

欧洲城市旅游 环境变化中的机遇和挑战

许多旅游机构和国际旅游组织已经认识到指标和度量系统发展的重要性。欧洲城市旅游在该领域最重要的报告是欧洲城市营销组织 (ECM) 发布的《欧洲城市营销基准报告》，该报告提供了最全面的关于欧洲城市旅游定期收集的数据信息，让所有会员城市可以对它们的旅游业表现，尤其是它们在九个重要客源市场中的表现，进行对比。

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欧洲城市旅游数据分析

《欧洲城市营销基准报告》的第十版包含115个欧洲城市的数据，并对过去5年中旅游市场的发展趋势提出了深刻见解。报告包括以欧洲国家和地方统计局收集的官方住宿数据的市场容量来衡量的城市旅游增长信息，为每个城市提供最新的旅游表现和基准方面的信息，并让它们能够对自身的经济发展做出更客观的评估。报告还旨在找出对重要客源市场来说最具吸引力的城市，报告中也包含国际旅游专家对显著的旅游增长或滞后现象做出的主要原因分析。最佳旅游城市提供的信息可以激发人们对营销活动和策略的有效性进行讨论，并有助于其他旅游机构向这些城市学习从而改进它们在这些市场中的策略。

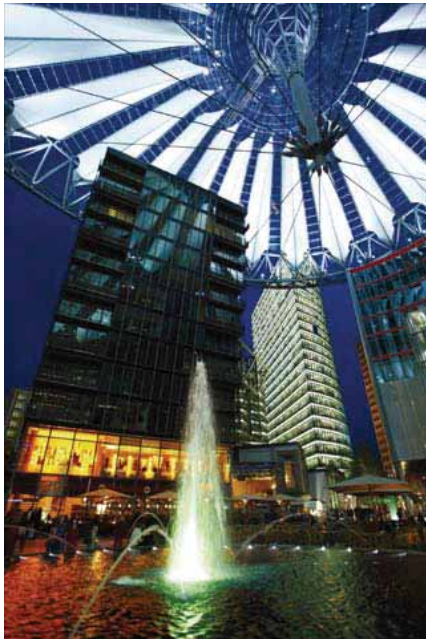
尽管报告主要基于过去五年的趋势分析，但它也包括近期旅游发展情况和基于认可的数据预测方法对当年旅游发展情况做出的推论。此外，报告还包括欧洲国家和城市之间旅游发展情况的对比。

报告中的115个目的地样本既包括东欧城市也包括西欧城市，因此报告的研究结果是衡量欧洲城市旅游业整体情况的一个重要指标。2013年欧洲城市旅游市场容量比2012年增长了3.5%，这相对于去年2.7%的增长量来说增加非常明显。

对欧洲15个顶级城市的比较表明伦敦和巴黎在2013年度床夜次总量上继续引领欧洲城市旅游业。柏林、罗马、巴塞罗那因其强劲的床夜次数量增长势头继续保持在欧洲旅游城市的前五名内。前五名欧洲旅游城市中，柏林以8.2%的床夜次增长量位列旅游增速最快的城市。如果只看这些城市在国际客源市场的表现情况，则罗马、巴塞罗那、布拉格的排名更靠前，柏林排在第七位。

对比欧洲110个城市和欧盟28国的旅游表现，城市在旅游发展方面是最大的赢家。2009年至2013年，ECM会员城市的年度床夜次增长率为22.4%，比欧盟成员国高出14个百分点。过去五年中，ECM会员城市在占欧洲城市旅游份额65%的国际床夜次方面增长了27.3%，比欧盟成员国高出8.5个百分点。

国际客源床夜次数量继续以高于国内的速度增长。德国、美国 and 英国以七千五百万的床夜次总量占到报告中所有欧洲城市全部国际床夜次数量的21%，名列客源市场的前三甲。对比旅游业在单个市场和欧洲国家的发展走势，报告显示除中国、俄罗斯和英国外，几乎所有市场中城市的旅游表现都优于国家。



旅游数据的维基百科

《欧洲城市营销基准报告》中包括来自在线营销信息系统TourMIS的数据。TourMIS是一个主要为旅游从业者、媒体、学生和任何对旅游业感兴趣的人提供信息和决策支持的系统，它提供免费的旅游数据，并且操作简便。该系统为旅游机构如ECM和ETC提供了一个交流数据、信息和知识的平台。TourMIS是一个典型的社交媒体应用，它的数据库不是由一个权威或组织单独提供而是由230位旅游专家提供的，这些专家来自74个国家中的150个城市，因此有些人称它是“旅游数据的维基百科”。目前TourMIS拥有两万多名注册用户，其中大约百分之六十都是旅游从业者。TourMIS免费提供数据并综合了工具和自动生成报告的功能，使旅游管理者能够应用并理解科学概念、方法和模型。

TourMIS不仅为旅游管理者监测自身竞争性提供了工具，而且为他们制定旅游战略提供了工具。该系统为旅游目的地计算和监测市场容量和份额，衡量并检测季节性对目的地产生的影响，确认并理解游客组合，以及预测旅

游需求提供支持。它还对那些想参与地区间游客比较研究的城市提供了一个界面，通过跨地区比较得到比单一的、非标准化的游客研究更有价值的洞见。TourMIS用户也分享参观重要景点的游客数量信息，系统还提供工具监测并评估旅游需求和去参观文化名胜的游客数量之间的关系。同时，TourMIS还为城市旅游管理者分析和比较他们的网站表现并了解在线旅游信息需求和真正的目的地旅游需求之间的关系提供了方便。

TourMIS几乎每年都会引入新指标。2014年，TourMIS拓展了它的数据库，目前该系统可以计算并检测系统中全部目的地的旅游密度。与联合国世界旅游组织、经济合作与发展组织、欧洲统计局的地方成员类似，TourMIS采用的是自下而上的微观层次的研究方法，它关注的是目的地管理组织层面上的衡量。把这种微观层放大，发现并分析已经存在的信息被视为比不断地给集中的全国提案中的可持续发展指标引入新研究方法更可行、更节省时间。而且，联合国环境规划署发布的《绿色经济报告》和联合国世界旅游组织INRouTe报告都鼓励关注企业层面的分析。

城市旅游业的发展机遇与挑战

为什么城市旅游正变得如此重要？近几十年来，世界上所有城市都受到了生产和消费模式转变以及资金、人口和商品流动的深刻影响。据估计到2050年世界上百分之七十的人口会生活在城市，到2025年城市对世界经济的贡献将超过三十万亿美元。

近年来，全球人口流动性的加强、信息的极大丰富以及知识共享的增多促进了城市结构的发展并导致城市旅游需求的增加。与其他旅游产品相比，城市旅游服务或许是最高度标准化的产品，因为它到处都是，人们可以很容易地通过网上预定来购买它。因其便捷性，城市正成为短期度假的理想目的地，这与整体的旅游消费趋势非常吻合。许多城市正变得越来越有吸引力，它们不断开发新的旅游产品，升级服务质量，增强自身竞争性。智能城市范式已被欧洲许多城市采用，它代表了创新和技术辅助城市活动和服务从而使当地居民和旅行者获益这样的大环境。最后，不断增长的会展和购物旅游为城市旅游的发展提供了强有力的支持。

城市旅游业的发展带来了哪些机遇呢？首先，旅游业可以提升目的地社区的生活质量。旅游业通过改善基础设施、培养技术工人、激发创业精神、促进公私合作、吸引其他行业和服务并建设娱乐设施为城市复兴提供动力。这

