



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Technical Workshop: UNWTO – WTCF City Tourism Performance Research

2 September 2017, Tianjin, China

7-Sep-17

Background and rationale:

- It is estimated that by 2050, 70% of the world's population will be living in cities and only by 2025, cities will contribute over 30 trillion US dollars to the world economy annually.
- Tourism currently constitutes a central component in the economy, social life and the geography of many cities in the world. It has become a powerful engine for the local economic and social development of cities by improving infrastructure, creating a skilled labour force, stimulating local business entrepreneurship, developing public-private partnerships and attracting other industries and services along with its contribution to GDP and services exports. Tourism also consolidates the international reputation of the cities and contributes to its economic positioning and competitiveness.
- It is essential to monitor the tourism performance in urban destinations and clearly address the-areas for improvement with the aim of assisting the policy makers and all the other stakeholders in their efforts to take strategic action for urban tourism governance and management.
- **World Tourism Organization (UNWTO)** and the **World Tourism Cities Federation (WTCF)** jointly launched the “**UNWTO-WTCF City Tourism Performance Research**”, an instrument with a set of criteria and a platform for exchange of information that can be used globally to benchmark tourism performance in urban destinations. The research is conducted by a group of experts who collected field data in order to have more in-depth understanding of each city involved in the initiative on the following:
 - Destination Management
 - Economic Perspective
 - Social and Cultural Perspective
 - Environmental Perspective
 - Technology & New Business Models
- The workshop aims at discussing the results of the research mainly carried out in the urban destinations in the Asia-Pacific Region.

WORKSHOP PROGRAMME

Saturday, 2 September 2017

Venue: Tianjin Meijiang Convention Center

08:00 - 17:00 Registration of participants

9:45 – 10:00 Opening

Mr. Yang Shihao, Director General, Tianjin Tourism Administration

10:00 – 10:30 Introduction of the project

Mr. Yan Han, Deputy Secretary General, WTCF

Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

10:30 – 11:00 Coffee Break

11:00 – 13:00 SESSION 1: Setting the Scene: City Tourism Performance in Tianjin, Beijing, Hangzhou, Tokyo, Sapporo and Seoul

The session will present the results of the research conducted in the cities of the Asia-Pacific region. The main focus will lie on the Key Performance Areas the cities showcased.

Introduction and Moderation: Prof. Chen Ye, Deputy Director of Research Center of China Tourism Market and Destination Marketing, China

Panelists:

Dr. Roger Carter, Tourism expert and Managing Director, TEAM Consulting, Edinburgh, United Kingdom

Dr. Xiang Feng, Tourism expert and Associate Professor at the Shanghai Institute of Tourism, China

Prof. Song Rui, Chinese Academy of Social Science (CASS) Beijing, China

Dr. Temesgen Assefa, Consultant at JTB Tourism Research and Consulting Co., Japan

Prof. Yusuke Ishiguro, Associate Professor, Center for Advanced Tourism Studies, Hokkaido University, Japan

Ms. Heayjin Lee, Chief Seoullo 7017 TF, Seoul Tourism Organization, Republic of Korea

12:50 – 13:00 Q/A

13:00 – 14:30 Lunch break

14:30 – 16:00

SESSION 2: Interactive Experts Panel

During this technical session two cities will present their approaches to urban tourism measurement and development and the experts of the panel will discuss recent challenges in urban tourism development and interact with the audience by inviting participants to shortly present their cases and raise questions to the experts.

Facilitator: Dr. Roger Carter, Tourism expert and Managing Director, TEAM Consulting, Edinburgh, United Kingdom

City cases:

Ms. Sarah Ma, Head of Research & Planning Division, Macao Government Tourism Office “Macao’s data collecting method and research approach”

Ms. Eun-Ji Lee, Researcher, Ulsan Development Institute, Republic of Korea “Tourism amenities, a tool to increase quality of life for citizens and attract visitors”

Experts:

Prof. Yusuke Ishiguro, Associate Professor, Center for Advanced Tourism Studies, Hokkaido University, Japan

Dr. Xiang Feng, Tourism expert and Associate Professor at the Shanghai Institute of Tourism, China

Prof. Song Rui, Chinese Academy of Social Science (CASS) Beijing, China

16:00 – 16:30

Coffee Break

16:30 – 17:00

SESSION 3: Recommendations for the cities

This session will start with a brief overview of the strengths of the non-Asian urban destinations that were part of the research project. Later the research’s experts will present recommendations and good practice examples on recent challenges in urban tourism.

Panelists:

Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

Dr. Roger Carter, Tourism expert and Managing Director, TEAM Consulting, Edinburgh, United Kingdom

Dr. Xiang Feng, Tourism expert and Associate Professor at the Shanghai Institute of Tourism, China

17:10 – 17:20

Q/A

17:10 – 17:25

Closing and conclusions

Ms. Esencan Terzibasoglu, Programme Director Destination Management and Quality, World Tourism Organization (UNWTO)

Mr. Lui Guiming, Vice Director, Tianjin Tourism Administration

Sunday, 3 September 2017

8:00 – 18:00

TECHNICAL VISIT

West route: Yangliuqing Ancient Town Folklore Tour

East Route: Binhai New Area- Aircraft carrier theme park, Industrial Tour