

# BEIJING TOURISM DEVELOPMENT RESEARCH REPORTS 2006

## 北京旅游发展研究年度报告·2006 (英文版)

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## **Preface**

### **International Tourism Cooperation Needs More Academic Exchanges Between China and Other Nations**

——The Preface to China Tourism Academic Collection

In 1979 China started the policy of reform and opening-up. During these thirty years of development, the tourism industry has gained valuable experiences in all phases of modernization, industrialization and marketization. However, in the early years, the real focus of the policy was to earn hard currency from the inbound tourists. Today a new strategy has been initiated to develop the three main tourist markets—inbound, outbound and domestic markets. In the early stages, the tourism management organizations integrated the needs of both the government authorities and the private entrepreneurs. The current situation is that tourism associations and commercial enterprises cooperate under the supervision of the government authorities. In the early years, the tourism operations were labor intensive with management mainly based on experience. Today's industry is driven by business innovations and supported by modern technology and capital operation. China's tourism industry not only merges gradually into the nation's economic and social strategic development system, but also plays a leading role in international tourism community. In 2008, in spite of the impact of the worldwide financial crises, China achieved remarkable tourism records of 131 million inbound tourists, 45.84 million outbound tourists and 1.712 billion domestic tourists. Evidence reveals that China's tourism industry has now entered into a new phase

of development—mass-based tourism. This is undoubtedly the golden age for Chinese tourism, but it also presents old and new challenges. China has never been in such an urgent need to reinforce cooperations with other nations and regions, so that a nationwide sustainable development in tourism industry can be enhanced with more mature international experience, managerial expertise and technology. China's tourism industry has the capability as well as responsibility to make a more practical and effective contribution to the prosperity of the global tourism industry and distribute tourism's benefits to all.

China's tourism industry embraced the international community three decades ago with open arms. Likewise, its related academic research and higher education initially began by studying methods used in developed countries, but it was also closely related to the real practice. In the early 1980s, China's tourism study was after the western methods in almost all aspects such as basic concepts, academic framework, university level course books, training programs, faculty teams, and managerial staff. Until now, the research paradigm, evaluation system, and values orientation in the Chinese tourism academic were all based on the western academic system. Tourism in China has developed quickly, especially during the mid-1990s when domestic tourism was booming. Rapid growth in Chinese outbound tourism started early in the 21st century and was coupled with the government promotion of higher education and scientific research institutions. A group of tourism scholars with both indigenous consciousness and modern academic norms attempted to establish a tourism academic system with both Chinese characteristics and an international perspective. Beijing International Studies University (BISU) is one of the typical academic institutions established under this axiom.

Beijing International Studies University was founded in 1964 and has become fully committed to the business of tourism since 1981 when the National Tourism Administration of China became its governing body. BISU has also become China's leading academic center for higher education in tourism and tourism academic research. This is not only because it has a large number

of institutions including the School of Tourism Management, the Academy of Tourism Development, the Tourism Education Press, the Academic Journal (Tourism Edition), the travel agencies and the Beijing Hospitality Institute—the first independent college of hospitality in China, but also because of the many reputable and influential academic elites it attracts. For years, BISU has played a leading role in the areas of student enrollment, both undergraduate and postgraduate, academic theses, monograph and textbook publications and applied research achievements for both government authorities and private enterprises. These achievements symbolize BISU's ideology which emphasizes International Perspectives, Indigenous Consciousness, Problem-Solving Orientation and Academic Norms. It is the development of an energetic national tourism industry that provides higher education and academic institution, including BISU, a valuable foundation of theoretical research. Meanwhile, it is the best time ever for China to develop international communication and cooperation for the purposes of tourism academic research. It is acknowledged that the Chinese tourism market has been vital to the global economy during the past 30 years; equally, tourism academic research from China should also make a great contribution to the prosperity and development of the international tourism arena.

China's academic research in the field of tourism has achieved tremendous success in both the tourism industry and in the higher education of tourism. Nonetheless, due to the differences in research topics and methods, as well as the language barrier, a full understanding of the reality is yet to enlighten the mainstream of the international academic organizations. With that in mind, the Beijing Educational Committee has launched a visionary program to support Beijing International Studies University's efforts to promote China's tourism academic achievements internationally and to expedite the process of international academic communications. Therefore, the academic committee of the Beijing Tourism Development and Research Base has selected the academic outcomes that represent the academic works of the theoretical

construction and applied research reports. The selected works highlight the different research methods and comprehensively reveal the typicality of the research group and the diversity of the research methods. English translation of the first set of achievements is presided over by Professor Wang Xiangning and her team of ten experts and scholars from both China and overseas who have both language advantages and tourism knowledge.

It is our hope that this project will introduce Chinese tourism scholars' research achievements to the tourism scholars in other countries. We also expect to follow up with more frequent and larger scale academic exchange between the Chinese tourism scholars and the international experts. More academic exchanges and cooperation between China and other nations will promote further communication and strategic collaboration in the tourism industry.

Dai Bin

Professor, PhD

Vice President of China Tourism Academy

6th July, 2009

## **Foreword**

This is the second annual account, the hard work of Beijing Tourism Development and Research Base. It shares the same construction idea—"Open Platform, Forward-looking Perspective and Authoritative Report" and research direction—and is close to the realistic need of tourism development in Beijing with the first yearly memoir in 2005.

There are four new features in this report:

First, research topics are from academic institutions. Selected papers in the account are the final or phase research results of related research topics. They are not only from items of Beijing Philosophy & Social Science Planning Office and Beijing Education Committee, but also from special topics entrusted by Beijing Development and Reform Committee, Beijing Tourism Bureau and yearly topic directives released by Beijing Tourism Development and Research Base. Through the process of setting up, mid-term inspections and final examinations, the innovation and realistic direction of these research results can be guaranteed.

Second, more attention is paid to the grass roots and to realistic issues. Through discussion, the Academy Committee of the Base cooperates with the influential Tourism Bureau of Chaoyang District to submit study reports on the patterns of the tourism development for the first time. This cooperation between the district government and the study mechanism of university will accelerate the district's tourism development.

Third, cooperation with professional institutions is broadened. Beijing Xingzhi Journey Information and Technology Limited Company is the first commercial organization to use modern technology to investigate the potential tourist origins.

Fourth, cultivate academic teams to encourage tourism academic innovation and to implement result findings. Directed by the principle of "Open Platform", cooperation was extended to China Social Science Tourism Study



Center that does research on “city tourism”. At the same time, we designed special topics, such as Festival & Event Tourism, MICE Tourism and Tourism Law, to encourage their study personnel to form an academic team and create a theory system.

The first part of the memoir is comprised of special topic study reports about tourism economy and government policies, including three topic study results set up by the government and one special topic report of Tourism Bureau of Chaoyang District.

*“Operating Characteristics and Development Trends of the Beijing Tourist Industry from 2004 to 2006”* completed by Professor Zhang hui, dean of Tourism Management Institute of BISU, and his graduate student team, analyzed the development characteristics of Beijing tourism in the past two years from a macro perspective. In the paper, these three macro factors are emphasized: ① Beijing’s macro economy continues to develop at a high speed; ② With China’s entrance to WTO, her reform in market economic system; ③ Since 2003, “Beijing City Planning” has promoted the local economic development of Beijing as one of the top-ranking tourism cities in the world during the 2008 Olympic Games. Referring to the operating characteristics, the author’s opinions are the following: ① the formation and development of a diverse tourist market indicates that Beijing as a tourist destination of plank type has been shaped; ② two-direction expanding of tourism group and dot distribution symbolizes the development direction of China’s tourism; ③ the growth of travel agency in size and net work foreshows Beijing tourism services and travel agencies are evolving towards the division system confirming to the market requirements.

*“Suggestions for Promoting Beijing’s Tourism Industry during the Eleventh Five-Year Plan”* is the conclusion report of annual focus projects, authorized by Beijing Municipal Development and Reform Commission. The report was accomplished by Professor Dai Bin, deputy director of the academic committee, Beijing Tourism Development Research Base, and lecturer Li Xinjian. The report stresses that the development of inbound tourism, domestic tourism and outbound tourism should include the concept of economic development and the vision of building a harmonious society, to achieve the strategic goal as a “tourist city” for Beijing’s economic and social development.

The 30 policy for Beijing tourism development for the 11th Five-Year Plan concerns market development, industry elements integration and enterprise growth, administrative regulations and government control, key projects and Olympic action plan.

“*Study: A Tourism Cooperation Model for Beijing, Tianjin and Hebei Province*”, composed by Professor Zou Tongqian, the Associate Dean of Tourism Management Institute of BISU and his student, Zhang Xiling, points out at the beginning that the only way for Beijing to upgrade its competitiveness is to cooperate with Tianjin and Hebei province and the report from Beijing Xingzhi Journey Information and Technology Limited Company strongly supports this point of view. Unfortunately, till now only the governments agree that the cooperation is necessary; there are no existing mechanisms to make it come true. Considering this, the study offers detailed suggestions to construct excellent tourism lines and tourism transform hub, jointly develop DMS and build a uniform information network platform. If these suggestions can be implemented by both governments and enterprisers, it'll be good for Beijing tourism development.

Chaoyang District, where most of 2008 Olympic stadiums are located, featured by its business tourism and as the reception area of International Folk Tourist, has made great achievement on scale-ring, structure-optimizing and image-building. “*Tourism Development Report of Chaoyang District in 2005*” written by Yang Weiping, director of Chaoyang Tourism Bureau and Niu Yuhong, Assistant Secretary, explains in great detail the strategic idea and measures of “Constructing powerful international tourism district”. This information could be used for reference by some districts and counties which have the government-led strategy for tourism development.

The second part which is the study of Beijing tourism market, includes 3 study reports, referring to the operating characteristics and trends of outbound tourism, inbound tourism and the domestic tourism market in Beijing.

“*2005 Research Report on Beijing Outbound Tourism Market*” was written by Professor Du Jiang and Zhu Yunbo, assistant researcher of Tourism Research Institute, BISU. The research team led by Professor Du Jiang spent three years to inspect and study China's main tourist resource cities, including Beijing. Based on macro background analysis and mass market survey, the

report depicts characters and changes of scale, consumption structure, consumer behavior and consumer evaluation. The market data, research findings and policy suggestions will be very useful for the government strategy of market development and promotion of travel agencies .

Even though some studies show that Beijing has changed from a simplex tourism destination to a complex one, a resource and transferring city, inbound tourism is still the market focus that concerns the Beijing and the central governments. In *Analysis on Beijing Inbound Tourism of 2005*, Zhang Lingyun, research fellow of Beijing Tourism Research Institute, puts Beijing into the national inbound tourism reception market framework, concluding that the obvious growth rate and its market share in the country is due to promotion by Beijing tourism authorities and industry associations. Referring the market trend of Beijing inbound tourism in 2006, he points out that government and enterprises should have “cautious optimism” for inbound tourism in 2006.

*Research Report of Beijing Domestic Market of Potential Tourists 2005*, written by Guo Dan, analyst with Beijing Xingzhi Tourism Research Center and Dr. Wang Lei from Xingzhi Journey Information and Technology Ltd., concluded through data analyzing, compared with other provinces and municipalities, that Beijing has more advantages on attracting potential tourist resource, but since the advantages are not absolute and will continue to decline, government and enterprises should create a domestic promotion development strategy for new summer and winter tourism products to satisfy the tourists' demand.

The third part contains 5 special reports that study supporting elements of Beijing tourism.

*Investigation Report on Sales Departments of Beijing Travel Agencies in 2005*, directed by Professor Dai Bin and co-written by Sun Jian, Chen Huiping, Deng Zhou, Liu Minghua, Liu Yan and Wang Shufang, who are second-year postgraduate candidates in BISU majoring in Tourism Management, analyses over 2 months based on the survey of the actuality, factors and problems of Beijing travel agencies, through macroeconomic data collation and analysis, on-site visits and interviews with executives. In 2005, the number of Beijing travel agency retail outlets surpassed that of travel agencies registered for the

first time, but due to their lax management, travel agency operations and management encountered big problems. Under such conditions, this report not only illustrates the inevitability of retail outlet development, but also supplies detailed recommendations to improve that for government and travel agencies.

Besides travel agencies, the hotel industry provides another foundation for city tourism development. The quality and quantity of hotels, especially those of hotel groups, are the key index to judge whether a city is a powerful tourism city or not. To some extent, *To Establish the Brand Basis for the Growth of Domestic Hotel Groups* written by Dr. Zhang Rungang, vice president of Beijing Travel Group, offers suggestions for Beijing's hotel industry. He compared multinational hotel groups with Chinese local ones and shows how disadvantages can be overcome by using brand cultivation as part of their strategic growth direction. These conclusions in the report should draw attention and further thinking from Beijing tourism industry.

*Empirical Study on the Impact of Exhibitions on Tourism in Beijing* was written by associate professor Dr. Liu Dake. He wrote this report for two reasons; to show how both theory and practice support the effects of MICE to tourism and that Beijing is one of the most active cities in MICE. Through well-knit market research, Dr. Liu came to the conclusions that: MICE take a great part in Beijing tourism earning; the expenditure of overseas MICE attendees and professional audiences is higher than domestic ones; in the consumption structure of MICE, traffic and accommodation take a larger share than sightseeing and amusement. Based on conclusions above, Dr. Liu stressed that Beijing tourism can't keep ahead without taking MICE as the support to upgrade Beijing tourism structure and making innovation for hotels in product development and element combination.

*Research on Beijing Event Tourism Development* was written by Dr. Ma Congling, assistant researcher of the Tourism Study Center, Chinese Academy of Social Sciences. She systematically arranged Festivals and Events into categories: ① extra mega F&E, such as 2008 Olympics, ② city symbol F&E, such as Beijing International Tourism Festival, ③ and district and county F&E. Then Dr. Ma made a comparison study between F&E tourism in Beijing and those in Shanghai and Guangzhou and finally supplied some suggestions to maximize benefits for Beijing, for example, the creation

of a F&E organization on a government level, the active exploration of F&E market operation and the extension of the development of Beijing's F&E resources.

*Establishment of the Service System for Beijing Individual Tourists*, accomplished by Professor Zhang Hui and his student, Chen Xiuhui, discusses the strategic directions Beijing tourism industry should follow in terms of disperse tourists reception and service system. Even though Beijing founded the disperse tourists transform center in September, 2005, it's only one part of the whole disperse tourist service system. Beijing still has a long way to go in order to improve its ability to communicate in several languages to facilitate reservations, services and activities for tourists from around the world, if it wants to attain the grandiose goal of becoming an international tourism metropolis.

The fourth part is basic theory study that comprises three special research reports from two institutions.

*Legal Issues on Hotel Operation and Management in Beijing* is a special research that was led by Professor Yang Fubin, the director of Tourism Law and Industry Regulation Study Center of BISU, and done by Dr. Wang Tianxing and Dr. Meng Fanzhe. They made a systematical investigation of hotel operations and management in Beijing from professional angles—law principia and Law of Civilian and Commercial for the first time. They gave rational viewpoints, such as reinforcement of the law concepts for hotel operators, clarification of hotel law connotations, the confirmation of rights and obligations for hotel operators and guests, the establishment and change and termination of law relations. In the long-term, this research result will radically change the legal process of hotel operation and management in Beijing.

Assistant professor Han Yuling, deputy director of Tourism Law and Industry Regulation Study Center of BISU and Wang Rui, postgraduate student of BISU, were consigned by Beijing Tourism Bureau to issue the special study report—*Study on Tourism Security in Beijing and Security Mechanism*. By analyzing Beijing's tourism safety actuality, the report pointed out hidden problems of safety in four areas: tourist accommodations, especially in “no-star” hotels, travel agencies, scenic areas and folk-custom reception organizations and personnel training. They offered a lot of pertinent policy

suggestions from the important aspects of safety, such as prevention, early warning, pre-case and succor. Moreover, “in order to protect the life and possessions of tourists and tour operators in Beijing, the government must take the lead to build tourism safety mechanisms”. The theory is innovative and significant in guiding the practice.

Professor Zhang Guangrui, from the Tourism Study Centre, Chinese Academy of Social Sciences, has long committed himself to the theoretical study and practical supervision of city tourism. *The Three Treasures of International Tourism City* is the second series thesis specially written for the *Annual Study Report of Beijing Tourism Development*. It states that the tourism information center, sightseeing bus and city card are effective measures to develop an “international tourism metropolis” and to make Beijing the “first choice destination in China”. These suggestions aren’t macro strategic structure, but very practical steps in the process of international tourism city development. Just as the author said, “Although the strategies and tactics of Beijing tourism development cover many areas, learning from international experiences and adhering to international convention is the starting point from which it can mature”.

In the process of organizing, conducting studies, writing, editing and publishing of “*2006 Annual Study Report of Beijing Tourism Development*”, we got support and help from government authorities, such as Beijing Philosophy & Social Science Planning Office, Beijing Education Committee, Beijing Development & Reformation Committee, Beijing Tourism Bureau and Tourism Office of Chaoyang District, academic institutions like CASS and commercial entities, especially Beijing Travel Group, China National Travel Services. Many leaders gave us a hand, especially, Li Jianping, deputy director of Beijing City Planning Office; Liu Juan, director of programming office; Ye Maolin, director of the research office of Beijing Education Committee; Zhao Qing, deputy director of research office of Beijing Education Committee; Yu Debin, deputy director general of Beijing Tourism Bureau; Sun Jiali, from Education Office; Liu Chen, researcher from society office of Beijing Development and Reform Commission; Niu Yuhong, assistant of director general of Chaoyang District Tourism Bureau. At the time of publishing this report, I, on behalf of the editing committee, pay honor to all the institutions and leaders that give us support

and help at Beijing Tourism Development Base, and we welcome suggestions and comments from every field to make BTDB better.

PhD. Dai Bin  
Deputy Director, Academy Committee of BTDB  
Professor of BISU  
December 19, 2005

## ❧ Table of Contents ❧

Operating Characteristics and Development Trends of the Beijing	
Tourism Industry from 2004 to 2006 .....	1
I. Beijing Tourism's Macro-Economic and Policy Environment .....	2
II. The Operations and Characteristics of the Beijing Tourism Market .....	6
III. Operation and Characteristics of the Beijing Tourism Industry .....	16
IV. Economic Development Trends in Beijing Tourism Within the	
Next Few Years .....	23
V. Conclusions and Policy Recommendations .....	30
Suggestions for Promoting Beijing's Tourism Industry During the	
Eleventh Five-Year Plan .....	34
A Study on Tourism Cooperation Model for Beijing,	
Tianjin and Hebei Province .....	51
I. Beijing-Tianjin-Hebei Tourism Cooperation; The Only Way to Enhance	
Beijing's Competitiveness as a Tourist Destination .....	51
II. Possible Cooperation Modes; Barrier-Free, No Borders or Integration .....	53
III. Beijing-Tianjin-Hebei Tourism Cooperation Framework and	
the Safeguard Mechanism .....	58
Tourism Development Report of Chaoyang District in 2005 .....	62
I. The Tourism Industry of Chaoyang District Has Sustainable	
Development and Growth .....	62
II. Taking Opportunities to Promote Chaoyang District's	
Tourism Advantage .....	67
III. Forming International Folk-Custom Tourism Community and	
Culture-Enriched Olympics Atmosphere .....	68
IV. To Enrich the Dimension of Tourism and Form One-Day Trips in	



Golden Chaoyang District .....	69
V. To Build the Image and Promote the Tourism Resources of Chaoyang District .....	71
2005 Research Report on Beijing Outbound Tourism Market .....	72
I. Environment Analysis of 2005 Beijing Outbound Tourism Market .....	72
II. 2005 Beijing Outbound Tourism Market Survey .....	75
III. Analysis of Consumption Characteristics of Beijing Outbound Tourism Market .....	78
IV. Operation Characteristics of Beijing's Outbound Tourism Industry .....	88
Analysis on Beijing Inbound Tourism of 2005 .....	93
I. The Reality and Main Characters of Beijing Inbound Tourism Market in 2005 .....	94
II. Cause Analysis of the Beijing Inbound Tourism Trend .....	99
III. Future Trends .....	101
Research Report of Beijing Domestic Market of Potential Tourists 2005 ...	103
I. Research Methodology .....	103
II. Relative Position of Beijing's Attraction as a Tourist Destination in China .....	106
III. Beijing Domestic Tourist Attraction Destination Composition .....	116
IV. Countermeasures for Beijing to Enhance Its Domestic Appeal .....	125
Investigation Report on Sales Departments of Beijing	
Travel Agencies in 2005 .....	126
I. Development Status Quo and Cause Analysis .....	127
II. Factors Entailed in Site Selection of Sales Department—Empirical Analysis of Jianguomenwai Street .....	132
III. Case Studies on Development and Operation of Sales Departments .....	134
IV. Four Problems and Suggestions on the Development of Beijing Sales Departments .....	140