

# 佛罗伦萨各类全新体验 令人目不暇接

文/佛罗伦萨旅游局 图/全景

2021年是著名诗人但丁·阿利吉耶里（Dante Alighieri）逝世700周年。但丁于1265年出生于佛罗伦萨，1321年逝世于拉韦纳，是意大利文化在全世界范围内的杰出代表。佛罗伦萨和意大利其他地方将举办一系列纪念活动和会议，同时推出多种相关旅游体验。



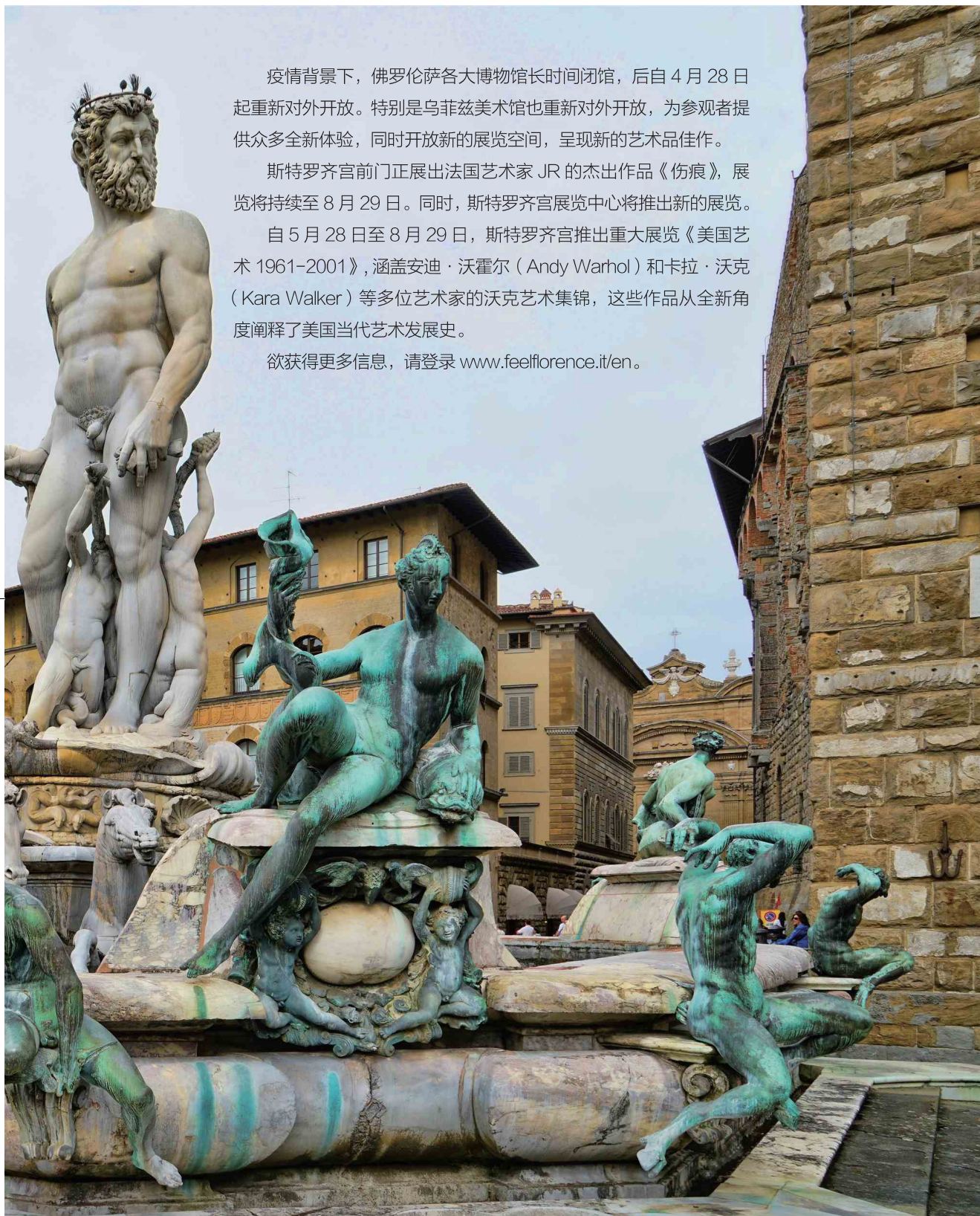


疫情背景下，佛罗伦萨各大博物馆长时间闭馆，后自4月28日起重新对外开放。特别是乌菲兹美术馆也重新对外开放，为参观者提供众多全新体验，同时开放新的展览空间，呈现新的艺术品佳作。

斯特罗齐宫前门正展出法国艺术家JR的杰出作品《伤痕》，展览将持续至8月29日。同时，斯特罗齐宫展览中心将推出新的展览。

自5月28日至8月29日，斯特罗齐宫推出重大展览《美国艺术1961-2001》，涵盖安迪·沃霍尔（Andy Warhol）和卡拉·沃克（Kara Walker）等多位艺术家的沃克艺术集锦，这些作品从全新角度阐释了美国当代艺术发展史。

欲获得更多信息，请登录 [www.feelflorence.it/en](http://www.feelflorence.it/en)。





# Florence: What's new?

Article/Florence Tourism Bureau Image/Quanjing

2021 marks the 700 years anniversary of the death of the famous poet Dante Alighieri (Florence 1265-Ravenna 1321), renowned as a symbol of the Italian culture in the world. A lot of events, meetings, itineraries have been scheduled in Florence and around.

After a long period of closing due to the pandemics, the museums of Florence finally reopened starting April 28, in particular we point out that the Uffizi Gallery reopened, with some new exhibiting spaces and works of art, for its visitors.

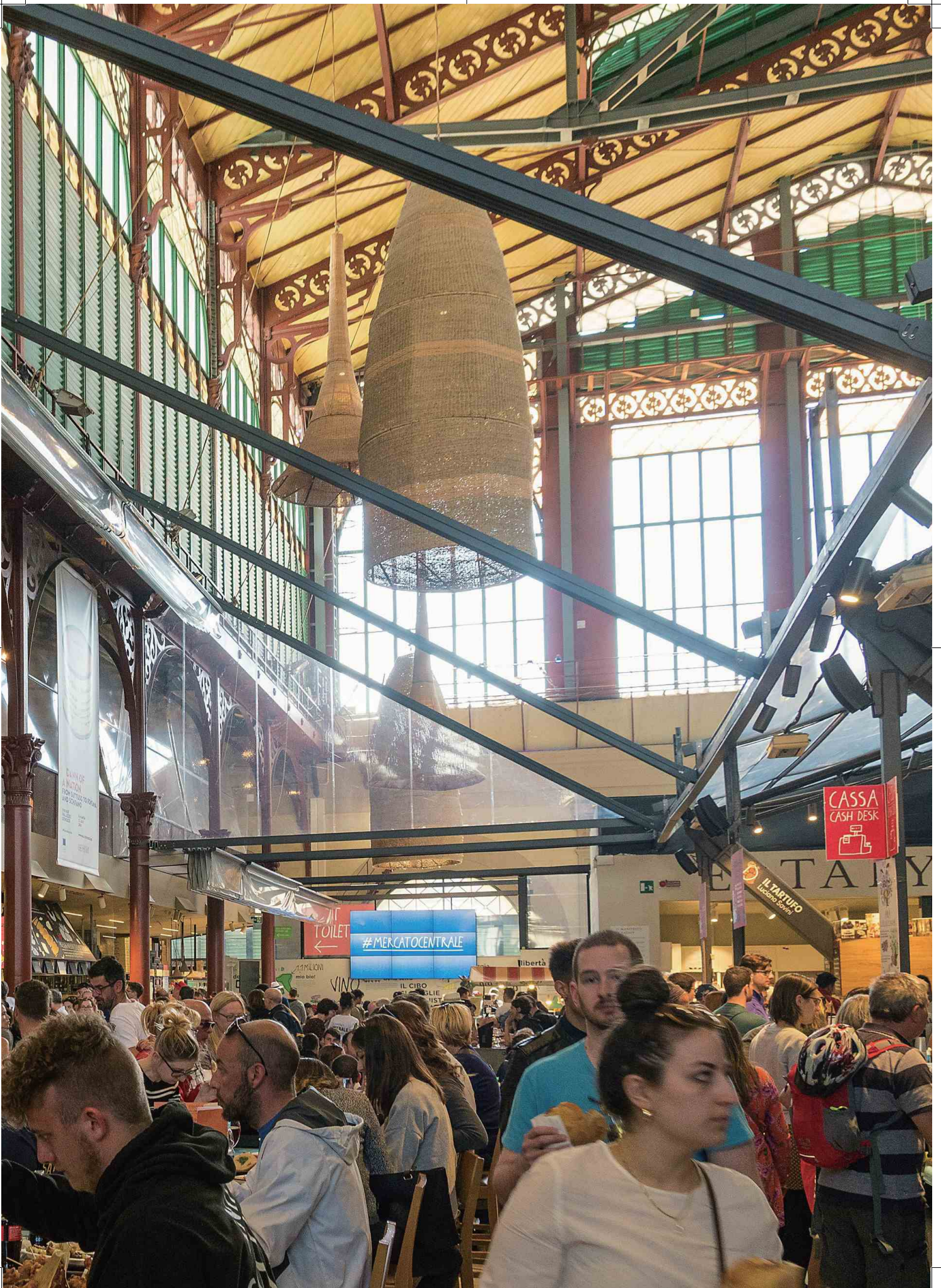
Moreover, on the façade of Palazzo Strozzi is now visible The Wound, a stunning artwork by the French artist JR. The setting is on display until August 29<sup>th</sup> in conjunction with a new exhibition of Palazzo Strozzi exhibit center.

From May 28<sup>th</sup> to August 29<sup>th</sup>, 2021 Palazzo Strozzi presents American Art 1961–2001, the Walker Art Collections from Andy Warhol to Kara Walker, a major exhibition taking a new perspective on the history of contemporary art in the United States.