种再生过程不仅为追求品质的游客提供了一种体验，也保障并改善了当地社区的生活质量。

此外，城市在充当技术创新的孵化器方面具有很大潜力。尽管城市旅游在全球市场中占据重要地位，它仍是一个相对不太成熟的跨学科研究领域，缺乏实践经验。只有通过加强研究者和专业人员的交流与合作才能实现城市旅游的清晰认识并准确衡量其产生的社会、文化和经济影响。改进地区旅游数据将刺激当地采取措施，加强政策和计划并推动项目投资和发展。

危及甚至阻碍城市旅游发展繁荣的主要挑战是什么？城市旅游发展面临着众多挑战，它们可以归为经济、环境和社会几个方面。或许最常见的一个问题就是城市正在失去它们的特性。产品和服务的标准化和透明度让城市旅游产品的可替代性增强。在许多城市酒店行业的竞争非常激烈，使得它们的利润缩水。此外，受新技术影响，会展行业组织者发现有效地使用会议设施正变得越来越难。

城市旅游的自由发展使大批游客涌入城市并带来一系列负面效应，如拥挤、交通堵塞、景区入口等候时间过长、环境污染等。一个主要问题是那些高素质游客会避开

大家都去的地方，而众多低素质游客给目的地社区带来的是压力而不是收益。许多城市一方面声称自己要建设智能城市或绿色城市，另一方面却在实施增加航空运输战略，建设更多的跑道并吸引更多航线。游客与当地居民或旅游业与当地社区的关系经常因为环境原因而妥协。

环境和社会冲突是未来城市旅游发展的最大挑战，这些问题亟需我们转变目前的思维方式。

从市场份额方面看，我们完全有理由认为城市旅游将继续增长，尤其是它的网上营销将会迅速增长，营销活动的成功与否将变得更加可预见。在这种形势下，旅游机构进行旅游研究时更要加谨慎。例如，许多国家旅游机构每年在旅游营销中花费数百万欧元，而给营销研究的预算却非常少，这可能值得我们反思。营销行为更可预见的结果之一就是城市比国家的品牌优势更明显，政府将把它们的营销预算重点从国家层面转移到地方层面。通过增强人们对城市旅游的经济和社会影响的认识，城市旅游将引领跨国旅游政策制定。欧洲需要加强对旅游业的支持。专业旅游网络必须超越营销推广，重视旅游业责任并加强城市旅游利益相关者之间的联系。





City Tourism in Europe

Opportunities and Threats in a Changing Environment

The development of indicators and metrics systems has been identified as paramount importance by many tourism boards and international tourism organizations. For city tourism in Europe, the most important report in this field is the ECM Benchmarking Report, published by European Cities Marketing (www.europeancitiesmarketing.com), which provides the most comprehensive and regularly maintained source of information on the volume of urban tourism in Europe. The report enables all participating cities to compare their performance, especially in nine important key source markets. The 10th edition of this report, which is available by European Cities Marketing (ECM), covers data for 115 European cities, and provides insights into market trends of the last 5 years.

Data Analysis of City Tourism in Europe

The ECM Benchmarking Report includes information on the growth of city tourism in Europe measured by market volumes of official accommodation data collected by national and regional statistical offices. It provides information on the latest performance and benchmarks for individual cities and allows cities to make more objective evaluations of their economic development. The report also aims to identify the

most attractive cities for visitors from important markets and in the report we also ask international tourism experts to explain the main reasons for outstanding growths or declines. The information provided by the best-practice performers can trigger important discussions on the effectiveness of marketing campaigns and strategies and can help other tourism boards to learn and to improve their own strategies in these markets.

Although the main part of the report is based on the analysis of trends of the last five years, it also includes a chapter on recent developments and an extrapolation for the current year based on approved statistical forecasting methods. Another chapter includes a comparison between national and city tourism development in Europe.

The sample of 115 destinations included in the report represents a balance between Eastern and Western European cities and findings are therefore a good proxy for the entire city tourism industry in Europe. In 2013, the market volume of European cities showed an increase of 3.5% compared to 2012. This is a notable increase over last year's change rate of only 2.7%.

The comparison of top 15 cities in Europe shows that London and Paris continue to lead Europe's city tourism industry in terms of total number of bednights in 2013. Berlin, Rome, and Barcelona maintained their ranks among the top five cities with decidedly strong year-on-year bednights growth rates. The highest growth rate among the top 5 cities belongs to Berlin whose bednights increased by 8.2%. When focusing on the performances of cities in international markets only, we can see that Rome, Barcelona and Prague come up with a better ranking, whereas Berlin appears on the seventh place.

When comparing the performance of 110 cities in Europe with EU 28 countries, then it becomes evident that cities are the clear winners in terms of tourism development. The annual bednights growth rate between 2009 and 2013 for ECM cities was 22.4%, 14 percentage points higher than for the 28 EU member countries. In the past five years, the international bednights, which account for 65% of total tourism to cities in Europe, increased by 27.3% in ECM cities, which is 8.5 percentage points higher than the comparable development in EU member countries.

Internationally-sourced bednights numbers continue to grow at a faster rate than those sourced domestically. Germany, the United States, and the United Kingdom top the list of source markets by contributing a combined 75 million of bednights, 21% of all international bednights, to the European cities in the report. When comparing the development in individual markets with the trends in European member countries, it shows that cities have outperformed countries in almost all markets, except China, Russia, and the UK.

The Wikipedia of Tourism Statistics

The data which is included in the ECM Benchmarking Report stems out of the online marketing information system TourMIS, the leading information and decision

support system for tourism managers, media, students and anybody who is interested in tourism (see www.tourmis.info). TourMIS provides free and easy access to tourism statistics and serves as a platform for exchanging data, information and knowledge for tourism associations like ECM and ETC. TourMIS is a typical social media application. Some people refer to it as "the Wikipedia of tourism statistics" since the data is not entered by a single authority or organization, but by more than 230 qualified tourism experts from currently 74 countries and 150 cities. Today, TourMIS has more than 20,000 registered users; approximately 60% of them are working in the tourism industry. Free access to data and the integration of tools and automatic reports allow tourism managers to apply and understand scientific concepts, methods and models which normally would not be available to them.

TourMIS provides a huge number of tools which support managers not only in monitoring their competitiveness but also in strategic tourism planning. The system provides support for calculating and monitoring market volumes and market shares, for measuring and benchmarking seasonality, for identifying and understanding guest mix problems of destinations, and for forecasting tourism demand. It also includes an interface for cities that want to participate in an interregional initiative of a comparative visitor survey, which provides much more valuable insights



than just a single, unstandardized visitor survey. TourMIS users also share information on the number of visitors to important attractions and sights, and the system provides tools that monitors and evaluates the relationship between the demand for tourism and the number of visitors to cultural attractions. New features in TourMIS provide city tourism managers the opportunity to analyze and compare the performance of their website and to gain knowledge on the relationship between demand for online travel information and the actual tourism demand to their destination.

