Better City Life through Tourism

Marrakech, Morocco

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Better City Life through Tourism

① Tourism provides an important channel for building mutual trust and harmony between peoples.

② The development of the tourism industry stimulates growth, generates jobs and reduces poverty.
1. Major trends of world tourism development

1. The world tourism industry is expanding in scale

Since 2010, international tourist arrivals have been growing at above 4% per annum.
I. Major trends of world tourism development

2. Tourism is giving a major boost to consumption

Since the 2009 financial crisis, tourism industry has contributed at least 3% to global growth each year.
I. Major trends of world tourism development

2. Tourism is giving a major boost to consumption

Since 2008, tourism has contributed 2.04% of direct jobs and 2.39% of indirect jobs worldwide.

Changes in Annual Growth Rate of Contribution of Tourism Industry to Global Employment from 2008 to 2014
1. Major trends of world tourism development

3. Tourism development is becoming globalized

In 2014, the global share of tourism revenue from the Asia-Pacific rose to 33.6%.

In 2014, North America’s share in the world tourism market dropped to 24.5%, and Europe down to 34.2%.
I. Major trends of world tourism development

3. Tourism development is becoming globalized

In 2013, China’s share in global tourism exceeded 11%.
1. Cities are the core objective of tourism
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Factors to Attract Chinese Outbound Tourists

- Natural landscape: 76.92%
- Humanistic features (history/culture/food/architecture/museums and so on): 75.87%
- Shopping: 47.80%
- Appropriate travel costs or travel offers, promotions: 31.78%
- Others: 3.97%
Ⅱ. The role of cities in tourism development

1. Cities are the core objective of tourism

![Diagram showing travel purposes of Chinese outbound tourists going to overseas tourism cities.](image)
2. Cities are the main vehicle of tourism.
3. Cities are the source of strength for tourism development

Cities:

- major tourism destinations
- main sources of tourists

80% of the tourists come from cities.

Cities mutually reinforcing Tourism
World Tourism Cities Federation (WTCF)

◇ non-profit, non-governmental, international organization
◇ voluntarily formed by famous world tourism cities and tourism-related institutions in March 2012.
◇ vision: Better City Life through Tourism
◇ aims to promote exchanges and cooperation among its members.

Please find more information in our video.
Thank you. 谢谢。Merci.

World Tourism Cities Federation
Better City Life through Tourism
www.wtcf.org.cn