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2021 WTCF Beijing Fragrant Hills Tourism Summit 世界旅游城市联合会北京香

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赋能城市发展

Beijing Xianshan Summit & World Conference on Tourism Cooperation and Development 香山旅游峰会暨世界旅游合作与发展大会

Co-organized by The People's Government of Beijing Municipality
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世界旅游城市联合会
World Tourism Cities Federation

WTCF
世界旅游城市联合会
World Tourism Cities Federation

世界旅游城市联合会北京香山旅游峰会
世界旅游合作与发展大会



赋能城市发展 促进迭代更新 各国携手振兴世界旅游

2021年9月3日，作为2021年中国国际服务贸易交易会（简称“服贸会”）期间，唯一由国际组织主办的高峰论坛，“2021世界旅游城市联合会北京香山旅游峰会暨2021世界旅游合作与发展大会”在北京举办。世界旅游城市联合会（以下简称“联合会”）联合世界主要国际组织和旅游机构共同举办此次大会，邀请了全

球360余位嘉宾代表共聚一堂，围绕“振兴世界旅游赋能城市发展”主题，共享旅游业复苏振兴之经验，共谋世界旅游可持续发展之良策。

大会设有开幕式、全球视角、特别论坛、主旨演讲、研究成果发布、旅游城市可持续发展对话、论坛七个部分，通过线上直播平台面向全球特别是联合会78个国

家和地区 150 多个城市的 200 余家会员单位开放。会议现场及线上直播涵盖了中、英、法、西、俄语五种语言。在此次大会上，联合会发布了《世界旅游城市未来发展议程（2021-2030）》《世界旅游城市发展报告 2020》两项重要研究成果，为世界旅游城市和旅游企业抗击疫情、全面复苏提供更多的经验分享，推动全球旅游行业可持续发展。

加强国际合作 共话世界旅游复苏

作为全球首个以城市为主体的全球性国际旅游组织，世界旅游城市联合会主动发挥领导作用，积极推动全球城市间的合作，助力疫后城市旅游新发展。围绕疫后旅游业复苏发展等主题，联合会通过举行“2021 世界旅游城市联合会欧非区域会议——城市与中国企业对话”“新常态，新实践”等论坛总结疫情常态化背景下旅游业复苏发展的有效经验，为进一步改善城市旅游体验献计献策。

2021 年，随着全球疫情防控工作的逐步强化，多

数国家的国内旅游市场开始恢复，全球旅游复苏看到了希望。

联合国世界旅游组织秘书长祖拉布表示，此次大会的成功举办，向世界传递了一个重要信息——全球旅游业正在再现活力、重振信心。同时，本次大会也表明旅游业已经做好准备、重新启动，发挥自身潜力，成为世界各个城市实现包容性、可持续增长的重要支柱。

世界旅游及旅行业理事会总裁兼首席执行官朱莉娅·辛普森在寄语中表示，此次会议至关重要，业界领袖共聚一堂，共同讨论未来的挑战，分享经验做法，确保旅游业迅速复苏。

大会上，莫桑比克共和国驻华大使玛丽亚·古斯塔瓦介绍，莫桑比克着力推动国内旅行，积极宣传疫苗接种，大力推广安全证书，鼓励国外游客入境旅游。哥伦比亚共和国驻华大使路易斯·蒙萨尔韦表示，通过修改旅游法、减税、减少能源使用等，哥伦比亚的旅游行业复苏趋势良好。意大利国家旅游局驻华首席代表克里斯·瓦洛蒂介绍，意大利通过旅游企业推出财政补贴计





划，将数字科技应用于旅游服务，推动本国旅游产业发展。西班牙王国驻华大使馆临时代办罗密欧表示，西班牙顺应小团自由行、分散旅游目的地趋势，积极吸引国际游客。

面对疫情，需要各国共同施策。中国文化和旅游部部长胡和平倡议，坚持互利共赢，用好世界旅游城市联合会、北京香山旅游峰会等平台，广泛开展多边、双边、区域旅游交流合作。

构建旅游新模式 提高旅游城市品质

旅游城市是世界旅游的核心载体和关键环节，对全球疫情防控和旅游复苏具有重要影响。充分运用大数据、互联网、智能化等当代科学技术，是顺应人们消费习惯趋势、提升旅游城市品质的关键举措，是世界旅游城市发展的新方向。

受疫情影响，人们的旅游观念、消费模式和出行方式已经发生变化。世界旅游城市联合会首席专家魏小安表示，新的消费现象一旦形成，就会有惯性，也就形成

了新的城市消费模式。在疫情常态化背景下，旅游行业出现了城市休闲和乡村微度假火爆、海外消费回流等新消费现象。欧洲、美国、中国的城市纷纷调整旅游模式，以适应消费需求的变化。他建议，世界旅游城市应打造以周边市场为主、以在地消费为主、以内循环为主的新旅游模式。

对于如何加强城市智慧管理和提高旅游城市品质，联合国人居署中国项目主任张振山认为旅游城市发展当中要做到以人为本，智慧发展要因因地制宜，同时避免数字鸿沟，提高服务质量，此外还要强化智慧平台监管，重视信息保护和安全，加强国际旅游发展合作和交流。

奥地利旅游局中国区市场经理迪特尔·沙夫则表示建设智能城市非常重要，这对于旅游业的发展、景点的开发，以及城市的发展都有好处。

推动业态创新 促进世界旅游迭代更新

旅游产业是一个具有开放性、发展性和包容性的综合经济系统。受新冠肺炎疫情影响，短距离、分散化、

低密度、定制性旅游深受欢迎，随着旅游与文化、体育、教育、科技、农业以及医疗等关联产业融合发展的步伐进一步加快，世界旅游也将进入新一轮的变革创新周期。

首旅集团总经理白凡对此分享了自己的看法，他说：“无论是产业融合，还是企业融合，融合创新、科技赋能已成为推动文化和旅游产业高质量发展的重要方向。”针对文旅产业和文旅企业如何做好业态创新和产业融合发展，白凡建议，一是坚持市场导向，坚持文化引领，三是坚持创新驱动，四是坚持内容为王，五是坚持服务至上，六是坚持绿色环保，七是坚持产融结合。

西班牙王国驻华使馆旅游参赞玛丽亚在会上分享了西班牙推动旅游可持续发展的创新做法。玛丽亚认为，需要借助创新形式给游客提供更好的体验，提高设施的使用率，提升旅游业的可持续发展。

针对后疫情时代将有哪些旅游投资机会成为新的增

长点，华侨城旅游投资管理集团有限公司总裁张树民认为，当前，各地政府都在大力发展旅游业，推动业态创新，相信“旅游+科技”、“旅游+文化”、“旅游+互联网”、“旅游+金融”等跨领域的融合发展将成为重要增长点。

二是“我们愿同各方一道，坚持开放合作、互利共赢，共享服务贸易发展机遇，共促世界经济复苏和增长。”9月2日在2021年中国国际服务贸易交易会全球服务贸易峰会，中国最高领导人习近平发表视频致辞时如是说道。诚然，旅游服务作为服务贸易中最具活力的内容之一，要想实现复苏与发展，也必然需要世界各国通力协作。道阻且长，行则将至。相信在以世界旅游城市联合会为代表的众多国际组织的推动下，在各国旅游部门、行业协会的携手努力下，世界旅游业必然会再次迸发出新动能、新活力，世界旅游经济也必然迎来新发展。





Energizing city development and making changes happen, countries join hands to revitalize global tourism

On 3 September 2021, as the only summit forum held by international organizations during the 2021 China International Fair for Trade in Services (CIFTIS), 2021 WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development opened in Beijing with the theme of “Revitalizing World Tourism and Energizing City Development”. It was held by the World Tourism Cities Federation (WTCF) together with the world’s major international organizations and

tourism institutions. Over 360 guests from around the globe met each other, shared experiences of promoting tourism recovery and revitalization, as well as offered their insight into supporting the sustainable development of global tourism.

The event included seven parts, namely Opening Ceremony, Global Perspective, Special Forum, Keynote Speech, Release of Research Results, Dialogue on Sustainable Development of Tourism Cities, and Forum

Session. It was livestreamed online to the whole world, especially more than 200 WTCF members in over 150 cities of 78 countries and regions. The offline meeting and live streaming were supported with 5 languages, namely Chinese, English, French, Spanish and Russian. At the event, WTCF released two key research results, World Tourism Cities Development Report 2020 and Agenda for the Future Development of World Tourism Cities (2021-2030), enhancing experience sharing for the joint fight of global tourism cities and tourism enterprises against the pandemic, a comprehensive recovery and the sustainable development of global tourism.

Deepening international cooperation and boosting global tourism recovery

As the world's first international tourism organization centered on cities, WTCF has been playing a leading role in enhancing cooperation among global cities and supporting new development of city tourism after the pandemic. Centered on themes including tourism recovery and development after the pandemic, WTCF

has, by holding forums like "2021 WTCF Euro-Africa Regional Conference - Dialogue between Cities and Chinese Enterprises" and "New Normal, New Practices", summarized successful experience of promoting tourism recovery and development under the new normal of pandemic prevention and control, and provided insight into improving city tourism experiences.

In 2021, thanks to gradually strengthened pandemic prevention and control around the world, domestic tourism markets in most countries are beginning to recover, and the world has seen hope in global tourism recovery.

Zurab Pololikashvili, Secretary-General of the World Tourism Organization, noted that the successful event had shown the world that global tourism was regaining vitality and confidence. Another important message was that tourism was fully prepared for a robust restart and would further tap its own potential to support the inclusive and sustainable development of cities around the world.

Julia Simpson, President & CEO of the World Travel & Tourism Council (WTTC), sent her congratulatory mes-





sage stating that the event was highly relevant at this time since numerous industry leaders met each other, discussed how to deal with future challenges, and shared successful experience for the quick recovery of tourism.

At the event, H.E. Maria Gustava, Ambassador of the Republic of Mozambique to China, noted that Mozambique had been vigorously developing domestic tourism, launching a COVID-19 vaccination campaign, offering vaccination certificates and encouraging overseas tourists to visit the country. H.E. Luis Diego Monsalve Hoyos, Ambassador of the Republic of Colombia to China, stated changes in travel laws and regulations, tax reduction, energy saving had contributed to a remarkable rebound in Colombia's tourism. Cristiano Varotti, Chief Representative of Italian National Tourist Board Shanghai Office, mentioned that Italy had offered fiscal subsidies to tourism enterprises and applied digital technologies to tourism services, in order to support the country's tourism development. Hon. Jorge Romeu, Charge d'Affaires of the Embassy of the Kingdom of Spain in China, pointed out that Spain had reacted in time and supported independent travel

involving small groups in low-density areas, so as to attract more international tourists.

Amidst the pandemic, countries must join hands to take effective measures. Hu Heping, Minister of Culture and Tourism of China, suggested all sides should work harder for mutual benefits and win-win outcomes, better utilize platforms represented by WTCF and Beijing Fragrant Hills Tourism Summit, and promote bilateral, multilateral and regional tourism exchanges and cooperation.

Building new tourism modes and improving quality of tourism cities

Tourism cities are a core part of global tourism, and they are of great significance for global pandemic prevention and control as well as tourism recovery. Big data, the Internet and smart technologies will set the trend for the future development of world tourism cities since they are the key to dealing with changes in consumption habits and tendencies as well as improving the quality of tourism cities.

Due to the pandemic, changes have taken place in people's tourism concepts, consumption patterns and

travel methods. Wei Xiao'an, Chief Expert of WTCF Expert Committee, observed that new consumption phenomenon would increase over a long time, bringing into being new city consumption modes. Under the new normal of pandemic prevention and control, new consumption phenomena are becoming more common, such as urban leisure, popular micro-vacation in rural areas and overseas consumption backflow. Cities in Europe, America and China have been adjusting tourism modes to meet the new consumption needs. He suggested that the world tourism cities should build new tourism modes featuring development of surrounding tourism markets, local tourism and "internal circulation".

Regarding the intensification of smart management of cities and upgrading quality of tourism cities, Zhang Zhenshan, UN-Habitat Programme Manager for China, believes that tourism cities should prioritize the people, promote smart development according to their own conditions, avoid the digital divide, improve service quality, strengthen smart platform regulation, focus on ensuring information security, enhance cooperation and exchanges for international tourism development.

Dieter Scharf, China Marketing Manager of Austrian National Tourist Office, noted that building smart cities was of great significance and would benefit development of tourism, scenic spots and cities.

Promoting business form innovation and making changes happen in global tourism

The tourism sector is a comprehensive economic system featuring openness and inclusiveness and waiting to be further developed. Due to the pandemic, the people now prefer short-distance tourism, decentralized tourism, customized tourism and tourism in low-density areas. With expedited integration of tourism with relevant industries including culture, sports, education, science and technology, agriculture and health, global tourism is entering a new round of transformation and innovation.

