

<<旅行社管理比较研究>>

图书基本信息

书名：<<旅行社管理比较研究>>

13位ISBN编号：9787563718962

10位ISBN编号：7563718966

出版时间：2010-1

出版时间：旅游教育出版社

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页数：443

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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. In 2008, in spite of the impact of the worldwide financial crises, China achieved remarkable tourism records of 131 million inbound tourists, 45.84 million outbound tourists and 1.712 billion domestic tourists.

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内容概要

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作者简介

Prof. Du Jiang (杜江) has a PhD in economics and is now the Deputy General Director of China National Tourism Administration and President of the China Tourism Academy. A veteran researcher and a prolific academic writer in tourism operations and management, Dr. Du also holds academic advisor positions at the national and ministerial levels. He is on the editorial board of The Asia Pacific' Journal of Tourism and Tourism Marketing Research.

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插图：Fifth, comparison scope immeasurability means that the language classification structure used during investigations is based on the researchers' assumption (s) . The essence of things is also based on their theoretical supposition. According to Khun, geometric objects can be compared because geometry has a universal method. But in a comparative study of liberal arts, no such universal "geometry method" exists. Every researcher applies his/her own "geometry method" somewhat differently from other researchers. And every such "geometry method" follows the same research logic of geometry with its own independent axiom (s) and theorem system. Every researcher of liberal arts set up a certain core conception as the seed conception of essential definition, on the basis of which they establish a frame conception to explain the compared objects and build a link among them. Sixth, seeking identity should be the foundation of a comparative study and producing new identity should be its basic purpose. This means that an innovative comparative study involves seeking differences, rather than seeking identity without any differences. It is often possible to conclude in advance that one of the two objects under comparative study is more advanced in terms of efficiency or fairness during its development. This does not follow that the researchers allow the other objects to be modeled after the advanced object (s) or take it as a universal template with which to renovate the other objects. The right approach should instead emphasize the individuality of different objects, even while using the advanced object as reference. This approach is mandated by both the development of comparative study and the diversified development needs of the objects studied.

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编辑推荐

《旅行社管理比较研究(英文版)》：中国旅游学术推广文丛

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