



中国 广西大学
Guangxi University, China



桂林旅游业可持续发展研究

Research on the Sustainable Development
of Tourism in Guilin

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广西大学商学院
Reporter: Professor
Changrong Ling

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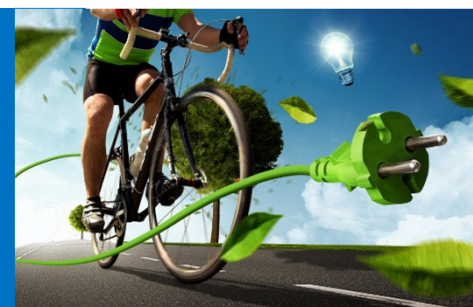


- 1 桂林旅游发展40年三大维度**
The three dimensions of Guilin tourism in forty years' development
- 2 旅游可持续发展的三个时代划分**
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Nine routes for Guilin tourism in sustainable development
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1 第一部分

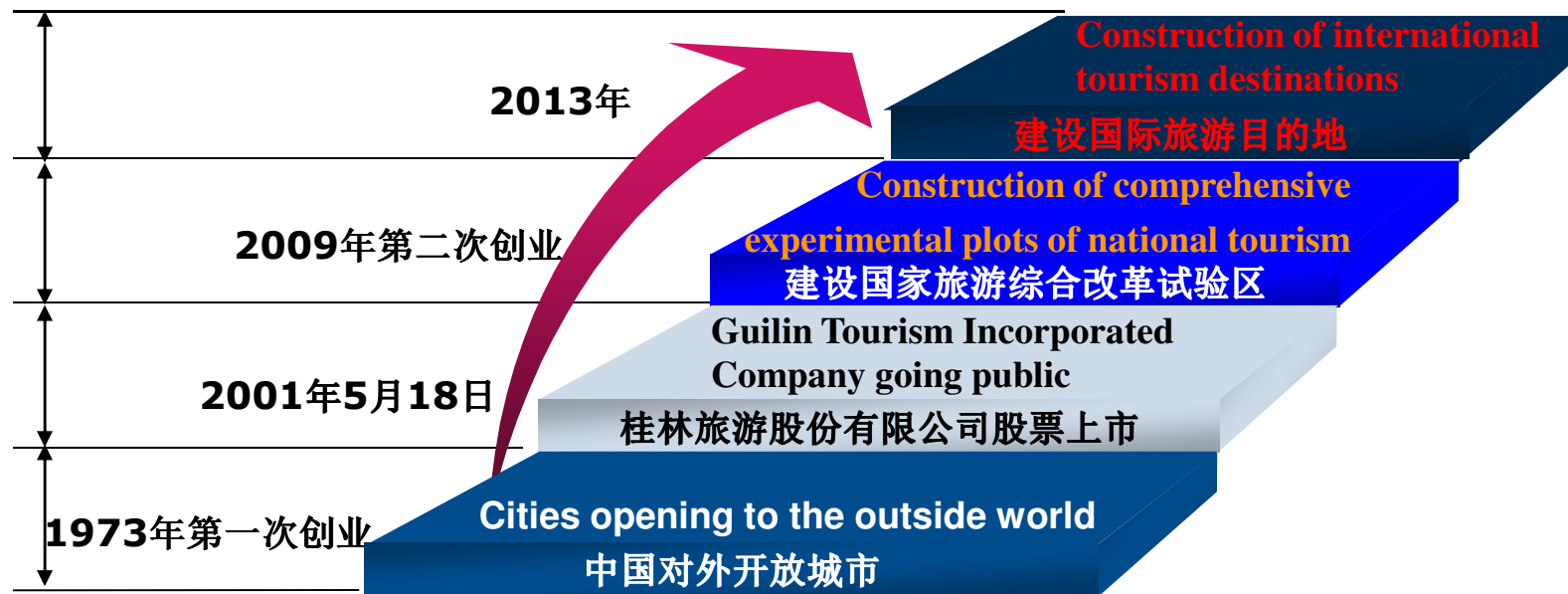
Part one

桂林旅游发展40年三大维度
The three dimensions of Guilin tourism in forty years'
development



1.1 桂林旅游40年发展历程

The process of Guilin tourism in the past 40 years



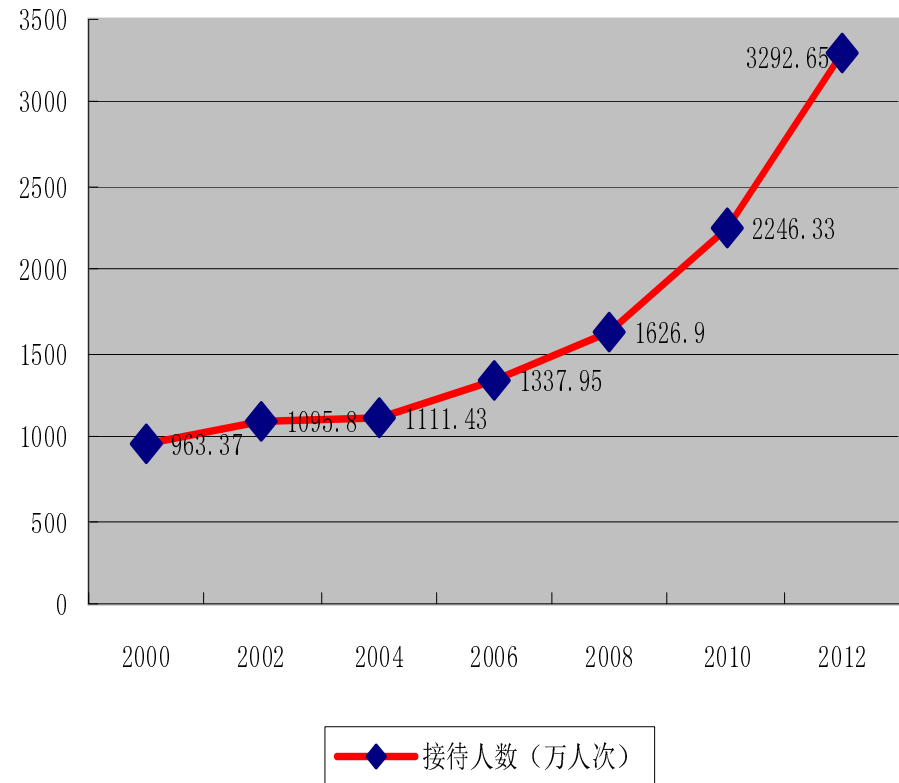
1.2 桂林旅游40年所取得的成就

The achievements of Guilin tourism in the past 40 years



- 成就一** 设施不断完善
Improvement in facilities
- 成就二** 产品不断丰富
Enrich in products
- 成就三** 人数不断增长
Increasing in the number of tourists

