



旅游学概论

王宁 编著



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前 言

近年来,中国国际旅游业迅猛发展,中国已成为世界旅游第三大目的地国和第一大客源国,这对旅游业从业人员的基本素质和专业水平提出了新的要求。为顺应国际旅游发展态势和旅游高等教育向国际化转型的趋势,培养国际化人才,我们编写了本书。

本书共八章,主要介绍旅游与旅游活动、旅游发展、旅游者与旅游动机、旅游资源与旅游名胜、旅游业与旅游产品、旅游组织、旅游市场与旅游市场营销,以及旅游影响等基本理论和基础知识,同时探讨旅游的经济、社会、文化、环境影响与旅游的可持续发展问题。本书内容具有科学性、创新性,注重理论联系实际。编写体例上,每章由学习目标、热身讨论、章节内容、章节小结、注释、课内讨论、课后练习等部分组成。语言简明扼要、深入浅出,层次清晰,内容新颖、精炼。

本书力图通过课程学习,使学生在过程中能够从另一种语言(英语)的角度去了解和认识旅游学科,开阔学生的视野,加深其对该学科的理解,从而使达到掌握该学科专业知识的教学目标。并在运用“双语”进行旅游学科专业教学的基础上,将旅游学科专业的知识放在特定的英语语言环境下,让学生以英语使用者的思维方式学习、思考,即进行学科专业概念的判断、推理、归纳,从而使能够读懂旅游学科专业相关的英语原文资料,最终对旅游学科专业问题能够用英语较为流利地进行口头和书面的交流,并具备英语思维能力。

本书的编写者是重庆工商大学旅游与国土资源学院教授、硕士生导师,具有多年旅游学术研究和旅游行业实践经验。本书以该学院获得的重庆市市级双语示范课程“旅游学概论(双语)”为依托,在编者编写的该课程教学讲义的基础上,参考了大量的国内外出版的教材、学术著作、期刊、研究文献等资料,在此一并向他们表示感谢。由于种种原因,书中尚有不足和疏漏之处,诚请读者批评指正。

编著者

2017年10月

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Chapter 1 Tourism and Tourist Activities

Learning Objectives

After studying this chapter, you should be able to:

- Understand the definitions of tourism and tourist activity, the nature and characteristics of tourism, and the difference between tourism and tourist activity.

Warming-up Discussion

What's your understanding of tourism?

Text

I . Definition of Tourism

What is tourism? This is the first question to be answered in the scientific research of tourism. But there is no distinct definition of tourism that is accepted universally. This is because what constitutes a "tourist" and the "tourism industry" is still a matter of debate. ^①

According to the dictionary, tourism means organized touring (journey out and home again during which several or many places are visited). However, this definition is not exact for the scientific research. In English, tourism means:

- ① the science of tourism;
- ② tourism industry;
- ③ touring.

Then how to define the term "tourism" exactly? It is not as easy as it may appear. Some international institutes and scholars have been trying to define the term. So there are many different definitions of tourism. They can be grouped into two categories:

1. *Conceptual (Theoretic) Definitions*

Up till now, there have been many conceptual definitions of tourism. Let's analyze these definitions one by one:



(1) General Definition

One of the first definitions of tourism is that: "Tourism is the movement of people away from their normal place of residence."

Here we can find a problem: according to this definition, can shoppers traveling from Shapingba to Jiefangbei the CBD of Chongqing (a distance of 18 km) be considered as tourists?

Is the purpose or distance the determining factor? How far must people travel?

In the United State of America in 1973 , tourism was defined as a round trip of at least 50 miles (one way). However, the Canadian government defines it as a journey of at least 25 miles from the boundaries of the tourist ' s home community, while in England it is not less than 20 miles and 3 hours ' journey time. In China it is 10 km and 6 hours stay.

(2) AIEST Definition

In 1942, Professors Hunziker and Krapf of Berne University held that tourism should be defined as: "The sum of the phenomenon and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity."

