



全球旅游 响应变化中的世界

联合国世界旅游组织-广东长隆
集团：广东省扶贫与
旅游发展研讨会
2017年3月24日
中国广东

徐京

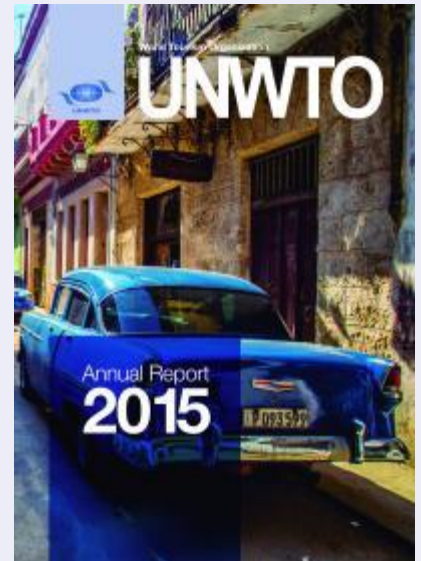
联合国世界旅游组织
执行干事兼亚太部主任



联合国世界旅游组织

World Tourism Organization (UNWTO)

- a specialized agency of the United Nations (UN) 联合国专门机构 and the leading international organization in the field of tourism
- plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism 负责任, 可持续及无障碍旅游, paying particular attention to the interests of developing countries
- intergovernmental organization with membership includes 161成员国 countries and territories and over 超过500 个附属成员 Affiliate Members
- encourages the implementation of the Global Code of Ethics for Tourism 全球旅游道德规章
- committed to the United Nations Sustainable Development Goals 2030年联合国17个可持续发展目标, geared toward the sustainable tourism development





国际社会 对旅游的再认识

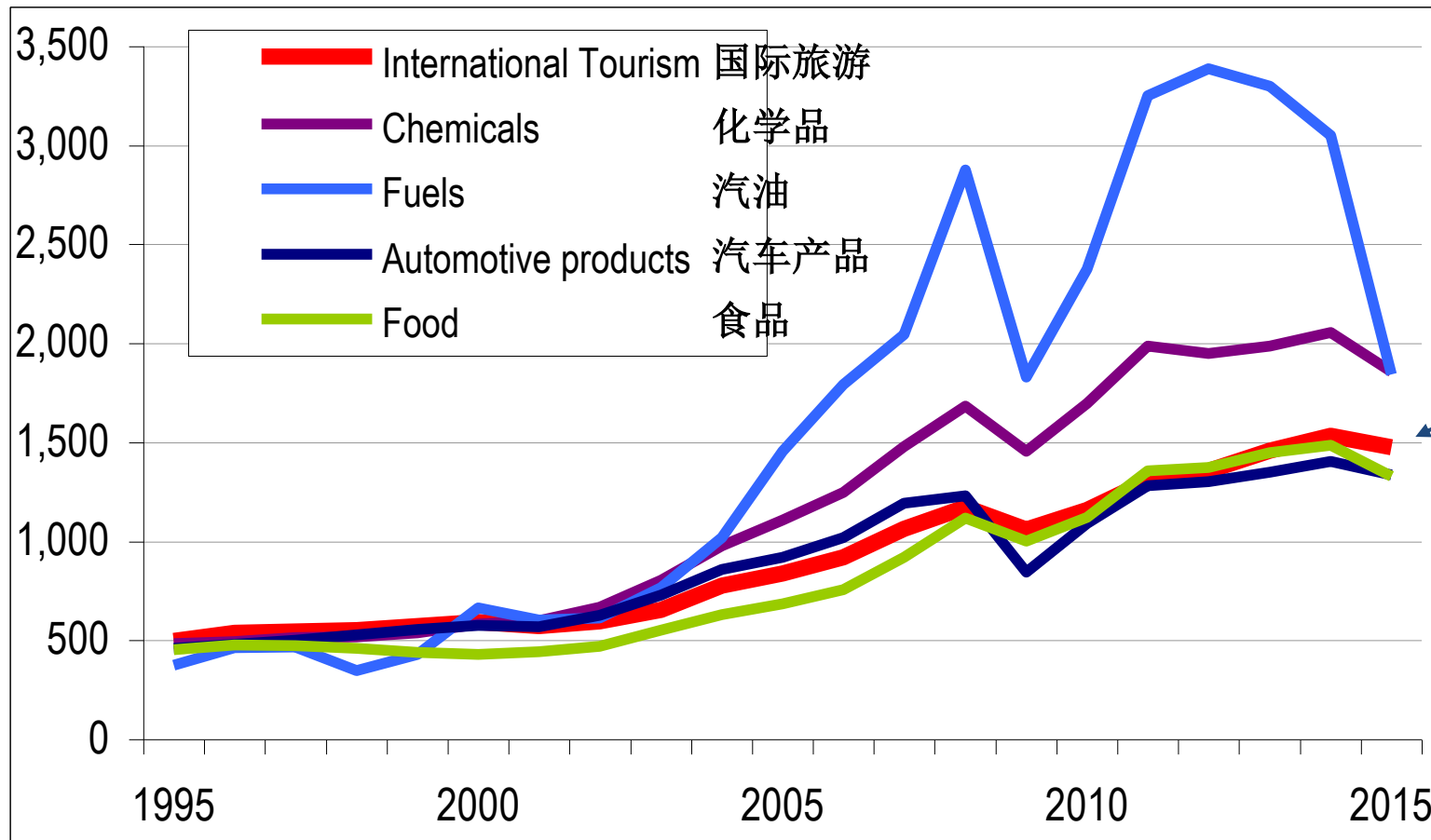


国际旅游比较其它出口类别

International Tourism (BOP Travel & Passenger transport) and export

World

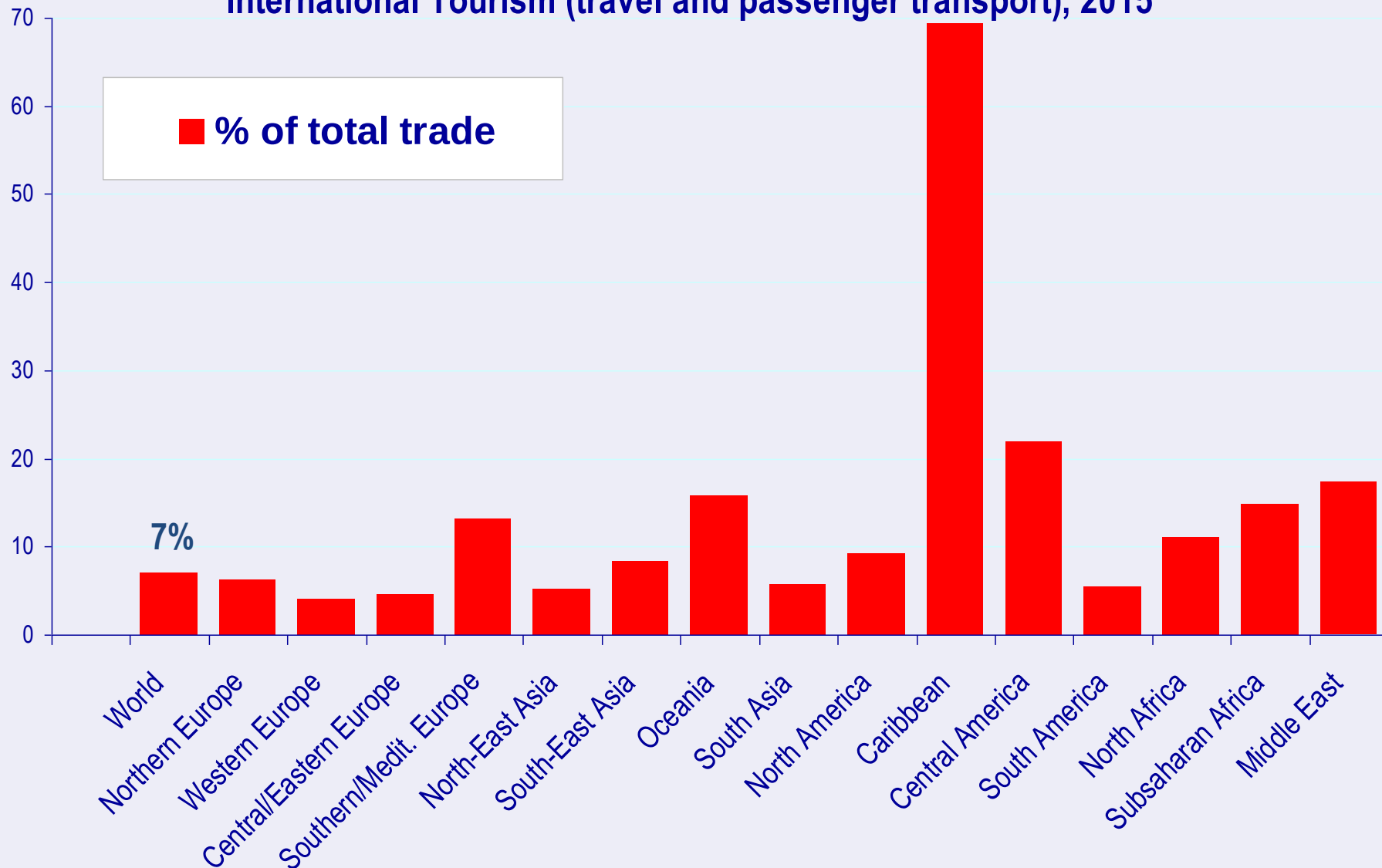
(US\$ billion)



国际旅游于
出口贸易中
排行第三
Tourism:
Number 3
export
category

国际旅游在全球贸易的占比

International Tourism (travel and passenger transport), 2015



旅游与国际议题

Tourism in the global agenda

- **G20 二十国集团峰会** recognizes for the first time Travel and Tourism as a **vehicle for job creation, economic growth and development**, and commits to work on **travel facilitation**



- **里约+20峰会** recognizes the significant contribution of sustainable tourism to the three dimensions of **sustainable development**, its **linkages** to other sectors and its capacity to create **decent jobs and trade opportunities**.



