



惠灵顿

Wellington



2021柏林线上国际旅游展如期而至 世界旅游城市联合会连续五次成为会议独家共同举办商



2021年3月9日-12日，2021柏林线上国际旅游展(ITB Berlin NOW)如期而至。作为全球规模和影响力最大的旅游业综合性展会，柏林国际旅游展致力于展示最新的旅游发展理念和全球化市场推广方法，是世界旅游行业发展的风向标。受全球“新冠肺炎”疫情的影响，本届柏林国际旅游展于线上举行，设有开幕式、主旨演讲及专项论坛等环节。至此，世界旅游城市联合会（以下简称“联合会”）已连续五次作为柏林国际旅游展会议板块（ITB Berlin Convention）独家共同主办方出席本届展会。

3月9日，2021柏林线上国际旅游展正式拉开帷幕，联合会秘书长陈冬于会议开幕式上发表演讲。3月11日下午，北京市文化和旅游局副局长庞微在主旨演讲环节，围绕“北京市疫情防控工作及旅游复苏经验”这一主题，进行案例分享，推广北京抗击疫情及旅游重启的经验。

3月11日下午，中国出境游研究所首席执行官、联合会专家沃尔夫冈教授发布联合会最新智力成果《世界旅游经济趋势报告（2021）》（英文版），从全球、区域、国别、行业、城市等多个视角出发，对全球旅游经济走势、区域发展格局变化、重要国家突出特征、关键行业发展趋势、旅游城市复苏战略等问题做出全景式分析。

联合会于线上举办主题为“新常态，新实践”的专项论坛，汇集学界、业界、城市等不同层面的旅游业相关人士，共同研讨疫情防控常态化背景下城市旅游复苏与发展。论坛由中国出境游研究所首席执行官沃尔夫冈教授主持，菲利普·道德教授发表主题为“文化交流作为城市旅游的新渠道”的主旨演讲。来自世界旅游经济论坛、Airbnb爱彼迎、携程、世界知名权威旅游数据分析公司ForwardKeys等城市和机构的4位代表共同围绕“新常态，新实践——‘新冠肺炎’疫情下从更好的城市旅游中我们能学到什么”进行探讨。此次论坛设有中英双语同声传译，并面向全球直播。

作为全世界领先的旅游交易会，柏林国际旅游展已有50多年的历史，每年有来自5大洲185个国家和地区的850家顶级买家和10000家展商参会，交易会客流量11.5万人次，展会面积达到16万平方米，是全世界最大的旅游展会，被誉为旅游业的“奥林匹克”。2016年至今，世界旅游城市联合会已连续五次受邀以独家会议共同举办商的身份参加柏林国际旅游展，并在开幕式上致辞，发表主旨演讲，组织专场论坛活动等。

ITB Berlin NOW 2021 commences with WTCF as the exclusive co-host of the ITB Convention

From 9 -12 March 2021 ITB Berlin NOW virtually opened its gates after last year's last-minute cancellation. As the world's biggest tourism fair and acknowledged platform of exchange of ideas and expertise showcasing all parts of the tourism industry, ITB Berlin aims at presenting the latest developments, innovative strategies in view of a globalized world. The event is the annual highlight in the tourism fair calendar and a must attend gathering of tourism professionals around the world. The fair was held online this year which includes the opening ceremony, keynote speeches and special forums. The World Tourism Cities Federation (WTCF) is long time partner of ITB Berlin as the exclusive co-host of the ITB Convention for the fifth consecutive time.

On 9 March ITB Berlin NOW 2021 was inaugurated. The Secretary-General of WTCF, Mr. Chen Dong delivered a speech at the opening ceremony. On the afternoon of 11 March, Ms. Pang Wei, Deputy Director-General of Beijing Municipal Culture and Tourism Bureau, gave a keynote speech. She shared with the audience Beijing's experience in successfully fighting the pandemic and restarting tourism in the capital under the topic "City Tourism after COVID-19: Tourism Re-start of Beijing".

On the afternoon of 11 March, Prof. Dr. Wolfgang Arlt, CEO of China Outbound Tourism Research Institute (COTRI) and member of the WTCF Expert Committee presented the latest research of WTCF: The World Tourism Economy Trends Report 2021. The report comprises the findings of the academic research undertaken by WTCF with focus on a comprehensive analysis on the industry's economic trends on national, regional and interna-

tional level, changes to the regional developmental landscape, key features of major countries, development trends of key players and innovative recovery strategies undertaken by cities.

WTCF also held a special online expert panel named "New Normal, New Practices". Present at the forum were professionals from the academia, the private sector and global cities. They discussed the recovery and development of urban tourism amid the normalization of pandemic prevention and control. The forum was moderated by Prof. Dr. Wolfgang Arlt, CEO of China Outbound Tourism Research Institute. Mr. Philip Dodd delivered a keynote speech with the title "City Swop - Cultural Exchange: Generating New Forms of Urban Tourism". Four international experts from the Global Tourism Economy Forum in Macau, Airbnb, Trip.com and ForwardKeys joined the panel discussion. They addressed the question of how we will travel after the pandemic from different point of views and sectors of the tourism industry. What can we learn from the pandemic for a better urban tourism? The session was broadcast live globally via simultaneous interpretation in Chinese and English.

