

《旅游学概论（双语）》课程教学大纲

一、课程基本信息

课程代码：21080033

课程名称：旅游学概论（双语）

英文名称：Introduction to Tourism Studies

课程类别：基础课

学时：45

学分：3

适用对象：旅游管理、酒店管理、会展管理本科生

考核方式：考试

先修课程：管理学、市场营销学、财务管理等

二、课程简介

本课程是旅游管理专业的基础课，主要研究旅游系统的各个要素及其相互关系的一门学科。其主要内容包括旅游发展史、旅游系统、旅游目的地、旅游业、旅游需求、旅游营销、旅游对社会、经济、文化、环境等方面的影响，以及世界旅游业发展趋势等。通过该课程的学习，学生可以掌握旅游业的基本知识和基本理论，具有初步分析问题和解决问题的实际能力。

Introduction to Tourism Studies is a basic course of tourism management major, which mainly studies tourism system and their relationship of the elements of tourism system. This course mainly include the history of tourism development, tourism system, tourist destination, tourism sector, tourism demand, tourism marketing, the economic consequences of tourism, the environment consequences of tourism, the social and cultural consequences of tourism, and tourism futures. This course can help students have a good understanding of the basic theory and knowledge of tourism, as well as have fundamental ability in analyzing and solving academic and practical problems.

三、课程性质与教学目的

课程性质：旅游管理专业的基础课

教学目的：

1. 使学生了解旅游活动的产生与发展，掌握旅游发展史的阶段划分及主要特点、主要事件；
2. 认识旅游系统模型和主要组成要素；
3. 认识旅游目的地的主要特征，主要要素，以及掌握旅游目的地生命周期理论。
4. 了解旅游对目的地的环境影响、社会和文化影响，掌握旅游对目的地的经济影响；
5. 掌握旅游业的主要构成，以及不同行业的基本知识；
6. 了解影响旅游需求的主要因素和旅游营销的主要内容。

Teaching Objective:

1. Understanding the emergence and development of tourism activities, and awareness of the stage division, main characteristics and major events of tourism development history;
2. Understanding the tourism system model and its main elements;
3. an appreciation of the features of tourism destination, the main elements of tourism destination, and an awareness of the tourism area life-cycle.
4. Understanding the environmental, social and cultural impacts of tourism on the destination, and grasp the economic impact of tourism on the destination;
5. Awareness of the main components of tourism and basic knowledge of different industries;
6. Understanding the main factors that affect tourism demand and the main content of tourism marketing.

四、教学内容及要求

第一章 旅游精要 (Chapter 1 Tourism Essentials)

(一) 目的与要求 (Purpose and requirements)

1. 使学生了解旅游的历史背景;
2. 理解旅游系统的本质;
3. 理解旅游学中有争议的术语;
4. 掌握从供需两个方面对旅游的定义;
5. 了解旅游研究和旅游实践中的重要问题。

The chapter is designed to provide you with:

- an awareness of the historical background to tourism;
- an understanding of the nature of the tourism system;
- an awareness of the issues associated with the academic and practical study of tourism;
- an appreciation of vexed terminology associated with tourism; and
- a knowledge of basic supply-side and demand-side definitions of tourism.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

本章着重讲解旅游发展的历史及旅游学中重要的术语、定义和概念，并提供一个旅游学学习框架。

In this chapter, we focus on the concepts, history, terminology and definitions that underpin tourism. We also provide a framework for the study of tourism to guide you through this book.

2. 基本概念和知识点 (Basic concepts and knowledge points)

必须掌握的旅游学几个关键概念：旅游定义、旅游系统和旅游体验。

了解旅游学几个知识点：旅游发展史，旅游学的学科特性，游客在旅游系统的空间流动，以及游客分类。

Three important concepts to grasp: Definitions of Tourism; Tourism System; Tourist Experience;
Some common knowledge to know about: The History of Tourism; The Subject of Tourism;
Spatial Interaction Between the Components of the Tourism System (Tourist Flows); Classifications of Tourists.