接待人数（万人次）



1.3 桂林旅游40年存在的不足

The deficiencies in tourism of Guilin over the past 40 years



不足一

产品更新速度放缓

The slow down of product updates

不足二

旅游经济与其地位不相称

The disproportion between tourism economy and its status

不足三

被其他城市超越

Being surpassed by other cities



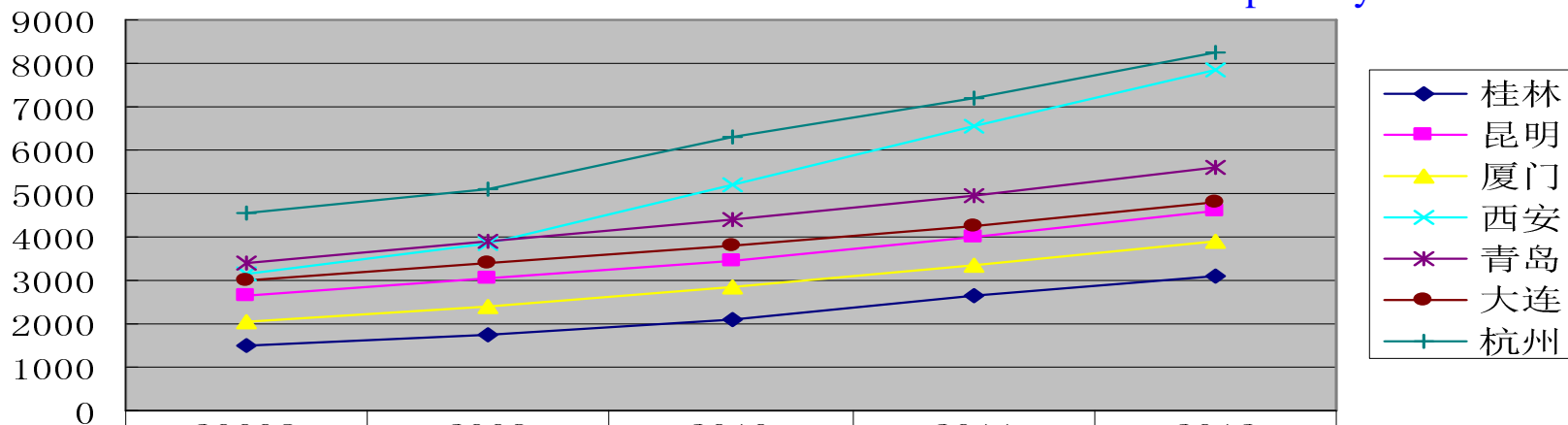
桂林旅游与其他城市的对比

Comparative analysis of domestic tourists' data in Guilin and other cities



近五年桂林与其他城市的年国内游客数（万人次）

Number of national tourists to Guilin and other Chinese cities in the past 5 years



	2008	2009	2010	2011	2012
桂林	1501.9	1731.1	2097.7	2634	3111
昆明	2663.6	3037.2	3471.3	4002.1	4580.5
厦门	2068.5	2388.8	2863.3	3333.5	3894.4
西安	3169	3862	5201	6553	7863
青岛	3389.5	3903.4	4396.7	4956.1	5590.5
大连	3000	3412	3777	4260	4814
杭州	4552	5094	6305	7181	8236



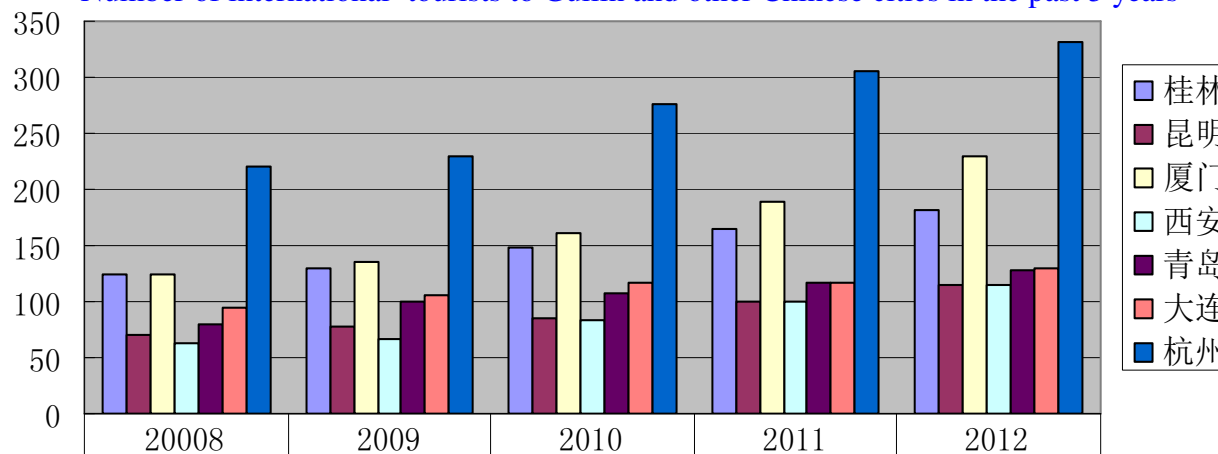
桂林外国游客人数与其他城市的对比

Comparative analysis of overseas tourists' data in Guilin and other cities



近五年桂林旅游与其他城市的年入境旅游人数（万人次）

Number of international tourists to Guilin and other Chinese cities in the past 5 years



	2008	2009	2010	2011	2012
桂林	125	129	149	164	182
昆明	70	77	86	100	114
厦门	125	136	162	189	230
西安	63	67	84	100	115
青岛	80	100	108	116	127
大连	95	105	116	117	129
杭州	221	230	276	306	331