ITB Berlin looks back of a successful history of 50 years. Every year, the fair attracts 850 top buyers, 10,000 exhibitors from 5 continents and 185 countries and regions as well as thousands of visitors from around the world. ITB Berlin is the biggest tourism fair in the world and it is recognized as the "Olympics of the tourism sector." Since 2016, WTCF has been invited annually to attend the fair and is proud to be the exclusive co-host of the ITB Berlin Convention. The federation addresses the audience at the opening ceremony, delivers keynote speeches and organizes special forums and other activities for the fair.

世界旅游城市联合会与乌克兰国家旅游组织携手举办乌克兰“2021—城市旅游年”活动

2021 年新春伊始，世界旅游城市联合会（以下简称“联合会”）应邀作为战略合作伙伴，与乌克兰国家旅游组织 (NTOU) 共同举办乌克兰“2021—城市旅游年”活动。该主题是在联合会与联合国世界旅游组织共同开展的《国际旅游城市绩效研究报告》的启示下制定而成，聚焦城市旅游，凝聚行业智慧。

自联合国将 2017 年定为“国际可持续发展旅游发展年”以来，NTOU 每年推出不同主题的年度活动。“2021—城市旅游年”活动将采用线上线下相结合的方式，综合涵盖城市旅游论坛、乌克兰城市旅游网络建设、旅游目的地推介研讨会、旅游目的地旅行安全、行业新标准、城市旅游专题推广、城市旅游培训及 NTOU 城市旅游目的地报告等

内容，为乌克兰旅游业提供更广阔的交流合作。

世界旅游已进入以城市为主导的发展阶段，旅游城市作为世界旅游业发展的主要载体，是世界旅游的主要目的地、客源地和集散地。数据显示，全球 80% 以上的旅游活动在旅游城市实现。此次活动将充分发挥城市的旅游主体功能性作用，必将全面推进乌克兰旅游业的复苏与发展。

目前，随着全球范围内疫苗接种工作的推进，全球疫情扩散有望得到有效抑制，国际旅行者信心正在逐步恢复。作为以城市为主体的国际旅游组织，联合会愿与世界旅游城市及机构加强合作，共同促进全球旅游业的重振与发展。

WTCF and NTOU partner in organizing the Year of Urban Tourism 2021

The World Tourism Cities Federation (WTCF) has been invited by the National Tourism Organization of Ukraine (NTOU) to partner in jointly organizing "The Year of Urban Tourism 2021". The whole year event is centered around urban tourism and will showcase all different aspects of urban tourism to the various national stakeholders of the entire tourism industry in Ukraine.

Since the UN designated 2017 as the International Year of Sustainable Tourism for Development, NTOU designates each year to a specific tourism related topic. "The Year of Urban Tourism of Ukraine 2021" will be held both online and offline. Its activities

and events range from urban tourism forums, the establishment of Ukraine's urban tourism network, promotional activities and seminars for travel destinations on topics such as safety, industry standards, themed promotions, to trainings as well as research reports on Ukraine's urban tourism destination. These diverse activities will be carried out in an effort to provide a platform of deeper cooperation for Ukraine's tourism sector.

Cities nowadays play a crucial role in the world economy. Also in the travel sector, urban agglomerations became key drivers of global tourism development as both source markets and travel destinations. It is believed





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that 80% of global tourism activities now occur in cities. This year's thematic year will put the significant role tourism in cities plays on the agenda. It will showcase the importance of cities in the process of re-establishing an all-year round tourism offer in Ukraine.

WTCF is confident that 2021 marks the year of recovery with the end of the global

pandemic. The re-start of the tourism industry comes with an increasing confidence in travelers due to high rate of vaccine population and innovative, state-of-the-art health and security measures. As the leading international organization in the field of urban tourism WTCF will further deepen its cooperation with urban tourism cities and international organization to promote the revival and development of international travel and tourism.



世界旅游城市联合会发布《世界旅游经济趋势报告(2021)》

2021年3月1日，世界旅游城市联合会（以下简称“联合会”）在京发布了《世界旅游经济趋势报告（2021）》，这是联合会发布的第五本年度趋势报告，从全球、区域、国别、行业、城市等多个视角出发，对全球旅游经济走势、区域发展格局变化、重要国家突出特征、关键行业发展趋势、旅游城市复苏战略等问题做出全景式分析。

2020年是极不平凡的一年，“新冠肺炎”疫情席卷全球。作为以人的移动和交流为特征的旅游业，受疫情影响尤为显著。大多数国家和地区出台旅行禁令，全球旅游业在消费需求、旅游投资、区域格局、产业链条、企业生存、人员就业等方面遭受诸多挑战。

