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论文

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生活方式型旅游小企业的特征及研究启示

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Features of Lifestyle-oriented Small Tourism Firms and Its Implications

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摘要

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摘要

近年来, 生活方式型旅游小企业已成为国际学术界关注的热点, 西方学者对生活方式型旅游小企业的研究较为丰富, 但国内对此领域的研究极少。文章首先对生活方式型旅游小企业的概念进行了界定, 从创立动机、经营目标、信息媒介、地点选择、主体来源、经营业态、经营业主七方面揭示其特征; 其次, 指出在发达经济体和发展中/转型经济体下生活方式型旅游小企业意义和价值的差异性, 并从经济、社会、文化三方面阐释生活方式型旅游小企业对旅游目的地影响; 最后, 作者对国内外该领域现有文献进行了回顾与梳理, 并在此基础上指出了未来可能发展的走向。

关键词 : 生活方式型旅游小企业, 特征, 影响, 启示

Abstract :

Lifestyle-oriented small tourism firms (LOSTFs) have become a research focus internationally, but little work has been done on their operation in China. This paper seeks to correct this. First, we define the concept of LOSTFs and shed light on their essential characteristics by reviewing seven important aspects of their development and function; that is, motivations for their creation, their business objectives, the information media they use, their site selections, their resources, their business orientation, and their ownership. Second, we point out that there are differences in the significance and value of LOSTFs between developed economies and developing/transition economies. Third, we interpret the influence of LOSTFs on tourist destinations from the point of view of economics, society and culture. Finally, we review the literature on LOSTFs at home and abroad, and suggest development trends for this sector of the industry in the future.

Our results show that LOSTFs are different from profit-oriented small tourism firms. LOSTFs promote a unique lifestyle while profit-oriented small tourism firms pay more attention to the profits they can make. The essential difference between these firms is that they target different social groups. LOSTFs tend to promote regions that have beautiful environments and excellent infrastructure, and focus on innovative and creative tourism for wealthy visitors. In China, many retired foreigners are often involved in setting up and running LOSTFs. They often seek the same desires as their clients, that is, new experiences in a highly comfortable environment. To accomplish this, they pay more attention to suitable living environments, climate and, often, healthcare facilities; and they constantly seek ideal lifestyles and new business opportunities from a range of tourism destinations.

The creation of LOSTFs represents an intelligent choice for the tourism industry in both developed and developing/transition economies. In developed economies, they promote the importance of prioritizing family values, maintaining a healthy work and life balance, developing particular lifestyles, and improving self-satisfaction. In developing/transition economies, they persuade communities to choose an alternative lifestyle, to adopt a good social welfare system, and to improve social status. They also play a significant role in employment, in the development of economic diversification, as well as in the inheritance and protection of local culture.

However, there are some negative impacts. For example, it may be difficult to gain competitive advantage in a particular region owing to the small business scale of these enterprises. At the same time, foreigners involved in setting up LOSTFs may not be welcome by the local community and an influx of foreign tourists may have negative effects on local culture.

Our study indicates that future research on LOSTFs needs to develop more mature theories of their development and impact, as well as provide comprehensive case studies of their operation from various perspectives, methods and disciplines. Nevertheless, with the further development of the world economy, LOSTFs will increasingly become an important social, economic and cultural phenomenon for many tourists. Research on LOSTFs will thus have great significance for the tourist industry as a whole, and for the sustainable development of tourist destinations in particular.

Key words : lifestyle-oriented small tourism firms (LOSTFs) feature influence revelation

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