

独辟蹊径 由地契说开去

在绘画中“没骨法”通常被用于山水和花鸟画，马海方却把它运用到老北京人物风情画创作中，实现“没骨中见骨”，使老北京人物的生动形象跃然纸上，受到业界一致赞誉。近几个月来，他潜心琢磨老北京生活的风土人情，开创出一种新的艺术题材——地契，当他向我讲起时，我深感茫然疑惑，但随着他接下来的阐述引证，却为我展现了一片引人的艺术世界，在那里他独辟蹊径，走出了一条令人艳羡的艺术之路。

撰文、摄影 / 谢辉



一纸契约引发的艺术创作

地契又叫文书，其内容主要描述的是“房子为何要出租、卖出、卖给何人。”是新中国解放前夕，乃至封建时代的一种土地所有权的文书约定。这看似普普通通的一纸契约为何赢得了马海方的关注？对此，马海方有着自己独特的见解。他认为“地契中涵盖着浓郁的契约文化。比如契约的写法不同，字体不同，年代不同，纸的颜色不同，试想一下，一张变了颜色的纸与纸上不同体的字，应会是一种什么样的感觉。再如官契，其上有政府盖章，纳税盖章，从而形成非常完美的节奏感，给人一种古色古香的美学感受。这就是地契吸引我关注的地方。”

在马海方的艺术眼光里，地契是诚信精神和契约文化的体现。“地契中写的都是俗人俗事，像‘张家的田给了李家，李家欠张家多少钱’等些许小事，但描述的都精确到了‘何年何月何日还清’的细致程度，古人就是凭借这

一纸文书，规规矩矩耕田种地，租赁房屋，很好地体现了诚信精神，联想到当下社会中的一些贪污问题，就是一些人没能尊重契约责任，缺乏诚信。我们今人在很多领域都应该效法古人，秉持诚信，使这种精神发扬光大。此外，过去的时代，没用圆珠笔、钢笔，古人所用皆为毛笔，能写契约之人，都是读过私塾的书生，使这契约形成了一种独特的文化——契约文化。”马海方说。

马海方正因为以上诸多原因才对地契产生了浓厚的兴趣，开始收藏地契，并以其为蓝本展开了全新的创作。他说：“很多地契流传到今天，经历一百到三百多年的时间，如我们平时享用的西瓜一样，都已熟透，这样的纸张其本身的特性已经挥发一空，用起来非常的舒服。更为重要的是，地契多为写在纸的一边，另一边是一片空白，这样就给了我创作书画的空间，我可以根据地契描述内容等，在旁边题字或绘画，使地契原字体与我添加上去的东西融



名家档案 Profile of the Painter

马海方，1956年生于北京。1981年毕业于中央美术学院中国画系。师从卢沉、姚有多、刘勃舒诸先生。中国美协会员，荣宝斋画院教授，荣宝斋签约画家，北京文史馆馆员，文化部国韵文华书画院艺术委员会副主席。

马海方以没骨入画，适度勾线，在强调造型准确的基础上对人物作适度夸张，且设色巧拙明亮，不拘一格，在继承传统水墨的同时巧妙融入西画的一些技法，使之极具观赏性与时代审美，形成独树一帜的绘画风格。他几十年如一日，一直致力于京味艺术的收集、整理、发掘，大量写生，勤奋创作，绘画题材由点到面，由浅入深，不间断地充实，发展、提高，作品涵盖老北京风情习俗之方方面面，笔精墨妙，引人入胜，风格独特，影响广泛。他1990年获首届中国民俗大赛金奖，世界华人美术大展银奖，第八届全国美展优秀作品奖等，入选第八届、第九届、第十届全国美展，在人民美术出版社、文物出版社、北京工艺美术出版社、大百科全书出版社、香港心源出版社、福建美术出版社、河北美术出版社出版个人画集多部。多次在国内举办大型个人展览，深受海内外艺术机构及其他各界人士赞誉。作品被多家美术机构收藏。

Ma Haifang was born in Beijing in 1956. He graduated from Chinese Painting Department of China Central Academy of Fine Arts in 1981. He has learned from masters like Lu Chen, Yao Youduo, and Liu Boshu. Ma is a member of China Artists Association, a professor of Rongbaozhai Art Academy, a contract painter of Rongbaozhai, a member of Beijing Research Institute of Culture and History and deputy chairman of art committee of Guoyunwenhua Painting and Calligraphy Academy of Ministry of Culture.