Bai Fan, General Manager of Beijing Tourism Group, shared his views on this issue. "In both industry inte-

gration and enterprise integration, integrated innovation and technological empowerment are the key to promoting high-quality and innovative development of cultural tourism". Concerning how cultural tourism industries and enterprises shall enhance business form innovation and promote integrated industry development, Bai Fan suggested focusing on markets, prioritizing cultural development, supporting innovation, improving content and services, adhering to green, environmentally friendly concepts, and facilitating the integration of industrial and financial capital.

María Llinares, Tourism Counselor of the Embassy of the Kingdom of Spain in China, shared Spain's innovative practices of promoting sustainable tourism development. She believes that innovative forms can offer tourists better experiences and increasing utilization rate of facilities will help promote the sustainable development of tourism.

In terms of seeking new tourism investment opportunities in the post-pandemic era, Zhang Shumin, President of OCT Tourism Investment & Management Co., Ltd., believes integrated development covering multiple fields represented by "Tourism + Technology", "Tourism + Culture", "Tourism + Internet", and "Tourism + Finance" will offer golden opportunities, since governments around the world are vigorously developing tourism and driving business form innovation.

At the Global Trade in Services Summit of the 2021 CIFTIS held on 2 September 2021, the Chinese President Xi Jinping stated in his video speech, "We will work with all other parties to uphold openness, cooperation, mutual benefit and win-win, share opportunities in the growth of services trade, and promote world economic recovery and growth." The recovery and development of tourism services, the most dynamic part of trade in services, require deep cooperation among countries around the world. The long road ahead is full of obstacles, but we will never stop going forward. As international organizations represented by WTCF are taking the lead, and tourism departments and industry associations are closely working together, global tourism will soon regain its great vitality and global tourism economy will witness greater development.

世界旅游城市联合会理事会主
席、北京市市长**陈吉宁**

Mr. **Chen Jining**, Chairman of the
WTCTF Council and Mayor of Beijing

开幕式致词 Opening speech

今天，我们在这里隆重举行 2021 世界旅游城市联合会北京香山旅游峰会暨世界旅游合作与发展大会。首先，我谨代表世界旅游城市联合会和北京市人民政府，向莅临现场和通过网络参会的国际组织、驻华使节、联合会会员城市、企业以及媒体代表，表示热烈的欢迎！

去年以来，新冠肺炎疫情给世界经济带来严重冲击，全球旅游业也受到较大影响。直到目前，仍有 29% 的旅游目的地国际旅游业务尚未恢复至疫前水平。本届大会以“振兴世界旅游，赋能城市发展”为主题，深入探讨疫情影响下世界旅游及旅游城市发展面临的新挑战、新机遇，共同分享合作抗疫、推动旅游复苏的成功经验，对于促进后疫情时代世界旅游恢复活力、可持续发展具有重要意义。

值得欣喜的是，世界旅游业在逐步复苏的同时，也步入变革重塑期，展现出强大生命力。面对疫情影



响，旅游行业积极行动，迅速启动旅游复兴计划，创新推出一系列新业态新模式，以 5G+AR、5G+VR 为代表的智能技术广泛应用，云旅游、数字虚拟游蓬勃发展；绿色健康理念更加深入人心，小团体、分散化、低密度的生态康养游、品质休闲游，以及文化体验游等与其他领域的跨界融合，成为行业发展新方向。这些新变化、新成效，更加坚定了我们热爱旅游、发展旅游的信心，也为促进旅游业全面复苏注入了更强劲动力。

旅游城市是世界旅游的重要载体。一直以来，世界旅游城市联合会秉持“旅游让城市生活更美好”的核心理念，积极倡导世界旅游全球化发展，持续推动旅游城市间合作交流。今年又有 6 座城市和 4 家旅游企业加入我们的大家庭，联合会会员城市和机构达到 228 个，遍及全球 78 个国家和地区。

与各国城市一样，北京在过去一年多来，下力气

抓好常态化疫情防控工作，同时集中力量推动复工复产，经济稳中加固、稳中向好，展现出强大发展韧性，为重启旅游业打下了坚实基础。今年上半年，北京旅游接待人数达到 1.3 亿人次、旅游业收入 1869 亿元，均同比增长 1.3 倍，已恢复至 2019 年同期的 80% 左右。明年初，北京还将迎来 2022 冬奥会冬残奥会，为后疫情时代世界旅游合作提供了新的契机。

下一步，北京市将持续加强与会员城市和机构的交流合作与经验共享，为世界旅游业振兴发挥更大作用。在此，我向世界旅游城市和广大旅游从业者发出三点倡议：

一是继续积极支持帮扶旅游行业。希望世界旅游城市政府全面加强抗疫合作，探索构建信息共享的疫情防控平台和旅游安全保障机制，共同塑造健康安全的疫后旅游环境。同时，实施更加积极有效的激励政策，加大对旅行社、旅游饭店等市场主体的帮扶力度，加强旅游从业者培训和劳动权益保障，为旅游业重启繁荣储能蓄力。

二是着力提升旅游业智慧管理水平。在应对疫情过

程中，旅游业管理方式也发生着深刻变化，景区智慧化管理、智能无人酒店等创新场景不断涌现。希望会员城市和企业把握旅游市场的新变化，大力发展“旅游+”和“+旅游”的跨界融合新模式，以科技赋能推动旅游数字化、智能化转型。与此同时，期待旅游企业更加注重自我提升，充分运用现代科技手段，创新旅游服务模式，提高旅游综合效益。

三是进一步加强世界旅游合作。旅游业的全面复苏对于推动全球经济发展至关重要。希望各旅游城市加强客源、经验和标准共享，互助开展旅游宣传推介，共享旅游业开发优质案例和合作线路，共同制定完善行业风险评价标准，营造协作共生的旅游生态。

本次大会是国际旅游界的一件盛事，对推动国际交流合作具有积极促进作用。希望各位嘉宾充分利用大会平台，深入探讨、集思广益，碰撞出更多旅游业发展智慧。

最后，预祝 2021 世界旅游城市联合会北京香山旅游峰会暨世界旅游合作与发展大会圆满成功！祝大家身体健康、工作愉快！

We are honored to hold the WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development 2021 today. First, on behalf of WTCF and People's Government of Beijing Municipality, I'd like to welcome everyone, international organizations, ambassadors to China, WTCF member cities and enterprises, and media workers, to attend the Conference. Whether you are here with us, or watching us through live streaming, I would like to extend my warmest welcome to all of you.

Last year, the COVID-19 outbreak posed severe threats to the global economy, and world tourism has also been hit hard. As of now, the international tourism business of 29 percent of tourist destinations hasn't been fully recovered. This Conference, themed on "Revitalizing World Tourism and Energizing City Development" will probe into the new challenges and opportunities that the world tourism

and tourism cities face in a world with COVID-19, and share experience in working hand-in-hand to fight against the pandemic and revitalize the tourism industry. It can help us recover and continue the sustainable development of world tourism in the post-pandemic world.

We are glad to see that while world tourism is reviving, it also demonstrates strong vitality and steps into a new stage of reform and reshaping. Facing the threats from COVID-19, the tourism sector immediately initiated the recovery plan, and launched a series of new business patterns and models. As a result, intelligent technologies like 5G + AR and 5G + VR are extensively put into practice, virtual tour and digital tourism are booming, and the concept of green and healthy tourism is widely accepted. In addition, ecological wellness tours, premium leisure tourism, and culture experience symbolized by small, decentralized,

and low-density groups and trips have been integrated with other industries. All these show the future direction for tourism. These changes and the achievements they bring to us build up our passion and confidence in tourism, and give the industry a stronger momentum to recover.

Tourism cities are pillars of world tourism. WTCF always sticks to the philosophy of “Better City Life through Tourism” by promoting the globalization of world tourism, and bridging the cooperation and exchanges among tourism cities. This year, six cities and four tourism enterprises have joined the WTCF family, pushing the number of member cities and organizations up to 228, covering 78 countries and regions across the globe.

Beijing, like any other city, has been focusing on regular pandemic prevention and control since last year, by resuming production, and keeping a strong momentum of steady and resilient growth in economy, laying a solid foundation for recovering tourism. In the first half of this year, Beijing received 130 million visitors and reaped RMB 186.9 billion in revenue, both having a year-on-year growth of 130 percent. The tourism industry in Beijing has already recovered to 80 percent of the performance in 2019. Early next year, Beijing will hold the 2022 Winter Olympics and Paralympics, another opportunity for the city to seek cooperation in tourism in the post-COVID world.

Next, Beijing will keep working with and exchange experience with WTCF member cities and organizations, to make bigger contributions to revitalizing the world tourism. So, I hereby make three proposals to world tourism cities and our fellow tourism practitioners:

First, we need to support and assist the tourism sector. I hope governments of world tourism cities can join hands in fighting against COVID-19, establishing a platform where we share information on pandemic prevention and control, and setting up a mechanism to guarantee the security of tourists, to create a healthy and safe environment for

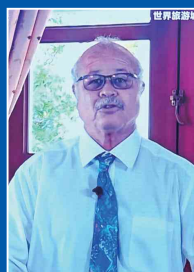
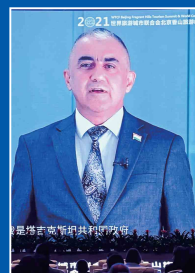
them in the post-COVID world. What's more, we need to implement better incentive policies to help market entities, including travel agencies and tourist restaurants, give tourism practitioners training, and protect their rights and interests, to lay a solid foundation for the recovery and prosperity of tourism.

Second, we need to enhance intelligent management of tourism. In a world with COVID-19, how tourism entities manage and operate has also experienced enormous changes. In detail, intelligent management in scenic areas, unmanned smart hotels, and other innovations have emerged. I hope WTCF member cities and enterprises can adjust to the changes in the tourism market, make tourism more digitalized and intelligent by applying cutting-edge technologies and innovative cross-over patterns like “tourism +” and “+ tourism.” In the meantime, I hope enterprises can focus on self-improving, use modern technologies to innovate patterns of tourism service, thereby increasing the comprehensive benefit.

Third, we need to promote cooperation in world tourism. The recovery of tourism is critical to global economy. So, I hope all tourism cities can share their sources of visitors, experience, and relevant standards, advertise for each other, work together in developing premium projects and routes, and jointly compile criteria for risk assessment, so as to build a cooperative and interdependent ecology of tourism.

This Conference is a grand event of the world tourism, and it can greatly foster international exchange and cooperation. Dear guests, let's take this opportunity to discuss, exchange ideas, and share our wisdom for the future progress of tourism.

In the end, I wish the WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development 2021 a complete success! I wish everyone a healthy life and a prosperous future!



北京香山旅游峰会 暨2021世界旅游合作与发展大会 嘉宾观点

*Views of guests at 2021 WTCTF
Beijing Fragrant Hills Tourism
Summit & World Conference
on Tourism Cooperation and
Development*



胡和平 中国文化和旅游部部长

Hu Heping, Minister of Culture and Tourism of China

中国文化和旅游部愿与各国际组织、各国政府部门一道持续推进国际旅游交流合作，在开放中创造机遇，在合作中破解难题，共同促进世界旅游业的高质量发展。

在此，我提出以下三点倡议：一是坚持互利共赢，深化国际旅游合作。世界各国是休戚与共的命运共同体，坚持“共商、共建、共享”是应对挑战的必然选择。

二是加强统筹协调，助力旅游企业纾困。企业是旅游业的市场主体、发展根基，面对疫情，我们

将统筹利用各方面的资源持续推进更多具有时效性、针对性的政策举措，营造更加公平、有序、健康的市场环境。

三是鼓励创新创造，提升旅游发展质量。创新是引领发展的第一动力，我们支持旅游业创新发展，推出更多新业态、新主体、新模式，提升可持续发展的能力，主动适应科技发展新趋势，用好 5G、大数据、云计算、人工智能等新技术，提升产业效率，优化产业结构，发掘产业发展的新动能。

The Ministry of Culture and Tourism of China looks forward to joining hands with international organizations and governments of other countries in facilitating exchange and cooperation in world tourism. Together, we can grasp opportunities while being open to each other, overcome hardships while working with each other, so as to jointly promote the high-quality development of world tourism.

Therefore, I hereby make three proposals: First, deepening cooperation in world tourism and seeking mutual benefit and win-win results. The whole world is a community with a shared future, so “consultation, contribution, and shared benefits” are the best choice for all of us in the face of challenges.

Second, enhancing planning and coordination to bail

out tourism enterprises. Enterprises are the entity and foundation of the market. So, facing the pandemic, we need to coordinate resources and implement more timely and targeted policies, to create a fair, orderly, and healthy market environment.

Third, improving the quality of tourism development by encouraging innovation. Innovation is the primary driving force for development. We should support the innovation in tourism by initiating more new business patterns, entities, and models, to prop up the sustainable development of tourism. In addition, we need to keep pace with the scientific advance by applying cutting-edge technologies like 5G, big data, cloud computing, and AI, to increase the efficiency and optimize the industrial structure of tourism, and tap into new momentums of development.



弗拉基米尔·诺罗夫 上海合作组织秘书长

Vladimir Norov, Secretary-General of the Shanghai Cooperation Organization (SCO)

今年上海合作组织成员国正在庆祝组织成立 20 周年。上合组织已经成为一个大型的次区域性的国际组织，汇集了世界近一半的人口，覆盖了欧亚大陆的 60%。上合组织成员国的一个鲜明特点是取之

不尽的自然、文化和各民族历史遗产。

上海合作组织与世界旅游城市联合会以及联合国世界旅游组织建立了密切的伙伴关系，为了在已经缔结的合作框架之下充分执行已经达成的各项协议，我建议制

定三个组织间的三边合作纲要，促进疫情背景下的旅游 业发展。

The SCO member states are celebrating the 20th anniversary of the organization. SCO has turned into a large sub-regional international organization, bringing together almost half of the world population and covering 60 percent of the Eurasian continent. A distinctive feature of SCO member states is their inexhaustible natural, cultural, and historical heritages.

SCO has established a close partnership with the WTCF and the UNWTO. I propose that we can formulate a trilateral cooperation program among the three organizations, to fully implement the agreements reached under our previous cooperation framework, and promote tourism development in a world with COVID-19.

祖拉布·波洛利卡什维利 联合国世界旅游组织秘书长

Zurab Pololikashvili, Secretary-General of UNWTO



此次大会的成功举办，向世界传递了一个重要信息——全球旅游业正在再现活力、重振信心。同时本次大会也表明旅游业正在准备重启，发挥自身潜力，成为世界各个城市实现包容性、可持续发展的重要支柱。世界旅游组织和世界旅游城市联合会是长期合作伙伴，一直以来紧密合作，共同推动了多个项目来发展旅游城市的发展，提高旅游城市的竞争力，为促进旅游城市可持

续发展提供了指导和方案。在此基础上，我们必须深化各个层面的合作。

本次大会以“振兴世界旅游、赋能城市发展”为主题，搭建思想交流平台，寻求后疫情时代的旅游业发展。本次危机促进我们重新思考旅游在未来城市发展中扮演的重要角色，城市的未来需要具有复原力，更具可持续发展的包容性。

The success of this Conference has sent an important message to the world. World tourism is rejuvenating and revitalizing confidence. Meanwhile, this Conference indicates that tourism is ready to reboot and tap into its potential as a fundamental pillar for cities worldwide to achieve inclusiveness and sustainability. As long-term partners, UNWTO and WTCF have been working together in carrying out several development projects of tourism cities, making them more competitive, and providing guidance and supporting pro-

grams to help them achieve sustainable development. On this basis, we must deepen cooperation at all levels.

Themed on “Revitalizing World Tourism and Energizing City Development,” this conference builds a platform for exchange of ideas, and seeks to develop tourism in the post-pandemic era. This crisis makes us reconsider the crucial part tourism plays in future urban growth. And, in the future, cities need to be more resilient, sustainable, and inclusive.

王红 世界旅游城市联合会理事会执行副主席、北京市副市长

Wang Hong, Executive Vice Chairman of the WTCF Council and Deputy Mayor of Beijing



进入后疫情时代，世界旅游业已不再是简单地回到过去。疫情带来的生活方式改变、科学技术进步，以及

人们对美好生活驰而不息的向往，都为世界旅游带来了值得关注的新趋势、新契机，主要表现为：

一是旅游需求转向内循环；二是旅游供给趋于多元化；三是旅游产业变革进程明显加快。

“察势者明，趋势者智”，唯有准确识变、科学应变、主动求变，才能赢得优势、赢得主动、赢得未来。世界

旅游城市作为世界旅游发展体系中不可替代的重要力量，需要率先行动起来，以更加广泛的交流与合作、更加积极的姿态和行动，加速催化新趋势下旅游产业的涅槃与蝶变，促进旅游与城市的相依相生、相伴相荣。

For world tourism, entering the post-pandemic era isn't just returning to the past. The COVID-19 not only causes challenges, but urges us to transform lifestyle and advance technologies as well. Everyone strengthens their pursuit towards a better life. All these constitute new trends and new opportunities for world tourism. Here are the key points. First, the tourism market demand is shifting to the domestic cycle. Second, the tourism supply is more diversified. Third, the tourism industry is picking up speed in revolution.

“Those who understand the trend are clever, while those who follow it are wise.” So, we can only retain the upper hand and win the future by accurately understanding changes, and actively adapting to them in a scientific way. As an indispensable part of the world tourism system, tourism cities around the world should take the lead in recovering and revitalizing the world tourism under the new trend with more extensive cooperation and more positive moves, and helping each other march towards mutual prosperity.



托吉丁·朱拉佐达 塔吉克斯坦共和国旅游发展委员会主席

Tojiddin Jurazoda, Chairman of the Committee for Tourism Development under the Government of the Republic of Tajikistan

在塔吉克斯坦本月庆祝独立 30 周年之际，我们的首都杜尚别正在迅速发生剧变，现在这座城市的天际线上高楼林立、闪亮夺目，国际星级酒店鳞次栉比。新冠疫情使塔吉克斯坦旅游业增长放缓，但

是在过去的 18 个月里，我们并没有袖手旁观，特别是在杜尚别，我们持久投资于基础设施和人力资源建设，力求打造一个独特的中亚旅游目的地，吸引数以百万计的国内外游客前来观光。

As we celebrate the 30th anniversary of the independence of Tajikistan, drastic changes are happening in Dushanbe, our capital. In Dushanbe, skyscrapers light up the skyline of the city, and five-star international hotels line the streets. However, the COVID-19 slowed down the tourism sector in

Tajikistan. But we didn't just stand by in the past 18 months. We, especially in Dushanbe, have been investing in infrastructure and human resources, to turn it into a unique tourist destination in Central Asia, and attract millions of both domestic and international tourists.



何超琼 世界旅游经济论坛副主席兼秘书长

Pansy Ho, Vice Chairman and Secretary General of GTEF

在过去一年里，超过 6000 万个旅游相关工作岗位消失了，根据世界旅行与旅游业理事会统计，如果说过去一年教会了我们一些什么，那就是不能把任何事情视为理所当然。当我们失去

了选择旅行的权利，才显现出旅行在我们生活中根深蒂固的作用。旅行不再是一种奢侈，而是世界各地许多人赖以生活和生计的根本组成部分。像我们这样的企业家应该利用我们的资源、智慧、创造力和决心，通过旅游

+ 综合经济推动可持续发展和增长。我们利用这段时间采取行动，深化了在澳门的投资，加强了公共和私营部

门之间的联系，我们的行动和承诺将为推动新型旅游经济系统产业化奠定基础。

According to the statistics from WTTC, last year, over 60 million tourism-related jobs disappeared. So, what we have learned from the past one and a half years is that we should never take things for granted. We don't appreciate the critical role that tourism plays in our daily life until we lose the right to travel, for a trip shouldn't be a luxury experience, but an integral part of people's life and production. So, entrepreneurs like us must help

promote the sustainable development of tourism via tourism + comprehensive economy pattern, and take advantage of our resources, intelligence, creativity, and our determination. To do that, we have already taken action to invest more in Macau, strengthen the bridge between public and private departments, and lay a solid foundation to industrialize the new tourism economic system based on our deeds and promises.

欧拉西奥·罗德里格斯·拉雷塔 布宜诺斯艾利斯市市长

Horacio Rodríguez Larreta, Mayor of Buenos Aires

像世界各地，特别是许多大型旅游城市一样，阿根廷和布宜诺斯艾利斯的旅游业受到疫情的严重冲击。疫情全面冲击了旅游业，然而即使在危机中也藏有巨大机遇，所以我们希望这场危机能反过来成为推动城市复苏的引擎。通过通力合作，吸引海外近 300 万游客重回

布宜诺斯艾利斯。在布宜诺斯艾利斯我们将生活品质、环境便利与互联网连接质量和工作空间可用性等 4 个要素结合起来，让游客能够再次相逢重新旅行，享受这个充满文化、历史、自然和美食魅力的城市，这是所有人的共同愿望。



Like other large tourist cities in the world, the tourism industry of Buenos Aires in Argentina has been hit hard by COVID-19. Yet in the midst of the crisis lies a great opportunity, so we hope the crisis will in turn work as an engine that drives the recovery of the city. Through collaborative efforts, we have attracted nearly three mil-

lion tourists from abroad back to Buenos Aires. And we have combined four elements—life quality, convenient environment, internet connection quality, and workspace availability, so that visitors can gather and travel again. After all, enjoying the culture, history, nature, and food of this charming city is our common wish.

吴世勋 世界旅游城市联合会理事会亚太副主席城市——首尔市市长

Oh Se-Hoon, Mayor of Seoul, Asia-Pacific Vice Chairman City of WTTCF

希望本次峰会作为一个契机，为旅游业敞开一扇新机遇的大门，共同构建旅游发展新模式。首尔作为大韩民国的首都，传统与现代交融共存，有得天独厚的自然环境和 2000 多年的悠久历史，我们最近有新一轮的旅

游振兴战略，分扶持、恢复、腾飞三个阶段发展，力争恢复旅游业发展，推动市场格局不断变化。



I hope this summit could give the tourism industry new opportunities and build a new model for tourism development. As the capital of the Republic of Korea, Seoul is blessed with a natural environment and a splendid history of over 2,000 years, a city of both traditional

and modern beauty. We have recently launched new tourism revitalization strategies, divided into three stages: support, recover, and take off. We are striving to restore tourism performance, and keep reforming the market pattern.



大卫·安德烈 维多利亚市市长
David Andre, Mayor of Victoria

2020年，维多利亚州和整个塞舌尔没有出现死亡病例，只有少数新冠肺炎病例，没有社区感染病例。我们仍然是学到了一些不同的工作方式，人们开始经营家门口的商店和农场，开发他们自己的后院，绿化家里的花园和公寓的阳台。

In 2020, Victoria and the entire Seychelles witnessed no death and only a few patients of COVID-19, and no community infection case. Yet, we have adapted new working styles. For example, people start to operate shops or farms near their house, turn their backyard into business premises, and plant more plants and flowers in their gardens and balconies.

Tourism authorities spare no effort in helping part-

ners at home and abroad, cancel orders and fees, postpone holidays for free, and directly communicate with consumers via social media. Tourism practitioners set operation standards with health-care authorities, so that shops and companies with COVID-19 safety certificate can go on operating. In this way, we are making Victoria safer as a tourist destination.

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山北荣二郎 JTB 集团总裁

Eiji Yamakita, President and CEO, JTB Corporation

JTB 是日本历史最悠久的旅行社。我们在 38 个国家、93 个城市共设有 226 个办事处，并于 1982 年在中国设立了北京办事处。几十年来，我们一直与中国合作，开发旅游目的地。随着疫苗的广泛接种，各种交流活动也在逐渐恢复，为了一如既往成为大家首选的合作

伙伴，JTB 集团将积极开发和部署新的混合商业模式，融合虚拟与现实世界。

JTB 多年来一直深入参与奥运会和残奥会，我们很荣幸，将这个重要的接力棒，从日本传给我们尊敬的邻国中国，让我们继续携手为更加美好的未来而努力。

JTB Corporation is the oldest travel agency in Japan, with 226 offices in 93 cities of 38 countries, including an office in Beijing in 1982. We have been working with China in developing tourist destinations for decades. Now, with more and more people get vaccinated, our communication has been gradually back to normal. And, to make sure that JTB remains everyone's top

choice of partner, we are developing and applying new business patterns that connects real and virtual world.

For years, JTB has been contributing to the Olympics and Paralympic Games. We are honored to pass the baton to China, our respectable neighbor. Let's join hands and create a better future.





安迪·弗斯特 惠灵顿市长

Andy Foster, Mayor of Wellington City

惠灵顿非常高兴能够和全球的城市还有政府一起合作，在合作的基础上保证我们能够继续进行对话。我们正在积极采取措施，尽可能地让更多的人接种疫苗。虽然关闭边境造成了严重的影响，我们始终坚持以健康优先的发展战略。

要积极开展对话，达成共同理解，互相迁就包容，才能创造一个更加公平和可持续发展的世界，为了使我们这个星球家园，为了世界上数以百万计的珍贵物种，也为了我们所有的人。

The city of Wellington is delighted to work with cities and governments across the world, and keep marching ahead based on cooperation. We are taking active measures to have more people vaccinated against COVID-19. Despite the severe impact of closing borders, we always stick to our health-first development

strategy.

We need to actively carry out and participate in international communication, reach mutual understanding, and be more receptive and inclusive to create a more equitable and sustainable world, for this planet, for millions of precious species in the world, and for all of us.



安赫莱斯·穆尼奥斯·奥里奥尔 马贝拉市长

Ángeles Muñoz Oriol, Mayor of Marbella

马贝拉位于欧洲的南部，现在它带着极大的热情加入了世界旅游城市联合会，我们希望在做出贡献的同时，也从各地汲取经验，使所有人受益。

毫无疑问，旅游业是我们经济复苏和就业的源泉，并且我们也一直积极投资提高旅游价值，当前这场危

机更加让我们认识到，此举对强化我们的品牌来说是不可或缺的。我认为为游客提供目的地选择时，不仅要考虑阳光、海滩或者高山这些主要的传统景点，还要考虑更优质的互补产品和服务，旅游业日新月异的需求变化，促进我们不断提高和完善。

Located in southern Europe, Marbella has now joined the WTCF with great enthusiasm. We wish to make our contributions and learn from other parts of the world for the benefit of everyone.

Undoubtedly, tourism is our hope of fortune and employment recovery. And we have been actively investing to increase the value of our tourism sector, which,

as the current crisis shows, is vital to strengthening our brand. I believe, when offering destination choices for tourists, we need to consider not only traditional attractions like sunny beaches or mountains, but better complementary products and services as well. The changing needs of the tourism industry are driving us to keep improving and refining.



崇泉 中国世界贸易组织研究会会长、商务部原副部长**Chong Quan**, President of China Society for World Trade Organization Studies and former Vice Minister of MOFCOM

世界旅游城市联合会作为由北京发起的世界首个以城市为主体的全球性国际旅游组织，疫情以来，更是通过推动全球城市间的合作、聚合业界的力量，通过举行论坛、发布研究成果等推动旅游城市和业界开展“花式自救”。

旅游业具有独特的跨领域性质，几乎涵盖了现代社会的各个方面。旅游业为全球 1/10 的人口提供就业机

会，其中家庭经营等小型企业占旅游业的 80%，旅游业还能提高技能收入，改善基础设施和标准，建立城乡联系，加强互联互通等方式，能产生巨大的、积极的社会和经济外部性，因此，旅游业在推动社会复苏方面具有独特潜力。

推动服务贸易的复苏发展需要国际合作，战胜新冠病毒需要国际合作，推进 WTO 改革也需要国际合作。

Since the COVID-19 outbreak, WTCF, world's first city-based international tourism organization launched by Beijing, has been promoting cooperation among cities around the world, pooling the strength of the industry, and recommending "various self-help measures" to both tourism cities and the tourism industry by holding forums and publishing research results.

Tourism is characterized by being cross-over and covering almost all walks of life. It provides job opportunities for ten percent of the global population, with small

enterprises such as family-run business accounting for 80 percent of the tourism industry. It also has a unique potential in driving social recovery by raising skill-related incomes, improving infrastructure and standards, creating urban-rural linkages, and enhancing connectivity in ways that can generate significant and positive social and economic externalities.

We need international cooperation to promote the recovery and development of trade in services, overcome the COVID-19, and promote WTO reform.

克里斯·瓦洛蒂 意大利国家旅游局驻华首席代表**Cristiano Varotti**, Chief Representative of Italian National Tourist Board Shanghai Office

我们还需要去理解，如何更好地去使用新技术，通信技术也发挥着至关重要的作用。举一个例子，我们有一个很有吸引力的地区，科尔蒂纳，这是一个山区景点，是意大利举办下一届冬奥会其中的一个赛区。科尔蒂纳山区现在有一个新的 APP，当然跟中国相比，我们的技术发展程度没有那么高，但对我们来说这是一个很大的

技术进步。游客可以用这样一项技术更好地去选择他们去哪儿、做什么。另一方面，景区必须做好以下准备工作：一方面是资金方面的全产业链的支持；第二是学会使用数字化的工具；第三是更好地去营销推广，并且提升人们的安全意识；第四是更好地理解行业当中的新趋势。

We must understand how to better apply new technologies. Communication technology also plays a vital role. For example, we have an attractive area, Cortina, which is a mountain scenic spot, also one of the venues for the next Winter Olympic Games in Italy. A new APP has been developed for Cortina. It is a tremendous technological progress for our nation, though no match for China's progress in science. With this

APP, visitors could choose their routes and make the plan beforehand. On the other hand, the scenic spots must make the following preparations. First, we should seek financial support from the entire tourism industry. Second, we should learn to use digital tools. Third, we must do a better job in promoting and advertising, and increase people's safety awareness. Last, we need to have a deeper insight into the new trends of tourism.

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2021 WTCF Beijing Fragrant Hills Tourism Summit
世界旅游城市联合会北京峰会



Tian Wei

田薇

CMG-CGTN

中央广播电视总台CGTN主持人

PANELISTS
嘉宾



H.E. Luis Diego Monsalve Hoyos

路易斯·蒙萨尔韦

Ambassador of the Republic of

Colombia to China

哥伦比亚共和国驻华大使



H.E. Hussam Al Hussein

胡萨姆·侯赛尼

Ambassador of the Hashemite

Kingdom of Jordan to China

约旦哈希姆王国驻华大使



H.E. Sarah J.C. Se

萨拉·塞雷姆

Ambassador of the Re

of Kenya to Chin

肯尼亚共和国驻华



2021 世界旅游城市联合会
暨世界旅游

大使论旅游： 振兴世界旅游 共创美好未来

2021世界旅游城市联合会北京香山旅游峰会暨2021世界旅游合作与发展大会设置“特别论坛——大使论旅游”环节，围绕“振兴世界旅游 共创美好未来”主题，邀请来自哥伦比亚、约旦、肯尼亚、莫桑比克、巴基斯坦、阿联酋、津巴布韦和西班牙等联合会会员城市所在国的八位驻华使节，深入探讨疫情影响下世界旅游复苏策略，分享合作抗击疫情、实现旅游复苏发展的成功经验，共同开创世界旅游繁荣发展的美好未来。论坛由中央广播电视总台CGTN主持人田薇主持。

Tourism Summit & World Conference on Tourism Cooperation and Development
会北京香山旅游峰会暨世界旅游合作与发展大会H.E. J.C. Serem
塞雷姆
Ambassador of the Republic of Kenya to China
肯尼亚共和国驻华大使H.E. Maria Gustava
玛丽亚·古斯塔瓦
Ambassador of the Republic of Mozambique to China
莫桑比克共和国驻华大使H.E. Moin ul Haque
莫因·哈克
Ambassador of the Islamic Republic of Pakistan to China
巴基斯坦伊斯兰共和国驻华大使H.E. Ali Al Dhaheri
阿里·扎希里
Ambassador of the United Arab Emirates to China
阿拉伯联合酋长国驻华大使H.E. Martin Chedondo
马丁·切东多
Ambassador of the Republic of Zimbabwe to China
津巴布韦共和国驻华大使城市联合会北京香山旅游峰会
旅游合作与发展大会*Ambassadors' view on tourism:
Revitalizing World Tourism and
Jointly Creating a Bright Future*

WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development 2021 includes a "Special Forum: Ambassadors' View on Tourism" where ambassadors to China of eight WTCF member countries—Colombia, Jordan, Kenya, Mozambique, Pakistan, the United Arab Emirates, Zimbabwe, and Spain are invited. Based on the theme "Revitalizing World Tourism and Jointly Creating a Bright Future," they gather to explore strategies to recover world tourism in a world with COVID-19, share experience on working hand-in-hand against the pandemic and revitalizing the tourism section, and aim to jointly create a better future with a prosperous world tourism. The Forum is held by Ms. Tian Wei, CCTV-CGTN host.



玛丽亚·古斯塔瓦
莫桑比克驻华大使

Maria Gustava
Ambassador of the Republic of Mozambique to China



萨拉·塞雷姆
肯尼亚共和国驻华大使

Sarah J.C. Serem
Ambassador of the Republic of Kenya to China



莫因·哈克
巴基斯坦驻华大使

Moin ul Haque
Ambassador of the Islamic Republic of Pakistan to China



阿里·扎希里
阿联酋驻华大使

Ali Al Dhaheer
Ambassador of the United Arab Emirates to China



胡萨姆·侯赛尼
约旦驻华大使

Hussam Al Hussein
Ambassador of the Hashemite Kingdom of Jordan to China



路易斯·蒙萨尔韦
哥伦比亚驻华大使

Luis Diego Monsalve Hoyos
Ambassador of the Republic of Colombia to China



马丁·切东多
津巴布韦驻华大使

Martin Chedondo
Ambassador of the Republic of Zimbabwe to China



罗密欧
西班牙王国驻华使馆临时代办

Jorge Romeu
Charge d'Affaires of the Embassy of the Kingdom of Spain in China

积极面对疫情挑战，转型旅游模式，多措并举复苏旅游业

Actively respond to the challenges posed by the pandemic, transform tourism modes and take multiple measures to revive the tourism industry

玛丽亚·古斯塔瓦

Maria Gustava

在疫情之前，莫桑比克的旅游业发展非常好，我们 GDP 的 5% 都是来自于旅游业，2019 年是这样的，但是在去年就变成了 1.3%。我们企业也受到了严重的影响。

我们有 6.5 万人是从事旅游业的，但是多数的人现在都已经失业了，有很多的中小企业受到了影响。我们现在在推动国内的旅行，除了这个之外，我们也还在考虑外国入境的游客。我们现在也有疫苗的推广，让人们能够来到我们的国家。另外，我们也考虑到游客应该感到安全和舒适，我们现在也推广了一个证书，包括酒店，还有设施，他们都应该持证。

Before the COVID-19 broke out, the tourism industry in Mozambique went so well that it contributed five percent of our GDP in 2019, but the number tumbled to 1.3 percent last year, and our enterprises were heavily damaged too.

In Mozambique, up to 65,000 people serve in the tourism sector, but most of them are out of job now, and many small and middle-sized enterprises are negatively affected too. So, in order to bring tourism back to life, we are promoting domestic trips, and of course, we will never leave international tourists behind. For example, we are currently encouraging people to get vaccinated, to make international trips safe and available for visitors from afar. And, we are also promoting a certificate to make hotels and other facilities safe and comfortable for all tourists.

萨拉·塞雷姆
Sarah J.C Serem

旅游业是我们国家最为有活力的行业之一。你来肯尼亚会发现这的确是一个非常好的旅游目的地。旅游业是我们国家最大的产业，也是最为有活力的产业。我们原来有很多的国际游客，现在转型关注国内的旅游。我们给家庭也发了一定的补贴，特别是穷人，还有中等收入的人群，这样的话，他们是可以进行旅行的。我们有很多推动的活动来吸引更多的家庭进行跨城市的旅游，他们可以从一个城市到另一个城市。

另外，肯尼亚还做了很多数字平台，能够吸引更多人的一个方式，就是使用社交媒体，使用互联网，这个对于旅游业的转型和复苏是非常重要的。

Tourism is one of the fastest-growing industries in Kenya. Once you come to Kenya, you will be awed at how beautiful Kenya is as a tourism destination, and that's what makes tourism the biggest and fastest-growing industry here. We used to have so many international tourists, but now we have to shift our focus onto domestic ones. We give Kenyan families, especially impoverished and middle-income ones, subsidies to encourage them to go on a trip. And we have many events and activities attracting more families to go on inter-city tours.

In addition, Kenya has made digital platforms. In other words, attracting more people to get involved in transforming and revitalizing the tourism industry via social media and the internet.

莫因·哈克
Moin ul Haque

对于我们来说，旅游业被认为是一个非常关键的支柱产业，我们也建立了国家委员会，有大量优惠的政策，有新的在线签证的安排，希望能够吸引留学生和游客。同时我们对于旅游胜地也进行了投资和维护。

我们有一个全中文运营的巴基斯坦旅游网站马上就要推出了。我们知道全球的旅游业都在深受痛苦，我们所讲的是一个生态系统，旅游业、旅行业、休闲业、餐饮业，所有的这些行业组成一个生态系统。我们可以重新去包装一些旅游业的产品和服务，如何在这样一个艰难的时刻，提供吸引人的产品，以及负责和安全的旅游业是我们要考虑的。

第二个很重要的观点是刚才陈市长在讲话当中也提到过的，我们要有一个智能型的旅游业，我们要使用创新，要使用技术。

For Pakistan, tourism is a pillar industry. And to uphold it, we have established national committees, implemented many preferential policies, and upgraded our online visa procedures, in the hopes of attracting international students and tourists. And we have invested a lot in maintaining our tourist attractions.

We have a Pakistani travel website fully operated in Chinese about to be launched. We are fully aware that every country's tourism industry is suffering heavily, so we are trying to forge an eco-system that includes not just tourism, but entertainment, catering, and many others as well. We can repackage tourism products and services, to make them more appealing even in this hard time, and of course, guarantee safe and responsible tourism experience.

My second opinion is something that Mayor Chen mentioned in his speech. We need an intelligent tourism with innovation and cutting-edge technologies.

阿里·扎希里
Ali Al Dhaheri

迪拜 2020 世博会已经进入了 30 天倒计时，现在我们在 2021 年，但是由于疫情的缘故，我们不得

The Expo 2020 Dubai is about to kick off in less than 30 days. The Expo has to be postponed till now, in 2021. But we still decide to call it 2020 Expo, for obvious reasons.