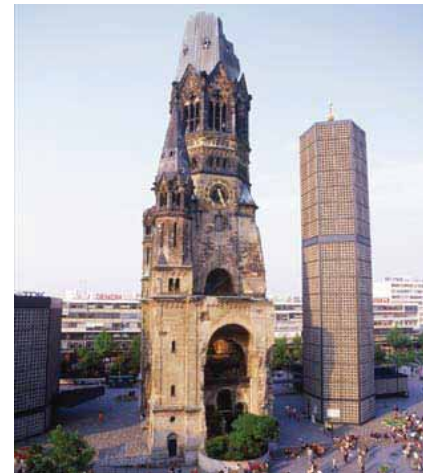
Also new indicators are introduced in TourMIS almost every year. In 2014, TourMIS extended its database with population data and the system can now calculate and benchmark tourism densities of all destinations included in TourMIS. Parallel to the subnational initiatives by UNWTO, OECD, or Eurostat, TourMIS takes a bottom up, micro-level approach by focusing on the measurements at the destination management organization level. Zooming into this subnational level and discovering and analyzing already existing information is considered as more feasible and less timeconsuming than constantly introducing new approaches for sustainable development indicators of centralized nationwide proposals. Moreover, analyses that are focused on the enterprise level are encouraged both in the *Green Economy Report* by the United Nations Environment Program as well as in the latest UNWTO INRouTe report.



Opportunities and Threats of City Tourism

So why is city tourism gaining so much importance? All cities in the world are heavily impacted by the paradigm changes in the production and consumption patterns and the mobility of capital, people and goods which took place in recent decades. It is estimated that by 2050, 70 % of the world's population will be living in cities and only by 2025 cities will contribute over 30 trillion US dollars to the world economy.

The greater global mobility, the information boom and the increased knowledge-sharing between people of recent years facilitate the development of urban structures and lead to higher levels of city tourism demand. City tourism services are probably the most highly standardized products compared to other tourism offers and since they became available through online booking engines they are everywhere readily available for purchase. Mainly because of the easy access, cities are ideal destinations for short-breaks which perfectly match general trends in travel behavior. Many cities also became more attractive. Cities have constantly developed new products, upgraded their quality of services and enhanced competitiveness. The "smart city" paradigm, which has been adopted by many cities in Europe, represents an environment where innovation and technology supplements activities and services of a city in order to provide benefits to the residents and visitors. Finally, the growth of meetings and shopping



as important travel motivators has substantially supported the development of city tourism.

What are the opportunities for city tourism development? First, tourism can improve the quality of life within the local community. Tourism is frequently the engine for the rejuvenation of cities through improving infrastructure, creating a skilled labor force, stimulating local business entrepreneurship, developing public-private partnerships, attracting other industries and services, and creating local amenities and recreation facilities. This regeneration process not only builds a quality visitor experience but also safeguards and improves the quality of life for the local community.

Also, cities have the potential to serve as incubators of innovation and technology. But, despite the significant positioning of city tourism in the global marketplace, it is still a relatively immature field of interdisciplinary study and practical expertise. Clear understanding of city tourism and measuring its social, cultural and economic impact can only progress by intensifying the communication and cooperation between researchers and the professionals. Improving tourism data on a sub-national level like cities will galvanize local action, reinforce the performance of policies and programs, and drive investment and development projects.

What are the main threats which could jeopardize or even prevent the prosperous development of city tourism? There are many threats and they can be classified in economic,

environmental, and social challenges. Probably one of the most common problems is that cities are in danger of losing their authenticity. The standardization and transparency of products and services make city tourism offers increasingly interchangeable. In many cities hotels are already exposed to very high levels of competition which creates a huge pressure on profit margins. Also the meetings industry is strongly affected by new technologies and organizers find it increasingly difficult to efficiently use their conference facilities.

Crowding, congestions, waiting time in front of tourism attractions, emissions, and pollution caused by mass tourism in cities are negative effects of uncontrolled tourism development in urban regions. A major threat is that "quality tourists" avoid crowded places: the remaining tourists are masses of low-quality visitors who are more a stress than a benefit to a community. There are also obvious conflicts when cities for instance claim that they want to become smart or green and at the same time launch strategies to increase air transportation by building additional runways and attracting additional airlines. The relationship between tourists and citizens, or the tourism industry and the local community, is frequently compromised for environmental reasons.

These environmental and social conflicts are the most significant threats for the future development of city tourism. Unfortunately, they are also the most challenging problems since they require a radical change in our current way of thinking.

Considering the facts it appears reasonable to assume that city tourism will continue to grow in terms of market share. Online marketing will particularly grow in city tourism and the success or failure of these activities will become more measurable. In this context tourism boards need to take tourism research more seriously. For instance, it is curious when national tourism organizations spend several million Euros every year for marketing, but only a small fraction of this budget is used for marketing research. As a consequence of more measurable marketing activities, it will become obvious that cities are better brands than countries, and governments will start shifting their advertising budgets from national to regional levels. By raising the awareness of the economic and social impact of city tourism, city tourism will lead the way in supranational tourism policy. Europe needs a strong advocate for tourism affairs. Professional networks in tourism must go beyond marketing and branding; they must emphasize on responsible tourism, and they need to strengthen the link between the various stakeholders in their cities.

城市优质旅游服务指南

城市旅游服务是指旅游城市为满足旅游者从选择、抵达、旅游以及游后全过程所需要的各种服务，包括城市交通、城市秩序、城市环境、城市信息、旅游公共服务，以及饮食、住宿、游览、购物、娱乐等旅游要素服务。

创建世界一流旅游城市，提升游客满意度，
城市应在完善城市旅游公共服务的同时提升城市旅游要素服务。

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城市优质旅游服务的准则

在2014年万事达卡全球旅游城市排名中，伦敦、曼谷、巴黎、新加坡、迪拜、纽约、伊斯坦布尔、吉隆坡、香港、首尔位列前十名，成为最受游客欢迎旅游城市。纵观伦敦、巴黎、纽约等世界一流旅游城市，其旅游业整体发展与旅游形象的塑造和提升都与其优质的城市整体服务质量紧密相关。

总结世界各地优秀旅游城市的先进实践经验、国际组织优质旅游服务标准以及社会组织的城市优质旅游服务评价标准，我们发现优质旅游服务必须符合社会普遍公认、城市地方特有和满足个性需求的旅游服务三项基本原则。优质的旅游服务必须是世界各地游客普遍认可的、具有地方特色的、满足目标市场个性化的需求。推广社会公认的规范化服务可以保证旅游城市的基本服务水平；创建体现城市精神的差异化服务可以增强旅游城市的地方吸引力；定制符合游客偏好的个性化服务可以提高旅游城市的游客满意度。规范化、差异化与个性化的优质旅游服务是旅游城市可持续发展的保证。

城市优质旅游公共服务

城市环境与秩序、公共交通、城市公共基础设施是决定游客对城市第一印象的重要影响因素，一个优秀的旅游城市应该有鲜明的城市个性与包容的城市精神，友善绿色

的城市环境，安全稳定的城市秩序，并为旅游者提供方便舒适的城市交通与智能便捷的城市信息。

1、畅通：通达的交通覆盖网络，舒适的搭乘体验以及个性化的交通方式能更好地方便游客，满足不同类型游客的需求。城市应努力搭建飞机、高铁、汽车、轮船等交通一体化网络，实现旅游出行无缝对接。方便快捷、合理规范、服务周到的出租车及旅游租车服务，针对残疾人、老年人、儿童等特殊群体提供的个性化服务，以及具有城市地方特色的搭乘方式，如威尼斯小船、墨尔本的马车、北京黄包车等将方便游客出行，并提升游客旅行体验。

2、安全：安全稳定的城市秩序是游客出行的保障，城市应完善旅游安全法规与制度，健全旅游安全预警和应急机制，保障城市治安、生态、与公共卫生安全，让游客在舒适放心的环境下进行旅游活动。

