



乡村旅游地 主客地方感研究

李海娥 著

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摘 要

在各级政府的日益重视和城市居民巨大需求的带动下,我国乡村旅游发展迅猛,在整个旅游行业中占据举足轻重的地位。然而,尽管短期内乡村旅游自身发展快速并取得了可喜可叹的成就,但通过深入调查发现,广大乡村旅游所在社区依然缺乏经济活力,我国乡村地区普遍存在的诸多问题,如“空心化”、城乡差距扩大等,在乡村旅游所在地依然存在。实际上,乡村旅游是现代化进程中农业实现发展转型的一种方式,是实现乡村社会全面发展的一种选择。乡村旅游的可持续发展既包括乡村旅游产业的可持续发展,也包括乡村旅游所在地的可持续发展。当前,我国乡村旅游还处于初级探索阶段,其质量提高远远滞后于数量增长。伴随着乡村旅游如火如荼的发展,各种问题逐渐暴露出来。其中,乡村旅游可持续发展问题受到各方的关注和重视。诸多乡村旅游所在地正陷入可持续发展悖论:一方面,乡村旅游目的地由于太过落后,需要通过发展旅游获取新的发展机会以改善居民生活质量、缩小城乡差距;另一方面,旅游客源地由于历经“城市病”,需要寻找与城市截然不同甚至完全相反的地方以体验新鲜而具有抚慰功能的生活,因而倾向于保持城乡差异。而从地方属性上看,乡村旅游地既是当地居民的生活空间,也是外来游客的旅游空间。同时,我国目前进入了工业反哺农业和城市支持农村的社会发展阶段。因此,积极探索发展乡村旅游同时满足游客和居民的需要以实现乡村旅游的可持续发展成为亟须解决的现实问题。

随着人本主义思潮的兴起和空间研究逐渐向社会文化转型,地方感理论被广泛应用于地方资源管理研究中,尤其是自然资源,如国家公园、自然遗产地、户外游憩地等。Williams等(1998)认为,地方

感概念为资源管理者认识 and 关注, 人与特定地方之间形成情感上和精神上的联结关系, 为他们采取相应的资源管理措施提供了一个途径。在成熟乡村旅游地经营与管理的实践中, 体现出明显的“重物”向“重人”、“观光功能”向“体验本质”的转变特征。在理论研究方面, 李九全等(2008)以地方依附感原理为研究视角, 构建了景区旅游竞争力的指标体系, 强调了关注居民和游客的行为感知以及参与体验是构成竞争优势的关键; 王苗(2014)认为, 应从重视人与自然间体验的地方感角度来界定乡村旅游。由此可见, 强调“以人为本的”“内在的”地方感理论为促进旅游转型升级发展提供了新的视角和选择, 是人们认识和解决乡村旅游发展问题的有力工具。

基于以上的认识, 针对我国乡村旅游的发展现状, 本书试图回答两个问题: 第一, 乡村旅游地主客地方感能否促进乡村旅游的可持续发展; 第二, 乡村旅游地主客地方感如何促进乡村旅游的可持续发展。为了达到研究目的, 本书结合国内外相关研究成果, 并以可持续发展理论、社会交换理论以及旅游体验理论为支撑, 先是通过理论分析, 在阐述乡村旅游地空间属性以及可持续发展内在要求的基础上, 分析主客地方感与乡村旅游可持续发展的内在联系, 认为主客地方感能有效促进乡村旅游地的可持续发展。为了论证主客地方感如何促进乡村旅游地的可持续发展, 本书展开了对主客地方感影响效应的研究。为了提高研究的针对性, 首先, 本书运用深度访谈和实地观察的研究方法来探索主客地方感的构成及产生的后果, 通过深入分析归纳访谈资料, 初步提炼研究变量并厘清变量之间的基本关系。其次, 在逻辑推演的基础上构建了主客地方感影响效应理论模型。最后, 通过问卷调查收集的数据对理论模型进行了实证检验。基于理论分析和实证检验, 本书得出了以下研究结论:

(1) 主客地方感能够有效促进乡村旅游的可持续发展。乡村旅游地当地居民和外来游客所表现出的需求冲突成为其可持续发展的“瓶颈”。而从乡村旅游地的地方属性看, 居民乐于扎根乡村和游客愿意对乡村负责任是促进其可持续发展的内在要求。居民扎根乡村是乡村发展的价值导向和目标体现; 游客对乡村负责任是乡村旅游发展的高

级使命,是促进城乡一体化的有效方式。而居民是否乐于扎根乡村源于居民在乡村空间上能否安居乐业,这与居民对所在社区的体验和情感(居民地方感)分不开;游客是否愿意对乡村负责任与游客能否在乡村空间上体验独特的乡村性(游客地方感)有关。而且,居民扎根乡村与游客对乡村负责任具有内隐的互动关系。因此,本书认为,研究乡村旅游地主客地方感具有现实的必要性和理论上的可行性。

(2) 居民地方感能有效促进居民扎根乡村的意愿,但城乡不平等感知是影响居民地方感与扎根乡村意愿的重要调节因素。对于当地居民来说,乡村旅游地是开展生产、生活活动的主要场所。居民对乡村旅游地感知的形成,主要基于对乡村社区能否提供其“第一现实生活”所需进行的判断。同时,由于居民长期生活在乡村旅游地,对所在社区有特殊的情感,因此,地方依赖和地方认同是居民地方感的主要构成维度。其中,地方依赖是居民与所在社区在功能上的联系,地方认同指的是当地居民与乡村这一特殊空间的情感联系。这与以往关于地方感的研究保持一致。实证检验发现,居民地方依赖、地方认同均能正向影响居民扎根乡村的意愿。同时我们发现,城乡不平等感知弱化了居民地方依赖对扎根乡村意愿的正向影响;城乡不平等感知不会对居民地方认同与扎根乡村意愿的关系产生显著影响。

(3) 游客地方感通过地方涉入实现对乡村负责任行为的影响。我们发现,我国现阶段的乡村旅游以游览观光、放松身心为主,乡村旅游消费决策大多具有“瞬时性”,旅游消费者对乡村旅游地的地方感主要基于乡村差异性的体验,包括对乡村自然环境、社会人文环境、旅游服务的感知以及置身乡村这一特定空间中所产生的情感体验。基于认知—情感的双向互动关系,本书尝试探索了地方感对地方涉入的影响。实证研究显示,游客对乡村旅游地自然环境感知对乡村负责任行为有显著正向影响,并受到地方涉入的完全中介作用;游客对乡村旅游地的情感体验对乡村负责任行为有显著正向影响,并受到地方涉入的部分中介作用。在本书中,游客对乡村旅游地社会人文环境和旅游服务的感知对乡村负责任行为的影响没有得到验证。这可能与石榴红村的具体情况有关。一方面,从石榴红村旅游发展的现状来看,社

会人文资源的开发十分欠缺，绝大多数游客表示并未感知到该村特有的文化习俗；另一方面，该村旅游发展尚处在起步阶段，发展主体以当地农户为主，旅游服务意识薄弱，游客的实际体验是“没有旅游服务”。但同时，游客对乡村旅游“不完美”的现状表示理解，认为有一种与乡村气质相匹配的质朴。因此，游客对社会人文环境和旅游服务的感知与乡村负责任行为之间关系不显著。

根据实证研究的结论，本书给出了促进乡村旅游地可持续发展的管理建议。首先，乡村旅游地在发展进程中应根据构成维度着力提升居民地方感和游客地方感。其中，居民地方感应突出地方依赖和地方认同，不仅要在旅游发展的过程中注重居民与所在社区的功能联结，如提供就业、创业机会和改善居民生活环境以增强居民对地方的依赖，更要注重居民地方认同的建立，通过挖掘、展示和传播地方文化积极培育居民对所在地的地方自信和自豪，并在推动社区发展的过程中加强居民与社区的共同成长。对于游客来讲，乡村旅游地应加强自然环境的营造，注重美丽乡村建设的同时，还要注重游客的情感体验，满足游客对乡村的精神层面的依附。其次，基于居民和游客地方感影响效应的实现机制，本书强调了积极引导当地居民对城乡差距的认识以及加强游客在乡村旅游地地方涉入程度的重要性。最后，针对本书的局限性，本书从完善和规范理论模型、加强横向对比研究以及纵向历时性研究等方面给出了进一步研究的方向。

Abstract

In China, the governments at all levels put increasingly attention to develop rural tourism. At the same time, the urban residents show great demand to rural tourism. As a result, rural tourism occupies a pivotal position in the whole tourism industry with a rapid development. However, after further investigation we have founded that the countryside as a rural tourism destination is still lack of economic vitality, although the development of rural tourism has made gratifying achievements. The countryside as a rural tourism destination is facing so many problems that have existed in other rural areas, especially such as the problem of rural hollowing. Essentially, developing rural tourism is just a way by which the agricultural industry realizes the transformation of development in the process of modernization, and a choice with which the countryside realizes comprehensive development. Therefore, the development of the rural tourism industry should keep coordination with the development of the countryside as a rural tourism destination. Compared with the rural tourism in developed countries, China's rural tourism is still in the primary exploring stage, and its quality improvement is far behind the increase in the number. With the flourishing development of rural tourism in our country, the problems gradually exposed. In many problems existed in development of the rural tourism, the sustainable development of rural tourism has been concerned and valued by all parties. At present, China's rural tourism is in sustainable development paradox: on the one hand, rural tourism destination is so backward that it's eager to obtain new development opportunities through the way of tourism development to

improve the quality of life narrowing the gap between urban and rural areas; on the other hand, tourists from the metropolis are suffering urban illness, so they need to find a place different from their living environment to relax themselves, and want to keep the differences between urban and rural areas. Because of the different pursuit and goal from the two parties, rural tourism is facing a dilemma. From the respect of place properties, the countryside as a rural tourism destination is not only the living space of the residents, but also the leisure space of the tourists. So the rural tourism destination should satisfy both the tourists and the residents. That is to say, the development of rural tourism not only needs to maintain the difference between urban and rural areas, but also to reduce the gap in development opportunities and rights between urban and rural areas. Based on this understanding, this article attempts to study host - guest's sense of place to solve the rural tourism sustainable development paradox. Through the effect mechanism of the sense of place, we explore the value orientation of the development of rural tourism, providing some tentative solutions for sustainable development of rural tourism and rural community.

The article introduces the relevant research results at home and abroad, and takes the sustainable development theory, social exchange theory, the tourism experience theory as a base for the following research. At present, China's rural tourism is under the background of modernization construction. By analyzing the problems of rural tourism and the inherent requirement of sustainable development, this paper expounds the relationships between host - guest sense of place and the sustainable development, thinking that host - guest sense of place is a effective perspective to promote the sustainable development of rural tourism destination. To demonstrate how host - guest sense of place to promote the sustainable development of rural tourism, the paper researches the effect of host - guest sense of place. In order to improve the pertinence, firstly, this article explores the composition and effect of host - guest sense of place by means of the in - depth interviews and field

observation. After deeply analyzing the interview data, initially refining research variables and clarifying the basic relationship between the variables. Then, on the basis of logical deduction, the paper constructs the theoretical model. From the point of view of residents and tourists, this paper constructed sense of place effects models. The residents' sense of place is constituted by place dependence and place identity, influencing the willing of rooting the place. The tourists' sense of place is constituted by perception of natural environment, social culture, tourist service and emotional experience, influencing the responsible behavior to countryside. Finally, according to the behavior characteristics of tourists and residents, the data were collected by means of questionnaire survey, and the data were analyzed by AMOS 17.0 and SPSS 17.0, and the theoretical model was tested. Based on the theoretical analysis and empirical test, this paper draws the following conclusions:

