



2012~2022

世界旅游城市联合会的非凡十年

A Golden Decade:
WTCF's Achievements from
2012 to 2022

旅游让城市生活更美好

Better City Life through Tourism

图：视觉中国
PHOTOGRAPH: VCG

WTCF

和我们的旅游十年

2022 年，恰逢世界旅游城市联合会（WTCF）成立十周年。成立十年来，联合会始终秉持“旅游让城市生活更美好”的创会理念，搭建交流合作、互惠共赢的平台，通过旅游助力构建人类命运共同体。

文 张宝峰 ● 图 世界城市旅游联合会

新时代新机遇 国际旅游大有可为

——专访世界旅游城市联合会秘书长杨烁



作为世界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是由北京发起，携手众多世界著名旅游城市及旅游相关机构自愿结成的。杨烁指出，成立十年来，联合会始终秉持“旅游让城市生活更美好”的创会理念，搭建交流合作、互惠共赢的平台，通过旅游助力构建人类命运共同体。

为世界旅游贡献中国智慧

成立十年来，联合会携手众多世界著名旅游城市及旅游相关机构和组织，通过旅游和文化纽带开展城市间交流，促进民心相通，逐渐发展成为最具成长性和国际旅游城市辐射面最广的世界知名国际旅游组织，并通过向世界旅游城市的可持续发展贡献中国智慧、提供中国方案，向世界展现了开放、包容、合作、创新的中国形象。

谈及对联合会创会宗旨的理解，杨烁表示，随着综合国力的不断提升，中国已经连续多年成为世界第一出境旅游和旅游消费大国，中国旅游对世界旅游的影响力显著提升，作为大国首都，北京是具有全球影响力的旅游目的地和国际交往中心，发展和汇聚一批国际组织，对于提升北京的国际影

响力具有重要意义。

“世界旅游城市联合会作为北京发起成立的国际组织，必须主动适应新形势，牢牢把握新机遇，有效应对各种风险挑战，全面加强文化建设，提高社会文明程度，全面提升公共文化服务水平，打造国际化旅游环境，在国际舞台上发挥更大作用，全面健全现代文旅产业体系，提升文化和旅游影响力。”杨烁强调，面对新冠肺炎疫情的全球大流行及百年不遇之国际大变局，世界旅游城市联合会应发挥国际组织的平台作用，积极参与国际规则的制定，在世界舞台上发挥更大作用。

香山旅游峰会搭建国际交流平台

作为联合会最为知名的会议，香山旅游峰会迄今已成功举办九届。对于这一会议的重要作用和意义，杨烁认为，香山旅游峰会为推动全球旅游城市合作交流做出了积极贡献。一是成功搭建了旅游城市之间交流合作、互惠共赢的平台，通过旅游助力构建人类命运共同体；二是积极探索开展民心交流活动，探索建立中国特色国际组织模式；三是积极参与国际交流与合作。经过近十年的探索发展，香山旅游峰会在旅游业界的影响力、引导力、凝聚力全面提升，成为世界旅游城市参与国际合作的渠道，同时也成为北京市通过旅游和文化纽带开展城市间人文交流、民间交流、多边交流的重要平台。

在会员服务方面，杨烁介绍说，经过多年打造，联合会建成了矩阵式会员服务体系，通过峰会、论坛、展览、宣传、交流、咨询、培训、投资 8 个版块，全面提升会员服务能力和水平，引导行业发展。



联合会打通宣传网络，设立世界旅游城市联合会网站，出版《世界旅游城市》杂志，建立了六个联合会自媒体服务项目。积极回应会员的工作需求，开展中国旅游市场专题培训。在活动参与方面，会员单位可以参与联合会举办的各种重大活动，与行业顶级专家、学者近距离交流，成为重大活动演讲嘉宾，在活动中推介展示会员城市优势资源，促成点对点交流合作等。共有 40 多个旅游城市、200 多个旅游企业、2200 多个旅游组团之间通过点对点的洽谈合作，累计签署合作协议 150 个，签约投资金额 2580 亿元人民币。

着力建成世界一流国际旅游组织

针对未来联合会在提升自身国际影响力，发挥旅游传播文明、交流文化、增进友谊的作用方面有何规划的问题，杨烁指出，一是全方位整合旅游业内外资源，有效提升联合

会品牌知名度，形成以“香山旅游峰会”“世界文化旅游名城论坛”“区域论坛”等为品牌的活动引领，区域会议和主题活动为拓展，多种分支机构子品牌相互支撑的会议活动品牌矩阵，努力加强联合会的机构建设、服务体系建设、活动品牌建设、合作网络建设和市场运作建设，发挥世界旅游城市联合会的桥梁纽带作用；二是持续发挥国际组织作用，推进和实施世界文化和全球旅游的多边合作和交流，全方位、多角度、立体化开展会员服务，积极参与国际旅游标准制定，为旅游城市品牌化、规范化发展提供智力支持，引领世界旅游行业繁荣发展；三是进一步提升服务水平，促进旅游城市之间的合作与发展，优化和完善活动参与、展览展示、宣传推广、行业培训、研究咨询、投融资、市场合作，针对联合会会员和分支机构会员，构建不同的服务模式和体现个性化的服务重点，提升服务会员的能力和效率，增强对会员的凝聚力。

“联合会让我的梦想照进现实”

Richard Matuzevich
联合会对外联络部资深高级经理



酷爱文化、旅游和与人交流的拉脱维亚员工 Richard Matuzevich (中文名马瑞琦), 至今已在中国度过了十五年的时间, 在世界旅游城市联合会工作也已十年。“这里就好像小型的联合国一样, 通过这份工作, 我能够和来自世界各国的朋友们沟通交流, 有种梦想照进现实的感觉, 每一天都令人兴奋。”

当年, 他意识到处理 Excel 表格的工作并不适合自己时, 便毅然选择了离开当时任职的中国出口公司, 开始了一面在大学求学, 一面在世界旅游城市联合会实习的生活。“我并不喜欢那份短暂的工作, 因为太少与人面对面交流的机会。”因此, 他主动联系了世界旅游城市联合会, 并争取到实习的机会。

现在的他已是联合会对外联络部的资深高级经理, 主要负责会员城市的邀请、入会工作, 并与亚太地区 (不包括中国) 城市和欧洲部分城市的会员代表进行联络。“能够和来自不同文化背景的人打交道, 是我不可多得的宝贵经历, 在这一过程中, 我个人成长很快, 对我而言这段经历无可替代。”

Richard Matuzevich 认为, 世界旅游城市联合会为联结中国和世界旅游业发挥了至关重要的作用。“我们向世界



众多城市的旅游管理者建言献策, 帮助他们更好地吸引并服务中国游客, 同时也帮助中国的旅游城市吸引更多的外国游客。”他说, 正如联合会的核心理念所述——致力于“旅游让城市生活更美好”。

Richard Matuzevich 说, 2014 年, 联合会吸引来自全球知名旅游机构和旅游院校的 35 位业界专家组成专家委员会, 针对全球旅游业热点、难点、痛点问题进行深入研究, 为世界旅游城市发展提供智力支持。发展至今, “联合会对城市旅游当下存在的问题持续开展并发布相关研究, 这些研究成果为会员城市制定有关决策提供了有力的数据支撑和关键信息, 从而积极推动了当地旅游业的发展。”

谈及在联合会工作的经历, 最令他印象深刻的当数联合会在海外举办香山旅游峰会。“2015 年, 我们在摩洛哥的两大城市——拉巴特和菲斯举办了第一场海外峰会。”他

对记者回忆称, “当时我是联合会唯一的外籍员工, 所有的体验都非常新奇。”

Richard Matuzevich 对组织会议活动有着极大的兴趣, 也非常乐见与会嘉宾充分享受共同努力的成果。“通过 2015 年在摩洛哥举办的这场峰会, 我结识了众多来自世界各地的新朋友, 和他们沟通交流、倾听他们讲述自己的故事, 这一过程带给我诸多乐趣。”

据悉, 2015 年拉巴特和菲斯峰会期间, 联合会发动国内主要机构会员, 开展了“摩洛哥千人游”活动。峰会不久摩洛哥对中国公民实施免签政策, 中国公民每年到摩洛哥旅游人次从不到 1 万人次跃升到 2018 年的 10 万人次。

Richard Matuzevich 称, 十五年来, 自己一直视中国为第二故乡。能够为中国和世界旅游的发展出一份力让他感受到了工作的意义。

“什么都无法阻止 旅游业发展

Manuel C. Vinuelas

塞维利亚旅游局中国市场负责人



游从业者组织了‘国际旅游目的地（城市）推广与营销专题培训’。有20多名国际专业人士参与其中，他们和我一样，学到了很多关于国际旅游的前沿知识。借此机会，我向大家推荐这些培训课程。”Manuel C. Vinuelas说，联合会的伙伴们进行着一项意义非凡的工作。他们设身处地为会员着想，在帮助所有会员在中国社交网络上全方位“出境”的同时，还让他们获得了许多其他体验。

谈及中国对全球旅游业复苏的重要作用，Manuel C. Vinuelas说，当下，中国取得的成就令人瞩目。中国拥有最伟大的自然、文化和艺术遗产，是全球出境旅游第一大国，而且很快将成为入境旅游第一大国。

尽管当前国际形势十分复杂，但Manuel C. Vinuelas始终对全球旅游市场的发展前景充满信心，“幸福与梦想的产业——旅游业将继续稳步发展。在我看来，没有人会排斥走出去与人沟通，开阔眼界，也没有谁能孤立生存。因此，任何疫情都无法阻止旅游业的发展，旅游业仍将在全球化背景下继续繁荣壮大。”

“虽然我的祖国是西班牙，但我对中国城市的了解不比西班牙少。我对许多中国城市都很偏爱，比如北京、上海、重庆、西安，还有青岛和兰州等。”说这话时，Manuel C. Vinuelas丝毫不掩饰自己对中国的热爱。身为塞维利亚旅游局中国市场负责人，在多年与世界旅游城市联合会打交道的过程中，渐渐认识并深深爱上了中国的旅游城市。

