

# 中泰旅游合作：态势演变与发展反思

China-Thailand tourism cooperation: a reflection on the evolution and introspection of its cooperation



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## 引言 Introduction

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# 研究背景

## Research Background

“中泰旅游合作协定”的颁布，中泰旅游合作正式拉开序幕

The promulgation of the China-Thailand tourism cooperation agreement marks the beginning of China-Thailand tourism cooperation

1988

泰国就成为中国公民出境旅游目的地国家之一  
Thailand has become one of the destinations for Chinese citizens

1993

2016年中泰两国双向旅游人数达950万人次  
In 2016, the number of two-way tourism between China and Thailand reached 9.5 million

2016

2017年赴泰旅游的外国游客总数超过3500万人次，较2016年同期增长8.77%，其中中国游客量超过980万人次，占比最高，中国已成为泰国最大旅游客源国，中泰两国互为重要的旅游客源国和目的地。

2017

In 2017, the total number of foreign tourists to Thailand exceeded 35 million, an increase of 8.77% over the same period of 2016. The number of Chinese tourists exceeded 9.8 million, accounting for the highest proportion.



而与马来西亚、印尼、菲律宾、新加坡等国相比，中国赴泰国的出境旅游贸易效率最高，而泰国一直是中国入境旅游贸易效率值最低的国家。由此可见，中泰两国旅游合作存在一定的失衡问题与发展困境。基于此，全面系统分析中泰两国在旅游合作方面的相关问题是进一步推进两国旅游合作的基础与前提。

Compared with Malaysia, Indonesia, the Philippines, Singapore and other countries, China's outbound tourism trade to Thailand is the most efficient, while Thailand has always been the least efficient country in China's inbound tourism trade. It can be seen that the tourism cooperation between China and Thailand has some imbalance problems and development difficulties. Based on this, a comprehensive and systematic analysis of the relevant issues in the tourism cooperation between China and Thailand is the basis and prerequisite for further promoting the tourism cooperation between the two countries.

## 文献回顾

### Literature Review

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目前关于中泰旅游合作研究主要集中在旅游突发事件应急合作机制、旅游服务贸易失衡应对策略探讨、客源市场结构与客源市场特征分析、游客行为、两国旅游合作思考与展望等方面。

At present, the studies on China-Thailand tourism cooperation mainly focus on the emergency cooperation mechanism of tourism emergencies, the discussion on the imbalance response strategy of tourism service trade, the analysis of the market structure and characteristics of the tourist source market, the behavior of tourists, and the thinking and prospect of bilateral tourism cooperation.

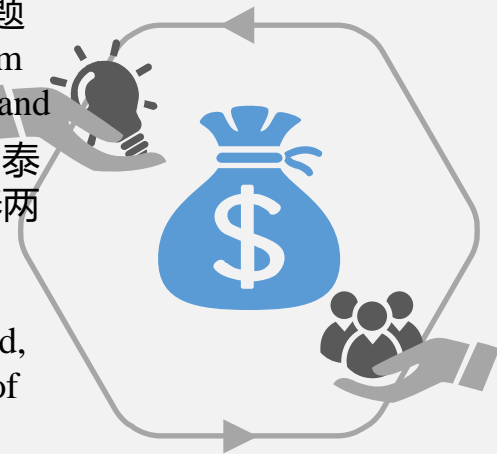
# 研究机会

Research opportunity

中泰旅游合作态势的定量测度问题  
Quantitative measurement of tourism  
cooperation between China and Thailand

有效测度中泰旅游合作联系，揭示中泰两国旅游合作的演化特征能够为中泰两国旅游合作提供借鉴与思考。

To effectively measure the tourism cooperation between China and Thailand, and to reveal the evolutionary features of the tourism cooperation between China and Thailand can provide reference and consideration for the tourism cooperation between China and Thailand.



