

WTCF 主持世界旅游经济论坛分论坛

第十届世界旅游经济论坛于9月21至23日在澳门隆重举行。本届论坛以“释放旅游业潜能促经济促发展——迈向2030”为主题，汇聚超1500位世界各地旅游业及关联产业的代表，探索促进全球旅游经济复苏机遇，加强创新和国际合作。全国政协副主席、世界旅游经济论坛大会主席何厚铨，澳门特别行政区行政长官贺一诚，中国文化和旅游部部长、世界旅游经济论坛荣誉主席胡和平，联合国世界旅游组织秘书长祖拉布·波洛利卡什维利，意大利旅游部部长达妮埃拉·桑坦凯等众多海内外嘉宾出席。受世界旅游城市联合会秘书处委托，严晗副秘书长作为本届论坛的主礼嘉宾出席开、闭幕式。

22日上午，由联合会主办的“重新定义城市旅游下一个十年”分论坛如期进行。本次分论坛由严晗副秘书长主持，论坛嘉宾为澳娱综合度假股份有限公司常务董事何超凤女士，金沙中国有限公司总裁兼执行董事王英伟先生，维也纳莫杜尔大学校长、世界旅游城市联合会专家委员会主任卡尔·韦伯教授，重庆市文化和旅游发展委员会总经济师冯宇亮先生。嘉宾们围绕规划未来十年城市旅游前景、加强澳门旧城改造、旅游业带动城

市发展等前瞻性、务实性话题进行深入有效的探讨。何超凤女士认为，随着澳门经济社会的发展，将文化和娱乐元素深度结合，开拓新的旅游内涵，促进文化交流，经济适度多元化势在必行。王英伟先生认为，澳门在接下来的十年中，要引领时尚，继承传统，注重服务，打造成世界旅游休闲中心和世界文化艺术交流中心。卡尔·韦伯教授分享了变化性较强的欧洲旅游产业，建议全球旅游城市要积极分享发展经验，及时把最新科技成果融入旅游中，不断创新旅游模式。冯宇亮先生着重介绍了重庆2023年旅游发展形势，分享了澜沧江-湄公河旅游城市联盟计划，建议旅游城市的管理者要丰富文化旅游业态，充分做好文旅深度融合大文章。

世界旅游城市联合会主办世界旅游经济论坛分论坛，是双方在建立全面战略合作伙伴关系上合作的进一步深化。两个组织继2015年签订合作协议以来，在学术研究、业务交流等方面形成了良好的合作关系，在多方面互相支持，在促进两个组织成长的同时，共同推进世界旅游发展。

(文 / 世界旅游城市联合会 图 / 世界旅游经济论坛)

WTCF Moderates GTEF Sub-forum

The 10th Global Tourism Economy Forum (GTEF) was grandly held in Macao from September 21 to 23. Themed "Destination 2030: Unlocking the Power of Tourism for Business and Development", GTEF brought together over 1,500 delegates of tourism and relevant sectors from all over the world to explore the opportunities to facilitate the recovery of the global tourism economy and strengthen innovation and international cooperation. HO Hau Wah, Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference (CPPCC), Forum Chair-

man of Global Tourism Economy Forum, Mr. Ho Iat Seng, Chief Executive of the Macao Special Administrative Region (SAR), HU Heping, Minister of Culture and Tourism of The People's Republic of China, Honorary Chairman of Global Tourism Economy Forum, Zurab POLOLIKASHVILI, Secretary-General of World Tourism Organization (UNWTO), and Daniela Garnero SANTANCHE, Minister of Tourism of Italy, and many other guests from home and abroad attended the event. Entrusted by the Secretariat of the World Tourism Cities Federation (WTCF), Yan Han, Deputy



Secretary-General of WTCF, attended the opening and closing ceremonies of GTEF as a guest of honor.

On the morning of September 22, the WTCF-organized sub-forum "Redefining Urban Tourism for the Next Decade" was held as scheduled, which was moderated by Yan Han. The guests of the forum were Daisy HO, Managing Director of SJM Resorts, S. A., Wilfred WONG, President and Executive Director of Sands China Limited, Karl WÖBER, Full Professor and Founding President of the MODUL University Vienna, Director of the WTCF Experts Committee, and FENG Yuliang, Chief Economist of the Chongqing Municipal Commission of Culture and Tourism Development. The guests had an in-depth and effective discussion on forward-looking and pragmatic topics such as planning the city's tourism outlook for the next decade, enhancing the transformation of Macao's old cities, and tourism-driven city development. Daisy Ho noted that driven by Macao's socio-economic development, it will be an inevitable trend to realize the in-depth combination of culture and entertainment and explore new tourism content to promote cultural exchanges and a moderately diversified economy. According to Wilfred Wong, Macao should both lead in fashion and inherit the tradition with a focus on services in the next

