



2012~2022 WTCF

对话世界，笃行致远

——WTCF 眼中的旅游十年

**Dialogue with the World,
Achieving success with diligence**

——A Decade of Tourism in the Eyes of WTCF



2012 ~ 2022，是世界旅游风云激荡的十年，也是世界旅游城市联合会（WTCF）蓬勃发展的十年。

这十年，WTCF 会员数量从最初的 58 个发展至目前的 238 个，覆盖全球 83 个国家和地区，其中城市会员 159 个，机构会员 79 个，6 个分会会员总数 332 个。

这十年，世界旅游经历了起势升腾，也遭遇了疫情冲击，如今，旅游从业者们越来越认识到国家、城市之间携手合作和创新发展的趋势与意义。

带着“旅游让城市生活更美好”的希冀，WTCF 阔步迈入 2023 年。下一个更加值得期待的崭新十年，正在开启。

The period from 2012 to 2022 was a decade of turbulence in the world tourism industry as well as thriving growth for the World Tourism Cities Federation (WTCF).

Over the past decade, WTCF's membership has grown from 58 to 238 members, covering 83 countries and regions around the world, including 159 city members, 79 institutional members, and 332 members in six branches of the federation.

During this decade, the tourism industry has experienced rapid growth and faced unprecedented challenges, especially the impact of the pandemic. Today, tourism professionals increasingly recognize the importance of cooperation and innovative development among countries and cities.

With the aspiration of "Tourism Making City Life Better," WTCF strides into 2023, heralding a new and exciting decade to come.

十年精彩 无限未来

A Decade of Excellence, An Infinite Future

十年来，从香山旅游峰会到世界文化旅游名城论坛，从世界旅游合作与发展大会到区域旅游会议，WTCF 每年都会举行多样的主题活动，为会员搭建交流经验、加强合作、凝聚共识的平台。回溯十年，通过每一年的代表性主题，我们可以看到 WTCF 与世界旅游日渐紧密的联系，对国际市场日渐敏锐的观察，为全球合作不断助力的初心。

Over the past decade, WTCF has organized a variety of thematic activities every year, from the Xiangshan Tourism Summit to the World Cultural Tourism Cities Forum, from the World Tourism Cooperation and Development Conference to the Regional Tourism Conference. These activities have built a platform for members to exchange experiences, strengthen cooperation, and build strong consensus. Looking back, we can see that WTCF's ties with world tourism have grown increasingly closer. WTCF has also observed the international market keenly and remained committed to continuously contributing to global cooperation.



2012 世界旅游城市联合会北京香山旅游峰会 WTCF Beijing Fragrant Hills Tourism Summit 2012



“旅游让城市生活更美好”
“Better City Life through Tourism”



旅游产业是拉动经济发展方式转变、促进产业转型升级的重要引擎，也是建设环境友好型、资源节约型城市的产业支撑，特别是旅游业在拉动内需消费、带动产业升级、吸纳社会就业、提高生活品质、构建和谐社会、拓展国际交流、增添城市魅力等方面发挥着十分显著的作用。

城市是旅游的主要目的地。世界旅游城市联合会填补了旅游城市间没有国际合作组织的空白，以“旅游让城市生活更美好”为主旨，为世界旅游城市互利共赢

合作发展提供平台，在彼此分享发展经验的基础上，开展旅游资源评估、旅游市场调查、发布旅游城市、旅游企业等综合或专项旅游指标信息，研究会员城市旅游战略，建立城市间旅游市场互惠机制，共塑市场、互送客源，同步宣传、加强旅游市场的开发合作。

The tourism industry is an important engine for in transforming the economic growth pattern and promoting industrial transformation and upgrading, and contributing to an environment-friendly and resource-saving city. In particular, it plays a significant role in stimulating domestic consumption, driving industrial upgrading, creating employment, improving living standards, building a harmonious society, expanding international exchanges, and adding luster to cities.

Cities are the main destination of tourism. The World Tourism Cities Federation has filled the gap between international cooperation organizations among tourism cities. Themed "Better City Life through Tourism," it provides a platform for mutually beneficial and win-win cooperation and development among world tourism cities. Based on sharing development experience, it assesses tourism resources, surveys the tourism market, releases comprehensive or specific tourism indexes of tourism cities and enterprises, and studies the tourism strategies of member cities. In addition, it establishes a reciprocal mechanism for the inter-city tourism market so that the members can jointly shape the market, introduce tourists, publicize in a synchronous manner, and strengthen the development and cooperation of the tourism market. ©



2013 世界旅游城市联合会北京香山旅游峰会

WTCF Beijing Fragrant Hills Tourism Summit 2013



“旅游：城市可持续发展的新动力”


“Tourism: New Driver of Force Sustainable Urban Development”

2013 年世界旅游城市北京香山旅游峰会以“旅游：城市可持续发展的新动力”为主题，通过会员城市之间的合作交流，促进经济社会协调发展。

旅游业是国际上公认的绿色经济产业，不仅对城市的转型起到促进作用，还有助于城市生态环境的改善。经济实现成功转型的关键就在于依靠居民的消费来拉动经济的增长，提高消费在经济总量中的比重。大力发展旅游业可以扩大内需，明显带动居民就业水平的提高，以旅游发展为契机，推动城市产业结构优化，提高城市居民生活质量，发挥企业优势，为城市可持续发展贡献力量。

With the theme of "Tourism: The New Driving Force for Sustainable Urban Development," Beijing Fragrant Hills Tourism Summit of World Tourism Cities 2013 promoted coordinated economic

and social progress through cooperation and exchanges among member cities.

As an internationally recognized green economy industry, tourism industry contributes to urban transformation and helps improve the ecological environment in cities. The key to successful economic transformation lies in driving economic growth through residents' consumption and in increasing the proportion of consumption in the economic aggregate. Booming tourism can expand domestic demand and significantly promote employment. We should take tourism as an opportunity, optimize the urban industrial structure, improve urban residents' life quality, give full play to enterprises' advantages, and contribute to sustainable urban development. 



2014 世界旅游城市联合会北京香山旅游峰会

WTCF Beijing Fragrant Hills Tourism Summit 2014



“市场与合作”

“Market and Cooperation”

开拓和共享旅游市场是世界旅游业发展的必由之路。本届峰会确立了“市场与合作”主题，并首次推出旅游项目推介会和旅游产品交易洽谈会等重要活动，为与会者搭建立体化信息平台。

为更好地优化市场环境、提高行业服务水平，联合会将以推动旅游便利化为目标，加快研究制定服务标准和评价体系、推动服务更加专业化、精细化；为更好地促进会员间和组织间的合作，联合会将开发建设互惠合作平台，积极开展互惠互助式旅游产品创新和文化推广活动，降低旅游成本，消除地域和文化隔阂。同时，加强信息化建设，实现信息的互联与共享，提供更加完善的信息服务。

Expanding and sharing the tourism market is the only way for us to develop the global tourism industry. This Summit established the theme of "Market and Cooperation" and launched important activities such as a tourism project promotion conference and tourism product trade fair for the first time to build a three-dimensional information platform for participants.

To optimize the market environment



and improve the service of the industry, the Federation will develop and construct a mutual cooperation platform with the goal of facilitating traveling, will accelerate R&D, and formulating service standards and evaluation systems to professionalize and refine services. To enhance cooperation among members and organizations, the Federation will develop and build a mutually

beneficial platform, actively innovate tourism products of mutual benefits and assistance and hold cultural promotion activities, reduce tourism costs, and eliminate regional and cultural barriers. At the same time, it will strengthen information construction, interconnection, and sharing of information technology and provide complete information services. ©



2015 世界旅游城市联合会拉巴特非斯香山旅游峰会 WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015



“多元化与可持续发展” “Diversity and Sustainability”

本次峰会的主题定位于多元化和可持续发展，目的是要探讨多元化的人文元素和旅游发展方式，倡导会员城市保持和弘扬各自的特色，从而在全球范围内形成多

元并存、相得益彰的全球旅游城市大格局。我们相信城市是旅游发展和运作的一个重要的基本单元，作为全球首个以城市为主体的国际旅游组织，我们必须清醒地意





识到自己在经济、社会和环境发展方面实现旅游可持续发展的
重要责任。

Under the theme Diversity and Sustainability, the Summit aims to explore the diverse cultural dimensions of tourism and ways of tourism development, advocate for member cities to preserve and develop their unique characteristics, and thus create a global environment of

diversity and complementarity for tourism cities. We believe cities are the basic units of tourism development and operation. As the world's first international tourism organization focusing on cities, we must clearly understand the economic, social and environmental benefits of sustainable tourism development and our important responsibilities in making it possible. ©

2016 世界旅游城市联合会重庆香山旅游峰会 WTCF Chongqing Fragrant Hills Tourism Summit 2016



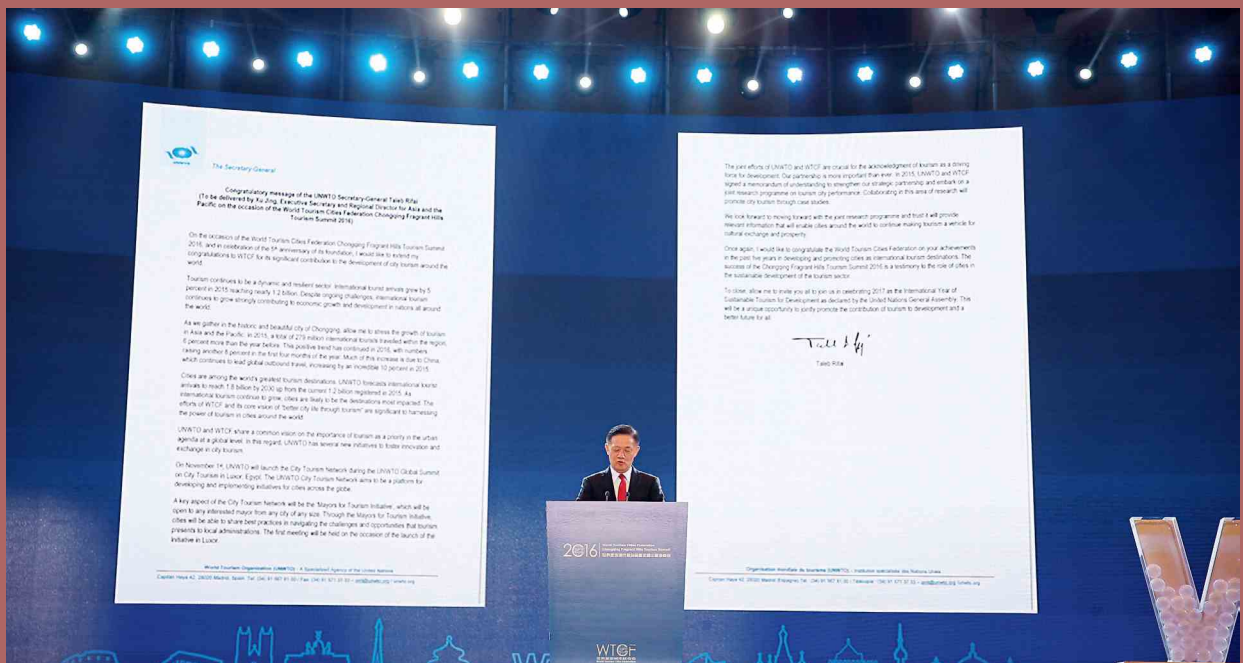
“共享经济与世界旅游城市发展”

“ Shared Economy And The Development of World Tourism Cities ”

2016 年重庆香山旅游峰会以共享经济为主题，顺应了互联网时代经济的发展趋势。全球信息化时代背景下，经济的新模式和新业态，对各行各业都产生了深刻的影响，尤其是旅游业，我们所有会员要意识到共享经

济给我们带来的机遇，积极跟进的同时也要客观面对共享经济给我们带来的挑战，我们也倡导大家多学习共享经济下的新模式、新业态，利用新技术来实现旅游业新的发展。





The theme of the Chongqing Fragrant Hills Tourism Summit 2016, sharing economy, conforms to the economic trend of the Internet era. In the information age, the new patterns and forms of the economy have a profound impact on all walks of life, especially the tourism industry. All of our members should be aware

of the opportunities of the sharing economy. While seizing these opportunities, we should also recognize the challenges it brings. We also encourage our members to learn more about the patterns and forms of sharing economy and realize further development of tourism industry with the application of new technologies. ☺

2017 世界旅游城市联合会洛杉矶香山旅游峰会 WTCF Los Angeles Fragrant Hills Tourism Summit 2017



“全球化与世界旅游城市发展”

“Impact of Globalization on World Tourism City Development”

我们认为，全球化是 20 世纪 80 年代以来世界范围最重要的发展趋势，是当今世界的基本特征，对于促进世界贸易繁荣、投资发展、人员交流、技术扩散起到了重要的推动作用。

旅游是传播人类文明的重要途径，旅游业与全球化是一个相互依存、相互融合、相互促进的命运共同体，世界旅游业的蓬勃发展对全球化趋势的深度调整发挥着重要的引导作用。

城市既是世界旅游的主要目的地，也是世界旅游的

主要客源地，承担着旅游集散中心的重要功能。我们高度重视旅游城市在推动世界旅游发展中的节点作用，围绕促进全球化与世界旅游城市协同发展这个战略重点，世界旅游城市联合会提出如下倡议。

一、促进世界旅游市场更加繁荣。二、提升世界旅游综合服务水平。三、推动世界旅游协调发展。四、推进旅游服务更加便捷高效。五、提高世界旅游安全保障水平。六、注重加强旅游资源的有效保护。





We believe that globalization is the most important trend of development in the world since the 1980s and the basic characteristic of today's world. It plays a significant role in promoting trade prosperity, investment development, personnel exchanges and technology dissemination.