In 1970s, this definition was adopted by Association Internationale d' Experts Scientifiques des Tourisme. So it is also called AIEST Definition^②.

It is a wider definition. It helps to distinguish tourism from migration. But still there is a problem. According to AIEST Definition, tourism comprises two parts: travel and stay, phenomenon (economic, social, cultural and political phenomena caused by tourist activities) and relationship (among tourists, industries, destination government and local residents). That means both travel and stay are necessary for tourism, thus it precludes day tours. It also excludes business travel, which is connected with earnings, even if that income is not earned in the destination country. In fact, it is difficult to distinguish business and leisure tourism, since most business trip will combine elements of leisure activities.

(3) Definition by Burkart

In 1974, Burkart gave an explanation that tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movements for all purposes, as well as day visits or excursions.



We can find another problem in this definition: it includes movement for all purposes. There is no limit on purposes. Then is the movement for military purpose tourism?

From the above definitions, we can know that Def. (1) and Def. (3) are definitions of tourist activities. They have one thing in common, that is, the tourist activity is the activity of a person as a tourist, not the activity of tourism industry.

On the other hand, Def. (2) is a wider definition. That is, tourism comprises two parts:

One is travel and visit during stay.

The other is phenomenon (economic, social, cultural and political phenomena caused by tourist activities) and relationships (among tourists, industries, destination government and local residents).

2. Technical Definitions

For the need of practical work such as statistic work or investigation, they lay emphasis on technical standards of defining "tourist" according to the geographical space, distance, duration periods, and their purposes etc. It is relatively easy to agree on technical definition of tourism.

The World Tourism Organization (WTO) defined tourism as that: Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (WTO 1991-1992).

But the wider concept is still defined. This is because:

① Tourism is just one form of recreation or leisure, along with sports activities, hobbies and pastimes.

② Tourism usually incurs some expenditure.

③ Tourism involves travel, or moving away from work or home.

For example, if there is someone cycling or hiking in the countryside on a camping weekend in which they carry their own food. Do they contribute to the economy of the region? No, nothing.

Tourism is the entire process of a person as a tourist to travel out of his usual residence to another place and stay there for a certain period of time to participate in some activities for the purpose of leisure, business, or personal and family affairs.

And tourism is made up of five key factors: movement (travel), stay (visit), purpose (not for money), phenomenon, and relationships. So, now we can get a



conclusion about a more precise and exact definition of tourism:

Tourism is the sum of the phenomenon and relationships arising from the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes, in so far as they do not lead to permanent residence and are not connected with any occupation remunerated from within the country visited.

II. Tourism and Traveling

Actually, tourism is quite different from traveling. Tourism refers to the entire process of a person to go away from his usual residence to another place and stay there for visits, sightseeing, leisure, recreation, holiday-making, or for business.

Traveling is the movement of people between relatively distant geographical locations. It is the movement of a person from one place to another for any purpose. Traveling does not involve the use of tourism services and is not affected by tourism promotions.

In addition, tourists demands one or more activities in the destination area which other travelers do not require specifically from that area. There are differences between tourism and traveling in subject, space, activity, and purpose. Table 1-1 shows the differences between tourism and traveling.

Table 1-1 Differences Between Tourism and Traveling

	Subject	Space	Activity	Purpose
Tourism	Tourist	Away from his usual residence	Visit	Not for money
Traveling	Traveler	From place to place	Moving	Any purposes

III. Nature of Tourism

Here the word nature refers to the characteristics, but actually it means something that distinguishes tourist activity from other human activities. As we all know, there are many types of tourist activities. For example, according to different purposes, there are leisure, business, and family tours. And it is impossible or difficult to distinguish tourist activities from other human activities. So we'll mainly discuss about the leisure tour, which is the major type in modern tourist activities.

Tourist activity is a combination of variety of phenomenon, including social phenomenon (movement, communication, leisure, carrying on in social environment), cultural phenomenon (experience different culture), economic phenomenon (tourist



income and expenditure), political phenomenon (crossing boundary, promoting understanding).