多年来，Manuel C. Vinuelas与联合会的伙伴们一起分享快乐、斩获成绩、学习、成长。共事的这段经历让他懂得了旅游目的地发展面临的真正挑战及其重要意义。

“我与联合会的缘分始于一次高阶培训班。当时，联合会在美丽的北京为旅



图：视觉中国



“中国的美我还没有领略够”

Ralf Ostendorf

柏林旅游局亚太地区负责人



回忆起十年前德国柏林成为世界旅游城市联合会发起城市的那一刻，柏林旅游局亚太区负责人 Ralf Ostendorf 仍历历在目。“我还记得那天坐在北京一间办公室里，大家一起开会，阳光很好，每个人脸上都洋溢着灿烂的笑容，对联合会的未来充满信心。”他称，此后的发展，也的确没有辜负这番信心。“十年来，不论出于何种情况，联合会的伙伴们始终辛勤付出、热忱、努力，并取得了令人瞩目的成就。”

柏林是世界旅游城市联合会成立时的发起城市之一，Ralf Ostendorf 为联合会的发展提出了很多积极的有建设性的意见。

作为联合会十年成长历程的见证者之一，与联合会的伙伴们——尤其是联合会秘书处共事的这些年里，发生了很多让他记忆深刻的事情。“其中最让我印象深刻的是联合会每年组织的国际旅游目的地（城市）推广与营销专题培训。”他向记者解释称，这一培训课程主要以小组的方式进行，大家在学到大量相关知识的同时，还能深入体验北京地



图：视觉中国

方文化。截至目前，共有来自 34 个国家、53 个城市的 110 名学员参加了这一培训。

Ralf Ostendorf 认为，如今的联合会已经发展成为一个真正意义上以城市为主体的国际旅游组织，并全力践行着“旅游让城市生活更美好”的理念。

“我非常高兴能够见证联合会大家庭的发展壮大。”他说，在这一过程中，联合会发起签订了众多联合宣言、协议，并深入开展旅游市场研究、发布报告等，不仅推进了我们的日常工作，也将世界各地的旅游城市紧密联系在一起。

自 2014 年以来，联合会发布的研究报告众多，其中包括《世界旅游城市发展报告》《世界旅游经济趋势报告》《中国公民出境（城市）旅游消费市场调查报告》等三个年度品牌报告，以及针对当前国际旅游行业的焦点和热点以

及旅游城市相关的前沿点、创新点、争论点等，通过前瞻性研究形成的专题报告。

特别值得一提的是，2020 年新冠病毒全球大流行的情况下，为重拾旅游从业者信心，联合会独家发布《新冠肺炎疫情下城市旅游业复苏与振兴行动指南》《新冠肺炎疫情下世界旅游业的恢复与发展报告》《世界旅游城市未来发展议程（2021-2030）》，并与联合国开发计划署（UNDP）合作开展《疫情背景下世界旅游城市可持续发展——中国行动研究》，总结和推广中国旅游城市先进经验和案例，推动世界旅游城市可持续发展。

在 Ralf Ostendorf 看来，漫长的疫情过后，当务之急是重新团结世界人民，携手面对人类社会的共同挑战。疫情暴发以来，联合会以“线上+线下”方式举办多边、双边会



议 20 余次，来自 66 个国家和地区的 200 多个联合会会员城市及当地旅游企业和旅游相关机构参与。

“气候变化、经济危机、经济萧条、战争等诸多问题困扰着全人类，但每一次危机也是我们为美好未来而学习、进步的机会。”他认为，世界旅游城市联合会可以成为一股团结的力量，为旅游城市未来的发展机遇，包括智慧城市、可持续旅游、有意义的旅游、优化危机管理机制、旅游数字化等，提供一个交流探讨的平台。

Ralf Ostendorf 说，西方旅游业的发展已经历数百年，但中国旅游业却是在短时间内迅速成长起来的。如今，中国游客正走向世界各地，并把他们在旅途中的美好回忆带回中国，带动亲朋好友一同加入国际旅游的队伍中。可以说，中国正持续推动世界文化传播和国际友谊的发展。

当问到他最喜欢哪个中国城市时，他犹豫了，因为在他看来，选择哪一个城市都有失偏颇。“这就好比在一家上好的中餐厅点餐，菜单上的每一道菜都有着独一无二的风味，中国拥有众多极具魅力的历史名城和现代都市，都让人忍不住想要进一步探索。”他笑着说，“我想说，中国的美，我还没有领略够。”

A Decade on the Road:

Our Experience with WTCF

The year 2022 marks the tenth anniversary of the founding of the World Tourism Cities Federation (WTCF). Since its establishment, WTCF has been guided by the core vision of Better City Life through Tourism, and built an international organization providing a platform of exchange and cooperation for mutual benefit, with a view to build a community of shared future for mankind through tourism.

WORDS ZHANG BAOFENG • PHOTOGRAPHS WTCF

Global Tourism Faces New Opportunities in the New Era

An Exclusive Interview with
WTCF Secretary General
Yang Shuo



World Tourism Cities Federation, voluntarily formed by famous tourism cities and tourism-related institutions in the world under the initiative of Beijing, China, is the world's first international tourism organization focusing on cities. Yang Shuo points out that since its establishment, WTCF has been guided by the core vision of Better City Life through Tourism, and built an international organization providing a platform of exchange and cooperation for mutual benefit, with a view to build a community of shared future for mankind through tourism.

WTCF Contributing China's Knowledge to World Tourism Development

Over the decade since its establishment, WTCF has joined hands with many world-famous

tourism cities and tourism-related institutions and organizations. It has gradually developed into a prominent global tourism organization with the greatest growth potential and the widest coverage of relevant cities by carrying out inter-city exchanges and cultural activities for better understanding among peoples. WTCF has been offering China's knowledge and plan to promote the sustainable development of tourism cities, presenting an open, inclusive, cooperative and innovative China.

As for WTCF's core mission, Yang Shuo notes that, as China's general strength grows, its outbound tourism industry and tourism consumption market have been the world's largest for many years in a row. The influence of China's tourism has significantly increased. The undertaking of international organizations is of great value for Beijing, the capital of China in the effort to raise its profile as an international tourist destination and hub of exchange.

"As an international organization formed under the initiative of Beijing, WTCF should actively adapt to the new situation, seize new opportunities, and



effectively respond to various risks and challenges. It should create an international tourism environment by strengthening cultural development, promoting civility in the society, and comprehensively improving public cultural services. It should play a greater role in the international arena by helping to upgrade the cultural and tourism industries, so as to enhance the influence of China's tourism industry and the Chinese culture." Yang Shuo stresses that in the face of the global pandemic and major shifts in the international landscape, WTCF should harness the capacity of international organization as an exchange platform, participate in the formulation of international rules, and play a greater role on the world stage.

Fragrant Hills Tourism Summit: An International Exchange Platform

As WTCF's signature event, the Fragrant Hills Tourism Summit has been held nine times so far. Yang Shuo notes that the conference is an important event that has helped to promote exchanges and cooperation among global tourism cities. First, it has built a mutually beneficial platform of exchange for the members. It aims to build a community with a shared future for mankind through tourism. Second, it's actively exploring channels for people-to-people exchanges. In all its work, WTCF strives to build an international organization with Chinese ethos. Finally, it has actively participated in international cooperation. After nearly a decade of exploration, the Fragrant Hills Tourism Summit has improved its influence, value of guidance and connection in the tourism industry to become a channel for cooperation, as well as helpful platform for Beijing to carry out cultural, people-to-people, and multilateral exchanges through tourism and cultural activities.

As for member services, Yang Shuo points to



WTCF's improved ability to serve its member cities and institutions, and guide the industry through a complete member service system providing services in summits, forums, exhibitions, publicity, exchanges, consultation, training and investment.

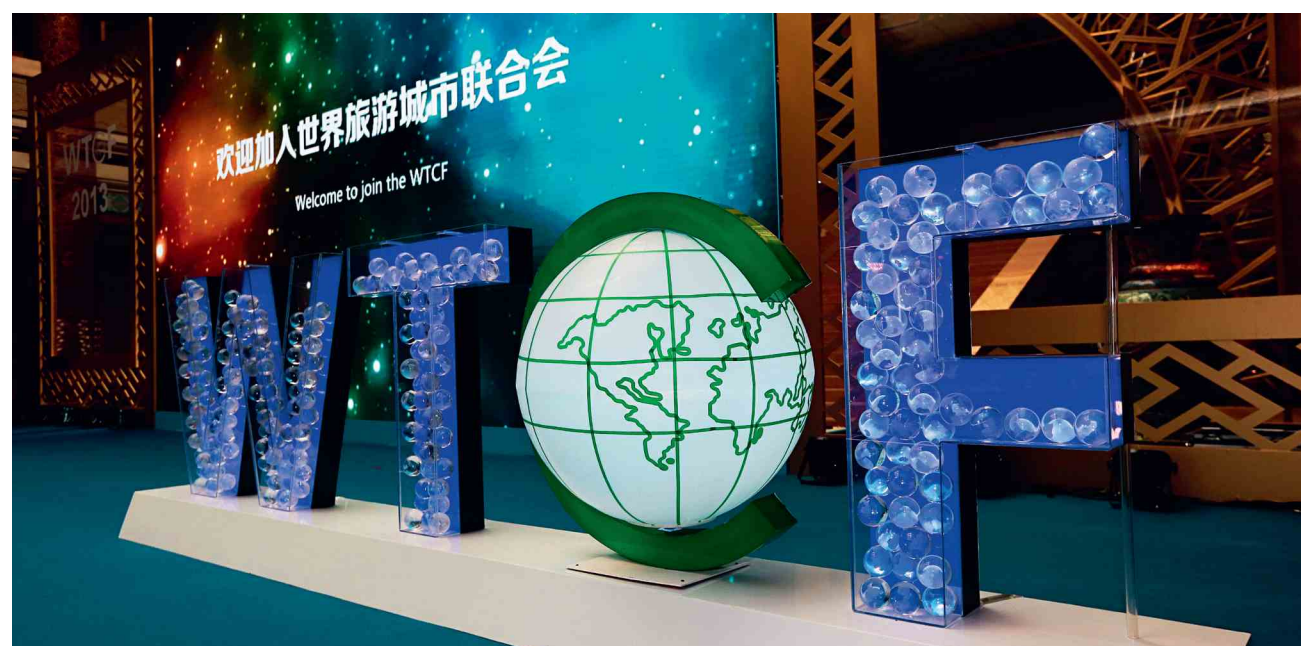
WTCF has completed the construction of its publicity network by setting up the WTCF official website, publishing World Tourism Cities Quarterly, and establishing six WTCF we-media service projects. It has responded to the needs of members and carried out special trainings on China's tourism market. Members can participate in various major events of WTCF to communicate with top experts and scholars in the industry, and be invited to speak at such events. These events help to promote the particular resources of member cities, and facilitate point-to-point exchanges and partnership. It has facilitated negotiations and cooperation among more than 40 cities, 200 enterprises and 2,200 tourism groups, resulting in 150 cooperation agreements with a total investment of RMB258 billion.