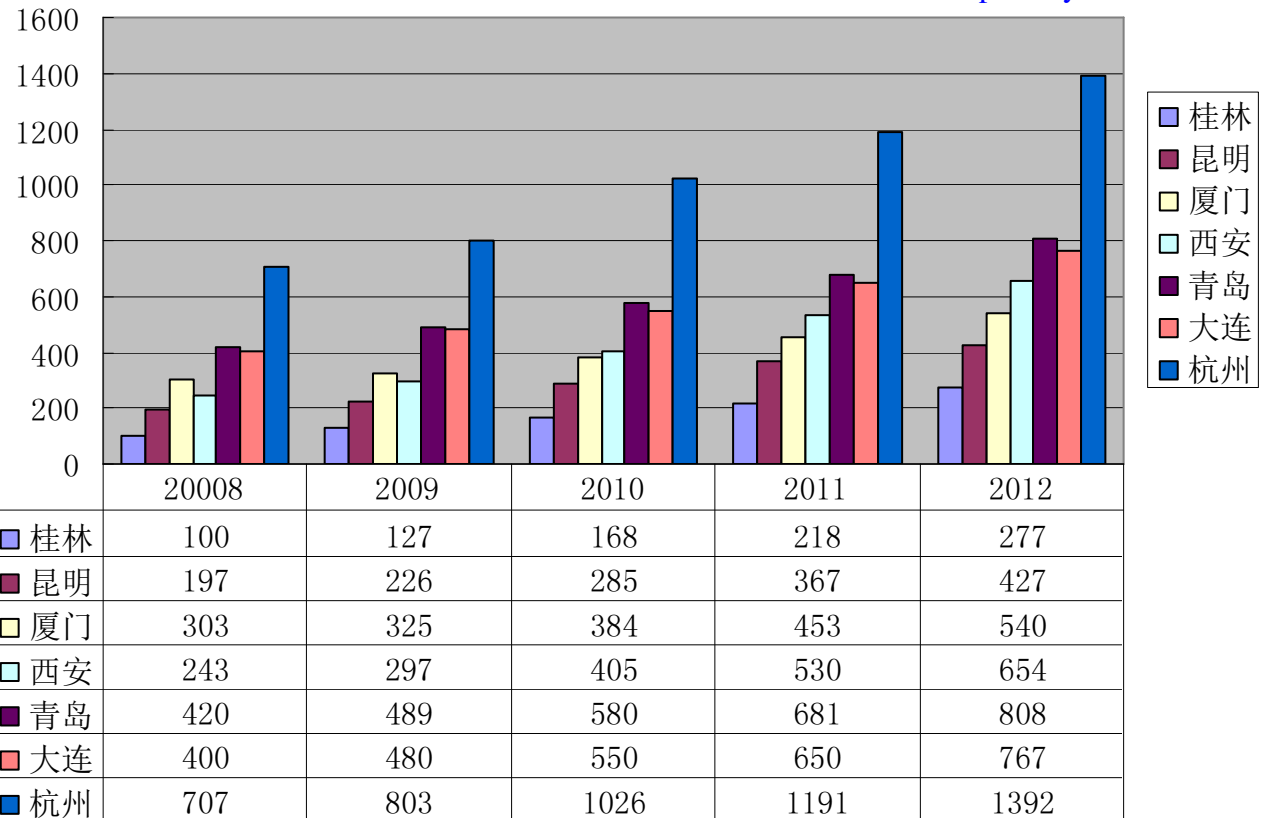
桂林旅游与其他城市的对比

Comparative analysis of tourism revenue data in Guilin and other cities



近五年桂林与其他城市的年旅游总收入（亿元）

Total income from tourism in Guilin and other Chinese cities in the past 5 years



2 第二部分

Part two

