



# 民族旅游村寨可持续发展研究

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# 民族旅游村寨可持续 发展研究

On Sustainable Development of Ethnic Tourism Village

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# 前 言

民族旅游村寨可持续发展是一项经济、社会和生态整体协调发展的复杂系统工程，关系到村寨人口、资源、环境与发展等多种要素的整合协调。生态环境是民族旅游村寨农户赖以生存和发展的基础，村寨经济发展是促进生态环境保护的前提条件，民族旅游村寨不能以牺牲环境效益和社会效益为代价来谋求单纯的经济效益，而必须走可持续发展道路。

作为我国民族地区特定的经济文化空间，民族旅游村寨具有特殊的战略地位和政治意义。然而，目前我国民族旅游村寨发展中所出现的经济、社会和生态问题日益凸显，不利于村寨经济的持续增长、社会的持续发展和生态的良性循环。实践证明，民族旅游村寨发展必须遵循可持续发展原则，在保护好旅游村寨自然生态环境和人文生态环境的前提下，加快村寨旅游业的发展，促使旅游产业带动村寨经济的快速增长和村寨社会的发展，实现民族旅游村寨经济可持续性、社会可持续性和生态可持续性。这也是我国民族地区环境与经济社会发展面临的一个重大而紧迫的现实课题。

现有研究成果有一定的局限性，主要表现在：针对我国民族旅游村寨可持续发展问题的研究还不多，而且大多是就村寨的旅游而谈旅游，缺乏对民族旅游村寨可持续发展的系统性分析；大多从旅游学、民族学、社会学、人类学等单学科理论角度出发，对某一特定地点展开调查和描述性的分析研究，缺乏研究的普遍意义；对一些经典理论的研究，由于其研究背景、形成历史阶段的局限性，已无法解释和解决现阶段我国民族地区旅游村寨可持

续发展的现实问题,无法完整厘清村寨生态、经济及社会三个子系统之间的关系;多从宏观层面展开,少从微观层面出发,对我国民族旅游村寨可持续发展认识程度和重视程度显得不够。

基于此,本书以可持续发展理论为主要的理论支撑,同时运用区域经济学、民族经济学、旅游经济学等学科理论,采用跨学科交叉研究方法,从多视角出发,理论联系实际,以分布在我国不同民族区域空间的多个旅游村寨为例,对我国民族旅游村寨可持续发展进行了较为全面系统的分析。

本书内容分为四个部分,共七章。第一部分(第1章)是导论部分,第二部分(第2章)是总论部分,第三部分(第3章、第4章、第5章)是分论部分,也是本书研究的重点和中心,第四部分(第6章、第7章)是结论部分。

第1章是导论部分,主要阐述了本书研究的背景和意义,综述了国内学术界对民族旅游村寨和可持续发展的研究,在对本书相关概念进行界定后,对本书研究结构和研究方法进行一一说明,提出了本书研究的创新点,并对本书不足之处作了未来研究的展望。

第2章是总论部分,主要对我国民族旅游村寨可持续发展作了总体分析。在对可持续发展理论阐释的基础上,重点阐明我国民族旅游村寨可持续发展的科学内涵、目标及特征,进一步指出我国民族旅游村寨可持续发展的现实基础。分析了我国民族旅游村寨可持续发展的历史背景和发展历程,指出村寨可持续发展面临的主要障碍因素。同时从旅游村寨的开发目标、管理方式、参与方、受益方、旅游活动的外部经济性及外部不经济性等方面入手,对民族旅游村寨可持续发展与村寨的传统发展模式进行了比较分析。最后指出,可持续发展是民族旅游村寨的必然选择。本章为民族旅游村寨可持续发展研究奠定了理论基础,并且提供了民族旅游村寨可持续发展的研究背景。

第3章从民族旅游村寨经济的可持续发展角度出发,对我国民族旅游村寨的可持续发展问题进行了重点分析和研究。一方

面,通过对村寨相对滞后的经济社会发展基础的分析,指出原有粗放式的经济增长方式不利于村寨可持续发展。另一方面,通过对民族旅游村寨农户经济参与的不可持续发展行为及其产生原因的重点分析,指出旅游村寨农户多元化的经济抉择行为下,民族旅游村寨农户经济参与问题是民族旅游村寨经济可持续发展的根本核心问题。针对村寨经济可持续发展困境,本章最后提出了村寨经济可持续发展策略。