WTCF's Future Efforts to Build A World-Class International Tourism Organization

Regarding the prospective plans, Yang Shuo outlines the organization's major tasks. First, marshal the internal and external resources of the industry. Enhance the bond by expanding the influence of signature events such as Fragrant Hills Tourism Summit, Forum on World Famous Cultural Tourism Cities and Regional Forum, organizing regional conferences and theme activities, and supporting



events of member cities/institutions. Strengthen its role as a bridge by refining its organization structure, building its service system, signature events and coordination network, and improving its capability of market operation; Second, continue to perform its due role as an international organization. Promote multilateral exchanges and cooperation on world culture and tourism, and provide a wide range of services to its members. Participate in the formulation of international tourism standards, deliver intellectual support for brand building and orderly development of member cities with a view to accelerate the recovery of world tourism; Finally, maximize its capabilities of serving its member cities and institutions, and promote cooperation among tourism cities for development. Improve the quality of activities like exhibition, promotion, industry training, research and consulting, investment and financing, and market cooperation, design different service models to serve different member cities and institutions, and strive to strengthen its bond by stepping up its ability and efficiency of serving its members.



“Living my Dream with WTCF

Richard Matuzevich
Senior Manager,
Europe & Asia Pacific



Richard Matuzevich, a Latvian lover of culture, travel and communication, has lived in China for 15 years, and worked for WTCF for 10 years. "Sometimes it feels like working for United Nations as this work involves lots of communication with people from different countries all over the world." He says.

Before joining WTCF, he worked briefly for a company sourcing products from China to Europe. He didn't enjoy that work as it was mostly working on excel tables and very little face-to-face communication. He then reached out to WTCF, where he did his internship while studying in a university in China, and was offered a position as junior manager.

Now he is a senior manager of WTCF's Liaison Department, mainly responsible for the invitation and admission of member cities, and liaising with





member representatives of cities in the Asia Pacific region (excluding China) and some cities in Europe. Speaking of his work with WTCF, Richard says, "It has been an amazing experience to be able to communicate with people from different cultures. I have grown immensely as a person and wouldn't change anything about this experience."

Richard believes that WTCF has played a tremendous role in linking China and the rest of the world in the tourism sector. "We have offered advice to many tourism authorities around the world on how to better attract and serve Chinese tourists, and also helped Chinese cities to attract more foreign tourists."

says Richard. "Like our mission statement says, making a better city life through tourism."

Richard says that in 2014, the Federation formed an expert committee of 35 industry experts from world-renowned tourism institutions and universities to conduct in-depth research on hot issues, difficulties and pain points in the global tourism industry, in an effort to provide intellectual support for the cities. "We have carried out and keep issuing new researches that focus on current issues in city tourism that benefit our city members in having a crucial information to make data-based decisions, and that impact their tourism industries in positive

ways."

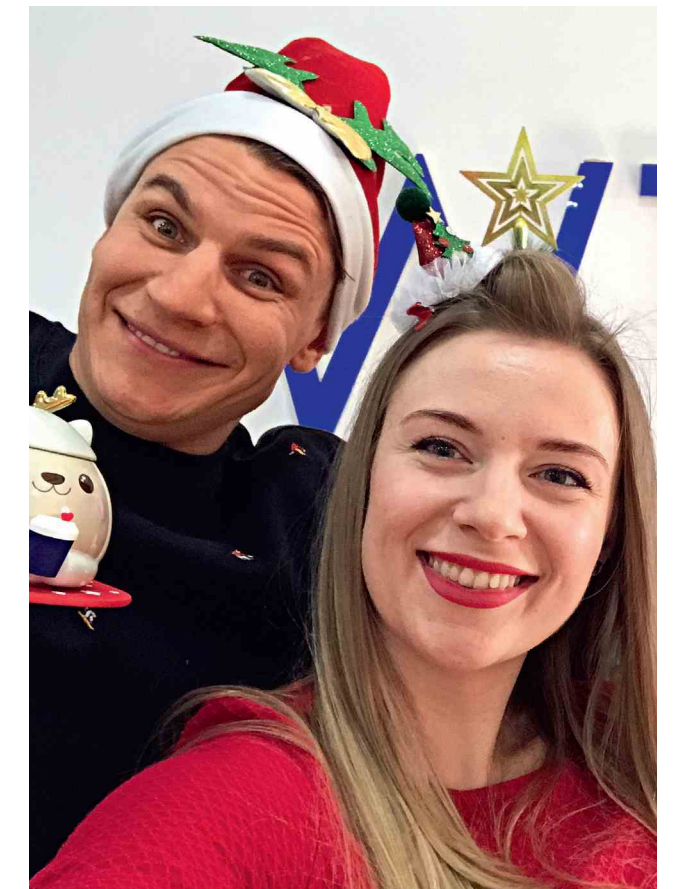
Remembering the highlight of organizing WTCF Fragrant Hills Tourism Summit abroad, he says: "The first conference we organized abroad was in the two cities of Fez and Rabat in Morocco back in 2015. Back then, I was the only foreign employee of WTCF, and curious about everything."

Richard is greatly interested in organizing conferences, and very happy to see the fruits of joint efforts made by the participants. "Personally, I experience a lot of excitement when organizing an event and love to see people enjoying the event we have put together. This first event we organized

outside China in Morocco introduced me to many new friends from all over the world, and it was so interesting to learn about each of them and hear their stories."

It is reported that during the Rabat and Fez Fragrant Hills Summit in 2015, WTCF, backed by major Chinese member institutions, launched a special program under the theme of "Thousands of Chinese Tourists to Magnificent Morocco". Soon after the summit, Morocco implemented a visa-free policy for Chinese citizens. As a result, the number of Chinese citizens visiting Morocco each year jumped from less than 10,000 in the past to 100,000 in 2018.

Richard says that, for the past fifteen years, he has always regarded China as his second home. Richard is proud to think that the work he's doing plays a part in undergirding tourism of China and the world.



“ Nothing Can Curb Tourism Industry Development

Manuel C. Vinuelas

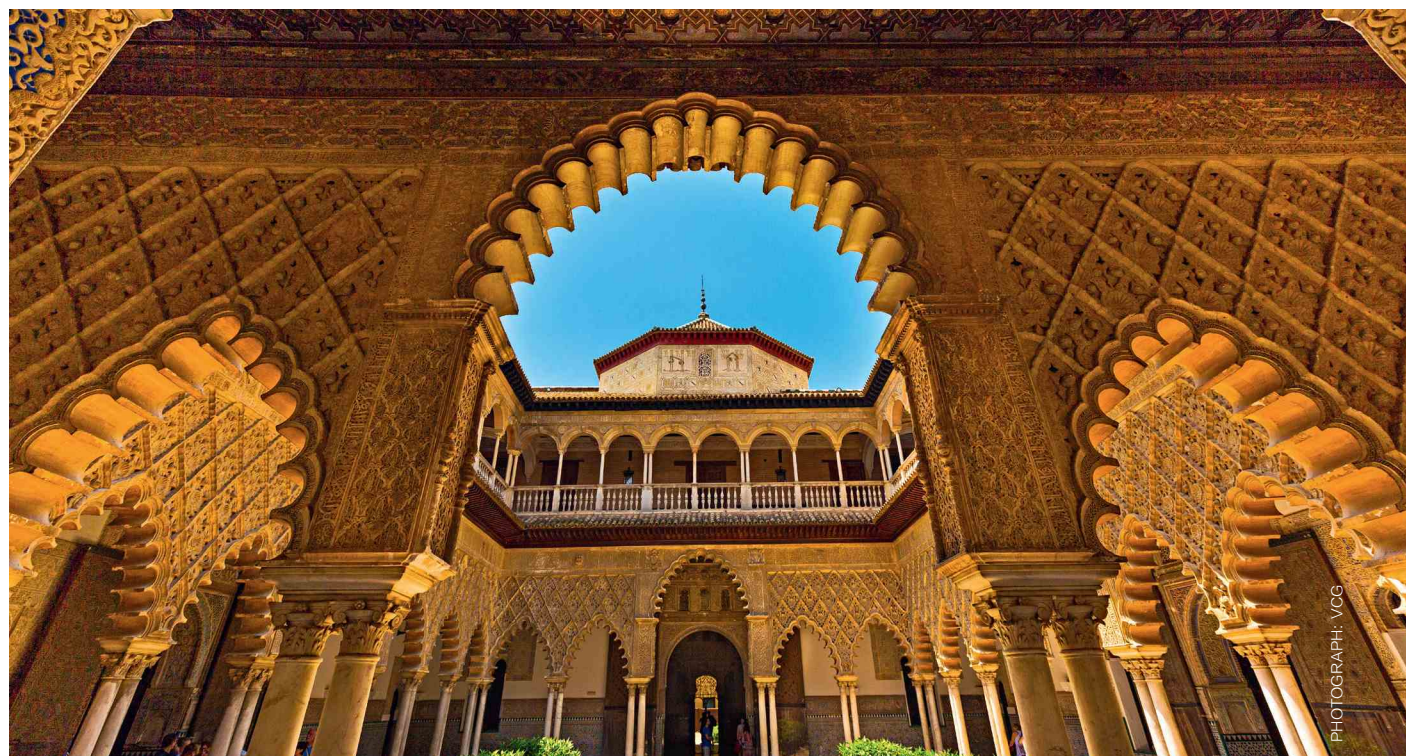
Head of the Chinese Market of the Seville Tourism Board (Spain)



"Thanks to my profession and responsibility, I know more cities in China than in my own country, Spain, also a world tourism power. I can't be impartial: I love China, I love Beijing, Shanghai, Chongqing, Xi'an, Qingdao and Lanzhou." Manuel C. Vinuelas's love for China is visible as he speaks. As head of the Chinese Market of the Seville Tourism Board (Spain), he has come to know all kinds of urban destinations in China and become enamored with them after years of contact with the World Tourism Cities Federation.

