

《2012中国出境旅游发展研究薄

图书基本信息

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内容概要

本书是《中国出境旅游发展研究报告2012》的英文版，主要对2011年的出境旅游市场进行了总结和回顾，对2012年的出境市场状况进行了展望。本书对向外国推荐中国出境旅游市场具有积极的意义，是我国旅游研究走向国际化的表现。

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(2) Diversified Ways of Risk Resistance The implementation of the Interim Regulations on the Administration of Tourist Agencies and the Settling Methods of Tourist Complaints , on the one hand , ensured quality of tourism products , reduced the phenomenon of low-price group travel organized by travel agencies , and provided a basis for compensation , thus standardizing the outbound tourism market. But on the other hand , the regulations and methods were not sufficient for settling complex tourist compensation issues , and consumers were not familiar with the regulations in spite of their awareness of safeguarding their rights. Therefore , travel agencies were still confronted with remarkable risks in settling complaint and compensation issues.

Moreover , unexpected outbound emergencies had always been inevitable in travel agencies' operational risks. According to the research , the Chongqing travel agency industry developed in a diversified manner in terms of resistive modes against risks in 2011. Besides , systematic measures , i.e. taking out insurance , management procedures , contract signing and product diversification , etc. were further segmented and more caution was taken in these aspects. In terms of management procedures , plans were made in advance and group traveler's documents were submitted to the local Chinese embassy , and the tour guide made reports in a timely manner and sought help from the government and the embassy. After the travel event , travel agencies coordinated and communicated with the tourists actively. In terms of product design , travel agencies designed richer and more diversified products based on the principle of being small but professional , so as to avoid losses in certain destination markets arising from emergencies. In terms of contract signing , travel agencies strived for contract terms and conditions that were as detailed as possible , so as to avoid legal risks.

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