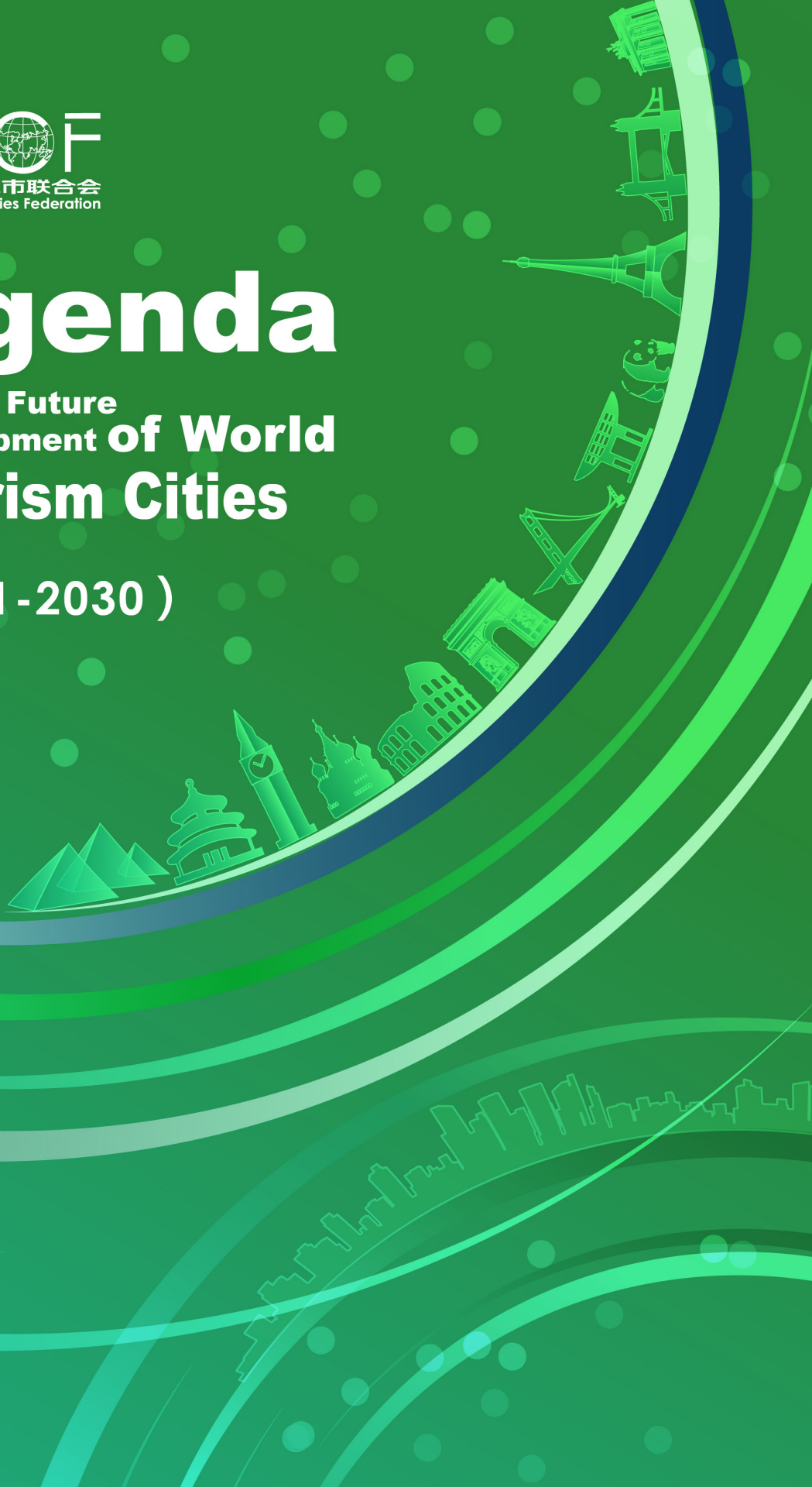
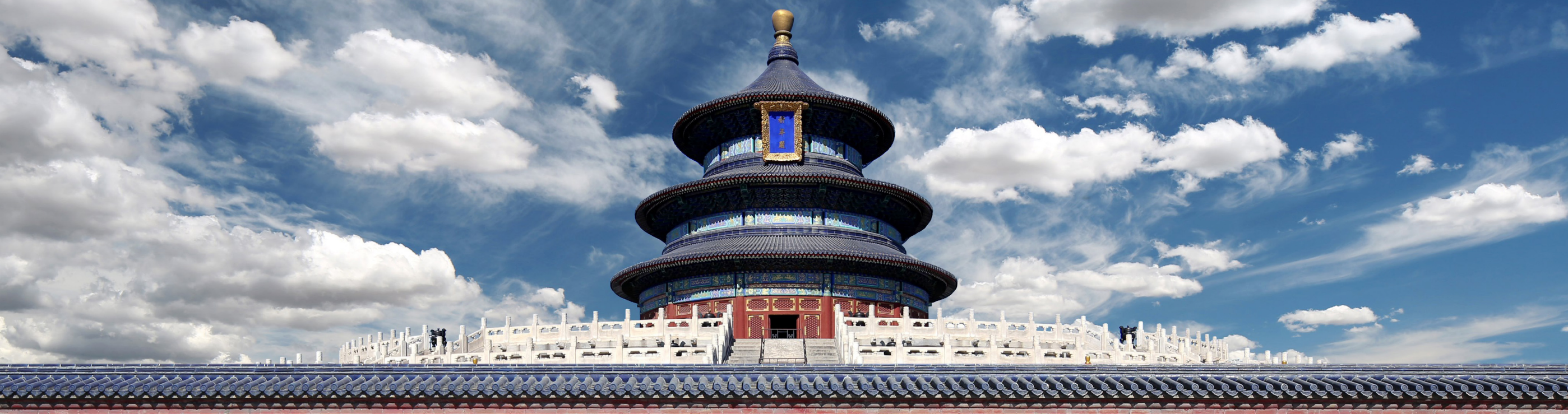


Agenda

For the Future
Development of World
Tourism Cities

(2021-2030)





CONTENTS

ADDRESS

- 04 Joining Hands for Sustainable Development of World Tourism Cities
- 06 Urban Tourism and the Future of Cities

PREFACE

- 12 Better City Life through Tourism

Part 1

Responsibilities in the Time: Our New Agenda

- 15 Tourism and Cities
- 16 Challenges and Opportunities
- 22 Concepts and Principles
- 25 Vision and Commitment

Part 2

Innovation and Change: Our New Goals

- 30 Coordinate Pandemic Prevention and Tourism Development in World Tourism Cities
- 33 Vigorously Supporting Tourism-Related Employment and Revenue Growth in Tourism Cities
- 36 Reshaping Tourism Investment Environment in World Tourism Cities after the Pandemic
- 39 Actively Promote the Smart Construction of World Tourism Cities
- 42 Promoting the Construction of Modern Transport Networks in World Tourism Cities

- 45 Continuously Improve the Integrated Service Functions of World Tourism Cities
- 47 Construct a Public Safety System in World Tourism Cities
- 49 Promote the Innovation in Tourist Business Format of World Tourism Cities
- 51 Promote the Development of Characteristic Culture in World Tourism Cities
- 53 Build Brands of World Tourism Cities
- 56 Promote the Green and Low-carbon Development of World Tourism Cities
- 58 Carry out Cooperation for Further Development of Tourist Cities

Part 3

Responsibilities and Missions: Our New Actions

- 63 Governmental Departments
- 66 Tourist Companies
- 68 Tourists
- 69 City Residents
- 70 Tourism Organizations

Part 4

Implementation and Evaluation: Our New Standards

- 73 The Subject of Evaluation
- 73 Evaluation Methods
- 73 Evaluation Period
- 74 Evaluation Criteria



Chen Dong, Secretary-General of WTCF

Joining Hands for Sustainable Development of World Tourism Cities

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 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 into 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 economy.

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 would 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.



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

Urban Tourism and the Future of Cities

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 WTCF 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).

Tourism and Urbanization

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.

Worldwide, urbanization has led to an increasing number of people living in cities and feeling more connected with an urban lifestyle. This in turn has translated into more people visiting cities looking for diversity, intercultural dialogue, innovation, and the exchange of knowledge. Alongside rapid urbanization, the growth of tourism has also been driven by more affordable transport, greater youth mobility, easier travel facilitation, and a growing middle class. All these have helped make cities increasingly popular destinations for business and leisure travel.

Tourism is a driving force for growth and development. It has the potential to contribute, directly or indirectly, to all of the Sustainable Development Goals (SDGs). In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively. The income generated from both domestic and international tourism contributes significantly to the socio-economic and cultural development of many cities. Furthermore, urban tourism also constitutes an essential driver of the socio-economic development of rural areas surrounding cities, contributing to innovation, conservation, and the promotion of natural and cultural resources.

At the same time, the digital revolution has become a powerful accelerator for tourism's growth. This has had a profound effect on the sector, changing the way people travel and how tourism services are delivered and consumed. However, this continuous tourism growth, especially in urban areas, had also created important challenges in pre-pandemic times, including with regards to the use of natural resources, socio-cultural impact, pressure on infrastructure, mobility, congestion management, and relationships with host communities.

The COVID-19 pandemic has significantly altered this context. In 2020, international arrivals plummeted 73%, reaching levels last seen 30 years ago, and the biggest crisis in the history of tourism has continued into a second year. Between January and May 2021, international tourist arrivals were 85% below

2019 levels, with cities among the most affected destinations in a sector based on mobility and social interaction.

Impact of COVID-19 on Urban Destinations: Challenges and Opportunities

The COVID-19 crisis has placed international tourism at a near-complete standstill, with urban tourism and small businesses hit especially hard. At the same time, measures to contain the pandemic such as the shift to remote working and the accelerated use of communication technologies, have served to reinforce tourism-related trends such as mobile life and lifestyle migration. The restrictions placed on both international travel and domestic movement, the closure of leisure activities, and the near-complete halt of the meetings industry have all affected urban tourism, with the impact spilling over into many areas such as culture, loss of jobs, and socio-economic recession.

The emergence of COVID-19 variants and the volatile imposition of restrictions are weighing on the recovery of international travel. Innovative solutions such as the use of big data and technology that allow for better measuring and managing of urban tourism through evidence-based decisions will be essential for this purpose. So too will policies that ensure tourism contributes to the well-being of residents and their communities, to build mutual understanding and to grow green cities.

In the more immediate term, restoring traveler's confidence is essential. This means promoting the safe return of the international city traveler, minimizing uncertainty around travel restrictions and continuing to evolve response measures to support the capacity and survival of the sector, especially SMEs. Collaboration and solidarity between cities is now more important than ever, to support firstly the recovery of tourism and contribute to creating a long-term common vision for sustainable urban tourism.

The return of tourists to cities around the world will bring more than just jobs and economic recovery. It will bring hope, confidence and help revive what makes urban life so exciting, from culture to gastronomy to entrepreneurship and new ideas. However, even as vaccination rollouts and governments' lifting of travel restrictions point towards the progressive restart of tourism activity, many of the pre-COVID 19 urban tourism challenges remain.

Cities now have the chance to reset and restart, fostering the inclusion of sustainable tourism in their agendas for recovery as a driver of employment and wealth creation, as well as of intercultural exchange, social inclusion, and cultural preservation. New governance models should be adopted to ensure the full integration and alignment of tourism within the wider urban policy of cities. This way we can work towards an inclusive and sustainable development that commits to principles of leaving no one and no place behind, crucially addressing the gap between urban and rural opportunity. All actors in multi-level governance and all relevant stakeholders involved in the tourism sector from around the world should join forces behind a shared common effort to develop sustainable urban tourism and cities for all – residents and visitors.

Looking further ahead, the recovery process calls for policy-making that ensures life satisfaction for residents and visitors alike, securing livability, safety, infrastructure, and services for all. The current crisis represents an opportunity for urban destinations to rethink the role of tourism on their city's agendas in line with the New Urban Agenda and the Sustainable Development Goals (SDGs). These urban tourism policies should be aligned with the United Nations New Urban Agenda and the 17 SDGs, namely Goal 11 on "Make cities and human settlements inclusive, safe, resilient and sustainable", making the SDGs the standard framework to align all relevant actors behind urban tourism recovery. The principles of the UNWTO Global Code of Ethics for Tourism should also be present at all levels to maximize the sector's benefits while minimizing its potentially negative impact on the environment, cultural heritage, and societies across the globe.

Urban Destinations and Key Factors for a Sustainable Recovery

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 incentivize longer stays, promoting responsible travel, and attracting the type of visitor that fits the city's vision and strategy for a sustainable future.

With the advance of global vaccination, many countries are starting to open their borders again. Tourism workers are returning to their jobs, and many travelers

are embarking on their next trips. Confidence in travel is recovering, and although travel restrictions and an ongoing lack of coordination on travel rules remain major obstacles standing in the way of the sector's rebound, domestic tourism is flourishing in many countries, and the reboot of international tourism is very much in sight.

