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国外社会旅游概念解读：内涵、困境、根源及新构想

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Interpretation of the Definition of Social Tourism Overseas: Connotations, Dilemmas, Reasons and New Ideas

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摘要

诞生于欧洲的社会旅游, 在解决社会弱势群体的旅游/度假参与问题、减少社会排斥、增进社会融入、提高社会福祉等社会问题上具有重要价值。给予社会旅游一个明确的概念成为各国社会旅游研究最基本但也是最棘手的问题。从国外有关社会旅游概念研究的多重解读出发, 在厘清其概念发展脉络的基础上, 首先对构成社会旅游内涵的3个要素——干预对象、干预主体和干预途径进行详细阐述; 之后深入剖析社会旅游概念界定长期陷入困境的原因; 最后依据干预对象范畴的不同, 将社会旅游划分为基本模式、延伸模式和包容模式, 从而为不同国家及社会背景下准确理解社会旅游的概念内涵提供了新的思路。

关键词 : 社会旅游, 概念, 困境, 新构想

Abstract :

Social tourism, which began in Europe, is a potentially valuable solution for the participation of socially disadvantaged populations in tourism/holidays. It can help in solving social exclusion problems, promote social integration, and improve social well-being. However, the concept of 'social tourism' has been in a state of dispute during the past 60 years, and formulating a specific and comprehensive definition of this phenomenon is both the most fundamental and the most difficult issue in research on this topic. Beginning with the multiple interpretations and definitions of social tourism concepts found in the English literature, this article first of all classifies 17 concepts of social tourism into three types. This classification is based on the different perspectives of the researchers involved in studying social tourism: definitions from a demand perspective, definitions from a supply perspective, and definitions from a demand and supply perspective together. Then, the development context of the concept of 'social tourism' is analyzed and its three connotative elements identified: beneficiaries, facilitators and organizers, and the funding mechanisms involved. 'Beneficiaries' refers to the recipients of a social tourism service, while 'facilitators and organizers' are interveners in social tourism services, and 'funding mechanisms' means the channels through which beneficiaries are helped to realize vacation/tourism opportunities. Subsequently, the article dissects the reasons for long-term research in this field being caught up in the debate over the definition of social tourism, which include:

1) that the three connotative elements are complicated and they have been changing along with time and within the different contexts of countries and political systems;
2) that there are many similar or related concepts that blur the boundaries of social tourism, such as TFA (Tourism for All), Solidarity Tourism and so on;
3) that the justifications and goals of social tourism have become increasingly diversified, a trend which is associated with the ever-expanding scope of beneficiaries;

and 4) that the implementation of social tourism policies in different countries can be quite different—differences exist both between developed countries and developing countries, and within developed countries. Because of the lack of clarity in defining social tourism, research on the concept has been in a state of stagnation in recent years, and thus awareness of social tourism has stayed at a primary level amongst potential users. Furthermore, the constant controversy aroused by this concept has raised serious obstacles to the implementation of social tourism. Finally, this article attempts to construct a straightforward definition of social tourism. In view of the differences in the beneficiaries, social tourism is divided into three models:

1) the base model, where facilitators and organizers focus on giving help to those social groups that do not have the ability to undertake this form of vacation/tourism;
2) the extension model, where facilitators and organizers encourage and help those social groups with a limited ability for vacation/tourism;
and 3) the inclusion model, where facilitators and organizers not only help the above social groups to go on vacation, but also secure economic and social benefits for the host community and citizens. As a result, the three social tourism models provide a new idea on how to understand the concept of 'social tourism' in different country and social contexts.

Key words : social tourism definition dilemma new ideas

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