Read more [www.feelflorence.it/en](http://www.feelflorence.it/en)









# “维也纳会议基金2021-2023”为会议和企业活动提供资金支持

文/维也纳旅游局 图/全景



2023年12月31日前，在维也纳举办国内和国际会议和企业活动的组织者现可向“维也纳会议基金2021-2023”申请资金支持。

会议和企业活动可为当地带来经济效益，也是维也

纳国际化的重要推动者和巨大价值来源，对维也纳旅游业的发展意义重大。“维也纳会议基金2021-2023”设立初衷在于，为当前情况下准备在维也纳举办会议和企业活动的组织者提供额外资金支持。



“维也纳会议基金 2021-2023”是维也纳第一项同时面向企业活动和会议的基金，致力于支持从 2021 年 5 月 1 日起到 2023 年 12 月 31 日期间，在维也纳举办会议和活动的国内外组织者。会议及活动组织者和明确授权代理人可获得申请资格。

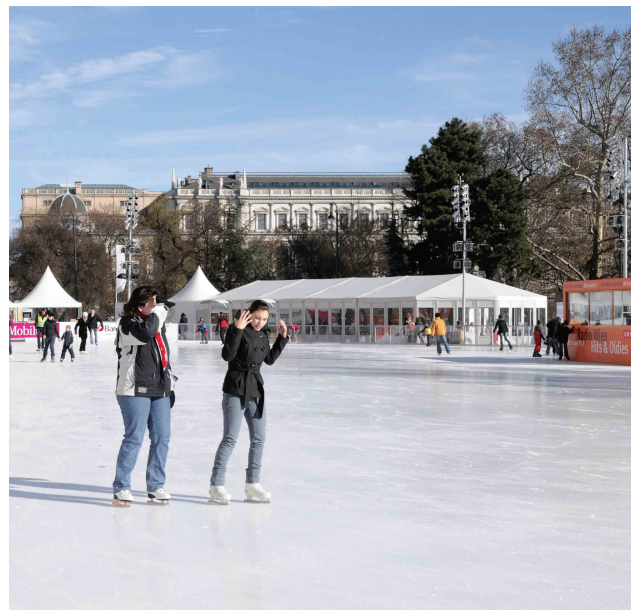
“维也纳会议基金 2021-2023”将首次为维也纳举行的融合线上、线下模式的会议和活动提供资金支持。新冠肺炎疫情背景下许多组织者受到限制，维也纳旅游局针对当前态势做出这一决定，为融合线上、线下模式而因此产生额外费用的会议和活动提供补充

资金支持涵盖举行会议的相关服务费用，包括场所使用费、视听设备费用和餐饮服务费用等。

## “维也纳会议基金2021-2023” 三大适用性规则

首先，申请必须满足以下基本要求：会议或活动在维也纳举行，需向场所支付相关费用，现场参加者至少达到 50 人，且持续时间不少于 4 小时。

第二，需要安排过夜住宿的代表大会和企业活动可获得资金支持。但是，需保证在维也纳酒店过夜住宿的



资金支持。

维也纳市政府已拨出 400 万欧元用于“维也纳会议基金 2021-2023”。

### 商业活动资金支持

基金将为特定的商业活动提供资金——这些活动的注册参与者为组织者所熟知。这类活动包括协会代表大会、日常会议和企业会议，为维也纳创造额外价值，有助于维也纳成为世界知名的创新中心和商业中心。因此，“维也纳会议基金 2021-2023”也将为这类商业活动提供资金支持。但纯企业性质的晚间活动、展览、博览会和文化或体育活动不符合资助条件。

人数达到现场参与者总数的一定比例，2021、2022 和 2023 年分别为 10%、30% 和 50%。

第三，从开始至结束一直需要融合线上、线下两种模式且相关费用因此增加的会议活动可获得资金支持。

每条规则适用的资金支持总额都与参与人数直接相关。每场活动最多可获得的支持资金为 6 万欧元。

### 维也纳会展管理局已开放申请通道

从现在开始一直到 2023 年 12 月 3 日的任何时候都可以提交申请，在所有支持资金用尽前都有申请机会。申请过程遵循先到先得的机制，申请者需在活动开始日期至少三周前向维也纳会展管理局提交线上申请。





# *Vienna Meeting Fund 2021-2023 provides funding for congresses and corporate events*

Article/Vienna Tourist Board    Image/Quanjing

National and international organizers of congresses and corporate events who are hosting a meeting in Vienna before 31 December 2023 can now apply for funding under the Vienna Meeting Fund 2021-2023.

As an economic asset, a driver of internationalization for the city and a trigger for value creation, congresses and corporate events are vital for Vienna's tourism industry. The Vienna Meeting Fund 2021-2023 was set





up as a source of additional funding to support organizers looking to host meetings under the current circumstances.

