

# 凝聚城市力量 重振世界旅游

## Gathering the Strength of Cities to Revitalize World Tourism

5月9日-11日，“2023世界旅游城市联合会长沙香山旅游峰会”在中国长沙举办。本届峰会以“凝聚城市力量，重振世界旅游”为主题，吸引了来自欧洲、非洲、美洲、亚洲等37个国家的嘉宾，以及世界旅游城市联合会城市和机构会员、媒体、知名旅游企业、投资机构代表等400余人齐聚山水洲城，共商世界旅游业振兴发展大计，共享来自全球旅游全产业链的智慧和力量。

The "WTCF Changsha Fragrant Hills Tourism Summit 2023" was held in Changsha, China, from May 9th to 11th. With the theme "Gathering the Strength of Cities to Revitalize World Tourism", this summit attracted guests from 37 countries across Europe, Africa, the Americas, and Asia. More than 400 participants, including the World Tourism Cities Federation city and institutional members, representatives from media, renowned travel companies and investment institutions, gathered in this picturesque city to discuss the revival and development of the global tourism industry. They shared insights and collaborated on strategies from the entire tourism industry chain worldwide, thus embracing the wisdom and strength it offers.







△ 大会现场

# 凝心聚力 重振信心 共迎全球旅游复苏新机遇 ——2023 世界旅游城市联合会长沙香山 旅游峰会综述

文、图 / 世界旅游城市联合会

5月9日至11日，“2023世界旅游城市联合会长沙香山旅游峰会”在中国长沙成功举办。本次峰会以“凝聚城市力量 重振世界旅游”为主题，由世界旅游城市联合会（以下简称“联合会”）和长沙市人民政府共同主办。联合国开发计划署、联合国世界旅游组织等5家国际组织作为重要支持伙伴暨合作单位出席此次峰会。14家驻华使领馆、25个世界知名旅游城市代表团，共37个国家和地区的业界代表400余人齐聚山水洲

城，共商世界旅游业振兴发展大计，共享来自全球旅游全产业链的智慧和力量。

## 大会亮点纷呈，多项智慧成果权威发布

本届峰会设有主旨发言、大使论坛、市长对话、研究报告发布、专题演讲、专题论坛、旅游投资推介会、旅游交易洽谈会等二十多场活动。重量级嘉宾云

集，特色活动亮点纷呈。

北京市副市长司马红出席开幕式并提出推进世界旅游经济复苏繁荣的四点倡议；8位驻华大使、4位国际知名旅游城市市长围绕疫后国际城市间旅游合作、旅游城市创新治理等话题进行讨论；“专题论坛”与“专题演讲”异彩纷呈，迸发思维火花……

会上，世界旅游城市联合会携手中国社会科学院旅游研究中心共同发布《世界旅游经济趋势报告（2023）》，预测2023年全球旅游总人数将达107.8亿人次，全球旅游总收入将达5.0万亿美元，分别恢复至疫情前（2019年）的74.4%和86.2%，这释放出旅游业复苏重振的重要信号。联合会与联合国开发计划署共同发布《疫情背景下世界旅游城市可持续发展——中国行动研究》，为世界旅游城市可持续发展提供可借鉴的中国方案。此外，联合会还发布了《长沙倡议》，呼吁世界旅游城市凝聚力量，携手同行，共创旅游城市发展新动能，共建全球旅游业美好未来。

大会期间还举办了旅游投资推介会和旅游交易洽谈会，在旅游投资推介会上，通过前期沟通和现场洽谈，13个文旅项目初步达成合作意向，意向项目总

投资额人民币81.44亿元。在旅游交易洽谈会上，各方充分交流信息，进行了广泛的业务交流和旅游资源对接。据悉，已基本明确意向交易金额人民币64亿元。

本届峰会为来自世界各地的业界代表搭建思维碰撞与交流合作的平台。同时，也进一步提升了新晋会员城市长沙市的知名度以及联合会作为全球性国际旅游组织的国际影响力。

## 搭建国际平台， 共话全球旅游复苏新机遇

联合会自成立以来，在搭平台、促合作方面不断深耕。2022年下半年，联合会主办了“2022世界旅游合作与发展大会”和“2022世界旅游城市联合会拉丁美洲及加勒比区域旅游会议”等，为全球旅游城市的交流合作搭建了平台。本届峰会，联合会继续发挥平台作用，为城市发展增效赋能，助力疫后城市旅游复苏。

峰会上，特立尼达和多巴哥共和国驻华大使刘娜认为，信息缺乏是发展旅游业的重要障碍，而香山旅游



△ 大会现场





△ 大会现场

峰会这一平台，可以使旅游行业共享信息，共享经验，并通过研究成果中的数据分析来应对挑战。

联合会新会员城市代表蒙古国乌兰巴托副市长特木尔图穆表示，2023世界旅游城市联合会长沙香山旅游峰会的举办搭建了绝佳的平台，不仅可以讨论旅游业的未来愿景，还可以就当前面临的挑战、未来趋势、合作机会进行交流，探讨最佳方案。此次峰会将为旅游业的复兴和未来发展做出突出贡献。

世界旅游与旅行理事会总裁兼首席执行官朱莉娅·辛普森高度称赞了世界旅游城市联合会。她表示，世界旅游城市联合会将世界各地的旅游城市聚集在一起，并为分享最佳实践和促进合作提供了一个优秀的平台，取得了丰硕的成果。

湖南省委常委、省委宣传部部长杨浩东表示，本届峰会契合当前世界旅游发展形势，对促进世界旅游城市的交流合作，提振世界旅游发展信心，助推经济恢复发展具有重要意义。杨浩东说，“真诚希望通过世界旅游城市联合会这一重要平台，与海内外旅游城市、旅游组织深化扩大合作，实现互利共赢。”

## 凝聚城市力量，共促世界旅游业可持续发展

旅游业是一个依托自然资源及文化资源的行业，

因此，建立旅游经济的可持续发展理念尤为重要。各个国家、各个城市，都要把旅游业打造成一个更包容的、有韧性的、可持续发展的行业，为迎接未来的挑战做好准备。

联合国驻华协调员常启德在致辞中强调了促进旅游业可持续发展的重要性，他说：“各个国家和地区之间应该在旅游业领域加强合作。我们应该提倡负责任旅游，来实现减贫、生物多样性和环境保护等方面的社会效益。我们必须从此次疫情中吸取经验教训，而不是回归到以往的旅游模式。”

中国出境游研究所首席执行官王立基在主题为“关注中国出境游客，打造多彩之旅，促进可持续城市旅游”的专题演讲中指出，全球的疫情使我们更加深度地反省旅游业如何能够向更远的方向发展，他认为发展旅游业应当有独特的产品，以质量取胜而不是低价竞争，提升旅游质量是促进旅游业可持续、积极发展的基础所在。

秘鲁马丘比丘市长埃尔维斯·莱辛·拉托雷·乌尼亚科里表示，在疫情出现之前，马丘比丘是百分之百依赖旅游业的城市，因此在疫情过程当中遇到了很大的困境。现在为促进马丘比丘的全面发展，政府采取了一系列措施来保护自然环境和文化遗产。他还指出，马丘比丘将站在新的历史阶段，以新的视角来挖掘更多机会，以发展更多旅游业态。

## 创新旅游模式，共寻城市旅游发展新举措

随着疫情影响的消退，全球旅游业迎来了全面复苏繁荣，速度喜人。各国在这一过程中进行了哪些积极探索，采取了哪些新的举措，全球旅游业如何把握发展机遇、寻求发展变革等问题，在当前旅游发展新形势下备受业界关注。

面对疫情之后旅游城市挑战和机遇并存的现状，中国三亚市紧紧抓住海南自由贸易港建设这一重大历史机遇，紧紧对接游客需求，不断赋予旅游新的内涵和形式。中国三亚市副市长孙雷表示，三亚从三个方面积极推动旅游业高质量发展。一是大力发展康养旅游，着力打造温泉康养、中医康养、森林康养等新型康养旅游产品；二是大力推动文化和旅游融合发展，让文化赋予旅游更多的内涵和形式；三是进一步加大政策支持力度，比如设立了一百万元旅游投诉理赔专项基金，建立起涉旅投诉的先行赔付制度，让到三亚的游客安心舒心。同时，还大力推动旅游和科技商业活动密切融合，让旅游内涵形式更加丰富。

旅游业是塞舌尔最大的经济来源，现在已经基本复苏到了疫情前水平。塞舌尔共和国驻华大使安妮·拉福蒂纳介绍了塞舌尔关于旅游复苏的三大措施。一是减少对常规市场的依赖，更多地了解其他市场，比如更多

地面向亚洲市场，特别是中国，让游客更多了解塞舌尔；二是寻找不同的细分市场，更多地关注运动、医疗、家庭旅游、婚庆等细分市场；三是提供多样化服务，改进服务水平。

西班牙驻广州总领事馆旅游参赞刘安娜介绍，今年是中西建交50周年，也是中西旅游年，西班牙把旅游和文化结合起来，利用文化和中国不同的城市进行活动推广。同时，西班牙通过打造智能城市网络，让不同旅游地的相关机构围绕旅游管理、智能技术等进行交流，共同探讨如何可持续地推进旅游业发展。

新技术被不断应用到旅游消费新场景，为世界旅游业带来新的转机和希望。去哪儿网总裁勾志鹏以“数字技术赋能城市力量，携手重振世界旅游”为主题进行分享，他指出，旅游业的数字经济线上和线下是相互成就的。这几年在数字科技赋能各个领域的消费新场景方面，企业纷纷立足现有业务开拓创新，将大数据、云计算、物联网、区块链、5G、虚拟现实、增强现实等数字新技术应用到了消费场景中，促进传统的消费场景提质增效。

## 媒体争相报道，共享峰会盛况

本届峰会恰逢后疫情时期旅游业复苏发展的关键时刻，规模大、规格高、内容丰富、成果丰硕、影响





△ 长沙非遗展示

力大，受到与会嘉宾的一致好评，也受到媒体的广泛关注。

据统计，在网络新闻及微信、微博等社交媒体中，与峰会相关的高频词汇包括“2023世界旅游城市联合会长沙香山旅游峰会”“凝聚城市力量 重振世界旅游”“长沙 大使论坛”“2023 趋势报告”“长沙 香山峰会”“长沙 烟花”等。在百度搜索峰会相关关键词，相关信息累计可达约 2.9 亿条。其中，为庆祝长沙香山旅游峰会圆满举办，长沙市人民政府特别举办的音乐焰火晚会吸引 60 万观众现场观看。当晚，音乐焰火晚会更是高居百度热搜榜前列，引发全网关注，成为“流量担当”。

多家媒体包括新华社、人民日报、新华网、央视网、国际在线、北京广播电视台、北京日报、湖南电视台等对峰会进行了报道。其中，中央广播电视台总台综合频道《晚间新闻》播出了峰会盛况，同时重点报道了联合会发布的《世界旅游经济趋势报告（2023）》这一峰会重要成果。中国文化和旅游部、湖南省人民政府等

国家部委、地方政府官网也在重要位置特别呈现了本次峰会。同时，此次峰会注重海外报道传播，扩大其国际影响力。中国国际电视台对峰会的“大使论坛”和“市长对话”进行了直播和录播，同时利用其海外社交媒体账号脸书（Facebook）和油管（YouTube）同步直播。来自泰国、蒙古、斯里兰卡、尼泊尔、印度尼西亚等国家的媒体记者出席峰会并参与报道工作。

海内外媒体对峰会盛况争相报道，扩大了联合会与世界共享研究成果的传播范围，为疫后旅业复苏贡献力量。

旅游是不同国家、不同文化交流互鉴的重要渠道，是发展经济、增加就业的有效手段，也是提高人民生活水平的重要产业。面对旅游复苏过程中的机遇与挑战，唯有积极交流、戮力同心，才能共谋世界旅游繁荣发展大局。

“心合意同，谋无不成”。未来，世界旅游城市联合会将继续秉承“旅游让城市生活更美好”的理念，凝聚城市力量，发挥平台作用，助力世界旅游的高质量、可持续发展。©

# Gather Strength, Restore Confidence, and Embrace New Opportunities for Global Tourism Recovery Together

## —Summary of the 2023 World Tourism Cities Federation Changsha Fragrant Hills Tourism Summit

WORDS、PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

From 9 to 11 May, the World Tourism Cities Federation Changsha Fragrant Hills Tourism Summit 2023 (hereinafter referred to as the "Summit") was successfully held in Changsha, China. Themed "Gathering the Strength of Cities to Revitalize World Tourism", the Summit

was jointly hosted by the World Tourism Cities Federation (WTCF) and Changsha Municipal People's Government. Five international organizations, including the United Nations Development Programme (UNDP) and the United Nations World Tourism Organization (UNWTO),



△ Traditional Musical Instrument Performance



attended the summit as key supporters and partners. At the same time, over 400 attendees from 14 foreign embassies and consulates in China, 25 delegations of world-renowned tourism cities, and the tourism sectors of 37 countries and regions gathered in Changsha, a picturesque city endowed with magnificent natural landscapes, to discuss the ambitious plan for global tourism revitalization and development, while sharing the wisdom and strength of the industry chain of global tourism.

## Diversified Highlights with a Number of Authoritative Academic Outcomes

The Summit consists of more than 20 sub-events, including a segment for keynote speeches, a special forum of ambassadors, mayors' dialogue, the release of research reports, a thematic forum, the promotion conference for tourism investment, and the segment for tourism B2B matching, attracting many significant guests with diversified highlights.

Sima Hong, Vice Mayor of Beijing Municipality, attended the opening ceremony and put forward four proposals on promoting the recovery and prosperity of world tourism. Eight ambassadors to China and four mayors of famous tourism cities worldwide shared their perspectives concerning relevant topics like international tourism city's cooperation in the post-pandemic period and innovative governance of tourism cities. The thematic forum and keynote speeches offered impressive insights and sparked brainstorming...

At the summit, WTCF and the Tourism

Research Center of the Chinese Academy of Social Sciences, jointly released the *Report on World Tourism Economy Trends (2023)*. The report estimates that the total number of global tourist trips in 2023 will reach 10.78 billion with total tourism revenue of USD 5 trillion, recovering to 74.4% and 86.2% of the pre-pandemic levels (2019), respectively, sending an important signal of tourism revitalization. Another academic report is *The Sustainable Development of World Tourism Cities in the COVID Context: The Research on Chinese Actions* jointly released by WTCF and UNDP, which provides references of the Chinese solutions for the sustainable development of world tourism cities. In addition, WTCF released the *Changsha Initiative*, calling on tourism cities around the world to gather strength, create new impetus for tourism cities and together strive for a better future for global tourism.

During the Summit, the promotion conference for tourism investment and the segment for tourism B2B matching also took place. At the promotion conference, thanks to the pre-event communication and on-site negotiation, the initial intent on the cooperation of 13 cultural tourism programs was reached with a total investment of CNY 8.144 billion. During the segment for tourism B2B matching, the attending parties exchanged ideas on extensive business and tourism resources matching, where a total transaction amount of CNY 6.4 billion has been confirmed.

The Summit provided a platform for brainstorming, communication, and cooperation for industrial delegates from all over the world. Furthermore, it promoted the popularity of Changsha as a new



△ Forum of Ambassadors

member city and enhanced the international influence of WTCF as a global tourism organization.

## Creating an International Platform to Discuss New Opportunities for Global Tourism Recovery

Since its founding, WTCF has been dedicated to creating platforms for closer cooperation. During the second half of 2022, WTCF hosted the World Conference on Tourism Cooperation and Development and the WTCF Latin America & the Caribbean Tourism Conference 2022 which served as the platforms for communication and cooperation of global tourism cities. This year's Summit further leveraged WTCF's role of the platform to empower and improve the efficiency of city development, and propel the post-pandemic

recovery of city tourism.

At the Summit, Analisa Low, Ambassador of the Republic of Trinidad and Tobago to China, noted that information shortage remains a major barrier to tourism development. The summit can serve as a platform facilitating the exchange of information and experiences relevant to the tourism industry, and tackling challenges through data analysis in the research results.

Tumurtumuu Zundui, Vice Mayor of Ulaanbaatar, Mongolia, said on behalf of WTCF new members that the Summit has set up an excellent platform to discuss the future vision of the tourism industry as well as the current challenges, trends, and cooperation opportunities for the best solutions. He further remarked that the Summit will make





△ Speech by Secretary-General Yang Shuo of WTCF at the Closing Gala Dinner

outstanding contributions to tourism revitalization and future development.

Julia Simpson, President and CEO of the World Travel and Tourism Council (WTTC), expressed her high praise for WTCF. She said that WTCF achieved extraordinary outcomes in bringing global tourism cities together, acting as a great platform to share best practices and facilitate collaboration.

Yang Haodong, a member of the Standing Committee and Director-General of the Publicity Department of the CPC Hunan Provincial Committee, stressed that the Summit, in line with the trend of world tourism development, is of great significance for strengthening exchanges and cooperation among the tourism cities around the globe, consolidating the confidence of world

tourism development, and boosting economic resurrection. Yang said: "We sincerely wish to deepen and expand cooperation with tourism cities and organizations at home and abroad with the help of WTCF as an important platform, to achieve mutual benefits and win-win outcomes."

### Gathering the Strength of Cities to Jointly Promote the Sustainable Development of World Tourism

Tourism relies on natural and cultural resources. Consequently, the concept of sustainable development is critical to the tourism economy. Countries and cities need to transform tourism into a more inclusive, resilient, and sustainable industry that stands ready to cope with the challenges ahead.

Siddharth Chatterjee, UN Resident Coordinator in China, emphasized the importance of sustainable development in tourism in his address. "Countries and regions need to strengthen cooperation in the tourism sector. We should advocate responsible tourism to fulfill social responsibilities, such as poverty alleviation, and biodiversity and environmental protection. We must learn lessons from the pandemic instead of returning to the former tourism patterns."

