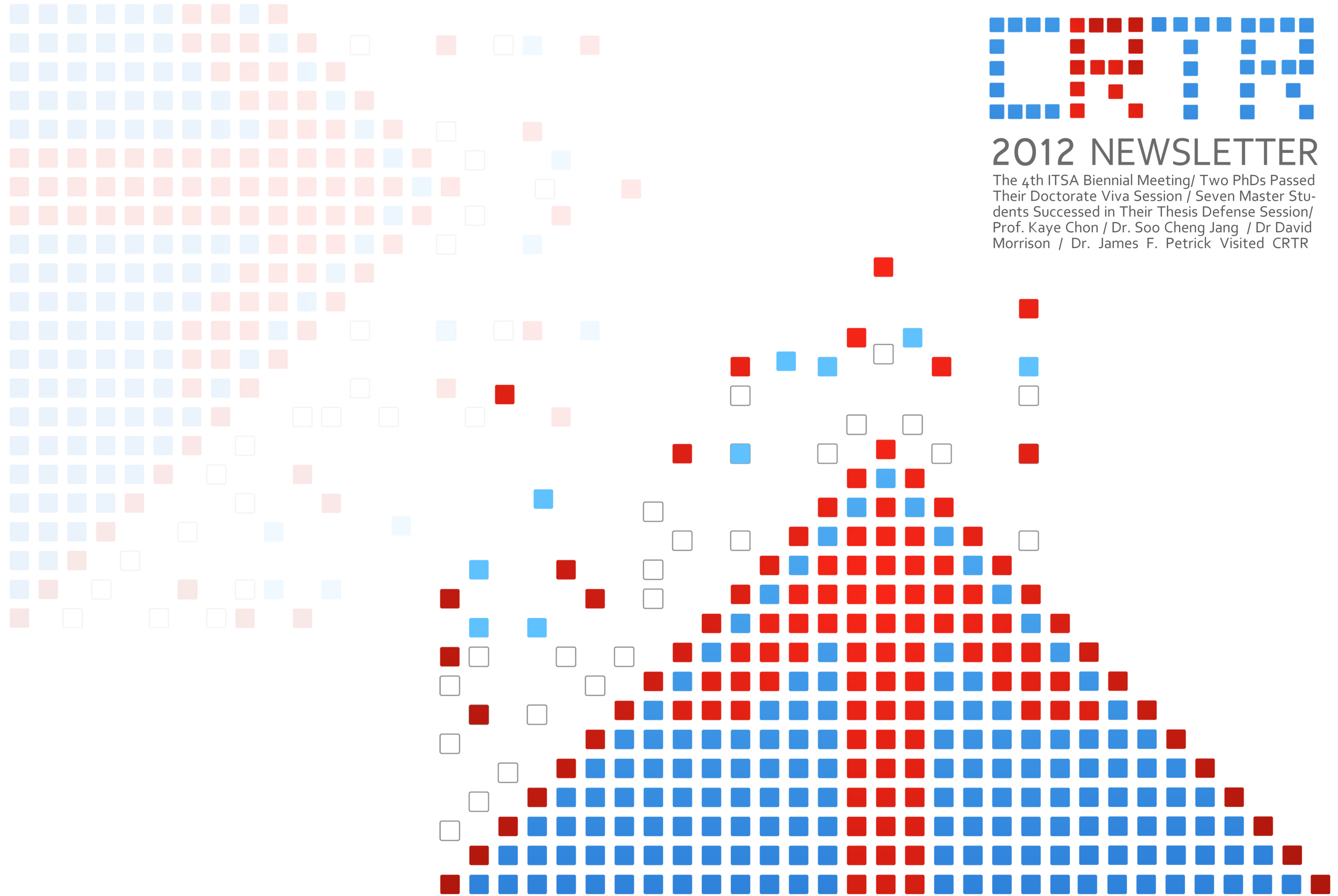


2012 NEWSLETTER

The 4th ITSA Biennial Meeting/ Two PhDs Passed Their Doctorate Viva Session / Seven Master Students Succeeded in Their Thesis Defense Session/ Prof. Kaye Chon / Dr. Soo Cheng Jang / Dr David Morrison / Dr. James F. Petrick Visited CRTR



2012 年给人印象最深的是人们对世界末日的矛盾心态。在我看来，如果有世界末日，它对所有人的意义是一样的，因此不值得讨论和采取什么行动。但是世界的开始，讨论计划和采取行动的意义就非常不同了：如果我们将 2013 作为新的世界的开始，这个时候我们来谈发展目标就很有价值了。

2012 年，CRTR 的人员数量再一次达到高峰。我们邀请了美国普渡大学 Alastair Morrison 博士担任访问教授，并主要致力于国际化的研究工作和国际旅游学会的领导工作。他的加盟，使得我们有理由也有信心将 CRTR 建设成为 iCRTR，这里 i 不是苹果的品牌标识，而是国际化的 CRTR 的意思，北京大学国际旅游研究中心的愿景，让每一位北大旅研人都竖立了更高的目标，准备好了花更大的力气推进 CRTR 向 iCRTR 的转变。

2013 年，除了常规的人才培养和学术研究，我们将主要集中精力做好以下两件事，第一是基于国际旅游学会（ITSA，秘书处设于 CRTR）与世界旅游城市联合会（WTCTF）的合作，创办一份《International Journal of Tourism Cities》的国际学术期刊；面向国际知名旅游学术期刊进行有组织学术研究、促进学术论文发表；在旅游城市研究领域参与组织相应的专业研究计划和学术交流活动组织，特别是与中国城市规划学会合作，筹办城市规划年会旅游规划专业年会。

旅游研究与城市研究相结合，将是未来数年 CRTR 的一个前进方向。期待您的参与，期望您的支持。



2012 年 12 月 31 日
北大逸夫二楼 3354 办公室

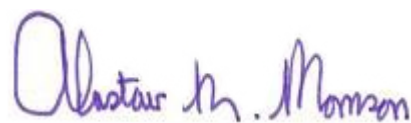
Preface

It has been my great pleasure to join the CRTR team during 2012. The year has been very productive and we have many exciting new projects in progress. These include a research team that has developed a multi-year plan to analyze the destination image of China outside of Mainland China; another team that is researching wellness tourism, Chinese-style or Yangsheng lvyou; and a third team has been hard at work analyzing the most popular topics in tourism, hospitality, and leisure academic journals. Our main goal is to produce new and innovative research papers, and particularly articles that blend international theories and practices with the situation in Mainland China.

We have started to realize great synergies between CRTR and ITSA. 2012 has been a banner year for ITSA in many different ways and this was thanks to the efforts of many different people. The 4th ITSA Biennial Conference held in Bali, Indonesia was our most successful event in the association's history and we are particularly grateful for the cooperation and support ITSA received from the Ministry of Education and Culture (Republic of Indonesia), and the Bali Tourism Institute. ITSA launched a new English website in 2012 and several new social media sites on LinkedIn.com, Sina Weibo, Facebook and Twitter. These new initiatives have engaged thousands of new people with ITSA and strongly support our main goal of bringing together the tourism scholars from the developing and developed countries.