现有研究对于合作发展方向的问题  
尚未进行很好地阐述与说明  
Existing studies have not yet  
explained the direction of  
cooperation development

中泰旅游合作的发展方向问题  
The development direction of China-  
Thailand tourism cooperation

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# 研究方法与数据来源

## Research methods and data sources

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- 研究方法 Research Method
- 数据来源 Data Sources



## Research Method- Measures of tourism cooperation

$$F_{ij} = \sqrt{T_i I_i} * \frac{\sqrt{T_j I_j}}{D_{ij}^2} \quad (1)$$

$T_i, T_j$ 分别表示*i*国和*j*国的旅游人数,  $I_i$ 和 $I_j$ 分别表示*i*国和*j*国的旅游收入,  $D_{ij}$ 表示*i*国和*j*国之间的地理距离。

$T_i$  and  $T_j$  respectively represent the number of tourists from country I and country j,  $I_i$  and  $I_j$  respectively represent the tourism income from country I and country j, and  $D_{ij}$  represents the geographical distance between country I and country j.

$$F_{ij} = K_{ij} * \sqrt{T_i I_i} * \frac{\sqrt{T_j I_j}}{GD_{ij} * ED_{ij}} \quad (2)$$

其中 $K_{ij}$ 表示*i*国/*j*国的旅游合作吸引系数,  $GD_{ij}$ 表示*i*国和*j*国之间的地理距离,  $ED_{ij}$ 表示*i*国和*j*国之间的经济距离。

$K_{ij}$  represents the attraction coefficient of tourism cooperation between country I and country j,  $GD_{ij}$  represents the geographical distance between country I and country j, and  $ED_{ij}$  represents the economic distance between country I and country j.

$$K_{ij} = \frac{SI_i}{SI_i + SI_j} \quad (3)$$

$SI_i, SI_j$ 分别表示*i*国和*j*国服务业就业人数占就业总人数的比重。

$SI_i$  and  $SI_j$  respectively represent the proportion of service sector employment in country I and country j in total employment

$GDPPC_i, GDPPC_j$ 分别表示*i*国和*j*国的人均GDP,  $GDP_i, GDP_j$ 分别表示*i*国和*j*国的GDP。

$GDPPC_i$  and  $GDPPC_j$  respectively represent the per capita GDP of country I and country j, and  $GDP_i$  and  $gpi$  respectively represent the GDP of country I and country j.

$$ED_{ij} = \frac{(GDPPC_i - GDPPC_j)^2}{GDP_i * GDP_j} \quad (4)$$

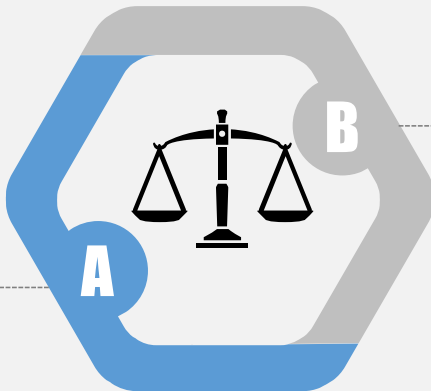
本研究中所涉及旅游人数 (T)、旅游收入 (I)、某国GDP、人均GDP、服务业就业人数占总就业人数的比重 (SI) 相关数据主要来源于世界银行的世界发展指标数据库

The data related to the number of tourists (T), tourism income (I), GDP of a country, per capita GDP, and the proportion of employment in service industry in total employment (SI) in this study are mainly from the world bank's world development index database

世界银行  
World Bank

## 数据来源

### Data Sources



### 法国CEPII数据库

French CEPII database

中泰两国之间的地理距离采用首都之间的空间距离来替代，该数据来源于法国CEPII数据库

The geographical distance between China and Thailand is replaced by the spatial distance between the capital, according to the French CEPII database

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03

## 中泰旅游合作发展态势演变

The evolution of China-Thailand tourism cooperation

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- 中泰旅游合作回顾 Review on China-Thailand tourism cooperation
- 中泰旅游合作态势演变 The development of China-Thailand tourism cooperation