可持续发展目标





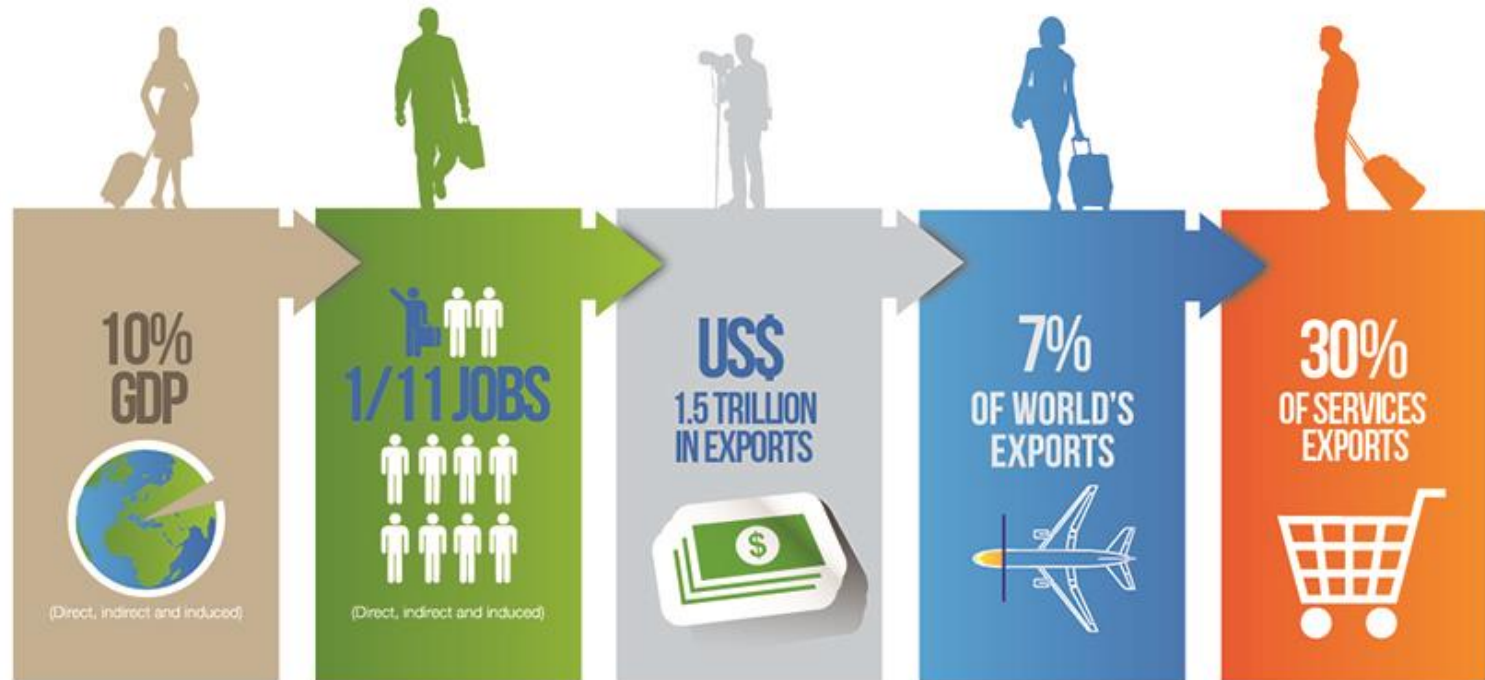
国际旅游概况

2012: 首次突破10亿国际旅游人数

**1 BILLION
TOURISTS
BILLION
OPPORTUNITIES**

A stylized orange silhouette of a woman walking, carrying a shoulder bag and pulling a rolling suitcase, positioned to the right of the main text.