作为世界上第一个以城市为主体的全球性旅游组织，联合会始终秉承“旅游让城市生活更美好”的宗旨，积极促进旅游城市之间的合作与交流，全面提升旅游城市的竞争力和影响力，持续推动世界旅游经济的发展。面对疫情带来的严峻挑战，联合会和中国社会科学院旅游研究中心共同开展2021世界旅游经济趋势的研究，推出《世界旅游经济趋势报告（2021）》，

对疫情之下全球前20个重要国家的旅游发展特征和走势进行了最新研究和总结，为各国政府、相关城市、旅游行业提供了决策参考和智力支持。

《世界旅游经济趋势报告（2021）》指出，受“新冠肺炎”疫情影响，2020年全球旅游总人次（含国内旅游人次和国际旅游人次）降至72.78亿人次，同比下降40.8%；2020年全球旅游总收入下降至2.92万亿美元，相当于全球GDP的比例锐减至3.6%，为二战以来的最低水平。同时，《报告》预计2021年全球旅游总人次将达95.45亿人次，同比增长31.1%，全球旅游总收入将恢复至4.50万亿美元，同比增长53.9%，分别达到2019年的77.7%和75.6%，这其中各国国内旅游将贡献绝大部分旅游经济。

全球疫情形势虽尚不明朗，但随着疫苗在全球范围内的投入和接种，“新冠肺炎”疫情将逐步得到控制，全球旅游业也将逐步复苏。世界旅游城市联合会对于2021年全球旅游经济复苏充满信心，联合会愿同全球旅游业的关注者、参与者和推动者一道，共同推动世界旅游经济恢复和发展！

WTCF releases Report on World Tourism Economy Trends (2021)

On 1 March, 2021, the World Tourism Cities Federation (WTCF) released the Report on World Tourism Economy Trends (2021) in Beijing. As WTCF's fifth annual report on trends, it detailed a comprehensive analysis on the world tourism economic trends, changes to regional and developmental patterns, characteristics of major countries, developmental trends of key industries and strategies for recovery of global cities from a multitude of national, industrial, and municipal perspectives.

2020 was truly an eventful year. The globe was caught off guard by the COVID-19 pandemic and the hardest-hit industry was tourism which relies heavily on the movement and communication among people. Most countries and regions put a ban on travel so global tourism faced various challenges in the demand of consumption, investment, regional patterns, the industrial chain, business survival, and employment as a result.

As the world's first global tourism organization centered on cities, WTCF is devoted to the core concept of Better City Life through Tourism. The organization strives to promote cooperation and exchanges among global cities, improve their competitiveness and influence, while enhancing the continuous development of the world's tourism economy. Faced with daunting challenges amid the epidemic, WTCF and the Tourism Research Center of the Chinese Academy of Social Sciences jointly conducted research on projections of the world's tour-

ism sector in the year of 2021 and released the Report on the World Tourism Economy Trends (2021). The report depicts the latest research and insight into the developmental characteristics and trends of 20 major countries amid the epidemic, thus providing essential reference and support for the governments, relevant cities and the industry as a whole.

According to the report, amid the epidemic, the number of trips (both domestic and international) made around the world dropped by 40.8% year on year to 7,278 million in 2020. In the same year, the total revenues of global tourism decreased to 2.92 trillion dollars and accounted for 3.6% of the global GDP, showing a sharp decline and reaching the lowest level ever since the Second World War. However, it is predicted that the number of trips made around the world will reach 9,545 million in 2021, showing a year-on-year increase of 31.1%. Moreover, the total revenues of global tourism will climb back to 4.50 trillion dollars in 2021 and increase by 53.9%. The two numbers will account for 77.7% and 75.6% of the levels in 2019 respectively. Notably, domestic tourism will play a key role in promoting the growth of the world tourism economy.

Though the global epidemic is not entirely under control, the improvements in vaccinations around the world bring optimism, in addition to global tourism showing gradual signs of recovery. WTCF is fully confident in the revitalization of the industry and will continue to battle through this condition with those of kindred spirit and support.



把握旅游新趋势 促进休闲新发展

世界旅游城市联合会常务副秘书长李宝春在北京·平谷世界休闲大会上的演讲

图/世界休闲组织

女生们、先生们，大家上午好：

很荣幸在桃花盛开的时节参加平谷世界休闲大会，并作为本次大会支持单位的代表发言。下面我谈谈对旅游产业和城市休闲发展的看法。

受“新冠肺炎”疫情冲击，全球旅游业遭受重创。今年初世界旅游城市联合会发布《世界旅游经济趋势报告》，2020年全球旅游总人次72.78亿人次，同比下降40.8%；2020年全球旅游总收入2.92万亿美元，同比下降50.9%，相当于全球GDP的比例锐减至3.6%，为二战以来的最低水平。疫情之外，全球化遭遇逆风，国际贸易摩擦频发，对世界旅游业发展提出了新的挑战。与此同时，伴随外部环境的变化，旅游业发展也出现了一些新的趋势，值得引起业界的广泛关注。

