

| 酒店及旅游业管理系列教材 |

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(本系列丛书由舒小佩慈善基金赞助)

主编 邱汉琴



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大学

Hospitality and Tourism in Chinese Mainland

中国内地酒店 及旅游业

邱汉琴 (Hanqin Qiu) 任连萍 (Lianping Ren) / 著



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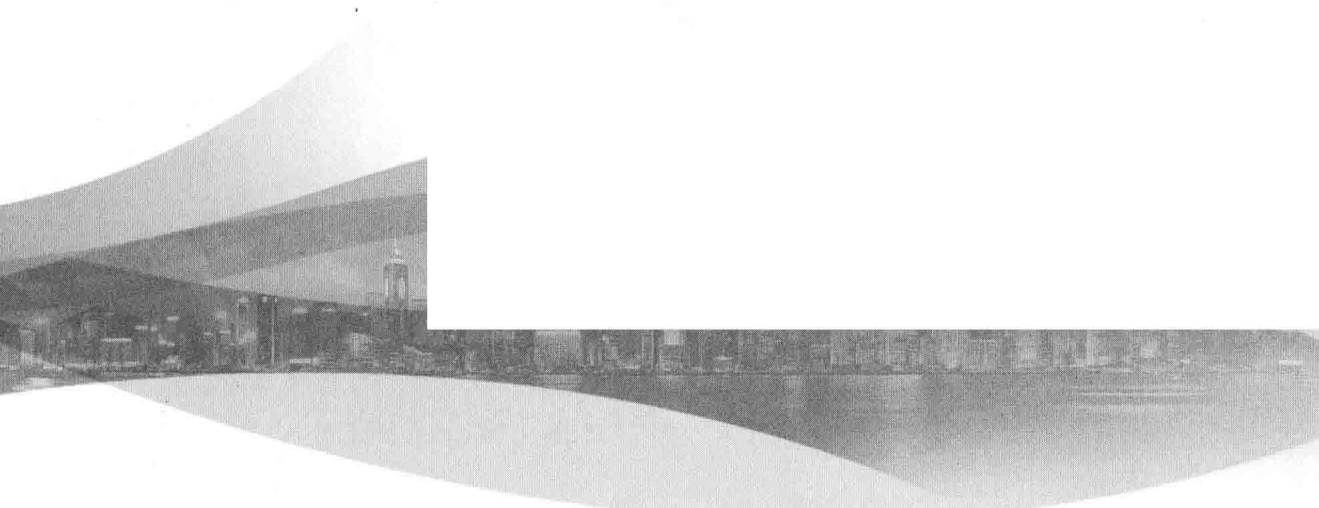


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总序

香港理工大学酒店及旅游业管理学院已经有 40 多年的历史。学院致力于引领全球酒店及旅游教育的发展,无论在科研还是教学等方面,都在全球享有较高知名度,尤其是在发表学术研究文献方面,在全球位列第二,在教与学方面,亦处于国际领先地位。学院 65 位教职人员来自 22 个国家和地区,着重教学创新与研究。学员能够在多元文化环境下追随国际知名的学者学习有着良好职业前景的学科。2011 年,香港理工大学的的教学及研究酒店——唯港荟正式启用,强化了学院的人才培育工作,以满足香港地区内以至全球酒店及旅游业界对专业人才的殷切需求。

“酒店及旅游业管理硕士学位课程”是引进了国内外最前沿的教育理念,为从事旅游业研究与实践的业界人士而开设的学历教育课程。该课程自 2000 年与浙江大学合办以来,依托世界一流的香港理工大学和浙江大学的教学资源,已经培养了 600 多位政府各级官员、业界管理人才以及学术界科研精英。课程通过综合的、先进的知识为学生提供了宏观的视野,让学生在具有扎实的工作经验的基础上,提高经营管理的深度,建立超前的意识,发展系统地解决问题的能力。

虽然香港理工大学酒店及旅游业管理学院的酒店及旅游业管理硕士学位课程取得了一定的成功,为业界培养了优秀人才,但是在办学的过程中,我们深刻地意识到教材资源的缺乏。因此,香港理工大学具有优秀双语能力的教授等师资人员专门为“酒店及旅游业管理硕士学位课程”设计

Prelude

With more than 40 years' history, the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) is positioned to lead the world's hospitality and tourism education in the years to come. It has high reputation in both academic research and teaching. Especially, the School is ranked No. 2 in the world among academic institutions in hospitality and tourism based on research and scholarly activities. In terms of teaching and learning, it is also in a leading position. With a faculty of 65 academic staff members from 22 countries and regions, the School offers innovative teaching and research in a creative learning environment. Students are able to study in a multicultural context and to learn from an internationally renowned faculty whose programmes provide outstanding career opportunities. The official opening of the teaching and research hotel—Hotel ICON in 2011 has further strengthened the School's efforts in nurturing hospitality graduates to address the growing demands of the hospitality and tourism industry in Hong Kong, the region, and around the world.

The MSc in Hotel and Tourism Management is a programme designed for hotel and tourism practitioners, with the aim of introducing latest education concept in Hong Kong and internationally. Since 2000, the programme has been offered collaboratively by the Hong Kong Polytechnic University and Zhejiang University, which has cultivated more than 600 government officials, industry managers, and academic talents. The programme provides students with a macro perspective from the comprehensive and advanced knowledge, improves the ability of management, and establishes advanced awareness, as well as develops systematic problem-solving skills based on solid work experience.

了一套中英文对照双语教材——“酒店及旅游业管理系列教材”。本系列教材包括《中国内地酒店及旅游业》《酒店及旅游业人力资源管理》《酒店及旅游业财务管理》《酒店及旅游业研究方法》以及《酒店及旅游业市场营销》。这种双语式的硕士学位课程教材在酒店及旅游业管理专业的研究生教育历史上是具有开创性的,充分体现了我们开办该课程的特色与进一步构建更好的教学交流平台的愿望。该系列教材的开发和推出,将有力地促进香港理工大学与浙江大学的双语课程的持续发展。同时,我们也期待该系列教材可以有助于中国内地日益成熟的旅游管理学硕士(MTA)市场的发展。中国的各行各业已逐渐趋向于国际化,旅游教育更是如此,我们希望这套双语教材的问世将会对内地的旅游教育起到促进作用。

最后,作者要特别感谢舒小佩慈善基金的全力资助,该基金的慷慨资助使得本系列教材得以面世。舒小佩女士寄语并祝福每位读者都能在书中找到自己的“黄金屋”,并为响应国家的“一带一路”倡议做出最好的准备。

丛书总编

邱汉琴教授

香港理工大学酒店及旅游业管理学院

Although the programme of MSc in Hotel and Tourism Management offered by SHTM-PolyU has been highly successful and has cultivated many talents for the industry, we are fully aware of the lack of bilingual teaching and learning resources during the process of delivering these courses. Therefore, professors, who have excellent bilingual competencies from The Hong Kong Polytechnic University, have designed and developed this bilingual book series for this programme, including *Hospitality and Tourism in Chinese Mainland*, *Hospitality and Tourism Human Resource Management*, *Hospitality and Tourism Financial Management*, *Hospitality and Tourism Research Methods*, and *Hospitality and Tourism Marketing Management*. The uniqueness of this bilingual book series is that it is the first time that such book series were created for a bilingual master degree in hotel and tourism education history, which fully represents the characteristics of this programme and also acts as an interaction platform for students and teachers to interact in order to enhance the teaching and learning experiences. The development and introduction of the bilingual book series is not only to promote the sustainable development of bilingual programme offered by The Hong Kong Polytechnic University and Zhejiang University, but also to look forward to facilitating the development of the increasingly mature market of Master of Tourism Administration (MTA) in Chinese Mainland. Nowadays, various industries in China have been gradually internationalized and we hope that the introduction of the bilingual book series will play a significant role in enhancing tourism education in the Mainland.

Last but not least, the authors wish to express their sincere gratitude to the Katie Shu Sui Pui Charitable Trust for its financial support in making the project of publishing of the Bilingual Hotel and Tourism Management Book Series a reality. They also hereby acknowledge Ms. Shu's wish for each reader to find his/her own dream career by making the best use of the material in the book series in preparation for China's "Belt and Road" Initiative as a result.

Managing Editor

Hanqin Qiu

Professor

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中国内地入境旅游现状

第一篇 (Part I) <<<

中国内地入境旅游

Inbound Tourism to Chinese Mainland

第1章 中国内地入境旅游概况



学习目标

- 了解中国内地入境旅游市场的特征
- 了解中国内地入境旅游市场的结构
- 能够比较不同区域客源地的特点

1.1 概 述

在政府的政策引导和经济发展的带动下,中国在短短40年间便已经成为世界上主要的旅游出入境国家(联合国世界旅游组织(UNWTO),2015)。尽管中国的改革开放政策直到1978年才由邓小平提出,但中华人民共和国成立伊始,政府便决心发展旅游业。然而在中华人民共和国成立初期,国家满目疮痍,百废待兴,政府不得不将工作重心放在基本的经济和社会问题上。在过去的几十年里,尽管一些政治家对旅游业持有怀疑态度,但现在旅游业已被政府确认为经济发展的支柱产业之一。本章概述了这一演变的历史进程,并阐释了旅游业如何完成了从“旅游为政治服务”到“旅游服务经济”的角色转变。近40年来,中国内地入境旅游市场已从最初的小规模逐渐发展成为全球主要的入境旅游目的地国家(见图1-1)。从发展初期以接待国际友人作为建立外交关系的一种方式开始,旅游业现已成为经济发展的重要组成部分,为国内生产总值(GDP)的提高做出了贡献(见图1-2)。这一章旨在阐述中国内地旅游业从一个阶段发展到另一个阶段的过程中所产生的主要变化。