The city's first meeting industry fund that also extends to corporate events as well as (association) congresses, is aimed at supporting domestic and international organizers who are planning meetings to be held in Vienna between 1 May 2021 and 31 December 2023. Agencies are entitled to apply for support if they are acting as the organizer themselves or demonstrably working on behalf of the organizer.

For the first time, the Vienna Meeting Fund 2021-2023 will also provide funding for hybrid events in Vienna. The move is part of the Vienna Tourist Board's response to the current situation faced by meeting planners and provides supplementary funding to help cover the additional costs associated with hosting parallel

virtual and on-site meetings.

The EUR 4 million allocated to the fund was provided by the City of Vienna.

### **Funding to help with costs incurred during business events**

Funding is available for business events – for which the registered participants are known to the organizer – that add value for Vienna as an innovation hub and business location. These include association congresses and meetings, as well as corporate meetings. Purely (corporate) evening events, exhibitions, fairs and cultural or sporting events are not eligible for funding.

The Vienna Meeting Fund provides support for costs associated with hosting a meeting, including expenses relating to the event location and other service providers such as A/V companies and caterers.





## **The Vienna Meeting Fund 2021-2023 comprises three funding modules**

To qualify for funding, the following basic requirements (Module 1) must be met: the event is hosted at a location in Vienna, payment is made to the venue, it is attended by at least 50 on-site participants and lasts a minimum of four hours.

If the congress or corporate event generates overnight stays, it may also qualify for funding under Module 2. For the event to be eligible, the number of overnight stays in Viennese hotels must be equivalent to 10% of the number of on-site event participants in 2021, 30% in 2022 and 50% in 2023.

Funding is available under Module 3 if the meeting is held as a hybrid event from start to finish and costs arise as a result.

The funding amounts for each module are directly linked to the number of participants. The maximum funding available per event is EUR 60,000.

## **Applications now open through the Vienna Convention Bureau**

Applications can be made at any time between now and 3 December 2023, or until all of the funds have been allocated. Processed on a first-come first-served basis, applications must be submitted online to the Vienna Convention Bureau at least three weeks before the starting date of the event.

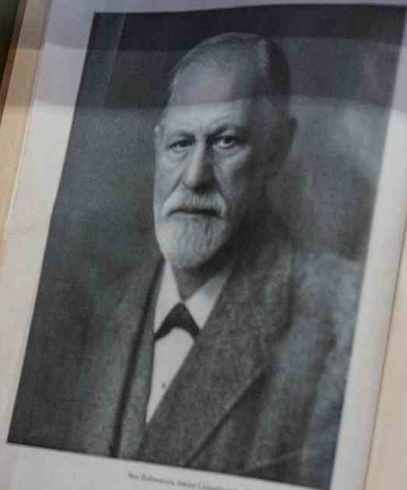


Au savant J...  
Le salut d'une...  
Y... Feilchen

222

+ 73

+ 14



Der Schreiber, seine Lebenswende, Photographie, München

Freud

### SIGMUND FREUD

Mehrere der Mitarbeiter in dieser Sammlung von „Suban-  
darsellungen“ haben ihren Beitrag mit einigen psychologischen  
Bemerkungen über die Bescheidenheit und Schwere für übernommenen  
Aufgabe etc. Ich meine, ich darf sagen, daß meine Aufmerksamkeit  
um ein Stück mehr erschwert ist, denn ich habe Beziehungen,  
wie die hier erforderte, schon wiederholt veröffentlichte und aus  
der Natur des Gegenstandes ergibt sich, sind in ihnen von meiner  
persönlichen Rolle mehr die Rede war die meine Arbeit ist alles  
auswendig erlernt.

Die erste Darstellung der Entwicklung und des Innern der  
Psychoanalyse gab ich 1905 in drei Vorlesungen an der Clark  
University in Worcester, Mass., wobei ich die wichtigsten  
Grundgedanken der Institution bereits anzeigte (1). Von diesem  
Zeitpunkt an gab ich die Vorlesung auch, wenn internationalen Zusammen-  
künfte. Über die Anfänge des 20. Jahrhunderts<sup>2</sup> die Bedeutung  
der Psychoanalyse durch das Zusammenstoßen eines besonderen Kapitals  
anerkannt habe<sup>3</sup>. Zwischen beiden liegt eine Schrift „Die Wis-  
senschaft der psychoanalytischen Bewegung“ (1914)<sup>4</sup>, welche gegen-  
wärtigen Kette. Die ist mir nicht selbstverständlich und nicht  
mehr ohne Abklärung wünschenswert, muß ich vermeiden.

<sup>1</sup> Original erschienen im American Journal of Orthopsychiatry, 1905, 1906.  
siehe den Band „Die Psychoanalyse“ im H. Dörmann, Wien, 10. Aufl. 1926.  
<sup>2</sup> Diese erschien 1906. The American Journal of Orthopsychiatry, 1906, 1907.  
Chicago. Mein Vortrag, London und New York. Die internationalen Zusammen-  
künfte. München.  
<sup>3</sup> erschienen im Jahrbuch der Psychoanalyse III, VI, 1911, 1912, 1913, 1914, 1915.  
hauptsächlich veröffentlicht.  
Wien in Psychoanalytischer W.