表1 中泰两国旅游发展基本情况

Table 1 basic information of tourism development of China and Thailand

| 指标<br>Index | 国际旅游收入<br>(千万美元)<br>International tourism<br>revenue (Tens of millions ) |                | 国际旅游入境人数 (千<br>万人次) International<br>tourist arrivals (Tens<br>of Millions) |                | 服务业就业人数占总就业人数的比<br>重 (%) Service sector<br>employment as a percentage of<br>total employment (%) |                | 航空客运量 (千万人次)<br>Air passenger volume<br>(tens of millions) |                |
|-------------|--|----------------|---|----------------|--|----------------|--|----------------|
|             | 中国<br>China  | 泰国<br>Thailand | 中国<br>China   | 泰国<br>Thailand | 中国<br>China  | 泰国<br>Thailand | 中国<br>China  | 泰国<br>Thailand |
| 2000        | 1731.8   | 993.5          | 3.1229  | 0.9579         | 30.90  | 33.70          | 6.19   | 1.74           |
| 2001        | 1900.6   | 937.8          | 3.3167  | 1.0133         | 31.50  | 35.10          | 7.27   | 1.77           |
| 2002        | 2174.2   | 1038.8         | 3.6803  | 1.0873         | 32.00  | 34.10          | 8.37   | 1.81           |
| 2003        | 1870.7   | 1045.6         | 3.297   | 1.0082         | 32.80  | 35.30          | 8.60   | 1.66           |
| 2004        | 2775.5   | 1305.4         | 4.1761  | 1.1737         | 34.00  | 37.10          | 11.98  | 2.03           |
| 2005        | 2929.6   | 1210.3         | 4.6809  | 1.1567         | 35.60  | 37.20          | 13.67  | 1.89           |
| 2006        | 3394.9   | 1662.4         | 4.9913  | 1.3822         | 37.10  | 37.20          | 15.80  | 2.01           |
| 2007        | 3723.3   | 2062.5         | 5.472   | 1.4464         | 38.70  | 37.40          | 18.36  | 2.12           |
| 2008        | 4084.3   | 2251           | 5.3049  | 1.4584         | 39.90  | 37.90          | 19.10  | 2.00           |
| 2009        | 3967.5   | 1981.1         | 5.0875  | 1.415          | 40.70  | 40.20          | 22.91  | 1.96           |
| 2010        | 4581.4   | 2379.6         | 5.5664  | 1.5936         | 41.90  | 41.00          | 26.63  | 2.88           |
| 2011        | 4846.4   | 3092.4         | 5.7581  | 1.923          | 43.10  | 40.60          | 29.22  | 3.19           |
| 2012        | 5002.8   | 3776.6         | 5.7725  | 2.2354         | 44.20  | 39.40          | 31.85  | 3.64           |
| 2013        | 5166.4   | 4573.8         | 5.5686  | 2.6547         | 45.30  | 37.60          | 35.28  | 4.30           |
| 2014        | 4404.4   | 4204.7         | 5.5622  | 2.481          | 46.40  | 42.00          | 39.09  | 4.65           |
| 2015        | 4496.9   | 4852.7         | 5.6886  | 2.9923         | 47.30  | 42.30          | 43.62  | 5.54           |
| 2016        | 4443.2   | 5246.5         | 5.927   | 3.253          | 48.30  | 42.90          | 48.80  | 6.05           |

# 中泰旅游合作回顾-合作成效回顾

## The evolution of China-Thailand tourism cooperation-Cooperation effectiveness review

### 合作基础完善

Perfect cooperation basis

- 政策基础 Foundations of policy
- 国际交通基础 International transport infrastructure



### 合作环境良好

Good cooperation environment

- 中泰两国服务业发展趋势良好  
China and Thailand have a good service sector development trend
- 营商环境相对良好  
The business environment is relatively good

### 合作卓有成效

Fruitful cooperation

- 2016年中泰两国双向旅游人数达950万人次 In 2016, the number of two-way tourism between China and Thailand reached 9.5 million
- 2017年赴泰旅游的外国游客总数超过3500万人次，较2016年同期增长8.77%，其中中国游客量超过980万人次，占比最高，中国已成为泰国最大旅游客源国，中泰两国互为重要的旅游客源国和目的地。 In 2017, the total number of foreign tourists to Thailand exceeded 35 million, an increase of 8.77% over the same period of 2016. The number of Chinese tourists exceeded 9.8 million, accounting for the highest proportion.

# 中泰旅游合作回顾-提升之处

## The evolution of China-Thailand tourism cooperation- Something need to improve

### 合作失衡有待解决

The imbalances in co-operation need to be addressed

- 旅游服务贸易的失衡问题  
Imbalance of tourism service trade



### 合作广深度有待拓展

The scope and depth of cooperation need to be expanded

- 两国在市场监管、旅游基础设施合作、旅游安全、旅游产品等领域合作有待进一步拓宽 Cooperation between the two countries in market regulation, tourism infrastructure cooperation, tourism security and tourism products needs to be further expanded
- 两国旅游合作深度有待进一步深化 The depth of bilateral tourism cooperation needs to be further deepened

### 合作重点有待聚焦

Cooperation needs to be focused

重点应该加强旅游安全领域方面的合作  
Emphasis should be placed on strengthening cooperation in the area of tourism security