(1) Host – guest sense of place is a feasible choice to solve the paradox of sustainable development of rural tourism. The conflicts between residents and tourists in rural tourism become the bottleneck of sustainable development. From the place properties of rural tourism destination, Residents' willing to take root in countryside and tourists' to take responsibility for the destination would promote the sustainable development of rural tourism. The former is the fundamental resources and internal source for the development of rural tourism. The latter is the fundamental mission and internal security for the development of rural tourism. Residents' willing to take root in countryside lies on whether they live and work in peace, which is inseparable to residents' sense of place. Tourists' willing to take responsibility for the destination depends on whether tourists experience the destination's uniqueness. Moreover, there is an implicit interaction relationship between the willing to take root and to take responsibility. Therefore, this paper considers that the study of host – guest sense of place is necessary and feasible.

(2) Residents' sense of place can effectively promote the willing to take root in countryside, which can be moderated by perception of unfair-

ness between urban and rural areas. For the residents, the countryside as a rural tourism destination is the main place to carry out the production and living activities. So their perception of rural tourism is mainly based on whether the countryside community provides what they need in their real life. At the same time, the residents who live in the community for a long time have a special affection for the community. Therefore, place dependence and place identity constitute the residents' sense of place. Place dependence indicates the functional connection with the community where they live. Place identity refers to an emotional connection with the special space. The conclusion keeps consistence with the previous study. The empirical test shows that the residents' place dependence and place identity have positive effects on the willingness to take root in countryside. Based on the consideration of survival rationality, when the residents perceive more dependence on the communities, they will tend to continue to live in the countryside. Due to living in the community for a long time, the residents have special feelings. The more likely the residents connect themselves to the community and have stronger place identity, the more stronger their willingness to take root in countryside. At the same time, we found that perception of urban - rural inequality would weaken the positive effect between place dependence and the willingness to take root in countryside, but wouldn't effect the relationship between place identity and the willingness to take root in countryside. Based on the influence of social comparison, the residents think urban life represents a better way of life. In this way, although the residents have a strong functional dependence on countryside, under the perception of urban - rural inequality, it is impossible for them to take root in countryside. Although the residents are aware of the urban - rural inequality, due to a high degree of place identity, they still show strong willingness to take root in the countryside.

(3) Tourists' sense of place affects their rural responsible behavior through place involvement. At present, China's rural tourism is character-

ized by sightseeing and relaxing, and the decision on rural tourism consumption is instantaneous, so the tourists' sense of rural tourism destination is usually irrational. Tourists wouldn't spend too much on experiencing the rural place. Their sense of rural tourism destination is constituted by their perception of natural environment, social culture, tourism service and emotional experience. The previous studies have demonstrated place involvement has positive impact on tourists' sense of place. Based on the two-way interactive relationship between cognition and emotion, this study attempts to explore the influence of sense of place on place involvement. Empirical study shows that tourists' perception of natural environment in the rural tourism has a significant positive effect on rural responsible behavior, and the effect is totally mediated by place involvement. Tourists' emotional experience has a significant positive effect on rural responsible behavior, and the effect is partially mediated by place involvement. In this study, the influence of the tourists' perception of the social culture and tourism service on the rural responsible behavior has not been verified. This may be associated with the specific situation of Shiliuhong Village. On the one hand, in the village, the development of social culture resources is lagging, the majority of visitors aren't aware of the cultural practices unique to Shiliuhong Village. on the other hand, the village tourism development is still in the primary stage, the development is dominated by the local farmers and tourism service awareness is weak. Many visitors think there is no tourism service in the village. Nonetheless, the visitors express understanding for the imperfect situation of rural tourism, thinking there is a quality of simplicity matching with the rurality. So visitors' perception of social culture and tourism service has no significant impact on rural responsible behavior.

According to the conclusion of the empirical research, this paper gives the suggestions to promote the sustainable development of rural tourism. First of all, in the development process of rural tourism, host-guest sense of place should be improved on the basis of their dimensions. For the residents,

place dependence and place identity should be emphasized. We should not only pay attention to establish a functional connection between the residents and their community where they live, such as providing employment and entrepreneurial opportunities, improving living environment to enhance the residents' dependence on their community. And we should put a high premium on residents' place identity, cultivating confidence and pride in the community through mining, display and dissemination of local culture, promoting the residents and their community to grow up together in the process of tourism development. For the tourists, the rural tourism destination should create a unique natural environment, construct beautiful country, enhance tourist's emotional experience to satisfy tourists' attachment to the rural tourism destination. Secondly, on the basis of mechanism of effect of host - guest place attachment, the research emphasizes the importance of residents' perception to urban - rural gap and tourists' place involvement. Lastly, in view of the limitations of the study, the future further research should perfect the theory model, strengthen horizontal contrast study and longitudinal diachronic study.

目 录

第一章 导论	1
第一节 选题背景	1
一 农村“空心化”问题严重	1
二 城乡差距进一步扩大	3
三 乡村旅游面临转型升级	5
第二节 问题提出	7
一 乡村旅游快速发展与乡村贫困落后共存	7
二 乡村旅游陷入可持续发展悖论	9
第三节 相关概念的界定	11
一 乡村旅游与乡村旅游地	11
二 地方感及乡村旅游地主客地方感	13
第四节 研究意义	14
一 理论意义	14
二 实践意义	15
第五节 研究拟解决的问题、内容安排	17
一 拟解决的问题	17
二 内容安排	18
第六节 技术路线和研究方法	20
一 技术路线	20
二 研究方法	20
第七节 研究创新	22

第二章 文献综述	24
第一节 乡村旅游相关研究	24
一 乡村旅游的含义	24
二 乡村旅游发展模式	28
三 乡村旅游发展的影响研究	32
四 研究述评	35
第二节 地方感的相关研究	36
一 地方感的构成维度与测量	36
二 地方感的研究视角及研究内容	38
三 主客地方感的比较研究	42
四 乡村旅游地地方感研究	43
五 研究述评	44
第三节 本章小结	46
第三章 相关理论基础	48
第一节 可持续发展理论	48
一 理论阐述	48
二 理论借鉴及启示	52
第二节 社会交换理论	53
一 理论阐述	53
二 借鉴及启示	55
第三节 旅游体验理论	56
一 理论阐述	56
二 借鉴及启示	57
第四节 城乡一体化理论	58
一 理论阐述	58
二 借鉴及启示	61
第五节 本章小结	61

第四章 主客地方感与乡村旅游可持续发展的关系	63
第一节 主客地方感是乡村旅游可持续发展的实现方式	63
一 乡村旅游面临的现实困境	63
二 地方感：乡村旅游研究的新视角	66
三 乡村旅游地主客地方感的形成依据	69
第二节 乡村旅游可持续发展是主客地方感的价值导向	70
一 乡村旅游可持续发展的内涵	70
二 乡村旅游可持续发展的内在要求	72
第三节 主客地方感与乡村旅游可持续发展的对接统合	74
一 乡村旅游地空间属性分析	74
二 主客地方感与乡村旅游可持续发展关系解析	76
第四节 本章小结	78
第五章 理论推演与模型构建	79
第一节 研究区域的选择	79
一 区域概况	80
二 旅游发展概况	80
第二节 基于田野调查的发现：理论的初步提出	81
一 当地居民地方感构成及影响效应	82
二 外来游客地方感构成及影响效应	86
第三节 基于理论逻辑的推演：研究模型的构建	90
一 居民地方感影响效应	90
二 游客地方感影响效应	92
第四节 本章小结	97
第六章 居民地方感影响效应实证检验	98
第一节 研究设计	98
一 变量测度	98
二 问卷设计	101