旅游可持续发展的三个时代划

分

The three epochs of tourism in sustainable development

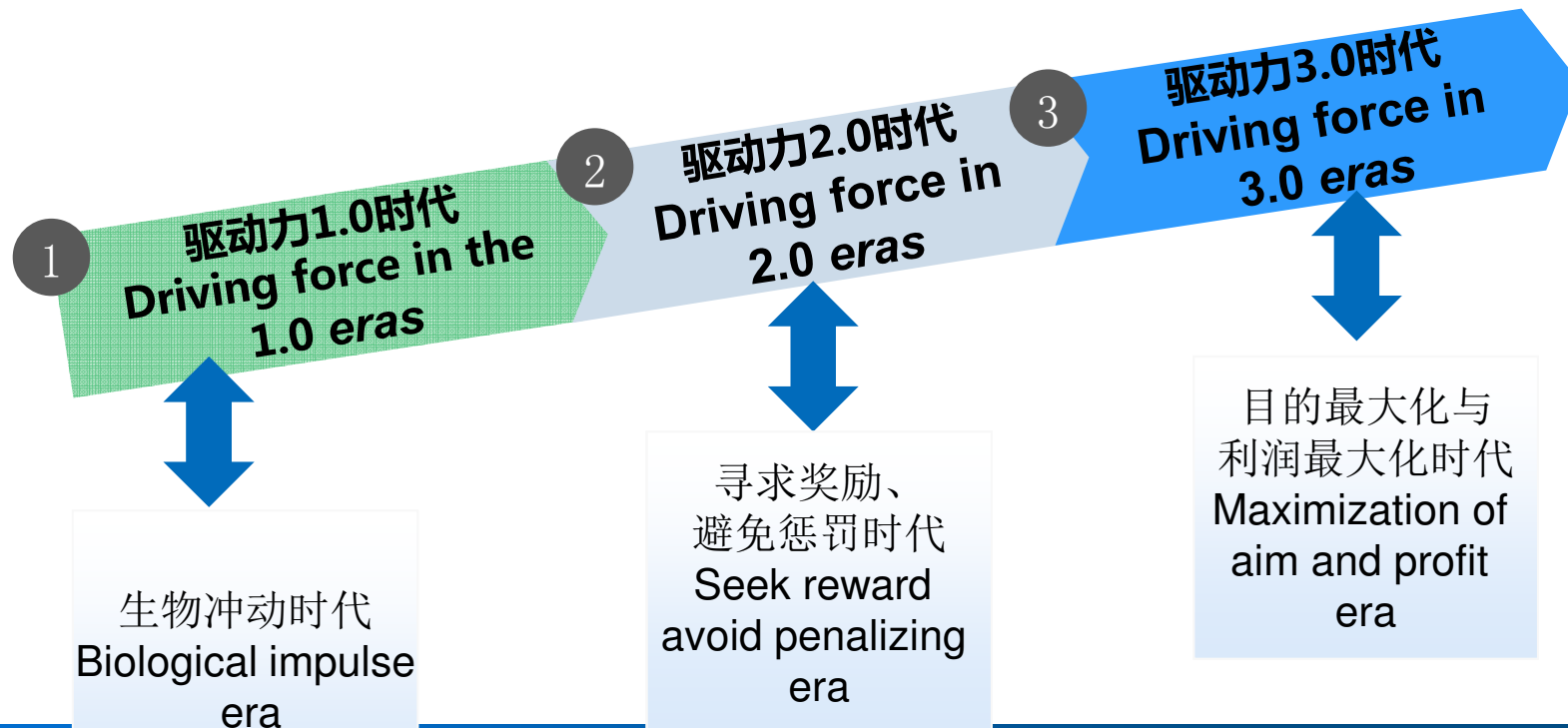


2.1 三个社会历史时代 Three eras in social history



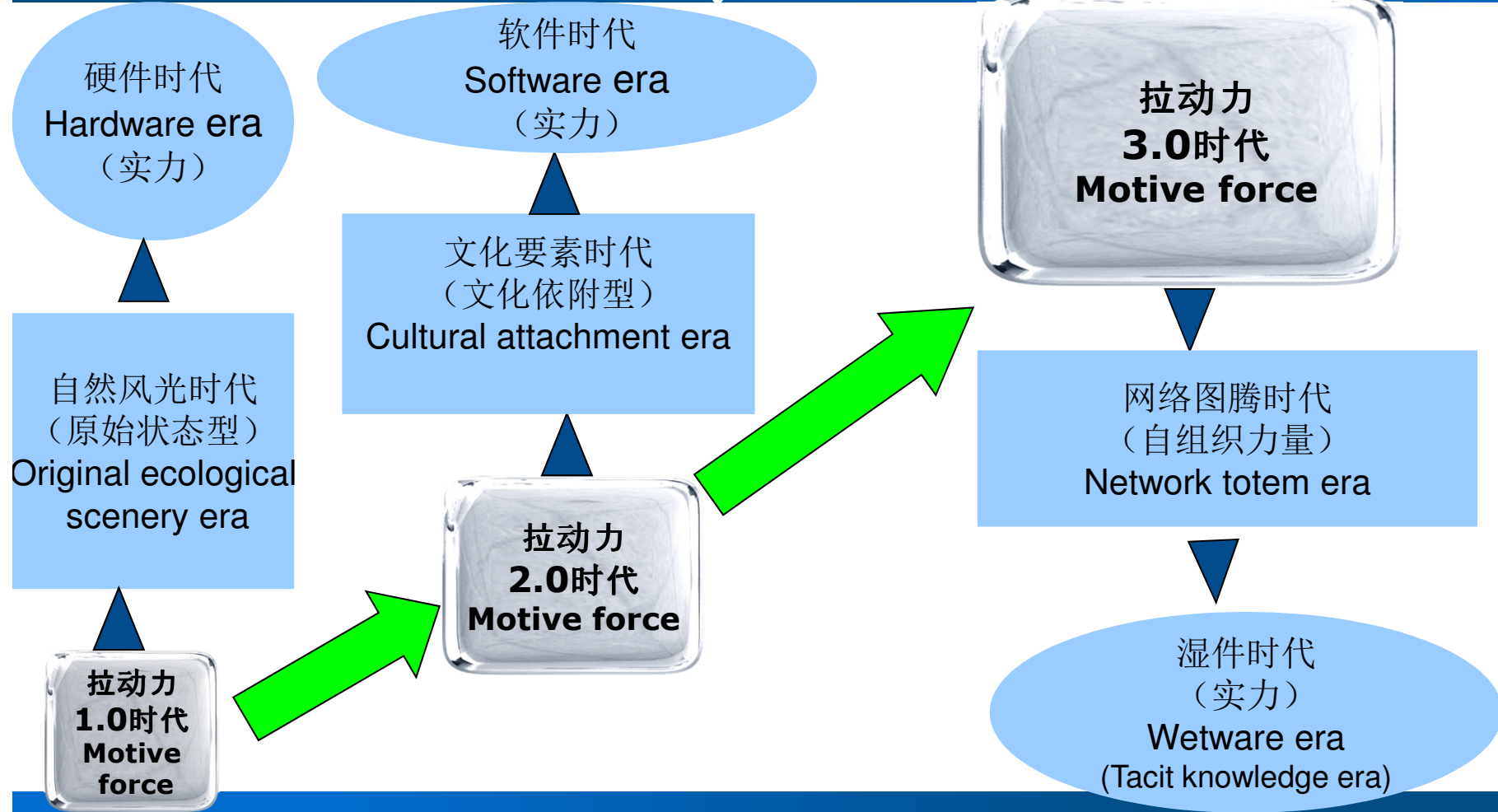
Danir H . Pink(Mmerican) 《DRIVE》丹尼尔·平克(美) 《驱动力》

