

<<问题与思考>>

图书基本信息

书名：<<问题与思考>>

13位ISBN编号：9787563722365

10位ISBN编号：756372236X

出版时间：2011-10

出版时间：旅游教育出版社

作者：张凌云

页数：518

译者：王向宁

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<问题与思考>>

内容概要

"Issues and Exploration: Past, Present and Future of China's Tourism Development" has collected Zhang Lingyun published essays over the past 10 years. These essays explored and analyzed the development of tourism in China. Although some of the issues concerned in the essays may no longer be as salient as they once were, the problems reviewed in the essays have affected China's recent tourism development and the input offered by tourism academics regarding their solution. And some of those problems have not yet to be resolved and await input from academic, non-experts and individuals with practical experience in China's tourism industry.

<<问题与思考>>

作者简介

张凌云，男，教授，毕业于华东师范大学地理系，南开大学旅游经济学硕士。曾赴英国萨利大学访问研究。

现任北京第二外国语学院旅游发展研究院院长，兼任中国旅游研究院学术委员、中国社会科学院旅游研究中心特约研究员、《旅游学刊》特约学术委员、《旅游科学》学术委员、人大报刊复印资料《旅游管理》学术顾问、5A景区验收组特邀专家、全国旅游标准化技术委员会(SAC/TC 210)委员、全国休闲标准化技术委员会(SAC/TC 498)委员。

研究领域为旅游学基础理论、旅游经济、旅游地理、旅游目的地和旅游景区、旅游电子商务、旅游政策法规。

多年来从事旅游相关的教学与研究，主持了“北京建设中国首选旅游目的地的空间布局战略与对策研究”、“世界旅游强国内涵及指标体系”等省部级科研项目。

出版了《旅游景区景点管理》、《滑雪旅游开发与经营》、《台湾地区旅行社的经营与管理》、《共同的声音：世界旅游宣言》、《世界旅游市场分析及统计手册》、《旅游规划》、《旅游电子商务》、《饭店业国际法律实务》、《生态旅游》、《旅游业市场营销》、《旅游业法律与案例》、《饭店项目评估与可行性分析》、《旅游地理学》等二十余本专著和译著，在国内外刊物或论文集上发表论文和专业文章百余篇。

书籍目录

Common Future: Tourism Globalization and Global Tourism
Retrospect and Prospect. International Background of China's
Tourism Development
On Moderate Scale of Tourism in China
The Model of China's Tourism Industry Development
Cooperation in the Midst of Competition. Theoretical Issues
Regarding Foreign Investment in Tourism Industry
Is Tourism Really a Labor-intensive Industry?
One More Query: Is Tourism a Labor-Intensive Industry?
Discussion on Deep Reform of Travel Agency Industry
On Travel Agencies' "Development in Collectivization".
The Options and Outlets for the Reform of China's Tourism
Administrative System
The Advantages and Disadvantages of the Tourist
Attraction-Operating Companies' Going Public
On the Complexity and Irregularity of the Cyclical Changes of
Chinese Tourism Industry
A Study on the Macro Scale of Chinese Tourist Hotel Industry
A Few Theoretical Issues in Developing the Travel Agency Industry
in China
Primary Study on the Use Tax of Tourism Resources
Stagnation and Way-out: Changing China's Travel Trade
From Brokers to Suppliers= The Only Way for the Transforming and
Upgrading of China's Travel Agencies
From Foreign Exchange Earning to Balance of Payments= Review of
China's Outbound Tourism Development Strategy
An Overview of Research on China's Travel Agencies in 2006
Recommendations to Build the Wholesale and Retail System for Travel
Agencies in China
Hong Kong Disneyland and Its Possible Impact on China's Theme Park
Industry
Research on the Connotation and Index System of Building Up China's
Tourism Power
The Retrospect of China's Tourism Development in the Past 30
Years

章节摘录

In 2005 , in the Speeches on the National Tourism Conference , Shao Qiwei pointed out that during the period of the 11'th Five-Year Plan (2006 - 2010) , the tourism industry should focus on promoting the institutional reform and innovation , with the aim of perfecting the entire tourism industrial system. He also said that institutional reform and the establishment of innovation mechanism innovation were essential to improving the tourism industry's overall quality. Specifically , it includes the following aspects : The first involved deepening the enterprises' reform and accelerating the cultivation of the tourism market. Efforts needed to be made to guide and support the involvement of different tourism enterprises under different ownership and in different industries in various countries in the reorganization , transformation , and restructuring of Chinese tourism firms. These measures were aimed at establishing a presence on the world market for Chinese tourism brands and the domestic strategic enterprise groups and also boost their competitiveness. The goal was to have China's tourism firms gradually evolve into market-oriented , famous brand , and internationalized enterprises. The second aspect was promoting the industrial reform and perfecting the management system of travel agencies and tour guides. During the period of cultivating the division system of the wholesalers and agents , the travel agency industry was to make breakthroughs in the tourism business market organization network and management coverage. The entry , incentive , security , and responsibility investigation system of the tour guides was to be established and developed. The third aspect was promoting the continuous improvement of the tourism market mechanism. The fair and sound security system and benefit distribution system among various components and links of the tourism industry was to be established and improved. The tourism administration was called upon to promote the standardization of the tourism market , the rationality of market division , and the establishment of the market order for competition to form the open , competitive , and orderly environment for the development of tourism.

<<问题与思考>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>