**人民币升值对我国旅游业影响的实证分析**

人民币升值对我国旅游业影响的实证分析  
中文摘要  
本文在分析了解近年来我国旅游业发展情况和人民币汇率变化情况的基础上，基于需求理论，通过计量经济模型就人民币升值对旅游业的影响进行回归分析，得出人民币升值抑制我国入境旅游，而对出境旅游市场影响甚微的结论。指出在国民收入、国家相关政策的共同作用下，我国出境旅游处于快速发展阶段导致出入境旅游市场人次增长的不同步、旅游服务出现贸易逆差，最后就此背景下我国国际旅游发展进行了相关的思考与建议。

**关键词：需求理论，人民币升值，汇率，出入境旅游，计量经济学**  
ABSTRACT  
Analyzing the tourism industry development profile in China and the RMB Exchange Rate variation in recent years, this research bases its foundation on Demand Theory, and conducts Regression Analysis through Econometric Model for the impact the appreciation of RMB exerts on the tourism industry. It comes to a conclusion that the appreciation of RMB restrains the inbound tourism while exerting very little influence on the outbound tourism. This research indicates that by the jointly action of national income and national related policy, the rapid development of outbound tourism in China has brought about the situation of desynchronized person-time increase of inbound and outbound tourism market as well as trade deficit in tourism service industry. Eventually, some opinions and proposals are given for international tourism development of China.

Key words: demand theory, the appreciation of RMB, inbound and outbound tourism, econometrics

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