Tourism is an important means for communication of human civilization, playing an irreplaceable role in promoting friendly exchanges among people of different countries and regions. The tourism industry and globalization, which are interdependent, integrated and mutually reinforcing, together form a community of common destiny. The robust development of world tourism industry plays an important role in leading and adjusting the future globalization.

Cities are both the major destinations and major tourist sources of world tourism. They carry the important function of tourism hubs. We attach high importance to the role of tourism cities as the connecting points for world tourism development, and in keeping with the strategic focus of advancing globalization and promoting coordinated development of world tourism cities, WTCF would like to put forward the following initiatives:

1. Establishing a more prosperous world tourism market.
2. Improving world tourism comprehensive services.
3. Promoting coordinated development of world tourism.
4. Providing more convenient and efficient tourism services.
5. Strengthening the safety and security of world tourism.
6. Ensuring the effective protection of tourism resources.

2018 世界旅游城市联合会青岛香山旅游峰会 WTCF Qingdao Fragrant Hills Tourism Summit 2018



“把握发展趋势 提升城市品牌” “Orient Industry Trends, Brand Tourism Cities”

城市品牌是一个城市精神内核的社会表达，是自然资源、历史文化、人才科技、资本投入与经营管理等多种要素长期融合发展的结果，是城市知名度、美誉度和


竞争力的集中体现。加强旅游城市品牌建设是提升旅游城市核心竞争力的战略举措，对于促进世界旅游城市可持续发展具有重要意义。



世界旅游城市联合会在广泛共识的基础上，起草了《世界旅游城市品牌建设行动计划》，经世界旅游城市联合会全体会员通过，成为全体会员的共同行动指南。世界旅游城市联合会希望旅游城市通过制订和实施品牌建设行动计划，充分发挥城市品牌对旅游城市发展的带动作用，推动构建起多领域、多层次、多主体的旅游城市品牌建设和维护机制。

The brand of a city is the social manifestation of its cultural core, and the result of long-standing integration of factors such as natural resources, history and culture, human capital, science and technology, capital investment and operation management. It is the embodiment of the city's popularity, reputation and competitiveness. To

strengthen brand building is a strategic measure that helps raise the key competitiveness of cities, and plays an important role in promoting the sustainable development of tourism cities in the world.

On the basis of extensive consensus, WTCF has drafted the Action Plan for the Brand Building of World Tourism Cities, which will serve as a guide to action for all members upon its adoption by the entire WTCF membership. WTCF hopes to leverage the role of city brands in driving the development of tourism cities, and promote the construction of a multi-sector, multi-tier and multi-stakeholder mechanism for the building and maintenance of tourism city brands. 



2019 世界旅游城市联合会赫尔辛基香山旅游峰会 WTCF Helsinki Fragrant Hills Tourism Summit 2019



“智慧旅游——城市创新与发展之路”

“Smart Tourism – Road to City Innovation and Development”

旅游城市已经成为世界旅游发展的核心载体，智慧旅游对世界旅游创新发展产生重要影响。智慧旅游是通过互联网、大数据、智能化等信息技术在旅游方面的广泛应用，不断提升旅游体验、服务、管理和营销水平的一种全新的旅游发展形态。旅游城市可以通过智慧旅游的发展，解决好旅游城市发展过程中的客源不足或过度旅游问题。

总体看来，全球范围内智慧旅游发展仍处在局部的、分散的、个别的探索阶段，系统化、全球化和标准化的发展态势尚未形成。加快建设覆盖全球的信息基础设施和公共服务平台，提高全球信息化应用能力，实现智慧旅游从个别景区和个别城市向跨区域、多城市联动发展转变，是世界旅游城市创新发展的重要任务。联合会高度重视科学技术对世界旅游的重大影响，希望通过智慧





旅游城市建设，进一步提升世界旅游服务、管理、营销和体验水平，为推动世界旅游可持续发展贡献力量。

Tourism cities have become the core carriers of world tourism development, and smart tourism has a significant impact on the innovative development of world tourism. Smart tourism is a new form of tourism development that uses information technology such as the Internet, big data, and intelligence to improve the level of tourism experience, services, management, and marketing. Tourism cities can solve the problem of insufficient or excessive tourism in the development process through the development of smart tourism.

Overall, the development of smart tourism globally is still in the exploratory stage, with partial,

scattered, and individual development trends. It is important to accelerate the construction of information infrastructure and public service platforms covering the world, improve the global information application capability, and achieve the transformation of smart tourism from individual scenic spots and cities to cross-regional and multi-city linkage development. This is an important task for the innovative development of world tourism cities. The Federation attaches great importance to the significant impact of science and technology on world tourism and hopes to further enhance the level of world tourism services, management, marketing, and experience through the construction of smart tourism cities, contributing to the sustainable development of world tourism. ©

2020 世界旅游合作与发展大会

World Conference on Tourism Cooperation and Development 2020



“重启旅游 再创繁荣”

“Rebuilding World Tourism for Prosperity”

新冠肺炎疫情改变了世界旅游发展的走向、世界旅游的出行方式和管理模式。世界旅游是世界经济复苏的风向标和发动机，率先实现旅游业快速反弹，对拉动

经济增长，增进人文交流，减少社会贫困，促进社会稳定具有十分重要的作用。重启全球旅游发展，必须充分考虑抗击疫情的长期性，必须重视旅游业对促进经济增



长的拉动作用，树立更加人性、更加健康、更加有序的发展理念，坚持疫情防控与旅游重启并重，尽早出台系统性旅游业复苏计划，采取分级、分区、分时管理的办法，加快构建与疫情防控相适应的旅游产业形态和管理模式，全面促进世界旅游的绿色可持续发展。

The COVID-19 epidemic has redirected world tourism and changed its travel and management modes. World tourism is a barometer and engine for global economic recovery. A leading and rapid rebound in the tourism industry is vital for boosting economic growth, enhancing people-to-people and cultural exchanges, reducing social poverty, and stabilizing society. To restart global tourism,

we must fully consider the protracted fight against the epidemic, attach importance to tourism as the engine for economic growth, and establish a concept of more humane, healthier and more orderly development. We must adhere to the principles of epidemic prevention and control and tourism restart and issue a systematic tourism recovery plan as soon as possible. In addition, we should construct tourism industry patterns and management models compatible with epidemic prevention and control in a classified, zoned, and phased manner so as to promote the green and sustainable development of world tourism comprehensively. ©



2021 世界旅游城市联合会北京香山旅游峰会暨 世界旅游合作与发展大会

WTCF Beijing Fragrant Hills Tourism Summit &
World Conference on Tourism Cooperation and Development 2021



“振兴世界旅游 赋能城市发展”

“Revitalizing World Tourism and Energizing City Development”

疫情虽然对世界旅游造成冲击，但也给行业带来新机遇，具体表现为旅游需求转向内循环、旅游供给趋于多元化、旅游产业变革进程明显加快。世界旅游城市应积极更新旅游管理模式，主动顺应市场需求变化，加速融合科技发展力量，以实现高质量、可持续发展。充分运用大数据、互联网、智能化等当代科学技术，是顺应人们消费习惯趋势、提升旅游城市品质的关键举措，是世界旅游城市发展的新方向。

The pandemic has dealt a serious blow to global tourism but has also brought new opportunities for the sector's development. More specifically, domestic tourism is gaining popularity, supply of tourism is more diversified, and tourism

transformation is obviously accelerating. In the new context, tourism must keep pace with the times and make changes happen. Global tourism cities should, for their high-quality and sustainable development, change their tourism management modes, better deal with changes in market demand, as well as promote technological application. Making full use of modern science and technologies such as big data, internet and intelligence is a key measure to conform to the trend of people's consumption habits and improve the qualities of tourism cities, and a new direction for the development of world tourism cities. 



Revitalizing World Tourism and Energizing City Development
振兴世界旅游 赋能城市发展

2021 WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development

2021 世界旅游城市联合会北京香山旅游峰会暨世界旅游合作与发展大会

Organizers | World Tourism Cities Federation | The People's Government of Beijing Municipality
主办单位 | 世界旅游城市联合会 | 北京市人民政府

Beijing, China 3 September 2021
中国北京 2021年9月3日

2021 世界旅游城市联合会北京香山旅游峰会暨世界旅游合作与发展大会

2022 世界旅游合作与发展大会

World Conference on Tourism Cooperation and Development 2022



“深化合作 创新发展”

“Deepening Cooperation and Innovation for Development”

创新是引领发展的第一动力，是推动当前旅游业走出困境的重要引擎。面对新冠肺炎疫情为世界旅游发展带来的新趋势，世界旅游城市要把握旅游发展新契机，


深化旅游城市、机构、行业之间的合作，大力推动产品创新、业态创新、模式创新和管理创新，促进旅游与城市的相依相生、相伴相荣。一是以人为本，重视科学防





疫与安全旅游；二是以融促旅，注重产品创新融合发展；三是以新求变，推进旅游数字化智慧化；四是合作共赢，增添城市旅游新动能。

Innovation is the primary driving force behind the development and the key to helping the industry out of this difficult situation. Facing the new trends COVID-19 has brought to world tourism development, the world tourism cities should grasp new opportunities in tourism development, deepen cooperation among tourism cities, tourism institutions and the sector, robustly boost innovation of products,

business forms, models and management, in a bid to promote symbiosis, interdependence and mutual development of tourism and cities. First, cities must adopt a people-centered approach and focus on scientific epidemic prevention and safe tourism. Second, cities should promote tourism through integration and pay attention to product innovation and integrated development. Third, cities need to seek new changes and promote the digitalization and intelligentization of tourism. Fourth, cities need to deepen win-win cooperation to create new growth drivers for city tourism. 

凝心聚力 全新启程

Gathering Strength for a New Journey

经过多年发展，世界旅游城市联合会（WTCF）不断发展壮大，在旅游业界的吸引力、服务力、引导力和影响力全面提升，被誉为成长最快的国际旅游组织。随着品牌力不断提升，WTCF 的历年活动也会聚了越来越多的世界政要、权威专家、业界精英，产出了越来越多影响和引领世界旅游的观点和声音。梳理近年来 WTCF 活动和专访嘉宾的精彩发言，不仅可以一探世界旅游的历史脉络，更可以发现未来发展的基点和动能。

After many years in the making, the World Tourism Cities Federation (WTCF) has established itself as the fastest-growing international tourism organization, renowned for its attractive qualities, quality of service, leadership, and increasing influence in the tourism industry. With the continued improvement of its brand competitiveness, WTCF's annual events have drawn the attention of political leaders, authoritative experts, and industry elites from around the world. These events have generated numerous influential perspectives and opinions on the development of world tourism, providing a glimpse into the foundation and driving force of future growth in this field. The insightful speeches and interviews of guest speakers at WTCF events in the recent years not only reflect the advancement of world tourism but also offer a glimpse into its future potential.



关键词 | key words

同心合作 Common Purpose Collaboration



祖拉布·波洛利卡什维利
Zurab Pololikashvili
联合国世界旅游组织秘书长
Secretary-General of the
World Tourism Organization

世界旅游组织和世界旅游城市联合会是长期合作伙伴，一直以来紧密合作，共同推动了多个项目来助力旅游城市的发展，提高旅游城市的竞争力，为促进旅游城市可持续发展提供了指导方案。在此基础上，我们必须深化各个层面的合作。全球旅游界正在再现活力，重振信心。世界会再度活跃起来，我们需要为之做好准备。

——2021 世界旅游合作与发展大会

The World Tourism Organization and the World Tourism Cities Federation are long-time partners which have been working closely together to promote a number of projects to drive tourism cities, improve their competitiveness, and provide solutions for the sustainable development of tourism cities. On this basis, we must deepen cooperation at all levels. The global tourism industry is regaining vitality and confidence. The world will come alive again, and we need to be ready for it.

