

开发宣传旅游目的地 17项必要的资源标准

文 / 长江



旅游已经成为当今世界中人们最具广泛受益，多种多样活动和形式的生活内容，是人们根据各自不同喜好，吸纳新知，展开交往，追求注重身心健康和活力的生活方式。当今世界上没有哪一个城市不具备它自身的条件开展旅游业，旅游资源和旅游方式具有多样性，必须具备社会广泛关注和合作的基础。每一个城市只要具备以下其中旅游资源中的几项条件，充分提升这些资源条件的质量和内容空间，就可以充分发展自身的旅游业。一个旅游目的地的推广和发展，无论大小市场，大小企业，是需要区域内多重产业的广泛合作。旅游业的发展需要各方互动助推，依赖产品宣传推广和质量内容的提升。旅游企业更需要重视这些企业外部的旅游目的地资源条件的形象化推广和宣传，正是这些资源条件构成了客源旅游市场的产品内容。

大多数旅游目的地都不缺乏其优秀的人文历史资源和自然资源，并有其独特性，但很多却“天下秀色早长成”，“养在深闺人未识”。从管理学上说，或是机会方式的缺失，或是主导力和市场的市场动能还没有充分发挥出来。凡是做的比较好的，世界知名的旅游城市，都与其文化底蕴的沉淀和积累有关。文化是附着在这些旅游资源和物质条件之上的灵魂，是最需要创造提升质量和想象空

间的部分。游人是凭着想象力的翅膀，不远千里万里去到天涯海角实现自己的愿望的。旅游目的地推广自身的宣传推广，需要具备提升这些综合想象力，将自身的主导职能充分发挥出来。

以下17项旅游目的地的资源标准，是多年来各地政府主导部门和旅游企业经理人的经验总结。旅游目的地的促销宣传的关键在于：当需要顾客把我们所在的城市选择作为其旅游目的地的时候，我们首先应明确把我们的旅游城市归结于具有探索和发现如下的价值和特征，经理人要在这些方面去下功夫，营造目的地形象，给自己塑造职业形象，并同时带来产品形象升级和客源。

1. 发掘丰富的历史渊源和文化遗产，具有很好的恢复和保护，有执著的传承，而不是人为的山寨版的造假。特别是能够展示人类不同地域和民族种群之间同与异的交往渊源和多样性发展历程的认同兴趣和共同关注。

2. 发现和利用美丽的广为传播的神话和传奇故事，或其他手段来营造一个诱人的目的地形象。

3. 收集与展示历史中具有强烈事件纪念意义或奢侈安逸生活方式的最好的藏品和丰富实物，从而讲述着更多的故事。





4. 赋予本地丰富动人的当今时代文化特征，让客人在旅途中大有收获和有所启发。本地带有活力动感和多样性的城市生活。

5. 亲切的自然和人文社会环境，区域内全社会都持续关注环境保护。

6. 旅游目的地具有丰富多样的经验和经历可供分享，富有地域性特质，具有多样的社会庆典，世界博览或国际交流活动。

7. 轻松的体育活动，对放松心情和改变生活节奏有益。

8. 如果一个城市应知名的美食闻名，也具有不可抗拒的诱惑力，它会给顾客生活带来美好的感受和值得夸耀的生活经历。

9. 可以买到物廉价美，不同形制和功用的，难以抗拒的购物特产。

10. 友好的人际关系和备受尊重的公共服务，受到格外的尊敬和乐意互助，让旅游产生的更好的感觉。

11. 安全和有秩序的都市生活，具备与国际接轨的公共保障保险措施和及时有效的救助设施。

12. 怡人的气候。

13. 在旅游目的地随时有多种旅游服务可供选择，有打包旅游产品去周边或出发远程旅游可以便捷获取，旅游

行业有严格国际标准的资质审核和具备赔付和承担责任能力的旅游服务机构。

14. 地域内的交通设施完备，与外部和周边的交通便捷，国际交通衔接方便，签证便捷，容易抵达。

15. 币值性价比高，甚至有多种优惠。

16. 提供高质量或创意性艺术特色的舒适的住宿，感觉总是比呆在家里好多了。

17. 当地政府的重视保障和关注度，旅游有特定的优越政策，同时企业有强制的诚信责任和义务，以及政府、企业、市场、媒体的合作与互动。



The Necessary Resources for a Destination Promotion



The importance of functional roles by the tourism development has been emphasized by almost the whole humankind society. All people love to travel.

Travel provides people unlimited spiritual willingness and images to go beyond even their expectation.

Travel is always injecting the new vigor to the mind in experience or knowledge.

For many people, the life as well as the world, are in a transition, but travel is a real transition which enriches people's life with more meaningful glorious pages. A journey from home is always a new setting forth and allocates the heart flying to a new horizon.

Travel helps people to be fallen in good willingness and behaviors or even in love at first sight with a place and

people who will be easily written in the hearts.

Travel is a good beginning of meeting, party & appreciation. Obstacles have never been sufficient to remain ashore.

Travel parallels a flying dream with us on the trail along a path of flora and odes, a better choice of forgetting the world's noises, a recovery of planting flowers and love in the withered heart.

Travel is on the trail without ending, but a lightening solidity of life.

Today, almost all destinations are with their rich resources for tourism development. Due to insufficient realization of their significant values, the motivational promotions or market cooperative conduction, some destinations are still without the market attentions to lead to the significant business result.



How important are the following attributes for the customers to consider a travel destination as a real once termination they want to allocate themselves for a vacation.

1. Enrich historical heritage and culture, and rebuild the cultural intercourse across the humankind but do not copy;
2. Discover the attractive myths, beautiful legends, and stories for creating the well-known images;
3. Collection and exhibition of the lavish, luxury Arcadian life styles or eventual ruins or monuments;
4. Guide the visitors to find out that destination is rich of contemporary culture, make a traveler learn a lot or feel it a good enlightening trip. The destination is with a modern vibrant city life;
5. Environmentally friendly & sweet fresh;
6. The destination is with a rich variety of experiences, eventual ethnic celebrations & EXPO or exchange programs;
7. Good for relaxation and well being;

8. Well known for its cuisine, lavish life style and wonderful travel result;
9. Good and memorable gifts for shopping;
10. The friendly people, and helpful and efficient assistance;
11. The city is comfortable, safe, and has emergency assistance and efficient medical care system;
12. Pleasant climate;
13. Reliable package tours & optional service are available at the destination;
14. Easy to travel to, multiple transport choices, and easy visa application;
15. Highly cost effective currency or duty free;
16. Comfortable accommodation, much better than staying at home;
17. The government & society are with a strong sense for development of tourism and participation in destination promotion, qualification protection and cooperative activities.



旅游与文化资源的品牌化经营

我们生产什么，如何组织生产，如何经营使用共享资源，如何创造积累，如何实现效益，如何支配和使用积累。一切工农商贸及服务业，包括旅游业，即要明确什么是我们的商业盈利模式，并由此盈利模式之下，明确自身的运行模式，两者构成社会经济的制度和发展的模式。同时必须善于利用一切社会公共资源，创造其更大的价值，懂得资源的涵义，学会使用资源和发酵各种资源的潜在价值。

文 / 洪军



我们的核心关注点

社会的发展问题始终存在，但现代社会已经早就改变了视角，开始从社会的开放性，经济运行的实际效益和增长，市场的有效培育和保障，社会结构的有序性，资源的共享机制等等方面，着手看待社会发展问题。社会的发展必须着眼于社会群体的生活条件随着社会生产的发展和效益的提高而不断得到改善，着眼于从市场需求的不断创新，从而使社会不断得到交替的进步和发展。归根结底，我们的物质生活是在物质生产的基础上。

我们生产什么，如何组织生产，如何经营使用共享资源，如何创造积累，如何实现效益，如何支配和使用积累。积累就是发展，就是资源。一切工农商贸及服务业，包括旅游业，无非是明确两个目标：1. 即要明确什么是我们的商业盈利模式，并由此盈利模式之下，明确自身的运行模式，两者构成社会经济的制度和发展的模式。2. 同时必须善于利用一切社会公共资源，创造其更大的价值，懂得资源的涵义，学会使用资源和发酵各种资源的潜在价值。是实现经营之道的核心。

所以一个地方政府或社会化组织生产经营的企业，需要不断审视自己的关注度，需要更多地集中到如何实现经济发展的盈利模式和由此设定的运行模式，明确新的增长点。同时持续关注集合整序资源加以充分利用。通过市场化的机制有效运用，实现政府机构和经营企业的最正向的引导力。

资源，以文化营造和精神层面的提拔，创意性注入鲜活灵魂

物质产品只有注入了文化（文学优化创造），得到精神层面的提升，才具有真正的内在灵魂，才具有鲜活持久的生命力。比如我们的长城。世界很多中学历史教科书上都提到中国的文明历史和长城。但1972年前很少有外国人，更不用说外国政府的首脑去游览参观长城了。同样是那段长城，同样是当时的景观条件。1972年早春美国总统尼克松在周恩来总理陪同下登上长城向世界发出的一段感叹，让长城赋予了更加升华的精神象征和魅力。他当时是这样说的：“这是一个只有伟大民族、伟大的人民才能做出的伟大工程，它是2500年前的人类的建筑，是人类文明历史进程中，表现了人类意志、能力和一往无前的精神和勇气的最伟大最值得骄傲的丰碑。它的价值到了今天，我们再也不能在我们的心中，把它当作是一面长长的石墙，我们应当把它当作，历史赋予我们继续能够以伟大的人类文明所传承的意志、信念、能力和一往无前的精神和勇气，在不同的多元世界上，建筑起一个我们人类共同的互相尊重、和平繁荣的理想社会。”随之，长城成为最具时空想象力的名胜古迹，世界第一吸引人们的蜂拥而往的地方。

世界上任何叹为观止的高山大川和秀丽多姿的景致，如果没有人文的故事和历史的演义，如果没有人文与它交融和钟情，如同天地造化“不惟人”，缺乏了生命感召的灵性，缺少了精神家园的追溯和依恋、毕竟都是毫无意义的空洞，是难以真实感怀的。这个世界有着太多的精彩，正是它倾注了人类曾经无限的神往和为之付出的无尽的心力，其中充满着交替演进的人物故事漫漫历程。正因为是“因人而不同，因人而精彩”，造化和承载，造就了世界缤纷炫丽，万般气象，精彩纷呈。于是乎我们心向往之，我们得以所见所闻，流连忘返，浮想联翩，感怀万千。从而使我们开拓视野，增长见识，更新认知，创想观念，思想鲜活，生命充满意义。其中，人是世界事物的一切写照。而人，恰恰是唯一最具天赋语言特性，其实，也最易为语言所感惑而改变的。语言的表述有着无尽方式和创造

空间。言为心声，文为情致，心以咏弛，神以幻真，恰恰是经过以炉火纯青的故事提炼，千锤百炼的文学创造，想象力时空的极大营造和拓展，才是宣传广告发生市场有效改变最好方式，是最需要十年寒窗修道才能出类拔萃的。古往今来，这始终是最具不可替代的优势资源。也是最奢侈的资源。旅游原来本是奢侈品，现在和将来也是奢侈品。现在沦落了，没有了文化，往往以图片和口号等最简易的方式来充数。出路也是文化。

一切要归结为文化，文化本身是生活中最奢侈的必需品

什么是文化？这里仅指：文化的社会商业价值是：优雅的鉴赏，多样的休闲。这是品牌的品位。其中需要蕴藏很多表现“心声”的语言。

三国之后，战乱的结束，国家的统一，社会的安定，经济的快速复兴，文化品位的跃升，社会出现了另一种奇葩。西晋的贵族，生活堕落奢侈，互相炫耀比富，暴殄天物又吝啬无耻，最典型的人物是王家叔伯子弟王恒王戎王



衍王导王澄王敦等，王恒是皇帝司马炎的舅舅，他们的官位都至司马司徒太傅太尉，都是皇亲国戚，达官显贵。王戎还是竹林七贤之一。王衍更是一生博古论今，夸夸其谈；引经据典，文采飞扬；高谈阔论，空话连篇；厚颜无耻，信口开河。“自古书生空议论”，在他们身上表演到了极致。但从来不自亲做一件实践工作，不切实际，不追究实际结果，把朝堂变成了讲堂，变成文化的表演场，弄得一片乌烟瘴气。却还十分崇尚清高，其中多人一贯是冠冕堂皇，师范儒雅。一生从来不谈钱字也不碰钱，把钱贬称作“阿堵物”。但就是这样，个个每晚亲自在家里闭门用牙筹，反复计算自己的财产和进账，斤斤计较，锱铢必究。就是自家院中李子因为果实大而鲜美，将所有的李子用锥子把李子的核挖出后，再拿到市场去出售或让人实用，生怕别人得到他们家的李核做种子，种出与他们一样的果实。其家这些人的家资早就富可敌国，几辈子孙都可挥霍享用不尽，仍贪婪无比，聚敛无度。他们的老婆，更是爱钱如命，空前绝后，无疑复加。最后魏晋文采被他们一帮“闲贵族文化人”毁于一旦，西晋的繁华荣耀顷刻间灰飞烟灭。王衍本人在刚及中年，作为统帅的他，不经一战就被入侵的胡寇俘虏。胡寇对他的厌恶到了不愿用刀去杀他，当面嘲弄他们这些皇亲国戚和达官显贵，全是不

中用的废物，连人渣都不如，只是一粒草芥粪土，不配用刀；行尸走肉，只配活埋。把他压在一块大石头底下，将整堵墙推掉压在其上而了事。让他“死不得其所”，接受无尽的羞辱。文化从更大更高的层面上说，文化不能为文化而文化，文化的另一个层面就是要切忌空谈、清谈。

旅游要加大关注品牌：

1. 瞄准时尚年轻人市场，创造It is the way of life的社会生活梦想和理念。
2. 创造各种信用体系，鼓励奢侈品消费。创造条件去满足梦想的实现。
3. 真正要打造的是企业和品牌的可信度和依赖度。
4. 人员服务的素质和知识的含量。
5. 保留旅游体验的空间余度，创造持续消费服务的空间想象和始终不渝的追随。
6. 目前旅游的增长点出现了转移，就是“自由行”普遍增长较快。部分客人已经对那种互相以零团费负团费的团队旅行厌恶了，从人格上采取了抵触，改为采取自由行。入境游的自由行网上业务增量今年基本普遍在50%以上。有些旅行社的增量超过130%。
7. 咨询与实际产品脱离，目的地很好，但不知道如何跑。



做好自由行的关键不用太多，开头只要有几个主要的城市，几个不同种类的酒店就行，其中的档次拉开，高低端的都有，产品要向这两端延伸，即体现品质，又体现价格。但情况介绍 Information 一定要做的尤其好，要做到告诉客人在这个城市自由行，游什么？怎么游？不仅仅是游览的介绍，出行的介绍，还要有吃什么最有意义。另外再作一些特色的游览介绍，从小事做起，从微小的环节做起，这些做好了。另外再同城同地和周边地区开拓出特别有价值有意义的适合自由行的原生态和历史旧貌的景区景点，客人只要旅行社安排 transfer。这些都是旅行社利润增加值，也是客人会看到价值，生意自然就回来的。关键是您如何去告诉客人这些有价值的景区景点，如何描述鼓动游客产生跟着您走的安排。自由行的内容中一定要少讲购物，甚至不讲。

8. 产品的文字和图片的质量，版面一定要简洁，篇幅要合适，内容要丰富，品味要突出。网站要不断充填更新内容图片，就是旅行社的质量，很重要。不能一张普普通通质量不高的图片，一两段粗略的文字，内容简陋的单品产品，都是劣质产品，让人生厌，还老是这番面孔。挣钱和发展哪有这番容易。

9. 告诉市场和消费者，一切要从品质化确定认知意识，It is the way of our commitment。

10. 归纳起来就是：Image, Story, Appreciation, Commitment 植入产品和消费群体中。

这里要肯定的是，社会能够有更多更大的群体去消费奢侈品是好事，社会出现尊重品牌，崇尚品质和多彩生活，体现个性魅力品位和修养，都是社会文化的进步。应

当得到充分提倡。如果社会只有极少数去消费奢侈品，而社会普罗大众不敢任何奢望，无法奢求，那才真正是社会的极大悲哀。这是两种完全不同的含义，决不能把奢侈品消费混为一谈。

每三十年都是一个社会形态和时代的终结与改变，三十年一代，铁的定律。历史的脚步不会停顿。相信，不能没有。相信，也不能太多。

应当看好中国，理由很充分。中国真的长大了，模样已经是个巨人。与十年前无法比拟，与三年前也无法比拟。自己的人才队伍也逐渐有了些，尖端人才已经出现，我们的很多认知是过去根本就不可能有的，每一年的进步都很大，很值得庆幸。只不过这部分力量还没有很好地被整合起来。一个社会始终有改革开放就好。社会没有开放性，就没有进步。改革开放性就是包含着批评和自我批评的公开性和研讨性，一个社会不怕多样性，不怕不同质。批评和自我批评、包容性、融入性，是一种协调和谐社会的目前最好的态度，除非上帝直接干预，发给“启示录”。总之，禁锢是缺乏旺盛的生命力的表现。



Brand Management of Tourism and Cultural Resources

What do we produce, how do we organize production, run and use shared resources, create and accumulate, and how to benefit, dominate and use the accumulations. When it comes to industry, agriculture, commerce and service, including tourism, our profit model for business must be clear, along with which it must be clear of the self-run mode, the two have constituted a social economic system and development mode. On the meantime, we should be good at using all social public resources to create more value, realize the connotation of resource and learn to make use of resources and explore the potential values of various resources.

Our core concern

The social development problem is always present, but modern society has long changed its perspective. It started to regard the problem from social openness; actual benefit and increase of economic operation; effective cultivation and guarantee of market; order of social structure as well as the resource sharing methods. Social development must focus on the living condition of social groups which continuously improve along with the development of social production and efficiency. Through constant innovation of market demands society can receive unceasing and alternative progress and development. In balance, our material life depends on the material production.



What do we produce, how we organize the production, run and use shared resources, create and accumulate, and how to benefit, dominate and use the accumulations? Accumulation is development and resource. There are only two objectives that need to be clear for industry, agriculture, commerce and service, including tourism: 1. our business profit model must be clear, including in having a clear self-run mode; the two have constituted a social economic system and development mode. 2. In the meantime, we should be good at using all social public resources to create more value, realize the connotation of resource and learn to make use of resource and explore the potential values of various resources. This is the core of business management.

Resource is built with culture and is advanced in spirit level, which puts the living soul at creation basis

Amazing mountains and rivers as well as beautiful landscapes around the world are difficult to be called with emotion without human histories and historical romance or harmony

with humanity, just as that creators "are not only human involved", and it is meaningless when it is short of spirituality of impelling life, and trace and attachment for spiritual home. The world is filled with wonderfulness, into which people have forever poured infinite longing and endless effort, overflowed with long journey of alternative figure stories.

Just as "humans make it varied and wonderful", nature has also created the colorful and dazzling world with a variety of brilliant scenes. Consequently, we have desires of our heart, so that we hang on to what we have seen and heard with our imagination and recall. Thus it opens our minds, updates our recognition and idea, and provides us with live thoughts within a meaningful life.

Put more emphasis on brand

1. Target the market of fashionable young people and create a social life and philosophy that is the way of life.

2. Create various credit systems, encourage luxury consumption, and create conditions for fulfilling dreams.

3. It should be the credibility and dependence degree that need to be made for the enterprise and brand.

4. Service quality and know-how of the staff.

5. Continue the space redundancy of the tourism experience creating space imagination for continuous consumption and an unwavering following.

6. At present, there is a transfer in the growth point of tourism, meaning "Free Tour" which is generally growing fast. Some tourists have been fed up with the free and sub-marginal package tour which collided with from personality so they chose free tour. The inbound tourism increment on line has maintained over 50% this year, and more than 130% for some travel agencies.

7. Consultation is separated from actual products, so that it is uncertain about how to run good destinations.

There are not many crucial points for a good job for free tour. To begin with, you need to aim at a couple of main cities with both high-end and low-end hotels, making products extend towards the two orientations in a bid to reflect both quality and price. In particular, the information production shall be in place, that is to say that we need to make customers understand what they can enjoy and how they will enjoy the free tour. Aside from the introduction

about tour and trip, something about food does make sense. Besides, it is better to introduce some featured tours with details from the start. In addition, it is feasible to exploit valuable and significant scenic spots with original ecology and historical appearance that are appropriate for free tour, what the customers need is transfers arranged by tour agencies. All of those can bring added value of profit to the agencies as well as visible value for customers, based on which business comes naturally. What is very important is the way you inform customers about the valuable scenic spots to encourage them to join your tour. Do involve less or nothing about shopping in the free tour.

8. For the quality of words and illustrations for products, the layout must be concise with proper space, rich contents and highlighted experience. Besides, the pictures on the website need to be updated continuously, which reveals the agency's quality. A low-grade picture with a few abbreviated contexts and single page promotional products with crude contents is inferior, which makes it boring. Making money and development are indeed difficult.

9. We are supposed to make the market and consumers aware that perception starts with quality, and that is the way of our commitment.

10. It can be concluded with Image, Story, Appreciation, and Commitment, which are to be implanted into products and consumers.