人类经历了三个时代 *The three eras of human progress*



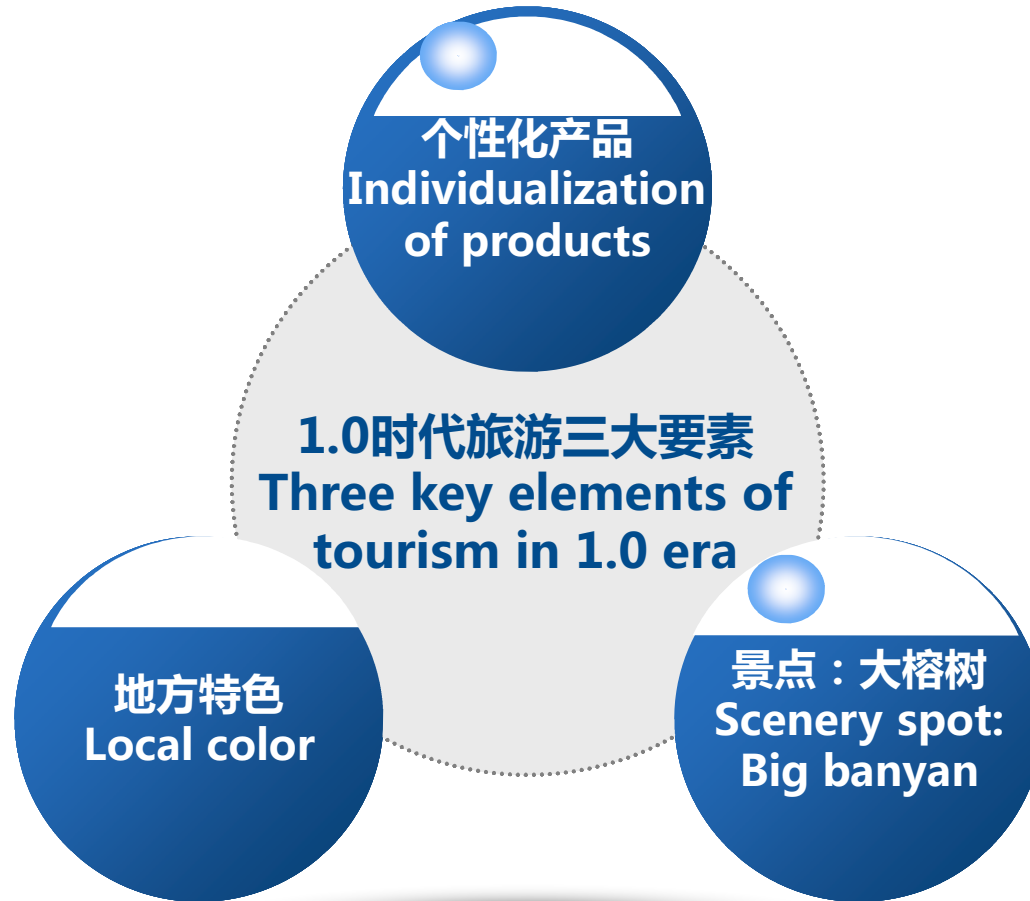
2.2 三大旅游历史时代

Three eras in tourism history



2.3 旅游三大要素

Three important elements of tourism



2.3 旅游三大要素

Three important elements of tourism



2.0时代旅游三大要素

Three key elements of tourism in 2.0 era



国际价值

International value

国际审美标准

International aesthetic standard

景点：阳朔西街

Scenery spot: Yangshuo West Street

2.3 旅游三大要素

Three important elements of tourism



2.4 3.0时代桂林旅游面临的新机遇

Opportunities for tourism development of Guilin in 3.0 ear





3 第三部分

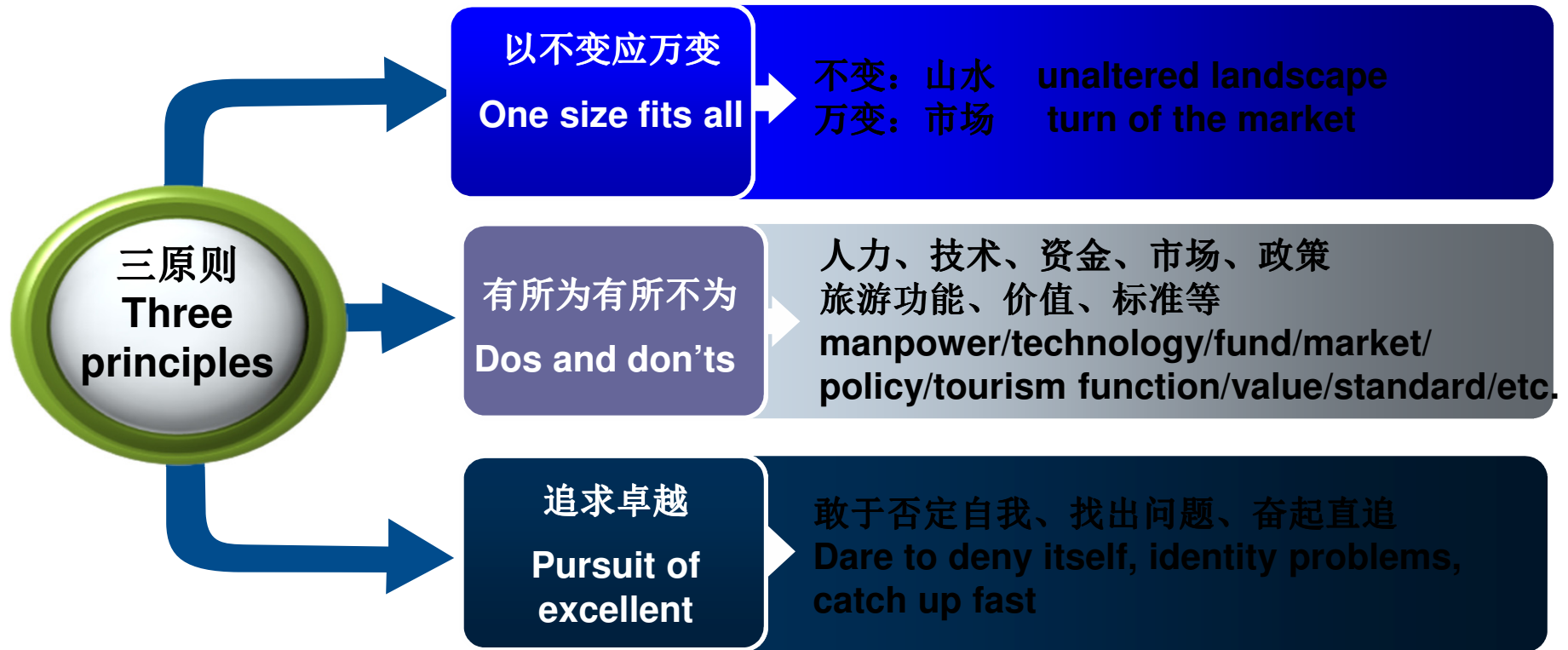
