

云南省高等教育自学考试旅游管理专业教材

# 旅游心理学

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## 书 目：

旅游学概论  
旅游经济管理  
旅游饭店管理  
旅游法  
旅游文化与审美  
旅游心理学  
旅游资源学  
旅游市场学  
旅游英语  
旅游会计

# 序 一

## 发展旅游业，必须重视旅游教育

云南省旅游局局长 李禄安

旅游业是当今世界上充满生机活力和发展势头最强劲的经济产业。在一些经济发达国家，旅游已成为人们生活的一项基本内容。我国实行改革开放以来，旅游业兴旺蓬勃、长足发展。随着社会主义市场经济体制的逐步确立和国民经济的持续发展，综合国力的增强，我国旅游业将全面快速发展。世界旅游组织专家预测，到本世纪末，中国将成为世界上最大的旅游国。

我省旅游业起步较晚，但发展迅猛，成绩可佳。我们从云南实际出发，对外加大促销力度，对内大力发展旅游生产力，培育和发展的国际、国内两个市场，经过十多年的奋力开拓，使国际旅游和国内旅游都取得了丰硕成果。尤其是进入 90 年代以来，云南旅游业取得了突破性发展，不论是接待人数，还是旅游创汇，都已进入我国重点旅游地区行列。

云南神奇而美丽，山川壮丽、气候宜人、四季飞花，有植物王国、动物王国、歌舞王国之美誉，旅游资源极为丰富，不论是自然风光、人文景观，还是民族文化都极具特色，对国内外旅游者有着巨大的吸引力。最近，省委、省政府已把我省旅游业作为一大支柱产业来发展，云南发展旅游得天时、占地利、有人和、前景广阔。为此，我们必须抓住机遇，加快发展，使云南旅游业再上一个新台阶。

要使我省旅游业再上一个台阶，有许多工作需要我們踏踏实实地去做。譬如，要强化旅游发展的观念，提高全民旅游意识，加强全行业正规化、标准化管理，强化管理意识，树立市场观念，增强竞争意识等，但最重要的则是旅游人才的培养。为适应我省旅游业持续高速发展的需要，旅游教育培训工作必须加强。旅游业是经济与文化高度结合的产业，专业技术人才是旅游业的中坚，是旅游企业赖以生存和发展的灵魂，在云南旅游从传统旅游向现代旅游的转变过程中，培养大批有一定学历、高水平、精通业务的旅游专业技术人才势在必行。

今年初，云南省自学考试指导委员会下发了“关于我省开考高等教育自学考试旅游管理专业（专科）的通知”文件，填补了我省高等教育自学考试缺乏旅游管理专业的空白。在我省开考这个专业，对我省旅游专业人才的培养又多了一项措施，增添了一条渠道。培养人才的路子很多，自学成才也是一条。我希望，我省旅游从业人员和有志于旅游行业工作的同志，通过各种渠道努力学习旅游专业知识和基本理论，提高自己的专业理论水平和实际工作能力，更好地为我省旅游业服务。

由云南省旅游局有关处室、云南民族学院中文系和昆明大学旅游系共同组织编写的《云南省高等教育自学考试教材》可以满足我省广大旅游管理专业自学考试学生的需要。我相信，这套教材的编写出版，将会对我省旅游高等自学教育和旅游人才的快速培养，起到积极作用。

1995年5月1日

## Preface ( I )

### ( to the textbooks for the self-taught students majoring in tourism management )

*Tourism has now become an economic industry overflowing with vigour and being on the momentum of the quickest development. For the people in some economically developed countries, taking a tour has become a basic part in their life. Since the Reform in China, tourism has been developing fast. With the system of the socialist market economy being gradually established, with our national economy being steadily developed, and with our integrated national power being further strengthened, tourism in China will enjoy a quicker development in all its aspects. Experts from different tourist organizations of the world predict that China will have become Number One tourist country in the world by the end of this century.*

*Though tourism in Yunnan started rather late, it has developed very fast and has already made praiseworthy achievements. By acting according to the actual circumstances in Yunnan, we have been strengthening the external marketing of Yunnan's tourism, and have been devoting ourselves to the development of tourist productivity in Yunnan. With more than ten-year's continued efforts in perfecting tourism, we have made unprecedented achievements both at home and abroad. Especially since 1990, tourism in Yunnan has enjoyed a breakthrough in its*

development. Evaluated either by the number of tourists or by the earnings in hard currency, Yunnan has now been ranked as a key tourist province in China.

Yunnan, a beautiful and mysterious province with magnificent mountains, a mild climate and countless everbloomers, has been praised as the "Plant Kingdom", the "Animal Kingdom" and the "Song-and-Dance Kingdom". With its unique natural scenery, cultural sights and ethnic cultures, Yunnan is well-known for its rich tourist resources and offers many attractions to tourists from all over the world. The Provincial Party Committee and the Provincial Government of Yunnan have recently agreed to develop tourism as a key industry in Yunnan. With this golden opportunity in hand and with its topographical advantages and its people's support, tourism in Yunnan will surely have broader prospects. Therefore, we must grasp every new opportunity and make new progress in its quickened development. If all this is to be achieved quickly, there is much work for us to do in a down-to-earth way. For example, we should strengthen our sense of developing tourism and help all the people have a better understanding of tourism. We should also regularize and standardize tourism management, strengthen our sense of scientific management, deepen our comprehension of the tourist market and strengthen our sense of competition. But the most important of all is the training of qualified personnel. In order to satisfy the need of a fast and steady development of tourism in Yunnan, we must further improve our personnel training work. Tourism is a highly-combined industry of economy and culture, and its specialized personnel is the backbone and soul on which every tourist industry depends. During the transition from a traditional mode to a modern one within the tourist industry in Yunnan, the training of many qualified people with some educational background must be enforced.

Early this year, Yunnan Self-study Examination Guiding Committee issued a document, officially agreeing to hold higher education examinations for the self-taught students majoring in tourism management (junior college education programme), which has filled in the gap in the higher education examination programme for the self-taught in Yunnan. Among other things, this will surely help the training of qualified personnel in this field and offer a new approach to success for those who want to engage themselves in tourism. I cherish the hope that the people in tourist circles and others who want to devote themselves to tourism will diligently study its basic theory and acquire as much professional knowledge as possible through various channels. In this way I think they will be able to raise their theoretical level and improve their professional skills, and provide better service for tourism in Yunnan.

*The Textbooks for the Higher Education Examination for the Self-taught Students in Yunnan*, co-compiled by the departments concerned from Yunnan Tourism Bureau, the Chinese Department of Yunnan Institute for Nationalities and the Tourism Department of Kunming College, can meet the needs of the self-taught students majoring in tourism management. I believe the publication of this series of textbooks will play a positive role in helping improve the training of qualified personnel in tourism and in helping raise the educational level for the self-taught students majoring in tourism management in Yunnan.

Li Luan

Director of Yunnan Tourism Bureau

May 1st, 1995

## 序二

### 旅游业与旅游学

黄惠焜

旅游业是一门经济产业。在现代诸经济产业中，它举足轻重，最赋魅力。它关乎着一个国家的国民经济收入，也关乎着一个地区的地方财政收入。它可以富国，可以富民，也可以塑造国家的形象，可以展示民族的文化财富，可以沟通国家之间的经济文化交流。不能设想一个没有旅游业的国家它怎么面对世界！是人们不愿意去它那里旅游？抑或是它没有能力吸引人们去旅游？

旅游业又是一门文化事业。在现代诸文化事业中，它同样是举足轻重，最赋魅力。它是在开发文化价值中实现经济价值，又借助经济的开发实现文化价值。在文化和经济的双向交流中，实现民族文化的传承，实现民族文化的重构，实现整个国家社会主义精神文明的建设。不能设想一个没有文化目的的旅游它怎么维持旅游业的再生产？当今的旅游消费已经升华为文化消费，当今的旅游者大多是文化旅游者！

由是观之，当今的旅游业和旅游者是一组相辅相成、相得益彰的概念。没有旅游业，旅游者何所选择？没有旅游者，旅游业何所依托？如果你是一个旅游业的组织者，那么，你首先应当想到旅游者；如果你是一个旅游学的教育者，你首先应当想到的仍然是旅游者。因为，旅游者的来源与构成、兴趣与选择、素质与



层次，将影响着旅游的样式、管理的结构和旅游的效益。从这一角度立论，在旅游学这一大概念中，旅游者是主体，旅游业是受体。我想强调一下旅游主体论，希望多一些对旅游者的研究。

古典旅游和现代旅游在手段上已经大不相同，但在旅游的旨趣上却颇相近似。如果用最简单的文字表述它们的共同点，那便是求知与求美。所谓求知，那是充实文化的追求；所谓求美，那是完善精神的塑造。古人说：“读万卷书，行万里路”，那是求知。至于说：“遥吟俯畅，逸兴遄飞”，那便是求美。

