

My City Welcomes You 我的城欢迎您

9月，世界旅游城市联合会和北京市人民政府成功举办了2023世界旅游合作与发展大会。来自约30个国家和地区的近400名代表齐聚一堂，分享创新的思路、决策和实践，展望全球旅游业加速复苏趋势下世界旅游城市的发展潜力与前景。大会期间，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、西班牙塞维利亚市市长何塞·路易斯·桑斯，接受《世界旅游城市》采访，介绍当地的文旅资源和对行业复苏的展望，并表达了对联合会多年来服务会员的赞赏与感谢。



CITY



In September, the World Conference on Tourism Cooperation and Development 2023 successfully hosted by the World Tourism Cities Federation and the People's Government of Beijing Municipality. Nearly 400 representatives from around 30 countries and regions gathered together to share innovative ideas, decisions, and practices, and envision the development potential and prospects of world tourism cities in the context of the accelerated recovery of the global tourism industry. During the conference, Jantirar Abay Yigzaw, Vice Mayor of Addis Ababa, Ethiopia, and José Luis Sanz Ruiz, Mayor of Sevilla, Spain, granted exclusive interviews to *World Tourism Cities* introducing their local cultural and tourism resources and their outlook on the industry's recovery, expressing their appreciation and gratitude for the WTCF's years of service to its members.



贾恩提拉尔·阿贝·伊格扎乌

埃塞俄比亚 亚的斯亚贝巴市副市长

今年8月，金砖国家领导人第十五次会晤中，埃塞俄比亚获邀成为金砖大家庭成员，这为埃塞俄比亚与其他金砖伙伴在服务贸易等领域进一步深化合作、分享可持续发展经验开拓了新空间。我们正在努力将亚的斯亚贝巴建设成为智慧城市和技术创新中心，希望在这方面学习借鉴金砖国家的成功经验。

中国国际服务贸易交易会（简称服贸会）是一个共话交流合作、共同应对挑战的平台，在促进世界服务贸易繁荣发展和开放合作方面发挥了关键作用。世界旅游城市联合会在服贸会期间主办世界旅游合作与发展大会，充分体现了中国对世界的承诺，再次凸显了中国作为全球事务重要参与者的角色。

亚的斯亚贝巴是一座以旅游闻名的城市，有七百多万人口，这里不仅拥有丰富的自然、历史、文化资源和热情好客的民众，交通、住宿等基础设施也在不断改善。旅游业为当地居民创造就业、增加收入，带动零售业、手工业和农业的发展，同时还提升了城市形象，成为吸引外部投资、撬动城市发展的重要力量。

加入世界旅游城市联合会对亚的斯亚贝巴乃至埃塞俄比亚来说都是一次宝贵的机会，是无比重要的历史时刻。我们通过联合会与各个国家的城市加深联系、增强互动，可以学到创新技术、旅游发展理念等一系列促进亚的斯亚贝巴城市建设发展的先进经验。尤其，与加入其他国际性组织不同的是，联合会的平台可以让亚的斯亚贝巴展现在众多国际旅游城市面前，让他们了解我们独特的文化魅力和优质的旅游资源，我们与世界旅游城市的交流将更加直接和紧密。

疫情让我们经历了艰难时刻，城市旅游受到重创，所以在全球旅游复苏的关键时期，我们的政府出台了一系列积极的政策，包括策划优惠活动、完善基础设施、打造智慧城市、提供安全保障等，吸引游客到访亚的斯亚贝巴并延长游览时长，创造更多经济价值，助力旅游行业复苏，从而更好地应对接下来的机遇和挑战。在此，真诚希望越来越多的国际游客将亚的斯亚贝巴纳入大家的旅游计划中。



亚的斯亚贝巴：奔跑着去见你

文 / Semy 图 / 全景视觉、视觉中国、吕行

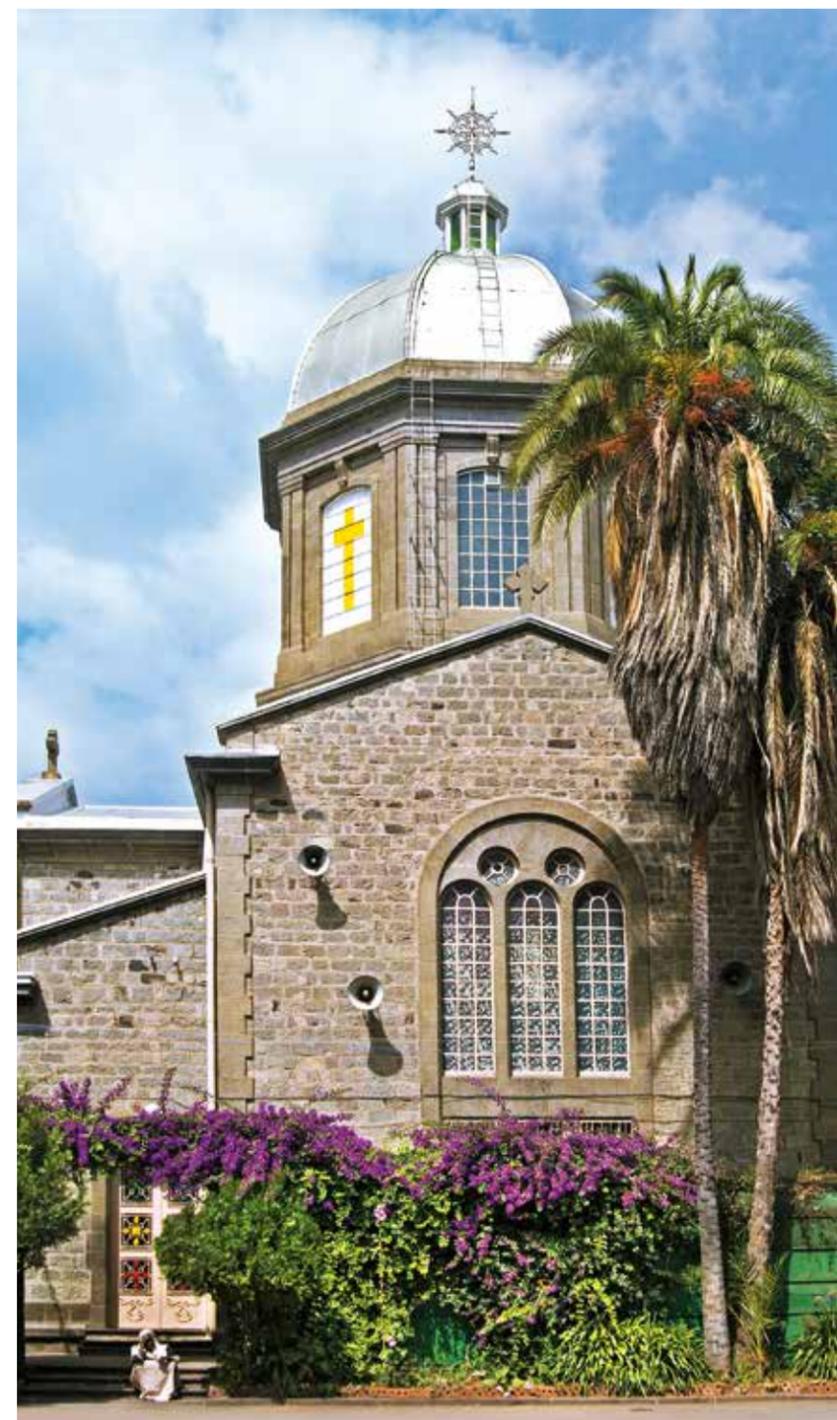
亚的斯亚贝巴是埃塞俄比亚的首都，按当地提格雷语，亚的斯亚贝巴的意思是“新鲜的花朵”。作为东非重要的政治、经济、文化以及国际交往中心，亚的斯亚贝巴真的就像一朵鲜花般自信绽放。

人文之光

去到一处旅行，到当地的博物馆打卡是了解一座城最快的方式。它对一个民族文化的展示之全面、之详尽，犹如将一幅历史长卷在我们面前徐徐展开。

坐落在亚的斯亚贝巴大学的民族博物馆之所以能出现在众多游客的旅行清单之首，很大程度上源于其丰富的信息量。虽然面积有限，但麻雀虽小、五脏俱全，这里是埃塞俄比亚末代皇帝海尔·塞拉西一世的生活旧居。馆内全面介绍了埃塞俄比亚的民族文化，从部落的民俗用具、考古发现，到一些动植物标本，都被一一展出。同时，各种文献资料和实物文物丰富翔实，涵盖的内容也非常多，从这里开始了解亚的斯亚贝巴，可以感知这座城市的全貌。

距离民族博物馆不远就是埃塞俄比亚的国家博物馆。镇馆之宝“露西奶奶”，据说已经





有 320 多万岁的“高龄”，被称为“人类祖母”。这是一具南方古猿阿法种的古人类骨骼化石，是考古学家迄今发现的最为完整的古人类化石之一，据推测其生前是一位 20 岁左右的妙龄少女。由于化石非常脆弱，人们通常看到的都是露西化石的复制品。

参观圣乔治大教堂的人也很多，大教堂是为了纪念 1896 年英勇的埃塞俄比亚人击败了意大利殖民者的入侵，由孟利尼克皇帝下令建造的。说实话，八角形的造型设计很有特点，适合拍照打卡，教堂也因保留了古老的埃塞俄比亚游牧民族的帐篷造型而更富当地民族特色。如果赶巧，你或许还能遇上在教堂里举办婚礼的新人。用这样一种方式开启人生的一段新生活，想必很有纪念意义吧。

圣三一大教堂则是另一番景象。教堂建于 20 世纪初，末代皇帝海尔·塞拉西一世及其皇后都安葬于此，每天教堂里都会有定时的唱诵，有时还会给穷人布施。圣三一大教堂最为著名的恐怕就是它的彩色玻璃了。彩色玻璃在欧洲很多见，但不要忘了这里可是非洲。



自然之子

很多选择城市游的人，都喜欢安排几天周边乡村游的行程，呼吸呼吸乡野的新鲜空气。四下无人的旷野里，空气疏朗、清新，洗肺又洗眼。但如果你去到亚的斯亚贝巴的郊区，它带给你的感受可能远不止于此。

随着经济的发展、城市规划的日益完善，亚的斯亚贝巴的大部分地区都已竖起高楼，人流不息，但亚的斯亚贝巴的郊区仍然保留着它固有的底色——沉静、缓慢，有的时候，竟真的不知这究竟是上帝对它的遗忘，还是眷顾。

这里，山，是绵延的；天，是高远的；云，是大团悬浮的；水，是清甜的……就连人的笑容都是毫无瑕疵的。此地处于高原，四季如春，凉爽舒适，很适合放牧，所以上到八旬老人，下到童颜稚子，都可以娴熟地放牛放羊。

除了放牧，村民们每天挑水、生火、做饭、照顾年幼的孩子，日子简单重复着，年复一年。不仅如此，他们还亲手创造自己需要的一切，自己建房屋，制作生活器皿、劳动工具……可能正因如此，这里的人对所拥有的东西总是怀有感恩、珍惜之情。从孩子们无邪的笑容，老者稳重温和的面庞，仿佛就能窥见他们平和、简朴的内心。

跑步之镇

在度假胜地安排一场跑步，感受当地的跑步文化，听上去是不是很酷？有人跑过日本富士山下的半程马拉松，有人跑过中国环四姑娘山的超级越野跑，但恐怕很少有人有在亚的斯亚贝巴小镇跑步的经历。

其实，这里的小镇苏卢勒塔早就声名在外，因为这里有乡村土路，有专有的设施与高原条件，任何水平的跑者都会有所收获。而当地的运动员也会十分友善地与你分享这里的跑步线路等重要信息。

第一站是梅斯克广场，每天清晨，数百名当地人会集于此锻炼身体，跑者会从广场最底层的台阶开始，一直跑到台阶的尽头，然后再反过来跑，如此循环。

第二站是恩托托山自然公园，这是一个海拔高达 3200 米的公园。因为温度相比周围城市要低，在这里跑步对跑者的挑战就更大。苏卢勒塔位于恩托托自然公园的北面，海拔 2750 米，这里有理想的训练环境。大多数埃塞俄比亚运动员每周至少在这里训练两次。

第三站则是亚亚村，它位于亚的斯亚贝巴以北 11 公里处，是外国跑步爱好者的热门训练基地。

如果你还有兴致且提前做足了功课，也可以参加当地的大埃塞俄比亚跑，这是一个全程 10 公里的比赛。其实不管成绩如何，仅仅是这样参与其中的经历，就足够你在跑友面前炫耀许久了吧！🏃‍♂️





Jantirar Abay Yigzaw

Vice Mayor of Addis Ababa, Ethiopia

In August of this year, during the 15th BRICS Summit, Ethiopia was invited to join the BRICS family, opening up new opportunities for deeper cooperation and sharing of sustainable development experiences in areas such as service trade with our BRICS partners. We are working diligently to transform Addis Ababa into a smart city and a hub for technological innovation, and we hope to draw lessons from the successful experiences of BRICS countries in this regard.

The China International Fair for Trade in Services (CIFTIS) serves as a platform for dialogue, exchange, cooperation, and addressing challenges. It has played a crucial role in promoting the prosperity, development, and open cooperation of the global service trade. During the CIFTIS, the World Tourism Cities Federation hosts the World Conference on Tourism Cooperation and Development, demonstrating China's commitment to the world and reaffirming its role as a significant participant in global affairs.

Addis Ababa is a city renowned for tourism, with a population of over seven million people. It boasts abundant natural, historical, and cultural resources, as well as hospitable locals. The city's infrastructure, including transportation and accommodation, is continuously improving. The tourism industry not only generates employment opportunities and increased income for the local residents but also stimulates the growth of retail, handicrafts, and agriculture sectors. Furthermore, it enhances the city's image and serves as a significant force in attracting external

investments and driving city development.

Joining the World Tourism Cities Federation is a precious opportunity and an immensely important moment for Addis Ababa and Ethiopia as a whole. Through the WTCF, we deepen connections and enhance interactions with cities from various countries. This allows us to learn from advanced experiences in innovation, and tourism development, all of which promote the construction and development of Addis Ababa. What sets this apart from joining other international organizations is that the WTCF's platform enables Addis Ababa to showcase itself to numerous international tourist cities, allowing them to understand our unique cultural charm and high-quality tourism resources. Our communication with the world's tourist cities will be more direct and close.

The pandemic has indeed brought us through challenging times, and city tourism has been severely affected. Therefore, during this critical period of global tourism recovery, our government has implemented a series of proactive policies. These include planning incentive activities, improving infrastructure, building smart cities, and ensuring safety, all aimed at attracting tourists to visit Addis Ababa and extend their stay. This strategy is geared towards creating more economic value, aiding in the recovery of the tourism industry, and better preparing us to face future opportunities and challenges. We sincerely hope that more international tourists will include Addis Ababa in their travel plans.

Addis Ababa: Running to Meet You

◆ WORDS / SEMY PHOTOGRAPHS / PANORAMA MEDIA LNC., VCG, LV XING

Addis Ababa is the capital of Ethiopia. In the local Tigre language, Addis Ababa means "new flower". Being the important political, economic, cultural, and international hub in East Africa, Addis Ababa truly blossoms with confidence, much like a new flower.



The Light of Humanity

Traveling to a new destination, visiting the local museum is the quickest way to get to know a city. Its comprehensive and detailed presentation of a nation's culture unfolds before us like an unwinding scroll of history...

The reason why the Ethnological Museum located at Addis Ababa University tops the travel lists of many tourists is largely due to its rich informational wealth. Although small in size, it's like a small but complete treasure chest. This place was once the former residence of the last Ethiopian Emperor, Haile Selassie I. The museum comprehensively showcases Ethiopian culture, from tribal artifacts and archaeological findings to various specimens of flora and fauna. Additionally, it houses an extensive collection of

documents and material artifacts covering a wide range of subjects. Beginning your exploration of Addis Ababa here allows you to grasp the full essence of this city.

Not far from the Ethnological Museum is the National Museum of Ethiopia, home to the prized possession "Lucy", who is said to be over 3.2 million years old, earning her the title of "the grandmother of humanity". "Lucy" is the fossilized skeleton of a hominid belonging to *Australopithecus afarensis*. It is one of the most complete ancient human fossils discovered by archaeologists to date. It is estimated that she was a young woman of around 20 years of age during her lifetime. Due to the fragility of the fossil, what people typically see are replicas of the "Lucy" fossil.

Many people visit the St. George's Cathedral, which



was built in commemoration of the brave Ethiopians who defeated the Italian colonial invaders in 1896, ordered by Emperor Menelik II. To be honest, the octagonal design of the cathedral is quite distinctive and perfect for taking photos and marking your visit. The cathedral also stands out for preserving the traditional Ethiopian nomadic tent style, adding a unique local touch. If you're lucky, you might even witness a wedding taking place inside the cathedral. Starting a new life in such a way must hold special significance for those involved.

The Holy Trinity Cathedral offers a different experience altogether. Built in the early 20th century, it is the final resting place of the last Ethiopian Emperor, Haile Selassie I and his empress. The cathedral hosts scheduled chants every day and sometimes even provides assistance to the needy. Perhaps the most famous feature of the Holy Trinity Cathedral is its stained-glass windows. While stained glass is

common in many European churches, it's important to remember that you are in Africa.

Son of Nature

Many people who choose to visit cities also enjoy planning trips to the surrounding countryside, where they can breathe in the fresh rural air. In the vast wilderness, the air is crisp and pure, refreshing both the lungs and the eyes. However, if you venture to the outskirts of Addis Ababa, the feelings it imparts upon you may go far beyond that.

With the development of the economy and increasingly improved city planning, most parts of Addis Ababa have seen high-rise buildings and a constant flow of people. However, the outskirts of Addis Ababa still retain their inherent character—quiet and slow-paced. Sometimes, one may wonder if this is truly a case of being forgotten by God or rather being watched



over with favor.

Here, the mountains stretch endlessly, the sky is vast and high, the clouds hang suspended in large clusters, and the water is clear and sweet. Even the smiles of the people are flawless. This place is situated on a plateau, experiencing spring-like conditions year-round, with a cool and comfortable climate, making it ideal for grazing. Therefore, from



the elderly in their eighties to the youngest children, they all skillfully tend to their cattle and sheep.

In addition to herding, villagers here carry water, make fires, cook, and care for their young children every day, leading simple and repetitive lives year after year. Moreover, they craft everything they need by hand, from building houses to making household utensils and tools... Perhaps it's because of this, the people here always have a sense of gratitude and cherish what they have. You can glimpse their inner peace and simplicity in the carefree smiles of children and the composed and gentle faces of the elderly.

The Town of Running

Arranging a run in a holiday destination to experience the local running culture sounds really cool, doesn't



it? Some have run the half marathon at the foot of Mount Fuji in Japan, while others have tackled the super trail run around China's Siguniang Mountain. However, it's unlikely that many have had the experience of running in the small town of Addis Ababa.

Actually, the small town of Sululta here has long had a reputation because of its rural dirt roads and proprietary facilities in high-altitude conditions. Runners of any level will find it rewarding. Local athletes are also very friendly and willing to share important information about running routes in the area.

Our first stop is Meskel Square. Every morning, hundreds of locals gather here to exercise. Runners start at the bottom of the square's steps, run all the way to the end of the steps, and then run the opposite way, and so on.

Our second stop is Mount Entoto Natural Park, which sits at an altitude of up to 3,200 meters. Running here is a greater challenge due to the lower temperatures compared to the surrounding city. Sululta, located to the north of Mount Entoto Natural Park at an altitude of 2,750 meters, offers an ideal training environment. Most Ethiopian athletes train here at least twice a week.

Our third stop is Yaya Village, located 11 kilometers north of Addis Ababa. It's a popular training base for foreign runners.

If you are more interested and well-informed in advance, you can also take part in the local Great Ethiopian Run, which is a 10-kilometer race. In fact, no matter how the result is, just the experience of participating in it is enough for you to show off in front of your running friends for a long time, right? 



何塞·路易斯·桑斯
西班牙 塞维利亚市市长

旅游业是塞维利亚的支柱产业，旅游业的贡献量占到城市经济总量的18%。塞维利亚拥有悠久的历史名胜古迹、丰富的旅游资源和多彩的艺术类别。这里诞生了享誉世界的弗拉门戈舞，是欧洲知名的历史文化名城，坐落着具有全球影响力的会展中心，多次举办重要的国际博览会，有150多部以塞维利亚为主题和原型创作的歌舞剧经常上演，因此塞维利亚也被称作会展之都、文体活动之都、歌舞剧之都等。总之，这是一座文化多元之城，一座旅游休闲之城，一座宜居宜养之城，也是一座值得投资兴业的发展之城。

对于疫情后旅游行业的复苏，我们有很多设想和具体的计划。例如，将以历史文化名城为牵引，丰富并打造全新的旅游产品和线路，扩大影



响范围；围绕弗拉门戈舞文化，开发新的旅游体验活动……我们希望通过世界旅游城市之间的交流与合作，走出国门，异地举办文旅主题盛会，把我们的文化和历史，送到世界游客面前。

我们的代表团来到北京参加此次盛会，收获良多。我们发现北京城市建设管理水平很高，对北京古今交融、多元包容的城市文化印象很深刻。塞维利亚也是一座非常重视文化和旅游业发展的城市，希望未来能够与北京加深友好往来，缔结友好城市，进一步深化双方在文化、旅游、艺术、会展等领域的合作，例如在北京和塞维利亚交替举办“塞维利亚文化周”和“北京文化周”等。

世界旅游城市联合会对世界旅游的可持续发展做出了巨大贡献，不断推动世界旅游的合作与交流，促进世界旅游行业的繁荣发展，增进城市间的相互理解和民间沟通交流。世界旅游合作与发展大会是一场盛会，自2020年起，它在全球旅游发展与复苏中承担了一个重要的作用。作为联合会的会员城市，塞维利亚和联合会一直以来保持着非常紧密的关系。我们曾共同组织了2018年世界旅游城市联合会欧洲旅游会议并取得巨大成功，因此，我们更加期待在未来城市旅游发展中继续与联合会深入合作。

塞维利亚：转角遇见风景

文 / chopin 图 / 全景视觉、视觉中国、吕行

塞维利亚是西班牙安达卢西亚自治区和塞维利亚省的首府，西班牙第四大都市，也是西班牙唯一有内河港口的城市。这里既有都市的高楼大厦，也有传统的民风习俗，对喜欢人文的旅者来说塞维利亚就简单了：与巴塞罗那交相辉映的西班牙南部城市、哥伦布最后的安息之地、弗拉门戈和斗牛的起源地……

故事里的老建筑

能拥有“西班牙最迷人城市”的美誉，塞维利亚的建筑风景功不可没。坐落在市中心的都市阳伞就是其一，这个充满未来主义色彩的现代建筑号称是目前世界上最大也是最具革新精神的木结构建筑，近5000平方米的木质蜂窝状顶棚在蓝天的掩映下错落有致，因宛若巨大的蘑菇被当地人称为“广场上的蘑菇”。从它的顶端露台俯瞰出去，塞维利亚古城一览无遗，这里也是广大摄影爱好者的打卡之地。

距离城市中心点895米处，是世界五大教堂之一的塞维利亚大教堂，这里原为塞维利亚大清真寺，15世纪的时候清真寺被拆，在原址上建造了塞维利亚大教堂。



整个建筑属于西班牙哥特艺术鼎盛时期的风格，同时也夹杂着阿拉伯建筑艺术的风格。哥伦布去世之后，其灵柩于 1898 年从古巴运回西班牙，后埋葬在教堂中。石棺上刻有西班牙四古国（卡斯蒂尔、莱昂、纳瓦拉、阿拉贡）的国王抬起灵柩的雕像。

逛完大教堂，位于东北角的希拉尔达塔也一定不能错过，这座美丽的砖石结构塔高 104 米，共 34 层。特别的是，这座塔没有楼梯，每层之间靠陡坡连接，攀登起来，不仅费时费力，人多的时候还有可能排队数十层，赶时间的时候着实让人一筹莫展。

希拉尔达塔曾是清真寺的宣礼塔，由穆瓦希德政权在巅峰时期（1184-1198 年）建造而成，这座塔的比例、精致的砖石装饰以及它的颜色使其成为西班牙最完美的伊斯兰建筑。塔的顶端就是“El Giralillo”，这是一个 16 世纪的青铜风向标，代表着信仰，也是塞维利亚的象征。

当然，塞维利亚王宫和圣十字区也值得一去。塞维利亚王宫是欧洲最古老的皇家宫殿之一，修建于中世纪，最早是摩尔人的城堡，后来是伊斯兰风格、基督教

风格和哥特风格的融合。王宫的佩德罗一世宫、卡洛斯五世宫和少女中庭都值得去。除了建筑，王宫的花园也值得造访，这里还是电视剧《权力的游戏》中多恩的马泰尔家族的皇宫庭院拍摄地。

圣十字区是塞维利亚的老城区，具有典型的安达卢西亚风格，位于塞维利亚的中心地带，由很窄的巷弄和胡同组成，周围是古王宫的城墙。在被鲜花和阳光簇拥的小巷中随处可见幽静典雅的庭院和古老的白色民居，当然，还有很多很有特色的餐厅、小店值得探访。

永远的弗拉门戈

来塞维利亚，如果不去看一场弗拉门戈表演一定会成为你此生的遗憾。塞维利亚是西班牙的国粹之一——弗拉门戈的发源地。弗拉门戈是吉卜赛文化和西班牙的安达卢西亚民间文化的结合。和爵士舞一样，弗拉门戈也以即兴表演而闻名，最早是吉卜赛人在面对苦难的逃亡生活时因缓解心情需要而形成的一种舞蹈形式。

作为集歌、舞、吉他演奏为一体的一种特殊艺术形



式被沿袭下来，弗拉门戈充满了奔放的激情，西班牙广场上经常会有各种艺术表演，其中最受人瞩目的当属弗拉门戈舞。西班牙广场也是塞维利亚的标志性建筑，广场上到处是西班牙不同时期、不同风格的历史建筑，充满了历史的美感。

此外，强烈推荐弗拉门戈博物馆。这个博物馆由塞维利亚著名的舞蹈艺术家 Cristina Hoyos 创办，馆内展出了包括素描、绘画、服饰以及多位著名的弗拉门戈舞者的照片等收藏品。如果想在这里看一场舞蹈表演，请记住一定要提前到场以便占据有利位置，因为这场演出不会对号入座。

西班牙之魂——斗牛

作为西班牙斗牛的发源地，塞维利亚有着西班牙历史最悠久的斗牛场——塞维利亚斗牛场。塞维利亚也将这座斗牛场视为城市自身文化的传承。斗牛场位于老城河畔，最醒目是富丽堂皇的半圆形拱廊和王子门，剧院的包厢是留给西班牙王室专用的。在大多数没有比赛的时候，这座斗牛场就是一座斗牛博物馆，介绍塞维利亚斗牛史以及斗牛服饰等相关内容。此外，

斗牛场对面有一座名为《雪茄厂女工卡门》的雕塑，如果没记错，该艺术形象根据小说《卡门》中的经典形象创作而来。

这座斗牛场现在仍然在定期举办赛事，如果想来观看斗牛表演，需提前在官网上预订门票。门票价格除了会受观众席离斗牛士的远近影响外，座席还会分为“阴凉区”和“非阴凉区”。倘若赶上斗牛在午后举行，毒辣的太阳加上伊比利亚半岛的大陆性气候，定会让您身处“阴凉区”的你觉得值回票价。





José Luis Sanz Ruiz

Mayor of Sevilla, Spain

Tourism is the backbone industry of Sevilla, contributing 18% of the city's total economic output. Sevilla boasts a rich cultural heritage, abundant tourism resources, and a vibrant array of artistic traditions. It is the birthplace of the renowned Flamenco dance, a historically and culturally significant European city. It is located here as a globally influential convention center, has hosted several major international expos. With over 150 operas and dances created around Sevilla as their theme or prototype are often staged, the city is referred to as the capital of conventions, cultural and sports events, and the world of operas and dances. In summary, Sevilla is a city of cultural diversity, leisure, and livability, making it a compelling choice for investment and development.

In the wake of the pandemic, we have numerous ideas and concrete plans for the recovery of the tourism industry. For instance, we aim to leverage our status as a historically and culturally significant city to enrich and create new tourism products and routes, expanding our sphere of influence. We also plan to develop new tourism experiential activities centered around the Flamenco dance culture.

Through exchanges and collaborations with other World Tourism Cities, we aspire to organize cultural and tourism-themed events in different locations beyond our borders. This way, we can showcase our culture and history to a global audience of travelers.

Our delegation had the opportunity to visit Beijing for

this grand event, and we've gained valuable insights. We were impressed by the high level of city development and management in Beijing, as well as the city's rich and inclusive cultural heritage that seamlessly blends the past and the present. Sevilla is also a city that places great importance on cultural and tourism development. We hope to strengthen friendly ties with Beijing in the future, potentially becoming sister cities. This would allow us to deepen collaboration in areas such as culture, tourism, arts, and conventions. For instance, we could explore the idea of hosting "Sevilla Culture Week" and "Beijing Culture Week" alternately in both cities, fostering even stronger cultural exchanges.

The World Tourism Cities Federation has made significant contributions to the sustainable development of global tourism. It continually promotes cooperation and exchange in the world of tourism, fostering the prosperity of the global tourism industry and enhancing mutual understanding and people-to-people communication between cities. The World Conference on Tourism Cooperation and Development is a significant event. Since 2020, it has played an important role in global tourism development and recovery.

As a member city of the WTCF, Sevilla has maintained a close relationship with the organization. We successfully co-hosted the 2018 European Tourism Conference of the World Tourism Cities Federation, which was a tremendous achievement. Therefore, we look forward to continuing our deep collaboration with the WTCF in the future.



Sevilla: Beautiful Scenery Just Around the Corner

WORDS / CHOPIN PHOTOGRAPHS / PANORAMA MEDIA LNC., VCG, LV XING

Sevilla is the capital of the Andalusia Autonomous Community and the province of Sevilla in Spain. It is the fourth-largest city in Spain and the only city in Spain with an inland port. Here, you will find both modern skyscrapers of a city and the traditional customs of villages. For travelers who appreciate culture and history, Sevilla is much more than that: it is a southern Spanish city that shines in contrast to Barcelona, the final resting place of Christopher Columbus, and the birthplace of Flamenco and Bullfighting...



The Old Buildings in Stories

Earning the reputation as the "Most Enchanting City in Spain", Sevilla owes much of its architectural beauty to iconic structures like the Metropol Parasol. This futuristic modern architectural marvel, located in the city center, is often referred to as the world's largest and most innovative wooden structure. Its nearly 5000 square meters of honeycomb-like wooden canopy provides a striking contrast against the blue sky, resembling gigantic mushrooms, earning it the nickname "Mushrooms of Sevilla" among locals. From its rooftop terrace, you can enjoy a panoramic view of the historic city of Sevilla, making it a must-visit spot for photography enthusiasts as well.

Located just 895 meters from the city center stands

one of the world's five great cathedrals, the Sevilla Cathedral. This site was originally the site of the Great Mosque of Sevilla, which was demolished in the 15th century to make way for the construction of the Sevilla Cathedral. The entire structure embodies the style of Spanish Gothic art at its peak, while also incorporating elements of Arabic architectural art. After Columbus's death, his remains were brought back from Cuba to Spain in 1898 and later interred in the Cathedral. The sarcophagus bears statues of kings of the four ancient Spanish kingdoms (Castille, Leon, Navarra, and Aragon) lifting the coffin.

After exploring the cathedral, you must not miss the Giralda located at the northeast corner. This beautiful tower of brick and stone stands at a height of 104 meters, spanning 34 floors. What makes it unique is that the tower lacks stairs,

instead, each floor is connected by a series of steep ramps. Climbing can be both time-consuming and physically demanding, especially when there are long queues during busy times, making it a challenging experience for those in a hurry.

The Giralda was once the minaret of the mosque and was constructed during the peak of the Almohad dynasty's power (1184-1198). Its proportions, intricate brickwork, and distinctive colors make it one of the most exquisite examples of Islamic architecture in Spain. At the very top of the tower stands "El Giralillo", a 16th-century bronze weather vane symbolizing faith and serving as an emblem of Sevilla itself.

Of course, the Royal Alcazar of Sevilla and The Santa Cruz District are also must-visit places.

the Royal Alcazar of Sevilla is one of Europe's oldest royal palaces, dating back to the Middle Ages. It initially served as a Moorish fortress, later incorporating elements of Islamic, Christian, and Gothic styles. The Pedro I Palace, the Carlos V Palace, and the Maidens Courtyard within the palace are all worth exploring. In addition to the architecture, the gardens of the Royal Alcazar deserved a visit. It's also worth noting that this palace courtyard was used as a filming location for the TV series *Game of Thrones* as the Water Gardens of Dorne.

The Santa Cruz District is the old town of Sevilla, characterized by its typical Andalusian style. It is situated in the heart of Sevilla, surrounded by the walls of the old Royal Alcazar. The district is made up of narrow alleys and lanes, and as you



wander through these streets bathed in flowers and sunlight, you'll come across tranquil and elegant courtyards and ancient white-washed houses. Of course, there are also plenty of unique restaurants and shops in this area that are well worth exploring.

Eternal Flamenco

When you come to Sevilla, not experiencing a Flamenco performance will be a regret you'll carry with you for life. Sevilla is the birthplace of Flamenco,

one of Spain's cultural treasures. Flamenco is the fusion of Gypsy culture and Andalusian folk culture in Spain. Like jazz, Flamenco is renowned for its improvisational nature. It was originally a form of dance for Gypsy who needed to relieve their mood when facing hardships during their nomadic lives.

Flamenco, as a unique art form combining singing, dancing, and guitar playing, has been passed down through generations, filled with fiery passion. Among the various artistic performances often seen on the Spanish Square, the Flamenco dance is one of the most captivating. The Spanish Square is also an iconic architectural symbol of Sevilla. Adorned with historical buildings representing different periods and styles in Spanish history, the Square is filled with the beauty of history.

Additionally, I highly recommend the Flamenco Dance Museum. This museum was founded by the renowned Sevilla dance artist Cristina Hoyos and houses a collection of items including sketches, paintings, costumes, and photographs of famous Flamenco dancers. If you plan to attend a dance performance here, be sure to arrive early to secure a good seat because the seating is not assigned,



and it's first-come, first-served.

The Soul of Spain: Bullfighting

Sevilla, being the birthplace of Spanish bullfighting, boasts the oldest bullring in Spain-the Plaza de Toros de Sevilla. The city considers this bullring as a cultural heritage of its own. Located along the banks of the old city, it features a grand semicircular arcade and the Prince's Gate (Puerta del Principe) as its prominent landmarks, with the theater boxes reserved exclusively for the Spanish royal family. When there are no matches, the bullring operates as a bullfighting museum, showcasing the history of Sevilla bullfighting, bullfighting costumes, and other related content. Additionally, across from the

bullring, there is a sculpture called *Carmen, the Cigar Factory Worker*, which, if memory serves correctly, is inspired by the classic character from the novel *Carmen*.

This bullring still hosts regular bullfighting events. If you wish to watch a bullfight, it's advisable to book your tickets in advance through the official website. Ticket prices can vary based on the proximity of your seat to the bullfighters, and there are typically two seating categories: "shade" and "non-shade". If you attend a bullfight in the afternoon when the sun can be scorching, coupled with the continental climate of the Iberian Peninsula, you'll likely find it well worth the extra expense to be seated in the "shade" section for added comfort. 🌞