Ma has formed his unique painting style by introducing Western painting techniques to traditional Chinese ink painting. His figure paintings are meticulously executed with moderate exaggeration and bright in color. He has devoted his life to discovering and compiling Beijing art and practicing and improving his painting skills. His works cover themes on different aspects of life in old Beijing and have wide influence. In 1990, he won the gold award of the 1st National Chinese Genre Painting Competition. He has also won the silver award at World Chinese Art Exhibition and his works were exhibited at the 8th, 9th and 10th National Art Exhibitions. Ma has many painting albums published by People's Fine Arts Publishing House, Cultural Relics Publishing House, Beijing Arts and Crafts Press, Encyclopedia of China Publishing House, Hong Kong Xinyuan Arts Publishing House, Fujian Fine Arts Publishing House, Hebei Fine Arts Publishing House, etc.



合在一起，从而产生了全新的意义。”

在马海方的工作室里，我看到了他几幅在地架上创作的作品，其字其画与地契体字很自然地糅合在一起，形成了一种别样的美感，让人眼前一亮。

雅俗之间学问大

京味文化包括贵族文化和平民文化，有些京派画家单独追求其一，受众面不免偏小。马海方则追求两者融合，力求自我作品能做到雅俗共赏的地步。孰知在这雅俗之间，却有着很大的学问。提及此处，马海方认为想要做到雅俗融合，必须从广泛吸收、色彩应用、长期实践等方面入手。

何为广泛吸收？比如北京城本身，就是一个广泛吸收的例子，这座城市以海纳百川的情怀，吸收融合了很多外来文化。从明朝朱棣迁都北京开始，北京皇城扩建，皇城由前门向南扩建至永定门，当时前门以南是百姓们聚集的地方，以往皇家贵胄都不屑于与之为伍，但朱棣皇帝却意识到来自百姓们的民俗文化的价值，就将他们居住的地区也纳入了皇城之中，由此勃兴了北京南城的天桥文化，使北京城成了一个雅俗兼备的城市。

所谓色彩应用，主要是讲究色彩的协调性。古人绘画用墨单一，所表达之意也过于单调枯燥，如果采用多种颜色互相搭配，比如先采用红色，再赭红色，再赭黄色，这就让

画面具有了节奏感，满足了更多文化层面上的人对画面的追求。就像一个外国人看到马海方的画后说：“你这个红色外套烘托出的人物很好看，但黑色的我不懂。”故务必要善于色彩搭配，适应国人的审美观，甚至于外国人。

十年磨一剑，艺术作品要做到雅俗共赏，来自千百万次的生活体验、专业实践，要在体验中找寻雅俗之间的契合点；在实践中不断总结经验，锤炼丰富自我专业能力，只有这样才能创作出雅俗共赏的作品。

绘画语言要走独木桥

一代艺术大师齐白石曾说过“学我者生，似我者死。”他创作一些虾、螃蟹等题材的作品时，都会耗费很长的时间去研究这些动物的外形、神态、动作等，甚至达到痴迷的程度，久而久之，他作品上的这些动物，个个活灵活现，极富灵性，并使之成了当代不可超越的画虾高手。今天，社会上有很多从事艺术创作的人都在拼命去临摹齐白石的画，而忽略了齐白石执著的实践精神，使这些人创作出来的虾等动物都如死物一般，毫无灵性可言，这无形中从侧面表明了若想出类拔萃，必须学习前人的精神，走一条适合自己的路，培养出专属自己的绘画语言，只有这样才能有所成就。

想要培养专属自我的绘画语言并非易事，马海方对此感同身受。他正式培养专属绘画语言，是从做《中国书





画》杂志社编辑时开始的，那时为了让杂志栏目更具亮点，每期都要精挑细选一些极具个性的绘画作品，这无形中培养了他在艺术品鉴中独到的眼力，并渐渐地明确了自己所想要寻找的绘画语言。在他之后的创作中，还从历代大师作品中寻找一些特别独到的地方，并将之进行放大。

“我曾经画过很多年的连环画，这类作品非常注重造型、构图，并要求有很强的写生能力，为我寻找绘画语言起到了拐杖的作用。后来，我在美院学习花卉，花卉创作中有着明显的没骨画法，又凑巧我的一位老师曾用没骨画法来画文人，这犹如为我打开了一扇窗，从此我开始试着拿着这种办法来画我心中熟悉的北京人。就这样，我用了长达三十年的时间，终于找到了自己的绘画语言。”三十年如一日，马海方一路走来，诸多艰辛，用他的话说来“绘画必须要另辟蹊径，要走独木桥，只有这样才能发现别样的美，找到属于自己的绘画语言。”

最爱巴黎

作为著名的京味风情画家，马海方曾受邀到全国乃至全世界举办绘画展览，像纽约、香港等很多大都市都留给他深刻印象，但最让他记忆犹新的是法国巴黎。

在马海方看来，法国巴黎是一个极具融合性的国际大都市，它是世界文化、时尚之城，有着世界首屈一指的博物馆，如蜚声世界的卢浮宫，里面有来自全世界的珍贵艺术品，甚至每一个国家作品都会有一两个独立的展室，世界文化在此碰撞出精彩的火花，令马海方心底欢喜不已。

巴黎在艺术宣传、信息传递上还拥有着极高的优势，如果一个人在巴黎举行画展，或者在一件衣服在巴黎时装周上亮相，就会很快被传遍全世界，这对艺术作品、服装品牌的推介有着不可估量的作用。

巴黎还拥有世界上最高质量的和最具忠诚性的收藏群体。它作为欧洲的文化之城，深受欧洲人的热捧，每逢有高级别画展都会有很多藏家前来观展，马海方的作品拥有深刻的老北京风情烙印，是世界人了解中国北京民间风情的一扇窗户，加之精彩绝伦的技艺，很受藏家们的认可、欢迎。另外，许多在北京待过的外国人更是喜欢马海方的作品。处在巴黎这样城市，使马海方可以被世界广泛认可，也使他所带来的老北京风情魅力为更多的人认知和喜爱，这都是他乐意看到的。

Ma Haifang: An Artist with Unique Style

“Boneless painting” often centers on such themes as mountain, water, flower and bird, while Ma Haifang applies it to themes of people and things in old Beijing. The images Ma created with this technique are quite vivid and have formed their unique style and won praises from the circle of fine arts. Recently, he has created another artistic theme – deed painting.

Deed painting

Deed was a document of land property ownership in China's feudal society. Why did deed attract Ma's attention? According to Ma, “Deed culture has rich connotations. For example, there are many varieties in writing, font, color of the paper. Just think what it is like when the paper changes its color or the characters change the font. In addition, the official deeds have both government seals and the tax payers' seals, forming a harmonious rhythm and an antique aesthetic feeling. That's why it attracted me.”

After becoming interested in deed culture, Ma began to collect deeds and create his works with deeds. Ma says, “Most of the deeds we see today have a history of from over one hundred years to three hundred years. Just as ripe watermelon is fit for eating, these deeds are quite fit for writing or painting. What's more, there are often blank spaces in deeds as the contents of deeds are often written on one side of the paper, leaving room for my artistic creation. I can write or paint according to the specific content of a deed, making the old and the new elements live in perfect accord with each other and lending brand new meaning to the deeds.”

In Ma's studio, I saw some of his works which are naturally integrated with the deeds where they were created, of special beauty and eye-catching.

Accommodating both highbrow and lowbrow tastes

Beijing culture includes both the culture of aristocracy and that of the grassroots. Some artists in Beijing only focus on one of the two, while Ma pursues the combination of both so that both the highbrows and the lowbrows can appreciate his works. However, it's not easy to make it. Ma believes one has to absorb the merits of different arts extensively, know color application and practice for a long time.

Beijing sets a good example of inclusiveness for people and the city itself has adopted different foreign cultures. After the Ming Emperor Zhu Di moved the capital to Beijing, the imperial city in Beijing was extended from Qianmen to Yongdingmen. At that time, the folks lived to the south of Qianmen were despised by the aristocrats, but Emperor Zhu Di realized the value of folk culture and included their residential area into the extended imperial city and thus Tianqiao culture in southern Beijing prospered, making Beijing a city with both highbrow and lowbrow cultures.

Color application emphasizes harmonious color matching. In ancient times, artists used only a few colors to paint and the themes they expressed were also very simple. If more colors are applied and well match with one another, the paintings will become more rhythmic and meet people's aesthetic pursuit on a higher level. After seeing Ma's painting, a foreigner said to him, “The red jacket makes the figure look more beautiful, but I don't understand why people often paint figures in black.”



Unique painting style

Famous Chinese artist Qi Baishi said, “Those who learn from me can survive, but those who imitates me cannot.” Qi used to spend a long time to observe the animals like shrimp and crab before painting them, and thus the animals he painted were as lively as the real ones. Today many painters imitate Qi's works but they neglect how devoted Qi was to his works, and their works are lifeless. It proves that if an artist wants to stand out he must learn from great masters, cultivate his special painting language and form his own style.

Ma finds that it is not easy to cultivate one's own painting language. He started seeking out his special painting language when he worked as the artistic designer of Chinese Calligraphy & Painting magazine. At that time, he used to pick up some individualized works for each issue to form the highlights of the magazine and in this way his artistic taste was nurtured and he was gradually clear about the right painting language for himself. In his later creation, he

also found inspirations from the works of ancient artists and made innovations.

Ma said, “I had drawn comic books for years and such works emphasize the shape, composition, sketching ability and helped me to find the painting language of my own style. Later, I learned flower painting, which features boneless painting technique, at Central Academy of Fine Arts. By chance one of my teachers applied boneless painting technique to the painting of literati, and that opened a window for me. Inspired by my teacher, I began to paint Beijingers who are familiar to me with boneless painting technique. After 30 years of practicing, I finally formed my own painting style.” Ma met many challenges and difficulties in his career as an artist in the past 30 years and he summarized his experience as follows: “An artist must seek his or her own way in creation and only in this way can he or she find the special beauty of things and form his or her unique style.”

回顾和审视

2007-2013 旅游业发展研究

文/世界旅游城市联合会秘书处 顾问 何声康

全球处于生产能力迅速扩张后的饱和状态下，逐渐进入后工业化时代，多数国家和城市的持续化经济发展，越来越依赖于社会消费结构的变化和服务业的发展。致力于如何拉动社会消费，国际旅游业已经成为包括欧美发达国家都普遍关注的重要的经济组成部分。为了促进国际旅游业的健康发展，总部设在日内瓦的世界经济论坛—达沃斯论坛（the World Economic Forum，简称WEF）从2005年开始，几乎每隔两年，都对国际旅游业做出研究分析报告。并根据WEF着重于强调政府层面和产业主导性作用的特点，研究建立了旅游业竞争力指标体系。

主要国家和地区旅游业竞争分析

WEF于2007年3月4日发布的2007年度全球旅游业竞争力报告中，瑞士、奥地利和德国分别以总得分5.63、5.43、5.41继续位列世界三甲，而中国在130个国家和地

区中排名虽然比上两个年度上升了9位，但总体排名仅62名。瑞士在水质、铁路设施和通信系统方面得分最高，继续占据世界旅游业竞争力冠军宝座。在亚洲地区，排名最靠前的是中国香港（第14）和新加坡（第16）。日本居第23，韩国第31，马来西亚第32。总体而言，中国在自然资源和文化资源、价格方面存在明显优势，这些是中国近年迅速成为全球新的旅游目的地的重要吸引力；中国旅游设施及资源在硬件上得分是较高的，但软性的整体社会的素质和关联性服务提升上有很大的空间。其中很多指标是软性的，中国在做大旅游市场的同时，也能够快速将旅游业大国转变成旅游业强国。

2013年世界旅游业竞争力排名

2013年WEF再次发布了世界旅游业竞争排名报告，三甲是瑞士、德国和奥地利。西班牙、英国、美国、法

国、加拿大、瑞典及新加坡分列第4至第10位。之后依次为澳洲(11位)、新西兰(12位)和日本(第14位)，韩国第25位。中国内地亦由第39位（2011年排名）跌至第45位。在全球旅游业竞争力排行榜上，香港略有下降，香港排名较前年下跌3位，仅排第15。瑞士凭借高素质运输系统与酒店、高技术工人及丰富天然资源，在140个国家及地区中脱颖而出，连续五年排名第一。

报告显示，欧美发达国家和地区越来越重视旅游业对社会经济的拉动，游客前往这些发达国家的趋势日益明显。环太平洋地区历来是全球旅游业的重要目的地，长期重视旅游业作为发展经济重要组成部分的东南亚国家和地区，除香港和新加坡之外，泰国、马来西亚、印度尼西亚、菲律宾等竞争力在近几年的排名中都出现下降的情况。

国际旅游业发展状况综述

国际旅游业持续成长和多样化发展，成为全球产业经济发展最快的行业之一。全球旅游业稳步发展，市场容量逐渐扩大，旅游人次稳步增长。从1950年到2007年，全球的国际旅游人数从1950年的2500万人次，增长至2007年的9.03亿人次，年均增长率达15%。其中，中国无论是入境游，还是出境游对国际旅游业的贡献率都是最大的。其中2007年全球经济普遍平稳，发展中国家和地区经济增长显著的情况下，发展中国家出境旅游人数增长迅速，普遍出行前往欧美国家的旅游，突出显示出强劲的市场消费力。这些游客在欧美旅行中的购买力，引起了欧美国家高度关注，纷纷出台新的举措，显示出旅游业的变化与发展，因此本文以2007年作为更多的关注点。

