

<<中国出境旅游发展研究报告2011>>

图书基本信息

书名：<<中国出境旅游发展研究报告2011>>

13位ISBN编号：9787563721320

10位ISBN编号：7563721320

出版时间：2011-3

出版时间：旅游教育出版社

作者：中国旅游研究院

页数：216

字数：182000

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## 内容概要

In 2010, China leapt to become the world's third largest inbound tourist host-country and Asia's largest outbound tourist source-country, with a per capita trip rate of 1.5 times, and a direct employment of 13.5 million people. Tourism consumption contributed over 10% of the total society, and the tourism industry showed its growing and positive role in China's economic and social development.

书籍目录

Chapter One An Overview of the Development of China's Outbound Tourism in 2010

Section I :The Main Features of China's Outbound Tourism Market in 2010

1.1 The outbound tourism market expanded significantly due to continuous improvement of the macro environment

1.2 Outbound tourism destinations remained steady with small changes and the travel to Taiwan continued to heat up

1.3 Obviously promoted by shopping, consumption grew on a large-scale

1.4 The market characteristics of aging emerged and the Internet served as a major channel for information and reservations

1.5 Outbound tourist satisfaction has improved significantly compared with 2009

Section II :Main Features of the Business Operation of Outbound Tourism in 2010

2.1 The scale of outbound travel agencies remained in stable condition, and their business operation remained outstanding

2.2 A national market speeds up to take shape, and region-wide competition accelerates the market evolution

2.3 Substantial progress has been made in opening up to foreign travel agencies, and domestic travel agencies will improve quality through orderly competition

2.4 The entrusted-agent system is being orderly implemented on the base of pilot experiments throughout the country, which will quicken the pace of the changing industrial development mode

2.5 The tourism industry chain extension is being accelerated, and group development boosts the differentiation of the strong and the weak

Chapter Two Environmental Analysis of China Outbound Tourism Market in 2010

Section I : Impact of Domestic Environment

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Chapter Three Operating Characteristics of China Outbound Tourism Industry in 2010

Chapter Four Market Structure and Consumption Characteristics of China Outbound Tourism in 2010

Chapter Five Researching on Major Tourist Source Markets

Chapter Six Development Trends and Recommendations for China's Outbound Tourism in 2011

章节摘录

版权页：插图：（4）"Going out" proceeds slowly  
In light of Beijing, "going out" still proceeds slowly. One important constraint has been the lack of understanding about destination countries and personnel qualified to work in a foreign environment. Moreover, joint venture travel agencies in destination countries have resource advantages. This means direct competition against those travel agencies. In addition, tourist sources are affected by external factors. Overseas Subsidiaries face uncertainties in business volume. Therefore, travel agencies prefer strategic cooperation with travel groups in destination countries to reduce risks of bridging by capital.

1.4.3.2 Basic Tendency of the Industry in Beijing（1）Accelerated development of self-guided outbound tours  
Beijing Hua Yuan International Travel Co., Ltd. states that some of package tourists are choosing semi-self-guided tourists now. This lays the foundation for the complete transition to self-guided tourism in the future. Self-guided Taiwan tours may become a new market niche for the outbound tourism markets. Better communication between mainland tourists and Taiwan residents and greater awareness of Taiwan add to tourists' growing demand for self-guided tours.

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