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何忠诚 著 广东旅游出版社

二十一世纪
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前 言

旅行社是旅游业三大支柱之一，是旅游活动的组织者，在我国旅游业中处于“龙头”地位。近年来，随着我国旅游事业的迅猛发展，旅行社业无论数量还是规模都不断扩大，市场竞争日益激烈。我国已正式加入 WTO，从事旅行社经营管理者、从业人员以及在旅游院校专业学习的学生，都迫切需要旅行社经营管理的理论和操作方法以应对挑战。

为此，本人根据多年教学工作积累的资料，并参阅了大量的国内外专家、学者的观点和著作，博采众家之长，力求把最新的研究成果和先进的旅行社经营管理理论介绍给读者。

本书共分十章。在每一章的后面都附有“案例”和“复习与思考”，希望通过案例使读者对内容的理解更深刻，突出其实用性及实践性，并引起读者的思考。

本书在编写过程中，得到了出版社和编委会有关专家的热情帮助和指导，在此表示衷心的感谢。辽宁师范大学旅游管理学院院长杨英杰教授，以及张汉伟、刘洋、宋书楠、王艳等都给予大力支持和积极的帮助，在此一并表示感谢。另外，特别需要指出的是，本书参考和借鉴了许多专家、学者的观点和著作，在此向这些作者（见书后参考书目）表示敬意和衷心的感谢。

由于水平有限，时间匆促，书中疏漏和不当之处，敬请广大读者指正。

作者

2002年1月于大连

PREFACE

Travel agency, the organizer of tourism industry, one of the three fundamental tourism sectors and has the first—class status in China tourism industry. With the development of tourism industry, the travel agencies in China are souring, accumulating in number and competing roughly in the market. Since China's entry into WTO, the operating manager, employees in travel agencies and students in Institute of Tourism have been in urgent need for the theory and practice of management of travel agency's operation in order to cope with the coming challenges.

Therefore, with the accumulated practices in many years' teaching and reference to a lot of experts and scholars views and works in the domestic and foreign, I strive to introduce the latest research achievements and advanced operating theory for travel agency to readers.

The book has 10 chapters. Every chapter has "Analysis" and "reviewing and understanding". It is the author's hope that through practices the readers can grasp the theory and provoke the reader's thinking.

In the course of writing, help and advice were freely given by a number of concerned experts of press and writing group. I wish, therefore, to express my special gratefulness to all these colleague. I also thank for attention and handfull support from Mr Yang Yingjie, the master and professor of Institute of Tourism Management in Liaoning

Teacher's University, Mr Zhang Hanwei, Ms Liu Yang, Ms Song Shunang, Ms Wang Yan. Particularly, a certain number of views and works of experts and scholars were used for references. Finally deep credit and heartfelt gratitude to all of them.

Author
Dalian
January. 2002

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