——2021 World Conference on Tourism
Cooperation and Development



陈吉宁 Chen Jining
时任世界旅游城市联合会理事会
主席、北京市市长
then Chairman of the WTTC
Council and Mayor of Beijing

为推动旅游业不断融合发展，北京市将持续加强与会员城市和机构的交流合作与经验共享，为世界旅游业振兴发挥更大作用；继续积极支持帮扶旅游行业，实施更加积极有效的激励政策，加大对旅行社、旅游饭店等市场主体的帮扶力度，加强旅游从业者培训和劳动权益保障，为旅游业重启繁荣储能蓄力；进一步加强世界旅游合作，旅游业的全面复苏对于推动全球经济发展至关重要。希望各旅游城市加强客源、经验和标准共享，互助开展旅游宣传推介，共享旅游业开发优质案例和合作线路，共同制定完善行业风险评价标准，营造协作共生的旅游生态。

——2020 世界旅游合作与发展大会

To promote the continuous integrated development of tourism, Beijing will continue to strengthen exchanges and cooperation and share experience with member cities and institutions to play a greater role in the revitalization of global tourism. We will also continue to support and assist the tourism industry, implement active and effective incentive policies, increase support for market entities such as travel agencies and tourist hotels, train tourism professionals, and protect their labor rights and interests. This will help build up momentum for the tourism industry to restart and prosper. To strengthen global tourism cooperation, a full recovery of the tourism industry is crucial to global economic development. We hope that the tourism cities can share sources, experience, and standards with each other, mutually assist in tourism promotion, share high-quality case studies of tourism and cooperative routes, jointly develop and improve industry risk

evaluation standards, and create a collaborative and symbiotic tourism ecology.

——2020 World Conference on Tourism
Cooperation and Development



胡和平 Hu Heping
中国文化和旅游部部长
Minister of Culture and Tourism
of China

新冠肺炎疫情使世界经济不稳定、不确定因素增多，但中国扩大开放的步伐没有停顿，走向开放、走向合作的大方向没有改变。中国文化和旅游部愿与各国际组织、各国政府部门一道持续推进国际旅游交流合作，在开放中创造机遇，在合作中破解难题，共同促进世界旅游业的高质量发展。

我们衷心希望旅游领域国际组织继续搭建交流合作平台，各国政府、旅游部门、行业协会、旅游企业、专家学者携手同心，凝聚智慧力量，为推动世界旅游业的恢复和发展作出新的更大的贡献。

——2021 世界旅游合作与发展大会

The COVID-19 pandemic has added to the instability and uncertainty of the world economy, but China will not close its doors to the world nor change its general strategy of opening up and cooperation. The Ministry of Culture and Tourism of China is ready to work with international organizations and government departments of various countries to boost international tourism exchanges and cooperation, create opportunities through opening up, solve problems through cooperation, and jointly achieve high-quality progress in world tourism.

We sincerely hope that international organizations in the field of tourism can continue to build communication and cooperation platforms and that the governments, tourism departments, industry associations, tourism enterprises, experts, and

scholars of all countries can pool their wisdom and make new and greater contributions to the recovery and development of the world tourism industry.

——2021 World Conference on Tourism
Cooperation and Development



崇泉 Chong Quan
中国世界贸易组织研究会会长、
商务部原副部长
President of the China Society
for World Trade Organization
Studies, Former Vice Minister
of MOFCOM

世界旅游城市联合会作为由北京发起的世界首个以城市为主体的全球性国际旅游组织，在疫情期间，通过推动全球城市间的合作、聚合业界的力量，通过举行论坛、发布研究成果等，推动旅游城市和业界开展“花式自救”，完全展现出了全球旅游界同心合作的力量与意义。

如今，二十国集团已经把发展旅游业作为核心议题，欧盟委员会也将大力发展旅游业作为《欧洲绿色新政》重要计划之一，世界旅游未来可期。

——2021 世界旅游合作与发展大会

As the world's first city-based international tourism organization initiated by Beijing, the World Tourism Cities Federation has demonstrated the power and significance of global tourism cooperation by promoting cooperation among global cities, gathering the strengths of the industry, holding forums, and publishing research results, and leading tourism cities and the industry to conduct "various self-help measures" during the pandemic.

Today, the G20 has set tourism development as its core agenda, and the European Commission has made tourism as one of the important plans of the European Green Deal, which promises a better future for world tourism.

——2021 World Conference on Tourism
Cooperation and Development



弗拉基米尔·诺罗夫
Vladimir Norov
时任上海合作组织秘书长
then Secretary-General
of Shanghai Cooperation
Organization

如今，城市在旅游业中扮演着越来越重要的角色。世界对于旅游者来说触之可及，而城市则成为数百万旅游者的心之所向。大洲间、国家间、城市间和地区间的联系更加紧密，游客流也随之出现数倍增长。可以说，全球旅游业发展势头正劲。

越来越多的国家将旅游业视作国民经济的重要组成部分，发展旅游业成为提高国家竞争力的重要战略因素。推动旅游业平等互利合作是上合组织的关键目标之一。因此，为了旅游业发展和加深跨文化关系，不管是在上合组织地区还是全世界范围内，我们已和联合国教科文组织、世界旅游组织及世界旅游城市联合会建立了密切的合作关系。

——2019 赫尔辛基香山旅游峰会

Today, cities are playing an increasingly important role in the tourism industry. The world is within reach of tourists, and cities have become the destination of millions of tourists. Closer ties between continents, countries, cities, and regions have led to a multi-fold increase in visitor flows. It's fair to say that global tourism is gaining momentum.

More and more countries regard tourism as an important part of the national economy, and developing tourism has become an important strategic factor for national competitiveness. Equal and mutually beneficial cooperation in tourism is one of the key objectives of the SCO. Therefore, to boost tourism development and strengthen inter-cultural relations, both in the SCO region and worldwide, we have established close cooperation with UNESCO, the World Tourism Organization, and the World Tourism Cities Federation.

——2019 Helsinki Fragrant Hills Tourism Summit



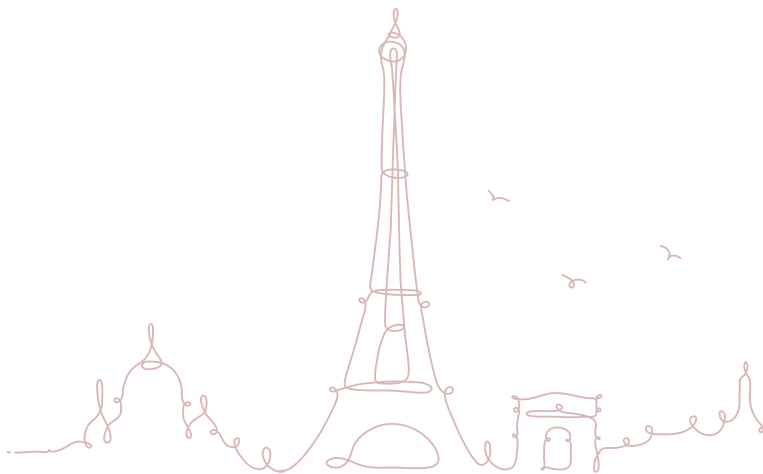
卓农·谢拉利 Jonon Sherali
时任上海合作组织副秘书长
then Deputy Secretary-General
of the Shanghai Cooperation
Organization

疫情给世界各国造成了巨大困难的同时，新的机会也在不断涌现。2020年5月22日，上合组织各成员国的旅游管理部门领导人共同批准了《2021-2022年旅游合作联合行动计划》，该计划将会为各方进一步合作与发展注入新活力。呼吁各成员国进一步发展旅游业，充分发挥文化多样性的属性，使自身的旅游资源得到充分挖掘和展示。

——2020 世界旅游合作与发展大会

While the pandemic caused great difficulties for countries around the world, new opportunities were also emerging. On May 22, 2020, the heads of the tourism authorities of the SCO member states jointly approved the *Joint Action Plan on Tourism Cooperation during 2021 and 2022*, which will revitalize cooperation and development. The member countries are called upon to develop tourism and give full play to cultural diversity so that their tourism resources can be fully explored and showcased.

——2020 World Conference on Tourism
Cooperation and Development





程红 Cheng Hong
 时任世界旅游城市联合会理事会
 副主席、北京市副市长
 then Deputy Chairman of the
 WTCF Council and Vice Mayor of
 Beijing

近年来，在世界经济持续低迷的形势下，全球旅游业的发展一枝独秀，成为拉动经济增长、促进就业的重要动力。旅游也推动了不同文明的交融与互鉴，增进了各国民众的理解与友谊。因此，旅游业的发展越来越受到各国政府的高度重视和大力支持。城市是旅游发展和运作的的一个重要的基本单位，作为全球首个以城市为主体的国际旅游组织，我们必须清醒地意识到自己在经济、社会和环境发展层面上实现旅游可持续发展的重要意义和责任。

——2015 拉巴特非斯香山旅游峰会

In recent years, amid the continued downturn in the world economy, developing global tourism has become an important engine for economic growth and employment. Tourism has also promoted the integration and mutual learning of different civilizations and enhanced the understanding and friendship between people of different countries. Therefore, it is highly valued and strongly supported by the governments of various countries. The city is a fundamental unit in the development and operation of tourism. As the world's first city-based international tourism organization, we must be conscious of our importance and responsibility to achieve sustainable tourism development at the level of economic, social, and environmental development.

——2015 Rabat & Fez Fragrant Hills Tourism Summit



**格洛丽亚·格瓦拉
Gloria Guevara**
 时任世界旅游及旅行理事会总裁
 兼首席执行官
 then President & CEO of the
 World Travel & Tourism Council

开展协作对于重启旅游极为关键，目前我们看到中国还有亚洲其他部分国家的国内旅游正在复苏，这让我们备受鼓舞。希望世界其他国家都能跟上复苏的脚步，迈出发展的步伐。

——2020 世界旅游合作与发展大会

Collaboration is critical to restarting travel, and we are encouraged by the recovery we are seeing in domestic travel in China and other parts of Asia. I hope that the rest of the world can keep up with the pace of recovery and move forward.

——2020 World Conference on Tourism
 Cooperation and Development



**特肖梅·托加
Teshome Toga Chanaka**
 时任埃塞俄比亚驻华大使
 then Ambassador of the Federal
 Democratic Republic of Ethiopia
 to China

中国是世界上最大的旅游客源国，我们希望能吸引更多的中国游客来访埃塞俄比亚。希望埃塞俄比亚和中国旅游业的从业者能够携手在埃塞俄比亚开发出更多的旅游资源，为埃塞俄比亚旅游企业带来更多的发展机会和空间，同时植入可持续发展的理念。

——2022 世界旅游合作与发展大会

China is the largest source of tourists in the world, and we hope to attract more Chinese tourists to Ethiopia. It is our hope that Ethiopian and Chinese tourism practitioners can work together to develop tourism resources in Ethiopia,



bring opportunities and space for Ethiopian tourism enterprises, and introduce the concept of sustainable development.

——2022 World Conference on Tourism Cooperation and Development



斯皮罗斯·彭戈斯
Spiros Pengas
时任萨洛尼卡旅游与国际关系副市长
then Vice Mayor of Tourism and International Relations, City of Thessaloniki

萨洛尼卡虽然是一座拥有 2300 年历史的古城，被誉为欧洲最古老的城市之一，但同时它也是一座年轻的城市，因为 2014 年它被评为欧洲最年轻的都市。它是一座历史与现代相交融的城市，有着丰富的旅游资源。多年来，我们一直和世界旅游城市联合会紧密联系，希望通过联合会让世界、让中国市场认识萨洛尼卡。未来，我们将继续借助这个组织，深入探寻合作与发展的机会。

——2016 重庆香山旅游峰会

Although Thessaloniki is an ancient city with a history of 2,300 years and is known as one of the oldest cities in Europe, it is also a young city, having been named the youngest city in Europe in 2014. It is a city where history and modernity intersect, boasting rich tourism resources. Over the years, we have been in close contact with the World Tourist Cities Federation of Tourist Cities, aiming to introduce Thessaloniki to the world and the Chinese market. In the future, we will continue to explore opportunities for cooperation and development through this organization.

——2016 Chongqing Fragrant Hills Tourism Summit

关键词 | key words

科技赋能 Sci-tech empowerment



祝善忠 Zhu Shanzhong
时任联合国世界旅游组织执行主任
then Executive Director of the United Nations World Tourism Organization

据联合国公开资料显示，2015 年，世界人口的 54% 居住于城市，到 2030 年，这一比例将增长至 60%。城市旅游业已成为我们行业中最重要话题之一。

旅游创新和数字化转型是世界旅游组织工作的重点之一。城市在该转型中起到关键作用，城市旅游业也是该创新的催化剂。智慧城市的创建让城市更有活力、更便于管理、更有持续性及便利性，对市民生活及游客体验方面产生积极影响。

对此，我们建议各城市在科技、创新及合作方面投资兴业，纳入最新科技，提升智慧体验，更好地对城市旅游进行规划及管理。

——2019 赫尔辛基香山旅游峰会

According to public information from the United Nations, in 2015, 54% of the world's population resided in cities, a figure that is projected to increase to 60% by 2030. As such, urban tourism has become a crucial topic in the industry.