国际旅游所带动的经济

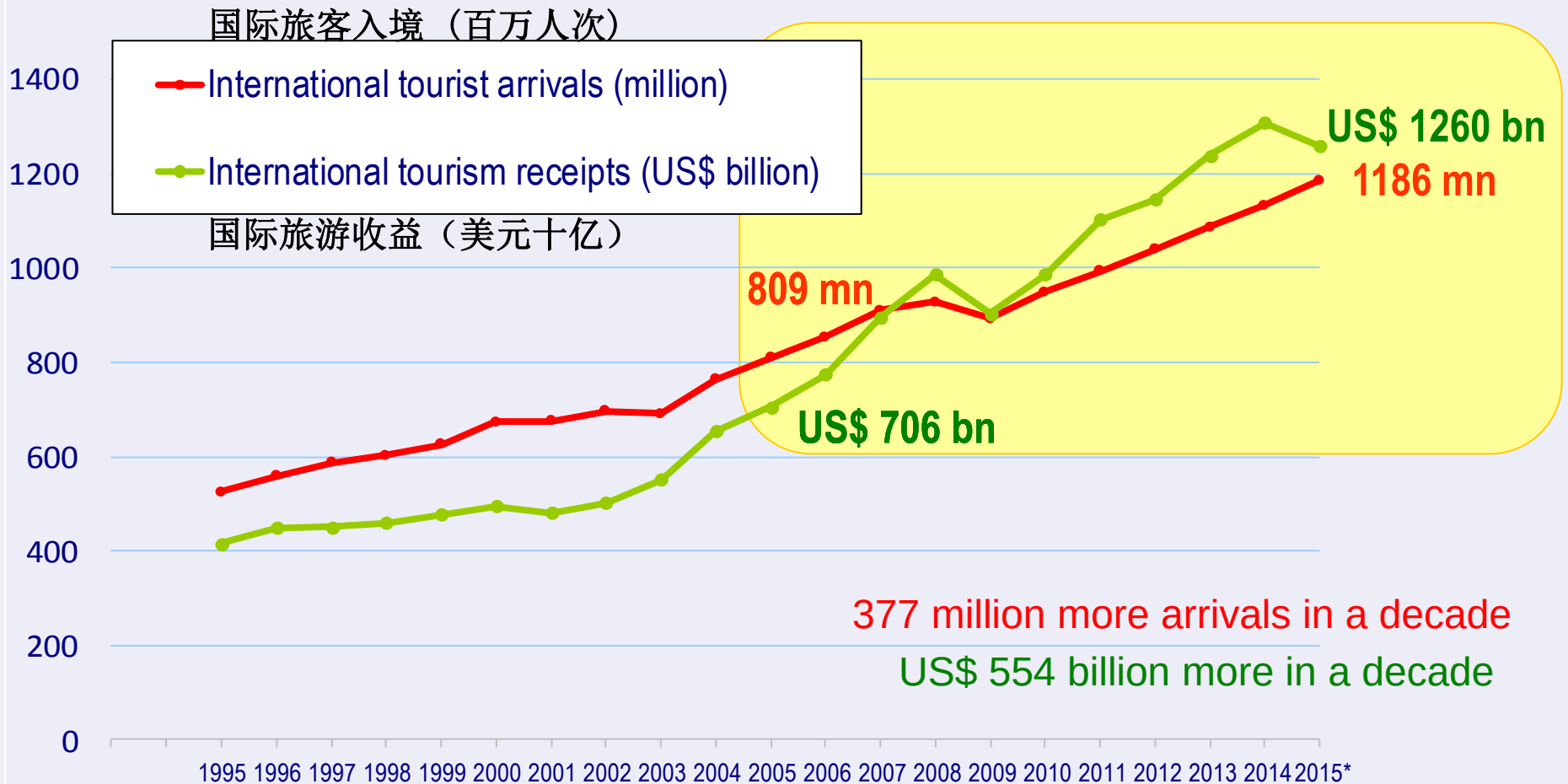


WHY TOURISM MATTERS

©World Tourism Organization (UNWTO) 2016

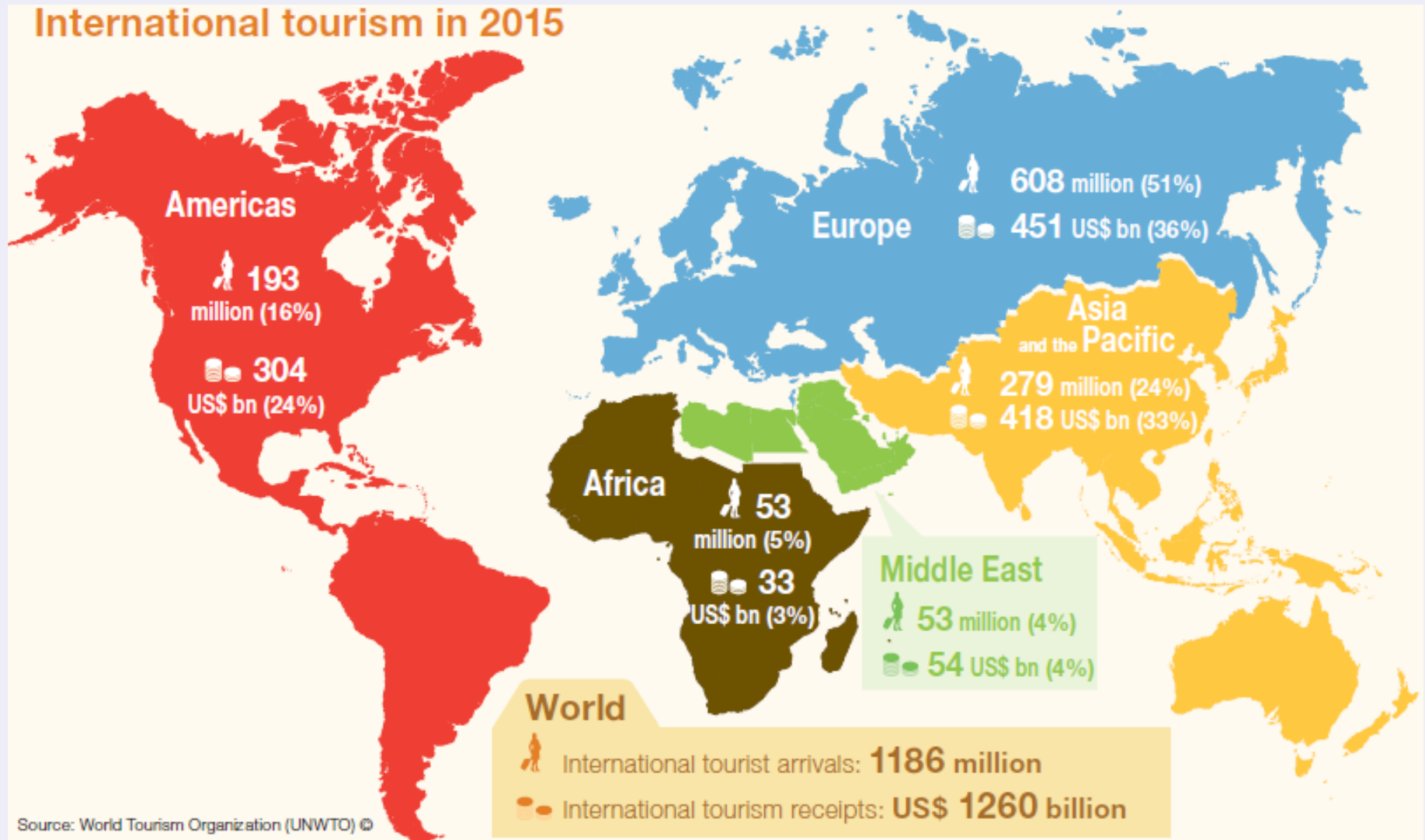
国际旅游入境走向 Inbound tourism in the world

International tourist arrivals and receipts, 1995-2015*



国际旅游人数与收入市场份额

International tourist arrivals and tourism receipts



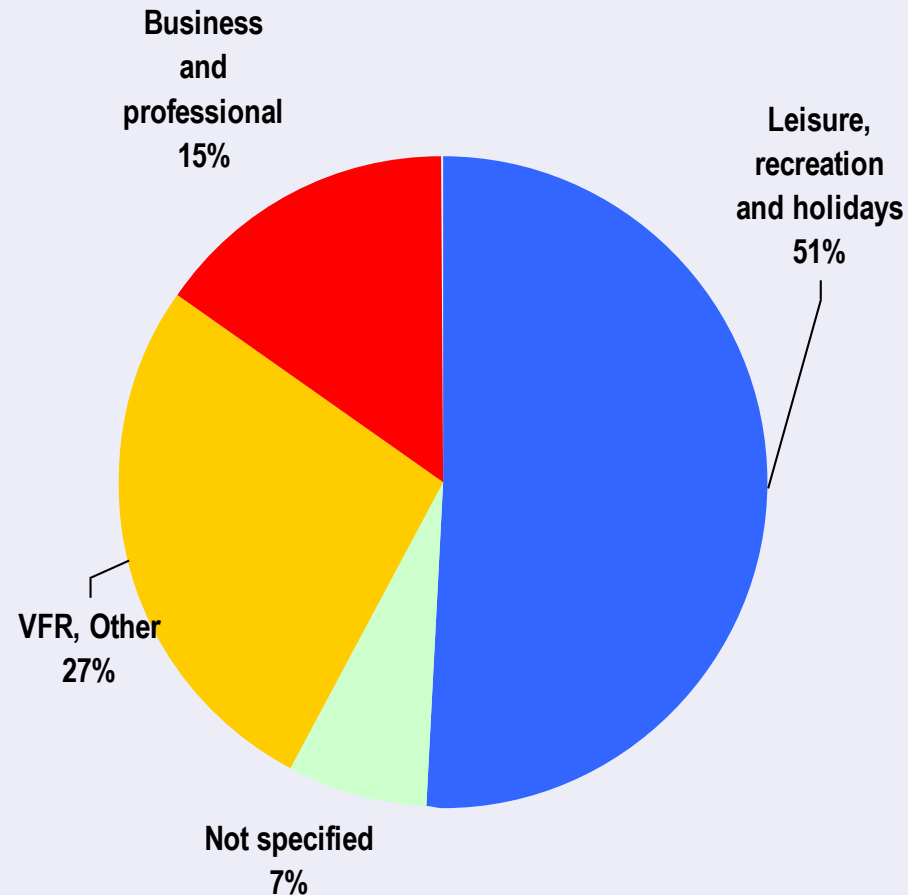
出游目的

Tourism: concepts, forms and indicators

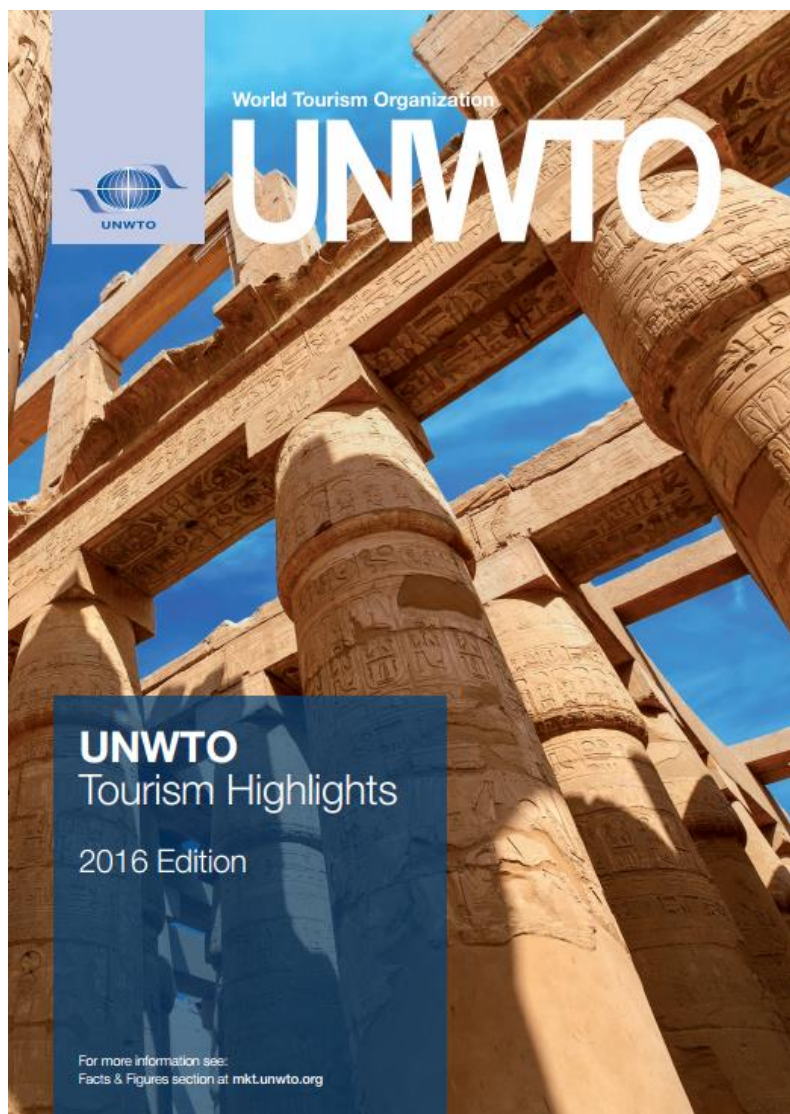
Tourism is demand side defined

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.”

International tourist arrivals by purpose, 2011



世界旅游组织和国际劳工组织共同研究



创造了1/11就业机会

旅游门槛

妇女为先

城市打工族



亚太区 旅游概况

亚太入境旅游

Inbound tourism in Asia and the Pacific

International tourist arrivals and receipts, 1995-2015*

US\$ 277
billion more
in a decade

US\$ 419 bn

279 mn
125 million
more arrivals
in a decade

国际旅客入境 (百万人次)

International tourist arrivals (million)

International tourism receipts (US\$ billion)

国际旅游收益 (美元十亿)

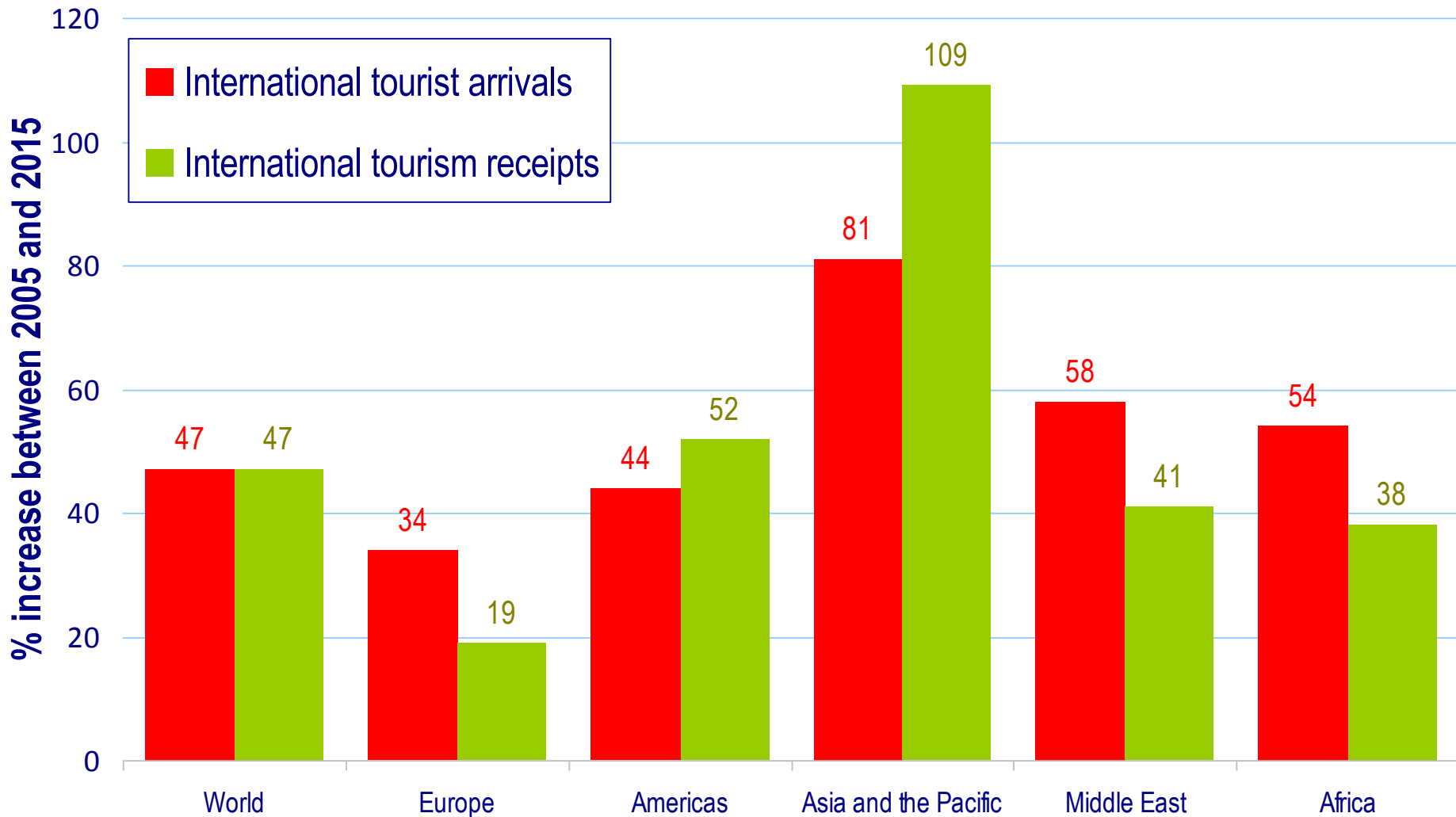
1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015*