通过讲授世界及我国旅游发展历史，使学生了解我国旅游管理专业设置历史和背景，了解我国旅游管理专业设置的情况。通过这些情况的介绍，增强学生的民族自豪感和爱国主义情感，培养学生对专业的归属感；注重科学思维方法的训练和科学伦理的教育，培养学生探索未知、勇攀科学高峰的责任感和使命感。

3. 问题与应用（能力要求）（Problem and application (capability requirement)）

通过阅读经典文献思考一下旅游学是否为一个严格意义上的学科。

Please to discuss the status of tourism-as-a-subject debate by studying the classic paper “The indiscipline of tourism” by J. Tribe in 1997.

（三）思考与实践（Thinking and Practice）

虽然旅游业被认为是世界最大增长最快的产业之一，但是旅游是否是一个严格意义上的产业都成为一个争论不休的问题。以我国旅游业为例，思考并讨论旅游业是一个严格意义上的产业吗？旅游业中有哪一个部分可以算是一个产业呢？

It's believed that tourism industry has become one of the largest and rapid-growing industry in the world. However, the most important problem is that whether tourism industry is a real industry at all. Please to discuss this problem taking China's tourism industry as an example, and what component(s) of tourism maybe or will be a real sub-industry(ies).

（四）教学方法与手段（Teaching methods and means）

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第二章 旅游目的地（Chapter 2 Tourism Destination）

（一）目的与要求（Purpose and requirements）

1. 理解旅游目的地座位旅游活动中心的意义；
2. 认识旅游综合体的个体特征、组成部分及各部分对旅游目的地的作用；
3. 认识目的地管理和战略规划对旅游目的地可持续发展的意义；
4. 理解旅游目的地的竞争力；

5. 掌握旅游目的地生命周期模型。

The chapter is designed to provide you with:

- an understanding of the destination as the focal point of tourism activity;
- an awareness of the individual features and components of the tourism composite and the contribution of each to the destination product;
- an appreciation of the role of destination management and strategic planning in destination sustainability;
- an understanding of destination competitiveness; and
- an awareness of the tourism area life-cycle.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

本章主要阐述旅游目的地的主要构成要素、旅游目的地的演变过程，以及使旅游目的地具有可持续性和竞争力的方法。

This chapter considers the destination as a crucial element of the tourism system, outlining the key components of the destination, what makes a destination sustainable and competitive and showing how destinations evolve.

本章内容将结合我国有名目的地，比如湖南的张家界、肇庆鼎湖山等，讲授旅游目的地构成要素、生命周期理论、目的地竞争等内容，通过我国这些目的地介绍，使学生了解我国丰富而多样旅游资源，培养学生爱国之情，家国情怀。

2. 基本概念和知识点 (Basic concepts and knowledge points)

必须掌握的旅游目的地几个关键概念：旅游目的地、旅游不可分性、旅游基础设施和旅游上层设施等。

理解旅游目的地几个知识点：旅游目的地特征，旅游目的地综合体的构成部分，旅游生命周期及其演进等。

Some important concepts to grasp: Destination; Tourism Inseparability; Tourism Infrastructure; Tourism Superstructure;

Some common knowledge to comprehend: Common Features of Tourist Destinations; Components of the Destination Amalgam; The Evolving Destination and TALC.

3. 问题与应用 (能力要求) (Problem and application (capability requirement))

通过阅读经典文献思考一下旅游目的地演进与可持续旅游目的地的关系。

Please to discuss the relation between destination evolving process and sustainable tourism destination by studying the classic paper “The concept of a tourist area cycle of evolution” by Butler, R.W. (1980) and “A New Interpretation of the Model of Tourism Life Cycle: Based on Production Investment and Demand Analyses” by LI Jun & CHEN Zhigang (2014, in Chinese).

（三）思考与实践（Thinking and Practice）

以我国张家界旅游业为例，思考并讨论张家界旅游业包含哪些主要构成部分，以及各部分的演进过程。

Take Zhangjiajie city, Hunan Province as an example, please to discuss what's the main components of Zhangjiajie's tourism industry, and how each part evolves in recent years.