3、友善：旅游城市应努力为游客营造友善绿色的环境，展示城市特有包容精神，通过热情好客的当地居民传播当地文化，借助独具特色的待客方式，推广当地独特的问候语言、见面礼仪。并在广泛普及节能减排技术的同时，倡导当地居民及游客共同树立生态友好理念，强化生态保护宣传，营造美丽绿色城市环境。

4、智慧：建设智慧城市基础设施，实现关键地区无线网络全覆盖，完善智慧旅游平台。积极创新现代旅游信息化技术，实现旅游产业链条智慧化管理。整合大数据

无缝对接旅游城市服务供应信息与游客需求信息。发展电子交易平台，创新支付方式，实现旅游交易便捷化。培养智慧旅游者，实现游客智慧消费。

城市优质旅游要素服务

一个优秀的世界旅游城市应为旅游者在饮食、住宿、交通、游览、购物、娱乐等旅游要素方面提供优质服务。

1、特色的美食：在满足基本卫生安全和价格标准的基础上，城市餐饮应努力在食材、烹调方式以及菜品中展示地方与民族特色，满足不同饮食习惯游客的饮食需求，为有特殊信仰、风俗习惯的游客提供个性化服务。设计不同餐饮主题，营造独特就餐环境，打造例如海底餐厅、空中就餐等餐饮体验活动将是提升游客满意度与餐饮体验的新方式。

2、个性的住宿：在酒店住宿方面，城市应努力提供符合目标市场要求类型与档次的酒店，积极发展主题酒店、精品酒店、经济型酒店、家庭旅馆等特色住宿类型。在建筑风格上，鼓励建筑材料环保化、本地化，努力融入城市地方特色，与当地自然环境、风土民情相融合。酒店应根据游客不同国家、宗教、年龄、性别、身体状况、消费偏好，提供个性化服务，并健全客户档案，做好游客期望管理，使服务体现地方特色，满足个性化需求。

3、便捷的游览：伦敦作为世界上最受欢迎的旅游城市，其丰富多样、突出城市地格的旅游景点吸引着来自世界各地的游客。城市应挖掘自然文化遗产资源，开发与活化非物质文化遗产，举办旅游节庆活动，并融合相关产业，建设新兴旅游吸引物。在游览活动项目的设置中，应注重游览过程的感知和体验，规划符合旅游者特征与需求的参与性旅游活动。导游服务是城市形象的另一名片，城市应建立完善的导游员培训、教育与管理体制，提高导游员的语言与服务接待能力，借助导游讲解为游客展现城市历史文化与城市形象。英国的蓝章导游认证制度是导游员管理与导游服务的典范。完善的标识和导览系统是游客便捷游览的另一保障。路标、信息指示牌、智能导览、残疾人导览系统的制作应采用地方材质、地方工艺并配以高新技术以突显地方特色。同时，标识系统与导览系统的设置应根据目标市场的不同需求，选择性使用不同语言，并合理布局于各个重要旅游节点。

4、廉美的购物：物有所值、种类丰富且特色鲜明的商品、便捷的购物方式、丰富的购物体验是游客旅游购物的强大吸引力。城市应鼓励商家进行联合营销，开展旅游购物节、进行季节性促销活动，通过退税、免税、折扣等

优惠政策扶持旅游购物产业的发展。同时，鼓励商品进行质量认证，包装旅游商品地方品牌，发展如“北京礼物”此类地方品牌，推动城市旅游购物发展。在城市旅游购物网点的布局上，城市应合理分布大型购物广场，科学配套相关交通、住宿、餐饮、货币兑换等基础设施。根据不同的购物类型及游客需求，设计相应的购物体验场景，不仅能够增加旅游商品的附加值，更能为游客提供优质的个性化服务。奥特莱斯购物村为游客提供货币退换、及时退税、免费停车场、私人导购、货物全球寄送、儿童游乐场等优质服务为各大城市的旅游购物服务发展提供了借鉴。

5、畅爽娱乐：娱乐活动是游客旅游过程中重要组成部分，借鉴拉斯维加斯、澳门等娱乐国际城市的发展经验，城市应立足地方文化与民族特色，将传统娱乐活动与各种现代技术相结合，并根据目标市场需求，选择性地提供综艺表演、体育竞技、实景演出、户外游乐、影视、戏剧等活动。在夜生活活动的安排中，城市应借助夜间文艺演出等娱乐活动展示文化，同时，配套夜间交通、饮食、购物等服务设施，对娱乐设施运营例行检查与监管，定期对服务人员以及游客进行安全教育与培训，保障文化娱乐活动安全、内容健康。





City Quality Tourism Service Guide

City tourism services refer to different services provided by tourism cities in order to satisfy the requirements of tourists in the whole process from selection, arrival, travel, and post travels. Such tourism public services include: city transportation, city order, city environment, and city information, as well as such tourism factor services as food, accommodation, touring, shopping, and entertainment. A city should enhance the city tourism factor services while improving the city tourism public services in order to create a world-class tourism city, and increase the tourists' satisfaction.

Criteria for City Quality Tourism Services

In the 2014 MasterCard Global Destination Cities Index, London, Bangkok, Paris, Singapore, Dubai, New York, Istanbul, Kuala Lumpur, Hong Kong and Seoul ranked among the top ten, and became the most popular tourism cities in the world. The general survey of the world-class

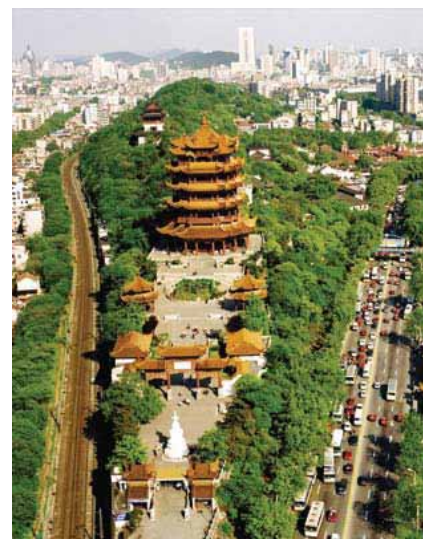
tourism cities such as London, Paris, and New York, shows that their integral tourism development and tourism image shaping and promotion are closely related to their overall quality city services.

By summarizing the advanced practical experience of outstanding tourist cities around the world, quality tourism

services standards of international organizations, as well as city quality tourism service appraisal standards of social organizations, we find that quality tourism services must meet three basic principles: general social recognition, city endemic features, and personalized requirement satisfaction. Quality tourism services must be generally recognized by tourists around the world, have local features, and satisfy the personalized requirements of the target market. The promotion of the standardized services recognized by society can guarantee the basic service level of tourism cities; the creation of differentiated services reflecting the city spirit can enhance the local attraction of tourism cities; and the customization of personalized services meeting tourists' preferences can increase the tourists' satisfaction of tourism cities. In short, the standardized, differentiated, and personalized quality of tourism services guarantee the sustainable development of tourism cities.

City Quality Tourism Public Service

The city environment and order, public transportation, and city public infrastructure are the major influential factors which create the tourists' first impression of a city. An excellent tourism city should possess a distinct city individuality and inclusive city spirit, friendly and green city environment, safe and stable city order, and provide convenient city transportation as well as intelligent and convenient tourist information.



