

Research on the Construction of Emergency Management Mechanism of Chinese Tourism Emergency

Lin Yang^{1, a}

¹ Haikou College of Economics, Haikou, Hainan, China, 570100

Keywords: Tourism Emergency; Emergency Management Mechanism; Response Measures

Abstract. The emergency management mechanism of tourism emergencies is a favorable basis for providing effective solutions after the sudden travel emergency. It is an effective weapon to protect passengers' safety. With the advance of tourism boom and the frequent occurrence of emergencies in recent years, this paper analyzes the current situation of tourism emergencies, studies the construction of emergency management mechanism and the current situation of management mechanism, and puts forward the policy of improving the coping policy of tourism emergencies in our country.

Introduction

With the continuous development of Chinese economy, people for the tourism boom, especially in some foreign, outbound tourism market has become a tourist hot spot, although the development of tourism stimulates the development of Chinese economy, but the same tourism accidents also occurred increasingly, there have been in the country also occurred in foreign countries, in different stages of tourism have occurred, so how to establish a comprehensive response to the management of tourism emergencies is the focus of tourism management.

The Introduction of Tourism Emergency Response Mechanism

Introduction of Basic Knowledge. First of all, from the basic concept of tourism emergency response mechanism, many scholars and travel managers tend to confuse emergency mechanism and stress mechanism [1]. What is the emergency response mechanism for tourism, that is, due to natural disasters, accident disasters and sudden social security incidents and public health incidents caused by major tourist casualties. First of all, natural disasters caused by major casualties refer to landslides, weather disasters and other accidents. And major public casualties caused by sudden public health incidents, such as major infectious diseases, food poisoning caused by group unexplained causes, and incidents that seriously affect public health and safety. Social security events, it refers to the occurrence of major foreign tourism festivals occurred in the crowded, trampling events and other emergencies.

In order to better deal with the emergencies of tourism to take effective measures and institutional arrangements to become an emergency response mechanism for tourism, for passengers to ensure the safety of passengers is a favorable weapon for the treatment method is a favorable legal basis. Within the framework of the relevant laws, the emergency mechanism of tourism emergencies can be defined as the integration of human, material and financial resources that can be used to deal with various institutionalized and procedural emergency management methods in emergencies of tourism. From the structural point of view, the passenger response mechanism throughout the incident occurred in the early stage of the incident, the corresponding stage and control and recovery stage. Summed up the emergency response mechanism of tourism emergencies from the early stages of the incident to the development stage and the late stage of control and recovery have a logical connection.

Features. Tourism emergencies are diverse, first of all, the nature of tourism industry is diverse, social, economic and ecological, political and cultural characteristics, and for the tourism industry, environmental changes will cause a variety of sudden the occurrence of the incident. Another tourism industry is a comprehensive industry, are interlocking, if there is a problem on the one hand,

then it will cause the occurrence of tourism emergencies. Therefore, the occurrence of tourism emergencies is due to its own nature of the decision, not a single but to show diversity.

On the other hand, according to the statistical data in the tourism accidents caused by unexpected incidents of traffic accidents, which in 2008, 2008, 2010, see January to September, involving traffic accidents accounted for the total amount of 62.5 %, of which the number of casualties accounted for 54.4%, 85% and 75% of the total deaths. From 2014 to the present point of view in the traffic accident occurred in the unexpected situation is still the most sudden events, and the most prominent road traffic, and with the construction of tourist attractions in recent years, which occurred in the scenic area traffic accident also gradually increased. And this year's holiday travel increased, people's travel time and tourist sites gradually showing a concentrated, relatively concentrated concentration of tourist attractions, making a lot of frequent incidents, from the current nationwide perspective, the sudden outbreak of tourism emergencies Generally appear in the second, third quarter and golden week.

At the same time, according to the current tourism situation, the general tourism will be accompanied by the movement of tourists travel space, making the tourist destination and tourist sources have a link between the exchange and exchange. In addition to the occurrence of tourism accidents will have a direct impact on the tourist destination, but also cause the concern of tourists, so when the handling of emergencies beyond the scope of management of the tourist destination, the need for collaboration in other areas, so tourism The occurrence of emergencies involves a wide range of cross-regional impact is very obvious.

The occurrence of tourism emergencies has a serious negative impact, generally for the tourism industry, if the region had an unexpected event, then the impact of the formal tourism industry in the region. Since the reform and opening up, although Chinese tourism industry has been an unprecedented development, but repeated incidents for the negative impact of the tourism industry, no matter what the industry led to the occurrence of tourism incidents, for the entire region of tourism the impact of development are greater, if the incident did not take timely measures to reduce the negative impact of the incident, then the image of the tourist destination and reputation is very serious damage, and thus make the local passenger traffic Reduce, bring about economic development constraints.

The Status Quo of Chinese Tourism Emergency Management

Chinese Current Situation of Emergency Response. Chinese tourism development in the international start is late, but the rapid development of emergency response mechanism for the construction of tourism emergency is also relatively late, the initial emergency management mechanism is built on the basis of follow-up emergency management system. In Chinese 2003 anti-SARS, the emergence of the public health crisis, the crisis management mechanism of the channel after the physiological, began to strengthen the content of the emergency management mechanism construction, followed by other relevant departments also introduced a corresponding industry Emergency management document. The management mechanism of emergencies in the tourism industry is the emergency plan of tourism public events formulated by the National Tourism Administration for tourism management departments, including the provinces, cities and counties. The management mechanism involves a more comprehensive, micro-, macro- and other aspects of the tourism industry for the analysis of the unexpected events to determine the crisis for the early warning, rescue, emergency protection and exercise some of the tourism emergency management mechanism. In 2007, Chinese first "People's Republic of China Incident Response Law" emergency management of the comprehensive implementation of the law, the domestic tourism management departments in accordance with the emergency management mechanism for the travel time in the event of information reporting, the response of the linkage mechanism. In the tourism industry to deal with emergency management mechanism for the establishment of a better real-time, in 2010 held a nationwide tourism safety and emergency management training class, from the early warning, prevention, treatment and rehabilitation of the incident a number of column management training to ensure that the management of emergency management mechanisms to deal with more

comprehensive. With the implementation of the special plan of the "Twelfth Five-Year Plan", the security guarantee system of Chinese tourism public services has become a smooth and well-coordinated, coordinated and effective mechanism for the management of tourism and emergency management. Especially in recent years, Chinese emergency management mechanism for the occurrence of tourism emergencies has achieved considerable results, but compared with some developed countries in the world, there are still many areas need to be improved, such as some cross-regional, cross-industry tourism emergency command coordination mechanism, as well as tourism safety risk assessment and evaluation mechanism, also need to constantly improve. In addition, as China gradually entered the international market, foreign tourism boom, in the international tourism safety linkage mechanism also need to further improve.

Problems in the Current Emergency Management Mechanism of Tourism Emergencies.

Chinese current emergency management concept lags behind. In the emergency management incident focused on the consideration of emergencies after the handling of the work, and the lack of attention to the pre-emergencies, such as whether the event before the occurrence of signs, social conditions, Time and late after the occurrence of whether the upgrade and so on. So the current emergency management mechanism for the whole process of time to deal with the lack of a unified management system cannot do before the emergency prevention. At the same time in the construction of the management system, only the incident as a contingent incident, and did not form a normal management practices, making the lack of management system, in the development of tourism at such a speed did not play a very good emergency management effect. For the concept of economic management, China still remain in the previous concept, did not realize that the occurrence of tourism emergencies require multiple departments at the same time, together to play all aspects of the power to deal with the occurrence of tourism emergencies.

The management organization system is scattered. At present, Chinese emergency management mechanism to sub-sectors, sub-areas in the form of decentralized management, and tourism emergencies gradually presented a systematic, multi-factor direction, so the emergency management mechanism cannot meet the needs of tourism emergency management, but also in many departments is still not clear, between the larger division of the division, the responsibility is not clear and so on the phenomenon in response to sudden response time coordination, social resources integration and rapid response to the development of the tourism crisis, ability to be improved.

Emergency event information sharing is not timely. In the event of emergency treatment, the incident information can be found in time, as early as possible, effective report can directly determine the success of the late emergency management mechanism work in the current emergency management mechanism, the comprehensive sharing Information platform has not yet established, so the system and the lack of effective communication between the system, resulting in a lot of emergency treatment of the lack of unified planning, hinder the work carried out, is not conducive to the development of a scientific and effective response program.

The public participation is insufficient. In the people's ideas and consciousness that the handling of emergencies should be resolved by the state and the government, people only need to wait for the rescue will be able to. Resulting in a lot of emergencies in the handling cannot be safe and timely mitigation, for the government, the processing time can only rely on the state, the public participation of the public low, invisible increase in government emergency rescue pressure and cost.

The allocation of emergency resources, mainly reflected in the first domestic professional rescue workers, managers, researchers and other more backward, the other is in response to unexpected events in the emergency material reserves, it is difficult to meet the needs of the current emergency management, Some of the major rescue equipment, rescue and timely communication facilities failed to reach the highest level. Finally, the financial guarantee mechanism is not perfect, for emergency management investment in human, material and financial resources and other aspects of irrational allocation of resources has become a tourism emergency management cannot play the most effective.

The Measures to Improve the Chinese Tourism Emergency Management Mechanism

First establish a unified leadership command system. In the emergency management of emergencies in the establishment of a unified leadership command, which can effectively manage the operation of colleges and universities, tourism management departments at all levels to maintain the smooth flow of government decrees, in accordance with the leadership of the command, the establishment of emergency response team, so that information upload, so that the management mechanism of colleges and universities running.

In addition to do a good job of emergency information processing platform, so that the timely processing of incident information. In addition to the information of the scenic area to do the information collection and testing, in the Golden Week to use the platform information, the use of electronic maps and positioning navigation and systems to facilitate the use of tourists in tourism, the best travel route planning to prevent crowded of the situation, to stimulate the occurrence of adverse events.

This requires the co-ordination of tourism for decades, as well as specific organizations, groups and laws, policies, regulations and other aspects of unity. At present, Chinese tourism emergency contingency plans have been established, but the corresponding mechanism and legal construction is relatively weak, so the tourism-related departments should further refine the tourism emergency warning, improve the tourism emergency system, improve the tourism emergency, and thus promote the integrated response mechanism of emergency response.

Conclusion

The construction of the contingency management system of tourism emergencies requires the participation of the state, the government and the people to form a systematic project and joint all levels of institutions to carry out the construction of contingency plans. In order to do better emergency response to tourism emergencies, not only the safety awareness and prevention awareness of tourism practitioners needs to be improved, tourists and various institutions need to improve the early warning of emergencies, so as to reduce the occurrence of emergencies and thus enhance the tourism industry healthy and coordinated development.

References

- [1] Wei Qingxin. Chinese Science and Technology of Safety Production, Vol. 6 (2014) No 53, p.25-26
- [2] Xie Chaowu, Zhang Jun. Journal of Tourism, Vol. 12 (2015) No 27, p.74-76
- [3] Zhang Dan, Xie Chaowu. Journal of Tourism, Vol. 30 (2014) No 19, p.144-145
- [4] Wang Wei. Chinese Science and Technology of Safety Production, Vol. 29 (2008) No 27, p.21-23
- [5] Lu Wengang. Journal of Southwest University for Nationalities, Vol. 8 (2013) No 27, p.57-60