

序

2013年，不仅对中国整体来讲是个改革时代的分水岭，对于旅游发展，同时包括旅游产业和旅游研究来讲，也是一个令人难忘的年代。这个刚刚过去的一年，国务院《国民旅游休闲纲要》发布，全国人大通过《中华人民共和国旅游法》，“十八届三中全会决定”对旅游业产生全面影响，中央城镇化工作会议决议“新型城镇化”思想为旅游型城镇化开辟了宽阔道路。在这样的宏大背景下，我们的旅游研究、旅游教育需如何应对，如何响应？成为我们2013年一直在思索的问题。

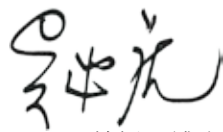
以多座知名旅游城市的规划研究为基础，出于对中国城市化的走向和健康发展的关切，过去两年来，北大旅研的师生共同将目光转向了比旅游研究更关乎国家发展和民族命运的中国快速发展模式的讨论，于2013年1月出版了《多途径城市化》一书，里面提到的多项价值取向和改革建议与2013年底召开的中央城镇化工作会议决议不谋而合，这是北大旅研在城市旅游研究之外收获的最大一项研究成果。2013年7月18日，iCRTR在国家会议中心成功主办了“旅游型城镇化高峰论坛”，400余名嘉宾参加了国内首次举办的针对旅游发展与城镇化关系的学术盛会。此外，从应邀参与的和城镇化相关的论坛、峰会的数量来看，2013年“城镇化”一词无疑是史上最为密集的会议话题。

北大旅研在2013年取得的纯学术研究也获得明显质量上的提高。首先是每周一次的国际化学术工作坊制度基本形成，在国际知名的美国普渡大学教授Alastair Morrison博士的亲自主持下，自选课题研

究设计、进展报告、国际学术期刊述评、研究方法评介、经典论文研读等方面由研究生轮流登台报告或参与讨论。一年中有5篇学术论文在英文SSCI期刊发表，另有2篇收到了SSCI期刊的录用通知。北大旅研主编的《旅游规划与设计》一年内连续出版了4个专辑：《创意农业》；《乡村旅游·乡村度假》；《旅游演艺·影视旅游》；以及《海洋与海岛旅游》。

国际交流及其影响力有了更加广泛的推进。分别邀请了美国天普大学酒店与旅游管理学院Daniel Fesenmaier教授、华盛顿大学人类学系Candice Cornet博士；澳大利亚詹姆斯库克大学商学院Philip Pearce教授、澳大利亚默多克大学环境科学学院David Newsome副教授；、瑞士圣加仑大学旅游和服务管理专业Christina Laesser教授等来校讲学交流。派送2名研究生分别到澳大利亚和意大利进行学术交流。与国际旅游学会合作创办的《International Journal of Tourism Cities》英文学术期刊已与英国出版公司Emerald签定出版协议，不久将会向世界推出创刊号。

马年就要来了，引用网上流行的一句话：马上出行，马上旅游，马到成功！



教授、博士
北京大学城市与环境学院旅游
研究与规划中心 主任
2014年1月7日



PREFACE

2013 was another highly productive year for international publishing, cooperation and other initiatives by the International Center for Recreation and Tourism Research (iCRTR). In my second year with the Center, we began to reap the benefits of our long-term strategy to grow the contributions to the international scholarly literature. It is pleasing to report that this effort has seen articles accepted by top international journals including *Annals of Tourism Research*, *Tourism Management*, *International Journal of Tourism Research*, *Asia Pacific Journal of Tourism Research*, and *Journal of Hospitality, Leisure, Sport and Tourism Education*. Several other manuscripts were submitted in 2013 and are currently under review. The research topics covered have been wide-ranging, from the hutongtels of Beijing to wildlife tourism around the world.

iCRTR now has five active research teams dedicated to specific subject areas, including the Topic of Topics 1 (ToT1), Tourism Destination Image of China (TDIC), Topic of Topics 2 (ToT2), China Outbound Tourism (COT), and Urban and City Tourism (UCT) teams. They have been hard at work in 2013 and have been producing many high quality research outputs.

During the year, iCRTR expanded its international cooperation by signing Memorandum of Understanding with Murdoch University in Western Australia and IULM University in Milan, Italy. These cooperative agreements envisage joint research, student exchanges, and the organization of conferences. One of iCRTR's doctoral students, Li Cong, is currently at Murdoch University and is conducting

research on human-animal interactions in a tourism setting involving dolphins. Xing Xing, a Master's student, has been studying this semester in Venice, Italy.

iCRTR welcomed several renowned scholars from around the world in 2013 who shared their research experiences with our faculty and students. These included Philip Pearce (James Cook University, Australia), Daniel Fesenmaier (Temple University, USA), David Newsome (Murdoch University, Australia), Bing Pan (College of Charleston, USA), Christian Laesser (University of St. Gallen, Switzerland), and Candice Cornet (University of Washington, USA). We also welcomed guests from the tourism agencies of Morocco and Poland at our weekly research workshops.

iCRTR has continued its very close cooperation with the International Tourism Studies Association (ITSA). In particular, great progress was made in 2013 in the planning for the 5th ITSA Biennial Conference to be held in Perth, Western Australia on November 26-29, 2014.

We are looking forward to 2014 with a high level of expectation. Our weekly research workshops are building a stronger foundation for iCRTR's future scholarly contributions.

Distinguished Professor Emeritus
Purdue University
Visiting Professor
iCRTR Peking University
Jan 8th, 2014

未名

ACADEMIC CONFERENCE

论坛



第二届中国旅游产业发展年会 2013年1月9日



2013年1月9日，第二届中国旅游产业发展年会在四川成都举办，年会现场邀请了旅游业界知名专家学者，以“旅游，为美丽中国添彩”为主题，进行精彩演讲和对话。针对2013年全国旅游业即将发生的很多大事，北京大学教授、北大旅研中心主任吴必虎从专业角度出发，谈到了旅游法的影响和一些个人观点。

吴教授认为旅游法涉及非常多的利益主体，其中冲突的最大就是旅游

规划和旅游资源的利用。旅游活动建立在文物、风景、水等各种资源上，而这些资源的管理权却并不在旅游部门手里，这是在做旅游规划时遇到的最大的问题，在这问题的解决上需要所有部门的协调和妥协。虽然有协调的意向和作用，但是没有法律的强制力，所以仍然软弱。因此，吴教授强调对《旅游法》的解读，可以让旅游规划和旅游更好地互相协调。

2nd China Tourism Industry Development Council Meeting Jan 9th, 2013

The second China Tourism industry Development Council meeting was held in Chengdu, Sichuan on 9th January 2013. The meeting invited experts from tourism industry to talk around the theme of 'Tourism, lustering the color of beautiful China'.

iCRTR director, Prof. Dr. Wu was invited to give his view on the

impact of new Tourism Law to the development of the industry. In his speech, he emphasized the important of integration between tourism Law and tourism planning which both sectors should cooperation in solving conflict related to tourism resource planning.

“超旅游”观念打造西安国际旅游目的地 2013年2月27日



2013年2月27日，北大旅研主任吴必虎教授应邀出席由西安市政府主办的西安市旅游产业跨越式发展研讨会。吴必虎教授针对西安市旅游产业跨越式发展提出了旅游型城市化、国际目的地竞争优势战略、“超旅游”观念、历史文化活化与功能现代化并举、曲江模式复制与个性化保持提升、细节提升等建议。

吴教授提到，曲江新区的开发模式，证明了旅游导向型城市化发展能够极大提升西安的影响力，西安已经用自己的实践探索了旅游导向型城市化新途径，为中国的多途径城市化竖立了榜样、做出了贡献。故而，西安市旅游产业的跨越式发展，要把观念从“旅游”本身升华、放大，因为现在已经不仅仅是旅游产业本身的发展



问题，而是一种城市化发展模式的问题。西安要以“超旅游”观念从各部门、各环节来促进旅游业发展，提高旅游者的满意度。游客的满意度的全面提升已经超出了旅游业本身，是整个城市服务系统的问题。提升城市公共服务水平是“超旅游”阶段推动旅

游业发展的主要推手，旅游规划、旅游管理、服务质量等应该由多部门共同协作完成，旅游才能更好地实现跨越式发展。

‘Super-Tourism’ concept to broost Xi'an as International destination Feb 27th, 2013

iCRTR Director, Prof. Dr. Wu was invited by Xian Municipal Government to give a speech in the Tourism Industry Cross sectorial Development Seminar on 27th February 2013. He made a comment on Xian overall tourism development from various perspectives, including competitiveness, strategies, ‘super-Tourism’ concept, cultural rejuvenation, enhancement etc.

He also mentioned in the conference, Xian had successfully

transformed the city toward tourism-orientated urbanization through implementation of Qujiang New district development model. Xian may use the ‘super-Tourism’ concept which stressed on the collaboration roles between different departments and sectors in the planning, managing and monitoring process in order to increase visitor’s satisfaction as whole.

第一财经日报两会沙龙： “新四化”下的中国城镇化之路 2013年3月9日



2013年3月9日，《第一财经日报》在两会期间于北京主持召开了一场“两会沙龙”，以“‘新四化’下的中国城镇化之路”为题，邀请相关专家以及部分地方省市官员与会，共同探讨新型城镇化的实现路径。其中，北京大学教授、北京大学旅游研究与规划中心主任吴必虎表示，工业化以外的多途径城市化是中国今后城市发展的一个主要问题。城镇化要根据地理规律和经济规律，该做大城市

就好好做大，该做小城市就做小城市，不要一刀切，也不能搞全域城市化，非均衡发展是合理的。此外，他还对土地完全公有制带来的种种弊端和土地改革的方向、对中国城市规划资质管理制度提出了建议和批评。



First Financial Daily 'two session' Salon: New road to Chinese Urbanization Mar 9th, 2013

iCRTR Director attended the Salon session for the discussion of impact of 'Two session' on the development of Modern China in the future on 9th March 2013. He put up the idea of 'Multi-way Urbanization' as the new approach for China urbanization process in the coming future. He said un-balance urbanization between

region is reasonable as geographical and economical constraints played important roles in the process of urbanization. He also criticized and gave comments on the negative effects brought by full public ownership of land toward the urban planning and management system.

