



世界旅游业理事会



WTCF Chongqing Fragrant Hills Tourism Summit 2016

2016世界旅游城市联合会
重庆香山旅游峰会

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亚太区商务拓展执行总监
世界旅游业理事会

ECONOMIC IMPACT OF TRAVEL & TOURISM 旅游业的经济影响

9.8' 284 mn 00 1/11 3%



CHINA TRAVEL & TOURISM 中国旅游业

Progressive high-speed rail network
高速铁路网建设

Over 60 airports
60多家机场

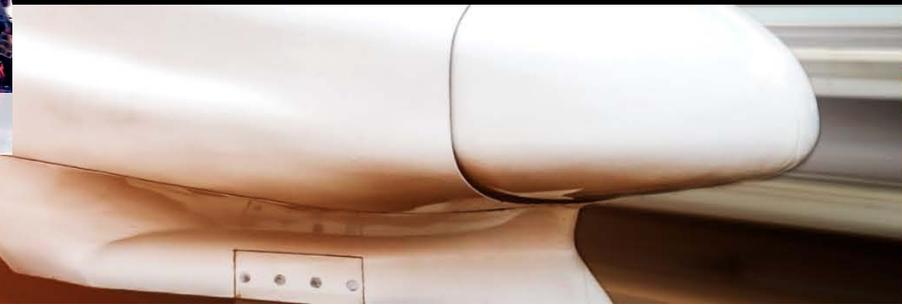
US\$724 bn investment over 3 years
逾3年投资7240亿美元



CONSTRUCTION 建设



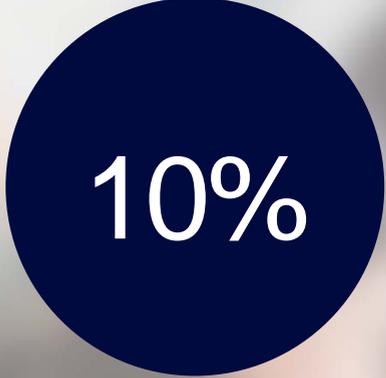
TRAVEL & TOURISM 旅游业



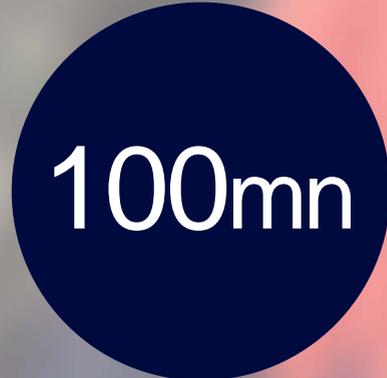
CHINA TRAVEL & TOURISM 中国旅游业



YEAR ON YEAR GROWTH TO 2026
至2026年同比增长率



T&T ECONOMIC CONTRIBUTION (2026)
旅游经济贡献率 (2026)



JOBS SUPPORTED (2026)
支持就业 (2026)



CITY TOURISM 城市旅游

15

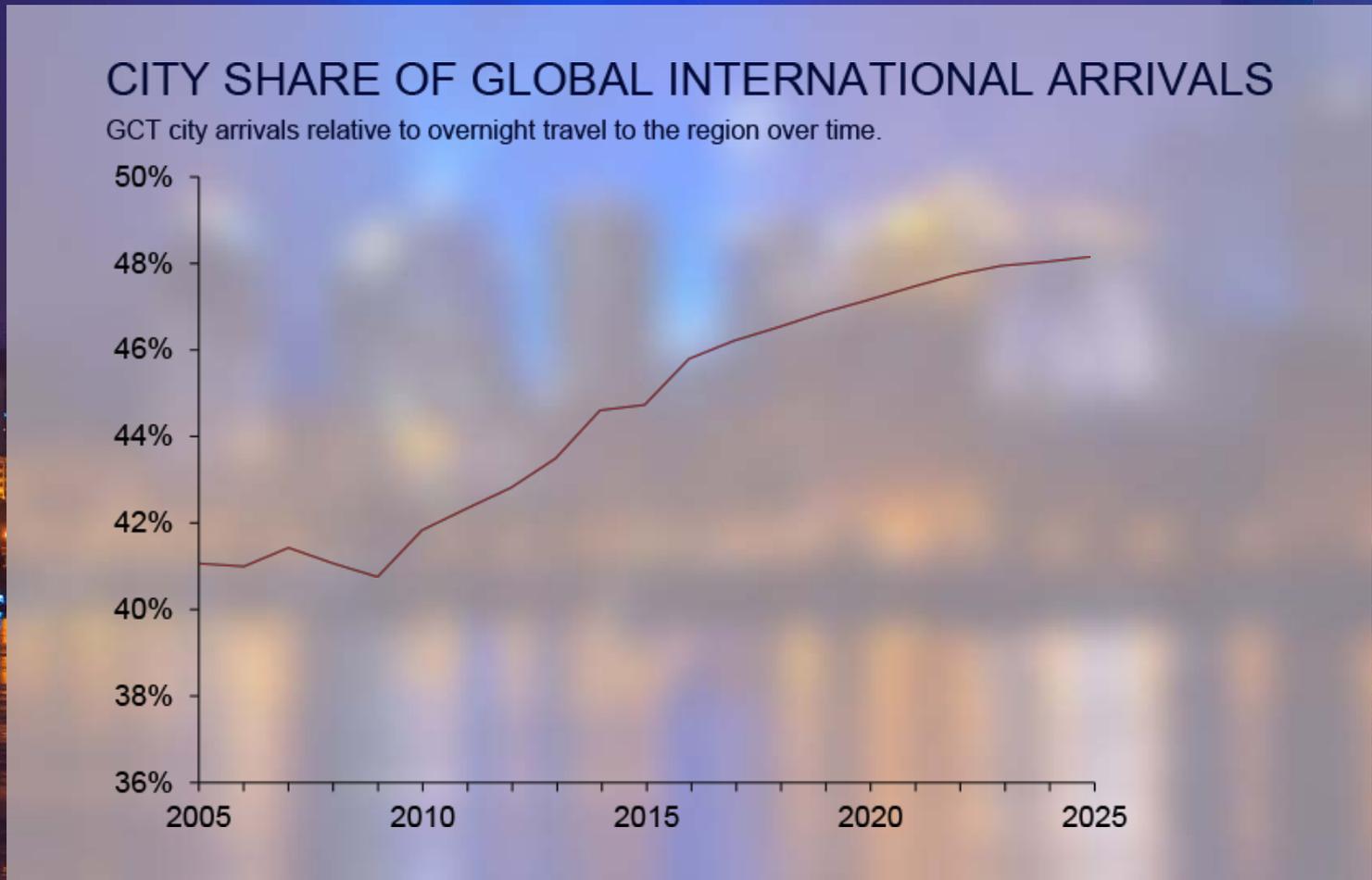
LARGEST ECONOMIES
最大经济体

22

CITIES OF OVER 5 MILLION CITIZENS
超过500万人口的城市



PEOPLE TRAVEL TO CITIES 前往城市旅游的人

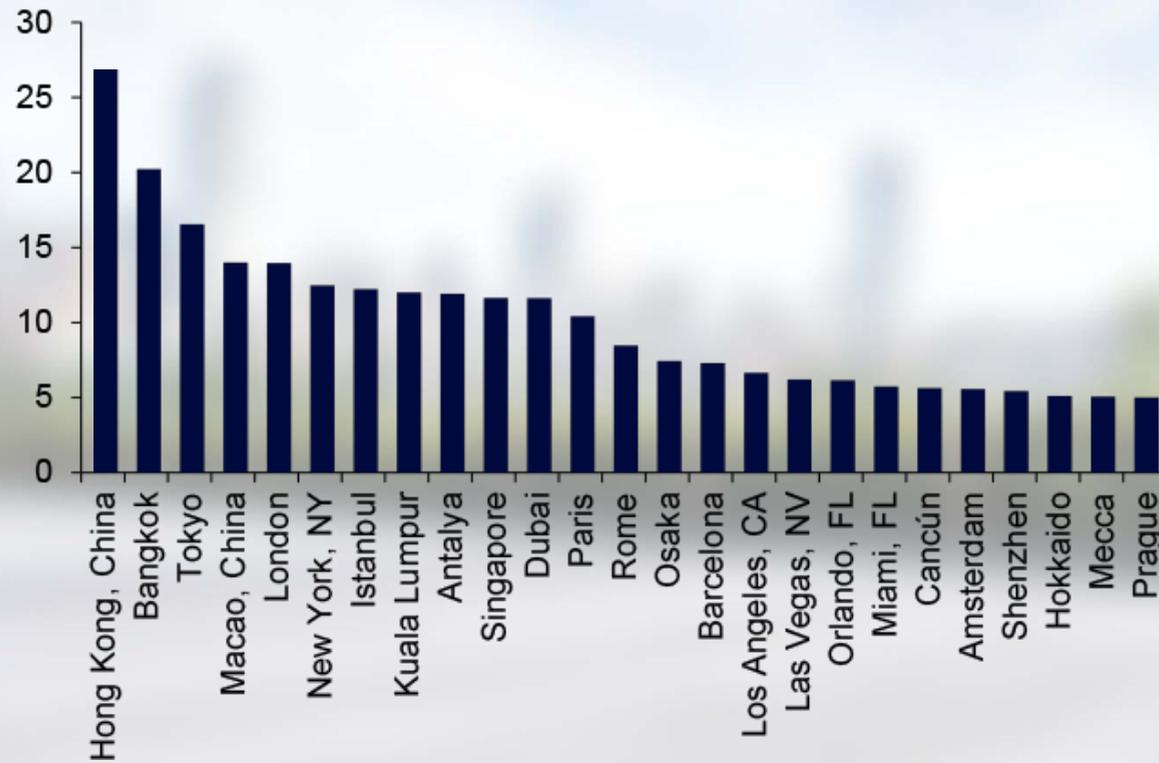


Source: Tourism Economics
来源：旅游经济

CITIES ARE NOT “ISLANDS” 城市并非“离岛”

TOP 25 GLOBAL CITIES FOR INTERNATIONAL ARRIVALS

Million arrivals on overnight trips. Top 25 most visited cities



Long-term infrastructure planning

Brand marketing

Reasons for people to visit

Policies which encourage companies and visitors

长期基础设施建设规划

品牌营销

旅游者吸引

支持企业和旅游者的政策

SUSTAINABLE DESTINATIONS 可持续发展目的地

Pedestrianisation Scheme

步行计划

Free electric taxis for the less able

为需要帮助的人士提供免费电动出租车

Relocation of rubbish bins

垃圾桶的重新安置

Improved streetscape

改善街道景观

WTTC明日旅业大奖
2015目的地奖得主

Ljubljana

Slovenia
卢布尔雅那
斯洛文尼亚

APPLY NOW 马上申请

OPEN FOR ENTRIES 申请时间

1 SEPTEMBER – 14 NOVEMBER
9月1日 – 11月14日



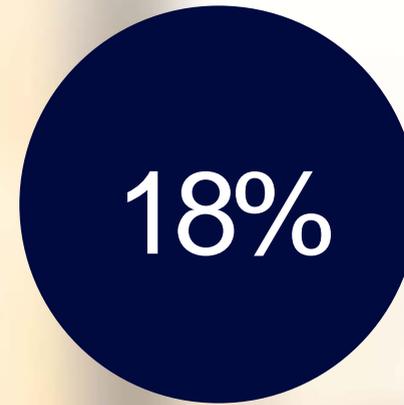
THE SHARING ECONOMY 共享经济



LEISURE & BUSINESS
TRAVELLER EXPOSURE
休闲&商务旅游者



BUSINESS TRAVEL
BY 2017
商务旅游
至2017



LEISURE TRAVEL
BY 2017
休闲旅游
至2017

MAKING THE WORLD A BETTER PLACE 让世界更美好



MAKING THE WORLD MORE PEACEFUL 让世界更加和平

Tourism Index 2008

Established link between tourism and peace
 旅游与和平之间的联系

Higher levels of 'positive peace':
 更高层次的“积极和平”：

Attitudes
 态度

Institutions
 体系

Structures
 结构



IS A
 PEACE

TOURISM AS A
 DRIVER OF PEACE

WORLD TRAVEL & TOURISM COUNCIL

the increasingly unequal in terms of its levels of...
 enjoying increasing levels of peace and prosperity...
 into violence and conflict. The economic costs of...
 2014, or 13.4% of world GDP. At the same time, tourism's...
 at a global average of 2.3% since 2005, while foreign...
 passenger arrivals around the world have increased from...
 2005 to 1184 billion in 2015. Tourism can be a major source of income...
 countries, particularly in the global south. However, like other means...
 also cause its share of problems such as social dislocation, loss or...
 erage, economic dependence, and environmental degradation¹. In light...
 Organization's (UNWTO) charter includes social and environmental...
 development shall be based on criteria of sustainability, which means...
 gically bearable in the long term, as well as economically viable, and ethically...
 able for local communities.² In light of this global context, this report examines...
 peace and sustainable tourism.

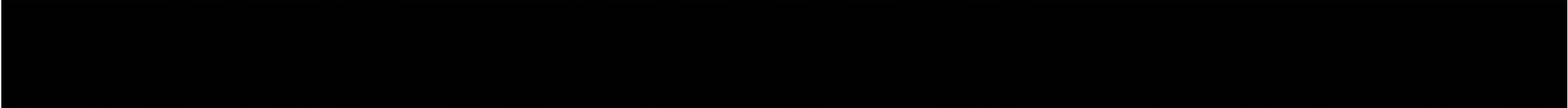
Sustainable tourism can be a force for peace, with causal mechanisms operating...
 individual and state level. Open tourism refers to the ease and extent to which...
 flows within and between countries allowing the exchange of money, ideas, and...
 Open tourism can broaden minds and opinions so that individuals may become more...
 and tolerant of their fellow human beings. The UNWTO defines sustainable tourism...
 tourism that takes full account of its current and future economic, social and environmental...
 impacts, addressing the needs of visitors, the industry, the environment and host communities³...
 sustainable tourism can facilitate economic growth as cash is injected into an economy through...
 spending, and employment as the tourism sector grows to accommodate demand. Tourism can...
 also facilitate better diplomatic and trade relations between countries, fostering a more tolerant...
 political climate.

This report develops a measure of tourism openness and sustainability (the Tourism Index) based...
 on four domains: socio-cultural, economic, environmental, and political. It then investigates...
 relationships between tourism sustainability and three measures of peacefulness: the absence of...
 violence and conflict (negative peace), the institutions, structures and attitudes which create and...
 sustain peaceful societies (positive peace), and the absence of terrorism.

Since 2008, the global trend has been improvements in tourism sustainability and openness,
 although there are significant regional differences. In 2015, the top ten countries in terms of
 tourism openness and sustainability were Spain, France, Germany, United States, Italy, the United

¹ Global Peace Index Report 2015; Institute for Economics and Peace
² Teaching and Learning for a Sustainable Future; UNESCO, www.unesco.org
³ Charter for Sustainable Tourism, World Conference on Sustainable Tourism, Santa Cruz de Tenerife, June 1995.
⁴ D'Amore (1982)

THE POWER OF CITIES 城市的力量



Thank you 谢谢

www.wttc.org