

# 推动世界旅游

## ——世界旅游城市

# Promoting the Globalization

## — Los Angeles

2017年9月19日，世界旅游城市联合会香山旅游峰会在美国洛杉矶市隆重举办，本届峰会的主题是“全球化与世界旅游城市发展”。我们，世界旅游城市联合会，来自全球62个国家和地区、128个城市和65个机构的会员，通过讨论，在涉及全球化与旅游城市发展诸多重大问题上形成共识。

我们认为，全球化是20世纪80年代以来世界范围最重要的发展趋势，是当今世界的基本特征，对于促进世界贸易繁荣、投资发展、人员交流、技术扩散起到了重要的推动作用。

旅游是传播人类文明的重要途径，对于推动不同国家和地区人民友好往来具有不可替代的重要作用。旅游业与全球化是一个相互依存、相互融合、相互促进的命运共同体，世界旅游业的蓬勃发展对全球化趋势的深度调整发挥着重要的引导作用。旅游业的产业链条延伸到世界各个领域和各个环节，对世界经济增长具有很强的拉动作用，旅游业是全球化的推动者，也是受益者，在全球经济增长乏力的背景下，旅游业正在成为世界经济发展最具活力的源泉。

城市既是世界旅游的主要目的地，也是世界旅游的主要客源地，承担着旅游集散中心的重要功能。我们高度重视旅游城市在推动世界旅游发展中的节点作用，支持旅游城市之间通过广泛而深入的合作，推动旅游资源的保护和利用，推出更多多元化、高品质的旅游产品，提升旅游城市的品牌知名度，加大旅游基础和服务设施建设，促进世界旅游业可持续发展。

围绕促进全球化与世界旅游城市协同发展这个战略重点，世界旅游城市联合会提出如下倡议：

**1** 促进世界旅游市场更加繁荣。旅游城市应积极探索多边合作机制，促进各国旅游市场和资源全方位开放，使更多旅游城市成为世界知名的旅游目的地。世界旅游城市联合会倡导围绕建立合作共赢世界旅游新格局，疏通旅游资源市场通道，加强品牌推广建设，实现旅游资源要素在全世界的充分流动和有效配置，推动世界旅游市场协调发展。

**2** 提升世界旅游综合服务水平。注重发挥旅游城市的枢纽和支撑作用，大力促进城市生态环境、基础设施和旅游服务设施建设，提高旅游城市在洲际旅游、区域旅游和深

# 城市全球化发展

## 联合会洛杉矶宣言

## of World Tourism Cities Declaration of WTCF

图 / 全景

度旅游的通达性。发展适合大众旅游、新生代旅游多样化需要的商业、住宿和餐饮等旅游服务业，不断提升旅游城市综合承载力。鼓励加强智慧城市建设，扩大信息网络覆盖水平，服务多元化旅游出行方式。

**3** 推动世界旅游协调发展。支持相关城市深入挖掘本地的旅游资源和文化传统，打造适应多样化需求的特色旅游产品。注重发挥联合会的媒体平台作用，大力加强旅游品牌宣传。大力倡导文明旅游，遵守当地的法律法规，尊重当地的文化传统和习俗。促进旅游业与非旅游业的协调发展，减少过度旅游带来的不利影响。积极推动旅游企业国际化，引导更多资本和技术投向新兴旅游目的地。对接“一带一路”倡议等国际合作机制，加快推动旅游走廊和节点城市建设。

**4** 推进旅游服务更加便捷高效。鼓励相关国家建立与大众旅游相适应的管理机制，进一步放宽出入境限制，完善证照互认机制，推动国家旅游签证便利化。旅游城市应增加国际通用语言服务，完善旅游标识服务系统，推动旅游服务国际化。支持旅游城市注重发挥现代科技对旅游的支撑作用，

运用互联网等多种技术手段，建立适合自由行需要的旅游接待服务体系。充分利用世界旅游城市联合会数据平台，为世界旅游城市科学决策提供服务。

**5** 提高世界旅游安全保障水平。围绕社会广泛关注的旅游安全问题，鼓励有关国家和旅游城市积极开展多边合作，探索建立区域化旅游安全保障机制。注重加强旅游安全信息的互通与交流，为广大游客提供公开透明的安全信息和及时有效的警示信息。支持建立多方参与的矛盾纠纷快速解决机制，营造区域间安全有序的旅游环境。强化旅游城市社会安全治理和旅游市场管理，建立旅游保险和救援机制，完善旅游城市应急服务体系。

**6** 注重加强旅游资源的有效保护。科学管理旅游开发，促进各种旅游资源的永续利用。妥善应对旅游大客流带来的生态环境问题，鼓励按照旅游承载能力科学发展旅游，倡导低碳、环保和以公共交通为主体的出行方式。积极采纳共享经济发展模式，大力整合城市闲置资源，努力提升城市旅游资源的综合利用水平。

The WTCF Fragrant Hills Tourism Summit 2017 is held in Los Angeles, USA on September 19th, 2017, under the theme Impact of Globalization on World Tourism City Development. We, WTCF members from 128 cities and 65 institutions of 62 countries and regions across the world, have conducted discussions and reached consensus on a wide range of major issues concerning globalization and tourism city development.

We believe that globalization is the most important trend of development in the world since the 1980s and the basic characteristic of today's world. It plays a significant role in promoting trade prosperity, investment development, personnel exchanges and technology dissemination.

Tourism is an important means for communication of human civilization, playing an irreplaceable role in promoting friendly exchanges among people of different countries and regions. The tourism industry and globalization, which are interdependent, integrated and mutually reinforcing, together form a community of common destiny. The robust development of world tourism industry plays an important role in leading and adjusting the future globalization. With its industrial chain extended to all sectors and areas in the world, the tourism industry has a strong pulling effect on global economic growth. The tourism industry is both a propeller and a beneficiary of globalization. Against the backdrop of sluggish global growth, tourism is emerging as the most dynamic source of strengths for the world economy.

Cities are both the major destinations and major tourist sources of world tourism. They carry the important function of tourism hubs. We attach high importance to the role of tourism cities as the connecting points for world tourism development and encourage tourism cities to engage in broad-based and in-depth cooperation to promote protection and utilization of tourism resources, launch more diversified and high-quality tourism products, boost the brand visibility of tourism cities, strengthen building of

tourism infrastructures and service facilities, and achieve sustainable development of world tourism industry.

In keeping with the strategic focus of advancing globalization and promoting coordinated development of world tourism cities, WTCF would like to put forward the following initiatives:

**A** Establishing a more prosperous world tourism market. Tourism cities should actively explore multilateral cooperation mechanisms to promote all-round opening of tourism markets and resources in various countries and help more tourism cities become world famous tourism destinations. With the goal of building a new international architecture of win-win tourism cooperation, WTCF calls for the efforts to open up channels for tourism resources and markets, strengthen brand promotion, achieve the full circulation and effective utilization of tourism resources and factors across the world and promote coordinated development of world tourism market.

**B** Improving world tourism comprehensive services. We should give attention to the role of tourism cities as the hub and pillar, strengthen the building of ecological environment, infrastructure and tourism service facilities of cities, and improve the accessibility of tourism cities in the areas of inter-continental tourism, regional tourism and in-depth tours. We should develop the broader hospitality industry such as commercial, accommodation and catering industries that can meet the diversified needs of the public and the new generation of tourists and expand the overall capacity of tourism cities. We should encourage the building of smart



cities, expand the coverage of information network and promote the diversified travel modes.

**C** Promoting coordinated development of world tourism. We should support the relevant cities to explore their local tourism resources and unique cultural tradition, and develop distinctive tourism products suited to diversified tourist needs. We should leverage the role of WTCF as a media platform, and step up the publicity of tourism brands. We should promote civilized tourism, abide by local laws and regulations, and respect local cultural traditions and customs. We should respect the normal life of local residents, promote the coordinated development of tourism and non-tourism, and reduce the adverse effects of excessive tourism. We should actively promote internationalization of tourism businesses and direct more capital and technology to the emerging tourism destination. We should connect to the Belt and Road Initiative and other international cooperation mechanisms, and speed up the building of tourism corridor and node cities.

**D** Providing more convenient and efficient tourism services. We should encourage the relevant countries to establish management systems that meet the needs of public tourism, further relax restrictions on border entry and exit, improve the mechanisms for mutual certificate recognition and promote the facilitation of

tourism visa. Tourism cities should deliver services in more commonly used languages, improve the system of tourist signs, and promote the internationalization of tourism services. We support tourism cities to leverage the role of modern science and technology in driving tourism, and employ multiple technologies including the internet to develop tourism reception services suited to the needs of individual tourists. We should make full use of WTCF's data platform to provide services for world tourism cities to make scientific decisions.

**E** Strengthening the safety and security of world tourism. To address the public concern of safety and security, we encourage relevant countries and tourism cities to actively carry out multilateral cooperation and explore the establishment of regional mechanism for tourism safety and security. We should focus on strengthening the exchange and communication of tourist safety information, and providing open and transparent safety information as well as timely and effective travel alerts to tourists. We should support the establishment of a multi-party system for quick dispute settlement, and foster a safe and orderly inter-regional tourism environment. We should strengthen public order and tourism market management in tourism cities, set up a tourism insurance and rescue system, and improve the emergency service system of tourism cities.

**F** Ensuring the effective protection of tourism resources. We should scientifically manage the tourism development and promote the sustainability of various tourism resources. We should properly solve the ecological and environmental problems caused by massive tourist flow, and encourage scientific tourism development with consideration of tourism carrying capacity. We should promote low carbon and environmentally friendly travel mode with public transport as the main body. We should adopt the development model of sharing economy, vigorously consolidate idle resources in cities, and strive to enhance the comprehensive utilization of urban tourism resources.