Tourism innovation and digital transformation are among the top priorities of the UNWTO's work. Cities play a pivotal role in this transformation, with

urban tourism acting as a catalyst for innovation. The development of smart cities has made urban areas more dynamic, manageable, sustainable, and convenient, with positive effects on both the daily lives of residents and the tourist experience.

In light of this, it is recommended that cities invest in technology, innovation, and collaboration to enhance urban tourism planning and management while incorporating the latest technological advancements to create better and more convenient smart experiences.

——2019 Helsinki Fragrant Hills Tourism Summit



张振山 Zhang Zhenshan
联合国人居署中国项目主任
UN-Habitat Programme
Manager for China

我们在旅游城市未来发展当中，要做到以人为本。其中，智慧发展要因因地制宜，而不是一窝蜂涌上去，我们要根据城市的规模、城市的地理、城市的人文等特点，发展具有各自特色的智慧管理系统。在发展智慧管理的同时，也要避免数字鸿沟，要让大家都感受到城市的发展，旅游的红利。加强智慧平台的监管，提高服务质量，也要特别重视个人信息的保护和安全。在我们身处这样一个大量使用信息、信息就是资源的时代，个人信息的安全尤为重要。

——2021 世界旅游合作与发展大会

We must prioritize people when developing tourist cities. Among them, smart development should be tailored to local contexts rather than blindly following trends. We should develop smart management systems with their own characteristics according to the scale, geographical conditions, and culture of the city.

While developing smart management, it is also necessary to avoid the digital divide and ensure that everyone benefits from urban development and tourism. We should carefully supervise intelligent platforms and improve service quality, and pay special attention to protecting personal information. In an era where information is a valuable resource, safeguarding personal information is particularly important.

——2021 World Conference on Tourism Cooperation and Development



王红 Wang Hong
时任世界旅游城市联合会理事会
执行副主席、北京市副市长
then Executive Vice Chairman
of the WTCF Council and Vice
Mayor of Beijing

世界旅游城市作为世界旅游主要客源地、目的地和集散地，在发展中要注重融合科技发展力量，推动城市智慧化水平提升，充分利用大数据、云计算、移动通信和智能终端，加强智慧旅游和智慧城市建设，积极推动旅游城市数字化、智能化转型，加大信息基础设施投入力度，共同建设覆盖世界旅游城市的公共服务平台。同时，还要大力发展科技驱动型新业态，鼓励更多旅游企业开展新模式、新产品，实现旅游业可持续发展。

——2021 世界旅游合作与发展大会

As the main source, destination, and distribution center of world tourism, world tourism cities should integrate the power of science and technology in their development, promote smart city construction, and make full use of big data, cloud computing, mobile communication, and intelligent terminals. We should construct smart tourism and smart cities and actively drive the digitalization and intelligent transformation of tourism cities. Furthermore, we must invest in

information infrastructure to jointly build a public service platform covering world tourism cities. At the same time, we will vigorously develop new forms of business driven by science and technology and encourage tourism companies to develop new models and products to achieve sustainable development of the tourism industry.

——2021 World Conference on Tourism Cooperation and Development



萨拉·塞雷姆
Sarah J.C Serem
时任肯尼亚共和国驻华大使
then Ambassador of the
Republic of Kenya to China

肯尼亚做了很多数字平台，希望借助平台和互联网社交媒体，广泛吸引中等收入人群来旅游，这对于肯尼亚旅游业的转型和复苏是非常重要的方式。我们很注重在社交网站上进行推广，比如说通过开展“了解肯尼亚，了解你自己的国家”等主题网络宣传活动，呼吁大家到肯尼亚旅游，或者鼓励当地的游客去看一看他们之前从来没有看过的地方。此外，我们还会借助旅游目的地的媒体、社区媒体等，将旅游活动深入推广到当地人惯用的媒体渠道上，增强宣传效果。

——2021 世界旅游合作与发展大会

Kenya has established many digital platforms, hoping to attract middle-income tourists through platforms and Internet social media, which is a very important way for the transformation and recovery of Kenya's tourism industry. We attach great importance to promotion on social networking sites, such as calling for everyone to travel to Kenya with the online activity "Understand Kenya, Understand Your Own Country" or encouraging local tourists to visit places they have never seen before. In addition,

we will make use of the media and community media of tourist destinations to implant tourism activities to local media channels to enhance the publicity effect.

——2021 World Conference on Tourism Cooperation and Development



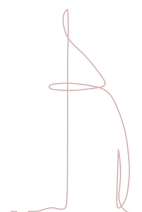
帕沃·维克库宁
Paavo Virkkunen
时任芬兰国家旅游局局长
then Head of Visit Finland

芬兰缘何受到中国游客的追捧？其一，芬兰是一个纯净的旅游目的地，自然旅游是芬兰旅游发展的基石。其二，芬兰积极建设完善旅游相关的设施和服务。例如对中国游客开通了支付宝和微信支付功能，并在全国范围内推出可以进行翻译的小程序，为中国游客提供更加便捷的参观体验。其三，芬兰还大力推进航线建设，目前芬兰航空已开通直飞中国七个城市的航线。当然，还离不开宣传推介的积极助力。

——2019 赫尔辛基香山旅游峰会

Why is Finland so popular with Chinese tourists? For one thing, Finland is a pristine tourist destination, and nature tourism is the cornerstone of its tourism. Secondly, Finland actively builds and improves tourism-related facilities and services. For example, it accepts Alipay and WeChat payments from Chinese visitors, and a nationwide translation applet is available for Chinese visitors, facilitating their stay. Thirdly, Finland has also vigorously promoted the construction of air routes. Currently, Finnish Airlines has launched direct flights to seven cities in China. Of course, the assistance of publicity shall not be neglected.

——2019 Helsinki Fragrant Hills Tourism Summit





克里斯·瓦洛蒂
Cristiano Varotti
 意大利国家旅游局驻华首席代表
 Chief Representative of the Italian
 National Tourist Board Shanghai
 Office

意大利一直致力于支持旅游行业的发展，近年来着重研究如何通过新技术来进一步激活旅游市场，因为通信技术对旅游也发挥着至关重要的作用。科技与旅游相加，能够产生更好的旅游体验。一方面，科技赋能让人们感受到旅游更加安全和便捷，另一方面，会让人们更深度地体验意大利的风光和人文。

——2021 世界旅游合作与发展大会

Committed to developing the tourism industry, Italy, in recent years, has focused on how to activate the tourism market with new technology, for communication technology also plays a crucial role in tourism. The combination of technology and travel can create a better travel experience. On the one hand, technology can make people feel that traveling is safer and more convenient, and on the other hand, it can allow people to have a more immersive experience of Italy's scenery and culture.

——2021 World Conference on Tourism
 Cooperation and Development

关键词 | key words

恢复振兴
Revitalization



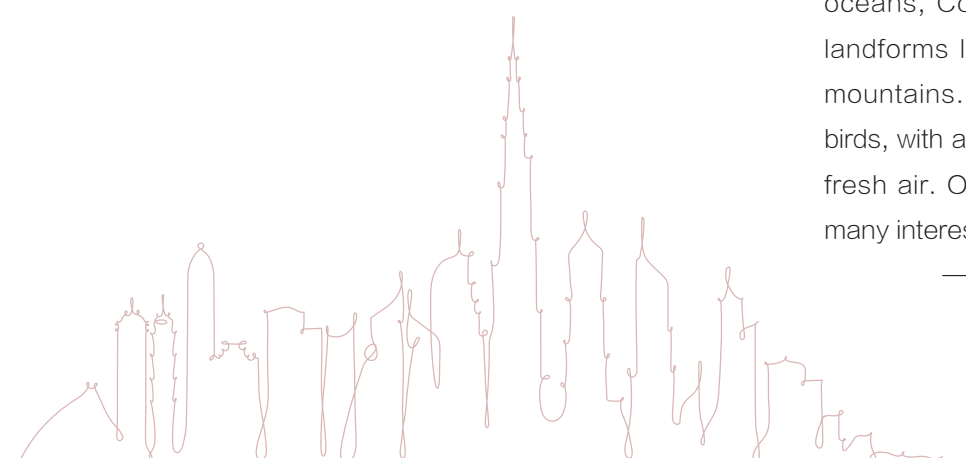
路易斯·蒙萨尔韦
Luis Diego Monsalve Hoyos
 时任哥伦比亚共和国驻华大使
 then Ambassador of the Republic
 of Colombia to China

2020 年年底、2021 年年初，已经有很多游客到哥伦比亚旅行了。2021 年 9 月，国际游客量增长明显，情况变得更好了。哥伦比亚是一个身处南美洲，在大西洋、太平洋交界的国家，也是地理地貌多样化的一个国家，有山地，有林地，有雪山，我们国家的鸟类数量全球第一，生态优美，空气清新。我们国家有非常多好玩的地方，欢迎大家来旅游。

——2021 世界旅游合作与发展大会

In late 2020 and early 2021, many tourists traveled to Colombia. Things got better in September 2021 with a significant increase in international tourist arrivals. Located in South America, at the border of the Atlantic and Pacific oceans, Columbia is known for its diversified landforms like mountains, forests, and snowy mountains. It tops the world in the number of birds, with a pleasant ecological environment and fresh air. Our country deserves a visit with so many interesting places. Welcome to Columbia.

——2021 World Conference on Tourism
 Cooperation and Development





王纯万
Alain Wong Yen Cheong
毛里求斯驻华大使
Ambassador of the Republic of
Mauritius to China

旅游业是毛里求斯经济的第三支柱，在疫情前，国家 25% 的 GDP 是旅游业带来的，疫情使毛里求斯旅游业受到了巨大的影响。为此，毛里求斯政府提供了一系列财政援助方案，特别是帮助旅游企业支付薪资，使得旅游企业员工能够继续保留工作岗位不至于失业。毛里求斯有着世界级的医疗设施，有世界上著名的高尔夫球场，希望这些新业态能够吸引更多的游客去探索和体验。

——2022 世界旅游合作与发展大会

Tourism is the third thickest pillar of Mauritian economy. Before the pandemic, tourism contributed 25% of the country's GDP. However, it has been greatly undermined since then. To this end, the Mauritian government has provided a series of financial assistance programs, especially to help tourism enterprises pay salaries so that their employees can stay at their posts. With world-class medical facilities and a world-renowned golf course, Mauritius hopes that these new businesses will attract more visitors.

——2022 World Conference on Tourism
Cooperation and Development



安妮·拉福蒂纳
Anne Lafortune
塞舌尔驻华大使
Ambassador of the Republic of
Seychelles to China

疫情期间，塞舌尔开展了线上旅游宣传，展示塞舌尔的优美风光，我们告知全球的游客，虽然不能到访，但你现在可以开始“筑梦”，等到疫情过去之后，你就

可以将梦想照进现实，这类宣传举措取得了良好成效。

——2022 世界旅游合作与发展大会

During the pandemic, Seychelles launched an online tourism campaign to showcase its beautiful scenery. We told global tourists that even though they can't visit, they can start dreaming now, and when the pandemic is over, they can make their dreams a reality. This campaign has been successful.

——2022 World Conference on Tourism
Cooperation and Development



谢胜文
Siyabonga Cyprian Cwele
南非驻华大使
Ambassador of the Republic of
South Africa to China

疫情期间，南非在安全保障和刺激旅游消费方面做了许多尝试，例如保证整个基础设施供应的流畅，推动或者是刺激旅游行业的需求，还有建立基金协助小型旅游企业应对疫情、实施电子签证、建立创新性平台做旅游宣传推广等支持性政策举措。

——2022 世界旅游合作与发展大会

During the pandemic, South Africa has made many attempts to ensure safety and stimulate tourism consumption, such as ensuring the smooth operation of the entire infrastructure, promoting or stimulating demand in the tourism industry, as well as implementing supporting policy measures such as establishing funds to help small tourism enterprises cope with the pandemic, implementing e-visas, and setting innovative platforms for tourism promotion.

——2022 World Conference on Tourism
Cooperation and Development



胡萨姆·侯赛尼
Hussam Al Hussein
 约旦哈希姆王国驻华大使
 Ambassador of the Hashemite
 Kingdom of Jordan to China

面对疫情，创新、智慧的思想，是我们应对疫情困境的重要工具。我们希望能够通过广泛接种疫苗，创造一个安全的旅游环境，让约旦的人民和到访约旦的游客能够在保障健康安全的情况下旅行，这是我们的政府的重点工作之一。我们希望竭尽所能重振旅游业，让游客再次来到我们的国家。

——2021 世界旅游合作与发展大会

In the face of the pandemic, innovative and intelligent thinking is an important tool in our response to the crisis. We hope to create a safe tourism environment through extensive vaccination so that residents and tourists in Jordan can travel in a healthy and safe manner. This is one of our government's priorities. We hope to do our best to revive the tourism industry and welcome visitors to our country once again.

