

# 中国旅游业可持续发展理论与实践研究 ——国家自然科学基金“九五”重点旅游课题浅释

郭来喜

(中国科学院 地理研究所)  
国 家 计 委

**提 要** 为营造新兴的最大产业群可持续发展和宏观配置体系,进行整体性、综合性、战略性超前研究,从增长势、承载力、关联效应对中国旅游业可持续发展机理、国民经济功能、21 世纪发展目标、资源系统、规划系统、指标体系、宏观配置、信息系统、软件开发及产学研一体化模式建造等重大问题,开展多领域、多学科协同研究,直接服务于国民经济主战场,以此契机建造旅游学新体系,充分显示地理学在发展旅游产业的特殊功能。

**关键词** 中国 旅游业 可持续发展 研究

国家自然科学基金委员会 1986 年 9 月 25 日正式批准《中国旅游业可持续发展理论基础宏观配置体系研究》列入“九五”重点,这是中国国家级自然科学领域的第一项重点旅游研究项目,而且是从地理学视野去研究,既标志着课题的重要性,也显示地理学研究旅游产业的成熟性和先导性。

这一重点项目获得批准另一重要显示度,是国家自然科学基金委员会与国家旅游局联合资助,中国科学院亦将给予相应匹配。而课题承担者是由权威性的中国科学院·国家计划委员会地理研究所和国家旅游局计划统计司共同主持,南京大学与华东师范大学多学科的研究、管理、教育系统的专家参与的综合性项目。其研究成果不仅在旅游学理论上将有新的建树,而且又直接为国家与区域宏观决策和产业发展科学化、系统化、标准化服务,对推动旅游研究的产、学、研一体化,探讨旅游学发展新模式亦会做出应有贡献。

## 1 可持续发展——未来旅游业的主题

可持续发展的战略思想源于 1980 年世界自然保护同盟(IUCN)、联合国环境规划署(UNEP)和世界野生动物基金委员会(WWF)共同编制的《世界自然保护大纲》(World Conservation Strategy),它提出了①主要的生态过程和生命支撑体系必然延续下去;②遗传多样性必须保护;③任何物种或生态系统的利用必须是持久性的。1990 年在《保护地球——可持续生存战略》(Caring for the Earth—A Strategy for Sustainable Living)中又阐明①可持续生存原则;②可持续生存的额外行动;③实施和后续行动。在这两个文件发布期间,世界环境与发展委员会(WCED)根据联合国第 38 届大会通过 38/161 项决议,于 1987 年制定了《我们共同的未来》(Our Common Future),并获得第 42 届联合国大会通过。可持续发展的定义被界定为:“既满足于当代人的需要,又不对后代人满足其需要的能力构成威胁的发展”。持续发展是协调人与人,人与自然复杂系统的杠杆,是延续人类文明的基本保证,因此被许多国际组织视为“指导原则”,1992 年联合国环境与发展大会予以接受。在所通过的《21 世纪议程》40 章中无不渗透着可持续发展思想。

可持续发展的指导思想引入旅游业,应归功于 1990 年在加拿大举行的全球持续发展大会旅游组行动筹备委员会会议,它所制定的《旅游发展行动战略草案》,首次从国家和区域两个层次提出了旅游业

可持续发展的总目标、政府政策、实施步骤,以及政府、非政府和旅游企业的任务。联合国教科文组织(UNESCO)、联合国环境规划署(UNEP)和世界旅游组织(WTO)1995年在西班牙召开了“可持续旅游发展世界会议”,并通过了《可持续旅游发展宪章》《可持续旅游发展行动计划》。宪章强调在全世界范围内实现经济发展目标与社会发展相结合,改变旅游消费模式,旅游价格制定中增加生态环境费用,探讨国际通用经济方法的可操作性,保证资源的可持续利用等。

在这样的国际背景下,1994年我们向国家自然科学基金委员会建议在“九五”期间应遴选旅游研究项目列入重点课题。与此同时,又向国家旅游局建议开展中国可持续旅游基础性研究,受到局领导的高度重视,同意联合资助、联合申请,经过层层申报论证和专家评议,终于纳入国家自然科学基金“九五”重点项目。

## 2 中国旅游业可持续发展研究的内涵

对中国旅游业的发展国内外学者一致持乐观态度。因为自1978年改革开放以来,国际旅游创汇从2.63亿美元递增至1996年的102亿美元,19年间总创汇535.9亿美元,跃居世界第九位。国内旅游1996年创收达到1650亿元,历经从无到有的巨大发展,旅游业总收入占国内生产总值(GDP)的4%以上。中国已成为世界第5大吸引目的地。国内旅游的增长势更加强劲,而东亚地区的国民经济活力为世界所瞩目。预计2000年中国国际旅游创汇可望达到140亿美元左右,国内旅游创收可达2500—2600亿元。届时,中国旅游业总收入可望占国内生产总值的5%左右。2010年国际旅游创汇有可能达到380—430亿美元,国内旅游创收突破1万亿元,两者之和可占国内生产总值(GDP)的8%左右,使中国旅游业的国民经济支柱产业地位进一步提升,真正成为效益高、关联度大的新兴产业。

在中国旅游业超常发展的历史进程中,世界级旅游大国形象塑造,国内外旅游市场扩展,旅游资源普查开发、利用、保护,旅游业在国民经济中的地位、功能及合理发展规模的确定,旅游产业发展重点与宏观空间配置决策、管理、运行体系的科学化、规范化、标准化与信息化,均呼唤加大对旅游业的科技投入,以深入探讨其可持续发展的理论基础与运作现代化问题。

课题立项的目的在于,遵循旅游业可持续发展原则,考虑生态环境的承受能力,符合国家经济发展状况与社会道德规范,使旅游与自然、文化和人类生存环境成为一个整体,并保持国家、区域与民族特色,总体上对中国旅游业发展主目标进行预测,规范化解决旅游资源普查、旅游产品系列规划、统计指标体系等技术性难题,建立中国旅游信息系统,为国家制定旅游产业发展规划及布局总图提供方案与实施方略,并推动中国旅游科学新体系的建立与完善。在这一大型研究工程中展示地理学的先导、骨干和基础功能。

此项目将对以下8个领域开展工作:

(1) 中国旅游可持续发展理论体系与机制研究。其内涵包括可持续旅游发展理论体系及形成依据,旅游资源可持续利用潜力评估,旅游生态环境承载力测算,国民旅游意识与文化素质支撑力度界定,国家旅游政策保障机制建造等。

(2) 中国旅游业的国民经济地位及提高的理论基础研究。此专题从居民旅游消费需求变化与经济增长势关联度分析,旅游发达国家的历史轨迹及发展态势分析,当代中国旅游业发展结构及空间配置图式,中国旅游业的经济贡献—直接效应与间接效应,中国旅游业的社会功能与环境功能评价指标体系建立以及国家旅游行政部门的职能转变研究入手。

(3) 中国旅游业2000—2030年发展主目标预测。此项拟从6个领域启动:世界旅游重心转移及竞争方略,中国国际旅游引力度、旅游多样性、旅游流及开发总量与创汇预测,国内居民消费增长势、旅游消费需求与创收预测,国人出国旅游吸引国(地区)及消费趋势与总量预测,旅游消费盈亏补偿功能与模式建造,旅游业在中西部脱贫工程的特殊功能及运作方略。

(4) 中国旅游业范畴界定与数量指标体系研究。所涉及的范围包括:中国旅游业科学范畴界定与国

际轨道对接研究,中国旅游业数量统计指标定义及理论方法研究,中国旅游业综合统计指标体系及分项统计系统指标体系建设等。

(5)中国旅游业不同层次系统规划研究。旅游业战略规划规范研究,区域旅游系统规划的规范研究,分项(专题)旅游规划的规范研究,旅游线路及景点布局规划规范研究,旅游影响的规划规范研究五个层次组成规划系统。

(6)中国旅游业宏观配置与调控及可持续发展的研究。这一专题包括9个子课题,即全国旅游资源普查规范之完善及实施推进,不同历史时期中国旅游业布局总图研究,全国旅游网络建造及国家旅游线路开发与配置,国际旅游市场开发及市场营销战略与导向研究,国内旅游流疏导与旅游设施体系建设,国际联营线路开发、营销模式与体系建设,中国旅游业可持续发展的环境保障与新资源供给潜力研究,旅游业可持续发展的支撑系统建设,中国旅游业的科学化、民族化与特色问题。

(7)中国旅游信息系统(TIS)建设。它主要从四个系统开展工作,即中国旅游统计程序建设研究,中国旅游资源信息系统建立,中国旅游管理系统软件开发,中国旅游信息咨询系统软件研究。

(8)中国跨世纪旅游业产学研一体化模式研究。

除了对旅游业可持续发展的机理及国民经济功能、主目标预测研究外,这一重点项目侧重于解决三大系统指标体系,并为国家制定规范奠定坚实基础。

(1)旅游资源分类指标体系。在国家旅游局资源开发司与中国科学院地理研究所联合制定、并由国家正式推荐的《中国旅游资源普查规范》(试行稿)基础上,补充可持续旅游、生态旅游、丰富与细化人文景观类、人造主题公园资源系统,使之达到国家正式规范标准。

(2)建立中国旅游产品规划系统规范(试行稿)。针对当前国内旅游规划混乱形成资金投向误导,旅游消费误导等,拟定中国旅游规划管理条例(草案)和旅游规划规范(试行稿)。

(3)旅游统计指标体系。既要与国际惯例对接,又要考虑中国实际,并充分显示旅游业在国民经济中的地位及其关联效应。

### 3 典型案例实证研究

《中国旅游业可持续发展理论基础与宏观配置体系研究》,是一个理论探讨与实证分析相融合的大系统研究,除了从事大量文献检索,国际互连网络查询外,将采用抽样调查、典型调查与个案研究相结合的方法,建立专家咨询系统、计算机分析与模型建造、软件开发等。同时开展典型案例实证研究。

预研究阶段,已设计了《承德市生态旅游》,《泸沽湖自然社会生态系统保护与摩梭模范社区示范建设工程》纳入《中国21世纪议程》优先项目,另外拟定了《武汉市水体景观生态多样性旅游》,将纳入《中国21世纪议程》优先项目的滚动计划。我们首选了十四个沿海开放城市之一的广西北海市作为研究典型。

这个新兴的城市有其自身的资源优势、区位优势和发展机遇,但在全国宏观调控中经济跌入谷底,其城市市区面积不过957km<sup>2</sup>,城市人口仅455万人的中等城市,在1992—1993年房地产开发高潮中,火爆一时积压的房地产建成商品房即达55万m<sup>2</sup>,占用了庞大资金,如何求得第二次发展的切入点,建造完善的有特色的旅游地域系统,通过实证研究—旅游资源普查,旅游发展战略研究、旅游总体规划,将对重点课题的理论研讨作出贡献的同时,也对北海市经济社会发展营造提供新的方略。

在课题实施中,还将选择其它类型旅游区作为实证研究。

预期成果包括《中国旅游业可持续发展研究》、《中国旅游资源系统及开发研究》、《中国旅游信息系统建设》等专著及一批论文,专题报告、建议书,并举办国际、国内学术交流会,培养博士、硕士研究生及博士后12—17人,提供不同类型的案例3—5人。

## THE THEORETICAL AND PRACTICAL STUDY ON THE SUSTAINABLE DEVELOPMENT OF TOURISM IN CHINA

—An Explanation of the “Ninth Five Years Plan” Key Research Program on Tourism

Supported by the National Foundation of Natural Science

Guo Laixi

*(Institute of Geography, Chinese Academy of Sciences and  
the State Planning Commission of P. R. China, Beijing)*

### Abstract

In order to set up the sustainable development and macro-allocation system of the largest newly industrial groups, a complete, synthetic and strategic pre-study of increasing trend, carrying capacity and connecting effects should be conducted with the cooperation of the researchers from multi-fields focusing on such important issues of tourism as mechanism of sustainable development, function in national economy, the developing aim for 21st century, resource system, planning system, index system, macrodistribution, information system, software development, and the model establishment of the uniform for industry, education and research. The study will directly serve for the main battle of national economy, and the special role of geography in the development of tourism will also be shown through the establishment of a new system of tourism.

The project of “the theoretical base of sustainable development and the systematic research of macro-design in China’s tourism” was formally ratified by committee of natural science fund in China and known as the key part in “the Ninth Five years Plan”. Not only is it the first research project of key tourism in the field of natural science in China, but also it indicates the importance of the project and the maturity and preconception of tourism research with a view of Geography.

What it indicates most is the connective help of both the Committee of Natural Scientific Fund in China and the Chinese Tourism Bureau as well as the help of Chinese Academy of Sciences. While the holders of the project are made up of the following departments, including Chinese Academy of Sciences, Geographical Institute of the Nation planning committee, the department of Planning and Synthesis in Chinese tourism bureau, it is a synthesizing project which many experts partaking divided from system of research, management and education in varieties of fields in NanJin University and East-China Normal University. The research fruit not only indicates its pioneering work in the theory of

tourism, but also works out achievements in scientification, systematization, standardization of macro strategy and industrial development in China or some other regions, propels integration of producing, learning and researching in the research of tourism, and probes into the new model of tourism development.

### 1. Sustainable development—the theme of tourism in future

The strategical thought of sustainable development was originated from the book of “World Conservation Strategy” in connection with “International Union of Conservative Nature” (IUCN), “United Nation of Enviroment Planning” (UNEP) and “the Committee of World Wildlife Fund” (WWF) in 1980. It infers: First, both main ecological procedure and the system of vital support should be lasting. Second, diversities of inherit should be preserved. Third, the use of any species and ecological system should be lasting. And it explained in 1990 in the book of “Crying for the Earth—A Strategy for Sustainable Living”: First, the rule of sustainable living. Second, extra behaviour of sustainable living. Third, carring on and successive behaviour. During the publishing of both these papers, the World Committee of Environment and Development, in conformity with the 38/161 act passed in the 38th General Assembly, designed “Our Common Future” in 1987, with admission passed in the 42th General Assembly. The sustainable development is defined: “Not only satisfying the needs of the contemporary, but also not threatening the capability of the off-spring to satisfy their needs”. Sustainable development is not only the lever of coordinating relationship of man-to-man and man-to-nature, but also the basic guarantee of proceeding human civilization, so it is considered “as the instructing rule” by many international communities, and was s admitted by International Conference of Evioronment and Development in 1992. The thought of sustainable development pervoded all the 40 chapters of the passed “21st Century Agenda”.

The introduction of sustainable development as a guiding principle into the tourism field owed to the symposium of organizational committee of tourism team run by the World Symposium of Sustainable Development in Canada in 1990, which lay down “the Strategic Draft of Tourist Development Behavior”, it firstly infers the general target, official strategy and acting procedure of sustainable tourist development as well as the task of official, unofficial and tourism enterprise from the levels of state and region, The United Nation Education, Science, Culture organization (UNESCO). the United Nation Evironment Planning Burean (UNEP) and the world Tourist Organization (WTO) hold “the World Sysposium of Sustainable Tourist Development” in Spain in 1995, and passed “the Charter of Sustainable Tourist Development” and “Project of Sustainable Tourist Development Behaviour”. The charter emphasizes on that realizing the target in connection with the economic and social development on the range of the world, changing the model of tourist consumption, adding fees of ecological environment in drafting tourist price, probing the operation of international general economic method, ensuring the sustainable use of resource, etc.

Under such an international circumstance, we proposed to the Committee of Natural Science Fund in China in 1994 that they should select the key task from the project of tourist research during "the Ninth-Five Years". Meanwhile, we suggest that the Chinese Tourism Bureau carry on the basic research of sustainable development in China, who emphasized on it and gave its consent to joint investment and application. Finally, it is considered as the key project of Natural Science Fund in China in "the Ninth-Five Years Plan" after passing the experts' strict demonstration.

## **2. Confination of sustainable development research in China's tourism**

Both the domestic and the overseas scholars hold optimistic attitude uniformly to the development of Chinese tourism, because the income of international tourism has risen from 0.263 billion dollars to 10.2 billion dollars in 1996 since the reform and open in 1978. The revenue of domestic tourism achieved 165 billion dollars in 1996 and made up upwards of 4 percent of GDP, which altered greatly from zero to the enormous profits. China has become the fifth largest resort in the world, and the rising power of inner tourism becomes very strong while the east of Asia attracts the notice of world with the energetic economics. It is expected that the income of international tourism will be up to 14 billion dollars or so by 2000 and that of inner tourism will be up from 250 to 260 billion dollars. By then, the total revenue of Chinese tourism will make up about 5 percent of GDP. The revenue of international tourism will achieve from 38 to 43 billion dollars by 2010 while that of inner tourism will exceed one thousand billion dollars. The amount of both accumulation will make up about 8 percent of GDP. It shall become a burgeoning industry with high profits and wide when its status of the critical industry of national economy is raised greatly.

In the process of excessive development of Chinese tourism, for technological investment in Chinese tourism to further study the operational modernization and the base of the sustainable development theory, is demanded by the expanding of international and national tourism market, the exploration, use and perservation of tourism resource probing, the status and function of tourism in general national economy as well as the definition of reasonable development scale, the essential industry of tourism, science as well, regulation, standardization and information in the design strategy, management and procedure of macro space.

The purpose of the task consists in: being in accordance with the rule of sustainable development in tourism, considering the endurance of ecological environment, corresponding to the status of national economic development and the regulation of social moral, being connected with the tourism, nature, culture and Chinese living environment, keeping the feature of country, region and native, keeping up prediction on the main target of Chinese tourist development in general, solving the difficult technique problem in the exploration of tourist resource, series of planning of tourism product and system of sythesizing index, building the system of Chinese tourism information, providing for keys and strategies for the

design and planning of tourism development, and general graph of distribution as well, propelling the foundation and improvement in the system of Chinese tourism science. In essence, it indicates the precursor, main frame and basic function of Geography in such a giant research project.

This project focuses on the following eight fields:

① Researching the principle and sustainable development theory system in Chinese tourism. Its definition consists of the following, including forming foundation and the system of the sustainable tourism development theory, the potential evaluation of sustainable use of tourist resource, the calculation of tourist ecological environment power, the definition of cultural basic quality support and national tourist idea, the construction of tourist strategic assurance principle in China, etc.

② Researching the progressive theory base and national economic status of Chinese tourism. including the relation in connection with the demanding change of habitant tourist expense and rising power of national economy, the historical trade of developing trend, structure of tourism development in present China as well as spatial design graph, the economic devotion of Chinese tourism. (direct effect and indirect effect), social function of Chinese tourism and evaluation index system of environmental function as well as the change of management of Natural Tourism Administrative Bureau.

③ predicting the main target of development in Chinese tourism from 2000 to 2030, including the following six fields: the transformation of world tourist core and competitive strategy, attractive power of international tourism in China, tourist diversity, the tourist flow and exploration as well as the foreseeing of income, rising power of inner habitant expense, demanding of tourist expense and prediction of income, attractive country area of inner's going out of country as well as the trend of consumption and the prediction of general, construction of model and compensational function of profit-and -deficit of tourist consumption, operational strategy and special function of tourism in getting rid of poverty in west-and -middle of China.

④ Researching the system of digital index and definition of Chinese tourist range, including: researching the connection of international trail and the definition of scientific range in Chinese tourism, researching the theory methods and the definition of digital analysis index in Chinese tourism, the system of construction of sub-diversion analysis systematic index and the system of general analysis index in Chinese tourism, etc.

⑤ Researching the planning system in all kinds of levels in Chinese tourism, including: researching the regulation of tourist strategic planning, researching the regulation of special theme tourist planning, researching the tourist trace and the regulation of landscape design planning, researching the regulation of tourist effect planning.

⑥ Researching the sustainable development and macro design-and-adjustment in Chinese tourism, consisting of 9 sub-project, including: progress and perfection of national

tourist resource exploration regulation, researching general planning graph of Chinese tourism in historical period, the arrangement and exploration of national tourist trace and foundation of national tourist network, researching direction and strategy of market as well as exploration of international tourist market, the foundation of tourist equipment system and the direction of inner tourist flow, the foundation of system of model of peddling and exploration of international co-operational ways, researching the supporting potential of new resource and environmental assurance of sustainable development in Chinese tourism, the foundation of support system of sustainable tourist development, the science of Chinese tourism, native and the problem of characterization.

⑦Constructing Chinese tourist information system. including four systems: researching the construction of Chinese tourist analysis procedure, foundation of Chinese tourist resource information system, exploration of software of Chinese tourist management system, research of software of Chinese tourist information consultation system.

⑧Researching the model of Chinese tourist production-learning-research as a whole going beyond the century.

Except for the principle of sustainable tourist development, national economic function and predicting research of main target, the key project is emphasized on solving the system of three system index, building the base of design national regulation.

a. The system of separative index of tourist resource. Based on the connective design linking with the resource exploration department of National Tourist Bureau and the Geographical Institute of Chinese academy, the exploration regulation of Chinese tourist resource introduced by country, we compensate the sustainable tourism, ecological tourism and bettering the human landscape, system of man-made topic party resource, to made it achieve the standard of formal national regulation.

b. Setting up the planning system regulation of Chinese tourist product. Designing the rule of Chinese tourist planning management and regulation of tourist planning with view of the mistake for investing and tourist expose for the disorder of inner tourist planning.

c. The system of tourist analysis index. We not only connect with each other according to world regulation, but also consider Chinese reality as well as the status of tourists in national economic and related effect.

### 3. The study of the typical case

“The theory base of sustainable development of Chinese tourism and the research of macro design system”, is a big system research linking with the theory research and material analysis except for working at amount of literature reference and inquiring of international internet, we will take methods connected with sample investigation, typical investigation and case research, setting up expert inquisition system, computer analysis and model foundation, soft exploration, meanwhile, carrying on the material research of typical case.

In the period of prepared research, we designed “the ecological tourism in chende city”,

“the system preservation of natural society ecology in lugu lake and the construction engineering of model community sample” to intake the preferring project in “twenty-first century project in China”, designing “the tourism of water body landscape ecological diversity in Wu Han city” to intake the rolling plan of preferring project in “Twenty-first century project in China”. We first select BeiHai city in GuangXi province of fourteen seaside opening cities as the typical research.

The lately developing city has the superiority of resource, the superiority of location and developing chance, but its economic is dropped the bottom in the process Chinese macro adjustment. Its area of city area is nine hundred and fifty-seven kilometer square, with the city centre of the urban population four hundred and fifty-five thousand. In the tide of estate exploitation from 1992 to 1993, the fantastic estate into selling reaches five hundred and fifty five thousnad meters square along with incompleted project four handred and fifty thousand meters square, which occupies sums of capital. How to find out incision point of second development and that sets up perfect charateristic tourist area system by material research—tourist resource exploitation, tourist developing strategic research, tourist general planning, will not only make devotion to theory research, but also build new strategy for economic social development of BeiHai city.

we will select other types of tourist area as material research during its carrying out.

The foreseeing works consist in : “Sustainable Development Research of Chinese Tourism”, “System and Exploiting Research of Chinese Tourist Resource”, “The Construction of Chinese Tourist in Formation System”, Series of articles, Specific theme report, comment book, and taking internationl inner academic communication, cultivating doctor. master and post-doctor vavied from twelve to seveteen people, providing kinds of case study from three to five people.

(translated by Licheng)

~~~~~  
(continued from page 35)

help to our understanding of national cultural tradition and development of its new culture today when our economic construction, social culture are undergoing tremendous changes.

In the geography departments of institutes of higher learning, teachers'colleages attach greater importance on humanistic geography and cultural geography than universities. Comparatively speaking, the geography departments of universities are unworthy of its status as being more responsible for developing the theory of geography and getting to know the geographical features of our country.

(tanslated by Chen Yi, Zhaoyu, Song Man)