（四）教学方法与手段（Teaching methods and means）

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第三章 旅游影响（Chapter 3 The Consequences of Tourism）

（一）目的与要求（Purpose and requirements）

1. 理解旅游乘数的概念以及推导；
2. 了解旅游目的地带来经济效益的方式（理解经济漏出对旅游经济影响的变化效应）；
3. 了解目的地发展旅游可能付出的经济代价；
4. 认识旅游承载力的主要性；
5. 了解旅游对环境的正面和负面影响；
6. 掌握分析主客关系的理论框架；
7. 认识旅游对东道主社会的影响；

The chapter is designed to provide you with:

- an appreciation of the tourism multiplier concept and its development;
- an understanding of the ways that tourism can bring economic benefits to a destination（and how leakage affect the impact of multiplier effects）；
- an awareness of the economic costs of tourism to a destination;
- an awareness of the importance of a disciplined approach based upon carrying capacity;
- an appreciation of both the negative and positive consequences of tourism for the environment;
- an appreciation of the theoretical frameworks developed to understand the relationship between hosts and guests; and
- an understanding of the consequences of tourism for host societies.

（二）教学内容（Content of courses）

1. 主要内容（Main topics of the course）

本章重点讲解旅游业对目的地经济产生的正面和负面影响、旅游对环境的影响以及旅游对东道主社会的影响。

This chapter focuses on the unique characteristics of the sector and both the positive and negative consequences of tourism for a destination, the major issue of the consequences of tourism for the environment and the consequences of tourism for host societies; etc.

本章内容将结合我国旅游业比较发达少数民族地区，比如云南的丽江、大理古城、海南三亚等，讲授旅游对目的地社会和文化带来积极影响和消极影响，使学生了解我国多样的区域文化，多彩的少数民族特色文化，培养学生对我国优秀传统文化的热爱，强化学生爱国爱家的教育。

2. 基本概念和知识点 (Basic concepts and knowledge points)

必须掌握的关键概念：旅游收入乘数效应、漏损、旅游卫星账户、旅游发展的机会成本、承载力、物质承载力、环境或生物承载力、心理或行为承载力、社会承载力、经济承载力、示范效应、可持续发展旅游。

理解的知识点：旅游供给侧的特征，旅游需求的测量问题，旅游对环境的影响，旅游对东道主社会的影响。

Some important concepts to grasp: Destination; Tourism Multiplier; Leakage; Tourism Satellite Account (TSA); Opportunity Cost of Tourism; Carrying capacity; Physical carrying capacity; Environmental or biological carrying capacity; Psychological or behavioural carrying capacity; Social carrying capacity; Economic carrying capacity; The demonstration effect; The sustainable tourism.

Some common knowledge to comprehend: characteristics of tourism supply side; measures of tourism demand; consequences of tourism for the environment; the consequences of tourism for host societies; etc.

3. 问题与应用 (能力要求) (Problem and application (capability requirement))

通过阅读经典文献思考一下旅游卫星账户对旅游需求测量的困难问题。

Please to discuss the measurement issues of tourism satellite account by studying the classic paper “The economics of tourism, pp. 22–54 in Cooper, C. (ed.) Classic Reviews in Tourism” by Sinclair et al (2003).

(三) 思考与实践 (Thinking and Practice)

以我国海南三亚亚龙湾旅游业为例，思考并讨论三亚旅游业发展带来的社会成本有哪些。

Take Yalong Bay, Sanya city, Hainan Province as a destination, please to discuss what's the main social costs of Sanya's tourism development.

(四) 教学方法与手段 (Teaching methods and means)

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第四章 旅游吸引物(Chapter 4 Attractions)

(一) 目的与要求 (Purpose and requirements)

1. 理解旅游吸引物的界定;
2. 了解旅游吸引物的多种分类方法;
3. 认识旅游吸引物的经济性;
4. 掌握旅游吸引物的管理问题与解决方法;
5. 认识旅游吸引物的未来发展趋势。

The chapter is designed to provide you with:

- an awareness of the issues surrounding definitions of attractions;
- an understanding of the various approaches available to classify attractions;
- an appreciation of the economics of attractions;
- an understanding of the key management issues and approaches for attractions;
- insights into the future of attractions.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

旅游吸引物定义、特点、分类和管理。

Definition and characteristics of visitor attractions; Types of classifying of visitor attractions, and managing visitor attractions.