UNWTO, as the United Nations specialized agency, is strongly committed to providing intelligence, policy guidance, and coordination for the safe, inclusive, resilient, and sustainable restart of tourism in cities. In terms of urban tourism, UNWTO organizes a series of Urban Tourism Summits every year along with several publications such as the UNWTO Recommendations on Urban Tourism adopted by the UNWTO General Assembly in 2018 or the 'Overtourism?' publication dated from the same year. In 2019, UNWTO created the Mayor's Forum for Sustainable Tourism to highlight the importance of tourism in the urban agenda. This Forum aims to facilitate the discussion about Tourism and the Future of Cities, contributing to a common urban tourism agenda that advances towards the creation of better cities for all. Earlier this year several cities in Porto, Portugal adopted the Porto Declaration on Tourism and the Future of Cities setting a series of actions to work together for city tourism.

Even when the world does get moving again, urban tourism may be among the last parts of our sector to bounce back. But we need to be ready for when it does. This crisis is an opportunity to rethink the role of tourism in the future of cities. A future that needs be more resilient, more sustainable, and more inclusive.

Better City Life through Tourism

The 191 members of the United Nations (UN) unanimously adopted an action plan at the 55th Session of the United Nations General Assembly (UNGA) in 2000, aiming at reducing the global poverty by half by 2015 (based on the level in 1990). This plan was identified as the UN “Millennium Development Goals”. At the 70th Session of UNGA in 2015, the 2030 Agenda for Sustainable Development (A/RES/70/1) was adopted in which 17 Sustainable Development Goals (SDGs) were embraced. In 2016, the Quito Declaration was announced and the New Urban Agenda formulated during the United Nations Conference on Housing and Sustainable Urban Development. In 2018, UNWTO released an action plan of Tourism and the Sustainable Development Goals - Journey to 2030, putting the sustainable development of tourism on the top of agenda.

WTCF is the world’s first international organization focusing on tourism cities. Since its inception in 2012, it has successively held eight Fragrant Hills Tourism Summits and seven regional international tourism fora. Furthermore, it has released the Beijing Declaration, the Chongqing Declaration and the Los Angeles Declaration, establishing the core concept of “Better City Life through Tourism”. Being the first to incorporate the shared economy into the sector of world tourism, it is committed to promoting multilateral cooperation, sustainable

growth and global development of world tourism cities.

Since the outbreak of COVID-19, world tourism has encountered new opportunities and challenges. The trend of world tourism in particular has been remarkably changed. WTCF, considering the global tourism landscape and development trends in a new era, starts from the fundamental positioning of promoting prosperous development of tourism cities and aligns themselves with goals set in both the UN 2030 Agenda for Sustainable Development and the New Urban Agenda on all fronts, proposing a development agenda and development goals for world tourism cities in the next decade. This aims to provide a multilayer action program and development blueprint, available for all parties to join for the recovery and development of world tourism cities in the post-pandemic era.

The proposed Agenda for the Future Development of World Tourism Cities (2021-2030) which evolves around the concept of “Better City 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, officially released during the WTCF Beijing Fragrant Hills Tourism Summit 2021 by WTCF, is of vital significance in guiding the recovery and development of world tourism cities in the post-pandemic era.



1

Part

RESPONSIBILITIES IN THE TIME OUR NEW AGENDA

The world today is undergoing significant changes unseen in a century which pose both challenges and opportunities for global tourism. As the core vehicle for the tourism sector, world tourism cities have to be good at seizing opportunities and pursuing transformations to consolidate its pillars, drawing a blueprint for future development and creating opportunities for growth.

1. Tourism and Cities

Tourism is an important manifestation of modern civilization and a vital vehicle for the implementation of UN 2030 Agenda for Sustainable Development. Since the beginning of the 20th century, the in-depth development of industrialization, urbanization and informatization has given people higher income and more leisure time, enabling them to visit other places and take a vacation far away from their habitual living environment, a universal pursuit as people want to raise the quality of life and discover new cultures. In 1980, UNWTO's Manila Declaration on World Tourism highlights the right to holidays. With the continued improvement in transport and communications infrastructures, as well as increasingly frequent exchanges between nations, cities and between scenic spots and residential areas, cross-border tourism has become the latest pursuit and world tourism has ushered into an era of mass tourism. Before the outbreak of COVID-19, the international tourism recorded 1.5 billion travelers globally. If not for the shock of COVID-19, international tourism was foreseen to reach 1.8 billion tourists by 2030. Global tourism has been transformed from a luxury enjoyed by a few to a sector that contributes to the well-being of the majority.

Cities are an important achievement in the progress of human civilization and a core vehicle of world tourism development. The urbanization process worldwide was driven by the industrial revolution and accelerated in the middle of last century. In 1950, there were only 750 million people living in cities. In 2000, this figure rose to 3 billion. The global urbanization rate in 2020 exceeded 56%, and it is estimated that more than 67% of the world's population will live in cities by 2030. Cities are overtaking countries as important vehicle of the global economy and personnel exchanges, while human society has entered a development stage oriented by cities.

World tourism cities refer to high-reputation, attractive, and influential international cities in the world tourism market. They are products of world tourism and cities, resulting from the wide participation of tourism cities as a competitor and a competition unit in global industrial division of labor. Based on their own development conditions and comparative advantages, tourism cities have chosen the tourism sector as its main external function while generating strong capacities to gather and disperse international tourists thanks to the complete function system of cities. As a result, a network of tourism cities in various types including hubs, gateways, nodes and specialties has taken shape.



As a basic unit and key node of world tourism, world tourism cities undertake multiple functions such as a hub and distribution center, origin and destination of world tourism. More than 80% of the activities related to service in world tourism has to be realized via the carrier—tourism cities. According to the World Tourism City Development Report released in 2019, 600 tourism cities around the world received near 1 billion international tourists that year, accounting for 65% of the total global international tourists.

During the continuous development of global economic integration, cities' direct participation in the global division of labor and part taking in economic competition play an important role in boosting national competitiveness. As products of the joint development of tourism and the internationalization of cities, world tourism cities conform to the laws for the development of tourism and internationalization of cities, and are an important type of internationalized cities. The progress of science and technology has helped the world bid farewell to the economic era dominated by natural resources and manufacturing, and usher in the post-industrial economic era characterized by information resources and services. Correspondingly, the rise of new international cities is conditioned by the highly developed tertiary sector. As part of the open tertiary industry, tourism brings in not only higher foreign exchange earnings, but also channels technologies, information and new ideas to cities, accelerating its alignment and integration with international practices. The main role of tourism is to promote the coordinated development of various industries drawing on its linkage with and driving effect for relevant industries and consequently it becomes a powerful driver for the rapid development of cities.

The rules governing the development of global tourism reveal that as the international tourism market is becoming more and more mature, tourism demands extend to all respects while emphasizing high quality, especially the added value of tourism products. City tourism has increasingly become a synonym for the “industry of overall urban management”.

2. Challenges and Opportunities

COVID-19 swept across the world and was declared as a global pandemic by the World Health Organization (WHO). There have been around 200 million confirmed cases and over 4 million deaths worldwide as of August 30, 2021. The pandemic has

delivered heavy blows to lives, public health and the global economy, and caused catastrophic impact on the global tourism sector.

Characterized by mobility and communication among people, the tourism sector has been particularly affected by the pandemic. According to data released by the UN, at least 91% of the world's population (approximately 7.1 billion people) live in countries that have imposed various restrictions on tourism, while major tourism destinations around the world have introduced restrictions on inbound tourists. The rapid growth momentum of world tourism in the past 30 years has been fundamentally reversed. According to data released by UNWTO on January 28, 2021, the pandemic has decimated global tourists. In 2020, the number of international tourist arrivals dropped by 74% to about 1 billion compared with the previous year. The Asia-Pacific region first hit by the pandemic witnessed the largest and sharpest drop of 84%, followed by Africa and the Middle East whose overall international tourist arrivals has decreased by 75%, and the number of tourists to Europe and the Americas fell by 70% and 69% respectively. In 2020, the loss in revenue suffered by global tourism registered USD 1.3 trillion, making it the “worst year ever in the history of tourism” since World War II.

The impact of COVID-19 raging across the globe on world tourism is reflected on tourism-induced economic growth and tourism market development, furthermore, also on people's concepts of tourism and approaches to travel. Affected by COVID-19, many countries have adjusted their economic development patterns. The way people communicate and interact have undergone dramatic changes. Global tourism is facing multi-pronged challenges in consumption demand, tourism investment, regional patterns, industrial chains, business survival and employment. In the post-pandemic era, the economic pattern in the world is changing, so are people's living habits and concepts of life, which will profoundly impact the landscape of world tourism economy in the future.

The pandemic has imposed challenges to the recovery of global tourism

At present, global tourism is still suffering severely from the pandemic since majority of tourist destinations in the world are still under travel restrictions and border control measures. Many countries that are key sources of outbound tourism are still yet

to be opened and people are worried about travel safety, resurgence of the pandemic and the possibilities of a new round of lockdown. Furthermore, the absence of reliable travel information and the deterioration of the economic environment are factors damping consumers' confidence in travel. It is fair to say that the long-term uncertainty of the pandemic, validity period of vaccine and the debt burden are aggregated into a cloud impeding the recovery of tourism. Although the outlook of the global pandemic is still unclear, COVID-19 is set to be put under control gradually due to the global vaccination process, the accumulation of experience in pandemic prevention and management. And global tourism is bound to gradually recover. Although there will be twists and turns in the process of recovery and development, an enabling environment is taking shape for the overall recovery of world tourism.

The pandemic has imposed challenges to the reshaping of tourism

The Report on World Tourism Economy Trends (2021) released by WTCF pointed out that, unlike disasters from cyclical factors, COVID-19 has dealt a heavy blow to global economy and the tourism sector. The rules governing the operation of the world tourism economy formed in more than 70 years after World War II were shattered. As structural changes may take place during the restart process, global tourism will enter the most critical period of industrial restructuring and reshaping since World War II. Among these changes is the relations between domestic and international tourism. The global tourism development pattern will undergo major adjustments, and the long-term growth trend of tourism industry will be broken. The gap between the Asia-Pacific region and Europe in terms of the number of tourist arrivals and total revenue will hit a record high. Tourism economy of emerging economies has fallen more than that in developed economies. The pandemic is reshaping global tourism in terms of borders, chains, patterns, governance and technological integration.

The pandemic has imposed challenges to global tourism cooperation

From the perspective of the impact of COVID-19 on the world economy, the pandemic has disrupted the global industrial chain, supply chain and value chain to a large extent, challenging the whole world including many developed countries in ensuring supplies. To address the shortage of medical supplies domestically, some countries began to transfer supply chains to domestic markets. The "Super Globalization" since

the 1980s has been under attack, with anti-globalization, nationalism, unilateralism and protectionism all being on the rise. The economic globalization has entered a period of in-depth adjustment. Tourism is the beneficiary of and driving force for economic globalization. Although it is impossible to fundamentally reverse the long-term trend of economic globalization, some countries' unilateralism and anti-globalization actions will negatively impact the cooperation and development of world tourism in the short run.

The pandemic has imposed challenges to tourism concepts

From the perspective of medium- and long-term development, countries around the world will ultimately overcome COVID-19, a common enemy to mankind. Tourism will surely usher in a new landscape of development. However, the impact of COVID-19 on people's mood for travel cannot be ignored. With many mechanisms and practices in the pandemic prevention and control possibly being maintained for a long time, the psychological shadow cast by COVID-19 over global tourism will not disappear in the short term. When more attention is paid to life and health in the post-pandemic era, issues related to tourism safety and security have become a primary consideration for international tourists when making travel choices. At present, non-conventional security challenges caused by environmental crises, terrorism, transportation safety and disease infection will further impact world tourism. Whether a safe and harmonious environment could be created for tourism is a major issue to be addressed for the sustainable development of world tourism in a new era.

The pandemic has imposed challenges to the sustainable development of tourism

From the perspective of functions, tourism is environmentally-friendly. However, it might cause damage on ecological environment if operated improperly, especially in the era of mass tourism when the scale, intensity and frequency of tourism are experiencing huge changes. Apart from generating huge benefits for tourism operators, mass tourism also imposes enormous pressure on ecological environment. Before the outbreak of COVID-19, the problem of 'over-tourism' became a focus of widespread concerns of many cities, scenic spots, residents and tourists. After the outbreak of COVID-19, the global tourism in general terms has been placed at a standstill with the issue of over-tourism being shelved temporarily. Without

fundamental improvements in travel mode, operation mode, service mode and profit mode of tourism, 'over-tourism' is likely to become the focus of attention once again after countries loosen border controls. This has already manifested itself in some countries where the pandemic is better controlled.

The COVID-19 pandemic has profoundly changed the development mode of conventional tourism and spawned many new development concepts, technical patterns and management approaches. Taking the prevention and control of this pandemic as a starting point, the world tourism will enter a long cycle of global revolution and innovation for all industries and multiple sectors. The development of world tourism will display many trends and characteristics different from what it used to be before the outbreak of the pandemic.

The inward trend of tourism market demand becomes more obvious

In view of the continuous spread of the pandemic, many countries are still imposing multiple restrictions on international tourists. Compared with international tourism, domestic tourism is relatively less affected and thus has also become the first to be recovered in tourism industry by various countries. For a certain period in the future, local tourism will inevitably become the "main battlefield" of world tourism. To stimulate domestic tourism consumption, many countries closely follow the market demand, introduce supportive policies and explore new opportunities. Vietnam, Singapore, Thailand and other countries are stimulating local tourism by offering accommodation and transport subsidies, travel e-vouchers, and discounted flights. Many places in China have also promoted free or discounted tickets for scenic spots to support the growth of local tourism. In fact, the strength of local tourism market cannot be underestimated. The International Monetary Fund (IMF) pointed out that on a global scale, local tourism market is even larger than the international tourism market. Statistics show that among the total global tourism expenditure in 2019, local tourism was the main factor driving the growth of world tourism. Domestic tourism market in all countries is and will remain for a period of time to come the important cornerstone to support tourism development.

