International Conference on Metropolitan Tourism

Shanghai, China
17 – 18 November 2006
# Table of Contents

Introduction ........................................................................................................................................... 7
Background ............................................................................................................................................ 7
Objectives ............................................................................................................................................. 8
Organization and structure of the Conference ...................................................................................... 8
Opening Speeches and Welcome Addresses ......................................................................................... 11
  Vice Chairman of China National Tourism Administration (CNTA), Mr. Gu Xhaox ................. 13
  UNWTO Regional Representative for Asia and the Pacific, Mr. Xu Jing ................................. 14
  Chairman of Shanghai Municipal Tourism Administrative Commission, Mr. Dao Shuming .... 17
  Secretary of Party Committee of Shanghai Normal University, Mr. Zhou Honggang .......... 21

Part 1: Technical Presentations ............................................................................................................ 23
  Overview of Metropolitan Tourism – A Growing and Changing Market
  Mr. John Kester, UNWTO Chief of Market Intelligence and Promotion Department ............. 25
  Promotion of Metropolitan Tourism and Construction of a Harmonious Tourism City
  Mr. Liu Kezhi, Director General of Marketing and Communications Department, CNTA .... 27
  City Tourism in Europe –
   The Main Drive for Growth in the European Tourism Industry
  Mr. Hans Dominicus, Chairman of the European City Tourism Association ....................... 30
  Sustainable City Development and Metropolitan Tourism
  Ms. Xu Fan, UNWTO Expert ............................................................................................................ 33
  Metropolitan Tourism and City Development in Korea
  Mrs. Lee Won Hee, Senior Researcher Korea Culture and Tourism Policy Institute ............. 35
  Large Festival and Special Events and Subsequent Tourism Development –
   World Expo 1988 and its Implications for China
  Mr. Ding Pei-yi, Senior Research Officer and Programme Director for China,
   University of Queensland .............................................................................................................. 45
  Metropolitan Tourism and Regional Tourism Development of Yangtze River Delta
  Mr. Wu Wenxue, Director General of Planning and Financial Department, CNTA ............... 49
  Resolutions for the Development of China's Metropolitan Tourism
  Dr. Shi Peihua, National Development and Reform Commission ........................................... 53
  Study on Urban Theme Neighbourhood from Multi-disciplinary Perspective
  Prof. Wu Bihu, Professor/Director Centre for Recreation and Tourism Research,
   Peking University ......................................................................................................................... 56
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Indexes for International Tourism Competitiveness of Cities</td>
<td>Huang Fucai, Professor/Director of College of Management, Xiamen University</td>
<td>58</td>
</tr>
<tr>
<td>An Exploration of Safety and Security in Urban Tourism</td>
<td>Mr. Zheng Xiangmin, Professor, College of Tourism, Huaqiao University</td>
<td>62</td>
</tr>
<tr>
<td>Time and Space Analysis of Shanghai Tourism Plan</td>
<td>Zhuang Zhiming, Professor of Business School, East China Normal University</td>
<td>64</td>
</tr>
<tr>
<td>The Development of Tourism Festivals within the Framework of Metropolitan Multi-Culture – A Case Study of Wuhan</td>
<td>Huang Xiang, Professor/President of Centre for Tourism Planning, Middle China Normal University</td>
<td>67</td>
</tr>
<tr>
<td>A Study on the Demand and Supply for Shanghai Metropolitan Tourism</td>
<td>Zhu Chen-qiang, Vice President of Shanghai Institute of Tourism</td>
<td>69</td>
</tr>
<tr>
<td>Historical and Cultural Neighbourhood Tourism – A Case Study of Hengshanlu neighbourhood</td>
<td>Prof. Gao Jun, Shanghai Institute of Tourism, Shanghai Normal University</td>
<td>73</td>
</tr>
<tr>
<td>The Role of Leisure Resources in Enhancing Competitiveness of the Tourism – A Case Study of Beijing</td>
<td>Dai Bin, Professor of Beijing International Studies University</td>
<td>77</td>
</tr>
<tr>
<td>SWOT Analysis and Strategy for the Development of Industrial Tourism in Tianjin</td>
<td>Xu Hong, Professor/Deputy Director of Tourism Department, School of Business, Nankai University</td>
<td>80</td>
</tr>
<tr>
<td>The Development Mode for Tourism-Oriented Neighbourhood Theme</td>
<td>Dong Guan-zhi, Xu Bin, Jinan University, Guangzhou</td>
<td>82</td>
</tr>
<tr>
<td>Tourist Capacity and Tourist Environment Carrying Capacity in Shanghai</td>
<td>Wang Yuming, Professor of School of Resources and Environment Science, East China Normal University</td>
<td>85</td>
</tr>
<tr>
<td>Powerpoint Presentations</td>
<td></td>
<td>89</td>
</tr>
<tr>
<td>Overview of Metropolitan Tourism – A Growing and Changing Market</td>
<td>Mr. John Kester, UNWTO Chief of Market Intelligence and Promotion Department</td>
<td>91</td>
</tr>
<tr>
<td>City Tourism in Europe – The Main Drive for Growth in the European Tourism Industry</td>
<td>Mr. Hans Dominicus, Chairman of the European City Tourism Association</td>
<td>98</td>
</tr>
<tr>
<td>The “Expo-unity” Shanghai World Expo 2010 – Main Goals for a Long-Lasting Contribution to the Development of the City</td>
<td>Dr. Marco Van Hoek, Rotterdam University</td>
<td>107</td>
</tr>
<tr>
<td>Singapore’s Integrated Resorts and their Impact on Tourism</td>
<td>Dr. Andrew Nazarechuk, Dean, University of Nevada Las Vegas Singapore Campus</td>
<td>111</td>
</tr>
</tbody>
</table>
Part 2: Presentations in Chinese and Panel Sessions

Initial Study on Theme Street – On the Basis of Multi-Principles Studies
Wu Bihu, Zhang Xinmei, Centre on Tourism and Recreation Research, Peking University, Beijing

Study of Industrial Policy on China's Metropolitan Tourism Development – Issues of Shanghai and International Experience
He Jianmin, Professor/Director of School of International Business, Shanghai University of Finance Economics

Urban Tourism – A Combination of Tradition and Modernization
Prof. Wang Dawu, Professor/Director of Tourism Research Centre, Shanghai Academy of Social Sciences

Strategic Option of Sustainable Development of Urban Tourism – Active Mode of Circular Economy,
Liu Chun, Professor of Research Centre of Hotel and Travel Agency, Shanghai University

Study on the Sustainable Development of City Tourism based on Ecological Principles
Li Fengsheng, Professor/President of Guilin Institute of Tourism

Metropolis Traveling Pattern Choice and Traveling Competitive Ability Cultivation
An Yingmin, Professor/Dean of College of Tourism, Hainan University

The “Xin Tiandi” Model in the Internationalization of Metropolis Community Tourism
Wang Yuming, Professor of School of Resources and Environment Science, East China Normal University

A Study and Reflection on Tourism Development of Intangible Culture Heritage
Ma Bo, Professor/Dean, College of Tourism, Qingdao University

Space-time Scanning and Strategic Orientation of Shanghai Metropolitan Tourism Planning
Zhuang Zhiming, Professor of Business School, East China Normal University

Current trends in Tourism and the MICE Industry
Zhang Wenjian, Professor, Shanghai Institute of Tourism, Shanghai Normal University

The Development of Tourism Festivals within the Framework of Metropolitan Multi-Culture – A Case Study of Wuhan
Huang Xiang, Professor/President of Centre for Tourism Planning, Middle China Normal University

A Study on the Demand and Supply of Shanghai Metropolitan Tourism
Zhu Chen-qiang, Vice President of Shanghai Institute of Tourism
Research on the Effect of Mutual Attraction between Metropolitan Tourism Destinations and Theme Parks
Zhang Lili, Professor/President, School of Tourism and Hotel Management, South China University of Technology .................................................. 236

Study on Urban Leisure Resources and Growth of the Tourism Industry
Dai Bin, Professor of Beijing International Studies University .................................................. 242

SWOT Analysis and Strategy for the Development of Industrial Tourism in Tianjin
Xu Hong, Professor/Deputy Director of Tourism Department, School of Business, Nankai University ............................................................... 255

The Development Modes of Urban Theme Blocks
Dong Guanzhi, Associate Professor of Shenzhen Tourism College of Jinan University ...... 265

Research on Urban Tourism Development Strategy
Prof. Gao Jun, Shanghai Institute of Tourism, Shanghai Normal University ...................... 270

Annex 1: Programme .................................................................................................................. 279

Annex 2: Provisional List of Participants ................................................................................. 289