In the speech titled "Meaningful Tourism as a Tool for a More Sustainable City: Tourism with a Special Focus on Chinese Outbound Travelers", Wolfgang Georg Art, CEO of China Outbound Tourism Research Institute, noted that the global pandemic rendered all stakeholders and practitioners in deep thoughts about how to develop tourism in a longer term. Tourism

operators must develop unique products for competition on quality rather than on price. The improvement of the quality of tourism services serves as the foundation for more sustainable and positive development of the tourism industry.

Elvis Lexin La Torre Uñaccori, Mayor of Machu Picchu in Peru, said that before the pandemic, Machu Picchu was entirely dependent on tourism and, therefore, encountered great difficulties during the pandemic. To promote the city's comprehensive development, the government has adopted measures to protect the natural environment and cultural heritage. He pointed out that in this new era of history, Machu Picchu will explore more opportunities from a new perspective and develop more business forms of tourism.



△ WTCF Presents Souvenir to the Host City Changsha





△ Mayors' Dialogue

## Creating New Tourism Patterns to Seek New Measures for the Development of Tourism Cities

As the impact of the COVID-19 pandemic recedes, the global tourism industry has been enjoying overall recovery and prosperity at an accelerating speed. Topics, such as what positive explorations have been made, what new measures have been taken by various countries, and how global tourism can seize the opportunities to seek reform and development, have attracted extensive attention from those involved in the tourism industry in the current new situation.

Considering the coexistence of challenges and opportunities for tourism cities after the

pandemic, Sanya, a city in China, seizes the historical opportunity of building the Hainan Free Trade Port, concentrates on tourists' needs, and constantly develops new meanings and forms of tourism. Sun Lei, Vice Mayor of Sanya, said that the city will actively promote high-quality tourism development in three aspects. First, Sanya will vigorously develop healthcare tourism by focusing on the new relevant products including those featuring hot springs, traditional Chinese medicine, and forest healthcare. Second, Sanya will put more effort into the integration and development of its culture and tourism sectors, giving more meanings and forms to tourism through culture. Third, Sanya will intensify policy support, as evidenced by the establishment of a special fund of CNY 1 million for the compensation of tourism complaints

and a mechanism of advance compensation of tourism-related complaints to make tourists in Sanya feel relieved and comfortable. In addition, the city advances the integration of tourism with science, technologies and commercial activities to enrich its tourism content and forms.

The tourism sector of Seychelles, which is also the country's biggest economic pillar, has almost recovered to the pre-pandemic level. Anne Lafortune, Ambassador of the Republic of Seychelles to China, explained Seychelles' three measures for tourism recovery. First, Seychelles reduces its dependency on conventional markets and delves into other markets, e.g. the Asian markets, especially China. In this way, more tourists have the opportunity to know this country. Second, Seychelles turns to different niche markets like sports, medical healthcare, family travel, and wedding. Third, the country provides diversified services with better quality.

Ana María Lafuente Córdoba, Counsellor for Tourism of the Consulate General of Spain in Guangzhou, said that 2023 marks the 50th anniversary of the establishment of diplomatic relations between Spain and China. This year is also the China-Spain Year of Culture and Tourism. Combining tourism and culture, Spain carries out cultural promotion activities in many cities in China. In addition, Spain is building a network of smart cities to facilitate the communication of authorities of different tourist destinations on tourism management, intelligent technologies, and the promotion of tourism in a sustainable way.

One after another, new technologies are being applied to new scenarios of tourism consumption, generating new hopes and opportunities for the world tourism industry. Robin Gou, President of Qunar.com, noted in his speech titled "Digital Technology Empowers Cities. Work Together to Revitalize World Tourism" that the online digital economy and offline tourism are beneficial to each other. As digital technologies empowered new consumption scenarios of various sectors over the past several years, enterprises are exploring new fields on the basis of their existing businesses, and applying new technologies like big data, cloud computing, IoT, blockchain, 5G, VR, and AR to consumption scenarios. All of these measures have improved the quality and efficiency of the traditional consumption scenarios.

## Wide Media Coverage to Share the Summit's Success

The Summit was held at a critical moment for the post-pandemic tourism recovery and



△ Guests Visit Changsha's Intangible Cultural Heritage



development. Featuring a large scale, high standards, rich content, productive outcomes, and overwhelming influence, it received affirmative comments from all the attending guests and drew wide attention from various media outlets.

According to statistics, in online news websites and social media platforms like WeChat and Weibo, the Summit-related high-frequency words include "World Tourism Cities Federation Changsha Fragrant Hills Tourism Summit 2023", "Gathering the Strength of Cities to Revitalize World Tourism", "Changsha, Forum of Ambassadors", "Report on Trends 2023", "Changsha, Fragrant Hills, Summit", "Changsha, fireworks", etc. The number of search results of summit-related keywords on Baidu.com reaches 290 million. To celebrate the success of the Summit, Changsha organized a special musical firework show that attracted 600,000 offline viewers. On that evening, "musical firework show" was among the most frequently searched words on Baidu.com with extensive attention from all netizens.

The Summit was reported by many media outlets like Xinhua News Agency, People's Daily, Xinhuanet, CCTV.com, CRI Online, Beijing Radio & Television Station, Beijing Daily, and Hunan Television. Among them, the Evening News of CMG General Channel reported the grand scenes of the Summit with a focus on the *Report on World Tourism Economy Trends (2023)*, a significant research report released by WTCF. The official websites of China's national ministries including the Ministry of Culture and Tourism of the People's Republic of China, and local

governments like Hunan Provincial People's Government, publicized the Summit in their important positions. Furthermore, the overseas broadcast services expanded the international influence of the Summit. China Global Television Network offered live streaming and recorded broadcasts of the Summit's segments of "Forum of Ambassadors" and "Mayors' Dialogue", as well as the live streaming sessions on its overseas social media accounts on Facebook and YouTube. Journalists from Thailand, Mongolia, Sri Lanka, Nepal, Indonesia, etc., also attended and reported on the event.

The wide coverage by the media outlets in China and other countries facilitated the promotion of the research results by WTCF globally and helped propel the post-pandemic tourism recovery.

Tourism serves as a significant channel for exchanges and mutual learning between different countries and cultures, an effective tool for economic growth and job creation, and an important sector to improve living standards. Facing the opportunities and challenges during tourism recovery, we must resort to positive communication, with concerted efforts for the common prosperity of world tourism.

"With one heart and one mind, we can accomplish everything we aspire for." In the future, WTCF will continue to carry forward the concept of "Better City Life through Tourism", pool the strength of cities, and give full play to its role as a platform. By doing so, it aims at boosting the high-quality and sustainable development of world tourism. 🌐

## 重磅嘉宾云集 共话全球旅游复苏新机遇 Prominent Guests Gather to Discuss New Opportunities for Global Tourism Recovery

会议高效务实，嘉宾观点精彩。在本届峰会主旨发言、大使论坛、市长对话、专题演讲、专题论坛等环节，嘉宾们围绕“凝聚城市力量，重振世界旅游”这一主题，分享做法、交流经验、碰撞思想。

The conference is efficient and practical, with wonderful perspectives from the guests. In various sessions such as the keynote speech, ambassador forum, mayoral dialogue, special speeches, and thematic forums, the guests discuss the theme of "Gathering the Strength of Cities to Revitalize World Tourism," sharing practices, exchanging experiences, and sparking intellectual collisions.





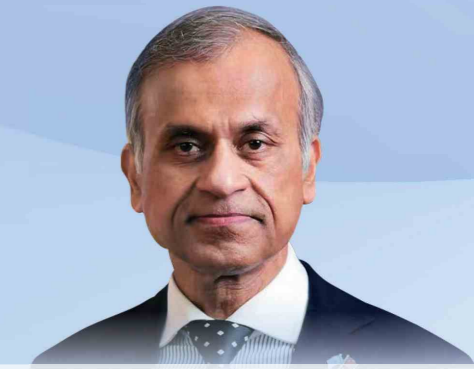


**秦国文**  
Qin Guowen  
中国湖南省副省长  
Vice Governor of Hunan Province, China

湖南是旅游资源大省，长沙是文化厚重的历史名城、风光秀美的山水洲城、交通便捷的枢纽之城。很高兴与大家相聚在湘江之滨岳麓山下，相信这次峰会将是一次共谋发展、共创未来的旅游盛会，将共同书写世界旅游高质量发展的新篇章。

Hunan is a province abundant in tourism resources, and Changsha is a historically significant city with a

rich cultural heritage, picturesque landscapes, and convenient transportation as a hub. It is a great pleasure to gather here by the Xiangjiang River at the foot of Yuelu Mountain. I believe this summit will be a tourism event where we collaborate for development and jointly create a future, contributing to a new chapter in the high-quality development of world tourism.



**常启德**  
Siddharth Chatterjee  
联合国驻华协调员  
UN Resident Coordinator in China

近年来，越来越多的人考虑到了他们的旅游决策对当地社区和环境的影响。可持续旅游的需求开始不断增加，并且有可能成为推动经济长期稳定发展的重要驱动力。可持续旅游还可以更好地帮助当地社区融入到旅游价值链中，确保旅游业创造的经济利益得到公平分配，并创造更稳定、薪酬更高的就业机会。特别是对于农村地区，将大大有助于降低贫困率。

当下，我们亟须建立一个有韧性的旅游业，以为未来的挑战做好准备。这意味着各个国家和地区之间应该在旅游业领域加强合作。我们应该提倡负责任的旅游，来实现减贫、生物多样性和环境保护等方面的社会效益。

今天的活动让我们认识到，各国边境的开放意味着我们朝着更具包容性的全球化迈出了重要的一步。在我们准备迈向更具包容性的全球化之路时，首先需要加强合作，以确保全球化能够带来实际的好处。

In recent years, an increasing number of people have been considering the impact of their travel decisions on local communities and the environment. The demand for sustainable tourism has been steadily growing and has the potential to become a significant driver for long-term economic stability. Sustainable tourism can also help local communities integrate into the tourism value chain,

ensure equitable distribution of the economic benefits generated by the industry, and create more stable and higher-paying job opportunities. This is especially beneficial for rural areas as it can greatly contribute to poverty reduction.

Currently, there is an urgent need to build a resilient tourism industry and prepare for future challenges. This implies that countries and regions should strengthen cooperation in the field of tourism. Responsible tourism should be promoted to achieve social benefits such as poverty reduction, biodiversity conservation, and environmental protection.

The event we witnessed today has brought to our attention the significance of border openings between nations as a crucial stride toward achieving a more inclusive form of globalization. As we make preparations to embark on a journey toward this inclusive globalization, it becomes imperative to prioritize the strengthening of cooperation to guarantee tangible benefits from this process.





**杨浩东**  
Yang Haodong

**中共湖南省委常委、省委宣传部部长**  
Standing Committee Member and Director-General  
of the Publicity Department of the CPC Hunan  
Provincial Committee

近年来，湖南积极打造“五张旅游名片”，旅游已经成为投资的重点、消费的热点和开放的亮点。湖南省会长沙，是“一带一路”重要节点城市，多次入选中国热门旅游目的地、全国夜间旅游热门城市，上榜“中国美好生活城市之十大旅游向往之城”，是很多人喜欢的“网红城市”。

本届峰会以“凝聚城市力量 重振世界旅游”为主题，契合当前世界旅游发展形势，对促进世界旅游城市的交流合作，提振世界旅游发展信心，助推经济恢复发展具有重要意义。我们将践行“旅游让城市生活更美好”的理念，把湖南打造成为人们心驰神往的美丽家园、绿色田园、幸福乐园，为全球旅游业全面复苏和高质量发展作出湖南贡献。希望通过世界旅游城市联合会这一重要平台，与海内外旅游城市、旅游组织深化扩大合作，实现互利共赢，共创世界旅游繁荣发展的美好前景。

In recent years, Hunan province has actively promoted the development of its tourism industry and has focused on creating "five iconic tourism destinations." Tourism has become a key investment sector, a popular consumer hotspot, and a shining example of openness. Changsha, the capital city of Hunan, is an important city along the Belt and Road Initiative and has been selected multiple times as a

popular domestic tourist destination. It has also been recognized as a top city for nighttime tourism and listed as one of the "Ten Desired Cities for Tourism in China's Beautiful Life City" - a beloved "internet-famous city" for many.

The theme of this summit, "Gathering the Strength of Cities to Revitalize World Tourism," aligns with the current global tourism development situation. It holds significant importance in promoting exchanges and cooperation among world tourism cities, boosting confidence in global tourism development, and facilitating economic recovery and growth. We will uphold the concept of "tourism makes city life better" and transform Hunan into a beautiful home, a green countryside, and a happy paradise that people aspire to. We aim to contribute to the comprehensive recovery and high-quality development of the global tourism industry. Through the World Tourism Cities Federation as a major platform, we hope to deepen and expand cooperation with tourism cities and organizations at home and abroad, achieve mutual benefits, and jointly create a bright future for the prosperous development of world tourism.



**特木尔图穆**  
Tumurtumuu Zundui

**蒙古国乌兰巴托副市长**  
Vice Mayor of Ulaanbaatar, Mongolia

乌兰巴托是蒙古国的首都，是全国的政治、社会、经济、教育、文化和科技中心，将游牧文化与现代城市发展相结合的都市。2022年，乌兰巴托市作为新成员加入了世界旅游城市联合会，联合会为我们提供了在国际上宣传蒙古国这个国家的机会，而不仅仅是乌兰巴托市。我相信它将推动我们的旅游部门成为本国重要的经济发展部门之一。

在过去几年中，由于疫情的直接影响，旅游业被列为受影响最严重的行业之一。为此，蒙古国政府特别重视旅游业的复苏与发展，宣布2023—2025年为“做客蒙古年”。在实际行动上，政府部门也与社会机构进行合作，多措并举支持乌兰巴托旅游业发展，包括批准“做客蒙古年”活动、增加签证豁免，提高游客购买商品的退税率等。

Ulaanbaatar is the capital of Mongolia and serves as the country's political, social, economic, educational, cultural, and technological center, combining nomadic culture with modern city development. In 2022, Ulaanbaatar became a new member of the World Tourism Cities

Federation, providing us with an opportunity to promote not only the city but also the country of Mongolia internationally. I believe this will contribute to making our tourism sector one of the key drivers of economic development in our country.

Over the past few years, the tourism industry, severely affected by the pandemic, has been recognized as one of the hardest-hit sectors. In response to this, the Mongolian government has placed special emphasis on the recovery and development of the tourism industry, declaring 2023-2025 as the "Years to Visit Mongolia" years. In practical terms, the government has collaborated with the private sector to take multiple measures in support of the development of tourism in Ulaanbaatar. These measures include approving the "Years to Visit Mongolia" activities, increasing visa exemptions, and raising the tax refund rate for tourists' purchases of goods, among others.







**司马红**  
Sima Hong

中国北京市副市长  
Vice Mayor of Beijing Municipality, China

本次峰会恰逢世卫组织宣布新冠疫情全球卫生紧急状态结束，将开启旅游繁荣的新局面，峰会的举办对探索世界旅游业疫后复苏之路，具有非常重要的现实意义。

旅游业是现代服务业的重要组成部分，对世界经济增长具有重大的带动作用，城市是每个国家和地区经济活力最强劲的空间，是世界旅游业可持续发展的核心要素。据统计，全球 80% 以上的旅游活动都是通过旅游城市这个载体得以实现，城市旅游的复苏和繁荣也将极大地拉动城市经济复苏与增长。因此我向会员城市和广大旅游从业者提出四点倡议：一是提升旅游品质，满足人民对美好生活的向往。二是推动业态融合，拉动城市经济全面发展。三是加强城市间交往，实现城市协同发展，合作共赢。四是把握发展趋势，推动旅游智慧化发展。

作为世界旅游城市联合会的总部所在地，北京愿与联合会各会员城市一道，凝聚城市发展力量，共同繁荣世界旅游城市，世界旅游城市联合会也将一如既往地秉持初心，搭建促进世界旅游城市之间的交流与合作平台，共同携手推动旅游城市可持续发展。

The convening of this summit coincides with the World Health Organization's announcement of the end of the global health emergency caused by the COVID-19 pandemic. This marks the beginning of a new phase of prosperity for the tourism industry. The hosting of this summit is of great practical significance in exploring the path to the recovery of the global tourism industry after the pandemic.

As an integral part of the modern service industry,

the tourism sector plays a significant role in driving global economic growth. Cities are the most vibrant spaces for economic vitality in every country and region, and the core elements for the sustainable development of the global tourism industry. According to statistics, over 80% of global tourism activities are realized through the platform of tourism cities. The revival and prosperity of city tourism will greatly stimulate economic recovery and growth of cities. Therefore, I propose four initiatives to member cities and tourism practitioners: first, enhance the quality of tourism to fulfill people's aspirations for a better life; second, promote the integration of business formats and drive comprehensive city economic development; third, strengthen exchanges between cities to achieve coordinated development and win-win cooperation; fourth, grasp development trends and promote the intelligent development of tourism.

As the headquarters of the World Tourism Cities Federation, Beijing is willing to work together with all the WTCF member cities to gather the power of city development, and jointly promote the prosperity of world tourism cities. The World Tourism Cities Federation will continue to uphold its original aspirations, build a platform for exchanges and cooperation among world tourism cities, and work together to promote the sustainable development of tourism cities.

