

<<旅游业概论>>

图书基本信息

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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。

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