

促进文旅产业发展 建设世界文旅名城

——2023 世界文化旅游名城太原 论坛举办

9月4日，由中共太原市委、太原市人民政府、山西省文化和旅游厅、世界旅游城市联合会共同主办的2023世界文化旅游名城太原论坛在中国太原举办。本次论坛以“促进文旅产业发展 建设世界文旅名城”为主题，20余国驻华使馆代表、会员城市市长、国际组织代表以及旅游集团负责人、文旅专家、知名媒体代表等300余人参加了活动，共同探索城市旅游与文化的跨领域融合，打造城市品牌金名片，推动城市旅游可持续发展。

Promoting the Development of Cultural Tourism Industry and Building World-Famous Cultural Tourism Cities: the WTCF Taiyuan Forum on World-Famous Cultural Tourism Cities 2023 was held

On September 4th, the WTCF Taiyuan Forum on World-Famous Cultural Tourism Cities 2023, co-host by the Taiyuan Municipal Committee of the Communist Party of China, the Taiyuan Municipal People's Government, the Shanxi Provincial Department of Culture and Tourism, and the World Tourism Cities Federation, was held in Taiyuan, China. The forum, themed "Promoting Development of the Cultural Tourism Industry and Building World-Famous Cultural Tourism Cities", brought together more than 300 participants, including representatives from over 20 embassies in China, mayors of member cities, international organization representatives, tourism group leaders, cultural and tourism experts, and prominent media figures. Together, they explored the interdisciplinary fusion of city tourism and culture, crafted city brand highlights, and promoted the sustainable development of city tourism.



文明互鉴以会为媒 凝聚全球智慧 共促世界文旅名城建设

文、图 / 世界旅游城市联合会

文明因交流而多彩，因互鉴而丰富。9月3日至5日，2023世界文化旅游名城太原论坛在中国太原成功举办。本次论坛以“促进文旅产业发展 建设世界文旅名城”为主题，由中共太原市委、太原市人民政府、山西省文化和旅游厅、世界旅游城市联合会（以下简称“联合会”）共同主办，太原市文化和旅游局承办。20余国驻华使馆代表、会员城市市长、国际组织代表以及旅游集团负责人、文旅专家、知名媒体代表等300余人齐聚并州古城，共同探索城市旅游与文化的跨领域融

合，共商全球旅游发展的新需求和新趋势，为全球旅游发展贡献智慧与能量。

搭建国际平台 共谋旅游发展愿景

本次论坛设有主旨发言、成果发布、特别论坛、主题发言、旅游交易洽谈会、文旅项目考察等。重量级嘉宾云集，特色活动亮点纷呈。

9月4日上午，2023世界文化旅游名城太原论坛

开幕式在晋祠宾馆开幕，山西省委常委、太原市委书记韦韬，山西省人民政府副省长熊继军出席开幕式并致辞。世界旅游城市联合会秘书长杨烁，西班牙塞维利亚市市长何塞·路易斯·桑斯分别致辞，太原市人民政府副市长李永强主持开幕式。

韦韬在致辞中介绍，太原历史悠久、底蕴深厚，自古就有“锦绣太原城”的美誉。近年来，太原积极整合全市文化旅游资源，大力推进景区创建和提档升级，接续打造“文旅+”新业态、新产品，持续优化配套服务，加快建设国内外重要文化旅游目的地。韦韬表示，太原市将充分发挥优势，不断丰富文旅产品、提升文旅品质，同时积极借助世界旅游城市联合会的平台载体，进一步加强与会员城市沟通交流，加大对外宣传力度，加快对外开放脚步，为推动中华优秀传统文化传承推广和世界文明交流互鉴做出积极贡献。

熊继军在致辞中指出，文化旅游名城建设是发展全域旅游、推进文旅融合发展的重要抓手，真诚希望世界旅游城市联合会和各位嘉宾关注山西、体验山西、宣传山西，做山西文化旅游发展的同行者、同盟者、传播



△ 世界旅游城市联合会秘书长杨烁致辞

者，讲好山西故事，同时积极牵线搭桥，带来更多的国际旅行社、投资者，引客入晋，投资山西，兴业山西，共同推动山西文旅业高质量发展。

何塞·路易斯·桑斯在致辞中表示，可持续旅游是建设世界文化旅游城市的基本支柱。“在塞维利亚，我们致力于让旅游业成为发展的引擎，但不能以牺牲自然资源或市民的生活质量为代价。我们在实践中牢记责任，努力减少旅游业对生态环境的影响，尊重城市和环境。”