## 科比洛夫

Rustam Rajabboyevich Kobilov

乌兹别克斯坦撒马尔罕州副州长  
Deputy Governor of the Samarkand Region, Uzbekistan



撒马尔罕州位于文明交汇的十字路口，被列入了联合国教科文组织世界文化遗产名录。我们有一系列非常重要的历史文化、考古文化遗产，有 1500 多处历史文化古迹等，旅游潜力巨大。

在过去的三年中，我们对撒马尔罕地区的旅游基础设施进行了大量的投入，为游客打造更为舒适的游览和旅游整体环境，特别是在撒马尔罕市，我们启动了占地面积达 260 公顷的丝绸之路撒马尔罕项目，其中包括 8 家豪华酒店，总客房数达到了 1385 间；建成了可容纳 3500 多名人员参会的大型会展中心，完成了永恒之城项目的建设。不久之前，撒马尔罕机场新航站楼成功建成并投入运营，还同步实施了“开放天空”的空管政策。如今，越来越多的来自世界各地的游客到撒马尔罕旅游，实地了解我们国家丰富的历史、独特的传统和风俗、景观和艺术。

本次峰会的主题是拓展旅游合作，这对我们来说非常有意义。我坚信，借助这个国际平台，各会员城市可以充分展示自己的优势资源和文化，会吸引更多的国际游客前来旅游休闲。

Samarkand Province is located at the crossroads of civilizations and has been included in the UNESCO World Heritage List. We possess a series of historically and archaeologically significant cultural heritage sites, including over 1,500 historical monuments, demonstrating enormous tourism potential.

Over the past three years, we have made significant investments in the tourism infrastructure of the Samarkand region, aiming to create a more comfortable environment for visitors and improve the overall tourism experience. In particular, in the city of Samarkand, we launched the Silk Road Samarkand Tourist Complex, covering an area of 260 hectares. This project includes eight luxury hotels with a total of 1,385 rooms, a large convention center capable of accommodating over 3,500 participants, and the completion of the Eternal City project. Recently, the new terminal of Samarkand Airport was successfully constructed and put into operation, accompanied by the implementation of an "Open Skies" air traffic control policy. Nowadays, an increasing number of tourists from around the world are visiting Samarkand to explore our country's rich history, unique traditions and customs, landscapes and art.

The theme of this summit, expanding tourism cooperation, is highly meaningful to us. I firmly believe that through this international platform, member cities can fully showcase their advantageous resources and cultures, attracting more international tourists for leisure and tourism purposes.





**汤澜**  
James Tang  
携程集团高级副总裁  
Senior Vice President of Trip.com Group

今年以来，中国旅游复苏情况非常乐观。刚刚过去的五一假日，第一次出现从上海出发的火车票全部卖完，北京圆明园把所有门票卖完的情况。随着利好政策不断出台，以及国际航空运输的逐步恢复，出境旅游数据也在不断恢复。五一国内出游整体订单同比增长了7倍，出境游机票订单量同比增长了9倍，酒店订单量增长了4.5倍。

从2023年开始，携程会更加坚持全球化战略，把海外目的地推广好，让更多中国客人到国外去旅行，也希望有更多的国外消费者能够到中国来旅游。携程除了推广整个旅游发展以外，也没有忘记社会使命，在可持续旅游方面也做了不断探索，在度假、商游、酒店、机票等租车各领域都把低碳旅行作为一个重要的指标，希望有1亿人能够进行低碳可持续的旅行。

The tourism recovery in China has been very promising this year. During the recent May Day holiday, train tickets from Shanghai sold out for the first time, and the tickets for the Old Summer Palace in Beijing were also sold out. With the continuous introduction of favorable policies

and the gradual resumption of international air transportation, outbound tourism data are also showing signs of recovery. Domestic travel orders during the May Day holiday increased sevenfold compared to the previous year, while outbound flight bookings increased ninefold, and hotel bookings increased by 4.5 times.

Starting from 2023, Ctrip (now known as Trip.com Group) will continue to adhere to its globalization strategy, promoting overseas destinations to attract more Chinese travelers to travel abroad. It also hope to attract more foreign consumers to visit China. In addition to promoting overall tourism development, Ctrip has not forgotten its social mission and has been exploring sustainable tourism. We have made low-carbon travel an important indicator in various fields such as vacation, business travels, hotels, flight ticketings, and car rentals, aiming to have 100 million people engage in low-carbon and sustainable travel experiences.

大使论坛 | SPECIAL FORUM OF AMBASSADORS



**塞尔希奥·卡夫雷拉**  
Sergio Cabrera  
哥伦比亚共和国驻华大使  
Ambassador of the Republic of Colombia to China

哥伦比亚是一个具有生物多样性、文化元素丰富的国家，北临加勒比地区，西临太平洋地区，东南有雨林地区、平原地区，各个方向和地区都有自己的特色、不同的风土人情和不同的饮食文化，对国外的游客来说是很有吸引力的。

为了让旅游体验更好，并且兼顾保护与开发，哥伦比亚在很多国家公园等旅游地点实行保护性举措，推动生物多样性发展。通过这种保护与开发相结合的方式，建设更加具有吸引力的旅游目的地。并且从2017年，哥伦比亚就开始在战略上做转变，尤其是在旅游方面投入更多的资源，让旅游成为我们国家经济发展的重要引擎。

Colombia is a country known for its biodiversity and rich cultural elements. It is bordered by the Caribbean region to the north and the Pacific region to the west and features rainforest and

plains in the southeast. Each of these regions has its own distinct characteristics, diverse customs, and unique culinary culture, making it highly attractive to international tourists.

In order to enhance the tourism experience while also balancing conservation and development, Colombia has implemented protective measures in many tourist destinations, including national parks, to promote the development of biodiversity. By combining protection and development, Colombia aims to build more appealing tourism destinations. Since 2017, Colombia has strategically shifted its focus, particularly in the tourism sector, by allocating more resources to make tourism a vital engine for our country's economic development.







### 塔费拉·德贝·伊马姆 Tefera Derbew Yimam

埃塞俄比亚联邦民主共和国驻华大使  
Ambassador of the Federal Democratic Republic of  
Ethiopia to China

埃塞俄比亚是一片非常特殊的土地，有很多旅游资源能够提供给游客。我们有丰富的文化历史，国内有近80种语言，同时还有美丽的自然风光，提格雷地区物种更为丰富。从海拔4000米以上的高山，到海拔100米以下的盆地，不同的地貌给了我们不同的生态，让我们成为世界上最具吸引力的旅游国度之一。

今年，旅游行业迎来更加强劲的复苏，这就需要我们在旅游方面有创新、有融资渠道，我们将会通过创新、投融资等方式，为旅游带来生机。同时，旅游也更需城市之间的交互、地区性的整合，世界旅游城市联合会香山旅游峰会就是一个很好的城市之间沟通的桥梁。

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Ethiopia is a truly unique land that offers a wealth of tourism resources to visitors. We have a rich cultural history, with nearly 80 languages spoken within our borders. Additionally, we boast stunning natural landscapes, with the Tigray region

being particularly rich in biodiversity. From high mountains above 4,000 meters to basins below 100 meters, our diverse topography provides different ecosystems, making us one of the most attractive tourist destinations in the world.

This year, the tourism industry is experiencing a strong recovery, and it requires innovation and financing channels to support its growth. We are committed to bringing vitality to the tourism sector through innovation and investment. Furthermore, tourism thrives on interaction between cities and regional integration. In this regard, the Changsha Fragrant Hills Tourism Summit, organized by the World Tourism Cities Federation, serves as an excellent platform for communication and collaboration among cities.



### 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

约旦是一个历史悠久的国家，有超过2000年的历史，其中有多文明交替，文化性非常丰富。同时，约旦是中东的一个兵家必争之地，连接着亚洲、非洲、欧洲，在整个历史长河当中，约旦都是战略要地。也因此，约旦成为多种文化的熔炉，有罗马文明、希腊文明、阿拉伯文明等，约旦是一个极好的展示柜，让我们看到人类不同的文明是如何交替、共存的。

旅游业更多体现的是一种关系，它让人们和一个地方产生联系，没有任何一件事情能够真正地取代旅游的作用。今年以来，旅游业复苏迹象更加清晰，我们对未来的旅游发展充满信心。

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Jordan is a country with a long and rich history, spanning over 2,000 years, and has witnessed the rise and fall of various civilizations, making

it culturally diverse. Furthermore, Jordan is a strategically significant location in the Middle East, connecting Asia, Africa, and Europe. Throughout history, it has been a focal point of military conflicts. As a result, Jordan has become a melting pot of various cultures, including Roman, Greek, and Arab civilizations. It serves as a remarkable showcase that demonstrates how different civilizations have alternated and coexisted.

Tourism represents a unique relationship that connects people with a place, and there is nothing else quite like it. This year, we have seen clearer signs of recovery in the tourism industry, and we are confident in the future of tourism development.







**白瀚轩**  
John Busuttill  
马耳他共和国驻华大使  
Ambassador of the Republic of Malta to China

我们处在地中海地区的核心，这意味着我们是地中海的中土之地。马耳他是一个岛国，是欧盟的成员国，负有盛名的还有它的历史，所以很多外国游客，包括中国游客，对马耳他的历史文化兴趣越来越强烈，想来旅游的意愿也越来越强烈。

马耳他最近刚刚发布了2022—2030年旅游发展战略，其中提到了复苏、促进和复兴，我们要做好旅游复苏，促进可持续旅游业的发展，并且尽量改善基础设施，包括实体体验和虚拟体验的设施，来提升游客的体验，同时实现更好的经济效益。

Being situated in the heart of the Mediterranean region, Malta holds a strategic position as the central land of the Mediterranean. As an island nation and a member of the European Union, Malta

is renowned for its history. This has generated growing interest among foreign tourists, including Chinese visitors, in the historical and cultural aspects of Malta, fostering a strong desire to visit the country.

Recently, Malta has unveiled its Tourism Development Strategy for the period 2022 to 2030. The strategy focuses on recovery, promotion, and revitalization. Efforts will be made to ensure the recovery of tourism, promote the development of sustainable tourism, and enhance infrastructure, including both physical and virtual experiences, to enhance the visitor experience and achieve better economic benefits.



**杜米特鲁·贝拉基什**  
Dumitru Braghis

摩尔多瓦共和国驻华大使  
Ambassador of the Republic of Moldova to China



去年，我们的首都基希讷乌成为了世界旅游城市联合会的成员，所以现在摩尔多瓦和这个重要的国际组织之间也有了更多联系。

摩尔多瓦是一个历史悠久的欧洲小国，但我们的葡萄酒产业十分发达，产品出口到了70多个国家和地区，中国也是其中之一。我们有大量的葡萄酒酒庄，可以说每一个摩尔多瓦人几乎都是酿酒师。我们的酒品质很好，价格又低廉，很受市场欢迎。在过去6年当中，我们的葡萄酒在不同的国际竞赛上获得了5000个奖项。此外，医疗服务也是我们的特色之一，有很多游客到我们这里来就是为了获得良好的医疗服务。

Last year, our capital city Chisinau became a member of the World Tourism Cities Federation, which has strengthened the connection between

Moldova and this important international organization.

Moldova is a small European country with a rich history. However, our wine industry is highly developed, with products exported to over 70 countries and regions, including China. We have numerous wineries, and it can be said that almost every Moldovan is a winemaker. Our wines are of excellent quality and offered at affordable prices, making them highly popular in the market. Over the past six years, our wines have received 5,000 awards in various international competitions. Additionally, medical services are also one of our specialties, attracting many tourists who come to Moldova to receive high-quality healthcare services.







### 安妮·拉福蒂纳

Anne Lafortune

塞舌尔共和国驻华大使

Ambassador of the Republic of Seychelles to China

塞舌尔是非常依赖旅游业的国家，旅游是我们最大的经济来源，疫情出现的时候，旅游受到了重大挫折，经济受到了很大影响，但是现在已经恢复了，而且数据基本恢复到了疫情前水平，我们希望今年年底能够回到数据最好的时候。

我们三个最主要的复苏领域。一是开拓客源市场。塞舌尔主要客源地是欧洲，受到疫情影响，欧洲游客减少，因此我们开始关注其他市场，摆脱对欧洲市场的过度依赖，所以我们开始布局亚洲等地区市场，通过做推广来吸引游客来，尤其是吸引中国的游客。二是关注细分市场，比如我们已经开始关注运动、医疗、亲子家庭、婚庆等细分分类市场。三是开始提升旅游竞争力，改进服务水平。我们开始提供更加优质的服务、品质的服务，让我们的旅游业也朝着更高端的方向发展。

Seychelles heavily relies on tourism as its main economic driver. When the pandemic hit, the tourism industry suffered a significant setback, leading to a major impact on the economy. However, Seychelles has now recovered and is

essentially back to pre-pandemic levels in terms of basic data. Our goal is to return to the best performance levels by the end of this year.

We have identified three key areas of recovery. Firstly, we are diversifying our source markets. While Europe has traditionally been our primary market, the pandemic has led us to explore other markets, reducing our reliance on Europe. As a result, we are focusing on markets such as Asia and actively promoting our destination to attract visitors, particularly from China. Secondly, we are targeting specific niche markets, such as sports, medical tourism, family travel, and weddings. By catering to these specialized markets, we can attract a more diverse range of tourists. Thirdly, we are enhancing our tourism competitiveness by improving service quality. We are providing higher-quality services to elevate the overall tourism experience and position Seychelles as a high-end destination.

### 帕利塔·科霍纳

Palitha Kohona

斯里兰卡民主社会主义共和国驻华大使  
Ambassador of the Democratic Socialist Republic of Sri Lanka to China



关于斯里兰卡旅游，不夸张地说，除了雪，斯里兰卡基本上能够提供一切其他国家可以提供的旅游体验。你可以一年四季都看到最大的哺乳动物白鲸，这是世界上唯一的可以全天随时能看到白鲸的地方。这里还有成群的大象，可以同时看到几百头大象一起出现。斯里兰卡是被认定的25个生物多样性国家之一，你可以看到大概有1000多种野生动物。这里还有2500年历史的古城遗址，以及全球最大的废墟结构。

我认为，长沙峰会对于我们来说非常重要，因为通过这样的活动可以拉近我们之间的距离，我觉得不仅仅是旅游行业，应该说整个国与国之间的关系，人民与人民之间的关系都需要我们坐下来面对面拉近距离，进行沟通。希望通过这个国际平台，吸引更多的游客，包括中国游客，到我们的国家旅游。

When it comes to tourism in Sri Lanka, it is not an exaggeration to say that, apart from snow, Sri Lanka can offer almost every other type of tourism experience available in other countries. You can witness the largest mammals, the blue

whales, throughout the year, and Sri Lanka is the only place in the world where you can see them at any time of the day. The country is also home to herds of elephants, with the possibility of seeing hundreds of them at once. Recognized as one of the 25 biodiversity hotspots, Sri Lanka boasts over 1,000 species of wildlife. Additionally, there are ancient city ruins dating back 2,500 years, as well as the largest ancient ruin structure in the world.

I believe that the Changsha Fragrant Hills Tourism Summit is of great importance to us because through such events, we can bridge the distance between us. It is not just about the tourism industry; it is about building closer relationships between countries and people, fostering communication and understanding. Through this international platform, we hope to attract more tourists, including Chinese visitors, to explore our country.





刘娜  
Analisa Low

特立尼达和多巴哥共和国驻华大使  
Ambassador of the Republic of Trinidad and Tobago to  
China

特立尼达和多巴哥位于加勒比海区域，和非洲、中东、亚洲很多岛屿都有连接，所以我们有多样种族和文化，人们来自不同的国家，文化上充分融合，我们也非常珍视这样的融合。

在我们国家，旅游业相对而言比重较小，但它对本土经济却带来巨大的推动作用。疫情让我们意识到，如果只有出口贸易，会带来很大风险，因此我们需要拓展更多行业，包括旅游业在内。2021年我们就制定了国家旅游业复苏政策，之后建立了许多旅游项目，对服务人员进行培训和教育，并制定了一系列激励政策，解除了一些针对旅游业的壁垒障碍，积极促进旅游业的发展。

我认为，借助世界旅游城市联合会这样一个平台，我们可以共享信息，共享经验，共享数据，互相促进旅游业快速发展。

Trinidad and Tobago, located in the Caribbean Sea, is connected to many islands in Africa, the Middle East, and Asia. As a result, we have a diverse population with various ethnicities and cultures.

People from different countries come together, leading to a rich cultural fusion that we highly value.

Although tourism accounts for a relatively small proportion of our economy, it plays a significant role in driving local economic growth. The pandemic has made us realize the risks of relying solely on export trade, prompting us to diversify our industries, including tourism. In 2021, we developed a national tourism recovery policy, implemented numerous tourism projects, provided training and education for service providers, and introduced a range of incentives to remove barriers and actively promote the development of the tourism industry.

市长对话 | MAYORS' DIALOGUE



朗·切班  
Lon Ceban

摩尔多瓦基希纳乌市长  
Mayor of Chisinau, Moldova

前不久，基希纳乌成为了世界旅游城市联合会的会员，我想对促成此事的各位表示感谢。为了城市的和平、繁荣和富裕，我们需要互相学习和借鉴。世界旅游城市联合会作为一个成立十年的国际组织，在帮助世界各城市发展发挥着重要作用。在此热烈祝贺世界旅游城市联合会十年来在推动项目发展和吸引新成员上取得的巨大成就。

Chisinau recently became a member of WTCF,

I'd like to express my gratitude to all of you who made this happen. We need to learn from each other for the peace and prosperity of cities. As an international organization established for a decade, WTCF plays an important role in helping cities around the world on their path of development. Congratulations to WTCF on its great achievements for a decade in promoting project development and attracting new members.







**通克·索耶**  
Tunc Soyer

土耳其伊兹密尔市长  
Mayor of Izmir, Türkiye

我们成为世界旅游城市联合会的一员，作为伊兹密尔市长我感到很荣幸。我要感谢联合会理事会和秘书处组织了本次会议并邀请伊兹密尔参会。各位同仁，我们面临着诸多危机挑战，促进旅游业的可持续发展对于保障旅游业的未来具有重要意义。正是本次峰会以及类似的会议，有力推动了全球旅游业的发展，增进了我们对自身所处的世界现状的理解。我谨代表伊兹密尔向大家问好，预祝大会取得圆满成功。

As the Mayor of Izmir, I would like to express our honor for being a member of the World Tourism

Cities Federation. I would like to thank the Council and the General Secretariat of the Federation for organizing this summit and allowing Izmir to be a part of it. Dear members, we are faced with many crises and challenges. Supporting the sustainable development of tourism holds great importance to the future of tourism. It is this summit and other similar conferences that have contributed significantly to global tourism, and enhanced our understanding of the current situation of the world we live in. Wish you all a successful summit and greetings from Izmir.



**马赫福兹·穆萨·卡德尔赛博**  
Mahfooz Moussa Cadessaib

毛里求斯路易港市长  
Mayor of Port Louis, Mauritius

毛里求斯是印度洋一个小岛屿国家，作为其首都路易港的市长，加入世界旅游城市联合会成为会员我感到很荣幸。加入世界旅游城市联合会有助于我们开展国际交流，与其他城市和机构建立合作。在我们重塑路易港城市旅游业的过程中，我们希望联合会的其他会员城市能够给予我们支持和启发。我相信，想要成功实现城市旅游业的新愿景，我们就必须共享经验和知识。

As Lord Mayor of Port-Louis, which is the capital of Mauritius, a small island country in the Indian

Ocean. I am proud that our country is now part of the WTCF. Joining the network of the World Tourism Cities Federation will allow us to initiate international exchange and establish cooperation with other cities and institutions. As we are reshaping city tourism in Port-Louis, we would like to get support and inspiration from other cities that are already members of the World Tourism Cities Federation. I believe in the sharing of experience and knowledge, if we want to be successful in the implementation of a new vision for tourism in our city.







### 埃尔维斯·莱辛·拉托雷·乌尼亚科里

Elvis Lexin La Torre Uñacori

秘鲁马丘比丘市长  
Mayor of Machu Picchu, Peru

秘鲁一直很重视旅游发展，马丘比丘的旅游发展就是一个很好的例子。多年前，马丘比丘旅游起步阶段，全市只有一家能够接待游客的酒店，但在大家的努力下，马丘比丘成为世界奇迹之一，后来又逐渐形成了今天的旅游格局。在疫情出现之前，我们是百分之百依赖旅游业的的城市，所以疫情给我们造成了巨大困境。

新的历史阶段，我们要站在新的高度来看待旅游业。这些年，旅游业的作用越来越大，驱动政府出台了一系列的措施来保护自然环境、人类文化遗产。马丘比丘所在地区是秘鲁唯一实现零碳排放的地方，已经实现了碳中和，这与旅游业的发展是分不开的。

面对现下的新挑战，马丘比丘将更注重资源的挖掘和呈现，让自然资源和人文资源充分结合，同时大力打造智慧城市，把新的数字技术和信息技术融入到城市的管理当中去，为游客提供更加良好的、沉浸式的旅游体验。

Peru has always placed great importance on tourism development, and the development of tourism in Machu Picchu is a prime example. Many years ago, during the initial stages of tourism in Machu Picchu, there was only one hotel in the entire city that could accommodate visitors. However, through collective efforts, Machu

Picchu has become one of the world wonders and has gradually formed the tourism landscape it has today. Prior to the pandemic, our city relied 100% on tourism. As such, the pandemic posed significant challenges for us.

In this new phase of history, we need to adopt a new perspective on tourism. Over the years, the role of tourism has become increasingly significant, prompting the government to introduce a series of measures to protect natural environments and cultural heritage. The region where Machu Picchu is located is the only area in Peru that has achieved zero carbon emissions and has achieved carbon neutrality, which is closely tied to the development of tourism.

Facing the new challenges at hand, Machu Picchu will focus more on exploring and showcasing its resources, ensuring the full integration of natural and cultural resources. Simultaneously, we will strive to create a smart city by incorporating new digital and information technologies into city management, providing tourists with enhanced and immersive tourism experiences.



### 桑尼塔·丹戈尔

Sunita Dangol

尼泊尔加德满都副市长  
Deputy Mayor of Kathmandu Metropolitan City, Nepal

尼泊尔紧邻喜马拉雅山脉，我们旅游业历史悠久，与时俱进，我们现在也在努力尝试转换思维模式推进旅游发展，希望能够继续提供新的旅游体验和旅游产品。

尼泊尔的首都是加德满都市，加德满都市也是一个文化城市，有“活着的”博物馆的美誉。为了让游客拥有更好的感官体验，这两年，市政府采取了几项措施。一是让大家的自建房更加具有本土特色，并对建房者提供补贴，以及建房的指导。二是大力支持物质和非物质文化遗产的保护，因为我们有很多不同的社区、不同的民族，拥有丰富的文化遗产，为了让游客感受到加德满都历史文化的魅力，我们一直致力于文化遗产保护工作。三是注重教育，通过教育来让孩子们更加深入地了解加德满都的历史和文化。而这些工作，都将直接对旅游业产生积极的影响，不仅有利于本土居民，也有利于国内外游客。

Nepal, located adjacent to the Himalayas, has a long and progressive history in the tourism industry. We are constantly striving to transform our mindset and promote tourism development with the aim of offering new tourism experiences and products.

The capital city of Nepal is Kathmandu, which is also a cultural city known as the "living museum." In the past few years, the municipal government has implemented several measures to enhance the sensory experience for tourists. First, efforts have been made to ensure that self-built houses have a distinct local character. Subsidies and guidance are provided to homeowners to achieve this goal. Second, there is strong support for the preservation of both tangible and intangible cultural heritage. Given the diverse communities and ethnic groups in Kathmandu, we possess a rich cultural heritage. To allow tourists to experience the charm of Kathmandu's historical culture, we have been dedicated to the preservation of cultural heritage. Third, emphasis is placed on education to deepen children's understanding of the history and culture of Kathmandu. These efforts will directly impact the tourism industry, benefiting both local residents and domestic and international tourists.







孙雷  
Sun Lei

中国三亚市副市长  
Vice Mayor of Sanya, China

三亚紧紧抓住海南自由贸易港建设这一重大历史机遇，紧紧对接游客需求，不断地赋予旅游新的内涵和形式，推动旅游业高质量发展。

一是大力地发展康养旅游，经历过疫情后，人们更加注重健康和养生，三亚市顺应这一需求，推出了一系列康养养生精品路线，着力打造温泉康养、中医康养、森林康养等新型的康养旅游产品。二是大力推动文化和旅游融合发展。让文化赋予旅游更多的内涵和形式，让旅游推动文化传播得更远，走得更远。三是进一步加大政策支持力度，现在鹿回头景区、大小洞天景区已经免费开放，还设立了一百万元旅游投诉理赔专项基金，建立起涉旅投诉的先行赔付制度，让到三亚市的游客安心放心舒心，增加游客的获得感、幸福感、安全感。同时，我们还大力地推动旅游和科技商业活动密切融合，让旅游内涵形式更加丰富。

Sanya has firmly seized the significant historical opportunity of constructing the Hainan Free Trade Port, closely aligning with the demands of tourists, continuously endowing tourism with new connotations and forms, and promoting high-quality development of the tourism industry.

Firstly, great efforts have been made to develop health and wellness tourism. After experiencing the pandemic, people have placed greater emphasis on health and well-being. Sanya City has responded to this demand by introducing a

series of high-quality health and wellness routes, focusing on the development of new types of health and wellness tourism products such as hot spring therapy, traditional Chinese medicine, health preservation, and forest therapy.

Secondly, there is a strong push to promote the integration of culture and tourism development. By infusing tourism with deeper cultural connotations and diversified forms, while also promoting the spread of culture through tourism.

Thirdly, further efforts have been made to increase policy support. Currently, attractions such as Luhuitou Park and Fairyland have been opened to the public for free. In addition, a special fund of one million yuan has been established for tourism complaint compensation, establishing a system of advance compensation for travel-related complaints. These measures aim to ensure that tourists visiting Sanya feel at ease and satisfied, enhancing their sense of accomplishment, happiness, and safety.

At the same time, we are vigorously promoting the close integration of tourism and technological commercial activities, making the connotation and forms of tourism even more diverse.

莉迪亚·贝里·查里  
Lydia Beryl Charlie

塞舌尔维多利亚代理市长  
Acting Mayor of Victoria, Seychelles



塞舌尔由 155 个岛组成，我想推荐三个岛，集中了塞舌尔大部分人口的马埃岛，有遗址存在的普拉兰岛，以及拥有很棒的海滩的拉蒂格岛。自然资源对于塞舌尔来说非常重要，所以我们对保护环境有非常严格的规定，国家 40% 的土地、30% 的海面均受到法律保护，政府也设立了一些保护区。我们的旅游部也开发了可持续旅游标识，现在对这个标识也进行了重新界定，以便更好地保护这些旅游地，游客在自然景区旅游的时候也被要求不能破坏生态环境。

在未来的旅游发展方面，我们希望能够带来更高价值的和更低环境影响的旅游发展。因此，我们加强非物质文化遗产的保护，包括传统的舞蹈、音乐、打击乐器，这样游客来到塞舌尔就有机会体验这些文化娱乐活动。另外，我们也开始进行旅游行业人力资源的培养，从儿童开始就要了解旅游业，以便他们长大之后能够承担起旅游业发展和国家发展的责任。

Seychelles is comprised of 155 islands, and I would like to recommend three of them. First, the island of Mahe is home to the majority of the Seychelles population. Secondly, Praslin Island, which has archaeological sites, and finally, La Digue Island, known for its stunning beaches. Natural resources are of great importance to Seychelles, which is why we have strict environmental protection regulations. Forty percent of the land and thirty percent of the sea are legally protected, and the government has established various protected areas.

Our tourism department has also developed a sustainable tourism label. We have recently redefined this label to better protect these tourist destinations. Visitors are also required not to harm the ecological environment when touring natural areas.

In terms of future tourism development, we aim to bring about higher value and lower environmental impact. Therefore, we are strengthening the protection of intangible cultural heritage, including traditional dances, music, and percussion instruments, allowing tourists to experience these cultural entertainment activities when they visit Seychelles. Furthermore, we have started to cultivate human resources in the tourism industry, providing education about the tourism sector to children so that they can assume responsibilities for the development of the tourism industry and the country as they grow up.





专题演讲 | THEMATIC SPEECH



佐丽莎·乌罗舍维奇  
Zoritsa Urosevic

联合国世界旅游组织执行主任  
Executive Director of UNWTO

世界旅游组织和世界旅游城市联合会已经建立起稳固而长久的合作关系。我们之间的合作意义重大。比如，我们的联合研究项目可以帮助各界更好地了解城市旅游的影响。该项目阐明了城市旅游数据的来源和相关指标，评估建立全球旅游体系的可行性，以及收集和分享城市旅游的关键数据。简而言之，这将有助于城市目的地朝着负责任和可持续发展的方向发展，有助于确保旅游业的社会经济效益惠及所有人，为子孙后代留下珍贵的文化和自然资产。

随着旅游业的稳步复苏，城市将发挥引领作用。毫无疑问，城市将在推进旅游业可持续发展目标方面发挥至关重要的作用。各种伙伴关系、全球合作和知识交流平台——比如联合会的年度香山旅游峰会，都将发挥关键作用。

The World Tourism Organization and the World Tourism Cities Federation have established a strong and enduring partnership, and our collaboration holds significant importance. For example, our joint research projects help various

stakeholders gain a better understanding of the impact of tourism cities. These projects elucidate the sources of tourism city data and relevant indicators, assess the feasibility of establishing a global tourism system, and collect and share key data on tourism cities. In short, this contributes to the development of city destinations in a responsible and sustainable manner, ensuring that the socio-economic benefits of tourism reach everyone and leaving valuable cultural and natural assets for future generations.

As the tourism industry steadily recovers, cities will play a leading role. There is no doubt that cities are crucial in advancing the goals of sustainable tourism development. Various partnerships and platforms for global cooperation and knowledge exchange—such as the Federation's annual Changsha Fragrant Hills Tourism Summit—will all play key roles.

朱莉娅·辛普森  
Julia Simpson

世界旅游与旅行理事会总裁兼首席执行官  
WTTC President and CEO



世界旅游理事会（WTTC）长期以来一直支持世界旅游城市联合会（WTCF）的发展，对此我们深感自豪。在过去的十年里，世界旅游城市联合会将世界各地的旅游城市聚集在一起，并为分享最佳实践和促进合作提供了一个优秀的平台，取得了丰硕的成果。我们真诚地期待着与你们继续合作，共同解决我们旅游业最紧迫的难题。

城市旅游是旅游业增长最快的领域之一，曼谷、香港，当然还有长沙都是世界上吸引游客最多的城市。正如作家丽贝卡·索尔尼特所说，“公民”一词和城市是紧密相关的，理想的城市是围绕公民、公众参与和公共生活组建起来的。这就是我们理想的现代大都市，在这里，人们带着奇思妙想聚集在一起，为实现公共利益而努力。

世界各地的人民会不远万里来到这些城市，去参与、去体验、或者去见证。这也是为什么像今天的峰会这样的活动如此重要，这些活动能够把我们的城市放在议程的首位。

The World Travel & Tourism Council (WTTC) has been a longstanding supporter of the World Tourism Cities Federation (WTCF), and we take great pride in that. Over the past decade, the WTCF has brought together tourism cities

from around the world and provided an excellent platform for sharing best practices and promoting cooperation, resulting in fruitful outcomes. We sincerely look forward to continuing our collaboration with you to address the most pressing challenges in our tourism industry.

Tourism cities is one of the fastest-growing sectors in the tourism industry, with cities like Bangkok, Hong Kong, and, of course, Changsha being among the most visited cities in the world. As writer Rebecca Solnit eloquently said, the term "citizen" is intimately tied to the concept of cities. An ideal city is built around citizens, public participation, and public life. This is our vision of a modern metropolis, where people come together with their diverse ideas and efforts to pursue the common good.

People from all over the world travel far and wide to these cities to participate in, experience, and witness their vibrant environments. That is why events like today's summit are so significant—they put our cities at the forefront of the agenda.







舒展  
Seven Shu

腾讯可持续社会价值副总裁、SSV 数字文化实验室负责人  
Vice President of Tencent SSV, Director of the Lab for Digital Media and Culture

从 2022 年到 2023 年，数字技术，尤其是新一代的数字科技和下一代的互联网技术，正在蓬勃发展和涌泉式地出现。当下重点关注的类似于大模型、AIGC 技术其实还处于早期的发展阶段，但是它们的社会价值和影响力会非常大。大量的数字技术在这两三年到了一个关键的发展时期，意味着会给未来的文化旅游产业带来新的变量、新的工具和新的可能。

目前，三项关键技术 在文化遗产的数字化，甚至推动数字文旅的发展方面起到至关重要的作用。第一个是来自于今年大火的 AIGC 技术。旅游智能化的助手对于文化的讲解和理解，再到大量的文创作品的产生，带来爆发性的可能。第二个是区块链的技术，用数字技术形成数字资产，通过区块链的技术进行版权的保护和确权，从而把中华文化遗产乃至世界文化遗产的成果让全世界人民共享。第三个是数字孪生技术，包括游戏科技的发展，让数字技术在 3D 的建模，用高保真还原技术让更多的文化遗产、更多文旅资源能够更好地呈现在大家的面前。

From 2022 to 2023, digital technologies, especially the new generation of digital and Internet technologies, are experiencing vigorous development and emerging rapidly. Technologies such as large-scale models and artificial intelligence-generated content (AIGC) are still in the early stages of development, but their social

value and influence will be significant. A large number of digital technologies are reaching a critical stage of development in the past two to three years, which means they will bring new variables, tools, and possibilities to the future cultural and tourism industries.

Currently, three key technologies play a crucial role in the digitization of cultural heritage and the development of digital cultural tourism. The first is the AIGC technology, which has gained significant attention this year. Intelligent assistants for tourism provide cultural interpretation and understanding, and the production of a large number of cultural and creative works, bringing about possibilities of explosive growth. The second is blockchain technology, which uses digital technology to create digital assets and ensures copyright protection and rights confirmation through blockchain technology, enabling people around the world to share the achievements of Chinese cultural heritage and even world cultural heritage. The third is digital twin technology, including advancements in game technology, leveraging 3D modeling and high-fidelity reproduction techniques to present more cultural heritage and tourism resources in a better way.



勾志鹏  
Robin Gou  
去哪儿网总裁  
President of Qunar.com

这几年在数字科技赋能各个领域的消费新场景方面，企业们纷纷立足现有业务并实际开拓创新，将大数据、云计算、物联网、区块链、5G、虚拟现实、增强现实等数字新技术应用到消费场景中，促进传统的消费场景提质增效。

今年 AI 的发展速度似乎超乎想象，ChatGPT 横空出世更是超出了人类预期，也让我们更加清晰地意识到，有些难以自动化且满足精神需求的行业会扩展，比如旅游。线上数字技术更新迭代也是为了更好地体验，更高效地赋能线下，人类会同时享受线上虚拟世界的快乐，同时更需要在线下真实世界中享受奔赴全球各个旅游城市的快乐。

随着技术大时代到来，未来旅游不再是一千个人集中去往排名前十的城市，而是一千个人去到一千个城市，这就是旅游 3.0 时代，去中心化的、个性化扩容的时代。这个时代人们获取信息的方式发生了巨大的变化，从而深刻地影响人们旅行的决策，消费者更需要的是旅行灵感的激发，在短视频、信息流等技术传播的颠覆下，自由地选择。

In recent years, businesses have been leveraging digital technologies to empower various consumer sectors, focusing on innovation within existing operations. They have applied digital technologies such as big data, cloud computing, the Internet of Things (IoT), blockchain, 5G, virtual reality (VR), augmented reality (AR), and other emerging technologies to consumer scenarios, enhancing

traditional consumption experiences and increasing efficiency.

The development pace of artificial intelligence (AI) this year seems to have exceeded expectations, with the emergence of Chat GPT being particularly surprising, which has made us more aware that industries that are difficult to automate and meet spiritual needs will expand, such as tourism. The iterative updates of online digital technologies aim to provide a better experience and empower offline activities more effectively. Humans will enjoy the happiness of the virtual world online while also desiring the joy of exploring various tourism cities in the real world offline.

