

# 中国地级行政区旅游市场域分析

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**摘要：**市场是区域旅游业发展的重要前提。一个地区旅游市场域的大小对该地旅游投资与开发有着重要影响。然而当前学术界对旅游地市场域的分析研究中，定性研究居多，而且缺乏不同旅游地之间市场域大小的对比研究，同时也未能明确识别出旅游地市场域范围。鉴于此，本文基于威尔逊形式的旅游引力模型，提出了旅游地市场域的概念、基本模型以及旅游地市场域识别划定标准，并结合 GIS 技术，计算了中国地级行政区的旅游市场域，并对其结果进行了分析研究。研究表明：从中国的地级行政区的角度来看，旅游地市场域范围最大的城市依次是北京、重庆和上海，而省会中心城市的旅游市场域范围相对较大。此外当前市场域能够覆盖全国的地级行政区并不多，大部分地区的旅游市场域影响范围还有限。最后本文认为积极开发优势旅游资源和改善地区的区位与交通条件对扩大市场域与促进旅游业发展有积极的作用。

**关键词：**旅游资源；旅游市场；交通；中国

## **An Analysis for Tourism Market Area of Chinese District**

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**Abstract:** The market is an important prerequisite for the development of regional tourism. The market area of a regional tourism has an important impact on the tourism investment and development. However, according to the analysis of tourism market area, most current researches about tourism market area are qualitative. Moreover, comparative study of market area between different tourist resorts is always few, and the tourism market area range cannot be clearly identified. Therefore, based on the tourism gravity model derived from Wilson<sup>1</sup> model, this paper puts forward the concept of the tourism market area, the basic model and the identification standards of the tourist market area. And combined with GIS technology, tourism market area of Chinese District is calculated, whose results are deeply analyzed and studied. The study shows

that from the view of Chinese District, the top three cities of the tourism market area is Beijing, Chongqing and Shanghai, and the tourism market area of the provincial city is relatively large. In addition, the district whose current market area can cover the whole country is relatively scarce. Meanwhile, most of the tourism market area's influence is also limited. Finally, the paper concludes that if good tourism resources are positively developed and the region's traffic conditions are further improved, it will have a positive effect on the expansion of the market area and the development of tourism.

**Key words:** tourism resources; tourism market; traffic; China