杨烁在致辞中介绍，世界文化旅游名城论坛是世界旅游城市之间交流合作的重要平台，旨在通过加强各旅游城市间的文化交流，增进世界文明互鉴，打造国际知名的文化旅游城市品牌。本届文化旅游名城太原论坛以“促进文旅产业发展 建设世界文旅名城”为主题，聚焦城市历史文化品牌打造，探索旅游城市文化资源与旅游产业融合发展的最优解，共商繁荣世界文化名城文旅产业发展的新举措。

针对世界文化旅游名城论坛的组织与发展，杨烁提出五点建议：一是不断深化文明交流互鉴。二是不断探索新的文化表达与传播方式。三是深入挖掘各具特色的地域文化旅游。四是提升以城市为主体的文旅产业竞争力。五是借鉴科学有效的经验，推动文旅名城建设。



△ 大会现场

城市焕新 纵论旅游城市可持续发展

开幕式后，太原市委副书记、市长张新伟与部分嘉宾围绕“市长谈世界文旅名城建设”主题进行深入探讨。

张新伟介绍，太原有着 2500 多年建城史，名胜古迹众多，历史遗存丰富。现如今，太原更是坚持开放发展理念，不断加强对外交流合作，成功举办太原能源低碳发展论坛、太原国际通用航空博览会、晋阳湖峰会等大型会展活动，入选亚太城市峰会会员，与法国、德国、澳大利亚等国家的 11 个城市结为国际友城，向世界递出“唐风晋韵·锦绣太原”的文旅名片。

埃塞俄比亚的斯亚贝巴市副市长贾恩提拉尔·阿贝·伊格扎乌表示，旅游业正成为城市现代化建设的重中之重。“埃塞俄比亚有着灿烂的历史文明，有各种

各样的美术馆、博物馆。”他介绍，自 20 世纪 50 年代以来，当地政府不遗余力加强文物保护，如今正在建设一系列的景区来吸引游客，包括国家级公园等。

特别论坛环节，埃塞俄比亚驻华大使塔费拉·德贝·伊马姆、津巴布韦驻华大使馆公使衔参赞潘迪赛·马耶拉、凯撒景鸿（北京）商务旅游有限责任公司总经理田宁、腾讯 SSV 数字文化首席架构师王朝阳、北京首旅旅行发展有限公司执行董事刘达，围绕“文明交流互鉴与世界文旅名城建设”进行深入探讨，共话文旅新发展，共探世界文旅名城建设新路径。

面对“如何看待埃塞俄比亚在旅游上的创新，如何将文化、旅游、历史与创新融合在一起”这一问题，塔费拉·德贝·伊马姆表示，技术革命在全球以燎原之势席卷，旅游业的维度可以说是有了一个天翻地覆的巨变，预计到 2025 年将有 50% 的旅游市场被 Y 世代和 Z 世代这些年轻人所占领，为此他们实施了数字化营销战略。“我们正在使用 ICT（信息与通信技术）来丰富我们目前所提供的旅游体验，更好地开发旅游产品，丰富旅游目的地带给游客的体验，让我们的旅游业尽快复苏。”

数字化手段对于旅游业的支持不可或缺。数据显示，今年上半年津巴布韦旅游业迎来快速增长，比去年同期增长了 50%，酒店的入住率从 39% 上升到了 41%，旅游业的总收入比去年增长了 16%，达到了 3.97 亿美元，面对这样向好的趋势，潘迪赛·马耶拉介绍，津巴布韦除开拓更多国际航线外，还注重国际营销，并且鼓励津巴布韦国内的旅行社参加国际会议和旅行活动。

随后，田宁、王朝阳、刘达分别从“文化 IP+ 城市属性”“数字化创新和文旅融合”“为世界文旅城市品牌建设赋能的多种路径”等方面进行深入探讨。

主题发言环节，广州市文化广电旅游局副局长柯显东，英国爱丁堡中国旅游项目主席博朗，联合会专家、北京大学城市与环境学院旅游研究与规划中心主任吴必虎，山西文旅（产业）规划研究院院长朱建民，北京古北水镇旅游有限公司总裁李刚，去哪儿网智慧旅游总经理闫兰茹，以“文化品牌建设与文旅产业发展”为主题，分别做了专题演讲。