还有一种回归感。回归到自然，回归到原我。静憩于松柏之间，垂钓于溪壑之上；远离城市之喧嚣，忘却伏案之劳神。这是为了重建精神和心理的平衡。发达世界，尤其如此。

还有一种怀古情。想了解自己的祖先，了解自己的文明。工业化让人们得到了许多，也让人们失掉了许多。这联系着人们的自尊与自豪。因为人们总是因为有辉煌过去而自尊自豪。

还联系着一种文化比较观。由此带来对异文化的求知欲。从文化学的观点而言，比较，这是文化研究的基础。人们往往在认识异己中认识自我。不能认识别人，便不能认识自己。“他视”是为了“内视”，“内视”离不开“他视”。

至于老幼之间、男女之间、区域之间、层次之间，均因其文化背景之不同而产生不同的旅游选择和旅游情趣，则不可一一绳之，当分别斟酌。好在本丛书已有“旅游者”专章论述，予兹不赘。

我期望着丛书的全面成功，期望着因丛书（教材）的出版发行而大大推动云南省的旅游事业！

1995·5·28·

于云南民族学院

## **Preface ( II )**

### **( to the textbooks for the self-taught students majoring in tourism management )**

*Tourism with its irresistible charm plays a decisive role in modern economic industries and has much to do with the national income of a country and the local income of a region. It can enrich the state and benefit the people. It can help create a good image of a country and reveal the cultural treasures of a nation. It can also help improve the economic and cultural exchanges between different countries. It is unimaginable that a country without tourism can face up to the world with confidence. People may ask the following questions: Are tourists unwilling to pay a visit there? Or is it unable to attract tourists?*

*Tourism with its special charm also plays an important part in modern cultural undertakings. It obtains its economic value through the exploitation of its cultural value, or vice versa. In this two-way exchange, the national culture will have been inherited and reconstructed, and a socialist civilization with a high cultural and ideological level will have been built. It is also unimaginable that a tour without a cultural objective can maintain its reproduction in tourism. Today most tourists have a cultural objective and this means that the pattern of consumption in tourism has a clear cultural orientation. Therefore, tourism and tourists, regarded as a combined concept, are inseparably interconnected and can benefit each other. If there were no tourism, what would tourists choose? Or if there were no tourists, on what would tourism depend? If you are a*

manager of tourism or an educator in the field of tourist studies, the first thing which occurs to you must be tourists. As a result, tourists from different places with different choices, interests, qualities and levels will exert their influences not only on the management mode and structure of tourism but also on the economic and social benefits of tourism. Judging from this point of view, in tourists studies tourist are the principal part on which tourism relies. I want to emphasize this point and expect that there will be more studies of tourists.

The modern means of travelling are quite different from the past ones but the objectives and interests of the travellers in different ages are quite similar. Two simplest phrases which I can find, "to acquire knowledge" and "to seek beauty", may well reveal their common points. "To acquire knowledge" means "to constantly enrich the mind with knowledge", and "to seek beauty" means "to acquire a broader mental outlook". "To read ten thousand books and to travel ten thousand miles", as the ancients said, means "to acquire knowledge", and "to chant and recite with appreciation and relish" means "to seek beauty".

There exists a sense of returning to nature and to ego in travelling. To have a rest under the quiet pine and cypress trees, to fish in the streams and gullies, and to be far away from the noisy cities and from your hard work can help you retain a psychological balance. This is especially true of the people living in the developed countries.

There also exists a nostalgic feeling. People living in this industrialized age want to know more about their ancestors and their past civilization. Man has obtained much from industrialization but at the same time he has also lost much. This feeling has much to do with the self-esteem and pride of human beings because we always take a pride in and have a great esteem for our glorious past. Culturally speaking, this

*has much to do with a comparative viewpoint which leads to a strong desire for an understanding of different cultures. Judging by the viewpoint of the science of culture, people often get to know themselves through an understanding of others; otherwise, they often fail to understand themselves. In other words, "to know others" implies "to know oneself better", and vice versa. Because tourists with different levels and cultural backgrounds are of all ages and both sexes and from different places, their choices and interests vary from person to person, and one standard cannot satisfy their needs. Readers will happily find one chapter titled "Tourists" in one of these books which deals with this point.*

*I hope this series of books will be a great success and I also expect the publication of this series of books will give great impetus to the improvement of tourism in Yunnan.*

Professor Huang Haikun  
Vice President of Yunnan  
Institute for Nationalities  
May 28th, 1995

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# 第一章 绪 论

旅游心理学是心理学的分支学科。是心理学的基本原理、方法在旅游工作中具体应用而形成的一门新兴学科。旅游是以人为主体的社会活动之一，随着现代社会经济的发展，生产和技术水平的提高，为人们参加旅游活动创造了更为有利的条件。旅游在现代已逐渐成为普及性的活动，旅游业已成为当代社会经济中的支柱性产业。因此，研究、探索旅游活动中人的心理活动及其行为的规律，以及如何遵循这些规律去指导旅游业的服务和管理工工作，对旅游业的发展具有十分重要的意义，这也就是旅游心理学研究的根本目的。

## 第一节 旅游心理学的研究对象和内容

### 一 旅游心理学的研究对象

旅游心理学是研究旅游活动过程中旅游者和旅游工作者心理活动及其变化发展规律的科学。旅游心理学是心理学的一个分支学科，是心理学在旅游业的应用。

旅游活动的主体是人，要认识旅游活动的规律性，推动旅游业的发展，使旅游管理具有科学性，首先必须研究旅游者心理活动的规律性。科学地回答以下问题：是什么动机驱使人们离开居住地去旅游？为什么有的人去甲地而有的人去乙地？为什么同一

旅游对象会使不同的人产生不同的心理感受？如何使人们在旅游活动中得到愉快的感受和满足的心理体验？这些问题的研究，对推动旅游业的发展，提高旅游服务质量和管理水平，科学、合理的开发旅游资源有着重要意义。

旅游心理学研究的对象是旅游活动过程中人的心理状态和心理变化规律。而旅游活动过程中的主体是旅游者，即进行度假、观光和业务旅行的中外游客。旅游活动是在旅游者心理因素和外部条件的相互作用下产生的。外部条件是主体旅游行为的诱因。在外部条件刺激下，旅游主体产生旅游的需要、动机，从而产生旅游的行为。但是在同样的诱因作用下，心理因素不同，个体的行为反映也不同。例如，在相同的外部条件下，有的人产生旅游行为，有的人不产生旅游行为；在多种外部条件同时存在的条件下，不同的人产生的旅游行为指向不同。这说明了旅游者个人的心理因素对旅游行为的产生具有决定作用。因此，研究旅游活动的规律不仅要研究产生旅游活动的外部因素，而且要在联系外部条件的基础上研究旅游活动的主体——人的心理因素，把握旅游心理活动的规律，使旅游者主观的积极状态与旅游活动的客观规律相一致。所以，研究旅游者的心理现象和心理活动变化规律是旅游心理学研究的主要对象。

现代旅游活动的实现，不仅要有旅游活动的主体——旅游者的积极参与，而且还要有为主体服务的旅游从业人员提供必要的服务和管理。旅游服务的质量高低与旅游服务人员和管理人员有着极大的关系。旅游业提供的服务不仅依靠旅游的有形的“硬件”服务设施，还必须依靠服务人员无形的“精神的心理服务”来满足旅游者的需求。旅游服务人员心理素质的高低直接影响着旅游者的情绪和旅游行为的导向。因此，研究旅游服务人员的心理素质及各种心理活动特点，研究旅游服务人员与旅游者之间心理相容的关系，研究如何根据旅游者心理和行为规律，提供最



效的、最佳的服务，从而保证旅游服务质量的不断提高，也是旅游心理学的研究对象。

旅游服务工作的质量问题，不仅存在于服务人员与旅游者之间，它与旅游业的管理水平也有直接的联系。旅游服务人员心理素质的提高，员工积极性的调动，企业内部人际关系的协调，团体士气和团体功能的发挥，服务人员的职业角色的适应，预防和矫正某些服务人员的问题行为等等，也是旅游心理学研究的对象。

概括地说，旅游心理学是以构成旅游活动的主体——“人”为研究对象的。因为旅游活动过程是通过旅游者和旅游服务工作人员共同的积极活动实现的。所以，旅游心理学不仅要研究旅游者在旅游过程中的心理状态和心理变化规律，还要研究旅游从业人员的服务心理和管理心理。研究他们之间相互作用关系中的心理活动变化规律和特点，这就是旅游心理学研究的对象和任务。

## 二 旅游心理学研究的内容

依据旅游心理学的研究对象和任务，旅游心理学的研究内容主要有以下几个方面：

### 1. 研究旅游心理学的总体理论体系

从总体上认识、研究旅游心理学的理论体系，认识旅游心理学的研究对旅游实践活动所具有的重要的指导意义；为研究本门学科提供所应掌握的研究方法等。

### 2. 旅游心理学的理论基础

旅游心理学的理论基础主要是借助于心理学的研究成果。心理学在人的个体心理的研究方面，经过长期探索并运用科学实验