



发展旅游学纲要

OUTLINE OF DEVELOPMENTAL TOURISM

(第二版)

SECOND EDITION



陈加林◎著

CHEN JIALIN



中国旅游出版社

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作 者: 陈加林著

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再版前言

2017年9月，联合国世界旅游组织第22届全体会议在中国四川成都召开。《发展旅游学纲要》作为献礼图书出版发行，得到读者的积极评价和热情鼓励。

联合国世界旅游组织执行主任祝善忠先生在《序言》中写道：“发展中国家（地区）旅游业异军突起，世界旅游业‘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……《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”。联合国世界旅游组织时任秘书长瑞法依、现任秘书长祖拉布相继为本书题词，表达了他们对《发展旅游学纲要》立论的支持。

本次再版，增加了联合国世界旅游组织前后两位秘书长为本书的题词，完成了全书英译，对相关部分的一些文字、段落进行了修改和补充。敬请学界专家和读者对再版后的《发展旅游学纲要》提出进一步完善的建议。

陈加林

2018年6月

Preface of Republication

On September 2017, the 22nd UNWTO General Meeting was held in Chengdu, Sichuan, China. Outline of Developmental Tourism is published and distributed as a salute to the general meeting and is highly recognized, evaluated and commented by readers.

Mr. Zhu Shanzhong, Executive Director of UNWTO, writes in the foreword “The tourism industry of developing countries and 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... The publishing of 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.” The then UNWTO Secretary-General Taleb Rafai and the incumbent Secretary-General Zurab Pololikashvili have successively made inscriptions for the book, expressing their support to the arguments of Outline of Developmental Tourism.

In the republication, the inscriptions of the two successive UNWTO Secretary-Generals are added, the Chinese-to-English translation of the whole book is completed, and the words and paragraphs of some relevant parts are

revised or supplemented. I hereby sincerely hope experts and readers will give your precious suggestions for further optimization after reading the republication of Outline of Developmental Tourism.

Chen Jialin

June, 2018

塔勒布·瑞法依先生题词

Photocopy of inscription by Taleb Rifai

4th 27th 15th 2017
Taleb Rifai
9/13/2017
T. Rifai

塔勒布·瑞法依——联合国世界旅游组织秘书长

任职时间：2009.12.31—2017.12.31

Taleb Rifai, Secretary-general of United Nations World Tourism Organization (UNWTO) from December 31st, 2009 to December 31st, 2017

祖拉布·保罗利卡什维利先生题词

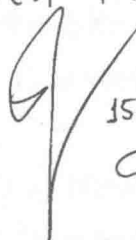
Photocopy of inscription by Zurab Pololikashvili

Dear Mr. 陈加林 著

Thank You for your hospitality!

I will never forget these
nice days in Chengdu!

With Best Regards!



15.09.2016

Chengdu

祖拉布·保罗利卡什维利——联合国世界旅游组织秘书长

任职时间：2018.1.1—

Zurab Pololikashvili, Secretary-general of United Nations World Tourism
Organization (UNWTO) from Jan. 1st, 2018 .

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、幸福产业的时代使命。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 人次亿增长到 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 modern tourism development, 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 and regions as first proposed at the inaugural United Nations Conference on Trade and Development. The dichotomy of the developing and developed countries and regions has since then been widely accepted and adopted. The developed countries and 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 and regions generally refer to countries and regions with a lower level of economic and social development, also known as the less developed countries

and 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 and regions, accounting for more than 70% of the world's land area and 84% of the world's population, with vast territories, large populations, abundant natural resources and huge markets. The developing countries and 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 and 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, and 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 and 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 and regions were plunged into economic recession, the developing countries and regions continued to grow rapidly. This shows that the dependence of developing countries and regions on developed countries and regions has begun to decline, and their influence on the world economy and

developed countries and regions has also been increasing.

The rise of developing countries and 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 infrastructure facilities such as transportation, higher level of opening and service industries in general in developing countries and regions. The developing countries and regions have entered the stage of economic and social transformation and elevation. 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, and cultural and social development as well as ecological conservation. The overarching influence, the pivotal role and the comprehensive effect of tourism on economic and social development were not found in the development history of the tourism industry in developed countries and regions. It was only in a particular period of developing countries and regions that tourism had such broad room for development, releasing this huge kinetic energy. 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 world tourism.

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 economic globalization and regional economic integration, 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 developing countries and regions has toppled “the powerful duo”. Since 2010, the Asia Pacific region has become the second largest international tourism 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 untouched. 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 developing countries and 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 Outline of Developmental Tourism is not only coming at the right time, but also meets the demand for theoretical innovation in sustainable development of the world tourism industry.

Madrid, Spain

June 6th, 2017

前言

新格局的呼唤

1841年7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