△ 特别论坛环节

合作共赢 共创新时代全球旅游发展新局面

本次论坛不仅有思想的碰撞、观点的交锋，更结出了累累硕果。

联合会专家、澳大利亚格理非斯大学旅游研究院教授丁培毅现场发布了《世界旅游城市文化品牌建设与形象传播研究》。该报告是世界旅游城市联合会宣传会员城市发展经验，探讨文化名城发展路径，助力城市提高知名度的重要学术成果，报告梳理了旅游城市文化品牌的特征和价值，聚焦旅游城市文化品牌建设的困境，提出了城市文化品牌构建和宣传的路径。

报告主要分为四部分，分别是旅游城市文化品牌建设的基础研究、旅游城市文化品牌建设、世界旅游城市形象管理与传播以及总结与展望。

报告认为，城市品牌形象的整合传播，实际上就是整合利用各种营销传播媒介和传播手段向特定的城市目标受众以一种有效连贯的方式传达一个清晰、明确、一致的城市品牌信息，城市公关营销就是以营销商品的理念来推销城市，使城市文化品牌历久弥香。

以太原市为例，太原提炼出“唐风晋韵·锦绣太原”的城市品牌形象，重视视觉形象系统设计，提升标

志性要素，打造休闲街区和特色街区，采用多元化的品牌传播和品牌策略，对外宣传太原面食节、龙城红色旅游、马拉松比赛，同时利用《满江红》电影 IP 和东方甄选线上直播，提高城市知名度，吸引游客前来参观游览。

在旅游交易洽谈会上，联合会邀请的 16 家机构企业会员与太原方邀请的 60 家旅行社、景区、酒店，共计开展了 192 人次的洽谈。马拉喀什市、亚的斯亚贝巴市等参会代表分别进行了文旅资源推介。

现场，携程与山西宝华盛世国际旅行社，中国旅游集团旅行服务有限公司与山西红马国际旅行社，众信旅游集团与太原市中国旅行社，北京神舟国际旅行社集团与山西太平洋国际旅行社，中国旅游集团旅行服务有限公司与中国国旅（山西）国际旅行社积极洽谈，分别签署合作协议，助推山西文旅开拓更大客源市场。

与会嘉宾一致认为，高标准、高质量的参与主体、专业化的洽谈，能够有效提升交易洽谈会的实效性，实现高端对话，为大家提供更广阔的发展机遇。此次 2023 世界文化旅游名城太原论坛为旅游城市深化友好交流和务实合作搭建了新的桥梁，无疑是世界多城合作的新起点。世界旅游城市联合会作为全球旅游城市的纽带，必将把促进会员之间的交流合作推向一个新的阶段！

Civilizations' Mutual Learning Through a Conference: Gathering Global Wisdom to Jointly Contribute to Development of World-Famous Cultural Tourism Cities

WORDS, PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION



Civilizations become diverse through exchanges and enriched through mutual learning. From 3 to 5 September, the WTCF Taiyuan Forum on World-Famous Cultural Tourism Cities 2023 (hereinafter referred to as the "Forum") was successfully held in Taiyuan. Under the theme "Promoting the Development of the Cultural Tourism Industry and Building World-Famous Cultural Tourism Cities", the Forum was jointly hosted by the CPC Taiyuan Municipal Committee, the Taiyuan Municipal

People's Government, the Shanxi Provincial Department of Culture and Tourism, and the World Tourism Cities Federation (WTCF). The Taiyuan Municipal Bureau of Culture and Tourism served as the organizer. Over 300 participants, including representatives from more than 20 foreign embassies in China, mayors of WTCF's member cities, representatives of international organizations, key figures of tourism groups, experts in the field of cultural tourism, and well-known media

representatives, gathered in the city of Taiyuan to explore the integration of urban tourism and culture. They also discussed new demands and new trends in global tourism development, contributing wisdom and energy to the global tourism industry.

Building an International Platform to Collaborate on Vision of Tourism Development

The Forum included a section for keynote speeches, a section for research releases, a special forum, a section for thematic speeches, a tourism B2B matching event, and a field study tour. It attracted an impressive lineup of high-profile guests and offered a variety of engaging activities.

On the morning of 4 September, the opening ceremony of the Forum was held at the Jinci

Hotel. Wei Tao, a member of the Standing Committee of the CPC Shanxi Provincial Committee and Secretary of the CPC Taiyuan Municipal Committee, along with Xiong Jijun, Vice Governor of Shanxi Province, attended the opening ceremony and delivered speeches. Yang Shuo, Secretary-General of the WTCF, and José Luis Sanz Ruiz, Mayor of Sevilla, Spain, also delivered speeches. The opening ceremony was hosted by Li Yongqiang, Vice Mayor of Taiyuan City.