Handwritten notes in cursive script, possibly a list or journal entries, partially obscured by the book.



# 斐济旅游业 助力全国疫苗接种

文、图/斐济旅游局

斐济卫生和医疗服务部一直与旅游业携手共进，大力促进旅游业复苏。4月9日旅游业乐观而坚强的首批人员成功接种疫苗。

许多运输公司为卫生和医疗服务部提供车辆支援，帮助人们往返西部大区的接种中心，让人们接种第一针牛津-阿斯利康疫苗。

沃里克度假村和洲际酒店等17个度假地点转变为疫苗接种中心，为更多符合接种条件的人们提供便利。4月10日以后接种工作继续进行，许多岛上景点都参与进来。

斐济旅游局总部设于纳马卡的挑战广场，该地已经转变为接种中心，在4月8日星期四为112人次完成疫苗接种。接种第一针疫苗的包括斐济旅游局符合条件的员工和其他的行业合作伙伴。

为帮助卫生和医疗服务部完成大范围接种项目，斐济旅游局在脸书上设置了特别头像框，在斐济完成疫苗接种的脸书用户可以通过特别头像框对外自豪宣布这一事实。头像框上注明“已接种新冠肺炎疫苗”，并包含了斐济国旗图像。

斐济旅游局代理首席执行官罗伯特·汤普森（Robert Thompson）表示：“虽然新冠肺炎疫情给我们重重一击，但是我们斐济旅游局再一次证明了团结的力量。斐济旅游局和旅游复苏工作组继续尽可能支持卫生和医疗服务部的工作，确保人员安全健康，为旅客重回斐济做好充分准备。”

在楠迪国际机场接种疫苗的首批人员真真切切地感受到了斐济的 Bula 精神。接种当天，斐济龟岛度假村的职员穿上彩色花朵黄色套装，用歌舞表演活跃气氛。

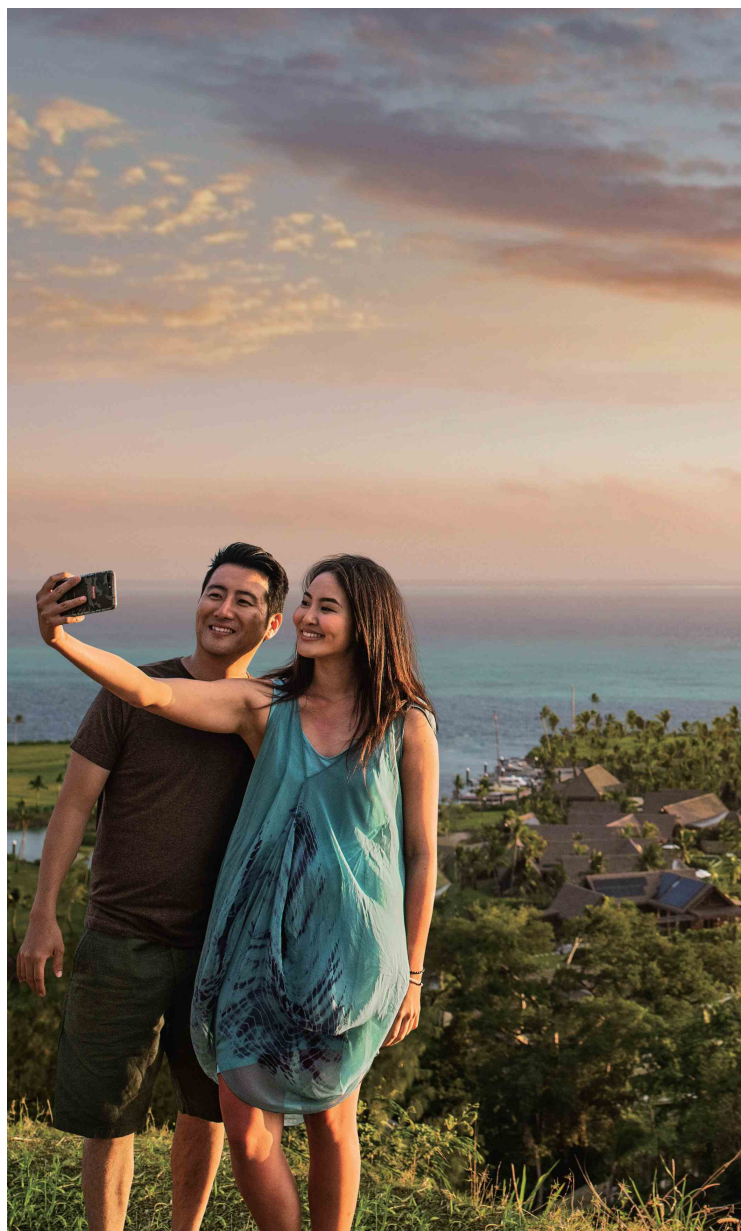
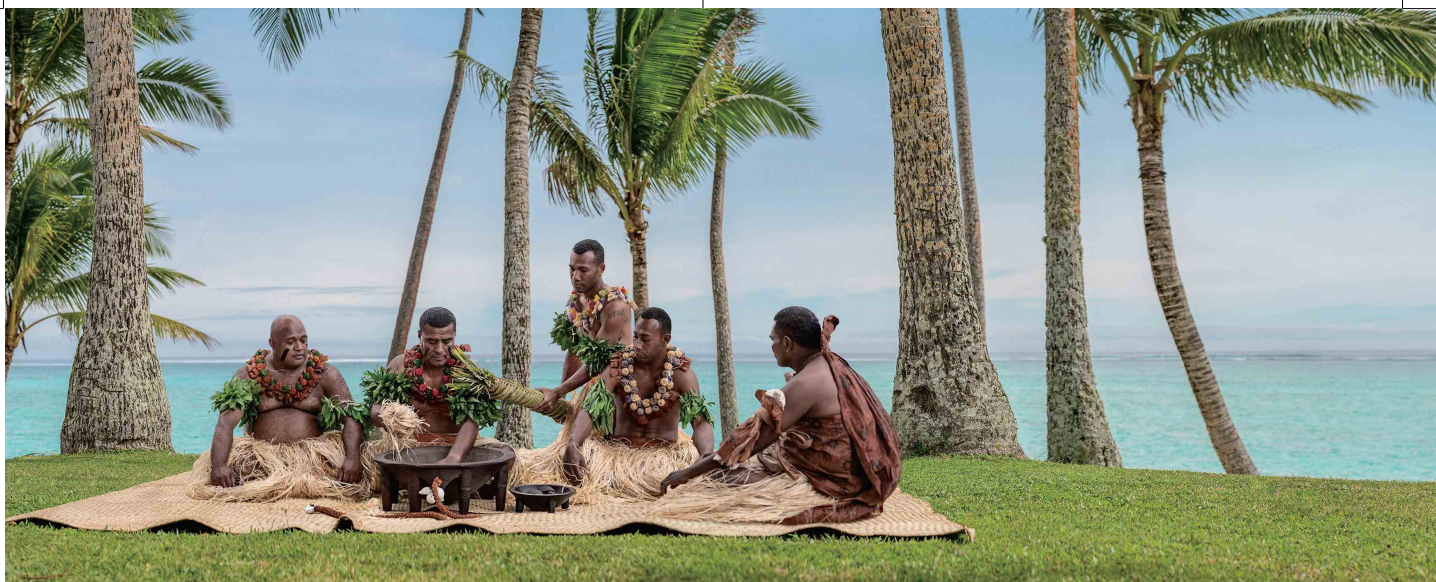
斐济龟岛度假村负责人小理查德·埃文森（Richard Evanson Jnr）称：“出发前我们团队开展了相关讨论，



