

<<旅游经济学原理>>

图书基本信息

书名：<<旅游经济学原理>>

13位ISBN编号：9787563722464

10位ISBN编号：7563722467

出版时间：2011-11

出版时间：旅游教育出版社

作者：张辉，厉新建 编著，王向宁，袁笠菱，王元歌 译

页数：318

译者：王向宁

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>

<<旅游经济学原理>>

内容概要

"Tourism Economics" authors Zhang Hui, Li Xinjian hope that this project will introduce Chinese tourism scholars' research achievements to the tourism scholars in other countries. We also expect, to follow up with more frequent and larger scale academic exchange between the Chinese tourism scholars and the international experts. More academic exchanges and cooperation between China and other nations will promote further communication and strategic collaboration in the tourism industry.

<<旅游经济学原理>>

作者简介

北京大学经济学院环境资源与发展经济学系讲师。  
1998年毕业于南开大学经济学系，获经济学学士学位；2000年考入北京大学城市与环境学系；2005年6月获北京大学理学博士学位。  
2005年7月进入北京大学应用经济学博士后流动站从事学术科研工作，2007年4月出站留校任教。  
在《中国工业经济》、《管理世界》等期刊已发表各类学术论文二十余篇，出版著作1部，合著或参编著作5部，参与译著1部。  
主持和参与国内外各类横纵向课题42项。  
厉新建，博士，北京第二外国语学院旅游管理学院副教授，中国旅游协会教育分会副秘书长、中国休闲产业联盟理事。  
主要从事旅游经济发展战略、旅游景区经营与管理、休闲产业经济、出境旅游与跨国经营等方面的研究。  
曾获国家旅游局优秀旅游学术成果一等奖(2010)、第九届北京市哲学社会科学优秀成果奖二等奖(2006)、国家商务部“十一五”规划征文一等奖(2005)等多项奖励，多次接受中央电视台、北京电视台、中国日报等等相关媒体的采访。

书籍目录

- Chapter 1 Objects of Tourism Economics Research
  - Section 1 Formation of Tourism Economics
  - Section 2 Study Objects.of Tourism Economics
  - Section 3 Research Method and Scope
- Chapter 2 Tourism and Tourism Economy
  - Section 1 Tourism Phenomena
  - Section 2 Basic Pattern of World Tourism Development
  - Section 3 Primary Nature of Tourism Economy
  - Section 4 General Types of Tourism Activities
- Chapter 3 Tourism Destination and Tourism Supply
  - Section 1 Tourism Resource and Tourism Attraction
  - Section 2 The Formation of Tourism Destination
  - Section 3 Supply Capacity of Tourism Destination
  - Section 4 Location and Capacity of Tourism Destination
  - Section 5 Short-term Economic Fluctuations in Tourism Destinations
- Chapter 4 Tourism Demand and Tourist Source Place
  - Section 1 Theoretical Study on Tourism Demand
  - Section 2 Time Element to Tourism Demand
  - Section 3 Principle of Tourism Demand
  - Section 4 Policy-making of Tourism Consumption
  - ~ Section 5 Measurement Indexes of Tourism Demand
  - Section 6 Tourism Traveler Source
- Chapter 5 Tourism Junctions
  - Section 1 Transportation and Tourism
  - Section 2 Tourist Organization
  - Section 3 Contractual Relationship in Tourism
- Chapter 6 Tourism Industry
  - Section 1 The Formation of Tourism Industry
  - Section 2 Tourism Economic Development Model
  - Section 3 Tourism Industry Development Strategy
  - Section 4 The Structure of Tourism Industry
- Chapter 7 Market Structure and Market Behavior of Tourism Industry
  - Section 1 Market Structure of Travel Agency Industry
  - Section 2 Market Structure of Hotel Industry
  - Section 3 Market Behavior of Tourism Enterprises
- Chapter 8 Integrated Operation of Tourism Enterprises
  - Section 1 Reasons for Vertical Integration of Tourism Enterprises
  - Section 2 The Forms of Vertical Integration of Tourism Enterprises
  - Section 3 The Transverse Integration of Tourism Enterprises
- Chapter 9 Transnational Operation of Tourism Enterprises
  - Section 1 Theoretical Analysis of Tourism Enterprises'

Transnational Operation

Section 2 Transnational Operation and Internationalization of Tourism Activity

Section 3 Globalization of Tourism Economy

Chapter 10 Government and Market in the Tourism Industry's Growth

Section 1 Drawbacks of the Market

Section 2 Government Intervention and Market Failure

Section 3 Tourism Regulation

Section 4 Tourism Industry Management

Section 5 Tourism Industrial Policy

Chapter 11 The Effects and Benefits of Tourism Economy

Section 1 The Qualitative Analysis of the Tourism Economy's Effects

Section 2 Tourism Multipliers and Tourism Satellite Account

Section 3 China's Research on the Measurement of the Tourism Economy's Impact

Section 4 Concept and Measurement of the Benefits of Tourism Economy

## 章节摘录

From the economic view , the choices of two different industry models are determined by a country's socio-economic development level at a certain point in time. The analysis of the relationship between the tourism economy and national economy shows that the advanced and extended tourism development models are two different choices under the different economic conditions. The choice of these models has a certain objective necessity. At the same time , the operational environment and economic characteristics of two tourism development models clearly have significant differences. Because the advanced tourism development model is built on the lower level of national economy , it does not build up the tourism economy to benefit the tourism industry , but instead focuses on tourism economy's spillover benefits. It seeks to take advantage of the comprehensive characteristics of tourism economy and boost the development of other relevant industries through the tourism industry's high-intensity economic input ( i. e. mainly international tourism ) . So , in this tourism development model , the role of the tourism industry is not only to obtain foreign exchange and return currency for the economic development , but to become the starting point for economic take-off. Moreover , because this tourism development model is built on the basis of high economic input , the tourism industry does not have the characteristic of "less investment for quick and high return" in the early stage and medium-term of the development of tourism economy. On the contrary , the extended tourism development model is established on the higher level of national economy. The development of the tourism industry is not the requirement of economic construction , but the requirement of the consumers , and so this tourism development model does not pursue the spillover benefits of tourism economy , but pursues the internal economic benefits of the tourism industry.

In this tourism development model , the development of tourism economy does not require more economic investment and its industries are enjoying the economic nature of "less investment for quick and high return". In addition , the extended industry development model has the comparative advantages of industrial expansion in the process of international expansion of tourism industry. ....

<<旅游经济学原理>>

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>