



国际旅游学会第二届双年会论文集

# 会展节事与 城市旅游

Mega Events and Urban Tourism

吴必虎 党宁 等/主编

中国旅游出版社



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# 前言

2008年北京奥运会和2010年上海世博会,两大世界级节事活动将全世界的目光锁定在中国。为了充分探讨全球化背景下大型会展节事活动对旅游业以及经济、社会、文化等方面的影响,特别是对都市旅游发展的动态影响,促进节事旅游、都市旅游在中国乃至全世界的发展,国际旅游学会(ITSA)第二届双年会“会展节事与城市旅游国际研讨会”于2008年11月在上海召开。会议选择在“奥运后、世博前”这一特殊时期和世博会举办城市上海举办,本身具有深远的意义。

这次会议是继2006年“新亚洲改变世界旅游”国际研讨会之后的ITSA第二次国际会议。作为由学界、政界、业界等各种旅游利益主体代表共同参与研讨的全球旅游盛会,此次“会展节事与城市旅游”会议,不仅对世界及中国会展节事活动实践经验的提炼和理论研究水平的提高产生积极影响,而且也有利于促进都市旅游的健康持续发展。同时,通过国内外旅游及会展专业教学科研单位及个人的交流,将极大促进我国旅游与会展学科的国际化进程。

会议由国际旅游学会、华东师范大学、上海师范大学、美国南卡罗来纳大学(University of South Carolina)、英国谢菲尔德哈勒姆大学(Sheffield Hallam University)及美国乔治华盛顿大学(George Washington University)国内外6所大学、学会共同主办,由北京大学旅游研究与规划中心、香港理工大学(The Hong Kong Polytechnic University)、同济大学、中南林业科技大学、亚太旅游协会(PATA)、旅游学刊、凤凰古城、旅研网、大地风景旅游咨询集团等9家单位共同协办。来自中国大陆、港澳台地区、美国、加拿大、英国、葡萄牙、比利时、意大利、波兰、匈牙利、芬兰、新西兰、南非、韩国、泰国、马来西亚等近20个国家和地区的150多名代表参加了此次会议。

采用英文和主办地当地官方语言是国际旅游学会年会的特色。本届会议以中文和英文为工作语言,大会议题涉及领域广泛,包括会展策划与管理、北京2008奥运会和旅游、上海世界博览会与都市旅游、会展与旅游教育、旅游可持续发展等14个分议题,与会代表以小组研讨的形式进行了广泛的交流与讨论,提供了一系列创新观点,形成了一批具有实践意义的对策方案。会议组委会经过精心筛选,将其中的57篇论文(其中24篇英文论文、33篇中文论文)按照主题重新编辑集结成册,以飨读者。由于时间关系,文集中可能还存在一些缺憾之处,另外论文署名以作者提交的论文为准,未能一一核对及翻译。



北京大学旅游研究与规划中心主任、国际旅游学会秘书长

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# **第一部分 奥运会与世博会**

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## **Part 1 Olympic and World Expo**

# SPORT, TOURISM AND THE OLYMPIC GAMES: LEVERAGING OLYMPIC TOURISM

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## INTRODUCTION

The aim of this paper is to examine the ways in which tourism associated with the Olympic Games might be most effectively leveraged. Such strategies for effective leveraging fall into two groups; those aimed at directly leveraging opportunities to stimulate Olympic tourism trips, and those aimed at leveraging Olympic-related media coverage to raise awareness of the host city as a tourism destination. These groups of strategies are summarised in the table below:

**Table1 Strategies for Leveraging Olympic Tourism**

Leveraging Opportunities to Stimulate Olympic Tourism Trips	Leveraging Olympic-related Media Coverage to Raise Awareness of the Host City as a Tourism Destination
Entice Olympic Tourism Spending Retain Local Resident Spending Lengthen Olympic-related Visits Maximise Olympic-related Visits	Benefit from Olympic-related Reporting and Event Coverage Use of Olympics in Host Destination Advertising and Promotion

The paper is therefore divided into two main sections, the first of which examines the leveraging of Olympic tourism trips, and the second of which examines the leveraging of Olympic-media.

## LEVERAGING OPPORTUNITIES TO STIMULATE OLYMPIC TOURISM TRIPS

The strategic objective for leveraging Olympic tourism opportunities is, simply, to optimise Olympic-related tourism benefits. While this obviously includes strategies to maximise the numbers, lengths of stays and spending of Olympic-related visitors, it also comprises strategies to minimise the potential negative impacts of those wishing to "escape" Olympic-re-



lated activities (aversion markets).

Leveraging strategies may be macro strategies employed by destination wide agencies, such as marketing consortia, tourist boards or the public sector or, indeed, partnerships of such agencies. However, at the micro level, individual businesses or small groups of businesses can consider leveraging strategies that might maximise the benefits of the Olympics for such businesses. An example of the former might be a decision to host an Olympic festival of arts and entertainment in the pre-Games period, whereas an example of the latter might be a decision made by an individual restaurant to have an "Olympic Menu" or by a group of businesses in the same street to get together to develop a coherent Olympic-related theme for their business precinct (cf, Chalip & Leyns, 2002)

### ***Strategies for Leveraging Olympic Tourism in the Pre-Games Period***

In the pre-Games period strategies should focus on enticing Olympic tourism spending and on maximising Olympic-related visits. In the Olympic host city, strategies for maximising Olympic-related visits in the pre-Games period should focus on sports-related themes linked to the Olympic Games. Specifically, Olympic host cities need to consider the types of sports-themed provision they might make to attract Olympic tourists in the pre-Games period and what their particular target markets might be. Key products are likely to be both sporting events and sports participation activities. While it might be expected that an important part of provision for an Olympic host city might be tourism linked to sports training camps, previous experience has shown that Olympic-related training camps in the years running up to the Games are more likely to take place in regions adjacent to the host city than they are in the host city itself.

The key attractions of an Olympic host city in the pre-Games period are the places in which the Games themselves will take place, as Olympic tourists may wish to take part in activities in future Olympic facilities. Here the importance of vicarious participation becomes important, as participants can make an imagined journey to the Games themselves and put themselves in the places of their favourite athletes competing in the Olympic arena. As such, it is not just the opportunity to use Olympic facilities that is important in making provision in this area, but the opportunity to see places that will become Olympic sites. As such, key parts of provision can be festivals of sport in and around the Olympic arenas, with opportunities to use those facilities that have been constructed, and opportunities to see the way that those facilities yet to be constructed will look. Easily accessible plans, and computer generated imagery of such facilities are an important part of this type of provision, as are such things as "Count-down to the Games" boards and lists and sets of images of sports people who have visited the site. Status and prestige motivators (Weed & Bull, 2009) should not be overlooked in this respect, as those who have visited Games facilities and sites in the pre-Games period will enjoy telling their friends and associates as they watch the Games (either live at the events, or medi-

ated back home) about the construction miracles that have taken place, or that “I’ve been there!”.

Many of the opportunities for pre-Games participation at Olympic sites and facilities may be through fairly low level or informal events. However, other opportunities may be more formal, with pre-Games Olympic tourists wishing to run the Olympic marathon course, for example, and such behaviours are likely to be motivated by similar status and prestige factors as discussed above. At the more elite end of the spectrum, events at Olympic facilities in the years approaching an Olympic Games are likely to attract a significant number of very high level international athletes, who will want to be familiar with the Olympic facilities. A key factor for Olympic athletes is to feel “at home” during an Olympic Games, and such a feeling is more likely to be engendered if they have competed at Olympic facilities before they compete in the Games themselves. In addition, the opportunity to spectate at what will essentially be Olympic warm-up events in the few years before the Games will be a particularly attractive one for sports enthusiasts, especially as they will know that the competitors at such events will often include the top athletes in the world. As such, a key strategy in maximising Olympic-related visits for the host city will be to consider what opportunities exist to host events. This is likely to include close partnerships between public sector bodies, commercial sector providers or facility managers, and national governing bodies of sport (Weed, 2008) to ensure that maximum benefit is achieved and that the full range of opportunities for event hosting are fully exploited.

In maximising Olympic-related visits in the pre-Games period, a host city should ensure that there is an ongoing series of events and attractions that will appeal to potential Olympic tourists that might encourage them to take a break in the host city in the pre-Games period, rather than a tourist trip to another destination. As such, the forthcoming Olympics should be seen as an opportunity to add value to a host city’s tourist offer. Therefore, along with the types of provision discussed above, efforts should also be made to ensure that the Olympic theme is carried into other aspects of the city’s tourist product. Examples might include special exhibitions on Olympic history in the city’s museums or displays of Olympic-related art in local galleries. Of course, such provision is only part of the leveraging process, leveraging Olympic media to fully market and promote Olympic tourism in the pre-Games period is a further key activity, and this is discussed later in the paper.

In order to entice Olympic tourism spending, leveraging strategies should be aimed at affecting both pre-trip planning and the post arrival behaviours. Much of the leveraging effort aimed at affecting post-arrival behaviour will attempt to entice tourists to the region who have not considered the Olympics in their trip decision making or pre-trip planning, to spend additional money in the area by providing opportunities relating to the Olympic Games. Of course, such efforts also need to consider “aversion” markets, and to ensure that pre-Games Olympic related themes and provision does not overwhelm aspects of the tourism product that has attracted those who are not interested in the Olympic Games. Chalip (2004) suggests a range of