

# 世界旅游城市联合会与亚太旅游协会 签署合作谅解备忘录 推动“一带一路” 文旅产业合作共赢

文、图 / 世界旅游城市联合会

2023年10月18日，第三届“一带一路”国际合作高峰论坛（以下简称“高峰论坛”）在北京举行。其间，世界旅游城市联合会（以下简称“联合会”）秘书长杨烁与亚太旅游协会（PATA）主席彼得·西蒙在高峰论坛·地方合作专题论坛上签署了合作谅解备忘录。该备忘录被列入第三届“一带一路”国际合作高峰论坛务实成果清单。此清单汇总了各国政府、金融机构、地方政府、企业商定的一系列务实合作项目和双边合作协议。

备忘录强调，为充分发挥国际旅游组织在促进旅游业发展中的重要作用，世界旅游城市联合会和亚太旅游协会基于组织发展理念和共同利益，愿意在双方共同关注的领域开展全方位的建设性合作，建立国际组织间互利共赢的战略合作伙伴关系。

杨烁秘书长表示，此份合作谅解备忘录充分发挥了世界旅游城市联合会的平台作用。作为联合会的发起城市及总部所在地，北京市积极推动建设“一带一路”旅游文化产业合作共赢，发挥了“一带一路”枢纽城市的示范引领作用，讲述了高水平对外开放的北京故事，开启了高质量共建“一带一路”的新阶段。他还指出，未来联合会将与亚太旅游协会密切配合，充分发挥各自优势，落实合作备忘录中的务实内容，共同推动“一带一路”旅游文化产业繁荣发展，让务实成果更多、更好地惠及全球旅游城市。

世界旅游城市联合会作为世界上第一个以旅游城市为主体的全球性国际旅游组织，秉持着“旅游让生活更美好”的核心理念，致力于促进城市与机构之间

的交流与合作，对世界旅游业的创新发展具有重要推动作用。

亚太旅游协会是亚太地区最大的非营利性团体会员旅游机构，总部设在曼谷。协会借助与官方、民间旅游机构的伙伴关系，不断推动往来于亚太地区及区域内旅游业的可持续增长以及价值和品质的提升。



杨烁和彼得·西蒙合影

# WTCF and PATA Sign MOU to Promote Win-Win Cooperation in BRI Cultural Tourism Industry

WORDS, PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

On October 18, 2023, during the Third Belt and Road Forum for International Cooperation (hereinafter referred to as the Forum), Yang Shuo, Secretary-General of the World Tourism Cities Federation (WTCF), and Peter Simone, President of the Pacific Asia Travel Association (PATA), signed a Memorandum of Understanding (MOU) during the Forum's Thematic Forum on Sub-national Cooperation. This MOU was included in the List of Practical Cooperation Deliverables of the Forum, a list incorporating a series of practical cooperation projects and bilateral cooperation agreements agreed upon by national governments, financial institutions, local governments, and enterprises.

The MOU emphasizes the important roles of the international tourism organizations in promoting the development of the tourism industry. WTCF and PATA are willing to engage in comprehensive constructive cooperation in areas of mutual interest based on the principles of organizational development and mutual benefit, aiming to establish a strategic partnership of mutual benefit between international organizations.

Yang stated that this MOU fully leverages the role of WTCF as a platform. As the initiating and headquarters city, Beijing actively promotes the construction of a win-win tourism and cultural

industry under the Belt and Road Initiative (BRI). It demonstrates its exemplary and leading role as a BRI hub city, narrates the story of Beijing's high-level openness to the world, and has ushered into a new stage of high-quality joint construction of the Belt and Road. Yang also pointed out that in the future, WTCF will work closely with PATA, fully leverage their respective advantages, implement the practical content of the MOU, and jointly promote the prosperous development of the tourism and cultural industries of the Belt and Road, to ensure that the practical results will benefit more global tourism cities.

As the world's first global international tourism organization with tourism cities as its main focus, WTCF adheres to the core concept of "Better City Life through Tourism". It is dedicated to promoting exchanges and cooperation between cities and organizations and plays a significant role in driving the innovative development of the global tourism industry.