His experience over the years has been fun and rewarding. Learning and working together with the WTCF staff has made clear to him the real challenges and significance of tourism destination development.

"I started with a high-level course for tourism professionals in the beautiful city of Beijing, organized by the WTCF. There were more than twenty international professionals like me who learnt a lot about what international tourism is like now, and I would



PHOTOGRAPH: VCG



like to recommend the course to all of you." Manuel says that "the WTCF staff does a very important job to give all the members a lot of visibility on all the social networks in China. This and many other experiences reflect a good understanding for our needs."

As for China's important role in the recovery of global tourism, Manuel notes that China has made impressive achievements, that it is the country with the greatest artistic heritage and the world's leading country in terms of outbound tourism, and it will soon be the world's leading country in terms of inbound tourism.

Despite complex international situation, Manuel remains confident in the prospects of the global tourism market. "Tourism, the Industry of Happiness and Dreams, will continue to rise steadily. I do not know anyone in the world who does not like to encounter other people and other places. Human beings cannot live in isolation; hence I see that no matter how many pandemics come, the tourism industry will not stop, and will continue to grow in this beautiful globalized world."

“ I Haven't Seen Enough of China

Ralf Ostendorf

Director Market Management

I Market & Media Relations

Manager Asia, North America,

Australia, Middle East



Ralf Ostendorf, director of sales at Berlin Tourism Marketing, remembers vividly when Berlin, Germany, became one of WTCF's founding cities, "I still remember that meeting we had in a Beijing office 10 years ago, the bright sunlight; everyone's smiling, excited for WTCF's future." He says that the development from then on has born out their expectations. "It is amazing to see what has been achieved since then with a lot of energy and enthusiasm from the WTCF team no matter the circumstance."

As the representative of a founding member, Ralf Ostendorf has put forward many constructive suggestions for the development of the organization. As one of the witnesses of WTCF's growth, he

remembers many things in the course of his work with his WTCF colleagues, especially the Secretariat, in the past decade. "Most memorable though were the yearly marketing trainings (WTCF International Tourist Destinations Promotion and Marketing Training Program)." says Ralf. These trainings are mainly conducted in groups. While picking up relevant knowledge, participants also get to experience local culture. So far, 110 trainees from 53 cities and 34 countries have participated in the program.

Ralf believes that WTCF has developed into an international tourism organization truly focusing on cities, and fully engaged to the idea "Better City Life through Tourism".

"I am happy to see that the WTCF family has constantly grown." says Ralf. "A large number of joint declarations and agreements as well as in-depth market research studies have helped to advance our work and bring tourism cities from all over the world closer together."

Since 2014, WTCF has released many research reports, including three annual reports: *World Tourism Cities Development Report*, *Report on World Tourism Economy Trends*, *Market Research Report on Chinese Outbound Tourist (City) Consumption*. It has also published special reports on the focus and hot issues of the international tourism industry as well as the frontier problems, innovations and controversies related to city tourism.

It is particularly worth mentioning that amid the raging COVID-19 since 2020, in order to boost the confidence of tourism practitioners, WTCF has released *Action Guide on Recovery and Revitalization of City Tourism amid COVID-19*, *Report on Recovery and Development of World Tourism amid COVID-19*, *Agenda for the Future Development of World Tourism Cities (2021-2030)*. It has also cooperated with the United Nations



Development Programme (UNDP) to launch the project "The Sustainable Development of World Tourism Cities under COVID Context: The Response from China", communicating the experience of Chinese tourism cities.

According to Ralf, the top priority is to bring the world together again after the protracted interruption and to jointly face the challenges. Since the outbreak, WTCF has organized more than 20 bilateral and multilateral "online+offline" meetings, attracting more than 200 member cities from 66 countries and regions as well as tourism enterprises and institutions.

"Climate change, economic crisis, recession and wars give us headaches. But in each crisis, there is also a chance to evolve and to learn for a better future." He believes that WTCF can be a uniting factor and a platform for discussing future development opportunities and concepts for tourism

cities, like smart cities, sustainable travel, meaningful tourism, better crisis management, digitalization in tourism etc.

"The western world has had many centuries to develop tourism, while China's has grown very quickly in such a short period of time", Ralf adds, "Chinese tourists are exploring the wonders of our globe, taking their memories back home and inspiring friends and families to do the same. That's part of China's contribution to a better global cultural understanding and to building new friendships."

When asked which Chinese city he likes best, Ralf finds it hard to name just one. "Just like in a fine Chinese restaurant, each recipe has its own character. There are so many deeply historic towns and amazing modern cities that leave you wanting for more." He chuckles, "What I do know is that I still have not seen nearly enough of China."

10

届香山旅游峰会

Fragrant Hills Tourism Summit

3

次世界旅游合作与发展大会

World Conference on Tourism Cooperation
and Development

十年培育，联合会打造的香山旅游峰会已成为世界旅游行业的顶级盛会。

Thanks to ten years of cultivation, the Fragrant Hills
Tourism Summit created by WTCF has become a top event
of the world tourism industry.

“
旅游让城市生活更美好
Better City Life through Tourism,
”

2012

参会的国际会员城市
International City
Members Presenting

23
个

参会的机构会员
Institutional Members
Presenting

11
个

世界旅游城市博览会
接待游客
Visitors in World Tourism
Cities Expo

400,000
人



2012 世界旅游城市联合会 北京香山旅游峰会 “旅游让城市生活更美好”

2012年9月14日至16日，世界旅游城市联合会成立大会暨北京香山旅游峰会在北京召开，首届香山旅游峰会的主题为“旅游让城市生活更美好”，此次大会的24个国际会员城市中有23个城市派代表参会，伦敦以观察员身份派代表出席了会议；23个中国会员城市（含香港特别行政区、澳门特别行政区）全部参会；11个机构会员参会。其中，釜山市、都柏林市、里加市、维多利亚市的市长出席了大会。

会议期间，世界旅游城市联合会举行会员大会通过《世界旅游城市联合会章程》等各项规章，并通过了会徽、会旗、标识物；召开理事会，产生世界旅游城市联合会第一届理事会，选举北京市市长王安顺为理事

会主席，任命鲁勇为联合会秘书长；与会代表一致通过了《北京宣言》。

会议期间举办了首届世界旅游城市博览会、世界旅游城市电影展、世界旅游城市北京美食汇、北京香山旅游峰会闭幕式暨颁奖仪式，并进行专区交流，为会员之间搭起了交流新平台；发布研究成果——《世界旅游城市评价体系》和《旅游产业综合评价指标体系》，为促进世界旅游城市的社会经济发展提供了理论支撑，获得了与会代表的高度评价。

此外，世界三大国际旅游组织中，世界旅游及旅行理事会主席兼首席执行官、亚太旅游协会首席执行官出席大会并发言，世界旅游组织秘书长在成立大会上进行了视频致辞。

WTCF Beijing Fragrant Hills Tourism Summit 2012

"Better City Life through Tourism"

The Inaugural Meeting of World Tourism Cities Federation(WTCF) & Beijing Fragrant Hills Tourism Summit was held on 14-16 September, 2012 in Beijing under the theme of "Better City Life through Tourism". Of WTCF's 24 international city members, 23 sent representatives to the meeting. London also attended the meeting as an observer. All of the 23 Chinese city members (including Hong Kong Special Administrative Region and Macau Special Administrative Region) and 11 institutional members attended the meeting. The mayors of Busan, Dublin, Riga and Victoria attended the meeting in person.

The meetings included the following agenda: the *WTCF General Assembly*, during which the Statutes of WTCF and other relevant rules as well as the WTCF emblem, flag and logo were adopted; the Council Meeting, which selected the first WTCF Council, and recommended Wang Anshun, Mayor of Beijing, as the Chairman of the WTCF Council and appointed Lu Yong as the WTCF Secretary-General. The representatives participating in the meeting unanimously adopted the *Beijing Declaration*.

The first World Tourism Cities Expo, the World Tourism Cities Film Festival, the World Tourism Cities Beijing Gourmet Food Festival, the Closing & Award Ceremony of the Beijing Fragrant Hills Tourism Summit and workshops were held during the summit, building a new platform for exchanges among the WTCF members. The publication of the research, i.e. the *World Tourism Cities Evaluation System* and the *Comprehensive Evaluation Indicator System of the Tourism Industry*, provided the theoretical foundation for promoting the social and economic development of world tourism cities, was highly commended by the participants.

In addition, of the world's three leading tourism organizations, CEO and President of the World Tourism and Travel Council, and CEO of Pacific Asia Travel Association attended and addressed the meeting, and Secretary-General of the World Tourism Organization delivered a video message.



2013

出席会议的会员单位
WTCF members
Attending The Meeting

102
个

成立分会
Committees Founded

3
个

参与世界旅游城市联合会
2013 巡展城市推介活动的
会员城市

City Members in WTCF
World Tourism Cities Expo
2013

55
个



2013 世界旅游城市联合会 北京香山旅游峰会

“旅游：城市可持续发展的新动力”

2013年9月11日至9月14日，第二届香山旅游峰会在北京召开。本届峰会的主题是“旅游：城市可持续发展的新动力”。本届峰会共有102家会员单位出席。会议签署并发布了世界旅游城市旅游合作与服务的基本规范《北京共识》，公布了《世界旅游城市评价体系》。峰会还成立了旅游相关企业、媒体、民航三个分

会并举办了城市旅游和民航服务、旅游服务和媒体服务四个论坛。首个世界旅游城市体验中心于峰会期间开始试运行。

联合会与雅典、瓦莱塔等城市签署了谅解备忘录，成功打造了世界旅游城市之间交流合作的平台，充分展示了世界旅游城市联合会这一年轻的国际旅游组织蓬勃的生机与活力。



WTCF Beijing Fragrant Hills Tourism Summit 2013

"Tourism: New Driver of Sustainable Urban Development"

From 11 to 14 September 2013, the 2nd Fragrant Hills Tourism Summit was held in Beijing. Featuring the theme of "Tourism: New Driver of Sustainable Urban Development", the Summit was attended by 102 WTCF members. The Beijing Consensus, framework of tourism service guidelines of world tourism cities, was signed and released during the Summit, and the World Tourism Cities Evaluation System was launched. The Committee of Tourism-Related Businesses, Committee of Civil Aviation and Committee of Media Organizations were founded during the Summit, and four panel discussions were held on the topics of city tourism, civil aviation services, tourism services and media services. The first World Tourism Cities Experience Center started trial operation.

WTCF signed a memorandum of understanding with cities like Athens and Valletta, and built a platform for communication and cooperation among the world's tourism cities, demonstrating the vigor and strength of WTCF as a rising international tourism organization.



2014

参加峰会的国内外著名
旅游企业及相关机构
Companies and Organizations
in the Tourism Industry in
Attendance

240+

三个分会发起单位代表
Representatives Of
Founding Members Of
Three Committees

85

人

参加交易洽谈会的旅游企业
及机构
Travel Enterprises and
Institutions in Marketplace

240+



2014 世界旅游城市 联合会北京香山旅游峰会

“市场与合作”

2014年9月4日至9月5日，第三届香山旅游峰会在北京举办，世界旅游城市联合会邀请城市会员及发展目标城市近100家，民航、旅游相关企业和媒体三个分会发起单位代表约85家，联合会专家委员会成员、联合国代表、世界三大旅游组织代表，总人数近600人。本次会议的主题是“市场与合作”。

WTCF Beijing Fragrant Hills Tourism Summit 2014

"Market and Cooperation"

From 4 to 5 September 2014, the 3rd Fragrant Hills Tourism Summit was held in Beijing. The Summit was attended by some 600 participants, including nearly 100 city members and target cities invited by WTCF; representatives of about 85 founding members of the Committee of Tourism-Related Businesses, Committee of Civil Aviation and Committee of Media Organizations; members of the Expert Committee, United Nations representatives, and representatives of the world's three leading tourism organizations. The theme of the summit was "Market and Cooperation".



2015

线下参会代表来自
Representatives from

42

个国家和地区
Countries and Regions

69

个城市
Cities

出席嘉宾共计

Participants to the 2015
Summit

400+

2015 世界旅游城市联合会 拉巴特非斯香山旅游峰会

“多元化与可持续发展”

2015年9月20日至9月22日，第四届香山旅游峰会在摩洛哥的拉巴特市和非斯市举行。本次峰会主题是——多元化与可持续发展。

出席2015年峰会的有来自42个国家和地区的69个城市和31个旅游相关机构共100个会员单位的311名代表，以及其他各方面嘉宾共计400余人。此届峰会论坛围绕“多元化与可持续发展”这一

主题，深入探讨了在全球旅游市场持续发展的形势下，如何突出城市旅游特色，打造城市旅游品牌，提升游客消费体验，以及新的营销手段服务旅游多样化的需求，推动旅游业的可持续发展，保护旅游目的地生态环境、文化多样性和传承性等议题。期间，峰会还举办了推介会、巡展和交易会等系列活动，加强会员之间的合作，推动旅游产业发展。



WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015

"Diversity and Sustainability"

The fourth WTCF Fragrant Hills Tourism Summit was held in Rabat & Fez, Morocco, under the theme of "Diversity and Sustainability" from 20 to 22 September 2015.

The 2015 Summit was attended by some 400 participants, including 311 representatives of 100 WTCF members, i.e. 69 cities and 31 institutions from 42 countries and regions, and other invited guests. Focusing on the theme of "Diversity and Sustainability", this year's summit discussed several tourism related topics in the context of the constant development of the global tourism market, including highlighting the tourism features of cities, cultivating urban tourism brands, improving tourists' consumption experience, serving diversified tourism demand with new marketing tools, promoting the sustainable development of tourism, protecting the ecological environment, cultural diversity and inheritance of tourism destinations. The Summit also included activities such as tourism promotion, expo and marketplace to strengthen cooperation among members and promote development of tourism industry.

2016

参会人员来自
Guests From

89
个城市
Cities

旅游投资项目洽谈会暨签约仪式
成功签约旅游投资项目
Projects Signed in Tourism
Investment Fair & Signing
Ceremony

40

旅游投资项目签约总金额
Total Contract Worth of
Tourism Investment Projects

800
亿
(80 Billion)

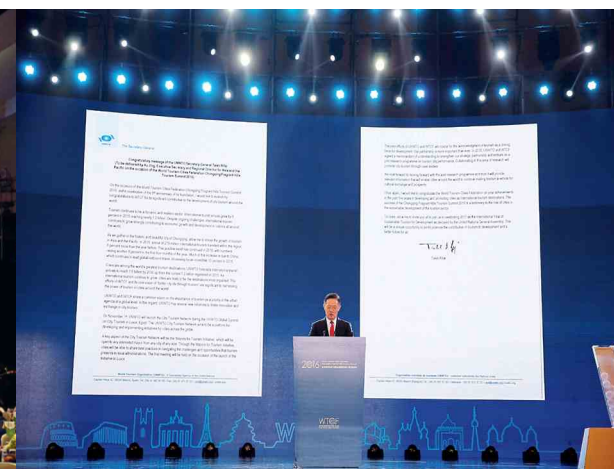


2016 世界旅游城市联合会 重庆香山旅游峰会

“共享经济与世界旅游城市发展”

2016 世界旅游城市联合会香山旅游峰会 9 月 19 至 20 日在会员城市中国重庆市隆重举办，来自世界各大洲 89 个城市、57 个旅游机构和 6 个国际组织的约 400 名代表出席本次峰会，参会率达到 80%。其中包括联合国 (UN)、联合国世界旅游组织 (UNWTO)、世界旅游业理事 (WTTC)、世界旅游经济论坛 (GTEF) 以及亚太旅游组织 (PATA) 等国际旅游组织的代表；哥伦比亚、奥地利驻华大使，英国、意大利、日本、荷兰、柬埔寨、匈牙利、美国、澳大利亚、以色列、法国等多国驻重庆、成都使领馆高级代表，以及全球 20 个城市的市长或副市长。

新华社、中央电视台、人民日报、CNN、BBC、中国日报等 120 多家国内外新闻媒体对本届峰会进行了全方位报道，传播覆盖全球多个国家和地区。



WTCF Chongqing Fragrant Hills Tourism Summit 2016

"Shared Economy And The Development Of World Tourism Cities"

From September 19th to 20th, the World Tourism Cities Federation (WTCF) Chongqing Fragrant Hills Tourism Summit 2016 was held in Chongqing, China. About 400 guests from 89 cities, 57 tourism-related institutions and 6 international organizations attended this year's summit. Member attendance exceeded 80%. Representatives and officers from embassies and consulates attended the summit, including: the United Nations (UN), the United Nations World Tourism Organization (UNWTO), the World Travel & Tourism Council (WTTC), the Global Tourism Economy Forum (GTEF) and the Pacific Asia Travel Association (PATA); the Colombian Ambassador to China, the Austrian Ambassador to China, the British Consul General in Chongqing, the Consul

General of Italy in Chongqing, the Consul General of Japan in Chongqing, the Consul General of the Netherlands in Chongqing, the Consul General of Cambodia in Chongqing, the Consul General of Hungary in Chongqing, the Consul General of the United States in Chengdu, the Consul General of Australia in Chengdu, Deputy Consul General of Israel in Chengdu, Commercial Officer of the Consulate General of France in Chengdu. Mayors and vice mayors from 20 cities around the world also joined the event.

More than 120 news agencies from all over the world reported on the summit including Xinhua News Agency, China Central Television (CCTV), People's Daily, CNN, BBC and China Daily, which covers a number of countries and regions from around the world.

2017

参会的部长和市长
Ministers and Mayors in Attendance

37
位

线下参会代表来自
Representatives from

51
个国家
Countries

出席嘉宾共计
Participants to the 2017 Summit

400+



2017 世界旅游城市联合会洛杉矶香山旅游峰会

“全球化与世界旅游城市发展”

2017年9月，来自51个国家、87个城市的37位部长和市长、国际旅游机构高管和来自联合国世界旅游组织、亚太旅游协会等国际旅游组织的代表400余人出席了2017年洛杉矶香山旅游峰会。本次峰会主题为“全球化与世界旅游城市发展”。峰会上发布了《世界旅游城市联合会洛杉矶宣言》，本届峰会设置了论坛、旅游展览、交易洽谈、旅游投资、旅游推介等活动。峰会论坛期间还发布了《世界旅游城市发展报告(2017)》和《UNWTO-WTCF旅游城市绩研究》等联合会的学术研究成果。



WTCF Los Angeles Fragrant Hills Tourism Summit 2017

"Impact of Globalization on World
Tourism City Development"

In September, 2017, about 400 delegates including representatives from 51 countries, 87 cities and a total of 37 ministers and mayors, senior managers from international tourism organizations and representatives from international organizations including UNWTO and PATA attended WTCF Los Angeles Fragrant Hills Tourism Summit 2017. The theme was "Impact of Globalization on World Tourism City Development". *Los Angeles Declaration of World Tourism Cities Federation* was released. During this Summit, events such as the tourism exhibition, tourism trade and investment fair and tourism promotion meeting were held. *The Research Report on World Tourism City Development 2017* and *UNWTO-WTCF City Tourism performance Research* were released as well.

2018

出席峰会的国家旅游部长和
旅游城市市长
National Tourism Ministers
and Tourism City Mayors in
Attendance

50+

线下参会代表来自
Representatives from

59

个国家
Countries

投融资大会项目签约额达
Total Project Contract Worth
in Investment & Financing
Conference

1510

亿元
(151 billion)

2018 世界旅游城市 联合会青岛香山旅游峰会

“把握发展趋势 提升城市品牌”

2018年9月，来自世界59个国家、112个旅游城市、200余家旅游相关企业和包括联合国在内的多家国际组织，约400名代表出席2018年世界旅游城市联合会青岛香山旅游峰会。峰会主题为“把握发展趋势 提升城市品牌”。峰会共设有开幕式及主旨演讲、理事会会议、峰会论坛、旅游推介会、旅游交易会、旅游投融资大会、展览展示、分会活动八大活动板块，并首次颁发“世界旅游城市联合会香山奖”。

WTCF Qingdao Fragrant Hills Tourism Summit 2018

"Orient Industry Trends, Brand
Tourism Cities"

In September, 2018, about 400 representatives from 59 nations, 112 tourism cities, and more than 200 tourism-related enterprises, and many international organizations attended WTCF Qingdao Fragrant Hills Tourism Summit 2018. The theme was "Orient Industry Trends, Brand Tourism Cities". This summit consisted of eight segments: Opening Ceremony and Keynote Speech, WTCF Council Meeting, Summit Forum, Tourism Market Promotion Conference, Tourism Trade Fair, World Tourism Cities Investment & Financing Conference, Exhibition and Subcommittee Activities. The first "WTCF Fragrant Hills Awards" was also presented.



2019

出席峰会的代表来自
Delegates from

56
个国家
Countries

出席嘉宾共计
Participants to the 2019
Summit

500+

出席峰会的市长和
国际组织负责人
Tourism City Mayors and
Heads of International
Organizations in Attendance

37

2019 世界旅游城市联合会 赫尔辛基香山旅游峰会

“智慧旅游——城市创新与发展之路”

2019年9月，2019世界旅游城市联合会赫尔辛基香山旅游峰会举办。本次峰会设有开幕式、主旨演讲、主题论坛、理事会会议、特别对话、新闻发布会、展览展示、旅游交易会等多项活动。峰会主题为“智慧旅游——旅游城市创新发展之路”。峰会吸引了56个国家近百个城市的500多名代表参会。来自全球的37位旅游城市市长以及联合国世界旅游组织和上海合作组织等国际组织的负责人出席。



WTCF Helsinki Fragrant Hills Tourism Summit 2019

"Smart Tourism—
Road to City Innovation
and Development"

In September, 2019, WTCF Helsinki Fragrant Hills Tourism Summit 2019 was held. The summit included a number of segments including the opening ceremony, keynote speech, theme forum, board meeting, special dialogue, press conference, exhibition display, travel fair, etc., the theme of the summit was "Smart Tourism – Road to City Innovation and Development". It attracted more than 500 delegates from nearly 100 cities of 56 countries. 37 mayors from cities around the world attended this global tourism event as well as heads of international organizations such as the UNWTO and the SCO.



2020

出席峰会的代表来自
Delegates from

43
个国家
Countries

旅游投融资大会
签约项目

Projects Signed in the
World Conference on
Tourism Cooperation and
Development

21
个

投资总额达
Total Projects Worth

86
亿元
(8.6 billion)



2020 世界旅游合作与发展大会

“重启旅游 再创繁荣”

9月5日，由世界旅游城市联合会主办的2020世界旅游合作与发展大会在北京国家会议中心隆重开幕。作为2020年中国国际服务贸易交易会（简称“服贸会”）期间举办的四场高峰论坛之一，本次大会是服贸会期间唯一由国际组织主办的会议，吸引了国际组织负责人、驻华使节、联合会会员代表、知名旅游企业及投资机构负责人等50余位演讲嘉宾、约300位代表现场参会。

上午的会议主要举办了开幕式、主旨发言、研究成果发布，以及以题为“旅游业推动世界经济振兴”的主题论坛。下午，大会举办了“疫情背景下旅游业的新常态”主题论坛，还特别设立了旅游投融资大会，与会嘉宾围绕“旅游投资——方向变革与产业重塑”主题展开讨论。此外，旅游投融资大会进行了现场洽谈和项目签约。



World Conference on Tourism Cooperation and Development 2020

"Rebuilding World Tourism for Prosperity"

In September 5th, the World Conference on Tourism Cooperation and Development 2020 sponsored by the World Tourism Cities Federation (WTCF) commenced at the China National Convention Center. As one of the four summit forums held during the 2020 China International Fair for Trade in Services (CIFTIS), this conference is also the only one held by international organizations during the CIFTIS, which attracted more than 50 speakers and about 300 representatives, including heads of international organizations, ambassadors of China, representative members of the WTCF, heads of famous tourism groups and leaders of investment organizations.

The morning witnessed the opening ceremony, keynote speeches, release of key research findings and a forum centered on "Tourism as a Catalyst for the Revitalization of the World Economy". In the afternoon, a forum was held on the themes "New Normal of Tourism amid COVID-19" and "Tourism Investment and Financing Conference" was specially designed to discuss the theme of "Reorienting Tourism Investment and Recasting the Industry". In addition, the Conference participants held on-site negotiations and signed relevant projects.

2021

线下参会代表来自
Representatives from

40+
个国家
Countries

驻华使馆代表
Representatives of
Embassies in China

38
家

参会嘉宾
Guests Present at the
Forum

450+

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

“振兴世界旅游 赋能城市发展”

9月3日，由世界旅游城市联合会和北京市人民政府联合世界主要国际组织和旅游机构共同举办的“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”在北京国家会议中心举行。作为2021年中国国际服务贸易交易会期间唯一由国际组织主办的高峰论坛，本次大会以“振兴世界旅游 赋能城市发展”为主题，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、论坛等七个部分，吸引了来自40多个国家的450余位嘉宾参会。本次大会是在全球疫情防控和旅游复苏的关键时期召开的重要会议，对于促进疫情防控常态化下世界旅游的和平、包容、可持续发展具有重要意义。



WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development 2021

"Revitalizing World Tourism and Energizing City Development"

On 3 September, WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development 2021 opened at the China National Convention Center, Beijing. It was organized by the World Tourism Cities Federation and the People's Government of Beijing Municipality, together with major international organizations and tourism institutions. The event was the only summit forum organized by an international organization during the 2021 China International Fair for Trade in Services. Themed on "Revitalizing World Tourism and Energizing

City Development", it was composed of seven parts, namely the Opening Ceremony, Global Perspective, Special Forum, Keynote Speech, Release of Research Results, Dialogue on the Sustainable Development of Tourism Cities, and Forum Session. Present at the forum were more than 400 guests from 40 countries. The conference was highly relevant in the global context of pandemic containment as well as tourism recovery. It was of great significance for promoting the peaceful, inclusive and sustainable development of global tourism under the new normal of pandemic prevention and control.

2022

线下参会代表来自
Representatives from

49
个国家
Countries

线下参会代表
Representatives in
Attendance

300+

参与特别论坛的驻华大使
Ambassadors in the
Special Forum

8
位



2022 世界旅游合作与发展大会

“深化合作 创新发展”

9月1日，由世界旅游城市联合会主办的2022世界旅游合作与发展大会在北京国家会议中心开幕。作为2022年中国国际服务贸易交易会期间举办的七场高峰论坛之一，本次大会以“深化合作 创新发展”为主题，设有开幕式、特别论坛“大使论旅游合作”、主题发言、沙发论坛等四个部分，来自49个国家的300多名代表线下参会。此次大会的召开，对于在后疫情时代促进世界旅游携手合作、创新发展，再创世界旅游繁荣发展新局面具有重要意义。

World Conference on Tourism Cooperation and Development 2022

"Deepening Cooperation and Innovation for Development"

On 1 September, the World Conference on Tourism Cooperation and Development 2022 (hereinafter referred to as the "Conference"), hosted by the World Tourism Cities Federation (WTCF), was held at the China National Convention Center in Beijing. As one of the seven summit forums held during the 2022 China International Fair for Trade in Services, the Conference, with the theme of "Deepening Cooperation and Innovation for Development", consists of four parts: the Opening

Ceremony, the special forum titled "Special Forum: Perspectives on Tourism Cooperation from Ambassadors", the Keynote Speech, and the Panel Discussion. More than 300 representatives from 49 countries attended the conference offline. The convening of the Conference is of great significance to promote the cooperation and innovative development of world tourism in the post-pandemic era and give rise to a new situation of prosperous development for world tourism.

Reshaping City Tourism &
重塑城市旅游

Promoting Sustainable Development
推动可持续发展

World Tourism Cities Federation Changsha 2022世界旅游城市联合

Changsha,
中国

Fragrant Hills Tourism Summit 2022 会长沙香山旅游峰会

China
长沙

“重塑城市旅游 推动可持续发展”

2022 世界旅游城市联合会 长沙香山旅游峰会即将举办

2022 世界旅游城市联合会会长沙香山旅游峰会将在长沙举办。

大会由世界旅游城市联合会和长沙市人民政府共同举办，主题为“重塑城市旅游 推动可持续发展”，主要活动包括开幕式、大使特别论坛、主旨演讲、研究成果发布和论坛、旅游推介会、旅游洽谈会等。

大会期间，联合会还将联合国际组织发布最新学术研究成果，探索旅游业贡献可持续发展的方法和路径，向国际社会展示中国旅游城市推进可持续发展的实践和经验。

香山旅游峰会是联合会重要的年度活动，吸引了来自全球的国际旅游组织、旅游政府官员、旅游相关机构高管参与，已发展成为会员城市和会员机构促进交流、加强合作、提升经济、凝聚共识的旅游业界综合性平台。

联合会成立至今，共成功举办了九届香山旅游峰会，分别在北京、重庆、青岛等中国会员城市及拉巴特 & 非斯、洛杉矶、赫尔辛基等世界会员城市举办。

"Reshaping City Tourism and Promoting Sustainable Development"

WTCF Changsha Fragrant Hills Tourism Summit 2022 will be held

WTCF Fragrant Hills Tourism Summit 2022 will be held in Changsha, Hunan, city of central China.

The conference themed "Reshaping City Tourism & Promoting Sustainable Development" is jointly organized by the World Tourism Cities Federation (WTCF) and the Changsha Municipal People's Government. The event consists of the opening ceremony, the ambassador special forum, keynote speeches, research results release and discussion, Investment & Financing Conference and dialogues.

WTCF will also release the latest research results at the event in collaboration with other international organizations, with a view to explore means for sustainable development of the tourism industry, and to present the international community with the practice and

experience of China's tourism cities in this endeavor.

The Fragrant Hills Tourism Summit is an important annual event of WTCF attracting the participation of international tourism organizations, government tourism officials and senior executives of tourism-related institutions from all over the world. The conference has developed into a comprehensive industry platform for member cities and institutions to foster exchanges, strengthen cooperation, boost economy and build consensus.

Since its establishment, WTCF has held the Summit nine times in its member cities, including Beijing, Chongqing and Qingdao in China, and abroad at Rabat and Fez, Los Angeles and Helsinki.

9次区域论坛

REGIONAL CONFERENCE

十年探索, 联合已先后举办多次区域会议。
Thanks to ten years of exploration,
WTCF has successively hosted
several high-level regional tourism
thematic activities.

2017 槟城 Penang

世界旅游城市联合会亚太旅游论坛举办

WTCF Asia-Pacific Conference 2017 was held in Penang

2017年3月26日, 世界旅游城市联合会亚太旅游论坛在马来西亚槟城州隆重开幕, 来自联合国世界旅游组织代表、联合会城市会员和机构会员代表、联合会专家委员会专家以及槟城州政府代表共计约300名嘉宾出席了此次论坛。

此次亚太旅游论坛加强了世界旅游城市联合会会员特别是亚太会员之间的联系, 进一步宣传和提升槟城在世界旅游城市体系中的影响力, 有助于把槟城打造成节点示范城市。

The World Tourism Cities Federation Asia-Pacific Conference 2017 was grandly held in Penang, city of Malaysia. About 300 guests are invited to attend this year's conference, including delegates from the United Nations World Tourism Organization (UNWTO), city and institutional members of WTCF, members of WTCF Expert Committee as well as delegates from Penang State Government.

The conference aimed positively boost and strengthen market development and cooperation between WTCF's members, especially between members in the area of Asia-Pacific region. Another mission of the conference is to build Penang into a demonstration of a One Belt, One Road city hub, and to enhance the influence of Penang in the world tourism industry.

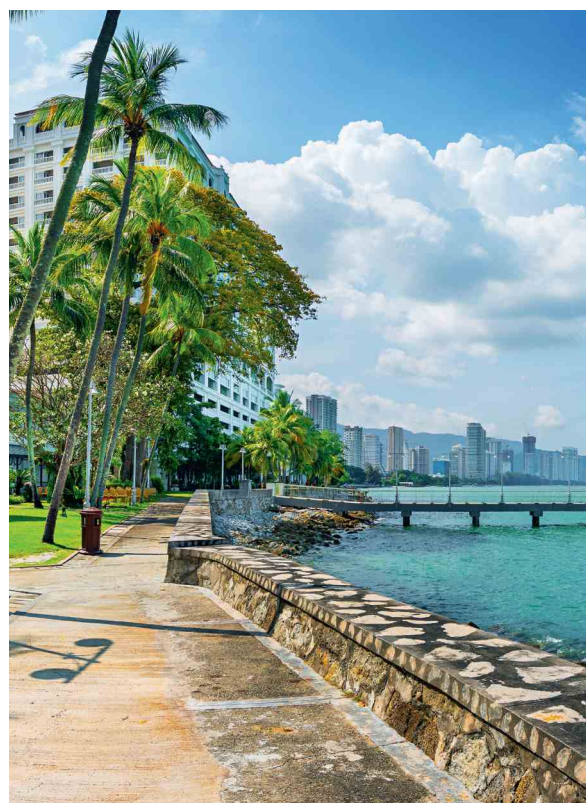


图: 槟城中国
PHOTOGRAPHS: VCG

2018 卡萨布兰卡 Casablanca

中国—摩洛哥旅游合作论坛在卡萨布兰卡市举办

China-Morocco Tourism Cooperation Forum was held in Casablanca

2018年2月1日, 世界旅游城市联合会和摩洛哥国家旅游局、卡萨布兰卡市联合主办了中国—摩洛哥旅游合作论坛, 中国知名旅行社买家、非洲国家代表、旅游业专家等100余人参加。论坛主题为: “一带一路”与中摩旅游合作, 论坛就“一带一路与中非旅游合作”“摩洛哥旅游产品开发与营销”等议题进行了讨论。

On February 1st, 2018, the China-Morocco Tourism Forum was held in Casablanca. The forum was jointly hosted by World Tourism Cities Federation, the Moroccan National Office of Tourism, and the Casablanca city. More than one hundred guests were invited to attend the forum, including buyers from major Chinese travel agency, representatives from the tourism department of Africa, and tourism industry experts. The forum's theme: "China-Morocco Tourism Cooperation on Belt and Road Initiative". The forum explored several important topics including "The 'Belt and Road Initiative' and Chinese-Africa Tourism Cooperation", and "Moroccan Tourism Product Development and Marketing".





2018 波哥大 Bogota

世界旅游城市联合会拉丁美洲旅游会议在波哥大举办

4月23日至25日，2018世界旅游城市联合会拉丁美洲旅游会议在哥伦比亚首都波哥大举办。此次会议是世界旅游城市联合会与波哥大市政府共同举办的区域性国际旅游会议。来自哥伦比亚、秘鲁、阿根廷、巴拿马、巴西、美国、中国等7个国家的联合会城市和机构代表、媒体以及哥伦比亚的旅游业界代表共200余人出席了此次会议。

2018 WTCF Latin America Tourism Conference was held in Bogota

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

2018 塞维利亚 Seville

世界旅游城市联合会欧洲旅游会议在塞维利亚举办

WTCF Europe Tourism Conference 2018 was held in Seville

12月10日至12日，世界旅游城市联合会与会员城市塞维利亚共同主办的“2018世界旅游城市联合会欧洲旅游会议”在塞维利亚FIBES会展中心开幕。会议主题为“中国-欧洲城市旅游合作与发展”，本次会议为联合会首次在欧洲举办的大型区域性会议，其目的是深入探讨中国城市与欧洲城市旅游合作方面的重要议题，促进中国与欧洲旅游深度合作，为世界旅游发展注入新的活力。

From 10 to 12 December 2018, World Tourism Cities Federation (WTCF) and its member city Seville co-hosted the "WTCF Europe Tourism Conference 2018", which opened at the FIBESII. The conference, with the theme of "China-Europe City Tourism Cooperation and Development", is the first large regional conference that has been held by WTCF in Europe, aimed at profoundly discussing the important issues regarding the tourism cooperation between Chinese and European cities, and boosting the deep tourism cooperation between China and Europe, so as to generate new impetus to the world's tourism development.



2019 巴拿马城 Panama City

世界旅游城市联合会拉丁美洲及加勒比旅游会议在巴拿马城举行

2019年4月5日，由世界旅游城市联合会与巴拿马城市政厅共同举办的拉丁美洲及加勒比旅游会议在巴拿马城举行。本次会议以“中国出境游与拉美加勒比地区旅游发展”为主题，旨在充分展示拉丁美洲的旅游资源，大力推动拉丁美洲旅游与全球旅游的协作发展。来自拉丁美洲及加勒比地区十一个国家的旅游企业、政府代表、旅游媒体、投资基金经理以及巴拿马当地旅游业界200余人出席了本次会议。

WTCF Latin America & the Caribbean Tourism Conference 2019 was held in Panama City

On April 5, 2019, the WTCF Latin America & the Caribbean Tourism Conference 2019, co-hosted by WTCF and Panama City Hall, was held in Panama City. The theme of the conference is "Chinese Outbound Market and Tourism Development in Latin America and the Caribbean" and it aims to fully display the tourism resources in Latin America and greatly promote the coordinated development of Latin American and global tourism. Travel companies, government representatives, travel media, and investment fund managers from 11 countries in Latin America and the Caribbean, and more than 200 people from the local tourism industry of Panama attended this conference.

图：视觉中国 PHOTOGRAPHS: VCG





2019 撒马尔罕 Samarkand

世界旅游城市联合会中亚地区旅游会议在乌兹别克斯坦撒马尔罕举行

11月26日至27日，由世界旅游城市联合会、撒马尔罕州政府及上海合作组织共同主办的世界旅游城市联合会中亚地区旅游会议在乌兹别克斯坦历史文化名城撒马尔罕市隆重举行。来自10个国家和地区的城市代表、旅游企业代表、投资机构及媒体代表共200余人参加本次会议。这是世界旅游城市联合会第一次在中亚地区举办区域旅游会议，标志着中亚地区旅游发展已经成为国际旅游业界高度关注的地区之一。

WTCF Central Asia Tourism Conference 2019 was held in Samarkand, Uzbekistan

From November 26th through the 27th, WTCF Central Asia Tourism Conference 2019 was held in Samarkand, a famous city with long history and rich culture in Uzbekistan. It was co-hosted by World Tourism Cities Federation (WTCF), Samarkand State Government, and Shanghai Cooperation Organization (SCO). Over 200 representatives of cities, tourism enterprises, investment agencies and media from 10 countries and regions were present at the event. It was the first time for WTCF to hold a regional tourism conference in Central Asia, symbolizing that Central Asia has already become an area of great concern for international tourism.



2020 世界旅游城市联合会拉美区域线上旅游论坛成功举办

WTCL Latin American Regional Online Tourist Forum 2020 was successfully held

世界旅游城市联合会于7月23日上午成功举办2020世界旅游城市联合会拉美区域线上旅游论坛。论坛主题为“全球疫情下的拉美旅游城市重振策略研究”，旨在通过分析疫情下的旅游市场现状及分享北京市旅游市场恢复经验，为拉美区域旅游城市提供线上营销方式实例及运作思路，助力拉美地区旅游业蓄能及发展。

World Tourism Cities Federation (WTCF) successfully held the Latin American Regional Online Tourist Forum 2020 in the morning of July 23rd. The conference was centered on "research on the strategy of revitalizing tourism in Latin America during the pandemic". Through analyzing the current state of tourism during the outbreak of COVID-19 and sharing Beijing's practice on re-opening the tourism market, the conference aimed to provide online marketing examples and operational patterns for tourism cities in Latin America so as to boost their tourism.

图：境旅中国 PHOTOGRAPHY: VCG



2021 世界旅游城市联合会欧非区域会议成功举办，聚焦后疫情时代全球旅游产业复苏

WTCL Euro-Africa Regional Conference 2021 witnessed great success and highlighted the global tourism recovery in the post-pandemic era

6月8日，由世界旅游城市联合会主办的“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”在京成功举行。本次会议采用线上的方式举办，旨在进一步了解后疫情时代国际旅游的复苏和发展现状，助力世界旅游城市疫后重振复苏。本次线上会议汇集来自中国、英国、西班牙、摩洛哥、突尼斯等40多个国家和地区的业界学者、企业代表、城市和机构会员代表，共聚“云端”，各抒己见，共同探讨后疫情时期全球旅游业的恢复措施和发展现状。

On 8 June, Beijing witnessed a milestone with the "WTCF Euro-Africa Regional Conference 2021—Dialogue between Cities and Chinese Enterprises". The conference was held online by WTCF and intended to address the recovery and development of world travel in the post-pandemic era as well as boost the recovery of global cities after the epidemic. Present at the online conference were industry insiders, representative enterprises, member cities and institutions from various countries, including China, UK, Spain, Morocco and Tunisia. They expressed their views on the "cloud" and discussed the recovery measures and current development of global tourism in the post-pandemic era.

2022 世界旅游城市联合会亚太区域旅游会议在线上召开

5月26日，由世界旅游城市联合会（WTCF）主办、亚太城市旅游振兴机构（TPO）作为支持单位的2022世界旅游城市联合会亚太区域旅游会议（以下简称“亚太会议”）在线上顺利召开。惠灵顿市市长安迪·福斯特（Andy Foster）、毛里求斯驻华大使王纯万（Marie Roland Alain Wong Yen Cheong）、摩尔多瓦驻华大使杜米特鲁·贝拉基什（Dumitru Braghis）以及克罗地亚国家旅游局、南非国家旅游局、突尼斯国家旅游局等来自30个国家和地区49个城市的百余位代表出席了会议，共同探讨亚太区域旅游复苏振兴的合作与发展，展望亚太区域旅游业的未来发展趋势与前景。

WTCL Conference on Asia-Pacific Tourism 2022 was held online

On 26 May, WTCF Conference on Asia-Pacific Tourism 2022 (hereinafter referred to as the Conference) was held online. It was hosted by the World Tourism Cities Federation (WTCF) and supported by the Tourism Promotion Organization for Asia Pacific Cities (TPO). Present at the Conference were more than 100 representatives from 49 cities in 30 countries and regions, including Andy Foster, Mayor of Wellington, Marie Roland Alain Wong Yen Cheong, Ambassador of Mauritius to China, Dumitru Braghis, Ambassador of Moldova to China, as well as the representatives of the Croatian National Tourist Board, South African Tourism, and the Tunisian National Tourist Office. They jointly discussed the cooperation and development in the recovery and revitalization of tourism in the Asia-Pacific region and looked into the future development trends and prospects of tourism in the Asia-Pacific region.

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《世界旅游城市发展报告》
World Tourism Cities Development Report

7年度
years

《世界旅游经济趋势报告》
World Tourism Economy Trends Report

及
and

《中国公民出境（城市）旅游消费市场调查报告》
Market Research Report on Chinese Outbound Tourist (City) Consumption

《全球智慧旅游城市报告》
Global Report on Smart Tourism in Cities

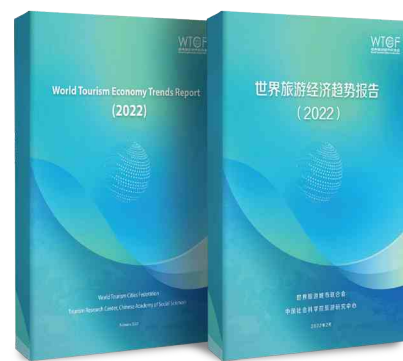
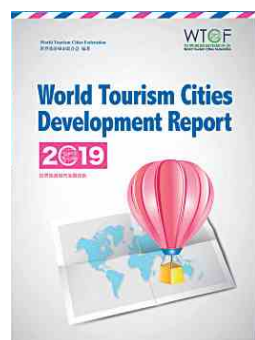
《世界旅游城市未来发展议程（2021-2030）》
Agenda for the Future Development of World Tourism Cities (2021-2030)

等多个报告
and other papers

《世界旅游城市发展报告》 World Tourism Cities Development Report

《世界旅游城市发展报告》是世界旅游城市联合会总结宣传旅游城市，研究探讨世界旅游重大问题，促进世界旅游城市合作交流的重要学术品牌。它通过选择样本城市，分析世界旅游城市发展面临的主要问题，提出促进旅游城市发展的对策和建议，为会员城市指定旅游发展政策提供有力支撑。

The World Tourism Cities Development Report (2020) is an important academic brand established by the World Tourism Cities Federation (WTCF) for the purpose of presenting and promoting tourism cities, studying and exploring major issues related to world tourism, and supporting cooperation and exchange between world tourism cities. The report puts forward strategies and suggestions to promote the development of tourism cities by analyzing sample cities and the main problems concerned, thus providing a foundation on which member cities make tourism development policies.



《世界旅游经济趋势报告》 World Tourism Economy Trends Report

该报告由世界旅游城市联合会与中国社会科学院旅游研究中心联合推出。报告针对年度旅游发展热点开展研究，采集全球旅

游经济的数据和信息，对当前及未来一段时期世界旅游经济的发展趋势进行分析，揭示全球旅游经济发展年度特征。

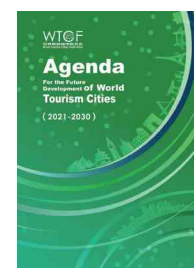
The report is jointly released by WTCF and the Tourism Research Center and Chinese Academy of Social Sciences (CASS). Focusing on the popular issues in tourism development during the year, the report collects data and information about the global tourism economy in order to study the development trend of world tourism economy in the present-day and near-term future, present the features of tourism economy development during the year.



《中国公民出境（城市）旅游消费市场调查报告》 Market Research Report on Chinese Outbound Tourist (City) Consumption

该报告通过多视角、多维度的消费者调查，更好地把握中国出境旅游市场的发展趋势，系统全面地归纳和展现中国出境游客的消费习惯与行为以及发生的变化，为大会会员城市和机构会员提供有益于市场运作和服务改进、了解中国出境游客的相应参考。

By conducting consumer surveys from multiple angles and in multiple dimensions, the report reflects the development trends of China's outbound tourism market, systematically and comprehensively summarize and present the consumption habits and behaviors of Chinese outbound tourists as well as ongoing changes, and help member cities and institutions improve market operation and services and update their knowledge about Chinese outbound tourists.



《世界旅游城市未来发展议程（2021-2030）》 Agenda for the Future Development of World Tourism Cities (2021-2030)

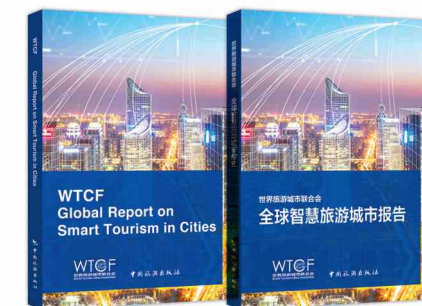
本议程紧紧围绕“旅游让城市生活更美好”这条主线，从“我们的新议程”“我们的新目标”“我们的新行动”和“我们的新标准”四个层面，提出了世界旅游城市未来发展的时代背景、历史机遇、核心理念、指导原则、发展目标、行动计划和执行评估等内容，对后疫情时代旅游城市的复苏发展具有指导意义。

The proposed Agenda for the Future Development of World Tourism Cities (2021-2030) which evolves around the concept of "Better City

《全球智慧旅游城市报告》 Global Report on Smart Tourism in Cities

该报告主要采取调查问卷的方式对会员城市的智慧旅游发展水平做出整体评估，并结合案例形式对智慧旅游城市如何运用前沿科学技术提升城市智慧发展水平进行深入分析。

According to the introduction, the report mainly uses the questionnaire to make an overall assessment of the development of smart tourism in member cities, and combines the case analysis form to analyze in depth how smart tourism cities use cutting-edge science and technology to enhance the development of smart cities.



Life through Tourism" lays out the background, historical opportunities, core concepts, guiding principles, development goals, action plans and implementation metrics from four perspectives: 1) Our New Agenda, 2) Our New Goals, 3) Our New Actions and 4) Our New Standards. The Agenda is of vital significance in guiding the recovery and development of world tourism cities in the post-pandemic era.