一是旅游市场需求更加内向化。因“新冠”疫情影响，各国国内市场成为支撑旅游业发展的重要基石；相比较国际旅游，国内旅游受损程度相对较小；随着疫情的逐步缓解和疫苗的大规模接种，国内旅游业也成为各国旅游业率先恢复的领域。为激发国内旅游消费，各国也纷纷出台扶持政策，中国不少地方也是通过景区门票折扣吸引游客出游；日本政府推出“Go To Travel”补贴活动促进国内旅游发展。在这一进程中，长距离观光旅游向中短距离度假转变，低频次跨区域旅游向高频次城市周边休闲转变，高密度“扎堆”式旅游向低密度闲适放松转变，走马观花式旅游向自然和文化深度体验转变，旅游发展也因此呈现出更多休闲化特征。

二是旅游产业形态更加多元。“新冠肺

炎”疫情对传统景区、旅游饭店和旅行社造成巨大冲击的同时，也给一些新兴旅游业态带来发展契机。由于自由、安全、私密的优势，越来越多的游客选择自驾车出游，这进一步带动了房车露营等相关产业的发展。作为一种相对低密度、高参与的健康旅游方式，户外运动与疫情情况下的旅游产业发展方向高度契合，这也让体育旅游呈现出逆势增长的态势。更为突出的是，以家庭为主要消费群体的休闲度假业在疫情之下，表现出更强的抗跌性和反弹性。此外，追求个性化、差异化的旅游产品正在成为年轻客群的选择，旅游业态也因此呈现出“百花齐放”的态势。

三是旅游变革进程更加明显。伴随新兴技术的加速发展，旅游正在成为新技术运用的重要场景，旅游业也因此进入新一轮变革期。机器人技术的应用降低了旅游企业运营的成本，提高了旅游业的经营效率；大数据技术让旅游产品信息更加精准地触达消费者，让旅游业作为柔性产业成为可能；虚拟现实技术给旅游者提供了更加丰富的体验，让游客能够沉浸式地感受旅游的美好；智慧旅游技术优化了政府的管理效能，为游客出游提供了更多便利。同时，与技术进步相伴生的旅游商业模式也开始加速变革，旅游跨界融合发展、线上线下互动发展变得更加普遍。

四是旅游发展协作更加迫切。在旅游活动去中心化的同时，旅游发展的协作变得更为必要。区域之间、国家之间在促进游客流动、激活旅游市场、加强市场监管等方面的合作更加广泛。政府、企业和行业组织之间也更加需要发挥各自的优势，共同推动旅游业的复苏。在此方面，世界旅游城市联合会愿意与行业一起共克时艰，为旅游业的转型发展贡献力量。

作为世界上第一个以城市为主体的全球性旅游组织，联合会目前拥有来自全球 75 个国家和地区的 223 个会员。去年 9 月，联合

会在中国国际服务贸易交易会（即服贸会）期间主办了世界旅游合作与发展大会，该大会被人民网舆情中心监测为中国文旅行业年度十大热点之一。会上，联合会发布了《新冠肺炎疫情影响下城市旅游业复苏与振兴行动指南》和《新冠肺炎疫情下世界旅游业的恢复与发展报告》，积极指导国家、城市和行业等层面应对疫情影响、采取复苏措施。

今年 3 月，联合会第五次作为柏林国际旅游交易会（ITB Berlin）会议独家共同主办商召开了系列线上论坛和对话，期间联合会重点发布了《世界旅游经济趋势报告（2021）》英文版本。根据我们研究，今年全球旅游总人次将达 95.45 亿人次，同比增长 31.1%，全球旅游总收入将恢复至 4.50 万亿美元，同比增长 53.9%，分别达到 2019 年的 77.7% 和 75.6%，这其中，国内旅游将贡献绝大部分旅游经济。

我们认为，新冠疫情下的旅游需求只是被抑制，并没有消失。而促进休闲发展也将成为新形势下旅游业恢复的关键所在。我们呼吁为推动休闲发展，大家共同开展以下行动。

一是落实民众休闲权利。1966 年 12 月联合国大会通过的《国际经济、社会和文化权利公约》规定，各国应确保人人“休闲、娱乐，合理限制工时和定期带薪休假，以及公共假日期间照常发薪”。我们要通过法律和政策的落实，让更多民众获得休闲的机会。我们要进一步培育休闲氛围，让休闲成为满足民众美好生活新需求的重要载体。我们要广泛开展休闲教育，增强全社会的休闲意识，让休闲成为现代文明的重要内容。

二是要大力发展休闲产业。休闲产业与旅游、文化、体育等诸多领域关联，是极具潜力的经济增长点。目前，国内休闲旅游占整个旅游的比重仅为 20% 左右，远低于旅游发达国家 50% 左右的比重；但是，随着中国经济的发展和人民生活方式的转变，休闲旅