Wei Tao, in his speech, introduced Taiyuan's rich history and profound cultural heritage, highlighting its ages-old reputation as the "Splendid Taiyuan." In recent years, Taiyuan has actively integrated its cultural and tourism resources, vigorously promoted the creation and upgrading of scenic areas, and has continuously developed new formats and products in the "cultural tourism +" sector. Taiyuan has also been committed to improving supporting services and accelerating



△ Wei Tao and Guests Visit Taiyuan's Intangible Cultural Heritage

the construction of important cultural tourism destinations both domestically and internationally famous. Wei also expressed that Taiyuan will leverage its advantages to further enrich cultural tourism products and enhance their quality. Additionally, Taiyuan will utilize the platform provided by the WTCF to strengthen communication and exchanges with member cities, intensify external promotional efforts, and accelerate the pace of opening up to make a positive contribution to the inheritance and promotion of Chinese traditional culture, global cultural exchanges, and mutual learning.

Xiong Jijun emphasized that the building of famous cultural tourism cities is a crucial driver for the development of all-for-one tourism and the promotion of the integration between cultural and tourism sectors. He expressed his sincere hope that the WTCF and all the distinguished guests would pay attention to Shanxi, experience Shanxi, and promote Shanxi. Xiong encouraged them to be partners, allies, and promoters of Shanxi's

cultural and tourism development, telling the story of Shanxi well. Furthermore, Xiong urged taking action to connect and bridge the gap to bring in more international travel agencies and investors, attract visitors to come and invest in Shanxi, and contribute to the high-quality development of Shanxi's cultural and tourism sectors.

José Luis Sanz Ruiz expressed in his speech that sustainable tourism is the fundamental pillar in building world cultural tourism cities. "In Sevilla, we are committed to making tourism an engine for development without sacrificing natural resources or the quality of life for citizens. We prioritize responsibility, aiming to minimize the impact of tourism on the ecological environment and show respect for the city and its surroundings."

In his address, Yang Shuo introduced that the World Cultural Tourism Cities Forum serves as a vital platform for exchanges and cooperation among world tourism cities. Its goal is to enhance cultural exchanges between cities, promote

mutual learning about world civilizations, and create internationally renowned cultural tourism city brands. The WTCF Taiyuan Forum on World-Famous Cultural Tourism Cities 2023 focused on the theme of "Promoting Development of the Cultural Tourism Industry and Building World-Famous Cultural Tourism Cities." It highlighted the creation of historical and cultural brands for cities and explored optimal solutions for the integration of cultural resources and the development of the tourism sector in tourism cities, with guests from all around the globe discussing new initiatives for the prosperity of the cultural tourism sector in world-famous cultural cities.

Regarding the organization and development of the World Cultural Tourism Cities Forum, Yang offered five recommendations: continuously deepening cultural exchanges and mutual learning; continuously exploring new ways to express and promote culture; delving deeper into distinctive regional cultural tours; enhancing the competitiveness of the urban-centric cultural tourism sector; and drawing on scientifically effective experiences to drive the development of famous cultural tourism cities.

Urban Renewal: Discussions on Sustainable Development of Tourist Cities

Following the opening ceremony, Zhang Xinwei, Deputy Secretary of the CPC Taiyuan Municipal Committee and Mayor of the Taiyuan Municipal People's Government, engaged in an in-depth discussion with some of the guests on the theme of "Mayor's Perspectives on Building World Cultural Tourism Cities."



△ WTCF Presents Commemorative Certificate to the Host City Taiyuan

Zhang informed that Taiyuan has a history of more than 2,500 years, numerous historic heritage sites, and rich cultural resources. Today, Taiyuan adheres to the concept of open development, continually strengthens international exchanges and cooperation, and successfully hosts major exhibition events such as the Taiyuan Energy Low Carbon Development Forum, the Taiyuan International General Aviation Expo, and the Jinyang Lake Digital Economy Development Summit. The city has also become a member of the Asia-Pacific City Summit and established international sister city relationships with 11 cities in countries such as France, Germany, and Australia. It is actively showcasing its cultural and tourism identity as "Splendid Taiyuan with Charm and Demeanor of Tang Dynasty and Jin Kingdom" to the world.

