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
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 21 September 2016, the Chongqing Fragrant Hills Tourism Summit of World Tourism Cities Federation (WTCF) was held in the famous tourist city Chongqing, China. Representatives of WTCF members, organizations and enterprises from around the world gathered for an intensive and in-depth exchange on the theme of “Sharing economy and the development of smart tourist cities.”

Chongqing Declaration of World Tourism Cities Federation (WTCF)

1. Recognizes the important role of sharing economy in the development of tourist 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 tourism. Sharing economy can help cities to benefit from the sharing economy and promote the development of tourism. In the development of tourism cities, sharing economy can help cities create new types of business and bring about new changes in tourism services, which will help to promote the development of tourism cities.

2. Supports the development of tourism cities. Tourism cities should pay attention to the impact of sharing economy on tourism. Sharing economy can help tourism cities to benefit from the sharing economy and promote the development of tourism. In the development of tourism cities, sharing economy can help cities create new types of business and bring about new changes in tourism services, which will help to promote the development of tourism cities.

3. Endorses the role of sharing economy in tourism cities. Sharing economy can help tourism cities to benefit from the sharing economy and promote the development of tourism. In the development of tourism cities, sharing economy can help cities create new types of business and bring about new changes in tourism services, which will help to promote the development of tourism cities.

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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