liu Yan ping, Researcher at the CASS Center for City and Competitiveness, attended the symposium.

At the meeting, Deputy Secretary-General Yan Han introduced the WTCF’s efforts in promoting tourism city brand

development in recent years and the international response. Researcher Liu Yanping expounded the setting of ISO 20671 international standard, as well as the background, fundamental principle and key considerations of “Brand Evaluation-Tourism Destination” International Standard Proposal. Then the experts and representatives present discussed the proposal and fixed evaluation indicators such as law, consumer, investor, market, economy and sustainability. Also, Edgar Baum, The Vice President of Canadian Standards Association Brand technology committee and Deputy Secretary-General Yan Han made in-depth communication and both agreed that there are a wide range of tourism destinations, including countries, provinces and states, cities, rural areas, scenic areas, parks, etc. Thus, during working out the evaluation indicators for tourism destination brands, we should not mix indicators at different levels, but sum up core simplified factors and include core indicators in the evaluation system. The attendees agreed that the proposal document be submitted to the technical committee for deliberation at the end of this year.

This year marks the 5th anniversary of the “Belt and Road” initiative proposed by Chinese President Xi Jinping. In the last 5 years, more than 100 countries and international organizations signed “Belt and Road” cooperation agreements with China. The total trade vol-

ume between China and relevant “Belt and Road” countries has exceeded 5 trillion U.S. dollars and the cooperation has created more than 200,000 jobs for locals. The “Belt and Road” has become an open cooperation platform spanning different regions, development stages and civilizations, and it is of great significance for promoting the growth and sustainable development of the global economy. In this context, the “Belt and Road” brand development international forum further discussed the new situation of international economic development, sought new opportunities for practical cooperation in “Belt and Road” fields such as economy, society, culture, tourism and trade, and explored new ideas for “Belt and Road” brand development.

Yan Han, Deputy Secretary-General of the WTCF attended the forum and shared the main efforts of the WTCF in the brand development of global tourism cities (destinations) at the sofa forum. We need to focus on three aspects in the brand development of tourism destinations: satisfying consumers, establishing a tourism brand evaluation standard system and offering fine products, said Yan Han. We should make tourism products more cultural, and make tourism products go out through tourism, to promote the integrated development of culture and tourism, he added.

WTCF also invited Esencan Terzibasoglu, an international tourism expert

and Director for Destination Management and Quality, UNWTO, and international tourism expert to deliver a keynote speech titled “Key Principle of Tourism Destination Brand Development”. Promoting tourism destination infrastructure construction plays a significant role in improving tourist

experience under the “Belt and Road” framework, said Esencan Terzibasoglu. Besides, tourism destinations need to position themselves clearly, work out the common vision for strategic development and seamlessly connect different means of communication, to make tourists share their vision and feelings.

During the forum, Liu Yanping, Researcher at the CASS Center for City and Competitiveness and Leader of the Project Group of China City Marketing Development Report briefly introduced the Brand Evaluation-Tourism Destination International Standard Proposal Project.



世界旅游城市联合会组织旅企会员参访摩洛哥丹吉尔大区，助力旅游产品升级

2018 年 10 月 15 日至 25 日，世界旅游城市联合会受摩洛哥旅游局中国办事处委托，组织了 16 位来自不同旅行社企业的非洲区负责人赴摩洛哥丹吉尔大区参加 "Regional Tourism MarketTanger-Tetouan-Al Hoceima" 大会，以促进国际旅游市场与摩洛哥丹吉尔旅游资源的对接，提升摩洛哥北部城市旅游产品关注度，并针对摩洛哥旅游热点问题进行交流讨论。会后，与会人员还对丹吉尔大区相关旅游资源进行了实地考察。

本届 "Regional Tourism Market Tanger-Tetouan-Al Hoceima" 大会由摩洛哥国家旅游局，丹吉尔—德士安—胡塞马大区以及该区旅游委员会、工商会四方主办，内容涵盖开幕式、旅游展览、B2B 对接会和目的地城市推介会。共有来自 14 个国家的 150 家国际旅游运营商和 80 家当地旅游供应商参与，总人数超过 400 人。

大会活动中，联合会组织考察团成员分别与当地 50 家旅游供应商进行了 B2B 洽谈，累计洽谈场次约 800 场。考察团成员表示，通过本次行业交流，相互介绍双边和多边的旅游项目和人文自然旅游资源，开拓了视野，丰富了产品多元元素，有助于提升摩洛哥产品的多样性和竞争优势，对于改进摩洛哥旅游产品具有指导性意义。

在会后考察中，考察团成员对丹吉尔、胡塞马、得士安有了全新的认识，特别是对丹吉尔地区独特的区位优势、气候气象条件、饮食物产条件、购物休闲产业条件和交通住宿条件都进行了比较深刻的体会和研究，并通过考察，对摩洛哥丹吉尔大区未来的旅游规划及营销提出了中肯的建议反馈。考察团成员还表示，可以将丹吉尔列入摩洛哥常规线路中，甚至可以与休闲游相结合，为丹吉尔大区设计独特的旅游产品。

本次活动后，考察团成员对于联合会的平台作用给予了极大认可，对联合会和会员城市旅游局的跨界合作表示感谢。这次合作让传统旅游业者能有机会和 OTA 新媒体以及会奖 MICE 同行交流、取经，从而在销售渠道规划、销售手段升级和市场眼光上得到提高和进步。此外，考察团成员认为，联合会可谓一个非常有依托力和支持力的大舞台，相信通过类似项目的开展，将极大助力摩洛哥特别是丹吉尔大区旅游事业、会议展览事业、时尚艺术事业、餐饮娱乐事业、工商事业的发展，也将有利于致力投资的中国潜在企业家践行欧非发展的“新丝绸之路之梦”和伟大“中国梦”。

丹吉尔大区作为非洲北部的新兴旅游城市，地处大西洋和地中海交汇处，旅游资源丰富，旅游设施完备，旅游服务周到。既有古老悠久的历史，又具有欧洲浪漫的现代气息。旧城房屋密集，街巷交错，摊点、手工作坊、琳琅满目的店铺，风情别具。

WTCF Organizes Its Tourism Enterprise Members to Visit Tanger-Tetouan-Al Hoceima Region, Morocco, Helping to Upgrade Tourism Products

From 15 to 25 October, 2018, WTCF, commissioned by the China office of the Moroccan National Tourist Office, organized the persons in charge of African business from 16 different travel agencies to visit the Tanger-Tetouan Al Hoceima region to participate in the “Regional Tourism Market Tanger Tetouan-Al Hoceima” conference, to promote the match-making of the international tourism market with the tourism resources of Tanger, Morocco and raise the attention of tourism products in northern Morocco and discuss the hot issues of tourism in Morocco. After the conference, the participants participated in a tour of the tourism-related resources of the Tanger-Tetouan-Al Hoceima region.

This “Regional Tourism Market Tanger-Tetouan-Al Hoceima” conference, hosted by the Regional Council of Tourism Tanger-Tetouan-Al Hoceima, Moroccan National Tourist Office, Tanger-Tetouan-Al Hoceima region, and Chamber of Commerce, Industry and Services of Tanger-Tetouan-Al Hoceima, consisted of an opening ceremony, a tourism exhibition, a B2B docking meeting, and a destination city promotion conference. In total, more than 400 representatives, from 14 countries, 150 international tourism operators, and 80 local tourism suppliers, participated in the conference. The aim of the conference is to promote the connection of the international tourism market and Morocco's Tanger tourism resources, im-

prove people's awareness of the tourism products from the northern cities of Morocco, and also discuss the hot tourism issues of Morocco.

During the events of the conference, the members of the visiting group organized by WTCF conducted negotiations with 50 local B2B tourism suppliers, with the estimated cumulative number of negotiations amounting to 800. These members have said that, through industry exchanges, they introduced bilateral and trilateral tourism projects and humanistic natural tourism resources to broaden their horizons and enrich the variety of tourism products.

This exchange is helpful in enhancing the diversity and competitive advantage of Moroccan products, and has an informative significance in improving Moroccan tourism products. During the post conference tour, the members of the delegation were able to better understand the Tanger Tetouan-Al Hoceima region, particularly in the field of geographic conditions, climate and weather conditions, food and productions, shopping and leisure industry, and transportation and accommodation. After the tour, the members of the delegation provided useful suggestions on tourism planning and marketing for Tanger region, Morocco. One of the members suggested to add Tanger into one of Morocco's regular travel routes. Another suggested to develop leisure tourism in the area and launch

uniquely designed travel products for the Tanger region.

The members of the delegation that participated in the event thanked WTCF and the city member's tourism bureau for launching the event. This collaboration gives the traditional travel industry operators an opportunity to talk to OTAs, new media, and MICE practitioners, which helps them to have a better understanding of the tourism industry, and planning and upgrading new sales channel. After the event, members of the delegation expressed that WTCF is a very supportive platform. They believed that such an event would support the development of tourism industry, conference and exhibition, fashion and art, catering and entertainment, industry and commerce in Morocco, especially the Tanger region. Such events would also attract Chinese entrepreneurs to invest in Morocco. This would also help to realize the “New Silk Road Dream” and “China Dream” of the great rejuvenation of the Chinese nation.

The Tanger-Tetouan-Al Hoceima region is a new emerging tourist region which is located at the intersection of the Atlantic and the Mediterranean, in the north of Africa. It has rich tourism resources, complete tourist facilities and excellent travel services. The old town is filled with houses of different shapes and food store and shops selling handmade products can be found everywhere. This is a place with a long history where you can also taste romance and the modern European aura.



世界旅游城市联合会推进全球旅游经济可持续发展

2018 年 10 月 23 日至 24 日，世界旅游经济论坛 (Global Tourism Economy Forum) 在澳门举办。本届论坛吸引了来自 40 个国家及地区的专家学者及相关业界代表等 1500 多人出席，围绕中国与欧盟双边关系的新动力及粤港澳大湾区的合作等议题，与会人员进行了广泛交流与深入探讨。

世界旅游城市联合会常务副秘书长李宝春在开幕式致辞中表示：“在澳门迈向成为‘世界旅游休闲中心’的过程中，‘论坛’一直为特区经济多元化和可持续发展发挥重要的支撑及推动作用。”他强调，世界旅游城市联合会与世界旅游经济论坛同年成立。2014 年以来，世界旅游城市联合会已连续 5 年参加本论坛并于 2015 年与世界旅游经济论坛签署了战略合作协议，双方 2016 年以来在学术交流、联合举办论坛、培训项目、参会参展、人员交流等方面积极开展了多项合作。

他还重点介绍了联合会在推动全球旅游经济发展中所做出的突出贡献，并同时邀请与会代表参加联合会组织的各项国际会议活动。

10 月 23 日，作为 2018 世界旅游经济论坛 (GTEF) 的支持单位，联合会举办了“节庆架起传统与旅游的桥梁”专题论坛。该环节由世界旅游城市联合会专家委员会专家、美国天普大学旅游与酒店管理系教授李想主持，论坛讨论嘉宾——西海岸应用科技大学国际旅游管理教授、中国出境游研究所所长及创始人王立基，哥本哈根旅游局发展部总监喜娜，英国驻华大使馆苏格兰事务一等秘书孟华轩，希腊雅典市副市长亚历山大·莫里亚诺，维多利亚大学商学院研究教授林赛·特纳，芬兰赫尔辛基市长扬·瓦帕沃里，共同探讨了传统文化节庆如何带动城市旅游经济增长和发展。其中，赫尔辛基市长扬·瓦帕沃里分享了传统节庆和现代活动的各一个案例，重点介绍了集音乐、度假、狂欢、美食于一体的创新性的节庆活动，并指出，此类节庆带动了赫尔辛基青年游客人数的增长。

2018 年恰逢中国—欧盟旅游年，联合会积极参加本届论坛，携手世界旅游经济论坛发挥联合会务实交流平台的作用，进一步引领推动中国与欧盟、中国与各国商业和文化交流的讨论，提升中欧旅游便

利化，为各国旅游发展提供机会，增进中欧人民之间相互了解，增加互访游客数量，促进世界旅游经济可持续发展。

论坛介绍

世界旅游经济论坛由澳门特别行政区政府社会文化司主办，并获联合国世界旅游组织 (UNWTO) 为伙伴单位，中华全国工商业联合会 (ACFIC) 授权中国全联旅游业商会发起及协办、世界旅游经济研究中心筹办。论坛得到中华人民共和国文化和旅游部、中华全国工商业联合会 (ACFIC)、中央人民政府驻澳门特别行政区联络办公室、中华人民共和国外交部驻澳门特别行政区特派员公署、澳门特别行政区政府旅游局 (MGTO)、世界旅游城市联合会 (WTCF)、世界旅游及旅行理事会 (WTTC)、亚太旅游协会 (PATA) 和欧洲旅游委员会 (ETC) 为支持单位。

自 2012 年首办至今，论坛已吸引来自 83 个国家和地区的超过 8,000 位参会者，先后接待 105 个来自内地不同省区的代表团，并有 437 位世界知名的国家部长级领导、商界领袖和专家学者应邀在论坛上分享真知灼见。

WTCF Promotes the Sustainable Development of the Global Tourism Economy

The Global Tourism Economy Forum (GTEF) took place in Macao from 23 - 24 October, 2018. Among more than 1,500 attendees were experts, scholars and industrial representatives from 40 countries and regions. They discussed the new power of China-EU bilateral relations and focused on the cooperation in Guangdong-Macao-Hong Kong Greater Bay Area. The participants had extensive exchanges and in-depth discussions.

Li Baochun, Executive Deputy Secretary-General of the World Tourism Cities Federation addressed the opening ceremony. “On the way to becoming a ‘world tourism leisure center’, the forum has played an important role in supporting and driving the economic diversification and sustainability of the Macao SAR,” said Li Baochun. He stressed that the WTCF was established in the same year as GTEF. The WTCF has attended the forum for five consecutive years since 2014 and concluded a strategic cooperation agreement with GTEF in 2015. The two sides cooperated in a wide range of fields, including academic exchange, forum co-hosting, training, convention & exhibition participation and staff exchange in 2016. He also introduced the remarkable contributions of the WTCF to promote the development of the global tourism economy, and invited other attendees to attend the international conferences organized by the WTCF.

On 23 October, as a supporter of GTEF 2018, the WTCF organized a forum themed “Festivals-Bridging Traditions and Tourism”.

The session was hosted by Li Xiang, a member of the WTCF Expert Committee and a professor at the School of Sport, Tourism and Hospitality Management, Temple University. Among the participants were Prof. Dr. Wolfgang Georg Arlt FRGS FRAS, Professor of International Tourism Management at FH Westküste, and Director and Founder of the China Outbound Tourism Research Institute; Signe Jungersted, Director of Development, Wonderful Copenhagen; Martin McDermott, First Secretary of Scottish Affairs at the British Embassy in China; Alexandros M. Modiano, Deputy Mayor of Athens; Lindsay Turner, Research Professor at the College of Business, University of Victoria and Jan Vapaavuori, Mayor of Helsinki. They discussed how traditional cultural festivals drive the economic growth and development of the urban tourism economy. Vapaavuori shared a case of traditional festivals and a case of modern activities, with emphasis on innovative festivals integrating music, holiday, carnival and food. He pointed out that these festivals have boosted the number of young tourists to Helsinki.

2018 coincides with EU-China Tourism Year. The WTCF took an active part in the forum. Through the platform, the WTCF will play its role as a practical exchange platform, further guide and advance China's business and cultural exchanges with the EU and foreign countries, enhance China-EU tourism facilitation, create opportunities for the tourism development of foreign countries, enhance the mutual understanding between Chinese people and Eu-

ropean people, increase the number of tourists paying exchange visits and promote the sustainable development of the global tourism economy.

About GTEF

The Global Tourism Economy Forum (GTEF) is hosted by the Secretariat for Social Affairs and Culture, Government of the Macao Special Administrative Region in collaboration with the World Tourism Organization (UNWTO), initiated and co-organized by the China Chamber of Tourism under the authorization of the All-China Federation of Industry and Commerce (ACFIC), coordinated by the Global Tourism Economy Research Center, and supported by the Ministry of Culture and Tourism of the People's Republic of China, ACFIC, the Liaison Office of the Central People's Government in the Macao Special Administrative Region, the Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao Special Administrative Region, the Macau Government Tourism Office (MGTO), the World Tourism Cities Federation (WTCF), the World Travel & Tourism Council (WTTC), the Pacific Asia Travel Association (PATA) and the European Travel Commission (ETC).

Since starting in 2012, the forum has attracted more than 8,000 participants from 83 countries and regions, received 105 domestic delegations, and invited 437 world-renowned minister-level leaders, business leaders, experts and scholars to share their insightful view.



日内瓦市长一行到访世界旅游城市联合会秘书处 促双方交流与合作

2018年10月26日，世界旅游城市联合会会员城市日内瓦市市长 SAMIKANAAN 先生一行到访联合会秘书处，与李宝春常务副秘书长进行了工作会谈。

李宝春常务副秘书长对 SAMIKANAAN 市长一行的到访表示欢迎，并介绍了联合会近期的主要工作情况、特色会员服务项目以及未来的发展规

划，特别是重点就2018青岛香山旅游峰会的旅游推介会、旅游交易会、投融资大会和论坛等活动成果做了详细介绍，并欢迎 SAMI KANAAN 市长能够参与12月即将在塞维利亚举办的区域论坛以及明年在赫尔辛基举办的香山旅游峰会。

SAMI KANAAN 市长表示，通过此次到访，对世界旅游城市联合会的平台价值及会员服务有了更深层次的了解，并希

望在未来能够加强与联合会之间更多的交流与合作。



Mayor of Geneva and His Delegation Visit WTCF Secretariat Promote Exchanges and Cooperation Between the Two Sides

On October 26, 2018, the mayor of WTCF member city Geneva Mr. SAMI KANAAN visited the Secretariat of WTCF and held working talks with Mr. Li Baochun, Executive Deputy Secretary-General of WTCF.

Li Baochun, Executive Deputy Secretary-General of WTCF, welcomed the visit of Mayor SAMI KANAAN and his delegation, and introduced WTCF's recent major work, featured

member service projects, and some future development plans. The highlight is that he introduced in detail the activity results of the tourism promotion conference, tourism trade fair, investment & financing conference, forums and other sections of the Qingdao Fragrant Hills Tourism Summit 2018. He also welcomed Mayor SAMI KANAAN to participate in the upcoming regional forum in

Sevilla in December as well as the Fragrant Hills Tourism Summit, which will be held in Helsinki in the next year.

Mayor SAMI KANAAN said that through this visit, he had a deeper understanding of WTCF's platform value and membership services and hopes to strengthen communication and cooperation between WTCF and Geneva in the future.

世界旅游城市联合会与海外华文传媒合作组织 签订战略合作协议

2018年10月30日下午，世界旅游城市联合会 (WTCF) 与海外华文传媒合作组织在京签署了战略合作协议。根据协议，海外华文传媒合作组织将利用自身资源，通过报纸、杂志、新媒体等媒体平台，在活动策划、新闻发布、公关宣传、营销推广等方面，为世界旅游城市联合会提供支持。与此同时，世界旅游城市联合会将发挥平台优势，优先向会员单位推荐海外华文传媒合作组织的媒体资源。

世界旅游城市联合会常务副秘书长李宝春表示，世界旅游城市联合会每年都会在世界各地举办一系列的重要会议和活动。他认为，海外华文传媒合作组织在全球范围内拥有广泛的媒介资源，可以为联合会提供全方位报道、宣传支持，助力品牌提升。

展望双方合作前景，海外华文传媒合作组织常务理事、马来西亚《光华日报》董事骆南辉首先感谢了世界旅游城市联合会给予的信任和支持。他指出，海外华文传媒合作组织致力于传承华夏文明精粹、

弘扬中华文化精华，成员覆盖了全球30余个国家和地区的80多家媒体，涵盖了报纸、杂志、广播、电视以及网络新媒体，在世界范围内具有广泛传播作用。

骆南辉表示，海外华文传媒合作组织成员将根据世界旅游城市联合会的需求，利用自身资源，报道神州大地的美丽风景，宣传推广城市旅游概念，并在活动策划、新闻发布等方面予以支持。同时，他亦向世界旅游城市联合会发出邀请，欢迎到海

外华媒所在的国家 and 城市参观考察，以吸纳更多旅游城市。

据了解，海外华文传媒合作组织是由香港文汇报发起的世界性媒体组织，由遍布全球五大洲27个国家和地区的81家华文传媒机构构成。在香港文汇报的主导下，合作组织成员通过多元化的合作传播中华文化，并与33家成员合作出版发行33个“香港文汇报海外版”，发行量近200万份。



WTCF Signs Strategic Cooperation Agreement with Overseas Chinese Media Cooperation Organization

On the afternoon of October 30, 2018, WTCF and the Overseas Chinese Media Cooperation Organization (OCM) signed the strategic cooperation agreement in Beijing. According to the agreement, the OCM will use its resources, through newspapers, magazines, new media and other media platforms, to provide support for WTCF in event planning, press release, public relations publicity, marketing and other aspects. Meanwhile, WTCF will make use of the advantage of

its platform, and conduct a preferential recommendation of the OCM's media resources to its members.

Li Baochun, Executive Deputy Secretary-General of WTCF, said that WTCF holds a series of important meetings and events in different parts of the world each year. He thinks that the OCM, which has a wide range of media resources in the entire world, can provide all-dimensional reports and publicity support

for WTCF to assist in promoting its brand influence.

Having prospects of the bilateral cooperation of the two parties, Loh Nam Hooi, Executive Director of the OCM, and also a Director of Malasia's Kwong Wah Yit Poh, extended his gratitude to the trust and support of WTCF at first. He has pointed out that the OCM is committed to inheriting the essence of Chinese civilization and carrying forward the essence of



Chinese culture, with its members covering more than 80 media outlets from more than 30 countries and regions of the world. These media include newspapers, magazines, radio broadcast, TV and the new media on the internet, with a wide information-transmitting function in the world.

According to Loh Nam Hooi, the OCM will use its own resources to report on China's beautiful landscapes, promote urban tourism concepts, and provide

more support for WTCF on event planning and news releasing, according to the needs of WTCF. At the same time, he invited WTCF to visit overseas countries and cities with Chinese media, and to attract more tourism cities to become WTCF's members.

According to report, the Overseas Chinese Media Cooperation Organization is a worldwide media organization initiated by Hong Kong Wen Wei Po.

The OCM is a global organization and

its members include 81 Chinese-language media organizations in 27 countries and regions on five continents. Under the leadership of Hong Kong Wen Wei Po, the OCM members are committed to promoting Chinese culture through diversified cooperation. Through cooperation with 33 members, OCM has also published 33 versions of "Hong Kong Wen Wei Po Overseas Editions" with a circulation of nearly 2 million copies.

世界旅游城市联合会 WTM 专题论坛 “把脉”中国出境旅游市场

2018 年 11 月 5 日，2018 世界旅游交易会 (World Travel Market, 以下简称 WTM 2018) 在伦敦 ExCel 会展中心举行。世界旅游城市联合会受邀参加，并在会议期间主办了“中国出境旅游发展趋势”专题论坛，论坛上的相关议题为业界深入了解中国出境旅游市场

提供了方向性指引，并为相关单位和部门更好地把握中国出境旅游市场的变化和发展趋势提供参考和助力。

世界旅游城市联合会李宝春常务副秘书长在论坛上与众多城市旅游目的地代表、旅游机构高管、知名媒体代表、业内专家等共同讨论业界热点话

题。他向与会人员详细介绍了《中国公民出境（城市）旅游消费市场调查报告（2017—2018）》。该报告由世界旅游城市联合会和益普索联合开展。报告在调查内容的一惯性和连续性基础上不断增加内容，扩大覆盖人群。报告希望通过调查旅游市场内的变化，更好地把握中国出境旅游市场的发展趋势及消费者的变化，为广大会员城市和机构提供参考。

伦敦旅游局国际市场部总经理 Julie Chappell、英国广播公司中文总编 Howard Zhang、携程集团国际火车票业务总经理韦入溥、中国国际旅行社总社有限公司英国区副总经理张莹冰和米兰市文化副市长 Filippo Del Corno 出席了当天的论坛。

世界旅游交易会 (WTM) 是旅游行



业主要的全球性盛会。它汇聚大批旅游专业人士，创造了众多的个人和商业机遇，为客户带来了高品质的交流、资讯和旅游团体。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。

世界旅游城市联合会作为成长最快

的国际旅游组织，在过去的几年里不仅积极组织会员单位参加 WTM，同时还举办了多场专题论坛并分享了最新旅游研究成果，获得了广泛赞誉。2015 年，联合会受邀参加了 WTM，荣获了年度旅游大奖——2015 “世界旅游行业领袖奖”，该奖项旨在奖励本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）》。2017 年，联合会则发布了《UNWTO—WTCF 城市旅游绩效研究》报告和《世界旅游经济趋势报告（2018）》。

WTCF Successfully Held a Themed Forum at the WTM - "Pulse" China's Outbound Tourism Market

The World Travel Market (WTM 2018) was held at ExCeL London on November 5, 2018. World Tourism Cities Federation (WTCF) was invited to attend the event and host the “China Outbound Tourism Development Trend” forum. Relevant topics on the forum provide direction for the industry to understand China's outbound tourism market in depth and provide reference and assistance for relevant units and departments to better grasp the changes and development trends.

Representing WTCF, Li Baochun, Executive Deputy Secretary-General of WTCF; Julie Chappell, Managing Director, International Markets, London & Partners; Howard Zhang, Chief Editor, BBC News Chinese; Amy Wei, GM of International Train Ticketing, Ctrip Group; Zhang Yingbing, Head Office, China International Service Limited; and Filippo Del Corno, Deputy Mayor, Culture of Comune di Milano, were present to deliver the speech at the forum held that day.

Li Baochun, Executive Deputy Secretary-General of WTCF, discussed industry hot topics with city and destination representatives, travel agency executives, influential media, and industry experts during the forum. He introduced the *Market Research Report on Chinese*

Outbound Tourist (City) Consumption (2017-2018) to the attendees. This report is worked out by WTCF and Ipsos. Based on the consistency and continuity of survey content, it provides more information and covers more people. It aims to gain a deeper insight into the development trend of the Chinese outbound tourism market and consumer changes through a survey on the changes in the tourist market, thereby providing a reference for member cities and institutions.

General Manager of the International Marketing Department of the London Tourism Board, Julie Chappell, the Chinese Editor-in-Chief of the BBC, Howard Zhang, General Manager of the Ctrip International Train Ticket Business, Wei Rupu, Deputy General Manager of the China International Travel Service Association, Zhang Yingbing, and Deputy Mayor of Milan, Italy, Filippo Del Corno attended the forum that day.

WTM is one of the most prestigious trade fairs in the global tourism industry. It creates plenty of business opportunities and brings high-quality exchanges and cooperation for its clients. Around 50,000 senior travel

industry professionals, government ministers, and international media visit WTM London every November and generates more than £2 billion worth of travel industry contracts.

As one of the fastest-growing international tourism organizations, WTCF not only proactively organized its members to participate in the WTM over the past several years, but it also held many thematic forums and shared its newest tourism research results, and won wide compliment. In 2015, WTCF was invited to attend the WTM, and won the annual tourism award---2015 “World Travel Leaders Award”, which was aimed at awarding the organization or individual that made an outstanding contribution to the development of the world tourism industry. During the WTM 2016, WTCF hosted the “Chinese Tourism Market Development Forum” and the WTCF Regional Meeting for Europe, and released the *Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016)*, and the *Annual Report on Development of World Tourist Cities (2016)*. In 2017, WTCF released the *UNWTO/WTCF City Tourism Performance Research report* and the *Report on World Tourism Economy Trends (2018)*.



世界旅游城市联合会代表团会见爱丁堡市市长，深化合作关系

近日，世界旅游城市联合会李宝春常务副秘书长一行应邀到访爱丁堡，并在市政府官邸会见了爱丁堡市市长弗兰克·罗斯先生（Lord Provost Frank Ross），双方就联合会近期活动和爱丁堡的旅游宣传推广进行了磋商。

李宝春常务副秘书长介绍了联合会正在开展的项目情况，通报了2019香山旅游峰会的举办时间和地点，并邀请市长先生出席峰会。为表彰爱丁堡市旅游产业对城市经济贡献的突出表现，李宝春常务副秘书长代表联合会秘书处向爱丁堡市授予“2018世界旅游城市旅游贡献度十佳城市”证书，祝愿爱丁堡市通过发展旅游产业，促进当地相关产业的发展。

弗兰克·罗斯市长表示非常荣幸能够得到联合会对爱丁堡市旅游发展的长久支持，联合会在提升旅游城市品牌形象方面发挥着重要作用，爱丁堡旅游局



专门设立中国项目组的初衷就是为了更好地服务中国游客，提升爱丁堡在中国市场的知名度。会谈时，弗兰克·罗斯市长对联合会《中国公民出境（城市）旅游消费市场调查报告（2017-2018）》表现出极大的兴趣，详细了解和询问了报告中有关中国出境游客的旅游数据相关情况。他还表示，作为联合会的早期城市会员，爱丁堡将一如既往地支持联合会的各项活动。爱丁堡是苏格兰的首府，旅游资源丰富，这里保留了典型的

英伦文化，有着独特的自然风光。除此之外，爱丁堡还拥有完备的商务会议会展举办条件，希望借此机会能够进一步了解联合会香山旅游峰会相关事宜，为未来合作带来更多的可能性。

爱丁堡自2012年加入世界旅游城市联合会以来，一直积极参与联合会的各项工作，2017年曾与联合会共同举办“中国市场精英学习之旅”定制培训活动，联合会此行将进一步加深双方密切联系与合作程度。

WTCF Delegation Meets Edinburgh Mayor Frank Ross to Deepen Cooperation

WTCF Executive Deputy Secretary-General Li Baochun and his delegation recently visited Edinburgh, and met with Edinburgh Mayor Lord Provost Frank Ross upon invitation at the government residence. Both sides held friendly discussion on the recent activities of WTCF and the tourism promotion of Edinburgh.

Li Baochun, Executive Deputy Secretary-General of WTCF, introduced the ongoing projects of WTCF, informed the mayor about the date and the host city of the 2019 Fragrant Hills Tourism Summit, and invited him to attend the summit. He also honored Edinburgh with the certificate of Top 10 Tourism Contribution Cities of World Tourism City 2018 for the outstanding performance of Edinburgh tourism industry's contribution to the urban economy, and hoped the city could promote the economic development of relevant local industries through developing the tourism industry.

Mayor Frank Ross indicated that it was an honor to receive the long-term support of WTCF in tourism development in Edinburgh. WTCF played an important role in enhancing the brand image of the tourism city. The original intention of the Edinburgh Tourism Bureau to set up the China Project Team was to offer better services to Chinese tourists and to promote the popularity of Edinburgh in China. During the meeting, Mayor Frank Ross showed great interest in *the Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018)*, and learned in detail about the travel data related to Chinese outbound tourists in the report. Mayor Frank Ross



also stated that as an early city member of WTCF, Edinburgh will continue to support the activities of WTCF. Edinburgh, capital of Scotland, is rich in tourism resources, while retaining the typical British culture and unique natural scenery. In addition, Edinburgh also has complete business conference and exhibition facilities, and hopes to take this opportunity to learn more about the Fragrant Hills Tourism Summit, bringing more possibilities for future cooperation.

Edinburgh has been actively engaged in the work of WTCF since joining the organization in 2012. In 2017, Edinburgh co-hosted the “China Champions Learning Journey” customized training program with WTCF. This trip will further deepen the close ties and cooperation between the two sides.



参展旅交会，世界旅游城市联合会 助会员旅游目的地形象深入人心

由中华人民共和国文化和旅游部、中国民用航空局、上海市人民政府共同主办的 2018 中国国际旅游交易会于 11 月 16 日在上海开幕，联合会积极参展，以进一步推介会员目的地的旅游资源和旅业发展动态。

交易会上，世界旅游城市联合会代表会员参展，除设置展台外，联合会还派发了宣传资料，推广联合会及会员，并与业内人士进行广泛的交流与洽谈，积极推介城市及机构会员旅游资源。

中国国际旅游交易会是亚太地区最大、影响力最广泛的专业旅游交易会，得到了世界各地旅游业界人士的关注。中国国际旅游交易会一年一届。从 2001 年起，每年分别在上海和昆明交替举办。来自世界各地以及中国 31 个省、自治区、



直辖市和港澳台地区的旅游机构，所属地区的旅行社、饭店、航空公司以及同旅游业有关的企业代表参加了本届交易会，并进行了参展、洽谈、交流合作等活动。

北京、重庆、澳门、香港等约二十

家城市会员，中国国际航空公司、中国南方航空股份有限公司、广东长隆集团有限公司、中国国际旅行社总社有限公司、全日空株式会社、途牛旅游网、韩国哈拿多乐旅行社等十余家机构会员也在本次交易会上设置了展位。

Attending the China International Travel Mart 2018, WTCF Proactively Promotes Its Members' Tourism Resources

The China International Travel Mart 2018, co-hosted by the Ministry of Culture and Tourism of the People's Republic of China, Civil Aviation Administration of China, and Shanghai Municipal People's Government, opened on November 16. WTCF actively participates in the exhibition to further promote the tourism resources of the member destinations and the development of the tourism industry.

At the Mart, WTCF, representing its members, attended the mart, set up an exhibition booth, distributed publicity material to promote its members, extensively communicated and held talks with

professionals of the industry, and proactively promoted the tourism resources of its city and institutional members.

The China International Travel Mart is the largest and most influential professional travel fair in the Asian-Pacific region, and draws the attention of the tourism professionals from all over the world. The China International Travel Mart is held annually. Since 2011, the mart has been alternately held in Shanghai and Kunming respectively each year. Tourism institution representatives from all over the world, China's 31 provinces, autonomous regions, municipalities directly governed by the central government of China, and

Hong Kong, Macao and Taiwan regions, as well as representatives of the travel agencies, hotels and airline companies from these regions, and tourism-related enterprise representatives, attended the mart, held talks, exchanged views, cooperated and so on.

About 20 city members including Beijing, Chongqing, Macau and Hong Kong; and more than dozens of institutional members including Air China, China Southern Airlines Co., Ltd., Guangdong Chimelong Group Co., Ltd., China Travel Service Head Office Co., Ltd. (CTS), All Nippon Airways, Tuniu, HanaTour Service Inc., have also set booths at the mart.



图/全景 Image/Quanjing