

Main challenges for tourist cities

1. Manage the growth of tourism
2. From Tourist Office to City Marketing Organization
3. The role of the DMOs
4. New business models
5. Authenticity and difference

The Sharing Economy: Challenge and Opportunity

- ① A positive attitude
- ② Tourism Intelligence
- ③ New Marketing challenges for DMOs
- ④ Regulation and fair Competition



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Chongqing Declaration of World Tourism Cities Federation (WTCF)



World Tourism Cities Federation
世界旅游城市联合会

Better City Life through Tourism
旅游让城市生活更美好

WTCF General Assembly. September 2016

WTCF
世界旅游城市联合会
World Tourism Cities Federation

A New Journey for the Development of World Tourism Cities in the Age of Sharing Economy Chongqing Declaration of World Tourism Cities Federation (WTCF)

Adopted at the General Assembly of the 2016 World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit on 19 September 2016

From 19 to 20 September 2016, the Chongqing Fragrant Hills Tourism Summit of World Tourism Cities Federation (WTCF) was held in the famous tourism city Chongqing, China. Representatives of tourism cities, organizations and enterprises from around the world gathered for an extensive and in-depth exchange of views and discussion on the theme of "shared economy and the development of world tourism cities".

The world today faces multiple challenges. Shared development and win-win cooperation is the defining theme of global governance. The nature of sharing economy is about the consolidation of available life resources like goods, knowledge and services to generate maximum effective value. Sharing economy is a major economic and social transformation in the information age. The path of sustainable development it explores will make a far-reaching impact on the development model of humanity. With its sound practice and application in commerce, tourism, culture, transportation, housing and other fields, sharing economy is emerging as a new driver of economic and social development.

Cities are the product of human work and creation. The natural resources, history, culture, architectural monuments and way of life in cities not only provide guarantee of life for the local residents but also give strong support for various kinds of tourism activities. Sharing economy, given its ability to integrate resources from different fields and at different levels, can connect the idle resources of tourism cities with the effective demands of external markets, thus notably enhancing the overall carrying capacity of tourism cities. Sharing, cooperation and mutual support are the foundation of sharing economy. The development of sharing economy will change people's way of life, leading to change in people's way of thinking, and eventually trigger massive business and social changes.

WTCF is a non-government international tourism organization with cities as its focus. Following the vision of Better City Life through Tourism, it is committed to promoting communication, cooperation and interconnected development of tourism cities through the sharing platforms of information, academic, data, activity and training services. As the facilitator and promoter of sharing economy, the members of WTCF agree that tourism is an outdoor experience that is not for the purpose of occupation. The tourism industry, which provides services for tourists by pooling various types of scattered resources, is a form of sharing economy by nature and the most important application of sharing economy.

On the occasion of the WTCF Chongqing Fragrant Hills Tourism Summit 2016, WTCF makes the following five-point proposal to all its members with the view of promoting the integrated development of sharing economy and tourism cities:

1. Fully recognize the important role of sharing economy to the development of tourism cities. Sharing economy is now an important part of modern economy and society. Tourism cities and companies should pay high attention to the impact of sharing economy on city's economy, society and culture, adopt the concept of sharing economy as a way to boost development, balance the interests between sharing economy and traditional economy, actively explore effective means for coordinated development of sharing economy and tourism cities, create new forms of business and bring about new changes in keeping with new demands, and inject new impetus to the development of world tourism cities.
2. Expand the reach of sharing economy to all sectors of tourism cities. Sharing economy, which started from areas of consumption like transportation, housing and housekeeping, has penetrated into areas of production and services in recent years. Tourism resources, working space, labor skills, medical resources and cultural products have all received new purposes and values under sharing economy. Cities, where idle resources are most concentrated, should actively employ the idea of sharing economy in promoting development, integrate the idle resources of public, corporate and individual services, build an internet-empowered open service system, and boost the catalytic role of cities in driving economic and social development.
3. Promote the transition from tourism based on tourist sites and scenic spots to a holistic model of tourism development. The nature of tourism is about sharing. Tourism cities should actively adopt the model of sharing economy to direct life resources and factors to tourism activities, thus achieving tourism development in all areas, all factors and all time and space. We should balance the demands of local residents and visiting tourists in keeping with the new trend and features of personalized, customized and fragmented tourism development, take multiple measures to develop tourism consumption during off-peak seasons and nighttime, and explore the building of a new mechanism for tourism development with the support of the internet and the participation of all industries and factors.
4. Develop the urban management system that can keep up with the rapid growth of sharing economy. Sharing economy, as a new model of development, brings challenges to the traditional system of urban management. Tourism cities should explore new models of urban management, ease the regulations on sharing economy over time, reduce the transaction costs in the development of sharing economy, and build a new management model suited to the features of sharing economy. Urban planning should consider the sharing economy as one of the main drivers of the growth of economy. We should make better use of mobile internet technologies, achieve online-offline interaction by building a sharing economy platform of tourism destinations, and expand the development scope of mass tourism.
5. Abide by the laws and regulations, take the corresponding social responsibilities. With the aim of developing sustainable tourism activity, the new technological platforms and sharing economy companies have to guarantee their full transparency, fulfill the taxes obligations and respect all the legislation related to consumer protection. With the aim of guaranteeing the fair competition and ensure the economic order, the sharing economy companies should abide by the laws and regulations.

6. Study the formulation of policies and regulations that promote the sound development of sharing economy. We should gradually improve the legal system of sharing economy, and promote the deep integration of city tourism and sharing economy by improving and adjusting laws, regulations and policies. We should speed up the formulation and implementation of industry standards related to tourism sharing, ensure the unity of individualized and standardized services, and promote coordinated development of city and tourism functions.

Cities are the crystallization of human civilization and creativity. Tourism is a sunrise industry that serves the development needs of mankind. Sharing economy is an important driving force for sustained and interconnected economic and social development. Tourism makes city life better, while sharing makes tourism cities more exciting. WTCF hopes that all the tourism cities in the world will embrace sharing economy for sustained, inclusive and peaceful tourism development and set out on a new journey of development in the age of sharing economy.

City Initiatives

1. Product Development: City Cards
2. Sustainability: Indicators, requirements for the meeting industry,...
3. Technological platforms
4. Research & Innovation

International Benchmarking City Tourism Report

Common methodology to compare international city tourism data