

## RESEARCH ON THE CHARACTERISTICS OF WORLD TOURISM AND CULTURAL INDUSTRY DEVELOPMENT<sup>1</sup>

**Zhu Wenjun Liao Guoqiang\***

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**Abstract:** At present, in order to give full play to the advantages of cultural tourism resources and deepen the cooperation with cultural capital, many countries in the world are guiding and providing all kinds of international capital institutions to develop and promote the innovative ideas, management and capital operation platform to meet the needs of the development of cultural tourism industry and improve their own cultural tourism industries. Under the background of internationalization, it is necessary for us to understand the history and characteristics of the development of the world tourism and cultural industries. Through the integration of global cultural tourism resources to have them complement each other, people can make it an important pillar industry and a new economic growth point of national economy, and promote the healthy development of the world cultural tourism industry.

**Keywords:** tourism; cultural industry; characteristics

The cultural tourism industry is an important part of the cultural industry. In the low-carbon economy era, the two major industries of culture and tourism have gradually become the "green sunrise industry", which is the priority of the major countries in the world. The integrated development of the two industries in culture and tourism is of great significance for promoting the development and upgrading of the world economy and structural transformation. Therefore,

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\* **Sichuan University of Science & Engineering, Sichua**

it is very necessary for us to study the characteristics of the development of world tourism and cultural industry.

## **1 Origins of World Tourism**

The history of world tourism can be divided into three periods: ancient travel and tourism, modern tourism and contemporary tourism. It can be seen that tourist activities all over the world have existed since ancient times. Travel began because it was initially accompanied by the rise of business activities. With the production and demand of more goods, people needed to go out or exchange products in some other areas, and travel business became necessities. Therefore, ancient travel and tourist activities were often related to business trade. Travel just for leisure purposes has evolved from an experience reserved for few people into something enjoyed by lots of people. So a variety of non-economic travel activities were carried out in this period,

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such as the cruise of the royal families and the ministers, the roaming of the literati, the necessity for the noble children's study, scientific adventure travels, etc. Through the Middle Ages, quite a few societies motivated the practice of religious pilgrimages, as reflected in Chaucer's *Canterbury Tales* and other literature. Thus, the religious pilgrims occupied a large proportion of the long journey, but the number of participants was very small, which had not common social significance. In addition, European explorers and expedition tours were relatively prospered, but had the tendency of material possessions and colonial culture.

## **2 Beginning of Tourism Industry**

### **2.1 The First Known Travel Agency**

Actually, the beginning time of a real contemporary tourist industry is not long. With the success of the industrial revolution in capitalist countries, the rapid economic development was promoted to a great extent. At the same time, a series of favorable conditions such as the increase of people's wealth, the improvement of transportation tools and the acceleration of the process of urbanization greatly promoted the development of tourist activities. Cox & Kings, the first known travel agency, was founded in 1758 when Richard Cox became official travel agent of the British Royal Armed Forces (Cox & Kings, 2014). In 1822, Robert Smart from Bristol, England, announced that he was the first steamship agent and started to operate the passenger transport business. After that, he began to book passengers on steamers to various Bristol Channel ports and to Dublin.

## **2.2 The First Leisure Travel**

In 1841, Thomas Cook, a British man, opened the first leisure travel agency to help Britons improve their lives by seeing the world and participating in the temperance movement. He began running a special excursion train from Leicester to Loughborough in England that happened to be a trip of 12 miles. On the 5<sup>th</sup> of July in 1841, it was reported that Cook's train carried 570 passengers at a round-trip and each passenger was only charged 1 shilling. That is believed to be the first publicly advertised excursion train, which created the earliest travel business in the world and marked the beginning of a real tourist activity. Therefore, Thomas Cook should rightfully be recognized as the first rail excursion agent, whose pioneering efforts were eventually followed widely in the whole world. Then Cook's company grew quite rapidly, which began to provide escorted tours to the Continent and to the United States and in many parts of the World. For example, in 1863, Cook organized a large-scale tour to Switzerland, and organized a trip to North America in 1868. So far, Cook's company is still one of the largest tourist organizations in the world today.

### **2.3 The Coming Era of Mass Tourism**

After the Second World War, the world ended the long-term war situation. Then the economy began to develop steadily, the traffic improved stably and the tourism industry gained a relatively peaceful and stable development environment and quickly became a new industry. At the same time, tourist competition among regions and countries was becoming more and more intense. In addition, the growth of tourist demand also promoted the change of tourist mode. On the basis of traditional holiday tourism, tourist activities with various new distinctive cultural connotations emerged thick and fast, such as ecotourism, green tourism, adventurous tourism and so on. Those features constitute the contemporary tourism, which marks the coming era of mass tourism.

## **3 The Characteristics of the Development of the World's Contemporary Cultural Tourism**

### **3.1 Continuity of the Growth**

Since the 50s of last century, the development of world tourism had been going on. In the 60s, the tourism industry developed rapidly, whose speed was always higher than the economic growth of the world and had gradually developed into the largest emerging industry with the average annual increase of 9% international tourists in the world. Into the 70s, affected by the energy crisis and the rise in oil prices, the developmental pace of international tourism slowed down a little, and the average growth rate of tourists was 4.6%. In the 80s, the number of international tourists increased by an average of 4% over the past year and an average increase of 6.5% in the 90s. During 1950-2000, the average annual growth rate of tourism was 6.9%. In 2000, tourism reached a new height. The number of international tourists was 696 million, with a growth rate of 7%. That was mainly due to the influence of the millennium, when many countries carried out different kinds of celebrations, such as the Olympic Games in Sydney, which played an important role in the world economy and tourism. In 2005, the world tourism maintained a sustained growth on the basis of the rapid development of the previous year, in which the number of international tourists received 808 million people, the total tourism demand reached \$62015 billion, and the value of the tourism economy reached 47457 billion US dollars.

Due to the economic crisis, 2009 was the worst year for the global tourism industry in 60 years. The number of tourists dropped by 3.8%. But in 2010, world tourism was free from the impact of the international financial crisis. The number of international tourists reached 939 million, rising by 6.6%. 2011 rose to 980 million, increased by 5%, and in 2012, it broke through 1 billion, increased by 4%. 2013 was a good year for tourism development. A total of 1 billion, 87 million tourists went abroad to travel in that year and the number of international tourists was 5.02% higher than that in 2012. In 2014, the number of overseas tourists increased by 4.7% over the previous year, reaching 1 billion and 138 million, hitting a record high. In 2014, France, the United States, Spain and China continued to be in the forefront of the world in terms of international visitors and tourism revenues. Among them, China still kept the fourth place with 55 million and 600 thousand international visitors. In 2015, the number of international travellers in the world rose by 4.4% compared to 2014, reaching a record of 1 billion and 180 million. Tourism revenue rose by 3.6%, a total of \$1 trillion and 400 billion, which had an average of 4 billion each day. For four consecutive years, the growth of tourism industry exceeded the growth rate of world commodity trade by 2.8%. In 2015, North American, Asian- Pacific and the Middle East regions grew by 4% in dollar terms, 3% in Europe and 2% in Africa. Incomes in the Caribbean, Central American and South American regions increased by 7%. In 2016, the global number of international tourists reached a record of 12 trillion people, and the international tourism revenue exceeded 1 trillion and 200 billion US dollars. The contribution to the global economy was over 10.2%, the contribution of employment was over 9.6% and the contribution of investment exceeded 4.4%. In 2017, the number of international tourists reached 1 billion and 322 million, an increase of 7% over the previous year and a new high in 7 years. The total tourism revenue was more than 5 trillion US dollars, equivalent to 6.7% of the global GDP, which continued to outpace the GDP growth and played a more evident role in promoting global economic growth. It is obvious that in recent years, the global international inbound tourism has not only achieved rapid growth, but the world tourism economy has also entered a stage of

restorative development, making the tourism of the whole world take on a good sustainable development trend.

### **3.2 Popularized Tourism**

Compared with ancient tourism and modern tourism, the composition of tourist activities has changed greatly. Before World War II, tourist activities, as a kind of spiritual enjoyment, were the pleasures of the rich and the aristocrats, dominated by the upper class and the ruling class of the society, and they were only a very small part of the social forces. After World War II, with the rapid growth of the world economy, social wealth increased a lot and people's demand for spiritual culture also went up. More and more people have economic ability to participate in the tourist activities. Cultural tourism has become the basic way of people's life, which is one of the best choices for people to pass their leisure time. Thus leisure travels have not only become popular in many countries, but also formed a world flow of international tourism, which makes cultural tourism a social activity in most parts of the world. For example, in Europe, middle-income families with a monthly income of 4000 - 6000 Euros are very easy to travel to Asia, with an average cost of around 2000 Euros per person. The traveling cost is often lower than the monthly income. According to the data of the American Tourism Association, in 2013, 81% of the 146 million and 400 thousand American adults who traveled 50 miles or more away from home were out just for cultural tours.

### **3.3 Territorial Universality**

After the war, the world pattern was generally peaceful and stable. The development of tourism information and information technology, together with the attention of various countries to tourism, have greatly promoted the development of global tourist destinations, such as intercontinental tourism, North and South tourism, Peak Everest mountaineering and even the moon tourism. At present, the new tourist destinations represented by emerging countries are constantly coming out, and the focus of the world tourist regions is showing signs of shifting to

the East. China is the representative of this trend. According to the statistics of the world tourism organization, China surpassed Spain in 2010 as the third largest tourist destination in the world after France and the United States.

### **3.4 Diversity of Tourism Demand**

Facing the trend of economic globalization, while tourism is promoting standardization, we find that the trend of individuation and liberalization is becoming more and more obvious. The traditional package tour can not meet the development of contemporary tourism. The new autonomous tour and self-help tour will gradually exceed the development of package tour, because this kind of tourism can give people chances to choose sightseeing scenic spots as they please, adjust and change the way of travel life, both free and free from the restriction of group action. So this kind of tourism soon developed well in Western Europe and North America, where there were more developed tourist activities, convenient international transportation and private cars. At the same time, the number of tourists was gradually expanding, and all kinds of tourist needs also promoted the corresponding development of tourism supply. Then a variety of rich, novel and unique tourist forms and tourist projects emerged in an endless stream, such as pilgrimage tours, conference tours, business tours, convalescent tours, holiday tours, hunting tours, mountaineering tours, adventuring tours, self driving tours, science and education tours, newlywed tours, health tours, sports tours, green tours and so on. These tourist products are the specific manifestation of diversification of tourism demand, bringing us colorful tourism management patterns.

### **3.5 Fierceness of Competition**

International tourism is an important sector of service trade. The income of international tourism is equivalent to 8.1% of the world's exports of goods and services, which greatly exceeds the export income of automobiles, chemicals, food and petroleum products. In the days to come, the

competition in tourism will be reflected not only in the competition between enterprises, but also in the competition among countries.

#### **4 Characteristics of the World's Market in Contemporary Cultural Tourism**

With the improvement of people's living standard and the increase of their leisure time, people's desire for cultural tourism is increasing, and the demand for cultural tourism and tourist forms are also increasing. The factors such as hobbies of tourists and disposable income will often lead to the obvious regional characteristics of the tourist market in tourist areas. Generally speaking, the tourists in developed countries account for a large proportion, and their potential of consumption is great. The tourists in developing countries are growing rapidly, too. It can be said that tourism is a rising industry, an emerging industry, and a direction for the development of all countries. In general, the most developed countries in tourism are the United States, Spain, France, Italy, Germany, Britain, Japan, Saudi Arabia, Austria, Holland, Norway, Canada, Sweden, Switzerland, Kuwait, Australia, Venezuela, Denmark, Belgium, Mexico, etc. These countries account for about 78% of the total world's tourism expenditure. At present, there are more than 160 countries and regions operating international tourism, of which 18 developed countries (United States, France, Britain, Canada, Belgium, Holland, Japan, Italy, Germany, Austria, Spain, Switzerland, Sweden, Australia, Norway, Denmark, Ireland, Finland) not only have most of the International tourist sources, but 80% of the international tourist sources mainly flow to those 18 countries. Although the international tourist flows have been expanding from developed countries to developing countries since the 1960s and the geographical distribution of international tourist flows have somewhat changed, the overall developmental trend of international tourist flows have not fundamentally been transformed. The current and future mainstream of international tourist flows are still relatively concentrated in the developed countries. Seen from the major regional plates in 2015, the growth of European, American and the Asia Pacific regions was 5% and the Middle East was growing at 3%. In Africa, a 3% decline was expected because of limited statistical data, which was mainly affected by the poor tourist



situation in North Africa (the number of tourists in North Africa accounted for 1/3 of the total number of tourists in the region.).

#### **4.1 European Market**

The European tourist market includes the whole European region, which is the largest source of tourist output and the largest tourist reception destination in the world. In 2015, the number of international tourists to Europe was 609 million, an increase of 29 million over 2014. Many European countries, with their unique resources, have carefully created distinctive and competitive brands and become strong tourist countries in the world. The overall planning and layout of these countries has always been a long-term view. They have an ingenious development of tourist products with rich types, distinct and outstanding individualization, which provide many choices for the world tourists. The reason why Europe becomes the largest and most stable market in the world is that the number of middle class is large and they have relatively high income, good national welfare policy and exchange rate, imperceptibly encouraging the consumption of travel abroad. For example, think about it, 1000 Euros can be exchanged for 10000 Yuan. One can travel well in China with that sum. If you like to spend 2000 Euros, you can have high-end travelling. Therefore, many European families can enjoy themselves pleasantly even for one or two months in a lot of countries and can't cost much. However, the wage levels vary widely in the European Union, with Belgium, Germany, France, the UK, Holland and Ireland as the first echelons, where people's monthly average wage ranges from 1250 Euros to 1500 Euros. In Slovenia, Spain, Portugal, Greece and Malta, the minimum wage varies from 500 to 800 Euros. In Eastern European countries, the minimum monthly wage is often less than 500 Euros. According to the statistics of Eurostat in the second half of 2015, Poland's monthly average wage is 417.5 Euros.

## **4.2 American Markets**

The Americas are located in the Western Hemisphere, divided into North America, Central America and South America. There is an area of 42 million and 68 thousand square kilometers, accounting for 8.3% of the earth's surface area and 28.4% of the land area. The American regions have about 950 million inhabitants, accounting for 13.5% of the total human population and the only continent in the Western Hemisphere, also known as the "new world". The tourist markets of the Americas have their own characteristics, including 51 countries and regions, which are important tourist origins of international tourism in the world. The number of international tourists in the Americas was more stable than that in 2014, increased by 9 million and reaching 191 million tourists in 2015, with a growth rate of 5%. The US dollar stimulated the US outbound travel, from which the Caribbean and Central American regions benefited a lot and achieved a 7% growth. South America and North America are close to average, achieving a 4% growth.

## **4.3 Asian and Pacific Markets**

In 2014, the number of international tourists in the Asia-Pacific regions reached 263 million, an increase of 14 million compared to 2013, with a rise of 5%. In 2014, tourism revenue in the Asia-Pacific regions reached US \$377 billion, excluding foreign exchange fluctuation and inflation, which increased by 4% in real terms and was 3.7% higher than the global average. In 2015, the number of international visitors in the Asia-Pacific regions reached 277 million, an increase of 13 million people compared to 2014, which was a rise of 5%. Among them, the number of international tourists visiting Oceania increased by 7%, Southeast Asia achieved a 5% growth, and the number of international tourists visiting Northeast Asia and South Asia increased by 4%. East Asia and the Pacific markets include China, Japan, North Korea, South Korea, Mongolia, Thailand, Singapore, Malaysia, Indonesia, Philippines, Brunei, East Timor, Vietnam, Laos, Kampuchea, Burma and other countries, Australia, New Zealand and other South Pacific island countries and regions. The Asia-Pacific regions have maintained the leading position in

the tourist market, and the tourists that visit those regions have the second largest percentage in the world. In 2014, the regions attracted 263 million international visitors, accounting for 23% of the world's total tourists. After China stood head and shoulders above others and became the world's No.1 tourist market, international tourist consumption reached a record of \$165 billion in 2014, an increase of 28% over the same period last year. The UNWTO Tourism Highlights 2015 Edition released by the world tourism organization shows that new emerging destinations are being paid more attention to, and Chinese elements continue to be the focus. In 2017, the person-times of outbound tours of Chinese citizens exceeded 130 million. They cost 115.29 billion US dollars, maintaining the status of the world's largest source of outbound tourists.

#### **4.4 The South Asian Market**

By the way, it is necessary to take this opportunity to mention South Asia, which refers to a vast area between the southern Himalaya mountains, the middle and western parts of the South and the Indian ocean. It is to the east of the bay of Bengal and the west of the Arabian sea. The South Asian market includes Sri Lanka, Maldives, Pakistan, India, Bangladesh, Nepal, Bhutan and Sikkim. South Asia is one of the birthplaces of the four major civilizations in the world, and also the birthplace of Buddhism and Hinduism. As early as 3000 B.C., some prosperous cities appeared in the Basin of the Ganges River, and then the Maurya Dynasty, Gupta Dynasty, Delhi Sultanates and Mughal Dynasty. Among the countries of South Asia, India, Sri Lanka and Maldives are resorts for holiday travel. Ancient Indians created a brilliant ancient civilization. India is also the birthplace of Buddhism, one of the world's three major religions, where there are rich tourism resources. Still more, Maldives, a real honeymoon resort, has attracted tourists from all over the world with its paradise beauty.

#### **4.4 Middle Eastern Markets**

The Middle Eastern markets include Iran in Western Asia, Palestine, Israel, Syria, Iraq, Jordan, Lebanon, Yemen, Saudi Arabia, the United Arab Emirates, Oman, Kuwait, Qatar, Bahrain,

Turkey, Cyprus, and Egypt in North Africa, etc. Although the countries in the Middle East are richer economically, their proportion in the tourist market is not large because of the small population and the traditional problems concerning tourism. In 2015, the number of international tourist arrivals in the Middle East began to increase by 3% over 2014, up to 54 million.

#### **4.5 African Markets**

There are 53 countries in Africa, and now they are all independent. Africa has rich historical and cultural relics, attractive natural scenery, exotic wildlife flora and fauna and great potential for tourism development. Limited by African data, the number of international visitors in Africa was expected to drop by 3%, reaching 53 million in 2015, of which 8% decreased in North Africa. Although the number of tourist arrivals in the Sub-Saharan Africa rose in the second half of 2015, the overall number of tourist arrivals was down by 1% compared to 2014.

#### **4.6 The Belt and Road Markets**

China's Belt and Road Initiative is very important to the development of the world's cultural and tourist industry, which embodies the positive force leading to regional integration and can rejuvenate the ancient Silk Road. The Silk Road is not only a road to connect the eastern and the western trade, but also a bridge to promote cultural and artistic communication. The cultural tourist industry can play a unique role in the revitalization of the Silk Road. China's Belt and Road strategy involves 65 countries, 4 billion and 400 million people, spanning the four major civilizations of the East and the West, crossing the four major religious sites of the world and the world's two major tourist destinations. The total amount of international tourism in the region has occupied 70% of the world, and China will play an important leading role in the development of cultural tourism along the silk road.

### **5 Developmental Trend of Contemporary Cultural Tourism and Distribution Characteristics of Visitor Sources in the World**

#### **5.1 Neighbouring Tourism**

In the world cultural tourism, the close-distance traveling abroad, especially international tourism to the neighboring countries, has always occupied a large proportion. On the basis of tourist trips, this kind of neighbouring travel abroad almost accounts for 80% of the world's international cultural tourism. In the case of the distribution of international tourist arrivals in the first half of the 80s, 70% of the tourists in the Americas just travelled in the destinations within the Americas, and only 30% went to the destinations out of the regions. In East Asia and the Pacific region (including Southeast Asian countries), 75% of the total tourist arrivals were in the tourist destinations of the regions, only 25% of the tourists travelled outside the regions. As for Europe, 79% tourists travelled inside the region and 21% outside.

## **5.2 Long-Distance Tourism**

As far as long-distance cultural tourism is concerned, from the 50s to the present, Europe and America have always been the most important international tourist destinations and the largest sources of visitors in the world, and the two regions are one of the most important tourist sources and destinations for each other. These two areas have always been dominant in both tourists and consumption. Therefore, the tourists between them are also the most important visitors in the international long-distance tourism.

## **5.3 The Developmental Trend of Cultural Tourism**

The developmental trend of international cultural tourism is often closely related to economic development. With the development of economy and society, more and more tourists hope to have full contact with society through tourist activities, which can not only help them broaden their horizons, obtain information, but also increase their knowledge. Therefore, the spiritual and cultural needs have gradually become the main purpose of many tourists. Returning to culture and nature has become the core content and developmental direction of the world tour. In recent years, the world's cultural tourism has been in the ascendant and good momentum of development. The mode of tourist activities has gradually turned from a single natural

sightseeing to leisure and cultural experience. The regions with better ecological environment and richer human resources have progressively become hot tourist resorts. On the whole, the following trends are presented:

### **5.3.1 Cultural Factors Are Beginning to Play a Leading Role in the Development of Tourism**

At present, the mode of world tourism has changed from traditional "sightseeing" tours to "cultural tours in depth" and "cultural leisure tourism" which are oriented mainly by culture. The characteristic tourist culture in every country or region in the world often has a strong monopoly. It is the result of the long-term accumulation of history and is also the primary condition for the development of cultural tourism industry. It is easy for the regions to create their own characteristics and brands. They, in general, are difficult to be copied or transplanted, and they have a high potential economic value. The impression that characteristic culture brings to tourists is deep and lasting, and it may stimulate tourist motivation again and form a strong competitive power. Judged from the developmental situation of the world's cultural tourist industry, cultural factors are playing a more and more important role in the development of tourism. For an instance, the development of British cultural heritage tourism has proliferated fast with the annual income up to 26 billion pounds, which has almost become the pillar of the tourism industry in the country.

### **5.3.2 The Good Development of Cultural Tourism Needs the Organic Integration of Culture and Tourism**

The integration of cultural industry and tourism is an important growth point of tourist economy, and also a major trend of the world's economic development. The successful examples of running cultural tourist industries in the world and the effects of cultural phenomena have not only attracted a large number of enterprises to invest and manage culture, but also promoted the integration of culture and tourist economy, and improved the prosperity of cultural industries and

the comprehensive development of cultural tourism and social economy.

### **5.3.3 Giving Prominence to Ethnic Flavours in the Development of Cultural Tourism**

National culture represents the process of social civilization in a country or a region, so any country or region will regard its own national culture as a valuable asset. The reason why many countries have developed their cultural tourism successfully is that they focus much on the culture of their own national characteristics. For example, there are hundreds of various art festivals held in the UK every year, which attract a large number of tourists both from home and abroad. China has many cultural heritages and rich cultural tourist resources. China is also a multi-ethnic country, and the cultures of all ethnic groups have their own different developmental processes and characteristics, which can form a colorful and grand view of national culture.

### **5.3.4 Culture-Oriented Tourism Should Be Internationalized**

Culture itself has strong national and regional characteristics. However, from another point of view, to highlight one's cultural value and uniqueness needs cultural exchanges. "The more national, the more universal". So cultural tourism should show an international posture of cultural development, such as holding cultural festival activities, which is an important means to display the history and culture. In the Chinese communities in Singapore and many other countries, a variety of performances are always held during the Spring Festival, such as dragon-boat racing, dragon dance, lion lamp, walking on stilts and so on, which can show the charm of the Chinese culture while attracting the eyeballs of Western tourists. In the development of the city, Venice has been paying special attention to the protection of the original features of the city while preserving and developing some important festival activities, which often make the city fall into a carnival state. Everywhere you can see thousands of revelers coming from different parts of the world, not only attracting visitors but also improving the popularity.

## 6 Conclusion

The United Nations General Assembly adopted a resolution to regard 2017 as the International Year of sustainable tourism development. Through international tourism, it will promote understanding among peoples all over the world, raise awareness of the rich heritages of all civilizations and respect the intrinsic value of different cultures, thus promoting world peace. Finally, as a country with an ancient civilization, a great cultural country and an emerging economy, the international attraction of China's tourism is still strong. The main tourist markets still have a lot of space to be expanded, and the potential of inbound tourism is still very great. With the constant development of society, the tourist industry is also developing constantly. The two are complementary to each other. In the forming process of tourist globalization, the tourist industry has created a huge economic scale and formed phenomena of frequent flows. In the developmental process of global tourism in the new century, competition creates opportunities, opportunities create challenges, challenges improve competition and competition promotes development.

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