

云南省高等教育自学考试旅游管理专业教材

旅游资源学

主编 王守华 王小力

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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，有许多工作需要我们去踏踏实实地去做。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 Lu'an

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，但在旅游的兴趣上却颇相近似。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的过去而自尊自豪。

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 tourism 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 tourism studies tourists 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 simple 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 Huikun
Vice President of Yunnan
Institute for Nationalities
May 28th, 1995

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第一章 旅游资源学的 性质与任务

旅游资源学是旅游科学中的一个新门类。现代旅游业的迅速发展，要求旅游业在开发、经营、管理上都要走上新的、科学的水平。旅游资源学以旅游资源研究为对象，对我们正确地认识资源、开发资源、利用和保护资源，提供理论上的依据，是旅游工作者必修的课程。

第一节 旅游资源学的性质

现代旅游通常由三个不可缺少的部分构成：一是作为主体的旅游者，二是作为客体的游览景物，三是在主体与客体之间起中介作用的旅游业，包括各类旅行社、旅游饭店、交通运输等设施。

旅游资源学，是一门以旅游客体即旅游资源为主要研究对象的科学。作为旅游客体的景物，既是激发旅游者旅游动机的诱因，同时又是满足旅游者的好奇心、求知欲、审美需求，使之赏心悦目的目的物。若没有旅游的主体，固然构不成旅游活动；若没有旅游的客体，也就不会激发起旅游的动机，更不会有旅游活动的实现。有鉴于旅游动机表现为一种主观的情绪或需求，要发展旅游业，扩大客源市场的流向，旅游资源的开发研究便具有极其重大的意义。

旅游资源学由基础理论及理论运用两个部分组成。基础理论

部分，着重探讨旅游资源的概念、旅游资源的形成、旅游资源的分类及调查评估、开发保护等一般性问题。应用部分，在理论指导下，着重探讨我国旅游资源的数量、质量、特征、优势以及开发保护的具体措施；探讨各旅游区的旅游资源特点、著名景区景点构成以及开发利用情况，等等。从这个意义上说，旅游资源学是一门实用性强的应用科学。

人类的一切活动，都是在自然环境和社会环境中进行的。旅游既是人类活动的一个门类，当然也离不开具体的自然和社会环境。因此，旅游资源的构成，不外乎自然和人文两个方面。自然资源包括气候、地貌、水体、生物等，涉及到自然地理研究的许多领域；人文资源更加无所不包，如历史、文物、名城、建筑、文学、艺术、手工、烹调等，涉及到社会科学、艺术美学的诸多方面。是以，旅游资源学又是一门综合性极强的科学。

研究旅游资源，目的是为了开发利用这些资源，发展我国的旅游事业。旅游活动既由主体、客体及中介三个方面所构成，因而，在探讨资源问题的时候，不可避免地会接触到主体方面的问题。如哪些旅游资源对哪些旅游市场具有吸引力，哪些资源不适合哪些旅游市场的需求，这就直接关系到不同民族、不同性别、不同年龄以及不同文化层次的旅游者，涉及到心理学和市场学方面的内容。讨论资源开发利用问题，往往又会涉及到作为中介的旅游业。如旅馆饭店的经营情况、交通运输及相关设施状况等，直接关系到旅游业的经营管理。因此，旅游资源学又具有交叉学科的特点。

由于旅游活动是在具体的空间环境中进行的，旅游地的风光景物、气候水体、地质地貌等，传统上属于自然地理研究的范围。旅游地的人情风俗、历史文物、政治经济等，传统上属于人文地理的研究范围。是以，过去把旅游资源学的研究，纳入旅游地理学的范围，作为其中的一个部分。随着现代旅游业的迅速发展

展，旅游资源的开发成为急待研究解决的问题。旅游地理学中，虽然也用较大的篇幅来讨论旅游资源的问题，但是，出于地理学科学的特点，它更关心的是探讨旅游资源的成因、性质、特点及分类等带有规律性的方面。而旅游资源学的兴趣，主要在于研究资源自身所具有的“吸引力”。譬如说，一处美丽的自然风光，有它形成的多种原因，包括气候水体、地壳内部的运动变化、外力的影响、长年的侵蚀风化，等等。旅游地理学的任务，就是要研究这些成因，并做出科学的解释。旅游资源学虽然也研究各种构成风景的自然因素，但它更关注的是风景自身的特点和吸引力。换句话说，旅游地理学主要从地理学的角度，来研究人类旅游活动与地理环境的关系，而旅游资源学只着重研究旅游资源自身，即资源构成、资源范围、吸引功能、效益功能等。因此，我们把旅游资源的研究，从旅游地理学中分离出来，定名“旅游资源学”。这样做，不仅有利于旅游资源的深入研究，同时也可省去许多讲资源时不必过多涉及的地理学问题，更符合广大旅游工作者自学的需要。

第二节 旅游资源学的任务

每一门科学都是从实践中总结提炼出来的，一旦形成理论的体系，反过来又可促进实践的进步与发展。旅游资源学的产生，毫无疑问，也源于旅游活动的普及和旅游业的蓬勃兴起。在旅游活动仅限于个人休闲的目的，范围多为当天往返的短途旅行的时候，没有人会想到什么叫旅游资源。只有当旅游成为一种普遍性的社会行为，人们开始意识到接待络绎不绝的旅游者，是一种能创造出可观的经济效益和社会效益的生产活动，旅游资源的研究才被提上日程。旅游资源学的研究，具有重要的现实意义。

一 正确认识旅游资源

资源是一种财富。旅游资源，就是指一个国家或一个地区范围内所蕴藏的能够吸引旅游者的因素和条件。以往人们总习惯将山水风景，看作唯一适合游览的地方。这样，所谓旅游资源，就被片面的限制在自然风光方面。随着生产力的飞速发展，科学技术取得巨大的进步。人们的文化素质及修养也有很大的提高。旅游作为调剂生活，满足旅游者精神需要的一种活动，就不单是到风景优美的地方去舒散一下心情了。现代人有着丰富的内心世界，要求从旅游活动中获得新的、高层次的满足。一般说来，好奇心仍然是刺激旅游动机的首要因素。紧张工作一段时间之后，到一个陌生的、全新的环境中去观光旅游一番，借以解除疲劳，总比逗留在天天生活的原有环境中效果更好。其次，是求知欲。到一个以前只在书本上见过的国家或地区，看一看那里的风光，了解一些当地的人情风俗，历史现状，可以克服孤陋寡闻的弊病。再去探索探索高山雪原、河流峡谷，又可增加许多自然科学知识。这样，什么是旅游资源，哪些东西可以算作旅游资源的问题便随之出现。旅游实践既已超出山水风光的范围，旅游资源的概念也就会跟着改变。大致说来，凡是能吸引旅游者的东西，都可看作旅游的资源。资源的吸引力越大，开发的价值就越高。

二 研究、开发旅游资源

旅游资源的价值既然体现在它对旅游者所具有的吸引力方面，而旅游者又是一个群体的概念。不同国家、不同民族、不同肤色、不同年龄、不同性别的人，有着或大体相似或完全不同的精神需求。什么样的旅游资源才能吸引到更多的旅游者、拥有广