Jantirar Abay Yigzaw, Vice Mayor of Addis Ababa, Ethiopia, expressed that the tourism industry is becoming a top priority in the modernization of cities. He mentioned that Ethiopia has a rich history and civilization with a variety of art and history museums. He elaborated that since the



1950s the local government has spared no effort in strengthening the preservation of cultural heritage. Currently, they are constructing a series of attractions to draw the attention of tourists, including national parks and more.

During the special forum, discussions centered around "Exchanges & Mutual Learning among Civilizations and Building of World-Famous Cultural Tourism Cities". The participants included Tefera Derbew Yimam, the Ambassador of the Federal Democratic Republic of Ethiopia to China; Pedzisai Peter Mwayera, Minister Counsellor of the Embassy of the Republic of Zimbabwe in China; Tian Ning, General Manager of CAISSA PROSPECT (Beijing) Business Travel Management Co., Ltd.; Wang Chaoyang, Chief Architect of the Digital Culture Lab, Sustainable Social Value Dept., Tencent; and Liu Da, Executive Director of Beijing BIG Tourism Development Co., Ltd. They all participated in in-depth discussions, sharing insights on new developments in cultural tourism and exploring new pathways for the building of world-famous cultural tourism cities.

Faced with the question of "How to view Ethiopia's innovation in tourism and how to integrate culture, tourism, history, and innovation", Tefera Derbew Yimam expressed that a technological revolution is sweeping across the globe with unprecedented momentum and that the dimensions of the tourism industry have undergone a significant transformation. It is expected that by 2025 50% of the tourism market will be dominated by younger generations like Gen Y-ers and Gen Z-ers. In response to this, they have implemented a digital marketing strategy. He stated, "We are using ICT

(Information and Communication Technology) to enrich the tourism experiences we currently offer, develop better tourism products, enhance the experiences for tourists at our destinations, and expedite the recovery of our tourism sector."

Digital tools are indispensable in supporting the tourism industry. Data shows that in the first half of this year, Zimbabwe's tourism sector experienced rapid growth, with a 50% year-on-year increase. Hotel occupancy rates increased from 39% to 41%, and total revenue from the tourism industry grew by 16% compared to the previous year, reaching USD 397 million. In light of this positive trend, Pedzisai Peter Mwayera explained that Zimbabwe is not only exploring more international routes but also focusing on international marketing. They are also encouraging domestic travel agencies in Zimbabwe to participate in international conferences and travel events.

Later, Tian Ning, Wang Chaoyang, and Liu Da delved into various aspects, including "Cultural IP + Urban Attributes", "Digital Innovation and the Integration of Culture and Tourism", and "Multiple Paths to Empowering World Cultural Tourism City Brand Construction."

During the thematic speech section, there were presentations by the following individuals on the theme of "Cultural Brand Building and the Development of Culture and Tourism Industry": Ke Xiandong, Deputy Director-General of the Guangzhou Municipal Culture, Radio, Television, and Tourism Bureau; Rob Lang, Chairman of Edinburgh China Tourism Programme; Wu Bihu, WTCF expert, Director of the Center for Recreation and Tourism Research (CRTR) of



△ Dance Performance at the Forum

Peking University; Zhu Jianmin, President of the Shanxi Cultural Tourism (Industry) Planning and Research Institute; Li Gang, President of Beijing WTown Tourism Co., Ltd.; and Lisa Yan, General Manager of Intelligent Tourism of Qunar.com. Each delivered special lectures during the section.

Collaboration for Mutual Benefit to Create a New Era in Global Tourism Development

The Forum not only witnessed a collision of ideas and an exchange of viewpoints but also yielded fruitful results.

During the Forum, Professor Ding Peiyi, WTCF expert, and a Fellow of the Griffith Institute for Tourism at Griffith University in Australia, released the Report on Cultural Brand Building and Image Dissemination of Tourism Cities. The report serves as a medium for the WTCF to share the development experiences of member cities, explore paths to cultural city development,

and contribute to enhancing city visibility. The report also comprehensively examines the characteristics and values of cultural brands in tourism cities, focuses on the challenges faced in the construction of cultural city brands, and proposes pathways for building and promoting city cultural brands.

The report consists of four major sections, namely: foundational research on cultural brand construction in tourism cities, cultural brand construction in tourism cities, image management and communication in world tourism cities, and conclusions and prospects.