1. Smooth: the accessible transportation coverage network, comfortable ride experience, as well as personalized transportation mode can better facilitate tourists, and satisfy the demands of different tourists. Tourism cities should strive to build an integrated transportation network covering airplane, high speed rail, car, and ship, so as to realize seamless tourism trips. The following services can facilitate tourism and promote tourists' travel experience: convenient and efficient, reasonable and standardized, and thorough and satisfactory car rental services and personalized services provided for special groups such as the disabled, the aged, and children, as well as the travel modes with local city characteristics, such as boats in Venice, wagons in Melbourne, and rickshaws in Beijing.

2. Safe: a safe and stable city order is the guarantee for tourists' travel. Tourism cities should improve tourism safety rules and systems, perfect the tourism safety warning and emergency mechanism, and guarantee the city public security, ecology and public health safety, so as to allow tourists to travel in a comfortable and relaxed environment.

3. Friendly: tourism cities should try to build a friendly and green environment for tourists, demonstrate the cities' unique inclusive spirit, disseminate local cultures through hospitable local residents, and spread the local distinctive greetings and meeting etiquette with the help of unique ways of entertaining guests. Meanwhile, tourism cities should encourage local residents and tourists to jointly set up the eco-friendly idea, strengthen the publicity of ecological protection, and build a beautiful and green city environment while extensively popularizing the energy conservation and emission reduction technologies.

4. Intelligent: tourism cities should build an intelligent city infrastructure, realize the full coverage of wireless network in key areas, and improve the intelligent tourism platform. Positively innovate the modern tourism informatization technologies, and realize intelligent management in the whole chain of the tourism industry; integrate big data to offer seamless tourism city service supply information and information demanded by tourists; develop the electronic trading platform and innovate payment modes, so as to realize the tourism trade convenience; cultivate intelligent tourists to realize intelligent consumption of tourists.

City Quality Tourism Factor Service

An excellent world-class tourism city should provide quality services in such tourist factors as food, accommodation, transportation, touring, shopping, and entertainment for tourists.

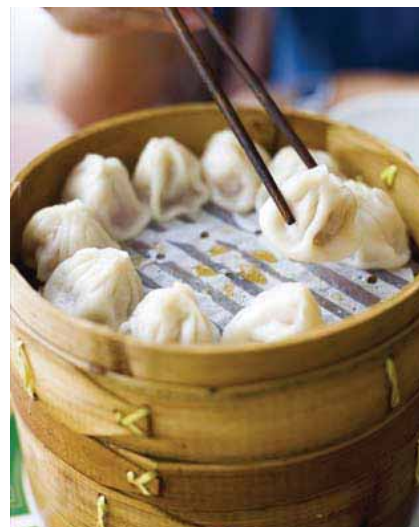


1. **Delicacies:** on the basis of satisfying basic sanitation security, and price standards, the city food should try to demonstrate the local and national characteristics in food materials, cooking methods, and dishes, so as to meet the dietary demands of tourists with different dietary habits, and provide personalized services for tourists with special beliefs and social customs & habits. Meanwhile, tourism cities can design different dining themes and build distinctive dining environments, such as forging underwater restaurants and sky dining, and other dining experience activities, which will increase tourists' satisfaction and dining experience.

2. **Personalized Accommodation:** regarding hotel accommodation, tourism cities should try to supply hotels whose types and grades meet the target market requirements, and positively develop accommodation types with distinguishing features such as theme hotels, boutique hotels, economical hotels, and family hotels. In the architectural style, tourism cities should encourage the environment protection and localization of building materials, and try to incorporate the local city characteristics, so as to integrate the local natural environment, and local conditions & customs. Hotels should provide personalized services according to different nations, religions, ages, genders, physical conditions, and consumption preferences; perfect client files, and complete

the tourist expectation management, so as to make the services reflect local characteristics, and satisfy personalized requirements.

3. **Convenient Touring:** as the most popular tourism city in the world, London attracts tourists from all over the world with its abundant and outstanding scenic spots. Tourism cities should tap the natural and cultural heritage resources to develop and activate intangible cultural heritages, hold tourism festival activities, integrate related industries, and build emerging tourism attractions. During the setting of touring activity items, tourism cities should pay attention to the perception and experience during the touring process, and plan tourist participation activities according to tourists' characteristics and demands. The tourist guide service is another visiting card of a tourism city, so tourism cities should establish a sound tourist guide training, education, and management system, and improve the language and service reception abilities of tourist guides, to show the city history & culture and city image with the help of the interpretation of guides. The certification system of the Blue Badge Tourist Guide in the UK is a model of tourist guide management and tourist guide service. The perfect identification and navigation system is another convenient safeguard for tourists. The manufacturing of guideposts, direction signs, intelligent navigation, and the disabled person navigation system should use the local materials



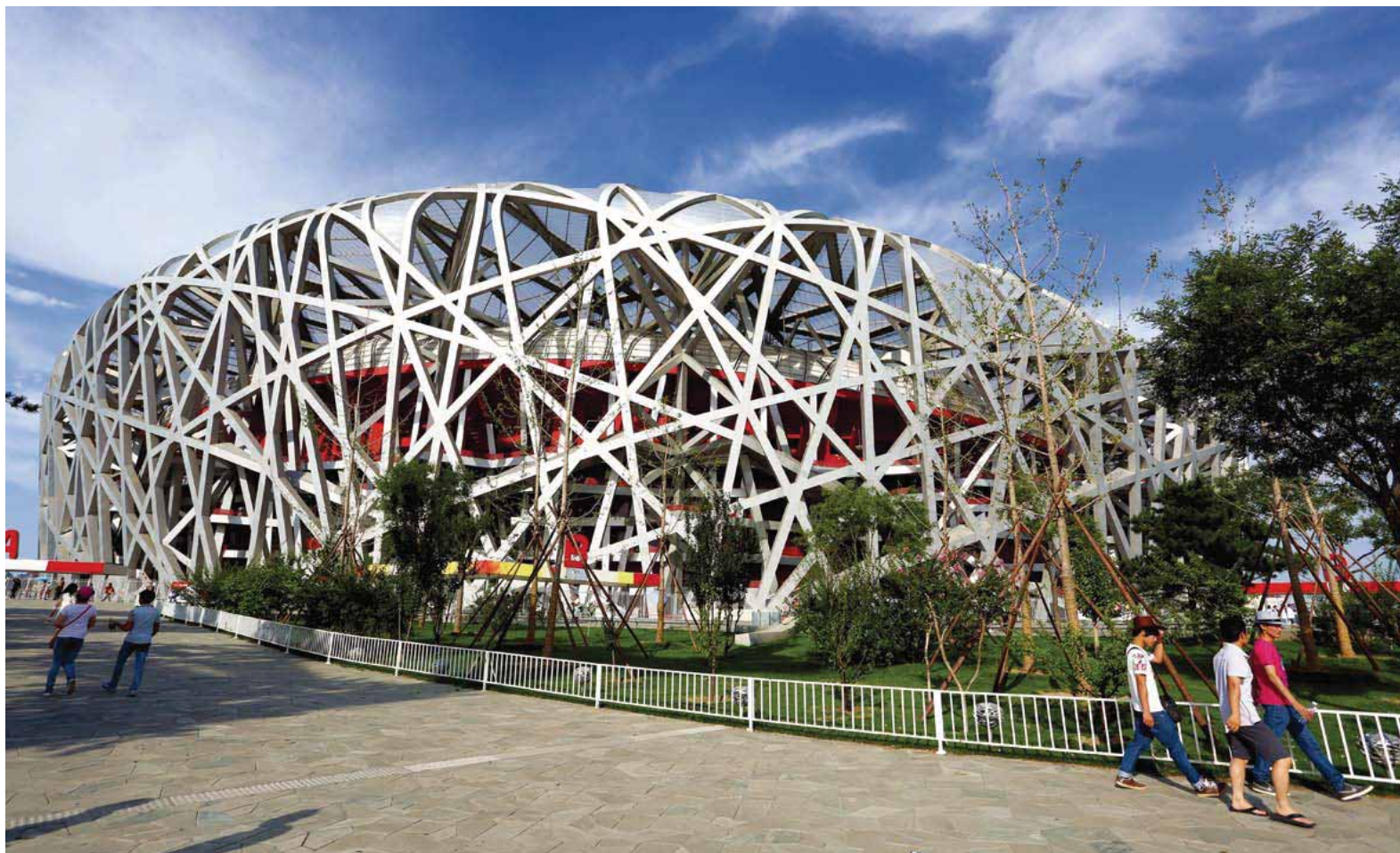
and technologies, as well as high and new technologies to highlight local characteristics. Meanwhile, the indentation and navigation system should be set according to different demands of target markets, using different languages selectively, and be rationally distributed in all important tourism nodes.