Tourism industry has become more diversified

While the pandemic has caused a huge impact on the tourism industry, it has

also brought development opportunities to some emerging tourism formats. Due to the pandemic, global tourism companies may face restructuring and reshuffling. In addition, competition among tourist companies will intensify after the pandemic. To attract more consumers, the tourism industry needs to launch more innovative and attractive tourism products. Due to the characteristics of freedom, safety and privacy, more and more tourists choose to travel by car, which further drives the development of related industries such as RV camping; as a healthy travel form featuring relatively low-density, high-participation, and personalities, outdoor sports and tourism industry under the shadow of the pandemic are highly compatible in terms of development directions. Among them, sports tourism is showing a trend of growth against all odds. What is more prominent is the leisure vacation with families as the main consumer group, which shows stronger resistance to make a rebound. Personalized and differentiated tourism products have become the choice of young customers, and the tourism industry has therefore shown a trend of flourishing with diversity.

The process of tourism transformation has accelerated significantly

With the rapid development of modern science and technology, tourism is becoming an important scenario for the application of new technologies, and the tourism industry has therefore entered a new cycle of changes. The widespread use of robotic technology reduces the operating costs of tourist companies and improves the operating efficiency of tourism industry. Big data allows tourism product information to reach consumers more accurately, making it possible for the tourism industry to be flexible. Virtual reality gives tourists richer experiences; smart tourism technology optimizes the administration efficiency of the government and provides more convenience to tourists. At the same time, the tourism business pattern accompanied by technological progress has also begun to accelerate its transformation process for the cross-sector integration of tourism and online & offline interaction has become more common.

Coordination and cooperation in tourism development is more urgent

While the world's tourism activities are becoming more decentralized, international collaboration in the process of tourism development has become more necessary. Regions and countries have had more extensive cooperation in promoting the flow of

tourists, activating tourism market, and strengthening market supervision. Governments, enterprises and industrial organizations also need to play into their respective advantages to jointly promote the development of tourism industry.

3. Concepts and Principles

According to the UN 2030 Agenda for Sustainable Development, the New Urban Agenda of UN-Habitat, the UNWTO's Manila Declaration, Osaka Declaration, Hague Declaration and Global Code of Ethics for Tourism, Charter for Sustainable Tourism Development, Sustainable Development Agenda for Tourism in the 21st Century, and Tourism and the Sustainable Development Goals - Journey to 2030, together with WTCF's Beijing Declaration, Chongqing Declaration, Los Angeles Declaration and Action Plan for the Brand Building of World Tourism Cities, Action Guide on Recovery and Revitalization of City Tourism amid COVID-19 and other documents, the development trend of world tourism in the post-pandemic era has been comprehensively analyzed, and the core concepts and guiding principles for the recovery and development of world tourism cities in the next decade (2021-2030) are proposed.

Championing people-oriented approaches

After the pandemic, international tourism will pay more attention to safety and health in the process of traveling. Life as priority, people-oriented approaches and paying attention to people's needs, will become the main trend of tourism development. Tourism cities will focus more energy on strengthening the construction of tourism-related public service systems and improving tourism-induced happiness. The development of tourism cities should fully embody the spirit of the United Nations Charter, paying greater attention to the all-round development of people, fully respecting people's independent choices, and allowing them to travel fairly, while taking full advantage of tourism cities to increase employment and alleviate poverty. As a result, more modern, convenient and efficient infrastructure and public services would be offered to residences and tourists to spur the inclusive growth of tourism cities and tourism economy, giving everyone equal access to development opportunities.

Upholding sustainable development

COVID-19 has severely impacted traditional tourism, consumption and service approaches, and large-scale group tourism is facing new challenges. As tourism cities are one of the main carriers for the sustainable development of world tourism, the recovery and development of tourism cities should fully respect the desire of tourists in pursuit of quality tourism, adapt to the regionalization, decentralization, customization, and digitization of world tourism in the post-pandemic era, and uphold the principle of "minimum environmental impact". Tourism cities will actively innovate tourism patterns, promote iterative updating of the tourism industry, minimize damage to the environment caused by tourism activities, and support the transformation of tourism value from over-pursuit of economic benefits to sustainable development. The sharing relationship between local residents and foreign tourists will be handled properly, with attention paid to the environmental capacity of tourist cities, in pursuit of green, low-carbon and eco-friendly development of tourism cities which will be built into important platforms for the implementation of the 2030 Sustainable Development Goals.

Continuing to promote global development

Tourism is a manifestation of people all over the world yearning for freedom and a better life. It is also an effective carrier for human exchanges and world peace. At present, the globalization of the world economy has encountered certain setbacks, but the general trend of economic globalization has not undergone fundamental changes. In face of the pandemic, mankind is a closely related community with a shared future. No one is safe until the last one is safe. World tourism cities should always adhere to the concept of global development, actively advocate diversified cooperation between international community and countries, between cities and between enterprises, while building a new type of national, regional and global partnership that is more equal, mutually beneficial, and democratic. In addition, such cities should bridge the gap between the rich and the poor brought about by "super-globalization" of the world economy by actively promoting regional development of world tourism, while focusing on building a number of tourism corridors and node cities with strong driving capabilities. In response to the needs of global pandemic prevention and control, a city-to-city, line-to-line, and point-to-point approach should be adopted, and travel modes that are compatible with

the pandemic prevention and control such as “vaccine passports” and “travel bubbles” are to be widely spread so that the world tourism would make a partial recovery in some areas and node cities, accumulating experience for the overall recovery of global tourism.

Adhering to digital development

Science and technology are an important force for promoting cooperation and development of world tourism. In the next decade, network and information technology will be further applied in the building and management of tourism cities. Digital tourism and building smart cities will become the new direction for the development of world tourism cities in the future. The recovery and development of world tourism cities must give full play to the supporting role of science and technology to vigorously strengthen the building of smart tourism and smart cities, making full use of modern science and technology such as big data, the Internet, and intelligence to accelerate digital transformation of traditional tourism so as to make science and technology a critical supporting force to help tourism cities implement sustainable development goals, advance innovation in tourism patterns and increase the overall efficiency of tourism.

Insisting on integrated development

Tourism has the special function of spreading and protecting cultural diversity. Tourism cities should pay more attention to the discovery and protection of historical heritage, traditional culture and lifestyle, providing people with more colorful tourism products. This is a bottom line of value proposition that must be observed when world tourism cities are pursuing development. As industrialization, urbanization and information technology continue to give birth to popular culture and fashion, they are also likely to cause irreparable losses to traditional culture. The sustainable development of tourism cities should resolutely abandon the development concept of over-pursuit of modern fashion. Instead, it has to pay more attention to the quality experience and diverse needs of tourists, the integrated development of culture and tourism, and the branding of city and development of diversified catalysts, so as to offer local residents and tourists with more humanized public spaces and venues and make cultural diversity and life diversification the main attraction and core competitiveness of city tourism.

4. Vision and Commitment

Due to the high variability of COVID-19 and the lack of concerted national actions in the prevention and control of the pandemic, there is a remarkable imbalance in terms of nations, regions and populations when it comes to R&D, production and vaccination. As a result, the task of preventing and controlling the global pandemic will not be completed rapidly within a short period of time. Thus, the development of world tourism may present the “long tail effect” featuring swings and fluctuations due to the normalization of prevention and control campaign against COVID-19.

Oxford Economics estimates that as there would be changes in the global pandemic prevention and control as well as the resumption of work and production, more countries and regions would have an increasingly open attitude to restart cross-border tourism. As a result, the global tourism industry could recover itself steadily within 2-3 years while global travel could return to normalcy in 2023. According to experts from UNWTO, it is very difficult for global tourism to return to the prosperity before the pandemic within a short period of time against the background of dampened global economic returns and sluggish employment. 50% of experts forecast that only in the year of 2022 could a rebound in global tourism occur and 41% of experts claimed that it shall be in the year of 2024 that world tourism will meet its true recovery.

Costs and losses induced by COVID-19 are piling up for people around the world

When the pandemic will end, when the world economy will recover, and how global tourism will encounter its resurrection, have now become top topics people concerned. WTCF has pulled together expert opinions to divide the journey of recovery and development of world tourism in the next decade (2021-2030) into three phases, i.e., resurrection, revolution and re-prosperity, with general explanations of characteristics for every phase being laid out in the followings.

Joining hands to break new ground for the recovery and development of world tourism cities

Despite huge pandemic-induced losses suffered by the world tourism, the

fundamental momentum, market demands and service systems for world tourism, globally speaking, are still there. WTCF has full confidence in the recovery of global tourism industry in the post-pandemic era. Tourism cities are expected to actively adapt themselves to the new situation in which the prevention and control of COVID-19 is normalized. Upholding the development concept of safety, health, order and humanity, they should promote pandemic prevention and control and the recovery of tourism at the same time while actively coordinating with national governments to balance pandemic prevention and control and tourism resumption in an agile manner on the prerequisite for putting COVID-19 basically under control in tourism cities. Inter-city cooperation and exchanges should be enhanced on all fronts and the overall resumption of city tourism should be promoted in an orderly manner. In countries and cities where the pandemic is basically tamed, efforts could be made to vigorously promote the appointment system for different regions and itineraries with various ratings. Domestic and regional tourism could be the first to be restarted. Meanwhile, outdoor tourism of low population density should be actively championed. By around 2022, major tourist destinations in the world will basically loose restrictions on domestic tourism, and domestic tourism will recover to the level of 2019. By around 2024, restrictions on international tourism will be removed, and international tourism will return to the level of 2019.

Fully implementing the new agenda for transformation and development of world tourism cities

In the world today, tourism has become an effective way for people to free themselves from working pressure and thus constitutes a reflection of the quality of life. "Tourism has become an integral part of consumer habits and social behavior of a significant proportion of the population of most countries" (Osaka Millennium Declaration 2001). COVID-19 may have an impact on world tourism for a certain period, but people's desire to pursue a better life will resume as the pandemic fades away, and the vision that everyone is entitled to the right to travel and leisure is bound to be realized. The resumption of tourism does not equal a repetition of history. Although tourism has been identified and recognized by the world as a sunrise sector, "high volumes of tourists can create problems such as traffic congestion, over use of scarce natural resources and waste production at popular

tourism destinations" (Osaka Millennium Declaration 2001). Therefore, participants in tourism should pay high attention to these problems. In the post-pandemic era, world tourism cities should actively practice on the principle of sustainable development, map out and implement action plans for the sustainable development of tourism cities by referring to the 2030 Sustainable Development Goals in response to problems relevant to tourism safety exposed in the course of COVID-19 prevention. Modern technologies including big data, Internet and intelligence should be actively introduced to vigorously promote innovation in products and patterns for tourism cities in order to increase the overall efficiency of services, management and promotion of tourism cities. By around 2027, world tourism will enter a new cycle of adjustment and transformation when sustainable development of world tourism cities will be further enhanced with less carbon footprints. That is when the impact of tourism on the environment will fall into a low range and new tourism formats including smart tourism, experience tourism and customized tourism will speed up their development. Major tourism cities across the world stand a chance of becoming the participant, practitioner and leader of the sustainable development of tourism.

Embracing a new era of prosperous development for world tourism cities together

Shaken by COVID-19 many times, world tourism after being transformed will meet a new era of prosperous development when it will pay more attention to the role played by tourism in underpinning world peace, prosperity and development. More efforts will be made to ensure that residents and tourists from different countries and regions, of different populations, sexes and ages, could all enjoy an equal access to natural resources, cultural heritages, technological facilities, infrastructures, public services and the right to safety and health, as a way to facilitate exchanges between societies and civilizations. World tourism cities will better balance the needs and aspirations expressed by indigenous people and outsiders, by practitioners and consumers and by people living in today's world and generations to come, so that they will serve as a public platform on which people could chase ever-lasting happiness. Tourism cities should play their driving role to expand employment to make tourism an



effective carrier to eliminate social problems such as poverty, hungry, disease and crime, and build a community of a shared future for mankind and a lasting, inclusive and sustainable mechanism to support growth which will guarantee access for everyone to sufficient food and drink, health, housing, education, job and tourism.

WTCF is the first international tourism organization with a focus on tourism cities in the world, and all the members at the critical moment for the global combat against COVID-19 and the resumption of tourism, to make a commitment that they will cooperate with national governments, tourist companies and international organizations to delve into and analyze the huge impact of COVID-19 on global tourism and grasp the overall development trend and transformation of world tourism and tourism cities in the post-pandemic era. In the principle of common but differentiated responsibilities, the Agenda for the Future Development of World Tourism Cities (2021-2030) is open to all parties for participation on a voluntary and independent basis. With the 12 goals and tasks being implemented and executed for the benefit of sustainable development of world tourism cities, we will create a new epoch of prosperity for world tourism in the post-pandemic era, making positive contribution to the 2030 Sustainable Development Goals of the UN.

