

青岛市文化和旅游局与开普敦市旅游局 合作备忘录

Memorandum of Cooperation between Qingdao Municipal Bureau of Culture and Tourism and SKAL INTERNATIONAL CAPE TOWN

Skål 是一个由世界各地的旅游领袖组成的专业组织，致力于促进全球旅游和友谊。它是唯一一家联合旅行和旅游行业所有分支机构的国际集团。其成员、行业经理和高管在地方、国家、区域和国际层面会面，讨论和探讨共同感兴趣的话题。

第一个俱乐部于 1932 年在巴黎由旅行经理在斯堪的纳维亚半岛的教育之旅后成立。国际善意和友谊的理念不断发展，1934 年，“国际斯科尔俱乐部协会”成立，Florimond Volckaert 担任第一任主席，被认为是“斯科尔之父”。

今天，Skål International 在 80 个国家/地区的 400 个俱乐部中拥有大约 17,000 名会员。总部设在西班牙托雷莫里诺斯。

Skål International 由一个由六名成员组成的执行委员会管理，这些成员由代表选出参加年度大会，该大会在世界大会期间举行，每年由不同的国家主办。这让会员可以直接发掘世界各地的旅行和旅游潜力。

Skål is a professional organisation of tourism leaders around the world, promoting global tourism and friendship. It is the only international group uniting all branches of the travel and tourism industry. Its members, the industry's managers and executives, meet at local, national, regional and international levels to discuss and pursue topics of common interest.

The first Club was founded in 1932 in Paris by travel managers, following an educational tour of Scandinavia. The idea of international goodwill and friendship grew and, in 1934, the "Association Internationale des Skål Clubs" was formed with Florimond Volckaert as its first President, who is considered the "Father of Skål".

Skål International today has approximately 17,000 members in 400 Clubs throughout 80 nations. Most activities occur at local level, moving up through National Committees, under the umbrella of Skål International, headquartered at the General Secretariat in Torremolinos, Spain.

Skål International is governed by an Executive Committee of six members, elected by delegates to an annual General Assembly, held during the World Congress, hosted by a different country each year. This allows members first-hand observation of the travel and tourism potential around the world.

青岛市是国家沿海重要中心城市和滨海度假旅游城市，国际性港口城市，国家历史文化名城，“一带一路”新亚欧大陆桥经济走廊主要节点城市和海上合作战略支点城市。近年来，先后获得东亚文化之都、世界电影之都、亚洲旅游红珊瑚奖十大受欢迎目的地等称号。得天独厚的自然、人文历史资源为青岛的文化和旅游业发展提供了良好的发展基础。青岛市文化和旅游局是青岛市文化和旅游行业主管部门，负责管理和指导全市文化和旅游领域对外以及对港澳台交流合作、宣传推广工作,加强文化产业和旅游产业的国际市场推广。

Qingdao is known as an important coastal central city, a seaside tourist destination, an international port, a famous historic and cultural city of China, and the pivotal city of the Belt and Road Initiative along the New Eurasian Land Bridge Economic Corridor and a strategic stronghold for maritime partnership. In recent years, it has been awarded the titles such as the Culture City of East Asia, City of Film, and Red Coral Award of Asia Tourism - Top 10 Popular Destination. Qingdao is richly endowed with natural, cultural, and historical resources, which lay a solid foundation for the development of its culture and tourism industries. Qingdao Municipal Bureau of Culture and Tourism is the competent authority supervising the culture and tourism industries of the city. The bureau is responsible for administering and guiding the city's overseas exchanges and cooperation, publicity and promotion, including that of Hong Kong, Macao, and Taiwan in the field of culture and tourism, and stepping up the effort to present the city's culture and tourism industries to foreign markets.

为加强青岛市文化和旅游局与斯卡尔国际旅游协会开普敦分会在旅游目的地打造、旅游品牌营销推广等的交流与合作，推动双方信息互通、游客互送，促进旅游业共同发展与繁荣。双方经友好协商，同意签署合作备忘录作为双方合作的框架性文件。

In order to strengthen the exchanges and cooperation between the Qingdao Municipal Bureau of Culture and Tourism and the Skål International in tourism destination development, tourism brand marketing and promotion, and promote the exchange of information and tourists between the two cities and the mutual development and prosperity of tourism, both Parties, through friendly consultations, agree to sign this Memorandum of Cooperation as a framework document for bilateral cooperation.

一、双方建立旅游合作伙伴关系，依托彼此丰富的旅游资源，互为旅游目的地。积极开发适合对方游客的旅游产品，推动两地游客流动。

I. Both Parties agree to go into a partnership for tourism cooperation and turn either city into the other's tourist destination by leveraging abundant tourism resources of both sides. Each Party shall proactively develop tourism products that suit each other's tourists to facilitate the two-way flow of tourists.

二、加强网络营销合作，双方充分利用网站、社交媒体等渠道实现彼此信息共享（法律许可范围内）。

II. Both Parties agree to strengthen cooperation in Internet marketing by sharing information through channels such as websites and social media (as permitted by law).

三、双方在积极宣传本地旅游产品的同时，为对方旅游宣传推介提供便利，实现宣传互助。

III. While actively promoting local tourism products, both Parties agree to facilitate each other's tourism publicity and presentation.

四、双方积极鼓励当地旅行社及团体推介对方的旅游产品，实现客源互送。

IV. Both Parties shall actively encourage local travel agencies and organizations to promote each other's tourism products and enhance the two-way flow of tourists.

五、本合作备忘录一式贰份，双方各执壹份，分别为中文、英文，本合作备忘录未尽事宜，双方可签补充协议，补充协议与本合作备忘录具有同等效力。

V. This Memorandum of Cooperation is made in duplicate in Chinese and English languages, with each Party holding one copy. For matters not covered herein, both Parties may sign a supplementary agreement, which is equally valid as this Memorandum of Cooperation.

青岛市文化和旅游局

Qingdao Municipal Bureau of
Culture and Tourism

斯卡尔国际旅游协会

Skål International

法定代表人或授权代表:

法定代表人或授权代表:

Legal representative
authorized representative:

or

Legal representative
authorized representative:

(签章)

(Signature & Seal)

(签章)

(Signature & Seal)

2023 年 5 月 26 日

May 26, 2023