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博 士 学 位 论 文

村落遗产地政府主导开发模式形成机理与评价研究
——以开平碉楼与村落为例

Research on Formation Mechanism and Evaluation of
Government-leading Development Model in Village Heritage Sites
——a case study of Kaiping watchtower and villages

王 纯 阳

指导教师姓名: 黄福才 教授

专 业 名 称: 旅 游 管 理

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摘要

近年来,随着旅游市场需求的多元化发展,传统村落凭借其独特的建筑风貌、重要的历史价值、深厚的文化积淀、特有的古韵氛围越来越受到旅游者的青睐。由于传统村落因其在历史、艺术、科学、生态、民俗等诸多方面都蕴藏着“突出的普遍的价值”而使得村落遗产地正备受瞩目与追逐,成为一种新兴的旅游类型。特别是 20 世纪年代 90 年代以来,全国掀起了一股村落旅游开发热潮,先后涌现出一大批独具魅力的村落,如西递、宏村、诸葛村、郭亮村、开平碉楼与村落等。这些拥有以村落为主体的遗产地都进行了不同程度的旅游开发,产生了良好的经济带动效应和广泛的社会效益,在全国各地的开发持续升温。然而,随着村落遗产地旅游开发进程的加快,一些不合理的低水平错位、超载旅游开发经营产生了外部不经济性,遗产真实性和完整性遭到破坏、甚至是造成了不可恢复性的破坏,使得文化遗产受到越来越严重的威胁,明显影响了村落遗产旅游的长期健康发展,同时也影响了村落遗产地的社会效益及经济收益的持续稳定增长。由此引起了我们对其背后的旅游开发模式进行深思。

目前,学者们对村落遗产地旅游开发模式进行了有益探索,并取得了一定的研究成果。但是相关研究仍处于初级阶段,在深度和广度上都有待极大提高,适应时代发展的理论和深入的实践指导性研究尤其匮乏,使得旅游开发的盲目性很大。本文以开平碉楼与村落为例,着重探讨了对村落遗产地政府主导开发模式的形成机理与评价问题,旨在揭示村落遗产地旅游开发过程中存在的利益相关者结构及其相互作用机制,检测旅游开发模式的实施效果,进而探索村落遗产地政府主导开发的优化模式,为村落遗产地旅游开发模式研究提供一个全新的研究视角,对促进村落遗产研究的发展与完善,具有重要的学术价值。在应用前景方面,本文试图吸引更多的学者和实践部门对村落遗产地旅游开发问题予以关注,为旅游行政管理部门科学制定决策提供理论依据和实践建议,推动村落遗产地旅游开发模式的创新,以促进村落遗产地社区和谐、遗产资源得到合理开发利用和有效保护,进而实现村落遗产地可持续发展。

论文共分为七章。第一章为绪论部分,介绍本研究的选题背景、研究意义和

研究内容,指出本文的主要创新点,提出本文的研究方法、技术路线,并对本文研究案例的概况进行说明。第二章对国内外关于村落遗产地政府主导开发模式的相关理论进行了分析、总结和评介,指出了当前相研究的局限性,并对村落遗产地政府主导开发模式的理论基础进行梳理和归纳,进一步剖析了村落遗产地的特征和性质,为后文研究奠定理论基础。第三章探讨了旅游开发模式的分类和影响因素,比较分析了村落遗产地旅游开发模式的特点。第四章借助博弈论思想和方法,从利益相关者角度探讨了村落遗产地政府主导开发模式的形成机理,其中包括村落遗产地利益相关者的界定与分类、村落遗产地核心利益相关者的利益诉求及其实现方式以及各自为了追求自身利益展开的博弈行为的剖析。第五章通过构建村落遗产地政府主导开发模式的评价指标体系,综合运用模糊综合评判和层次分析法对村落遗产地政府主导开发模式进行评价。第六章提出了村落遗产地政府主导开发模式的优化原则,构建村落遗产地政府主导开发优化模式。第七章,归纳全文,得出研究结论,指出研究的不足及进一步研究的方向。

本研究主要从以下几个方面做创新性探索:(1)提出村落遗产地既是一种具有消费上的非竞争性和排他性的俱乐部产品,又是一种具有使用上的非排他性和竞争性的公共池塘资源。(2)借鉴国外“多维细分法”和“米切尔评分法”的分析思路,从主动性、重要性和紧急性三个维度上将村落遗产地利益相关者分成核心利益相关者、蛰伏利益相关者和边缘利益相关者三大类,在此基础上定量分析各类核心利益相关者利益诉求的内容及实现方式。(3)运用博弈论的思想和方法,通过建立两阶段博弈模型剖析政府、旅游企业、社区居民和旅游者等村落遗产地核心利益相关者之间的相互关系和作用机制,揭示村落遗产地政府主导开发模式的形成机理。首先,建立政府、社区居民和旅游者三方完全信息静态博弈模型,通过占优策略纳什均衡求解,探讨村落遗产地社区居民主导开发是否是最优策略;然后,构建政府与旅游企业之间的完美信息动态博弈模型,通过求解子博弈精炼纳什均衡,进而揭示村落遗产地政府主导开发模式的形成机理。(4)以村落遗产地利益相关者之间关系协调为视角,以资源、经济、社会、环境为基本要素单元,结合政府主导开发的特征,创新性地构建村落遗产地政府主导开发模式的评价指标体系,并综合运用层次分析法和模糊综合评判法对村落遗产地政府主导开发模式的实施效果进行评价。(5)提出了村落遗产地可持续发展应由资源、经济、社会和环境四个方面所构成的新观点,并构建了村落遗产地全面可持续发展

系统。总的说来，关于村落遗产地政府主导开发模式的研究还有待深入，未来的研究还需要从多方面完善村落遗产地政府主导开发模式理论体系。

关键词：村落遗产地；政府主导开发模式；形成机理；评价

厦门大学博硕士论文摘要库

Abstracts

In recent years, with the development of multi-needs in tourism market, traditional village is more and more attractive to the tourists because of its buildings' unique style and future, its important historical value, deep culture accumulates and ancient atmosphere. As there is "outstanding universal value" in the traditional villages in many aspects, such as history, art, science, ecology and culture, etc., the village heritage gets most of the attention and becomes a sort of brand-new travel style. Especially from the 1990s, the whole nation is setting off an upsurge of village tourism development and a lot of charming villages, such as Xidi, Hong village, Zhuge village, Kaiping watchtower and villages appeared. Heritage sites with village remaining predominant are developed in varying degrees, producing the driving effects and social effects. More and more villages are developed throughout the nation. But, with village heritage turn progress quicker, some unreasonable low level mismatch, overload tourism development and management cause exterior non-economy, destroy the authenticity and integrity of heritage, and even cause unrecoverable destroy, which has threatened culture heritage more and more. All these influence, apparently, the long-term healthy development of village heritage tourism and the steady growth of social effect and economic income of village heritage sites, which arouse our careful pondering over its tourism development model.

Now, scholars have done useful studies on tourism development model in village heritage sites, and gain some academic success. But the relative research is still in its infancy. The depth and extent should be more enlarged, and theories adapted to the development of the era and deep practice-directing research is very few. So, the blindness of tourism development is very high. This dissertation is focusing on formation mechanism and evaluation of government-leading development model, take Kaiping watchtower and villages for an example. This study was undertaken to discover the interesting-parties structure and interaction mechanism, to evaluate the implementing effects of the present development model, and then explore a better government-leading development model in village heritage sites. This dissertation provides a brand new perspective for tourism development model research in the village heritage sites and is of great academic interest to the promotion of village

heritage development research. As to the phthalocyanine application, this dissertation is trying to attract more scholars and departments to pay attention to the problem of tourism development of village heritage sites. And the dissertation provides some theory bases and proposals for the government so as to promote innovation of tourism development model of village heritage sites, to promote the harmonious development in the village heritage sites, so that the heritage resources can be reasonably explored and used, and effectively protected, and realize sustainable development of village heritage sites.

There are seven chapters in this dissertation. The first chapter gives an introduction on the background, meaning and main content of this research, and points out main innovations, the research methodology, technology pathway and the cases used. The second chapter analyzes the relative theories on the government-leading development method in village heritage sites, and points out the limitation of the relative research, arrange the theories in proper order and make a summarization, and then analyzes the features of the village heritage sites, which provides a theoretical foundation for the subsequent research. The third chapter studies the main types and factors of tourism development, and features of the tourism development model in village heritage sites in our country, and points out the theoretical foundation of the government-leading development and its difficulties and weaknesses. The fourth chapter studies the formation of the government-leading development model in village heritage sites from the angle of the stakeholders. It includes the definition and categories of the stakeholders, claims and methods to realize them by the stakeholders, and analyzes the gamble of the stakeholders for their own interests. The fifth chapter makes a comprehensive evaluation of the village heritage sites government-leading development model by a fuzzy comprehensive judgment and analytic hierarchy process combined evaluation method after setting up a government-leading development model evaluation index system. The sixth chapter proposes some optimization principles and optimization mode of the government-leading development model in village heritage sites. The seventh chapter puts forward some shortage and outlook.

This dissertation has carried on helpful exploration about the following aspects:
(1) Points out the salient feature of the village heritage that distinguish it from the other kinds of heritage sites and raises the view that village heritage sites are not only club products which are non-competitive and exclusive, but also common pool

resources which are non-competitive and exclusive. (2) Divides the interested parties into core stakeholders, dormant stakeholders and marginal stakeholders from the dimension of initiative, importance and contingent by referring to the multi-dimensional segmentation approach and Mitchell score-based approach. And on that basis, the dissertation quantitatively analyzes what the core stakeholders' claim and the methods to realize them. (3) Analyzes the relationships and mechanism among the government, tourism enterprises, community residents and tourists, and discovers the formation of the government-leading development model in village heritage sites by applying the methods of game theory to establish a two-stage game model. Firstly, establish a static game model of complete information among government, community and tourist. By solving Nash Equilibrium, discuss the optimal strategies on the game among government, community and tourist, and then establish a full information dynamic game model, discuss the Nash Equilibrium of management rights between the government and tour companies. (4) From the angle of the coordination among stakeholders in village heritage sites, on the unit of recourse, economy, society and environment, according to the features of government-leading development, establish a comprehensive evaluation system for government-leading development model and evaluate the village heritage sites government-leading development model by a fuzzy comprehensive judgment and analytic hierarchy process combined evaluation method. (5) Raise a new view that the sustainable development of village heritage sites should be supported by the recourse, economy, society and environment, and establish a sustainable development system for the village heritage sites. To summarize, the research on the government-leading development model in village heritage sites must be further developed, and the future studies should improve the theoretical system of the government-leading development model in village heritage sites from many aspects.

Key words: Village heritage sites; Government-leading development model; Formation mechanism; Evaluation

目 录

第 1 章 绪 论	1
1.1 选题背景	1
1.2 研究意义	3
1.3 研究思路和研究内容	5
1.4 主要创新点	6
1.5 研究方法和技术路线	8
1.6 案例概况	10
第 2 章 研究综述与理论基础	14
2.1 研究综述	14
2.1.1 政府主导开发模式相关研究综述	14
2.1.2 村落遗产地的相关研究综述	20
2.2 理论基础	28
2.2.1 利益相关者理论	28
2.2.2 公共产品理论	29
2.2.3 新公共管理理论	31
2.2.4 治理理论	32
2.3 相关概念界定	33
2.3.1 遗产	33
2.3.2 村落遗产地	37
第 3 章 村落遗产地旅游开发模式类型	44
3.1 旅游开发模式的内涵	44
3.1.1 旅游开发模式的概念	44

3.1.2 旅游开发模式的内容与分类	45
3.1.3 旅游开发模式形成的主要影响因素	46
3.2 村落遗产地旅游开发模式的类型	47
3.2.1 政府主导开发模式	49
3.2.2 外来投资者主导开发模式	56
3.2.3 社区主导开发模式	59
第 4 章 村落遗产地政府主导开发模式形成机理	63
4.1 政府主导开发模式形成的利益相关者的界定和分类	63
4.1.1 村落遗产地利益相关者的界定	63
4.1.2 村落遗产地利益相关者的分类	66
4.2 政府主导开发模式形成的核心利益相关者利益诉求及实现	75
4.2.1 村落遗产地核心利益相关者的利益诉求	76
4.2.2 村落遗产地核心利益相关者利益诉求的实现	87
4.3 政府主导开发模式形成的核心利益相关者博弈分析	90
4.3.1 政府、社区居民与旅游者三方博弈	91
4.3.2 政府与旅游企业两方博弈	95
第 5 章 村落遗产地政府主导开发模式评价	102
5.1 评价目标	102
5.2 评价方法	102
5.2.1 评价指标体系的构建	103
5.2.2 确定指标权重	107
5.2.3 设定评语集	111
5.2.4 确定评判隶属矩阵	111
5.2.5 模糊综合评判	111
5.3 实证研究	112

5.3.1 指标权重的确立	112
5.3.2 模糊综合评价	116
5.4 评价结果分析	117
5.4.1 总体分析	117
5.4.2 子系统评价结果分析	118
第 6 章 村落遗产地政府主导开发模式优化	125
6.1 模式优化的基本目标	125
6.2 模式优化的基本原则	125
6.2.1 共生原则	125
6.2.2 利益协调原则	127
6.2.3 可持续发展原则	128
6.3 村落遗产地政府主导开发优化模式的选择	131
6.3.1 村落遗产地政府主导开发优化模式的运行机制	132
6.3.2 村落遗产地政府主导开发优化模式的运行保障	148
第 7 章 结论与展望	159
7.1 主要研究结论	159
7.2 研究不足与展望	161
附 录	163
参 考 文 献	180
攻读博士学位期间发表的论文及科研成果	193
致 谢	194

Contents

Chapter 1 Introduction	1
1.1 Selection Background	1
1.2 Research Meaning	3
1.3 Research Ideas & Research contents	5
1.4 Main Innovations	6
1.5 Research Methodology& Technology Pathway	8
1.6 Introduction to Cases	10
Chapter 2 Literature Review & Theory Foundation	14
2.1 Literature Review	14
2.1.1 Relative Resarch on Government-leading Development Model	14
2.1.2 Relative Resarch on Village Heritage Sites.....	19
2.2 Theory Foundation	28
2.2.1 Stakeholder Theory.....	28
2.2.2 Public Products Theory.....	29
2.2.3 New Public Administration Theory	31
2.2.4 Governance Theory	32
2.3 Relative Concepts	34
2.3.1 Heritage	34
2.3.2 Village Heritage Sites	38
Chapter 3 Classification of Tourism Development Model in Village Heritage Sites	44
3.1 Connotation of Tourism Development Model	44
3.1.1 Definition of Tourism Development Model	44
3.1.2 Content and Classification of Tourism Development Model	45

3.1.3	Main Factors of Tourism Development Model	46
3.2	Classification of Tourism Development Model in Village Heritage Sites	48
3.2.1	Government-leading Development Model	48
3.2.2	External Investor-leading Development Model	55
3.2.3	Community-leading Development Model	59
Chapter 4	Formation Mechanism of Government-Leading Development Model in Village Heritage Sites	63
4.1	Definition & Classification of Stakeholders in Village Heritage Sites	63
4.1.1	Definition of Stakeholders in Village Heritage Sites	63
4.1.2	Classification of Stakeholders in Village Heritage Sites	66
4.2	Claims and Implementation from Core Stakeholders in Village Heritage Sites	75
4.2.1	Claims from Core Stakeholders in Village Heritage Sites	76
4.2.2	Implementation of Claims from Core Stakeholders in Village Heritage Sites	87
4.3	Game Analysis of Core Stakeholders	91
4.3.1	Trilateral Game Relationships of Government, Local Residents and Tourists	91
4.3.2	Bilateral Game Relationships of Government and Tourism Enterprises	95
Chapter 5	Evaluation of the Government-Leading Development Model in Village Heritage Sites	102
5.1	Evaluation Aims	102
5.2	Evaluation Methodology	102
5.2.1	Establishment of Evaluation Indicators System	103
5.2.2	Weight of Indicators	107
5.2.3	Reviews Sets	111
5.2.4	Judgement Membership Matrix	111
5.2.5	Fuzzy Comprehensive Judgement	111
5.3	Empirical Research	112

5.3.1 Weight of Indicators.....	112
5.3.2 Fuzzy Comprehensive Evaluation	116
5.4 Analysis of Evaluation Results	117
5.4.1 General Analysis.....	117
5.4.2 Analysis of results of Subsystem Evaluation	118
Chapter 6 Optimization of Government-leading Development Model in Village Heritage Sites	125
6.1 Optimization Aims	125
6.2 Optimization Principles	125
6.2.1 Symbiosis Principle	125
6.2.2 Interests Coordination Principle	127
6.2.3 Sustainable Development Principle	128
6.3 Options for Government-leading Development Optimization Model in Village Heritage Sites	131
6.3.1 Operation Mechanism of Government-leading Development Optimization Model in Village Heritage Sites	132
6.3.2 Operation Guarantee of Government-leading Development Optimization Model in Village Heritage Sites	148
Chapter 7 Conclusions and & Outlook	159
7.1 Main Conclusions	159
7.2 Research Shortage & Outlook	161
Appendix	163
References	180
Acknowledgements	194

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Degree papers are in the "[Xiamen University Electronic Theses and Dissertations Database](#)". Full texts are available in the following ways:

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