2

Part

INNOVATION AND CHANGE

OUR NEW GOALS

Comprehensive analysis of the development trends for world tourism cities in the post-pandemic era is conducted and 12 prioritized tasks for the development of world tourism cities in the next decade (2021-2030) are proposed with reference to sustainable development goals fixed in documents including the 2030 Agenda for Sustainable Development by the UN, the New Urban Agenda by UN-HABITAT, the Tourism and the Sustainable Development Goals – Journey to 2030 by UNWTO, and the Beijing Declaration by WTCF.



1. Coordinate Pandemic Prevention and Tourism Development in World Tourism Cities

The global outbreak of COVID-19 since 2020 has had a critical impact on the development of politics, economy, culture and technology in the world. Remarkable uncertainties of the pandemic prevention and control in the world have broken the long-term growth trend of tourism. Against the background of normalized pandemic prevention and control of the pandemic, both pandemic control and tourism development require world tourism cities and tourist companies to learn from the huge impact caused by the pandemic on global tourism in a serious attitude, and actively disseminate world tourism cities' experience of pandemic control and tourism development. On the prerequisite for ensuring tourism safety globally, the orderly recovery of global tourism will be realized gradually. In the next decade until 2025, the primary target of tourism cities in the world is to put the pandemic under control to pave the way for a resurrection of tourism so that the overall scale of both domestic and international tourists, revenue of the tourism economy, and contribution made by tourism to cities will near or surpass the level of 2019 when the pandemic is nowhere to be seen. After the year of 2025, global tourism might record a big rebound with an annual growth rate of 5%. At that time, the proportion of tourism-contributed GDP in world tourism cities to the urban economy will continue to increase.

Delivering on pandemic prevention and control in world tourism cities

World tourism cities play an irreplaceable and important role in global prevention and control of the pandemic, serving as a benchmark for other cities to learn from. They must regard the protection of lives and health of tourists as a primary task, adhering to people-oriented approaches and respecting life. Tourism cities should cooperate with governments of various countries to actively roll out the vaccination program, urge the public to wear masks, restrict social interactions, carry out health checks, and provide medical treatment so as to ensure high vaccination and testing rates. When the pandemic strikes, tourism market should be kept closed down and major sports, cultural and entertaining events called off. Cities that have effectively controlled the pandemic and

restarted or partially re-activated tourism activities should introduce time-based appointment system and restrict strictly the number of tourists accommodated by scenic spots. The flow of people in public places should be capped. At the same time, it is important to widely mobilize urban voluntary organizations and volunteers to be engaged in publicity of pandemic prevention targeting tourists and permanent residents so as to form a new mechanism of tourism governance in which governments, enterprises and tourists could reach consensus, assume responsibilities and share benefits together. In this way, they will shoulder more responsibilities in the global pandemic prevention and control as well as tourism resumption.

Studying and formulating a concrete and feasible plan for the revitalization of world city tourism

World tourism cities and tourist companies should take into account the domestic and international situations of pandemic prevention and control, upholding the concept of safety, health, order and people-oriented development while adapting to the new normal that COVID-19 might exist for a long period of time with flexible and balanced measures being taken to choke off pandemic spread and recover tourism. Given the changes in people's approaches to travel in the post-pandemic period, world tourism cities and tourist companies are expected to actively cooperate with governments of various countries to map out concrete and feasible action plans for tourism resumption while taking into consideration the pandemic prevention and control of relevant countries and regions. Consensus should be reached over the conditions, timing, scope and areas of tourism resumption so as to coordinate the restart of tourism and pandemic control, ensuring safety and sustainability.

Gradually restarting tourism activities in cities in an orderly, multi-leveled, regional-specific and multi-stage manner

World tourism cities should make more flexible and effective responses in accordance with the tendency of the pandemic. For countries and cities where the pandemic is basically controlled, domestic and regional tourism can be initiated first, with the appointment system for tourists being enacted, and

outdoor tourism of low population density such as rural tourism, tourism by car and family tourism proactively promoted. World tourism cities whose main source of tourists comes from overseas countries may firstly open relatively enclosed areas to receive tourists such as island tourism. Proper public distancing should be kept in scenic spots and hotels and a “firewall” is to be erected for tourists and residents in cities. International tourism cities may be linked one-to-one or have their travel itineraries matched. Special operation patterns including chartered plans, designated trains and cruise ships may play the role in normalizing aviation and transport for major tourism cities. With the help of conditioned safety measures for tourism, a “certification scheme for tourism safety” for example a “vaccination passport” should be advocated. Tourist institutions including aviation companies, travel agencies and hotels should be on the same page in terms of meeting standards with clearly defined steps to gradually recover industries related to tourism.

Taking effective measures to activate tourism market in major cities

When the pandemic is generally under control, targeted promotion activities in world tourism cities shall be carried out to guide the market in restoring confidence. Tourism market will be reinvigorated by encouraging world tourism cities to issue tourist coupons and vacation vouchers so as to spur the public to engage in tourist activities. Technologies including big data will be applied to give tourists bonus points. Once circumstances of global pandemic prevention permit, publicity and promotion strategies in major tourist source markets should be initiated and adjusted appropriately. Aviation companies, tourist hotels, restaurants and scenic spots that have qualified for the requirements of pandemic control will be rewarded with travel safety certificate to boost tourists' confidence in travelling. Promotion activities of “3V” (Vacation Vaccination and Visit) will be launched and tourists will receive vaccines. Insurance companies will also be included to offer insurance policies for tourism cities against COVID-19. Eligible cities will be encouraged to provide travel insurance to tourists coming from outside for free while tourists are supposed to cover all medical treatment bills in case that they are infected with the COVID-19 when travelling to tourism cities.

Exploring the establishment of a long-term management and mechanism for disease prevention and tourism safety

After the outbreak of the pandemic, sustainability and inclusiveness should become the core elements for the recovery and development of tourism industry. World tourism cities should earnestly summarize what constitute effective controlling measures and successful experience in pandemic prevention and persist in long-term efforts to restart tourism and better management of cities. It is important to draw on effective city management experience from the pandemic prevention and control and design a mechanism to warn against risks and cope with crisis. Digital technology and artificial intelligence should be applied to rate and classify urban communities to realize refined management, for example, enabling targeted measures for tourism activities during the pandemic period according to the ratings of high-risk, medium-risk and safe areas. Pandemic prevention should be put into place during all kinds of festivals to scale back crowding and take strong preventative measures to shield tourists from pandemic infection. World tourism cities shall strictly observe the degree of warning against the pandemic introduced by nations or regions to fix conditions for opening or restriction correspondingly. Institutions and mechanisms for the prevention, early warning and response to emergencies including the pandemic should be established and normalized together with the mechanism to manage public health and safety. Scenic spots, tourist hotels and restaurants, and entertainment venues open to the public should be disinfected in an effort of creating a safe, clean and convenient environment for tourists.

2. Vigorously Supporting Tourism-Related Employment and Revenue Growth in Tourism Cities

The impact of COVID-19 on global tourism economy is directly manifested in the loss of jobs and sharply declined tourism revenues. According to statistics released by UNWTO in January 2021, the pandemic has reduced international tourists by 850 million to 1.1 billion, incurred revenue losses of USD 910 billion to 1.2 trillion and cut down 100-120 million jobs. With a focus on the development of tourism cities by 2030, it is important to earnestly implement the

Manila Declaration of the World Tourism Leaders' Meeting in 1997 on the social impacts of tourism with reference to the UN 2030 Sustainable Development Goals by actively adapting to low-density, decentralized and private travel trends in the post-pandemic era while playing into the role of tourism industry in supporting urban employment, raising citizens' salaries, addressing poverty and maintaining social stability. Efforts have to be made to strive for a recovery that tourism-related employment and tourist practitioners' salaries in tourism cities will basically return to the level in 2019 by around 2025, and that the averaged tourism-related employment in member cities will account for about 12% of urban employment with 1/4 new jobs coming from tourism and related industries. When GDP per capita in tourism cities registers a remarkable increase and the proportion of income from tourism to household income keeps climbing up, tourism will play a more prominent role in alleviating urban poverty as tourist practitioners from low-income families will grow by a large margin.

Taking effective measures to support tourism companies to overcome difficulties

World tourism cities should carefully assess the losses caused by COVID-19 to their respective tourism industries, introduce effective incentive measures, and make good use of the "toolbox" filled with relief policies such as reduction and exemption of taxes and fees, subsidies, and financial support. Cutting and delaying the collection of taxes and fees, introducing discounted loans, extending debt maturity, etc., can help airlines and tourist companies reduce operating costs and overcome difficulties. A special fund for tourism recovery and development should be set up to support tourist companies to expand their presence in the international tourism market. Loans with preferential interest rates are to be offered to troubled tourist companies to prevent large-scale bankruptcy due to disrupted capital chain. Necessary matchmaking should be conducted to encourage reorganization and restructuring of market players with stronger and large-scale enterprises, etc., so as to guard against huge attacks on the structure of market players. At the same time, tourism industrial associations will be encouraged to set up mutual-aid funds to provide financial support for tourism SMEs and individual tourist operators; support for tourism practitioners will be enhanced, and measures such as minimum wages and

special subsidies will be introduced to maximize the stable employment in tourism and fend off large-scale unemployment of tourist practitioners.

Continuously expanding consumption of the city tourism market

Tourism-related consumption is the primary driving force for the genesis and development of tourist activities, as well as the decisive factor for the development of tourism industry. From the perspective of interaction between tourism and macro economy, the recovery of tourism is significantly affected by demand-side factors. To attract more consumers and assume the responsibility of expanding global tourism consumption, tourism cities must continuously enlarge the supply of high-quality tourist products, extend the industrial chain, and create more attractive tourist brands. In the future, the travel concepts and consumption approaches of majority tourists tilt toward high-quality, customized, and experiential tourism, with tourism patterns such as rehabilitation vacation, outdoor sports, sightseeing of natural scenery that are more open and able to better address concerns for health being widely accepted. Europe and North America are the main destinations for outbound tourists from Asia for sightseeing and shopping, and tariffs on tourist products should be further cut down to spur tourist consumption. The Asia-Pacific, Africa and South America regions should improve infrastructure and public services to provide more comfortable travel services to foreign tourists.

Focusing on cultivating new types of market entities for world tourism

Travel agencies, hotels and scenic spots are the core carriers of the industrial chain for tourism, and the forms for industrial organization with travel agencies as the core have always dominated the development of world tourism. World tourism cities should actively adapt to the latest trends in contemporary tourism development, and take the improvement of consumer satisfaction, accelerated integration of culture and tourism, and cultivation and creation of new consumption scenarios or business formats as important standards for measurement; in line with the idea of integrated development, it is necessary to accelerate the cultivation of new industrial entities and promote the opening and sharing of tourist resources. Private capital is encouraged to actively participate

in the exploration of resources for city tourism, to create a favorable market environment of competition on an equal footing for various players. Conventional market players should also actively apply new technologies such as big data, cloud computing, block-chain and artificial intelligence to adjust their strategies and organizational structures in a timely manner.

Giving a full play to the role of city tourism in poverty alleviation

Tourism is a powerful force against poverty. It is an important source of employment, foreign exchange and taxation, and features the ability to create economic activities for SMEs. As the main carrier of tourism employment, world tourism cities should vigorously support and encourage the orderly development of tourism-related companies and organizations and create employment opportunities by developing tourism-related service industries in order to increase residents' salaries. It is necessary to put SMEs on a stable footing to avoid large-scale unemployment in tourism. The six elements of "food + accommodation + travel + touring + shopping + entertainment" should be linked together to build a full chain of product system consisting of "tourism + commerce + X". Tourism development will be combined with poverty reduction strategies and entrepreneurial policies to carry out tourism-related skills training on a large scale, pursue innovation in developing and supporting new patterns of shared economy, for example, online tourism "customizers", "platforms of local tour guides" and "online tour guides" will help raise the proportion of the young, female, the disabled, the ethnic minority in tourism-related employment. As a result, revenue from tourism will account for an increasing share of impoverished household income, and tourism could be created to be a powerful tool to eliminate poverty in all kinds.

3. Reshaping Tourism Investment Environment in World Tourism Cities after the Pandemic

The pandemic has accelerated the emergence of a turning point in global tourism investment that has entered a cycle of adjustment and resumption after a period of high-speed growth before the outbreak. World tourism cities should actively respond to investment trends of world tourism in the post-pandemic era,

creating a more open investment and financing environment, formulating more powerful incentive policies, and attracting more capital to the tourism industry under the premise of preventing and controlling the pandemic. In this way, investment in tourism will drive private investment to support the recovery and development of city tourism economy. Before 2025, investment environment of world city tourism will continue to be optimized, and the investment in city tourism industry will increase by no less than 4%. After 2025, restrictions over tourism investment will be significantly reduced, the pace of regional tourism cooperation will speed up, and the investment in city tourism industry will increase by no less than 6%.

Formulating and introducing more active policies to support tourism investment

World tourism cities should formulate more active and open tourism investment and financing policies, continue to optimize the business environment, and provide more convenient services for international investment. In terms of policy orientation for tourism development, the concept of green, low-carbon and environmental protection will be actively advocated, and modern technologies will be fully applied mainly to boost smart transport, promotion of green energy, provision of highly efficient services, and safety and health checks in tourism cities. Propelled by technologies, tourism cities could set up incubators, accelerators and investment funds to attract entrepreneurial firms for cultivation and incubation with the help of brand influence, industrial resources and financial support. Multilateral cooperation in tourism whose core is tourism will be carried out to create an investment environment beneficial to the free flowing of international capital. Organic upgrading and shared economy are encouraged to be adopted so as to improve reception facilities in tourism cities while diminishing the artificial damage caused by over-investment to urban environment and culture.