中国城镇化高层国际论坛 2013年3月31日



2013年3月31日，由国家发展改革委城市和小城镇改革发展中心、世界经济论坛、世界银行等机构共同举办的“2013中国城镇化高层国际论坛——智慧城市与可持续发展”在上海举行。论坛在中国新型城镇化背景下，重点围绕智慧城市的概念、发展模式、作用以及中国智慧城市的发展等诸多问题展开深入讨论和分析，为新形势下中国建设智慧城市理清发

展思路创造了条件。

其中，北京大学教授吴必虎认为，智慧城市应该有更多公平、民主参与性、关怀等的涵义，其核心价值观是人在城市中得到尊严和自由。针对破解数据难的问题，吴必虎教授指出，要做到数据公开，首先要修改国家保密法，二要解决部门利益的问题，三要改变寻租行为，四要真正做好政府的信息公开。

China International Urbanization Forum Mar 31st, 2013

Jointly organized by the National Development and Reform Commission (Urban and Small Town Development Centre), World Economic Forum and World Bank, the China International Urbanization Forum 2013 was held in Shanghai

on 31st March 2013. In the forum, iCRTR director, Dr. Wu said a smart city is a city of equitable, democratic participation, care and the most important elements are human dignity and freedom.



全国人大旅游法专家研讨会在北京举行 2013年4月17日



2013年4月17日，旅游法专家研讨会在北京全国人大会议中心举行。北京大学旅游研究与规划中心主任吴必虎教授应邀参加会议并作主题发言。吴必虎教授在发言中就旅游法出台的社会需求、通过立法协调旅游资源“互用并举”的复杂关系、旅游规划入法促进“互用并举”目标的实现、旅游法在响应市场需求和推进区域合作和产业融合中的重要作用进行

了理论阐述。此外，吴必虎教授还强调了创立《旅游法》在提高人民生活质量和文化素质、旅游产业促进产业结构调整、出境旅游促进跨文化交流和提高中国文化软实力等方面的重要作用。

NPC Tourism Law experts seminar held in Beijing Apr 17th, 2013

Prof Dr Wu was invited to attend and gave away a keynote speech for the NPC Tourism Law experts Seminar which held in Beijing on 17th April 2013. In the seminar, Dr Wu expressed his support to the enactment of new Tourism Law which brought benefit to the industry. He emphasized the new Tourism Law

was able to improve the quality of life of the people, cultural quality, promote the adjustment of industrial structure, promote cross-cultural exchange, increase outbound tourism activities as well as improve the soft power of Chinese's cultural in the eye of the world.

全经联“新型城镇化沙龙” 2013年5月22日



2013年5月22日，全国房地产经理人联盟与新华社房地产监测工作组联合主办的“新型城镇化沙龙”第一期在北科建举办。40余位全经联专家、会员参加了此次沙龙。全经联文化和旅游地产委员会顾问、北京大学环境学院城市与区域规划系教授吴必虎进行了重点发言。其他与会嘉宾围绕主题进行了热烈的研讨。

沙龙以“园区地产发展与新型城镇化”为主题，以全经联园区地产实战教学基地的实践为研究案例，探讨园区地产的创新发展模式，为新型城镇化的发展寻找路径。



NRFMA 'New Urbanization Salon' May 22nd, 2013

The 'New Urbanization Salon' was jointly organized by the National Real Estate Managers Association (NRFMA) and Xinhua News Agency Real Estate monitoring Workgroup at

Beijing Science Park Development Co. Ltd on 22nd May 2013. More than 40 NRFMA members attended the salon and listened to Prof. Dr. Wu keynote speech.

第一届民建“城市发展论坛” 2013年5月26日



2013年5月26日，中国民主建国会北京大学委员会主办了第一届民建“城市发展论坛”，论坛的主题是“城市文化建设与城市繁荣之路”。论坛由民建北京大学委员会主委陈效述教授主持。

本次论坛共邀请了五位嘉宾作主题演讲。其中，北京大学城市与环境学院教授吴必虎就“历史遗产活化、城市文化继承与现代文化创新”阐述了自己的观点，他认为历史遗产和文

物保护的目的是为了传播文化，而不是将其封闭起来。因此，活化就显得非常重要，让现代人们用起来，这就是历史遗产的活化。不活化，文化就无法传承，地方政府就没有积极性保护。应该提倡遗址空间的护用并举，保留文化，同时有选择地进行再现或重建。此外，还有一个未来遗产的创造问题，要为后代留下一点永久性的历史符号。

1st CNDCA 'Urban Development Forum' May 26th, 2013



Organized by the Democratic National Construction Association (CNDCA), the First CNDCA Urban Development Forum was held in 26th May 2013 with the theme title of 'City Cultural development and Road to prosperity'. The forum was chaired by Prof Dr. Chen Xiaoqi who is currently the chairperson for

CNDCA Peking University Committee. Using the discussion topic 'Historical heritage activation, urban cultural inheritance and modern culture innovation', Director of iCRTR, Prof. Dr. Wu expressed his view on the importance of rejuvenation of heritage for mankind in this modern world.

中国旅游演艺发展论坛 2013 年 5 月 27 日



5 月 27 日，2013 中国旅游演艺发展论坛在承德行宫大酒店举行。活动由中国旅游演艺联盟举办。此次论坛活动吸引了全国各地的业界专家前来交流探讨。北京大学教授、博士生导师、北京大学旅游研究与规划中心主任吴必虎，围绕旅游演艺发展发表

了主题演讲。吴必虎教授在演讲中阐述了旅游演艺的地方性与娱乐性谁更重要。

China Tourism Performing Arts Development Forum May 27st, 2013

The 2013 China Tourism Performing Arts Development Forum was organized by China Tourism Performing Arts Alliances at Chengde Imperial Palace Hotel on 27th May 2013. Prof Dr Wu attended the Forum and presented a keynote speech which stressed on the importance

of localization and entertainment nature of Tourism Performing Art to the tourism industry.

“旅游城市规划与建设”专题研讨班 2013 年 5 月 30 日



2013 年 5 月 30 日，应广东省委组织部、广东省旅游局邀请，北大旅研中心主任吴必虎教授在广东省“旅游城市规划与建设”专题研讨班上做《多途径城市化与旅游型城市化》专题讲座。广东省各地级以上市分管旅游的市领导、市旅游局局长，以及各县（市、区）分管旅游工作的副县（市、区长）等 100 多位领导参加本次课程。

吴必虎教授从当前我国面临的城市化问题入手，提出旅游型城市化是一条城市化发展的新路，同时就政府如何建设旅游型城市、如何采购旅游规划与学员进行了充分热烈的探讨。

‘Urban Tourism Planning and Construction’ Symposium May 30th, 2013

iCRTR Director, Prof. Dr. Wu was invited to give a keynote speech in the ‘Urban Tourism Planning and Construction’ Symposium which was jointly organized by Guangdong Provincial Party Committee Department, Guangdong Provincial Tourism Bureau on 30th May 2013. About one hundred participants which included the Director of

Guangdong Municipal Tourism Bureau, Deputy directors in-charge of Tourism from counties, cities and districts under Guangdong Provinces, attended the symposium and listened to the speech presented by Dr. Wu about ‘Multiway Urbanization and Tourism-orientated Urbanization’.

第一届中国民生发展论坛 2013年6月7日



2013年6月7日,“第一届中国民生发展论坛”作为“2013年公共政策国际研讨会”的分论坛在北京隆重举行。论坛依托《2013中国民生发展报告》的研究成果,围绕“新城市化进程中的机遇与隐忧”这一主题,邀请民生领域权威学者深入探讨。

其中,北京大学城市与环境学院教授、北京大学旅游研究与规划中心主任吴必虎表示,如何保障农民的权益是高速城镇化过程中,需要面临的重大挑战。

1st China Livelihood Development Forum Jun 7th, 2013

iCRTR Director Prof. Dr. Wu attended the ‘First China Livelihood Development Forum’ to discuss on the challenges faced by the authorities in the protection of farmers right in today rapid growing urbanization process. This Forum

was part of the series forum under the ‘2013 International Public Policy Symposium’ held in Beijing on 7th June 2013.



“城市化与忻州旅游发展”专题报告 2013年6月9日



2013年6月9日，应陕西省忻州市政府邀请，北大旅研主任吴必虎教授前往忻州作“城市化与忻州旅游发展”专题报告。忻州市四套班子领导与各县（市、区）、市直各单位相关领导共计600余人聆听了报告。

吴必虎教授以其渊博的知识、新颖的观点、鲜活的案例、幽默的语言，

就多途径城市化与忻州旅游发展，从如何解读新型城镇化、区域与城市旅游的发展规划与功能建设、忻州作为旅游目的地产品开发与公共服务体系建设三个方面，深入浅出上了精彩、受用的一课，并对忻州旅游业如何突围兴起、做大做强提出了很好的建议。

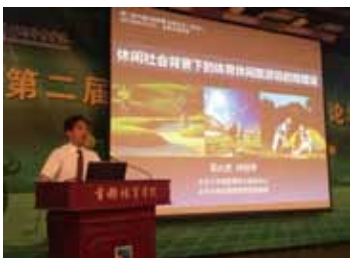
‘Urbanization and Xinzhou Tourism Development’ Special Session Jun 9th, 2013

Participated by 600 government officers from counties, cities and district under Xi'an provinces and Xinzhou Municipal Council, iCRTR Director presented a special report about ‘Urbanization and Xinzhou Tourism Development’ at Xinzhou on

9th June 2013.

