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# 中国乡村旅游驱动机制与 开发模式研究

潘顺安 / 著

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# 前 言

乡村旅游作为一种新型的替代性产业，于20世纪80年代中期出现在中国的农村地区，90年代中期以后蓬勃发展起来，促进了农村经济发展和产业结构的调整。然而，在乡村旅游发展过程中，也出现了旅游产品没有特色、环境污染、传统文化消失、旅游地贫富分化加剧等问题。

乡村旅游应该具备什么样的特色和定位？是什么原因使得城市居民到乡村来旅游？他们对乡村旅游有什么要求？乡村社区村民为什么供给旅游产品？什么样的乡村旅游开发模式能够有效保护旅游地的传统文化和生态环境？什么样的旅游开发模式能够推动乡村经济的快速发展并实现乡村社区的和谐发展？这些都是乡村旅游发展中不能回避的问题。

本书在国家大力推进社会主义新农村建设和城乡一体化发展的背景下研究中国乡村旅游的动力机制与开发模式，力求回答乡村旅游发展中提出的上述问题。

本书运用理论与实证相结合的方法进行研究。理论研究从经济学等相关学科理论的一般原理出发，通过文献研究和严密的分析推理得出有关的结论。实证方面进行了客源地居民乡村旅游需求意愿调查和目的地调查研究两方面的工作，第一手资料都是笔者到实地调查收集获得，真实可靠。书中结论既是由理论推导得出，又得到了实际调查研究的证实。

城市居民或其祖先大多来自农村，农村是他们的原始家园，他

们的记忆深处保留着原始家园生活的美好意象,这是他们热衷于去乡村旅游的主要原因。这就提醒人们,乡村旅游开发中必须注意保持旅游的乡村性特色。

本书从分析乡村、城市、荒野三类不同地域的联系和本质区别出发,界定了乡村性概念。指出:乡村性是乡村风光和乡村环境的抽象概括,是乡村地区特有的氛围。农业生产、乡村生活、乡村文化是乡村性的核心;具体表现为和谐的人地关系,密切的邻里关系和闲适的乡村生活。乡村旅游是在乡村地域内开展的,以乡村风光和环境为基础,以存在于乡村地区的自然旅游资源和人文旅游资源为吸引物的旅游活动。农业旅游只是乡村旅游的一个分支。乡村性是乡村旅游的标志和特色,也是乡村旅游与其他类型旅游的本质区别。

乡村社区村民通常是为了改变传统的单一农业经济结构、实现收入来源的多样化和经济快速发展,开发和供给旅游产品;即在乡村旅游发展过程中,经济目的是第一位的,其他方面为经济目的服务。这决定了乡村旅游的定位是大众旅游,而不是生态旅游。乡村旅游与生态旅游有本质的不同,但在一些特殊地区可以重叠。

城市居民的乡村旅游需求意愿调查研究表明,乡村风光和乡村环境是他们最关注的乡村性因素。他们认可的乡村旅游是自然古朴的可持续旅游,不赞成建设豪华的旅游接待设施,但对旅游地的卫生条件给予了高度关注,对旅游的方便性和舒适性也有较多的期待。距离城市 50 千米~300 千米的乡村地域是城市居民出游意愿最强烈的区域,这个距离范围也是乡村旅游开发的最佳区位。

与其他经济系统运行的动力机制一样,乡村旅游动力系统的运行机制也是由需求推动的,需求推动了供给及整个系统的运行和发展。乡村旅游动力系统同样具有自己的独特个性,主要表现在以下方面:(1)推动城市居民产生乡村旅游需求的基本动力是回归原始梦幻家园的心理情感,这是乡村旅游动力系统的本质特点。这一特点决定了乡村旅游需求具有与其他类型旅游明显不同的特征:一

是乡村性与现代性的统一，既要求旅游设施和服务具有乡村氛围和乡野情趣，又要保证环境干净整洁，食宿卫生符合城市居民的卫生标准；二是娱乐性与功利性的统一，不仅要体验到旅游带来的乐趣，还希望体验乡村生活，并通过旅游活动品尝、带回新鲜无污染的农产品；三是广泛的参与性，游客通常希望参与到乡村社区居民的生产生活之中，与村民有较深入的接触和交流。（2）推动乡村社区居民供给旅游产品的基本动力是发展经济，提高收入水平；政府对旅游供给的引导和扶持起到了非常重要的作用。乡村旅游供给同样具有自己鲜明的特点：一是供给者主体是当地社区居民；二是供给产品具有浓厚的地方和民族特色；三是供给产品充满了乡村情趣；四是属于一种开放性的旅游供给，游客与社区居民有广泛的接触和交流；五是多数供给产品具有多用途和多功能性；六是服务产品的供给者大多为家庭妇女，而且是兼业的。（3）乡村旅游支持系统的发展对国家和政府的依赖度较大。

根据社会主义新农村建设和城乡一体化发展的要求和目标，中国乡村旅游发展目标是：实现乡村旅游业的健康和可持续发展，促进乡村社会经济的快速健康发展，建设富饶、美丽，既充满现代气息，又保持了地方和传统文化特色、民风淳朴、人民生活和谐幸福的新型农村。按照这一目标，乡村旅游开发过程中需要遵循政府引导和扶持，社区居民参与，利益分配公平，可持续发展，乡村性，因地制宜与创新等6原则。为实现这一乡村旅游发展目标，本书提出了赋予乡村社区居民旅游资源产权，村民以资源入股的方式参与社区的旅游开发决策和利益分配等乡村旅游发展措施。

旅游开发经营主体不同，对乡村社区的经济发展、文化传承、生态环境保护、旅游产品创新、利益分配等的影响也不相同。本书从利益相关者的角度，考察了目前国内的乡村旅游开发类型。在此基础上，总结归纳出了企业开发经营模式、村集体开发模式、村民自主开发模式、政府主导村民参与开发模式和混合型开发模式等5大类12种乡村旅游开发主体模式。依据经济效益、社会效益、生

态环境效益,以及旅游发展的可持续性对上述旅游开发模式的优势与不足和适宜性进行了评价。

企业开发模式大类中,企业独立开发模式属于农业主题公园开发,虽然总体上有较多优势,却只适宜于城市客源地附近靠近交通主干道的乡村地区的旅游开发。企业独立开发社区居民参与模式虽然能给社区居民带来可观的利益,旅游资源被企业无偿使用是其致命的缺点,因而只适宜于旅游资源丰富,但经济落后的乡村社区早期阶段的旅游开发。股份合作制企业开发模式将乡村社区居民纳入旅游开发经营主体之中,是适宜于不同经济条件和旅游发展阶段的开发模式。

村集体开发模式大类中,村集体经济体开发模式将旅游收益全部留在了当地,但不能为旅游者提供真正的乡村生活体验。这种模式只适宜于集体经济实力强大的乡村社区的旅游开发。村集体组织全体村民参与开发模式很好地保护了传统文化,但旅游收益不高,旅游对推动当地经济发展和村民生活水平提高的作用有限。这种开发模式只适宜于民族传统文化需要特别保护的乡村社区早期阶段的旅游开发。

村民自主开发模式大类中,由于是农户分散经营,难以形成合力来解决旅游发展中遇到的问题,没有社区旅游机构组织的村民自主开发还容易造成无序竞争和利益矛盾。这类开发模式只适宜于早期阶段的乡村旅游开发。

政府主导村民参与开发模式只适宜于政府投资建设的旅游景区内乡村社区的旅游开发。

混合型开发模式中,公司+农户开发模式是一个松散的利益联合体,对农村基础设施和卫生条件的改善作用有限,只适宜于特定农业生产类型的乡村地区的旅游开发。企业+村委+农民旅游协会开发模式将大多数社区村民纳入企业中,旅游收益全部留在了社区,有利于当地经济的发展;旅游资源价值没有体现在企业的股本之中是其主要的问题。这种开发模式只适宜于有独特旅游资源、社

区村民有一定经济基础的乡村社区的早期阶段旅游开发。企业 + 村委 + 农户开发模式较好地平衡了外来投资者、村委和社区村民的利益，对社区的经济发展和基础设施建设有很好的推动作用。这种模式要求有高质量的自然旅游资源和生态环境，只适宜于具有这类旅游资源的乡村社区的旅游开发。村集体组织村民自愿自主参与开发模式注重了村民从旅游开发中广泛受益，弱点仍然是难以形成合力来解决旅游发展中出现的问题。这种模式只适宜于拥有高质量旅游资源而经济发展水平低的乡村社区早期阶段的旅游开发。

乡村旅游目的地实证研究表明，旅游者特别青睐农业收获类旅游产品，对住农家旅馆、体验乡村生活同样充满了热情。尽管两个乡村旅游地的卫生条件处于较好水平，旅游者仍然不太满意。



## Abstract

Rural tourism has appeared on the rural region in China in the middle of 1980s as a new industry. The industry has begun to develop vigorously in the middle of 1990s. Rural economy has developed quickly and the instruction of rural industries has been adjusted in many communities of the countryside through developing rural tourism. But there are some problems such as tourism products losing itself characteristics and attraction, environment pollution, disappearance of traditional culture, the polarity between rich and poor at the destinations in the development of rural tourism.

What characteristics does the rural tourism should possess? How market positioning does the rural tourism should do? Why do citizens go to tour in countryside? What demand do they have to the rural tourism? Why do people in communities of the country supply tourism products? What type of developing models of rural tourism can protect traditional culture and ecological environment in rural destination? What developing models of rural tourism can propel quickly development of rural economics, and realize harmonious development of rural communities? These problems are what we can't avoid in the development of rural tourism.

This book researches the dynamic mechanism and developing models on rural tourism with the background of the new socialist country of construction and development of unification of town and country which

the government of China is making big efforts to move. It will do its best to answer above problems appeared in the development of rural tourism in China.

This book carried out researches using the method combined theories with practices. The theory researches get relevant conclusions through document studying and rigorous analyzing and reasoning using general principles from theories of economics and other relevant subjects. It researched demand wills of citizens about rural tourism and two rural destinations in the practices. All the first-hand information and data were collected by the author. They are truthful and trustworthy. The conclusions are derived not only from relevant theories, but also confirmed from the spot investigation.

Most of citizens or their ancestors came from countryside. The country is their original homeland. There are wonderful impressions living in the original homeland in their memory. This is why they will go to the country for tour. This tells us that we need to maintain rural characteristics of tourism products in exploitation of rural tourism.

This book gives a clear definition about rurality after analyzing the connections and differences among the country, the city and the wasteland. The author points out: The rurality is a nonrepresentational epitome of rural landscape and environment, and it is special atmosphere in the country too. The core of rurality is agricultural production, rural life and traditional culture in countryside. It shows us the harmonious relation between humanity and nature, close relationship among neighbors, an easy and carefree life in the country. Rural tourism is a type of tourism that is waged in rural region, based on rural landscape and environment, using the physical tourism resources and human tourism resources in rural region as the tourism attractions. The agricultural tourism is one branch of the rural tourism. Rurality is the mark and unique style of the

rural tourism. It is the essential difference between the rural tourism and other types of tourism also.

People in rural community exploit and supply tourist products to change unitary agricultural economic instruction, usually. Of course, they hope that they can create multiple income sources and promote speedy development of economy through doing this. That is, the economic purpose is the first in the exploitation of rural tourism, others serve the economic goal. That has determined that rural tourism belongs to mass tourism not eco-tourism. There are essential distinctions between rural tourism and eco-tourism. But they can overlap in some special areas.

It is verified further that the rural landscape and environment are paid highly attention to by people in cities through the investigations of the people's demand willing for rural tourism in 6 cities. They consider that rural tourism should be natural and unsophisticated, and be sustainable, too. So they don't agree with magnificent facilities constructed in the exploitation of rural tourism, but give more attentions to the sanitary condition of the facilities, and have more expectation for convenience and comfort of the facilities of rural tourism at the same time. It is between 50 kilometers-300 kilometers the distance that the citizens have the most intense visiting willing.

Like other economic system, it is pushed by the demand for the movement of rural tourism system too. The demand drives supply of rural tourism and movement of whole system. The system has its unique characteristics also. The main uniqueness of the system include: (1) Citizens have the feelings of returning original dream homeland, that making them producing demand of rural tourism. That is the essential characteristic of rural tourism. This feature makes the demand of rural tourism be completely different from other tourism types. That is: The first is that products of tourism are needed to have not only rurality, but also have

modernity. The citizens demand facilities and service having rural airs and styles, the environment must be clear and tidy, and sanitary of eating & drinking and accommodation must meet the standard of citizens. The second is that rural tourism is demanded being both interesting and useful. The customers want to gain joys brought by rural tourism, they hope to experience the life in countryside also. They want to taste fresh and uncontaminated farm products, obtain the products and bring them back through going to the country for tour. The third is participating in tourist items and the life of the people living in rural communities. They hope to touch and exchange with peasants wildly through the tourism activities in countryside. (2) It is the basic dynamics that peasants supply the rural tourist products to develop economy and raise income level. Of course, it is very important for peasants that the regional governments guide and support them for their tourist supply too. The supply of rural tourism has itself characteristics undoubtedly: The first is supplier being peasants in rural communities. The second is the tourist products possessing regional and ethnic distinction. The third is the products being full of unique rural styles. The fourth is the supply of rural tourism belonging to an open supply, and that the customs can touch and chat with peasants in rural communities. The fifth is that the tourism products having multiple uses and functions. The sixth is that the service products are usually provided by housewife, and the tourist service is only one of their workers. (3) It depends on the support of local governments for the development of support system in rural tourism.

According to the demand and goal of the constructing new country of socialist and development of the unification of town and country, the rural tourism in China has following goals of development: The rural tourism can realize healthy and sustainable development. It can propel the society and economy in the country developing quickly. A rich and

beautiful new country is built through development of rural tourism. The new country will fill not only modern flavor, but also maintain traditional and regional culture styles, and has unsophisticated social morality. People living in the country feel harmonious and happy. According to this goal, the book offered 6 exploiting principles in the exploitation of rural tourism. These principles include the government's conduct and support for the exploitation of rural tourism, people in rural communities attending to tourism exploitation and management, tourism benefits allocated fairly, sustainable development, rurality, developing rural tourism according to local condition and innovation, etc. The author suggests the method that people in rural communities should be conferred the property right of the tourism resources so that they can attain tourism interests from the resources utilized in order to realize this target.

The exploitation of rural tourism will produce different influences to the rural communities for their economic development, passing on and inheriting traditional culture, protection of ecological environment, innovation of the tourism products and the distribution of tourism benefits because there are different developers and managers. The author observed the exploiting types of rural tourism so far in China at the angle of stockholders. Based on this, the book summarized 5 big types & 12 kinds of exploiting models of rural tourism including the model of enterprise exploitation, the model of collective exploitation of administrative village, the model of independent exploitation by villagers, the model of villager participating in exploitation dominated by government, the model of mix exploitation, etc. All these models are estimated from their advantage and shortage, suitability in accordance with economic returns, social benefits, benefits of ecological environment, and sustainability of tourism development.

In the model of enterprise exploitation, the model of tourism exploi-

ted only by enterprise no villagers participating in belongs to a theme park about agriculture. Although this model has a lot of advantages, it is only suitable for the rural areas that are both near cities and near the traffic line. The model of tourism exploited by enterprise and villagers participating in can bring considerable incomes for the rural community. It is the model's fatal weakness for the tourist resources of the village being used freely by the enterprise. So this model is only suitable for the exploitation of the rural communities which have rich tourism resources but a bad economy, and it is just suitable for the exploitation of the communities in early stage of tourism development also. Villagers are becoming stockholders in the model of the exploitation of stock cooperative system enterprise. So the interests of enterprise and villagers are unanimous. The model can be suitable for the exploitation of the communities having any economic condition and in any stages of tourism development.

In the model of village collective exploitation, the model of village's enterprise exploitation leaves all the benefits behind the village, and that is very helpful for the development of the local economy. But the model can't offer an opportunity for customers to experience rural life. The model is only suitable for tourism exploitation of the rural communities having a good collective economic foundation. The model of all villagers participating in exploitation organized by village collective can protect local ethnic culture well, but the benefits from exploitation are lower, and the model can act only a limit action for improving local economy and the local people's life. This model is only suitable for the tourism exploitation of the village that their ethnic culture needs special protecting, it is only suitable for the tourism exploitation in the early stage of tourism development also.

The model of independent exploitation of villagers will meet difficul-

ties in solving the problems appeared in development of tourism since the model's peasant household independent management. Irregular competition and conflicts for benefits are produced easily among peasant household if there is no tourism institution of the community organizing them exploiting tourism. This model is only suitable for the tourism exploitation in the early development stage of rural tourism.

The exploiting model dominated by local government and villagers participating in is suitable only for tourism exploitation of the rural communities at the tourism resort built by the government.

In the model of mixed exploitation, the exploiting model of company adding peasant household is a loose association on benefits. The model can do few things for improving infrastructure and sanitary condition in country. It is only suitable for tourism exploitation of the strict having special agricultural production type. The exploiting model cooperated among enterprise, villagers' committee and peasant travel association leave most of tourism benefits behind the village, and most of villagers are become stockholders of the enterprise. This model is helpful in the economic development of the village community. The main shortage of the model is that the tourism resources in the village do not become capital stock of the enterprise. The model is only suitable for the tourism exploitation of the village community having special tourist resources and villagers having good economic conditions. The model of exploitation cooperated among enterprise, villagers' committee and peasant household has coordinated benefits among three stockholders well, and is very helpful in economic development and infrastructure construction of the village community. This model depends upon good physical tourist resource and ecological environment, and is just suitable for the tourism exploitation of the village having that tourist resource and environment. The model of exploitation organized by village's committee and villagers participating in

on an independence and voluntary pays attention to villagers getting interests from the tourist exploitation. The shortage of this model is being difficult for solving problems met in tourism development since a bad collective economy. This model is only suitable for the tourist exploitation of the rural community having both high quality of tourism resources and bad economic condition, and is just suitable for tourism exploitation of the early development stage of rural tourism too.

The tourists from cities like tourism products on agricultural harvest very much according to practical investigation and research from two rural destinations. They are full of enthusiasm for staying at farm hotel and observing and learning from real rural life. The tourists were not satisfied with the sanitary condition of the rural destinations although two the destinations seem clear and tidy.



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