The report posits that the integrated promotion of a city's brand image essentially involves the coordinated utilization of various marketing media, communication channels, and methods to convey a clear, distinct, and consistent city brand message to specific target audiences effectively and coherently. The public relations marketing of cities is conducted based on the concept of



△ Taiyuan's Intangible Cultural Heritage

marketing goods to promote cities, ensuring the enduring appeal of cities' cultural brands.

Taking Taiyuan City as an example, it has crafted a city brand image called "Splendid Taiyuan with Charm and Demeanor of Tang Dynasty and Jin Kingdom". They have placed significant emphasis on designing a visual identity system to enhance iconic elements. Additionally, they have developed leisure districts and distinctive neighborhoods, employed diverse brand promotion approaches and strategies, and promoted Taiyuan's noodle festival, marathon races, and the "Red Tourism" to the rest of the world. Simultaneously, they have leveraged the intellectual property influence of the film "The River is Red" and "Oriental Selection" online live broadcasts to increase the city's visibility and attract tourists to sightsee and explore.

During the tourism B2B matching event, 16 member organizations invited by the WTCF engaged in discussions with 60 travel agencies, scenic spots, and hotels invited by Taiyuan. This resulted in a total of 192 negotiations. Representatives from participating cities such as Marrakech and Addis Ababa conducted promotional activities for their cultural tourism resources.

During this section, significant agreements were reached between Trip.com Group and Shanxi Baohua Shengshi International Travel Service Co., Ltd., the China Tourism Group Travel Service Co., Ltd. and Shanxi Hongma Tourism Co., Ltd., Utour Group Co., Ltd. and Taiyuan China Travel Agency, BTG International Travel & Tours and Shanxi Pacific Tourism Service Co., Ltd., and China Tourism Group Travel Service Co., Ltd. and CITS (Shanxi) International Travel Service Co., Ltd. All have conducted proactive discussions with their partners. These agreements were signed to support the expansion of Shanxi's cultural tourism industry into larger tourist source markets.

All participants agreed that adhering to high standards, involving high-quality stakeholders, and conducting specialized negotiations can significantly improve the effectiveness of trade negotiation meetings. This approach will facilitate high-level dialogue and open up broader avenues for development opportunities. The Forum has, without a doubt, created a new platform for enhancing friendly exchanges and practical cooperation among tourism cities, marking a fresh beginning for global multi-city collaboration. As the cornerstone of global tourism cities, the WTCF is poised to elevate member-to-member exchange and cooperation to new heights! 🌐

深掘文化内涵 探寻品牌价值

《世界旅游城市文化品牌建设与形象传播研究》发布

文、图 / 世界旅游城市联合会

《世界旅游城市文化品牌建设与形象传播研究》是世界旅游城市联合会宣传会员城市发展经验，探讨文化名城发展路径，助力城市提高知名度的重要学术成果，可以帮助梳理旅游城市文化品牌的特征和价值，聚焦旅游城市文化品牌建设的困境，提出城市文化品牌构建和宣传的路径。

报告从旅游城市文化品牌建设的基础研究、旅游城市文化品牌建设、世界旅游城市形象管理与传播、总结与展望四个部分来呈现。



旅游城市文化品牌建设的基础研究

首先，城市文化在城市品牌形象塑造中具有重要价值。城市文化是城市进行差异化城市品牌定位的根基，城市文化对城市品牌形象塑造具有强大的带动和凝聚作用，城市文化有助于传播和提升城市品牌形象。

其次，城市文化品牌建设目前面临着一些困境和问题，如城市文化品牌定位的失当；简单模仿、照搬造成同质化、肤浅化；城市化建设重物质轻人文，城市建设失调；品牌运作的市场化程度不足；品牌的宣传和维护意识不够，忽视传媒的作用等。

旅游城市文化品牌建设

旅游城市文化品牌体系的构建，要秉持三个原则：一是要以目的地独特的旅游资源为旅游文化品牌的载体，用城市丰富的历史文化内涵为旅游文化品牌注入灵魂。二是要立足市场，满足消费者独特的精神享受和文