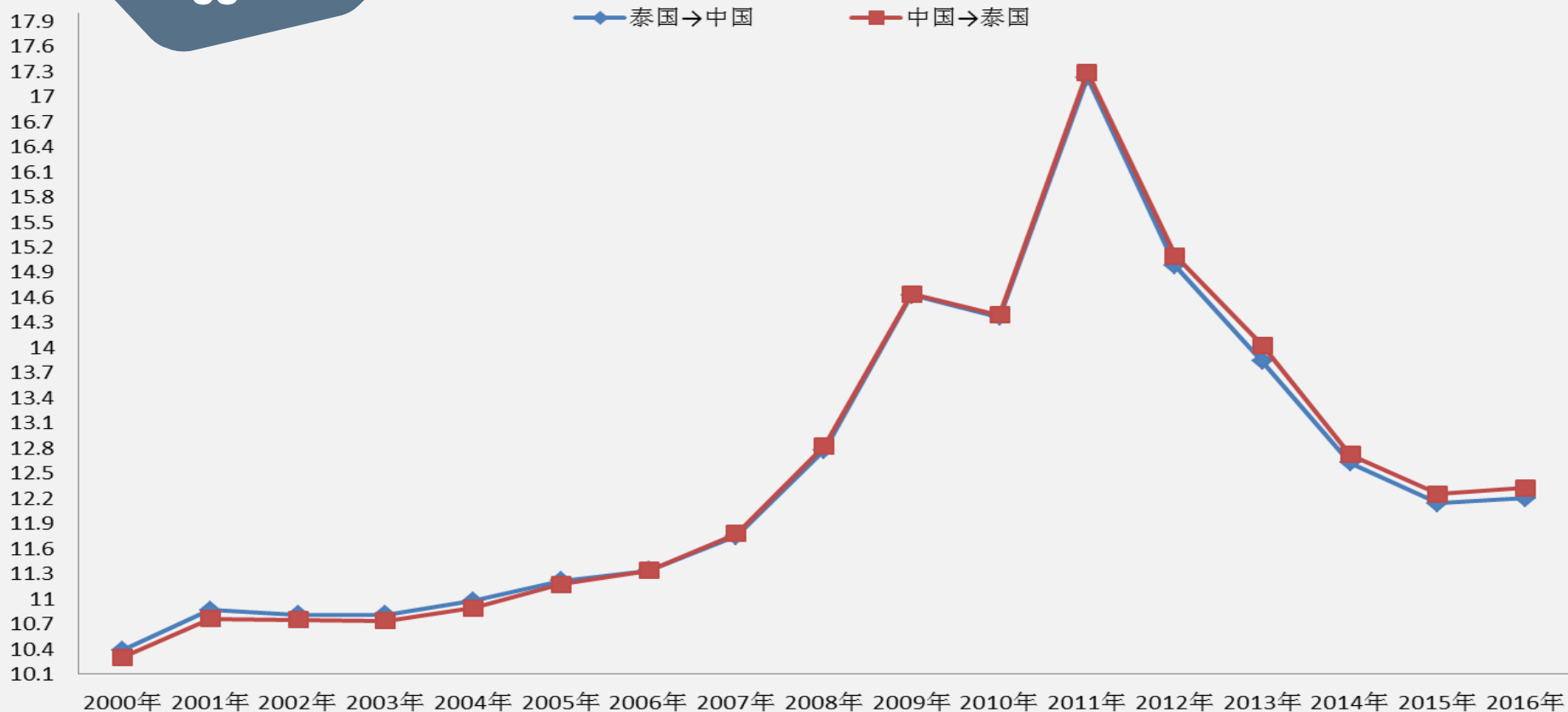


图1 中泰旅游经济合作演变态势分析

FIG. 1 analysis of the evolution of China-Thailand tourism economic cooperation

# 中泰旅游合作态势演变

## The development of China-Thailand tourism cooperation

### 快速提升期 (2007-2011年)

中泰两国旅游合作发展迅速，两国旅游合作取得长足进展 The tourism cooperation between China and Thailand has developed rapidly, and the tourism cooperation between the two countries has made great