为所有人解答他们关心的一切问题。之后我们放开一切顾虑，今早欢欢喜喜地乘船来到楠迪国际机场，接受疫苗接种。我们希望活跃现场气氛，和大家分享 Bula 精神，告诉大家团结一致是最好的应对方式。”

关键行业人员和旅游业首批人员完成接种后，斐济





商务、贸易、旅游和运输部长及常任秘书长也接受了疫苗接种。

4月10日之后，疫苗接种范围进一步扩大。斐济旅游局为旅游业不间断提供实时信息，欢迎更多相关人员进行接种。



# *Tourism industry helps with Fiji's national vaccination effort*

Article & image/Fiji Tourism Board





A strong and positive contingent of tourism frontliners were vaccinated by 9 April, thanks to the combined effort of the Ministry of Health and Medical Services working arm-in-arm with the industry, through the Tourism Recovery Team.

A number of transport companies also provided vehicles to the Ministry of Health and Medical Services to help transport people to and from vaccination hubs in the Western Division, to get their first

jab of the Oxford-AstraZeneca vaccine.

A total of 17 locations and resorts, including the Warwick and Intercontinental were transformed into vaccination hubs to ensure easy access for as many eligible people as possible. The efforts continued after 10 April, with vaccinations also happening across Island resorts.

Tourism Fiji's head office in Challenge Plaza, Namaka was transformed into a vaccination hub which helped facilitate a total of 112 vaccinations on Thursday, 8 April. This included eligible staff at Tourism Fiji and other industry partners who gathered to get their jab.

To assist the Ministry of Health and Medical Services in promoting the vaccination roll out programme, Tourism Fiji created a unique COVID-19 Facebook frame. Those who have been vaccinated in Fiji can proudly and patriotically announce that they have been vaccinated by using the frame. It reads "I got my COVID-19 vaccine" and incorporates the Fiji flag.

Tourism Fiji Acting Chief Executive Officer, Robert Thompson said, "Our Tourism Industry in Fiji, despite being badly impacted by COVID-19, has once again demonstrated the power of unity and working together. Tourism Fiji and the Tourism Recovery Team will



continue to support the Ministry of Health and Medical Services in any capacity we can to ensure our people are safe and ready to welcome our guests back to Fiji when the time is right."