首先，2007年全球旅游业超出预期。2007年，国际旅游人次创造了新纪录，超过9亿人次，比2006年增加5600万人次，年增长率6.6%；其次，2007年国际旅游业收入同步稳定增长。据UNWTO报告：2007年世界旅游业总收入为8560亿美元（约折合6250亿欧元），比2006年现价增长了5.6%。

新型旅游业多管齐下

邮轮是欧美旅游业发展的主要助推力之一。全球邮轮旅游市场一直稳健增长，潜力很大。自1980年

以来，邮轮旅游一直以年均8.6%的速度增长。2006年达到1210万人次，2007年约1260万人次。邮轮公司的规模也稳定增长，2000年到2007年底，88艘邮轮投入营运。邮轮接待能力很充分，接待能力利用率从100.8%上升到103.9%。邮轮产业变化的主要特点有：现代邮轮日趋大型化和功能多样化；航线分布由比较集中向更多的新区域短途化发展；全球邮轮母港的集中和大量增添；全球邮轮旅游的主要市场和营收；邮轮旅游属于旅游产业高端产品；全球邮轮旅游市场呈现高度寡头垄断态势。

医疗旅游或者医疗旅行（Medical tourism or medical travel）就是通过国际旅游从而进行卫生保健的活动，出行的求治者主要是那些卫生保健项目在本国非常昂贵、或者品质服务欠缺、或者不易获取、或者根本不存在。西方国家的医疗项目有诸多不便，但在亚洲，有相当数量的医院提供大量的、相对低廉的卫生保健项目，大量的来自于美国、加拿大、英国和中东的病人寻求这类项目。全球知名医院和医学院和当地医院组成战略联盟，在保证相同治疗质量水平的同时，亚洲的治疗费用仅为美国的五分之一甚至更低。另外，治疗后外国病人非常普遍地参加短时的观光旅游或者在奢华的酒店中康复。亚洲医疗旅游产业目前正以每年20%到30%的速度增长。

对旅游资源相对缺乏的国家和地区，建设主题公园不失是一种最好的选择。主题公园的园中一切，从场景布置到娱乐设施创建，都集中表现一个或几个特定的主题，它能带着游客在梦幻与冒险和想象的世界里遨游。而那



些根据好莱坞电影创置的主题公园，更能得到游客的普遍喜爱。这类主题公园的主要标志物，是自1955年开创的“迪斯尼（Disney）”。自那以后，在美国、欧洲和日本、香港等地迅速形成了较大的规模。1990年全球年接待超过百万人次的大型主题公园已有225家，游客量逾3亿人次，创造了70亿美元的收入；2000年主题公园数量增加了近50%，游客数量增加了近80%，收入翻了一番。近10年来，亚洲市场已日益成为主题公园的主导市场之一。

多国着力国际旅游市场作用力

在全球绝大部分国家和地区步入后工业化时代，经济持续低迷，社会消费品购买力不振，通货紧缩的情况下，不同的国家和地区采取地区间不同货币产生不同的价值体现的特性，外来货币在本地区沉淀再流通中，发生多重叠加效益的实际状况。纷纷以推动国际游客来本地区旅游和扩大游客消费为目标的发展策略，尽力出台措施促使国际旅游为本地区经济持续增长助力。旅游部门从国际游客每



直接收入1美元，相关行业收入能增加4.3美元，这是政府和旅游业内共识。

美国、英国、意大利、日本、巴西、墨西哥、泰国、韩国等都制定了相应的旅游法，保证和支持本国的旅游业的发展。另外，有的国家颁布的是旅游基本法，虽各有侧重，但主要是以立法形式保证旅游业的发展。很多国家通过直接投资、减税、设立旅游发展基金的形式支持旅游业的发展。其他如法国、巴西、瑞士、澳大利亚等国还为休闲旅游提供财政补贴。

据世界旅游组织公布的资料：旅游部门每直接收入1美元，相关行业收入能增加4.3美元，这说明旅游收益是多方面的，对旅游业的社会贡献率应当综合评价。

法国政府推出“巴黎购物”行动

法国为了招徕外国游客而特别推出减价销售周期，将巴黎打造成购物天堂形象。“巴黎购物”行动于2007年首次推出，获得了2000家商店和350名旅游职业人士的襄助。奥斯曼街区是欧洲最大的商业中心，每年平均接待1.2亿顾客。这个行动首先针对欧洲邻国游客，但是巴西、俄罗斯、印度、中国等新兴国家的游客也是争取吸引的对象。