Part

three

桂林旅游业可持续发展的三大原则

The three principles of Guilin tourism in sustainable development

3.1 桂林旅游的三大原则 Three principles of Guilin tourism



4 第四部分

Part four

桂林旅游业可持续发展的九大途径

Nine routes for Guilin tourism in sustainable development



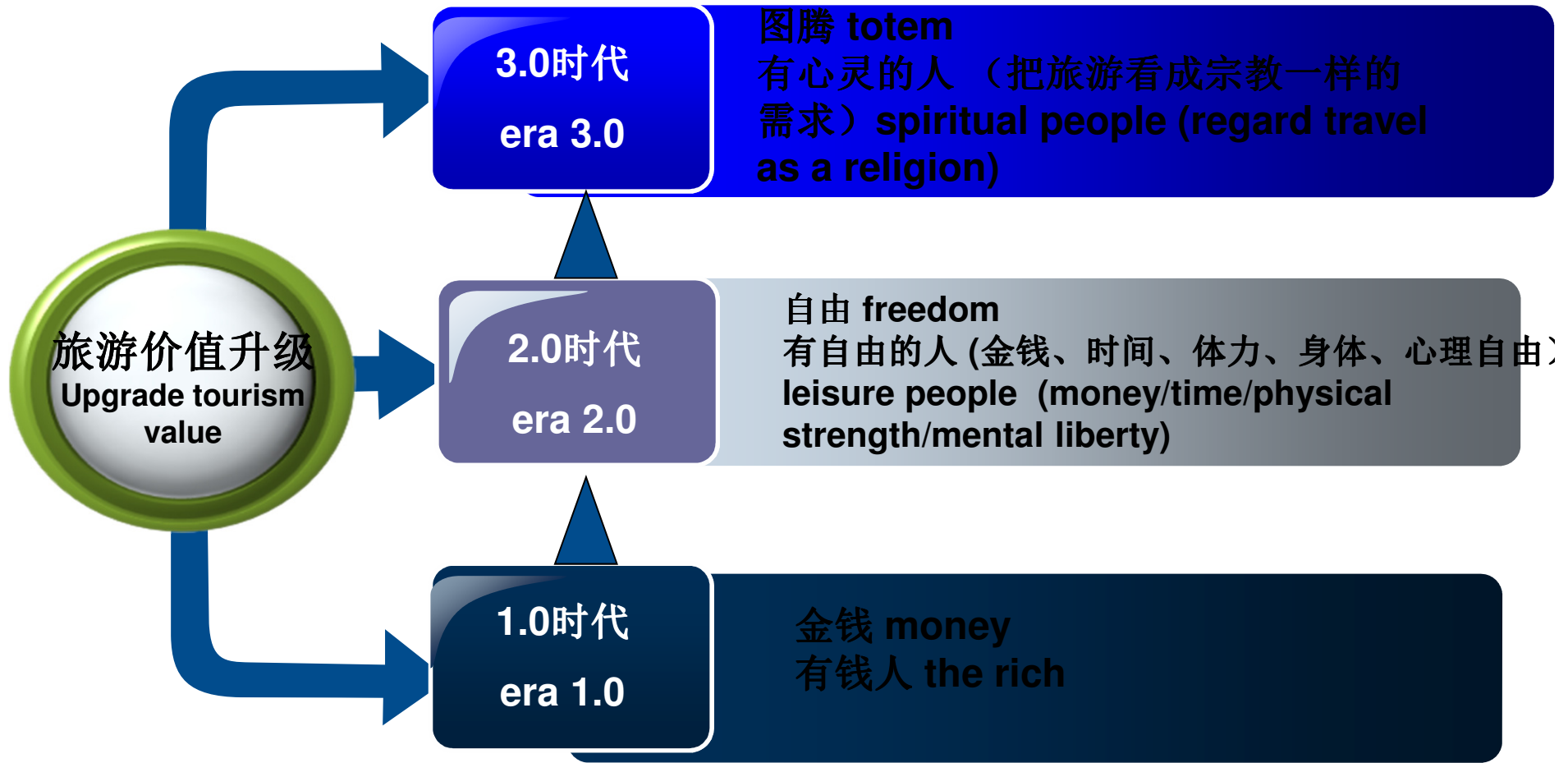
桂林旅游可持续发展的九大路径

Nine routes for Guilin tourism in sustainable development



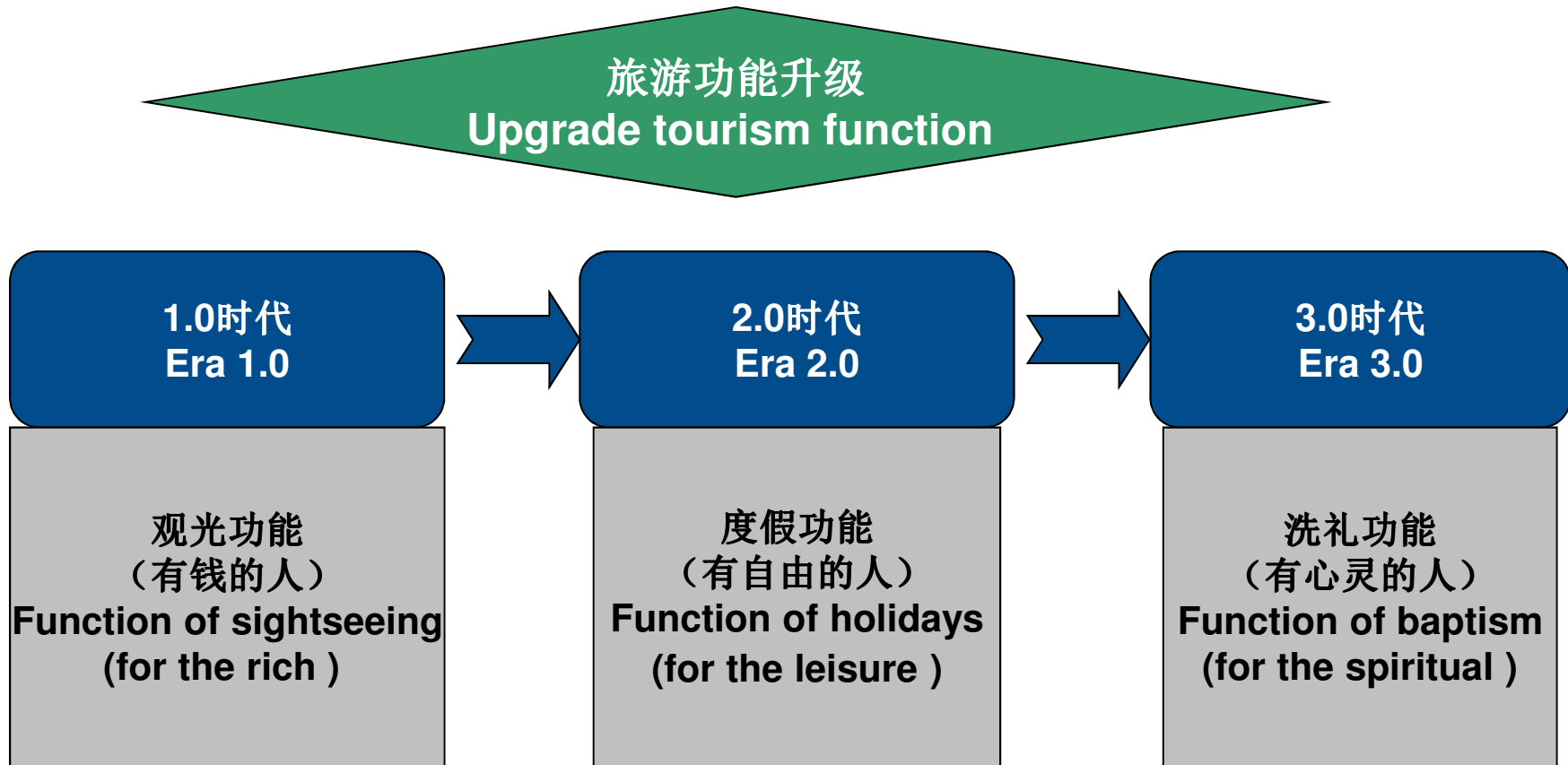
4.1 旅游价值升级 (消费地位)

Upgrade tourism value (status of consumption)



4.2 旅游功能升级 (人身价值)

Upgrade tourism function (individual value)



4.3 旅游产品升级 (供给多样化)