With the advent of the technology era, the future of tourism will no longer be about a thousand people flocking to the top ten ranked cities but about a thousand people visiting a thousand cities. This is the era of Tourism 3.0, characterized by decentralization and personalized expansion. The way people acquire information has undergone tremendous changes, profoundly affecting their travel decisions. Consumers are now more in need of travel inspiration, and under the influence of short videos and information streams, they have the freedom to make choices.





**王立基**  
Wolfgang Georg Arlt  
中国出境游研究所首席执行官  
CEO of China Outbound Tourism Research Institute  
(COTRI)

旅游业是全球最主要的经济活动之一，全球 GDP 占比大约是 10%，它带来了很多的就业机会，所以说发展好旅游是我们的机遇所在。

对于城市繁荣发展来说，旅游业是一个工具，城市旅游业应该成为经济发展的解决方案之一，而不是成为问题之一。因此，旅游业需要变革，变革总是痛的、不容易的，而人们总是习惯于循规蹈矩，但是循规蹈矩是不可行的。疫情给了我们一个机会，让我们能够更好地反思自己以前有什么做得不对的地方。比如，现在极端的气候越来越多，去年有接近 9 亿人受到长时间的 40℃ 以上的高温的影响，在中国也有城市遇到了这样的情况。如果一个城市的气温达到 50℃，即使有再好的风光，人们也不愿意去欣赏。所以我们应该学会变革，提前思考和应对。在未来的发展中，我们要让旅游业成为一个向善的产业，旅游从业者成为一股向善的力量，对社会发展尽责。

The tourism industry is one of the major economic activities globally, accounting for approximately 10% of the global GDP. It creates numerous employment opportunities, making it a significant opportunity for us.

For the prosperous development of cities, the tourism industry should be seen as a tool and a solution for economic growth, rather than a problem. Therefore, the tourism industry needs to undergo transformation. Change is often painful and not easy, and people tend to stick to established norms. However, adhering to the status

quo is not feasible. The pandemic has given us an opportunity to reflect on what we have done wrong in the past. For instance, extreme weather events are becoming more frequent. Last year, nearly 900 million people were affected by prolonged periods of extreme heat above 40℃. Some cities in China also experienced such conditions. If a city's temperature reaches 50℃, people would be reluctant to appreciate even the most beautiful scenery. Therefore, we need to embrace change, think ahead, and prepare accordingly.

In the future, we should strive to make the tourism industry a force for good, and those working in tourism should become a force for positive change, fulfilling their responsibilities for the society.



**宋点**

Song Dian  
湖南卫视总监  
Director of Hunan Television



在产业边界越来越模糊，融合趋势越来越彰显的当下，媒体怎么样共力文旅，实现媒体和文旅的美美与共？湖南卫视的做法是：打造符号、讲好故事、塑造气质。

打造符号。马栏山、橘子洲头、岳麓山、文和友、茶颜悦色等一些极具标识感的地标和长沙已经深度绑定，形成了网红标签，而这些标签的产生离不开湖南卫视的传播和造势。

讲好故事。湖南卫视芒果 TV 做节目的诀窍在于会讲故事，通过故事悄无声息地对人文风物进行再解读再编码，一点点地提炼这个城市的内涵，在大众的文化记忆里留下独特的脸谱和性格。

塑造气质。一直以来，在湖南卫视芒果 TV 的屏幕上出现的长沙，都充满活力和欢乐，让新潮、年轻、包容成了长沙这座城市的气质，并且在人们的心中留下了不可磨灭的印迹。当一座城市有了独特的气质，它就有了灵魂，就能引发大众情感的共鸣。

In the current era where the boundaries among industries become increasingly blurred and the trend of integration becomes more pronounced, how can media and cultural tourism join forces to achieve a harmonious and mutually beneficial relationship? Hunan Satellite TV's approach is to

create symbols, tell compelling stories, and shape characters.

Creating symbols. Landmarks such as Malan Mountain, Orange Isle, Yuelu Mountain, Wenheyou, and Modern China Tea Shop are deeply intertwined with Changsha, forming popular labels, and the emergence of these labels owes much to the dissemination and promotion by Hunan Satellite TV. Telling compelling stories. The key to Hunan Satellite TV's Mango TV programs lies in storytelling. By quietly reinterpreting and re-encoding the cultural and natural scenery through stories, we gradually distill the essence of this city, leaving unique imprints and personalities in the cultural memory of the masses. Shaping character. On the screens of Hunan Satellite TV's Mango TV, Changsha has always been portrayed as vibrant and joyful, making it characterized by trendiness, youthfulness, and inclusiveness. It has left an indelible mark on people's hearts. When a city possesses a distinctive character, it acquires a soul and can resonate with the emotions of the masses.





**卡尔·韦伯**  
Karl Wöber

联合会专家委员会主任、维也纳莫杜尔大学校长  
Director of the WTCF Expert Committee, President of  
MODUL University Vienna

疫情三年，欧洲国际游客的住宿人数大量下降，但在2022年、2023年实现了反弹。和2019年相比，2022年欧洲城市游客总住宿间夜数已经处于恢复状态，恢复到了2019年的水平。就住宿业数而言，巴塞罗那、伦敦和阿姆斯特丹在2022年是国际游客总住宿间夜数排名前三的欧洲城市，其中恢复最快的是巴塞罗那，目前已经达到疫情前的95%。

欧洲的城市应该学会在“危中寻机”，好好思考一下如何让旅游业大幅增长，如何让本地经济变得更有弹性，尤其是面对冲击的时候更有韧性。此外，还要考虑旅游业能够为我们带来的真正的效益是什么？如何使城市中心更加的宜居，等等，调整好各自的战略。

此外，从中远期发展来看，城市旅游业的目标一定要可持续地发展。因此，我们要采取相关的措施来增强游客的体验，带来更多的就业机会，产生更深远的影响。在可持续发展的理念下，城市旅游也要确保旅游业能够更好地促进文化、自然、历史遗产的保护，同时能够减少对环境的影响。

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In the three years of the pandemic, the number of international tourists staying in European accommodations experienced a significant decline, but it rebounded in 2022 and 2023. In 2022, the total number of nights spent by European city tourists in accommodations had recovered to the level of 2019. In terms of accommodation numbers,

Barcelona, London, and Amsterdam ranked as the top three European cities in terms of total nights spent by international tourists in 2022, with Barcelona showing the fastest recovery, already reaching 95% of pre-pandemic levels.

European cities should learn to seize opportunities amidst crises and carefully consider how to significantly increase the growth of the tourism industry and make the local economy more resilient, especially in the face of shocks. Additionally, it is important to consider the real benefits that the tourism industry can bring, such as making city centers more livable. Each city needs to adjust its strategies accordingly.

Furthermore, in terms of long-term development, the goal of tourism cities should be sustainable development. Therefore, we need to take relevant measures to enhance the visitor experience, generate more employment opportunities, and aim for farther-reaching influence. Under the concept of sustainable development, tourism cities should also ensure that it better promotes the protection of cultural, natural, and historical heritage while minimizing its impact on the environment.



**胡安·卡洛斯·阿尔诺·阿维拉**  
Juan Carlos Arnau Avila

墨西哥旅游协会联合会副主席  
Vice President of FEMATUR

这两年，墨西哥旅游出现了一些新的变化。一是企业主动性提高。在过去，墨西哥的很多活动都是由政府组织主导的，包括旅游推广、人员培训、行业认证，这两年则有更多企业参与其中。二是旅游胜地的去中心化。以往游客们都集中到传统的著名旅游目的地坎昆、洛斯卡洛斯和巴尔亚塔等旅游观光，但是现在有越来越多新的受欢迎的旅游目的地出现。三是住宿业得到了快速发展。据Airbnb统计，国内酒店预订房数量已经达到了5万间以上。四是公共安全水平更高，旅游安全可以得到充分保障。此外，我们还陆续建设了公共基础设施，例如新机场、蜂鸟旅游、魔幻街区项目，以及查普尔特佩克森林公园、阿兹特兰公园项目等。

就像世界旅游城市联合会的核心理念，旅游让城市更加美好。我们也遵循这样一个理念，通过旅游竞争力的提升，来提高整个墨西哥城的社会经济发展。在此过程中，我们一直强调政府和企业的通力合作，因为只有这样，我们才能真正做好这项工作。

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In the past two years, Mexico's tourism industry has undergone some new changes. Firstly, there has been an increase in the proactiveness of businesses. In the past, many activities in Mexico's tourism sector were led by the government, including tourism promotion, personnel training, and industry certification. However, in the past two years, more businesses have become actively involved in these efforts. Secondly, there has

been a decentralization of tourist destinations. Previously, tourists tended to concentrate in famous traditional tourist destinations such as Cancun, Los Cabos, and Playa del Carmen. However, there is now an emergence of new and popular tourist destinations. Thirdly, the accommodation industry has experienced rapid development. According to Airbnb statistics, the number rooms booked in domestic hotel has exceeded 50,000. Fourthly, there has been an increased focus on public safety, ensuring that tourism safety is fully guaranteed. Additionally, we have been gradually developing public infrastructure, such as new airports, Hummingbird Tourism, Magical Neighborhood projects, as well as the Chapultepec Forest Park and Aztlán Park projects.

Just like the core concept of the World Tourism Cities Federation, tourism makes cities better. We also follow this philosophy and aim to improve the social and economic development of the entire Mexico City through the enhancement of tourism competitiveness. Throughout this process, we have emphasized the collaboration between the government and businesses because only through such cooperation can we truly excel in this work.





**邹风**  
Zou Feng

联合会投资分会秘书长、途睿资本管理合伙人  
Secretary General of the WTCF Investment Committee,  
Managing Partner of Tourism Capital

未来旅游投资趋势主要是四个方面，一是并购投资和存量资产重组将成为主流。二是新项目建设与开发投资长期停滞。三是投资区域越来越聚焦，聚焦大的目的地，特大城市周边和大都市区一小时车程（半小时高铁）区域。四是由资源导向向市场导向转变。

旅游投资的机会将出现在五个方面。一是估值便宜了，价格下降了，平均的下降幅度大概在 30% 到 40%。现在的价格是合理的。二是资产质量更高了，投资选择更容易。大部分资源的价值都无法判断，但三年的疫情帮我们做了筛选，好项目浮出水面了。三是出售意愿更强烈，谈判更容易。经过了疫情，多数企业都愿意出售控股权，甚至全资转让，国有企业也愿意引进社会资本了。四是困境资产重组与转型需求特别迫切。五是退出通道更灵活。

The future trends in tourism investment can be summarized in four main aspects. Firstly, mergers and acquisitions (M&A) investments and the restructuring of existing assets will become mainstream. Secondly, the development and construction of new projects will experience a long-term stagnation. Thirdly, investment will increasingly focus on specific regions, particularly

major destinations, areas around large cities, and within a one-hour drive (or half-hour high-speed train journey) from metropolitan areas. Fourthly, there will be a shift from resource-driven investment to market-driven investment.

Opportunities for tourism investment will arise in five areas. Firstly, valuations have become more attractive, with prices decreasing by an average of 30% to 40%. The current prices are considered reasonable. Secondly, asset quality has improved, making investment choices easier. The value of most resources cannot be determined, but the three years of the pandemic have helped us identify good projects. Thirdly, there is a stronger willingness to sell, making negotiations easier. After the pandemic, many companies are willing to sell controlling stakes or even transfer full ownership, including state-owned enterprises being open to introducing private capital. Fourthly, there is an urgent need for restructuring and transformation of distressed assets. Fifthly, exit channels have become more flexible.

**程卫东**  
Cheng Wai Tong

中国澳门特别行政区政府旅游局副局长  
Deputy Director of the Macao Government Tourism Office of  
the Macao SAR, China



经历过疫情，澳门将如何再出发？一方面，我们对城市发展策略进行了调整。旅游业或者旅游博彩业一直是澳门支柱产业、龙头企业，接下来我们将不再只强调旅游业，而是考虑让这些产业跟其他相关产业联动发展。为此，澳门制定了“1+4”策略，休闲旅游业带动大健康旅游、现代金融、高新技术、会展商贸等共同发展，建设世界旅游休闲中心。澳门“凝聚城市力量”不只是凝聚旅游业，而是和其他板块一起来做，让城市抵抗挑战的能力变得更强。

另一方面，加大推广力度。我们将到内地一线城市以及粤港澳大湾区重新做推广，和知名 OTA、旅行社、航空公司合作，在团费、酒店、机票等方面都实行优惠政策。同时，积极参加一些展销会、洽谈会。此外，我们也逐渐重启国际市场，到国外做旅游推介，每个月组织丰富的表演、活动等，吸引国外旅客再回到澳门旅游。

After experiencing the pandemic, how will Macao embark on a new journey? On the one hand, we have adjusted our city development strategy. Tourism, or the tourism-gaming industry, has always been Macao's pillar industry and leading enterprise. Moving forward, we will no longer solely emphasize tourism but consider promoting the integrated development of these industries with

other related sectors. To achieve this, Macao has formulated the "1+4" strategy, which propels leisure tourism to drive the development of wellness tourism, modern finance, high-tech industries, exhibition and trade, and aims to construct a global tourism and leisure center. The concept of "uniting urban forces" in Macao goes beyond just the tourism sector; it involves collaboration with other fields, enhancing the city's resilience against challenges.

On the other hand, we will intensify our promotional efforts. We will re-launch promotions in first-tier cities in the Chinese mainland as well as in the Guangdong-Hong Kong-Macao Greater Bay Area. Collaborating with well-known online travel agencies (OTA), travel agencies, and airlines, we will implement favorable policies in group tour fees, hotels, air tickets, and more. Additionally, we will actively participate in various exhibitions and negotiation meetings. Furthermore, we are gradually reopening the international market, promoting tourism overseas, and organizing rich performances and activities every month to attract international tourists back to Macao.



专题论坛 | THEMATIC FORUM



刘安娜

Ana María Lafuente Córdoba

西班牙驻广州总领事馆旅游参赞  
Counsellor for Tourism of Consulate General of Spain in  
Guangzhou

今年是中西建交 50 周年，也是中西旅游年，这是把旅游和文化结合起来的非常好的机会。今年我们和中国城市有了更深层次的合作，到中国多个城市做推广，比如说在贵阳、广州等地举办西班牙著名画家达利的画展。人们能够通过这个展览了解达利 100 多幅作品，这是一个通过文化艺术来进行交流的非常好的机会。此外，巴塞罗那旅游局也会在中国香港、北京组织文化和旅游主题展览，马德里的塞万提斯博物馆也会在上海举办这样的推广活动。

中国也有很多文化演出登上西班牙的舞台，比如在马德里举办的一场音乐会，来自中国和西班牙的戏剧家、音乐家进行了联合演出。此外，西安的兵马俑、宋朝主题绘画展也会在巴塞罗那展览，此前中国汉代文物展也到阿里坎特进行过展出。

为了给游客带来更好的体验，我们也在打造智慧城市，建立智能游客旅游地网络，目前已经有 600 多个成员加入其中，大家交流旅游管理、可持续的旅游业的发展等经验。

This year marks the 50th anniversary of the establishment of diplomatic relations between China and Spain, as well as the China-Spain Tourism Year, providing an excellent opportunity to combine tourism and culture. We have deepened our cooperation with Chinese cities this year, promoting events such as exhibitions featuring the

renowned Spanish painter Salvador Dal í in cities like Guiyang and Guangzhou. These exhibitions allow people to explore over 100 works by Dal í , providing a wonderful opportunity for cultural exchange through art. Additionally, the Barcelona Tourism Bureau will organize cultural and tourism-themed exhibitions in Hong Kong and Beijing, while Madrid's Casa Museo Cervantes will hold similar promotional activities in Shanghai.

China also presents various cultural performances on Spanish stages, such as a joint concert by Chinese and Spanish playwrights and musicians in Madrid. Additionally, exhibitions featuring the Xi'an-based Terracotta Warriors and Song Dynasty-themed paintings will be showcased in Barcelona, following a previous exhibition of Han Dynasty cultural relics in Alicante.

In order to provide visitors with better experiences, we are also developing smart cities and establishing intelligent tourist networks. Currently, more than 600 members have joined, sharing experiences in tourism management and the sustainable development of the tourism industry.

拉尔夫·欧斯顿

Ralf Ostendorf

德国柏林旅游局市场管理部主任  
Director of Marketing Management, Visit Berlin,  
Germany



我来自柏林，非常高兴能够有机会来长沙，也希望大家去柏林看看，虽然我们的城市小，但也是非常漂亮的。

这两年，柏林旅游业得到了德国联邦政府的大力支持，尤其是财政支持，我们得以更好地研发旅游产品、运营文化机构等，目前来看，这些政策都是非常有效的。

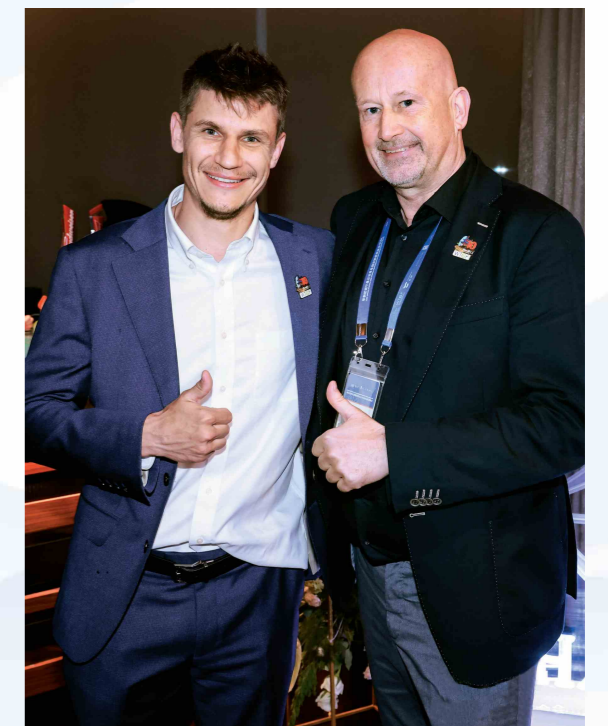
这两年，全球航空业受到了重挫，目前也没有实现完全复苏，还面临很多的挑战，比如说现在航空业出现了人员流失的问题，很多人离开了行业，导致劳动力不足。所以，一方面我们要加大旅游业支持力度、开发旅游新产品，同时也要注重恢复消费者的信心。另外，我们希望世界旅游城市联合会能够考虑到不同城市的特点和发展方向，为城市提供相应的帮助。就目前来说，柏林旅游产品很有亮点，尽管一些旅游活动还有欠缺，但总体来说我们对未来的旅游发展还是充满了信心。

I come from Berlin, and I'm delighted to have the opportunity to visit Changsha. I also invite everyone to visit Berlin, although our city is small, it is also very beautiful.

In the past two years, the tourism industry in Berlin has received strong support from the Federal Government of Germany, especially in terms of financial assistance. This has allowed us to better develop tourism products and operate cultural institutions. So far, these policies have proven to be highly effective.

In the past two years, the global aviation industry has suffered severe setbacks and has yet to fully recover. It still faces many challenges. For example, there is a problem of personnel loss in the aviation

industry, with many people leaving the sector, leading to a shortage of labor force. Therefore, on the one hand, we need to increase support for the tourism industry and develop new tourism products. At the same time, we also need to focus on restoring consumer confidence. Additionally, we hope that the World Tourism Cities Federation can take into account the characteristics and development directions of different cities and provide relevant assistance to cities. Currently, Berlin's tourism products have great highlights, although some tourism activities still have room for improvement. Overall, we are confident in the future of tourism development in Berlin.







刘作奎  
Liu Zuokui

中国北京市文化和旅游局副局长  
Deputy Director-General of Beijing Municipal Bureau of  
Culture & Tourism, China

今年以来，北京旅游以春节为起点，呈现高开高走、持续回暖的趋势。第一季度北京的接待旅游人次接近6000万，旅游收入达到了人民币1050亿元。今年“五一”期间，五天假期文旅成绩同样引人注目。我们共吸引了游客912.8万人次，旅游总收入人民币134.6亿元，比2019年增长了13.9%。这些数据也说明在一系列政策利好的推动下，北京文旅促进经济复苏势头在加快。

这得益于，一是完善了政策体系，鼓励市场主体创新性发展，比如实施了《北京市扩大文化和旅游新消费奖励办法》，面向社会公开征集旅游新产品、新场景、新业态和新商品，加大旅游产品的供给侧创新力度，优化和丰富旅游产品供给。二是打造消费品牌，营造文旅消费新氛围。依托北京网红打卡地、北京微度假等文旅新消费品牌，不断挖掘和开发各类优质文旅资源，这些新举措实质上吸引了不少客流。三是市区联动，联手推出文旅消费产品。北京市有16+1个区域，每个地方都有鼓励文旅发展促进消费的政策，基本是“一区一策”。这种政策的组合工具容易实现精准性，逐渐去中心化，能够吸引和承载更多游客到访。

Since the beginning of this year, tourism in Beijing has shown a strong recovery trend, starting from the Spring Festival and continuing to rise. In the first quarter, Beijing received nearly 60 million tourists, with tourism revenue reaching CNY 105 billion. During the May Day holiday this year, the performance of the cultural and tourism sectors was equally remarkable. We attracted a total of 9.128 million tourists, and the total tourism revenue reached CNY 13.46 billion, a 13.9% increase compared with 2019. These figures

indicate that, driven by a series of favorable policies, Beijing's cultural and tourism sectors are accelerating economic recovery.

This achievement can be attributed to several factors. First, a policy framework has been improved to encourage innovative development by market entities. For example, the implementation of the *Beijing Municipal Measures for Expanding New Cultural and Tourism Consumption* encourages the public to contribute new tourism products, scenarios, formats, and goods. This has increased the supply-side innovation of tourism products, optimizing and enriching the offerings. Second, consumer brands have been cultivated, creating a new atmosphere for cultural and tourism consumption. By relying on popular tourist destinations and Beijing's mini-vacation initiatives, various high-quality cultural and tourism resources have been continuously explored and developed, attracting a significant number of visitors. Third, coordination among different districts within the city has resulted in joint efforts to promote cultural and tourism consumption. Each of the 16+1 districts in Beijing has its own policies to encourage cultural and tourism development and promote consumption, tailored to their specific needs. This combination of policy tools has facilitated precision and decentralization, attracting and accommodating more tourists.

洛雷娜·维拉尔  
Lorena Villar

联合国世界旅游组织市场情报与竞争力部高级官员  
Senior Project Specialist of Tourism Market Intelligence  
and Competitiveness, UNWTO



我想要祝贺并且致意我们与世界旅游城市联合会多年来的良好合作关系，我们在城市旅游业方面的合作已经有几年时间了，从2015年就开始了。我们已经签订了两个谅解备忘录，正在签订第3个谅解备忘录，而且目前我们有一系列的合作项目正在进行当中，还有一个共同的关于旅游业的科研项目，希望能够有所洞见，让我们更加了解旅游业及其细分行业的情况，了解它所带来的影响。

过去几年，我们见证了旅游业史上最大的危机，城市其实在这波疫情当中受到的影响是最大的。但幸运的是，我们现在已经走在了复苏的路上，反弹还相当快速，我们看到了这个行业的韧性。在今年一季度，有超过2亿的国际游客，同比2022年增长超过100%。我想再强调一下亚洲旅游业的飞速复苏，在2023年第一季度达到了疫情前水平的54%，在去年年底和今年年初都体现出了极好的反弹态势，预计后续这一态势将持续。

I would like to extend my congratulations and appreciation for the excellent cooperation we have had with the World Tourism Cities Federation over the years. Our collaboration in the field of tourism cities has been ongoing since 2015. We have already signed two memoranda of understanding (MoUs) between our organizations and our

preparations for signing the third one are in full swing. Additionally, we currently have a series of collaborative projects underway, including a joint research project on the tourism industry. We hope that this research will provide us with valuable insights to better understand the tourism industry and its various sectors, as well as the impacts it brings.

Over the past few years, we have witnessed the biggest crisis in the history of the tourism industry, with cities being the most severely affected during this pandemic. However, fortunately, we are now on the path to recovery, and the rebound has been quite rapid, showcasing the resilience of this industry. In the first quarter of this year, there has been a significant increase in international tourists, with a growth rate of over 100% compared to 2022, exceeding 200 million visitors. I would like to emphasize the rapid recovery of the Asian tourism industry, which has reached 54% of pre-pandemic statistics in the first quarter of 2023. There has been a remarkable rebound at the end of last year and the beginning of this year, and it is expected that this positive trend will continue in the future.





宁国新  
Ning Guoxin

众信旅游集团首席政务官  
CGO of Utour Group

一家旅行社的核心资源就是产品，因此我们积极在国内和国际布局业务，调整供给端产品，并且在目的地的在地文化和内涵上下工夫，把产品打磨得更加丰富。此外，市场营销方面也在发力。众信旅游既有线上渠道，也有线下的渠道，分布在全球各个国家和地区。线上我们和阿里集团打造了一个“阿信”线上平台，线下布局方面我们也积极铺设各个渠道。产品和目的地、目的地的营销都是紧密相关的，所以我们希望通过文化和旅游融合的方式，通过产品的研发来进行目的地营销，让好的产品直达游客，为游客提供更好的服务。

As a travel agency, our core resource is our products. Therefore, we actively expand our business both domestically and internationally, adjust our supply-side products, and focus on

enhancing the cultural aspects and content of our destinations to enrich our offerings. Additionally, we are making efforts in marketing. We have both online and offline channels distributed across various countries and regions worldwide. Online, we have partnered with the Alibaba Group to create the "AXin" (transliteration) online platform, while offline, we are actively establishing various channels. The development of products and destination marketing are closely related, so we aim to promote our destinations via product development through the integration of culture and tourism and deliver our excellent products directly to travelers, providing them with exceptional services.



# 携手同行，未来可期 United in Progress: Forging a Promising Future Together



△ 世界旅游城市联合会秘书长杨烁  
Yang Shuo, Secretary-General of  
WTCF

本次峰会的成功举办，离不开湖南省长沙市各方的大力支持，从前期的会议筹办到峰会期间的组织保障，长沙以开放包容的姿态、变革创新的活力、广迎天下宾朋的热情，向世界展现了一个可爱可亲可敬、宜居宜业宜游的城市形象。联合会将秉持初心，与各方共同携手，持续推动旅游城市可持续发展，促进旅游业的复苏与繁荣。相信本届峰会将对世界旅游经济振兴及世界旅游城市发展起到巨大的推动作用。

The success of the Summit can be attributed to the unwavering support from various parties in Changsha, Hunan Province. From the initial preparations to the seamless organization during the Summit, Changsha has demonstrated an open, inclusive attitude, vibrant innovation, and a warm welcome to guests from around the world, showcasing itself as a lovable, amiable, and respectable city that is

suitable for living, working, and visiting. The WTCF will uphold its original intention and work hand in hand with all stakeholders to continuously promote the sustainable development of tourism cities and facilitate the recovery and prosperity of the tourism industry. Yang Shuo, Secretary-General of WTCF, believes that this Summit will play a significant role in revitalizing the world tourism economy and the development of tourism cities worldwide.





## 学术成果前瞻布局 研判旅游发展新举措

### Strategic Layout for Academic Achievements, Reviewing and Analyzing New Initiatives for Tourism Development

三项成果发布，聚焦旅业前景。《疫情背景下世界旅游城市可持续发展——中国行动研究》，为世界旅游城市可持续发展提供可借鉴的中国方案。《世界旅游经济趋势报告（2023）》，通过海量数据分析研判世界旅游经济发展呈现出的新趋势和新格局。《长沙倡议》，呼吁世界旅游城市凝聚力量，挖掘城市旅游资源，提升旅游资源利用水平，共创全球旅业美好未来。

Three achievements were announced, focusing on the prospects of the tourism industry. *The Sustainable Development of World Tourism Cities in the COVID Context: The Research on Chinese Actions* provides references of the Chinese solutions for the sustainable development of world tourism cities. Moreover, the *World Tourism Economic Trends Report (2023)* analyzes and predicts the new trends and patterns in the global tourism economy through extensive data analysis. Lastly, the *Changsha Initiative* is calling for global tourism cities to unite their efforts, explore city tourism resources, improve the utilization level of tourism resources and create a better future for the global tourism industry together.



## 联合国开发计划署与世界旅游城市联合会首发 《疫情背景下世界旅游城市可持续发展——中国行动研究》

文、图 / 世界旅游城市联合会

5月10日，以“凝聚城市力量 重振世界旅游”为主题的2023世界旅游城市联合会长沙香山旅游峰会在长沙开幕。会上，世界

旅游城市联合会秘书长杨烁、联合国开发计划署驻华代表处副代表乔展联合发布《疫情背景下世界旅游城市可持续发展——中国行动研究》

（以下简称《中国行动研究》）。

旅游城市是促进可持续发展的核心载体，而旅游业则是推动城市可持续发展的重要驱动力。新冠肺



△ 双方共同发布报告





△ 发布现场

炎疫情对旅游业造成了灾难性冲击，全球旅游业收入及就业遭受重创，旅游城市的可持续发展受到前所未有的挑战。在此背景下，联合国开发计划署与世界旅游城市联合会通过对中国旅游业的调查分析，总结了中国在应对疫情和推进旅游业可持续发展方面所作出的贡献，展示了中国旅游城市在创新发展新模式，促进旅游经济增长、保障就业、保护自然生态环境等方面取得的成果，向国际社会展现了中国旅游城市推进可持续发展的实践和经验。

《中国行动研究》包括旅游可持续发展助力旅游城市应对新冠疫情的影响、新冠疫情对中国旅游城市的影响及应对措施、旅游城市 SDG 实施进展评估、中国旅游城市可持续发展经验及实践四个方面。其中，

新冠疫情对中国旅游城市的影响及应对措施部分指出，中国的旅游城市通过发展绿色旅游和乡村旅游、推动文旅融合、推进数字旅游等手段打造了更加可持续的旅游业，在助推本土经济的绿色复苏与发展做出了许多有意义的探索和实践。

在旅游城市 SDG 实施进展评估部分，世界旅游城市联合会和联合国开发计划署以中国会员城市为对象开展评估及行动研究，按照人类、繁荣、地球、和平及伙伴关系 5 个维度，对北京、成都、长沙、重庆、广州、焦作、昆明、洛阳、青岛、三亚共 10 个中国旅游城市进行了面向可持续发展目标的进展评估，实施差距的总体评估和分项评估。评估结果显示，北京、广州、成都实现进展超过 85%，目标完成

度相对较高，长沙、青岛、三亚实现进展已超过 80%，全部城市的 SDG 目标实现率均超过 70%。

乔展在发言中提到，旅游业是重要的经济驱动力，可持续旅游业对于可持续发展，以及可持续消费和生产都非常重要。2030 年目标对全球创建一个包容性的有韧性的经济发展奠定了框架，旅游城市要改进意识，进行可持续发展能力建设和培训，旅游业也应该更好地探索一些稳健的、具有包容性的商业模式。

作为本次大会的主办单位，世界旅游城市联合会成立于 2012 年，是北京发起成立的世界首个以城市为主体的全球性国际旅游组织，秉承“旅游让城市生活更美好”的核心理念，为会员搭建交流经验、加强合作、凝聚共识的平台。C

## UNDP and WTCF Jointly Release The Sustainable Development of World Tourism Cities in the COVID Context: The Research on Chinese Actions

► WORDS、PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

On 10 May, the World Tourism Cities Federation Changsha Fragrant Hills Tourism Summit 2023 (hereinafter referred to as the "Summit") themed

"Gathering the Strength of Cities to Revitalize World Tourism" was launched in Changsha, China. At the Summit, Yang Shuo, Secretary-General of the

World Tourism Cities Federation (WTCF) and James George, Deputy Resident Representative in China of the United Nations Development Programme



△ James George, UNDP Deputy Resident Representative in China, speaks during the Summit





△ Joint Release Report by Both Parties

(UNDP), jointly released *The Sustainable Development of World Tourism Cities in the COVID Context: The Research on Chinese Actions* (hereinafter referred to as *The Research on Chinese Actions*).

Tourism cities serve as the core carriers of promoting sustainable development while tourism remains a major driver of sustainable development of cities. The COVID-19 pandemic has generated catastrophic impacts on tourism that inflicted

heavy losses on global tourism revenue and employment and caused unprecedented challenges to the sustainable development of tourism cities. Given the context, UNDP and WTCF conducted an investigation and analysis of China's tourism business, summarized China's contribution in tackling the pandemic and promoting the sustainable development of tourism, demonstrated the new patterns of innovative development of Chinese tourism cities and their achievements

in boosting the growth of tourism economy, guaranteeing employment, and protecting the natural ecological environment, and showed the practices and experiences concerning the sustainable development of Chinese tourism cities to the international community.

*The Research on Chinese Actions* includes four chapters, namely "Contribution of Sustainable Tourism to Address Impact of COVID-19 on Global Tourism Cities", "Impacts of the COVID-19

Pandemic on China's Tourism Cities and Actions Taken", "Assessment of Progress towards the SDGs in Tourism Cities" and "Case Studies for Sustainable Development by Chinese Tourism Cities". The part of the COVID-19's impact on Chinese tourism cities and countermeasures points out that Chinese tourism cities are creating a more sustainable tourism industry by means of developing green tourism and rural tourism, propelling culture-tourism integration, advancing digital tourism, etc., with many meaningful explorations and practices in boosting the green recovery and development of the local economy.

In the chapter of the evaluation of SDG implementation progress of tourism cities, WTCF and UNDP evaluated WTCF's member cities in China and studied their actions. This part includes the evaluation of progress toward SDGs of ten Chinese tourism cities (i.e. Beijing, Chengdu, Changsha, Chongqing, Guangzhou, Jiaozuo, Kunming, Luoyang, Qingdao and Sanya) on five dimensions (i.e. "People", "Prosperity", "Planet", "Peace" and "Partnership"), including



the overall evaluation and individual evaluation of the gaps toward SDGs. The results show that Beijing, Guangzhou, and Chengdu have achieved more than 85% of their goals while Changsha, Qingdao, and Sanya achieved more than 80% of their goals. All the evaluated cities have achieved more than 70% of their SDGs.

James George noted in his presentation that tourism is an important economic driver, and sustainable tourism is of great significance to sustainable economic growth as well as sustainable consumption and production. The 2030 SDGs provide a framework for

developing inclusive and resilient economies around the world. Tourism cities are to improve their awareness and organize capacity building and training centered on sustainability, while the tourism industry should further explore robust and inclusive business models.

As a host of the Summit, WTCF was founded in Beijing in 2012. It is the first city-centered international tourism organization. Upholding the core philosophy of "Better City Life through Tourism", it provides members with a platform to share experiences, strengthen cooperation, and gather for reaching consensus. 



# 《世界旅游经济趋势报告 (2023)》发布

## 预计今年全球旅游总人次将达到107.8亿

文、图 / 中国社会科学院旅游研究中心、世界旅游城市联合会

5月10日，2023世界旅游城市联合会长沙香山旅游峰会正式开幕。在此次峰会上，世界旅游城市联合会专家、中国社会科学院旅游研究中心主任宋瑞发布了《世界旅游经济趋势报告(2023)》(以下简称《报告》)。

2022年，随着疫苗接种率普遍上升，各国逐渐完全放开疫情管制措施，并相继出台促进旅游复苏的政策措施，旅游经济增长速度不断提高，世界旅游经济发展呈现出新趋势和新格局。对此，未来如何创造和把握机遇，推动世界经济和旅游业进一步发展，营造更具活力的全球旅游生态，需要各国政府、相关城市、旅游行业等凝聚共识，科学决策，团结协作。

宋瑞介绍，为加快促进世界旅游业的复苏，世界旅游城市联合会携手中国社会科学院旅游研究中心共同研究、发布《报告》。《报告》从全球、区域、国别、城市、行业等多个视角出发，对2022年全球旅游经济复苏态势，中东、欧洲、美洲、非洲和亚太五大区域发展格

局变化，T20国家(旅游总收入全球排名前20位的国家)旅游恢复程度，重点城市创新实施的旅游复苏与振兴战略，核心行业与旅游企业的发展趋势等方面进行了全面研究和总结，并揭示了2023年全球旅游业复苏将面临的五个特点，为推动世界旅游经济实现更具韧性和可持续性的发展提供了决策参考和智力支持。

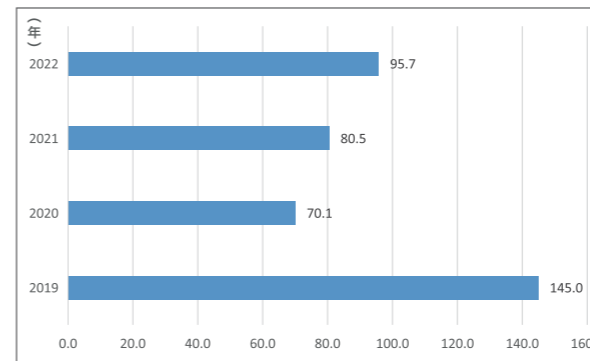
《报告》指出，2022年全球旅游总人次达到95.7亿人次，全

球旅游总收入达到4.6万亿美元，分别恢复至2019年的66.1%和79.6%。全球旅游总收入占GDP的比例恢复至4.8%，比2021年增长了0.7%。2022年全球国内旅游恢复程度好于国际旅游，全球国际旅游收入增速远高于全球贸易增速，发达经济体旅游恢复表现好于新兴经济体。

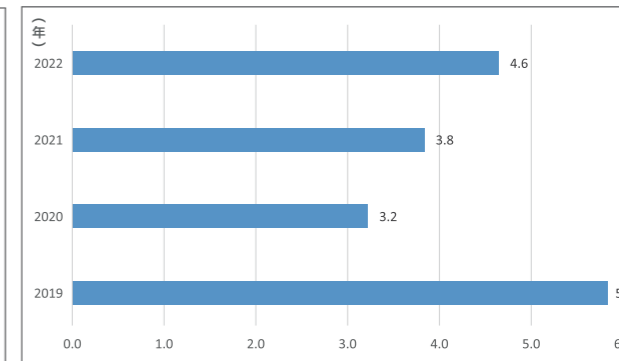
《报告》预测，2023年全球旅游总人数将达到107.8亿人次，全球旅游总收入将达到5.0万亿



△世界旅游城市联合会专家、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(2023)》



2019-2022年全球旅游总人次(单位:亿人次)



2019-2022年全球旅游总收入(单位:万亿美元)

美元，分别恢复至疫情前(2019年)的74.4%和86.2%。12个T20国家旅游总收入恢复至疫情前(2019年)的比例将达到90%以上。

宋瑞表示，目前全球旅游经济呈稳步恢复态势，全球旅游业在多个层面发生了全面的、系统性的变化，全球旅游会有更美好的前景。但同时人们也应该理性地认识到，未来全球旅游业的复苏依赖于全球宏观经济的走势，全球经济的不确定性依然会影响旅游业的前景。

《报告》称，2023年全球旅游业复苏将呈现五方面特点。

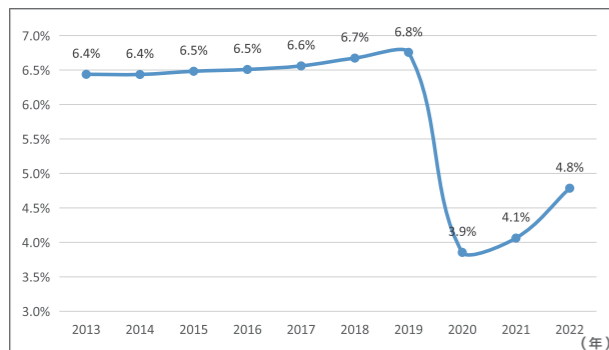
一是全球经济陷入一系列发展困局之中，世界旅游业复苏的困难程度远大于经济稳定期，不同国家和地区，将面对不同程度、不同类型的环境复杂性，展现出不同的应对能力，由此产生不一样的旅游发展格局。

二是旅游业疫后修复的重点逐渐由数量转向质量，依赖于全球性的产业合作，也有赖于各国旅游业治理能力的进一步提升。

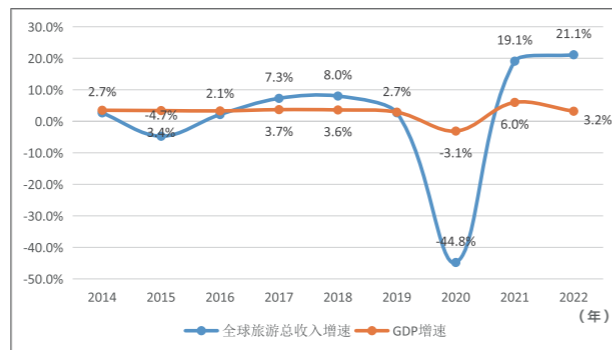
### 2022年T20国家多措并举推出旅游复苏策略

序号	国别	内容
1	美国	公布《国家旅行及旅游战略》，启动旅游复苏五年计划
2	中国	出台多项旅游复苏支持政策
3	德国	推动旅游业的数字化转型
4	英国	出台一揽子措施促进旅游复苏
5	法国	发布为期十年的全新“法国目的地发展计划”
6	意大利	发布《2023-2027年旅游战略计划》
7	墨西哥	稳经济政策取得显著效果
8	日本	提出2022年度六大复苏方针
9	西班牙	拨款34亿欧元支持旅游项目数字化和可持续化改造
10	澳大利亚	成立重启旅游业特别工作组
11	巴西	积极进行巴西旅游海外推广
12	加拿大	提供总计10亿加元资金帮助旅游业复苏
13	印度	宣布“印度治愈”计划促进入境医疗旅游
14	土耳其	出台一系列政策措施促进旅游业复苏
15	奥地利	解除限制，时刻关注旅游市场趋势
16	瑞士	举办系列推广活动拓展中国市场
17	俄罗斯	推出“返现旅游”项目
18	菲律宾	进一步放宽入境要求促进入境旅游发展
19	韩国	实施旅游重启战略
20	泰国	制定《2023-2027年旅游发展战略》





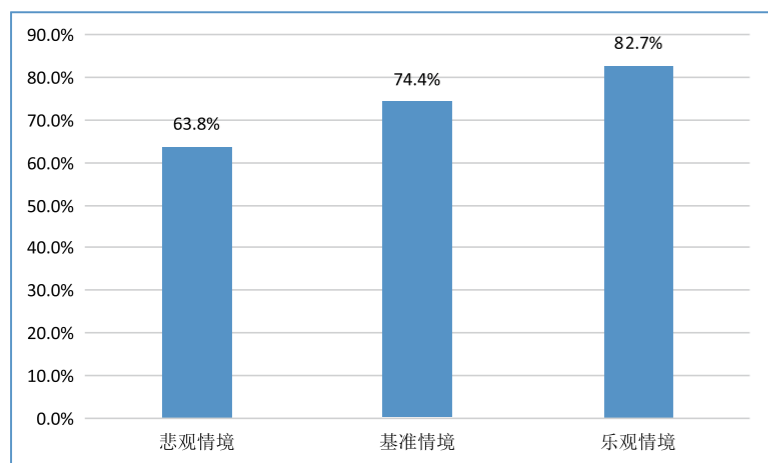
2013-2022 年全球旅游总收入占 GDP 的比例



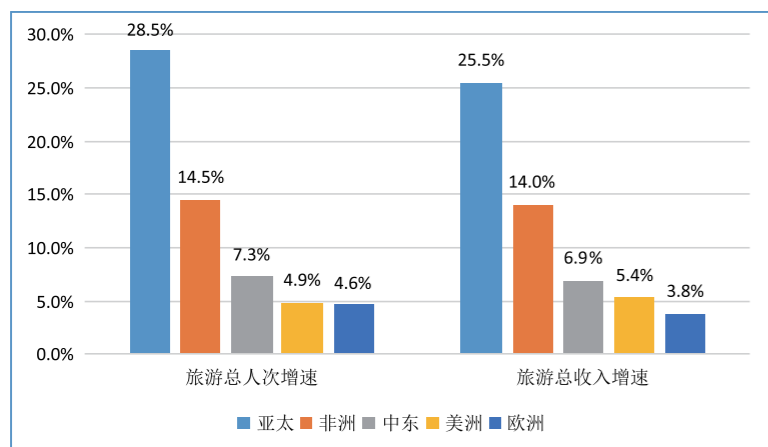
2014-2022 年全球旅游总收入增速与 GDP 增速比较

注：GDP 增速数据来源于国际货币基金组织，《世界经济展望》2022 年 4 月和《世界经济展望》2022 年 10 月

	全球旅游总人次 (亿人次)	增速 (%)
悲观情境	92.4	9.6%
基准情境	107.8	12.6%
乐观情境	119.9	16.2%



2023 年不同情境下全球旅游总人次恢复水平



2023 年五大区域旅游总人次和旅游总收入增速

三是旅游业复苏水平、通胀水平和劳动力短缺程度是短期内影响世界旅游业恢复质量的三组关键变量。

四是中长期看，世界经济和旅游业的进一步发展，都将更依赖于全要素生产率的提升，其中提高科技的行业渗透率、提高行业对知识人才的吸引力、形成更为智慧巧妙的旅游业政策和治理体系是重塑旅游业的增长模式、推动旅游业全要素生产率上升的关键路径。

五是世界旅游格局将在创新中得以重塑，创新将是世界旅游业进一步发展的核心动力和重塑世界旅游新格局的主要力量。

据悉，自 2016 年起，世界旅游城市联合会与中国社会科学院旅游研究中心每年都会发布《世界旅游经济趋势报告》，旨在把握全球经济脉络走向，深入剖析旅游行业热点问题，科学预测全球旅游未来前景，从而提供有价值的分析和建议，得到了国际旅游业界的高度关注和广泛使用。

# Newly Released Report on World Tourism Economy Trends Expects Global Tourist Arrivals to Reach 10.78 Billion

WORDS、PHOTOGRAPHS/ TOURISM RESEARCH CENTER, CHINESE ACADEMY OF SOCIAL SCIENCES, WORLD TOURISM CITIES FEDERATION



△ Song Rui, an expert of WTCF and Director of the Tourism Research Center, CASS, unveils the *Report on World Tourism Economy Trends (2023)*.

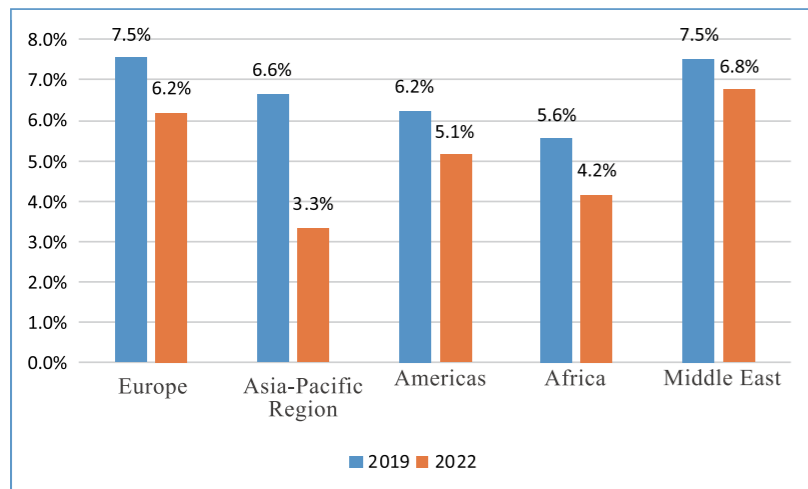
The World Tourism Cities Federation Changsha Fragrant Hills Tourism Summit 2023 (hereinafter referred to as the "Summit") kicked off on 10 May in Changsha, China. At the Summit, Song Rui, an expert of the World Tourism Cities Federation (WTCF) and Director of the Tourism Research Center, Chinese Academy of Social Science (CASS), unveiled the *Report on World Tourism Economy*

*Trends (2023)* (hereinafter referred to as the *Report*). In 2022, as vaccination rates continue to rise, countries around the world are starting to remove all COVID-19 restrictions and implement policies to revitalize tourism. This has led to a sustained increase in the growth rate of the tourism economy, heralding new trends and patterns in

world tourism development. To proactively seek out and capitalize on emerging opportunities that enhance the development of the world economy and the tourism sector, and foster a thriving global tourism industry, collaboration among governments, tourism cities, and industry players is needed to reach consensus, make decisions in a scientific manner, and work together toward shared objectives.

WTCF and CASS's Tourism Research Center have jointly conducted a study and published this *Report* which is aimed at expediting the global tourism industry's revival, according to Song Rui. The *Report* provides a comprehensive analysis and summary of the global tourism industry's economic recovery in 2022 from global, regional, national, municipal, industrial and other perspectives, and





Proportion of Total Tourism Revenue to GDP in the Five Regions in 2019 and 2022

reveals five key features of the industry's recovery in 2023. The Report covers the changes in the development patterns of the Middle East, Europe, Americas, Africa, and Asia-Pacific regions, and the tourism development performances of the T20 countries (the top 20 countries in the world in terms of total tourism revenue). Additionally, this academic work discusses innovative strategies adopted by key cities for tourism development and revitalization, as well as development trends of core industries and tourism enterprises. Its findings offer vital decision-making references and intellectual support for promoting a more resilient and sustainable world tourism economy.

According to the *Report*, in

2022, global tourist arrivals reached 9.57 billion while the total revenue hit USD 4.6 trillion, accounting for 66.1% and 79.6% respectively of the figures from 2019. The proportion of the industry's total tourism revenue to global GDP has rebounded to 4.8%, representing a 0.7% rise from the figure reported in 2021. In 2022, domestic tourism recovered faster than international tourism across the globe. While the growth rate of global international tourism revenue is higher than that of global trade, the recovery performances of the tourism sectors in developed economies surpassed that of emerging economies.

The *Report* predicts that global tourism will witness 10.78 billion tourist arrivals and generate a

total revenue of USD 5.0 trillion in 2023. These figures represent an increase of 74.4% and 86.2% respectively compared to the pre-pandemic levels in 2019. Twelve T20 countries are predicted to generate more than 90% of their pre-pandemic tourism revenues.

Song added that the global tourism economy is presently experiencing a gradual revival and has undergone extensive and systematic changes at various levels. This will create a better prospect for global tourism. However, it is essential to recognize that the future recovery of global tourism is also contingent upon the global macroeconomic outlook. The uncertainty surrounding the global economy at present will continue to impact tourism industry prospects.

The *Report* suggests that the global tourism industry will have five features during its recovery in 2023.

First, the global economy is currently facing numerous development dilemmas, making the revitalization of the tourism industry much more daunting than during times of economic stability. Depending on their

own circumstances, different countries and regions will face varying degrees and types of complexity in their recoveries and will exhibit different capacities to cope, leading to

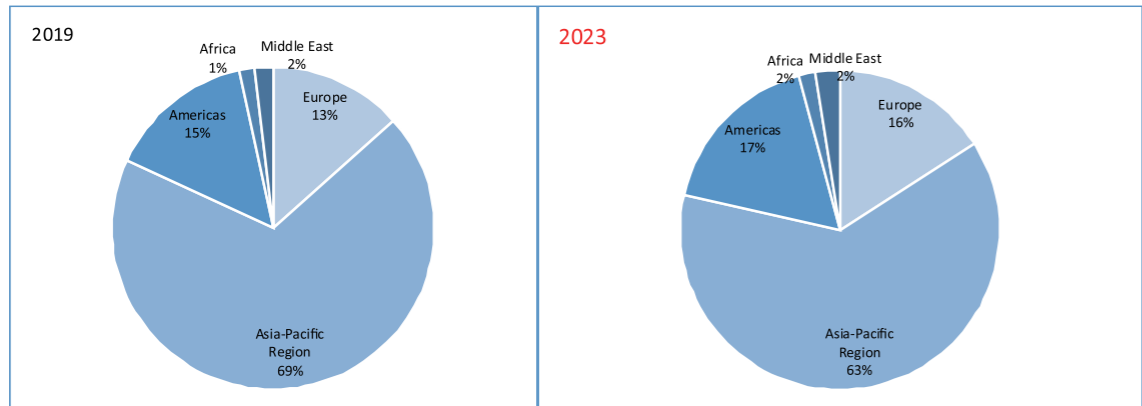
different patterns of tourism development. Second, the emphasis on post-pandemic tourism restoration is being shifted toward quality rather

than quantity. This is dependent on industrial cooperation throughout the world, as well as countries' continued efforts toward improving their tourism governance capacities.