——2021 World Conference on Tourism
 Cooperation and Development



玛丽亚·古斯塔瓦
Maria Gustava
 莫桑比克共和国驻华大使
 Ambassador of the Republic of
 Mozambique to China

我们有 65000 人是在旅游业就业的，对于莫桑比克来说，我们想要去振兴旅游业，振兴经济，旅游业的发展对国家经济很重要。我们现在在推动国内的旅行，也还在考虑外国入境的游客。我们希望未来能够有更多的外国游客来到我们这里。希望全球的游客都能够来到莫桑比克看我们的美景，而且能够得到很好的服务。

——2021 世界旅游合作与发展大会

We have 65000 people employed in the tourism industry. For Mozambique, we want to revitalize the tourism industry and the economy. The development of the tourism industry is crucial to the national economy. We are now promoting domestic travel and considering foreign arrivals. We want to see more foreign tourists in the future. We hope that tourists from all over the world will come to Mozambique to see our beautiful scenery and be well served.

——2021 World Conference on Tourism
 Cooperation and Development



阿诺尔 Anouar Chetoui
 时任突尼斯国家旅游局驻华首席代表
 then Chief Representative of
 the Tunisian National Tourism
 Office Beijing

受疫情影响，我们的橄榄油出口数量相比 2019 年下降了 74%，旅游行业同样如此，所以我们非常努力地想办法，希望重启旅游经济。2020 年夏天，我们做了很多相关工作，例如当时的旅游专家，旅游行业以及卫生部门一起制定了关于如何应对疫情、振兴旅游的相关规定，特别是针对来自海外的旅游团。我们还和乌克兰、捷克、波兰等国家的旅游运营商携手合作，一起推动旅游业复苏、发展。

——2021 世界旅游合作与发展大会

Our olive oil exports are down 74% compared to 2019 due to the pandemic, as is the tourism sector. Therefore, we are working very hard to figure out how to restart the tourism economy. In the summer of 2020, we did a lot, such as inviting tourism experts, practitioners of the tourism industry, and the health department to jointly develop regulations on how to deal with the pandemic and revitalize tourism, especially for inbound tour groups. We also worked with

tourism operators in Ukraine, the Czech Republic, Poland, and other countries to promote tourism recovery and development.

——2021 World Conference on Tourism Cooperation and Development



大卫·皮皮那什维利
David Pipinashvili
时任格鲁吉亚驻华使馆公使衔参赞
then Minister Counselor,
Embassy of the Republic of
Georgia in China

格鲁吉亚也是欧洲非常安全的旅游目的地，在疫情暴发期间，我们采取了很多的措施去抵消疫情的影响，比如疫情期间也是开放边境的，再比如我们有疫情的紧急支持系统，政府为酒店以及其他的行业企业减税。2020年，为支持这些行业的发展，政府也提供了很多的补贴，还给予了400万美元的贷款。此外，政府还制定了其他政策措施。比如，我们会给旅游投资者免费提供土地，并且给他们减免税费，一直到2026年之前都实行税费减免，为他们的酒店免费办理证照。

——2020世界旅游合作与发展大会

Georgia is a very safe tourist destination in Europe, and during the outbreak, we took many measures to counteract the negative impacts, such as opening our borders. In addition, we set up an emergency system for the pandemic, and the government reduced taxes for hotels and other businesses. In 2020, to support these industries, the government provided a lot of subsidies and gave a loan of \$4 million. In addition, the government formulated other policy measures. For example, we grant tourism investors free land and tax breaks till 2026, and we also help them to obtain licenses for their hotels free of charge.

——2020 World Conference on Tourism Cooperation and Development



安赫莱斯·穆尼奥斯·奥里奥尔
Angeles Muñoz Oriol
西班牙马贝拉市市长
Mayor of Marbella (Spain)

毫无疑问，旅游业是我们经济复苏和就业的源泉，并且我们也一直积极投资提高旅游价值，当前这场疫情危机更加让我们认识到，我们必须继续强化旅游品牌。我认为游客提供旅游目的地选择时，不仅要考虑阳光、海滩或者高山这些主要的传统项目，还要考虑更优质的互补产品和服务，旅游业日新月异的需求变化，促进我们不断提高和完善；我还认为能够让外部世界了解自己非常重要，因为当前我们不仅在寻求普通游客和季节性游客，也在推动居住式旅游，根据我们在疫情期间得到的经验，居住式旅游可以为游客提供绝佳的体验。

——2021世界旅游合作与发展大会

There is no doubt that tourism is the source of our economic recovery and employment, and we have been actively investing in improving its value. The current crisis has reinforced the need to continue strengthening our tourism brand. I believe that when providing tourists with destination options, we should not only consider traditional projects such as sunshine, beaches, or mountains but also high-quality complementary products and services. The ever-changing needs of the tourism industry require continuous improvement. It is very important to introduce ourselves to the world because we are currently seeking not only ordinary and seasonal tourists but also promoting residential tourism. Based on our experience during the pandemic, home tours can provide an excellent experience.

——2021 World Conference on Tourism Cooperation and Development



大卫·安德烈
David Andre
时任塞舌尔维多利亚市市长
then Mayor of Victoria,
Seychelles

在维多利亚和塞舌尔，疫情期间我们的生活仍然产生了新的变化，人们开始聚焦和经营家门口的商店和农场，开发自家后院，绿化家里的花园，美化公寓的阳台，关注休闲生活。

旅游主管部门也在线上不辞辛劳地跟本地和海外旅游合作者沟通交流，协商豁免订单取消费用，允许免费推迟假期等。旅游从业者与卫生部门更是一起制定了疫情期间的运营规范，让获得防疫安全认证的商家获准继续经营，进一步提高我们作为旅游目的地安全资质，让游客放心来此度假。

——2021 世界旅游合作与发展大会

In Victoria and Seychelles, our lives have undergone new changes during the pandemic. People began to operate shops and farms in front of their houses, develop their own backyards, take care of their gardens, beautify balconies of apartments, and live in a leisurely manner.

The tourism authorities also worked tirelessly online to communicate with local and overseas partners to negotiate waiver of order cancellation charges, free postponement of holidays, etc. In addition, tourism practitioners and health authorities have worked together to develop operational regulations during the epidemic period, enabling businesses with epidemic prevention certificates to continue operations and further improve our safety credentials as a tourist destination, allowing tourists to rest assured when they come here for their holidays.

——2021 World Conference on Tourism
Cooperation and Development



亚历山大·德·朱尼亚克
Alexandre de Juniac
国际航空运输协会理事长兼首席
执行官
Director General & CEO of
the International Air Transport
Association

飞行代表着自由，旅行也代表着自由。人们不会忘记这一点，人们也不会失去对自由的渴望。旅游市场的恢复需要时间。但是我深信，只要我们共同努力，就能够重建繁荣的交通旅游业。我也将密切关注疫情后中国的发展情况，中国旅游业的复苏方式将会为世界旅游业的复苏提供有价值的参考。

——2020 世界旅游合作与发展大会

Flying represents freedom, and so does travel. People will not forget this, nor will they lose their desire for freedom. The recovery of the tourism market will take time. But I am convinced that together we can restore a thriving transportation and tourism industry. I will also pay close attention to China's development after the pandemic. The way China's tourism industry recovers will provide a valuable reference for the world.

——2020 World Conference on Tourism
Cooperation and Development



陈然峰 Roger Chen
嘉年华集团亚洲区主席
Chairman of Carnival Group
Asia

尽管邮轮行业对流行性病的防御是有非常完善的经验和方法的，但新冠病毒毕竟是一种新型的病毒，所以刚开始的时候，邮轮行业的确实受到了一些冲击。但我认为邮轮还是非常安全的一种旅游形式，它跟酒店，跟其他的旅游形式是没有太大差别的。新冠病毒暴发以后，邮轮行业也做了很多工作，例如在研究复航的

方案、提升安全的品质，创新邮轮的产品方面等，都做了很多的努力和调整。

——2020 世界旅游合作与发展大会

Although the cruise industry has very sound experience and methods against infectious diseases, COVID-19 is, after all, a new type of virus, so the industry did take a bit of a hit in the beginning. However, I believe that cruise ships are still a very safe form of tourism, which is not much different from hotels or other forms of tourism. After the outbreak of COVID-19 pandemic, the cruise industry has put in a lot of effort and made adjustments in areas such as developing recovery plans, improving safety and quality, and innovating cruise products, etc.

——2020 World Conference on Tourism Cooperation and Development



高志权 Gao Zhiquan
中青旅控股股份有限公司副总裁
Vice President of China CYTS
Tours Holding Co., Ltd.

我们过去都在强调一件事，叫作高质量发展，我们的旅游呈现散客化、自由化趋势，但是散客化、自由化不代表高质量。在新的形势下，旅游企业不是从此关门、全部销声匿迹了，相反，我觉得我们的机会还有很多，面对未来发展，我们要从产品到服务上去做提升，来适应这种新的常态化，当下，拼智慧、拼能力、去改变的时候到了。

——2020 世界旅游合作与发展大会

We have always emphasized high-quality development. Our tourism has shown a trend of individualization and liberalization, but it does not represent high-quality development. In the new situation, tourism enterprises are not closing and

disappearing altogether. On the contrary, I believe there are still many opportunities left for us. We shall improve our products and services to adapt to this new normal. At present, the time has come for us to compete with wisdom and ability and to transform.

——2020 World Conference on Tourism Cooperation and Development

关键词 | key words

挖潜旅游经济 Tapping into the potential of tourism economy



徐京 Xu Jing
时任世界旅游组织全体大会及执委会执行总干事
then Director-Executive Secretary
of the General Assembly and the
Executive Council of UNWTO

共享经济依托的是互联网这个大平台，它的作用不仅仅是属于旅游业的范畴，而是整个经济发展的大趋势，这是全球经济一体化的产物。但是对于旅游业来说，共享经济的发展不能用转型的概念，而是应该看成一个运作模式向另外一种复杂的运作模式的延续。现在大家看到了很多和共享经济有关的旅游行为，这些行为主要是现代技术，尤其是互联网技术，在经济中的应用、在旅游业中的应用。现在的共享经济，在旅游业中的应用所产生的影响是巨变的、是革命性的。

——2016 重庆香山旅游峰会

The sharing economy relies on the Internet as a large platform. It acts not only within the

scope of tourism but also in the overall trend of economic development, which is the product of global economic integration. However, for the tourism industry, the development of the sharing economy cannot be conceptualized in terms of transformation but should be seen as an extension from one operating model to another complex one. We have witnessed a lot of tourism behaviors related to the sharing economy, which mainly involve the application of modern technology, especially Internet technology, in the economy and the tourism industry. The impact of the sharing economy, as it is now applied in the tourism industry, is dramatic and revolutionary.

——2016 Chongqing Fragrant Hills Tourism Summit



奈杰尔·大卫 Nigel David
时任世界旅游及旅行理事会执行主任
then Business Development Director APAC region of WTTC

旅游经济的发展是社会前进和推动城市化进程的重要助力，一个城市即使没有任何工业，在旅游经济的支撑下也能获得繁荣发展，其中很重要的两点就是，第一需要基础设施的投资，第二需要有一个核心的市场营销计划，而中国在这两个方面都做得非常好，所以旅游经济发展迅速。

——2016 重庆香山旅游峰会

The tourism economy is a major contributor to society and urbanization. Even without any industry, a city can prosper based on tourism economy. The two key points are investment in infrastructure and a core marketing plan, on which China has done very well to achieve rapid development in the tourism economy.

——2016 Chongqing Fragrant Hills Tourism Summit



何超琼 Pansy Ho
世界旅游经济论坛副主席兼秘书长
Vice-Chairman and Secretary-General of the Global Tourism Economy Forum (GTEF)

如果说过去一年半教会了我们一些什么，那就是不能把任何事情视为理所当然。当我们失去了选择旅行的权利，才显现出旅行在我们生活中根深蒂固的作用。旅行不再是一种奢侈，而是世界各地许多人赖以生活和生机的根本组成部分。像我们这样的企业家应该利用我们的资源、智慧、创造力和决心，通过旅游+综合经济推动可持续发展和增长。我们利用这段时间采取行动，深化了在澳门的投资，加强了公共和私营部门之间的联系，我们的行动和承诺将为推动新型旅游经济系统产业化奠定基础。如此，澳门将成为一个更强大、更具竞争力的世界级旅游目的地。

——2021 世界旅游合作与发展大会

If the past year and a half have taught us something, it's that we can't take anything for granted. When we lose the right to choose to travel, the deep-rooted role of travel in our lives will be revealed. Travel is no longer a luxury but a fundamental part of many people's livelihoods around the world. Entrepreneurs like us should harness our resources, wisdom, creativity, and determination to drive sustainable development and growth through a tourism-plus-integrated economy. We have acted during this period to deepen our investments in Macao and strengthen the links between the public and private sectors. Our actions and commitments will lay the foundation for the industrialization of a new tourism economic system. In this way, Macao will become a stronger and more competitive world-class tourist destination.

