

<<中国旅游景区管理模式研究>>

图书基本信息

书名：<<中国旅游景区管理模式研究>>

13位ISBN编号：9787563722389

10位ISBN编号：7563722386

出版时间：2011-9

出版时间：邹统钎、王向宁 旅游教育出版社 (2011-09出版)

作者：邹统钎

页数：294

译者：王向宁

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内容概要

全书以资源经济学以及体验经济学理论为基础，把旅游景区划分为遗产型景区与开发型景区，提出了中国旅游景区管理的分类管理模式与标准管理模式。

分类管理模式中又分为遗产型管理模式与体验型管理模式，前者适合遗产型景区，后者则适合开发型景区。

在标准管理模式中分为绿色、等级与示范管理。

提出了中国遗产型景区管理体制改革的“上统下放”说，即国家级以上遗产由国家集中管理，省级以下遗产管理模式相机选择。

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编辑推荐

本书为《中国旅游景区管理模式研究》(英文版), 由邹统钎所著。

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