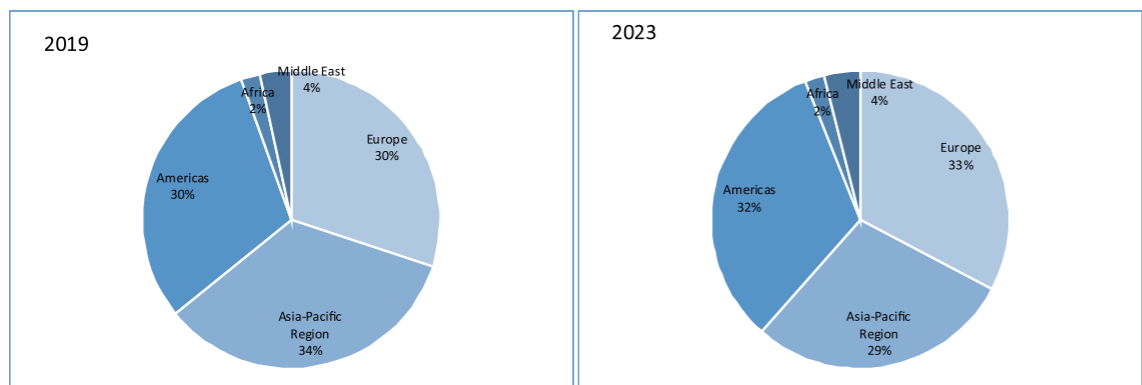
Tourism Recovery Strategies in T20 Countries Since 2022

No.	Country	Content
1	The US	Release the <i>National Travel &amp; Tourism Strategy</i> and launch a five-year plan for tourism recovery
2	China	Introduced a series of policies to support tourism recovery
3	Germany	Promote the digital transformation of the tourism industry
4	The UK	Introduce a package of measures to boost tourism recovery
5	France	Release a new 10-year development plan called <i>Leplan Destination France</i>
6	Italy	Release the <i>2023-2027 Tourism Strategic Plan</i>
7	Mexico	Benefit greatly from policies for stabilizing the economy
8	Japan	Propose six recovery policies for 2022
9	Spain	Allocate EUR 3.4 billion to support the digitalization and sustainable transformation of tourism projects
10	Australia	Form the Tourism Restart Taskforce
11	Brazil	Actively promote Brazil to overseas tourists
12	Canada	Devote 1 billion Canadian dollars to tourism recovery
13	India	Announce "Heal in India" initiative to boost inbound medical tourism
14	Türkiye	Introduce a series of policy measures to advance tourism recovery
15	Austria	Lift restrictions and seize trends of the tourism market
16	Switzerland	Hold a series of promotional activities to develop the Chinese market
17	Russia	Introduce a "tourist cashback" program
18	The Philippines	Further relax entry requirements to promote inbound tourism
19	South Korea	Implement the strategy for restarting tourism
20	Thailand	Formulate the <i>Tourism Development Strategy 2023-2027</i>





Proportion of Total Tourist Trips in Five Regions in 2019 and 2023



Proportion of Total Tourism Revenues in Five Regions in 2019 and 2023


Third, in the short run, three crucial variables impact the quality of global tourism recovery, namely the level of tourism recovery, the level of inflation and the level of labor shortage.

Fourth, in the medium and long run, the growth of the world economy and tourism industry will rely heavily on enhancing total factor productivity. To achieve this, greater efforts must be made to integrate science and technologies into the tourism sector, attract knowledgeable personnel to the industry, and

establish a smarter tourism policy and governance system. These measures are critical to reshaping the current tourism growth model and enhancing total factor productivity.

Fifth, the power of innovation will reshape patterns of the world tourism industry. Innovation will not only fuel further growth in the world tourism industry but will also be a main driving force behind the creation of a new tourism landscape.

Since 2016, WTCF and the

CASS's Tourism Research Center have been releasing annual Reports on World Tourism Economy Trends. This series of reports aims to identify global economic trends, closely analyze hot topics within the tourism industry, provide scientifically grounded predictions about tourism's prospects on a global scale, and offer valuable analysis and suggestions to stakeholders and practitioners around the globe. This series of reports has been of great interest and widely utilized by the global tourism industry. 

## 凝聚城市旅游发展力量 2023 世界旅游城市联合会长沙香山 旅游峰会发布《长沙倡议》

文、图 / 世界旅游城市联合会

在此次峰会上，长沙市委常委、市委宣传部部长陈澎发布《长沙倡议》，呼吁世界旅游城市凝聚力量，挖掘城市旅游资源，提升旅游资源利用水平，共创全球旅业美好未来。

城市是国家和地区经济活力最强劲的空间，也是国家和地区文化遗存和旅游资源最丰富的空间。为充分利用这一空间，《长沙倡议》建议推进旅游资源的高质量利用，切实加大生态旅游资源的保护力度，提高文化资源旅游化利用水平，制定科学的旅游发展战略，提升自然生态资源的可持续利用与发展。同时加强旅游资源整合，打造城市旅游经济圈，激发旅游业全面、协同、可持续发展的内生动力。


如何深挖地域特色旅游资源优势，形成“一城一特色”的城市旅游发展新格局？《长沙倡议》强调要因地制宜开发特色旅游项目，将城市的人文脉络、地域风俗有机融入城市旅游中，加强精细化开发与旅游资源管理能力，全面提升城市的外在形象和内在特质，打造城市特色品牌“金名片”，让创意创新的活力竞相迸发，涌现出更多的文化名城、生态之城、科技新城、活力之城。

城市旅游产业的发展，离不开城市各方面功能的配套。《长沙倡议》指出，要打造功能健全的韧性城市，优化城市功能和治理效能，全面提升城市的旅游公共服务水平，完善城市基础设施建设，提升城市的应急处突和抗风险能力，切实保障游客的生命健康和出行体验，全面推进城市旅游产业的可持续发展。



△ 长沙市委常委、市委宣传部部长陈澎发布《长沙倡议》

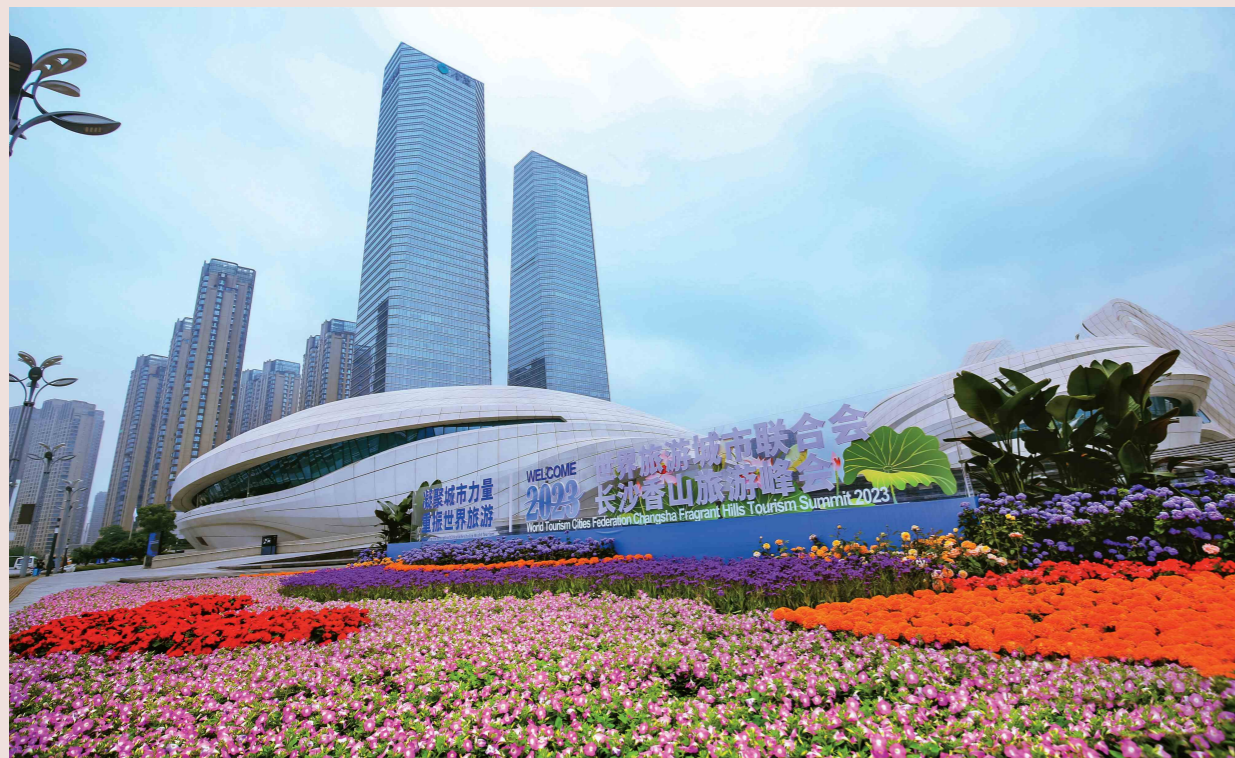
科技对城市旅游业的高质量发展至关重要。对此，《长沙倡议》指出，要充分利用大数据、人工智能等新技术，提升旅游产业运行效率、改善服务质量、优化运行模式、丰富游客体验。全面推进旅游产业数字化、网络化、智能化发展，推动文旅融合发展和旅游业跨界发展。

凝聚力量，携手同行，方能共创旅游城市发展新动能。号召加强世界旅游城市的交流与合作，也是《长沙倡议》的重要内容。《长沙倡议》呼吁，各旅游城市应加大平台共建、资源共享、游客互送的合作力度，从而增进文化交流与文明互鉴，为世界旅游业的繁盛发展增添新的活力。 



# Gathering the Strength of Cities to Revitalize World Tourism: WTCF Releases Changsha Initiative at Annual Fragrant Hills Tourism Summit

WORDS、PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION



At the Summit, Chen Peng, a member of the Standing Committee and Director-General of the Publicity Department of the CPC Changsha Municipal Committee, officially released the *Changsha Initiative*, calling upon world tourism cities to pool their strengths, explore and utilize different types of city tourism resources, and jointly facilitate the development of world tourism.

Cities are the most vibrant areas of a country or a region, and often have the lion's share of cultural heritage and tourism resources. To fully draw upon the advantages held by cities, the *Changsha Initiative* suggests prioritizing high-quality utilization of these tourism resources, while effectively protecting ecological tourism resources. The initiative also recommended transforming cultural

resources into tourism resources and formulating scientific strategies for the development of the tourism industry, which enhance the sustainable use and development of natural and ecological resources. Meanwhile, the integration of tourism resources should be strengthened to build a city tourism economic circle and consequentially stimulate the internal driving force for comprehensive, coordinated, and sustainable development.

So, how might cities explore their regional tourism resources in depth to form new and unique development patterns? The *Changsha Initiative* provides an answer, emphasizing the need to develop distinctive tourism projects tailored to local conditions, and organically integrate each city's cultural resources and regional customs into the local tourism sector. It is also crucial to strengthen refined exploitation and tourism resource management, comprehensively improve each city's external image and highlight its features, give birth to characteristic, high-quality brands for each city, and inspire creative and innovative minds. These efforts will in turn result in the emergence of more cultural cities, ecological cities, technological cities, and dynamic cities on the world stage.

Various supporting facilities and services are essential to the development of a city's tourism industry. The *Changsha Initiative* points out that it is necessary to build a resilient city that functions soundly, with optimized urban functions and governing

efficiency. Cities must raise the quality of public tourism services comprehensively, improve infrastructure construction and enhance emergency response and risk resistance capacities, to effectively guarantee the safety and health of tourists and provide better travel experiences, and fully facilitate the sustainable development of the tourism industry of each city.

Technologies are also essential for the high-quality development of tourism cities. Regarding this, the *Changsha Initiative* says that new technologies such as big data and artificial intelligence should be fully utilized to improve operational efficiency and service quality and enrich tourist experiences. Digitally interconnected and intelligent growth of the tourism industry should be promoted for the integrated development of culture and tourism and cross-industrial development.

New driving forces for the development of tourism cities can only be generated through gathered strength and collaborative efforts. The call to strengthen exchanges and cooperation among world tourism cities is also a major part of the *Changsha Initiative*. The initiative calls for increased cooperation among tourism cities to jointly establish platforms, share resources and facilitate the flow of tourists, so as to enhance cultural exchanges and mutual learning among civilizations, and invigorate the world tourism industry for its prosperity and progress. 

## 持续深耕不断拓展 为旅业合作搭台建桥

Continuously Cultivating and Expanding, Providing a Platform and Bridge for Cooperation in the Travel Industry

开展投资推介，促进洽谈交易。作为本次峰会的重要组成部分，旅游投资推介会为文旅招商项目与投资基金企业搭建桥梁，助力文旅产业高质量发展；旅游交易洽谈会构建了一个城市和机构之间面对面交流、推广的重要线下平台。

Carrying out investment promotion to facilitate business negotiations. As an important component of this summit, the Tourism Investment Promotion Conference serves as a bridge between cultural tourism investment projects and investment fund enterprises, supporting the high-quality development of the cultural tourism industry. The Tourism B2B Matching creates a significant offline platform for face-to-face communication and promotion between cities and institutions.



## 助力文旅产业发展

# 2023 世界旅游城市联合会长沙香山旅游峰会旅游投资推介会及旅游交易洽谈会在长沙举行

文、图 / 世界旅游城市联合会

5月11日，2023世界旅游城市联合会长沙香山旅游峰会旅游投资推介会及旅游交易洽谈会在长沙举行。

作为本次峰会的重要组成部分，旅游投资推介会旨在为文旅招商项目与投资基金企业搭建桥梁，助力文旅产业高质量发展。推介会上，宁乡市灰汤紫龙岛文旅商综合体、望城区靖港古镇2.0版开发建设、湘江新区橘子洲沙滩公园、后湖艺术园、雨花区容德榭元宇宙、长沙县影珠山4A景区6个项目进行了现场路演。路演嘉宾围绕招商项目前期工作、项目优势、建设内容、投资规模、预期回报、投资政策等进行了推介。现场洽谈环节，18个投资基金企业和31个参会项目招商负责人热情交谈，围绕关注的问题进行了深度沟通交流。

通过前期沟通和现场洽谈，途睿资本、湖南达晨、保利文化产业基金、湖南安怀信科技有限公司、北海君鼎投资合伙企业等基金企业，与灰汤紫龙岛文旅商综合体项目、影珠山4A景区项目等13个文旅项目初步达成合作意向，意向项目总投资额81.44亿元人民币。

香山旅游峰会旅游交易洽谈会现已成为城市和机构之间交流、推广的重要线下平台之一。在今年的旅游交易洽谈会上，世界旅游城市联合会邀请的27个国内外知名旅行商、联合会中外城市会员作为买家单位，与75家长沙当地旅游相关重点单位、企业等共120余人进行了资源互推和交易洽谈。经过六轮定向洽谈和一轮自由洽谈，各方充分交流信息，进行了广泛的业务交流

和旅游资源对接。

会上，长沙市旅游饭店业协会、长沙市旅行社协会、长沙市旅游景区协会等3家行业组织代表对长沙的优质文化旅游资源和产品进行了现场推介。活动现场，在世界旅游城市联合会和长沙市文旅部门领导的共同见证下，中国铁路旅游联盟与长沙市旅行社协会，越南越捷航空股份有限公司与湖南省中青旅国际旅行社有限公司，上海携程商务有限公司与长沙县文化旅游广电体育局和长沙市旅游饭店业协会，分别签署战略合作协议。据悉，此次旅游交易洽谈会目前已基本明确意向交易金额64亿元。



△ 旅游投资推介会现场



# Boost Development of Cultural Tourism Activities for Tourism Investment Promotion and Tourism B2B Matching Held During Fragrant Hills Tourism Summit 2023

● WORDS、PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

Two segments of this year's World Tourism Cities Federation Fragrant Hills Tourism Summit (hereinafter referred to as the "Summit"), namely the Promotion Conference for Tourism Investment and Tourism B2B Matching, were launched in Changsha on 11 May.

The Promotion Conference for Tourism Investment is a crucial part of the Summit, which aims to link cultural tourism projects in need of investments and investment funds in order to support the high-quality development of the cultural tourism industry. During the conference, live presentations were given for six projects, including the culture-tourism-business complex of Zilong Island in Huitang Town, Ningxiang City, Jinggang Ancient Town 2.0 in Wangcheng District, Juzizhou Beach Recreational Park in Xiangjiang New Area, Houhu Lake International Art Park, the metaverse project of Rongdedao based in Yuhua District, and Yingzhu Mountain, a 4A-level scenic area located in Changsha County. During the presentations, attendees were provided with comprehensive briefings on the

initial preparations, project strengths, constituent elements, investment scales, anticipated returns, and investment guidelines of the showcased projects. During the Tourism B2B Matching session, 18 investment funds and 31 personnel for investment promotion from participating projects engaged in lively discussions and had in-depth conversations about various issues concerned.

Numerous investment funds and enterprises, such as Tourism Capital, Fortune Cultural Tourism (Hunan) Venture Capital Management, Poly Culture Industry Fund, Anwise Technology (Changsha Branch), and Beihai Junding Investment Partnership, have expressed interest in partnering with 13 cultural tourism projects. These include projects like Zilong Island and Yingzhu Mountain. Early communication and on-site negotiations have led to initial cooperation plans, laying down a total intended investment of CNY 8.144 billion for the projects involved.

The segment "Tourism B2B Matching" is now a significant face-to-face platform for cities and institutions to communicate and promote their tourism-related offerings. This year, the World Tourism Cities Federation (WTCF) invited 27 prestigious travel agents from China and other countries, as well as WTCF's city members as buyers. Over 120 representatives from 75 key enterprises in Changsha's tourism industry engaged in resource sharing and transaction negotiations with the buyers present. Through six rounds of negotiations focused on specific topics and one round of free discussion, all parties engaged in a thorough exchange of information and extensive business interactions, connecting their tourism resources.

Three representative industry associations,

namely Changsha Tourist Hotel Association, Changsha Travel Agency Association, and Changsha Tourist Attractions Association, showcased the host city's own impressive cultural tourism resources. In the presence of leading officials from Changsha's culture and tourism authority and WTCF, several strategic cooperation agreements were signed on site. These agreements include those between China Railway Tourism Union and Changsha Travel Agency Association, and VietJet Air and Hunan CYTS. Additionally, Shanghai Ctrip Business Co., Ltd. inked agreements with the Culture, Radio, Television, Tourism and Sports Bureau of Changsha County and Changsha Tourist Hotel Association. It is reported that an intended transaction value of approximately CNY 6.4 billion has been confirmed during this year's Tourism B2B Matching segment. 📸



△ Enterprise docking and negotiation