PATA is the largest non-profit organization of travel industry members in the Asia-Pacific region, headquartered in Bangkok. Based on the partnerships with official and non-governmental travel organizations, PATA continually promotes sustainable growth, as well as value and quality enhancement, in the tourism sectors within the Asia-Pacific region and the broader area.

# 2023 世界旅游城市联合会 非洲区域会议在突尼斯成功举办

文、图 / 世界旅游城市联合会

2023年11月27日至30日，由世界旅游城市联合会（以下简称“联合会”）、突尼斯旅游和手工业部、突尼斯国家旅游局联合举办的2023世界旅游城市联合会非洲区域会议在突尼斯成功举办。本次大会以“中国—非洲旅游合作新时代”为主题，是顺应世界旅游业复苏发展的大趋势，巩固共建“一带一路”十周年发展成果、落实中非地区旅游国际合作的一次旅游业界盛会。

大会设有开幕式、主题演讲、特别论坛、旅游贸易洽谈会等环节，来自突尼斯、津巴布韦、科特迪瓦、尼日利亚以及中国等16个国家和地区的媒体机构、旅游企业、投资机构、科研院校、旅游组织、航空公司的200余位业界代表出席了活动。

突尼斯旅游和手工业部部长穆罕默德·莫伊兹·贝尔哈辛、中国驻突尼斯大使万黎、联合会常务副秘书长李宝春出席大会开幕式并致辞。穆罕默德·莫伊



突尼斯旅游和手工业部部长穆罕默德·莫伊兹·贝尔哈辛致辞

兹·贝尔哈辛表示，突尼斯与中国的关系在历史上堪称典范，理应在各个层面得到进一步加强，尤其是旅游业方面。作为“一带一路”倡议的参与国，突尼斯愿意与中国携手，进一步发展旅游领域的双边合作。万黎强



中国驻突尼斯大使万黎致辞



世界旅游城市联合会常务副秘书长李宝春致辞

调，2023世界旅游城市联合会非洲区域会议在突尼斯召开正当其时，期待本届会议立足后疫情时代旅游业发展形势，为中非旅游业的合作和发展带来更多机遇，谱写旅游合作持续发展新篇章。李宝春指出，要依托“一带一路”发展平台，加强非洲旅游目的地建设和中非旅企合作，实现旅游贸易互联互通的多元化发展，推动中非旅游合作向更高层次迈进。

特别论坛环节，来自学界、旅游业界、媒体界的专业人士聚焦“一带一路”旅游互惠合作，分享地区旅游资源 and 项目，探讨如何在“一带一路”框架下，发挥各个平台、媒体、旅游机构的自身优势，促成国家、地区之间的旅游开放与合作，并对非洲、突尼斯的旅游资源开发和推广给出建设性意见和建议。

在国际旅游目的地管理专题培训环节，200多名突尼斯旅游从业者接受了培训，提升了当地企业对中国旅游市场、中国游客消费习惯的了解，同时推进了突尼斯本地旅游服务业国际化、现代化发展水平。

本次会议期间还举办了旅游交易洽谈会，来自中国的10家旗舰旅行社企业与突尼斯当地的70余家旅游企业进行了600余轮次一对一商务洽谈。突尼斯国家旅游局局长赫米·哈辛表示，此次洽谈会是突尼斯旅游业发展的重要里程碑，对世界旅游城市联合会的支持表示感谢。突尼斯期待与中国的旅行社企业建立更多合作，为游客提供更丰富的旅游产品和优质服务。

此次大会上，世界旅游城市联合会、突尼斯国家旅游局、突尼斯航空、首都机场集团有限公司共同签署了四方合作意向书。此项成果为早日实现中突两国直航

奠定了良好基础，也为两国旅游业的发展提供了新机遇、激发了新动能。

本届会议的召开，恰逢共建“一带一路”倡议提出十周年、突尼斯加入“一带一路”五周年、中突建交60周年等重大时间节点。大会丰硕的成果印证了世界旅游业复苏发展的时代大趋势，贯彻落实了2023年“一带一路”国际合作高峰论坛期间达成的《深化互联互通合作北京倡议》《数字经济和绿色发展国际经贸合作框架倡议》以及发起绿色发展投融资合作伙伴关系等重要合作倡议，巩固了共建“一带一路”十周年发展成果，对加强中非友谊，增进地区间的文化交融、文明互鉴和民心相通起到了很好的桥梁作用。

