

<<旅游经济学>>

图书基本信息

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前言

The tourism industry is a global giant which provides services to travelers while also providing opportunities to earn income through useful employment and productive investment. I have written this book to help students use the basic methods of micro-economics to understand what is happening in this important and growing industry. I have been teaching an undergraduate course on the economics of tourism for many years, but I have not found a textbook that could support my undergraduate course on applying mainstream microeconomic analysis to tourism. This book is intended to fill a gap that I see in the array of tourism texts. For many decades economists have been working on various aspects of tourism. Most notably, economists have studied the airline industry, first examining its regulation and then following the path of the deregulated industry. This large body of work has provided important analysis that students can benefit from. Also, a small industry of researchers applies economic impact analysis to tourism. Other areas of tourism have lacked this depth of attention from economists, but I try to show that much work applied elsewhere has useful applications to tourism. This book shows, for example, that the Nobel-Prize-winning work of George Akerlof, Ronald Coase, and Wassily Leontief is useful for understanding tourism. It also shows how simple concepts and methods that economists have usefully applied to the study of the information industry are equally useful in understanding the behavior of tourism firms. One of the most important areas where students can improve their insights into tourism firm behavior is pricing. Here some simple economic analysis can clearly show how a firm with different kinds of customers and a capacity constraint chooses a price for each kind of customer to maximize profits. This fairly simple economic analysis is important for understanding pricing in tourism, especially for hotels and airlines. This book is aimed primarily at advanced undergraduates in hospitality and tourism degree programs, but it may also be useful for students in graduate hospitality and tourism programs and undergraduate programs in business and economics. This book is primarily intended as the basis for a course on the economics of tourism, but it could also serve as a resource for other courses in tourism, hospitality management, and other areas of travel and tourism. !

I am also hopeful that it will stimulate economics of tourism course offerings in many programs that do not offer them now.

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内容概要

本书根据现代市场经济理论和西方经济学的理论与方法，在充分吸收和借鉴旅游学研究最新成果的基础上，运用多学科的知识与方法，较为全面系统地阐述了旅游经济学的基本理论和方法。

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作者简介

威廉·S.里斯，美国西弗吉尼亚大学（West Virginia University）经济管理学院经济学教授。他的研究和教学主要致力于旅游经济学以及微观和计量经济学的其他应用领域。

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书籍目录

第1章 绪论 概要 旅游业的经济概念以及问题 创造客户价值和创造员工及企业主收入 供应需求 竞争 政府管制 旅游行业组织 小结 参考书目第2章 旅游业的价值创造 什么是经济？为什么我们有经济？收入和增值 旅行社增加的价值 旅行社能够创造多少收入 美国旅游增加的价值 加拿大旅游增加的价值 小结 参考书目第3章 旅游消费者 概要 美国旅行者的特征 美国全国家庭旅游调查 旅游形式 商务旅行者 旅游需求 价格变化的影响 收入变化的影响 影响需求的因素 价格和收入需求弹性 需求价格弹性 需求交叉弹性 需求收入弹性 计算旅游服务需求弹性 客户忠诚度计划 小结 参考书目第4章 供应、需求以及旅游业的增长 概要 古代的旅行和旅游 中世纪的旅游 前现代时期的旅游 大旅游（教育旅行） 现代大规模旅游 供应和需求 需求 供应 成本 企业间的战略互动 小结 参考书目第5章 经济影响：产出、收入以及可持续性第6章 旅游服务定价第7章 民航第8章 自驾车旅游、乘火车以及汽车旅游第9章 住宿和餐饮第10章 邮轮第11章 旅游目的地、旅游活动以及旅游吸引力第12章 旅游中介组织：旅行社、旅游经销商第13章 赌场游戏参考文献索引

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章节摘录

插图：An economy is the set of institutions that creates the goods and services society wants to consume. If an economy is a set of institutions, we must define institution. Some institutions are normal rules of behavior and social interaction. These can be formal, such as laws and regulations, or informal, such as customs and social behaviors. Private property rights and payments for labor services, which are important examples of economic institutions, involve both formal laws and informal social behaviors. Social organizations such as physical markets like a local fish market, or electronic markets like the NASDAQ (National Association of Securities Dealers Automated Quotation System), or more abstract markets, like the labor market, are also institutions. Institutions are often very durable, enduring little change for generations or centuries. Or, they can change rapidly. For example, technical change can lead to rapid change in institutions, as with the introduction of the telephone and later the cellular telephone, the Internet, e-mail, and other changes in electronic communications. These changes have caused many changes in the rules of social interaction. We have an economy and economic institutions because we want to eat, we want to be protected from the weather, we want to be warm in winter and cool in summer, we want to be entertained, we want to be mobile, and so on. We have an economy because we are consumers and nature usually does not give us the things that directly provide consumer satisfaction. At the most basic level, even if we were to subsist on naturally growing fruits and berries we would first have to gather them. The natural foods we gather may also require some kind of preparation. All of this gathering

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