Tourism is, therefore, a social and cultural activity characterized by the flow (movement) of people among different regions, concerning economy and politics.^③ This is because: firstly, different tours have one common point that is leisure activity, or experience; secondly, tourism is a special and temporary style of living, being free from daily schedule. Both the two belong to culture.

Some people think that tourism is economic phenomenon. Yes, it is true. In terms of direct and indirect employment opportunity, tourism is the largest industry in the world. For many countries, tourism has become an important means of promoting economic development and a major source of foreign currency. However, no tourist goes out on a trip purposely for promoting economic development of a certain region, but for leisure.

IV. Tourist Activities

1. Definition of Tourist Activities

Tourist activities are the activities or the movement of a person as a tourist to travel out of his usual residence to other places for sightseeing, holiday, business, family and personal affairs, or any other purposes not to make money. The tourist may demand one or more activities in the destination areas, such as visiting attractions, taking part in sports, entertainments, relaxation, health, shopping, and business activities.

There are some basic elements for tourist activities. In the angle of activity itself, tourist activities consist of six elements. They are travel, visit, accommodation, meal, shopping, and recreation (Figure 1-1). As is shown in Figure 1-2, in the angle of activity system, tourist activities are made up of three elements: the subject (the tourist who makes the tour and finishes the entire process of tourism), the object (the tourist attractions that the tourist visit), and the media (the tourism industries that help the tourist to finish the entire process of tourism).

2. Classification of Tourist Activities

Traveling is one effective way to see the world, to experience new cultures and meet new people at the same time. For many tourists, however, traveling accomplishes many other purposes that don't even have anything to do with the joy of visiting a new place. This is why there are many different types of tourism that explain why tourists choose a particular destination and the things that they expect to do when they are there.

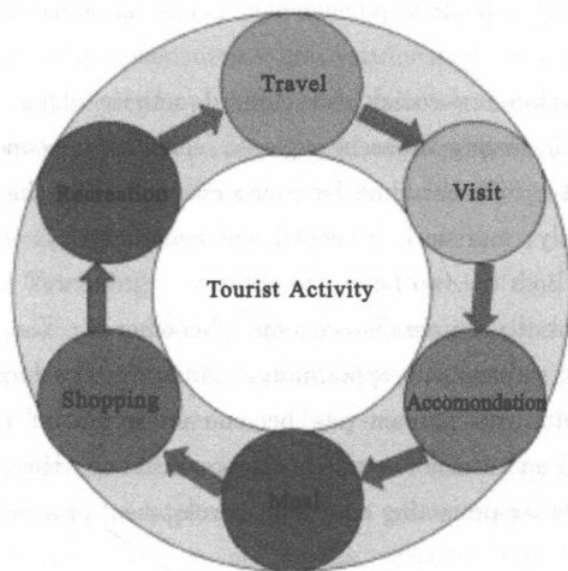


Figure 1-1 Basic Elements of Tourist Activity

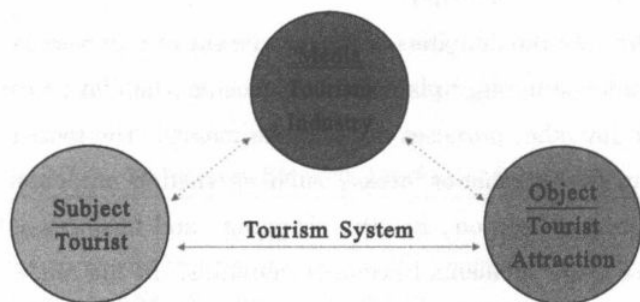


Figure 1-2 Component Parts of Tourism System

With the development of economy, more and more people in the world go on a trip. The space for tourism is becoming bigger and bigger. Hence there are more and more types of tourist activities. Below is a classification of the main types of tourist activities:

(1) Classification by Geological Areas

By geological areas, tourist activities are usually classified into:

① Domestic tour.

It is the traveling away from one's usual place (home) to another place within one's own country. Domestic Tourism, if by duration, can be divided into domestic overnight tour (the tourist stays in destination more than 24 hours and stays for the night) and domestic one-day tour (the tourist stays in destination less than 24 hours).



② International tour.

It is the movement or visit of a tourist from one's own country to another. International tourism includes international inbound and international outbound. If by duration, international tourism can also be divided into international overnight tour and international one-day tour.

Table 1-2 shows the differences between domestic and international tourism.

Table 1-2 Differences Between Domestic and International Tourism

	Domestic	International	Causes
Consuming	Lower	Higher	Distance Longer duration
Duration	Shorter	Longer	Distance
Convenience	Convenient	Inconvenient	Language, custom, passport, visa, money exchange
Economics	Wealth redistribution	Wealth transfer	

③ Continental tour.

Continental tour refers to the movement of the tourist from one continent to another. For example, from Asia to Europe.

④ Around the world tour.

Around the world tour refers to the round trip starting from one point and come back to the original place.

⑤ Space tour.

With the development of science and technology, man can travel out of the earth to other planets in the outer space. Space tour, a new type of tourist activity came into being.

(2) Classification by Traveling Distance

① Short distance tour.

If the traveling distance is within 240 km, it is called short distance tour.

② Long distance tour.

If the traveling distance is over 1,000 km, it is the long distance tour.

③ Medium distance tour.

When the traveling distance is between 240 km and 1,000 km, it is the medium distance tour.



(3) Classification by Purposes

People travel for different purposes. There are mainly three types of tourist activities.

① Leisure tour.

Leisure tour is the traveling to a destination for leisure, including tour for sightseeing, holiday-making, sports, entertainment, relaxation, and shopping.

② Business tour.

Business tour is the traveling to another place for business activities, such as meetings, conferences, exhibitions, and sales promotions, etc.

③ Personal or family affairs tour.

Personal or family affairs tour is the traveling of a person to another place for visiting friends and relatives, or study.

(4) Classification by Organized Forms

① Group tour.

Group tour means a tour for a number of people traveling together, usually with some common affiliation (although, not always), with a minimum of 10 people in the group and usually (although, not exclusively) organized through a travel operator and escorted by a tour guide (although, not necessarily).

② Independent tour.

Independent tour means traveling independently without a guide, the services, or with part of the services (such as transportation, accommodations, transfer) of an organized tour company. Tourists set their itineraries themselves and have a lot of free time.

③ Self-driving tour.

Self-driving tour is a form of organized and planned tour by driving one's own vehicle as the main means of transport.

(5) Classification by Price

① Package tour.

Package tour^④ is a tour mode that everything (comprising itinerary, destination, transportation, meals, accommodation, and touring or sightseeing) is included in the service charge by a vendor known as a tour operator.

② Non-package tour.

Non-package tour refers to the tour that is organized by a travel agency, but without a guide, and the tourists might purchase part of the services like transportation,



accommodations, and transfer from the tour operator.

(6) Classification by Means of Transportation

① Air tour.

If you travel by means of airplane, it is called air tour.

② Train tour.

Also called rail tour, it offers a unique type of tour in which much of the transportation is conducted via rail. Trains have been a fascination of many for years and with these select rail journeys you will get to experience the wonderful view, comfort and excitement of a train.

③ Bus tour.

In most cases, much of the transportation for a tour is conducted by a tour coach or a tour bus. So it is called bus tour or coach tour.

④ Cruise tour.

Cruise tour is basically a tour that is conducted on a cruise-ship or a big boat and travels on the sea or via inland rivers. The Cruise Tour along the Yangtze River Gorges, for example, tourists can take a big boat to sail downstream along the Yangtze River from Chongqing to Yichang, enjoying the wonderful view of the Three Gorges, the dam project, and experiencing the folk customs in this area.

⑤ Hiking.

Hiking is an outdoor tourist activity which consists of walking in natural environments, often in mountainous or other scenic terrain. It is usually a walking on a trail, or off trail, for recreational purposes.

(7) Classification by Activities

① Sightseeing tour.

It is a tourist activity for the purpose of enjoying natural landscapes, or visiting historical sites.

② Holiday-making tour.

It is a tour for the purpose of making a holiday. People often make a trip to such resort areas as the seaside resort, mountain resort to get relaxed by taking part in sports activities such as fishing, sailing, skiing, surfing, swimming, golfing, shooting, or relaxation like sunbathing, resting, reading, etc.

Table 1-3 shows the differences between sightseeing tour and holiday-making tour.



Table 1-3 Differences Between Sightseeing Tour and Holiday-making Tour

	Sightseeing	Holiday-making
Activity	Enjoy mountains and waters	Relaxation; Entertainment
Choice of destination	Changeable; Lower revisiting rate	Steady and continuance; Higher revisiting rate
Organized forms	Package; Group	Independent; Family
Duration	Shorter	Longer
Consuming	Lower	Higher
Concerning	Less money for more spots	Leisurely and comfortable environment, facility and service

③ Conference tour.

It is the tour for the purpose of attending conferences, meetings, and conventions.

④ Cultural tour.

If the objective of one's visit to a particular place is to get to know its history and culture then this type of tour is known as cultural tour. Tourists may visit different landmarks of a particular country or they may simply focus on just one area. They may also attend festivals and ceremonies in order to gain a better understanding of the people, their beliefs and their practices.

⑤ Rural tour.

Rural tour refers to the trips to rural areas. Nowadays more and more people are attracted by rural natural environment, landscape and rural life. They are interested in visiting the rural areas and understanding the lifestyle, so they travel to the rural areas for sightseeing, leisure, and vocation.

⑥ Urban tour.

Urban tour refers to visits to towns and urban areas for the purposes of business or pleasure, and is seen to contrast with natural forms of tourism related to the search for the countryside, sea, fresh air, mountains, etc.

(8) Special Types of Tourist Activities

Some tourist activities are very special. Tourists may make a trip for a special purpose. For example, some people travel for sports or adventure, some for religious activities, some for health, others go on a tour for searching for their roots, for international adoption, for gambling, or for sex. The following are some of the special types of tourist activities:



① Sports tour.

Tourists go on trips that refresh their souls and spirits by engaging in a particular sport. It is called sports tour. Tourists here target places which are known for a particular sporting facility. Skiing, for example, is a type of sports tour. Also included in this category are those who go to a destination to experience a sports spectacle such as the Olympics, FIFA World Cup and others.

② Adventure tour.

Adventure tour is another type of tour that is catered for those who want to do more than just visit regular tourist sites. These kinds of trips involve challenging activities like rock climbing, mountain climbing and wild water rafting.

③ Religious tour.

Religious tour is another type of tourism where people go to a religious location or locations to follow the footsteps of their founder or to attend a religious ceremony. Catholics, for example, go on pilgrimages in the Holy Land to experience the paths where Jesus walked.

④ Medical or healthy tour.

Medical or healthy tour is a relatively new type of tourist activity where the main focus of the travel is improving one's health, physical appearance or fitness. For instance, certain countries promote the expertise of their doctors and surgeons in the field of cosmetic surgery and invite foreigners to have their liposuction, facelift, nose lift and other forms of cosmetic procedures to be done there. Medical tourism also incorporates aspects of recreation tourism where the patient goes to a relaxing getaway to recover from the procedure.

⑤ Roots tour / Genealogy tour.

Many tourists make a trip for searching for genealogy information^⑤. They travel to the land of their ancestors to reconnect with their past and "walk in the footsteps of their forefathers". This is genealogy tour, sometimes called roots tour.

⑥ Adoption tour (international).

It is a trip for people to travel to another country to adopt an abandoned baby legally from the orphanage in that country as their son or daughter.

3. Characteristics of Tourist Activities

(1) Popularity

Since 1960s, tourism development has stepped into a new stage of mass tourism. That is to say, the public (a large number of ordinary people) can enjoy the right of