4. **High Quality and Inexpensive Shopping:** the cost-effective, species-rich and distinctive commodities, convenient shopping modes, and rich shopping experience are a powerful attraction for tourists. Tourism cities should encourage merchants to conduct joint marketing, develop tourism shopping festivals, hold seasonal promotion activities, and support the development of the tourism shopping industry through such preferential policies as tax reimbursement, tax exemption, and discounts. Meanwhile, tourism cities should encourage quality authentication of commodities, package local brands of tourist commodities, and develop such local brands as "Beijing Gifts", so as to promote the city tourism shopping development. As for the distribution of city tourism shopping branches, tourism cities should reasonably distribute large-scale shopping plazas, and scientifically support relevant infrastructures such as transportation, accommodation, dining, and currency exchange. Tourism cities should design corresponding shopping experience scenes based on different shopping types and tourist demands, which can not only increase added values of tourist commodities,



but also supply quality personalized services for tourists. Outlet Shopping Village provides high-quality services such as currency exchange, timely tax reimbursement, free parking lot, personal shopper, commodity global shipping, and children's playgrounds, which offer a good example of tourism shopping service development to various major cities.

5. **Smooth & Cool Entertainment:** recreational activities are an important component in traveling. By learning from the development experience of international entertainment cities such as Las Vegas and Macao, tourism cities should gain a foothold in local cultures and national characteristics, integrate traditional recreational activities and various modern technologies, and selectively provide such activities as minstrel shows, sports competition, live-action performance, outdoor recreation, film and television, and plays based on the target market demands. Regarding nightlife activities, tourism cities should demonstrate cultures with the help of such recreational activities as night theatrical performance, and meanwhile, support such service facilities as night traffic, diet and shopping, conduct routine inspection and supervision on the operation of entertainment facilities, and regularly provide safety education and training for service personnel and tourists, so as to guarantee the safe and healthy contents of cultural and recreational activities.



国际旅游业标准化及相关统计数据探讨

文 / 世界旅游城市联合会秘书处 顾问 何声康

游标准化活动相对不活跃，难以设置或不能设置标准的特性。

作为产品领域中和行业、企业的管理中，没有标准化的设置是难以想象的。标准化是一切管理要素和流程设计的先决条件，是实现一切管理机制的最低衡量尺度。80年代，ISO等标准化组织就开始积极推进国际旅游业标准化。目前为止，国际层面的旅游标准化活动只有ISO于2005年成立的“旅游及其相关服务”技术委员会（ISO/TC228），而区域层面则只有欧洲标准化协会（CEN）的“旅游服务”标准化技术委员会（CEN/TC329）。目前欧洲标准化协会制定的CEN旅游相关标准共如下标准：

CEN/TC329即欧洲标准化协会“旅游服务”技术委员会，下设5个工作组，分别为：CEN/TC329/WG1，酒店和其他各类旅游住宿；CEN/TC329/WG2，旅行社与旅游经营者；CEN/TC329/WG3，娱乐性潜水服务；CEN/TC329/WG4，语言求学游；CEN/TC329/WG5，导游服务。除此之外，从旅游业相关的人类社会活动与生活的强制性标准还有：生活用水质量保障标准，空气质量检测标准，水系统检测标准等等。欧洲标准化的概念，一是概念的界定标准，二是程序设置的标准，三是只对危及社会安全和人们生活质量的保障的出现，才设定标准。

综上所述，这些标准无非是强制性的安全质量的标准，以及行业内对有关语言规范表述的标准。

就旅游业的发展提升和创新，突破其发展初级阶段设定的服务基本保障标准，发展市场空间和产品更加广度和深度的消费体验，向更加效益化的增值化延伸，除了以上基本属于约束性强制性的标准外，很多都已经转化为品牌化的标准。市场是不断突破标准的。市场的标准，就是公开性、透明度、消费者的认知度和满意度。这种标准性是难以统一化的衡量去做界定。

目前还有很多人和企业标榜自己符合国家标准，在意识中将国家标准定位最高标准。殊不知，其实在欠发达地区，普遍达不到标准化的情况下，才是强制性地以国家标准为最高标准。最高的标准恰恰是企业的标准。两种不同的经济形态下所设定的标准一定是倒置的，所以目前往往是企业通过宣传自己创新追求超越化的标准理念，突出企业的卓越价值。

旅游业发展是需要有总的主导原则的，这些主导原则具体表现在国家和城市旅游业发展在基本要素和理念的分类层面上去做出概括性表述，但并没有做出任何标准化的细目系列。其实这些概括性表述的内容是极为丰富的，很多业内人士在实践中都能有自己的想象空间和运用技巧。

国际旅游业标准化现状

旅游业在现代经济社会中的定义，已经广泛地被扩大为超越服务业本身，涵盖了整个交通运输业、信息服务业、人文和自然资源管理、社会安全和保障等等多领域。基于无法直接越国界转换的这一特征，旅游业作为社会生活的多样性和深度开发的潜在的巨大空间，不仅已不能继承旧服务业不太容易标准化的特征，还因其明显的行业涉及广泛、交叉、难以界定的特征，决定了国际和区域旅



各国旅游业的标准化基本情况：

(1) 德国旅游标准

德国标准化概念强烈，历来是国际化的重要力量，也是欧洲标准化的中坚力量。德国标准DIN旅游标准化委员会下设4个工作组，分别为：NA 039-04-05 AA，旅游服务；NA 039-04-10 AA，娱乐性潜水服务；NA 039-04-11 AA，语言游学；NA 039-04-21 AA，导游服务。目前德国共制定了8项标准，其中《旅游服务旅行小册子用符号》为其制定的标准，其余1项住宿术语标准直接转换自ISO、6项娱乐性潜水系列标准直接转换自CEN标准。

(2) 法国旅游标准

法国虽然也是ISO/TC228的45个P成员之一，但在ISO/TC228和CEN/TC329不算活跃。目前法国已制定了16项旅游标准，其中转换了欧洲《旅行社与旅游经营者术语》和《语言学习游提供商要求》2项欧洲标准；转换了2项欧洲有关娱乐性潜水教练安全要求系列标准和1

项潜水服务提供商的标准；自行制定了11项标准：4项有关旅行者办公室与信息中心的系列标准，涵盖游客动员方法指南、欢迎/接待服务特征、服务质量等；3项有关旅游与休闲专业用的语言转换标准，包括词汇、句法、数据元；4项有关高速公路接待区服务质量、旅游活动用票据和标签旅游标准。

(3) 西班牙旅游标准

西班牙标准化和认证协会(AENOR)目前拥有9个旅游相关的技术委员，分别为：AEN/CTN 167，餐饮；AEN/CTN 182，酒店和旅游公寓；AEN/CTN 183，乡村住宿；AEN/CTN 184，露营地和度假胜地；AEN/CTN 187，环境管理；AEN/CTN 188，休闲和主动旅游；AEN/CTN 189，旅游贸易；AEN/CTN GET 6，旅游型潜水；AEN/CTN GET 8，语言学习。目前，西班牙已发布了11项标准，其中，4项为自制定标准，分别为：酒店、乡村住宿、旅游中介服务和滑雪与登山亭的服务要求；《语言学习游提供商要求》、《旅游服务旅行社和旅游经营者术语》和5项“娱乐性潜水活动”系列标准

转换自欧洲标准。

(4) 韩国旅游标准

韩国没有建立专门的旅游标准化技术委员会，韩国国家标准化机构韩国技术与标准局(KATS)已制定了6项旅游标准。其中，2项参考欧洲标准的术语标准，分别为《旅游服务旅行社和旅游经营者术语》和《旅游服务酒店和其他类型的旅游住宿术语》；自己制定2项：出境游基础设施和流程标准、2项国内游基础设施和流程标准。

(5) 泰国旅游标准

泰国是一个以旅游为支柱产业的国家，泰国工业标准研究院TISI是泰国国家标准化机构。泰国非常重视旅游标准化工作，主要围绕以下两大重要方面展开：以标准作为旅游区投资开发的控制工具，建立旅游质量标准以确保自然资源和地方社区的保护。泰国已建立了全国旅游标准委员会(NTSC)，下设“目的地”、“住宿”、“旅游活动”、“旅游服务”、“旅游从业人员”、“公厕”6个分技术委员会。

(6) 美国旅游标准

虽然旅游业是美国第一大服务行业，但是美国高度发达的市场经济决定了其在标准制定方面的无为。一方面，美国高度发达的旅游业，主要依靠市场调节；另一方面，美国民间标准化力量远超过政府，已经制定的各类标准不仅覆盖了旅游业可能涉及到的宽泛行业，而且已为旅游所涉及的设施、设备、产品、场地等制定了众多标准，保证了旅游涉及产品的质量和安全性。美国政府的制造业和服务局设立了12人组成的“旅行和旅游行业”办(OTTI)，负责履行以行业数据的采集和分析、“评估旅游业对行业贡献”统计系统管理等管理职能，以确保独立评估行业发展方向，并制定正确的行业政策。

(7) 中国旅游标准

中国已经是一个旅游大国，也有非常丰富的旅游资源，多年前中国的一些国有大型旅游企业都相继做了ISO的认证。近年国家旅游局、国家旅游发展研究院、上海社会科学院旅游研究中心、国家级一类国际旅行社集团等相关管理和研究机构、行业从业者非常重视旅游国家标准以及行业标准(LB)的建立和完善，已经制定的国家标准有12项，行业标准7项，主要涉及“旅游服务”、“导游服务”、“目的地”、“标志标识”、“住宿(宾馆等级划分)”、“公厕”、“旅游从业人员”、“旅游产品设计及售后服务全流程”等方面。总体而言，行业涉及如此广泛的旅游标准化领域，目前正式出版的国际标准仅7项，其中6项是有关非大众化的娱乐性潜水活动标准，1项为“酒店及各类旅游住宿”的术语标准，呈现覆盖面窄的局面。中国还在旅游业发展的早期，有国家旅游局制定了旅行社管理系列和导游员管理的标准等。

国际化的新理念

国际上有关标准化的理念也在逐渐变化。近年来往往采取按旅游本身涉及到社会各个层面的关系和作用，分设类别项，项下再细分各个单项，然后设定评分标准，将各项的有效保障安全质量和比较完善的基本运行规程系列作为最低的门槛2.0，可以向上评分的评价标准，以此提倡品牌效应，逐渐突出品牌化在市场的影响力。

国际旅游业服务质量标准化实施对象和方式的变化

现代各发达国家和地区推动旅游业发展实施质量提升的方式主要采取国际游客的满意度评价的方式。这种方式

已经不是采取简单的设置消费者投诉和处理,也不仅仅是简单的几项满意度评分/评级调查。其中有些服务或消费的品质质量的评价已经成为基本统一的标准化体系,有几十项条款分成几大类组成,包括:信息提供和通讯、工作人员的态度、工作人员的能力、相关地点的环境状况和舒适程度等等。成为为了吸引、接待和满足顾客需要而所提供全部各种服务:景区景点的内容介绍宣传,订购旅游服务产品和咨询相关内容,运送顾客前往相关地点,介绍相关地点,相关机构的外部状况,接待顾客、在向顾客提供服务和顾客离开期间进行关照,总体性服务,顾客的私人空间,卫生状况,餐饮场所(周围环境、布置和装备),餐饮服务等等。这种通过满意度的反馈和调查,主动征询问题和意见来实现服务质量的标准跃升,将这些标准化的运作与市场需求的调查和宣传推广的运作及服务创新等结合起来。

关于旅游数据的统计

目前很多国家继续实行的是几十年一贯的做法,以“入境人数”、“到访或停留天数”、“饭店住房率”等基本数据信息作为旅游业发展指数的指标。但随着欧洲实行申根签证之后,很多国家实行更加简便的方式,只检查护照签证即行放行,以前的一系列基本统计数据的作用功能,越来越不能准确地反映旅游业对目的地的实际情况和消费贡献。因此,另外的几种补充性的方式越来越受到重视:

- 1) 聘请专业调查机构对旅行者的市场做定向的问卷调查统计做出相关结论。
- 2) 通过国际游客的出境退税情况对实际购物消费做

出结论,对凭机票登机牌和护照在免税品商店的消费情况做出相关结论。

- 3) 通过银行和信用卡的结算系统做出相关的结论。
- 4) 通过旅游机构的运作系统中相关数据做出结论。
- 5) 通过市场商业服务体系中零售业的实际经营业绩与旅游到访人数的市场波动比较做出相应的参考性结论。
- 6) 通过网上散客直接预订服务系统中的数据分析得出参考性结论。

以上各种方式中,最直接能够反映目的地旅游业实际发展受益情况的是前三项综合调查。

近几年统计情况发现市场的新变化

根据消费市场零售业的部分统计,旅游市场的消费趋向变化在最近几年发生了极大变化。上世纪八九十年代,旅游目的地热点城市和度假胜地的零售业消费物价是相对高的,旅游业和外来货币的大量进入,客观上带来通货膨胀,造成物价一定程度的上涨。但最近几年在发达国家和地区的市场实际调查发现,越是旅游大都市或规模化的旅游胜地,反而是消费品零售物价相对更有市场竞争力。初步统计发现,游客在旅游大都市的旅游购物支出,往往是在城市中其他住宿餐饮交通和景点参观费用总数的3-6倍以上,远程旅游者比近程游客的消费额平均要大2-3倍以上。因此各发达国家均使出全身本领和招数,将如何将游客口袋中的钱留在当地,提前让游客支付他们自己并不急需使用,甚至很长一段时间都不需使用的各种奢侈品消费品,将旅游业发挥出对社会消费经济的巨大带动作用,作为最主要的关注点。



A Survey of International Tourism Standardization and Statistics

Status Quo of International Tourism Standardization

The modern definition of tourism goes beyond just the service industry to cover the transport industry, information service industry, cultural and natural resources management, social safety and security etc. Tourism is an industry highly dependent on cultural characteristics, which are not transferrable between two countries. Such untransferability endows international tourism with great potential. It has always been hard to standardize the service industry. Bigger than just the service industry, international and regional tourism is even harder to standardize, and therefore practices in this regard have been quite few and far between.