Frontliners who attended the Nadi International Airport vaccination hub truly experienced the Bula Spirit as they were vaccinated. Staff from Turtle Island Resort, in their colourful floral yellow outfits, danced and sang songs throughout the day to entertain people.

Managing Director, Turtle Island Fiji, Richard Evanson Jr said, "After discussion as a team, where we addressed any questions or concerns that our staff may have had, the team were all happy to jump on a boat this morning to come to Nadi to get their vaccinations. They also thought they would share the Bula Spirit and show solidarity by entertaining everyone who is here."

The Minister and Permanent Secretary for Commerce, Trade, Tourism and Transport were vaccinated in the following days, following key industry stakeholder and tourism frontliners.

Vaccinations have continued across several locations after 10 April. Tourism Fiji ensures the relevant information is sent to the industry to ensure more frontliners are vaccinated.



# 洛杉矶发起倡议， 成为全美第一个 Sharecare健康安全认证 目的地城市

文/洛杉矶会议及旅游局 图/全景





洛杉矶会议及旅游局近日宣布了一项由数字健康公司 Sharecare 和全球卓越酒店业权威机构《福布斯旅游指南》联合推动的举措，旨在对洛杉矶市所有拥有 50 间或以上客房的酒店进行健康安全认证。通过将健康安全认证作为该类酒店的通用标准，洛杉矶将成为美国首个 Sharecare VERIFIED™ 目的地城市。

Sharecare VERIFIED™ 由 Sharecare 和《福布斯旅游指南》共同开发，是一个全面的检验体系，可向客人和业界伙伴保证洛杉矶的酒店有适当的安全体系。目前所有洛杉矶地区的酒店都必须遵守和执行政府提出的公共卫生准则，但不同的酒店品牌和类别的具体措施又有所不同。VERIFIED™ 酒店通过获得并保持这一称号，来展示酒店的高标准和透明度，为客人、旅游

业者以及内部团队成员建立信心做出额外的承诺。获得 Sharecare VERIFIED™ 认证，每家酒店也确保其将持续不断地执行通过专家验证的严格卫生标准和措施。

Sharecare VERIFIED™ 认证过程涵盖 360 多项标准，涉及健康和卫生措施、清洁产品和使用规范、通风、社交距离、宾客体验以及与客人和员工的健康安全沟通。酒店还必须持续执行相关规范，以确保符合最新的卫生健康标准。

这一消息的到来，正值洛杉矶市旅游业的关键时刻。洛杉矶正在开始复苏，已经进入州政府限制较少的橙色层级，允许在适当的容量控制和安全措施下重新开放博物馆、室内餐饮、主题公园和包括观赛活动在外的户外活动。洛杉矶会议及旅游局邀请游客开始复出，也同时将健康和视为出行的首要前提。

洛杉矶在重启旅游方面一直坚持谨慎和周到的原则，我们感谢与州和地方卫生部门官员在制定适当的措施方面的持续合作，以确保我们能够安全和负责任地重新开放我们的当地旅游业。我们与 Sharecare 的战略合作关系让游客、业界伙伴和酒店员工都能对我市酒店行业对健康和安全的承诺充满信心。

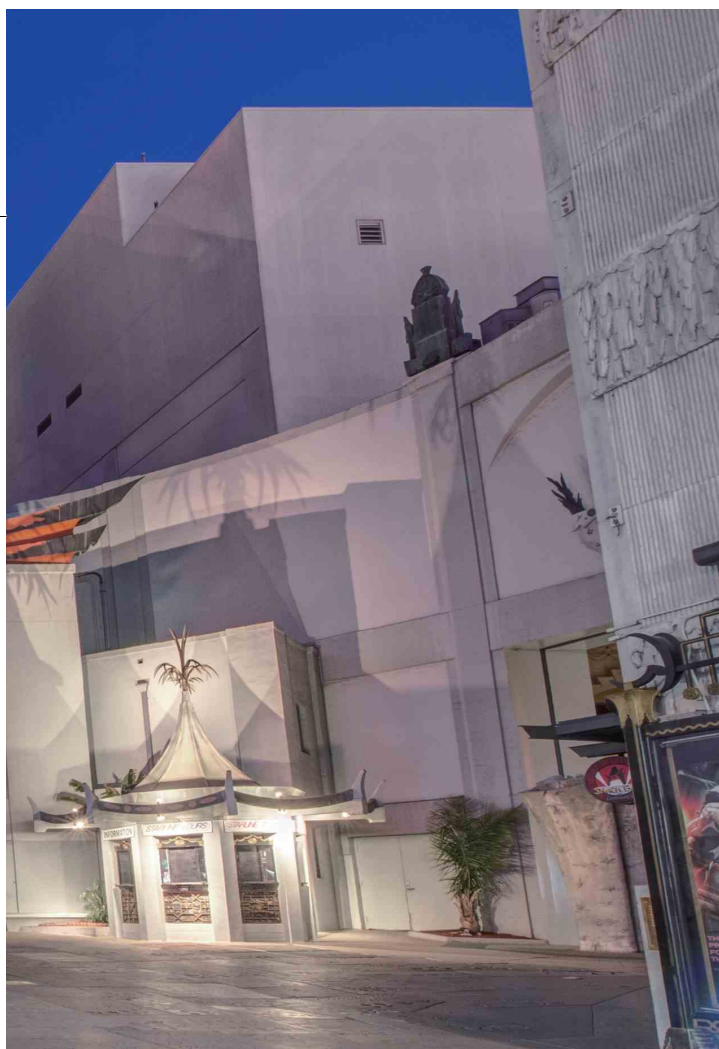
——洛杉矶会议及旅游局总裁兼首席执行官  
博亚当 (Adam Burke)

疫情表明，酒店和度假村必须首先保证客人的安全。通过 VERIFIED™ 认证，在洛杉矶市拥有 50 间或更多客房的酒店将展示他们负责任的态度，遵循全球最佳实践，通过第三方专业机构认证，提高健康安全。

——福布斯旅游指南首席执行官  
菲利浦·博因 (Filip Boyen)

此项认证附带一个易于识别的“福布斯旅游指南”标志，以便符合条件并通过认证的酒店通过其官方网站或其他途径明示，客人也可以对酒店的卫生健康措施一目了然。洛杉矶市拥有 50 间或以上客房的酒店在 2021 年 4 月 30 日前全部完成该项认证。如需了解目前已通过福布斯旅游指南 Sharecare Health Security VERIFIED™ 认证的酒店和度假村的完整名单，请访问：[www.forbestravelguide.com/verified](http://www.forbestravelguide.com/verified)。

如果你想要知道洛杉矶如何在保障居民及外来游客安全的同时重新开放，请访问 [discoverlosangeles.com](http://discoverlosangeles.com)。







# *Los Angeles launches initiative to become first Sharecare Health Security VERIFIED™ destination in US*

Article/Los Angeles Tourism & Convention Board Image/Quanjing

The Los Angeles Tourism & Convention Board recently announced an initiative powered by digital health company Sharecare and Forbes Travel Guide, the global authority on hospitality excellence, to verify the health security of all hotels with 50 or more rooms in the City of Los Angeles. By making health security verification a universal standard across this category of hotels, Los

Angeles is set to become the first Sharecare VERIFIED™ destination in the U.S.

Developed by Sharecare and Forbes Travel Guide, Sharecare VERIFIED™ is a comprehensive verification process and designation that assures guests and travel planners that Los Angeles hotels with this distinction have appropriate safety procedures in place.



All L.A.-area hotels must comply with public health guidelines, however specific protocols and programs vary across hotel brands and product categories. VERIFIED™ hotels are making the additional commitment to promoting transparency and creating confidence for guests, travel planners and team members by achieving and maintaining this designation. By becoming Sharecare VERIFIED™, each property is also ensuring that their protocols will continue to comply with evolving, expert-validated standards.

The verification process for each hotel covers more than 360 standards across health and hygiene protocols, cleaning products and procedures, ventilation, physical distancing, the guest experience, and health safety communication with guests and employees. Hotels also are required to verify their health protocols on an ongoing basis to ensure continued compliance with

the most up-to-date health standards.

This news arrives at a critical moment for tourism in the City. Los Angeles is starting its comeback, having moved to the state's less restrictive orange tier, which allows the safe reopening of museums, indoor dining, theme parks and live outdoor events, including spectator sports, with appropriate capacity controls and safety protocols. As Los Angeles Tourism invites visitors to start their comeback, health and safety remains paramount.

"Los Angeles has been incredibly deliberate and thoughtful in its reopening, and we are grateful for our ongoing partnership with state and local health department officials in developing appropriate protocols to ensure that we can safely and responsibly reopen our local visitor industry. Our strategic partnership with Sharecare allows visitors, planners and hospitality employees alike to feel confident in our hotel community's commitment to their health and safety," stated Adam Burke, President & CEO of Los Angeles Tourism & Convention Board.

"The pandemic has made it clear that hotels and resorts must, first and foremost, assure guests of their safety," said Filip Boyen, CEO of Forbes Travel Guide. "By becoming VERIFIED™, hotels with 50 or more rooms in the City of L.A. are demonstrating their commitment to creating a culture of accountability and following global best practices to heighten health security, verified by a third party."

This verification comes with an easily identifiable "seal of approval" – the Sharecare VERIFIED™ with Forbes Travel Guide badge – that qualifying hotels can use on their websites and other communications to let guests know that they've completed the verification process, which hotels with 50 or more rooms in the City of Los Angeles have completed by April 30, 2021. For a complete list of hotels and resorts that currently are Sharecare Health Security VERIFIED™ with Forbes Travel Guide, please visit [www.forbestravelguide.com/verified](http://www.forbestravelguide.com/verified).

To learn more about how Los Angeles is safely reopening for residents and visitors alike, visit [discoverlosangeles.com](http://discoverlosangeles.com).