154 mn

US\$ 141 bn

近十年全球各地区增长

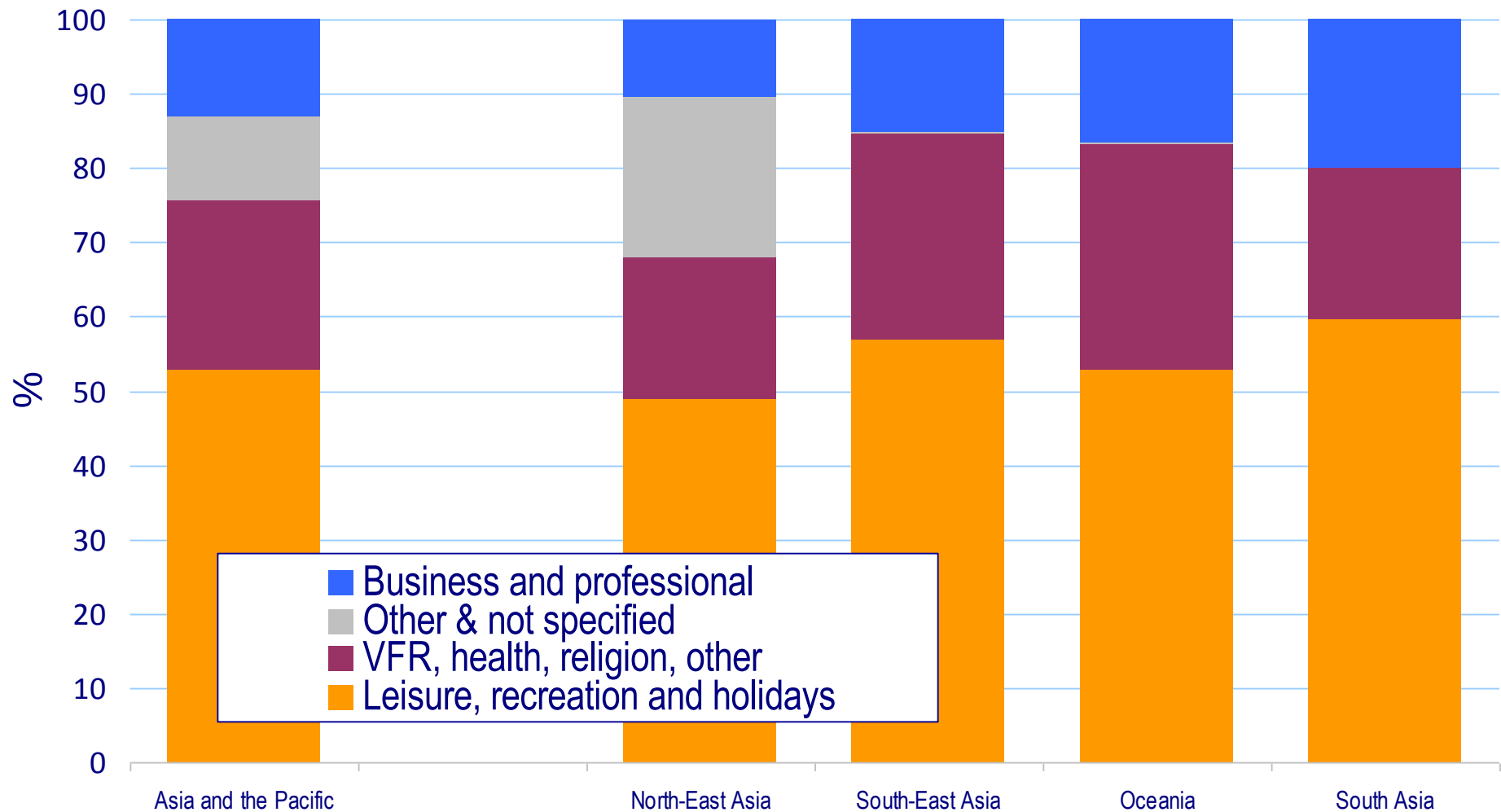
Inbound tourism by region (% increase between 2005 and 2015)



亚太区出游目的

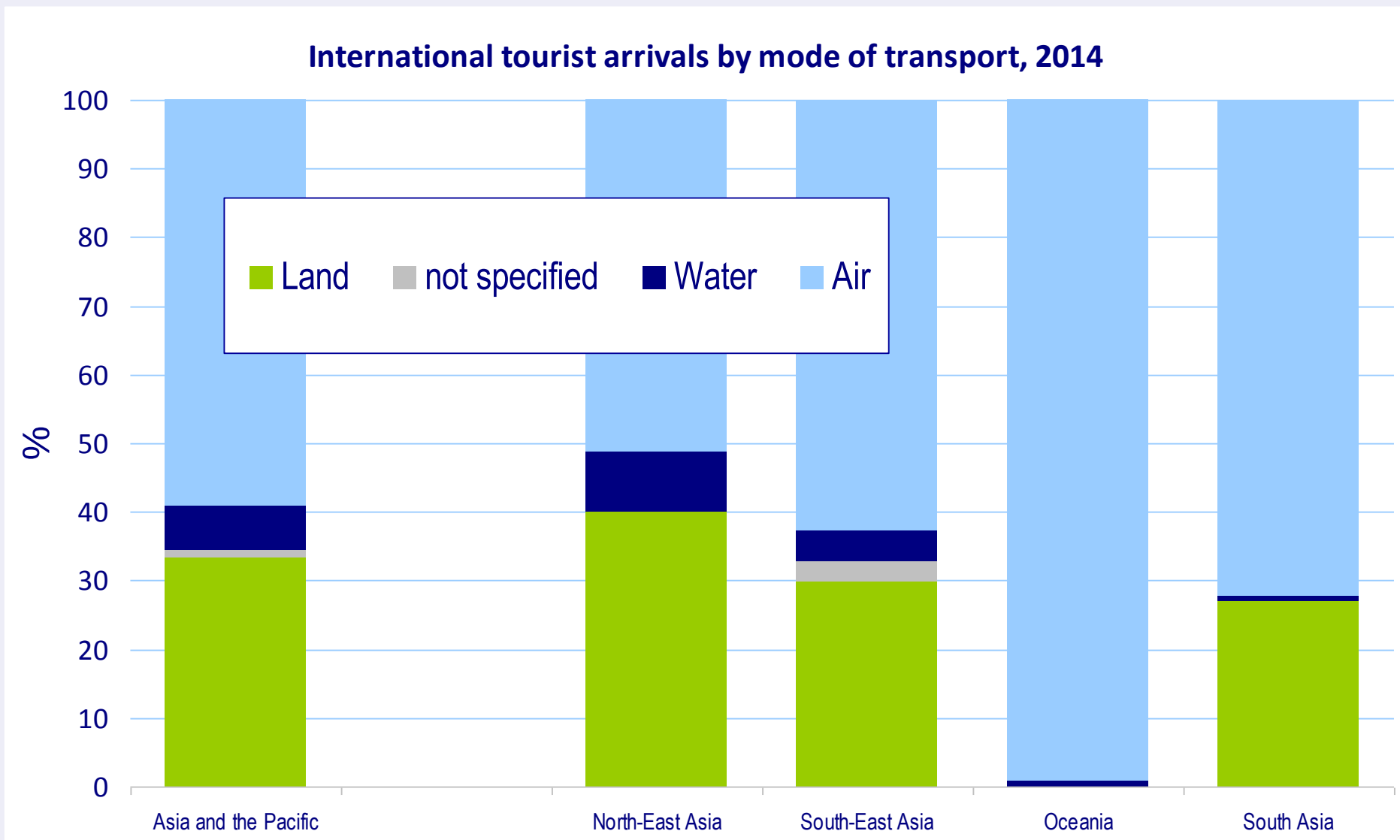
Inbound tourism in Asia and the Pacific - Purpose of visit

International tourist arrivals by purpose of visit, 2014



亚太区出游交通方式

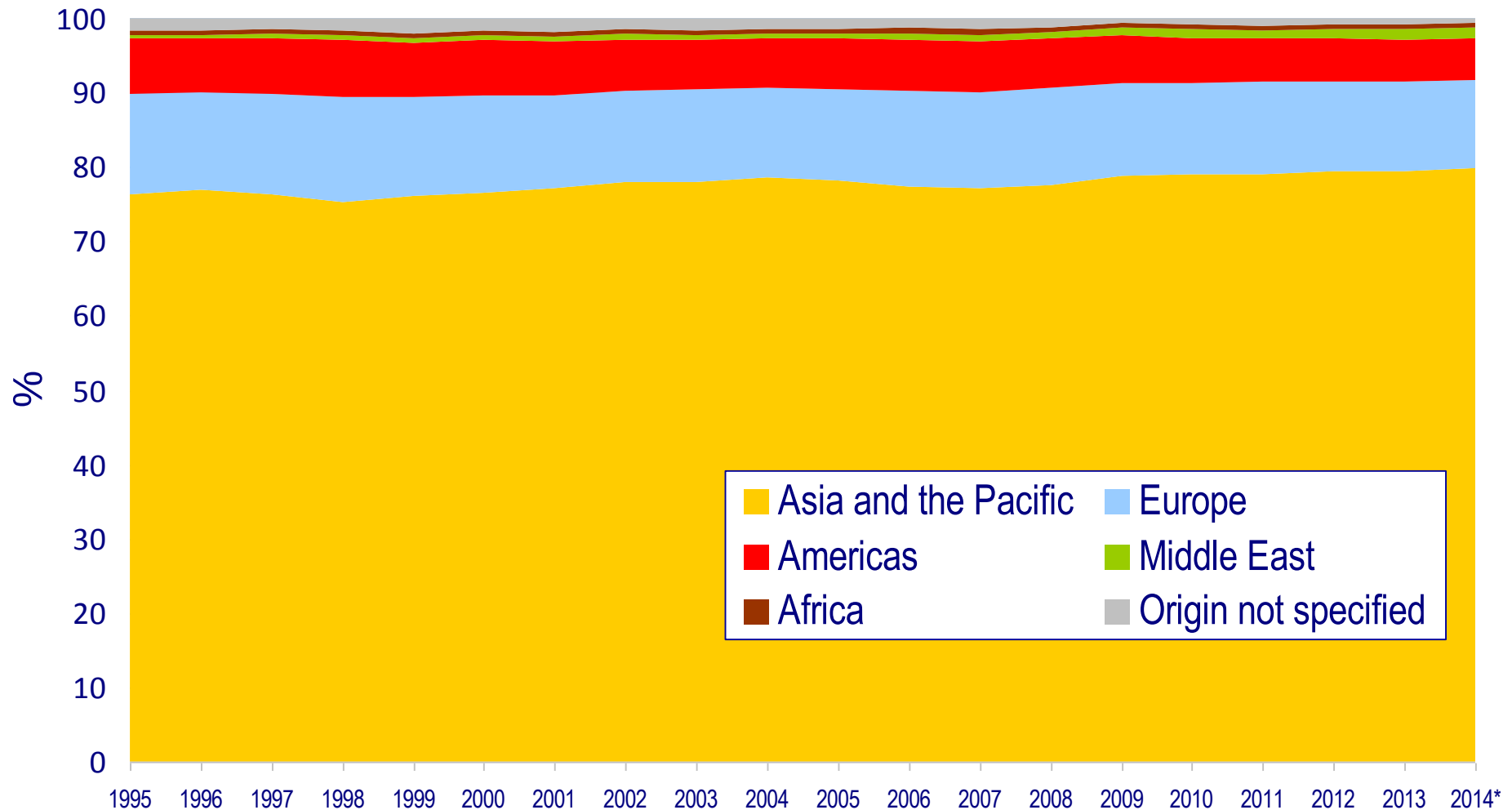
Inbound tourism in Asia and the Pacific - Mode of transport



亚太区入境游客源市场

Inbound tourism in Asia and the Pacific - Region of origin

International tourist arrivals by region of origin, 1995-2014*





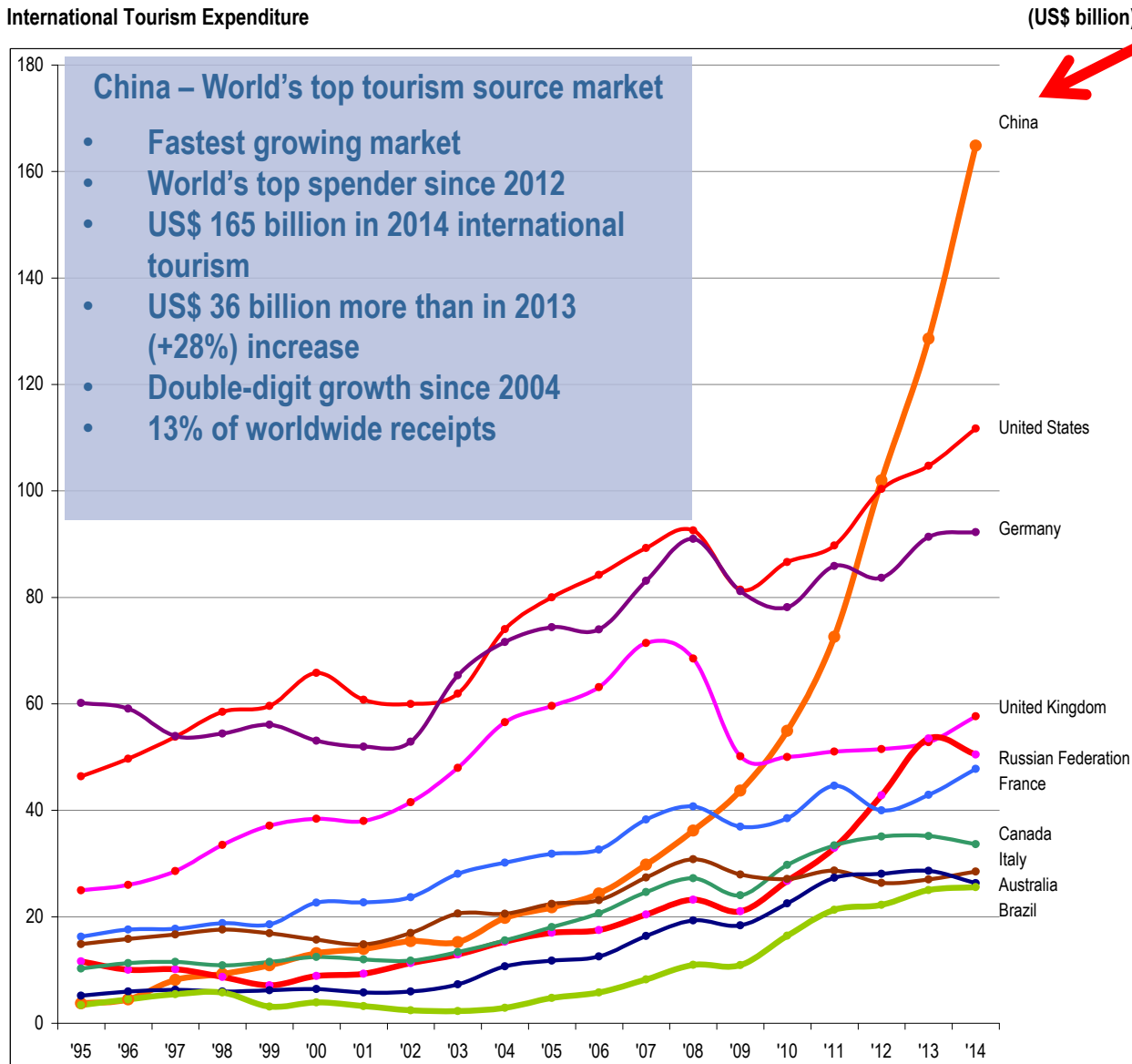
出境旅游市场

2012年中国首次成为世界第一大出境市场

China became number 1 outbound market in 2012 and strong growth continues

World and regions: Outbound Tourism

International Tourism Expenditure



Source: World Tourism Organization (UNWTO) ©



The Chinese Outbound Travel Market

2012 Update



Understanding Chinese Outbound Tourism

What the Chinese blogosphere is saying about Europe



亚太旅游出境市场

Outbound tourism in Asia and the Pacific Top outbound markets





2017 全球旅游展望

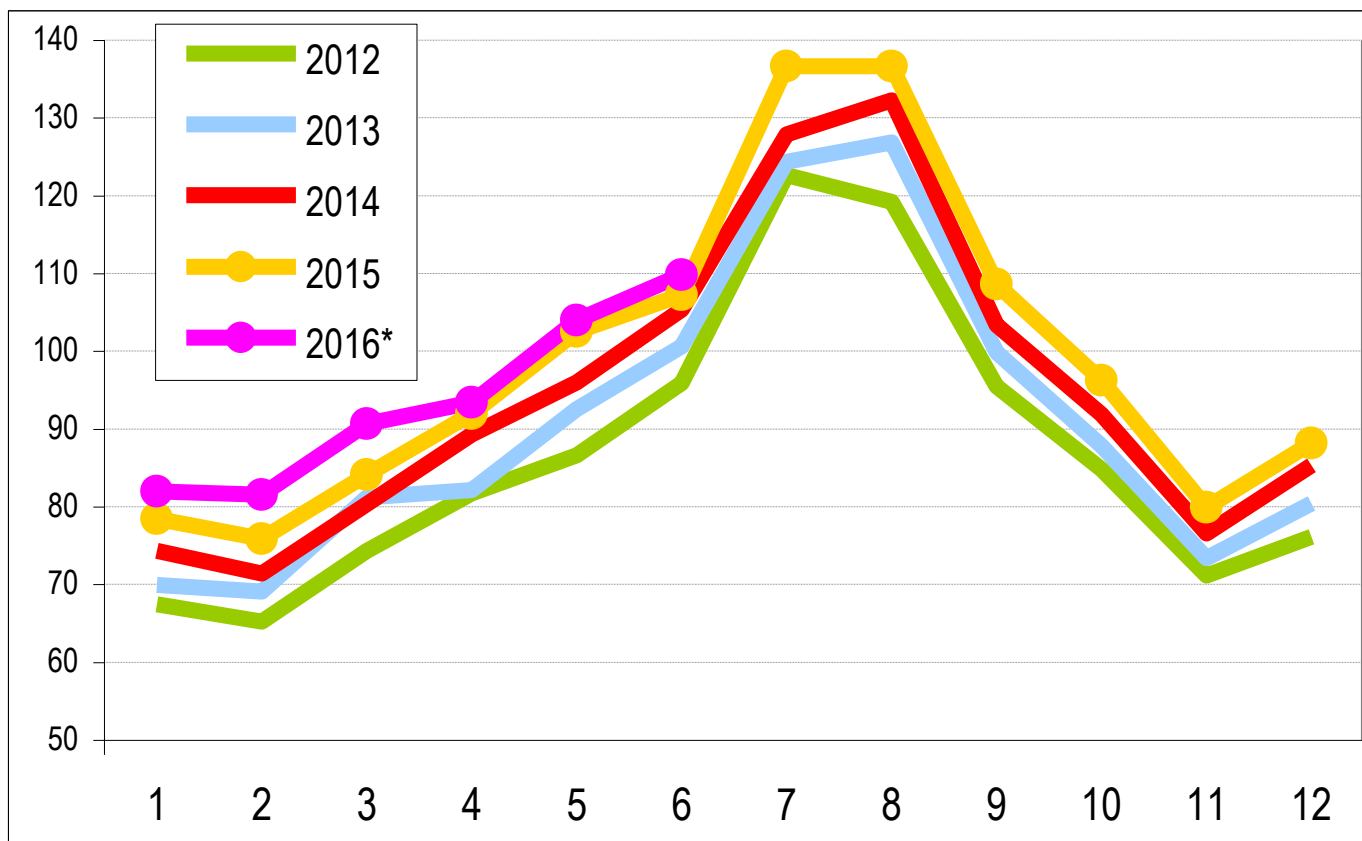
2016年头六月走向

全球接待五亿六千一百万国际旅客，比2015年同期增加两千一百万

International Tourist Arrivals, monthly evolution

World

(million)



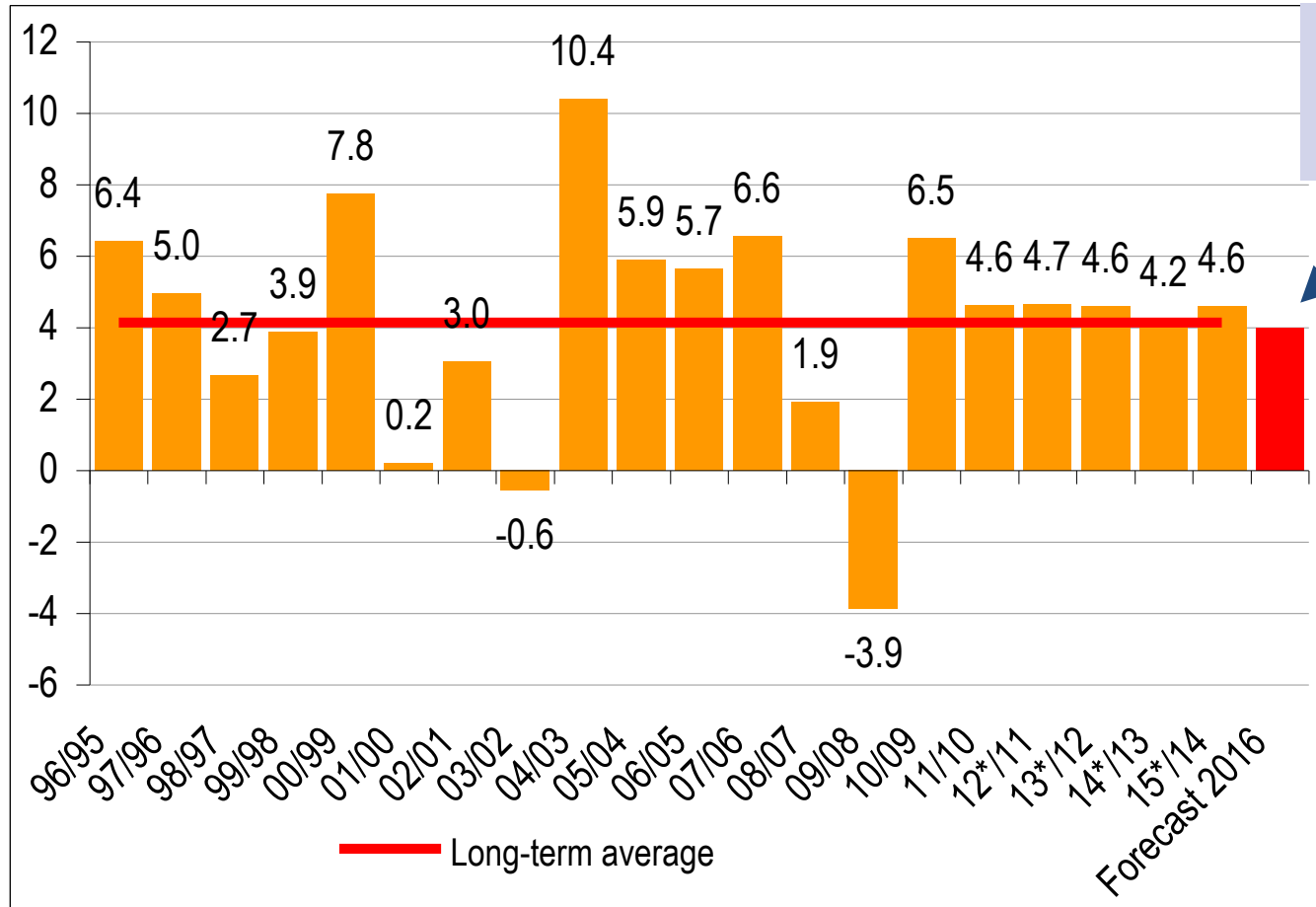
Source: World Tourism Organization (UNWTO) ©

全球展望

Outlook: World

International Tourist Arrivals, World

(% change)



Forecast 2016:
3.5% to 4.5%
(issued in Jan.)

Source: World Tourism Organization (UNWTO) ©

2017年全年预测

Outlook: Arrivals projection for full year 2017

	2016年实际数据 Actual data 2016	2017年预测 Projection 2017
World	4.0%	+3% and +4%
Europe	2.0%	+2% and +3%
Asia and the Pacific	8.4%	+5% and +6%
Americas	4.3%	+4% and +5%
Africa	8.1%	+5% and +6%
Middle East	-4.1%	+2% and +5%



2030旅游展望 Tourism Towards 2030 : Key Results

持续增长
Continued growth
of demand



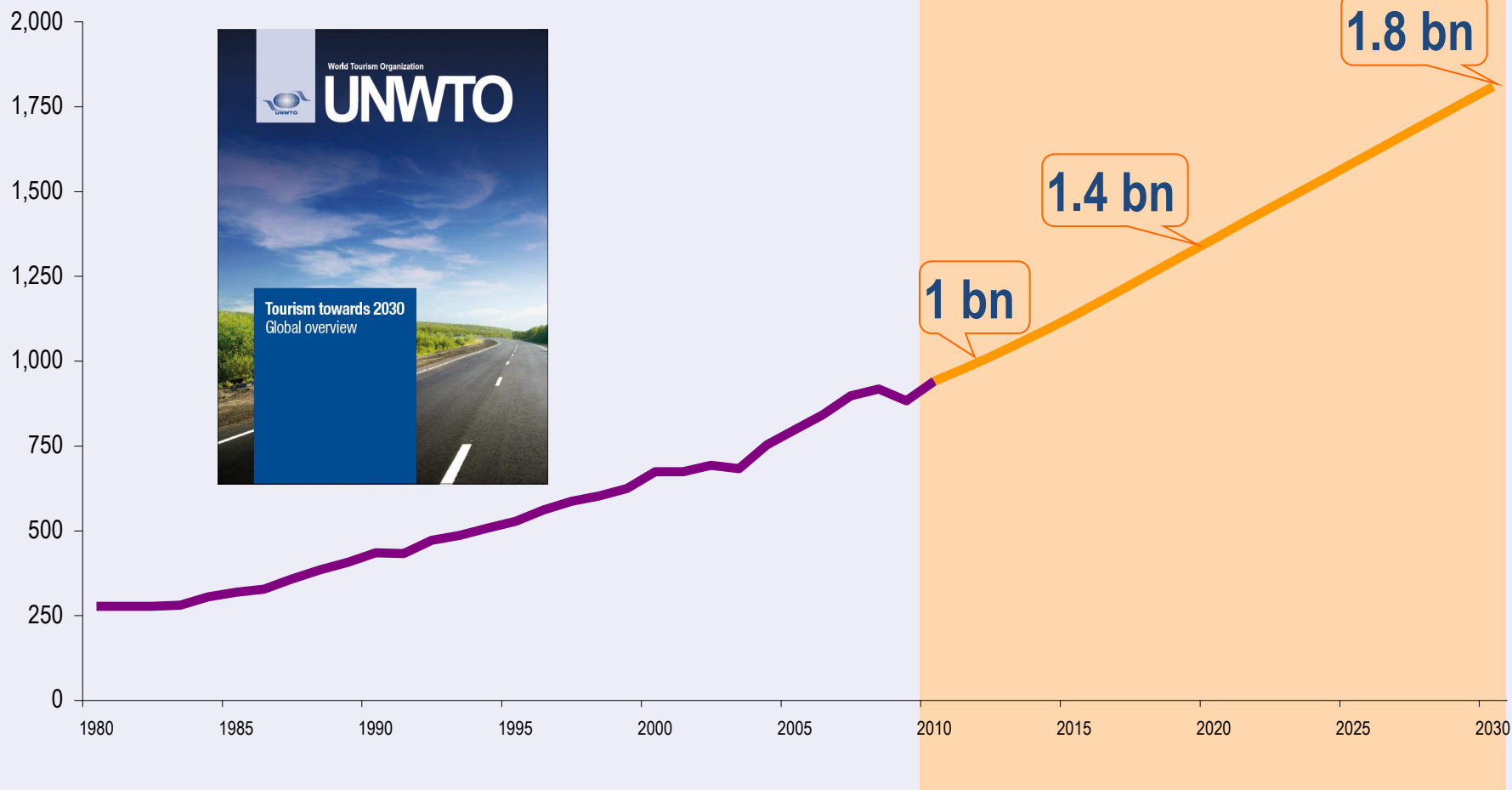
World Tourism Organization

UNWTO

Tourism towards 2030
Global overview

2030年全球将接待18亿人次国际旅客

International tourism, World

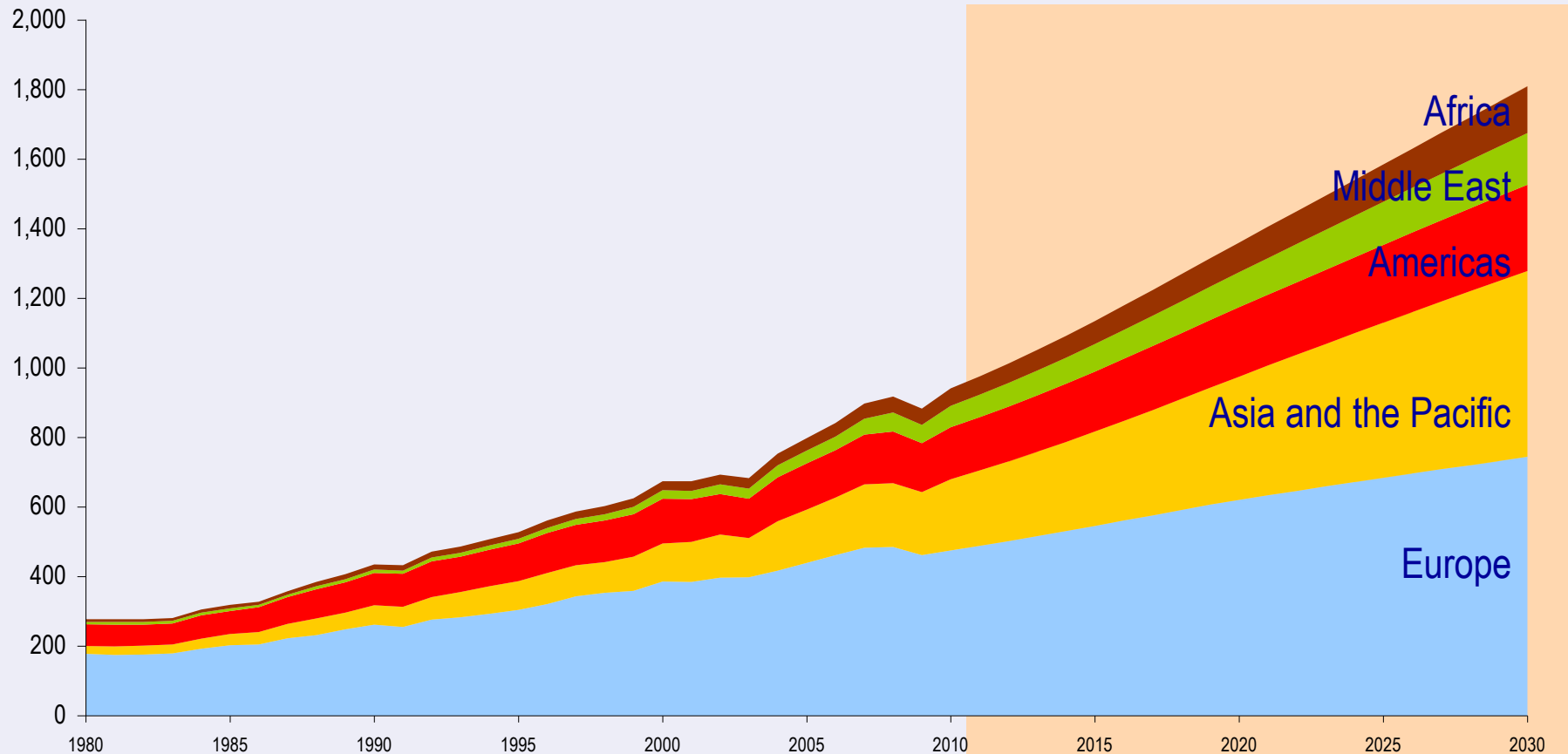


source: World Tourism Organization (UNWTO) ©

亚太地区的预测

亚太区将获得大部分新增的国际旅客

Inbound tourism by region of destination

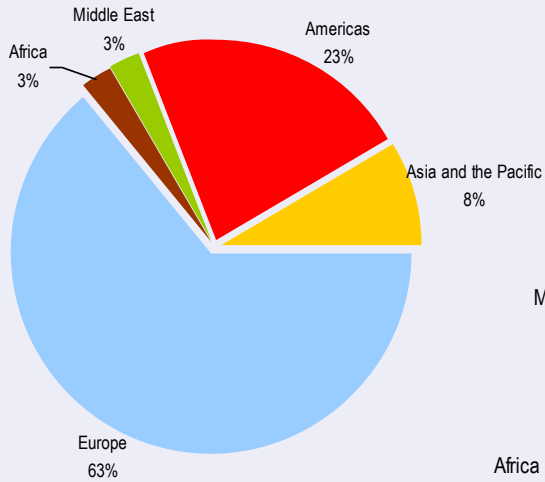


source: World Tourism Organization (UNWTO) ©

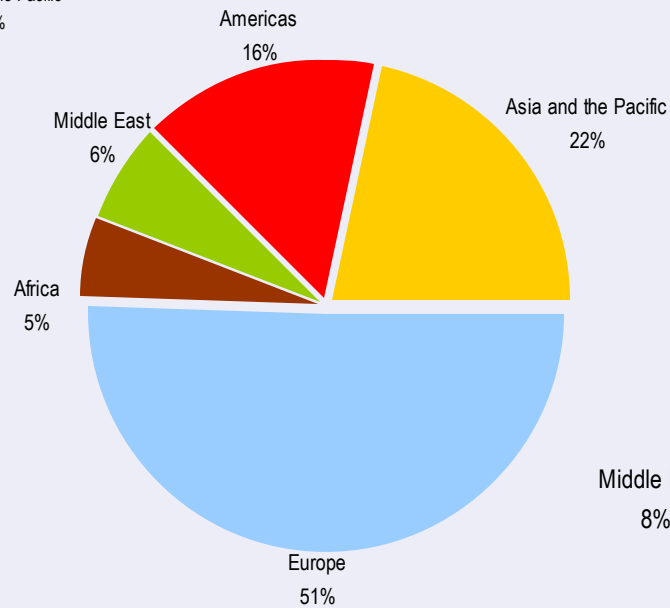
到2030年市场份额预测

亚太，中东及非洲市场份额的增加

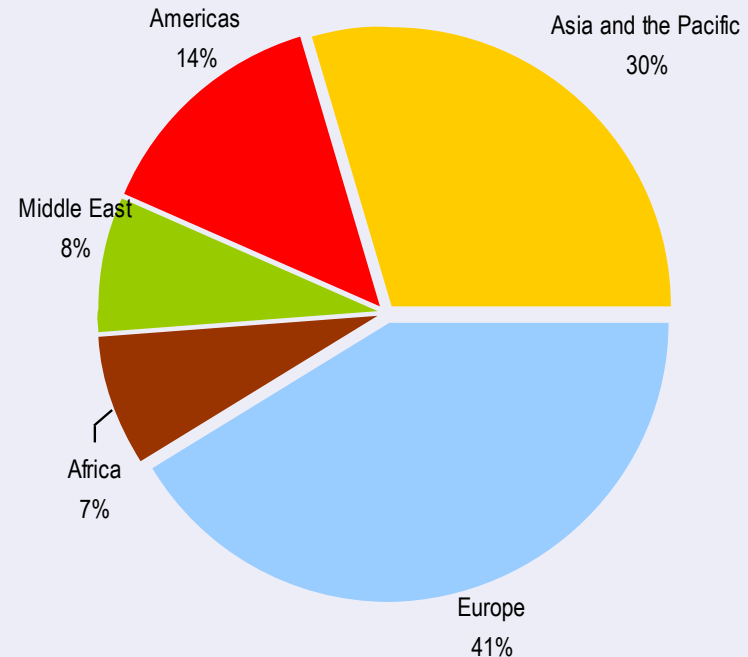
1980



2010



2030

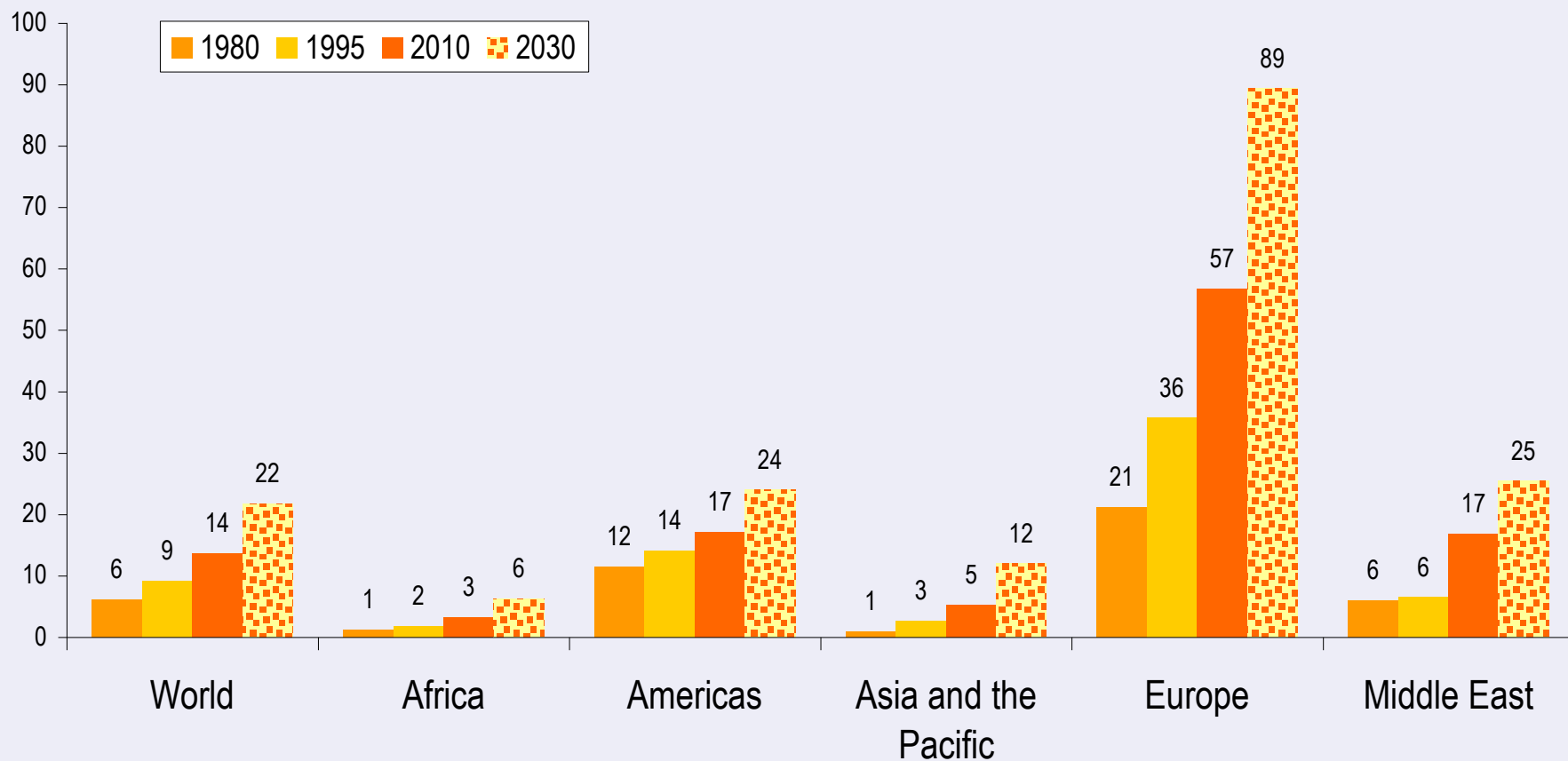


人口与出游比率

与人口相比，欧洲拥有最多的出境国际旅客，而非洲出境数依然偏低

Outbound tourism by region of origin

International Tourist Arrivals generated per 100 population

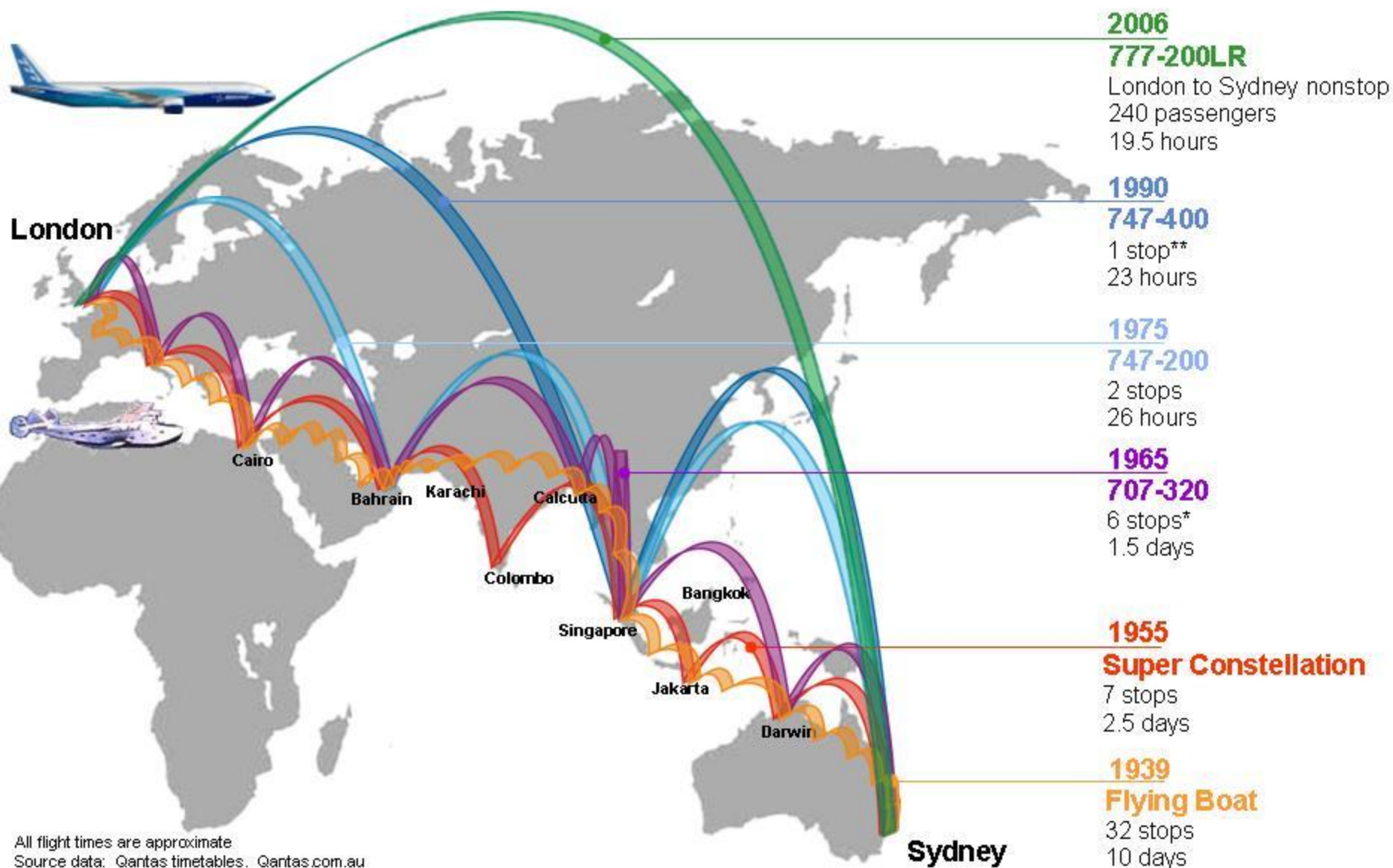




可进入度 Access



Breakthroughs in airplane capabilities give airlines additional choices to improve service



All flight times are approximate
Source data: Qantas timetables. Qantas.com.au

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Courtesy of Boeing

交通成本大大降低

Cost of transport has strongly decreased

Wages vs airfares

time taken to earn the lowest Sydney-London return airfare



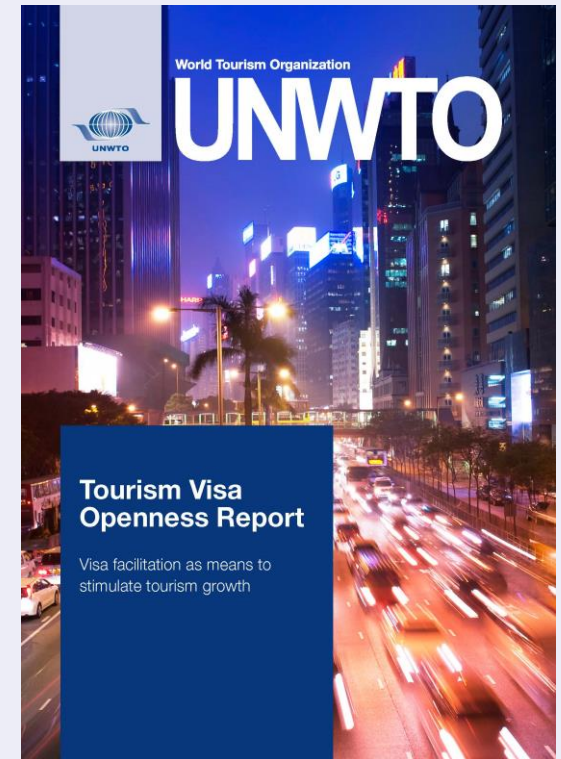
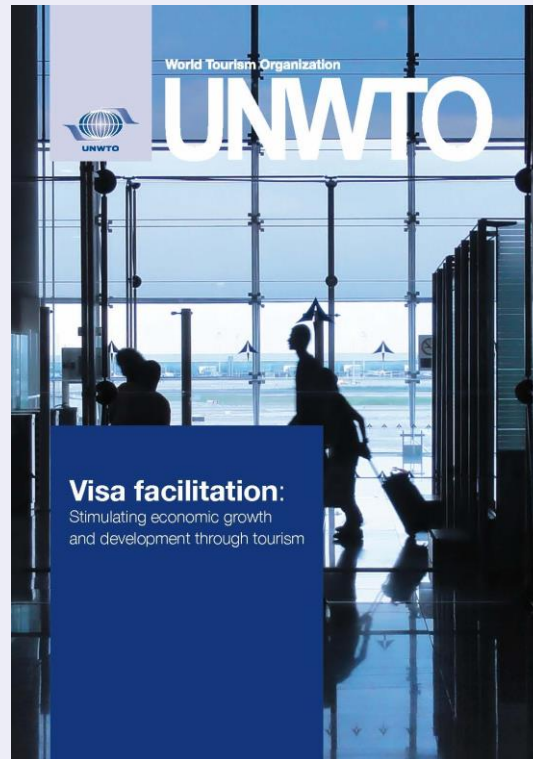
联合国可持续发展大会制定的 《可持续消费和生产模式十年方案框架》



10YFP 是一个旨在推动国际合作的全球性行动框架，以加快发展中国家和发达国家向可持续消费和生产模式的转型。10YFP 将开发、推广和扩大国家和地区层面的可持续消费和生产模式和资源效率行动，使经济增长与环境恶化和资源利用脱钩，从而增加经济活动对消除贫困和社会发展的净贡献。



旅行手续的进一步简化



For more information and download of reports, see
<http://rcm.unwto.org/en/content/facilitation-tourist-travel>

2017年主要活动

- 6月 - 菲律宾马尼拉
第六届旅游数据国际会议：测量可持续旅游
- 9月 - 中国成都
第二十二届联合国世界旅游组织全体大会
- 9月 - 多哈卡塔尔
2017年世界旅游日：可持续旅游发展
- 12月 - 马来西亚吉隆坡
第六届全球城市旅游峰会





十分感谢

徐京

World Tourism Organization
(UNWTO)

www.unwto.org