



中国旅游研究院
China Tourism Academy

城市是旅游的核心角色，也
是关键力量

City: Essence and Driver of
World Tourism

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城市对世界旅游经济发展起着重要支撑作用 The Role of City in World Tourism Development

城市为世界旅游贡献了大部分的客源和消费

City contributes the majority of tourist source and consumption of world tourism

城市是旅游目的地体系最为重要的空间支撑

City is the most important space support of tourist destination system

城市发挥交通枢纽和行程中转停留的关键作用

City plays the key role in traffic hub and transit



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城市旅游呈现崭新的演化趋势 Evolution of City Tourism

城市之间互为目的地与客源地的现象越加突出

The source-destination swap is becoming obvious between cities

城市对周边和乡村的关联带动性对日益凸显

City is driving the development of peripheral and rural areas

城市扮演着互联互通的关键角色

City plays a key role in interconnection



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城市旅游发展面临着来自消费观念、经济发展和社会变迁所带来的挑战

Challenges from Consumer Concepts, Economic Growth and Social Transformation

游客对城市是否是一个成熟目的地的判断更加看重目的地城市的整体接待环境

Tourist judgment of the maturity of a destination relies more on the overall receptional environment of the destination city

国家和地区对城市旅游提出更多的责任和更高的期待

City tourism has more responsibility and higher expectation from the country and the region

城市旅游发展还处于新旧动能转化的关键时期

City tourism development is in the crucial transition



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对未来城市旅游发展的期待 **Looking Forward to the Development of City Tourism**

世界各国更加重视城市的重要作用，赋予城市战略支撑的地位
**All countries pay more attention to city's importance, and vest the
strategic role of city**

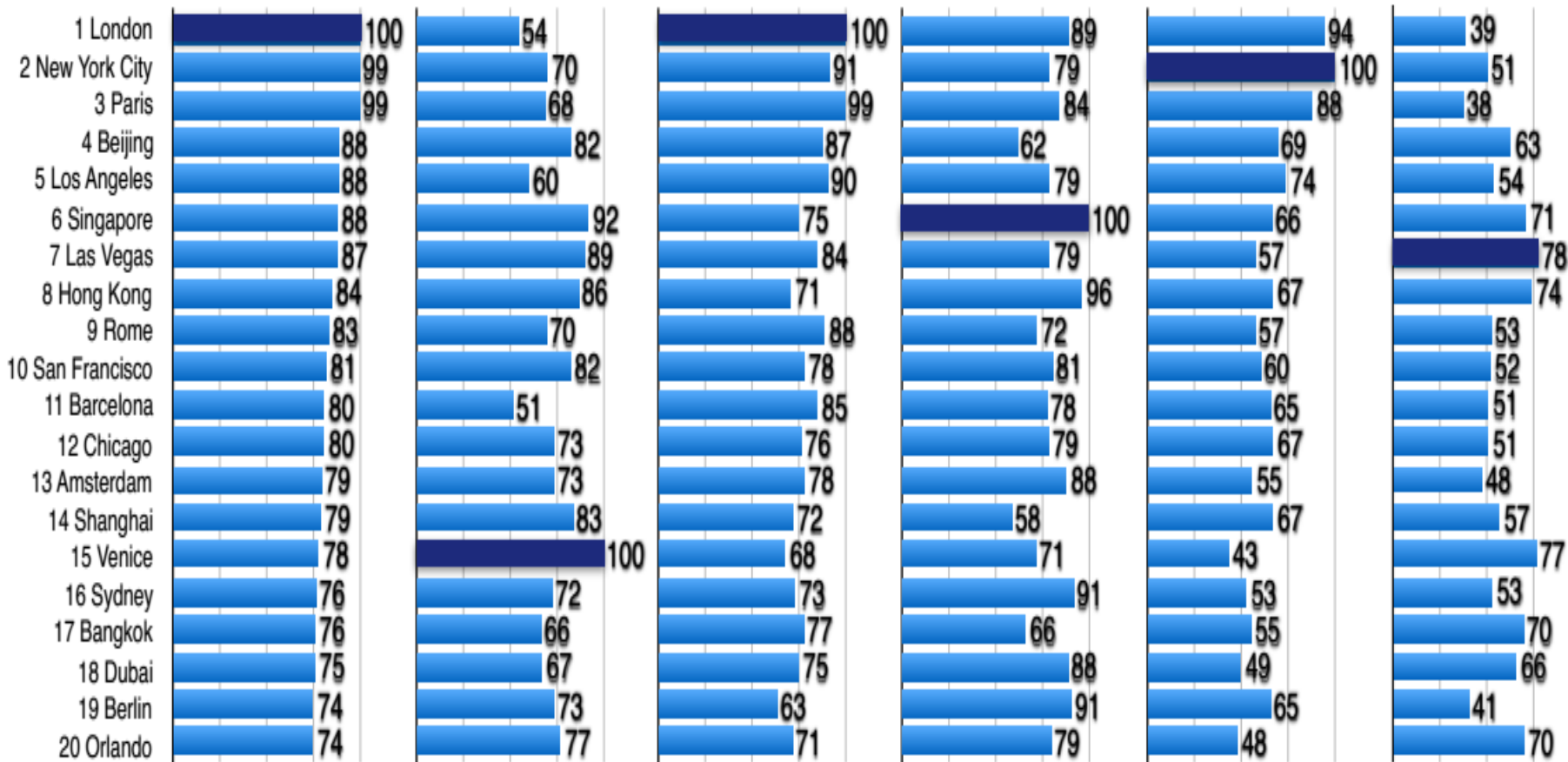
城市与旅游走融合发展的道路，努力实现国际化与本土化的整合
**City tourism integration is the integration of internationalization and
localization**

公共部门与私营部门要多沟通、多交流
Public-private communication should be enhanced

世界旅游城市发展指数排名

Ranking of World Tourism Cities Development Index

World Tourism Cities Development Index Tourism Market Development Index Tourism Industry Development Index Tourism Development Environment Index Tourism Development Prospect Index Tourism Economic Contribution Index



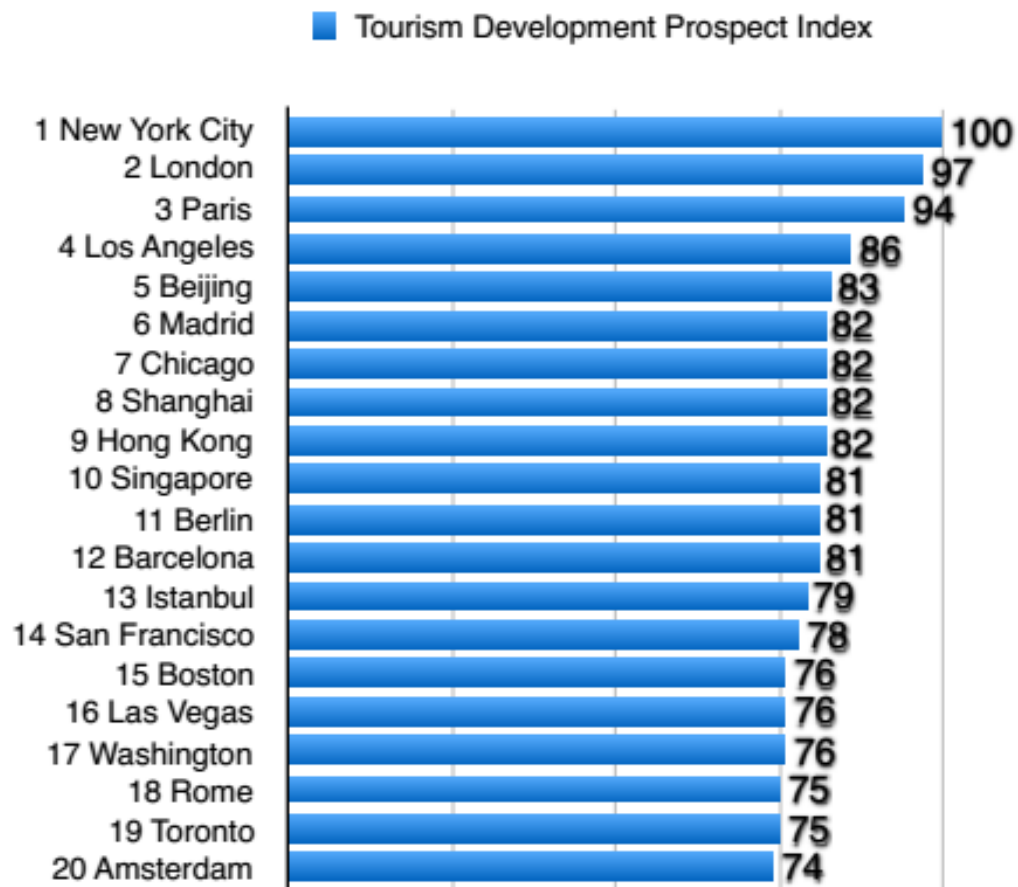
注：数值为相对比，不能横向比较，只适用于纵向比较。

Note: The numbers are used for vertical comparison only.



旅游发展前景指数

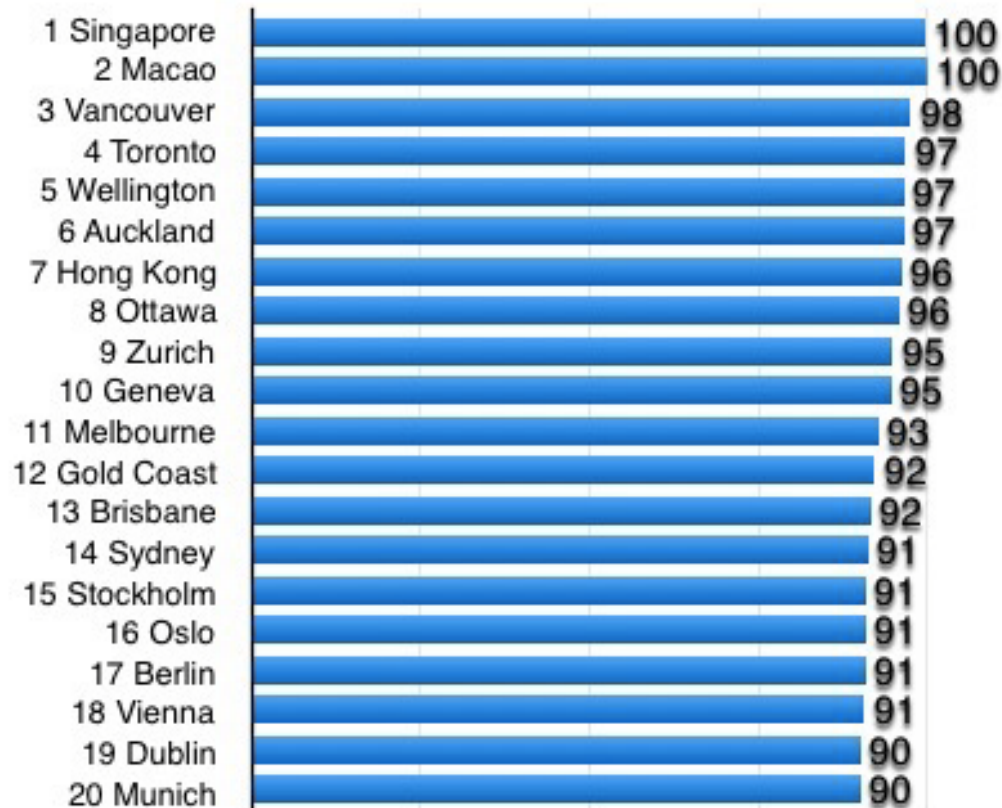
Tourism Development Prospect Index



旅游发展环境指数

Tourism Development Environment Index

■ Tourism Development Environment Index





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谢谢

Thank you