——2021 World Conference on Tourism Cooperation and Development



罗杰·卡特 Roger Carter
世界旅游城市联合会专家
Member of the WTCF Expert
Committee

虽然现在共享经济还没有形成很大的影响力，但是毋庸置疑它是未来旅游业重要的一部分，并且会越来越重要。共享经济好的一面是它带来了许多新的旅行体验，这些新的体验催生出新机遇。但是我们也应该注意到，共享经济也有一定问题，未来我们需要将共享经济的好的一面继续扩大，积极面对共享经济发展中出现的问题。共享经济需要被管理，需要被规范。

——2016 重庆香山旅游峰会

Although the sharing economy has not yet made a big impact, it is undoubtedly an important part of tourism in the future and will only become increasingly important. Its positive side lies in the new travel experiences it introduces, which give rise to new opportunities. However, we should also be aware of the problems it brings. In the future, we shall develop its positive side and tackle the problems it may present. The sharing economy needs to be managed and regulated.

——2016 Chongqing Fragrant Hills Tourism Summit



阿里·扎希里
H.E. Ali Al Dhaheri
阿拉伯联合酋长国驻华大使
Ambassador of the United Arab
Emirates to China

2021 年由于疫情的原因，我们不得不推迟举办世博会。但是我们非常有决心，要举办一届史无前例的世界博览会，在很多方面，我们都要突破此前的成绩，我们认为将会有超过 191 个国家积极参与世博会，我们预期

将会有 2500 万名访客来访世博园。

还有一个特别好的消息，我们现在正以史无前例的高标准打造世博会。世博会举办后，70% 的世博园区的展馆会保留下来，成为旅游资源，继续发挥旅游所带来的经济价值。

——2021 世界旅游合作与发展大会

In 2021 we had to postpone the Expo due to the pandemic. However, we are determined to host an unprecedented World Expo. In many ways, we aim to exceed our previous achievements. We believe that more than 191 countries and 25 million visitors will actively participate in the World Expo.

Another good news is that we are now building the World Expo according to unprecedentedly high standards. After the Expo, 70% of the pavilions in the Expo venues will be retained as tourism resources that continue to produce economic value.

——2021 World Conference on Tourism Cooperation and Development



拉尔夫·欧斯顿
Ralf Ostendorf
柏林旅游局市场管理部主任
Director of Market Management
at Visit Berlin

共享经济已经开始对全球旅游城市产生重大影响，柏林就是其中之一，作为德国的首都，它不同于德国其他城市，时尚现代化的柏林很快地适应了共享经济，现在已经成为柏林居民不可或缺的生活方式。

一味地排斥共享经济并不能促进旅游业的健康发展，最重要的还是需要传统酒店行业提升自身的服务水平、完善设施基础创造更好的住宿条件，另外，诸如 Airbnb 这类应用也应该得到良好发展，满足不同人群

的需求，在具备良好的规范机制的前提下，让旅行体验多样化，更丰富。

——2016 重庆香山旅游峰会

The sharing economy has begun to have a significant impact on global tourism cities, with Berlin being one of them. As the capital of Germany, it is different from other cities in Germany. The fashionable and modern Berlin has quickly accepted the sharing economy as an indispensable lifestyle for Berlin residents.

Blindly rejecting the sharing economy cannot lead to the healthy development of tourism. It is essential for the traditional hotels to improve their service, facilities, and infrastructure to create better accommodation conditions. On the other hand, applications such as Airbnb should also be well developed to meet the needs of different customer groups, as well as diversify and enrich travel experiences under good regulatory mechanisms.

——2016 Chongqing Fragrant Hills Tourism Summit



山北荣二郎
Eijiro Yamakita
JTB 集团总裁
President and CEO, JTB Corporation

2022 年夏天是我们旅游从业者难忘的一个夏天，我们克服了重重困难，终于举办了 2020 东京奥运会和残奥会，这是一场和平的盛典，吹响了旅游再次出发的号角。

JTB 多年来一直深入参与奥运会和残奥会，我们很荣幸，将这个重要的接力棒，从日本传给我们尊敬的邻国中国。近期，随着各种交流活动逐渐恢复，为了一

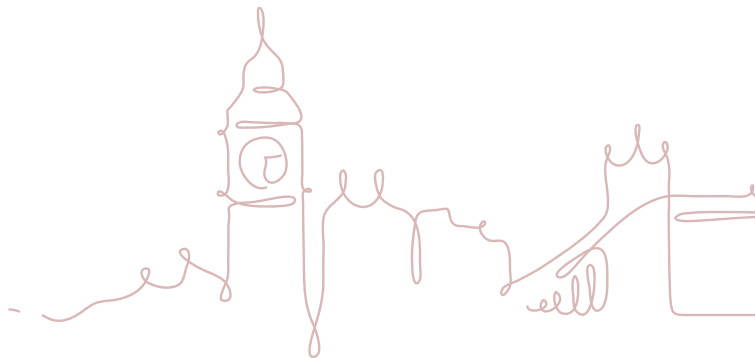
如既往成为大家首选的合作伙伴，JTB 集团将积极开发和部署新的混合商业模式，融合虚拟与现实世界，助力旅游发展，推动经济腾飞。

——2021 世界旅游合作与发展大会

The summer of 2022 was unforgettable for us tourism professionals. We overcame many difficulties and finally hosted the 2020 Tokyo Olympics and Paralympics. It was a peaceful celebration that sounded the horn for tourism to start again.

JTB has been deeply involved in the Olympics and Paralympics for many years, and we are honored to pass this important baton from Japan to China, our esteemed neighbor. With various exchange activities gradually resuming, to remain everyone's preferred partner, the JTB group will actively develop and deploy new mixed business models that integrate the virtual and real worlds to help promote tourism development and drive economic takeoff.

——2021 World Conference on Tourism Cooperation and Development



关键词 | key words

城市魅力 Urban charm



托吉丁·朱拉佐达
Tojiddin Jurazoda
塔吉克斯坦共和国旅游发展委员会主席
Chairman of the Committee for Tourism Development under the Government of the Republic of Tajikistan

在塔吉克斯坦本月庆祝独立 30 周年之际，我们的首都杜尚别正在迅速发生剧变，现在这座城市的天际线上高楼林立、闪亮夺目，国际五星级饭店鳞次栉比。新冠疫情使塔吉克斯坦旅游业增长放缓，但是在过去的 18 个月里，我们并没有袖手旁观，特别是在杜尚别，我们持久投资于基础设施和人力资源建设，力求打造一个独特的中亚旅游目的地，吸引数以百万计的国内外游客前来观光。我期待在不久的将来，在杜尚别欢迎各位来宾，让大家去发现和体验塔吉克斯坦的宝藏。

——2021 世界旅游合作与发展大会

As Tajikistan celebrates its 30th anniversary of independence this month, our capital, Dushanbe, is undergoing a dramatic transformation. Now the city's skyline is lined with high-rises, glittering buildings, and international five-star hotels. COVID-19 has slowed down the growth of Tajikistan's tourism industry. However, in the past 18 months, we have not stood idly by, especially in Dushanbe. We have made sustained investments in infrastructure and human resources development, striving to create

a unique tourist destination in Central Asia to attract millions of domestic and foreign tourists. I look forward to welcoming guests in Dushanbe in the near future who can discover and experience the treasures of Tajikistan.

——2021 World Conference on Tourism Cooperation and Development



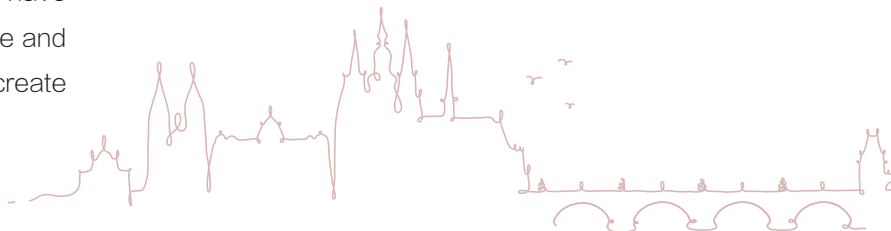
马丁·切东多
Martin Chedondo
津巴布韦共和国驻华大使
Ambassador of the Republic of Zimbabwe to China

津巴布韦有非常多美丽的地方，比如维多利亚达布布，再比如维多利亚瀑布，它是世界七大自然奇观之一。疫情给我们的旅游业造成了冲击，游客没有以前那么多了，为了应对疫情，我们也做了许多积极的努力，希望通过城市的努力，推动旅游业的复苏发展，为旅游做些事情。我们真诚邀请全球的游客都来到我们美丽的城市旅游观光。

——2021 世界旅游合作与发展大会

There are so many beautiful places in Zimbabwe, like Victoria Falls, one of the seven natural wonders of the world. The pandemic has hit our tourism industry with fewer tourists than before. In response, we have made many active efforts to deal with the pandemic and promote the recovery and development of tourism. We sincerely invite visitors from all over the world to visit our beautiful city.

——2021 World Conference on Tourism Cooperation and Development





米格尔·罗梅罗·索特洛
Miguel Romero Sotelo
时任利马市长
then Mayor of Lima (Peru)

作为利马这座伟大的城市的代表，我们期待着大家能够来到利马。在这里，我们能够看到本土的安第斯印加文明与其他文明交相融合，包括与欧洲文明、亚洲文明和非洲文明，使得这里成为人类文化的大熔炉，不断融合发展，向前迈进。利马是拉美独一无二的海滨城市，我们以开放的姿态期待您的到来，渴望为您服务，让您享受当地文化，欢迎大家来访我们的城市——利马。

——2022 世界旅游合作与发展大会

As representatives of the great city of Lima, we look forward to welcoming you all to Lima. Here, we can see the indigenous Andean Inca civilization mingling with European, Asian, and African civilizations in a grand furnace, where they are constantly integrating and moving forward. Lima is a unique coastal city in Latin America, and we welcome your visit with open arms. We are eager to serve you and impress you with local culture. Welcome to Lima.

——2022 World Conference on Tourism
Cooperation and Development



安迪·弗斯特
Andy Foster
时任新西兰惠灵顿市长
then Mayor of Wellington (New Zealand)

在过去的两年中，我们面临前所未有的挑战，在此，我要感谢世界旅游城市联合会的大力支持。多年来，我们和大会深化合作，深入探讨何为旅游业以及如

何发展可持续的旅游业，为子孙后代造福，而在这方面，惠灵顿有着独到的理解和实践经验。

惠灵顿作为新西兰的首都，是一个适合生活、工作、学习、娱乐和游览的好地方，欢迎全球游客来到惠灵顿旅游，感受我们的文化和生活。

——2022 世界旅游合作与发展大会

In the past two years, we have faced unprecedented challenges, and I would like to thank the World Tourism Cities Federation for its vigorous support. Over the years, we have deepened our collaboration with the Conference to explore what tourism is and how it can be developed in a sustainable manner for the benefit of future generations. Wellington has a unique understanding and experience in this field.

As the capital of New Zealand, Wellington is a good place for living, working, studying, entertainment, and sightseeing. Global tourists are welcomed to Wellington to experience our culture and way of life.

——2022 World Conference on Tourism
Cooperation and Development



恩伍德
Ernest Wooden, Jr.
时任洛杉矶会议及旅游局局长
then President and CEO of the
Los Angeles Tourism & Convention
Board

美妙绝伦的新酒店频繁开业、获奖大厨勇于探索烹饪的新领域、知名文化机构纷纷选址洛杉矶，这里的生活方式也引得人们争相效仿。作为一个不断变化发展的旅游目的地，洛杉矶旅游业的前景一片光明，我们也将继续为来自世界各地的游客铺好欢迎的红毯。

——2017 洛杉矶香山旅游峰会

With fabulous new hotels opening frequently, award-winning chefs exploring new culinary frontiers, and renowned cultural institutions located in Los Angeles, the lifestyle here is one to be emulated. As a destination that is constantly changing and evolving, Los Angeles has a bright future. We'll continue to roll out the red carpet for visitors from around the world.

——2017 Los Angeles Fragrant Hills Tourism Summit



拉森·哈达德
Larson Haddad
时任摩洛哥国家旅游部部长
then Minister of Tourism of Morocco

世界上的城市——无论是智慧城市、旅游城市，还是可持续城市，都是促进旅游发展的中坚。因此城市应该成为旅游的前沿，发展旅游的主力是市长和地方政府，而不是中央政府，这是我想向大家传递的一个信息。

——2015 拉巴特非斯香山旅游峰会

Cities around the world, whether they are smart cities, tourism cities, or sustainable cities, are the backbone of tourism development. Therefore, cities should be at the forefront of tourism, and mayors and local governments, not central governments, should be the main drivers of tourism development. This is the message I want to convey to everyone.

——2015 Rabat & Fez Fragrant Hills Tourism Summit



朱贤特 Didier Truchot
益普索董事长兼首席执行官
Ipsos Chairman and Chief Executive Officer

在旅游方面，中国有很大的竞争优势，现在的问题在于如何将这些优势传递给世界。可以通过举办诸多国际化的活动，以国家品牌形象宣传的方式，提高中国城市的知名度，增强在全球旅游市场的竞争力。

为什么说建立城市的品牌资产很重要，因为可以帮助城市在游客眼花缭乱的备选目的地中脱颖而出，展示独特的魅力，借此让城市保有与竞争者完全不同的吸引力。

——2018 青岛香山旅游峰会

China has a great competitive advantage in tourism, and now, the question is how to transmit them to the world. We can hold international activities to publicize Chinese cities and enhance their competitiveness in the global tourism market in a way to promote the national brand image.

A city's brand equity is important, for it helps the city stand out among the dizzying array of optional destinations and showcases a unique appeal that distinguishes the city from its competitors.

——2018 Qingdao Fragrant Hills Tourism Summit



卡洛斯 Carlos Humberto Larrea Davilla
厄瓜多尔驻华大使
Ecuadorian Ambassador to China

首先，我们应该用市场调查等方式了解游客的想法。比如，我们首先要了解他们选择旅游目的地的标准。当然，我们会在这些信息的基础上，继续开发旅游路线的新产品。还要知道，旅游者们在当地过得舒适，需要什么条件。我们在城市形象方面做了很多

工作。我们一直致力于打造这座城市的品牌。在过去的15年里，基多市一直在努力塑造城市形象，这是上届政府的政绩。但现在一切都在发展，我们必须适应新的时代。因此，我们一直在根据城市的属性，设计城市的新形象和新标识。举个例子，基多有自己的遗产和文化，有很多自然景观，这是游客选择它为目的地的主要原因之一。它也是多种文化交融之地，我们有世界各地的无数美食，这很重要。根据我们的市场调查，这就是游客们向往的。基于上述特点，我们正在努力重塑城市形象。

——2018 青岛香山旅游峰会

We should, first of all, use market research and other means to understand what visitors think. For example, we have to first understand what they are looking for when choosing a destination. And then we will of course based on that information, continue developing new products, talking about tourist products of new routes in general, and so on. Visitors he or she needs in order to feel comfortable in this destination. We have been working a lot on this city image. We have been working precisely on the branding of the city. For the last 15 years, the city of Quito has been working on the image, which has been the great work of the previous administration. But now everything moves on, and then we have to adapt to the new times. So we've been working a new image of the City and the new logo and the new image in general, based on the attributes of the city. So that's, for example, Quito has its patrimony and culture, have a lot of nature, which is one of the main attributed to the visitors are looking for when choosing a destination. It is also a place where many cultures meet, and we have a wide variety of food from all over the world, which is important. According to our market research, this is what visitors are

looking for. Based on these combined attributes, we are working on reshaping the city's image.

——2018 Qingdao Fragrant Hills Tourism Summit



格里戈尔·波罗扎诺夫
Grigor Kalinov Porozhanov
时任保加利亚驻华大使
then Bulgarian Ambassador to China

保加利亚有五个城市加入了联合会，它们都是我国的重要城市。第一个就是首都索菲亚。从古罗马时代起，它就非常美丽和著名。第二大城市普罗夫迪夫是座古城，以亚历山大大帝之父的名字命名。

保加利亚在中世纪的首都大特尔诺沃，非常美丽。还有两个城市位于黑海沿岸，一是保加利亚的海上中心瓦尔纳，一是美丽的古城波莫瑞。作为出生在海边的保加利亚人，我很自豪保加利亚的城市能加入联合会，成为著名的黑海海滨旅游业的代表。其他城市也代表了保加利亚悠久而浩瀚的历史。

所以我能理解市长和原领导人愿意参加联合会，利用这个机会来展示城市。保加利亚的旅游业很发达。在过去的几年里，我们的游客数量不断增加。因此，我愿在此向对我们国家感兴趣的中国游客介绍情况，这对保加利亚很有帮助，能帮我们丰富旅游产品，满足中国游客需要。

——2018 青岛香山旅游峰会

It is worth noting that Bulgaria has five cities that are members of the Federation, and these are very important cities in my country. Starting with our capital city Sofia, which is very beautiful and famous from ancient Roman times. Plovdiv, also known as the "City of the Father of Alexander the Great," is another ancient city and serves as the second capital city of Bulgaria.

We also have Veliko Tarnovo, the medieval

capital city of Bulgaria, which is a stunning location. We have two cities from the Black Sea side, the Black Sea coast, the so-called marine capital city of Bulgaria, Varna, and one small city, which is a very, very beautiful and ancient one, Pomorie. As a Bulgarian who was also born on the seaside, I'm very proud that the city, Bulgaria is participating in the federation, representing tourism on the Black Sea Coast, which is renowned worldwide. Furthermore, the other cities represent the very deep historical richness of Bulgaria.

So I think that it's not by chance that our mayors and original leaders are willing to take part in the federation and to use this opportunity to present their cities. Bulgaria is doing fine with tourism in recent years. For the last couple of years, we have increasing number of tourists. And I hope that presenting and having new messages here in China for the Chinese tourists that are being very active in our part of the world will be beneficial for Bulgaria and will help us to diversify the tourism product as well by presenting what we can offer to the Chinese tourists.

——2018 Qingdao Fragrant Hills Tourism Summit



施可方
Francisco Escobar
时任巴拿马驻华大使
then Panama Ambassador to China

很多中国人都知道我们举世闻名的巴拿马运河。这是我国的地标，也是旅游胜地。2016年，我们对运河进行综合扩建，反馈良好，游客们参观过著名河段后都很满意。过去两年中，我们以巴拿马运河、海滩、宜人天气和购物场所来吸引游客。我们知道人们喜欢出国购物。我们拥有全球最知名的那些品牌、娱乐场所和美食。我们期待有更多游客。巴拿马和中国去年建立了外

交关系，所以我国现在获准接待旅游团。我们为中国人提供灵活的签证程序。拿到签证很容易。你只需进入移民局的网页并申请即可。

我们正在努力使中国游客来巴拿马的旅程更容易。来我国旅游，既长见识又有趣味。巴拿马旅游局的工作人员会把我们收集到的情况和数据带回国内分析，从而优化针对中国游客的服务。

——2018 青岛香山旅游峰会

As many people know here in China, we are very well known for the Panama Canal. It's not only a point of pride for our country but also a popular tourist destination. In 2016, we integrated the expansion of the canal, which is a project, and we received a lot of good feedback from visitors who found it fascinating. In the past two years, we have had the Panama Canal, as I just said. Also, we offer beaches, excellent weather, and a lot of shopping. We know that people like to go abroad and do some shopping. We have the largest brand names in the world established in Panama, we have casinos, and we offer good food. We're looking forward to receiving many tourists. Panama and China established diplomatic relations last year, so now we are an approved destination for groups. We have also made the visa process easier for Chinese tourists with a simple online application process available on our immigration website. We want to make it as easy as possible for Chinese tourists to visit our country.

Our interactions with Chinese tourists have been very interesting and very informative. We have received some facts and numbers that will go back to Panama with our people on the tourism board, and we will analyze them and try to optimize our services to the Chinese tourists.

——2018 Qingdao Fragrant Hills Tourism Summit



朱莉·查普尔
Julie Chappell
 时任伦敦旅游局国际市场部总经理
 then Managing Director,
 International Markets, London &
 Partners

伦敦关注的是可持续旅游业和智慧城市，以及其他城市如何树立自己的品牌。因此，伦敦这个品牌对不同人群意义不同。拥有主品牌也许不是什么好事，因为不少组织都在使用“伦敦”这个词，因此我要了解其他人的工作。我很高兴看到，我们把伦敦打造为旅游胜地的辛勤工作得到了认可。目前我们正与曼彻斯特和伯明翰合作，在中国市场作宣传，鼓励中国人游历英国的其他城市，不限于伦敦。这是个特殊的合作项目，游客们可以在英国全境畅游，享受有趣的“一揽子行程”和令人惊叹的事物。伦敦是起点，大家可以从这里出发，探索全英国。

——2018 青岛香山旅游峰会

I think the areas of sustainable tourism and smart cities are particularly interesting for London. Additionally, learning how other cities are managing their brands is also very informative. Thus I said the London brand means different things to different people. Having a master brand probably isn't the right thing to do because different organizations want to do different things with the word London. I think it's nice to be recognized for all the hard work that goes into making London a great place to visit. Absolutely, at the moment, we're working on a joint campaign to visit England, with Manchester and Birmingham, which is aimed at the Chinese market to encourage Chinese people to not only visit London but visit other places in the UK. And that's a special project that is a partnership, so people can find great packages, itineraries, and amazing things to do across the whole of the UK by using London as a launch pad to discover more of what the UK has to offer.

——2018 Qingdao Fragrant Hills Tourism Summit

关键词 | key words

可持续发展

Sustainable development



泰格埃格瓦克·盖图
Tegegnetwork Gettu
 时任联合国副秘书长
 then Deputy Secretary General
 of the United Nations

世界旅游城市联合会与联合国一直保持着富有成效的对话交流，包括与联合国最高层组织及联合国系统专门机构。我很高兴地看到，可持续发展的目标已经被世界旅游城市联合会采纳并作为指导方针，促进全球旅游及各个产业的发展。

——2018 青岛香山旅游峰会

The World Tourism Cities Federation (WTCF) has maintained a productive and effective dialogue with the United Nations, including with its highest level organization and specialized agencies within the UN system. I am pleased to see that the WTCF has adopted the Sustainable Development Goals (SDGs) as guidance to promote the development of global tourism and related industries. This has a special focus on cities, and I am encouraged by the WTCF's efforts in this regard.

——2018 Qingdao Fragrant Hills Tourism Summit



戴文德 Devanand Ramiah
 时任联合国开发计划署驻华副代表
 then Deputy Resident
 Representative, UNDP China

关于可持续发展目标，我想讲三件事情：第一，它是一个全球统一的框架，不管是发展中国家，还是发达国家，都是一样的，这跟此前的目标有很大的区别；第二，可持续发展目标是把社会、经济、环境三个领域结合在一起，此前通常我们主要是考虑 GDP、经济增长这些元素，但是现在可持续发展目标告诉我们，想要有一个更美好的社会，这三个方面我们都要同时考虑；第三，可持续发展需要让所有人从中受益，每个人都可以从中受益，尤其是那些弱势群体。

——2021 世界旅游合作与发展大会

Regarding the sustainable development goals (SDGs), I would like to highlight three points: Firstly, the SDGs represent a globally unified framework that is applicable to both developing and developed countries, which is a significant departure from previous goals. Secondly, the SDGs combine the social, economic, and environmental spheres. While we used to focus primarily on elements such as GDP and economic growth, the SDGs require us to consider all three equally in order to build a better society. Thirdly, sustainable development must benefit everyone, particularly vulnerable groups.

——2021 World Conference on Tourism
 Cooperation and Development



**哈伦·亨利
 Hallam Henry**
 巴巴多斯驻华大使
 Ambassador of Barbados to
 China

为促进旅游经济振兴，巴巴多斯政府出台了一系列的刺激旅游和经济产业发展的政策举措。未来，巴巴多斯政府也将通过加大对旅游业的投资，采取更多生态环境保护措施，升级支付系统，推动数字技术的应用，利用故事讲述式的营销等，创造独特的旅游体验。

在这样的旅游环境下，无论是政府层面的签订谅解备忘录，还是民间往来，都能形成有效合作，建立更多合作伙伴关系，让旅游业更具韧性，发展更具可持续性。

——2022 世界旅游合作与发展大会

The government of Barbados has introduced a series of policy measures to stimulate the development of the tourism and economic sectors. In the future, the Barbados government will also increase investment in tourism, adopt more ecological and environmental protection measures, upgrade payment systems, promote the use of digital technology, and use storytelling marketing to create unique tourism experiences.

In such a tourism environment, effective cooperation and partnerships can be established through the signing of MOUs at the governmental level as well as through private exchanges, leading to resilient and sustainable tourism development.

——2022 World Conference on Tourism
 Cooperation and Development





**玛利亚
María Llinares**
西班牙王国驻华使馆旅游参赞
Tourism Counselor, Embassy
of Spain

我们要有更好的创新形式给游客提供更好的体验，对于可持续发展，我们已经有很好的经验，包括马德里等地方都有很成功的经验。我们也会非常尽力去做这样的工作。我知道中国现在有很大的优势能够不断进行创新。我们也会引入更多的技术来帮助游客，让他们感到非常舒适。

——2021 世界旅游合作与发展大会

We need to come up with innovative forms to provide visitors with better experiences. We have had a very good experience with sustainable development in places like Madrid, and we will continue to work towards it. I know that China is in a great position to continue innovating, and we will also introduce technology to ensure that visitors have a comfortable stay.

——2021 World Conference on Tourism
Cooperation and Development



刘斌 Liu Bin
北京市文化和旅游局副局长
Deputy Director-General of
Beijing Municipal Bureau of
Culture and Tourism

人们说旅游是一个绿色产业，但从实践中发现，它并不一定是一个绿色产业。只有秉持可持续发展的这种理念，它才能成为一个真正的绿色产业。在这个过程中，北京始终秉承着四个可持续发展理念来推动旅游业的发展。

第一是旅游的资源开发和保护要相协调。第二是旅游业的发展质量和发展速度要相协调。第三是旅

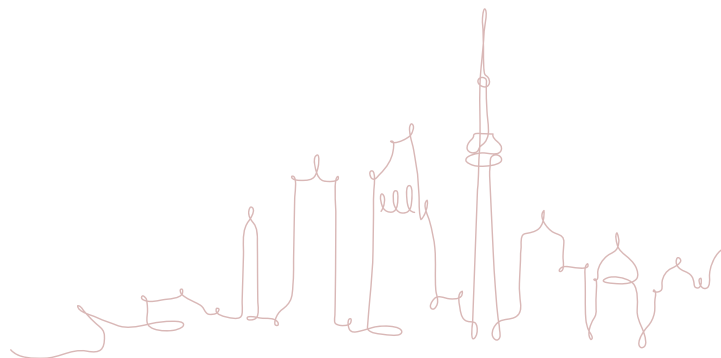
游业的发展与环境的承载能力要相协调。第四是旅游的经济价值要和生态效益相协调。只有秉持这四个理念，才能够达到我们旅游业的可持续，北京旅游业可持续发展的目标是什么，就是经济、社会和生态的良性互动。

——2021 世界旅游合作与发展大会

People say that tourism is a green industry, but from experience, it is not always the case. Only by upholding the concept of sustainable development can it truly be considered a green industry. In this process, Beijing has always adhered to four sustainable development concepts to promote tourism.

Firstly, the development and protection of tourism resources should be coordinated. Secondly, the quality and speed of tourism development should be balanced. Thirdly, tourism development should be aligned with the environment's carrying capacity. Fourthly, the economic value of tourism should be balanced with ecological benefits. Only by adhering to these four concepts can we achieve sustainable tourism development. Beijing's goal for sustainable tourism development is to have a positive interaction among the economy, society, and ecology.

——2021 World Conference on Tourism
Cooperation and Development



关键词 | key words

创新驱动 Innovation driven



饶权 Rao Quan
中国文化和旅游部副部长
Vice Minister of Culture and
Tourism of China

我们坚持旅游为民、旅游惠民，丰富优质旅游产品和服务供给，完善旅游公共设施、推出更多惠民举措，更好满足大众旅游时代人们的消费需求。我们适应信息化发展大趋势，加快推进以数字化、网络化、智能化为特征的智慧旅游，推动旅游“上云、用数、赋智”。我们践行“绿水青山就是金山银山”理念，探索发展集约资源、保护环境、节能低碳、主客共享的绿色旅游，实现生态保护、绿色发展和旅游发展相统一。

——2022 世界旅游合作与发展大会

We will ensure that tourism serves and benefits the people, enrich quality tourism products and services, improve tourism public facilities, and introduce more measures to benefit the people so as to better meet people's needs in the era of mass tourism. We adapt to the general trend of information technology, promote intelligent tourism characterized by digitization, networking, and intelligence, and help the tourism industry to engage in "clouds, data, and intelligence." Adhering to the concept that "clear water and lush mountains are valuable assets," we explore resource-intensive, environment-friendly,

energy-saving, and low-carbon green tourism that is shared by both hosts and guests so as to achieve the unity of ecological protection, green development, and tourism development.

——2022 World Conference on Tourism
Cooperation and Development



**桑德拉·卡沃
Sandra Carvao**
时任联合国世界旅游组织市场
信息与竞争力主管
then Chief of Market Intelligence
and Competitiveness, UNWTO

当我们着眼于复苏时，一个重要的问题是如何利用新技术去提高城市周边游的流动性，改善提供给游客的信息，改善沟通方式和伙伴关系。这场疫情危机给我们带来的最值得效仿的解决方案之一，就是伙伴关系的重要性。

我们要把游客视为“临时居民”，这是一个我们已经研究了很长时间的概念，我们需要考虑旅游业对城市的影响，需要把旅游业作为城市议程的关键要素之一。这场危机是旅游行业得以更好重建的关键机会。我们已经看到，许多城市正在重新考虑旅游业的发展方式、游客融入城市议程的方式以及阐述城市发展目标的方式。

——2021 世界旅游合作与发展大会

When we focus on recovery, an important issue is how to promote tours around cities with innovative technologies, improve the information provided to tourists, and boost communication methods and partnerships. One of the most exemplary solutions brought by the pandemic is the importance of partnerships.

We need to treat tourists as "temporary residents," a concept that we have studied for a long time. We shall consider the impact of tourism on cities and take it as one of the key elements of the city agenda. This crisis is a key opportunity for the tourism industry to be rebuilt better. We have seen

that many cities are rethinking the way to develop tourism, accept tourists into the urban agenda, and articulate their urban development goals.

——2021 World Conference on Tourism
Cooperation and Development



魏小安 Wei Xiaohan
世界旅游城市联合会首席专家
Chief Expert of the WTCF Expert
Committee

无论疫情怎么变化，生活总要继续。需求是刚性的，所以满足现实需求，挖掘潜在需求，引领未来需求，这是我们需要做好的大文章。从这一年的情况来看，城市休闲和乡村微度假的火爆，成为现象级消费。压抑这么长时间了，何以解忧，唯有休闲。所以升级的度假，一次性的长途交通、多日停留、全民消费，形成了品牌的度假地。除此之外，现在城市的退休老人都热衷于到山区度假避暑，也成为热点。也就是说在这个过程中，除了行业下降之外，也有一些东西在新兴，在生成，甚至成为现象级的消费。

当然，情况还在不断变化，我们也需要跟踪这种变化来研究新的市场变化，研究新的提升。

——2021 世界旅游合作与发展大会

No matter how the pandemic changes, life goes on. Demand is rigid, so we need to design a strategy to meet the real demand, explore the potential demand, and lead the future demand. Over the past year, the popularity of urban leisure and rural micro-vacation has exploded. Repressed for such a long time, we can only relieve our anxiety through leisure. Therefore, upgraded vacations, including one-time long-distance transportation, multi-day stays, and national consumption, form a brand of vacation resort. In addition, now the city's retired people

are keen to spend their summer vacations in the mountains, which has become a hot spot. While the whole industry declines, something is emerging as phenomenal consumption.

Of course, things are still changing, and we should keep track of these changes to study new market trends and make improvements.

——2021 World Conference on Tourism
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雷海粟 Lei Haisu
时任中国旅游集团旅行服务有限公司董事长
then Chairman of CTG Travel
Services Corporation Limited

我们认为还是要坚决地推动旅游产业的高质量发展。原来我们追求大而全，今后我们可能要更加聚焦在整个产业的质量。特别是在突出旅游主业核心竞争力的基础上，我们要进一步地围绕产业链、供应链和价值链，按照四个有利的原则推进我们的调整。这四个有利主要是有利于掌控核心资源、把握价值环节、发挥协同效应、防范系统风险。通过这四个有利来重构我们的价值体系和商业模式。特别要优化我们自身的资源配置和集成各产业的要素，来抢占下一步旅游产业的制高点，同时加快培育创新型的业务增长点。

——2021 世界旅游合作与发展大会

We believe that we should continue to promote the high-quality development of the tourism industry. Previously, we pursued large and comprehensive products, but in the future, we may focus more on the quality of the entire industry. By highlighting the core competitiveness of the tourism industry, we should adjust our plans around the industrial chain, supply chain, and value chain in accordance with the "four advantages" principles. These "four advantages" include controlling

core resources, grasping value links, exerting cooperative effects, and preventing system risks. We should rebuild our value system and business model on these principles. In particular, we should optimize resource allocation and integrate elements of various industries to seize the commanding heights of the tourism industry in the next step and cultivate innovative business growth points.

——2021 World Conference on Tourism
Cooperation and Development



白凡 Bai Fan
北京首都旅游集团总经理
General Manager of Beijing
Tourism Group

我们认为还是要坚决地推动旅游产业的高质量发展。原来我们追求大而全，今后我们可能要更加聚焦在整个产业的质量。特别是在突出旅游主业核心竞争力的基础上，我们要进一步地围绕产业链、供应链和价值链，按照四个有利的原则推进我们的调整。这四个有利主要是有利于掌控核心资源、把握价值环节、发挥协同效应、防范系统风险。通过这四个有利来重构我们的价值体系和商业模式。特别要优化我们自身的资源配置和集成各产业的要素，来抢占下一步旅游产业的制高点，同时加快培育创新型的业务增长点。

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In 2020, the sudden outbreak of the COVID-19 pandemic had a severe impact on the global economy. As a result, China's economic restructuring and consumption transformation accelerated. Against the backdrop of deep development in industrialization, urbanization, and agricultural modernization, as well as informationization, digitization, and intelligence, new consumption, new integration, and new patterns have emerged at an accelerated pace.

Innovation in business formats and the integration of industries have become driving forces for tourism transformation and upgrading, and important ways to cultivate new growth points in the tourism economy. Under the new normal, business format innovation and industrial integration exhibit strong characteristics of the times, innovation, dynamics, and technology, as well as the new trend of innovating traditional elements, integrating business formats, creating industry ecology, customizing models, and scaling up development.

——2021 World Conference on Tourism
Cooperation and Development



苗乐文 Tom Mehrmann
时任北京环球度假区总裁兼总经理
then President and General
Manager at Universal Beijing
Resort

第一我们要很灵活，企业很灵活，很灵活的企业就会成功，它们能够应势而变，能给游客提供很好的体验，总之能够超越客户的需求，这是非常重要的。第二个就是创新，有创新的企业能够成功应对疫情的影响。它们会创新技术，能够有新的方式让人们再次回来。我们作为人，需要和人进行接触，和自然接触，所以我们需要共同的体验，这个都需要我们有创新的方式进行旅游业的发展。第三个是数字化，技术是非常重要的，特别是数字化。这样的话我们就能够和客户进行交互，使用相关的数据，运用数字化让我们业务达到更高的水平。

——2020 世界旅游合作与发展大会

First of all, we need to be flexible, and flexible enterprises will succeed. They can adapt to changes and provide tourists with a good experience that goes beyond their expectations. This is very important. Secondly, innovation is key, and innovative companies can successfully

cope with the impact of the COVID-19 pandemic. They will innovate in technology and find new ways to bring people back. As human beings, we need to have contact with people and nature, so we need to create shared experiences. This requires innovative ways to develop the tourism industry. Thirdly, digitization is crucial. Technology is very important, especially digital technology. This way, we can interact with our customers and use relevant data to take our business to a higher level.

——2020 World Conference on Tourism Cooperation and Development



于敦德 Yu Dunde
途牛旅游网创始人兼首席执行官
Founder and CEO of Tuniu Corporation

在整个疫情期间，大家出游的方式发生了一些变化。其中一个就是二次预约大规模普及。这也催生了整个过程中实现动态打包的方式来约定出游。很多企业包括旅游企业在内，采取直播的方式进行旅游产品的销售，这也是非常贴近客户的销售方式，通过这样的方式能够更紧密地和游客之间产生互动。我们觉得在将来，在这样的形式上，游客能够有一个更好的出游体验。我们也期待着在将来目的地方面，能够逐步有更多的增加和延伸。

——2020 世界旅游合作与发展大会

During the pandemic, there have been some changes in the way people travel. One of them is the widespread adoption of second reservations, which has led to the development of dynamic packaging to schedule trips. Many enterprises, including tourism companies, have adopted live streaming to sell their tourism products, a sales method that closely interacts with customers. Through this approach, tourists can have a more immersive travel

experience. We hope to see more destinations being developed and expanded in the future.

——2020 World Conference on Tourism Cooperation and Development



舒展 Shu Zhan
时任腾讯文旅产业研究院院长
then Director of Tencent Culture & Tourism Research Institute

疫情给我们带来一个提示，我们原来所熟悉的旅游方式和旅游模式一去不复返了，我们迎来新的一页。

第一个关键词是数字化，我们希望在疫情前、疫情中、疫情后，数字化的工具能够为我们旅游行业带来新的机遇、新的发展。第二个是长期价值。通过这一场疫情，让我们的旅游行业更加地沉淀思考，什么才是真正的长期价值。第三个方面是协同创新，经过这场疫情，应该让旅游行业，不管是政府，还是目的地，还是旅游企业，还是科技企业，大家共同携起手来，本着共同的价值观，在这个行业里协同创新。

——2020 世界旅游合作与发展大会

The COVID-19 pandemic has alerted us that the familiar travel ways and forms are gone forever, and we are turning over a new page. The first keyword is digitalization. We hope that digital tools can bring new opportunities and progress to the tourism industry before, during, and after the pandemic. The second keyword is long-term value. This pandemic has made the travel industry ponder on what is true long-term value. The third aspect is collaborative innovation. After this pandemic, government, destinations, tourism enterprises, and technology enterprises should work together to achieve collaborative innovation in this industry based on common values.

——2020 World Conference on Tourism Cooperation and Development