



## 2022 世界旅游城市联合会亚太区域旅游会议在线上召开

5月26日，由世界旅游城市联合会(WTCF)主办、亚太城市旅游振兴机构(TPO)作为支持单位的2022世界旅游城市联合会亚太区域旅游会议(以下简称“亚太会议”)在线上顺利召开。惠灵顿市市长安迪·福斯特(Andy Foster)、毛里求斯驻华大使馆王纯万大使(Marie Roland Alain Wong Yen Cheong)、摩尔多瓦驻华大使馆杜米特鲁·贝拉基什大使(Dumitru Braghis)以及克罗地亚国家旅游局、南非国家旅游局、突尼斯国家旅游局等来自30个国家和地区的49个城市的百余位代表出席了会议，共同探讨亚太区域旅游复苏振兴的合作与发展，展望亚太区域旅游业的未来发展趋势与前景。

联合会常务副秘书长李宝春就在新趋势下如何加速亚太地区旅游城市旅游业涅槃与蝶变、推动亚太旅游进入新的发展阶段提出了几点建议：一是创新旅游管理模式，推动城市治理水平提升；二是顺应市场需求变化，推动城市服务水平提升；三是融合科技发展力

量，推动城市智慧化水平提升；四是持续加强国际合作，推动亚太旅游更高质量发展。

亚太城市旅游振兴机构秘书长Woo Kyoung-ha、新西兰惠灵顿市市长安迪·福斯特就推动亚太地区旅游城市的高质量发展、加强旅游城市智慧化发展等方面进行了专题发言，探究亚太地区旅游业的复苏与振兴时机，依托国际组织平台作用，以旅游业为抓手，增进全人类福祉、推动经济繁荣与可持续发展。

世界旅游城市联合会特聘专家、中国社会科学院旅游研究中心主任宋瑞发布《世界旅游经济趋势报告(2022)》，针对当前全球经济发展环境、全球五大洲旅游发展格局、旅游发展与疫情走势基本吻合，以及未来展望等方面提出了建设性观点，为全球旅游业复苏提供智力支持；亚太旅游协会首席执行官特别顾问张科德量化分析了全球、亚太地区旅游业现状，提出了“2022-2024的亚太地区旅游业展

望”，分析了影响旅游业复苏的因素；新浪旅游副总编辑杨锦潮以亚太旅游板块微博营销案例围绕“新媒体引擎带动亚太城市旅游蓄能发展”发表了观点。

论坛讨论环节，大连市文化和旅游局副局长曾武灵、曼谷市文化体育旅游局副局长 Soontaree Sernsuksamrit、丹戎潘丹市环境旅游社会发展中心主任 Nicolaus Lumanauw、日本 JTB 集团驻北京办事处首席代表安田幹司(Tsuyoshi Yasuda)、东亚区域旅游论坛常设秘书处专家 Nuri Kim、越南大叻市文化和信息处处长黎英杰(Le Anh Kiet)等嘉宾针对“亚太城市在抗击疫情、重振旅游与经济方面实现互利共赢的经验与实践的分享”“展望疫后中国及亚太地区旅游市场发展趋势及旅游复苏政策”等主题开展了多次、充分且深度的交流。

与会代表反馈，本次会议交流研究的主题对相关城市适时多维度制定旅游业复苏战略极具借鉴意义。

## WTCF Conference on Asia-Pacific Tourism 2022 Held Online

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

Li Baochun, Executive Deputy Secretary-General of WTCF, put forward several suggestions on how to speed up the rebirth and transformation of urban tourism in the Asia-Pacific region

amidst the new trends, and push forward the development of Asia-Pacific tourism to a new stage. First, innovate tourism management modes and boost the improvement of urban governance; second, adapt to the changes in market demand and spur the improvement of urban services; third, integrate sci-tech development to support smart city construction; and fourth, continuously strengthen international cooperation and boost higher-quality development of Asia-Pacific tourism.

Woo Kyoung-ha, Secretary-General of TPO, and Andy Foster, Mayor of Wellington,

New Zealand, delivered themed speeches on promoting the high-quality development of tourism cities in the Asia-Pacific region and strengthening the smart development of tourism cities. They also explored the opportunities for the recovery and revitalization of tourism in the Asia-Pacific region, leveraging the role of international organizations as platforms and taking tourism as a booster to improve the well-being of mankind and promote economic prosperity and sustainable development.

