



中国-东盟海洋大数据综合信息服务平台

China-ASEAN Maritime Big Data  
Comprehensive Information Service Platform

中国-东盟海洋大数据项目组

# 滨海旅游业指 标编制说明

2019 版

中国-东盟海洋大数据项目组-指标编制组

2019-5-1

# 滨海旅游业指标编制说明

## 一、数据连续性

本数据库目前基本上为年度数据，以比例数据为主，但部分数据以“天”、“晚”为单位，因此用户在组合这些数据时应该注意单位。本数据库中的出入境等基础指标依赖官方来源的数据，口径一致，来源可考。本数据库旅游综合评价指标中的部分数据尚未实际纳入核算，会在后期进行不定期更新，随着时间的推移，更新和修订可能会导致不同版本之间的差异。

东盟整体数据是根据东盟十国旅游数据进行计算得出的，数据库进行了两个版本的整理，其中线上数据库展示的版本为严格按照十国原始数据未进行线性预测的版本，实际上有13行\*31列数据。另一版本选取有数据的国家，并根据历年数据进行线性预测，实际上有64行\*31列数据，以便对东盟整体旅游情况和旅游竞争力进行分析。

## 二、指标

滨海旅游业数据库包括东盟十国（文莱、柬埔寨、印度尼西亚、老挝、马来西亚、缅甸、菲律宾、新加坡、泰国、越南）的旅游业数据，包括数量指标、价值指标、旅游产业指标和旅游评价指标四大类，具体来看，包括出境旅游数量、价值指标，入境旅游数量、价值指标和国内旅游的数量、价值指标；以及旅游产业结构指标、旅游产业从业指标和相应的评价指标，合计184个指标，具体如下：

### （一）数量（Quantity）指标

#### 1. 入境旅游（Inbound tourism）指标

（1）Total numbers of inbound tourists：入境旅客总人数（人次）

（2）Percentage of overnight tourists in total inbound numbers：入境过夜旅客占比（%）

- (3) Percentage of same-day tourists in total inbound numbers: 入境不过夜旅客占比 (%)
- (4) Percentage of cruise passengers in same-day tourists: 邮轮旅客占入境不过夜游客比重 (%)
- (5) Percentage of non-cruise passengers in same-day tourists: 非邮轮旅客占入境不过夜游客比重 (%)
- (6) Percentage of tourists from African in total inbound numbers: 非洲入境旅客占比 (%)
- (7) Percentage of tourists from American in total inbound numbers: 美洲入境旅客占比 (%)
- (8) Percentage of tourists from East Asia & Pacific in total inbound numbers: 东亚和太平洋地区入境旅客占比 (%)
- (9) Percentage of tourists from Europe in total inbound numbers: 欧洲入境旅客占比 (%)
- (10) Percentage of tourists from Middle East in total inbound numbers: 中东地区入境旅客占比 (%)
- (11) Percentage of tourists from South Asia in total inbound numbers: 南亚入境旅客占比 (%)
- (12) Percentage of tourists from other unclassified areas in total inbound numbers: 其他地区入境旅客占比 (%)
- (13) Percentage of nationals residing abroad in other unclassified areas in total inbound numbers: 侨胞旅客占其他地区入境旅客比重 (%)
- (14) Percentage of non-nationals residing abroad in other unclassified areas in total inbound numbers: 非侨胞旅客占其他地区入境旅客比重 (%)
- (15) Percentage of tourists for personal purpose in total inbound numbers: 因私入境旅客占比 (%)
- (16) Percentage of tourists for holidays, leisure and recreation in inbound numbers for personal purpose: 度假游玩旅客占因私入境旅客比重 (%)
- (17) Percentage of tourists for other personal purposes in inbound numbers for personal purpose: 其他目的旅客占因私入境旅客比重 (%)
- (18) Percentage of tourists for business and professional purpose in total inbound numbers: 因公入境旅客占比 (%)
- (19) Percentage of tourists by air in total inbound numbers: 航空入境旅客占比 (%)
- (20) Percentage of tourists by water in total inbound numbers: 水路入境旅客占比 (%)
- (21) Percentage of tourists by land in total inbound numbers: 陆路入境旅客占比 (%)
- (22) Percentage of tourists by railway in inbound numbers by land: 铁路旅客占陆路入境旅客比重 (%)
- (23) Percentage of tourists by road in inbound numbers by land: 公路旅客占陆路入境旅客比重 (%)

(24) Percentage of tourists by other means of transportation in tourists number by land: 其他方式入境旅客占陆路入境旅客比重 (%)

(25) Percentage of tourists accommodation in hotels and similar establishment among total inbound tourists accommodation: 宾馆和类似机构住宿占比, 入境住宿 (%)

(26) Percentage of guests tourists in hotels and similar establishment in inbound tourists: 宾馆和类似机构临时住宿人数占比, 入境住宿 (%)

(27) Percentage of overnight tourists in hotels and similar establishment in inbound tourists: 宾馆和类似机构过夜住宿人数占比, 入境住宿 (%)

(28) Percentage of tourists accommodating other establishments among total inbound tourists accommodation: 其他机构住宿占比, 入境住宿 (%)

(29) Percentage of guests tourists accommodating other establishments in inbound tourists accommodating other establishment: 其他机构临时住宿人数占比, 入境住宿 (%)

(30) Percentage of overnight tourists accommodating other establishments in inbound tourists accommodating other establishment: 其他机构过夜住宿人数占比, 入境住宿 (%)

(31) Average length of stay of inbound tourism in accommodation: 入境旅客住宿平均停留时间 (天)

(32) Average length of stay inbound tourism in commercial accommodation: 入境旅客商业性住宿机构平均停留时间 (晚)

(33) Average length of stay inbound tourism in hotels and similar establishments: 入境旅客宾馆和类似机构平均停留时间 (晚)

(34) Average length of stay inbound tourism in non-commercial accommodation: 入境旅客非商业性住宿机构平均停留时间 (天)

## 2. 出境旅游 (Outbound tourism) 指标

(35) Total numbers of outbound tourists: 出境旅客总人数 (人次)

(36) Percentage of overnight tourists in total outbound numbers: 出境过夜旅客占比 (%)

(37) Percentage of same-day tourists in total outbound numbers: 出境不过夜旅客占比 (%)

(38) Average length of stay of outbound tourists: 出境旅客平均停留时间 (天)

## 3. 国内旅游 (Outbound tourism) 指标

(39) Total numbers of domestic tourists: 国内旅客总人数 (人次)

(40) Percentage of overnight tourists in total domestic numbers: 国内过夜旅客占比 (%)

- (41) Percentage of same-day tourists in total domestic numbers: 国内不过夜旅客占比 (%)
- (42) Percentage of tourists for personal purpose in total domestic numbers: 因私国内旅客占比 (%)
- (43) Percentage of tourists for holidays,leisure and recreation in domestic numbers for personal purpose: 度假游玩旅客占因私国内旅客比重 (%)
- (44) Percentage of tourists for other personal purposes in domestic numbers for personal purpose: 其他目的旅客占因私国内旅客比重 (%)
- (45) Percentage of tourists for business and professional purpose in total domestic numbers: 因公国内旅客占比 (%)
- (46) Percentage of tourists by air in total domestic numbers: 航空国内旅客占比 (%)
- (47) Percentage of tourists by water in total domestic numbers: 水路国内旅客占比 (%)
- (48) Percentage of tourists by land in total domestic numbers: 陆路国内旅客占比 (%)
- (49) Percentage of tourists by railway in domestic numbers by land: 铁路旅客占陆路国内旅客比重 (%)
- (50) Percentage of tourists by road in domestic numbers by land: 公路旅客占陆路国内旅客比重 (%)
- (51) Percentage of tourists by other means of transportation in domestic numbers by land: 乘坐其他交通工具的旅客占陆路国内旅客比重 (%)
- (52) Percentage of tourists accommodation in hotels and similar establishment among total domestic tourists accommodation: 宾馆和类似机构住宿占比, 国内住宿 (%)
- (53) Percentage of guests tourists in hotels and similar establishment in domestic tourists: 宾馆和类似机构临时住宿人数占比, 国内住宿 (%)
- (54) Percentage of overnight tourists in hotels and similar establishment in domestic tourists: 宾馆和类似机构过夜住宿人数占比, 国内住宿 (%)
- (55) Percentage of tourists accommodating other establishments in total domestic tourists accommodation: 其他机构住宿占比, 国内住宿 (%)
- (56) Percentage of guests tourists accommodating other establishments in domestic tourists accommodating other establishment: 其他机构临时住宿人数占比, 国内住宿 (%)
- (57) Percentage of overnight tourists accommodating other establishments in domestic tourists accommodating other establishment: 其他机构过夜住宿人数占比, 国内住宿 (%)
- (58) Average length of stay of domestic tourism in accommodation: 国内旅客住宿平均停留时间 (天)
- (59) Average length of stay of domestic tourism in commercial accommodation: 国内旅客商业性住宿机构平均停留时间 (晚)
- (60) Average length of stay of domestic tourism in hotels and similar

establishments: 国内旅客宾馆和类似机构平均停留时间 (晚)

(61) Average length of stay of domestic tourism in non-commercial accommodation: 国内旅客非商业性住宿机构平均停留时间 (天)

## (二) 价值 (Value) 指标

### 1. 入境旅游 (Inbound tourism) 指标

(62) International tourism, receipts (current US\$): 国际旅游收入 (现价美元)

(63) Percentage of total inbound tourism expenditure on travel: 按支出: 入境旅游支出占比 (%)

(64) Percentage of total inbound tourism expenditure on transport: 按支出: 入境交通支出占比 (%)

(65) Percentage of total inbound Expenditure for main purpose: 按支出目的: 入境主要支出目的占比 (%)

(66) Expenditure for main purpose\_Percentage of Personal inbound tourism expenditure: 按主要支出目的: 入境因私支出占比 (%)

(67) Expenditure for main purpose\_Percentage of Business and professional inbound tourism expenditure: 按主要支出目的: 入境因公支出占比 (%)

(68) Percentage of total inbound expenditure for other purpose: 按支出目的: 其他支出目的占比 (%)

(69) Average expenditure per person per day of inbound tourisms: 入境旅游每人每日平均支出 (美元)

(70) Average expenditure per person of inbound tourisms: 入境游客人均支出 (美元/人)

(71) Average expenditure on transport per person of inbound tourisms: 入境旅游人均交通支出 (美元/人)

### 2. 出境旅游 (Outbound tourism) 指标

(72) International tourism, expenditures (current US\$): 国际旅游支出 (现价美元)

(73) Percentage of total outbound tourism expenditure on travel: 按支出: 出境旅游支出占比 (%)

(74) Percentage of total outbound tourism expenditure on transport: 按支出: 出境交通支出占比 (%)

(75) Percentage of total outbound expenditure for main purpose: 按支出目的: 出境主要支出目的占比 (%)

(76) Expenditure for main purpose\_Percentage of Personal outbound tourism

expenditure: 按主要支出目的: 出境因私支出占比 (%)

(77) Expenditure for main purpose\_Percentage of Business and professional outbound tourism expenditure: 按主要支出目的: 出境因公支出占比 (%)

(78) Percentage of total outbound expenditure on other purposes: 按支出目的: 其他支出目的占比 (%)

(79) Average expenditure on transport per person of outbound tourisms: 出境旅游人均交通支出 (美元/人)

(80) Average expenditure per person of outbound tourisms: 出境游客人均支出 (美元/人)

(81) Average expenditure per day of outbound tourisms: 出境旅游每日平均支出 (美元)

### 3. 国内旅游 (Outbound tourism) 指标

(82) Total domestic tourism expenditure: 国内旅游总支出 (美元)

(83) Average expenditure per person of domestic tourism: 国内游客人均支出 (美元)

(84) Average expenditure per day of domestic tourism: 国内旅游每日平均支出 (美元)

### (三) 旅游产业 (Tourism Industry) 指标

#### 1. 旅游产业机构 (Establishments in Tourism Industry) 指标

(85) Total number of establishments in Tourism industry: 旅游产业机构总数 (个)

(86) Percentage of number of accommodation establishments for visitors: 住宿供应机构数量占旅游产业机构比重 (%)

(87) Percentage of number of hotels and similar establishments for visitors: 宾馆和类似机构供应数量占住宿供应机构比重 (%)

(88) Percentage of number of establishments serving food and beverage: 食品、饮料供应机构数量占旅游产业机构比重 (%)

(89) Percentage of number of passenger transportation establishments: 交通工具供给机构数量占旅游产业机构比重 (%)

(90) Percentage of number of travel agencies and other reservation establishments: 旅行社和其他预订服务机构数量占旅游产业机构比重 (%)

(91) Percentage of number of other tourism industries: 其他旅游产业机构数量占旅游产业机构比重 (%)

(92) Output of hotels and similar establishments: 宾馆和类似机构的产出值 (百万美元)

(93) Percentage of Intermediate consumption of hotels and similar establishments: 宾馆和类似机构的中间消费占比 (%)

(94) Percentage of Gross value added of hotels and similar establishments: 宾馆和类似机构的总增加值占比 (%)

(95) Compensation of employees from hotels and similar establishments: 宾馆和类似机构的劳务支出 (百万美元)

(96) Gross fixed capital formation of hotels and similar establishments: 宾馆和类似机构的固定资本形成总额 (百万美元)

(97) Number of rooms in hotels and similar establishments: 宾馆和类似机构的房间数量 (个)

(98) Number of bed-places in hotels and similar establishments: 宾馆和类似机构的床位数量 (张)

(99) Occupancy rate of rooms in hotels and similar establishments: 宾馆和类似机构的房间入住率 (%)

(100) Occupancy rate of beds in hotels and similar establishments: 宾馆和类似机构的床位入住率 (%)

(101) Average length of stay in hotels and similar establishments: 宾馆和类似机构的平均入住时间 (晚)

(102) Available capacity of hotels and similar establishments: 宾馆和类似机构的供房能力 (床位 (张) / 千人)

(103) Output of Travel agencies and other reservation service activities: 旅行社和其他预定服务机构的产出值 (百万美元)

(104) Percentage of Intermediate consumption of Travel agencies and other reservation service activities: 旅行社和其他预定服务机构的中间消费占比 (%)

(105) Percentage of Gross value added of travel agencies and other reservation service activities: 旅行社和其他预定服务机构的总增加值占比 (%)

(106) Compensation of employees from travel agencies and other reservation service activities: 旅行社和其他预定服务机构的劳务支出 (百万美元)

(107) Gross fixed capital formation of Travel agencies and other reservation service activities: 旅行社和其他预定服务机构的固定资本形成总额 (百万美元)

(108) Percentage of Domestic trips with package tour provided by travel agencies and other reservation service activities: 旅行社和其他预定服务机构的跟团国内旅游 (%)

(109) Percentage of Domestic trips without package tour provided by travel agencies and other reservation service activities: 旅行社和其他预定服务机构的非跟团国内旅游 (%)

(110) Percentage of Inbound trips with package tour provided by travel agencies and other reservation service activities: 旅行社和其他预定服务机构的跟团入境旅游 (%)

(111) Percentage of Inbound trips without package tour provided by travel agencies and other reservation service activities: 旅行社和其他预定服务机构的非跟团入境旅游 (%)

(112) percentage of Outbound trips with package tour provided by travel agencies and other reservation service activities: 旅行社和其他预定服务机构的跟团出境旅游 (%)

(113) Percentage of Outbound trips without package tour provided by travel agencies and other reservation service activities: 旅行社和其他预定服务机构的非跟团出境旅游 (%)

## 2. 旅游产业从业 (Employment in Tourism Industry) 指标

(114) Total number of employees in tourism industry: 旅游业总从业人员数 (人)

(115) Percentage of number of employees of hotels and similar establishments for visitors: 宾馆或类似住宿供应机构雇员数占比 (%)

(116) Percentage of number of employees of other accommodation establishments for visitors: 其他住宿供应机构雇员数占比 (%)

(117) Percentage of number of employees of food and beverage serving activities: 食品、饮料供应机构雇员数占比 (%)

(118) Percentage of number of employees of passenger transportation establishments: 交通工具供给机构雇员数占比 (%)

(119) Percentage of number of employees of travel agencies and other reservation establishments: 旅行社和其他预订服务机构雇员数占比 (%)

(120) Percentage of total number of employees in other tourism industries: 其他旅游产业雇员数占比 (%)

(121) Number of jobs by status-Total number of employment in tourism industry: 按就业地位: 旅游业总从业人数 (千人)

(122) Number of jobs by status-Number of self-employed in tourism industry: 按就业地位: 旅游业雇主人人数占比 (%)

(123) Number of full-time equivalent jobs by status- Total number of full-time equivalent employment in tourism industry: 全职工作人员按就业地位分: 旅游业总全职工作人员数 (千人)

(124) Number of full-time equivalent jobs by status- Number of full-time equivalent employees in tourism industry: 全职工作人员按就业地位分: 旅游业全职雇员人数占比 (%)

(125) Number of full-time equivalent jobs by status- Number of male full-time equivalent employees in tourism industry: 全职工作人员按就业地位分: 旅游业男全职雇员人数占比 (%)

(126) Number of full-time equivalent jobs by status- Number of female full-time equivalent employees in tourism industry: 全职工作人员按就业地位分: 旅游业女全职雇员人数占比 (%)

(127) Number of full-time equivalent jobs by status- number of self-employed full-time equivalent jobs in tourism industry: 全职工作人员按就业地位分: 旅游业全职雇主人人数占比 (%)

(128) Number of full-time equivalent jobs by status- Number of self-employed male full-time equivalent jobs in tourism industry: 全职工作人员按就业地位分: 旅游业全职男雇主人数量占比

(129) Number of full-time equivalent jobs by status- Number of self-employed female full-time equivalent jobs in tourism industry: 全职工作人员按就业地位分: 旅游业全职女雇主人数量占比 (%)

#### (四) 旅游评价 (Tourism Evaluation) 指标

##### 1. 数量评价 (Quantity Evaluation) 指标

(130) Times of domestic tourists per capita: 国内游客平均出游次数 (次)

(131) Number of inbound tourists (% of total population): 入境游客占国民的比重 (%)

(132) Number of outbound tourists (% of total population): 出游率 (%)

##### 2. 价值评价 (Value Evaluation) 指标

(133) Inbound tourism expenditure accounts for the proportion of added value of the third industry: 入境旅游对第三产业贡献率 (%)

(134) The contribution of inbound tourism to GDP: 入境旅游总支出对 GDP 的贡献率 (%)

(135) Inbound tourism expenditure over exports of good: 入境旅游支出占商品出口的比重 (%)

(136) The contribution of inbound tourism to exports of services: 入境旅游总支出对服务出口额的贡献率 (%)

(137) The contribution of inbound tourism to exports of goods and services: 入境旅游总支出对商品和服务出口额的贡献率 (%)

(138) Inbound tourism expenditure over current account credits: 入境旅游支出占经常账户贷方的比重 (%)

(139) Outbound tourism expenditure accounts for the proportion of added value of the third industry: 出境旅游对第三产业贡献率 (%)

(140) Outbound tourism expenditure over GDP: 出境旅游总支出占国内 GDP 比重 (%)

(141) Outbound tourism expenditure over imports of goods: 出境旅游支出占商品进口的比重 (%)

(142) Outbound tourism expenditure over imports of services: 出境旅游支出占服务进口的比重 (%)

(143) Outbound tourism expenditure over imports of goods and services: 出境旅游支出占商品和服务进口的比重 (%)

(144) Outbound tourism expenditure over current account debits: 出境旅游支出占经常账户借方的比重 (%)

(145) The total expenditure of domestic tourism accounts for the proportion of total consumer spending: 国内旅游总花费占居民消费支出总额比重 (%)

(146) Domestic tourism expenditure accounts for the proportion of added value of the third industry: 国内旅游对第三产业贡献率 (%)

(147) The contribution of domestic tourism to GDP: 国内旅游对 GDP 的贡献率 (%)

### 3. 产业评价 (Industry Evaluation) 指标

(148) Average number of employees of hotels and similar establishments for visitors: 宾馆或类似机构从业人员平均数 (人)

(149) Average number of employees of establishments serving food and beverage: 食品、饮料供应机构从业人员平均数 (千人)

(150) Average number of employees of passenger transportation establishments: 交通工具供给机构从业人员平均数 (人)

(151) Average number of employees of travel agencies and other reservation establishments: 旅行社和其他预订服务机构从业人员平均数 (人)

(152) Numbers of direct employees in tourism industry: 旅游业直接从业人数 (人)

(153) Numbers of indirect employees in tourism industry: 旅游业间接从业人数 (人)

(154) Numbers of direct employees (% of tourism industry employees): 旅游直接就业人数占总就业人数的比重 (%)

(155) Numbers of indirect employees (% of tourism industry employees): 旅游间接就业人数占总就业人数的比重 (%)

(156) Total number of employees in tourism industry accounts for the proportion of total number of employees in this country: 旅游就业人数占就业人口的比例 (%)

(157) Average wage of employees of Travel agencies and other reservation service activities: 旅行社和其他预订服务机构雇员平均工资 (美元)

(158) Average wage of employees of hotels and similar establishments: 宾馆或类似住宿供应机构雇员平均工资 (美元)

(159) Average output of Travel agencies and other reservation service activities: 旅行社和其他预订服务机构人均产出 (美元)

(160) Average output of employees of hotels and similar establishments: 宾馆或类似住宿供应机构雇员人均产出 (美元)

(161) Gross value added of hotels and similar establishments over GDP: 宾馆和类似机构增加值占国内生产总值的比重 (%)

(162) Gross value added of Travel agencies and other reservation service activities over GDP: 旅行社和其他预定服务机构增加值占国内生产总值的比重

(%)

#### 4. 综合评价 (Comprehensive Evaluation) 指标

- (163) Carrying capacity: 总旅游承载力指数
- (164) Gross travel potential index: 总旅游潜力指数
- (165) Tourism balance: 旅游账户平衡 (%)
- (166) Tourism openness: 旅游开放度 (%)
- (167) Tourism coverage: 旅游覆盖率 (%)
- (168) Tourism competitiveness: 旅游业竞争力指数
- (169) Tourism net revenue rate: 旅游收汇率 (%)
- (170) Contributions of tourism industry to local public finance: 旅游产业财政贡献率 (%)
- (171) The tourism market shares: 旅游市场占有率 (%)
- (172) Domestic expenditure accounts for the proportion of added value of the third industry: 境内旅游支出 (国内+入境) 占第三产业增加值百分比 (%)
- (173) Fluctuation index: 波动性指标
- (174) Site Intensity index: 旅游景点丰裕度指数
- (175) Tourist traffic convenience index: 旅游交通便捷度指数
- (176) Tourist service coverage index: 旅游服务覆盖指数
- (177) Tourist traffic safety index: 旅游地交通安全指数
- (178) Tourism climatic index: 旅游气候指数
- (179) Tourism safety and security index: 旅游安全指数
- (180) Tourism health and hygiene index: 旅游健康及卫生指数
- (181) ICT readiness index: 信息通讯技术准备指数
- (182) International openness index: 国际开放度指数
- (183) Price competitiveness: 价格竞争力指数
- (184) Environmental sustainability: 环境可持续指数

### 三、数据基本规模

滨海旅游业数据库包括 2760 行×31 列数据, 其中:  
文莱的数据起始年份为: 1995-2016 年, 共 184 行;  
柬埔寨的数据起始年份为: 1995-2016 年, 共 184 行;  
印度尼西亚的数据起始年份为: 1995-2016 年, 共 184 行;  
老挝的数据起始年份为: 1995-2016 年, 共 184 行;  
马来西亚的数据起始年份为: 1995-2016 年, 共 184 行;  
缅甸的数据起始年份为: 1995-2016 年, 共 184 行;  
菲律宾数据的起始年份为: 1995-2016 年, 共 184 行;

新加坡数据的起始年份为：1995-2016 年，共 184 行；  
泰国数据的起始年份为：1995-2016 年，共 184 行；  
越南数据的起始年份为：1995-2016 年，共 184 行；  
中国数据的起始年份为：1995-2016 年，共 184 行；  
韩国数据的起始年份为：1995-2016 年，共 184 行；  
美国数据的起始年份为：1995-2016 年，共 184 行；  
东盟整体数据的起始年份为：1995-2016 年，共 184 行。

#### 四、数据来源

世界旅游组织（World Tourism Organization, UNWTO）

世界旅行与旅游理事会（World Travel & Tourism Council, WTTC）

东盟秘书处（ASEAN Secretariat）

世界银行（World Bank）

文莱、柬埔寨、印度尼西亚、老挝、马来西亚、缅甸、菲律宾、新加坡、泰国、越南的国家旅游管理机构以及其他官方来源。