化需求，并形成强大的品牌认同，最终达到品牌忠诚。三是要从要素走向品质，从理性走向感性，由情感引发共鸣，使旅游者对旅游地品牌形成情感性依恋。

因此，旅游城市文化品牌体系建设的主要方法包括：深挖文化脉络，找准品牌定位。从物质、制度与精神三个层面入手，深度挖掘城市文化特征与精神气质；对文化资源进行整合与提升，并进行适当的文化创意开发。系统规划管理，统筹品牌构建。要围绕三个基本问题进行思考，即城市文化的现状是什么？城市文化应该如何发展？城市文化如何达到自身的目标？这个发展计划包含城市文化建设中的关键性议题：城市文化建设关注的主要价值、设定明确的策略方向以及实现策略的具体行动议程。协同区域产业，共创文化品牌。在明确城市文化品牌定位，形成品牌战略规划的基础上应当协同以城市为中心的相关区域、相关产业在统一品牌内涵的引领下协同合作，使品牌从维度上形成空间协同、产业协同、市场协同和治理协同四个方面明确路径与任务。

以太原为例，太原市可以地上博物馆的概念为基



△ 报告发布环节

础, 打造独特的城市品牌形象, 进行差异性城市定位, 寻求品牌突破, 宣传“清凉太原”的品牌。同时, 开展城市整体营销, 全方位打造城市文化品牌。

世界旅游城市形象管理与传播

首先, 旅游城市形象管理的主要方式要遵循以人为本、因势利导和科学统筹三大原则。

以人为本表现为, 城市形象管理者不能为了塑造形象而牺牲居民利益, 忽略公众需要与城市形象的和谐统一, 要为城市居民营造一个适宜居住、可持续发展、人民生命财产能够得到安全保障的文明健康的城市。

因势利导表现为, 城市形象管理坚持因势利导原则, 须根据城市现有条件进行城市形象定位、设计、塑造、传播、营销、调整。

科学统筹表现为, 既关注城市发展的过去与未来, 又关心城市的经济、文化、社会功能, 科学规划、合理安排, 使城市形象塑造既保留传统文脉, 又展现时代风貌, 独具地方特色。

其次, 旅游城市营销和推广的路径及方法主要包括整合营销传播和城市公关营销。

单靠任何一种传播手段, 都不足以覆盖绝大多数目标受众。因此, 城市品牌形象的整合传播实际上就是

整合利用各种营销传播媒介和传播手段, 向特定的城市目标受众, 以一种有效、连贯的方式传达一个清晰、明确、一致的城市品牌信息。

城市公关营销就是以营销商品的理念来推销城市, 使城市文化品牌历久弥香。城市公关的目的就是帮助树立良好的城市文化形象, 建立公众认可的城市品牌并努力抵制或者消除一切对城市不利的负面影响。

以太原为例, 太原从城市文脉中提炼出“唐风晋韵, 锦绣太原”的城市品牌主旨与形象定位。重视视觉形象系统设计, 提升标志性要素, 打造休闲街区和特色街区。采用多元化的品牌传播与营销策略, 比如节事营销和“互联网+”营销, 对外宣传太原面食节、龙城红色旅游、马拉松比赛, 同时利用《满江红》电影IP和“东方甄选”线上直播, 提高城市知名度, 吸引游客前来参观游览。

总结与展望

打造旅游城市文化品牌要强化历史文化遗产, 注重特色打造; 协同整合资源, 优化文化环境; 创新传播方式, 引领时尚潮流。运用创新理念和思维, 每个城市都可以让自己的城市文化品牌在全球范围内发光发热, 成为独一无二的旅游目的地。©

Delving Deep into Cultural Significance, Exploring Brand Value: Release of Report on Cultural Brand Building and Image Dissemination of Tourism Cities

► WORDS, PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

The *Report on Cultural Brand Building and Image Dissemination of Tourism Cities* is an important academic achievement by the World Tourism Cities Federation aimed at promoting the development experience of member cities, exploring the development path of cultural famous cities, and assisting cities in enhancing their visibility. This research can help clarify the characteristics and value of cultural brands in tourism cities, focus on the challenges in cultural brand building of tourism cities, and propose a path for constructing and promoting urban cultural brands.

The report is structured into four parts: basic research on the construction of cultural brands in tourism cities, cultural brand construction in tourism cities, management and dissemination of the image of world tourism cities, and summary and prospects.

Basic Research on the Construction of Cultural Brands in Tourism Cities

Firstly, city culture holds significant value in shaping the image of a city's brand. City culture,

as the foundation for differentiating a city's brand positioning, exerts a powerful influence in shaping and uniting the city's brand image and contributes to disseminating and enhancing the city's brand image.

Secondly, the construction of city cultural brands currently faces several challenges and issues. These include inappropriate positioning of urban cultural brands, leading to misalignment; the tendency to engage in simplistic imitation, resulting in homogenization and superficiality; an imbalance in city development, favoring material aspects over the cultural; insufficient market-oriented operation of brands; a lack of awareness regarding brand promotion and maintenance, often neglecting the role of the media, among other issues.

Cultural Brands Construction in Tourism Cities

The establishment of a tourism city's cultural brand system should adhere to three principles. Firstly, it should use the city's unique tourism resources as the foundation for the tourism culture brand, infusing

it with the city's rich historical and cultural heritage to give it a distinct character. Secondly, it should be market-oriented, catering to consumers' unique spiritual enjoyment and cultural needs, thus creating a strong brand identity and fostering brand loyalty. Thirdly, it should transition from focusing on elements and rationality to emphasizing quality and emotion, resonating from emotions to evoke emotional attachment from tourists towards the destination brand.

Therefore, the main methods for building a cultural brand system in tourist cities include: delving deep into cultural contexts and identifying brand positioning. Starting from the three dimensions of material, institution, and spirit, deeply explore the cultural characteristics and spiritual temperament of the city; integrate and enhance cultural resources, and engage in appropriate cultural creative development. Systematic planning and management are crucial for overall brand construction. It is essential to contemplate three fundamental questions: What is the current status of city culture? How should city culture develop? How can city culture achieve its own goals? This development plan encompasses key issues in city cultural construction: focusing on the main values emphasized in city cultural construction, setting clear strategic directions, and implementing specific action agendas to achieve these strategies. Additionally, it involves collaboration with related regions and industries in synergy with the city's brand positioning. Based on a clear city cultural brand positioning and the formation of a brand strategic plan, it is necessary to collaborate with regions and industries centered around the city under a unified brand concept, fostering synergy. This will enable the brand

to establish spatial synergy, industry synergy, market synergy, and governance synergy in four dimensions, clarifying pathways and tasks.

As an example, taking Taiyuan as a case study, the concept of an "above-ground museum" serves as the basis for creating a unique city brand image and differentiating the city's positioning. This approach seeks to promote the brand "Cool Taiyuan" and engages in comprehensive city-wide marketing to fully develop the city's cultural brand.

Management and Dissemination of the Image of World Tourism Cities

First and foremost, the management of a tourism city's image should follow three key principles: a people-centered approach, adaptability to circumstances, and scientific overall planning.

A people-centered approach means that city image managers must prioritize residents' well-being and not sacrifice their interests in shaping the city's image. This approach creates a civilized and healthy urban environment that is suitable for living, and sustainable development, and ensures the safety of people's lives and property while maintaining harmony between public needs and the city's image.

Adaptability to circumstances requires city image management to consider the city's existing conditions when determining its image positioning, design, shaping, dissemination, marketing, and adjustments.

Scientific overall planning considers both the



city's past and future development, as well as its economic, cultural, and social functions. It involves scientific planning and rational arrangements to retain traditional cultural elements while showcasing the spirit of the times and the city's unique characteristics.

Furthermore, the pathways and methods for marketing and promoting tourism cities primarily include integrated marketing dissemination and city public relations marketing.

Relying solely on one communication method is insufficient to reach the majority of the target audience. Therefore, integrated marketing communication involves using various marketing communication media and methods to effectively and coherently convey a clear, consistent city brand message to specific target audiences.

City public relations marketing applies the principles of marketing to promote the city, ensuring that the city's cultural brand remains enduring. The goal of city public relations is to establish a positive city cultural image, create a recognized city brand, and work to resist or eliminate any negative impacts on the city.

Taking Taiyuan as an example, the city distilled

the essence of its culture to create the core theme and image positioning: "Splendid Taiyuan with Charm and Demeanor of Tang Dynasty and Jin Kingdom". It placed importance on the design of a visual image system, enhanced iconic elements, and developed leisure and distinctive districts. Diverse branding communication and marketing strategies, such as festival marketing and "Internet+" marketing, were adopted. This included promoting the Taiyuan Noodle Festival, Red Tourism in the ancient city, and marathon competitions. Simultaneously, by leveraging the IP of the film "Full River Red" and online live broadcasts through "Oriental Selection", the city increased its visibility and attracted tourists for visits.

Summary and Prospects

In conclusion, to create a cultural brand for a tourist city, it is essential to strengthen the inheritance of historical culture and focus on distinctive characteristics. This involves synergizing and integrating resources to optimize the cultural environment and innovating communication methods to lead contemporary trends. By applying innovative ideas and thinking, every city can make its own cultural brand shine globally and become a unique tourism destination. 🌐