

“品牌评价 旅游目的地”国际标准提案研讨会及“一带一路”品牌建设国际论坛将旅游目的地品牌建设推入快行道

2018年10月15日、10月16日，“品牌评价 旅游目的地”国际标准提案研讨会与“一带一路”品牌建设国际论坛先后在中国张家界召开，两次会议议题均围绕旅游目的地品牌建设展开，以为全球旅游目的地品牌化建设提供理论支持和方向指引。

据了解，“品牌评价 旅游目的地”研讨会是世界旅游城市联合会联合中国社会科学院城市与竞争力研究中心、中国品牌建设促进会共同组织的基于旅游目的地品牌评价标准的阶段性研讨会。应中国品牌建设促进会理事长、ISO/TC 289 主席顾问组主席、原中国国家质检总局副局长刘平均的邀请，世界旅游城市联合会副秘书长严晗、中国社会科学院城市与竞争力研究中心研究员刘彦平等《品牌评价 旅游目的地》国际标准提案项目组多位成员和专家出席了此次研讨会。

会上，严晗副秘书长介绍了联合会近年来在推动旅游城市品牌建设方面所做出的系列工作和国际反响。刘彦平研究员则阐述了 ISO 20671 国际标准制定情况以及“品牌评价 旅游目的地”国际标准提案的背景情况、基本原则、主要考虑等。随后，与会专家和代表就提案

进行了研究讨论，商定了法律、消费者、投资者、市场、经济、可持续性等多项评价指标。同时，加拿大标准协会品牌技术委员会副主席埃德加·鲍姆与严晗副秘书长还进行了深入交流，他们一致认为，旅游目的地类型广泛，涉及国家、省州、城市、乡村、景区、公园等，因此，在制定旅游目的地品牌评价的衡量指标时，不可把多层次面的指标混在一起，要尽可能地归纳梳理出核心的简化的因素，选择核心指标纳入评价体系。与会专家同意在今年底将提案文稿送交技术委员会讨论。

今年是中国国家主席习近平提出共建“一带一路”合作倡议5周年。5年来，全球已有100多个国家和国际组织同中国签署了共建“一带一路”合作文件。中国同“一带一路”相关国家的货物贸易总额超过5万亿美元，为当地创造就业20多万个。“一带一路”已成为跨越不同地域、不同发展阶段、不同文明的开放合作平台，对推动全球经济增长和可持续发展具有重要意义。

在此背景下，“一带一路”品牌建设国际论坛的召开旨在进一步探讨国际经济发展的新趋势，共谋“一带一路”经济、社会、文化、旅游、贸易等务实合作新机遇，

共商“一带一路”品牌建设新思路。

严晗副秘书长受邀出席了论坛并在沙发论坛环节分享了世界旅游城市联合会全球旅游城市（目的地）品牌化建设方面做出的主要工作。他表示，旅游目的地品牌建设需要着重做好三方面工作，一是要满足消费者体验和感受；二是建立旅游目的地品牌评价的标准体系；三是要做有内涵的好产品。要让旅游产品更有文化，要让文化产品通过旅游的方式走出去，真正形成文化和旅游相融合的发展合力。

联合会还邀请了国际旅游专家、联合国世界旅游组织原目的地管理部门主任埃森坎女士做了“旅游目的地品牌建设主要原则”的主旨演讲。她提到，在“一带一路”框架之下，推动旅游目的地基础设施建设对于改善游客的旅游体验具有重要作用。除此之外，需要一个非常清晰的有竞争力的定位，需要一个共同的愿景来进行战略上的布局，也需要一个不同传播方式的无缝连接，让游客共享彼此之间的愿景以及情感。

论坛期间，中国社会科学院城市与竞争力研究中心研究员、中国城市营销发展报告课题组组长刘彦平就《品牌评价 旅游目的地》国际标准提案项目做了简要介绍。



“Brand Evaluation-Tourism Destination” International Standard Proposal Symposium & International Forum on “Belt and Road” Brand Development Pushed brand development of tourism destinations into the fast track

From 15 - 16 October 2018, the “Brand Evaluation-Tourism Destination” International Standard Proposal Symposium and International Forum on “Belt and Road” Brand Development were held. The topics of both meetings were centered on the construction of tourism destination brands, providing theoretical support and direction guidance for the branding of global tourism destinations.

It is understood that, the “Brand Evaluation-Tourism Destination” Symposium that organized by the World Tourism Cities Federation (WTCF) in association with the Center for City and Competitiveness, Chinese Academy of Social Sciences (CASS) and the China Council for Brand Development is a phased symposium based on the standards of tourist destination brand evaluation. At the invitation of Liu Pingjun, President of the China Council for Brand Development, Head of the Chairman’s Advisory Group of ISO/TC 289 and former Vice Minister of the General Administration of Quality Supervision, Inspection and Quarantine of China, several members and experts of Brand Evaluation-Tourism Destination International Standard Proposal Project Group, including Yan Han, Deputy Secretary-General of WTCF and Liu Yan ping, Researcher at the CASS Center for City and Competitiveness, attended the symposium.

At the meeting, Deputy Secretary-General Yan Han introduced the WTCF’s efforts in promoting tourism city brand

development in recent years and the international response. Researcher Liu Yanping expounded the setting of ISO 20671 international standard, as well as the background, fundamental principle and key considerations of “Brand Evaluation-Tourism Destination” International Standard Proposal. Then the experts and representatives present discussed the proposal and fixed evaluation indicators such as law, consumer, investor, market, economy and sustainability. Also, Edgar Baum, The Vice President of Canadian Standards Association Brand technology committee and Deputy Secretary-General Yan Han made in-depth communication and both agreed that there are a wide range of tourism destinations, including countries, provinces and states, cities, rural areas, scenic areas, parks, etc. Thus, during working out the evaluation indicators for tourism destination brands, we should not mix indicators at different levels, but sum up core simplified factors and include core indicators in the evaluation system. The attendees agreed that the proposal document be submitted to the technical committee for deliberation at the end of this year.

This year marks the 5th anniversary of the “Belt and Road” initiative proposed by Chinese President Xi Jinping. In the last 5 years, more than 100 countries and international organizations signed “Belt and Road” cooperation agreements with China. The total trade vol-

ume between China and relevant “Belt and Road” countries has exceeded 5 trillion U.S. dollars and the cooperation has created more than 200,000 jobs for locals. The “Belt and Road” has become an open cooperation platform spanning different regions, development stages and civilizations, and it is of great significance for promoting the growth and sustainable development of the global economy. In this context, the “Belt and Road” brand development international forum further discussed the new situation of international economic development, sought new opportunities for practical cooperation in “Belt and Road” fields such as economy, society, culture, tourism and trade, and explored new ideas for “Belt and Road” brand development.

Yan Han, Deputy Secretary-General of the WTCF attended the forum and shared the main efforts of the WTCF in the brand development of global tourism cities (destinations) at the sofa forum. We need to focus on three aspects in the brand development of tourism destinations: satisfying consumers, establishing a tourism brand evaluation standard system and offering fine products, said Yan Han. We should make tourism products more cultural, and make tourism products go out through tourism, to promote the integrated development of culture and tourism, he added.

WTCF also invited Esencan Terzibasoglu, an international tourism expert