Upgrade tourism product (diversification of the supply)



3.0时代
Era 3.0

网络产品 (休闲、度假)
Network product (leisure/holiday)

2.0时代
Era 2.0

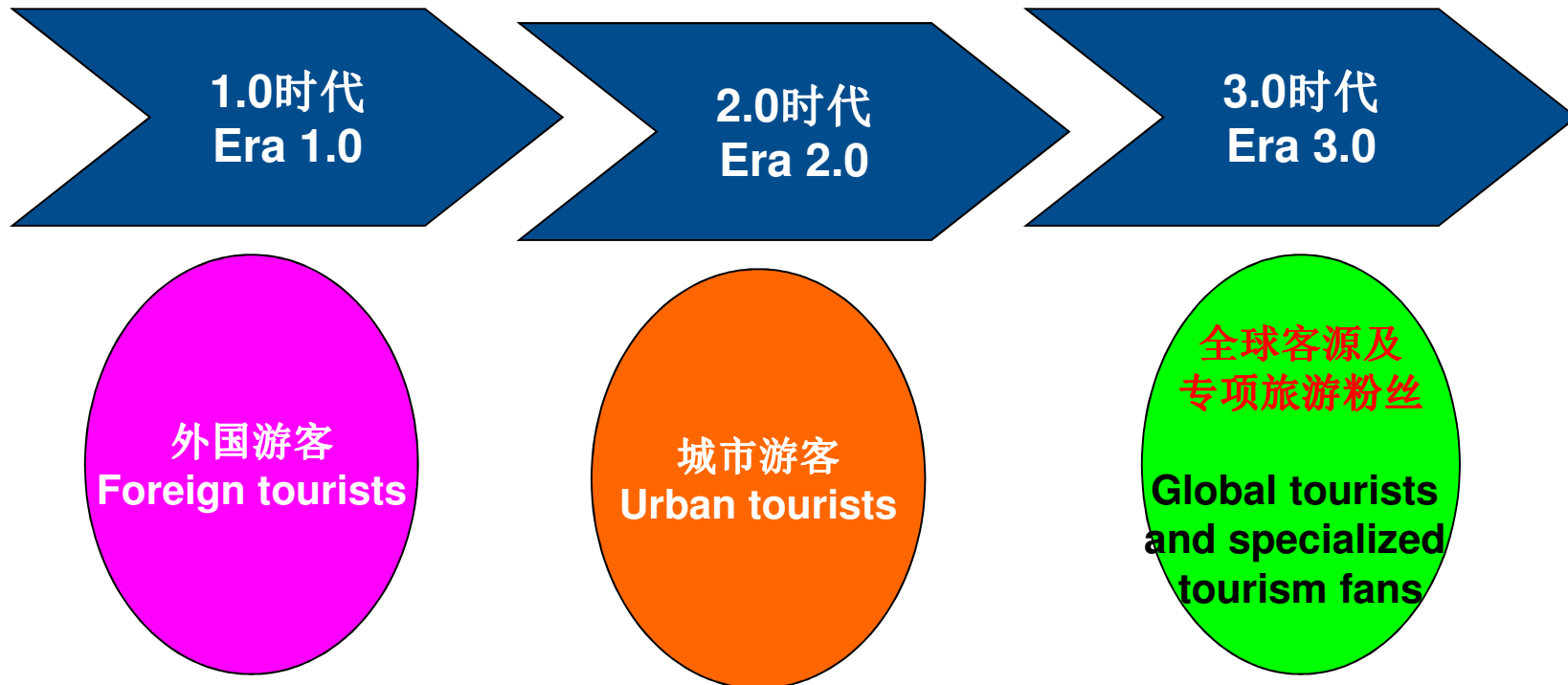
文化产品 (印象刘三姐)
Culture (impression Sanjie Liu)

1.0时代
Era 1.0

山水产品 (三山、两洞、一江)
Landscape product (three mountains/two caves/one river)

4.4 旅游客源升级 (市场空间)

Upgrade tourist source (market space)

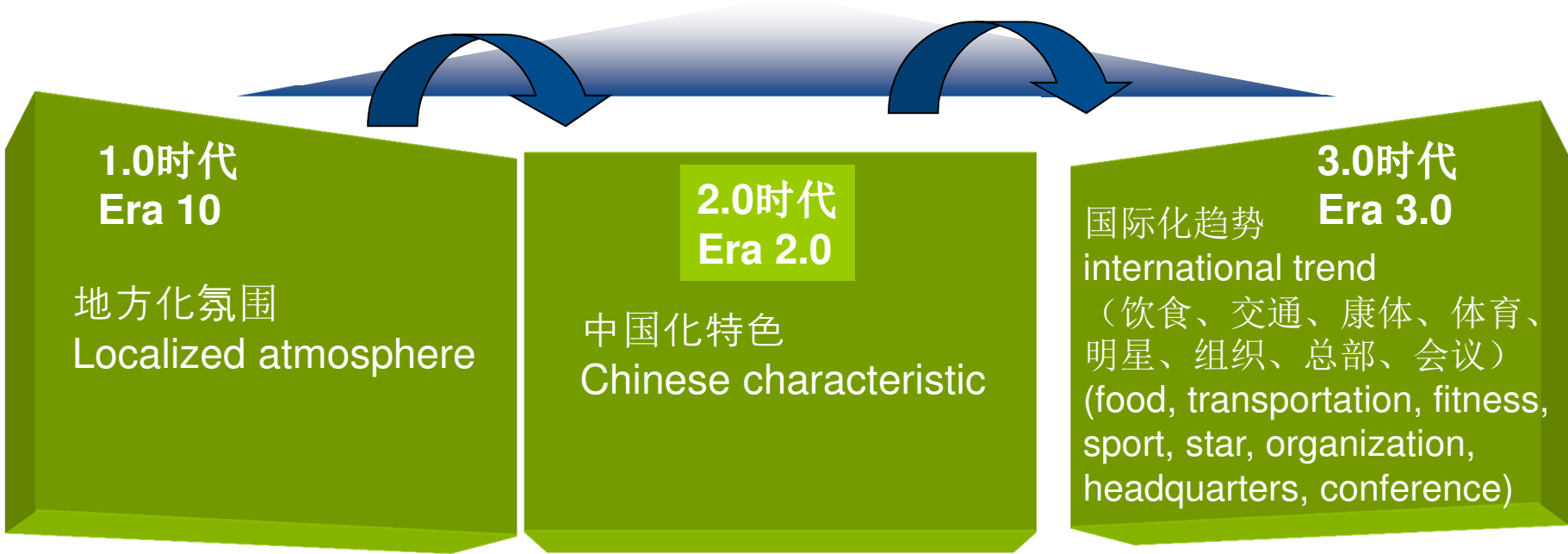


4.5 旅游空间升级 (市场空间)

