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旅游学刊 » 2015, Vol. 30 » Issue (3): 106-115 DOI: 10.3969/j.issn.1002-5006.2015.03.011

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## 国内外旅游拥挤研究进展及其启示

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### Progress in Chinese and International Tourism Crowding Research and Its Implications

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#### 摘要

伴随着居民收入的增长以及出游意愿的增强, 旅游大众化、常态化趋势日益明显。特别是“黄金周”假期期间, 游客出行数量激增, 造成部分景区游客数量暴涨, 旅游拥挤现象十分严重, 成为社会各界关注的重要议题。旅游拥挤造成的景区生态环境恶化、游客满意度下降等问题亟待解决。文章在国内外旅游拥挤相关文献的检索和分析基础上, 总结了国外关于旅游拥挤研究的最新进展, 指出国外研究的成果主要集中在旅游拥挤与密度、影响旅游拥挤感知的因素、旅游拥挤准则等方面; 而国内旅游拥挤相关研究关注点与国外存在一定的差异, 更加侧重于旅游容量、社会承载力等方面的探讨。最后, 在对国内外旅游拥挤研究比较的基础上提出相关研究启示。

**关键词** : 旅游拥挤, 研究进展, 启示

#### Abstract :

One of the most critical problems facing humanity today is overpopulation; and the pressure that this places on scenic spots has already become a common phenomenon across the globe. Improvements in living standards and the enrichment of tour experiences have also made the rising popularity of tourism increasingly evident. This is especially so during holiday periods like “Golden Week” in China, where the increasing number of domestic tourists has greatly affected the image and function of important scenic spots across the country in recent years, and left negative impressions in the minds of tourists. Tourism over-crowding is leading to a deterioration of the ecological environment of some scenic areas, and visitor satisfaction is declining as a result. These negative effects mean that crowding has become an important component of the study of sustainable tourism development, and a hot zone in the field of tourism research in China. In this article, based on retrieval and analysis of both the Chinese and international literature, we try to build a systematic summary of the available research on tourism crowding and to reveal the topics of interest within this field in China and the rest of the world. This study shows that the major interests in both Chinese and international studies lie mainly in tourism crowding and density, the influencing factors in the perception of tourism crowding, and tourism crowding norms and carrying capacity. There are some minor differences in the concerns relating to tourism crowding between Chinese and international studies, but most studies focus on tourism capacity, social carrying capacity and coping strategies. Finally, based on the comparison of Chinese and international tourism crowding research, the paper discusses future directions for research on Chinese tourism crowding.

The results show that researchers began to study the phenomenon of tourism crowding in overseas markets during the 1950s, and remain interested in this topic in the 21st century. In comparison, domestic research in China on tourism crowding has lagged behind slightly. International tourism crowding research covers a broad area and the research literature is relatively abundant, while domestic research on crowding concentrates on absolute numbers at specific scenic spots, a relatively recent phenomenon. Thus, how to grasp the reality of the development dilemmas in domestic tourism has become an important issue for local scholars in the future. This study indicates that future research on tourism crowding needs to remain concerned with the actual situation in China, as well as seeking to provide comprehensive case studies of site conditions and operation from various perspectives, methods and disciplines. It is the opinion of the researchers therefore, based on China's cultural environment traditions, that it is more meaningful to carry out a series of targeted research studies in the domestic market. This paper argues that Chinese tourism crowding research needs to be deepened in the following areas: the factors and mechanisms underlying tourism crowding, the differences in perceptions of tourism crowding (including the perception of tourism crowding during different periods and types of tourist places), and the exploration and development of valid crowd management policy from the view of history and reality. Local scholars should continue to expand the research perspective of tourism crowding, study the phenomenon of tourism crowding from a holistic perspective, and quickly grasp the orientation and research methods of tourism crowding by learning from international research studies in this area.

**Key words** : tourism crowding research progress reflection

收稿日期: 2013-01-14

CLC number: F59

#### 基金资助:

本研究受国家自然科学基金面上项目“旅游拥挤视角下的世界遗产地空间冲突特征、机制及调控研究”(41471129)资助。

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**引用本文:**

程平平, 杨效忠, 彭敏. 国内外旅游拥挤研究进展及其启示[J]. 旅游学刊, 2015, 30(3): 106-115. CHENG Pingping, YANG Xiaozhong, PENG Min. Progress in Chinese and International Tourism Crowding Research and Its Implications. TOURISM TRIBUNE, 2015, 30(3): 106-115.

**链接本文:**

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