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
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
International Tourism (BOP Travel & Passenger transport) and export

World (US$ billion)

Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)
 INTERNATIONAL TOURISM (travel and passenger transport), 2015

% of total trade

7%
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

1. 消除贫穷
2. 消除饥饿
3. 良好健康与福祉
4. 优质教育
5. 性别平等
6. 清洁饮水和卫生设施
7. 廉价和清洁能源
8. 体面工作和经济增长
9. 工业、创新和基础设施
10. 缩小差距
11. 可持续城市和社区
12. 负责任的消费和生产
13. 气候行动
14. 水下生物
15. 陆地生物
16. 和平、正义与强大机构
17. 促进目标实现的伙伴关系
国际旅游概况
2012: 首次突破10亿国际旅游人数

UNWTO - a Specialized Agency of the United Nations
国际旅游所带动的经济

10% GDP
(Direct, indirect and induced)

1/11 JOBS
(Direct, indirect and induced)

US$ 1.5 trillion in exports

7% of world's exports

30% of services exports

©World Tourism Organization (UNWTO) 2016
International tourist arrivals and receipts, 1995-2015*

377 million more arrivals in a decade
US$ 554 billion more in a decade

Source: World Tourism Organization (UNWTO)
International tourist arrivals and tourism receipts

**International tourism in 2015**

- **Americas**
  - 193 million (16%)
  - 304 US$ bn (24%)

- **Europe**
  - 608 million (51%)
  - 451 US$ bn (36%)

- **Asia and the Pacific**
  - 279 million (24%)
  - 418 US$ bn (33%)

- **Africa**
  - 53 million (5%)
  - 33 US$ bn (3%)

- **Middle East**
  - 53 million (4%)
  - 54 US$ bn (4%)

**World**

- International tourist arrivals: **1186 million**
- International tourism receipts: **US$ 1260 billion**
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 Recommendations for Tourism Statistics 2008 (UNWTO and United Nations)
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

UNWTO
国际旅游入境和收益，1995-2015*

国际旅游收益（美元十亿）

US$ 141 bn

国际旅游入境（百万人次）

US$ 277 billion more in a decade

154 mn

125 million more arrivals in a decade

US$ 419 bn

Source: World Tourism Organization (UNWTO)
近十年全球各地区增长
Inbound tourism by region (% increase between 2005 and 2015)

Source: World Tourism Organization (UNWTO)
International tourist arrivals by purpose of visit, 2014

Source: World Tourism Organization (UNWTO)
Inbound tourism in Asia and the Pacific - Mode of transport

Source: World Tourism Organization (UNWTO)
International tourist arrivals by region of origin, 1995-2014

Source: World Tourism Organization (UNWTO)
出境旅游市场
China became number 1 outbound market in 2012 and strong growth continues

China – World’s top tourism source market
- Fastest growing market
- World’s top spender since 2012
- US$ 165 billion in 2014 international tourism
- US$ 36 billion more than in 2013 (+28%) increase
- Double-digit growth since 2004
- 13% of worldwide receipts
<table>
<thead>
<tr>
<th>Country</th>
<th>International tourism expenditure (US$ billion)</th>
<th>International departures (million)</th>
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<tbody>
<tr>
<td>China</td>
<td>165</td>
<td>117</td>
</tr>
<tr>
<td>Australia</td>
<td>26</td>
<td>9</td>
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<td>9</td>
</tr>
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<td>Korea (ROK)</td>
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<tr>
<td>Hong Kong (China)</td>
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<td>Japan</td>
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<td>2</td>
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<td>Vietnam</td>
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</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)
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

Source: World Tourism Organization (UNWTO) ©
International Tourist Arrivals, World (% change)

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

Source: World Tourism Organization (UNWTO) ©
<table>
<thead>
<tr>
<th>Region</th>
<th>2016年实际数据 Actual data 2016</th>
<th>2017年预测 Projection 2017</th>
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</thead>
<tbody>
<tr>
<td>World</td>
<td>4.0%</td>
<td>+3% and +4%</td>
</tr>
<tr>
<td>Europe</td>
<td>2.0%</td>
<td>+2% and +3%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>8.4%</td>
<td>+5% and +6%</td>
</tr>
<tr>
<td>Americas</td>
<td>4.3%</td>
<td>+4% and +5%</td>
</tr>
<tr>
<td>Africa</td>
<td>8.1%</td>
<td>+5% and +6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>-4.1%</td>
<td>+2% and +5%</td>
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2030旅游展望
Tourism Towards 2030: Key Results
持续增长
Continued growth of demand
2030年全球将接待18亿人次国际旅客

source: World Tourism Organization (UNWTO) ©

International tourism, World

International Tourist Arrivals, million

2030年全球将接待18亿人次国际旅客

source: World Tourism Organization (UNWTO) ©

International tourism, World

International Tourist Arrivals, million

2030年全球将接待18亿人次国际旅客

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

International Tourist Arrivals, million

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
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

- 1980
- 1995
- 2010
- 2030

source: World Tourism Organization (UNWTO) ©
可进入度
Access
Breakthroughs in airplane capabilities give airlines additional choices to improve service.

- **2006**
  - 777-200LR
  - London to Sydney nonstop
  - 240 passengers
  - 19.5 hours

- **1990**
  - 747-400
  - 1 stop**
  - 23 hours

- **1975**
  - 747-200
  - 2 stops
  - 26 hours

- **1965**
  - 707-320
  - 6 stops*
  - 1.5 days

- **1955**
  - Super Constellation
  - 7 stops
  - 2.5 days

- **1939**
  - Flying Boat
  - 32 stops
  - 10 days

All flight times are approximate.

Source data: Qantas timetables. Qantas.com.au

Courtesy of Boeing
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。
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