第4章从村寨人口问题、村寨社会基础设施问题、各方利益相关者博弈不均衡问题等方面入手,探讨分析了民族旅游村寨社会可持续发展的困境。旅游利益相关者理论强调,在村寨建立一种新型的利益整合机制,通过多种可行方式,确保旅游利益相关者应有的利益,从而整合村寨各方力量,形成一种协同效应,共同推动村寨经济的快速增长,保证村寨社区人与人之间获得公平的发展机会和能力,这是村寨社会可持续发展的根本要求和必不可少的条件之一。因此,本章除了对村寨人口问题、社会基础设施问题等进行分析外,还重点对民族旅游村寨经济空间内主要利益相关者之间的经济博弈行为及其利益诉求展开分析,同时指出村寨旅游利益相关者之间行为目标的不协调、不一致的博弈行为是社会可持续发展问题产生的主要根源,它将加剧村寨内部一系列矛盾和冲突问题的产生,不仅影响村寨空间代内间的公平和利益,而且制约着民族旅游村寨社会的可持续发展。最后提出村寨社会可持续发展机制。

第5章在公共产品和“公共地悲剧”理论基础上,对我国民族旅游村寨自然生态环境和人文生态环境的可持续发展困境及其产生原因进行了深入的分析,指出旅游活动的外部不经济性、旅游环境的公共产品特性、对农户意愿表达和利益诉求的忽视、旅游资源的过度开发和利用、利益相关者行为目标的不一致性、各种风险因素的存在等,是村寨生态可持续发展的主要原因。最后提出我国民族旅游村寨生态可持续发展的有效机制。

第6章是结论部分。针对目前在我国民族旅游村寨可持续发

展过程中所出现的种种不利影响因素,本章提出了我国民族旅游村寨获得可持续发展的路径选择,即加强村寨可持续发展的制度保障、确保村寨农户的全面参与受益、保障村寨旅游业可持续发展、加强村寨旅游利益相关者之间的协作关系。

第7章对本书的研究作了一个总结性的结论。指出我国民族旅游村寨可持续发展是一项涉及经济、社会和生态多方面的系统的复杂工程,关系到村寨人口、资源、环境与发展等多种要素的协调。最后指出,在可持续发展理论指导下,结合村寨发展实际,我国民族旅游村寨必须走可持续发展道路,实现村寨经济可持续性、社会可持续性和生态可持续性的发展目标。

综观全文,本书对我国民族旅游村寨可持续发展问题的研究进行了初步的尝试,可能的创新之处有以下六个方面:

1. 构建了民族旅游村寨可持续发展的新的分析框架。已有文献的理论研究视角较为单一,不少研究停留在民族旅游村寨研究资料的罗列上,缺乏深入系统的研究。村寨可持续发展是一个多层面、全方位、系统性的发展过程,生态、经济和社会的可持续发展是民族旅游村寨发展的目标,村寨诸多因素对其可持续发展产生了重要的影响。因此,本书基于民族旅游村寨可持续发展理论分析框架进行了研究,将有利于突破以往研究的局限。

2. 区分了民族旅游村寨的传统发展模式和可持续发展模式。从研究对象方面来看,本书改变以往多从宏观经济层面探讨民族区域经济发展思路,而选择我国民族旅游村寨这一微观经济单位作为研究对象,从发展目标、参与主体、受益方、旅游管理方式、旅游活动的外部经济性及外部不经济性等方面,将村寨的可持续发展模式与传统发展模式进行了对比分析,进一步丰富目前学术界在这一研究领域的内容。

3. 对民族旅游村寨可持续发展的科学内涵、特征和目标作了界定。可持续发展理论是本书论题研究的一个重要基本理论支撑。在此理论基础上,本书提出民族旅游村寨的可持续发展,不是单纯地指村寨旅游经济的可持续发展,也不是单纯地指村寨社



会和生态的可持续发展，而是指以村寨农户为主体，以协调村寨社会经济关系为核心，保持村寨社会、经济、生态三个子系统之间相互协调的可持续发展，它具有经济可持续性、社会可持续性和生态可持续性三大特征。

4. 对我国民族旅游村寨经济、社会和生态的可持续发展进行了系统分析。以往的文献多从单一层面出发对民族旅游村寨进行分析，缺乏对民族旅游村寨可持续发展的系统研究。本书从多层面出发，有针对性地选择了我国不同民族地区多个典型旅游村寨为调查研究对象，分别从我国民族旅游村寨经济、社会和生态三个方面入手，对村寨的可持续发展困境及问题成因进行了较为完整的比较分析。

5. 拓展了可持续发展的研究范围和领域。本书在可持续发展理论基础上，将研究转向了我国民族旅游村寨经济、社会和生态的可持续发展。由于民族旅游村寨具有不同于其他地区的特点，本书研究的村寨生态环境因素除了指旅游村寨的自然生态环境外，还包括旅游村寨的人文生态环境。目前学术界对这一领域的专门研究还不多见，本书的研究弥补了对村寨可持续发展的研究不足，涉足并拓展了村寨可持续发展的研究范围和领域。

6. 初步提出了民族旅游村寨可持续发展的实现途径。本书突破了原有对策建议的框架局限，而是针对我国民族旅游村寨经济、社会和生态方面的现实困境，初步提出了村寨可持续发展的路径选择，认为加强村寨有效的制度保障、确保农户的全面参与受益、保障村寨旅游业的可持续发展、加强利益相关者协作关系，将有助于推动村寨可持续发展问题的解决。

## Abstract

Sustainable development of ethnic tourism village is a complex systematical project of its economic, social and ecological development, relating to coordination of village's population, resources, environment and development and other elements. Ecological environment is the base of survival and development which the households in tourism village are relying on while village economic development is a prerequisite for the promotion of ecological and environmental protection. Ethnic tourism village's development can not be at the expense of its environmental and social benefits for seeking simple economic benefits, but must be under the guidance path of sustainable development.

As the specific economic and cultural space of china's ethnic areas, the ethnic tourism village has special strategic position and political significance. However, with the development of tourism in the ethnic villages, there emerge a series of economical, social and ecological problems which are bad for the sustainable development of village's economy, society and ecology. The practice proves that the ethnic tourism village must follow the principle of sustainable development. Basing on the protecting of the natural and humanities ecological environment, it should speed up the development of village tourism, promote village tourism industry to drive rapid economic growth and social development of the village, realize the economic sustainability, social sustainability and ecological sustainability of ethnic tourism village. This is also an important and urgent task which the current regional environment and our national economic and social development face.

At present, the existing academic researches on ethnic tourism village have some limitations which focus on the following aspects. Researches on sustainable development in ethnic tourism village are not enough, and mostly on the village's

tourism and lack of systematic analysis; mostly from tourism, ethnology, sociology, anthropology and other single-discipline theory point of view and on a particular site investigations and descriptive analysis of research, lack of research in the general sense; for the research background and limitations of historical stage, some of the classical theory could not explain and resolve the real problem of sustainable development in China's ethnic tourism village at this stage, also could not fully clarify the ecological, economic and social relations among the three subsystems; more starting from the macro level while less from the micro level, and awareness and emphasis on sustainable development is not sufficient.

In the book, theory of sustainable development is used as the main theoretical support while cross-interdisciplinary research methods and theory of regional economics, nationalities economics, tourism economics and other disciplines are also used. Basing on empirical analysis, it conducts a more comprehensive analysis and research on the village's sustainable development from several perspectives.

The book is divided into four parts with seven chapters. The first part (Chapter 1) is the introduction, the second part (Chapter 2) is a general part, the third part (Chapter 3, Chapter 4, Chapter 5) is the points on the part of the study as well as the focus of the book, the fourth part (Chapter 6, Chapter 7) is the conclusion.

Chapter 1 is introductory part, mainly explains the background and significance of the study, the domestic academic research in this field. After giving the definition of related concepts, the structure and research methods of the book are shown and innovations and inadequacies of this book are proposed.

Chapter 2 is the general part, mainly on the sustainable development of China's ethnic tourism village. It makes an overall analysis on China's ethnic tourism village's sustainable development which focuses on its scientific connotation, characteristics and objectives, and further points out the realistic basis of sustainable development in China's ethnic tourism village, analyzing the historical background and process of sustainable development, pointing out the major obstacles of village's development. Also from the tourism village's development objectives, ways of management, participants, beneficiaries, the external economic role and external non-economic role, it conducts a comparative analysis

on the traditional development model and sustainable development of the ethnic tourism village, promoting that sustainable development is an inevitable choice for China's ethnic tourism village. The chapter lays a theoretical foundation and provides background for sustainable development of ethnic tourism village.

Chapter 3 focuses on analysis and research on sustainable development of ethnic tourism village from the perspective of economic sustainable development. On the one hand, through the analysis of the village's lagging behind in economic and social development, it points out that existing extensive economic growth mode is not conducive to the sustainable development of the village. On the other hand, through the analysis of the village household's non-sustainable behaviors, it points out that under the households' diversified economic choice, household's participation is the fundamental core issue for village's non-sustainable development in economy. Facing the plight of the village's sustainable economic development, the chapter concludes with strategies for villages' sustainable economic development.

Chapter 4 discusses the plight of villages' sustainable development from the village population, village social system and development issues, the imbalanced game of interests of all stakeholders and other aspects. Tourism stakeholder theory stresses that to establish a new integration mechanism of interests in the village through a variety of possible ways to ensure that tourism stakeholders should have the interests of the village, to integrate all forces to form a synergy, and jointly promote the village's rapid economic growth, to ensure equitable opportunity and ability to development for people in the village communities, which is the fundamental requirements and essential conditions of village's sustainable development. Therefore, in addition to the analysis of village population, social systems and other problems, this chapter also focuses on the analysis of cooperative behavior and the demands of interest between the stakeholders in ethnic village. Pointing out that the existence of incompatible and inconsistent game behavior is a major source of socially non-sustainable development, it would intensify a series of contradictions and conflicts with the problems appeared in village, not only affects intergenerational fair and interests, but also restricts sustainable development of village's society. Finally, it promotes the path choice of the village sustainable development.

Chapter 5 makes in-depth analysis on the predicament of sustainable development of natural ecological environment and human ecological environment in China's ethnic tourism village basing on the theory of public goods and "Commons Tragedy". The book, pointing out that tourism's external non-economy, characteristics of public goods of tourism environment, ignoring of farmers' will express and their interests pursue, over-exploitation and over-use of tourism resources, and inconsistency of stakeholders behavior and target, all risk factors are the main reasons for ecological unsustainable development. Finally, the chapter promotes the effective mechanism for ecological sustainable development of China's ethnic tourism village.

Chapter 6 is the conclusion part. For the major obstacles of village's sustainable development, the book promotes a sustainable development path choice of China's ethnic tourism village under the guidance of theory of sustainable development. Namely, to enhance effective system safeguards of the village, ensure farmers' full participation and beneficiaries, safeguard the sustainable development of village tourism, and strengthen the coordination of cooperation between stakeholders.

Chapter 7 makes a summary conclusion that sustainable development of China's ethnic tourism village is a systematic and complex project which is related to economic, social and ecological aspects, related to coordination of village population, resources, environment and other factors. Under the guidance of sustainable development theory, combined with the practical reality of village development, China's ethnic tourism village must choose the path of sustainable development and achieve the goal of economic sustainability, social sustainability and ecological sustainability.

Overall, this book makes a preliminary and comprehensive research on ethnic tourism village's sustainable development. The possible innovations are as follows:

1. Constructing a new analysis framework for sustainable development of ethnic tourism village. The existing literature has been more single perspective and many studies remained in the listed information and lack of in-depth and systematic analysis. Sustainable development of village is a multidimensional, comprehensive, systematic process of development while ecological, economic

and social sustainable development of ethnic tourism village is the final goal of tourism village's development. Various factors on village's sustainable development have very significant impacts. Therefore, this ethnic tourism village-based theoretical framework of sustainable development is studied. It will help break through the limitations of previous studies.

2. Distinguishing the traditional development and sustainable development. From the study point of view, the book changes the way in which more researches conducting from the macroeconomic level, but choosing the micro-economic unit, China's ethnic tourism village as the study subject, comparing the traditional development and sustainable development while the historical background, development process of its sustainable development and other necessary explanations were made. It enriches the current academic content in this field of research.

3. Defining the scientific meaning, characteristics and objectives of sustainable development of ethnic tourism village. Sustainable development is an important theoretical support of the book. Then, the book proposes the sustainable development of ethnic tourism village not only means the sustainable development of village tourism economy, nor is it simply referring to social and ecological sustainable development, but refers to the development in which village household is the main body, to coordinate the social and economic relations in the village is the core, to maintain the village social, economic, ecological coordination among the three subsystems of sustainable development is the final goal. It has three major characteristics of economic sustainability, social sustainability and ecological sustainability.

4. Systematically analyzing economic, social and ecological sustainable development of China's ethnic tourism village. Literatures mostly started from a single level and lacked of systematic analysis. This book makes a more complete comparative analysis on the plight and the causes of village's sustainable development and its economic, social and ecological development from the multi-level, and targeted to select typical tourism villages in different ethnic areas in China for the survey study.

5. Expanding the research fields. Based on the theory of sustainable development, the book transfers to the studies on its economic, social and ecological

sustainable development. Due to the different characteristics of ethnic tourism village, it refers to the village's natural environment as well as its humanity environment. At present, the studies on this field are still limited. So the book makes up the research limitation on the sustainable development problem, and opens up the research space.

6. Breaking through the original framework limitations of proposed measures, but initially proposes the path choice of village's sustainable development due to the plight of its economic, social and ecological development. To enhance an effective system safeguards of the village, ensure farmers' full participation and beneficiaries, safeguard the sustainable development of village tourism, strengthen the coordination of cooperation between stakeholders would help to solve the problem of village's sustainable development.

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