### 缓慢增长期 (2000-2006年) progress

#### Slow growth period (2000-2006)

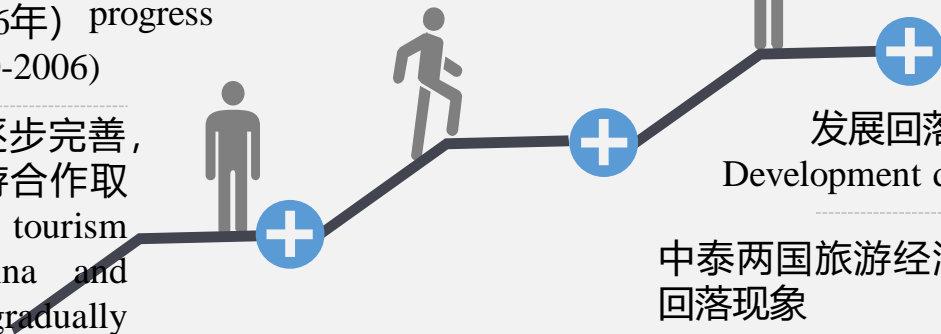
中泰两国旅游合作基础逐步完善，政策环境趋于良好，旅游合作取得一定成效 The tourism cooperation between China and Thailand has been gradually improved, the policy environment has been favorable and the tourism cooperation has achieved certain results

### 发展回落期 (2012-2016年)

#### Development downturn period (2012-2016)

中泰两国旅游经济合作联系强度出现明显的回落现象

The strength of the tourism and economic cooperation between China and Thailand has dropped significantly.





PART  
04

## 中泰旅游合作发展反思

Reflections on the development of China-Thailand tourism cooperation

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- ❑ 调整合作方向 Adjust cooperation direction
- ❑ 优化合作机制 Optimize cooperation mechanism
- ❑ 加强合作保障 Strengthening cooperation

## 调整合作方向

Adjust cooperation direction



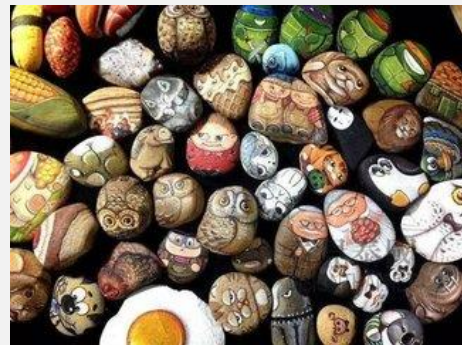
加强康养养生合作

strengthen cooperation on health and fitness



加强文创产业合作

strengthen cooperation in the cultural and creative industries



加强旅游安全合作

strengthen cooperation on tourism safety &amp; security



## 优化合作机制

### Optimize cooperation mechanism



优化多方协调机制  
Optimize the multi-party  
coordination mechanism



优化市场配置机制  
Optimize the market  
allocation mechanism



优化动态调整机制  
Optimize dynamic adjustment  
mechanism

## 优化市场配置机制 Optimize the market allocation mechanism

- 以企业为主导，集中聚力于中泰两国旅游业的优势资源与优势产品，以资本为抓手，通过企业合作的多种市场手段，实现两国优势旅游资源的对接与异地衍生；

With enterprises as the leading force, we will concentrate on the superior resources and products of the tourism industry of China and Thailand. With capital as the focus, we will realize the docking and off-site derivation of the superior tourism resources of the two countries through various market means of enterprise cooperation.

- 以生产要素为主导，以要素流动为发展理念，强化经验、资本、技术、管理、劳动力、人才等生产要素活跃流动和灵活运用，提高生产要素的流动活性；

Taking production factors as the leading factor and taking flow of factors as the development concept, we will strengthen the active and flexible use of production factors such as experience, capital, technology, management, labor force and personnel, and improve the mobility of production factors

- 以市场为主导，强化市场作用，强调市场合作，加强和扩大中泰两国市场双边流通；

Take the market as the leading role, strengthen the market role, emphasize the market cooperation, strengthen and expand the bilateral market circulation between China and Thailand

- 以资源为主导，以资源优化配置为目标，建立两国之间的合作信息网络、资源流通网络，推动资源在市场内的流通与优化配置。

With resources as the leading role and resources optimized allocation as the target, the cooperative information network and resource circulation network between the two countries should be established to promote the flow and optimal allocation of resources in the market.

## 优化多方协调机制

### Optimize the multi-party coordination mechanism

- 一方面，建立文化交流机制。应建立两地文化交流机制，完善文化交流的内容、形式等，推动文化交流进一步发展。  
On the one hand, we will establish a cultural exchange mechanism. We should establish a cultural exchange mechanism between the two countries, improve the contents and forms of cultural exchanges, and promote the further development of cultural exchanges.
- 另一方面，建立多方协调的人才交流机制。实现企业、政府、行业协会、科研机构、社团组织等优秀人才的交流合作，活用人才，共享智囊。  
On the other hand, the establishment of a multi-party coordinated personnel exchange mechanism. Enterprises, governments, industry associations, scientific research institutions, organizations and other outstanding personnel exchanges and cooperation, the active use of talents, sharing intelligence.



## 优化动态调整机制

### Optimize dynamic adjustment mechanism

- 建立中泰两国旅游合作动态优化机制。由两国政、产、学、研等各界人才组成评估团队，对两国旅游合作进展进行全面评估，衡量中泰旅游合作的广度与深度、合作内容、合作成效、合作机制等，不断修正合作方向，持续保持和不断提高合作竞争力。
- We will establish a dynamic optimization mechanism for tourism cooperation between China and Thailand. The assessment team is composed of talents from various sectors including politics, industry, education and research of the two countries to comprehensively evaluate the progress of bilateral tourism cooperation, measure the breadth and depth of China-Thailand tourism cooperation, cooperation content, cooperation results and cooperation mechanism, constantly revise the direction of cooperation, and continuously maintain and improve cooperation competitiveness.

## 加强合作保障

### Strengthening cooperation

多元并举，提升旅游便利化水平  
combine diverse efforts to improve the  
level of tourism facilitation



01

集中优势，发挥领头羊带动作用  
Focus on the advantages, play the  
leading role



02



03

全面合作，大力提升区域协同化  
work together in an all-round way to  
enhance regional cooperation



## **集中优势，发挥领头羊带动作用**

### **Focus on the advantages, play the leading role**

- **加强省域层面与泰国旅游合作的对接，形成省域层面的旅游合作“领头羊”，凸出示范效应**  
We will strengthen links between tourism cooperation at the provincial and regional levels and form a "leader" in tourism cooperation at the provincial and regional levels, highlighting the demonstration effect
- **建立旅游合作战略联盟，实现旅游发展经验共享、客源互送、合作共赢。**  
The strategic alliance of tourism cooperation will be established to share experience in the development of tourism, deliver tourists to each other and achieve win-win cooperation






## 多元并举，提升旅游便利化水平 combine diverse efforts to improve the level of tourism facilitation

- 两国可采取向游客提供旅游补贴、淡季推出廉价机票、增设航班、提升旅游基础设施水平、提升签证办理便利化水平等多种措施促进旅游业发展，积极投入国际旅游合作。

The two countries can take various measures to promote the development of tourism and actively invest in international tourism cooperation, such as providing tourists with tourism subsidies, introducing cheap air tickets in the off-season, adding more flights, improving the level of tourism infrastructure and facilitating visa processing.

- 此外，还可以开放优惠政策，吸引旅游投资，全面提升食、住、行、游、购、娱水平，提供一个良好的旅游合作环境。

In addition, preferential policies can be opened to attract tourism investment, comprehensively improve the level of food, housing, travel, tourism, shopping and entertainment, and provide a good environment for tourism cooperation.



## **全面合作，大力提升区域协同化**

### **work together in an all-round way to enhance regional cooperation**

- 丰富沿线各国旅游合作多元化水平，打破传统观光旅游合作形式，形成集康养旅游、医疗旅游、奖励旅游、研学旅行等于一体的多元旅游合作方式；构建全面旅游合作模式，实现旅游政策共商、基础设施共建、旅游客流共享、旅游信息共用等方面的全面合作，提升中泰两国协同化发展水平；建立区域间共建、共商、共享的旅游合作机制，为中泰两国旅游合作提供合作保障与发展环境。
- We will enrich the diversified levels of tourism cooperation among countries along the belt and road, break away from the traditional forms of tourism cooperation, and form a diversified tourism cooperation mode integrating health care tourism, medical tourism, incentive tourism and research tourism. We will build a comprehensive tourism cooperation model, realize comprehensive cooperation in tourism policy consultation, infrastructure construction, tourist flow sharing and tourism information sharing, and raise the level of coordinated development between China and Thailand. We will establish a mechanism for inter-regional cooperation in tourism, co-building, consultation and sharing, so as to provide an environment for cooperation and development for China-Thailand tourism cooperation.



谢谢!

Thank you!