



发展旅游学纲要

OUTLINE OF DEVELOPMENTAL TOURISM

陈加林◎著
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序 言

世界旅游业的新格局

祝善忠

联合国世界旅游组织执行主任

在现代旅游发展史上，欧洲和北美长期成为世界旅游目的地的首选，形成了全球旅游市场的“双雄”格局。20世纪60年代开始，特别是80年代以来，情况发生了改变。

1964年，联合国第一届贸易与发展会议上第一次提出了发展中国家（地区）这一概念。发展中国家（地区）和发达国家（地区）的两个概念已经被广泛接受和采用。发达国家（地区）主要分布在欧洲、北美洲和大洋洲，农业以大规模机械化为主，工业以高新技术产品为主，服务业设施齐备、完善，提倡个性化服务。发展中国家（地区）一般是指在经济、社会方面发展程度较低的国家（地区），也曾称为开发中国家（地区）、欠发达国家（地区）、第三世界。全世界共有190多个国家，30多个地区，其中发展中国家（地区）130多个，占世界陆地面积的70%以上，占世界人口的84%，地域辽阔，人口众多，有丰富的自然资源和广大的市场。发展中国家（地区）以亚洲、非洲、拉丁美洲国家为主，农业以半机械化和手工生产为主，工业大多以初级加工制成品为主，服务业中金融、旅游、房地产等发展迅速。中国、印度、巴西、南非、俄罗斯被称为金砖国家。中国，是世界上最大的发展中国家。

发展中国家（地区）有着相似历史命运和共同的发展愿望。经过半个

多世纪的建设,已获得不同程度的发展。从总体上看:经济发展速度比较快,有些甚至创造了比发达国家更高的经济发展速度,畸形的经济结构得到了不同程度的改变,民族经济有了较大的发展,在世界经济中的比重增大。20世纪90年代以来发展中国家(地区)的总体经济实力增强,在世界经济中的地位不断提升,尤其是东亚的经济持续高速增长,拉美经济发展速度也很快,非洲现在也已开始从诸多的困难中摆脱出来。值得注意的是,在此期间,西方发达国家(地区)相继陷入经济衰退,而发展中国家(地区)仍持续快速发展。这表明发展中国家(地区)对发达国家(地区)的依赖程度开始减弱,它们对世界经济和发达国家(地区)经济发展的影响力不断增强。

发展中国家(地区)的崛起和经济的快速发展,带来了旅游业的兴起,旅游业成为经济发展新的增长极。旅游业的快速发展,又推动发展中国家(地区)的交通等基础设施的大建设,促进了开放和服务业水平的提升。经济社会进入转型升级阶段的发展中国家(地区),旅游业逐渐全面、深度融合第一、第二、第三产业的发展,成为带动第三产业发展的龙头,成为拉动消费、投资、贸易三驾马车的新引擎,对政治、经济、文化、社会和生态的建设与发展发挥了广泛、显著和深刻的作用。旅游业对经济社会发展的全民性影响、全局性地位、全面性效应,在发达国家(地区)旅游业的发展历史上是罕见的,也只有在发展中国家(地区)的特定阶段,旅游业才有这样广阔的发展空间,释放出这样巨大的综合功能,被赋予独特的综合产业、战略产业、幸福产业的使命。以中国这个世界上最大的发展中国家为例,20世纪80年代以来,伴随改革开放、经济发展和社会进步,旅游业在服务开放、繁荣经济、脱贫致富奔小康,促进城乡之间、区域之间的协调发展、全面发展等方面发挥了广泛而巨大的先导作用、促进作用。旅游业显现出的这些综合功能,得到中国各级政府的高度重视,将旅游业定位为国民经济中的战略性支柱产业和现代服务业。中国成为当今亚太地区旅游业高速增长的龙头,为世界旅游业发展做出了重大贡献。

在 20 世纪 80 年代前,西方发达国家几乎占国际旅游市场 90% 的份额。90 年代以来,特别是进入 21 世纪以来,随着经济全球化和区域经济一体化进程的不断深入,世界旅游发展轨迹和原有的旅游市场格局悄然发生着变化。近年来,亚太地区旅游市场蓬勃兴起,发展中国家旅游业的高速、持续发展,改变了世界旅游业的“双雄”格局。自 2010 年开始,亚太地区超过美洲,成为全球第二大国际旅游目的地。2011—2015 年,三大区域市场份额相对稳定,已经形成欧洲、美洲和亚太地区“三足鼎立”的新格局。可以说,世界旅游业经历了史无前例的大革命。

世界旅游革命见证了旅游人数的巨变。从 20 世纪 50 年代的 2500 万人次国际游客上升到 2016 年 12.35 亿人次,全球几乎没有游客还未涉足的地方。国际旅游收入已经占到全球 GDP 的 10%,达 1.5 万亿美元。世界旅游业创造了广阔的就业平台,提供了大量的就业岗位。

2016 年国际游客达到 12.35 亿人次,创造了一个新纪录;欧洲接待了 6.2 亿人次,占 50%;亚太 3.03 亿人次,占 25%;美洲 2.01 亿人次,占 16%;非洲 0.58 亿人次,占 5%;中东 0.54 亿人次,占 4%。据 UNWTO 预测,2016—2030 年,国际旅游人数将从 12 亿人次增长到 18 亿人次,这一增长主要来自亚太地区。亚太地区预计从现在的 3.03 亿人次,增加到 5.35 亿人次,占全球预期增长的 40%。

发展中国家(地区)旅游业的异军突起,世界旅游业市场“三足鼎立”时代的到来,为世界旅游发展史增添了新的篇章,也为世界旅游学的理论发展提出了新的命题。今年是联合国大会宣布的 2017 可持续发展国际旅游年,《发展旅游学纲要》的首次问世,正逢其时,也是顺应世界旅游业可持续发展而做出的理论创新。

2017 年 6 月 6 日
于西班牙马德里

Foreword

The New Landscape of the World Tourism Industry

Zhu Shanzhong

Executive Director, UNWTO.

In the history of the development of modern tourism, Europe and North America have long been the world's top tourist destinations, forming “the powerful duo” of the global tourism market. Beginning in the 1960s, especially since the 80s, things have started to change.

In 1964, the concept of developing countries (regions) was first proposed at the inaugural United Nations Conference on Trade and Development. The dichotomy of the developing and developed countries (regions) have since then been widely accepted and adopted. The developed countries (regions) are mainly distributed in Europe, North America and Oceania, featuring large-scale mechanized agriculture, high-tech dominated industry, and a well-developed system of high-quality facilities and personalized services. Developing countries (regions) generally refer to countries (regions) with a lower level of economic and social development, also known as the less developed countries (regions), or

the third world. Out of a total of more than 190 countries and 30 regions in the world, there are more than 130 developing countries (regions), accounting for more than 70% of the world's land area and 84% of the world's population, with vast territories, large population, abundant natural resources and huge markets. The developing countries (regions) located in Asia, Africa and Latin America are characterized by an agricultural sector of semi-mechanization and manual production, an industrial sector that consists mostly of preliminarily processed manufactured goods, and a service sector with rapidly developing finance, tourism and real estate. China, India, Brazil, South Africa and Russia have been dubbed as the BRICS, with China being the largest developing country in the world.

Developing countries (regions) share similar historical destinies and common aspirations for development. With development of more than half a century, They have grown to varying degrees. Overall, they enjoy fast economic development, some have even created an economic growth rate higher than that of developed countries. The structural malformations in the economy have been improved to different extents. The home-grown national economy has made great strides, taking a greater share of the world economy. Since the 1990s, the overall economic strength of developing countries (regions) has been enhanced. Their status in the world economy keeps rising, given the sustained and rapid economic growth in East Asia and the equally stellar performance of the Latin American economies. In addition, Africa is also emerging from different sorts of difficulties. It is worth noting that during the same period, whereas the western developed countries (regions) were plunged into economic recession, the developing countries (regions) continued to grow rapidly. This shows that the dependence of developing countries (regions) on developed countries (regions) has begun to decline, and their influence on the world economy and developed countries (regions) has also been increasing.

The rise of developing countries (regions) and their rapid economic development have brought about the rise of tourism, and tourism has become the new growth engine of the economy. The tourism boom has also promoted the development of infrastructure facilities such as transportation, higher level of opening and service industries in general in developing countries (regions). The developing countries (regions) have entered the stage of economic and social transformation and upgrading. The tourism industry has integrated the primary, secondary and tertiary sectors of the economy in a comprehensive and in-depth manner, leading the development of the tertiary sector, becoming the new engine for stimulating “the troika” of consumption, investment and trade, and having an extensive, significant and profound effect on the political, economic, cultural and social development as well as ecological conservation. The over-arching influence, the pivotal role and the comprehensive effect of tourism on economic and social development was not found in the development history of the tourism industry in the developed countries (regions). It was only in the particular period of the developing countries (regions) that tourism had such broad room for development, releasing this huge kinetic energy. The tourism was given the historic mission of the times, to be a uniquely comprehensive, strategic and well-being industry. Take China, the largest developing country in the world, for example, since the 1980s, with the economic development and social progress brought by the reform and opening-up initiative, the tourism industry has played a leading and contributing role in serving opening-up, promoting economic prosperity, poverty alleviation, social harmony and balanced development between urban and rural areas as well as different regions. These comprehensive functions of tourism have been highly valued by the Chinese governments at all levels, and they have positioned tourism as a strategic pillar industry and a modern service industry in the national economy. China has become a paragon of rapid growth in the Asia Pacific tourism

market, and has made a significant contribution to the development of the world tourism industry.

Before the 1980s, the developed countries of the West took up almost 90% of the international tourism market. Since the 1990s, especially since entry into the 21st Century, with the deepening of the economic globalization and regional economic integration process, the development track of global tourism and the landscape of the tourism market have undertaken quiet transformation. In recent years, the Asia Pacific travel market has been blossoming. The rapid and sustained tourism development in the developing countries has toppled “the powerful duo”. Since 2010, the Asia Pacific region has become the second largest international tourist destination in the world. In 2011–2015, the market shares of the three regions remained stable. Europe, the Americas and the Asia Pacific have formed a new pattern of “the powerful trio”. It is fair to say that the world tourism industry has undergone an unprecedented revolution.

The world tourism revolution has witnessed a dramatic rise in the number of tourists, from 25 million visitors in the 1950s to 1.235 billion in 2016. There are few destinations around the world untrodden. International tourism revenues have now accounted for 10% of the global GDP, reaching \$1.5 trillion. The world tourism industry has created a vast platform for employment, providing numerous jobs. One in every ten employees is engaged in tourism.

In 2016, the number of international tourists reached an incredible 1.235 billion, creating a new record. Europe received 620 million visitors, accounting for 50%; Asia Pacific, 303 million, 25%; the Americas, 201 million, 16%; Africa, 58 million 5%; and the Middle East, 54 million, 4%. According to the UNWTO forecast, the number of international tourists will increase from 1.2 billion to 1.8 billion during 2016–2030, with increase mainly from the Asia Pacific region. The international visitors to the Asia Pacific region is expected to increase from 303

million to 535 million, accounting for 40% of the world's expected growth.

The tourism industry of the developing countries (regions) has emerged as “the new outlier”. The coming of the age of “the powerful trio” in the world tourism market has turned a new chapter in the history of the development of world tourism. It also puts forward a new proposition for theoretical development of world tourism. This year marks the 2017 International Year of Sustainable Development for Tourism as declared by the general assembly of the United Nations. The publishing of the *Outline of Developmental Tourism* is not only coming at the right time, but also meets the demand for theoretical innovation in sustainable development for the world tourism industry.

Madrid, Spain.

June 6th, 2017

前言

新格局的呼唤

1841年9月5日,英国人托马斯·库克(1808—1892)利用包租火车的方式,组织了一次团体旅游,普遍被后来的人们看成是近代旅游业的开端。19世纪后期,旅游活动的主体从少数贵族、僧侣、商贾、政要、探险家和科学家扩大到以观光休闲和商务活动为主的富裕市民,旅游的范围从国内向跨国、跨洲扩展。20世纪前半叶,世界经济在危机、战争和革命风暴的冲击下起伏不定,世界旅游业时兴时废、时断时续,发展缓慢。20世纪后半叶以来,世界的主题从战争与革命转向和平与发展。科技革命日新月异,铁路、公路和航空等运输业逐渐发达起来,人类文明突飞猛进,经济文化迅速发展,国际交往日益频繁,人们的物质文化生活水平不断提高,世界旅游业也随之获得了空前的发展,现代旅游业蓬勃兴起。

对旅游现象的研究最早从19世纪末重要的旅游接待地意大利开始,1899年意大利政府统计局的鲍迪奥(L. Bodio)发表的《在意大利的外国人的移动及其消费的金钱》一文,是可见到的最早的从学术角度研究旅游现象的文献。将旅游进行综合研究的是1931年德国博尔曼的《旅游业概论》和1942年瑞士汉泽尔科和克拉普夫的《普通旅游学纲要》,可视为旅游学研究的开端。第二次世界大战以后,旅游研究的中心开始转向北美,并且在研究方法上表现出明显的多学科渗透的学术特点。这种研究趋势在20世纪60

年代后已经构成旅游学研究的主流。相对于其他比较成熟的学科而言,旅游学属于年轻的学科。经过了几十年的探索,旅游研究从当初单一的经济学研究发展到今天的多学科综合研究。旅游发展理论研究方面,第二次世界大战以后,随着旅游影响研究的进展,开始了发展中国家(地区)旅游研究。20世纪80年代发展中国家(地区)旅游理论的研究主要是在两种不同的理论框架中进行的:一是“扩散主义范例”(发展成两大主流理论体系:发展阶段理论和扩散理论);二是“从属范例”。在旅游业与区域发展关系研究方面,从实证研究结果看,表现出三种不同的结果:区域发展带动旅游发展和旅游发展促进区域发展的单向因果关系、旅游和区域发展是双向因果关系。在一个国家(地区)的不同时期或同一时期的不同区域,旅游业与区域发展的关系并不存在统一关系。在发达国家和发展中国家(地区)旅游发展形态的比较研究方面,根据两种发展形态的差异程度,从发展旅游的动力因素等主要层次方面进行了研究。发达国家和发展中国家(地区)所表现出来的不同发展形态是由各自的基础条件和发展的主导因素所决定的。

从单科独进的分散研究向跨学科的综合研究发展,这是旅游学研究最重要的一个演化特征,最初的切入是运用统计方法,进行直接的描述和考察。从20世纪20年代中后期直到60年代,旅游学研究表现出依赖经济学方法的时代特征,旅游属于社会学范畴的观点未能在西方学术界产生应有的影响。20世纪60年代之后,发生了根本性的变化,旅游学研究实现其理论上的综合。综观旅游学研究,其局限在于:重应用研究、专题研究、案例研究,轻基础理论研究;重旅游者研究、旅游行业研究、旅游产业研究,轻供求关系中旅游业与区域发展一体化融合发展研究,而忽视的正是世界旅游学研究中的薄弱环节和历史局限,也是发展旅游学的精髓和鲜明特色。从研究者的立足点来看,多着眼于发达国家(地区)的国情或发达国家(地区)旅游理论即欧美旅游理论来形成判断和观点,将欧美旅游学等同于世界旅游学。

欧美旅游学或传统旅游学,往往成为世界旅游学的代名词,它主要基于发达国家的历史条件,其旅游理论对发展中国家(地区)旅游业的发展起到过一定的借鉴作用,但也严重缺乏或忽视对发展中国家(地区)旅游业发展的基础理论研究。发展中国家(地区)内部的旅游学研究,在很长一段时期也主要是引进、转化欧美旅游学研究范式,用以回答、解释和指导本地旅游发展实践中的问题,此种研究方法已渐入瓶颈。可喜的是,近年来,一些发展中国家(地区)开始尝试开展自己的基础性旅游理论研究。

近年来,源于发展中国家(地区)旅游实践的案例研究、旅游行业的专题研究、旅游产业的开发与管理研究成为热点。旅游业与区域发展的相互关系研究、大众旅游研究、区域旅游研究、全域旅游研究、当代旅游研究等开始兴起,其研究趋势正在向发展中国家(地区)的旅游业发展基础理论体系构建方向发展。

发展中国家(地区)旅游业的持续快速发展,世界旅游业发展“三足鼎立”格局的形成,迫切需要立足发展中国家(地区)的实际、立足当代,构建“发展旅游学”。本书尝试以发展中国家(地区)的旅游业发展实际和发展规律为研究对象,以当代的发展环境和条件为背景,以旅游业与区域发展的互衍、互动、互融、互荣为机制,在大众旅游时代来临的前提下,侧重旅游业促进区域全面发展的机制与路径研究。主要运用的是实证和比较的方法。正文共分为八章:第一章,总体特征;第二章,区域差异;第三章,阶段进程;第四章,旅游定位;第五章,发展模式;第六章,运行机制;第七章,危机管理;第八章,后发优势。

本书在成稿过程中,借鉴了相关研究成果,在此对有关专家、学者和研究者表示衷心的感谢。本书中存在的疏漏和不足,敬请读者指正,以便在修订再版时加以完善。

陈加林

2017年6月6日

Preface

Hailing for A New Pattern

A Briton named Thomas Cook (1808–1892) organized a group journey by the way of chartering a train on September 5th, 1841, which is regarded by later generations as the origin of modern tourism. Starting from the late decades of the 19th century, the undertakers of traveling activities had expanded from minority aristocrats, priests, merchants, politicians, adventurers and scientists to wealthy citizens taking part in recreational and business activities and the travel expanse had grown out of national boundaries and become international or even intercontinental. In the first half of the 20th century, world tourism witnessed boom and bust, interrupted and sluggish development due to the world economy blasted by crisis, wars and revolutions. Since the second half of the 20th century, the theme of the world has shifted from war and revolution to peace and development. As science and technology witness astonishing rapid growth, transport means such as railway, highway, and aviation become highly developed, world economy and culture take off, international exchange deepens day by day, people's living standards and cultural consumption continue to rise, world tourism has entered a phase of unprecedented development which can be regarded as a brand new era featuring the rapid rise of modern tourism.

Studies on traveling phenomena started in Italy as an important travel destination in the ending decades of the 19th century. In 1899, L. Bodio from the Italian statistics authority published an article *Migration of Foreigners in Italy and the Money They Spend*, which is regarded as the earliest article identified studying the traveling phenomena from the academic perspective. Representatives of comprehensive studies on tourism are *Summary of the Tourism Industry*, written by Bormann from Germany in 1931, and *Outline of Ordinary Tourism*, written by Hunziker and Krapf in 1942, which are regarded as the inception of tourism studies. After World War II, the center of tourism studies has shifted to North America and the feature of multi-disciplinary studies has become increasingly evident in terms of methodology. This trend became the mainstream of tourism studies after 1960s. By comparison to other mature disciplines, tourism is a very young discipline. After decades of exploration, tourism studies have developed from a form of monotonous economic studies into an integration of multi-disciplinary studies to the present day. In the arena of tourism development theories, the world has witnessed studies on tourism in developing countries and regions as studies on tourism influences progress after World War II. In 1980s, studies on tourism theories for developing countries and regions were mainly carried out under two differing theoretical frameworks, one of which is the expansionist paradigm (which has grown into two mainstream theory systems: the development phase theory and the expansion theory) and the other is the subordination paradigm. In view of empirical results, studies on the relation of tourism and regional development have presented three different outcomes: regional development boosting tourism development, tourism development boosting regional development (which are both unidirectional cause-and-effect relations) and tourism and regional development mutually reinforce each other (which is a bilateral relation). Actually, there is no uniform model governing the

relation of tourism and regional development in different periods of a country (region) or in different regions in the same period of time. This book explores the form of tourism development in developing countries and regions in comparison to that of developed countries and regions, and probes the main elements such as the driving force for tourism development according to the difference between the two development forms, and makes the conclusion that the different development forms in developed and developing countries and regions are determined by their respective basic conditions and decisive elements.

Development from the monotonous and scattered studies to interdisciplinary integrated studies is the most important evolutionary feature of tourism studies. At the very beginning, the methodology of statistics was used to make straightforward description and exploration. From the middle of 1920s to 1960s, tourism studies demonstrated the characteristics of economic methodologies, and the viewpoint that tourism was a part of sociology did not generate the worthwhile impact in the Western academia. After 1960s, it had a fundamental shift: theoretical integration of tourism studies. From a general perspective, the limits of tourism studies include emphasis on applicable studies, theme studies, and case studies, lack of emphasis on basic theoretical studies; emphasis on tourist studies, tourism industry studies, tourism business studies, and lack of emphasis on integrated development of tourism and regional development from the perspective of supply and demand. When we examine the researchers, we can find that most of them cast their eyesight on the conditions or tourism theories of developed countries and regions and subsequently form their judgments and views. In their eyes, European and American tourism is world tourism.

European and American tourism or traditional tourism usually becomes another name of world tourism. It is based on historic conditions of developed countries and its tourism theories have played a reference role in developing