Song Rui, Director of the Tourism Research Center,





New Trend and New Pattern of Asia-Pacific Urban Tourism  
亚太地区城市旅游的新趋势与新格局

# 2022 WTCF Conference on Asia-Pacific Tourism 世界旅游城市联合会亚太区域旅游会议

Organizer | World Tourism Cities Federation  
主办单位 | 世界旅游城市联合会

Support Unit | Tourism Promotion Organization For Asia Pacific Cities  
支持单位 | 亚太旅游城市振兴机构



May.26.2022

Chinese Academy of Social Sciences (TRC-CASS) and an expert of WTCF, released the Report on World Tourism Economy Trends (2022). Constructive views were offered in view of the current global economic development environment, the development pattern of tourism on the five continents, the trend of tourism development which are all affected by the epidemic, and the prospects, providing intellectual support for the recovery of global tourism. John Koldowski, Special Advisor to CEO of Pacific Asia Travel Association (PATA), presented a quantitative analysis of the current situation of global and Asia-Pacific tourism, proposed the "Outlook of Asia-Pacific Tourism in 2022-2024", and analyzed the factors affecting the recovery of

tourism. Rich Yang, Associate Editor-in-Chief of Sina Travel, expressed his views on "New Media Drives the Accumulated Development of Asia-Pacific City Tourism", sharing the case of Weibo-based marketing for Asia-Pacific tourism.

During the Forum Panel Discussion, Zeng Wuling, Deputy Director-General of Dalian Municipal Bureau of Culture and Tourism, Soontaree Sernsuksamrit, Deputy Director-General of Culture Sports and Tourism Department, Bangkok, Nicolaus Lumanauw, Chairman of Tanjung Pandan Environmental Tourism Social Development Center, Tsuyoshi Yasuda, Chief Representative of JTB Corp's Beijing Office, Nuri Kim, Specialist of EATOF (East Asia Inter-Regional Tourism Forum)

Permanent Secretariat, Le Anh Kiet, Head of the Dalat City Information and Culture Division, Vietnam, and other guests held rounds of in-depth discussions focusing on such topics as "Experience and Best Practice Sharing of Asia Pacific Cities on How to Achieve the Win-Win Situation in Their Efforts to Battle the COVID-19 and Revitalize the Economy and Tourism" and "Policies of Asia-Pacific Cities for Tourism Recovery and the Development Trend of Tourism Market in China and Asia-Pacific Region in the Post-Pandemic Era".

The participants noted in their feedback that the topics covered during this Conference are of great significance for relevant cities to formulate tourism recovery strategies in a timely and multi-dimensional manner.

## 世界旅游城市联合会和联合国开发计划署共同举办《疫情背景下世界旅游城市可持续发展——中国行动研究》项目介绍会



4月28日,由世界旅游城市联合会(简称“WTCF”)和联合国开发计划署(简称“UNDP”)联合中国旅游城市共同举办的《疫情背景下世界旅游城市可持续发展——中国行动研究》项目介绍会在北京以线上方式召开,此次介绍会主题为“疫情背景下世界旅游城市可持续发展”,旨在探索旅游业贡献可持续发展的方法和路径,向国际社会展示中国旅游城市推进可持续发展的实践和经验。

当下,WTCF的许多中国城市会员,坚持将城市规划、政策和实践行动与可持续发展紧密结合起来,在疫情防控、旅游扶贫、环境保护、绿色旅游、智慧旅游、提升城市服务质量等方面做出了许多有意义的实践。

为此,WTCF与UNDP联合中国旅游城市共同搭建合作交流平台,通过开展《疫情背景下世界旅游城市可持续发展——中国行动研究》的项目研究,探索旅游业贡献可持续发展的方法和路径,向国际社会展示中国



旅游城市在推进可持续发展方面的实践和经验。

UNDP驻华代表处项目官员王亚琳主持了本场线上会议。UNDP驻华副代表乔展(James George)和WTCF常务副秘书长李宝春做主题发言。UNDP可持续发展本地化项目主任王东、中国社科院可持续发展研究中心秘书长王谋、WTCF研究培训部总监沈小钰在会上就项目内容、报告核心、城市案例申报要求及后续推广传播方案等进行详细介绍,并就与会城市代表提出的各种问题进行解答。

UNDP驻华副代表乔展在发言中讲到,《疫情背景下世界旅游城市可持续发展——中国行动研究》项目旨在评估各城市对实现可持续发展目标做出的贡献并总结优秀实践经验,以展示新冠疫情背景下旅游城市的可持续性影响。希望这次的项目研究能够激发全球范围内的讨论和经验分享,为我们共同的未来找到具有共通性及实操性的解决方案。

WTCF常务副秘书长李宝春在发言中指出,中国的旅游城市一直在致力于探索一条城市升级改造与可持续发展融合的发展道路。在当前疫情肆虐的情况下,中国许多的旅游城市依然秉承可持续发展的理念目标,为振兴与复苏后疫情时代的旅游业打下了坚实的基础,这在全球范围内都有十分重要的借鉴意义。李宝春还指出,世界旅游城市联合会将会不遗余力地推动旅游城市的可持续发展,并将持续分享中国城市的经验,传播优质的案例和实践成果,为推动世界旅游城市积极应对疫情后的复苏而不懈努力。

