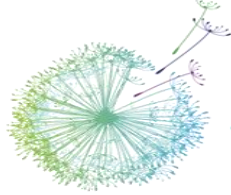


# UNWTO-WTCF City Tourism Performance Research

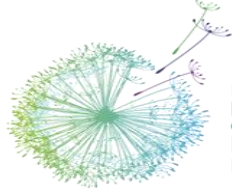


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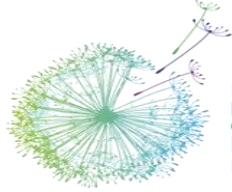
- Proposal: Common Interests of UNWTO & WTCF
- Purposes: Uniform Framework, Specific Experiences & Solutions
- Participation: as Leading Expert of Beijing Case Study
- Prospects: Improving the Tourism Performance of Cities





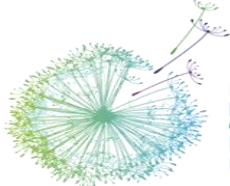
## **Proposal: Common Interests of UNWTO & WTCF**

- Cities Importance in the Tourism Industry as the Main Destinations
- Challenges of Tourism Development in Cities
- Platform of Sharing Experiences & Concerns Highly Needed
- UNWTO-WTCF Launched this Program Collaboratively
- 16 Cities Globally Involved

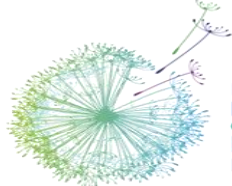


## **Purposes: Uniform Framework, Specific Experiences & Solutions**

- An Uniform and Diversified-dimension Framework to Observe and Evaluate Cities Tourism Development: Destination Management, Economic Perspective, Social and Cultural Perspective, Environmental Perspective, Technology & New Business Models
- Specific Solutions for Each City to Improving Tourism Performance: Strengths, Challenges, Suggestions
- Experiences Sharing and Learning from Each Other Among Different Cities: Measurements in 5 Dimensions and Best Practices

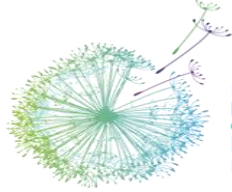


<b>Key Performance Area</b>	<b>Definition</b>	<b>Focus of measurement</b>
Destination Management	Includes visitor and DMO perspective	<ul style="list-style-type: none"> <li>• Destination governance &amp; management criteria</li> <li>• Visitor satisfaction criteria</li> </ul>
Economic Perspective	Related to economic criteria and value of growth	<ul style="list-style-type: none"> <li>• Tourism flows</li> <li>• Economic impact of tourism at destination</li> </ul>
Social and Cultural Perspective	Social and cultural impacts of tourism	<ul style="list-style-type: none"> <li>• Cultural resources (tangible and/or intangible)</li> <li>• Social impacts of tourism</li> <li>• Community attitude and engagement</li> <li>• Safety &amp; security (crime rates)</li> <li>• Authenticity</li> </ul>
Environmental Perspective	Sustainability and environmental criteria	<ul style="list-style-type: none"> <li>• Sustainable tourism strategy &amp; regulations (recycling, energy saving, air and water quality etc.)</li> <li>• Mobility</li> <li>• Public green spaces</li> </ul>
Technology & New business Models	Technology use at the destination regarding the governance, transportation, and innovation related criteria	<ul style="list-style-type: none"> <li>• Smart city</li> <li>• Open data</li> <li>• Peer economy</li> <li>• Internet connectedness</li> <li>• Public transport (mobility)</li> <li>• Innovative products and services</li> </ul>



# Participation: as Leading Expert of Beijing Case Study

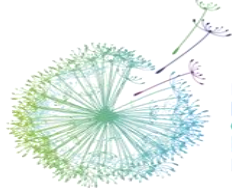
Objectives	Performance criteria	yes (✓) /no (×)	
Destination growth strategy	● existence of a DMO at the destination	✓	
	● clear vision and governance structure for destination in place	✓	
	● sustainable tourism policy and regulations within the overall development strategy of the city	✓	
	● differentiation of the destination (USP and/or UEP)	✓	
	● public and private sectors commitment/involvement	✓	
	● collaboration with the stakeholders within and across sectors	✓	
	● regular update of the strategy & action plan	✓	
	● performance management tools in place (UNWTO proposal (besides the first point) + elaboration)	✓	
Visitor satisfaction	● performance measurement tools in place (i.e., long-term trend, benchmarking and impact initiatives with other cities + forecasting the development)	✓	
	● repeat visitation (within 5 years)/recommendation (ETIS; UNWTO proposal + elaboration)	×	
	● analysis of the visitor satisfaction with different elements of destination (any initiatives in place?) (ETIS; UNWTO proposal + elaboration)	✓	
	● analysis of the visitor satisfaction with their overall experience at the destination (any initiatives in place?) (ETIS + elaboration)	✓	
	Objectives	Performance criteria	yes (✓) /no (×)
	Tourism flows	● number of arrivals and/or bed nights (total/total foreign)	✓
● duration of stay (average length of stay (nights))		✓	
● arrivals by main purpose of the trip (personal/business) and by modes of transport (air/water/land) (UNWTO AM Report: Volume ten)		✓	
● average size of travel party (UNWTO AM Report: Volume ten)		✓	
● seasonality index (UNWTO proposal)		✓	
● occupancy rate in commercial accommodation per month and average for the year (ETIS)		✓	
● number of major incoming markets (e.g., that comprise 80% of the bed nights achieved at the destination)		✓	
● number of same-day visitors per month (if so, which data collection methods are used for monitoring this flow?) (ETIS + elaboration)		✓	
● meetings industry statistics (availability?)		✓	
● number of jobs in tourism industry		✓	
Economic impact	● relative contribution of tourism to the destination's economy (% GDP) (ETIS)	✓	
	● % of tourism jobs in the local economy	✓	
	● % of tourism jobs that are seasonal (ETIS)	×	
	● economic impact of events (UNWTO proposal)	✓	
	● inbound tourism revenues per visitor by source market (OECD Tourism Papers 2013/02)	✓	
	● daily spending per overnight visitor (ETIS)	✓	
	● daily spending per same-day visitor (ETIS)	✓	
	● % of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises (ETIS)	×	
● exports of tourism services (OECD Tourism Papers 2013/02)	✓		



## Participation: as Leading Expert in Beijing Case Study

- Useful Tool with the Framework and Items
- Complexity of the Evaluation: Beyond the Ranking or Quantitative Measuring
- Importance of Communication & Collaboration among Diversified Stakeholders



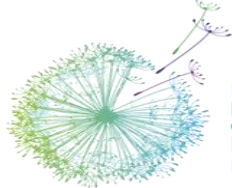


## Prospects: Improving the Tourism Performance of Cities

- More Cities Involved to Share Data, Information, and Experiences
- Suggestions from Destinations and Stakeholders Needed
- To Disseminate the Research Results Widely
- To Organize Training Program for City Destinations
- To Improve Tourism Performance with a more Systematic Mind by Integrated Solutions from Urban Plan, Municipal Governance, Tourism Plan to Marketing
- To Propose an International Standard







**Thanks**