It has been 15 years since the foundation of CRTR by Prof. Tiger Wu and CRTR has already produced a mountain of research and publications that have been a huge benefit to China's tourism and its scholars and students. This new year of 2013 will witness the launching of ICRTTR, the International Center for Recreation and Tourism Research of Peking University. ICRTTR will spread the influence of Peking University and its scholars across many more borders and will form new strategic alliances with other international research programs and prominent scholars.

There is a treasure trove of tourism, leisure, recreation, and hospitality research in Mainland China that still remains to be unlocked for the rest of the world. Moreover, there are many talented scholars in China and neighboring countries that, if it were not for language barriers, would be ranked among the best in the world. It is a shared mission of CRTR, ITSA, and ICRTTR to do whatever they can to remove these barriers and open up a huge pipeline of new collaboration between scholars in the developing and developed countries. Hope you can join us in "opening the taps."



31 December 2012

未名论坛

ACADEMIC CONFERENCE

成都 T10 文 化旅游论坛

2012年4月19日 成都

2012年4月19日，北京大学旅游研究与规划中心主任吴必虎应邀参加了“成都 T10 文化旅游论坛”。该论坛由成都市旅游局、成都文旅集团联合 IOU- 创意和战略发展组织（英国）共同举办，主题为“文化旅游如何推动城市国际化”。此次论坛邀请了十位中外文化旅游行业具有影响力的人士组成 T10（T 是 Top、Talk 及 Tourism 的简写）主旨演讲嘉宾组，从文化、旅游、创意、公共艺术及可持续发展对城市国际化的重要推动作用、城市文化旅游国际化推广的国内外经验、城镇化建设与文化旅游产业融合互动发展等主题出发，讨论文化旅游发展与城市国际化的联系，为城市文化旅游的国际化发展开拓新思路。

吴必虎教授作了“新古典主义历史街区与旅游小镇：国际理论与中国实践”的主旨演讲，以创意旅游综合体与新古典主义旅游小镇为主题，结合四川成都及周边的旅游小镇规划、建设、运营的实际情况及未来发展方向进行了深入的剖析。

T10 Culture Tourism Forum at Chengdu

APR 19TH, 2012 CHENGDU

CRTR Director, Prof. Dr. Wu Bihu was invited to attend the T10 Culture Tourism Forum at Chengdu on 19th April 2012. The forum, with the theme of 'Utilization of Culture Tourism in promotion of city internationalization' was jointly organized by Chengdu Tourism Bureau, Chengdu Travel culture group and IOU creative and Strategies development Organization from UK. The forum had invited numbers of local and international experts to form T10 group (T referred to Top, Talk and Tourism) to share the keynote speeches on Culture, Tourism, Travel, Creative, Art and Sustainable development that played an important roles in promotion of city internationalization. The urban culture tourism promoted for international experience exchange, integration between urbanization and culture tourism that



promoted development that brought to the discussion of culture tourism development and city internationalization and new ideas for urban culture tourism internationalization development.

Prof. Dr. Wu presented a talk on 'Neo Classical heritage street and tourism town: internationalization and application in China' which highlighted the creative integrated cycle and neo classical as the theme, combined with in depth analysis on chengdu and the surrounding tourist towns from the perspective of planning, construction, operation and the future development.

都市环境可持续旅游研讨会

2012年4月20日 香港

2012年4月20日至21日，北京大学旅游研究与规划中心主任吴必虎教授应研讨会主席 Lawal Marafa（马路华）教授之邀，参加了在香港中文大学中央校区召开的都市环境的可持续旅游研讨会。此次研讨会由香港中文大学地理与资源管理学系主办，来自香港中文大学地理与资源管理学系、北京大学、美国北亚利桑那大学地理学、规划与游憩系、柏林理工大学、中山大学旅游学院、城市大学社区学院、浙江大学、澳门大学、澳门旅游学院、香港理工大学、香港大学、香港教育学院、国立台北大学、荷兰 Tilburg 大学等机构的专家学者们一同参加了此次研讨会。

研讨会上，吴必虎教授作了《遗产活化框架：隋唐古都洛阳案例》的主旨演讲，他从遗产活化的基本原则、中西方遗产活化的异同、遗产旅游、遗产价值综合评价体系、遗产活化利用方式及模式等方面全面介绍了遗产活化的基本理论。他指出，遗产活化是把遗产资源转化成旅游产品而又不影响遗产的保护传承。一个国家对其文物的有效利用，体现文化创意产业的发展水平、国家文化竞争力、国家软实力。文物保护与利用理念需要响应中华民族伟大复兴的时代要求。吴必虎教授还介绍了洛阳隋唐城遗址保护性活化案例，最后，他总结提出，基于遗产活化理论的研究，像洛阳这样的历史古城实现可持续发展目标的关键在于确立适当保护性的遗产活化体系，创新中国大遗址保护利用模式。

SUSTAINABLE TOURISM IN URBAN ENVIRONMENT

APR 20TH, 2012 HONGKONG

此外，来自马来西亚工艺大学的 Amran Hamzah 教授、香港中文大学的 Kam-hon LEE（李金汉）教授、美国北亚利桑那大学的 Alan A. Lew 教授、中山大学的 Trevor Sofield 教授也分别做了主旨演讲。

Prof. Dr Wu Bihu had been invited by Prof. Dr. Lawal Marafa, the chairman of the seminar to the Urban environment and sustainable tourism seminar held in the main campus of Chinese University of Hong Kong on 20th to 21st April 2012. The seminar was organized by the geography and resources management department of The Chinese university of Hong Kong and jointly organized by Peking University, geography, planning and recreation department of North university of Arizona, Berlin Science and technology University, tourism college of Sun Yat-sen University, community college of City University, Zhejiang university, the University of Macau, Macau Tourism College, the Hong Kong Polytechnic University, the University of Hong Kong, Hong Kong Education Institute, National Taipei University and the Netherlands Tilburg university.

Prof. Dr. Wu presented a speech on 'Heritage rejuvenation framework: the case study of LuoYang city of Sui Tang Dynasty'. This paper introduced the basic theory of heritage rejuvenation from the aspects of principles of heritage rejuvenation principles, difference in China and western rejuvenation actions, heritage tourism, heritage evaluation system, heritage rejuvenation application etc. He pointed out, heritage rejuvenation aimed to turn heritage resource into interesting tourism product without damaging the heritage. Effective use on national heritages, embodies the level of development of cultural and creative industries, the competitiveness of national culture, national soft power should be in line the era of the great rejuvenation of the Chinese nation. Prof. Dr. Wu took the case study of City of



Dynasty Sui and Tang at LuoYang to explain the sustainable tourism development through well-planned heritage rejuvenation system and innovation site protection model.

