

<<2012中国出境旅游发展研究 >>

图书基本信息

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内容概要

中国旅游研究院所著的《2012中国出境旅游发展研究报告(英文版)》着眼大规模实地调研,立足宽视角分析研究,是目前关于中国出境旅游发展最为权威,信息量最为丰富的报告。报告全面反映了中国出境旅游的影响因素、市场状况、消费特征、产业走向以及区域格局,对于境内外旅游主管部门、相关旅游企业与研究机构均具有一定参考价值。

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(2) Diversified Ways of Risk Resistance The implementation of the Interim Regulations on the Administration of Tourist Agencies and the Settling Methods of Tourist Complaints , on the one hand , ensured quality of tourism products , reduced the phenomenon of low-price group travel organized by travel agencies , and provided a basis for compensation , thus standardizing the outbound tourism market. But on the other hand , the regulations and methods were not sufficient for settling complex tourist compensation issues , and consumers were not familiar with the regulations in spite of their awareness of safeguarding their rights. Therefore , travel agencies were still confronted with remarkable risks in settling complaint and compensation issues.

Moreover , unexpected outbound emergencies had always been inevitable in travel agencies' operational risks. According to the research , the Chongqing travel agency industry developed in a diversified manner in terms of resistive modes against risks in 2011. Besides , systematic measures , i.e. taking out insurance , management procedures , contract signing and product diversification , etc. were further segmented and more caution was taken in these aspects. In terms of management procedures , plans were made in advance and group traveler's documents were submitted to the local Chinese embassy , and the tour guide made reports in a timely manner and sought help from the government and the embassy. After the travel event , travel agencies coordinated and communicated with the tourists actively. In terms of product design , travel agencies designed richer and more diversified products based on the principle of being small but professional , so as to avoid losses in certain destination markets arising from emergencies. In terms of contract signing , travel agencies strived for contract terms and conditions that were as detailed as possible , so as to avoid legal risks.

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