游在整个国民经济中的比重也将日益增长。我们要适应消费升级和大众化休闲消费时代的变化，针对不同消费群体，大力培育不同层次、不同形态的特色度假产品，积极引导和推动各类休闲新业态的发展，不断提高休闲产业供给能力。我们要促进各类休闲市场主体的全面发展，推动各类休闲市场主体的融合发展、跨界发展，鼓励休闲企业的公平竞争，激发休闲企业的创新活力。

三是要完善城市休闲功能。随着人类从以工业化主导、生产性聚集为主推动城市发展的时代，进入到以服务业引领、消费性聚

集为主促进城市发展的新阶段，休闲也正在成为旅游城市发展的新选择、新动力、新方向和新要求。我们要推动更多的旅游城市将休闲功能作为城市建设基本功能，增加休闲服务设施，改善休闲公共服务，将满足市民休闲需求作为城市发展的重要职责，以发展休闲经济为重要切入点，推动更多旅游城市转变发展思路，创新发展路径，加快城市更新和产业转型。

青山遮不住，毕竟东流去。希望以本次平谷世界休闲大会为契机，凝聚休闲旅游业发展的新力量，开启休闲旅游业振兴的新进程。祝大会圆满成功，谢谢大家！

Grasp the new trend of tourism and facilitate the new development of leisure

Speech delivered by Li Baochun, Executive Deputy Secretary-General of WTCF, at Beijing·Pinggu World Leisure Congress

Image/WLO

Good morning. It's a great honor for me to participate in the Pinggu World Leisure Congress at the time of peach blossom and speak as the representative of the supporting entity for this event. Next, I'd like to share my views on the development of tourism industry and urban leisure.

The global tourism industry has been hit hard by the COVID-19 pandemic. Earlier this year, the World Tourism Cities Federation released the World Tourism Economic Trends Report, showing that the total number of global tourism arrivals was 7.278 billion in 2020, down 40.8% year-on-year; the total global tourism revenue was US\$2.92 trillion in 2020, down 50.9% year-on-year, and the proportion of global GDP plummeted to 3.6%, the lowest level since World War II. Beyond the epidemic, globalization has encountered headwinds and international

trade frictions have frequently arisen, posing new challenges to the development of world tourism. Meanwhile, along with the changes in the external environment, some new trends in tourism development have emerged, which deserve wide attention from the industry.

First, the demand of tourism market is becoming increasingly inward-looking. Due to the impact of the pandemic, the domestic markets of various countries have become an important cornerstone to support the development of tourism. Compared with international tourism, domestic tourism is relatively less affected. With the gradual alleviation of the epidemic and mass vaccination, domestic tourism has become the first sector of tourism recovery in every country. Supportive policies have also been introduced in



various countries with an aim to stimulate domestic tourism consumption: quite a few places in China have tried to attract tourists by offering discounts for scenic spot tickets, while the Japanese government has launched the “Go To Travel” subsidy program to help boost domestic travel. In this process, the long-distance travel has changed into short- and medium-distance vacation, the low-frequency cross-regional tour into the high-frequency peri-urban leisure tour, tour in densely packed areas into the low-density leisure and relaxation tour, and the whirlwind tour into the deep experimental tour of nature and culture. Therefore, tourism development is characterized by more features pertaining to leisure.

Second, the tourism industry is becoming increasingly diversified. The pandemic not only has a predominantly negative

impact on traditional scenic spots, tourist hotels and travel agencies, but also gives rise to development opportunities for some emerging tourism modes. Due to the advantages of freedom, safety and privacy, more and more tourists choose the self-drive tour, which further spurs the growth of RV camping and other related industries. As a relatively low-density and high-participation healthy tourism mode, the development orientation of the outdoor sports travel is highly compatible with that of the tourism industry under the epidemic situation, which also makes sports tourism grow, defying the recession. What is more prominent is that the leisure and holiday industry with families as the main consumer group shows stronger resilience and rebound under the epidemic situation. In addition, the pursuit of personalized and differentiated tourism products is winning favor among young travelers, thus the modes of tourism are flourishing together indeed.



Third, the transformation process of tourism is becoming increasingly evident. With the accelerated development of emerging technologies, tourism is becoming an important application scenario for emerging technologies and has entered a new round of transformation. The application of robotics reduces the operating cost of tourism enterprises and improves the operating efficiency of tourism. Big data technologies make the information of tourism products accessible to consumers more precisely, making it possible for the tourism industry to become a flexible one. Virtual reality technologies provide tourists with richer experiences, enabling them to get immersed in the beauty of tourism. Smart tourism technologies optimize the

government's management efficiency and provide greater convenience for travelers. In the meantime, the tourism business mode accompanied by technological progress has also begun to accelerate its transformation. The crossover integration, cooperation and development of tourism as well as the online and offline interactive development are becoming increasingly common.

Fourth, collaboration in tourism development is becoming increasingly urgent.

With the decentralization of tourism activities, collaboration in tourism development has become more necessary. Cooperation between regions and countries in promoting tourist flows, activating tourism markets, and strengthening market regulation has

become more extensive. There is also a greater need for governments, businesses and industry organizations to leverage their respective strengths to jointly facilitate the recovery of tourism. In this regard, the World Tourism Cities Federation is willing to join hands with the tourism industry to tackle the challenges posed by the pandemic of and contribute to the transformation and development of the tourism industry.

As the world's first international tourism organization focusing on cities, the WTCF currently has 223 members from 75 countries and regions around the world. During the China International Fair for Trade in Services (CIFTIS) last September, the WTCF hosted the World Conference on Tourism Cooperation and Development, which was assessed as one of the top 10 most talked-about topics of the year in China's cultural tourism industry by the People's Daily Online Public Opinion Monitoring Center. At the conference, the WTCF released the Action Guide on Recovery and Revitalization of City Tourism amid COVID-19 and the Report on Recovery and Development of World Tourism amid COVID-19, actively guiding national, city and industry levels to cope with the impact of the epidemic and take recovery measures.

In March this year, as the exclusive co-organizer for the fifth time in a row, the WTCF held a series of online forums and dialogues at the ITB Berlin, during which it released the English version of the Report on World Tourism Economy Trends (2021). According to our research, total global tourism arrivals will reach 9.545 billion this year, up 31.1% year-on-year, and total global tourism revenues will recover to \$4.50 trillion, up 53.9% year-on-year, reaching 77.7% and 75.6% of the year 2019 respectively, of which domestic tourism

will make the largest contribution to the tourism economy.

We believe that the demand for travel during the global pandemic has only been suppressed temporarily and has never disappeared. The key to the recovery of tourism in the new situation lies in the promotion of the development of leisure tourism. We call for the following actions to be taken together so as to propel the development of leisure tourism.

First, we shall implement the people's right to leisure. The International Covenant on Economic, Social and Cultural Rights, adopted by the United Nations General Assembly in December 1966, stipulates that all countries shall ensure that everyone has the right to "rest, leisure and reasonable limitation of working hours and periodic holidays with pay, as well as remuneration for public holidays". By the implementation of the relevant laws and policies, we will guarantee that more people can have access to leisure. We must further cultivate a leisure atmosphere and make leisure an important vehicle to satisfy the new needs of the people for a better life. We need to carry out extensive leisure education and increase the leisure awareness of the whole society, so that leisure can become an important element of modern civilization.

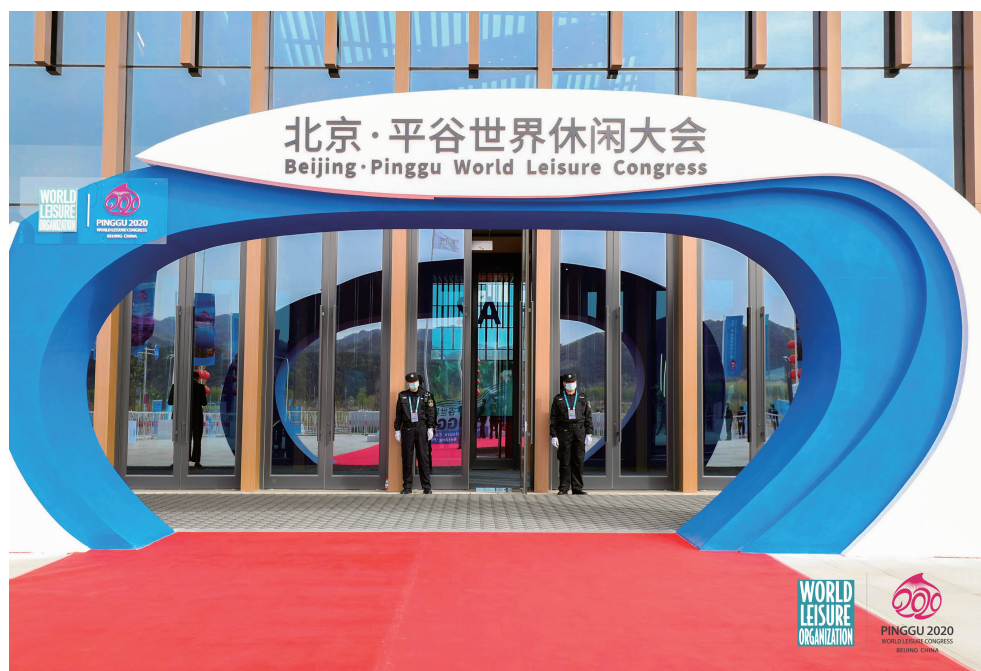
Second, we shall vigorously develop the leisure industry. Associated with tourism, culture, sports and many other fields, the leisure industry is a very potential economic growth point. At present, domestic leisure tourism only accounts for about 20% in the whole tourism industry, far below the proportion of about 50% in countries with advanced tourism industry. However, with the develop-

ment of China's economy and the change of people's lifestyle, the proportion of leisure tourism in the whole national economy will grow as well. We should adapt to the changes in the era of consumption upgrading and mass leisure consumption, vigorously cultivate different levels and forms of impressive travel products for different tourism consumers, actively guide and advance the development of various new leisure modes, and continuously improve the supply capacity of the leisure industry. We should promote the comprehensive growth of various key players in the leisure market, give impetus to the integrated development and crossover development of all kinds of key players in the leisure market, encourage fair competition among leisure enterprises, and stimulate the innovative vitality of leisure enterprises.

Third, we shall improve the city's leisure-oriented functions. As human beings move from the era of industrialization-led, production-oriented gathering to promote urban development to a new stage of ser-

vice-led, consumption-oriented gathering to push forward urban development, the leisure industry is also becoming a new choice, a new driving force, a new direction and a new requirement for the development of tourism cities. We should promote more tourism cities to take the function of leisure as the basic one of urban construction, increase leisure facilities, improve public leisure services, take meeting citizens' leisure needs as an important duty of urban development, treat developing leisure economy as an important entry point, prompt more tourism cities to change development concepts, innovate development paths, and accelerate urban renewal and industrial transformation.

“Green hills cannot stop the river flowing; to the vast ocean it keeps advancing.” We hope to take this Pinggu World Leisure Congress as an opportunity to gather new forces for the development of leisure tourism and turn a new page for the revitalization of leisure tourism. I wish the event a great success. Thank you!





世界旅游城市联合会应邀参加土库曼斯坦文化部双边线上会议

应土库曼斯坦共和国驻华使馆邀请，世界旅游城市联合会于北京时间4月14日与土库曼斯坦文化部、土库曼斯坦阿什哈巴德市及土库曼斯坦旅游企业召开了主题为“阿什哈巴德——旅游之城”的线上会议。

土库曼斯坦文化部副部长努尔萨赫特、阿什哈巴德市代表霍贾古列夫、土库曼斯坦旅游企业代表杜尔德雷耶夫、库尔巴诺夫等出席了本次会议。本次会议语言为中俄同传。

李宝春常务副秘书长系统讲述了如何在疫情后期加快旅游重启的几项重要措施，并向土方代表介绍了联合会的发展情况、国际协作关系以及平台服务功能。联合会市场合作部总监张硕详细介绍了北京在疫情防控

及旅游复苏方面的成果，为土库曼斯坦疫情防控及旅游复苏提供北京方案。

土库曼斯坦文化部副部长努尔萨赫特表示非常高兴能够向联合会学习到有关国际经验，并介绍了阿什哈巴德市的文化历史和旅游资源。他强调，土库曼斯坦愿意深化和扩大与世界旅游城市联合会的合作关系。阿什哈巴德市政府代表也表示非常荣幸能够成为联合会的一员并愿意继续与联合会加强合作。

中国旅游集团旅行服务有限公司副总经理孙承龙、去哪儿网海外目的地营销高级总监宋圆远与土库曼斯坦知名旅游企业代表也在会上先后介绍了公司的业务并对未来双方开展合作进行了交流。

WTCF attends online multilateral meeting with Turkmenistan's Ministry of Culture

At the invitation of the Embassy of the Republic of Turkmenistan in China, the World Tourism Cities Federation (WTCF) attended an online meeting with Turkmenistan's Ministry of Culture, Ashgabat Municipal Government, and Turkmen tourism enterprises on 14 April Beijing time. The conference was themed on Ashgabat—the City of Tourism.

Present at the meeting were the Deputy Minister of Culture of Turkmenistan Nursahet, the representative of Ashgabat Municipal Government Khojagulev, and representatives of Turkmen tourism enterprises Durreyev and Kurbanov. The conference was conducted via simultaneous interpretation in Chinese and Russian.

The Executive Deputy Secretary-General of WTCF Li Baochun demonstrated the key measures to accelerate tourism recovery as the pandemic is gradually put under control. Additionally, he showed the Turkmen representatives the development of WTCF, its international cooperation, and the services offered by the platform. Zhang Shuo, Director-General of the Business Development

Department presented in detail Beijing's achievements in promoting tourism recovery and curbing the pandemic, providing helpful solutions for Turkmenistan during its recuperation.

The Deputy Minister of Culture of Turkmenistan Nursahet embraced the international guidance from WTCF and introduced the cultural, historical and tourism resources of Ashgabat. He stressed that Turkmenistan would enhance its cooperation with the Federation. The representative of Ashgabat Municipal Government was deeply honored to become part of WTCF and would continuously deepen cooperation with the organization.

At the event, the Deputy General Manager of China Tourism Group Travel Services Co., Ltd. Sun Chenglong and the Senior Director of Overseas Destination Marketing of Qunar Song Yuanyuan exchanged their ideas with representatives of renowned Turkmen tourism enterprises. The companies introduced their businesses and displayed eagerness for cooperation in many fields.





世界旅游城市联合会与塔吉克斯坦就深化双边合作达成共识

2月23日，世界旅游城市联合会与塔吉克斯坦驻华使馆召开视频会议，双方就共同举办国际会议、疫后旅游产业复苏、多边合作倡议等重要议题进行了交流。

对外联络部、会展活动部总监陈波出席会议，就上述合作内容与塔吉克斯坦驻华使馆参赞穆哈默德·叶尔穆佐达进行了会商。

首先，陈波介绍了世界旅游城市联合会2021年度重点工作及相关会议活动情况，同时，对塔吉克斯坦担任2021年上合组织轮值主席国表示热烈祝贺，双方还回顾了联合会、塔吉克斯坦与上合组织近年来取得的合作成果，陈波表示，联合会希望借此上合组织成立20周年为契机，充分发挥三方在

文化、旅游、投资等方面的优势，举办更多论坛活动及文旅产业交易会，促进多边合作，推动“一带一路”相关城市深度交流。

穆哈默德·叶尔穆佐达高度肯定了世界旅游城市联合会在全球范围内开展的多边会议活动，对联合会近年来促进全球旅游城市交流与合作方面的贡献表示称赞和感谢。他强调，塔方愿与世界旅游城市联合会加强沟通，深化各领域合作，努力推动联合会、塔吉克斯坦、上合组织之间更多的交流和发展。

双方确定将定期召开联席会议，未来在联合办会、区域研究等方面开展更多合作。

作为全球首个以城市为主体的国际旅游组织，世界旅游城市联合会秉承“旅游让城

市生活更美好”的核心理念，致力于推广旅游城市发展经验、促进旅游合作与资源推介、为会员提供旅游全产业链服务。目前，联合会会员数量已达 223 个，覆盖全球 75 个国家和地区。联合会每年主办全球旅游业界知名品牌活动香山旅游峰会以及大型区域论坛；连续多年作为伦敦世界旅游交易会（WTM London）内容合作伙伴；连续五次作为全球规模和影响力最大的旅游展会——柏林国际旅游交易会（ITB Berlin）

会议板块独家共同主办方，为会员城市、会员机构搭建经验交流、凝聚共识的多边合作平台。

目前，随着全球范围内疫苗接种工作的推进，新冠疫情扩散有望得到抑制，国际旅行者信心正在逐步恢复。作为首个以城市为主体的国际旅游组织，世界旅游城市联合会愿与国际组织、旅游机构、旅游城市及相关国家加强合作，共同促进全球旅游业的复苏与发展。

WTCF and Tajikistan reach a consensus on deepening bilateral cooperation

On the morning of February 23rd, the World Tourism Cities Federation (WTCF) held a video conference with the Embassy of Tajikistan in China. The two parties exchanged their ideas on co-hosting international conferences, promoting tourism recovery in the post-epidemic era, implementing more initiatives on multilateral cooperation and other key matters.

Chen Bo, Director-General of Liaison and Events Dept of WTCF, attended the conference and held exchanges with the Tajiki councilor Muhammad Egamzod on the above-mentioned cooperation.

First of all, Chen Bo elaborated on the key objectives of WTCF in the year of 2021 and relevant conventions. He then extended his warmest congratulations to Tajikistan on serving as rotating president of the Shanghai Cooperation Organisation (SCO). The two parties spoke on the progress all parties experienced in recent years due to the cooperation among WTCF, Tajikistan and SCO. Chen Bo stated that WTCF would, when SCO celebrates the 20th anniversary

of its establishment, better utilize the strengths of the three partners in cultural exchange, tourism and investment, hold more forums and fairs in this respect, enhance multilateral cooperation and deepen reciprocity among cities relevant to the Belt and Road Initiative.

Muhammad Egamzod spoke highly of the multilateral conventions and events held by WTCF around the globe. He also praised and thanked the organization for its contribution in recent years to promote the communication and cooperation among global cities. The councilor stressed that Tajikistan would deepen its affiliation with WTCF in various fields and enhance dialogue with both the SCO and WTCF for further common development.

Tajikistan and WTCF look to regularly hold joint conferences and cooperate more closely in co-hosting conventions and conducting regional research.

As the world's first international tourism organization centered on cities, WTCF is devoted



ed to the core concept of Better City Life through Tourism, and strives to promote experience-sharing on the development of global cities, enhance cooperation and resource promotion, and provide for its members high-quality tourism services covering the whole industrial chain. Currently, the organization has 223 members covering 75 countries and regions around the world. Every year, WTCF holds large-scale regional forums and the Fragrant Hills Tourism Summit, the brand event of the global tourism. It is the content partner of WTM London for many years and the exclusive convention co-host of ITB Berlin for five consecutive years. Notably, ITB

Berlin is widely recognized as the world's most influential tourism fair of the grandest scale. WTCF is consistent in building a multilateral cooperative platform for consensus where its member cities and organizations will better share their experience.

At present, the developments in vaccinations around the world projects that the COVID-19 epidemic will be brought under control in the foreseeable future and international tourism will gradually resume. As the world's first international tourism organization centered on cities, WTCF will deepen cooperation with other global institutions, tourism organizations, cities and relevant countries for the recovery and development of the sector.



图片来源：全景 Source: Quanjing