本章内容主要介绍旅游吸引物的定义、特点和分类等，围绕我国、广东省乃至广州市旅游典型旅游吸引物（如长隆景区、广交会等）进行举例，使学生了解我国丰富而多样自然旅游资源，历史悠久的人文旅游资源，进而了解祖国大好河山，树立学生们的文化自信；进而自觉弘扬中华优秀传统文化、革命文化、社会主义先进文化。

2. 基本概念和知识点 (Basic concepts and knowledge points)

基本概念：旅游吸引物的定义、自然、人文和事件旅游吸引物。

知识点：旅游吸引物特征、旅游吸引物分类、旅游吸引物管理等。

Some important concepts to grasp: Definition of visitor attractions; natural, man-made and events attractions.

Some common knowledge to comprehend: characteristics of visitor attractions; types of classifying of visitor attractions; the key management issues and approaches for attractions.

3. 问题与应用 (能力要求) (Problem and application (capability requirement))

探讨旅游吸引物能否等同于旅游资源。分析赌博是否为旅游吸引物和能否成为旅游资源。

实例分析旅游吸引物的季节性的管理问题，如何解决季节性的管理问题。

Discussion the differences between visitor attractions and tourism resource, understanding the gambling is or not tourism resource.

Case study on seasonality and marketing of visitor attractions issues.

(三) 思考与实践 (Thinking and Practice)

思考旅游吸引物存在的管理问题。了解我国旅游吸引物的开发趋势和发展方向。
理解我国的旅游资源特点和旅游资源的文化特性，突出中国的文化自信。

Thinking about management issues and development trends of visitor attractions. Understanding the cultural characteristics of attractions in China which show Chinese cultural confidence.

(四) 教学方法与手段 (Teaching methods and means)

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第五章 接待业 (Chapter5 hospitality)

(一) 目的与要求 (Purpose and requirements)

1. 理解接待业的概念和范围；
2. 了解接待业的历史；
3. 掌握接待业的结构特点和分类；
4. 接待业的经营与管理。

The chapter is designed to provide you with:

- Understanding of the scope and definitions of hospitality;
- Disciplined approach to analyzing the sectors of the hospitality industry;
- Awareness of the different approaches to managing the hospitality industry, the key operational aspects of hospitality units;
- Clarity on the role of occupancy, pricing and yield management in the hospitality industry.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

接待业的定义与范围，接待业发展历史，接待业的结构和管理。

Definitions and scope, including three domains of hospitality; history of hospitality industry; structure, grades and types of hospitality industry.

通过我国饭店集团与国外发达国家饭店集团的比较，引导学生深入社会实践，关注我国旅游行业中存在的现实问题，培育学生团队合作、诚信服务、爱岗敬业的职业素养。

2. 基本概念和知识点 (Basic concepts and knowledge points)

基本概念：接待业定义。

知识点：接待业领域、接待业发展历史、接待业结构和管理。

Some important concepts to grasp: Definition of hospitality.

Some common knowledge to comprehend: three domains of hospitality; history of hospitality industry; grades and types of hospitality industry, organization of the hospitality industry.

3. 问题与应用 (能力要求) (Problem and application (capability requirement))

探讨结合国外的接待业发展，了解我国的酒店业的发展历史，理解我国酒店业在改革开放过程中如何实现高速发展，彰显中国速度。目前 13 家酒店品牌跻身全球酒店 50 强当中。

Understanding history development of China hotel through comparison to foreign countries. Awareness of Chinese development speed since 40 years. 13 hotel brands are among the top 50 hotels in the world by 2019.

(三) 思考与实践 (Thinking and Practice)

接待业的两级分化的结构特点，连锁化和规模化酒店发展的优势。

The polarizes characteristics of supply of the hospitality industry, chain of hotels development.

(四) 教学方法与手段 (Teaching methods and means)

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第六章 旅游中间商 (Chapter 6 Intermediaries)

(一) 目的与要求 (Purpose and requirements)

1. 理解分销渠道在旅游业中的角色和作用；
2. 理解旅游中间商在分销渠道的作用；
3. 旅游中间商的一体化经营；
4. 理解科技对分销渠道的影响；
5. 中间商的未来发展。

The chapter is designed to provide you with:

- an understanding of the role and behaviour of distribution channels in tourism;
- clarity on the role of intermediaries – tour operators and travel agents in the distribution

channel;

- an appreciation of the role and significance of integration within the distribution channel;
- an understanding of the way that technology has re-engineered the tourism distribution

channel;

- insights into the future of intermediaries.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

分销渠道在旅游业中的角色和作用；旅游中间商的分类和旅游分销一体化的作用和意义。

The role and behaviour of distribution channels in tourism; characteristics and types of intermediaries; the role and significance of integration within the distribution channel.

通过我国知名旅行社，比如中国旅行社、中国国际旅行社、中国青年旅行社、广之旅等介绍，帮助学生了解我国旅行社行业领域的国家战略、法律法规和相关政策，引导学生深入社会实践、关注现实问题，培育学生诚信服务、以人为本的职业素养。

2. 基本概念和知识点 (Basic concepts and knowledge points)

基本概念：分销渠道的定义，旅游经营商和旅游代理商定义，横向一体化和纵向一体化。

知识点：分销渠道的选择，分销渠道的影响力，旅游中间商的分类和特点。

Some important concepts to grasp: Definition of distribution channel; Travel operator & travel agent; horizontal integration, vertical (diagonal) Integration.

Some common knowledge to comprehend: roles played by intermediaries; tour planning and economics; characteristics and types of intermediaries.

3. 问题与应用 (能力要求) (Problem and application (capability requirement))

实例分析旅游中间商在横向一体化和纵向一体化发展中的模式特点。

Case study on the two mode of integration in the distribution channel.

(三) 思考与实践 (Thinking and Practice)

思考线上 OTA 的发展模式与线下旅游中间商之间的竞合关系，科技在旅游中间商的作用。

Analysis of competition between OTA and traditional travel operators, roles played by technology in intermediaries.

(四) 教学方法与手段 (Teaching methods and means)

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第七章 交通业 (Chapter 7 Transport)

(一) 目的与要求 (Purpose and requirements)

1. 使学生了解交通业的基本知识;
2. 认识网络分析对旅游交通的作用;
3. 了解旅游交通系统的构成要素;
4. 了解旅游者的多种交通方式。

The chapter is designed to provide you with:

- an understanding of the principles of transport for tourism;
- an awareness of the role of network analysis in transport for tourism;
- an understanding of the components of a transport system for tourism; and
- an understanding of the various modes of transport available to the tourist.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

交通业是旅游系统的主要组成部分，它将旅游市场与旅游目的地连接起来。本章主要讲述了旅游交通的基本知识和旅游者使用的多种交通方式。

This chapter considers transport for tourism as the element of the tourism system that links the market with the destination. The chapter outlines the general principles of transport before considering the various modes available to the tourist.

本章内容主要介绍交通系统要素、交通系统管理、旅游交通的主要方式等内容，引入我国高铁旅游发展现状，以及我国旅游业中特殊交通方式等，帮助学生了解我国旅游交通行业领域的国家战略和相关政策，引导学生深入思考旅游与交通发展的相互关系，融入旅游+交通，或者交通+旅游特色实践活动，引导学生深入了解旅游交通实践中实际问题。

2. 基本概念和知识点 (Basic concepts and knowledge points)

交通系统的四个关键因素：路径、运输终端、交通工具、和交通动力。

交通系统管理主要包括需求管理、运输成本和定价。

旅游交通方式包括空中交通、陆路交通、公路交通、铁路交通和水上交通。

Faulks (1990) identifies the key elements in any transport system, each of which are found in different combinations to create a transport 'mode': the way; the terminal; the carrying unit; motive power.

Managing seasonality of demand is an important part of transport planning. Transport costs and pricing are fundamental to the successful operation of a transport system.

Transport modes for tourism include air transport, land transport, road transport, rail transport,

water-borne transport.

3. 问题与应用（能力要求）（Problem and application (capability requirement)）
谈谈交通技术革新对旅游发展的影响。

Please analyze the impact of transportation technology innovation on tourism development.

（三）思考与实践（Thinking and Practice）

1. 以我国为例，分析高铁发展对旅游业发展的影响。（背景资料：1998年8月28日，广深铁路营运列车最高行驶速度200千米/小时，成为中国第一条达到高速指标的铁路。至2019年底，中国高速铁路营业总里程达到3.5万千米，居世界第一。）

2. 试了解特殊旅游交通方式有哪些。

1. Taking China as an example, please you try to analyze the impact of high-speed rail development on tourism development.

2. Try to find out what are the special tourist transportation modes.

（四）教学方法与手段（Teaching methods and means）

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第八章 政府与旅游（Chapter 8 Government and Tourism）

（一）目的与要求（Purpose and requirements）

1. 使学生理解政府介入旅游业的原因；
2. 了解旅游政策制定的过程；
3. 全面认识公共旅游组织机构；
4. 理解旅游规划的主要性；
5. 了解旅游规划的过程。

The chapter is designed to provide you with:

- an understanding of why government is involved in tourism;
- an awareness of the tourism policy-making process;
- a comprehensive view of public sector tourism organisations;
- an overview of why tourism planning is important; and
- an outline of the tourism planning process.

（二）教学内容（Content of courses）

1. 主要内容（Main topics of the course）

本章主要介绍政府介入旅游业的原因以及政府在旅游业中扮演的角色。

This chapter focuses upon the role of government in tourism, outlining the key reasons for

government involvement in tourism and the roles played by government.

本章内容主要介绍政府在旅游业中的角色、国家旅游组织、旅游政策、旅游规划等内容，结合我国国家旅游组织文化和旅游部的设立，以及省市旅游行政结构的调整，使学生充分了解我国旅游行政管理的设置和主要功能，激发学生为旅游行政管理服务，提升全民幸福的责任感。

2. 基本概念和知识点 (Basic concepts and knowledge points)

政府治理：以保护所有利益相关者的利益为目标，为目的地管理而建立的权利、过程 and 控制系统。

旅游政策：在政府协调下为实现既定目标，分析、吸引、接待、评价一个旅游系统或目的地的旅游客流过程中的所有行为。

政府用于管理旅游的政策工具分为：旅游需求管理和旅游供给管理。

旅游规划：预见并调节旅游系统的变化以促进有序发展，提高旅游发展的社会、经济和环境效益。

Tourism governance: representing the whole system of rights, processes, and controls established internally and externally over the management of a destination with the objective of protecting the interests of all stakeholders.

Tourism policy: all the actions carried out under the coordination of public administrations with the objectives of achieving previously defined aims in the processes of analysis, attraction, reception and evaluation of the impacts of tourism flows in a tourism system or destination.

Governments use to manage tourism into two basic types: managing tourism demand and managing tourism supply.

Tourism planning: anticipating and regulating change in a [tourism] system to promote orderly development so as to increase social, economic and environmental benefits of the development process.

3. 问题与应用 (能力要求) (Problem and application (capability requirement))

以我国国家旅游组织为例，访问它们的网站，列举它们的主要功能。(背景资料：为增强和彰显文化自信，统筹文化事业、文化产业发展和旅游资源开发，提高国家文化软实力和中华文化影响力，推动文化事业、文化产业和旅游业融合发展。国务院机构改革方案的决定，批准设立中华人民共和国文化和旅游部。不再保留文化部、国家旅游局。2018年3月，中华人民共和国文化和旅游部批准设立。)

Taking China's National Tourism Organization as an example, visit their website and map their key functions.

(三) 思考与实践 (Thinking and Practice)

1. 解释为什么旅游规划非常重要。
2. 试解释当地政府干预旅游的主要原因。

1. Justify why tourism planning is important.
2. Explaining why their local authority should be involved in tourism.

(四) 教学方法与手段 (Teaching methods and means)

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第九章 旅游需求 (Chapter 9 Tourism Demand)

(一) 目的与要求 (Purpose and requirements)

1. 使学生理解旅游需求的定义和概念；
2. 理解旅游消费者的决策过程；
3. 认识决定旅游需求的因素；
4. 识别旅游的限制因素。

The chapter is designed to provide you with:

- an awareness of the concepts and definitions of tourism demand;
- an understanding of the tourist consumer decision making process;
- an appreciation of the factors that determine tourism tourist demand;
- an ability to identify the constraints on travel.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

本章主要介绍旅游者及旅游需求，包括旅游者的旅行原因以及影响旅游行为的因素。

This chapter focuses upon the tourist and their demand for travel. It outlines the reasons for tourism travel and the various influences that shape travel behaviour.

本章主要介绍旅游需求定义和类型、旅游需求的因素等内容，通过一些案例分析我国旅游需求变化，尤其是我国出境旅游需求发展，使学生充分了解我国旅游行业领域的相关政策，以及我国经济发展和人民生活水平提高等所带来影响，培养学生的优越感和归属感。

2. 基本概念和知识点 (Basic concepts and knowledge points)

旅游需求：离开自己工作和居住的地方外出旅游或具有旅游的愿望，并使用旅游设施的人数总和。

有效或实际需求：是真正参与旅游的人或正在路上的游客数量。

抑制需求：指由于某些原因无法旅游的人。

目的地形象：因对某个特定目的地的认知形象而对某个地区形成的态度、感觉、

观点和想法。

影响旅游需求的因素包括个人因素、社会因素、技术因素、经济因素和政治因素等。

Tourism demand: the total number of persons who travel, or wish to travel, to use tourist facilities and services at places away from their places of work and residence.

Effective or actual demand is the actual number of participants in tourism or those who are travelling, i.e. de facto tourists.

Suppressed demand is made up of that section of the population who do not travel for some reason.

Destination image: the attitude, perception, beliefs and ideas one holds about a particular geographic area formed by the cognitive image of a particular destination.

The key determinants of demand for tourism include determinants at the individual scale, social factors, technological factors, economic factors and political factors.

3. 问题与应用（能力要求）（Problem and application (capability requirement)）

结合我国实际情况，分析影响旅游需求的主要因素。

Combined with the actual situation of our country, identify the main determinants of tourist demand and evaluate their importance.

（三）思考与实践（Thinking and Practice）

1. 为什么国内旅游需求难以测量？

2. 在计划营销活动时，旅游业是否充分利用了旅游消费决策知识。

1. Why is domestic tourism demand difficult to measure?

2. When planning their marketing campaigns, does the tourism industry take full advantage of what is known about the buying decision in tourism?

（四）教学方法与手段（Teaching methods and means）

采用多媒体教学手段，教学方法以讲授为主，结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

第十章 旅游营销（Chapter 10 Tourism Marketing）

（一）目的与要求（Purpose and requirements）

1. 使学生理解旅游营销的意义；

2. 认识服务主导的逻辑；

3. 了解科技在旅游营销中的作用；

4. 了解营销战略、市场策划以及营销组合构成要素；

5. 理解旅游产品市场的概念。

The chapter is designed to provide you with:

- an understanding of what marketing means in tourism;
- an awareness of the service-dominant logic approach;
- an appreciation of the role of technology in tourism marketing;
- an understanding of market strategy and planning and the elements of the marketing mix; and
- an awareness of the concept of tourism product markets and how they give rise to different types of tourism.

(二) 教学内容 (Content of courses)

1. 主要内容 (Main topics of the course)

本章主要介绍了营销的范围和定义，介绍了从商品主导转变为服务导向的营销逻辑，旅游营销计划和战略的本质以及营销要素组合，特别是旅游性质对营销组合的影响。

This chapter introduces the dimensions of tourism marketing. It outlines current thinking in terms of the scope and definition of marketing and, in particular, charts the shift in focus from goods to a service-dominant logic of marketing. The chapter shows how technology, and particularly the Internet, has transformed the business of tourism marketing. It then goes on to discuss the nature of tourism market planning and strategy and the elements of the marketing mix, and especially the implications of the nature of tourism, for the mix. The chapter closes with a review of the concept of tourism product markets.

本章主要介绍旅游营销定义、服务营销、以及旅游与住宿业营销规划等内容，通过分析现代科学技术尤其互联网对旅游营销带来的影响，使学生树立科技强国意识，把学习与推动科技创新、建设世界科技强国紧密联系在一起。通过分析关系营销在旅游营销中作用，加强学生沟通意识和沟通能力的培养。

2. 基本概念和知识点 (Basic concepts and knowledge points)

营销：一个社交和交换的过程，通过创造与别人交换，个人或组织获得自己需要或想要的产品 and 价值。

品牌：一个名字、术语、标志、符号或设计，或他们的组合，旨在从一个卖家或一组卖家中识别商品或服务，与它们的竞争对手进行区分。

分销渠道：旅游产品的生产者向购买者描述和确认旅游安排的途径，它可以是一个运营机构、系统或多个旅游组织的结合。

Marketing: a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others(kotler et al., 2003, p.12).

Branding: A name, term, sign, symbol or design or combination of them, intended to identify the

goods or services of one seller or group of sellers and to differentiate them from those of competitors' (Kotler 2000, p. 404).

Distribution: an operating structure, system or linkages of various combinations of travel organisations through which a producer of travel products describes and confirms travel arrangements to the buyer.

(三) 思考与实践 (Thinking and Practice)

1. 你如何认识营销导向与社会营销的区别?
2. 你是如何理解, 从商品主导逻辑到服务主导逻辑的观念转变。

1.How do you understand the difference between marketing orientation and social marketing?

2.How do you understand the conceptual change from goods to a service-dominant logic of marketing?

(四) 教学方法与手段 (Teaching methods and means)

采用多媒体教学手段, 教学方法以讲授为主, 结合课堂讨论、作业等形式。

The multimedia teaching method is mainly lecture, combined with classroom discussion, homework and other forms.

五、各教学环节学时分配

教学时数	教学环节						小计
	讲课	习题课	讨论课	实验	其他教学环节		
课程内容							
第一章 概述	4						4
第二章 旅游目的地	4		1				5
第三章 旅游影响	6		2				8
第四章 旅游吸引物	3		1				4
第五章 接待业	3		1				4
第六章 旅游中间商	4						4
第七章 交通业	4		1				5
第八章 政府与旅游	3						3
第九章 旅游需求	4						4
第十章 旅游营销	4						4
合计	39		6				45

六、课程考核

(一) 考核方式：闭卷

(二) 成绩构成

平时成绩占比：40% 期末考试占比：60%

(三) 成绩考核标准

平时成绩主要依据考勤、上课状况和平时作业情况。

七、推荐教材和教学参考资源

推荐教材：

1. 克里斯·库珀（英）著.石芳芳译.旅游学精要.大连:东北财经大学出版社,2014年12月.“十二五”国家重点图书出版规划项目.

参考书籍：

1. 李天元主编.旅游学（第三版）.高等教育出版社,2011年8月.面向21世纪课程教材.
2. 谢彦君著.基础旅游学（第三版）.北京：中国旅游出版社,2011年1月.
3. C·J·霍洛韦.论旅游业——二十一世纪教程.北京：中国大百科全书出版社,1997年12月.
4. 查尔斯·R·戈尔德耐等著.旅游业教程：旅游业原理、方法和实践（第八版）.大连：大连理工大学出版社,2003年3月.
5. 马勇、周霄编著.旅游学概论（第2版）.旅游教育出版社,2008年9月.

期刊：

1. 旅游学刊，双月刊，为北京联合大学旅游学院院刊，为我国旅游经济类核心期刊。
2. 旅游管理，双月刊，人大复印资料。
3. Annals of Tourism Research（旅游研究记事），季刊，1974年创刊，侧重旅游人文和旅游经济等方面的影响，在英语世界旅游学术界的研 究活动具有主导性影响。
4. Journal of Travel Research（旅行研究记事），季刊，为美国“旅行与旅游研究协会”会刊，与美国科罗拉多大学商业研究部合编。
5. Tourism Management（旅游管理），季刊，由英国萨里大学旅游与旅馆业管理研究系主编，侧重旅游经营与管理方面的实务研究。
6. Journal of Tourism Studies（旅游研究杂志），季刊，1990年创刊，为澳大利亚的“旅游研究科学院”的院刊。
7. Cornell Hotel and Restaurant Administration Quarterly（康奈尔酒店与

餐饮管理季刊), 为美国康奈尔大学旅馆与餐厅管理学院院刊, 着重传播旅馆与餐厅管理中康奈尔学派的观点。

八、其他说明

大纲修订人: 张玲、黄燕、李军

修订日期: 2021.12.20

大纲审定人:

审定日期: