

学校编码: 10384

分类号 \_\_\_\_\_ 密级 \_\_\_\_\_

学号: 200514029993

UDC \_\_\_\_\_

厦 门 大 学

博 士 学 位 论 文

旅游公共服务供给机制研究

Research on Supply Mechanism of Tourism Public Service

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专业名称: 旅游管理

论文提交日期: 2008年4月

论文答辩日期: 2008年 月

学位授予日期: 2008年 月

答辩委员会主席: \_\_\_\_\_

评 阅 人: \_\_\_\_\_

2008年4月

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## 摘 要

随着大众旅游业的发展,如何为公众提供更公正、更高效、更有质量的旅游公共服务,已成为现阶段我国政府面临的一个重要课题。由于我国旅游公共服务的发展历史很短、存在问题较多,供给水平偏低,且国内外目前尚缺乏对其进行系统和深入的研究,基于实践需要和目前理论研究不足的事实,论文从机制层面考虑旅游公共服务的供给问题,力图进行前沿性、创新性和应用性的探索,希望能真实探析和把握问题的实质,通过对旅游公共服务供给机制进行系统分析和规范性的构建,初步形成旅游公共服务供给机制理论分析框架,以期为我国旅游公共服务建设实践提供理论基础,推进我国旅游业发展中政府职能的转变,满足多样化的旅游公共服务需求,以达到增进我国旅游公共服务供给有效性的目的。

论文按照旅游公共服务是什么(内容)、由谁提供(主体)和怎么提供(方式)这样的逻辑线索来组织全文的架构。具体而言,本研究主要包括以下三个部分。

第一部分,基础理论部分,即第2章。在国内外旅游公共服务的相关研究和相关理论上,对旅游公共服务的范畴进行了全新的界定。接着进一步分析了旅游公共服务特殊性质,并对旅游公共服务与一般公共服务的关系、旅游公共服务与旅游服务的关系等相关概念进行辨析,从而为后文研究奠定理论基础。

第二部分,机制探讨部分。这是论文的核心和研究重点,内容包括第3、4、5、6章。论文第3章尝试以旅游公共服务有效供给分析作为供给机制设计的逻辑起点,实现旅游公共服务的单一供给机制到复合供给机制的转变,达到提高效率的目的。通过对旅游公共服务供给机制设计的分析,本文构建出旅游公共服务供给机制分析的概念模型,以此为后文研究提供理论立足点和奠定逻辑线索。接着论文第4章较为详细地探讨了旅游公共服务的政府供给机制、市场供给机制和社会供给机制等三大供给机制;每种供给机制按照各自主体供给的动力和原因(可行性)、有效供给的条件和效率以及有效供给的机制安排加以分析。论文第5章构建旅游公共服务复合供给机制并对复合供给机制下可能的运行模式进行深入探讨,其中还包括了对复合供给机制的效应和政府复合供给机制中的职能与角色转化分析,最后结合专家调研对具体的旅游公共服务(或服务项目)有效供给模式进行甄别选择。论文第6章在理论上从激励机制、创新机制和保障机制三

个方面分析旅游公共服务有效供给机制的运行保障。

第三部分，案例分析部分。论文最后以厦门市旅游公共服务建设为例对前文的理论成果及结论进行验证和应用分析。通过对厦门市旅游公共服务供给和建设状况的调查，揭示存在的问题及其原因，构建厦门旅游公共服务有效供给机制的概念模型，进而对厦门旅游公共服务供给机制的优化提出对策建议，为政府决策提供参考。厦门市旅游公共服务供给过程中所凸现的一些问题，某种程度上也是我国目前旅游公共服务建设中存在的一些共性问题。对优化厦门市旅游公共服务有效供给机制的探索，无疑对提高我国其他地区旅游公共服务建设水平和实现有效供给具有重要的参考价值和借鉴意义。

本研究主要从以下几个方面做创新性探索。首先，全面系统的对旅游公共服务的内涵范畴进行全新界定。其次，在机制探讨部分，构建了旅游公共服务供给机制分析的概念模型；根据公共产品等理论对旅游政府、市场、社会供给的旅游公共服务范围进行探讨和识别；根据理论分析构建了在复合供给机制框架下旅游公共服务有效供给的多种可能的运作模式；再次，案例分析部分中首次将 IPA 诊断分析方法运用到旅游公共服务的供给绩效评价方面，并构建出厦门市旅游公共服务有效供给机制的概念模型。总的来说，目前本课题的研究仍有很大的探讨空间，有待今后进一步研究。

关键词：旅游公共服务 供给机制 厦门



## Abstract

Along with the development of economy and society, tourism demand of public increases continually, and the request of tourism public service is becoming more and more intense and urgent. How to adapt to this new trend, and provide more impartial and high-efficiency's tourism public service, are becoming important issues for the government at present. Since the short history of Chinese tourism public service, the existing troubles, the low supply level, and lacking of systematical and further study at home and abroad at present. Under this circumstance, the dissertation studies the tourism public service from the perspective of mechanism, attempts to use the relevant disciplines and theories of economics and management, learns from advanced theories, experiences and methods both at home and abroad, strives to grasp the essence of the problem. It analyzes the mechanism of tourism public service systematically, and has formed a mechanism theoretical analysis frame for tourism public service preliminarily, guides the practice of Chinese tourism public service building, promotes the transition of governmental function; enhance the validity of tourism public service supplies.

This dissertation makes the text frame according to the clue of what is tourism public service (content); who provides (main body) and how to provide (methods). Specific as: basic theory, consideration of mechanism and analysis of cases.

1. Basic theory. It is Chapter 2. Based on the relevant researches and theories of tourism public service, this paper makes a creative definition of tourism public service. Then, it analyzes the Special Properties of tourism public service (productive and social; public and profit), considers some relevant definitions such as tourism public service and public service to make the basis of subsequent researches.

2. Consideration of mechanism. It is the core of this paper and key of research, which includes chapter 3,4,5,6. This paper attempts to make the logic Starting Point of Supply Mechanism designing from the analysis of effective supply of tourism public service. It considers that it can realize the transformation of tourism public service from single to compound supply mechanism. Based on the analysis of supply mechanism designing of tourism public service, this dissertation makes the conceptual model of the tourism public service supply, which is the basis of subsequent research. According to the logical arrangement of the conceptual model of the tourism public service supply, chapter 4 is discussing the three supply mechanisms of tourism public service in detail, government supply mechanism, market supply mechanism, and

society supply mechanism. Each of these mechanisms is analyzed by its own feasibility, condition and arrangement. It is proposed in chapter 5 that we should set up compound supply mechanism of tourism public service, and analyzed the transformation of the role and functions of the government in the compound supply mechanism of tourism public service. The compound supply mechanism of tourism public service can be further subdivided into three catalogs as government-dominated, market-dominated and society-voluntarily, and ten types of modes in detail. At the last part, it gives the best choice of supply mode based on the concrete investigation of tourism supply service (or service project). In chapter 6, it analyzed the guarantee of the supply mechanism of tourism public service from three aspects in theory such as stimulus, innovation and guarantee mechanism.

3. Analysis of cases. This dissertation makes the case study of the construction of tourism public service in Xiamen to test and analyze the theoretical result and conclusion. It analyzes the situation of tourism public service supply and mechanism construction in Xiamen, reveals the problems and reasons, and makes the efficient mechanism function analysis graph of tourism public service in Xiamen, based on the information collected by literature retrieval, spot investigation and questionnaire. Further more, it is proposed some suggestions for the government of optimization of tourism public service mechanism in Xiamen. The problems in the progress of tourism public service supply in Xiamen are the common problems in the construction of Chinese tourism public service. The exploration of optimization of tourism public service mechanism in Xiamen is undoubted significant to improve the construction of tourism public service in some other area in China.

The research has made the following innovations. First, this dissertation makes a creative definition of tourism public service. Second, it makes the conceptual model of the tourism public service supply, which is the basis of subsequent research. Third, it suggests that the compound supply mechanism of tourism supply service can be further subdivided into three catalogs as government-dominated, market-dominated and society-voluntarily, and ten types of modes in detail, like the graphic shows. In the end, it makes the efficient mechanism function analysis graph and operation model of tourism public service in Xiamen. Generally, it still needs to study further in this dissertation in the future.

**Keywords:**

Tourism public service; Supply Mechanism; Xiamen

# 目 录

<b>第一章 绪论 .....</b>	<b>1</b>
<b>第一节 选题背景与研究意义 .....</b>	<b>1</b>
一、选题背景.....	1
二、研究意义.....	5
<b>第二节 研究内容与研究方法 .....</b>	<b>7</b>
一、研究内容.....	7
二、研究方法.....	9
<b>第三节 本研究的主要创新点 .....</b>	<b>9</b>
<b>第二章 研究综述与理论基础研究 .....</b>	<b>11</b>
<b>第一节 旅游公共服务相关研究综述 .....</b>	<b>11</b>
一、公共服务供给的相关研究综述.....	11
二、旅游公共服务的相关研究综述.....	14
<b>第二节 旅游公共服务供给的理论基础 .....</b>	<b>19</b>
一、公共产品理论.....	19
二、公共选择理论.....	20
三、新公共管理理论.....	21
四、治理理论.....	22
五、制度变迁理论.....	23
<b>第三节 旅游公共服务的基本内涵 .....</b>	<b>25</b>
一、公共服务概念的基本界定.....	25
二、旅游公共服务范畴的界定.....	29
<b>第三章 旅游公共服务供给机制的设计与模型构建 .....</b>	<b>38</b>
<b>第一节 旅游公共服务有效供给的分析思路 .....</b>	<b>38</b>
一、旅游公共服务供给的内涵分析.....	38
二、旅游公共服务供给的效率本质辨析.....	39
三、旅游公共服务有效供给的分析思路.....	39

<b>第二节 旅游公共服务供给机制的设计分析</b> .....	<b>42</b>
一、旅游公共服务供给的双重标准 .....	42
二、旅游公共服务供给客体的分类 .....	43
三、旅游公共服务供给机制的类型 .....	43
四、旅游公共服务供给机制变迁的影响因素 .....	44
<b>第三节 旅游公共服务供给机制分析的概念模型</b> .....	<b>49</b>
一、模型说明 .....	49
二、本模型与其他相关模型的区别 .....	50
<b>第四章 旅游公共服务供给机制探讨</b> .....	<b>52</b>
<b>第一节 旅游公共服务政府供给机制</b> .....	<b>52</b>
一、旅游公共服务政府供给的动力和原因 .....	52
二、旅游公共服务政府供给的效率分析 .....	55
三、旅游公共服务政府有效供给的机制安排 .....	58
<b>第二节 旅游公共服务市场供给机制</b> .....	<b>66</b>
一、旅游公共服务市场供给的动力与可行性 .....	66
二、旅游公共服务市场供给的条件与效率分析 .....	70
三、旅游公共服务市场有效供给的机制安排 .....	73
<b>第三节 旅游公共服务社会供给机制</b> .....	<b>82</b>
一、旅游公共服务社会供给的动因和社会基础 .....	82
二、旅游公共服务社会供给的必要性和困境分析 .....	85
三、旅游公共服务社会有效供给的机制安排 .....	90
<b>第五章 旅游公共服务复合供给机制与运行模式</b> .....	<b>97</b>
<b>第一节 旅游公共服务复合供给机制的构建</b> .....	<b>97</b>
一、旅游公共服务复合供给机制构建的原因 .....	97
二、旅游公共服务复合供给机制的建立 .....	97
<b>第二节 旅游公共服务多主体复合供给效应分析</b> .....	<b>99</b>
一、互补替代效应 .....	99
二、规模经济效应 .....	100
三、约束制衡效应 .....	101

<b>第三节 旅游公共服务复合供给机制中政府职能与角色转化 .....</b>	<b>102</b>
一、政府职能分类及释义.....	102
二、旅游公共服务政府角色转变与公共参与.....	103
<b>第四节 旅游公共服务复合供给机制的可能运行模式 .....</b>	<b>105</b>
一、政府主导型旅游公共服务供给模式.....	105
二、市场主导型旅游公共服务供给模式.....	110
三、旅游公共服务社会自愿供给模式.....	112
四、旅游公共服务G-M-S综合联动供给模式 .....	115
<b>第五节 旅游公共服务复合供给机制运行模式专家调查 .....</b>	<b>116</b>
一、调查意义.....	116
二、研究设计与调查说明.....	116
三、结果分析.....	117
<b>第六章 旅游公共服务有效供给机制的运行保障 .....</b>	<b>120</b>
<b>第一节 旅游公共服务有效供给的激励机制 .....</b>	<b>120</b>
一、政府与其他主体间的激励机制.....	120
二、公共服务组织内部的激励机制.....	121
<b>第二节 旅游公共服务有效供给的创新机制 .....</b>	<b>121</b>
一、旅游公共服务有效供给的观念创新.....	122
二、旅游公共服务有效供给的体制创新.....	122
三、旅游公共服务有效供给的管理创新.....	123
四、旅游公共服务有效供给的技术创新.....	123
<b>第三节 旅游公共服务有效供给机制的运行保障 .....</b>	<b>124</b>
一、旅游公共服务有效供给机制的产业保障.....	124
二、旅游公共服务有效供给机制的政策保障.....	125
三、旅游公共服务有效供给机制的组织保障.....	125
四、旅游公共服务有效供给机制的人才保障.....	126
<b>第七章 厦门市旅游公共服务有效供给机制的构建 .....</b>	<b>127</b>
<b>第一节 厦门市旅游公共服务的发展背景与建设状况 .....</b>	<b>127</b>
一、厦门市旅游公共服务的发展背景.....	127

二、厦门市旅游公共服务的发展状况.....	128
三、厦门市旅游公共服务的建设状况.....	130
<b>第二节 厦门市旅游公共服务供给的游客调查与问题分析 .....</b>	<b>131</b>
一、厦门市旅游公共服务供给的游客调查与分析.....	131
二、厦门市旅游公共服务供给问题的分析与启示.....	137
<b>第三节 厦门市旅游公共服务有效供给机制探讨 .....</b>	<b>139</b>
一、厦门市旅游公共服务有效供给机制的分析.....	140
二、厦门市旅游公共服务有效供给机制的实现.....	141
<b>第八章 研究结论与展望 .....</b>	<b>149</b>
<b>第一节 主要研究结论 .....</b>	<b>149</b>
<b>第二节 研究不足与展望 .....</b>	<b>151</b>
<b>附表 1 城市旅游公共服务有效供给模式专家评判分析表 .....</b>	<b>152</b>
<b>附表 2 厦门市旅游公共服务游客满意度一重要性分析表 .....</b>	<b>153</b>
<b>附录 1 城市旅游公共服务有效供给模式专家调研问卷 .....</b>	<b>154</b>
<b>附录 2 厦门市旅游公共服务供给状况的游客调查问卷 .....</b>	<b>156</b>
<b>参考文献.....</b>	<b>158</b>
<b>攻读博士学位期间发表的论文及科研成果 .....</b>	<b>166</b>
<b>后记一 .....</b>	<b>167</b>
<b>后记二 .....</b>	<b>169</b>

## Content

<b>Chapter1 Introduction.....</b>	<b>1</b>
<b>Section1 Research Background and Meaning.....</b>	<b>1</b>
I Selection Background .....	1
II Research Meaning.....	5
<b>Section2 Research Contents and Methodology .....</b>	<b>7</b>
I Research Contents .....	7
II Research Methodology.....	9
<b>Section3 Main Innovations .....</b>	<b>9</b>
<b>Chapter2 Literature Review and Theory Foundation .....</b>	<b>11</b>
<b>Section1 Literature Review about Tourism Public Service .....</b>	<b>11</b>
I Relevant Research on Public Service .....	11
II Relevant Research on Tourism Public Service .....	14
<b>Section2 Theory Foundation on Tourism Public Service.....</b>	<b>19</b>
I Public Products Theory .....	19
II Public Choice Theory.....	20
III New Public Management Theory .....	21
IV GovernmenceTheory.....	22
V Institution Transition Theory .....	23
<b>Section3 Relevant Concept Define of Tourism Public Service .....</b>	<b>25</b>
I Basic Concept Define of Public Service.....	25
II Domain Define of Tourism Public Service.....	29
<b>Chapter3 Design and Model Building on Supply Mechanism of Tourism Public Service .....</b>	<b>38</b>
<b>Section1 Analytic Thread of Effective Supply of Tourism Public Service ....</b>	<b>38</b>
I Connotation analysis on Supply of Tourism Public Service.....	38
II Essential Discrimination on Efficiency of Supply of Tourism Public Service.....	39
III Analytic Thread of Effective Supply of Tourism Public Service .....	39
<b>Section2 Design on Supply Mechanism of Tourism Public Service .....</b>	<b>42</b>
I Double goals of Supply of Tourism Public Service.....	42
II Classification of the Object of Supply of Tourism Public Service.....	43
III Type of Supply Mechanism of Tourism Public Service .....	43
IV Influence Factors of the Transition of Supply Mechanism of Tourism Public Service .....	44
<b>Section3 Concept Model Building on Supply Mechanism of Tourism Public Service .....</b>	<b>49</b>
I Concept Model Building.....	49
II Destination between the Model and the Other Model .....	50
<b>Chapter4 Discussion on Supply Mechanism of Tourism Public Service .....</b>	<b>52</b>
<b>Section1 Government Supply Mechanism of Tourism Public Service .....</b>	<b>52</b>
I Motivation and Reason of Government Supply of Tourism Public Service.....	52
II Analysis on Efficiency of Government Supply of Tourism Public	

Service.....	55
III Mechanism Arrangement of Government Effective Supply of Tourism Public Service .....	58
<b>Section2 Market Supply Mechanism of Tourism Public Service .....</b>	<b>66</b>
I Motivation and Feasibility of Market Supply of Tourism Public Service.....	66
II Conditions and Efficiency Analysis on Market Supply of Tourism Public Service .....	70
III Mechanism Arrangement of Market Effective Supply of Tourism Public Service .....	73
<b>Section3 Society Supply Mechanism of Tourism Public Service.....</b>	<b>82</b>
I Reason and Social Foundation of Society Supply of Tourism Public Service.....	82
II Necessity and Plight Analysis on Society Supply of Tourism Public Service.....	85
III Mechanism Arrangement of Society Effective Supply of Tourism Public Service.....	90
<b>Chapter5 Multiple Supply Mechanism of Tourism Public Service and Function Mode .....</b>	<b>97</b>
<b>Section1 Building on Multiple Supply Mechanism of Tourism Public Service .....</b>	<b>97</b>
I Reason of Building on Multiple Supply Mechanism of Tourism Public Service.....	97
II Building on Multiple Supply Mechanism of Tourism Public Service....	97
<b>Section2 Effect Analysis on Multiple Supply Mechanism of Tourism Public Service .....</b>	<b>99</b>
I Complementary—Substitution Effect.....	99
II Economies of Scale Effect .....	100
III Binding and Balance Effect .....	101
<b>Section3 Government Functions and Roles Transforming on Multiple Supply Mechanism of Tourism Public Service .....</b>	<b>102</b>
I Interpretation and Classification of Government Functions .....	102
II the Changing Role of Government and Public Participation in Tourism Public Service.....	103
<b>Section4 Operation Mode on Multiple Supply Mechanism of Tourism Public Service .....</b>	<b>105</b>
I Government-dominated Mode of Supply of Tourism Public Service... ..	105
II Market-Dominated Mode of Supply of Tourism Public Service .....	110
III Social Voluntary Mode of Supply of Tourism Public Service.....	112
IV G-M-S Comprehensive Linkage Mode of Supply of Tourism Public Service.....	115
<b>Section5 Experts Investigation on Function Mode of Multiple Supply Mechanism of Tourism Public Service .....</b>	<b>116</b>
I Investigation Significance.....	116
II Survey Design and Survey Demonstration .....	116
III Analysis of Survey Results .....	117



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