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Research and analysis of gusty adverse circumstances and three-phase management model of tourism enterprises

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ABSTRACT

With the development of Chinese economy, people's living standards are greatly improved and thus the development of tourism industry is promoted. At present, tourism industry is the key of economic growth, and the development of Chinese tourism industry is greatly related to tourism enterprises. In tourism activities, safety is both the foundation and premise of tourism activities, and is also an important influencing factor of the development of tourism enterprises. Gusty adverse circumstances and events have significant adverse influence on the development of tourism enterprises. To promote the development of tourism enterprises, three-phase management model shall be used to develop different countermeasures and keys in front of gusty adverse circumstances according to development characteristics and status etc of tourism enterprises. This paper carries out analytical research of content related to gusty adverse circumstances and three-phase management model etc of tourism enterprises.

KEYWORDS

Tourism enterprises; Gusty adverse circumstances; Three-phase management model.



INTRODUCTION

Tourism industry is an integrated industry with high requirements for natural environment etc. Along with economic development, the improvement of people's living standards promotes the development of tourism industry. However, gusty adverse circumstances have increasingly significant influence on tourism activities of tourism enterprises. Tourism enterprises shall build a three-phase management model according to their development status, strengthen emergency treatment of gusty adverse circumstances, and enhance safety of tourism activities, so as to promote their development.

GUSTY ADVERSE CIRCUMSTANCES OF THE DEVELOPMENT OF TOURISM ENTERPRISES

Under the influence of gusty adverse circumstances, tourism industry with inherent vulnerability would have huge loss during its development^[1]. There are many theoretical researches on tourism safety and gusty adverse circumstances in terms of the development of tourism industry. Gusty adverse circumstances occurred during the development of tourism enterprises mainly include changes of external or internal environment or even both, so that tourism enterprises are in a bad state of development, which is called gusty adverse circumstance of tourism enterprises^[2].

According to controllability of gusty adverse circumstances, researches on the occurrence of gusty adverse circumstances of tourism enterprises can be divided into two categories: firstly, gusty adverse circumstances have a long forming time and process and thus dominate controllable factors of the development of tourism enterprises. Such gusty adverse circumstances can be avoided if formal warning system warns in advance during the development of tourism enterprises, and thus are called gradually occurring adverse circumstances^[3]. Secondly, gusty adverse circumstances in the development of tourism enterprises are mainly caused by gusty adverse events, and tourism enterprises have low control ability, could not perceive the occurrence of adverse circumstances from warning system, and could hardly avoid adverse circumstances after occurrence. Thus, these adverse circumstances are gusty.

Gusty adverse circumstances in the development of tourism enterprises mainly refer to the state that these enterprises present adversity performance under the influence of gusty events during business development. Gusty adverse circumstances in the development of tourism enterprises have characteristics shown in the following TABLE 1. These characteristics indicate that tourism enterprises shall perfect safety warning system constantly and improve warning quality of gusty adverse circumstances and events, so as to promote their development.

TABLE 1: Characteristics of gusty adverse circumstances in the development of tourism enterprises

Characteristics	Main performance
Low predictability	Tourism enterprises are unable to predict or stop gusty adverse circumstances during development, and the occurrence of such gusty adverse circumstances has suddenness for tourism enterprises.
Certainty	Certainty of adverse circumstances in the development of tourism enterprises is gradually revealed with the development of gusty adverse events and adversity performance of enterprises, and tourism enterprises have an inevitable development trend of constantly deteriorating operating condition.
Transience	The occurrence of gusty events during the development of tourism enterprises has a relatively short time from the beginning to occurrence of adversity performance, so that tourism enterprises have not enough time to prevent adverse circumstances and could only develop coping measures after the occurrence.
Contingency	During the development of tourism enterprises, gusty events do not occur according to a law, but are mostly occasional and random.
Extensiveness	Tourism industry is an integrated service industry, which provides various services for tourists, and service type varies with different service subjects and objects etc. The occurrence of gusty events is extensive as service scope is wide.
Hierarchy, diffusivity	Everything has a certain limit, so does the occurrence of gusty events in the development of tourism enterprises. Beyond this limit, tourists would have reduced tolerance, and thus the development of tourism industry would be affected. Different types of tourism service markets have different gusty event limits, and thus gusty events have hierarchy and quite significant diffusivity.

During the development of tourism enterprises, gusty adverse circumstances shall be managed in order to minimize loss and influence. By analyzing the development status of tourism enterprises, management of gusty adverse circumstances is mainly to collect, analyze and process information etc, and thus deal with gusty events.

Due to particularity of tourism industry and various gusty adverse circumstances in the development of tourism enterprises, management of gusty adverse circumstances shall notice and deal properly with some problems, in order to improve coping quality of tourism enterprises. The problems that shall be noticed while dealing with gusty adverse circumstances in the development of tourism enterprises is shown as TABLE 2.

TABLE 2: Problems that shall be noticed while dealing with gusty adverse circumstances in the development of tourism enterprises

Problems	Performance
Identification of gusty adverse circumstances	There are many gusty events during the development of tourism enterprises, but not all of these events would form gusty adverse circumstances. So, during management of gusty adverse circumstances, tourism enterprises shall identify and analyze the source and adversity performance etc.
Need of a lot of experience information	Gusty events are sudden and strongly occasional, and thus a lot of experience information is needed when analyzing and identifying gusty adverse circumstances caused by gusty events. Thus, enterprise information base shall have rich and complete experience information.
Reactions of gusty events	Gusty events in the development of tourism enterprises are mainly caused by the influence of different external and internal factors etc. While dealing with gusty adverse circumstances, information and reactions related to gusty events shall be dealt with effectively.

THREE-PHASE MANAGEMENT MODEL OF TOURISM ENTERPRISES UNDER GUSTY ADVERSE CIRCUMSTANCES

Tourism enterprises are integrated tourism service enterprises, and shall take different methods to deal with gusty events from those events that are not gusty. Thus, while dealing with gusty adverse circumstances, tourism enterprises shall establish a three-phase management model: warning phase, performance phase and recovery phase^[3]. The Three-phase management model of tourism enterprises under gusty adverse circumstances is shown as Figure 1.

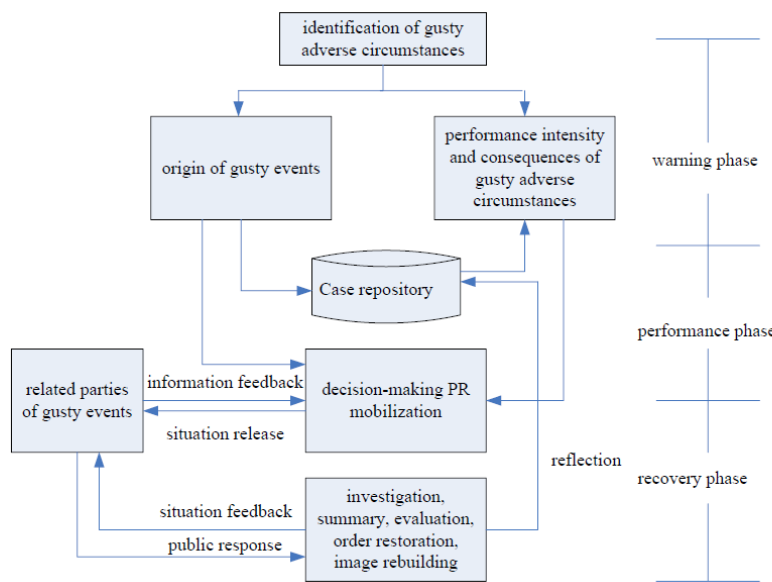


Figure 1: Three-phase management model of tourism enterprises under gusty adverse circumstances

Warning phase

In three-phase management model of tourism enterprises under gusty adverse circumstances, at the warning phase, tourism enterprise managers shall get related knowledge from their adverse circumstance dealing information case base to identify gusty adverse circumstances with identification content including origin, intensity and consequences etc of gusty events.

The occurrence of gusty adverse circumstances in the development of tourism enterprises is mainly affected by controllable environmental factors, which mainly include macro factors and competitive environmental factors. During the development of tourism enterprises, gusty adverse circumstances would lead to serious damage and influence on tourism enterprises, tourism resources and tourism facilities etc, reduce the number of tourists and affect the development of tourism enterprises.

To evaluate and analyze gusty adverse circumstances accurately, the intensity and consequences shall be analyzed based on tourism enterprise case information base. Prevention effects of gusty adverse circumstances would be poor as such circumstances are sudden and occasional etc in the development of tourism enterprises. Thus, a case information base shall be established according to previous experience in dealing with gusty adverse circumstances^[5]. Look up dealing methods of previous gusty adverse circumstances and events in case information base, and then carry out experience management of

such circumstances in tourism enterprises (see Figure 2). Tourism enterprises' experience management of gusty adverse circumstances contains a lot of content, and shall complete successful case information retrieval according to the process of information retrieval.

Performance phase

During tourism enterprises' management and handling of gusty adverse circumstances, performance phase of gusty adverse circumstances is very important, and the key of this phase lies in dealing with gusty adverse circumstances. Based on identification results, tourism enterprise managers shall deal with gusty adverse circumstances by appropriate dealing methods.

During the development of tourism enterprises, dealing quality of gusty adverse circumstances can be improved and recovery of tourism enterprises can be promoted by dealing with information about handling gusty adverse circumstances timely and effectively and strengthening rational and effective management of such circumstances. Tourism enterprises shall strengthen information collection and combination with computer technologies etc during development, build gusty adverse circumstance occurrence evaluation mechanism, and reflect the occurrence etc of gusty adverse circumstances as accurate and comprehensive as possible. When dealing with gusty adverse circumstances, tourism enterprises shall be serious and responsible and present original circumstance status, and dealing information shall be fair and transparent.

Recovery phase

While dealing with gusty adverse circumstances, tourism enterprise managers shall carry out further in-depth investigation, summarize and evaluate according to public reactions to gusty adverse circumstances, and promote recovery^[6]. The influence of gusty adverse circumstances is lagging, and enterprises shall summarize experience and lessons seriously and responsibly at the recovery phase. The Establishment of case information base of gusty adverse circumstances in tourism enterprises is shown as Figure 2.

Look up causes of adverse circumstances from experience of occurrence and dealing of these gusty adverse circumstances, change enterprise development model, give full play to competitive advantages of enterprise development, and enhance enterprises' core value and competitiveness. Gusty adverse circumstances have undoubtedly serious influence on tourism enterprises, and expose deficiencies and problems in management of tourism enterprises. Loss of tourism enterprises caused by gusty adverse circumstances can be reduced by summarizing problems and deficiencies in tourism enterprise management and strengthening management.

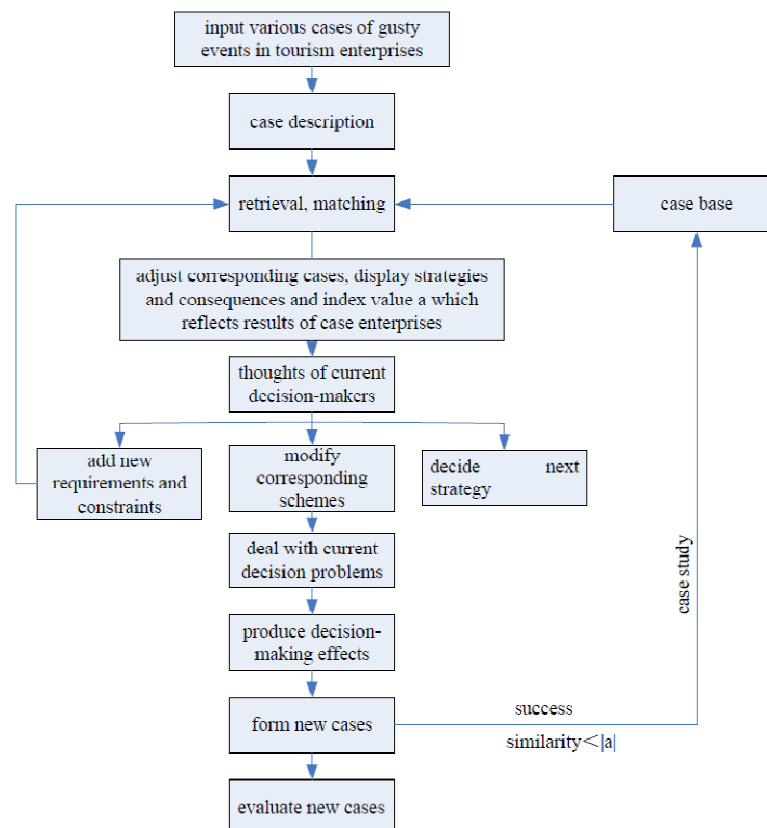


Figure 2: Establishment of case information base of gusty adverse circumstances in tourism enterprises

PERCEIVED ENVIRONMENT AND RISK DECISION

Tourism decisions of tourists are affected by various factors, and tourists' behaviors and psychological characteristics are important foundation of tourism decisions. Before deciding travel, tourists face tourism decision-making risks, and their travel behaviors may be hindered if too great risk is perceived. Sharp reduction of tourists and tourism income of tourist destinations in crisis events is actually the result of increased travel decision risk of tourists, who travel to other places. The Risk decision-making model of potential tourists in tourism crisis period is shown as Figure 3.

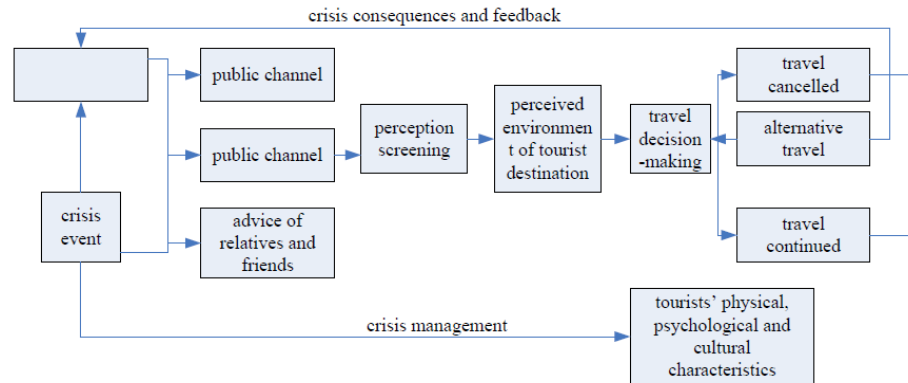


Figure 3: Risk decision-making model of potential tourists in tourism crisis period

Difference of perceived environment is a factor that directly affects travel decision-making behavior, which depends greatly on tourists' cognition of perceived local environment of tourist destination, and safety factor plays a decisive role. When gusty crisis events occur in destinations, uncertain safety of destinations leads to reduced travel safety factor. Potential tourists gain information about destinations through various channels, and have changing perceived safety level and changing impression of destinations with perceived environment, and form new cognitive impression (perceived environment) of destinations through perception screening. Based on this, potential tourists make travel decisions, and their decisions would be greatly affected by their physical, psychological and cultural characteristics as well as crisis management effects of tourist destinations. Most of people would cancel or delay travel plans because of safety problems, or choose other safe tourist destinations.

During the development of tourism enterprises, tourists are the driving force and life. While dealing with gusty adverse circumstances, tourism enterprises shall start from their overall development and put tourists' interests first. Gusty adverse circumstances have huge influence on the development of tourism enterprises. To protect enterprise development and maintain corporate image, gusty adverse circumstances shall be dealt with rationally, scientifically and effectively.

SUMMARY

Social progress and economic development promote improvement of people's living standards, which has promoted the development of tourism industry. At present, tourism industry has a good development trend. During the development of tourism enterprises, safety is the guarantee of tourism activities and the foundation of tourism enterprise development, but gusty adverse circumstances affect not only normal operation of tourism activities but also images and vitality of tourism enterprises. To strengthen tourism enterprises' dealing of gusty adverse circumstances, a three-phase management model shall be established to analyze effectively the origin, danger level, consequences and targeted measures of such circumstances in tourism enterprises, solve such circumstances, and promote the development of tourism enterprises.

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