

<<旅游业概论>>

图书基本信息

书名：<<旅游业概论>>

13位ISBN编号：9787807208464

10位ISBN编号：7807208465

出版时间：2009-5

出版时间：吉林出版集团有限责任公司

作者：戚国华 著

页数：178

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>

## <<旅游业概论>>

### 内容概要

《旅游业概论》共有十二章，其主体可以划分为四大板块。

第一大板块是对旅游业的整体把握，包括对旅游业的基本介绍，旅游组织机构及其相互间的关系，政府在旅游业发展过程中发挥的作用，旅游业发展对于一个国家和地区的经济意义等。

在第二大板块中，本教材将从旅游消费者的角度对旅游过程进行阐述，包括旅游者的动机和表现（旅游者的动机是多方面的，甚至有一些动机连自己也没有意识到）及旅游过程中不同交通方式的特点等。

在第三大板块中，本教材将从旅游从业者的角度来描述旅游管理及其服务，包括旅游组织的实务运作，旅游业的营销体制，旅游机构的特点及其职能等。

在本教材的最后，也就是第四板块，将探讨旅游业对环境和社会的影响，旅游业的发展可能会带来一定的环境和社会问题，如果处理不好，这不仅危及旅游业自身的健康、协调和可持续发展，也会损害社会整体乃至全人类共同的利益，因此，有必要专辟一章进行分析论述。

## 书籍目录

Chapter 1 An Introduction to Tourism 1.1 Tourism Definitions 1.1.1 Towards an Agreed Definition 1.1.2 Categories of Tourists 1.1.3 Categories of Tourism 1.1.4 Other Working Definitions in Travel and Tourism 1.2 The Tourism Industry and Its Products 1.2.1 Classification of the Tourism Industry 1.2.2 Characteristics of the Tour 1.2.3 Characteristics of the Tourism Products 1.3 The History of Tourism 1.3.1 Travel in the Middle Ages 1.3.2 Travel from the Seventeenth to Nineteenth Centuries 1.3.3 Travel in the Twentieth Century 1.4 The Challenges of the Twenty-First Century

Chapter 2 The Structure and Role of Public Sector Tourism 2.1 The Nature of Public Sector Involvement in Tourism 2.1.1 Reasons for Public Sector Involvement 2.1.2 Public Sector Roles and Functions 2.2 The Goals of Tourism Policy 2.2.1 Tourism Goals 2.2.2 Constraints 2.3 Tourism Legislation and Regulations

Chapter 3 The Distribution Channels and Organizations of the Tourism Industry 3.1 The Tourism Channel of Distribution 3.1.1 The Producer 3.1.2 The Intermediaries 3.1.3 The Support Services 3.2 Tourism Organizations 3.2.1 Sectoral Organizations 3.2.2 Destination Organizations 3.2.3 Tourism Organizations 3.3 Integration in the Tourism Industry 3.3.1 Horizontal Integration 3.3.2 Vertical Integration 3.3.3 The Result of Integration

Chapter 4 The Economics of Tourism 4.1 Economics of Tourism 4.2 Overview of the Global Tourism Industry 4.2.1 Development Status and the International Tourist Market 4.2.2 Overview of Development in Major Countries and Regions 4.3 Overview of the China Tourism Economy 4.3.1 Present Situation 4.3.2 Overview of Development in Major Countries and Region 4.4 Economic Impact of Tourism 4.4.1 Negative Economic Impact from Tourism 4.4.2 How Tourism Contributes to Economic Development

Chapter 5 Tourist Motivation and Behavior 5.1 Importance of Motivation 5.2 Factors Influencing Motivation 5.2.1 Internal Driving Forces 5.2.2 External Influencing Factors 5.3 Motivators and Facilitators 5.4 The Consumer Buying Process

Chapter 6 Transport for Tourism 6.1 The Role of Transport 6.2 Defining Transport 6.3 Transport System 6.4 Transport Modes 6.5 Aviation Transportation 6.5.1 The Organization of Air Transport 6.5.2 Airline Services 6.5.3 Freedom of the Air 6.6 Maritime Transportation 6.7 Rail Transportation 6.8 Road Transportation

Chapter 7 The Hospitality Sector: Accommodation and Catering Services 7.1 The Characteristic of the Accommodation 7.1.1 Definition 7.1.2 Characteristics 7.2 Ownership in the Accommodation Sector 7.2.1 Individual Ownership 7.2.2 Franchises 7.2.3 Management Contract 7.3 Management Practices in the Accommodation Sector 7.3.1 Rooms Department 7.3.2 Security 7.3.3 Engineering 7.3.4 Food and Beverage Department 7.3.5 Marketing and Sales Department 7.3.6 Accounting Department 7.3.7 General Manager 7.4 Classifying and Grading Accommodations 7.4.1 Classified by a Star System 7.4.2 Quality of Facilities and Services 7.4.3 Classification of Hotels 7.5 The Nature of the Demand for Accommodations 7.5.1 Some Characteristics of the Hotel Product 7.6 Location of Lodging Facilities 7.7 Careers in the Accommodation Sector

Chapter 8 Visitor Attractions 8.1 Definition 8.2 Characteristics 8.2.1 Rigidity of Attractions 8.2.2 Instability of Demand 8.2.3 Elasticity of Demand 8.2.4 Seasonality of Demand 8.2.5 Competition 8.2.6 Distribution 8.2.7 Other Special Characteristics 8.3 Classification of Visitor Attractions 8.3.1 Ownership 8.3.2 Primary and Secondary Attractions 8.3.3 Catchment area 8.3.4 Visitor Numbers 8.3.5 Location 8.3.6 Size 8.4 The Impact of Attractions 8.4.1 Economic Impact 8.4.2 Environmental Impact 8.4.3 Socio-cultural Impact

Chapter 9 Tour Operation 9.1 The Role of Tour Operator 9.2 Specialized Roles of Tour Operator 9.3 Tour operator and Airline 9.4 Tour Operators and Hotels 9.5 Nature of Tour Operation 9.6 Factors Affecting New Destinations 9.7 Categories of Transport 9.8 Types of Contract with Transport 9.9 Categories of Accommodation 9.10 Contract Type with Accommodation 9.11 Main Marketing Tools 9.12 Methods of Reservation

Chapter 10 Travel Retailing 10.1 The Role of Travel Agents 10.2 Setting up and Running a Travel Agency 10.3 Travel Agency Skills and Competences 10.3.1 Customer Contact Skills 10.3.2 The Sales Sequence 10.4 The Future of Travel Retailing

Chapter 11 Ancillary Tourism Services 11.1 Services to the Tourist 11.1.1 Guide/Courier Services 11.1.2 The Role of the Animateur 11.2 Financial Services 11.2.1 Insurance 11.2.2 Foreign Exchange Transactions 11.2.3 Incentive Travel Vouchers 11.2.4 Duty-Free Shopping 11.3 Services to the Supplier 11.3.1 Education and Training 11.3.2 The Trade Press 11.3.3 Marketing Services 11.3.4 General Marketing Consultants 11.3.5 Representative Agencies 11.3.6 Advertising and Promotional Agencies 11.3.7 Microprocessor Organizations

Chapter 12 The Social and Environmental Impact of Tourism 12.1 The

Environmental Effects of Tourism12.1.1 Depletion of Natural Resources12.1.2 Pollution12.1.3 Problems of  
Erosion12.1.4 The Tourism Danger to Flora and Fauna12.3 Managing Sustainable Tourism12.4 The  
Socio-Cultural Effects of Tourism12.5 Managing the Social Impact of Tourism

<<旅游业概论>>

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>