Starting from the 1980s, ISO and some other standardization agencies tried to standardize international tourism. However, to date, the only remarkable progress achieved internationally is a technical committee for tourism and related services established by ISO in 2005 (ISO/TC228). Regionally speaking, the European Committee for Standardization(CEN) established a technical standardization committee for tourism services (CEN/TC329).

CEN/TC329 has 5 working groups, namely, CEN/TC329/WG1 (Hotels and Other Types of Tourism Accommodation), CEN/TC329/WG2(Travel Agencies and Tour Operators), CEN/TC329/WG3 (Recreational Diving Services), CEN/TC329/WG4, (Language Study Tours), CEN/TC329/WG5



(Professional Tourist Guide). Standardization efforts in Europe mainly focus on three dimensions — definitions, programs and requirements to safeguard social safety and security.

In a word, although the aforementioned standards are compulsory, they are only about safety, quality, service terminology and specifications.

National Status Quo of Tourism Standardization

I. Germany

Germany is a country with high awareness of standardization and has been a leading force of all kinds of global and European standardization efforts. The Tourism Standardization Committee of German Institute for Standardization (DIN) has four working groups, namely, NA 039-04-05 AA (Tourism Services), NA 039-04-10 AA (Recreational Diving Services), NA 039-04-11 AA (Language Study Tours) and NA 039-04-21 AA (Professional Tourist Guide).

II. France

Though a member to ISO/TC228, France has not been the most active in ISO/TC228 or CEN/TC329. To date, France has set up 16 standards: adapted 1 European standard on terminology of travel agencies and tour operators, and 1 on language study tour operators; adapted 2 European standards on the training of recreational scuba instructors and 1 on recreational scuba diving service providers; independently drafted 4 standards on tourist office and information centers, covering tourist mobilization instructions, welcome/reception service characteristics, service quality etc, 3 on language transformation regarding tourism and leisure travel, covering vocabulary, grammar and data elements, and 4 on service quality of expressway rest area, tourism related bills and labels.

III. Spain

The Spanish Association for Standardization and Certification (AENOR) currently has 9 technical committees on tourism, namely AEN/CTN 167 (Catering Service), AEN/CTN 182 (Hotels and Holiday Apartments), AEN/CTN 183 (Rural Lodging), AEN/CTN 184 (Camping and Holiday Resorts), AEN/CTN 187 (Environmental Management), AEN/CTN 188 (Leisure and Active Travel), AEN/CTN 189 (Tourism Trade), AEN/CTN GET 6 (Recreational Scuba Diving), AEN/CTN GET 8 (Language Study).

IV. Republic of Korea

ROK has not set up any dedicated technical committee on



tourism standardization yet, but the Korean Agency for Technology and Standards (KATS) has adopted 6 standards: 2 adapted versions of European standards on terminology, namely travel agencies and tour operators, and hotels and other types of tourism accommodation, 2 independently drafted standards on outbound tourism infrastructure and process, and another 2 on domestic tourism infrastructure and process.

V. Thailand

The Thai economy is very much tourism-based. The Thai Industrial Standard Institute (TISI) is the national standardization authority of Thailand. Thailand attaches great importance to standardization, which serves two major functions. One is managing investment in and exploitation of tourist areas while the other is protecting natural resources and local communities by standardizing tourism quality. The National Tourism Standardization Committee has been established and currently 6 technical committees have been set up catering for “destinations” “accommodation” “tourist activities” “tourist services” “tourism practitioners” and “public toilets”.

VI. The United States

Although tourism is the biggest service industry in the US, little has been achieved in tourism standardization. For one thing, market plays an important regulatory role in the highly advanced American tourism industry. For another, the private sector leads the government in the US standardization drive. Standardization efforts of the private sector have already covered all kinds of relevant industries to tourism such as equipment, facilities, products and venues. The quality and safety of tourism and tourism-related products are therefore ensured. The US government has set up the Office of Travel & Tourism Industries (OTTI),

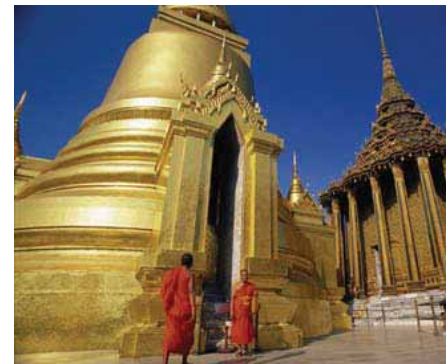
a team of 12 people in charge of industrial data collection and analysis, and the management of the statistical system on tourism's contribution to industry. OTTI seeks to independently evaluate the development trend of tourism and formulate guiding policies accordingly.

VII. China

Tapping its abundant tourism resources, China has already grown into a huge tourism country. Some large state-owned travel agencies have completed their ISO accreditation years ago. In recent years, National Tourism Administration, China Tourism Academy, Tourism Research Center of Shanghai Social Sciences Academy and National Category I travel agencies have all paid enormous attention to the national standardization of tourism and the improvement of tourism industry standards (LB). To date, 12 national standards and 7 industrial standards have been adopted, covering “tourism services” “professional guide service” “destinations” “signage” “accommodation (categorization of hotels)” “public toilets” “tourism practitioners” and “tourism product design and after-sale service”. Generally speaking, for an industry as wide-ranging as tourism, only 7 international standards in place are not enough, let alone 6 of them are about recreational diving, a tourism activity that is not so popular in China and 1 is about hotels and other types of tourism accommodation. China is still at the primary stage of its tourism development, although the National Tourism Administration has promulgated regulations on the management of travel agencies and professional guides years ago.

New Concepts in International Standardization

Globally, new concepts in standardization are being



accepted. Standardization categories are set up according to different dimensions and functions in tourism. Then, sub-categories are drafted and scoring principles are designed. Regulations for safeguarding safety and quality as well as overall operational rules are incorporated. The effect of brand is stressed and much effort is put into branding.

Changes to Service Quality Standardization of International Tourism

In the developed world, a major tool to improve tourism service quality is to conduct tourist satisfaction surveys. Such surveys have long gone beyond some simple scoring/rating questions. Instead, many quality review surveys have adopted a highly uniform and elaborate standard, where questions fall into several categories covering the whole process of a travel experience. Such standardized surveys play a pivotal role in market demand investigation, marketing campaign planning and service quality elevation.

Tourism Statistics

At present, many countries still follow the statistical practices prevalent over the past decades, i.e. using “number of inbound tourists” “length of visit/stay” “hotel occupancy rate” etc. as indicators of tourism development. Meanwhile, some additional methods are also coming to the forefront. One method is to refer to the survey findings of professional survey agencies on tourists in a certain market. Tax rebate of international tourists can also be analyzed to evaluate total consumption. Data of shopping with boarding pass and passport in duty-free stores can also be utilized. Another example is to utilize the data from the settlement system of debit and credit cards.