In the session, Prof. Dr. Wu explained the concept of Multi-way Urbanization, issues of regional and urban development and construction by taking example of Xinzhou Tourism development.

第二届中国休闲体育·北京论坛 2013年6月15日



2013年6月15日，以“国民旅游与休闲体育”为主题的第二届中国休闲体育·北京论坛在首都体育学院落幕，来自全国体育院校、休闲体育及相关领域的百余位专家、学者出席论坛。

本次论坛是《国民旅游休闲纲要（2013-2020年）》今年2月颁布后体育界针对休闲体育举办的高端论坛。与会专家学者分别从政府体育部门推动休闲体育发展的举措和效果，

休闲社会、休闲体育与休闲旅游的关系，新体育启蒙运动与休闲体育教育的紧迫性，休闲体育专业建设与发展动态交流和休闲体育研究新进展等方面展开讨论。北京大学教授吴必虎做了主题报告“休闲时代背景下的休闲体育旅游目的地建设”。吴教授认为，休闲社会、休闲体育与休闲旅游是相互作用影响的有机整体。

Second Chinese Leisure Sport·Beijing Forum Jun 15th, 2013

Taking 'National Tourism and Leisure Sports as the theme, the Second Chinese Leisure Sport·Beijing Forum was held in the Capital Institute of Physical Education on 15th June

2013. The forum was attended by more than hundred of experts and scholars from leisure and sport related fields. Prof. Dr. Wu attended the forum and made a speech.

世界旅游城市联合会专家委员会成立 2013年6月25日



2013年6月25日,世界旅游城市联合会(以下简称“联合会”)专家委员会在北京香山饭店成立。北京市副市长程红,世界旅游城市联合会秘书长、北京市旅游发展委员会主任鲁勇出席会议。

专家委员会是联合会的高级顾问咨询机构和智囊团体,由来自全球知名旅游机构和旅游院校的15位业界专家学者组成,旨在通过专家的学术

研究活动,为联合会提供智力支持,为各个会员城市提供学术交流平台和信息推广平台,推动世界旅游城市的发展。中国旅游研究院魏小安教授当选专家委员会主任委员,北大旅研中心国际研究与交流主任莫里森教授、北京交通大学张辉教授、北京第二外国语学院邹统钎教授当选副主任委员,北大旅研中心主任吴必虎教授受邀成为专家委员会创始会员。

The Committee of Experts of the WTCTF Founded in Beijing Jun 25th, 2013

Prof. Alastair M. Morrison, Director of iCRTR international research and communication has been appointed as the Vice-Chairman of the Expert Committee of the World Tourism Cities Federation("WTCTF"). Professor Bihu Wu, Director of iCRTR, was invited as a founding member of the WTCTF Expert Committee. Both positions were made by Cheng Hong, Vice Mayor of Beijing and Lu Yong, Secretary-General of the World Tourism Cities

Federation and the Head of Beijing Municipal Commission of Tourism Development.

The Expert Committee is a high-level, advisory group to WTCTF and also functions as a think-tank. It is composed of 15 world-renowned university and industry experts providing WTCTF with intellectual support through research and functioning as an academic exchange platform for increasing the global development of tourism in cities.



“文化旅游地产” 圆桌论坛 2013 年 7 月 7 日



2013 年 7 月 7 日，世界华人不动产学会年会文化旅游地产圆桌论坛举行。该论坛由北京大学旅游研究与规划中心吴必虎教授主持。吴必虎教授会后在微博上一句话概括了本次论坛的论题主题“与同道者谋”。作为论坛的主持人，以及首位发言嘉宾，他直面旅游地产的发展，诚恳直言：

让旅游地产先姓“游”。亦是指，旅游地产要专业化发展，回归“专业的人干专业的事”，产业各环节分解，强强合作，完善旅游服务的体验。

‘Culture Tourism Real Estate’ Roundtable Jul 7th, 2013

iCRTR Director, Prof. Dr. Wu chaired the Annual Meeting for the Global Chinese Real Estate Association: Cultural Tourism Real Estate Roundtable on 7th July 2013. In the meeting, he stressed on the important of the role Real Estate

played in tourism industry and said that all sectors must integrated to provide better service.

第八届全国旅游景区 创 A 培训班在连云港举办 2013 年 7 月 13-14 日



2013 年 7 月 13 日至 14 日，第八届全国旅游景区创 A 培训班在江苏省连云港市云台山风景名胜区举办。培训班由中国旅游报社主办、连云港市云台山风景名胜区管委会承办，采用专家授课、经验交流和实地考察相结合的方式，围绕景区创 A、A 级复核以及精品景区建设等业界关注的热点，对学员进行针对性培训，吸引了来自全国各地旅游管理部门、旅游景区的 240 多名学员参加。北大旅游研究与规划中心主任吴必虎向学员们讲

解了《中国旅游景区开发与管理：法规与标准》，分别就旅游相关立法、条规与景区发展，景区管理如何引用国家与地方标准，基于创 5A 经验的法规标准应用等问题进行了理论结合实际阐述和讨论。

The 8th National Attraction Quality Rating System Training Courses at Lianyungang Jul 13-14th, 2013

The 8th National Attraction Quality Rating System Training Courses was held in Lianyungang Yuntaishan Scenic Spot, Jiangsu Province on 13th -14th July 2013. The course was organized by China Tourism News Group, hosted by the Lianyungang Yuntaishan Scenic Area Management Committee and attended by over 240 participants from different tourism departments all over China.

In the course session, Prof. Dr. Wu talked about the topic of 'China Tourism Attraction Development and Management: from the viewpoint of Regulations and Standards'. Based on actual case studies from the industry, he explained and discussed with the participants the tourism-related legislation, regulations, attraction management etc.

第一届乡村营建研讨会 2013年7月17日



2013年7月17日，由“乡村营建社”主办，北京大学旅游研究中心协办，城市土地学会、风景大地旅游投资管理公司等支持，以“探索华人乡村社区的可持续发展模式”为主题的乡村营建社研讨会暨乡村营建社成立仪式在北京大学英杰交流中心顺利召开。

北京大学旅游研究与规划中心主

任吴必虎教授致欢迎词与成立致辞。“乡村营建社”代表李孜先生介绍“乡村营建社”的宗旨和框架。吴必虎教授介绍了环城市乡村发展，指出土地确权的重要性。众多学界、艺术界以及商界代表参加了“乡村信仰”、“乡村产业”、“乡村创新之路”等话题的高端对话，探讨乡村营建的历程及前景。

The First Rural Construction Seminar Jul 17th, 2013

Organized by the Rural Construction Development Group (RCDG), jointly hosted by iCRTR, Urban Land Institute, BES International Consulting Group, a seminar on 'Explore the Chinese model of sustainable rural

communities development' cum RCDG inaugural ceremony was held at Yingjie Conference Center, Peking University on 17th July 2013.

Prof. Dr. Wu gave his welcoming and inaugural speech to the

attendant by highlighting the importance of city ring rural development and the land ownership issue. In the seminar, he also put up discussion with all the experts on topics related to rural real estate, rural innovative development etc.

旅游型城镇化高峰论坛 2013年7月18日



2013年7月18日，旅游型城镇化高峰论坛在北京国家会议中心隆重举行。本次论坛由国际旅游学会、北京大学旅游研究与规划中心主办，大地风景国际咨询集团承办，是首次对旅游型城镇化进行探讨的一场旅游行业盛会，共有400余嘉宾参加了本次论坛，众多政界、学界、业界精英出席并发表了精彩的演讲和对话，同时，参加会议的还有数十家媒体记者朋友们。

北大旅研中心国际研究与交流主任 Alastair M. Morrison (阿拉斯泰尔·莫里森) 先生教授指出，旅游是城市活力的根源，可以带给经济的多样化，推动城市生态集约化发展，完善和提升城市服务设施。吴必虎教

授尖锐地提出了“城市化五问”，分析了旅游型城镇化提出的背景，同时强调城市化并不意味着消灭乡村，必须引入多途径城市化和乡村多途径现代化。本次论坛的召开将对旅游型城镇化的探讨起到抛砖引玉的作用，有利于进一步激发旅游业及相关行业对于旅游型城镇化更多的思考与探索，从而进一步推动旅游型城镇化发展之路，对于我国多途径城镇化道路的探索具有积极意义。

Tourism Driven Urbanization Forum Jul 18th, 2013



The Tourism driven Urbanization Forum was held in the Beijing National Convention Center on 18th July 2013. The forum was jointly organized by the ITSA, iCRTR and BES International Consulting Group. The forum was reported by media reporters, attended by 400 participants from politicians, academics and industries.

In the forum, the Presidents of ITSA, Prof. Dr. Morrison said Tourism is the root of urban vitality which can bring economic diversification,

promote eco-intensive urban development and improve urban services. To further discussed on the issue, Prof. Dr. Wu pointed out the idea of urbanization did not mean to eliminate 'rural area' but to diversify different kinds of urbanization, such as rural-orientated urbanization. The forum aimed to stimulate tourism and tourism related industries for tourism development and promote the development of urbanization through different possible ways, including tourism.



中国新型城镇化高峰启动论坛 在北大英杰交流中心召开 2013 年 7 月 20 日



2013 年 7 月 20 日，由北京大学、对外经济贸易大学、全国房地产经理人联盟等举办的“中国新型城镇化高峰启动论坛”在北京大学英杰交流中心召开。来自政府、学界和企业界近 500 名与会者参与。北京大学旅游研究与规划中心主任吴必虎的讨论直接切入城乡问题的核心——土地所有制。吴必虎发现，改革开放以来，

中国的土地一步一步的市场化，但是从土地中或获得的好处仅仅是政府本身。没有人真正对土地负责，从而产生大量的社会经济问题，进行土地确权十分重要，建议土地承包的长租化。吴必虎对在城市化建设中的片面追求工业化的现象进行了批判。吴必虎认为今后服务业是全球城镇化的主要推动力。

The Kick start Forum for China New Urbanization Summit Jul 20th, 2013

Jointly organized by Peking University, University of International Business and Economics and National Real Estate Manager Association, the kick start Forum for China New Urbanization Summit was held in Yingjie Conference Centre, Peking University on 20th July 2013. In the forum, Prof Dr. Wu said the core issue for urban-rural development was the

land ownership. He also expressed his worried about no one taking in charge of the land which later resulting in the occurrence of socio-economic problems in the society. He proposed long-term leasing of land should be way out to solve the land ownership problem for future development.

多途径城市化与黔西南州 国际旅游目的地建设 2013 年 7 月 22 日



2013 年 7 月 22 日，应贵州省黔西南州委政府邀请，吴必虎教授在兴义面向全州领导干部作了《多途径城市化与黔西南州国际旅游目的地的建设》的讲座。讲座上，吴必虎教授就如何因地制宜发展城市化作了讲解

后，重点讲解了工业驱动型城市化模式，多途径城市化与旅游型城市化，黔西南州度假目的地的建设，休闲社会来临之后人类如何发展等方面的问题。就黔西南州如何推进旅游型城镇化，黔西南州度假目的地的建设，吴必

虎教授说，黔西南发展定位是黔滇桂三省（区）结合部现代服务业中心和国际知名、中国一流度假旅游目的地。兴义舒适的气候在旅游发展上是一大优势。黔西南的城市可景城一体化发展，将马岭河、万峰林、万峰湖、兴

义城区三景一城统一规划。多途径城镇化条件下，旅游型城镇化是黔西南州可以选择的一条精明发展道路。

Multi-channel Urbanization and the Construction of Southwest Guizhou International Tourism Destination Jul 22th, 2013

Invited by Southwest Guizhou Province Government, ICRTR Director Prof. Dr. Wu attended a seminar at Xingyi gave a lectures topic of 'Multi-channel Urbanization and the Construction of Southwest Guizhou International Tourism Destination' to participants came from various departments around China.

He proposed joining force between Guizhou, Yunnan and Guangxi region through the development of Maling River, Wanfenglin, Wangfeng Lake and Xingyi City as a tourism district for the development an international well-known vacation destination.

搜狐焦点“中国泛旅游时代下中国旅居梦的开始”高端对话 2013年8月27日



2013年8月27日，北大旅研中心主任吴必虎教授应邀出席搜狐焦点旅游地产 WIWO 融旅荟高端对话。吴教授认为：“决定一个城市市长发展空间的是他的工作业绩，即 GDP 值。市长当然希望所在城市是旅居的，但受 GDP 的驱动，政府在五年内造出旅居城市是很难的；对于开发商，他既想赚钱又希望这个城市受大众喜欢，纠结于不能同时兼顾；所以大家就在纠结中追求我们的旅居梦想。这也是目前中国打造旅居城市所处的状态。”

吴教授还阐述：“中国的上市公司做不好旅游地产，原因在于上市公

司股东想要的结果和旅居产品的特点有差异。真正能做好旅居产品的是一些小投资商或是有雄厚资金的投资商，这些人对旅游地产很感兴趣，又不急于赚钱。但他们所投资的地产是需要有法律保障能留给子孙后代的，这是被中国现有社会体制所限制的。”



Sohu Focus: a dialogue for 'An Era for Chia Pan-Tourism: a start for Sojour dream' Aug 27th, 2013

iCRTR Director Prof. Dr. Wu attended the Sohu Focus dialogue to discuss on the issue of Tourism Real Estate development in China on 27th August 2013.

In this dialogue session, Prof Dr Wu said China today had not ready

for sojourn activities and tourism. The municipal bodies, contractors, real estate companies, also listing companies had not yet invested enough infrastructures, facilities and dwelling houses to accommodate the needs of sojourn travelers.

三门峡举办学习贯彻《旅游法》专题讲座 2013年9月3日



在《中华人民共和国旅游法》即将正式施行之际，2013年9月3日，河南省三门峡市邀请北京大学吴必虎教授就学习贯彻《旅游法》举办了专题讲座。全市各县（市、区）主管旅游工作的领导、市直相关部门负责人、各县（市、区）旅游局、部分旅游企业负责人及大专院校等近400人听取了讲座。

在讲座中吴必虎教授运用典型的案例从城镇化与旅游法、休闲社会泛

旅游与综合旅游法、多法协调保障发展、旅游法与三门峡旅游发展等方面对《旅游法》的立法宗旨、主要特点、主要内容作了梳理和深度讲解，特别是对社会关注的热点及焦点问题作了深入、通俗、生动的解读，就法律的运用和具体操作答疑解惑，使大家加深了对这部法律的认识和了解。

Study and implementation of 'Tourism Law' Seminar at Sanmenxia Sept 3rd, 2013



Prof. Dr. Wu was invited to give a talk on 'Implementation of China New Tourism Law' at Sanmenxia, Henan Province on 3rd September 2013. About 400 participants attended the seminar consisted of Government officer and Tourism Bureau, Tourism Enterprise, Universities from Henan

Counties, cities and districts. In the seminar, Prof Wu took examples of classic urbanization process, general tourism and leisure, multi way coordination method and safeguarding development etc to explain the objective, characterisitc and contents of New Tourism Law.



吴必虎教授获中国地理学会 " 旅游地理贡献奖 " 2013 年 9 月 19-23 日



2013 年 9 月 19-23 日，中国地理学会旅游地理专业委员会 2013 年学术年会暨第九届旅游前沿国际学术研讨会在新疆喀纳斯召开，会议主题是“旅游景观与边地旅游”。来自中外各高校、科研院所及有关单位的专家学者及研究生 80 余人参加了会议。

大会期间，召开了中国地理学会旅游地理专业委员会工作会议。工作会议总结了上一届中国地理学会旅游地理专业委员会的工作。中国地理学会决定授予北京大学吴必虎教授“中国旅游地理学杰出贡献奖”（同时获得此荣誉的还有中山大学保继刚教授）。

Prof. Wu granted The Geographical Society of China Tourism Geography Contribution Award Sept 19-23rd, 2013

The 2013 Tourism Geography Professional Committee Annual Conference cum the 9th International Tourism Frontier Conference was held in Kanas, Xinjiang Province on 19th to 23th September 2013. The conference was attended by more than 80 experts and graduate students from different high schools and research institutes all

over the countries to discuss on the conference theme is 'Tourism Landscape and frontier tourism'. The working committee of The Geographical Society decided to grant the 'China Tourism Geography Outstanding Contribution Award' to Prof. Dr. Wu from Peking University and Prof. Dr. Bao Jigang from Sun Yet-sen University.

贺兰山东麓葡萄酒旅游论坛 2013 年 9 月 25 日



2013 年 9 月 25 日，来自世界各地的专家学者共聚宁夏贺兰山下，主题为“健康·运动·休闲”的贺兰山东麓葡萄酒旅游论坛在银川天源达生态园举行。宁夏回族自治区充分利用贺兰山东麓优越的条件，打造贺兰山东麓的葡萄酒旅游休闲项目，大力发展葡萄酒健康休闲旅游，实现产业、旅游和文化融合发展，集聚形成多产

业联动综合体，打造国际旅游目的地。

国际旅游学会秘书长吴必虎在走访宁夏部分酒庄后提出，宁夏葡萄酒旅游发展应结合宁夏黄河、沙漠、回族文化为特色的文化体系，制定贺兰山东麓葡萄酒产区旅游的整体战略规划，把葡萄酒庄作为产业和旅游发展的重要环节，将葡萄酒的酿造与品鉴融入到人们的生活中。



Helan Mountain Wine Tourism Forum Sept 25th, 2013



International experts and Wine lover gathered at Yingchuan Tianyuan Ecological Park to celebrate and attended a Wine Tourism Forum at Helan Mountain, Ningxia on 25th September 2013. After visited some wineries around the area, Prof. Dr. Wu proposed the development of wine industry should consider the

culture of Yellow river, dessert and Muslim culture as one unique culture system as part of the development strategies for overall Helan Mountain Wine Tourism Area at Ningxia.

清华大学水上环境论坛 2013 年 9 月 26 日



2013 年 9 月 26 日, “2013 清华大学水上环境”论坛在美术学院举办。作为“2013 北京国家设计周”的活动之一,论坛吸引了来自全国的学者,与会专家就广义水上环境的相关议题进行了论述和研讨。北京大学旅游研究与规划中心主任、国际旅游学会秘书长吴必虎以《中国海洋旅游:从观光时代转向休闲度假时代》为题,提出当下中国海洋旅游时代已经到来,中国海洋旅游的发展有其自身的优势及不足,但前景乐观,共同展望了我

国未来海洋旅游的发展。

与会专家纷纷表示,环境的变迁,海洋意识的崛起,生存空间的拓展,以及全球一体化社会形态的形成使得中国海洋事业发展需要在更广阔视野理念基础之上进行多领域、多学科的交叉与结合。

Tsinghua University Water Environment Forum Sept 26th, 2013

Organized by the Academy of Art & Design, Tsinghua University, the Tsinghua University Water Environment Forum was held in the Academy on 26th September 2013. iCRTR Director Prof. Dr.Wu was invited

to give a lecture on ‘China Marine Tourism: shifting from sightseeing to leisure’ to the participants.

住建部景区游客拥挤管理座谈会 2013年10月12日



2013年10月12日，住建部城建司在北京新疆大厦中国风景名胜区协会召开国庆节黄金周后的景区游客拥挤管理座谈会。来自九寨沟、黄山、泰山等管理机构和中国风景名胜区协会共同探讨旺季游客的拥挤管理对策。北京大学旅游研究与规划中心主任吴必虎教授应邀出席，并建议住建部和风景区协会应尽快研究制定景

区容量设定标准及测定方法；通过游客管理的技术实现有效的拥挤管理，为保护旅游资源、提高服务质量，做好风景名胜区的可持续发展的重要工作；风景区除了提供常见的观光旅游产品，在条件合适的地方也可以提供休闲度假、户外教育、科普生态等新的复合功能。

Tourist Attraction Congestion Management Symposium Oct 12th, 2013

Organized by Construction Division of Ministry of Housing and Urban-Rural Development, the Tourist Attraction Congestion Management Symposium was held in Beijing on 12th October 2013. Members of China Scenic Area Association and Managerial staffs from Jiuzhaigou, Huangshan, Taishan Scenic Area attended the symposium to discuss congestion management

strategies during peak session.

In the symposium, Prof Dr Wu urged the association to develop the standards or indicators that measure the carrying capacity of the destination, improve service quality and sustainability development of the scenic area, enhance the composite function of leisure, education, science and ecology.

国土资源部国家旅游局召开 旅游用地需求研讨会 2013年10月18日

为落实《旅游法》，促进旅游业的可持续发展，响应服务业逐渐成为中国城镇化的主要推动力的实际，解决长期以来旅游发展规划因为缺少用地供给的限制而影响其实施的重要问题。国土资源部和国家旅游局与2013年10月18日在国家旅游局会议室举办“旅游用地需求研讨会”。

吴必虎教授应邀出席并指出，旅游用地应按不同类型提出不同的普查和登记工作标准。通常情况下，观光旅游用地兼容性较强，不需要独立提出而可直接引用现有其他土地分类，但商业性休闲娱乐度假用地，需要政府部门适当调整增加土地利用规范及其标准。

Tourism Landuse Demand Seminar Oct 18th, 2013

The Tourism Landuse Demand Seminar was jointly organized by the Ministry of Land and Resources and China National Tourism Administration in 18th October

2013. iCRTR Director Prof. Dr. Wu was invited and in the seminar, he pointed out that different types of touristic landuse should be registered according to proper survey.

《旅游学刊》年会在重庆黑山谷景区举办 2013年10月19-20日



2013年10月19日至20日,“2013《旅游学刊》中国旅游研究年会”在重庆万盛黑山谷景区举行。英国牛津布鲁克斯大学副校长 Chris Cooper 教授、加拿大滑铁卢大学 Geoffrey Wall 教授、澳大利亚格里菲斯大学 Susanne Becken 教授、香港理工大学酒店与旅游业管理学院院长 Kaye Chon 教授、北京大学旅游研究与规划中心主任吴必虎教授等 30 余位国内外著名旅游专家、学者和来自全国各高校的代表共 300 人参加了此次年

会。会议延续了年会的永久主题“中国旅游研究：前沿·理性·责任”，重点关注三个议题：世界旅游目的地的建设与管理、地域性与旅游可持续发展以及资源枯竭型城市的旅游发展。在 10 月 20 日的“资源枯竭型城市的旅游发展”论坛上，吴必虎教授提出，多途径城市化语境下的旅游驱动型城市化应该成为资源枯竭型城市主要发展目标之一。

Tourism Tribune Annual Meeting Oct 19-20th, 2013

China Tourism Research Conference of 'Tourism Tribune' 2013 was held in Wanshengheshangu Scenic Area, Chongqing on 19th to 20th October 2013. A total number of 300 tourism experts, scholars and representatives from universities around China attended the conference. Prof. Dr. Chris Cooper from Oxford Brookes University, UK; Prof. Dr. Geoffrey Wall from University of Waterloo, Canada; Prof. Dr. Susanne Becken from Griffith University, Australia; Prof. Dr. Kaye Chon from School of Hospitality and

Tourism Management, Hong Kong Polytechnic University, China and Prof. Dr. Wu Bihu from Center of Recreation and Tourism Research, Peking University, China were among the tourism experts invited to the conference. In the conference, Prof. Dr. Wu presented a talk to propose tourism driven urbanization as one of the potential development direction for resource-exhausted cities.



第五届中国国际旅游品牌营销研讨会 2013年10月25日



2013年10月23日，第五届中国国际旅游品牌营销研讨会在昆明举行，此次研讨会由中国国家旅游局和中央电视台主办，亚太旅游协会支持，云南省旅游发展委员会、中央电视台广告经营管理中心和北京兴旅国际传媒有限公司共同承办。本届研讨会以“汇聚品牌力量，营销美丽中国”为主题，围绕旅游品牌传播、目的地营销等方面的新趋势和热点问题探索。

在发布会上，来自北京大学旅游规划与研究中心的主任吴必虎教授认

为，国际旅游数据的下降表明中国旅游品牌已经出现了危机。对于如何应对危机，吴教授指出：应重视互联网营销，还要重视分省品牌对国家品牌的支持。他在发言中说到：“网络在西方人当中非常重要，所有的旅游活动。中国的搜索量在下降，而竞争者的却在上升，恰恰说明了我国网络营销还远远不够。印度曾利用搜索引擎成功的推销了自己。此外，还可以将不同目的地的营销统一起来进行网络营销的强化。”

Fifth China International Tourism Brand and Marketing Seminar Oct 25th, 2013

Prof. Wu was invited to the 5th China International Tourism Branding and Marketing Seminar held in Kunming, Yunnan on 23rd October 2013. This seminar is jointly organized by CCTV, PATA, Yunnan Tourism Development Committee, CCTV Advertising Management Center and Beijing Sunni Travel Inc. Ltd. with the theme of 'Convergence brand strength

marketing beautiful China'.

In the seminar, Prof. Dr. Wu said more attention should be paid to online marketing by taking the case of India who had successfully promote tourism through online marketing strategies. He also highlighted the important of provincial branding should go inline with national branding.

吴必虎教授当选中国旅游协会 旅游教育分会副会长 2013年12月5日



2013年12月5日，由中国旅游协会旅游教育分会主办、中山大学旅游学院承办的中国旅游协会旅游教育分会第二届会员代表大会在广州召开。在此次换届大会上，北京大学

旅游规划与研究中心主任吴必虎教授当选为新一届中国旅游教育协会副会长。



iCRTR Director was elected as Vice President of Tourism Education Branch of China Tourism Association Dec 5th, 2013

In the Tourism Education Branch of China Tourism Association General Assembly held in 5th December 2013, Director of iCRTR, Prof. Dr. Wu was elected as the Vice President of

Tourism Education Branch of China Tourism Association.

全国旅游市场干部业务培训班 2013年12月9日



2013年12月9日，“2013年全国旅游市场干部业务培训班”在天津举办。来自全国省自治区直辖市、计划单列市、副省级城市及重点旅游地区旅游局（委）的旅游市场干部参加了此次培训。本次培训由国家旅游局旅游促进与国际合作司主办，南开大学旅游与服务学院承办。其中，北京

大学吴必虎教授为培训班讲授十八届三中全会之后中国旅游业发展的十大变化趋势，受到主办方国家旅游局和全国旅游市场主管官员听众的热烈欢迎。

National Tourism Market Cadres Training Dec 9th, 2013

The National Tourism Market Cadres Training Session was held in Tianjin on 9th December 2013. There were officers from provincial, autonomous regions and municipals, cities and Tourism burueau from Key Tourist Area etc attended the session. Prof.

Dr. Wu was invited to give a speech on 10 tourism trends for China future tourism development.

国际金融论坛十周年年会·中国城镇化圆桌会议

2013年12月14日



2013年12月14日晚，中央城镇化工作会议发布重要公报，在北京国贸大酒店举办的国际金融论坛十周年年会·中国城镇化圆桌会议也应时召开。北京大学吴必虎教授讲了四点意见：第一，多途径城镇化指导下现代服务业建设是今后城镇化的重要方向。中小城市没有大的工业或者有创新能力的工业支持，更加依赖于现代服务业，或者现代服务业加上传统服务业。城镇化核心问题如何创造就业机会，就业机会主要集中在服务业，这点是未来城市化发展主要目标。第二，城市和乡村的发展要平衡，城市和乡村两个不同规划思路，不是同一个模式来做，在立法、城乡规划咨询、管理，特别是人才教育等方面都要进行改革，从国外城市化发展来看，以

建筑学城市规划基本走完了，以经济、社会生态为核心的城市规划，教育还没准备好。第三，全面城镇化下，乡村不要太高城镇化率，社会主义新农村破坏大量乡村景观，需要立法保护乡村景观。第四，社区建设，需要重视农民进入市民如何共同融入社区；二是乡村建设用地可以进入市场了，一部分城市居民到乡村购买用地建房子。三是乡村要自治，需要重新培育乡绅阶层，促进乡村地区的社会稳定。

10th Annual Meeting of International Finance Forum cum China urbanization Roundtable Dec 14th, 2013

The 10th Annual Meeting of International Finance Forum cum China urbanization Roundtable was held in Traders Hotel, Beijing on 14th December 2013. In the session, Prof. Dr. Wu's speech covered these points:- i. multi-way urbanization is the direction for future urbanization; ii. Urban and rural development should be carried out by using different models and planning

throughout; iii. Over-urbanization in rural area would destroy the scenic landscape and iv. More attentions to be given to rural farmers and the communities construction in rural area.

福建省国际旅游营销座谈会 2013年12月17日



2013年12月17日下午，应国家旅游局直属企业兴旅国际公司总经理何荣仙女士、福建省旅游局局长朱华之邀，国际旅游学会主席莫里森教授、秘书长吴必虎教授前往兴旅国际参加福建省国际旅游营销座谈会。莫里森教授提出福建旅游的国际品牌包括6个T，即土楼、茶、亚热带气候、森林覆盖、华侨纽带、台湾海峡。吴

必虎教授认为，福建省是古老中原文化的活态档案馆和陈列馆，是中国海洋文化的大本营，基于此来开发产品、营建品牌、加强促销应是福建旅游发展的重要保障。

Fujian International Tourism Marketing Symposium Dec 17th, 2013

Invited by Sunni Travel and Fujian Provincial Tourism Bureau, ITSA President, Prof. Dr. Alastair M. Morrison and General Secretary, Prof. Dr. Wu Bihu attended the symposium which held in Fujian on 17th December 2013. In the symposium, Prof. Dr. Morrison suggested 6Ts, which covered Tulou, Tea, Tropical Climate, Forest cover, Overseas Chinese and Strait of Taiwan,

in uplifting Fujian International Tourism Branding while Prof Dr. Wu highlighted the important of Fujian in presentation the image of ancient China to strengthen its promotion strategies and branding of Fujian to local and international tourist.

旅研 要闻

ICRTR NEWS

旅研中心丛丽 顺利通过博士开题 2013年1月18日



2013年1月18日，北大旅研中心学生丛丽的综合素质考评和博士毕业论文开题报告，在北京大学逸夫二楼3264会议室举行。报告会及论文开题由北京大学旅游研究与规划中心主任吴必虎教授主持，北京大学柴彦威教授、冯长春教授、陈耀华副教授，北京林业大学张玉钧教授，美国普渡大学的Morrison教授担任评审委员。北大旅游中心的博士、硕士研究生与会。

丛丽进行了关于《多途径城市化的机制和策略》和《野生动物旅游的

研究综述》的汇报，体现了其博士期间学术训练的广度和深度，文献阅读量，思路清晰，为其博士论文的开展奠定了良好的基础，得到了评委老师的好评。丛丽博士论文的开题报告为《野生动物旅游者的目的地涉入》，基于不同学科和视角，从三个层面探究了非资源消费型野生动物旅游者目的地涉入的现象。评审委员认为此开题报告题目新颖，具有开创性，该研究成果可以弥补国内野生动物旅游研究的空白。同时，评委们也对论文的写作提出了宝贵的意见。

Lisa Cong Li passed Doctoral Thesis proposal presentation session Jan 18th, 2013

iCRTR member, Lisa Cong held her final examination and PhD thesis proposal session at the conference room of Yifu Building on 13th January 2013. The session was chaired by Director of iCRTR, Prof. Dr. Tiger Wu and attended by five panel members; Prof. Dr. Cai Yanwei, Prof. Dr. Feng Changchun and Assoc. Prof. Dr. Chen Yaohua of Peking University, Prof. Dr. Zhang Yujun of Beijing Forestry University and Prof. Dr. Alastair M. Morrison of Purdue University, together with all PHD and master's members of iCRTR.

She presented two reports in the session, namely 'The strategies

and mechanism for multi-way urbanization' and 'the wildlife tourism research' for her final examination and won favorable comment from all panel examiners. Later, she presented a PhD thesis proposal with the title of 'Tourist involvement in wildlife destination' which explore the phenomenon of tourist involvement in wildlife destination from three different perspectives. As the topic is very new and groundbreaking in China, the panel members gladly accepted and believed this research will be able to fill the gap for local wildlife tourism research.

旅研中心徐小波 顺利通过博士答辩 2013年6月5日



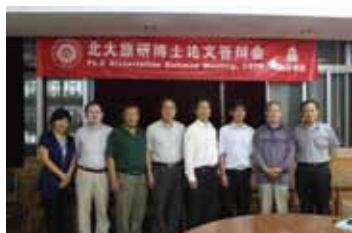
2013年6月5日，北大旅研中心徐小波博士学位论文答辩会在北京大学逸夫二楼3264会议室举行，中心主任吴必虎教授、中心全体成员以及部分北大城市与环境学院学生参加了答辩会。评审委员会由北京大学城市与环境学院吕斌教授、柴彦威教授、冯长春教授，清华大学公共管理学院的施祖麟教授，中央民族大学历史文化学院的徐永志教授组成，吕斌教授担任答辩委员会主席并主持答辩会。

徐小波的学位论文题目为《基于社会空间视角的旅游驱动型社区可持续再生研究——以扬州“双东”历史街区为例》。论文借鉴社会空间理论，

探讨了旅游社区核心社会主体进行个体性空间建构及其共同进行旅游社区整体性建构的理论框架，同时结合地域可持续再生理论分析了旅游发展与社区转变之间的关系，探讨了旅游驱动型社区的可持续再生体系，最后提出了扬州“双东”历史街区可持续再生框架与措施。

评审委员会认为该论文结构合理，逻辑性强，资料丰富，写作规范，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，论文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，并建议授予徐小波理学博士学位。

iCRTR member Wavelet Xu passed the Doctorate Thesis Defense Jun 5th, 2013



Chaired by Prof. Dr. Lu Bin and attended by Prof. Dr. Cai Yan-wei, Prof. Dr. Feng Chang-cun from College of Urban and Environmental Science of Peking University, Prof. Dr. Shi Zu-lin from School of Public Policy and Management, Tsinghua University and Prof. Dr. Xu Yong-zhi from School of History and Culture, Minzu University of China together with the Director of iCRTR cum supervisor Prof. Dr. Wu Bi-hu, held a Thesis Defense session for iCRTR doctorate member, Wavelet Xu on 5th June 2013.

Xu presented his thesis, 'A social

space perspective tourism-driven sustainable regeneration study: taking Yangzhou 'Shuang Dong' historic district as example.' He integrated the theory of regeneration into regional tourism development and sustainable community change and explored the possibility to create a tourism-driven sustainable community regeneration framework. After the presentation and discussion session, the panel committee agreed Xu's paper was rationally constructed, with abundant information and standardized writing, and awarded him a doctorate degree.

旅研中心七位硕士生 顺利通过学位论文答辩 2013年6月7日



2013年6月7日，北大旅研中心硕士研究生桂颖、高明捷、刘社军、沈晔、马世罕、聂淼、徐婉倩的硕士论文答辩会在北京大学逸夫二楼3264会议室举行。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：中心主任博士生导师吴必虎教授、北京大学城市与环境学院陈彦光副教授、汪芳副教授，北京大学政府管理学院李国平教授，清华大学建筑学院贾珺教授。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。

桂颖的硕士论文题目是《旅游目的地官方微博信息供给与旅游者需求关系研究》。高明捷的硕士论文题目是《基于本地居民感知的青岛游憩型海滩社会空间研究》。刘社军的硕士论文题目是《北京市高校博物馆公众认知及社会教育职能影响因素研究》。

沈晔的硕士论文题目是《基于国际旅游期刊文献分析的学科系统结构与空间特征研究》。马世罕的硕士论文题目是《网络虚拟旅游使用者的动机、体验和态度研究》。聂淼的硕士论文题目是《北京郊区第二居所业主地方依恋探索性研究》。徐婉倩的硕士论文题目是《基于旅游体验的民居客栈研究——以丽江大研古镇为例》。

七位硕士生在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，并建议授予高明捷、刘社军、沈晔、马世罕、徐婉倩理学硕士学位，授予桂颖、聂淼风景园林专业硕士学位。

7 iCRTR's Master students passed their dissertation viva Jun 7th, 2013



Seven iCRTR's master students, Gui Ying, Liu She-jun, Sandy Shen Ye, David Ma Se-han, Nie Miao, Xue Wan-qian presented their master thesis finding to the panel judges team, which consisted of Director of iCRTR, Prof. Dr. Wu Bi-hu, Assoc. Prof. Dr. Chen Yan-guan and Dr. Wang Fang from College of Urban and Environment Science, Prof. Dr. Li Guo-ping from School of Government, Peking University and Prof. Dr. Jia Jun from School of Architecture, Tsinghua

University. The session was held in conference room at Yifu Second building on On 7th June 2013.

These students had passed their viva with flying color and all of them were awarded with Master of Science degree except Gui Ying and Nie Miao were awarded with Master of Landscape Architecture degree.

旅研中心赵宏杰 顺利通过博士预答辩 2013年11月7日



2013年11月7日，北大旅研中心赵宏杰博士预答辩会在北京大学逸夫二楼顺利举行。其博士论文题为《休闲时空涉入下的地方认同模型之研究》，指导老师为北大旅研中心主任吴必虎教授。赵宏杰在目前的成文基础上向评审委员会详细介绍了其博士论文研究的整体构架和分析成果，研究以广州市为实证研究案例地，以台资企业台籍人员为研究对象，通过结构方程模型建构了休闲时空涉入下的地方认同模型。

评审委员会认为该博士论文选题视角独特，研究工作量且扎实，逻辑、思维细致，研究结论和成果将在我国的旅游理论研究中具有较强的前瞻性和创新性；各位评审老师也针对论

文现成稿提出了一系列宝贵的修改意见，鼓励其对前人的研究回顾做出适当的精简和提炼，进一步加强结构方程模型的理论建构，在文字规范性方面做出改善，并对论文的创新点进行高度凝练。评审老师一致对论文后期的修改和完善表示乐观，认为该博士研究成果将对我国的休闲研究起到有效的理论补充和实践指导价值。

报告会由北京大学旅研中心主任吴必虎教授主持，北京大学冯长春教授，北京联合大学宁泽群教授，中国人民大学王琪延教授，北京林业大学张玉钧教授担任评审委员。另有北大旅游中心的博士、硕士研究生与会。

Jerry Zhao Hongjie passed his Doctorate pre-defense viva Nov 7th, 2013



iCRTR PhD candidate, Jerry Zhao Hongjie Doctorate dissertation pre-defense viva session was held in conference room, Yifu second building on 7th November, 2013. His doctorate thesis entitled 'Local identity model under leisure space involvement study', taking the example of Taiwanese enterprises worker at Guangzhou city as research subject to analysis their perceptions on leisure time and space involvement.

The session was chaired by Director of iCRTR, Prof. Dr. Wu Bihu and attended by Prof. Dr. Feng

Changchun from College of Urban and Environment Science, Peking University, Prof. Dr. Ning Zhequn from Beijing Union University, Prof. Dr. Wang Qiyun, from Renmin University of China and Prof. Dr. Zhang Yujun from Beijing Forestry University. The panel members found his research interesting and passed his pre-defense session with some amendments.

燕园 要客

ICRTR GUESTS

华盛顿大学 Candice Cornet 博士 访问旅研中心 2013 年 5 月 15 日



2013 年 5 月 15 日，华盛顿大学人类学系 Candice Cornet 博士应邀到访北大，并作题为“Local responses, appropriation and perspective toward tourist development in the Dong region of southeast Guizhou”的讲座，北大旅研国际研究与交流主任 Morrison 教授主持了讲座，旅研中心主任吴必虎教授及中心多位博士、硕士生与会。Candice Cornet 博士汇报了自己关于中国贵州少数民族民俗旅游发展的研究，该研究历时近十年，经过了长时间的田野调查，对贵州省的地理、经济、社会等诸多方面

进行了全面的描画。以侗族旅游发展为例，探究了其旅游发展的历程、旅游发展对当地文化变迁的影响、以及当地不同群体对这种变迁的态度。Candice Cornet 博士的精彩演讲和研究精神赢得了与会者的热烈反响，大家在会后对贵州地区少数民族以旅游为先导的现代化进程进行了一系列探讨。最后，吴必虎教授对 Candice Cornet 博士的到访和讲演表示感谢，并赠送纪念礼品。

Dr. Candice Cornet University of Washington visited iCRTR May 15th, 2013



Dr. Candice Cornet from the Department of Anthropology, University of Washington visited iCRTR on 15th May 2013. She shared her research paper with the title of 'Local responses, appropriation and perspective toward tourist development in the Dong region of southeast Guizhou' with all iCRTR members. Her paper focused the development of culture tourism among the indigenous people in Guizhou province. The study lasted for nearly a decade and

after a long period of fieldwork, aspects of geography, economic, social etc. about Guizhou province were thoroughly surveyed. Taking the Dong people as example, the research explored the history of their tourism development, the impact of tourism on local communities and cultural changes etc. At the end of the session, Director of iCRTR, Prof. Dr. Wu presented a commemorative gift to Dr. Cornet as a token of appreciation.

圣加仑大学 Christian Laesser 教授 访问旅研中心 2013 年 5 月 29 日



2013 年 5 月 29 日，瑞士圣加仑大学旅游和服务管理专业的 Christina Laesser 教授应邀到访北大，并作题为“Cultural Differences in Travel Behavior: German- versus French-Speaking Switzerland”的讲座，吴必虎教授及中心多位博士、硕士生与会。

Christina Laesser 教授首先介绍了圣加仑大学系统管理和公共管理学会，包括其主要的研究中心和研究领域。随后 Christina Laesser 教授以旅游行为中的文化差异为题进行了演讲。他指出，不同的民族在旅游

行为中表现出了显著差异，但学界对亚文化群体之间的行为差异却缺乏研究；在将语言作为文化分际的重要标志后，选择瑞士的法语区和德语区居民进行对比，发现他们的旅游行为有显著的差异性。此外，Christina Laesser 教授还对旅研中心的同学提出了许多宝贵意见，并表达了今后加强双方之间合作的意愿。

Prof. Dr. Christina Laesser University of St. Gallen visited iCRTR May 29th, 2013



Prof. Dr. Christian Laesser, from the tourist research center of Institute for Systemic Management and Public Governance, University of St. Gallen, Switzerland visited iCRTR on 29th May 2013. He presented a paper with the title of 'Cultural Differences in Travel Behavior: German- versus French-Speaking Switzerland' to the attended iCRTR members.

In this special session, Prof. Dr. Laesser first gave a brief introduction about his institution, research center and research fields. He later gave a speech on tourist behavior among different culture as he highlighted that the finding showed significant

difference among different groups of people. However, these differences had not been explore much by the academicians. Therefore, he expressed his willingness for cooperation among iCRTR members and his institution to farther the research about cultural differences.

詹姆斯库克大学 Philip Pearce 教授 访问旅研中心 2013 年 9 月 30 日



2013 年 9 月 30 日，澳大利亚詹姆斯库克大学商学院教授 Philip Pearce 访问旅研中心，并在课堂上作 “Fresh directions in tourist behavior research” 的学术讲座。讲座由旅研中心国际研究与交流主任 Morrison 教授主持，多位博士生和硕士生与会。Pearce 教授通过对五个看似毫无关联的案例进行研究对象、方法与结论的介绍，进而得

出关于旅游体验的交响乐团模型：即各种不同的因素共同影响着游客的旅游体验质量，包括 sensory, affective, cognitive, behavioral 和 relationship。Pearce 教授的演讲逻辑严密、图文并茂、娓娓道来，极大地吸引了学生们的兴趣和注意力。随后，与会师生与 Pearce 教授展开了积极地交流与互动。

Prof. Dr. Philip Pearce James Cook University visited iCRTR Sept 30th, 2013



Prof. Dr. Philip Pearce from School of Business, Faculty of Law, Business & Creative Art, and James Cook University visited iCRTR on 30th September 2013. He gave a lecture on 'Fresh directions in tourist behavior research' to iCRTR member. He used 5 tourist experiences factors, which included sensory, affective,

cognitive, behavioral and relationship to explain his research. iCRTR members expressed their opinions and views on various related topic related to tourism. The discussion was very fruitful.



默多克大学 David Newsome 教授 访问旅研中心 2013 年 10 月 24 日



2013 年 10 月 24 日，澳大利亚默多克大学环境科学学院教授 David Newsome 访问旅研中心，并在课堂上作了“Natural Area Tourism”的主题讲座。Newsome 教授首先列举了目前对生态旅游以及野生动物旅游的很多认识误区；其次阐述了生态旅游的定义、生态旅游研究视角和研究重点等问题，并通过对 Bako 国家公园、Sukau 热带雨林旅馆、Tanjung Piai 等案例的详细介绍，提出这些目的地在生态旅游的开发与管理过程中值得借鉴和需要改善的地方；最后得出了生态旅游的五个特征：依托于自然环

境和受到充分保护地区的完整性，生态可持续性，环境教育性，有益于当地社区，以及游客满意度取决于如何展示、管理、学习和保护。Newsome 教授的演讲图文并茂、娓娓道来，极大地吸引了课堂上学生的兴趣和注意力。讲座后，与会师生与 Newsome 教授展开了积极地交流和互动，课堂气氛轻松活跃、内容充实，学生受益匪浅。

Dr. David Newsome Murdoch University visited iCRTR Oct 24th, 2013



Dr. David Newsome from School of Environmental Science, Murdoch University visited iCRTR on 24th Oct 2013. He gave a lesson on 'Natural Area Tourism', which talked about the definition, current researches and misunderstanding on Ecotourism by looking at examples such as Bako National Park, Sukau rainforest lodge and Tanjung Piai. The conclusion was made that there are five key characteristics of ecotourism: 1) reliant on the integrity of the natural environment and adequately protected areas; 2) ecologically sustainable; 3) environmentally educative, 4)

benefits local communities, 5) tourist satisfaction dependent on presentation, management, learning and conservation. Dr. Newsome's lesson was very lively. He illustrated his speech with colorful pictures which had successfully attracted the interest and attention of all students.

天普大学 Daniel Fesenmaier 教授 访问旅研中心 2013 年 11 月 5 日



2013 年 11 月 5 日，美国天普大学酒店与旅游管理学院教授、旅游与电子商务国家实验室主任 Daniel Fesenmaier 访问旅研中心，一同来访的还有美国查尔斯顿学院的 Bing Pan 博士。两位来访学者均在课堂上作了学术报告，讲座由旅研中心国际研究与交流主任 Morrison 教授主持，多位博士生和硕士生与会。Bing Pan 博士的报告题目是“Online Survey Methodology Research”。Fesenmaier 教授的报告题目是“Destination Marketing, Tourist Activated Networks and Big Data”，他首先提出在大数据时

代，应该改变传统的目的地营销模式，采用微观营销策略；其次介绍了一个目的地管理系统，便于目的地管理机构积极支持旅游企业、组织等更有效地迎合潜在旅游者的个人需求。两位学者的演讲均逻辑严密、娓娓道来，极大地吸引了学生们的兴趣和注意力，与会师生也纷纷与两位学者进行了积极的交流与互动，讲座气氛轻松活跃、内容丰富，学生们都受益匪浅。最后，旅研中心主任吴必虎教授赠予 Fesenmaier 教授和 Pan 博士青花瓷纪念品，感谢两位学者为大家带来了精彩的讲座。

Prof. Dr. Daniel Fesenmaire from Temple University visited iCRTR Nov 5th, 2013



Director of National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University, Prof. Dr. Daniel Fesenmaier came to iCRTR on 5th Nov 2013. He shared his current research finding on big data with iCRTR member with a talk on 'Destination Marketing, Tourist Activated Networks and Big Data'. He first pointed out that micro marketing strategies should be adopted in the age of big data. Then a dynamic model which supports the visitor while enabling the DMO to increase revenue and visitor satisfaction and

play a central role in 'coordinating' relationships within the industry was proposed.

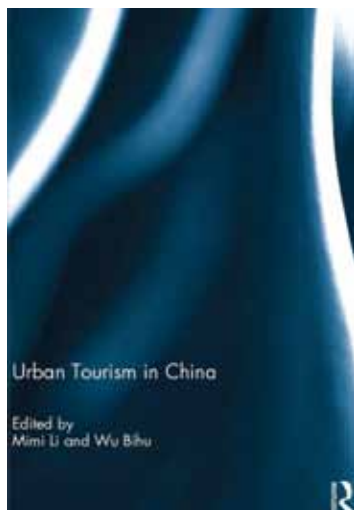
Came along with him, Assoc. Prof. Dr. Bing Pan, who is currently the Head of research for Tourism Analysis, in College of Charleston, USA, also presented a paper, 'Online Survey Methodology Research', with iCRTR member. Their lively presentation and interesting topics won a great response from all participants. At the end of the session, Director of iCRTR, Prof. Dr. Wu presented gift for the honorable guest as token of appreciation.

回顾 盘点

ICRTR IN STATISTICS

学术论著 Book Publications

《中国城市旅游》 Urban Tourism in China



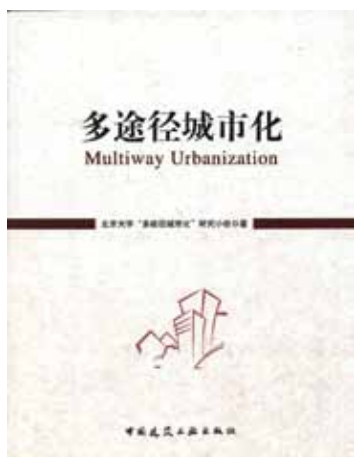
《中国城市旅游》一书由李咪咪、吴必虎编著，作为《中国旅游研究》期刊的特辑“城市旅游发展与城市目的地营销”由英国 Routledge 出版社于 2013 年发行出版。该书向读者呈现了九个独立的学术研究，其内容包

括城市目的地的旅游者行为、旅游的社会影响、目的地形象、休闲、区域合作和古城中的遗产旅游。这些调查研究涵盖了不同尺度和性质的城市地域，有北京、广州等大都市，也有丽江、平遥等古镇。

Deriving largely from a special issue on "Urban Tourism Development and City Destination Marketing" (Journal of China Tourism Research), "Urban Tourism in China" writtern by Prof. Dr. Li Mimi and Prof. Dr. Wu Bihu was published by Routledge in 2013. The book presents the readers with a collection of nine independent research reports examining issues

such as consumer behaviour in urban destinations, the social impact of tourism, destination image, leisure, regional collaboration, and heritage tourism in ancient towns. The investigations covered urban areas of different scales and diversified nature from major metropolises such as Beijing, and Guangzhou, to ancient towns like Lijiang and Pingyao.

《多途径城市化》 Multiway Urbanization



《多途径城市化》一书由吴必虎、丛丽等（北京大学“多途径城市化”研究小组）编著，由中国建筑工业出版社于 2013 年出版发行。该书从城市化历史发展过程、科技发展与城市化的关系、劳动过剩后休闲社会的形成等新视角、大背景，来构建解读中国目前大规模、高速度城市化的现象

的理论体系，提出必须摆脱唯工业化为单一城市化路径依赖，走多途径城市化道路的观点，分别探讨了商业驱动、物流驱动、文化创意驱动、旅游驱动等多途径城市化的特征和发展模式，此外也指出城市化绝不意味着消灭乡村，在乡村地区建议引入多途径现代化而非全域城市化理念。

"Multiway Urbanization" written by Prof. Dr. Wu Bihu and Cong Li had been published by China Architecture & Building Press in 2013. From new perspectives such as history of urbanization, relationship between technology development and urbanization, and the forming of leisure society resulted from labor surplus, the book had built a theory to interpret the large scale and rapid development of Chinese urbanization. It was presented that

Chinese urbanization should take different paths instead of relying on industrialization as a single way. Diversificated features and patterns of business-driven, logistics-driven, culture-creativity-driven, and tourism-driven urbanizations were discussed. The book clarified as well that urbanization doesn't mean to wipe out the countryside, multiway modernization should be recommended for counties.

《红色旅游与文化》 Red Tourism and Culture



《红色旅游与文化》一书由吴必虎、余青、沈晔、李敏琦、李静等编著，由中国建筑工业出版社于2013年出版发行。该书最大的亮点是突破了红色旅游以及其他各类旅游类图书的传统思路 and 模式，以中国革命史为主要线索，以简要文字和大量精美图片，将我国12个重点红色旅游景

区的249个红色旅游景点景区对应到相应的革命史事件中，并通过红色旅游景区景点所蕴含的革命历史文化资源，生动、鲜活地宣传、介绍中国共产党的光辉历史和优良传统，弘扬共产主义思想及内涵，进行爱国主义和革命传统教育。

“Red Tourism and Culture” written by Prof. Dr. Wu Bihu, Yu Qing, Shen Ye, Li Minqi, and Li Jing was published by China Architecture & Building Press in 2013. The best shines in this book is its break through the traditional ideas and patterns of books introducing Red tourism or other kinds of tourism. Using Chinese revolution history as the main thread, the book combined brief paragraphs with a large amount

of nice pictures to demonstrate 249 Red tourism scenic spots/regions in China. Through the introduction of so many revolution history and culture resources, the glorious history and fine traditions of Chinese communist party were promoted vividly, at the same time, the communism idea and patriotism education were carried forward.

《智慧景区管理与九寨沟案例研究》 Smart Scenic Region Management and the Case Study of Jiuzhaigou



《智慧景区管理与九寨沟案例研究》一书由章小平、吴必虎编著，由清华大学出版社于2013年出版发行。该书是一部探讨“智慧景区管理”理论与实践的著作，全书收录了19篇文章，集合了最近3年内国内知名学者与优秀景区管理者对“智慧景区管理”的理论探讨和模式建构，如智慧

景区的内涵、标准、战略管理等。同时又以九寨沟智慧景区管理为例，分别从智慧景区各个分支系统和子项目入手，如检售票系统、人流分散、空间分流系统、游客满意度评价、生态环保等方面，详细介绍了九寨沟智慧景区管理方面的实践经验。

“Smart Scenic Region Management and the Case Study of Jiuzhaigou” written by Dr. Zhang Xiaoping and Prof. Dr. Wu Bihu was published by Tsinghua University Press in 2013. There were altogether 19 papers included in this book, covering all theory study and pattern construction by well-known scholars and good managers in scenic regions in China during the last three

years. Meanwhile, Jiuzhaigou was taken as an example to introduce the managerial experience in smart scenic region. Both the subsystems and subprojects in Jiuzhaigou had been studied, such as ticketing and checking system, tourists distribution system, tourists' satisfaction evaluation, and eco-environment protection.

《云南度假目的地省建设研究报告》 A Research Report of Yunnan as a Holiday Destination



《云南度假目的地省建设研究报告》一书由吴必虎、董双兵编著，由云南人民出版社于2013年出版发行。该书是在全国建设“一省一岛一市”的战略支撑下成书的，针对云南度假目的地省建设的条件进行研究，分析

了云南面临的机遇、条件和基础，深入分析了云南旅游业发展的基本情况，解析了云南旅游市场的发展规模和客源市场，以及开拓市场的策略。

“A Research Report of Yunnan as a Holiday Destination” written by Prof. Dr. Wu Bihu and Dong Shuangbing was published by Yunnan People’s Publishing House in 2013. With the support of “one province, one island, and one city” strategy of Chinese tourism development, the

book studied Yunnan as a holiday destination. The opportunities Yunnan was faced with, the basics of Yunnan tourism industry, the supply and demand of Yunnan holiday market, and the marketing strategies was analyzed.

课题进展 Research Projects

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
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
旅游学知识领域研究 Topic of Topics	北大旅研 iCRTR	2012.03-
中国旅游目的地意象研究 Tourism Destination Image of China	北大旅研 iCRTR	2012.09-
城市旅游研究 Urban and City Tourism	北大旅研 iCRTR	2013.09-
中国出境旅游研究 Chinese Outbound Tourism	北大旅研 iCRTR	2013.12-

旅研中心统计表 iCRTR in Tables

2013 年度论著统计 Publication Statistics 2013

论著类型 (Types)	国内 (Domestic)	国际 (International)
会议论文 (Conference Papers)	1	
期刊论文 (Journal Papers)	6	5
专题文章 (Invited Papers)	11	
编著 (Books)	4	1
科研项目 (Research Programs)	5	

2013 年度成员统计 Members Census 2013

中心成员 (Types)	国内 (Domestic)	国际 (International)	2013 年毕业成员 (Graduated in 2012)
教师 (Faculty)	3	1	
访学者 (Visiting Scholars)	2		
博士生 (PhD Candidates)	6	2	1
硕士生 (Master Candidates)	15	2	7
助理 (Assistant)	1		

《旅游规划与设计》回顾 "Tourism Planning & Design" Review

《旅游规划与设计》由北京大学旅游研究与规划中心主编，中国建筑工业出版社出版发行，作为中国第一本专业旅游规划类不定期连续出版物，将全面、系统地介绍当今旅游、休闲游憩领域的城市与区域规划、旅游区规划设计、旅游景观设计、旅游建筑设计、旅游景区管理等研究方向的前沿理论研究、实践案例剖析及深度热点话题探讨等，将对旅游行业的发展起到更好的引导和推动作用。

"Tourism Planning & Design" sponsored by iCRTR is the first non-scheduled serials on tourism planning in China, published by China Architecture & Building Press. It will introduce advanced theoretical researches, practical cases, and exploring hot topics about tourism, leisure, recreation, urban planning, tourism planning, tourism landscape design, tourism architecture design, and tourism attraction management.



2013年2月，第7期
《创意农业》
"Creative Agriculture"

分为理论探讨、案例分析、规划设计三大板块，其内容涉及一般的创意农业理论探讨，国内外创意农业发展实例，以及一些规划设计机构完成的创意农业领域的案例研究。



2013年7月，第8期
《乡村旅游·乡村度假》
"Rural Tourism & Rural Vacations"

研究探讨的内容，既包括了对乡村度假与乡村旅游的发展模式、产品设计，也包括营销管理、不同主体的利益协调等，既有经验总结、实例介绍，也有理论探索、问题研讨。



2013年11月，第9期
《旅游演艺·影视旅游》
"Tourism Performances & Film-induced Tourism"

分为五大部分，包括旅游演艺发展历程、旅游演艺文化、旅游演艺产业、前沿探索与新视角，让读者全方位了解文化旅游中的旅游演艺与影视旅游。



2013年12月，第10期
《海洋与海岛旅游》
"Marine & Island Tourism"

分为四部分，分别为海洋与海岛旅游规划总论、海洋旅游区域分析、海洋旅游规划创新、海岛旅游实践探索，多角度展示我国海洋旅游的现状与未来。