Upgrade tourism space (market space)



旅游空间升级 upgrade tourism space



4.6 旅游时间升级 (利润空间)

Upgrade tourism time (profit space)



1.0时代
Era 1.0

白天看庙
晚上睡觉
(Travel on day,
Sleep at night)

单调的
humdrum

2.0时代
Era 2.0

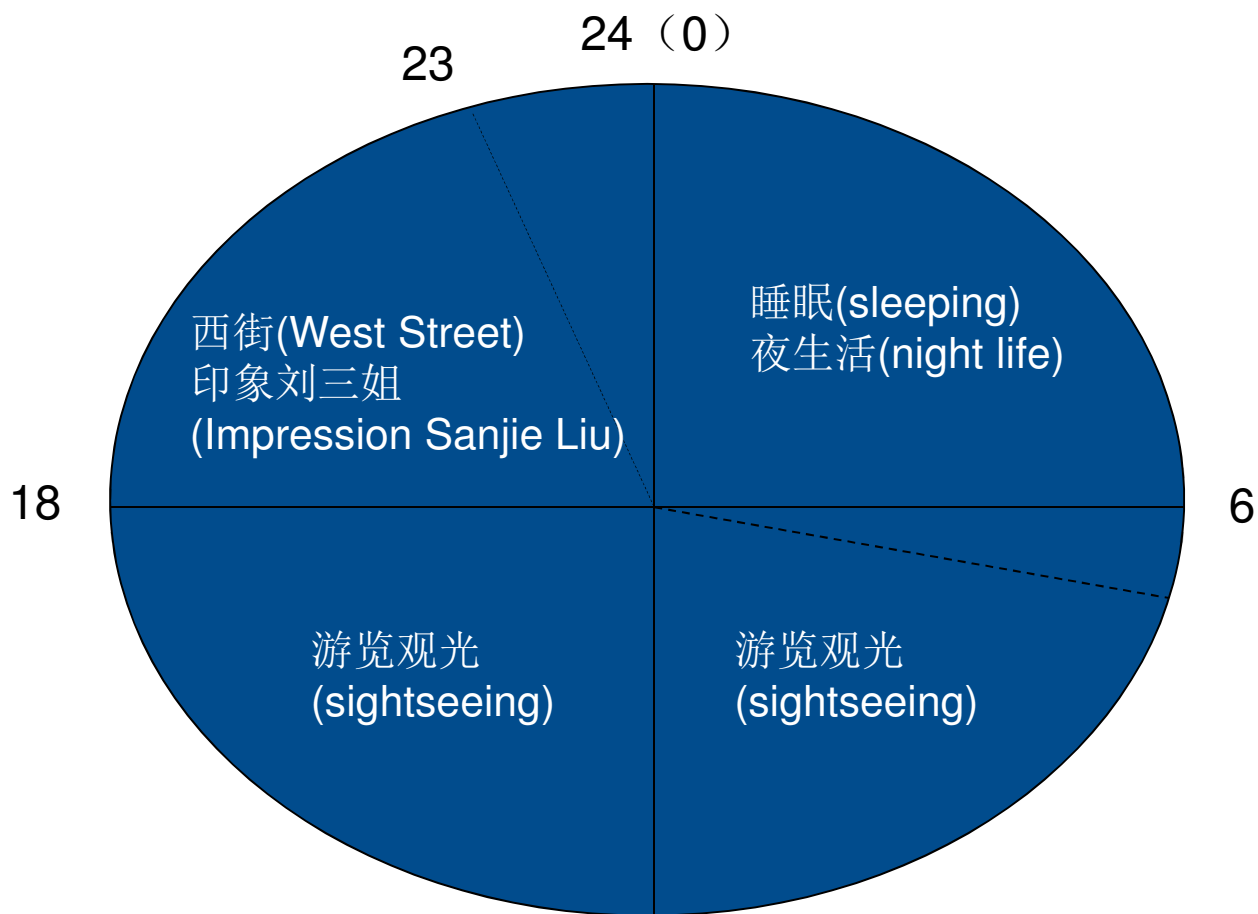
白天游览 晚上夜景
(Travel on day, enjoy the
view at night)

丰富的(plentiful): 两江四湖、
印象刘三姐、西街 (two
rivers and four lakes,
impression Sanjie Liu, west
street)

3.0时代
Era 3.0

白天体验风景 晚上体验艺术
(Scenery experience on day,
art experience at night)

精彩的(wonderful): 康体、娱乐
博彩(fitness, amusement, lottery)



4.7 旅游标准升级 (服务质量)

Upgrade tourism standard (service quality)



旅游标准升级 Upgrade Tourism standard

1.0时代
Era 1.0

个性化
Individuation
(非一致性)
(nonuniformity)

2.0时代
Era 2.0

标准化
standardization
(统一标准: 譬如星级酒店、A级景区)
(unified standards: starred hotel,
A Level scenic spots)

3.0时代
Era 3.0

技术化
technicalization
(个性化与
标准化耦合)
(譬如智慧旅游)
(wisdom travel)

4.8 旅游职业升级 (服务能力)

Upgrade tourism vocation (service capacity)



旅游职业升级(Upgrade tourism vocation)

1.0时代

Era 1.0

导游接待人员事业单位接待人员**地位崇高**
(Tour guide as the official staffs with lofty occupational status)

(**职业光环**)
vocational aureole

2.0时代

Era 2.0

导游服务人员旅行社服务人员**地位低下**
(Tour guide as travel agent with the low social position)

(**任人宰割、任意宰客**)
trampled by some tourists

3.0时代

Era 3.0

导游专业技术人员旅行社专业人员**主体地位**
(Tour guide as professionals with the dominant position in travel agency)

(**受人尊重**)
respectable

4.9 旅游形象升级（社会口碑与时俱进）

Upgrade tourism image (Social reputation to keep pace with times)



展望未来
Looking to the future

5 第五部分

Part five





Guilin landscape

桂林山水

旅游桂林，世界人民的家园，世界人民的梦想。Hometown for people all over the world and dream for people all over the world!
Welcome to Guilin!



桂林象鼻山

昵图网 www.nipic.com BY: rlln1007

桂林旅游的未来无限美好
Looking forward to a prosperous
and auspicious future for Guilin

**感谢大家！
Thank you !**



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中国广西大学 Guangxi University, China**