附件3

2017年旅游区域品牌价值评价数据信息

填报表

申报景区\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

申报单位：（盖章）\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

推荐单位：（盖章）\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

所在地：\_\_\_\_\_省（自治区、直辖市）\_\_\_\_\_市

二〇一七年五月

填 报 说 明

（1）各项内容须如实填写；如无此项，请划斜线；

（2）以万元为单位的指标需精确到小数点后两位；

（3）部分指标需区域提供相关证明材料或复印件；

（4）此表由区域填报完成并加盖公章后，由有关单位进行初审，并出具审查意见；

（5）此表需提交纸质和电子版。纸质版统一按照2017年旅游区域品牌价值评价数据信息填报表填写，需另附说明材料的，按顺序依次附后。全部申报材料需**装订成册，以白色A4纸做封面**，沿长边装订。电子版以光盘形式提供。

2017年旅游区域品牌价值评价数据信息填报表

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 一、基本情况信息表 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 区域名称 | | | |  | | | | | | | | | | | | | 核心景区  名称 | | | |  | | | | | | | | | | | | |
| 申报区域负责人 | | | | 姓名 | | | | | | |  | | | | | | 职务 | | | |  | | | | | | | | | | | | |
| 电话 | | | | | | |  | | | | | | 手机 | | | |  | | | | | | | | | | | | |
| 联系人 | | | | 姓名 | | | | | | |  | | | | | | 职务 | | | |  | | | | | | | | | | | | |
| 电话 | | | | | | |  | | | | | | 手机 | | | |  | | | | | | | | | | | | |
| 传真 | | | | | | |  | | | | | | 电子邮箱 | | | |  | | | | | | | | | | | | |
| 通讯地址 | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 质监部门  联系人 | | | | 姓名 | | | | | | |  | | | | | | 职务 | | | |  | | | | | | | | 电子  邮箱 | | |  | |
| 电话 | | | | | | |  | | | | | | 手机 | | | |  | | | | | | | |
| 区域所在  地理位置 | | | |  | | | | | | | 区域行政级别 | | | | | |  | | | | 区域面积  （平方公里） | | | | | | | |  | | | | |
| 区域人口  数量 | | | |  | | | | | | | 旅游从业人数 | | | | | |  | | | | | | | | | | | | | | | | |
| 产业经济指标  (本部分数据均以统计局公布信息为准) | | | |  | | | | | | | | | | | | | 2013年 | | | | 2014年 | | | | | | 2015年 | | | | 2016年 | | |
| 区域GDP(亿元) | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 区域旅游总收入GDP(亿元) | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 旅游总收入(亿元) | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 国内旅游收入（亿元） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 国际旅游创汇（亿美元） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 旅游者  人数 | | | | 国内外旅游者总数  （万人次） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 国内旅游者数量  （万人次） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 入境旅游者数量  （万人次） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 外国人（万人次） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 港澳台同胞（万人次） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | |
| 区域品牌  基本信息 | | | | 区域品牌名称 | | | | | | | | | | | | |  | | | | | | | | | | 成立时间 | | | |  | | |
| 集体商标名称 | | | | | | | | | | | | |  | | | | | | | | | | 注册时间 | | | |  | | |
| 核心景区辐射区域简介(500字以内) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 区域品牌受益产业 | | | | 辐射景区  (旅游景区数量) | | | | | | | | AA | | | | | AAA | | | | AAAA | | | | | | AAAAA | | | | | 总数 | |
|  | | | | |  | | | |  | | | | | |  | | | | |  | |
