

# 2022 世界文化旅游名城济宁（曲阜）论坛于 6 月 26 日召开

6月26日，由世界旅游城市联合会（以下简称“联合会”）、山东省文化和旅游厅与济宁市人民政府共同举办的“2022 世界文化旅游名城济宁（曲阜）论坛”在山东省济宁市曲阜市召开。

此次论坛以“增进文明交流互鉴、建设文化旅游名城”为主题，吸引了来自 18 个国家的驻华外交官、13 家旅游机构和 60 余家旅游媒体的代表以及 20 余位世界旅游城市联合会会员城市代表出席，共同讨论文旅市场发展新趋势、新产品、新业态，以及世界文旅名城的品牌建设话题。

山东省副省长孙继业、联合会中国会员城市代表长沙市副市长肖正波、联合会会员城市土耳其伊兹密尔市长穆斯塔法·唐克·索耶以及济宁市主要领导作开幕致辞，济宁市副市长张东主持了此次开幕式。

在主题为“加强文旅交流、增进文明互鉴”的特别论坛中，约旦哈希姆王国驻华大使胡萨姆·侯赛尼、泰国国驻

华大使阿塔育·习萨目、毛里求斯共和国驻华大使王纯万、摩尔多瓦共和国驻华大使杜米特鲁·贝拉基什以及哥斯达黎加共和国驻华使馆临时代办希美那·哈恩·巴托达诺发表了精彩的观点，给世界文化旅游名城建设带来了国际视野和深刻启发。

主旨发言环节，联合会首席专家魏小安和北京大学教授、联合会专家吴必虎就文旅市场发展趋势和世界文化旅游名城品牌建设进行详细讲解，给城市建设文化名城带来了科学和前沿的观点。

成果发布环节，联合会专家、原国家旅游局副局长杜一力发布了《世界文化旅游名城建设与发展研究报告》，介绍和总结了北京等 6 个国际知名文旅城市的建设经验。联合会常务副秘书长李宝春宣读了《世界文化旅游名城济宁（曲阜）论坛尼山宣言》，向世界旅游城市发出推动文化资源的高质量利用、探索新的文化表达与传播方式、加

强世界旅游文化名城的交流与合作等倡议。

业界讨论环节由北京联合大学教授、联合会专家曾博伟与联合会研究与培训部总监沈小钰博士主持，阿尔及利亚民主人民共和国驻华使馆经济参赞思迈尔·哈乐发卫、斯里兰卡民主社会主义共和国驻华使馆二等秘书桑朱·达桑纳亚克、南非国家旅游局负责人曼索尔·穆罕默德、沙特阿拉伯国家旅游局华北及东北区旅业经理杨欣、同程文旅副总裁兼同程研究院研究中心主任谢晔、中国旅游协会副会长兼山

东省旅游行业协会会长王德刚、中国旅游报社社长徐行、携程集团北京渠道事业部总经理张可维、途睿资本管理合伙人邹风以及美团文旅政企合作中心总经理路梦西就“文旅市场发展新趋势：新产品与新业态”和“世界文旅名城的品牌建设”两个主题展开了深刻的讨论。

本次论坛是“世界文化旅游名城论坛”的首场活动，旨在加强世界文旅名城建设，增进世界旅游城市文明交流互鉴，提升世界旅游城市发展水平，并推动世界旅游城市可持续发展。





# Jining (Qufu) Forum on World Famous Cultural Tourism Cities 2022 Launched on 26 June

The Jining (Qufu) Forum on World Famous Cultural Tourism Cities 2022, an event co-hosted by the World Tourism Cities Federation (WTCF), Shandong Provincial Department of Culture and Tourism, and Jining Municipal People's Government, was held in Qufu, Jining, Shandong Province on 26 June 2022. With the theme of "Promoting Communication and Mutual Learning among Civilizations, Building Famous Cultural Tourism Cities", the forum attracted diplomats from 18 countries' embassies and consulates, representatives of 13 tourism organizations and more than 60 tourism media outlets, and over 20 representatives of the member cities of WTCF. They discussed the new development trends, new products and new business patterns of cultural tourism markets, as well as the

brand building of world-famous cultural tourism cities.

Sun Jiye, Deputy Governor of Shandong Province, Xiao Zhengbo, Deputy Mayor of Changsha and a Representative of WTCF's City Member, Mustafa Tunç Soyer, Mayor of Izmir (Turkey) and a Representative of WTCF's City Member, and major leaders of Jining delivered opening speeches. Zhang Dong, Deputy Mayor of Jining City, presided over the opening ceremony.

At the Special Forum Session themed "Strengthening Cultural Tourism Exchanges, and Promoting Communication and Mutual Learning among Civilizations", H.E. Hussam Al Hussein, Ambassador of the Hashemite Kingdom of Jordan to China, H.E. Arthayudh Srisamoot, Ambassador of the Kingdom of Thailand to China, H.E. Marie Roland Alain Wong

Yen Cheong, Ambassador of the Republic of Mauritius to China, H.E. Dumitru Braghis, Ambassador of the Republic of Moldova to China, and Hon. Jimena Jaen Baltodano, Chargé d'affaires, Embassy of the Republic of Costa Rica in China, expressed impressive views, which brought international perspectives and deep inspiration to the building of world-famous cultural tourism

cities.

In their keynote speeches, Wei Xiao'an, WTCF Chief Expert, and Wu Bihu, Professor of Peking University and WTCF Expert, elaborated on the development trends of cultural tourism markets and brand building of world-famous cultural tourism cities, offering science-based and visionary views on the urban construction of







famous cultural cities.

At the Release Session, Du Yili, WTCF expert and the former Deputy Director-General of the China National Tourism Administration, released a document titled the "Study on the Development of World Famous Cultural Tourism Cities", which introduced and summarized the construction experience of six world-famous cultural tourism cities including Beijing. Executive Deputy Secretary-General of WTCF Li Baochun read the "Jining (Qufu) Forum on World

Famous Cultural Tourism Cities – Nishan Declaration". The forum's declaration encouraged the world tourism cities to promote the high-quality utilization of cultural resources, explore new ways of cultural expression and dissemination, and strengthen exchanges and cooperation among the world-famous cultural tourism cities.

The Panel Discussion Session was moderated by Zeng Bowei, Professor of Beijing Union University and WTCF Expert, and Shen Xiaoyu, WTCF Director of Research

& Training Department. Smail Halfaoui, Economic Counselor of the Embassy of the People's Democratic Republic of Algeria in China, Sanju Dasanayake, Second Secretary, Embassy of the Democratic Socialist Republic of Sri Lanka in China, Mansoor Mohamed, Asia Pacific Hub Head of South African Tourism, Lily Yang, Business Development Manager, North & Northeast China of Saudi Tourism Authority, Jill Xie, Vice President of Tongcheng Holdings Co., Ltd. and Director of Tongcheng Research Center,

Wang Degang, Vice President of China Tourism Association and President of Shandong Tourism Trade Association, Xu Xing, President of China Tourism News, Kevin Zhang, General Manager of Channel Beijing Branch, Trip.com, Zou Feng, Managing Partner of Tourism Capital, Lu Mengxi, General Manager of Culture & Tourism Government-Enterprise Cooperation Center of Meituan, held in-depth discussions on the two themes, namely "New Development Trend of Cultural Tourism Market: New Product

and Business Pattern" and "Brand Building of World Famous Cultural Tourism Cities".

This forum is the first event of the "Forum on World Famous Cultural Tourism Cities", aiming to strengthen the building of world-famous cultural tourism cities, enhance the exchanges and mutual learning among the civilizations represented by the world tourism cities, boost the development of the world tourism cities, and bolster the sustainable development of the world tourism cities.

