

<<问题与思考>>

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内容概要

"Issues and Exploration: Past, Present and Future of China's Tourism Development" has collected Zhang Lingyun published essays over the past 10 years. These essays explored and analyzed the development of tourism in China. Although some of the issues concerned in the essays may no longer be as salient as they once were, the problems reviewed in the essays have affected China's recent tourism development and the input offered by tourism academics regarding their solution. And some of those problems have not yet to be resolved and await input from academic, non-experts and individuals with practical experience in China's tourism industry.

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### 作者简介

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现任北京第二外国语学院旅游发展研究院院长，兼任中国旅游研究院学术委员、中国社会科学院旅游研究中心特约研究员、《旅游学刊》特约学术委员、《旅游科学》学术委员、人大报刊复印资料《旅游管理》学术顾问、5A景区验收组特邀专家、全国旅游标准化技术委员会(SAC/TC 210)委员、全国休闲标准化技术委员会(SAC/TC 498)委员。

研究领域为旅游学基础理论、旅游经济、旅游地理、旅游目的地和旅游景区、旅游电子商务、旅游政策法规。

多年来从事旅游相关的教学与研究，主持了“北京建设中国首选旅游目的地的空间布局战略与对策研究”、“世界旅游强国内涵及指标体系”等省部级科研项目。

出版了《旅游景区景点管理》、《滑雪旅游开发与经营》、《台湾地区旅行社的经营与管理》、《共同的声音：世界旅游宣言》、《世界旅游市场分析及统计手册》、《旅游规划》、《旅游电子商务》、《饭店业国际法律实务》、《生态旅游》、《旅游业市场营销》、《旅游业法律与案例》、《饭店项目评估与可行性分析》、《旅游地理学》等二十余本专著和译著，在国内外刊物或论文集上发表论文和专业文章百余篇。

书籍目录

Common Future: Tourism Globalization and Global Tourism  
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## 章节摘录

In 2005 , in the Speeches on the National Tourism Conference , Shao Qiwei pointed out that during the period of the 11'th Five-Year Plan ( 2006 - 2010 ) , the tourism industry should focus on promoting the institutional reform and innovation , with the aim of perfecting the entire tourism industrial system. He also said that institutional reform and the establishment of innovation mechanism innovation were essential to improving the tourism industry's overall quality. Specifically , it includes the following aspects : The first involved deepening the enterprises' reform and accelerating the cultivation of the tourism market. Efforts needed to be made to guide and support the involvement of different tourism enterprises under different ownership and in different industries in various countries in the reorganization , transformation , and restructuring of Chinese tourism firms. These measures were aimed at establishing a presence on the world market for Chinese tourism brands and the domestic strategic enterprise groups and also boost their competitiveness. The goal was to have China's tourism firms gradually evolve into market-oriented , famous brand , and internationalized enterprises. The second aspect was promoting the industrial reform and perfecting the management system of travel agencies and tour guides. During the period of cultivating the division system of the wholesalers and agents , the travel agency industry was to make breakthroughs in the tourism business market organization network and management coverage. The entry , incentive , security , and responsibility investigation system of the tour guides was to be established and developed. The third aspect was promoting the continuous improvement of the tourism market mechanism. The fair and sound security system and benefit distribution system among various components and links of the tourism industry was to be established and improved. The tourism administration was called upon to promote the standardization of the tourism market , the rationality of market division , and the establishment of the market order for competition to form the open , competitive , and orderly environment for the development of tourism. ....

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