中国社科院可持续发展研究中心秘书长王谋在会议中介绍到,旅游业直接或者间接的为可持续发展目标做出贡献,中国旅游城市落实的可持续发展目标(SDGs)更是具有示范意义。

WTCF研究培训部总监沈小钰详细介绍了数据和案例征集的重点方向,并鼓励参会的会员城市积极踊跃参与,为项目研究提供全面、丰富、优质的城市可持续发展案例,从而更好地宣传中国城市在疫情背景下推进可持续发展建设的成果。

要实现疫情背景下世界旅游城市的可持续发展,需要各方通力合作,相信在世界旅游城市联合会和联合国开发计划署共同搭建的平台下,在联合会中国会员城市的携手努力下,必将为世界旅游城市可持续发展提供一种新的思路。



## WTCF and UNDP Jointly Host Project Briefing on "The Sustainable Development of World Tourism Cities under COVID Context: The Response from China"



On 28 April, the briefing on the project named "The Sustainable Development of World Tourism Cities under COVID Context: The Response from China" was held online in Beijing. It was jointly hosted by the World Tourism Cities Federation (WTCF) and the United Nations Development Program (UNDP) together with Chinese tourism cities. Themed "Sustainable Development of World Tourism Cities under COVID Context", the project aims to explore methodologies and paths for tourism to contribute to sustainable development and present the practice and experience of Chinese tourism cities in promoting sustainable development to the international community.

Facing the rampant spread of the COVID-19 pandemic, many Chinese city members of WTCF have, by integrating urban planning, policies and practices with sustainable development, made meaningful efforts in pandemic prevention and control, poverty alleviation by tourism, environmental protection, green tourism, smart tourism, and urban service quality improvement.

Therefore, WTCF and UNDP work with Chinese tourism cities to set up a platform for cooperation and exchange. Through the studies under the project, both organizations intend to explore methodologies and paths for tourism to contribute to sustainable development and present the practice and experience of

Chinese tourism cities in promoting sustainable development to the international community.

Wang Yalin, Programme Manager of UNDP China, moderated the online session. James George, UNDP Deputy Resident Representative in China, and Li Baochun, Executive Deputy Secretary-General of WTCF, delivered keynote speeches. Wang Dong, Programme Director for SDG Localization of UNDP China, Wang Mou, Secretary-General of Research Center for Sustainable Development, the Chinese Academy of Social Sciences (CASS), and Shen Xiaoyu, Director of WTCF's Research and Training Department, interpreted the project's content, the core information of the report,

requirements for submission of city cases, and follow-up promotion plans. They also answered various questions from participating city representatives.

James George, UNDP Deputy Resident Representative in China, said in his speech that the project titled "The Sustainable Development of World Tourism Cities under COVID Context: The Response from China" aimed to assess the contribution of cities towards achieving the Sustainable Development Goals (SDGs) and summarize best practices to demonstrate the sustainable impact of tourism cities in the context of COVID-19. It is hoped that this research project will inspire worldwide discussion and experience sharing to find universal and practical solutions for our common future.

Li Baochun, Executive Deputy Secretary-General of WTCF, noted in his speech that Chinese tourism cities have been committed to exploring a development path that integrates urban upgrade and transformation with sustainable development. Despite the current pandemic, many tourism cities in China still adhere to the concept and goal of sustainable development, which has laid a solid

foundation for the revitalization and recovery of tourism in the post-pandemic era. This provides important references for the whole world. Li Baochun also pointed out that WTCF will spare no efforts to promote the sustainable development of tourism cities, continuously share the experience of Chinese cities, disseminate high-quality cases and practical results, and make unremitting efforts to enhance the post-pandemic recovery of world tourism cities.

Wang Mou, Secretary-General of Research Center for Sustainable Development, CASS, said at the briefing that tourism contributes directly or indirectly to SDGs, and the goals having been delivered in this regard by Chinese tourism cities are of exemplary significance.

Shen Xiaoyu, Director of WTCF's

Research and Training Department, introduced in detail the key direction of collecting the data and cases, and encouraged participating member cities to take an active part, to provide comprehensive, rich and high-quality cases of urban sustainable development for the project. By doing so, Chinese cities will also have their achievements made in promoting sustainable development amid the pandemic better understood.

The realization of the sustainable development of world tourism cities amid the pandemic requires all parties to work together. The platform jointly established by WTCF and UNDP, and the concerted efforts of WTCF member cities in China, will definitely provide new inspirations and visions for the sustainable development of world tourism cities.