中国游客以跑步速度在15天内游览欧洲的几个国家，他们喜欢在巴黎停留购物，每年在巴黎春天百货公司花费900万至1000万欧元，平均每人花费700欧元。俄罗斯游客也是购物冠军，他们喜欢到第8区的香榭丽舍大道和圣奥诺雷城厢街（Faubourg Saint-Honoré）购物，他们60%的开支用来购买时装，19%用来购买珠宝首饰。中国人和俄罗斯人非欧盟国家的国民，他们在大型百货公司购物时还可以享受到12%的退税待遇。针对游客在法国的购买力情况，法国还推出“旅游质量品牌”计划以提高旅



游质量。“旅游质量品牌”作为该计划的重要内容，通过发放旅游质量标志以促进有关方面改善管理和提升服务。“旅游质量品牌”的参考标准由96项条款组成，共分9大类。

特别要指出的是，世界旅游城市联合会（WTTC）也对旅游城市和产品推广概括性地提出了17大项的指导条款。这些条款也都具有推动发展旅游目的地的实际意义。

美国洛杉矶的旅游业

据洛杉矶旅游局（LA Inc., Convention and Visitors Bureau）介绍，洛杉矶是全球最受欢迎的旅行目的地之一。2005年，它接待了2500多万游客，消费总额达到了129亿美元。美国旅行产业协会的调查结果也显示，2003年，洛杉矶是美国国内游第四大目的地。而据美国国际贸易管理署（International Trade Administration）的统计，它在美国国际旅游目的地中排第二，仅次于纽约。洛杉矶吸引游客的两个主要因素：天气和美景。其次，洛杉矶越来越吸引艺术人才进驻。洛杉矶的艺术和文化活动虽然能够吸引旅客，但据《纽约时报》介绍，在洛杉矶，每10个游客中仅有1人会去参观文化景点，绝大部分的游客只会花时间在迪斯尼乐园、环球影城和海滩上，为文化活动而来的人，属于少数。

对此，旅游研究报告指出了三大原因：政府在艺术发展上的财政扶持力度还是不够，以至文化吸引力不强；不便的公共交通；洛杉矶市长在文化发展方面努力不够。

因此，洛杉矶旅游局希望通过不同的途径，来改变游客对洛杉矶的印象和看法，洛杉矶一直在为吸引文化游客而努力。所以先后制定的好莱坞复兴方案及包括市中心地区在内的其它地区的复兴方案；设计了“体验洛杉矶”网站（ExperienceLA.com）；发起一项新的非盈利计划——“艺术+文化洛杉矶”，向国内外游客行销洛杉矶的艺术与文化等等。除此之外，洛杉矶还耗资18亿美元在兰德大道周围建了一个集休闲、商业、酒店、公寓为一体的区域，它们在落成后吸引了更多游客到访参观，感受这个大都会与众不同的面貌。

伦敦旅游业对经济贡献仅次于金融服务业

在伦敦的所有产业中，旅游业对经济的贡献仅次于金融服务业。同时，旅游业对伦敦社会、文化和环境发展也至关重要。2001年，赴伦敦旅游的英国国内外游客共2835万人次，他们的花费高达88.4亿英镑，旅游业产值占城市GDP的12%。

伦敦旅游业的劣势包括有：游览伦敦价格昂贵、伦敦缺



少中等旅馆、大多数旅游景点都位于伦敦市中心、从业人员相关技能的日益缺乏正威胁着旅游业、伦敦的相关信息不易获得、交通缺乏投资，且交通状况时有不佳。除此之外，也有一些机遇包括：伦敦拥有世界级的旅游产品；旅游业的发展将使全体伦敦人受益；旅游业因伦敦的多样性而繁荣；伦敦需要优良的设施承办重要的商业与体育活动；午夜经济，若该法案实施，则娱乐场所的24小时营业将为伦敦午夜经济注入新的活力。

当然，伦敦旅游业也面临一些挑战，如与欧洲其他城市间的竞争加剧，伦敦在国际旅游市场中所占的份额下降；高效的意外事故应对机制和危机管理；观光旅游与商务旅游的战略协调；增加旅馆住宿的供给并提高质量；旅游景点过于集中；旅游业从业人员技能缺乏等等。