In addition, Prof. Dr. Amran Hamzah of University Technology of Malaysia, Prof. Dr. Lee Kam Hon of Chinese University of Hong Kong Prof. Dr. Alan A. Lew of North Arizona University and Prof. Dr. Trevor Sofield of Sun Yat-sen University also gave out their keynote speeches.

第二届首都旅游发展论坛

2012年5月17日 北京

2012年5月17日，由北京市社会科学界联合会、北京旅游学会、北京联合大学主办，北京联合大学旅游学院承办的以“推动首都旅游产业发展——融合 创新 提升”为主题的“第二届首都旅游发展论坛”在北京会议中心举行。北京联合大学党委书记徐永利，北京社会科学界联合会党组书记、副主席陈之昌，北京首旅集团党委副书记、副董事长李中根，北京市旅游发展委员会副主任、北京旅游学会会长安金明分别致辞。旅游界学者戴学锋、李雪敏、吴必虎教授、魏小安教授分别做了主旨演讲。

吴必虎教授的演讲主题为“环城市旅游综合体：基本理论与中国实践”，环城市旅游综合体（TCAC）即有一个或多个核心旅游吸引物，围绕核心吸引物形成以旅游业为主题的多业态复合的生产空间和混合土地利用模式，其形成机制主要有地理机制、经济机制以及社会机制，通过空间结构、业态结构、社区演化这三个方面形成环城市旅游综合发展模式。此发展模式在中国已有初步实践，如无锡灵山胜境是文化型 TCAC，深圳东部华侨城为娱乐型 TCAC，三亚亚龙湾是度假型 TCAC。此外，他指出中国已有的 TCAC 实践仍处于探索阶段，与城市产业发展需求不相适应，需要政府及企业更多关注与支持。吴必虎教授的演讲新颖且具有实践意义，受到会场一致好评，在演讲结束后，多位学者向其提问交流。



THE 2ND BEIJING TOURISM DEVELOPMENT FORUM

MAY 17TH, 2012 BEIJING

Jointly organized by Beijing Federation of Social Sciences, Beijing Tourism Society, Beijing Union University and undertaken by Tourism studies of Beijing Union University, the 2nd Beijing Tourism Development Forum was held at Beijing Convention Centre on 17th May 2012, with the theme 'Integration, Innovation and Improvement : To promote Beijing Tourism Industry development'. Opening speeches was given by the Secretary of the party of Beijing Union University, XU Yong-li; Deputy secretary of the party and Vice chairmen of Beijing Federation of Social Sciences, Chen Zhi-chang; Deputy secretary of the party and Vice chairmen of Beijing Tourism Group, Lee Zhong-gan; Deputy director of the Beijing Tourism Development Committee and the director of Beijing Tourism Society, An Jinming while Tourism experts,



2012年《旅游学刊》中国旅游研究年会

2012年5月18日 北京

Dai Xue-feng, Li Xue-min, Prof. Dr. Wu Bihu and Prof. Dr. Wei Xiao-an given their keynote speech respectively.

CRTR Director, Prof. Dr. Wu speech titled was 'TCAC: Basic theory and practice in China' which explained TCAC as a model that integrated landuse, production space in developing of a tourism destination or a group of tourism attraction. Later, he gave some TCAC application models in China such as Wuxi Lingshan shengjing as cultural type TCAC, Shenzhen OCT East as entertainment TCAC, Sanya Yalong Bay as resort TCAC. The speech received favorable comments from the participants.

由北京联合大学、中国旅游协会旅游教育分会主办，北京联合大学旅游学院《旅游学刊》编辑部承办的以“前沿·理性·责任”为主题的“2012《旅游学刊》中国旅游研究年会”于5月18日在北京会议中心举行。国家旅游局规划财务司副司长张吉林、文化部艺术服务中心副主任李立中、教育部高教司财经政法与管理教育处处长吴燕以及旅游界中外著名学者魏小安教授、杨开忠教授、Chris Ryan 教授、吴必虎教授、刘德谦教授、戴斌教授、谢彦君教授等出席会议。

“2012《旅游学刊》中国旅游研究年会”的主题论坛紧紧围绕“世界遗产与旅游”、“现代旅游与信息产业融合发展”、“学科建设与产业融合发展”等极富中国特色的理论与实践问题展开深入讨论。其中“世界遗产与旅游”论坛，对西湖申遗成功后杭州始终坚持“保护西湖，还湖于民”的发展理念，向社会郑重承诺实行“一免四补”进行讨论，王信章、徐崇龄、刘德谦、吴必虎、杨振之、刘锋等专家分别研讨了西湖现象的背后存在的更深层次的体制机制创新，在各地景区门票普涨的情况下，西湖现象对于其他世界遗产地具有较强的借鉴意义。

2012 ANNUAL MEETING OF CHINA TOURISM RESEARCH BY TOURISM TRIBUNE

MAY 18TH, 2012 BEIJING

Jointly organized by Beijing Union University, Tourism Education Branch of the China Tourism Association and undertaken by the Editorial department of Tourism Tribune, the 2012 Annual meeting of China Tourism Research was held in 18th May 2012 in Beijing Convention Centre. Deputy Director General of the Planning and Finance Department of China National Tourism Administration, Zhang Ji-lin; deputy director of the Ministry of Culture, Arts Service Center, Lee Li-zhong; Education Department of Higher Education Director of Economics and Law, Wu Yan and tourism scholar, Prof. Dr. Wei Xiao-an, Prof. Dr. Yang Kai-zhong, Prof Chris Ryan, Prof. Dr. Wu Bihu, Prof. Dr. Liu, De-qian, Prof. Dr. Dai Bin and Prof. Dr. Xie Yan-jun attended the meeting.



The meeting discussed on the issues including 'World heritage and tourism', 'Integrated development of modern tourism and information industry', 'integrated development of discipline construction and industry' etc. Famous Chinese scholars Wang Xin-zhang, Xu Chong-ling, Liu De-qian, Wu Bi-hu, Yang Zhen-zhi, Liu Feng etc had the debate on current scenario, ticketing of West Lake and it conservation related issue.