decade to build itself into a world tourism and leisure center as well as a world culture and art exchange center. Professor Karl Wöber shared insights into the highly changeable tourism industries in Europe, and suggested that the world tourism cities should actively share experiences of development, timely integrate the latest science and technology achievements into tourism, and continuously innovate tourism models. Feng Yuliang introduced the tourism development situation in Chongqing in 2023 and shared the plan of the Lancang-Mekong Tourist Cities Cooperation Alliance. Feng suggested that the governors of tourism cities should develop diversified business patterns of cultural tourism and ensure the in-depth integration of culture and tourism.

The GTEF sub-forum organized by WTCF further deepens the cooperation between WTCF and GTEF, which is based on the comprehensive strategic partnership between the two sides. Since signing the cooperation agreement in 2015, both sides have collaborated well and conducted mutual support in academic research, business exchange and many other aspects. While promoting mutual growth, they have jointly propelled the development of world tourism.

(WORDS/ WORLD TOURISM CITIES FEDERATION PHOTOGRAPHS/ THE GLOBAL TOURISM ECONOMY FORUM)

2023 中国—东盟博览会旅游展举办 联合会参展并积极推介联合会和会员旅游资源

10月13日至15日，2023中国—东盟博览会旅游展在桂林国际会展中心举行。世界旅游城市联合会代表会员参展，并积极推介城市及机构会员旅游资源。

参展期间，联合会设立独立展台，并在展会现场派发联合会介绍四折页、《世界旅游城市》杂志等材料，充分利用展会契机为会员提供服务，对日内瓦、赫尔辛基、德累斯顿、哥本哈根、札幌、哈尔滨、布鲁塞尔、汉堡、维也纳、布达佩斯、旧金山、伦敦、爱丁堡、焦作、柏林、贝尔法斯特、米兰、基多、重庆、海牙、洛杉矶、布宜诺斯艾利斯、都灵等近30个会员城市的旅

游资源进行深度推广。现场其他展商、专业观众等对联合会及其会员表现出浓厚的兴趣，纷纷关注联合会的微信公众号、官方微博等社交媒体账号，以期获得更多相关信息。

本届展会规模达到5万平方米，设有国际展区、国内省市展区、广西文化旅游展区、广西国际商品展区、非遗文创展区、文化旅游消费展区、文化旅游装备展区共7个展区，展览内容包括旅游形象类、旅游商品类、旅游消费类、智慧旅游类、文博文创类。

(文、图 / 世界旅游城市联合会)



△ 向前来咨询的专业观众介绍联合会



△ 观众翻阅联合会杂志 了解会员信息

2023 China-ASEAN Expo Tourism Exhibition Held: WTCF Participates and Actively Promotes itself and Its Members' Tourism Resources

The 2023 China-ASEAN Expo Tourism Exhibition (CAEXPOTE) was held at Guilin International Conference and Exhibition Center from October 13 to 15. The World Tourism Cities Federation (WTCF) participated in the exhibition, representing its members and actively marketing the tourism resources of its city and institutional members.

During the event, the WTCF arranged a dedicated booth and distributed its materials such as the informative quadruple folding pages and *World Tourism Cities* magazine to the visitors at the event. The WTCF made full use of the exhibition to provide services to its members and extensively promoted tourism resources of nearly 30 member cities, including Geneva, Helsinki, Dresden, Copenhagen, Sapporo, Harbin, Brussels, Hamburg, Vienna, Budapest, San Francisco, London, Edinburgh, Jiaozuo, Berlin, Belfast, Milan, Quito, Chongqing, The Hague, Los Angeles, Buenos Aires, Turin, and more. Other exhibitors and professional visitors at the venue showed keen interest in the WTCF and its members, and subsequently followed the WTCF's official accounts on social media platforms, such as WeChat and Weibo, to gain more relevant information.

This year's CAEXPOTE covered a total area of 50,000 square meters and featured seven exhibition areas: the international exhibition area, the domestic provincial and municipal exhibition area, the Guangxi culture and tourism exhibition



△ A staff member was introducing the developmental course of the WTCF to other exhibitors.

area, the Guangxi international commodity exhibition area, the intangible cultural heritage cultural and creative industry exhibition area, the cultural tourism consumption exhibition area, and the cultural tourism equipment exhibition area. A diverse range of tourism-related exhibits was showcased, including images, commodities, consumption-relevant exhibits, intelligent tourism-relevant exhibits, and those featuring the museums and the cultural and creative industry.

(WORDS, PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION)