

旅游管理英文原版精品系列

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# 旅游学精要

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## Essentials of Tourism

(英) 克里斯·库珀 著 *Chris Cooper*  
石芳芳 译注

 东北财经大学出版社  
Dongbei University of Finance & Economics, P.R. China



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大连

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# 出版者的话

当前,在教育部的大力倡导下,财经和管理类专业的双语教学在我国各大高校已经逐步开展起来。一些双语教学开展较早的院校积累了丰富的经验,同时也发现了教学过程中存在的一些问题,尤其对教材提出了更高的要求;一些尚未进入这一领域的院校,也在不断探索适于自身的教学方式和方法以及适用的教材,以期时机成熟时加入双语教学的行列。总之,对各类院校而言,能否找到“适用”的教材都成为双语教学成功与否的关键因素之一。

然而,国外原版教材为国外教学量身定做的一些特点,如普遍篇幅较大、侧重于描述性讲解、辅助材料(如习题、案例、延伸阅读材料等)繁杂,尤其是许多内容针对性太强,与所在国的法律结构和经济、文化背景结合过于紧密等,却显然不适于国内教学采用,并成为制约国内双语教学开展的重要原因。因此,对国外原版教材进行本土化的精简改编,使之变成更加“适用”的双语教材,已然迫在眉睫。

东北财经大学出版社作为国内较早涉足引进版教材的一家专业出版社,秉承自己一贯服务于财经教学的宗旨,总结自身多年的出版经验,同麦格劳—希尔教育出版公司、培生教育出版集团和圣智出版集团等国外著名出版公司通力合作,在国内再次领先推出了会计、工商管理、经济学等专业的“高等院校双语教学适用教材”。尤其是此次双语教材是与东北财经大学萨里国际学院共同推出。东北财经大学萨里国际学院是教育部批准的、与英国萨里大学共建的中外合作办学机构。学院所有课程采取双语和全英文授课方式,因而,东北财经大学出版社与萨里国际学院携手推出此系列双语教材。这套丛书的出版经过了长时间的酝酿和筛选,编选人员本着“品质优先、首推名作”的选题原则,既考虑了目前我国财经教育的现状,也考虑了我国财经高等教育所具有的学科特点和需求指向,在教材的遴选、改编和出版上突出了以下一些特点:

- 优选权威的最新版本。入选改编的教材是在国际上多次再版的经典之作的最新版本,其中有些教材的以前版本已在国内部分高校中进行了试用,获得了一致的好评。
- 改编后的教材在保持英文原版教材特色的基础上,力求内容精要,逻辑严密,适合中国的双语教学。选择的改编人员既熟悉原版教材内容,又具有本书或本门课程双语教学的经验。
- 改编后的教材配有丰富的辅助教学支持资源,教师可在网上免费获取。
- 改编后的教材篇幅合理,符合国内教学的课时要求,价格相对较低。

本套教材是在双语教学教材出版方面的一次新的尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导,在此深表谢意,也期待广大读者提出宝贵的意见和建议。

尽管我们在改编的过程中已加以注意,但由于各教材的作者所处的政治、经济和文化背景不同,书中的内容仍可能有不妥之处,望读者在阅读中注意比较和甄别。

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# PREFACE 前言

This book aims to provide the reader with a text covering the 'essentials of tourism'. The book is structured into 14 chapters to allow tutors and students to complete the teaching and learning of the 'essentials' of tourism in a course over one 14-week semester. As such, the book does not assume any prior knowledge of tourism. The structure of the book was arrived at by analysing tourism curricula from leading schools around the world and then distilling those curricula into the 'essential' elements found at the core of every course. Naturally, different institutions and different parts of the world emphasise different aspects of tourism, but the 14 chapters in this book lie at the heart of tourism as it is taught internationally – it is therefore up to you, the reader, to contextualise this material within your own national systems of tourism.

The chapters fall naturally into five sections. The first section is designed to establish a framework for studying tourism, a way of thinking that has stood the test of time and, despite the fast moving pace of change that tourism is experiencing, provides a stable analytical framework. The second section focuses on the destination, arguably the most important and exciting part of the tourism system. Here, we dissect the nature of the destination, examine the critical issues of the consequences of tourism for the destination and look closely at just what is involved in sustainable tourism. The third section looks at the tourism sector, both public and private, and analyses the key issues concerning attractions, hospitality, intermediaries, transportation and the public sector in tourism. Clearly each of these sectors is distinct, but in fact they have much in common in terms of how they are managed and their economics. Only the public sector stands out as separate here, simply because it is there to enable and guide tourism rather than to profit from it. The fourth section of this book turns to the tourist in terms of demand and marketing, focusing in particular on the contemporary issues of the marketing's 'service dominant logic' and also how social networking is becoming popular amongst groups of like-minded tourists. Finally, we end with Part 5 examining tourism 'futures' – a term we use because there are so many possible 'futures' and it is impossible to see which one 'future' will prevail.

To aid the use of the book, each chapter has three case studies illustrating contemporary practice in tourism and drawn from destinations and issues around the globe. These cases are international in focus and are designed to highlight important issues of the day. At the end of each chapter, a longer case study is provided to draw the chapter together. Each of these cases has discussion points and full sources. In addition, in each chapter we have identified a 'classic paper' – a paper that has acted as a milestone in the thinking of tourism and of the particular topic of the chapter. At the end of each chapter, we have provided an annotated list of key sources and a set of discussion questions. Finally, throughout the book hyperlinks are provided to aid you in going rapidly to the original source of the material.

Finally, Amy Cooper has done much of the research for the book and provided a critical editing eye on the text – the book is much better for her input.

**Chris Cooper**  
**Oxford**  
**2011**

# GUIDED TOUR 导读

The **Part Openers** introduce the chapters, outlining what you can expect to learn from each section of the book.

## PART 1 TOURISM ESSENTIALS: AN INTRODUCTION

Tourism is both a victim and a vector of many contemporary trends in the world – climate change, for example, will impact severely upon destinations – but it can be argued that tourism is also a partial cause of climate change. In a world of continual and unexpected change, it is important to take a disciplined and analytical approach to the teaching and learning of tourism. This is particularly the case when tourism is the focus of so much media attention – newspaper travel supplements, TV programmes and an explosion of travel literature. Tourism, too, is a controversial activity, not just in terms of climate change, but also in that there are other consequences of tourism for, say, indigenous peoples. Again, it is important to provide a balanced view, taking into account the evidence and the burgeoning literature. It is important, too, to recognise that as tourism matures as a subject area there are new approaches to studying and analysing tourism to complement the more traditional ways of thinking. In this first chapter, for example, we examine one such approach – the critical turn in tourism studies. But, above all, tourism is an exciting subject for study – after all, most of us have experienced tourism and can relate the material in this book to our own experiences.

In this first chapter, we set out to provide a framework for the book and a way of thinking about tourism. The chapter begins with a historical perspective on tourism before introducing the concept of a tourism system. We go on to outline the role of a tourism system in offering a way of thinking about tourism and in providing a framework of knowledge for those of you studying the subject. This framework is particularly important in the twenty-first century when the world is experiencing rapid and unexpected change caused by both human and natural agents. In addition, tourism has now become a major economic sector in its own right, and we use this chapter to demonstrate the scale and significance of tourism. At the same time, we identify some of the issues that are inherent both in the subject area and in the study of tourism. In particular, we emphasise the variety and scope of tourism as an activity and highlight the fact that all elements of the tourism system are inter-

## CHAPTER 4 THE ENVIRONMENTAL CONSEQUENCES OF TOURISM

### Learning Outcomes

This chapter considers the major issue of the consequences of tourism for the environment. This is a complex area as, whilst tourism is dependent upon environmental quality to attract and support visitors, it also can have a detrimental effect upon those very environments – and their climate. This chapter is designed to provide you with:

- an understanding of the historical dimensions of tourism and the environment;
- an awareness of the importance of a disciplined approach based upon carrying capacity;
- an appreciation of both the negative and positive consequences of tourism for the environment;
- an understanding of the techniques of environmental impact assessment and environmental auditing; and
- an awareness of the broader issues relating to tourism and the environment.

Photograph: Penguins on an iceberg in the South Atlantic. © La Courte

### Introduction

In this chapter, we adopt a broad interpretation of the environment to include not only the natural environment, but also the built environment of historic and archaeological sites and destination landscapes. In other words, we consider the environment in all its forms and the ecosystems within that environment. Gössling (2002) is clear on the need to maintain the integrity of ecosystems as they provide services essential to the survival of humanity, yet we know little about how much stress ecosystems can endure, or how they function. An essential component here is to understand the role of tourism within the ecosystem. Gössling goes on to say that whilst we understand much of the local scale consequences of tourism for the environment, we are much less certain of how this adds up globally. We must also recognise that the consequences of tourism for the environment are substantial, but that in fact these consequences are associated with only a small percentage of the world's population – those that can afford to travel. Wall and Matheson (2006) identify the most critical ecosystems for tourism as:

- coastlines;
- oceanic islands and marine ecosystems;
- mountains;
- polar ecosystems; and
- tropical rainforests.

**Learning Outcomes** enable you to focus on what you should achieve by reading the chapter.

**Chapter Introductions** concisely describe themes and issues explored in the chapter.



### Mini Case Study 7.2

#### Sovereign Hill, Australia



#### Introduction

Based in the Australian state of Victoria, Sovereign Hill is a cutting-edge visitor attraction recreating a goldfields township. Effectively an outdoor heritage museum, the attraction has an impressive range of heritage buildings, role-playing costumed staff and realistic visitor activities such as panning for gold. Sovereign Hill opened in 1970 in recognition of the need to preserve the town of Ballarat's gold mining heritage. The attraction dominates the town and has spawned other smaller attractions locally.

#### The Sovereign Hill Experience

The central theme of the attraction is gold, and the core of the attraction is the goldfields township and its people. The site spreads over 25 hectares where visitors are encouraged to come in costume. They can take part in the daily routine of the community, see demonstrations of crafts and activities such as firing muskets, see the steam engines and working horses that were part of the gold mines, tour the mines, as well as taking part in hands-on activities supervised by costumed staff, who are also trained interpreters. Despite the 1850s theme, Sovereign Hill has contemporary facilities such as themed restaurants and shops, wheelchairs for hire and ATMs. Recently, Sovereign Hill has converted some historic buildings into on-site accommodation for visitors. This not only acts as an additional revenue stream but also allows promotions such as 'A Night at the Museum'.

The goldfields township is augmented by other features including:

- the Gold Museum;
- a sound and light show - 'Blood on the Southern Cross'; and
- a range of educational programmes at the attraction's Narmbool facility.

Each chapter has two **Mini Case Studies** which encourage stimulating debates and class discussions. Each Mini Case is accompanied with **Discussion Questions** which will help you apply what you have read in the case study to tourism theory.

The **Classic Paper** box will direct your reading to key academic research in Leisure and Tourism. The main focus points of the research are summarised enabling you to analyse and understand the merits of each academic paper.

### Classic Paper

Sinclair, M.T., Blake, A. and Sugiyarto, G. (2003) 'The economics of tourism' pp. 22-54 in Cooper, C. (ed.) *Classic Reviews in Tourism*, Channel View, Clevedon



Theresa Sinclair and her colleagues have written a 'classic' review paper covering all the main elements of the economics of tourism. The paper is a 'classic' because not only is it complete and thorough in its coverage, but it is also written by specialist tourism economists who are technically highly accomplished, yet write in a highly accessible style. As with all review papers, one of its strengths is its provision of an extensive reference list. This list reads like a road map of the development of tourism economics with names including Brian Archer, John Fletcher, Stephen Wanhill, Stephen Witt, Haiyan Song and Larry Dwyer.

The paper is organised into five sections:

1. **Introduction.** The introduction is authoritative and clear. It begins with a definition, 'The economics of tourism is concerned with the allocation of scarce resources to satisfy consumers' demand for tourism and with the impact of tourism at the macroeconomic and microeconomic levels' (p. 22). The introduction stresses that literature on tourism supply has tended to focus on certain sectors such as transport and accommodation, but the authors rightly point out that demand for tourism has much more coverage.
2. **The demand for tourism.** The authors state that demand analysis is 'useful for increasing our understanding of the relative importance of different economic determinants of demand for forecasting and for related policy formation' (p. 23). In this section of the paper, they analyse the various approaches taken by economists to tourism demand based upon the technical approaches offered by different models.
3. **The supply of tourism.** Supply-side issues have long been neglected, mainly due to the complexities of tourism and also the lack of data. However, the development of Tourism Satellite Accounts is redressing this imbalance.



Tourists can cause lasting damage to precious landscapes.  
Source: Getty Images/Tom Bean

Great **colour photography** from a variety of tourist attractions from across the world is used throughout the book.



Every chapter ends with **Discussion Questions** that test your understanding and help you to track your progress.

**Annotated Further Reading** directs your independent study to a variety of sources.

### Discussion Questions

1. In class, debate the proposition that there is little evidence to support the rose-tinted view that bringing cultures and societies together promotes peace and understanding.
2. For a destination with which you are familiar, draw up a balance sheet of positive and negative social consequences of tourism.
3. Analyse the process of the 'encounter' from your own holiday experience – how accurate is the statement that true 'equal' encounters between host and guest are rare?
4. Assess the impact of tourism on the host culture of a destination with which you are familiar.
5. Taking a destination with which you are familiar, map the various interest groups onto Björklund and Philbrick's matrix.

### Annotated Further Reading

1. Butler, R. and Hinch, T. (1996) *Tourism and Indigenous People*, Routledge, London. Edited volume with comprehensive coverage of the issue of indigenous peoples and tourism.
2. Cooper, C., Gilbert, D., Fletcher, J., Fyall, A. and Wanhill, S. (2008) *Tourism Principles and Practice*, Pearson, Harlow. Chapter 7 provides a comprehensive view of the socio-cultural consequences of tourism.
3. De Kadt, E. (1979) *Tourism – Passport to Development?* Oxford University Press, Oxford. Classic coverage of the social and cultural consequences of tourism.

#### Major Case Study 2.1 The VICE Model of Destination Management – The New Forest National Park, UK



The contested New Forest landscape is carefully managed.  
Source: Alamy Images/David Norton Photography

##### The New Forest

The New Forest is an environmentally sensitive area with a unique landscape in the south of England. The whole area is under severe pressure, not only from tourism and recreation, but also from other developments such as housing and transport and, as a result, it was designated as a national park in 2002. The New Forest landscape comprises areas of open heathland, interspersed with woodland. William the Conqueror set the area aside in 1079 as a private deer hunting reserve, and its status as Crown land has undoubtedly protected it from development over the centuries. This case study outlines the Forest's renowned VICE approach to destination management.

The New Forest is a significant natural resource that faces many competing demands. Recreation and tourism create major impacts on both the resource and the local community, although the economy does benefit. This has been complicated by national park designation. The national park covers an area of 56 651 hectares designed to conserve the New Forest landscape, flora and fauna and to promote its enjoyment by visitors.

##### Tourism and Transport in the New Forest

The New Forest is a very popular destination for both playing and day visitors. Visitor pressure in the Forest arises from the fact it is easily accessible through the national motorway network and that 15 million people live within 90 minutes drive. Tourism in the New Forest is estimated to:

- support 3000 jobs in the area;
- contribute £70 million annually to the local economy;
- attract 10.5 million day visitors; and
- attract 3 million overnight visitors.

A key issue is the management of traffic in the New Forest. Most visitors arrive by car, and a comprehensive traffic management plan includes a 40 mph (65 kilometres/hour) speed limit on the unfenced roads of the Forest, and the use of landscaped verges, ditches and ramps to prevent off-road parking. Visitors are directed instead to over 150 designated parking zones. Other forms of transport include the ever-popular horse riding, cycle hire (although mountain bikes have caused damage in certain areas), horse-drawn wagon rides

and regular bus and coach services. These alternatives to the car are coordinated in a series of networks in an attempt to reduce the number of car-borne visitors to the Forest.

##### Destination Management

Managing the New Forest as a destination is critical given the combination of an environmentally sensitive area and large numbers of visitors. The New Forest is fortunate in having developed a visionary set of destination management plans which, in Ritchie and Crouch's (2000) model, can be said to have enhanced the destination's competitiveness. Destination management in the New Forest is based upon the principle of partnership, hence the title of their management strategy – *Our Future Together* (NFDC, 2003). This followed an earlier strategy *Making New Friends* (NFDC, 1996) and a consultation document, controversially entitled *Living with the Enemy*, which mapped out the challenges for the New Forest tourism industry (NFDC, 1994). A further complication in the management of the New Forest is the plethora of agencies, committees and other bodies involved in the management of the Forest under its national park status, underscoring the need for a partnership approach.

The lead tourism agency is the New Forest Tourism Association (NFTA) formed in 1989 to promote the New Forest as a quality year-round holiday and business destination. The NFTA's strategy is based on the following principle:

'The New Forest should become a tourism destination where the visitor, tourism industry, local community and environment are in complete harmony, and thus make a significant contribution to improving the quality of all life'.

The strategy has four specific aims:

1. to communicate a sense of stewardship in all visitors, welcome them and fulfil their expectations;
2. to work in partnership with industry to provide high-quality, environmentally-aware services and facilities and to market them to appropriate audiences throughout the year;
3. to empower the local community (especially young people) and create ownership through involvement in tourism matters; and
4. to promote a better understanding of the environment and manage all tourism development in a way that where possible, it has a positive effect on its surroundings.

The New Forest destination management approach has become known as the VICE model (see Figure 2.4) based on:

1. visitors;
2. industry;
3. community; and
4. environment.

The model stresses the interdependence between the four elements and has turned a problematic set of relationships into mutually beneficial partnerships by smart communication and partnership building. The strengths of the approach are:

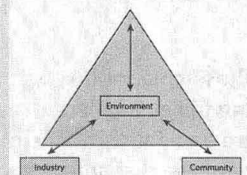


Figure 2.4 The VICE model  
Source: New Forest Tourism

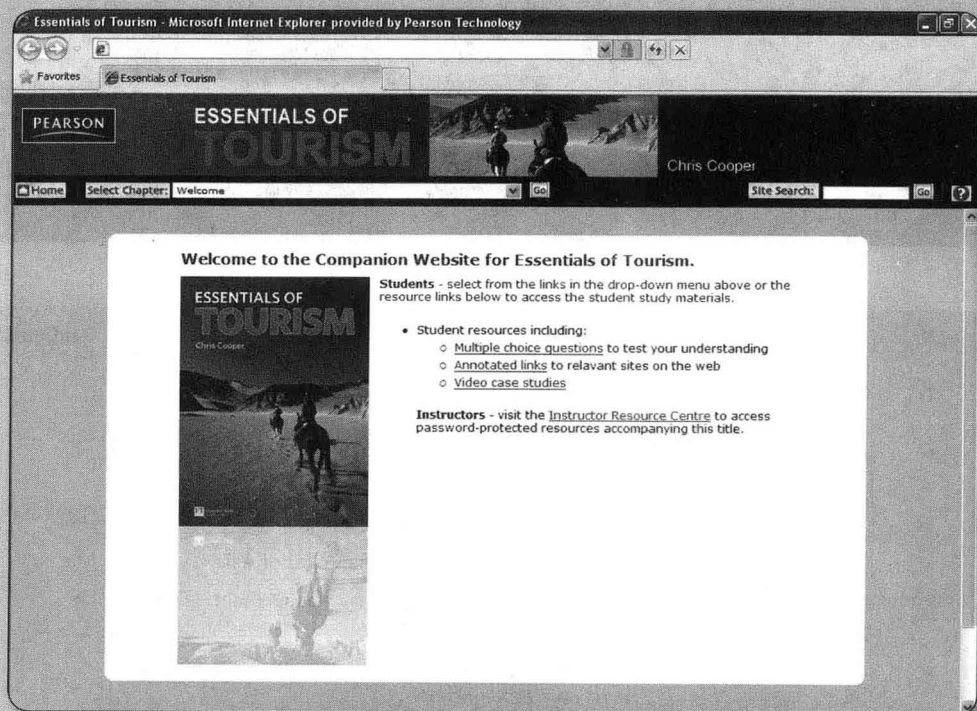
- developing a clearly identifiable destination and brand;
- strong leadership from the NFTA;
- ensuring continuity of stakeholders;
- long-term commitment to the strategy;
- a positive local profile for tourism;
- strategy and administrative structure work together;
- securing trust – changing the culture; and
- good regional and sub-regional relationships.

##### DISCUSSION QUESTIONS

1. Draft a communication plan to help the New Forest Tourism officer convince local residents that tourism is of economic benefit to the Forest.
2. Visit the NFTA website and look at their strategy – *Our Future Together*. How transferable is this approach to other destinations?
3. A key issue for the Forest is the dominance of day visitors and the relatively small number of overnight visitors. As a result, the tourist authorities in the New Forest are concerned that much of the economic benefit from tourism is lost. Draw up a strategy to increase the number of overnight visitors in the Forest.

Sources:  
NFDC (1994) *Living with the Enemy*, NFDC, Lyndhurst.  
NFDC (1996) *Making New Friends*, NFDC, Lyndhurst.  
NFDC (2003) *Our Future Together*, NFDC, Lyndhurst.  
New Forest National Park Authority (2003) *Interim Management Plan*, NFTA, Lyndhurst.  
Ritchie, J.R.B. and Crouch, G.I. (2000) *The Competitive Destination: A Sustainable Tourism Perspective*, CAB International.  
The Countryside Agency (2003) *Sustainable Tourism Management in the New Forest*, The Countryside Agency, Wetherby.  
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A **Major Case Study** concludes each chapter, providing a range of material for seminars and private study, by illustrating real-life applications and implications of the topics covered in the chapter. These also come with a set of **Discussion Questions** to help you test your understanding of the case.



Visit [www.pearsoned.co.uk/cooperessentials](http://www.pearsoned.co.uk/cooperessentials) for some fantastic extra resources including video cases, multiple choice questions and many more.



# CASE MATRIX

## 案例矩阵

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