| 星级饭店  (数量） | | | | | | | | 二星级 | | | | | 三星级 | | | | 四星级 | | | | | | 五星级 | | | | | 总数 | |
|  | | | | |  | | | |  | | | | | |  | | | | |  | |
| 旅行社  （数量） | | | | | | | | AAA | | | | | AAAA | | | | | | | | | | AAAAA | | | | | | |
|  | | | | |  | | | | | | | | | |  | | | | | | |
| 景区荣誉 | | | | 世界级荣誉 | | | | | | | | 国家级荣誉 | | | | | 省级荣誉 | | | | 市县级荣誉 | | | | | | | | | | | 其他  荣誉 | |
|  | | | | | | | |  | | | | |  | | | |  | | | | | | | | | | |  | |
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|  | | | | | | | |  | | | | |  | | | |  | | | | | | | | | | |  | |
| 区域品牌情况概述（800字以内） | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 二、核心景区情况信息 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 名称 | | | |  | | | | | | | | | | | | | | | 主管部门 | | | | | | |  | | | | | | | | |
| 性质 | | | | 在下列正确的位置划（√）：自然公园、国家公园、地质公园、森林公园、湿地公园、野生动物园、海洋馆。 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 通讯地址 | | | |  | | | | | | | | | | | | | | | | | | | 邮编 | | | | | |  | | | | | |
| 电话 | | | |  | | | | | | | | | | | | | | | 传真 | | | | | | |  | | | | | | | | |
| 网址 | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 负责人 | | | |  | | | | | | | | | | | | | | | 电话 | | | | | | |  | | | | | | | | |
| 面积 | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 依托城市（镇）名称 | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 行政归属单位 | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| 经营管理单位 | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| 工作人员 | | | | 总人数 | | | | | 人 | | | | | | 导游(讲解)人员 | | | | | | 人 | | | | | 安保人员 | | | | | 人 | | | |
| 管理人员 | | | | | 人 | | | | | | 高级导游  （讲解员） | | | | | | 人 | | | | | 环卫人员 | | | | | 人 | | | |
| 投入情况 | | | | 累计投入 | | | | | | 万元 | | | | | | | | | | 年均投入 | | | | | | | 万元 | | | | | | | |
| 开业时间 | | | | 景区自   年  月开始开业接待游客。 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 经营情况 | | | | 项目 | | | | | | | | | | | | | 2013年度 | | | | 2014年度 | | | | | | 2015年度 | | | | 2016年度 | | | |
| 接待游客人数(万人次) | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | | |
|  | | | | 其中：入境游客数(万人次) | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | | |
| 门票价格（元） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | | |
| 门票收入（万元） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | | |
| 营业收入（万元） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | | |
| 利润总额（万元） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | | |
| 上缴税费（万元） | | | | | | | | | | | | |  | | | |  | | | | | |  | | | |  | | | |
| 景区情况综述（800字以内） | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 三、核心景区品牌要素情况 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **一级**  **指标** | | **二级**  **指标** | | | | **三级**  **指标** | | | | | | | | **说明** | | | | | | | | | | | **数量及自评** | | | | | | | | | |
| 有形  资产  有形  资产  有形  资产 | | 地文  景观 | | | | 综合自然旅游地 | | | | | | | | 山丘型旅游地、谷地型旅游地、沙砾石地型旅游地、滩地型旅游地、奇异自然现象、自然标志地、垂直自然地带 | | | | | | | | | | |  | | | | | | | | | |
| 沉积与构造 | | | | | | | | 断层景观、褶曲景观、节理景观、地层剖面、钙华与泉华、矿点矿脉与矿石积聚地、生物化石点 | | | | | | | | | | |  | | | | | | | | | |
| 地质地貌过程形迹 | | | | | | | | 凸峰、独峰、峰丛、石（土）林、奇特与象形山石、岩壁与岩缝、峡谷段落、沟壑地、丹霞、雅丹、堆石洞、岩石洞与岩穴、沙丘地、岸滩 | | | | | | | | | | |  | | | | | | | | | |
| 自然变动遗迹 | | | | | | | | 重力堆积体、泥石流堆积、地震遗迹、陷落地、火山与熔岩、冰川堆积体、冰川侵蚀遗迹 | | | | | | | | | | |  | | | | | | | | | |
| 岛礁 | | | | | | | | 岛区、岩礁 | | | | | | | | | | |  | | | | | | | | | |
| 水域  风光 | | | | 河段 | | | | | | | | 观光游憩河段、暗河河段、古河道段落 | | | | | | | | | | |  | | | | | | | | | |
| 天然湖泊与池沼 | | | | | | | | 观光游憩湖区、沼泽与湿地、潭池 | | | | | | | | | | |  | | | | | | | | | |
| 瀑布 | | | | | | | | 悬瀑、跌水 | | | | | | | | | | |  | | | | | | | | | |
| 泉 | | | | | | | | 冷泉、地热与温泉 | | | | | | | | | | |  | | | | | | | | | |
| 河口与海面 | | | | | | | | 观光游憩海域、涌潮现象、击浪现象 | | | | | | | | | | |  | | | | | | | | | |
| 冰雪地 | | | | | | | | 冰川观光地、长年积雪地 | | | | | | | | | | |  | | | | | | | | | |
| 生物\  景观 | | | | 树木 | | | | | | | | 林地、丛树、独树、古树名木 | | | | | | | | | | |  | | | | | | | | | |
| 草原与草地 | | | | | | | | 草地、疏林草地 | | | | | | | | | | |  | | | | | | | | | |
| 花卉地 | | | | | | | | 草场花卉地、林间花卉 | | | | | | | | | | |  | | | | | | | | | |
|  | | | | 野生动物栖息地 | | | | | | | | 水生动物栖息地、陆地动物栖息地、鸟类栖息地、蝶类栖息地、珍稀动物 | | | | | | | | | | |  | | | | | | | | | |
| 天象与气候景观 | | | | 光现象 | | | | | | | | 日月星辰观察地、光环现象观察地、海市蜃楼现象多发地 | | | | | | | | | | |  | | | | | | | | | |
| 天气与气候现象 | | | | | | | | 云雾多发区、避暑气候地、避寒气候地、极端与特殊气候显示地、物候景观 | | | | | | | | | | |  | | | | | | | | | |
| 遗址  遗迹 | | | | 史前人类活动场所 | | | | | | | | 人类活动遗址、文化层、文物散落地、原始聚落 | | | | | | | | | | |  | | | | | | | | | |
| 社会经济文化活动遗址遗迹 | | | | | | | | 历史事件发生地、军事遗址与古战场、废弃寺庙、废弃生产地、交通遗迹、废城与聚落遗迹、长城遗迹、烽燧 | | | | | | | | | | |  | | | | | | | | | |
| 建筑与设施 | | | | 综合人文旅游地 | | | | | | | | 教学科研实验场所、康体游乐休闲度假地、宗教与祭祀活动场所、园林游憩区域、文化活动场所、建设工程与生产地、社会与商贸活动场所、动物与植物展示地、军事观光地、边境口岸、景物观赏点 | | | | | | | | | | |  | | | | | | | | | |
| 单体活动场馆 | | | | | | | | 聚会接待厅堂（室）、祭拜场馆、展示演示场馆、体育健身馆场、歌舞游乐场馆 | | | | | | | | | | |  | | | | | | | | | |
| 景观建筑与附属型建筑 | | | | | | | | 佛塔、塔形建筑物、楼阁、石窟、长城段落、城（堡）、摩崖字画、碑碣（林）、广场、人工洞穴、建筑小品 | | | | | | | | | | |  | | | | | | | | | |
| 居住地与社区 | | | | | | | | 传统与乡土建筑、特色街巷、特色社区、名人故居与历史纪念建筑、书院、会馆、特色店铺、特色市场 | | | | | | | | | | |  | | | | | | | | | |
| 归葬地 | | | | | | | | 陵区陵园、墓（群）、悬棺 | | | | | | | | | | |  | | | | | | | | | |
| 交通建筑 | | | | | | | | 桥、车站、港口渡口与码头、航空港、栈道 | | | | | | | | | | |  | | | | | | | | | |
| 水工建筑 | | | | | | | | 水库观光游憩区段、水井、运河与渠道段落、堤坝段落、灌区、提水设施 | | | | | | | | | | |  | | | | | | | | | |
| 旅游  商品 | | | | 地方旅游  商品 | | | | | | | | 菜品饮食、农林畜产品与制品、水产品与制品、中草药材及制品、传统手工产品与工艺品、日用工业品、其他物品 | | | | | | | | | | |  | | | | | | | | | |
| 自然生态服务经济价值 | | | | 森林资源生态服务价值 | | | | | | | | 森林涵养水源服务、森林保育土壤服务、森林固碳制氧服务、森林调节气候、净化环境服务、森林生物多样性维护服务、森林农业防护服务 | | | | | | | | | | |  | | | | | | | | | |
| 荒漠生态系统服务价值 | | | | | | | |  | | | | | | | | | | |  | | | | | | | | | |
| 水资源生态服务价值 | | | | | | | |  | | | | | | | | | | |  | | | | | | | | | |
| 湿地资源生态服务价值 | | | | | | | |  | | | | | | | | | | |  | | | | | | | | | |
| 保护与开发投入 | | | | 保护投入 | | | | | | | |  | | | | | | | | | | |  | | | | | | | | | |
| 开发投入 | | | | | | | |  | | | | | | | | | | |  | | | | | | | | | |
| 有形资产概述（500字以内） | | （旅游资源类型种类、特色、数量、品位、组合关系、保护措施等） | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **一级**  **指标** | | **二级**  **指标** | | | | | | **三级**  **指标** | | | | | | | | **说明** | | | | | | | | **数量及自评** | | | | | | | | | | |
| 无形  资产  无形  资产 | | 景区  荣誉 | | | | | | 世界级旅游资源 | | | | | | | | 主要包括被联合国科教文组织批准列入《世界遗产名录》的名胜古迹、世界级地质公园和列入联合国“人与生物圈”计划的自然保护区等旅游资源。 | | | | | | | |  | | | | | | | | | | |
| 国家  旅游资源 | | | | | | | | 主要包括由国务院审定公布的国家风景名胜区、国家历史文化名城和国家重点文物保护单位，以及国家级自然保护区和国家森林公园。 | | | | | | | |  | | | | | | | | | | |
| 省级  旅游资源 | | | | | | | | 主要包括省级风景名胜区，省级历史文化名城，省级文物保护单位，以及省级自然保护区，省级森林公园，省级历史文化名镇名村。 | | | | | | | |  | | | | | | | | | | |
| 市县级  旅游资源 | | | | | | | | 主要包括市（县）级风景名胜区和市（县）级文物保护单位。 | | | | | | | |  | | | | | | | | | | |
| 非物质文化 | | | | | | 非物质  遗产名录 | | | | | | | | 包括世界非物质文化遗产、中国非物质文化遗产、省级非物质文化遗产名录。 | | | | | | | |  | | | | | | | | | | |
| 宗教文化 | | | | | | | | 宗教活动、宗教艺术 | | | | | | | |  | | | | | | | | | | |
| 民俗风情 | | | | | | | | 传统民居、民族服饰、特色饮食、婚恋、节日庆典、礼仪 | | | | | | | |  | | | | | | | | | | |
| 工艺技能 | | | | | | | | 传统的手工艺技能如编织、加工、制作、雕刻等 | | | | | | | |  | | | | | | | | | | |
| 文学艺术 | | | | | | | | 游记、诗词、楹联、题刻、神话、传说、书法、绘画、文艺团体、文学艺术作品 | | | | | | | |  | | | | | | | | | | |
| 表演艺术 | | | | | | | | 表演艺术如戏曲、音乐、舞蹈等 | | | | | | | |  | | | | | | | | | | |
| 知识和实践 | | | | | | | | 有关自然界和宇宙的知识和实践 | | | | | | | |  | | | | | | | | | | |
| 现代节庆 | | | | | | | | 旅游节、文化节、商贸农事节、体育节 | | | | | | | |  | | | | | | | | | | |
| 会计学无形资产 | | | | | | | | 包括专利权、非专利技术、商标权、著作权、特许权、土地使用权、商业秘诀、商誉 | | | | | | | |  | | | | | | | | | | |
| 品牌建设 | | | | | | 品牌培育 | | | | | | | | 品牌培育费用的占比、品牌培育管理机制 | | | | | | | |  | | | | | | | | | | |
| 品牌维护 | | | | | | | | 品牌维护费用的占比、品牌维护措施 | | | | | | | |  | | | | | | | | | | |
| 品牌宣传 | | | | | | | | 品牌宣传推广费用的占比、品牌宣传渠道的多样性 | | | | | | | |  | | | | | | | | | | |
| 品牌影响力 | | | | | | | | 品牌知名度、品牌美誉度 | | | | | | | |  | | | | | | | | | | |
| 市场能力 | | | | | | 市场影响力 | | | | | | | | 市场占有率、入境游客的规模、国内游客的规模 | | | | | | | |  | | | | | | | | | | |
| 市场开拓力 | | | | | | | | 境外设立营销渠道的数量、国内设立营销渠道的数量 | | | | | | | |  | | | | | | | | | | |
| 持续发展能力 | | | | | | | | 品牌环境保护程度、品牌法律保护程度、品牌资源持续发展能力 | | | | | | | |  | | | | | | | | | | |
| 无形资产概述（  500字以内） | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **一级**  **指标** | | | **二级**  **指标** | | | | | **三级**  **指标** | | | | | | | | **说明** | | | | | | | | **数量及自评** | | | | | | | | | |
| 质量 | | | 质量  水平 | | | | | 质量管理机制 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 管理认证情况 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 质量  信用 | | | | | 近两年媒体曝光情况 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 消费者投诉信用责任情况 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 质量  管理 | | | | | 管理体系建设 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 质量管理信息化水平 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 质量概述（500字以内） | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **一级**  **指标** | | | **二级**  **指标** | | | | | **三级**  **指标** | | | | | | | | **说明** | | | | | | | | **数量及自评** | | | | | | | | | |
| 服务 | | | 服务  能力 | | | | | 餐饮服务 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
|  | | | | | 住宿服务 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 交通服务 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 游览服务 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 购物服务 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 娱乐服务 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 服务  保障 | | | | | 安全服务 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
|  | | | | | 应急机制 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 游客投诉处理 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 服务旅行标准 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 服务基础设施 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 客户  关系 | | | | | 游客满意度 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 游客忠诚度 | | | | | | | |  | | | | | | | |  | | | | | | | | | |
| 服务概述（500字以内） | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **一级**  **指标** | | | **二级**  **指标** | | | | **三级**  **指标** | | | | | | | | | **说明** | | | | | | | | | **数量及自评** | | | | | | | | |
| 创新 | | | 产品（服务）创新 | | | | 旅游景区产品（参观、游乐）的独特性 | | | | | | | | |  | | | | | | | | |  | | | | | | | | |
| 旅游景区产品（参观、游乐）的丰富性 | | | | | | | | |  | | | | | | | | |  | | | | | | | | |
| 个性化的旅游服务的创新 | | | | | | | | |  | | | | | | | | |  | | | | | | | | |
| 文化创新（营销创新） | | | | 品牌文化核心理念创新 | | | | | | | | |  | | | | | | | | |  | | | | | | | | |
| 文化产品创新数量 | | | | | | | | |  | | | | | | | | |  | | | | | | | | |
| 文化项目创新数量 | | | | | | | | |  | | | | | | | | |  | | | | | | | | |
| 创新概述（500字以内） | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 四、申报单位填报数据信息真实性承诺 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **本组织郑重承诺:**  所提交申报材料真实、准确、有效，并愿意承担相应责任。  负责人签字：  年 月 日  （申报单位公章） | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 五、推荐单位审查意见 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 负责人签字：  年 月 日  （审查单位公章） | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |