

<<北京旅游发展研究年度报告2006>>

图书基本信息

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## 前言

In 1979 China started the policy of reform and opening-up, During these thirty years of development, the tourism industry has gained valuable experiences in all phases of modernization, industrialization and marketization. However, in the early years, the real focus of the policy was to earn hard currency from the inbound tourists. Today a new strategy has been initiated to develop the three main tourist markets——inbound, outbound and domestic markets. In the early stages, the tourism management organizations integrated the needs of both the government authorities and the private entrepreneurs. The current situation is that tourism associations and commercial enterprises cooperate under the supervision of the government authorities. In the early years, the tourism operations were labor intensive with management mainly based on experience. Today's industry is driven by business innovations and supported by modern technology and capital operation. China's tourism industry not only merges gradually into the nation's economic and social strategic development system, but also plays a leading role in international tourism community.

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### 内容概要

In 1979 China started the policy of reform and opening-up, During these thirty years of development, the tourism industry has gained valuable experiences in all phases of modernization, industrialization and marketization. However, in the early years, the real focus of the policy was to earn hard currency from the inbound tourists. Today a new strategy has been initiated to develop the three main tourist markets——inbound, outbound and domestic markets.

## 作者简介

Professor Dai Bin (戴斌) has a PhD in economics and currently serves both as the President of Beijing Hospitality Institute and Vice President of the China Tourism Academy. In addition to supervising master students at Beijing International Studies University and PhD candidates at Huaqiao University, Dr. Dai works as the chief editor of Tourism Management, editor of China Tourist Hotels and is on the editorial board of the Tourism Journal. His research mainly covers tourism enterprise management and tourism industry economics. Dr. Dai has published more than 270 research papers and more than 20 monographs, textbooks and translations. He has also managed more than 50 tourism projects for the government and commercial organizations and has given over 370 speeches regarding tourism study throughout China. Professor Wang Xiangning (王向宁) currently works at Beijing International Studies University. She supervises master students at BISU. Her main areas of research are English language education, interpretation, translation and tourism management. She has authored more than 10 textbooks and translation works and managed more than 10 research projects. In 2006, the Beijing Municipal Education Committee awarded her the honor of Beijing Best University Teacher".

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章节摘录

插图：1. The Yangtze River Delta's "Barrier-Free" Cooperation Model. A. Foundation of the Yangtze River Delta regional tourism cooperation model. The Yangtze River Delta Tourism economic circle, with Shanghai as its center, supported by tourist resources rich in unique southern characteristics, modern cities, landmarks, and historical cultural heritage, with good service and convenient transportation as the basis, has been made into a most attractive economic sphere, with the largest potential development for tourism. This area takes the lead in achieving the integration of tourism resources and the matching function of tourism elements. It becomes China's largest region for tourism output; the development of its tourist industry displays boundless vigor and vitality, and it has created a picture of cooperation, with Shanghai as the center, surrounded by a mass of stars. Among the first group of excellent tourist cities in China, the Yangtze River Delta accounted for 25%, with 484 A-class tourist attractions, accounting for almost 50% of national A-class tourist attractions. By 2002, the Yangtze River Delta Region received 25% and 30% respectively of the country's overseas and domestic tourists, with total tourism income accounting for 63.4% of the nation's total revenue. On August 16, 2003, the fourth meeting of the Yangtze River Delta Urban Economic Coordination agreed on "The Yangtze River Delta Tourism Cities Cooperation Declaration" to work together to build the Yangtze River Delta into a world-class tourist destination.

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