

云南大学旅游经济重点学科研究文集 (1996)

Research On Tourism Economics A Key

Subject of Yunnan University at Provincial Level

旅游经济研究

(Tourism Economic Research)

罗明义 主编

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Research On Tourism Economics a Key Subject
of Yunnan University at Provincial Level

旅 游 经 济 研 究

(Tourism Economic Research)

(一九九六)

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前 言

为了顺应当今国际旅游业和中国旅游业发展的大趋势,遵循云南省委、省政府把云南建成旅游大省,并把旅游业培植成为云南跨世纪经济发展的新兴支柱产业的要求,云南大学面向经济建设主战场,发挥自身多学科的综合优势,确定了以旅游系、旅游研究所、管理系为主进行“旅游经济重点学科”的建设,以促使科技长入经济,更好地服务于云南经济建设。

“旅游经济重点学科”自 1994 年批准建设以来,紧紧围绕旅游经济和云南旅游产业发展的需要,在旅游经济与产业化发展,国际旅游管理比较,云南旅游资源开发与环境保护等方面展开了广泛、深入的研究。迄今为止,整个重点学科建设已获得国家级、省级资助研究课题 14 项,横向协作研究课题 6 项,出版著作 21 部,发表论文 63 篇。本研究报告系重点学科各研究课题的主要成果和阶段性成果,同时酌收了部分已发表并有重要影响的文章,从一个侧面反映本学科建设的成果。对于已出版和发表但未收录的著作与论文,则附上摘要及相应的出版社和刊物名称,便于有关方面参考时查阅。

旅游业是一个新兴的综合性产业,旅游经济的理论研究不仅涉及多学科的交叉和融合,而且许多方面的研究尚处于空白。本重点学科旨在集合优势力量,在旅游经济研究上有所突破和创新,并且每年以研究报告形式反映本学科的最新研究成果,供有关方面决策咨询和参考。本着“百花齐放,百家争鸣”的方针,本研究文集所收录的文章仅代表作者本人的学术观点。同时,本研究文集的出版旨在抛砖引玉,希望引起社会各界,尤其是旅游管理部门和企业的重视,共同来研究、探讨旅游经济发展中的各种问题。

本研究文集由罗明义任主编,杜靖川、田里任副主编,并由张晓萍、梁坚、万虹负责前言、目录和摘要的英文翻译。本研究报告的出版还得到了云南大学出版社和有关专家、学者及领导的支持,在此特表谢意。

云南大学旅游经济重点学科领导小组

1996 年 3 月

Preface

For going with the tendency of present international tourism and development of Chinese tourism, and by following the demand made by the provincial government that Yunnan should be built into a tourist province and that tourism of Yunnan be promoted into a new leading industry of the century-crossing economic development, Yunnan university is now faced with the main task—the economic development of Yunnan province. By exerting the comprehensive advantages of the multisubjects, Dept. of Travel, and Tourism, the Institute for Travel and Tourism and Management Department are regarded as the chief units in building up the “key subjects of tourist economy”, whose purpose is to help science and technology directly and still better serve the economic development of Yunnan.

The “key subjects of tourist economy” approved since 1994 have centered on the demands of tourist economy and development of tourist industry. Extensive and further researches are made in the following respects: tourist economy and industrial development; comparison of international tourist management; exploitation of Yunnan tourist resources and environmental protection. So far the key subjects have won state and provincial subjects financial support, all together 14 programs; six research programs shared by the different co-operative units. 21 works and 64 treatises have been published. These researches are their chief and periodic results of different key subjects research. In addition, some published and influential articles are also selected reflecting from one aspect the re-

sults of the subjects construction. As for those published, but not selected works and treatises, their abstracts and corresponding publishing houses and titles of the journals are attached in this book as references.

Tourism is a new and integrated industry. The theoretical research on tourist economy not only deals with the cross and blend of multisubjects, but also many related researches which still remain untouched. The aim of the key subjects is to gain further advantages and gain breakthroughs and innovation in tourist economic research. All the results will be reflected in the form of researches which are used as policy decision and reference for leading units concerned. On the principle of "Let a hundred flowers blossom and a hundred schools of thought contend", this collection of researches collects articles which represent the authors' points of views. Besides, the publication of the collection is meant to "cast a brick to attract jade" so as to draw the attention of all circles of the society, especially the departments of tourist management and enterprises to studying and investigating various problems which have occurred in the development of tourist economy.

This collection is compiled by Luo Mingyi, the chief compiler; Du Jinchuan and Tian Li are the associate compilers; Zhang Xiaoping, Liang Jian and Wan Hong are translators for the preface, English content and abstracts. Here we are specially in acknowledgment of The Yunnan University Press, specialists and scholars concerned.

Leading Group of the Key Subjects of
Tourism Economy in Yunnan University

April 10th, 1996

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