世界旅游城市联合会是世界上第一个以旅游城市为主体的全球性旅游组织，总部设在北京，现有会员单位245个，其中包括城市会员164个、机构会员81个，分支机构会员337个，覆盖全球86个国家和地区，会员遍及世界五大洲和旅游全产业链。联合会自2012年成立以来，始终秉承“旅游让城市生活更美好”的发展理念，致力于搭建世界旅游多边交流平台，宣传旅游城市特色产品，推广旅游城市发展经验，促进世界旅游城市之间的合作与发展，并培育出包括世界旅游城市联合会区域旅游会议在内的四大品牌会议项目。联合会已在檳城（马来西亚）、波哥大（哥伦比亚）、塞维利亚（西班牙）、巴拿马城（巴拿马）、撒马尔罕（乌兹别克斯坦）等城市举办多场线下区域旅游会议，大力促进了区域城市之间的旅游交流与合作，为区域旅游业发展赋予了强劲的发展动能。



特别论坛

# WTCF Africa Regional Conference Tunisia 2023 Successfully Concludes in Tunisia

WORDS, PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

From 27 to 30 November 2023, the WTCF Africa Regional Conference Tunisia 2023, jointly held by the World Tourism Cities Federation (hereinafter referred to as "WTCF"), the Ministry of Tourism and Handicrafts of Tunisia, and Tunisian National Tourist Office, was successfully held in Tunisia. Themed "New Era of China-Africa Tourism Cooperation", this conference, aligning with the global trend of the recovery and development of the tourism industry and consolidating the ten years of achievements of the Belt and Road Initiative (BRI), is a significant event

in fostering international tourism cooperation between China and Africa.

The conference featured an opening ceremony, a section for keynote speeches, a special forum, a tourism B2B matching event, etc. More than 200 representatives of media agencies, tourism enterprises, investment institutions, scientific research institutes, tourism organizations, airlines and other entities from 16 countries and regions including Tunisia, Zimbabwe, Nigeria and China attended the conference.



MOU Signing Ceremony



Mr. Owen Peng, Producer of Voyage Magazine: Tourism Product Development and Marketing of African Tourism in Chinese Tourism Market



Ms. Chen Li, Director of Government PR and Development Center of Utour Group: Overseas Tourism Demand and Consumption Habits of Chinese Tourists

Mohamed Moez Belhassine, Minister of the Ministry of Tourism and Handicrafts of Tunisia, Wan Li, Ambassador of the People's Republic of China to the Republic of Tunisia, and Li Baochun, Executive Deputy Secretary-General of WTCF, attended the opening ceremony and delivered speeches. Belhassine said that the relationship between Tunisia and China has been exemplary in the world's history and should be strengthened in multiple dimensions, especially in the tourism industry. Belhassine further stated that, as a member of the BRI, Tunisia is willing to collaborate with China to deepen the bilateral cooperation in the field of tourism. Wan stressed that the 2023 World Tourism Cities Federation Africa Regional Conference Tunisia 2023 was held at the right time, and expected that the conference, based on the situation of the development of tourism in the post-pandemic era, would bring more opportunities to the cooperation between and growth of the tourism industries of the two countries, and open a new chapter marked by the continuous progress in tourism cooperation. Li pointed out that by leveraging the development platform of BRI, all stakeholders can strengthen the development of African tourist destinations and the cooperation between Chinese

and African tourism enterprises, to facilitate the diversified development of the connectivity between tourism and trade, and advance China-Africa cooperation in the field of tourism to a higher level.

During the special forum, professionals from academia, the tourism industry and the media, focusing on the mutual benefits and cooperation in the tourism industry under the framework of BRI, shared regional tourism resources and projects. They also discussed how to maximize the advantages of various platforms, media outlets and tourism organizations under the framework of BRI, in a bid to promote openness of the tourism sectors of countries and regions as well as the tourism cooperation between them, and gave constructive suggestions on the development and promotion of tourism resources in Africa and Tunisia.

More than 200 Tunisian tourism practitioners received training during the section "Special Training on International Tourism Destination Management" which has improved their understanding of the Chinese tourism market and Chinese tourists' consumption habits, and contributed to the



Press Conference

internationalization and modernization of Tunisia's local tourism services simultaneously.