国际旅游学会 第四届双年会

2012年8月23日 巴厘岛

2012年8月23日至8月25日国际旅游学会 ITSA 第四届双年会在印度尼西亚巴厘岛召开。本次会议由国际旅游学会主办，印尼国家教育与文化部赞助并支持，由其下属的巴厘岛旅游学院协办。印度尼西亚国家旅游部及文化部的两位副部长分别出席了会议，并就印尼旅游及文化发展做了演说及交流。五名出色的国际级演讲嘉宾应邀到场，他们是 Walter Jamieson, Nowacka, Keiko, Bob McKercher, Carson Kit Jenkins, Michael John Hitchcock，在三天的会议中，他们就三个重要的论题进行了专题讨论：中国出境旅游市场分析，文化性旅游规划与发展分析，巴厘岛度假区发展规划分析。三百多名来自全球 20 多个国家的与会者踊跃地参与了讨论。

北京大学旅游研究与规划中心主任、国际旅游学会的秘书长吴必虎教授作为中国旅游界的专家代表应邀出席了双年会，参与了专题讨论，并就中国旅游发展态势做了精辟的演说。演说所论及中国的出境旅游市场现状受到全球的学者，尤其此次出席的印度尼西亚国家旅游部副部长 Pitana 教授的关注，在会下他与国际旅游学会主席莫里森教授以及秘书长吴必虎教授做了私人的意见交流。

此次会议共接收到了来自全球 14 个国家与地区的 52 篇专业论文，特别到场的蒙古国家首相的特别顾问以及西澳大利亚墨多克大学的代表

在会中分别宣布了 2013 年国际旅游学会蒙古国特别主题会议与 2014 年在西澳大利亚第五届双年会的召开。

THE 4TH ITSA BIENNIAL MEETING

AUG 23TH, 2012 BALI

The 4th ITSA biennial meeting was held in Bali, Indonesia on 23th to 25th August 2012. The meeting was organized by ITSA, sponsored by Ministry of Education and Culture, Indonesia and co-organized by Bali Tourism Institute, Indonesia. Deputy Minister of Ministry of Education and Culture, Indonesia, Dr. Wiendu Nuryanti and Director of Bali Tourism Institute, Dr. I. Nyoman Madium gave their welcoming and opening speeches and five international tourism speakers; Walter Jamieson, Nowacka, Keiko, Bob McKercher, Carson Kit Jenkins and Michael John Hitchcock presented their keynote speeches in the meeting. There were about 300 participants attended the meeting to present, discuss and listen to three special sessions about China Outbound Tourism, Cultural Development Index and Resort development at Bali.

Director of CRTR, Prof. Dr. Wu attended the meeting and presented a speech on 'CHINA model China tourist' which attracted attention from Dr. Pitana, Deputy Director of Ministry of Education and Culture, Indonesia.

The conference received a total of 52 professional papers from 14 countries and regions around the world. The 2013 ITSA Special themed Conference will be held in Ulaanbaatar, Mongolia and the 5th Biennial ITSA meeting will be held in Murdoch University, Perth, Australia in 2014.



旅研中心钟栋娜、王连勇通过博士答辩

2012年6月4日

2012年6月4日，北大旅研中心钟栋娜、王连勇博士学位答辩会在北京大学逸夫二楼3264会议室顺利举行，中心主任吴必虎教授、中心全体成员以及部分北大城市与环境学院学生参加了答辩会。评审委员会由北京大学城市与环境学院吕斌教授、柴彦威教授、韩光辉教授，北京交通大学余青教授，中国地质大学陈安哲教授组成，其中吕斌教授担任答辩委员会主席并主持报告会。

钟栋娜的学位论文题目为《基于复杂网络理论和文本分析方法的旅游地感知研究》，论文利用网络分析方法对旅游地感知进行研究，选题具有重要的理论价值和实践意义。论文使用取自于网络的自述文本材料，以携程网目的地点评频道2008年11月1日到2009年10月31日间所有旅游地的网络旅游者评价为样本数据，用信息化的技术对网络上旅游者关于旅游地的评价进行文本分析和网络结构分析，从旅游感知的角度去研究旅游者对旅游地的需求结构。评审委员会认为该论文具有方法学的创新，进行了大量的原创工作，论文结构合理，逻辑性强，资料丰富，反映出作者具有扎实的专业理论基础与较强的独立科研能力，达到了博士学位论文的水平，经投票，答辩委员会一致同意通过论文答辩，并建议授予钟栋娜理学博士学位。

王连勇的学位论文题目为《国家级风景名胜区边界动力机制研究》，论文研究我国国家级风景名胜区的边界生长和动态约束机制，选题具有重要的理论价值和实践意义。论文以最基本的边界线形状与空间组织关系为出发点，借用岛屿生物地理学中的SLOSS (single large or several small) 思辨模式，结合使用中国哲学思想中固有的“聚散”概念，系统地阐述了国家级风景名胜区的规划边界形态，分析了行政地域边缘特征、边界居民和旅游人口压力等边界动态变化的影响因素。答辩过程中王连勇陈述清楚，答辩委员会对回答问题满意，经无记名投票，一致同意通过答辩，并建议授予王连勇理学博士学位。



LINA ZHONG AND WANG LIANYONG PASSED THEIR DOCTORATE VIVA SESSION

JUN 4TH, 2012

CRTR members Lina Zhong and Wang Lianyong held their doctorate dissertation Viva session at Room 3264, Yifu Building on 4th June 2012. The director of CRTR, Prof. Dr. Wu Bihu, CRTR members and students from College of Urban and Environmental Science attended the session. The Viva Session was paneled by Prof. Dr. Lu Bin, Prof. Dr. Chai Yanwei, Prof. Dr. Han Guanghui of College Urban and Environmental Science, Prof. Dr. Yu Qing from Beijing Jiaotong University and Prof. Dr. Chen Anzhe from China Geology University.

Lina Zhong dissertation titled 'A study on tourist perception on destination by using complex network and text analysis method'. The thesis took the data source from tourist evaluation posted at Ctrip.com on tourism destination, from 1st Nov 2008 to 31st Oct 2009. The study looked at tourism destinations demand structure from the point of view of tourism perception. The panel considered the study had innovation in methodology used, the research was genuine and reached the requirement for doctorate dissertation. The defense committee voted unanimously agreed to recommend a Doctorate degree to Ms. Lina Zhong.

Wang Linyong dissertation titled 'The dynamic study of National scenic destination', looked into the mechanism on boundary growth and its dynamic constraint at China national Scenic destination. The paper had systematically expounded the national scenic destination boundary morphology, the administrative geographical edge feature, the pressure on border residents and tourist etc. Wang Linyong had explained



clearly about his research and the defense committee was satisfied with his answers and through secret ballot, agreed to award him with a doctorate degree.

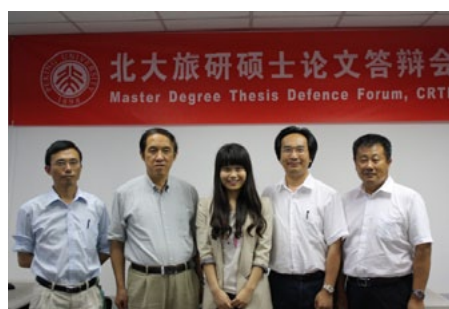
旅研中心七位硕士 通过学位论文答辩

2012年6月6日

2012年6月6日,北大旅研中心硕士研究生刘扬、王颖莹、高琨、董晓莉、旺姆、肖金玉和乔莹的硕士论文答辩会在北京大学逸夫二楼举行。答辩委员会主席由北京大学城市与环境学院吕斌教授担任,委员包括:北京大学城市与环境学院博士生导师吴必虎教授、陈彦光副教授、林坚副教授,中央民族大学徐永志教授。北大旅研的博士生、硕士生出席了答辩会,七位硕士生表现出色并顺利通过答辩。

刘扬的硕士论文题目是《城市记忆的测定与应用研究——以北京历史地段为例》。王颖莹的硕士论文题目是《城市历史地段非文物建筑的保护更新研究》。高琨的硕士论文题目是《798工业遗产区室外环境艺术作品的表征及访客的感应行为研究》。董晓莉的硕士论文题目是《基于关键词的中西旅游研究知识体系比较研究》。旺姆的硕士论文题目是《拉萨八廓藏族历史文化街区社会空间演变及其机制研究》。肖金玉的硕士论文题目是《中国历史文化名镇名村分布特征及其与旅游发展要素关系研究》。乔莹的硕士论文题目是《城郊旅游综合体理论框架建构与蟹岛案例研究》。

七位硕士生答辩过程中陈述清楚,答辩委员会对其回答问题满意。经答辩委员会无记名投票一致通过答辩,并建议授予刘扬、王颖莹、董晓莉、旺姆、肖金玉、乔莹理学硕士学位,授予高琨风景园林专业硕士学位。

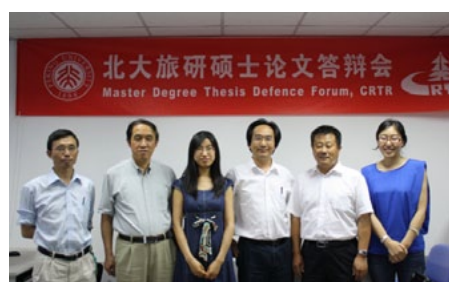


SEVEN MASTER STUDENTS SUCCEEDED IN THEIR THESIS DEFENSE SESSION

JUN 6TH, 2012

CRTR master degree members, Liu Yang, Wang Yingying, Gao Kun, Dong Xiaoli, Wang Mu, Xiao Jinyu and QiaoYing held their master thesis defense session on 6th June 2012. The defense committee was chaired by Prof. Dr. Lu Bin with panel members; Prof. Dr. Wu Bihu, Prof. Dr. Chen Yangguang, Assoc. Prof. Dr. Lin Jian from College of Urban and Environmental Science, Peking University and Prof. Dr. Xu Yongzhi, from Minzu University China. The master students had done well with their research and succeeded in their defense.

Liyang's master thesis title was 'The measurement and application of Urban memory study: a case study of Beijing historical area', Wang Yingying's master thesis title as 'The renewal and protection of non-historical buildings in Urban historical zone', Gao kun's master thesis title was 'The research on characteristics and tourist behavior on the outdoor artwork at 798 industrial heritage area', Dong Xiaoli's master thesis title as 'The keyword comparison study on Chinese-Western tourism research knowledge system', Wang Mu's master thesis title



was 'The research on the social space evolution and its mechanism on Lhasa Barkhor Tibetan historical cultural area', Xiao Jingyu's master thesis was 'The China historical and cultural towns and villages spatial distributions characteristic and development factors study' and Qiao Yin's master thesis titled 'Integrated Urban tourism framework construction: a case study of Xiedao, Beijing'.

These master students had answers the questions from the defense committee well and were awarded with Master of Science degree for Liu Yang, Wang Yingying Dong Xiaoli, Wang Mu, Xiao Jingyu, Qiao Yin and Master of Landscape Architecture for Gao Kun respectively.

齐莉娜博士应邀赴 宁做管理人员培训

2012年8月29日

2012年8月29日,应国务院机关事务管理局(国管局)邀请,北京大学旅游研究与规划中心特聘研究员齐莉娜博士及硕士研究生舒华赴宁夏银川为中央国家机关接待服务管理人员做关于“政务型酒店经营管理”的专题培训。参加培训的60多名学员均是来自国管局下属的30多个国家机关接待单位的主要负责人。

齐博士以“旅游之变,智胜酒店——新一轮旅游发展态势下北京酒店业的应对”为主题,为国管局的学员做了一场3个多小时的报告。她首先从中国旅游十年之变的大环境讲起,着重分析了中国旅游业和中国酒店业的相互关系,指出中国酒店业变化的根源在于中国旅游业的变化,酒店业需要对国内旅游的走势做到敏锐感知,精准应对,顺势而为;然后从分析了旅游产品之变,提出了在新形势下,作为旅游产品酒店本身也可以成为旅游吸引物;接着分析了中国酒店业汰弱留强的趋势及其对北京政务型酒店的启示;最后以“政务酒店、政商两界”为题,为北京

的政务型酒店总结了相关的发展建议,提出了“政务商务化、商务政务化”等创造性的发展战略。

课后,学员们纷纷表示培训内容十分精彩,开阔了思路,受到了启发,并希望今后能够有更多这样的机会和北大旅研这样的高校研究机构进行交流学习,获取智力支持。

DR QI LINA GAVE OUT A SPEECH ON MANAGERIAL TRAINING AT NING XIA

AUG 29TH, 2012

Members of CRTR, Dr. Qi Lina and Shu Hua were invited to a special training course organized by Government Offices Administration of the State Council held at Ning Xia in 29th August 2012. The training course was attended by over 60 participants and officers in-charge from different government departments under the Government Offices Administration of the State Council.

Dr Qi Lina given a speech with a title of 'The response of Beijing Hotels to New wave tourism development', and she started with the brief introduction on tourism development in China in the past 10 years, the inter relationship between China tourism and China Hotels and advised the hoteliers reasonable consider for changes in providing services to tourists according to the changes of needs in tourism market. She then, analyzed the changes in tourism products that turned hotels into a tourist destination and lastly, touched on the potential development and strategies for business hotels.

The speech had benefited the participants of the training course and received positive respond from the ground.

中心博士生徐小波参加南开大学博士生学术研讨会

2012年11月27日

2012年11月27日,应南开大学旅游与服务学院邀请,中心博士生徐小波参加“南开第二届旅游目的地营销与管理博士生学术研讨会”。来自北京大学、南开大学、香港中文大学、北京交通大学等院校的博士研究生齐聚一堂,共话旅游。会议由南开大学旅游与服务学院副院长徐虹教授主持,美国俄克拉荷马州立大学屈海林教授等知名旅游学者参与点评。徐小波向会议作“旅游综合体探索性研究”学术报告,获得与会学者一致好评。会议认为旅游综合体作为后主题公园时代的一种新兴人工型旅游景区产品形式,具有重要的探索价值和广阔的发展前景,同时应加强国外经验借鉴和国内外对比研究。

XU XIAOBO ATTENDED NANKAI UNIVERSITY DOCTORAL SYMPOSIUM

NOV 27TH, 2012

CRTR doctorate candidate, Xu Xiaobo attended the Nankai University doctoral symposium held on 27th Nov 2012. Participants from Peking University, Nankai University, Chinese University of Hong Kong, Beijing Jiaotong University etc attended the '2nd Nankai Tourism Marketing and Management Doctoral Symposium'. The symposium was

中心博士生徐小波赴加拿大女王大学联合培养

2011年-2012年

presided by Prof. Dr. Xu Hong, the Deputy Dean of College Tourism and Service Management of Nankai University and attended by international well-known tourism scholars which included Prof. Dr. Qu Hailin from Oklahoma State University, USA. Xu Xiaobo presented a report on 'the exploratory research on integrated tourism' got positive respond from the participants.

经国家留学基金委公派,中心博士生徐小波于2011年10月至2012年9月赴加拿大女王大学(Queen's University)城市与区域规划学院联合培养,现已完成访学目标,顺利回国。其间,徐小波访问了麦克吉尔大学(McGill University)、多伦多大学(University of Toronto)、圭尔夫大学(University of Guelph),与城市研究、旅游研究领域的众多学者进行了交流,并参观、考察魁北克城(Quebec city)、蒙特利尔(Montreal)、渥太华(Ottawa)、多伦多(Toronto)、温哥华(Vancouver)、尼亚加拉城(Niagara city)、圭尔夫(Guelph)、贝尔维尔(Belleville)、加纳诺克(Gananoque)、阿尔冈金省级公园(Algonquin provincial park)、伊洛拉(Elora)、埃林(Erin)等众多历史城市和旅游城镇(景区)。在加拿大导师——女王大学城市与区域规划学院原院长、教授梁鹤年先生的指导下,徐小波的博士学位论文和学术研究都取得较大进展,并参与组织、协调中国国土资源部-加拿大女王大学访问团等相关事务。

XU XIAOBO GAINED JOINTED SUPERVISING OPPORTUNITY TO QUEENS' UNIVERSITY

2011-2012

CRTR doctoral candidate, Xu Xiaobo, gained the supported from government study scholarship for a joint supervising program under Prof. Dr. Leung Hok Lin of Queens University, Canada, from Oct 2011 to Sept 2012. During his visit in Canada, he visited McGill University, University of Toronto, University of Guelph for academic exchange and site visit to Quebec city, Montreal, Ottawa, Toronto, Vancouver, Niagara city, Gananoque, Algonquin provincial park, Elora, Erin etc. Under the guidance of Prof. Dr. Leung, Xu Xiaobo had improved in his dissertation writing and participated in the organization of the visit of China ministry of Land and Resources to Queen's university etc.



香港理工大学酒店与旅游管理学院院长 Kaye Chon 教授访问北大旅研

2012年2月27日

2012年2月27日，香港理工大学酒店与旅游管理学院院长 Kaye Chon (田桂成) 教授应北大旅研中心主任吴必虎教授之邀到访，并作题为“Enhancing Service Quality in Hospitality and Tourism Industry”的演讲。

Kaye Chon 教授指出服务业是没有终点的竞技，不断的提升才是企业的成功之道。世界上很多知名酒店和航空公司，都基于亚洲：香格里拉、安缦、悦榕庄，但却没有中国大陆的品牌。品牌的塑造与品质的提升，应当从改善服务质量做起。第一，积淀企业文化，服务文化源于家庭、社会、学校以及职场。第二，利用服务管理的基本要素，服务业出售的是无形产品，如何将无形产品有形化，是个关键。第三，通过合理有效的系统流程提高服务质量。第四，使服务质量制度化，对于高品质的服务应予以荣誉。

PROFESSOR KAYE CHON VISITED CRTTR

FEB 27TH, 2012

Professor Kaye Chon, Dean of the School of Hotel and Tourism Management of The Hong Kong Polytechnic University, as invited by Prof. Dr. Wu Bihu, visited CRTTR and presented a talk on 'Enhancing Service Quality in Hospitality and Tourism Industry' on 27th February, 2012.

In his speech, he pointed out that continuous improvement was the key-to-success in service industry. He highlighted world famous hotels and airlines companies were based in Asia but still non from China. He believed that image building and quality improvement should be done through improvement in service quality.

加拿大圭尔夫大学 Marion Joppe 教授到访北大旅研

2012年4月5日

2012年4月5日，加拿大圭尔夫大学 (University of Guelph) 酒店与旅游管理学院 Marion Joppe 教授到访北大并作题为“Sustainable Tourism Development”的学术演讲。讲座由旅研中心主任吴必虎教授主持，Morrison 教授及多位博士生、硕士生与会。

Marion Joppe 教授首先提及了“发展”及“可持续”的概念，深入浅出地分析了经济的增长并不意味着发展，改善人们的生活质量才是发展的最终目标。Marion Joppe 教授指出可持续发展是平衡经济、环境和社会三方面的发展模式。在可持续发展的道路上，有待解决的问题很多：如何可持续发展？我们利用资源的底线是什么？谁应该为可持续发展负责？当可持续发展与旅游相结合时，我们需要思考两大问题：如何实现可持续的旅游发展，如何通过旅游实现可持续发展。第一，旅游业对资源的过度利用以及游客产生的负面影响是对可持续发展的挑战，所以在规划时应充分考虑旅游对环境的影响，并通过高科技手段采取有效措施。第二，可以通过旅游实现可持续发展，旅游是实现手段，可持续发展是目标，该过程中要以可持续生产、可持续消费、均等利益分配为原则。Marion Joppe 教授的精彩演讲得到与会人员的热烈好评，大家在会后向演讲人踊跃提问，探讨可持续发展之道。

PROFESSOR DR. MARION JOPPE VISITED CRTTR

APR 5TH, 2012

Prof. Dr. Marion Joppe from School of Hospitality and Tourism Management of University of Guelph, Canada visited CRTTR on invitation by the secretary of ITSA and Director of CRTTR, Prof. Dr. Wu Bihu, to give an academic talk on 'Sustainable Tourism Development' on 5th April 2012.

Prof. Joppe started her presentation with the introduction on the basic concepts of 'development' and 'sustainability', which she explained the core of development is not economic growth but the improvement in the quality of life of the people. Thence, sustainable development means development which encountered balance between economic,



environment and society. She also put forward critical issues in related to sustainable development, such as bottom line for non-renewable resources, who should responsible for sustainable development, how to achieve sustainable through tourism development and vise versa. She highlighted the important to utilize information technology and proper planning to minimize the impact of tourism toward environment. Her wonderful speech won a great response from CRTR members.

美国普渡大学 SooCheong Jang 博士访问北大旅研

2012年6月1日

2012年6月1日, 美国普渡大学 (Purdue University) 酒店与旅游管理系副教授 SooCheong Jang 博士应 Alastair M. Morrison 教授之邀到访北大, 并作题为 “Interdisciplinary Study: An Approach to Tourism and Hospitality Management” 的讲座, 北大旅研的 Morrison 教授主持了讲座, 吴必虎教授及中心多位博士、硕士生与会

SooCheong Jang 博士提出了跨学科的研究方法, 举例说明旅游与其他学科结合的理论创新及应用优势。他首先举例了金融学的风险投资理论应用于旅游中, 通过市场细分矩阵的分析, 形成有效的产品组合方式, 可以降低经营风险。不同的细分市场对于旅游目的地的感知情况不同, 因此可以根据不同细分市场的特点, 提供相应的产品。此外, SooCheong Jang 博士举例了如何将环境学与酒店管理相结合。最后, SooCheong Jang 博士提出了一些写作的启示, 好的研究设计是论文成功发表的关键, 可以通过对优秀论文的阅读, 形成完善的研究设计思路。作为《国际旅游科学》杂志的主编, 他指出审阅者一般在读论文的 4-5 页时, 即可决定论文是否会被录用, 因此论文应当重点突出, 内容清晰。SooCheong Jang 博士的精彩演讲为中心成员的旅游研究提供了更多的视角, 他的论文写作建议也使大家受益颇丰。

ASSOCIATE PROF. DR. SOO CHENG JANG VISITED CRTR

JUN 1ST, 2012

Associate Professor Dr. Soo Cheng Jang from School of Hospitality and Tourism Management, Purdue University was invited by Dr. Alastair M. Morrison to present a speech on ‘Interdisciplinary study: an approach to Tourism and Hospitality Management’ at CRTR, Peking University on 1st June 2012. Dr. Alastair Morrison hosted the event and CRTR director, Prof. Dr. Wu Bihu, CRTR doctorate students and master students attended the seminar together.

Dr Soo Cheong Jang suggested an interdisciplinary research approach, and used specific examples to explain the theoretical innovation and advantage by combining tourism with other disciplines. He gave example by applying venture capital financing analysis of market segmentation matrix into tourism sector to examine the



effectiveness on products and operational risks reduction. Later, he provided more example of interdisciplinary cooperation research such as environmental and hospitality etc.

Doctor Soo Cheong Jang also shared his experiences for good academic writing and paper publishing methods. As the chief editor for the journal of ‘International Tourism Science’, Dr. Soo informed that the reviewers will determine the accepted of a paper by writing the first few pages. Dr. Soo said a clear structure that highlights the main points was the key to a good paper. Dr. Soo speech had benefits all the audiences who attended the seminar.

After the speech, Dr. Morrison presented a remembrance gift to Dr. Soo Cheong Jang and thanked him for his visit. Dr. Soo expressed his gratitude for the invitation and expressed his desire for more academic exchange between two universities.

北京交通大学经济管 理学院余青教授为 北大旅研作学术讲座

2012年6月4日

2012年6月4日, 北京交通大学经济管理学院余青教授为北大旅研作题为 “作为公共产品的风景道” 的讲座。基于法案的国家风景道计划及体系的建设始于 20 世纪初, 发展至今经历了形成初级阶段、快速发展阶段和完善与成熟阶段。余青教授以美国蓝岭风景道 (blue ridge parkway) 为例, 分析了美国风景道发展的现状及特点, 为中国的风景道发展提供了思路及借鉴。风景道的开发应当始终持有保护自然和历史的理念, 将美观与使用功能相结合, 保留长期有人居住的外观, 并充分利用现有资源, 修复被切割及毁坏的资源。此外, 游憩服务设施规划开发与建设应当注重简约性、自然性和生态性。余青教授的演讲为中心成员开拓了研究思路。之后, 谢若龄作为风景道项目组的组长作了题为 “风景道路与游憩服务规范研究” 的汇报, 汇报结束后, 风景道项目组的成员与余青教授及吴必虎教授探讨了中国风景道的发展之路。

PROF. DR. YU QING HELD AN ACADEMIC TALK IN CRTR

JUN 4TH, 2012

Prof. Dr. Yu Qing from Beijing Jiaotong University held an academic talk entitled ‘Scenic Byways as public product’ in CRTR on 4th June 2012. She took Blue Ridge parkway in United States as an example to explain the characteristics, current scenario, development stages of an national scenic byway. She also highlighted the development of Scenic byway should integrate the natural values, cultural values as well as human settlement, restoration and conservation value of the resources Later, CRTR students, Ms Rosalind Sia, as the project leader for ‘China Science Byways and byways recreations facilities standard’ made a brief interim report to the participants.



澳大利亚默多克大学副校长一行访问北大旅研中心

2012年9月11日

2012年9月11日下午，澳大利亚默多克（Murdoch University）大学副校长 David Morrison 教授，可持续生态系统研究所主任 Bernie Dell 教授，国际事务处处长 Pearl Chua 一行访问北大旅研。

北大城环学院副院长刘鸿雁教授、国际旅游学会主席 Alastair Morrison 教授及其助理欧阳烨恬女士、北大旅研中心主任吴必虎教授及其博士生李文洁（澳大利亚）参与了会谈。刘鸿雁副院长详细介绍了北大城环学院的研究现状并表示双方未来在可持续生态系统的研究领域可以继续深入交流。

国际旅游学会第五届双年会 2014 年将在 Murdoch 大学举办。David Morrison 副校长热情邀请国际旅游学会主席 Alastair Morrison 教授和国际旅游学会秘书长、北大旅研中心主任吴必虎教授今年 11 月份赴澳访问。

VICE CHANCELLOR, DR DAVID MORRISON OF MURDOCH UNIVERSITY VISITED CRTR

SEP 11TH, 2012

Vice Chancellor, Dr. David Morrison, Director of the Institute of sustainable ecosystem, Prof. Dr. Bernie Dell and the Director of the Office of International Affairs, Ms. Pearl Chuo of Murdoch University, Perth, Australia visited CRTR on 11th September 2012.

Deputy Director of College of urban and environmental Science, Prof. Dr. Liu Hong-yan, ITSA president, Prof. Dr. Alastair Morrison and his assistant, Ms Ouyang Yetian, Director of CRTR, Prof. Dr. Wu Bi-hu and his doctoral student, Ms. Jessie Lee attended the meeting. In the meeting, Prof. Dr. Liu introduced to the visitor the current researches carried out in the college and expressed his gratitude for any academic cooperation in the future. At the end of the meeting, Prof. Dr. David Morrison invited Prof. Dr Alastair Morrison and Prof. Dr. Wu to visit



印尼巴厘岛旅游学院院长 Nyoman Madiun 博士访问北大旅研中心

2012年11月1日

their University in November to have in-depth discussion on the ITSA Biennial meeting which will be held in their University in 2014.

2012年11月1日，印度尼西亚巴厘岛旅游学院（The Bali Tourism Institute）院长 Nyoman Madiun 博士应邀到访北大，并作为题为“The Roles of Bali Tourism Institute in Increasing the Quality of Tourism in Bali”的讲座，北大旅研负责国际研究与交流主任 Morrison 教授主持了讲座，吴必虎教授及中心多位博士、硕士生与会。

Nyoman Madiun 院长汇报了巴厘岛旅游学院对促进当地旅游发展所作出的努力。作为印度尼西亚政府旅游和创意经济部门下最大的旅游学院，巴厘岛旅游学院肩负了教育、研究和社区服务三个重要职能，与当地政府紧密合作，取得了较好的成效。Nyoman Madiun 院长也对巴厘岛所面临的诸如环境、交通等问题提出了自己的看法。最后，吴必虎教授对 Nyoman Madiun 院长的到访和讲演表示感谢，并互赠了纪念品，表达了今后加强合作交流的意愿。

DR. I. NYOMAN MADIUM FROM BALI INDONESIA VISITED CRTR

NOV 1TH, 2012

The Director of Bali Tourism Institute paid a visit to CRTR, upon the invitation by the Director of CRTR in 1st November, 2012. He presented a lecture to the CRTR members entitled ‘The Roles of Bali Tourism Institute in Increasing the Quality of Tourism in Bali’.

Dr I.Nyoman Madium reported the role of Bali Tourism Institute, as the biggest, government-operated tourism institute in Bali had played its role to educate, research and serve the tourism development in Bali. In his speech, he also explained the problems in Bali tourism development which including environmental issue, transportation



problem etc. Finally, Professor Wu Bihu thanked Dr. I. Nyoman Madiun for his visit and lecture, exchange of commemorative gift and expressed the willingness to strengthen cooperation in the future.

美国德州 A&M 大学 James F. Petrick 博士访问北大旅研

2012 年 12 月 10 日

2012 年 12 月 10 日，美国德州 A&M 大学游憩、公园与旅游学系副教授 James F. Petrick 博士应邀到访北大，并作题为“A Comprehensive Analysis of the Determinants of Cruise Tourists’ Behaviors”的讲座，北大旅研的吴必虎教授主持了讲座，中心多位博士、硕士生与会。

James F. Petrick 博士首先对游客的忠诚度问题作了一般性分析，指出赢得高忠诚度的顾客是每个经营者努力的目标；随后介绍了其团队进行的有关游轮旅游者忠诚度的研究，对游轮游客决策的过程，其选择游轮旅行的动机，限制其出游的原因，影响其忠诚度和重游行为的关键因素等方面进行了深入的分析，并在理论和实践方面提出了有益的启示。

ASSOC. PROF. DR. JAMES F. PETRICK FROM UNITED STATE VISITED CRTR

DEC 10TH, 2012

Assoc. Prof. Dr. James F. Petrick from Recreation, Park and Tourism Department, Texas A & M University visited CRTR on 10th December 2012. Dr Petrick gave a lecture entitled ‘A Comprehensive Analysis of the Determinants of Cruise Tourists’ Behaviors’ which listened by doctoral and master students of CRTR.

He started his lecture with tourist loyalty analysis and pointed out high tourist loyalty is the goal for every tourism operator. Then, he used a case study done by his team on loyalty survey on cruise ship tourist which covered the tourist decision making process, tourist motivation, limitation etc that affected the tourist loyalty.



回顾 盘点

CRTR IN STATISTICS

北大旅研统计表 CRTR IN TABLES

2012 论著统计
Publication in 2012

论著类型 Types	国内 Domestic	国际 International
会议论文 (Conference Papers)	2	2
期刊论文 (Journal Papers)	13	2
专题文章 (Invited Papers)	2	
编著 (Books)	1	
科研项目 (Research Programs)	9	

北大旅研统计表 CRTR IN TABLES

2012 成员统计
Members Census in 2012

中心成员 Types	国内 Domestic	国际 International	2012 年毕业成员 Graduated in 2012
教师 (Faculty)	3		
访学者 (Visiting Scholars)	5		
博士后 (Post-doctoral Fellows)			
博士生 (PhD Candidates)	6	3	2
硕士生 (Master Candidates)	18	2	7
访学生 (Visiting Students)			
助理 (Assistant)	1		

课题进展 RESEARCH PROJECTS AT CRTR

项目名称 Project Title	立项单位 Project Proponent	研究时间 Time Frame
城郊旅游综合体 (TCAC) 形成机制与发展模式研究 A study on formation mechanism and development pattern of tourism complex around cities	国家自然科学基金委员会 NNSFC	2012.09-2016.12
风景旅游道路与游憩服务设施要求 Scenic Byways and Byway Recreational Facility Standards	国家旅游局 CNTA	2011.08-2012.08
中国旅游城市综合吸引力指标体系及 2011 年度报告研究 Annual Report of China Tourism City Integrated Attractiveness 2011	中国旅游协会城市分会 CTA	2011.10-2012.08
综合交通运输体系中风景道评估体系及模式 Assessment system and methods of scenic byways in a comprehensive transportation system	国家自然科学基金委员会 NNSFC	2010.01-1012.12
农家乐对京郊农村妇女发展影响探究 a study of nongjiale influence on local women	北京新农村建设研究基地 BRBNCB	2011.09-2012.09
北京国际市场的高端旅游发展战略研究 Development strategy of the high-end international tourism market of Beijing	北京旅游发展研究基地 BTDRB	2011.12-2012-09
多途径旅游移动性的测量、分析和优化 Multi-channel tourist mobility measurement, analysis and optimization	IBM GUP	2012.07-2013.07
特色旅游城镇建设体系及其旅游发展战略研究 Study on systematic development of and strategic planning for distinctive tourism town & village	国家旅游局 CNTA	2010.09-2012.09
慢目的地指标体系研究 Slow destination standards	北大旅研 CRTR	2011.05-1012.04

学术论著 BOOK PUBLICATIONS

《观光规划原理》 Tourism Planning

《观光规划原理》由吴必虎、尹骏编著，由新加坡商圣智学习亚洲私人有限公司台湾分公司 2012 年出版发行。该书通过对全球观光规划研究上千种文献的整理，并结合作者本身亲自参与及主持的著名观光城市和风景区的规划实践，整合出完整的观光规划理论体系。

"Tourism Planning" written by Prof. Dr. Wu Bihu and Yi Jun had been published by Taiwan Cengage Learning in 2012. The book had compiled a complete tourism planning theories with the support of thousands tourism planning related literature review and author self-involved cities and destination planning projects as reference case studies.