Connectivity of Tourism Development

YAN Han (Mr.)
Deputy Secretary General of WTCF
- Connectivity is the natural property of tourism industry.

- Keep consolidating & improving the tourism industrial chain so as to create a platform for connectivity.

- Experience-sharing is the connotation of connectivity. Plus, direct connection via new tech is vital.
Connectivity is the Natural Property of Tourism Industry.
“We must be full aware of the great significance and responsibility for realizing the sustainable tourism development at the economic, social and environment levels. In the ever developing tourism industry, ways to maintain the sustainable application of the ecosystem and resources, to respect the tradition and custom of the tourism destination and protect the cultural diversity, to create more jobs and share income fairly, and to help the local place in poverty alleviation and promote the social development are all issues we pay lots of attention to and need to be addressed.”

——Mr. Tegegnework Gettu

Under Secretary-General of the UN
Tourism is like a lever, levering and driving the global industrial development and lifting the wellbeing for all based on different countries, different cultures and different nations. That’s the essential charm of the tourism industry.
Since its establishment in 2012, the WTCF has been actively involved in building consensus and advocating sustainable development idea. It has published and implemented a number of documents, such as the Beijing Declaration and the Beijing Consensus—General Framework of Tourism Service Guide for World Tourism Cities. It has adhered to the core philosophy of “tourism betters urban life”, worked hard to strengthen the international connection among tourism cities, and promoted the reasonable and smooth flow of resources, capital and talents.
Keep consolidating & improving the tourism industrial chain so as to create a platform for connectivity
The industry chain covers a **vertical chain** and a **horizontal chain**.

- In the vertical chain, only the end faces the customer directly, with the rest part hidden in the market relationship.
- In the horizontal chain, products of every part of the chain face the customer directly. Tourism belongs to the latter.
Strengthen cooperation among the industrial chain

- The tourism industrial chain must face the consumer market. All segments of the chain cooperate in assembling one product. No matter the visa, air tickets, hotels, scenic spots, and the payment procedure, all should co-work to make this industry go well. The performance of every segment is to receive the direct evaluation of the customer, and the evaluation on one segment has effect on evaluation on other segments. One honors all and one dams all.
- alleviate visa restrictions;
- interconnection and interworking of the railway, highway, water transport, air transport, and other transportation;
- investment cooperation in tourism;
- cooperation in the consular protection, commercial insurance and emergency rescue, etc.
Experience-sharing is the connotation of connectivity. Plus, direct connection via new tech is vital.
Luoyang (Shanxi Province)

Japanese view: Luoyang can dominate the whole Japanese market with only one concept, which is the hometown of the master of “Sun Wukong”.

American Operator: leading tourists with the story, to enhance the sympathetic experience and feeling of the America tourist.

German agency: the original beauty can be the best way.

Chinese Operator: touchable and sensible beauty
In tourism industry, all connections lead to tourists.

More convenient and diversified promotional channel and data base

**M-power Data system** developed by PATA

**WTCF We-media Platform**: a combination of website, APP, microblog, Wechat---serving as an online channel for products information, commercial services, and tourism marketing broadcasting.
“To build the intelligent tourism city, expand the integration of tourism with finance, business, information, transportation, and catering by means of internet, cloud computation, online translation and other advanced technologies, to offer tourists more humanized, professional and standard sight seeing, shopping, and leisure services” will be the development direction for the whole industry. The direct connection between the tourism service agency and the tourist will further broaden the marketing space, and increase the information service capacity of the tourism destination, to provide the tourist with more information guarantee and realize the effective introduction and resources sharing.”

——UNWTO
“Every industry is a pearl, and tourism connects them into a necklace.”

Mr. Song Yu
Secretary General, WTCF

I believe tourism is the most effective carrier for spreading civilization, exchanging culture, promoting industrial integration, lifting living quality, and strengthening integration and understanding.
Let’s Connect together!

Thank you.