A tourism B2B matching event was also launched during the conference, where 10 flagship travel agency companies from China and more than 70 tourism enterprises in Tunisia engaged in more than 600 one-to-one business negotiations. Helmi Hassine, Director-General of Tunisian National Tourist Office commented that this matching event marks a significant milestone for the development of Tunisia's tourism industry, and expressed his gratitude for WTCF's support. Hassine continued that Tunisia is willing to build more cooperative ties with the tourism agency companies in China to provide more varied tourism products and quality services for tourists.

During the conference, a letter of intent on quadrilateral cooperation was jointly signed by WTCF, Tunisian

National Tourist Office, Tunisair, and Capital Airports Holdings Co., Ltd. This achievement lays a solid foundation for the early realization of direct flights between China and Tunisia, providing new opportunities and momentum for the development of the tourism industries of both countries.

The commencement of this conference coincided with the 10th anniversary of BRI, Tunisia's 5th anniversary of joining BRI, as well as the 60th anniversary of the establishment of diplomatic relations between China and Tunisia, among other occasions of vital significance. The fruitful achievements of the conference affirmed the global trend of the recovery of the tourism industries worldwide. Meanwhile, following the guiding principles of the Beijing Initiative for Deepening Cooperation on Connectivity, Initiative on International Trade and Economic Cooperation

Framework for Digital Economy and Green Development, and Green Investment and Finance Partnership, among other cooperation initiatives reached in the Third Belt and Road Forum for International Cooperation (2023), the conference consolidated the achievements of BRI, and played a bridging role in strengthening the China-Africa friendship, and enhancing regional cultural integration, mutual learning among civilizations and people-to-people bond.

Headquartered in Beijing, WTCF is the world's first international tourism organization focusing on cities, with a total of 245 members including 164 city members and 81 institutional members, as well as 337 branch members, covering 86 countries and regions in five continents and the entire industry chain

of the global tourism industry. Guided by the core vision of "Better City Life through Tourism", since its establishment in 2012, WTCF has been committed to building a multilateral exchange platform for the global tourism industry, promoting featured products as well as the development experiences of tourism cities, and facilitating the cooperation between and development of tourism cities around the world. WTCF has cultivated four branded conferences, including the regional conferences. So far, WTCF has organized multiple offline regional tourism conferences in Penang (Malaysia), Bogota (Colombia), Sevilla (Spain), Panama City (Panama), Samarkand (Uzbekistan) and other cities, vigorously promoting tourism exchanges and cooperation among the regional cities and providing strong development impetus for the regional tourism industry.



Special Training on International Tourism Destination Management

# 世界旅游城市联合会在 2023 世界旅游交易会开幕首日主办“科技赋能智慧旅游城市建设”论坛

文、图 / 世界旅游城市联合会

2023 年 11 月 6 日至 8 日，2023 世界旅游交易会（World Travel Market，以下简称“WTM”）在伦敦 ExCel 会展中心举行。世界旅游城市联合会（以下简称“联合会”）作为 WTM 内容合作伙伴主办专题论坛。

开幕式当天，联合会举行了主题为“科技赋能智慧旅游城市建设”的论坛，主要讨论如何利用科技力量、智能手段促进智慧旅游城市的建设，以期挖掘科技赋能文旅发展和建设智慧旅游城市的解决方案，实现旅游城市可持续发展，激发智慧文旅新活力。北京市文化

和旅游局负责人李宝春、西非旅游组织首席执行官奥拉·赖特、迪拜世博城首席销售和市场开发宣传官肖尔托·道格拉斯-霍姆、塞维利亚市办公室国际推广高级主管圣地亚哥、飞猪 EMEA 区域总监徐玥作为论坛嘉宾，分享了各自的观点和经验。

李宝春在分享中指出，联合会总部城市北京作为中国的国际科技创新中心，一直以来致力于打造全球领先的智慧文旅城市。在智慧文旅建设中，北京市加大政策支持力度、完善监管体系、合理调动资源等举措，到



企业提供智能化的社会化服务，多措并举，把握住了“科技+旅游”的发展契机，积极推动人工智能、大数据、云计算、虚拟现实等技术转化为实际应用，为游客和市民提供高效的、智慧的城市服务。

肖尔托·道格拉斯-霍姆分享了迪拜世博城的建设经验及减排目标，并强调科技对未来城市的可持续发展具有重要作用。迪拜世博城致力于为世界城市的可持续发展描绘蓝图，而科技是实现这一目标的关键。

徐玥分享了飞猪在疫情期间的智慧旅游模式，为欧洲国家发展乡村旅游业提供了借鉴。通过飞猪的线上直播和数字旅游攻略，消费者足不出户也能游遍世界，助力当地经济发展。


圣地亚哥分享了塞维利亚的数字旅游建设，借助数字化方案收集和分析游客数据，积极满足游客出行需求。塞维利亚于 2023 年被欧盟评为“欧洲智能旅游之都”，为全球城市旅游管理树立典范。

奥拉·赖特强调西非地区打造“智慧城市”的努力，以及拉各斯在智慧旅游城市建设方面取得的显著成果。下一步西非旅游组织将与 Geotourist 开展合作，

更全面地了解游客需求。

论坛上的相关议题为业界深入了解智慧旅游发展提供了方向性指引和可借鉴经验，为旅游城市更好地把握旅游市场的变化和智慧旅游发展趋势提供参考和助力。

世界旅游交易会是全球旅游业中最负盛名的旅游交易会之一，为全球的旅游行业提供了拓展业务和建立伙伴关系的平台。每年 11 月的 WTM 都会吸引 5 万余名旅游业专业人士、政府官员、媒体参展，展会期间促成的交易额为 20 多亿英镑。联合会已多次受邀参加世界旅游交易会并积极举办主题论坛，向世界发布其最新的旅游研究成果，致力于促进世界旅游产业的发展。

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，拥有 245 个会员单位，覆盖全球 86 个国家和地区，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。经过多年发展，联合会在旅游业界的吸引力、服务力、引导力和影响力全面提升，被誉为“成长最快的国际旅游组织”。

# WTCF Hosted 'Harnessing Technology: Building Cities for SMART Tourism' Panel Discussion on Opening Day of WTM

WORDS, PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

The World Travel Market (WTM) 2023 was held at ExCel, London from November 6 to 8. As a content partner of the WTM, the World Tourism Cities Federation (WTCF) organized a themed panel discussion.

On the opening day, the WTCF held a panel discussion themed "Harnessing Technology: Building Cities for SMART Tourism". Its primary focus revolved around leveraging science and technology as well as taking intelligent methods to contribute to the development of smart tourism cities. The aim was to explore solutions for utilizing technologies to empower cultural and tourism development and develop intelligent tourism cities, thereby achieving sustainable development for tourist cities and injecting new energy into the smart cultural and tourism sector. Li Baochun, the Deputy Head of Beijing Municipal Culture and Tourism Bureau, Ola Wright, the CEO of West Africa Tourism Organisation (WATO), Sholto Douglas-Home, the Chief Marketing, Communications and Sales Officer of Expo City Dubai, Santiago García-Dils de la Vega, the International Promotion Senior Executive of Sevilla City Office, and Ada Xu, the Regional Director (EMEA) of Fliggy, the travel platform of Alibaba Group, participated in the panel discussion as speakers, sharing their respective viewpoints and experiences.

Li emphasized in his presentation that Beijing,

the headquarters city of the WTCF and China's international center for sci-tech innovation, has persistently dedicated efforts toward establishing itself as a globally leading smart cultural and tourism city. In the development of smart cultural tourism, Beijing has enhanced policy support, improved regulatory systems, effectively allocated resources, as well as provided intelligent and socialized services for enterprises. By taking multiple measures, Beijing has seized the development opportunities presented by "sci-tech + tourism", actively promoting the application of technologies like artificial intelligence, big data, cloud computing, and virtual reality to offer efficient and intelligent city services to tourists and locals.

Douglas-Home shared Expo City Dubai's development experiences and emission reduction targets, stressing the essential role of science and technology in the sustainable development of cities in the future. Expo City Dubai is committed to outlining a blueprint for sustainable development in world cities, with science and technology being the key to achieving this objective.

Xu introduced Fliggy's smart tourism model during the COVID-19 pandemic, providing insights into the development of rural tourism in European countries. Through Fliggy's online live-streaming and digital travel guides, consumers can explore the world from their homes, thus contributing to local economic development.



'Harnessing Technology: Building Cities for SMART Tourism' Panel Discussion.

García-Dils de la Vega shared Sevilla's efforts made to digital tourism development. Digital solutions are utilized in Sevilla to collect and analyze tourist data to actively meet the travel demands of tourists. Sevilla was recognized by the European Union as the "European Capital of Smart Tourism" in 2023, setting an example for global city tourism management.

Wright emphasized West African countries' efforts to build "smart cities", notably Lagos, which has made significant progress in building a smart tourism city. Moving forward, the WATO will team up with Geotourist to gain deeper insights into the needs of tourists.

Relevant topics at the panel discussion provided the tourism industry with directional guidance and valuable, repeatable experiences to better understand the development of smart tourism, and offered references and assistance for tourism cities to better grasp the market changes and the development trends of smart tourism.

WTM is one of the most renowned global travel trade

fairs, providing a platform to expand businesses and build partnerships within the global tourism industry. Every November, the WTM attracts about 50,000 tourism industry professionals, government officials, and media participants, facilitating transactions estimated at over GBP 2 billion during the event period. The WTCF has been invited to the WTM multiple times and is fully engaged in organizing themed panel discussions and releasing its latest tourism research results to the world, dedicated to contributing to the development of the world's tourism industry.

Established in 2012, WTCF, initiated by Beijing, is the world's first international tourism organization focused on cities, comprising a total of 245 members across 86 countries and regions. Guided by the core vision of "Better City Life through Tourism", the WTCF has developed a platform for its members to exchange experiences, enhance cooperation, and build consensus. Over the years, the WTCF has significantly enhanced its attractiveness, service capabilities, leadership, and influence in the tourism industry, recognized as the "fastest-growing international tourism organization".

## 文化旅游新视界论坛暨世界旅游城市联合会旅企、民航、投资、邮轮分会会议顺利召开

文、图 / 世界旅游城市联合会

2023年12月7日至9日，由世界旅游城市联合会（以下简称“联合会”）主办、南京市文化和旅游局特别支持的“文化旅游新视界论坛暨世界旅游城市联合会旅企、民航、投资、邮轮分会会议”在中国江苏省南京市顺利召开。联合会常务副秘书长李宝春、亚太旅游协会主席彼得·西蒙、南京市文化和旅游局局长谢国庆，以及联合会旅企、民航、投资、邮轮分会等近50家会员企业负责人出席会议。本届会议旨在凝智聚力，共同促进中国入境旅游可持续、加速发展，设有“入境旅游协作”倡议书发布、合作签约、文旅产品发布、主旨演讲、沙龙论坛、旅游推介会、旅游交易洽谈会等环节，吸引了近100家文旅企业约200名国内外嘉宾参会。

联合会常务副秘书长李宝春在开幕式致辞中提到，2023年是世界旅游业全面恢复、蓬勃发展的一年。2023年以来，中国及亚太旅游市场发展呈现三个态势：一是入境政策的便利化；二是旅游市场的个性化；三是旅企合作的纵深化。他表示，希望借助联合会的国际平台和分会资源，促进出入境旅游市场发展，推动世界旅游产业复苏，为国际旅游市场的发展注入更大活力，带来更多机遇。

亚太旅游协会主席彼得·西蒙在致辞中提到，此前中国对法国、德国、意大利、荷兰、西班牙、马来西亚6个国家的公民入境旅游试行免签政策，为中国境内的旅游目的地提供了重要机会。亚太旅游协会将继续与联合会和整个中国旅游界合作，进一步提高入境游客的质量和数量。

南京市文化和旅游局局长谢国庆强调，南京文旅将从强化目的地形象海外推广、加大旅游线路产品研发、全面扩大入境和会奖等品牌效应、增强行业韧性提升服务质量等方面入手，持续提升境外游客赴宁旅游意愿，不断推动入境旅游可持续、高质量发展。

会上，联合会副秘书长严晗还发布了“文化带入境旅游协作倡议书”。



该倡议由两个国际旅游组织共同草拟制定，旨在进一步深化落实联合会与亚太旅游协会在第三届“一带一路”国际合作高峰论坛务实成果清单“合作备忘录”内容，推动旅游城市之间的交流合作及中国入境旅游事业的高质量发展。9家联合会会员单位就“长江文化旅游带入境协作”“京、津、冀文化旅游带入境协作”“黄河文化旅游带入境协作”签署倡议书，长江文化带入境旅游产品和“城中来客”线路产品也一并发布。

会议用丰硕成果印证了世界旅游业复苏发展的时代大趋势，对推动旅游城市之间的合作与交流，促进中国入境旅游事业的繁荣发展以及增进国际间的文化交流、文明互鉴和民心相通起到了很好的桥梁作用。

世界旅游城市联合会是世界上第一个以旅游城市为主体的全球性旅游组织，总部设在北京，现有会员单位245个，其中包括城市会员164个、机构会员81个，分支机构会员337个，覆盖全球86个国家和地区。联合会下设旅企、民航、投资、邮轮等六大分支机构，覆盖旅游全产业链，各分会始终与联合会一道，通过不同专业领域间的信息互通，拓宽联合会会员单位的发展思路，进而推进世界旅游经济的繁荣发展，为国际旅游市场的发展注入更大活力。

## Forum on New Horizon of Cultural Tourism & Conference of WTCF Committees of Tourism-related Businesses, Civil Aviation, Investment, and Cruise Industry Successfully Concluded

WORDS, PHOTOGRAPHS/ WORLD TOURISM CITIES FEDERATION

From 7 to 9 December 2023, the Forum on New Horizon of Cultural Tourism & Conference of WTCF Committees of Tourism-related Businesses, Civil Aviation, Investment, and Cruise Industry (hereinafter collectively referred to as the "Event"), hosted by the World Tourism Cities Federation (WTCF) and supported by Nanjing Municipal Culture and Tourism Bureau, was successfully convened in Nanjing, Jiangsu Province, China. Li Baochun, Executive Deputy Secretary-General of WTCF, Peter Semone, Chair of Pacific Asia Travel Association (PATA), Xie Guoqing, Director of Nanjing Municipal Culture and Tourism Bureau, and leaders from nearly 50 institutional members of WTCF sub-committees of tourism-related businesses, civil aviation, investment, and cruise industry attended this Event. The Event aimed to pool wisdom and efforts to jointly promote the sustainable and accelerated development of China's inbound tourism. The event featured the release of an initiative on inbound tourism collaboration, a signing ceremony of cooperation agreements, the release of cultural and tourism products, keynote speeches, sofa forums, tourism promotions, tourism trade fairs, etc., attracting 200 domestic and international guests from nearly 100 cultural and tourism enterprises.

Li Baochun, Executive Deputy Secretary-General of WTCF, mentioned in his opening remark that 2023 is a

year for the global tourism industry to fully recover and thrive. As of this year, three trends in the development of the tourism markets in China and the Asia-Pacific region stand out: first, the facilitation of inbound policy; second, the customization of the tourism market; and third, the deepening of cooperation among tourism enterprises. Li expressed his hope that by leveraging WTCF as an international platform and the resources of its sub-committees, the growth of both the inbound and outbound tourism markets would be boosted, the recovery of the global tourism industry would be accelerated, with greater vitality to be injected into the development of the international tourism market and more opportunities to be created.

Peter Semone, Chair of PATA, said in his speech that China's previous trial visa-free policy for inbound tourism for citizens of six countries, namely France, Germany, Italy, the Netherlands, Spain, and Malaysia, has provided significant opportunities for travel destinations within China. Semone continued that PATA will remain committed to working with WTCF and the tourism industry in China to further improve the quality and quantity of inbound tourists.

Xie Guoqing, Director of Nanjing Municipal Culture and Tourism Bureau, emphasized that the Bureau will continue to boost the willingness of overseas




The venue of the Event

tourists to visit Nanjing and drive the sustainable and high-quality development of inbound tourism by strengthening the overseas image promotion of the city's travel destinations, bolstering the research and development on tourism routes and products, comprehensively improving the brand effect of inbound tourism, MICE tourism, etc., and enhancing the industry's resilience and service quality.

At the event, Yan Han, Deputy Secretary-General of WTCF, unveiled the Initiative for Inbound Tourism Collaboration of Cultural Belts. This initiative, jointly drafted by the two international tourism organizations, aims to strengthen the implementation of the Memorandum of Understanding (MOU) signed by WTCF and PATA, which is included in the List of Practical Cooperation Deliverables of the Third Belt and Road Forum for International Cooperation, facilitate exchanges and cooperation among tourism cities, and the high-quality development of China's inbound tourism industry. Initiatives on the inbound tourism collaboration of the Yangtze River cultural tourism belt, inbound tourism collaboration of the Beijing-Tianjin-Hebei cultural tourism belt, and inbound tourism collaboration of the Yellow River cultural tourism belt were signed by nine members of WTCF. The inbound tourism products of the Yangtze River cultural tourism belt and the "Guests in the City"

routes were also released.

The Event, through its fruitful outcomes, showcased the current trend that the global tourism industry is recovering and developing. It plays a bridging role in fostering cooperation and exchanges among tourism cities, promoting the prosperity and development of China's inbound tourism, and enhancing international cultural integration, mutual learning of civilizations, and people-to-people communication.

WTCF is the world's first international tourism organization centered around tourism cities. Headquartered in Beijing, it has a total of 245 members, including 164 city members, 81 institutional members, and 337 branch members, covering 86 countries and regions. WTCF comprises six sub-committees including the Committee of Tourism-Related Businesses, the Committee of Civil Aviation, the Committee of Investment, and the Committee of Cruise Industry, which cover the entire industry chain of the tourism sector. Together with the six sub-committees, WTCF will continue to broaden the developmental visions of its members via information connectivity across various professional fields, thus contributing to the flourishing growth of the global tourism economy and boosting the development of the international tourism market. 


## 中国等七国公民可申请免费签证游览斯里兰卡

近日，斯里兰卡政府宣布，即日起至2024年3月31日，中国、印度、印度尼西亚、俄罗斯、泰国、马来西亚和日本7国公民入境斯里兰卡短期访问将免除电子旅行签证费用。签证有效期自首次入境后可停留30天，期间可两次出入境。

据悉，这一新推出的免费签证制度对计划在春节期间访问斯里兰卡的游客颇具吸引力。为了方便中国游客到访，北京、上海、广州、成都、昆明、香港6个城市还开通了直飞航班，每周40多个班次将确保游客能够享受无缝、便捷的斯里兰卡之旅。

斯里兰卡大使馆相关负责人介绍，斯里兰卡被誉为坐落在印度洋上的明珠，有着丰富的文化内涵、迷人的风景和热情的待客之道。近年来，斯里兰卡备受国际



游客青睐，荣获多个国际旅游奖项。2023年斯里兰卡再度成为全球热门旅游目的地，伴随着刚刚推出的针对7国免费签证政策的推出，2024年斯里兰卡旅游将更加丰富多彩，值得期待。 

## Visa-Free Access for Citizens of China and other 6 countries to Explore Sri Lanka's Beauty

Recently, the Government of Sri Lanka is delighted to announce a visa-free regime for nationals from China, India, Indonesia, Russia, Thailand, Malaysia and Japan, effective immediately until March 31, 2024.

Under this initiative, travelers can now enjoy a 30-day visa-free period with double entry to Sri Lanka. This newly introduced visa-free regime is especially appealing to tourists planning visits during the Spring Festival. For the convenience of Chinese tourists, six cities have also launched direct flights, including Beijing, Shanghai, Guangzhou, Chengdu, Kunming and Hong Kong, accounting for more than 40 flights weekly. This network ensures a seamless and accessible journey

for tourists to explore Sri Lanka.

The relevant person in charge of the Embassy of Sri Lanka in China introduced that Sri Lanka is known as the pearl located in the Indian Ocean, with rich cultural connotations, stunning landscapes and warm hospitality. In recent years, Sri Lanka has been highly favored by international tourists and has won a number of prestigious travel awards. In 2023, Sri Lanka once again became a popular tourist destination in the world, along with the newly launched free visa policy for 7 countries, Sri Lanka's tourism will be more colorful and worthy of expectation in 2024. 