Promoting the opening and sharing of tourist resources in the world

As the main carrier of global tourism, world tourism cities should erect an open and inclusive development concept, establish a more open business environment and expand the access to tourism market to attract more private

capitals to explore tourist resources, realizing the full movement and efficient allocation of resource elements in support of inclusive and coordinated development of global value chain. Thus, the world tourism market will be more inclusive, open, healthy and coordinated for further development. Channels to tap into tourist resources should be unblocked and support should be given to relevant countries and cities to build Free Trade Zones of Tourism featuring openness and shared benefits. A diversified investment landscape will take shape at a faster pace for domestic and foreign players, governments and the private sector, and full-time and part-time practitioners to support sufficient flowing and efficient allocation of tourist resource elements across the world.

Promoting diversified development of investment in world tourism cities

Grasping the development trend of the world tourism cities refers to the creation of characteristic tourist products fitting diversified demands in response to tourist resources and cultural traditions in various countries, regions and cities. Presently, investment entities in global tourism are marked by increasingly active investment by hotel groups from emerging economies, investment priority in Asian regions and prosperity of investment in theme parks. A systematic view should be taken to create the industrial chain for international city tourism, integrating upstream and downstream to make joint efforts in spurring tourism-related investment in world tourism cities. Echoing development trends such as the dominant status of new business formats for tourism investment, large dimension, application of technologies and IP for tourist groups, it is imperative to actively include and introduce large tourist companies, creating industrial chain for tourism in a systematic way, supporting upstream and downstream of industrial investment and enabling more tourism cities to become tourist destinations of the world.

Coordinating the development of tourism cities at different levels

Adhering to the concept of win-win and all-win, institutional barriers that affect cooperation and development could be broken down. Enhancing bilateral or multilateral cooperation would help explore diversified cooperation mechanisms between world tourism cities. Voluntary publicity for tourism should

be promoted with more efforts, and a group of tourist companies for cross-regional development will be created. The internationalized development of tourist companies should be actively encouraged with more international capital being supported to flow to characteristic tourist cities. The key investment areas will link their own development strategies with the Belt and Road Initiative (BRI). The construction of tourism corridors and node cities along BRI will contribute to the planned creation of a batch of strongly attractive tourist destinations.

Speeding up the development of tourism resources in underdeveloped areas

Unlike Europe and the United States where the issue of over-tourism is highly concerned, tourism cities in underdeveloped regions such as Africa, the Middle East and Latin America are plagued by a weak foundation of infrastructure, limited capacity of supply and the lack of tourists. Therefore, world tourism cities and tourist companies should enhance cooperation with more efforts devoted to improving tourism safety facilities and elevating tourism infrastructure and public services. Key public services and smart management of facilities in tourist areas will be supported to make improvement, and in world tourism cities, a batch of world-class scenic spots and holiday resorts will be cultivated. More inputs are coming to under-developed regions such as Africa, South Asia and Latin America where tourism infrastructure and reception facilities of transport, communication, hotels and restaurants will be improved so that inclusive and balanced development will be achieved for tourism cities in different areas.

4. Actively Promote the Smart Construction of World Tourism Cities

The world today has entered an era of the Internet that connects everything. Modern information technologies represented by the Internet have driven innovation in travel services; the accelerated application of big data, cloud computing, mobile communications and smart terminals in tourism industry has not only brought changes in consumption patterns, but also altered the way in which tourism services are provided. Echoing the trend of digital transformation of tourism, tourism cities

should actively absorb management experience drawn out of pandemic prevention and control, and take the construction of smart tourism and smart city as carriers to vigorously support informatization, intelligence, networking and digitization of tourism cities, enhancing the management, services, promotion and experience of city tourism. By 2030, all major tourism cities in the world will be fully covered by 4G network, and 5G network coverage in member cities will exceed 80%. And the penetration rate of smartphones in world tourism cities will surpass 90%. More than 70% of tourists choose online travel. E-passports are going to be popularized and vaccine passports widely promoted. World tourism cities will face one of the highest digital application levels among the country.

Promoting the construction of information infrastructure in tourism cities

Efforts will be made to vigorously promote the development of smart cities, speed up the building of information infrastructure and public service platforms of a global coverage, and offer ubiquitous tourism information services to tourists, companies and governments. Shared digital infrastructure will be constructed with joint efforts at a faster pace, and the coverage of gigabit broadband, 5G, satellite Internet and other high-speed networks will be further expanded. Block chain, Internet of Things, artificial intelligence, virtual reality, augmented reality and other advanced technologies will be applied to transform and optimize tourism enterprises' management, operation and service procedures. The public service and management capabilities of world tourism cities will be improved, and the experience, services, management and marketing of tourism cities be enhanced; the unmanned and contactless infrastructure will be applied and popularized so as to provide highly efficient, smart and humanized urban services to tourists and urban residents.

Actively promoting the digital transformation of world tourism cities

COVID-19 has accelerated the in-depth application of digital technologies in online medical services, epidemic monitoring, online consumption, and resumption of work and production. The digital transformation of economies in various countries has accelerated its pace significantly and the digital economy has become a driving

force for the recovery of the global economy in the post-pandemic era as well as the conversion from old drivers to new ones. Digital transformation of world tourism cities must conform to the changing trends of tourism in the post-pandemic era with digital technologies playing a key supporting role. From the perspective of the recovery characteristics of tourism cities in various countries, low-density, decentralized and outdoor tourism activities find favored with the public. Online conferences, virtual tourism, online shopping through an agent, rural tourism, auto tourism and other travel methods suitable for pandemic prevention and control are widely adopted, and appointment, nucleic acid testing and body temperature checking together with other prevention and control measures have become fundamental safeguards for the smooth carry-out of tourism activities. According to the urgent needs of global pandemic prevention and control, world tourism cities should coordinate the comprehensive digital transformation of urban economy, life and governance, vigorously promoting the practical application of digital technologies in urban and tourism management, and comprehensively rolling out the digital transformation of traditional tourism.

Actively developing new forms of technology-driven tourism

The process of digitization and intelligence of tourism is playing an increasingly important role in cultivating and developing new business formats and patterns. Due to the impact of COVID-19, new travel modes such as DIY tour, customized travel and family tourism have challenged traditional travel services, management and marketing patterns. Digital culture and tourism consumption have become new hot-spots and trends. New business formats such as cloud entertainment, cloud live streaming and cloud exhibitions have sprung up when digital culture and tourism industry with digital contents as the core have risen against the odds. World tourism cities should actively adopt modern technologies to continuously improve tourism experience, services, management and marketing, so as to realize the transformation of smart tourism stretching from individual scenic spots and cities, to cross-regional and multi-city interconnection. Vigorously promoting the development of smart tourism and supporting the innovative development of new tourism formats such as shared economy, customized tourism, family tourism and virtual tourism will help provide more innovative products to benefit the development of world tourism

on a continued basis. The application scenarios of technologies in world tourism cities will be enriched continuously and digital projects such as urban intelligent transport guidance, smart leisure communities, digital museums/art galleries, and smart supervision platforms of intelligent information will all be advanced. The application of smart robots, VR/AR glasses, wearables, smart guides and other intelligent services and entertainment equipment & technologies in tourism are to be encouraged.

Strengthening the supervision of tourism market in the Internet era

World tourism cities should not only encourage the exploration of new business patterns, but also prudently supervise the new economy and new business formats, safeguard the interests of consumers, and maintain the market environment. They will pay attention to the role of science and technology in promoting tourism development, continuously raising the service efficiency and management capabilities of tourism cities as well as the experience and convenience. At the same time, the protection of personal information is very important which requires enhanced supervision over illegal collection and usage of tourism data, and other activities that infringe on the legitimate rights and interests of tourists such as “using big data to rip off acquaintances”. The network-based communication mechanisms will be used to incorporate stakeholders such as platforms, users and industrial organizations into the governing process; big data standards and ethics of data usage in tourism will be further standardized, and the stability of constructed digital ecosystem and the sustainability of industrial development are to be facilitated.

5. Promoting the Construction of Modern Transport Networks in World Tourism Cities

Modern tourism has developed in conjunction with modern transport. The accessibility, comfort and safety of transport determine the quality of tourism experience. With the development of the industrial revolution, tourism has entered the era marked by aviation and high-speed railway. At the same time, the transport industry is also suffering the most from the pandemic. According to the International Air Transport Association (IATA), the global aviation

industry may not be profitable until 2022, and the recovery of this industry requires more governmental supports. In the next decade, construction of the transportation system in tourism cities will make great progress in intelligence, networking and low-carbon. Before 2025, the aviation network for international tourism will be basically restored, and the international aviation recovery rate is to be close to or reach the level in 2019. After 2025, the annual growth rate of international air routes and flights will be no less than 5%. Urban transport will become more intelligent and low-carbon with the growth rate of international aviation in hub, central and gateway world tourist cities nearing 10%. As the connection with the external world is continuously strengthened, high-speed railways, ships, automobiles and other transportation networks within cities will be better arranged with the proportion of intelligent transport exceeding 50%. The application of low-carbon and environmentally friendly technologies in transport will be more widely accepted.

Vigorously improving transport facilities in world tourism cities

The development of city tourism requires the establishment of a three-dimensional transport network for land, sea and air to help tourists reach destinations quickly. To improve the comprehensive service functions of world tourism cities, it is important to start with the key link, infrastructure construction, by vigorously improving the infrastructure of tourism cities and realizing the interconnection between tourism cities. They have to put into place a modern three-dimensional transport network that connects the inside and outside with convenience being guaranteed, as well as a Big Transport System of Tourism ensuring fast entrance and slow touring. Modern aviation will be vigorously developed while airlines deserve support from governments in forms such as subsidies to survive the pandemic. More efforts will be spent on improving public transport network in cities, and the ability to connect tourism cities with tourist attractions and service outlets, so as to build a convenient and efficient urban transport system. Modern information technologies will be introduced with big data, big tourism and big transportation combined to create an integrated platform that carries information on tourism information, road travel and scenic spots, so as to enable precise matching and regulation.

Giving full play to the radiation and driving effect of world tourism cities

World tourism city is a key node in the global tourism city network and a place where international tourists are gathered, so that it plays a leading role in the development of world tourism. While continuously improving the city's own infrastructure, convenient services and safety management, world tourism cities should place their better capabilities to connect different types of tourism cities in an important position and strengthen the link of airports, railway stations, etc., with the city's internal transport system so that a three-dimensional, convenient and seamlessly connected transport hub within the city would be built and a one-hour or two-hour circle for tourism and life be created in which logistics are smoother and passenger flows more convenient. It is crucial to be aligned with BRI and other initiatives for global development by strengthening the construction of transport network of tourism cities in underdeveloped regions and integrating more marginalized tourism cities into the global circulation network of tourism. Based on the World Tourism Economic Corridor, a group of hub, central and gateway tourism cities and node cities will be built to continuously enhance connectivity between world tourism cities.

Building a green and low-carbon transport system in world tourism cities

World tourism cities must adhere to the concept of green and low-carbon development by advocating green travel in an all-round way, and mitigating the impact of human activities on natural environment. They have to make full use of big data and artificial intelligence to comprehensively beef up the efficiency of intelligent management of urban transport facilities, and cut down inefficient travel, traffic congestion, air pollution and heat island effect in cities. Clean and renewable energy should be taken as an option as much as possible when travelling around so as to dial down the impact of tourism activities on air in cities. More efficient urban infrastructure including rail transit should be greatly developed and when it comes to travelling, existing public transportation facilities or transport sharing shall serve as the primary choice as much as possible to boost the utilization rate of transport facilities, reduce the pressure on urban transport caused by tourism activities. Bicycles and other human-powered transport tools would be highly promoted so that the proportion of green and healthy travel in cities will be raised.

6. Continuously Improve the Integrated Service Functions of World Tourism Cities

In the future, tourism service industry will reveal new changes. World tourism cities should actively promote non-traditional, decentralized, personalized, customized and appointment-based tourism and travel modes, making greater efforts in promoting innovation of urban tourism products and services, and enhancing intelligence, convenience and service quality so that urban residents and tourists will have their needs better met in daily life and enjoy richer tourist experience. In around 2024, tourism-related accommodation, catering, entertainment, performances and sports events that have been closed down or called off due to the pandemic will basically resumed their operation. By 2030, the public service system of world tourism cities will be further improved, unveiling a pattern of more balanced tourist services for different regions with the reception capabilities in underdeveloped regions being significantly improved.

Cementing the integrated service functions of world tourism cities

As an integrated and strategic industry touching upon multiple industries, sectors and fields, tourism is inseparable from a complete modern service system. Global hub cities and intercontinental central cities in particular where tourists are gathered together and dispersed should provide services that not only meet their own needs but also satisfy external needs expressed by tourists and related cities. The building of a functional system for these cities might surpass what they actually need for now. And as a result, it is necessary to elevate the strategic thinking to lay out a plan for service infrastructure and industrial development, and put into place a functional system that could adapt to frequent connections with a large number of international tourists from the perspective of long-term requirements of tourists and local residences. World tourism cities are expected to actively construct an integrated service network in which modern transport system serves as the hinge to connect multiple cities while incorporating commercial shopping, cultural entertainment, catering and accommodation. A service chain that channels tourist origins and destinations should be created.

Raising the quality of professional services in world tourism cities

In the post-pandemic era, people's consumption concepts and lifestyles have undergone great changes with their emotional needs and emphasis on service quality requiring more than uniform and standardized services. The provision of tourism services should be adjusted timely according to the needs of pandemic prevention and control along with the personalized needs put forward by tourists. Corresponding service criteria of tourism should be standardized and how low-density tourism would change the approaches to tourism should be actively adapted to. Public space in hotels, restaurants, shopping centers and cultural, sports and entertaining venues will be continuously expanded with AI and other technologies being introduced to provide smart and self-help services. Social distancing shall be properly enlarged to reduce the chance of direct contact of tourists. Appointment-based and customized services will be actively promoted to disperse tourist crowds. Furthermore, low-density service approaches that are in line with pandemic prevention and control shall be adopted.

Boosting the capabilities of providing convenient service in world tourism cities

Resorting to digital governance, process re-engineering, etc., world tourism cities could carry out innovation in urban governance and improve capabilities of providing dynamic and agile services. In accordance with the progress of pandemic prevention and control, and to meet diverse travel needs of the general public, they shall orderly relax restrictions over border entry and exit, improve management mechanisms that are compatible with pandemic prevention and control, such as vaccine passports, mutual recognition of travel documents, vehicle rescue, travel insurance, and actively make national tourist visas more convenient. World tourism cities will provide better services in languages accepted universally by the international community and improve the service system of tourism identifications so that basic services provided by tourism cities would be internationalized. They will pay attention to technologies including the Internet to build up a one-stop service platform and a service system for tourism reception fitting the DIY tour at a faster pace.

7. Construct a Public Safety System in World Tourism Cities

Health and safety are the primary condition for tourism activities. The sustainable growth of the tourism industry largely depends on guaranteeing the safety of tourists. Due to the impact of non-conventional security factors on world tourism such as COVID-19, people's awareness of tourism safety and health has been enhanced significantly. The construction and management of a tourism safety system has become a key factor in the recovery and development of tourism after the pandemic. In the next decade, the construction of a public safety system will become an unavoidable topic for the revival of tourism cities. In around 2025, it is necessary to ensure that an early warning mechanism for tourism safety in tourism cities is to be basically established to timely release tourism safety information and ensure a basically completed rescue mechanism in emergency. An Internet-based and convenient check and inspection system for entry and exit shall take shape which will consider pandemic prevention and control. In 2030, a global guaranteeing mechanism to respond to tourism emergency will be basically put into place. Besides, the inquiry system of personal health information will be further improved and the tourist insurance system fully developed.

Comprehensively lifting the level of safety protection in tourism cities

The guaranteeing system of tourism safety is a large-scale open system covering a wide range with mixed contents at multiple levels. Every link of tourist activities might result in huge hidden dangers to tourism safety. From the perspective of global tourism development, there are still enormous shortcomings in the safety system of world tourism which are prominently reflected in the lack of unified standards for global tourism services, and the incomplete rescue mechanism for international tourism that issues early warnings and releases information as well as the tourist insurance. As a result, when crisis at the global scale suddenly strikes, it is likely to feel helpless. World Tourism cities should pay more attention to the huge impact of environmental disasters, epidemics, terrorism, social turmoil, crimes and other non-traditional security factors on the sustainable development of tourism, and improve the ability on all fronts to respond to various crises and challenges, so as to provide urban residents and tourists with a safer and more comfortable living and travel environment.

Strengthening the construction of a rescue system in emergency for tourism cities

World tourism cities should attach great importance to the construction of a tourism rescue and service system in case of emergency, establishing a precautionary mechanism for tourism safety, a monitoring and early warning mechanism, a response mechanism to put situations under control, a recovery and improvement mechanism and a safety patrol and inspection mechanism, as well as a mechanism to make fast response to various kinds of crises. Major international transport hubs, vehicles and tourist companies should be equipped with professionals for pandemic prevention and control with a focus on strengthening the training of rescue skills in case of public health emergency for tourism practitioners to improve their rescuing capabilities. Efforts will also be made to explore the establishment of a regional public service platform for emergency rescue and material storage, support the integration of pandemic prevention and control into the emergency rescue and disaster preparedness mechanism, and greatly lift up the level of safety material storage in enclosed tourist spaces.

Improving the service platform of safety information in world tourism cities

World tourism cities should actively establish a mechanism to rapidly collect and give feedback on information of pandemic prevention and control, implement strict screening and control measures, introduce more for safe and convenient border inspection, and strengthen risk point management; they will actively cooperate with and support governments of various countries to establish a mechanism to rapidly collect, identify and give feedback on information of pandemic prevention and control, providing information support to the global campaign of pandemic prevention and control. A bilateral or multilateral information exchange and matching mechanism should be put into place between world tourism cities and tourist companies so that they can share information about pandemic prevention and control, and tourism safety in destinations in a timely manner. They will pay attention to how the Internet and all sorts of social media could disseminate information while establishing a tourism safety database and a tourism safety data center that contains data collection, analysis, study and judgment, which could quickly and effectively pass on transparent, accurate and authoritative tourism information with better accessibility.

Exploring the construction of a mechanism to guarantee global tourism safety

The government and other tourism participants shall coordinate and cooperate in opening up a complete safety supervision path to strengthen social security governance and tourism market management, build a mechanism to rapidly connect travel insurance and reach out for vehicle rescue, and to improve the emergency service system of world tourism cities. In addition, some key links shall be optimized continuously, comprising the preparation of pre-arrangement, preventative measures, risk monitoring, release of early warnings, response to accidents, rescue in emergency and post-emergency disposal. Exchange and communication of tourism safety information will be enhanced to provide tourists with public and transparent safety information, reducing potential safety hazards caused by information mismatching. Centering on the building of new orders governing international relations that feature cooperation and win-win, world tourism cities will be encouraged to actively engage in multilateral cooperation while exploring to establish a regional mechanism to guarantee tourism safety. A mechanism to rapidly solve conflicts will take shape to produce a safe and orderly regional tourism environment. International travel insurance system will speed up its development and the protection of international tourism safety will be boosted. Tourism cities will be the first to improve the inquiry system of personal health information and establish an inspection system for border entry and exit based on the Internet and convenient in line with pandemic prevention and control to provide technical support to the safe operation of world tourism.

8. Promote the Innovation in Tourist Business Format of World Tourism Cities

According to the Osaka Declaration, it has now reached a stage where more research of traditional and emerging market segments, consumer preferences, information technologies and management techniques are required. In the post-pandemic era, diversified tourism of high quality, personalities and low-density will become the main driving force for the development of international tourism industry. Therefore, tourism cities must actively adapt to the development trend of world tourism in a new era, continuously advance the iterative update of city tourism industry. In around

2025, low-density tourism such as rural tourism, home-stay tourism, family tourism and experience tourism that are compatible with the prevention and control of pandemic will be developed rapidly, playing an important role in tourism recovery. After 2025, digital transformation of tourism cities will be more advanced with low-carbon tourism becoming a novel fashion in city tourism, and the scale of shared tourism will be upgraded.

Energetically promoting the integrated development of tourism industry

Tourism industry is a comprehensive economic system integrating openness, tendency for development and tolerance. It is necessary to actively guide cultural and tourism enterprises to intensify the application of technologies, enhance independent innovation capabilities, continue accelerating the integration of tourism, technology and culture, and inject new vitality into the development of world tourism. Affected by the prevention and control of the pandemic, tourism operation models driven by mass sightseeing have been challenged, and emerging tourism formats such as virtual tourism, experience tourism, customized tourism, medical tourism, agricultural tourism and educational tourism instead have developed rapidly. World tourism cities should shake off the traditional sightseeing pattern and accelerate the integration and development of tourism and other industries, expanding the space to develop urban tourism and elongate industrial chains, well as enhancing the strategic position of tourism in city development.

Actively advancing green and low-carbon tourism

To adapt to the low-density and decentralized trend of international tourists in the post-pandemic era, green and low-carbon tourism will receive more attention. Tourism cities should actively promote the green transformation of tourism and vacation, via vigorously developing business formats for vacations related to mountains, seashores, grassland etc. They must encourage and support the innovative development of various resort hotels, and enrich business formats. Efforts will be made to further improve the supply of self-driving tourism products and the public service system, establish a more convenient car rental system at a faster pace for self-driving tourism, promote the development of recreational vehicle tourism and camping tourism while ensuring better

facilities and supporting services at campsites. Taking advantage of the low-density and high-participation characteristics of outdoor sports tourism, and encouraging the development of mass sports and sport event tourism including cycling, hiking and fishing helping integrate in an organic manner boutique sports event and tourists' experience. Tourism cities will be supported to develop tourism of health which incorporates organically tourism development and people's health with the supply of tourist products being optimized to satisfy different needs such as the rehabilitation of chronic diseases, longevity and caring for the elderly, and sports events for young people.

Promote the Development of Characteristic Culture in World Tourism

Culture is the soul and value of tourism, and cultural quality has enriched the connotations of world tourism cities that should thus actively promote the integration of culture and tourism, vigorously advance their unique urban cultures, histories and religions, comprehensively strengthen cultural protection and underpin the development of cultural diversity. They have to contribute to the understanding, tolerance, respect and harmonious development of different cultures. By 2030, the integration and development of culture and tourism in world tourism cities will be deepened, the protection and utilization of natural and cultural heritages will be more standardized, the cultural value of tourism cities will be fully demonstrated, and revenue from cultural tourism will significantly increase to support growth of the urban economy and household incomes.

Paying attention to improve the cultural quality of world tourism cities

World tourism cities must tap cultural potential to realize inclusiveness, and enhance the overall cultural diversity of the city. It should not only focus on mainstream art forms such as opera, ballet, symphony, oil painting and literature, but also develop movies, television program, pop music, square dance and other public culture, while balancing with emerging popular culture that young people love, such as hip-hop, animation, e-sports and talk shows. At the same time, the cities must pay attention to the cultural value of the city itself. As the medium of urban functions, squares, stations, roads and

streets, etc., are the main “generators” of urban vitality. With people’s needs being treated as the primary starting point, traditional urban landscapes, and lifestyles must be explored and protected to create vibrant urban blocks and provide urban residents and tourists with a space to relax their mind. In areas where tourists gather, such as tourist attractions, squares, and neighborhoods, they will actively introduce cultural formats such as cinemas, theaters, bookstores, book bars, art galleries, craft and creative product stores, as well as cultural and entertainment venues, thus incorporating culture experience into all aspects including food, housing, travel, touring, shopping and entertainment in tourism cities.

Providing better services for culture tourism

It’s important to give full play to the driving effect of brand cultural and tourism festivals on the development of tourism cities, and develop brand cultural and tourism festivals with strong market influence and high social responses. Strengthening the interaction of culture, tourism festivals and sports, health, ecology, and other fields will comprehensively improve how festivals are being held. Vigorously developing boutique hotels related to theme culture, and comprehensively improving the design, manufacturing, and promotion capabilities of cultural tourism commodities are also crucial. Tour guides’ literacy will be sharpened so that cultural connotations would run through, and humanistic care is embodied in the whole process of tourism. Cultural and tourism products will be more interactive and open for public participation with better experience created; and projects of new types of tourism performing arts will be advanced to polish the tourism functions of cultural heritage, museums, memorials and other cultural institutions. Delivering on the coordination of cultural and tourism services, world tourism cities shall also speed up, making tourism more inclusive and accessible with better coverage and humanity.

Strengthening the protection of cultural heritage in tourism cities

Cultural heritage is a precious resource left in human history that contains unique spiritual values, mindsets, and imagination of a

nation. It is the core element of a city and where its charm resides. The rapid development of heritage tourism has also brought challenges to world heritage protection, because heritage destruction, excessive commercialization and distortion of its true looks, and damage to the heritage resulting from external potential subjects, in particular, could cause irreparable losses. In the development of world tourism cities, the protection and development of heritage should be handled properly. When there are conflicts between protection and development, protection should be the primary principle and proper development and rational usage must be ensured. A balance between economic value and historical and cultural value should be maintained. The model to develop cultural heritage for tourism is to be optimized to organically combine intangible cultural heritage with tourism development, and integrate the development, usage and protection of all kinds of cultural resources. Scientific planning should be mapped out to design the top-level protection structure and innovative management shall be pursued based on a complete set of rules. In addition, the application of technologies shall be carried out to better manage the process especially the details. Public participation is set to be guided to build a cultural protection system open to diversified mass participation for the purpose of science-based protection and effective utilization for tangible and intangible heritage.

10. Build Brands of World Tourism Cities

Building brands of tourism cities is a strategic measure to enhance the core competitiveness of tourism cities, which is of great significance to the sustainable development of world tourism cities. Tourism cities should attach great importance to the cultivation and maintenance of city brands, and strive to formulate and promulgate policies and measures beneficial to the development of city brand from the perspective of overall functional positioning of the city with all sorts of high-end factors being pulled together and integrated. By 2030, world tourism cities shall generally have their own characteristic brands and established a relatively complete mechanism for brand positioning, identification, promotion and management. This will make sure that city brands will play the multiplying effect on significantly improving city quality.

Paying attention to the city brand and image

Since city brand is the core competitiveness of world tourism cities, each one of them should attach great importance to the driving effect of city brand on development, and carry out brand planning and positioning based on classifications and according to their own development stage to shape unique city brands. World tourism cities should integrate brand building and maintenance into the entire process of urban development, with a focus on discovering every city's cultural foundations while considering their own resource characteristics and cultural history to boost brand values and cultural connotations. World tourism cities in the stage of development shall consider the industrial base, history, culture and development visions in order to mobilize the city government, enterprises, citizens and tourists to actively extract the essence for and select city names, logos and slogans as a contribution to building their own brand and image. Well-developed tourism cities should upgrade and improve city brand. Forms that are popular among citizens and tourists will be taken to timely upgrade and improve the city identifier system to fully display the cultural foundations, image and brand of cities, making city brands more recognizable and influential.

Carrying out promotion of the city brand and image

World tourism cities should strengthen the building of city brands and the export of city brand and image, creating a unique and internationalized brand that becomes the soft power for the development of tourism cities. Resorting to tourist and cultural festivals with regional characteristics, they will timely launch slogans that are the best to represent the concept and quality of city development as a component of the continued publicity and promotion of city brands. Actively hosting, organizing or participating in important international conferences, forums, exhibitions and celebrations, and by availing themselves of the stage of international public events, they could explain the concept of city development, and advocate for core values of themselves. A special fund for city brand promotion is to be put into place, and places where people are gathering such as airports, ports, stations and commercial outlets will be fully used to promote city brand and image. Multimedia communication also has a role to play, for example, expanding

the publicity effect of tourism cities by the shooting of television, advertising, film and shows, and short-video. The role of new media also deserves attention. City ambassadors will be cultivated in different areas and a publicity and promotion mechanism of multiple layers, angles and modes will take shape to make tourism publicity more precise. One thing that requires attention is that the communication of city brand is not a matter of a certain department or group, but the responsibility of every citizen. The goal of brand communication is to give citizens a sense of pride and honor, and to make tourists feel the mystery and thus yearning to come to tourism cities. As a result, raising the brand awareness of city dwellers is equally important.

Strengthening the protection of the city brand and image

Governments in world tourism cities should regard brand building as an important public policy that is to be incorporated into city planning and development as major tasks by promoting legislation and providing policy guidance. The establishment of special organs to promote city brand and build images will be ensured together with the formulation of the planning for city brand building supported by a sound and well-founded management mechanism of city tourism and brand. The administration department of a city shall put its work on the legal system of the country in which it is located to erect and improve the management mechanism of city tourism and brand building with attention poured to the supervision over social security governance of tourism cities and tourism markets. These organs will strictly regulate behaviors that are strongly possible to impact the city brand. A mechanism to respond to emergencies will take shape to guide emergency incidents in tourism cities toward a direction that is positive on city image to maintain city's reputation. Under the guidance of city administration, tourism companies should evolve around the overall positioning of city brand and provide more characteristic tourist products that are consistent with features of the city brand. Urban citizens shall be guided organically to combine tourists' travel needs with citizens' demand of leisure, and carry out voluntary services and activities. Furthermore, inbound tourists shall be guided to consciously abide by and maintain the cultural traditions and order of living for local residents. Order in tourism shall be observed too.

11. Promote the Green and Low-carbon Development of World Tourism Cities

Active alignment with the UN sustainable development agenda helps improve tourism environment, economic environment, and living environment of residents at the same time, contributing to the harmonious coexistence of tourists and urban residents. According to the environment and ecological capacity of tourism cities, the corresponding tourist scale will be fixed. Driven by tourism economy, sustainable development and management of the city will be enhanced, to contribute to the harmony between tourists and local residents. A better science-based planning as well as systematic management will be improved to build tourism cities into major functional platforms to achieve the UN 2030 Sustainable Development Goals. By 2030, world tourism cities will witness a reduced energy consumption per RMB 10,000 of GDP, remarkable lower than the average of global cities thanks to the clearly boosted capacity of carbon neutrality, and city residents and tourists' raised awareness of green consumption. World tourism cities will play a more prominent role in national and regional sustainable development.

Vigorously promoting the sustainable development of world tourism cities

Responding to the inconvenience caused by large-scale centralized tourism to urban infrastructure and citizens' lives, tourism companies should actively strengthen communication and coordination with tourism cities, considering local people's cultural traditions and lifestyles, reasonably arranging tourist groups and travel itineraries, and reducing the negative impact of over-tourism on urban life. World tourism cities should reduce the proportion of non-fossil energy consumption in production and life, increase the ratio of energy-saving and environmentally-friendly transport in tourism activities, and vigorously promote green and ecological travel methods such as public transport, cycling or walking. Application of ecological technologies in tourism cities will be supported, and the ecological and low-carbon development of the tourism industry will be promoted. Tourist companies are to be encouraged to actively save energy and reduce emission. And products and technologies in conserving energy and water will be broadly shared.

Tourism buildings are to be transformed to converse energy and adopt heat metering to boost energy efficiency in tourism and to reduce consumption of resources. According to the diverse needs of international tourists, tourism cities will serve as platforms and hubs to promote the opening and sharing of infrastructure and public services. The mobile internet will be a focus for construction in the accelerated process of building tourism reception and service facilities to meet diversified demands to raise the overall reception competence of tourism cities in a targeted manner.

Advocating greener and healthier concept of life

World tourism cities should increase the efforts of promoting green consumption, and guiding enterprises and residents to purchase green products, choose public transportation, etc., to realize green and low-carbon travel. The issuance of green passport with guiding functions for environmental tourism will be issued. In response to the trend of people's high attention to the ecological environment during the pandemic, the cities must promote the development of eco-tourism, and the integration of ecological education and tourism, while developing a batch of resource-saving and environment-friendly eco-tourism products. Tourism and the majority of tourists should be guided to take their safety and public safety seriously, and tourism behavior code shall be produced in compliance with the disease prevention and control requirements. More civilized and healthier tourism approaches are advocated. Tourist companies shall be guided to discipline themselves in market competition, energy conservation and environmental protection, response to emergencies, disease prevention and control, and food safety so as to jointly create a tourism ecosystem of co-existence covering industries, regions even the world, as a way to comprehensively back up the green and sustainable development of world tourism.

Effectively control the over-development of tourism resources

Any civilization is an excellent accomplishment created by mankind and constitutes a common cultural heritage. World tourism cities should pay more attention to the adverse effects of globalization on the development of different cultures, appropriately controlling the scale of tourism development and

promoting the perpetuation of various tourism resources. They have to properly respond to the ecological and environmental problems caused by the increase in tourist flows, and encourage the development of tourism in accordance with the carrying capacity. The development model of sharing economy will be adopted, and the sharing economy in service industry related to people's life will be developed in an orderly way with a higher utilization rate of idle resources and better coordinated tourism development and citizen's life. Solutions to providing diverse public services will be explored and tourism reception and service facilities that meet diversified needs will be put into place. World tourism cities shall formulate standards and regulatory rules for green development, encourage the recycling of resources and products, improving the green pricing mechanism, and guide behaviors of tourists and residents by means of "who uses resources shall make the payment".

12. Carry out Cooperation for Further Development of Tourist Cities

Cooperation and development are still the main theme of today's world. Facing the common enemy - the COVID-19, mankind is a community of shared destiny that is closely related to each other to weather through storms and hardships. Based on the situation of global pandemic prevention and control, international cooperation between countries should be strengthened in an all-round way, and the globalization of world tourism shall be actively promoted. World tourism cities should insist on promoting world peace and development through tourism. By 2025, border control in countries where major world tourism cities are located shall be promoted to become more convenient and efficient, and people will travel more frequently between tourism cities, with the number of inbound tourists being close to or reaching the level of 2019. By 2030, cooperation and exchanges between world tourism cities will be more extensive, regional cooperation mechanisms further strengthened, global cooperation

deepened. And the scale of international tourism is bound to exceed 1.8 billion person/times.

Promoting personnel exchanges between world tourism cities in an orderly manner

More efforts will be made to promote the "vaccine passport", and mutual recognition of COVID-19 vaccination among world tourism cities, while establishing a mutual recognition mechanism at national and city levels as well as point-to-point level so as to create opportunities for eligible citizens to travel. Personal exchange between regional tourism cities will be prioritized and that between domestic tourism cities is to be gradually promoted. On the basis of generally putting the pandemic under control at the national level, international tourism cities whose control of disease infection is better performed will be gradually opened. World tourism cities must facilitate international travel visa and gradually elongate the stay of overseas tourists. Tourism cities shall study and formulate mutually recognized evaluation standards on tourism risks to objectively and fairly conduct assessment of risk levels for city tourism. It's important to promote a convenient and highly efficient inquiry system of personal health information and continuously raise the management efficacy of entry and exit for world tourism cities so as to realize fast clearance based on mutual recognition of certificates. Policy pilot projects of two-way visa optimization between nations will be encouraged together with more convenient and practical border inspection measures.

Facilitating exchanges and cooperation between tourism cities

World tourism cities should give full play to the important role of tourism in upholding world peace and development, and actively support the globalization of world tourism via the links bonding cities and by the platform of international

tourism organizations. Support should be provided to world tourism cities and tourist companies to establish offices or branches in each other's location, and encourage tourist companies to participate in the exploration of tourism resources. Cooperation and exchanges between member cities will be promoted, and tourist cities are encouraged to share information and resources to each other, bonding into tourism cities of friendship to share data resources, communication resources, expert resources and other resources of brand marketing. They will actively conduct marketing of tourist destinations and two-way training of talents, hosting joint tourism exhibitions, enhancing interactive marketing of brands and actively exploring how to efficiently promote brands of tourism cities in an effort to share successful experience in brand building of tourism cities. Tourist companies of all concerned cities will be encouraged to strengthen cooperation, form a mechanism for upstream and downstream to assume risks and for cross-regional cities to share benefits, all together, creating a cooperative ecosystem of coexistence for tourism under the lingering impact of COVID-19.

Actively promoting information sharing among world tourism cities

At present, it is necessary to strengthen the information exchange between cities of tourist origins and tourist destinations, facilitating each other to communicate on pandemic prevention policies and management requirements concerning the flow of tourists. This could provide rich and convenient information on pandemic prevention and control together with knowledge to tourists. It is necessary to enhance exchanges of measures and experience about tourism safety and full recovery against the background of the pandemic, jointly boosting the development level and service capabilities of tourism. Tourism cities are advocated to jointly build platforms for information sharing so that tourists could access guidance on disease prevention and travel requirements. Tourism cities shall take the lead in establishing a mechanism of emergency response and intelligence sharing, a database of safety information and corresponding service platforms, to share information on destinations, public

sanitary, safety management, tourist produces and marketing. All kinds of social media shall play its role in information dissemination, spreading out transparent, accurate and authoritative travel information in an efficient manner.

Advocating and promoting the construction of Free Trade Zones of world tourism

With tourism corridors and node cities as the core, tourism operation and investment market will be further opened and barriers impeding international trade and investment in tourism will be removed for the facilitation of free trade and diversified investment between tourism cities in which all stakeholders would participate in investment, construction and effective governance. Countries that have delivered better results on disease prevention could be the first to establish trade zones of international tourism to support the regional growth of world tourism. Under the impact of the pandemic, it is critical to strengthen exchanges and cooperation in online tourism trade and investment to accumulate financial forces to drive the recovery and revitalization of tourism after the pandemic.

Strengthening cultural exchanges between world tourism cities

Tourism is a bridge to spread civilization, exchange cultures and enhance friendship. Urban culture is the resource and support to city tourism that in turn serves as a way to carry forward urban culture. It is necessary to strengthen cultural exchanges between tourism cities. When the prevention and control of COVID-19 is normalized, online cultural exchanges shall be the main form; however, , offline cultural exchanges will be resumed and carried out gradually. The level and content of cultural exchanges will be gradually enriched as cultural exchanges display distinct features of different cities for a better understanding and communication among world tourism cities. BRI and other initiatives as well as the signing of all kinds of cooperation agreements help realize cultural inclusiveness of world tourism cities and exchanges in the tourist industry.

3

Part

RESPONSIBILITIES AND MISSIONS

OUR NEW ACTIONS

As the world's largest category of industry, tourism can deliver tremendous economic, social and environmental improvements and make significant contribution to the country, city and community where it takes place. It is a common responsibility for the whole society to contribute to the sustainable development of world tourism where governments, tourism cities, tourist companies, urban residents, tourists and international organizations should set tasks in accordance with the Agenda for the Future Development of World of Tourism Cities. Participants in tourism should clarify their respective tasks and labor divisions, and actively join the Agenda for the Future Development of World Tourism Cities on a voluntary basis from the strategic point of view that responsibilities shall be taken for the humanity, for the times and for generations to come. This shall contribute to the peace, inclusiveness, civilization and sustainable development of world tourism.

1. Governmental Departments

Government is the main driving force for the sustainable development of world tourism cities. In the future development of world tourism cities, urban governments should actively strive for national support for tourism cities, coordinate interests of urban governmental departments, and build a public service platform for world tourism cities, creating a law-based environment of services, culture and policies for the benefit of the development of tourism cities.

Strengthening legislative activities to support the sustainable development agenda

Governments and world tourism cities in all countries should actively strengthen the rule of law concerning the sustainable development agenda, and establish a complete and standardized system for the development of tourism resources and environmental protection, incorporating the promotion of green, low-carbon and sustainable development into the law-based track. Countries and regions will draft new bills on tourism supply chains, requiring companies to perform mandatory due diligence and obligations for the environment, human rights and governance impacts in transnational and trans-regional tourism supply chains. The cities must build an “ecosystem” based on operational data of cities and societies that meets the development requirements of the era of big data, incorporating the openness of government data and data security into the law. The consistency of city and tourism risk management will be enhanced with tourism crisis and disaster management being inserted into the overall framework of crisis management for destinations. Legislation shall be adopted to provide guarantees to overcome communication barriers and the lack of coordination.

Formulating an action plan of sustainable development

According to the UN 2030 Sustainable Development Goals, it is important to summarize the actual progress of world tourism cities, formulate implementation plans with the participation of government authorities, tourist



enterprises, social institutions and urban citizens, and incorporate sustainable development goals into urban development plans. A dialogue mechanism for pandemic prevention and control and tourism recovery shall be put into place, and a global tourism plan to respond to the pandemic by carrying out discussions of the impact on a continued basis will be introduced. “Vaccine passport” will be actively encouraged and mutual recognition mechanisms will be built at national and city levels with point-to-point approach to facilitate the exchange of personnel of tourism cities in an orderly manner. It is necessary to facilitate international travel visa and gradually elongate the stay of overseas tourists. World tourism cities shall study and formulate mutually recognized evaluation standards on tourism risks, and conduct objective and fair evaluation of urban tourism risk levels. It’s important to promote the implementation of a convenient and efficient inquiry system of personal health information and continuously improve the efficiency of entry and exit management for tourism cities, with certificate-based convenient clearance being realized. The authorities are expected to concentrate their efforts to enhance public services and raise the quality of space and environment, especially the public service system for city safety, medical health, urban environment, and social insurance to boost the attractiveness of city’s humanity, culture and ecosystem. As digital economy is the future development direction for the world, authorities must strengthen digital infrastructure, promote the spread and application of new technologies, eliminate the digital gap, adopt modern information technologies to improve consumption convenience and intelligence in the experiencing process, and facilitate the digital communication of cultural heritage resources.

Introducing supportive policies for sustainable development

Tourism cities should actively strive to persuade their national governments to introduce policies in support of sustainable development. The leverage effect of public finance will be utilized to make investment in areas that are in line with sustainable development goals and in sectors that are beneficial to social recovery and development on a continued basis. More investments will be guided to tourism infrastructure in cities, public services and the ecological environment. Meanwhile, private capital and city residents will be actively oriented to participate in the agenda of sustainable development. Competition on an equal-footing

and the protection of consumers’ rights and interests will be both enhanced. Tax policies conducive to consumption will be introduced so that producers will have a more active attitude and the tax burden on the operation of tourist companies and tourist consumers might be lightened. A system of duty-free and tax rebate when exiting the border will be improved to promote e-tax rebate accompanied by a simplified tax rebate process. Tourism risks and crisis will be incorporated into city management. They will enhance the communication with the public and all walks of life to release regulatory information on disease and tourism risks in a timely manner. Tourism cities are to be encouraged to set up special funds for international tourism recovery with financial and policy supports flowing to new consumer groups, new business formats and new models to innovate inbound tourism products. Financial subsidies will be provided to inbound tourists from key markets of tourist origins, and when tourist companies are expanding their international market to attract more customers, financial and capital subsidies will be offered. World tourism cities will be spurred to establish special funds to maintain and restore cultural heritage, aiming at protecting heritage resources and realizing sustainable utilization. Guidance of “What to do” and “Not to do” will be introduced by tourism cities and all sorts of tourism service venues to guide tourists to behave themselves when touring around. A more inclusive social and cultural environment will raise tourists’ senses of participation and gains.

Establishing partnerships conducive to achieving sustainable development goals

Unity and partnership are vital to the resolution and prevention of COVID-19 and the revival of the tourism economy. Governmental policy makers, enterprises, industry organizations, non-governmental organizations and research academies shall take coordinated international actions to accelerate the determination of solutions to the recovery of global tourism industry and sustainable tourism with a focus on the coordinated interaction between government and society. WTCF and its member units will timely share best practices and cases in various fields such as poverty reduction and enrichment of the people, carbon emission reduction, employment enhancement, publicity and promotion, disease prevention measures, etc., to support the recovery strategy of tourism industry and minimize the negative

impact caused by the repeated occurrence of the pandemic. Collaboration between world tourism cities on the promotion of new drugs and vaccines, investment and financing, digitization and contactless services will be intensified.

Carrying out promotion and publicity about the sustainable development of world tourism cities

Tourism cities shall provide active training about typical cases of sustainable development, enlarge the promotion and publicity of sustainable tourism cities, and raise the influence and attractiveness of world tourism cities. Governments, tourism cities and tourist companies should, based on changes in the situation of the pandemic, carry out assessments on international tourism marketing models at appropriate moments and adjust international tourism marketing strategies in a timely manner, strengthening interconnection of marketing, prices, talents, safety and products. The mechanism of joint marketing for regional tourism and planning of activities will be strengthened. Schemes for the online management of public opinions about the reputation of destinations will be formulated to guide the market to restore confidence within a short period of time.

2. Tourist Companies

Tourist companies are an important force in the implementation of the development agenda. To execute the sustainable development agenda for tourism cities, tourist companies must play an active role in making the sustainable development goals of cities an important part of the development goals of tourist companies.

Tourist companies assume the main responsibility in the low-carbon development

Tourist companies should actively give full play to the role as market players, proactively implementing the concept of green, low-carbon

and sustainable development, aligning themselves with the sustainable development agenda, carrying out carbon accounting, setting scientific emission reduction targets, consciously applying more environmentally friendly and healthy tourism service methods, and gradually reducing the waste and consumption of resources caused by tourism activities.

Tourist companies should consciously fulfill their social responsibilities

The mechanism to make upstream and downstream companies share risks will be improved, and together, unexpected events would be coped with such as the cancellation of appointments. Tourist companies shall fulfill the functions of public management while creating market values. Responsibility scope will be clarified and a governance system combining self-discipline and rigid legal requirements will take shape.

The concept of sustainable development is inserted into the development strategy and functional management of tourist companies

Sustainable development goals can be achieved by the installation of a sustainability management department and a Chief Sustainability Officer who is responsible for the assessment of environmental risks and disclosure of corporate social responsibilities while timely responding to changes in the external environment, and realizing sustainable development goals for businesses through organizational coordination, product supervision and the management of social issues.

Making enormous input to support the transformation of tourist products to achieve full-cycle sustainable development

Tourist companies shall adapt to the needs of the global economy and market development as soon as possible, by generating new competitive advantages, strengthening communication with consumers through brand public welfare marketing and advocacy activities, and guiding tourists to upgrade their consumption concepts and behaviors.

Reducing resource consumption in tourism projects

The scale of tourism investment projects will be strictly controlled, and the proportion of land, water, energy and other natural resources consumed by tourism projects will be cut down, as well as the damage to the air, rivers, and forests. Attention must be paid to the damage and impact caused by tourism investment projects about cultural heritage to realize the coordinated development of tourism projects and cultural protection.

Actively training employees to sharpen their skills

The training framework of sustainable development must incorporate contents of people-orientation, safety and health, green and low-carbon technology network, and cultural protection so that employees will take sustainable development as their conscious actions.

Actively carrying out R&D of technologies for sustainable development

The leading role of science and technology deserves attention and R&D of core technologies for sustainable development shall be actively rolled out. The development of tourism cities will be brought to the track driven by technologies.

3. Tourists

Tourists are important participants in the sustainable development of tourism cities who should actively echo and consciously practice green, low-carbon, healthy and civilized tourism consumption, as their new contribution to the sustainable development of world tourism.

Choosing responsible tourism service companies

Before making travel decisions, tourists should choose a travel agency with a good awareness of environmental protection and providing quality services, so that every trip can be an activity in practice to execute

the sustainable development goals. It is suggested to choose to travel during non-peak periods to avoid aggravation of over-tourism.

Understanding and respecting cultural traditions of tourist destinations

Before traveling to a country, city or village, tourists should fully understand cultural traditions, laws and regulations of the destination, and be culturally and environmentally sensitive during the travel period, fully respecting the customs and living conditions of the locals. Unnecessary conflicts with the locals should be avoided.

Consciously pursuing the principle of minimal tourism impact

When touring around regions with cultural and natural heritages, tourists must strictly abide by the rules of protecting cultural heritage, avoiding the purchasing and utilization of tourist products, paying services or taking transport that might damage local ecology and cultural heritage. Products made of wild animals must be refused. Tourists are encouraged to consciously protect culture and biodiversity. Traveling to areas of fragile environment must have the size of tourist groups under strict control.

4. City Residents

Residents of world tourism cities are the beneficiaries and participants of the sustainable development of tourism cities. Residents in world tourism cities should be named with a more open and tolerant attitude, and a harmonious tourism relationship shall be built with joint efforts, contributing to diverse exchanges of civilizations of the world.

Actively transfer the self-owned idle resources

Residents of tourism cities and destinations should have a development concept of symbiosis and sharing, by taking the initiative to transfer unused tourist resources to inbound tourists for paid usage, so as to effectively alleviate the tension of supply and demand during peak periods. A more

inclusive and tolerant attitude to over-tourism is important to provide a more relaxing tourist environment to inbound tourists.

Keeping local living styles and traditions

The living conditions and traditional customs of residents in world tourism cities are important contents of tourism culture. Residents of tourist destinations should raise their awareness and take pride in their traditional lifestyles, consciously keeping traditional lifestyles intact, maintaining the authenticity and integrity of traditional lifestyles, and providing tourists with diverse cultural experiences.

5. Tourism Organizations

Tourism organizations play an important role in the implementation of the development agenda for tourism cities. International organizations shall play its role as platforms and hubs. The integrated service functions of WTCF will be enhanced with a coordinated mechanism for the future development of world tourism cities so as to guide them to actively implement goals set in the development agenda.

Actively conducting researches and studies on major tourist issues

Responding to the needs of world tourism development in the new era, it is important to actively carry out researches and studies on major issues related to the sustainable development of world tourism which observe the main characteristics and laws of world tourism development and put forward major issues in promoting the sustainable development of world tourism in a timely manner to support the gradual realization of 2030 Sustainable Development Goals.

Actively building a cooperation platform for tourism cities

WTCF and UNWTO together with other international organizations will serve as the platform and network where tourism cities are gathered for international conventions regularly. They will release reports on the

development of tourism cities in which issues faced by tourism cities in the pursuit of development are explored, development plans for tourism cities proposed and the voice and influence of tourism cities in tourism industry amplified.

Sharing information on the development of tourism cities in a timely manner

A database of world tourism cities will be explored and built, and the searching and collection of data about the sustainable development for tourism cities will be enhanced. Experience in sustainable development for tourism cities is to be summarized in a timely manner to provide services based on data and information and share cases with member cities.



4

Part

Implementation and Evaluation

OUR NEW STANDARDS

Establishment of a sound implementation and evaluation mechanism is an important guarantee for the implementation of the agenda for the future development and the 12 development goals of world tourism Cities. The World Tourism Cities Federation encourages major tourism cities of the world to actively participate in the formulation of the evaluation criteria for world tourism cities, so as to provide strong support for the sustainable development of world tourism.



1. The Subject of Evaluation

The evaluation of the Agenda for the Future Development of Tourism Cities (2021-2030) will be conducted by an expert panel formed by WTCF. The target of evaluation refers to member cities of WTCF and the content of evaluation is how goals in the Agenda for the Future Development of World Tourism Cities (2021-2030) are implemented by member cities.

2. Evaluation Methods

The evaluation of Agenda for the Future Development of Tourism Cities (2021-2030) is mainly carried out on two levels, namely the comprehensive assessment and the appraisal of cities.

The comprehensive evaluation is performed by a third-party evaluation company hired by WTCF and the appraisal of cities are available to member cities on a voluntary basis. The evaluation is targeted at tourism cities and will focus on how tourism cities have executed the 2030 sustainable development goals.

The assessment mainly includes three parts: the execution of tourism city development goals, analysis of typical case and comprehensive evaluation of efficacy.

WTCF will build a database for the sustainable development of world tourism cities.

3. Evaluation Period

Based on the evaluation period, the Agenda for the Future Development of Tourism Cities (2021-2030) has three approaches: annual evaluation, staged evaluation and overall evaluation. The annual report is carried out in conjunction with the release of the Report on World Tourism City Development and the

appraisal results are directly incorporated into the Report on World Tourism City Development without a separate appraisal report.

The staged evaluation will be conducted once in 2025 by WTCF over the progress of the implementation of sustainable development agenda by member cities in 5 years. WTCF will release the Mid-Term Evaluation Report on the Agenda for the Future Development of World Tourism Cities and this Report will be delivered at the Fragrant Hills Tourism Summit & Assembly for WTCF members in that year.

The comprehensive evaluation will be carried out in 2030 by the committee of experts organized by WTCF on the execution of the sustainable development agenda in every aspect for member cities in 10 years. And WTCF will release the Comprehensive Evaluation Report on the Agenda for the Future Development of World Tourism Cities. This Report will be delivered at the Fragrant Hills Tourism Summit & Assembly for WTCF members in that year.

4. Evaluation Criteria

The evaluation criteria for the future development of world tourism cities will be formulated by experts in world tourism organized by WTCF with reference to goals set in UN 2030 Agenda for Sustainable Development, the New Urban Agenda by UN-HABITAT, and the Tourism and Sustainable Development by UNWTO, to reflect the development laws, characteristics, and progress of cities with indicators to assess the sustainable development.