继“游览伦敦”战略规划出台后，伦敦市长还与伦敦发展局及其他一些相关机构推出了“伦敦旅游业行动计划（2003.4~2005.6）”，该计划中确立了具体发展旅游业的四大主题。第一，支持伦敦发展成为世界领先的旅游目的地。第二，在伦敦开发更多的旅游景点，鼓励新企业开发伦敦市中心以外的地区。第三，通过提供培训和其他机制，改善伦敦的就业门槛，提高旅游业从业人员的技能水平，从而增强企业竞争力，尤其是中小企业的竞争力。第四，应利用并加强伦敦多元文化的优势，促进社会各界发展新商业，拓展新的旅游计划。

新加坡产业发展定下四大战略推动力

可靠的技术设施、自由天空政策、为消费者前往度假胜地提供快捷的交通工具、强有力的品牌效应、高素质劳动力和环境安全整洁的商业城市，这有助于新加坡发展成为旅游业枢纽和会展业中心城市。但新加坡国内市场过于

狭小，缺乏名牌旅游景点，新加坡出入境条件不甚友好，规章制度中存在壁垒。除此之外，与一些区域内的竞争对手相比，产业内的服务标准仍然不高。

东南亚国家联盟中赴新加坡的观光客可望增长，旅游业对东南亚地区GDP的增长从2002年的930亿美元增至2012年的2250亿美元，挖掘区域特色旅游资源，进一步提升产业地位。考虑到新加坡旅游产业的现状和机遇，旅游产业工作组制定了长期产业发展规划，即竭力为游客提供一批独具亚洲特色的旅游资源，促使旅游业为新加坡经济作出更大贡献。

为了达到上述目标，旅游工作组制定了四大战略推动力，以全面抬升旅游产业的经济地位：第一，积极瞄准和利用重点市场和新兴市场的客户资源；第二，发展区域旅游产业；第三，利用现有小生境资源，开发特色旅游产品；第四，加大力度建设旅游商业都会。



A Review on Tourism Development Research from 2007 to 2013



Analysis on the Competitiveness of Main Countries and Regions

The world is gradually entering into the post-industrial era after the rapid increase of productivity. The sustainable economic development of most countries and cities depends more and more on changes in social consumption structure and the development of service industry. Therefore, they are devoted to stimulating social consumption. International tourism has become an important economic sector and is of great concern to all countries including developed countries in Europe and North America. To promote the healthy development of international tourism, the World Economic Forum (WEF) has published analysis reports on international tourism development every two years since 2005.

In the report on global tourism competitiveness published by WEF in 2007, Switzerland, Austria and Germany ranked the top three by a total score of 5.63, 5.43, and 5.41

respectively, while China ranked 62nd among 130 countries and regions despite a higher ranking by 9 than that in the past two years. Switzerland got the highest scores in water quality, railway and communication system. In Asia, Hong Kong (14th) and Singapore (16th) ranked the highest, followed by Japan (23rd), South Korea (31st) and Malaysia (32nd). Generally speaking, China enjoys obvious advantages in terms of natural and cultural resources as well as prices, which make China develop rapidly into a new global tourism destination in recent years. With the expansion of China's tourism market, China can turn from a big tourism country to a strong tourism country in a short time.

World Tourism Competitiveness Rankings in 2013

WEF published another world tourism competitiveness ranking report in 2013. Switzerland, Germany and Austria topped the ranking list, and were followed by Spain, UK,

US, France, Canada, Sweden, Singapore, Australia and New Zealand. Japan ranked 14th, and South Korea 25th. China's ranking fell from 39th (in 2011) to 45th, Hong Kong fell from 12th (in 2011) to 15th while Taiwan rise from 37th to 33rd. With high quality transport system, hotels, highly skilled workforce and rich natural resources, Switzerland stood out among 140 countries and regions and ranked the first for five consecutive years.

An Overview of International Tourism Development

The sustained growth and diversified development of international tourism is making tourism one of the fastest growing industries in global economy. Global tourism develops steadily, the market volume expands gradually and the number of tourists increases rapidly. From 1950 to 2007, the number of international tourists all over the world increased from 25 million to 903 million with an annual increasing rate of 15%.

First, global tourism outperformed people's expectation in 2007. The arrivals of international tourists in 2007 surpassed 900 million which were 56 million more than those in 2006 with an annual increasing rate of 6.6% and set up a new record. Second, the international tourism income also grew steadily in 2007. According to UNWTO report, the total income of world tourism industry in 2007 was 856 billion US dollars (about 625 billion Euros), an increase of 5.6% than that in 2006.

New Tourism

Cruise travel is one of the main driving forces of tourism development in Europe and America. Global cruise travel market has increased steadily and has great potential. Since 1980, cruise travel has been increasing at an annual rate of 8.6%. The number of cruise tourists reached 12.1 million in 2006 and 12.6 million in 2007.



Medical tourism or medical travel refers to the travel of people to another country for the purpose of obtaining medical treatment in that country. People travel to other countries for medical treatment because certain medical treatment is very expensive, inadequate, or unavailable in their home countries.

For countries and regions with relatively poor tourism resources, building theme parks is a good choice. Everything in a theme park including the layout, décor, and entertainment facilities reflects one or several themes and can create a wonderland for tourists.

Policies and Measures to Promote Tourism in Some Countries and Regions

Most countries and regions in the world have entered into post-industrial era when economic development slows down, the purchasing power of consumer goods is low, and deflation occurs. Many countries have worked out development strategies to attract international tourists and expand their consumption and taken measures to make international tourism contribute to the sustained growth of regional economy.

Countries like US, UK, Italy, Japan, Brazil, Mexico, Thailand and South Korea have made tourism laws to ensure and support their tourism development. UNWTO data point out that a gain of every one US dollar for the tourism department means 4.3 US dollars' gain in related industries. This indicates that tourism has many benefits, and thus its social contribution rate should be evaluated comprehensively.

Measures Taken by French Government

To attract international tourists, France offers sales cycles to build Paris into a shopping paradise. "Shopping in Paris" was launched for the first time in 2007 and gained support from 2,000 stores and 350 people working in tourism industry. As citizens of non EU countries, Chinese and Russians who shop in large department stores can enjoy a 12% tax refund rate. France also launched a program to improve tourism quality. As an important part of the program, Tourism Quality Brand helps relevant parties improve their management and service by issuing tourism quality marks. The reference standards of Tourism Quality Brand are composed of 96 clauses of 9 categories and demand that various services should be provided to attract, receive and satisfy tourists.

Tourism in Los Angeles

According to Los Angeles Convention and Visitors Bureau, as one of the most popular global tourism destinations, Los Angeles received 25 million tourists whose total amount of

consumption reached 12.9 billion US dollars in 2005. Los Angeles is also the fourth inbound tourism destination and the second outbound tourism destination after New York in the US. The main attractions of Los Angeles are its climate and beautiful scenery. Besides, the city is also becoming more and more attractive to artists.

However, there are also some deficiencies in the tourism development of Los Angeles. The government hasn't given sufficient financial support to the art development of the city so that the city's cultural attraction is no very strong. Besides, the public transport is not quite convenient.

Los Angeles Convention and Visitors Bureau has been working hard to attract cultural tourists and hopes to improve the image and impression of Los Angeles as a tourism city by all means.

Coexistence of Opportunities and Challenges in London's Tourism

In 2001, 28.35 million domestic and international tourists visited London, their expenditure there was as high as 8.84 billion pounds, and tourism revenue accounted for 12% of the city's GDP.

Meanwhile, London's tourism also faces some challenges. As the competition among tourism cities in Europe becomes keener, London's market share in international tourism decreases. London lacks highly efficient respondent mechanism to deal with accident and emergency, strategies to coordinate sightseeing tourism and business tourism, and highly skilled people working in tourism industry. London needs to increase accommodation supplies and improve accommodation quality, and have a better understanding of its tourism. The scenic spots in London are too concentrated.

After the strategic planning of "Visiting London", The



Introduction of London Tourism Action Plan (April 2003 – June 2005) was launched by London. The plan makes four themes of tourism development in London clear. First, support London to develop into a leading tourism destination in the world. Second, develop more scenic spots in London and support new enterprises to develop the areas outside downtown London. Third, improve the standards of employment and the skills of people working in tourism industry by providing training and other mechanisms to enhance the competitiveness of enterprises, especially that of small and medium-sized enterprises. Fourth, strengthen the multicultural trend of London, promote the development of new commerce and develop new tourism plans.

Industry Development Strategy of Singapore

The number of tourists from ASEAN countries to Singapore is expected to increase. The contribution of tourism industry to the GDP of Southeast Asia is expected to increase from 93 billion US dollars in 2002 to 225 billion US dollars in 2012. To further explore tourism resources with regional features and upgrade tourism industry, and taking the current situation and challenge of the industry into consideration, Singapore has made a long-term tourism development plan which tries to provide tourism resources with unique Asian characteristics for tourists and make tourism industry contribute more to the economy of Singapore.

To achieve the goals mentioned above, Singapore has worked out four strategies to raise the economic status of tourism industry. First, focus on and take the advantage of the resources of key markets and emerging markets. Second, develop regional tourism industry. Third, make use of microhabitat resources to develop tourism products with special features. Fourth, try to build a metropolis of tourism and commerce.