

<<旅游危机管理研究>>

图书基本信息

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作者：谷慧敏

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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.

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### 内容概要

《旅游危机管理研究（英文版）》内容包括旅游危机管理理论研究、旅游与危机、突发性危机对旅游业的冲击、激活旅游市场机制、我国旅游业危机冲击与激活市场的实证研究——以SARS为例、国外针对突发性危机冲击与激活旅游市场的实证研究、我国旅游业应对未来突发性危机的对策建议。《旅游危机管理研究（英文版）》是原书的英文版，有利于国外同行了解中国旅游研究的成果。

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### 作者简介

谷慧敏，教授，经济学博士，北京第二外国语学院旅游管理学院副院长，中瑞酒店管理学院（筹）副院长，中国饭店产业研究中心主任。

《Tourism Management》（英国）、《Journal of Travel Research》（美国）、《旅游管理》编委，亚太旅游协会（APTA）成员，澳大利亚旅游与酒店教育国际中心专家委员会成员，国际饭店、餐馆、机构性教育理事会（I-CHRIE）成员，美国休斯敦大学希尔顿饭店管理学院高级访问学者，并参与国内外多家著名饭店集团工作。

主要著作《饭店管理理论与应用研究》、《国外著名饭店集团管理精要》、《旅游市场营销》等。

在《Cornell Quarterly Hotel & Restaurant Administration》、《Journal of Vacation Marketing》等杂志发表多篇学术论文。

主持和参与北京市哲学社会科学规划项目·北京市教委人文社会科学研究计划等课题，并获北京市哲学社会科学优秀成果奖。

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## 章节摘录

插图：Image or reputation is the abstract copy of a thing in the mind of an individual. In the standard game theory of reputations, the conclusion that "reputation can strengthen a promise" is a milestone. In their works on sequential equilibrium in the game theory, Kreps (1990) described the reputation of the economic subject as a kind of "cognition", that is, under the asymmetric conditions, one party keeps updating to include the information delivered during the repeated games between the game players. On the other hand, the establishment of the reputation does not need direct contact with the participants in the game. For example, A could deduce B's behavioral pattern and fondness features by the interaction between B and C. He argued that reputation was the intangible capital for long-term survival (Kreps, 1990). According to the theory of trading reputation, typically that by Tadelis (1998), reputation is the intangible asset of enterprises, but is attached to and embodied in the name of the enterprise. Tadelis (1998) identified two kinds of reputation effects: Reputation Maintenance Effect and Reputation Start-up Effect. The former indicates that good enterprises generally tend to maintain their reputation more than the poor, and can benefit from it, which in turn encourages them to invest more into good reputation maintenance. In addition, it is easier for good enterprises (having more strength and competence) to keep their reputations than the poor. The latter implies that it is easier for good enterprises to establish their reputations than the poor, therefore, they under-estimate the ease of acquiring an existing good name (reputation) that is being assessed by the poorer enterprises in the market place. The Theory of Reputation Information regards reputation as information reflecting the historical record and characteristics (utility function) of a participant. The exchange, spread, shaping of reputation flow, reputation system and network of reputation information become the mechanism of information display, efficiently restricting its distortion, and contributing to increasing trading transparency and reducing costs involved in such trading. Shenkar and Yuchtman-Yaar indicated that reputation was the result of operations of the social mechanism, under which various stakeholders "can be regarded as members of the network, connecting with each other at different distances". According to Berger, reputation results from the oral communication of consumers.

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