不去推迟这个世博会。我们仍然把它称作是 2020 年世博会，它这个背后的原因大家都是清楚的。

但是我们非常有决心，要举办一届史无前例的世博会，在很多方面，我们都要突破此前的成绩，我们认为将会有超过 191 个国家积极参与世博会，我们预期将会有 2500 万名访客，在未来的 6 个月当中来访世博园。

还有一个特别好的消息，我们现在正在创造史无前例的高标准，我们希望它能够成为世博会的传承，有 70% 的世博园区的展馆会保留下来，为我们的后代提供一些资源，我们也在为未来的世博会举办城市建立一个新的标准。

Nonetheless, we are confident in delivering everyone an unprecedented World Expo. To do that, we will create many new records, with over 191 countries participating in and about 25 million visitors expected to join the Expo in the next 6 months.

Another great news is that we are setting unprecedentedly high standards for future World Expos. About 70 percent of the exhibition halls in the Expo Park will be kept, as resources for our future generations. And we are setting new standards for cities holding World Expos in the future.



罗密欧

Jorge Romeu

西班牙是一个社会治安相当好的国家，安全仍然是旅游胜地必须考虑的一件事情。大概几天之前，我们达到了一个里程碑的成就，有 70% 的西班牙人口已经完成了疫苗接种，这是相当高的接种率，即使是在欧洲之内进行比较，我们应该是排在了欧盟内的第三名。如果我们去看那些只打过一剂疫苗的，我们就有接近 80% 的疫苗接种率了，这是一个相当惊人的成就，想跟大家分享一下，这对于未来旅游业的开放也是很重要的。

Spain has established a good public order, and yet we still need to consider the safety in scenic areas. A few days ago, we made a milestone achievement—70 percent of Spanish had been fully vaccinated against COVID-19. Spain may rank the third among European Union nations in vaccination rate. And nearly 80 percent of Spanish people have been injected the first dose. I'd like to share it with you because it's an amazing achievement, and it is very important for the reopening of tourism in the future.

马丁·切东多

Martin Chedondo

津巴布韦有非常多的旅游景区，包括全球七大奇迹之一。津巴布韦也在推动旅游行业的复苏与发展。我们所做的非常独特的事情，就是要让人们获得疫苗，推动旅游业的复苏发展。维多利亚达布布的城市是我们旅游业的中心，这里已经进行了疫苗接种，获得了免疫，所以说对于游客来讲，是非常安全的。全球的游客来到这里都很安全。

Zimbabwe has lots of tourist attractions, including Victoria Falls—one of the Seven Wonders of the World. Zimbabwe also facilitates the revitalization and development of tourism. One unique thing we do is to make people get vaccinated to help recover tourism. The city where Victoria Falls is located is the center of our tourism. People here have got vaccinated and developed immunity to COVID-19. So, it's a safe scenic spot for tourists across the world.

路易斯·蒙萨尔韦

Luis Diego Monsalve Hoyos

2021年9月，我们看到，国际的游客增长了81%，所以我们的情况变得更好了。我们也保证安全，提供疫苗。现在也进行疫苗推广的活动，很重要的一部分原因，就是因为中国的企业，我们有4000万剂的疫苗是中国的企业制造的，年底估计会有70%的居民能够进行疫苗接种。哥伦比亚是在南美的一个国家，我们是大西洋、太平洋交界的国家，也是最多样化的一个国家，有山，有林地。我们鸟类的数量是全球第一的，也有雪山等等，在我们国家有非常多好玩的地方。在未来，希望中国的游客来我们国家。

In September 2021, international tourists to Colombia grew by 81 percent, showing a positive trend. Approved vaccine is available now to protect people against COVID-19 and secure public safety. Everyone has made efforts in promoting vaccines, including Chinese enterprises. In my country, 40 million vaccine doses are made by Chinese enterprises. By the end of this year, there will be 70 percent of Colombian people getting vaccinated. Colombia is the only South American country that has coastline on both the Atlantic and Pacific oceans. It is also one of the most diverse countries, hosting mountains and forests, the largest number of birds, and snow mountains. There are many interesting places in my country. We welcome more Chinese tourists to visit our wonderful scenic spots in the future.



胡萨姆·侯赛尼

Hussam Al Hussein

在约旦我们也创造了一个“三角形”，一个“旅游业三角形”，我们希望能够隔绝出一个足够安全的旅游区，这样世界各国的游客能够进入到这个区域，现在我们已经看到有一些包机，已经带着乘客来到这个安全区了。这个区域如前面所讲的是一个隔绝出来的区域。

另外还有一些其他的行业也在做出贡献，所有这些放在一起，实际上是能够推动我们进一步的复苏和开放，特别是我们全国的开放，包括集会要求能够满足我们疫情防控要求，我们非常的努力，并在使用一些智能的方式和创新的方式来解决这个问题。我们用了许多的技术，不光是保证区域的安全，同时保证我们的旅游业能够使用这些技术，我们在做的事情就是重振旅游业，让游客回到我们的国家。

In Jordan, we have created a “tourism triangle” as a safe tourism zone for visitors from all over the world. Now, some travel agencies have chartered airplanes to take visitors to our tourism triangle. It is a totally isolated safety zone.

What's more, other industries are making their contributions too. All these efforts combined together drive us towards recovery and openness. Of course, our focus is also on keeping the security of everyone. We have pandemic prevention and control requirements on everything, including rallies and meetings, and we are trying to handle it through intelligent and innovative ways. For example, we try to apply many new technologies to tourism and keep the triangle secure. In short, what we have been working on is revitalizing our tourism and attracting visitors to come back to visit Jordan.

在世界旅游城市联合会的平台上，携手共进，加强城市间的广泛合作 On the platform of the World Tourism Cities Federation, work together to strengthen the extensive cooperation among cities

萨拉·塞雷姆

Sarah J. C Serem

内罗毕是肯尼亚的首都，最大的城市，也是唯一一个有国家公园的城市，我们希望能够善用世界旅游城市联合会的平台，推广生态旅游，我们也希望世界旅游城市联合会能帮助我们更好地去推广，能够让我们游客更好地在安全的环境下旅行。

Nairobi, the capital of Kenya, is the biggest city and the only one with a national park. We hope to promote ecological tourism through the platform of WTCF. And we also call for WTCF to help promote ecological tourism and create a safer environment for all tourists.

马丁·切东多

Martin Chedondo

非洲的力量在于它的多元性，它的丰富，你去一个国家，并不等于去过非洲，这是我想跟大家讲到的，也是我想要告诉世界旅游城市联合会的，我们希望能够有一些更全面的非洲的联合旅行产品为中国的游客带来更加丰富的体验，非洲通过非盟，正在非常努力地去落实疫苗的接种。

The power of Africa lies in its diversity and richness. Travelling to one African country doesn't mean you have seen the beauty of Africa. What I want to tell everyone and WTCF is that we hope more comprehensive joint travel products can be made to provide richer African experiences for Chinese tourists. Africa is making efforts to receive COVID-19 vaccines via African Union.



路易斯·蒙萨尔韦
Luis Diego Monsalve Hoyos

非常重要的一件事情之一，就是要有标准，这个标准，举例来说在申请的方面，让人们能够去申请签证，能够飞到目的地，疫苗的证书、护照非常重要。除此之外，当然我们建议 WTCF 可以作为一个牵头的机构来推广这件事情。然后我们不同的旅游中介，我们各国的旅游部门，都能够和世界旅游城市联合会去合作来共同推广这个的标准。

One of the most important things is strict requirement. For example, people are required to submit the COVID-19 vaccination certificate and passport to apply visa. Besides, WTCF can take the lead in promoting such requirement with the help from travel agencies and tourist departments of all countries.

胡萨姆·侯赛尼
Hussam Al Husseini

我们其实并不应该单纯是在竞争，我们需要彼此去辅助，彼此去支持。游客会选择一个目的地，但是对我们来说，需要我们大家有创新的思考，我们要有智能性的技术，我们的虚拟旅游也能够成为一个好的替代，真正让游客入境去旅行，对我们来说也是非常重要的，需要考虑到安全性，需要考虑到疫苗的互认，需要考虑到建立安全走廊等等这些措施。但是在这些措施落实过程当中，我们要坚持人权，我们要能够更好地为所有的游客带来充满活力的美好的回忆。

Attracting tourists is not a competition. We should instead help and support each other. And it actually requires us to innovate with intelligent technology. I think virtual tourism is an excellent alternative. And for my country, foreign tourists are also very important. Of course, we need to protect their safety, consider the acceptance of different vaccines, and build safe corridors. Besides, we should be committed to human rights and providing unforgettable trips for tourists.

莫因·哈克
Moin ul Haque

中国成功克服了疫情带来的绝大多数的影响，并且促成了中国国内旅游业的复苏，所以我也想要邀请世界旅游城市联合会下一次开会的时候，我们香山旅游峰会能不能搬到巴基斯坦去开，我们非常愿意做一个好的东道国，我们也会承诺，会有一个安全的卓有成效的大会。

China has put COVID-19 under control, avoided most of its negative influence, and revitalized domestic tourism. So, I'd also like to invite WTCF to hold the next Fragrant Hills Tourism Summit in Pakistan. We will be a nice host and promise a safe and fruitful conference.

玛丽亚·古斯塔瓦
Maria Gustava

我也想要说，我们能够利用世界旅游城市联合会的平台，来使旅游业在全世界得到复兴，分享经验，推广数字化。同时安全很重要，我们需要尽快让所有能够接种的人都接种疫苗，我们要让疫苗容易获得，同时价格让人们能够承担。非洲现在被落在后面了，我们现在只有 3% 的人口打了疫苗，这是非常重要的一点，是我们需要去关注的。

I'd like to say that we can revitalize the world tourism with the help from WTCF by sharing experience and promoting digitalization. Of course, safety is also a top priority. We need to vaccinate everyone eligible, and make vaccines affordable and easy to get. Now, Africa lags behind a lot, because only three percent of Africans are vaccinated. It's a critical problem that needs our full attention.





阿里·扎希里

Ali Al Dhaheri

今年是世博年，同时也是我们的建国 50 周年，我们会用这一年的机会来更好地庆祝我们在过去 50 年中取得的成就，我们也期待在未来 50 年有更大的成就。我们也相信旅游业将会在阿联酋未来发展的蓝图上发挥重要的角色。那么对我们来说，非常重要的一点，我赞同前面的几位同事讲到的，我们要有一个清晰的、透明的、容易遵循的监管框架，来促进安全的国际旅行。我们必须要有韧性，我们不能够闭关锁国，我们必须要向前走。

This year marks the year of Dubai Expo as well as the 50th anniversary of the founding of the UAE. This glorious year will be spent celebrating the accomplishments we have made in the past 50 years and anticipate even greater achievements in the next 50 years. We also believe tourism will play an important role in the future development of the UAE. For us, like other ambassadors said earlier, we must have a clear, transparent, and easy-to-follow supervision framework to guarantee safe international trips. We must be resilient and keep marching ahead instead of locking doors against the world.

罗密欧

Jorge Romeu

我们必须要有清晰的一系列监管规则可循。我的答案有两个层面：第一我们希望能够建立更加强而有力的合作伙伴关系，所有的利益相关方面都需要参与进来。不同国家的旅游业的企业、机构、政府部门都要参与，这是我想要提到的。第二件事情我想讲的，就是投资，对于数字化的投资，这是至关重要的，这会让我们整个行业，整个旅游市场变得更为敏捷，而且更为彼此适配。

We must make clear that there are a series of supervision rules to follow. Here are two suggestions. First, we need to establish a powerful partnership with all relevant parties, such as tourism enterprises, institutions, and government sectors from different countries. The second is investment. Investing in digitalization will make a difference to tourism, make the market more flexible, and help the markets of different countries match each other.

时代与责任/创新与变革/ 责任与使命

——世界旅游城市的未来十年

世界旅游城市联合会首发《世界旅游城市未来发展议程(2021-2030)》

*Era and Responsibility/Innovation and
Change/Responsibility and Mission
-- The next decade of world tourism cities*

Agenda for the Future Development of World Tourism Cities (2021-2030)

“2021 世界旅游城市联合会北京香山旅游峰会暨世界旅游合作与发展大会”上发布了联合会重要研究成果——《世界旅游城市未来发展议程(2021-2030)》。站在这十年的前端,世界旅游城市联合会综合分析未来十年世界的格局以及旅游发展的趋势,对接联合国《2030 年可持续发展议程》等纲领性的文件,制定了《世界旅游城市未来发展议程(2021-2030)》,希望能够通过推动议程实施,引导世界旅游向着更加健康、更加低碳、更加包容、更加便捷的方向迈进。

此次发布的《世界旅游城市未来发展议程(2021-2030)》紧紧围绕“旅游让城市生活更美好”这条主线,分为“时代与责任:我们的新议程”“创新与变革:我们的新目标”“责任与使命:我们的新行动”和“执行与评估:我们的新标准”四个部分,提出世界旅游城市未来发展的时代背景、历史机遇、核心理念、指导原则、

发展目标、行动计划和执行评估等内容,为世界旅游城市复苏发展提供一个更具透明度、多层面、可参与的共同行动纲领和发展蓝图。

尤其值得关注的是,议程对照联合国、世界旅游组织、世界旅游城市联合会等组织此前制定的可持续发展目标,提出了统筹推动旅游城市疫情防控与旅游恢复、大力促进城市旅游就业和收入增长、重塑疫后旅游城市投资环境、积极推动旅游城市智慧建设、推动旅游城市现代交通网络建设、不断提升旅游城市的综合服务功能、推动旅游城市公共安全体系建设、推动旅游城市旅游业态创新、推动旅游城市的特色文化发展、推动旅游城市品牌建设、促进旅游城市绿色低碳发展、推动旅游城市的合作发展等 12 项重点任务,对世界旅游与旅游城市的复苏发展具有重要的指导意义。



The Agenda for the Future Development of World Tourism Cities (2021-2030), an important research result of the World Tourism Cities Federation, was released on the 2021 WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development. Standing at the front end of this decade, The World Tourism Cities Federation has made a comprehensive analysis of the world pattern and the trend of tourism development in the next decade, and formulated the World Tourism Cities Future Development Agenda (2021-2030) based on the United Nations 2030 Agenda for Sustainable Development and other guiding documents, hoping to promote the implementation of the agenda, to guide global tourism to become more healthy, low-carbon, inclusive and convenient.

The Agenda for the Future Development of World Tourism Cities (2021-2030) is divided into four parts — “Times and Responsibilities: Our New Agenda”, “Innovation and Change: Our New Goals”, “Responsibilities and Missions: Our New Actions” and “Implementation and Evaluation: Our new standard”. The agenda puts forward the historical background, historical opportunities, core concepts, guiding principles, development goals, action plans and implementation evaluation of

the future development of world tourism cities, so as to provide a more transparent, multi-dimensional and participatory common action program and development blueprint for the recovery and development of world tourism cities.

In particular, the agenda proposes 12 critical tasks on the basis of the Sustainable Development Goals outlined by the United Nations, World Tourism Organization (UNWTO) and WTCF, namely coordinating pandemic prevention and control as well as tourism recovery in tourism cities, increasing the number of tourism-related jobs and incomes in cities, reconstructing the investment environment in tourism cities after the pandemic, building smart tourism cities, enhancing modern transportation network in tourism cities, improving the comprehensive services of tourism cities, strengthening public security systems in tourism cities, stimulating innovation of tourism patterns in tourism cities, boosting the development of local cultures in tourism cities, fostering development of tourism city brands, facilitating green and low-carbon development of tourism cities, and advancing cooperation among tourism cities. They will offer useful guidance on promoting the recovery and development of global tourism and tourism cities.

携手并进 共同推动世界旅游城市可持续发展

世界旅游城市联合会秘书长 陈冬



世界旅游城市联合会（WTCF）是世界上第一个以城市为主体的全球性旅游组织，始终秉承“旅游让城市生活更美好”的宗旨，积极促进旅游城市之间的合作与交流，全面提升旅游城市的竞争力和影响力，持续推动世界旅游经济的发展。站在 2021 年的开端，展望未来十年全球旅游行业发展，提出未来世界旅游城市可持续发展的目标和路径，是联合会社会责任的体现，也是联合会作为国际组织为国际社会提供公共产品的智慧贡献，更是联合会在新冠肺炎疫情这个特殊时期为推动全球旅游经济复苏与振兴的战略举措。

旅游业是举世公认的朝阳产业，特别是人类社会进入工业化、信息化和

全球化以来，国际联通水平持续增加，催生了全球范围内的大众旅游时代。新冠肺炎疫情爆发前，世界旅游经历了持续 30 年的高速增长，2019 年世界旅游对全球经济增长的贡献率超过 10%，对全球就业的贡献率超过 11%，旅游业成为很多国家维持国民经济正常运转的重要战略产业。新冠肺炎疫情在全球范围内的大暴发，让

未来十年是世界旅游从疫后复苏转向更新变革最终走向繁荣发展的重要时期，世界旅游城市联合会综合分析未来十年国际格局变化及世界旅游发展趋势，提出世界旅游城市未来发展 12 项发展目标，并希望通过实施这 12 项发展目标引导世界旅游向着更加健康、更加低碳、更加包容、更加便捷的方向迈进。

全球旅游产业遭受到了二战以来最严重的损失。全球旅游业在消费需求、旅游投资、区域格局、产业链条、企业生存、人员就业等方面遭受诸多挑战。更重要的是，人们的生活习惯和生活理念由此发生了改变，从而导致未来世界旅游经济格局和发展模式将出现深刻变革。

旅游城市是世界旅游的主要客源地、集散地和目的地，全球 80% 的旅游活动必须通过旅游城市这个载体才能实现。旅游城市在全球疫情防控和旅游复苏中发挥着不可替代的重要作用，推动旅游城市的复苏发展和迭代更新，探讨未来世界旅游城市可持续发展的目标和路径，为推动全球旅游经济变革创新，实现可持续发展有着十分重要的意义。

未来十年是世界旅游从疫后复苏转向更新变革最终

走向繁荣发展的重要时期，世界旅游城市联合会综合分析未来十年国际格局变化及世界旅游发展趋势，对接联合国《2030 年可持续发展议程》以及联合国人居署《新城市议程》和联合国世界旅游组织《旅游业与可持续发展目标——迈向 2030 之旅》等纲领性文件，围绕落实 2012《北京宣言》“旅游让城市生活更美好”核心理念，提出世界旅游城市未来发展 12 项发展目标，并希望通过实施这 12 项发展目标引导世界旅游向着更加健康、更加低碳、更加包容、更加便捷的方向迈进。

未来已来，世界旅游城市联合会愿意携手世界主要旅游城市和旅游机构，团结协作、变革创新，携手迈向 2030，共同推动世界旅游城市可持续发展，开创世界旅游行业繁荣发展新局面。

Joining Hands for Sustainable Development of World Tourism Cities

Chen Dong, Secretary-General of WTCF

World Tourism Cities Federation, the world's first international tourism organization focusing on tourism cities, has always adhered to the core vision of "Better City Life through Tourism" in promoting cooperation and exchanges among tourism cities

and comprehensively raising the competitiveness and influence of tourism cities, as its contribution to the development of world tourism economy. Looking into the development of global tourism in the next decade at the beginning of 2021, it proposes targets and paths for the sustainable development of world tourism cities. This is where responsibilities of WTCF reside. It is also the wisdom contributed by WTCF, an international organization, to provide the global community with public

The next decade matters a lot to the transformation of world tourism from postpandemic recovery to renewal and revolution, and ultimately to prosperity. WTCF comprehensively analyzes the changing international landscape and development trend of world tourism in the next decade and, it proposes 12 development goals for world tourism cities in the hope that the execution of 12 goals will make world tourism healthier, more low-carbon, more inclusive and more convenient.

products. Furthermore, it is a strategic move taken by WTCF for the recovery and revitalization of global tourism economy in this special pandemic period.

Tourism is a widely recognized sunrise sector. In the era of industrialization, informatization and globalization, mass tourism dawns across the world thanks to the enhanced international inter-connectivity. Before the outbreak of COVID-19, world tourism had enjoyed

3 decades of unceasing high-speed growth. In 2019, it contributed over 10% to global economic growth, and more than 11% of employment. Tourism has become an important strategic sector supporting the normal operation of national economy in many countries. The outbreak of COVID-19 around the world caused the most severe damage to world tourism since the World War II which is challenged in terms of consumption and demands, tourism investment, regional patterns, industrial chain, business survival and employment. More importantly, people's living habits and concepts have been altered ever since, resulting in profound changes in world tourism economic pattern and its development model in the future.

Tourism cities are major tourist origins, distribution centers and destinations, carrying out about 80% of global tourist activities. Such an irreplaceable role as regards global pandemic prevention and tourism recovery necessitates efforts to promote the recovery and upgrading of tourism cities as well as to explore targets and paths for the sustainable development of world tourism cities. This is significant to the revolution, innovation and sustainable development of world tourism econo-

my.

The next decade matters a lot to the transformation of world tourism from post-pandemic recovery to renewal and revolution, and ultimately to prosperity. WTCF comprehensively analyzes the changing international landscape and development trend of world tourism in the next decade and aligns itself with the UN 2030 Sustainable Development Agenda, New Urban Agenda by UN-Habitat and Tourism and the Sustainable Development Goals - Journey to 2030 by UNWTO. Under the core concept of "Better City Life through Tourism" fixed in the Beijing Declaration in

2012, it proposes 12 development goals for world tourism cities in the hope that the execution of 12 goals will make world tourism healthier, more low-carbon, more inclusive and more convenient.

The future is right in front of us. WTCF would like to join hands with world major tourism cities and tourist agencies in unity and in pursuit of revolution and innovation. We will march toward 2030 and contribute to the sustainability of world tourism cities, unfolding a new landscape of prosperous development for world tourism.

城市旅游与城市的未来 (节选)

联合国世界旅游组织秘书长 祖拉布·波罗利卡什维利

对世界旅游组织和我个人而言,能够与世界旅游城市联合会加强长期合作,我们深感荣幸。世界旅游组织全身心致力于与世界旅游城市联合会继续携手合作,推动世界旅游城市迎接可持续、包容性的未来。很荣幸为世界

旅游城市联合会《世界旅游城市未来发展议程(2021-2030)》的起草贡献力量。

旅游与城市化过去几十年,城市地区迅速转型,城

旅游与城市化过去几十年,城市地区迅速转型,城市人口高速增长。根据联合国人类住区规划署数据,世界人口中超过 50% 居住在城市或市中心,2010 年至 2050 年间,城市人口将增加约 30 亿。城市地区是社会经济发展、民主运转的引擎,是促进包容和创新的催化剂,为全世界贡献了 80% 的 GDP。

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经济发展、民主运转的引擎，是促进包容和创新的催化剂，为全世界贡献了 80% 的 GDP。全球范围内，城市化进程使得城市居住人口数量增加，与城市生活的联系也更为广泛紧密。这也吸引了更多游客前往城市寻求多样性，产生了不同文化间的对话，促进了创新和知识交流。除了快速的城镇化进程外，更经济的交通、更大的年轻人流动性、更加便捷的出行方式以及不断壮大的中产阶级，也推动了旅游业发展。城市愈发成为商业和休闲出行的热门目的地。

加快大数据共享，推动技术发展，并将其融入城市治理。通过这种方式，可加强相关数据的收集和管理，为市民和游客重建更加美好的城市。在流量管理、人员流动、多样化、自然和文化资源保护以及居民对旅游业态度等方面进行循证决策，促进城市旅游复苏。此外，在推动数字化、建设绿色城市目的的“双重转型”过程中，增强城市韧性，更好应对未来包括大流行、极端天气事件在内的任何冲击与危机。将“智慧目的地”五大支柱，即治理、创新、科技、可达性和可持续性，纳入政策和策略中，实现智慧城市旅游目的地概念。

只有采取全面和长期的战略规划，调动多方行动和

多方利益相关者参与，城市旅游才能实现可持续发展。要建立包括国家、地区和市级政府、私营部门、当地社区和游客等所有利益相关方在内的战略伙伴机制，利用平台促进当地居民开展讨论。创建工作组和当地创业生态系统，在城市旅游规划和价值链中更好整合当地社区，将极大提升城市旅游的管理，尤其是涉及到住房、小型和传统企业保护以及流动性管理等方面的问题。

旅游相关的教育、培训和技能提升对于促进社区的社会经济发展、培养高素质劳动力至关重要，这可以提升旅游业的竞争力，保护和增加旅游业就业机会。市政府应投资于可持续的交通和通信基础设施建设，改善流动性和连通性，优先考虑安全、社会公平和可达性，同时最大限度减少对后世环境的影响。在循环经济框架中，推动资源更高效利用、减少碳排放和废物排放等促进城市可持续发展举措的实践，应成为城市发展工作的基线。

同时，创造和推广创新性旅游产品和体验，最大程度利用数字工具和平台，实现需求在时间和空间维度上的多样化，这将对城市旅游的可持续复苏起到重要作用。这些举措都有助于延长游客停留时间，推动发展负责任的旅行，吸引符合城市愿景和可持续未来战略的游客。



Urban Tourism and the Future of Cities (Excerpt)

Zurab Pololikashvili, Secretary-General World Tourism Organization (UNWTO)

It is a great pleasure, both for the World Tourism Organization (UNWTO) and for me personally, to reinforce our longstanding cooperation with the World Cities Tourism Federation (WCTF). UNWTO is fully committed to continue working with WCTF in

promoting a more sustainable and inclusive future for world tourism cities and we are honored to have contributed to the development of the WTCF Agenda for the Future Development of World Tourism Cities (2021-2030).

Over the past few decades, urban areas have been rapidly transforming, and their populations have grown at a remarkable rate. According to UN-Habitat, over 50% of the world's population lives in cities or urban centers, and around 3 billion will be added to the urban population between 2010 and 2050. Urban areas are powerhouses of socio-economic growth, democracy, and development, functioning as catalysts for inclusion and innovation; 80% of global GDP comes from cities.

Over the past few decades, urban areas have been rapidly transforming, and their populations have grown at a remarkable rate. According to UN-Habitat, over 50% of the world's population lives in cities or urban centers, and around 3 billion will be added to the urban

population between 2010 and 2050. Urban areas are powerhouses of socio-economic growth, democracy, and development, functioning as catalysts for inclusion and innovation; 80% of global GDP comes from cities.

The sharing of big data and other developments in technology and their integration into urban governance should be accelerated. This way we can enhance the collection and management of relevant data to build back better for citizens and visitors alike, allowing the recovery of urban tourism through evidence-based decisions on flow management, mobility, diversification, conservation of natural and cultural resources, and residents' attitudes towards tourism. In addition, the dual transformation into more digital and greener urban destinations should allow cities to become more resilient and better placed to face any future disruptions and crises, not just pandemic but also extreme weather events. The concept of smart urban tourism destinations should become a reality by integrating the five pillars of a 'smart destination' - governance, innovation, technology, accessibility, and sustainability - in their policies and strategies.

The sustainability of urban tourism will only be successful if comprehensive and long-term planning strategies are adopted and based on a multi-action and multi-stakeholder participatory approach. Strategic partnership mechanisms among all relevant stakeholders, including national, regional, and city authorities, private sector, local communities, and visitors, which help foster local discussion by utilizing platforms for residents should be implemented. The management of urban tourism, especially on issues related to housing, the safeguarding of small and traditional business and flow management, would significantly benefit from the creation of working groups and local entrepreneurial ecosystems to increase the integration of local communities in urban tourism planning and value chain.

Education, training and skills enhancement in the tourism sector are crucial to boost the socio-economic development of communities and create a highly qualified workforce that underpins the competitiveness of the sector and protects and enhance jobs in the tourism sector. City governments should invest in sustainable

transport and communications infrastructure to improve mobility and connectivity in ways that prioritize safety, social equity, and accessibility while minimizing environmental impacts for future generations. The implementation of sustainable practices in cities that promote the more efficient use of resources and a reduction in carbon emissions and waste within the framework of the circular economy should become the baseline of work for urban development.

At the same time, the creation and promotion of innovative tourism products and experiences and maximizing the use of digital tools and platforms to diversify demand in time and space will play an essential role in the sustainable recovery of urban tourism. All these steps can help to incentivize longer stays, promote responsible travel, and attract the type of visitor that fits the city's vision and strategy for a sustainable future.





联合国开发计划署驻华副代表 戴文德
Devanand Ramiah, Deputy Representative of
UNDP in China



北京市文化和旅游局副局长 刘斌
Liu Bin, Deputy Director of Beijing Municipal
Culture and Tourism Bureau

推动旅游城市可持续发展 实现社会、经济、 环境良性互动

*Foster the sustainable development
of tourism cities to achieve a
positive interaction between society,
economy and environment*

主持人：田薇

世界旅游城市联合会发布的《世界旅游城市未来发展议程（2021-2030）》，包括很多非常重要的信息和我们业界的趋势。这是联合会作为国际旅游组织对旅游业的一个重要的智慧贡献，这个发展议程是在联合国2030可持续发展目标的框架下展开的。所以本场旅游城市可持续发展对话我们就请两位重要的嘉宾，一起来谈一谈旅游业的可持续发展。

戴文德：我们讲到可持续发展目标，其实它是世界上最大，也是最雄心勃勃的发展框架，这是人类史上的一个最雄心勃勃的目标框架。在2015年，在联合国大会上通过了，从那以后所有的成员国都支持这样一个框架。

这里面我希望大家至少能够了解到，关于可持续发展目标的三件事情：第一，它是一个全球统一的框架，对发展中国家和发达国家都是一样的。这跟此前的目标有很大的区别。第二，可持续发展目标是把社会、经济、环境三个领域结合在一起，此前通常我们主要是考虑GDP、经济增长这些元素，但是现在可持续发展目标告诉我们，想要有一个更美好的社会，这三个方面我们都要同时考虑。第三个部分，我们一个人也不能落下，也就是说这样一个可持续发展是需要让所有人从中受益的，每个人都应该从中受益。尤其是那些最弱勢的群体。2016年，中国通过了《中国落实2030年可持续发展议程国别方案》，包括17项目标、109项重点任务。这是中国为实现这些目标和任务而采取的主要国家行动计划。

刘斌：人们说旅游是一个绿色产业，但从实践中发现，它并不一定是一个绿色产业。只有秉持可持续发展的这种理念，它才能成为一个真正的绿色产业。在这个过程中，北京始终秉承着四个可持续发展理念来推动旅游业的发展。

首先是旅游的资源开发和保护要相协调；第二是旅游业的发展质量和速度要相协调；第三是旅游业的发展与环境的承载能力要相协调；第四是旅游的经济价值要和生态效益相协调。

只有秉持这四个理念，才能够达到我们旅游业的可持续，北京旅游业可持续发展的目标是什么，就是经济、

社会和生态的良性互动。

戴文德：首先很显然，旅游业实际上是一个非常巨大的增长点，对于发展也是有非常大的贡献。我们看一看数据，比如说2019年全球GDP的10.4%来自旅游业，它为各国做出了重大贡献。当然，由于疫情的影响，2020年这个数字下降了。但是我们看一下2000年，对于一些低收入国家，旅游业贡献了26亿美元，所以从经济角度来讲，我们都知道旅游业给我们带来了许多好处。

刘斌：首先北京的旅游业是北京市经济发展的一个支撑力量，北京旅游业的发展是从2008年开始，奥运会之后开始进入一个快速上升期，这种快速上升经过了10年，到了2019年仍保持正常增长。疫情之前，2019年旅游业的总收入是6200亿人民币。旅游人次是3.2亿，旅游总收入在4个直辖市中是最高的。

我们曾经测算过，旅游业的增加值占北京GDP的5%—7%之间，超过5%就应该算是支柱型产业了。这么重要的产业，它又贯穿着“吃、住、行、游、购、娱”，是一个完整的服务链条。在完整的服务链条上，有大量的中小企业来提供服务，有大量的从业者来提供服务。旅游业的发展，就是为这些中小企业提供更多的市场机会，为大量的从业者提供就业机会。从这个角度来说，旅游业不仅仅是一个经济支撑，而且是一个社会发展的支撑。

戴文德：说到了社会问题，全球1/10的就业都是在这个行业之中。女性在旅游业就业很多，这是一个服务行业，我们需要有一些受过教育的、有技能的人来这边工作，旅游业还可以提高人们的就业能力，特别是一些弱势群体能够在旅游业就业。旅游业能够支持中小企业的发展，也能够增加就业，二者的作用是密切相关的。

另外，还有可持续发展。我们UNDP在云南有一个项目，当地彝族女性善于做手工织物，我们和她们一起合作，一方面保护彝族的文化，同时也给她们提供增加收入的机会。她们能够把手工织品卖到市场上，对旅游业也有好处，因为这些妇女在村子中能够一边就业，一边照顾孩子，还能够照顾家庭，因此旅游业也可以从中受益。这就是可持续发展就业的好处。这对家庭、对



健康、对文化保护都有好处。

中国有着灿烂的历史和文化。我去很多地方，看到了很多令人难以置信的历史和文化。我们可以携手推动可持续发展。

刘斌：旅游的基础设施是旅游业发展的支撑，推动旅游业发展的基础设施有很多，时间关系，主要介绍一下智慧旅游的基础设施。

智慧旅游的基础设施主要是分两部分：第一部分，服务设施。北京市文旅局一直积极推动智慧旅游公共服务设施的建设。另一方面，我们在优化和提升景区的服务设施。全市 228 个定点景区免费提供虚拟导游，不需要人工对接就能进行服务。还有网上预约售票，公共服务设施的改善让我们可以不现场买票就能游览北京所有的景点。同时，通过一些智能化的行业管理手段，加强了对智能旅游的管理服务，比如电子行程单。任何一个

来北京的旅行团都能全程进行跟踪。在政府的服务下，我们还能够对每个景区实行大数据人流量的监控，避免景区出现拥挤超限流的情况。

戴文德：我们预期到 2030 年，5.5% 的全球排放将来自跟旅游业相关的交通运输行业。对旅游业来说，最重要的一点是我们需要保护环境，交通部门的每个人都需要发挥自己的作用。未来我们一定要达成可持续发展的旅游业，就是说我们能够既发展产业，也照顾保护自然，自然保护得越好，对未来旅游业的客人来说吸引力就越高，所以这也是我们必须达成的一种平衡。

刘斌：在旅游业实现可持续发展，北京一共是四方力量来推动，首先是政府，其次是企业，第三是媒体，第四是公众个人，四方去努力。

政府承担的首要责任体现在哪？体现在规划引领，



我们北京制定的新版的城市总规，还有核心区的控制详规，这是中央审定的。在通篇规划里头，体现的就是可持续发展的理念，这种可持续发展的理念里头，一个非常重要的内容，就是一定不能牺牲环境来推动发展，这是整个规划里头，政府高度重视的。

戴文德：我特别高兴地向大家报告，我们将与世界旅游城市联合会在中国建立合作伙伴关系，我们将共同进行一项分析可持续城市发展的联合研究，我们将特别关注旅游业对可持续发展的贡献。我们会去观察一些基础点，同时去考虑一些最佳实践，来看中国这方面的最佳实践如何有助于世界旅游业的可持续发展，以及我们如何与世界分享这些最佳实践。这对我们来说是非常重要的，也是我们非常期待的一个合作项目。该报告将在下次世界旅游城市联合会会议上公布。

Host: Tian Wei

We can find a lot of vital information and trends for our industry in the Agenda for the Future Development of World Tourism Cities (2021-2030) released by the WTCF. This is a substantial intellectual contribution of the WTCF to the tourism industry as an international tourism organization, a development agenda that unfolds within the framework of the UN 2030 Sustainable Development Goals. So for this session of the Tourism City Sustainability Dialogue, we are honored to have two distinguished guests to talk about sustainable development in tourism.

Devanand Ramiah: When it comes to the SDGs, we say they are actually the largest and most ambitious development framework globally, one of the most ambi-

tious in human history. They were adopted at the United Nations General Assembly in 2015, and all member states have supported such a framework since then.

I hope you can understand at least three things about the SDGs: First, they are a globally harmonized framework that is the same to developing and developed countries alike, which is very different from the previous goals. Second, the SDGs are a combination of the social, economic and environmental spheres. Previously, we used to focus mainly on the elements of GDP and economic growth, but now the SDGs tell us that we need to consider all three aspects simultaneously, so we can have a better society. Third, we should not leave anyone behind. This means that the sustainable development needs to benefit everyone, and everyone should benefit from it, especially those in the most vulnerable groups. In 2016, China adopted its National Plan on Implementation of the 2030 Agenda for Sustainable Development, with 17 goals and 109 key tasks included. This is China's leading national action program to implement these goals and tasks.

Liu Bin: Tourism is said to be a green industry, but it is not necessarily a green industry in practice. Only by upholding this concept of sustainable development, can we make tourism a genuinely green sector. In this process, Beijing has always adhered to four sustainable development concepts to advance tourism growth.

First, we need to coordinate resource development with the conservation of tourism. Second, we need to coordinate the development quality with the speed of tourism. Third, we need to coordinate the development of tourism with the carrying capacity of the environment. Fourth, we need to coordinate the economic value of tourism with its ecological benefits.

Only by upholding the four concepts can we achieve sustainability in our tourism industry. What is the goal of sustainable tourism development in Beijing? It's the positive interaction of economy, society and ecology. Thank you.

Devanand Ramiah: First of all, it's obvious that tourism

is indeed a very huge growth point and a very big contributor to development. Let's look at the data. For instance, 10.4% of global GDP in 2019 came from tourism. It made significant contributions to various nations as well. Due to the impact of the pandemic, this figure undoubtedly dropped in 2020. But as we look at the year 2000, we can find that tourism contributed \$2.6 billion in some low-income countries. Therefore, from the economic point of view, we all know that tourism benefits us a lot.

Liu Bin: First of all, Beijing's tourism industry is a supporting force for the city's economic growth. The development of Beijing's tourism industry started in 2008, and it began to enter a period of rapid rise after the Olympic Games. After 10 years of rapid advancement, its growth was still normal in 2019. Before the epidemic, Beijing's total revenue of the tourism industry in 2019 was RMB 620 billion. The number of tourist arrivals was 320 million, and the total tourism revenue was the highest among the four municipalities directly under the central government.

We have calculated that the added value of tourism accounts for between 5% and 7% of Beijing's GDP, and tourism should be considered a pillar industry if it surpasses 5%. Such an important industry is a complete service chain that includes "food, accommodation, transportation, tourism, shopping and entertainment". In the complete service chain, a large number of SMEs and practitioners are providing services. The development of the tourism industry is to provide more market opportunities for these SMEs and to offer employment opportunities for a lot of practitioners. From this perspective, tourism supports not only the economy, but also social development.

Devanand Ramiah: Speaking of social issues, we know 1/10th of the world's employment is in this industry. Many women are employed in the tourism industry. This is a service industry, and we need educated and skilled workers to join us. The tourism industry can also increase people's employability, especially the disadvantaged groups who can be employed in the in-

dustry. Tourism can underpin the growth of SMEs and increase employment, so the two functions are closely related.

Next, let's talk about sustainable development. The UNDP has a project in Yunnan to cooperate with Yi women who make handmade fabrics. We're working with them to preserve the Yi culture, and to create economic opportunities for them. These women are able to sell their handmade fabrics at markets, which is also beneficial to tourism. They are able to work in their villages while taking care of their children and families, so that the tourism industry can benefit from this as well. This is the benefit of sustainable employment. This is good for families, health, and cultural preservation.

China has a glorious history and culture. I've been to many places and seen a lot of incredible history and culture. We can join hands to promote sustainable development.

Liu Bin: The infrastructure of tourism supports tourism development. There are many infrastructures to promote tourism development. In the interest of time, I will mainly introduce the infrastructure of smart tourism.

Our infrastructure construction of smart tourism is mainly related to two aspects. The first aspect is about service facilities. Beijing Municipal Bureau of Culture and Tourism has been actively promoting the construction of public service facilities for smart tourism. On the other hand, we are optimizing and upgrading the service facilities of scenic spots. We can provide services free of manual docking with virtual tour guides at 228 rated scenic spots across the city. We also offer the online reservation of ticketing. The improvement of the public service facilities allows us to visit all scenic spots in Beijing without buying tickets on site. At the same time, we have also enhanced management services via some intelligent means of industry management for the smart tourism, including electronic itineraries. Any tour group that comes to Beijing can be tracked throughout the whole process. With the services of our government, we can also implement big data crowd monitoring for each scenic spot to avoid crowding and over-limit

footfall in the scenic area.

Devanand Ramiah: We expect that 5.5% of global emissions by 2030 will come from the tourism-related transport sector. The vital point for the tourism industry is that we need to protect the environment and each one in the transport sector needs to play their part. We must achieve the sustainable development of the tourism industry in the future, which means that we can develop tourism and preserve nature simultaneously. The better we protect nature, the more attractive it will be for future tourism guests, so this is a balance we must strike.

Liu Bin: To achieve sustainable development in the tourism industry, Beijing has made full use of the efforts from four aspects: the government, enterprises, media, and the public.

Where does the government's top responsibility lie? It lies in leading the planning. The new version of the General Urban Plan and the detailed control plan of the core area were approved by the central government. The concept of sustainable development is reflected throughout the planning. A very essential element of this concept of sustainable development is that we must not promote development at the expense of the environment. The government attaches great importance to this part of the entire planning.

Devanand Ramiah: In fact, I'm very pleased to report that we will establish a partnership with the WTCF in China. We're going to work together on a joint study to analyze sustainable urban development. We will pay special attention to the contributions of the tourism industry to sustainable development. We will observe some baselines and consider some best practices to see how the best practices in China can contribute to a sustainable world tourism industry and how we can share these best practices with the world. It is crucial for us and a partnership we are looking forward to. The report will be available at the next WTCF conference.



世界旅游城市联合会重要研究成果《世界旅游城市发展报告2020》发布

罗马、洛杉矶、伦敦等8个旅游城市作为样板，提供案例分享

*WTCF releases World Tourism
Cities Development Report (2020)*

Eight tourist cities, including Rome, Los Angeles and London, serve as models to share cases

2021 世界旅游城市联合会北京香山旅游峰会暨 2021 世界旅游合作与发展大会于 9 月 3 日开幕。会上，世界旅游城市联合会专家杜一力发布了《世界旅游城市发展报告 2020》。该报告作为世界旅游城市联合会的重要研究成果，将为世界旅游城市和旅游企业抗击疫情、全面复苏提供更多的经验分享，推动全球旅游行业可持续发展。

报告包括“2020 世界旅游城市发展综合评价”“世界旅游城市复苏发展评价结果”“世界旅游城市复苏发展典型案例”三个部分。其中，“2020 世界旅游城市发展综合评价”部分系统提出了“新冠肺炎疫情对世界旅游造成巨大冲击、世界旅

游全球化进程面临新的调整、旅游城市在全球旅游复苏中的作用更加突出、新冠肺炎疫情加速世界旅游发展模式创新、数字技术深刻改变世界旅游发展形态、国际旅游安全保护机制得到显著加强”六项综合结论。报告称，多数专家认为，由国内旅游，到区域旅游，再到全球旅游，将是世界旅游疫后复苏的合理顺序。后疫情时代，越来越多的游客更加青睐低碳绿色出行，小团体、分散化、低密度旅游成为新的时尚，与疫情防控相适应的旅游安全管控标准被越来越多的游客所接受。

“世界旅游城市复苏发展评价结果”部分对世界旅游城市复苏发展（2020）综合评价的意义、方法、结果三方面进行了介绍。报告指出，2020 年世界旅游城市旅游发展水平大幅下滑，但其区域发展降幅差距不大，而其单体发展存在功能落差。同时，该部分数据化呈现展示了十个单项评价结果，2020 年表现相对正向的指标包括全球国内旅游人次恢复超过六成、全球节点城市国



报告的两个单项评价结果“2020年国内旅游人次前20名城市名单”和“2020年城市旅游GDP前20名城市名单”中，中国的上海、北京两城市均占据前两名，数据表现大幅领先于其他国家城市。

际会议举办数下降幅度不大、节点城市在线旅游发生率不降反增、全球节点旅游城市安全防控措施显著加强等。另一方面受到疫情影响，和 2019 年相比，2020 年旅游餐饮业收入减少三成、全球旅游 GDP 减少超过一半、全球节点城市到港航班减少两成。此外，2020 年全球入境旅游人次呈现断崖式下降、全球酒店业总收入下降幅度较大、全球节点城市旅游投资热情受到抑制。

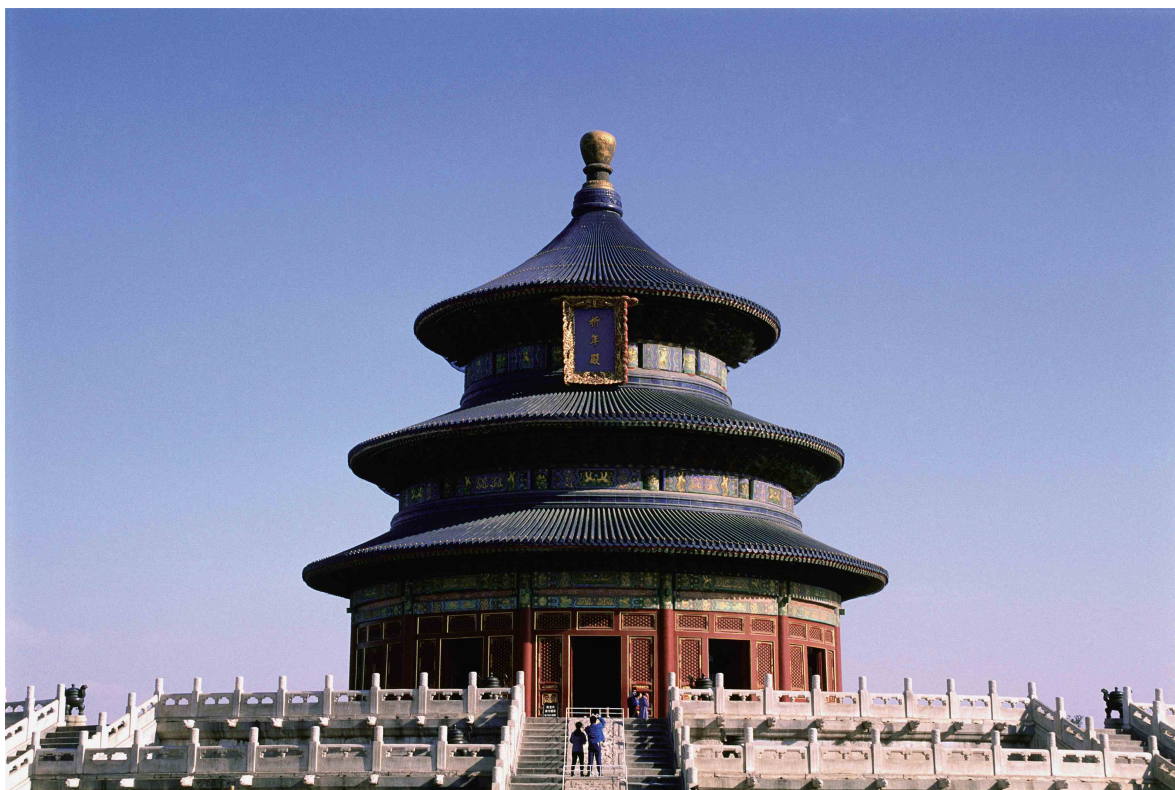
值得一提的是，在报告的两个单项评价结果“2020 年国内旅游人次前 20 名城市名单”和“2020 年城市旅游 GDP 前 20 名城市名单”中，中国的上海、北京两城市均占据前两名，数据表现大幅领先于其他国家城市。

为更好地总结 2020 世界旅游城市抗击新冠肺炎疫情、实现旅游复苏的经验，“世界旅游城市复苏发展典型案例”部分选取了罗马、洛杉矶、伦敦、巴黎、巴塞罗那、北京、首尔、迪拜等 8 个对全球旅游具有较大影响的旅游城市作为样板，希望通过对这 8 个旅游城市的

案例分享，为世界旅游城市疫后复苏提供经验借鉴。

杜一力说：“下一步在旅游业复苏的过程中，旅游城市要在改进防疫、鼓励消费、扩大就业等主要环节提

供更多机会，作出更多努力。”本次《世界旅游城市发展报告 2020》的发布，将为世界旅游城市复苏发展提供智力支撑和参考指南。



2021 WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development held by the World Tourism Cities Federation (WTCF) kicked off on 3 September. At the conference, WTCF expert Du Yili released the World Tourism Cities Development Report (2020), which is a significant research result of WTCF. The report will offer more successful experience of combating COVID-19 and promoting the full recovery of world tourism cities and tourism companies to boost the sustainable development of global tourism.

The report consists of three parts, i.e. “Comprehensive Assessment on the Development of World Tourism Cit-

Notably, Shanghai and Beijing ranked first and second in two individual assessment results of the report, namely “List of Top 20 Cities in the Number of Domestic Trips in 2020” and “List of Top 20 Cities in Tourism GDP in 2020”. They obviously outperformed cities in other countries.

ies in 2020”, “Results of Assessment on the Recovery and Development of World Tourism Cities” and “Typical Cases of the Recovery and Development of World Tourism Cities”. Six comprehensive conclusions are presented systematically in “Comprehensive Assessment on the Development of World Tourism Cities in

2020". Firstly, "COVID-19 has hit badly the world tourism". Secondly, "globalization of world tourism is facing new adjustment". Thirdly, "tourism cities play a bigger role in promoting global tourism recovery". Fourthly, "COVID-19 accelerates the innovation of global tourism development patterns". Fifthly, "digital technology

of flights to global node cities declined by 20% when compared with those in 2019. In 2020, the number of global inbound trips showed a cliff-like decline, the total revenue of the global hotel industry dropped significantly, and the enthusiasm for tourism investment in global node cities was suppressed.



deeply changes the development patterns of the world tourism". Finally, "the safety of international tourism is strengthened remarkably".

"Results of Assessment on the Recovery and Development of World Tourism Cities" presents the significance, methods and results of "Comprehensive Assessment on the Development of World Tourism Cities in 2020". The report points out that the development level of world tourism cities in 2020 weakened dramatically, but the differences in regional tourism decline were not obvious and there was a functional gap in their individual development. Besides, this part uses detailed data to demonstrate results of 10 individual assessments. Positive indicators in 2020 include the rebound by more than 60% of domestic trips around the world, a small decline in the number of international conferences held in global node cities, increase of online tourism in node cities, and significantly strengthened pandemic prevention and control measures in global node cities of tourism. However, due to the pandemic, revenues of tourism catering in 2020 decreased by 30%, GDP of global tourism dropped by over 50%, and the number

Notably, Shanghai and Beijing ranked first and second in two individual assessment results of the report, namely "List of Top 20 Cities in the Number of Domestic Trips in 2020" and "List of Top 20 Cities in Tourism GDP in 2020". They obviously outperformed cities in other countries.

In order to better summarize the experience of how global tourism cities fought COVID-19 and promoted tourism recovery in 2020, "Typical Cases of the Recovery and Development of World Tourism Cities" selects Rome, Los Angeles, London, Paris, Barcelona, Beijing, Seoul and Dubai as examples which greatly influence global tourism. Hopefully, the experience sharing of these eight tourism cities will better help the recovery of global tourism cities in the post-pandemic era.

Du Yili said, "At the next stage of tourism recovery, tourism cities should work harder to improve pandemic prevention, stimulate consumption and create more job opportunities". The World Tourism Cities Development Report (2020) will offer great inspiration and guidance for the recovery and development of world tourism cities.