

# Research on the Theory and Practice of Tourism Security —A Case Study for Jiangxi Province

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**Keywords:** Tourism Security, Theory and Practice, Jiangxi Province, Case Study

**Abstract.** Tourism security is the premise and target of the tourism industry for sustainable development. On the basis of Jiangxi Province's tourism security situation analysis, we analyzed the security management situation and the main problems existing in tourism security, and analyzed the formation of the situation. Based on the analysis, we carried on case study for Jiangxi Province, developed the feasibility opinion and proposal for tourism security and proposed the crisis public relations for the local government after tourism safety accident. The results were as follows: by perfected rules and regulations, strengthen safety supervision and assessment, improve emergency rescue, perfected insurance guarantee and so on, we can achieve the goal of promoting the tourism security of Jiangxi Province.

## Introduction

**Topic Background.** In recent years, with the continuous improvement of income of our residents, the tourism industry was blowout development, some 5A-class scenic spots and popular attractions and other traffic often beyond the scope of carrying capacity, tourism security issues become increasingly prominent, some tourists safety awareness and lack of awareness of self-protection, which is an urgent need for tourism safety-related theory and practice research to improve the public, scenic and management of tourism safety awareness, rich tourism security products and rescue assistance system to promote tourism health and sustainable development. Tourism safety research in Western Europe and other emerging earlier, Chinese tourism safety research is lagging behind, into the 21st century after the academic community has been generally attention, after a large number of scholars published tourism safety academic papers and monographs. From the literature review, the domestic tourism safety research focused on the following aspects: (1) for the tourism operators of the safety management system and safety and security analysis; (2) tourism safety basic theory and tourism safety model; (3) research on safety awareness and safety education of tourists and tourism management institutions; (4) tourism safety theory and practice analysis based on some famous scenic spots; (5) tourism safety risk assessment and risk protection rescue mechanism research; (6) mountainous scenic tourism safety risk assessment, passenger safety awareness and safety management research.

From the above summary we can see that with the increasingly rich tourism activities and development, tourism safety research gradually in-depth. However, combined with a province to carry out case studies of the literature is still a few.

Jiangxi Province as the Yangtze River in the middle and lower reaches of the tourism province, sitting on a unique natural tourism resource and excellent ecological environment, the tourism industry has become the focus of Jiangxi Province pillar industries. However, in recent years, more than occurred in Jiangxi Province, tourism safety accidents, to Jiangxi tourism image caused serious negative impact. Therefore, to promote the sustainable and healthy development of Jiangxi tourism market, based on localization, to carry out tourism security theory and practice research is imperative.

**Status of Domestic Research.** In view of the related research on tourism safety, Zheng Xiangmin [1] [2] and other scholars carried out the basic theory of tourism safety, tourism safety accidents and tourism safety and other research, in the relevant areas to achieve some results. Jiao

Shan Shan [4] on the scenic area of the accident risk transfer insurance mechanism to study, that tourism insurance is an important guarantee for the realization of tourist safety. In view of the frequent occurrence of tourism safety accidents and the serious lack of tourism and rescue organizations, this paper tries to construct a multi-level, multi-angle and multi-path tourism safety rescue system. National Tourism Administration [6-7] summed up in recent years, Chinese tourism safety management results and experience, published a "tourism safety management training series." Based on the management object, the management system process construction, the construction of the security system and so on, this paper studies the safety management of the tourist scenic spot, and takes Huangshan as the research object, and puts forward the practice system of scenic safety management. In recent years, more and more tourists from the mountain scenic tourism safety than other research less [10-12].

From the above literature review shows that the domestic tourism safety theory and practice of the relevant research is gradually improved, for specific regional research related articles have also published [13-14].

**The Research Significance.** Tourism safety is related to the health and sustainable development of the tourism industry. In recent years, frequent tourism accidents in Jiangxi Province have not only caused huge losses, but also seriously affected the tourism industry and hindered the long-term development of tourism. From the existing published literature, there are few studies on the tourism safety research of Jiangxi Province, which can be used to guide the operation and practice. "The scenery here alone is good," Jiangxi Province to tourism as an important development strategy, the tourism industry to continue to become bigger and stronger, only from strengthening the quality of service and security to start, and constantly improve tourism safety awareness, build a sound tourism rescue and Security System. Therefore, it is of theoretical and practical significance to comprehensively improve the tourism industry in Jiangxi province and improve the influence of tourism industry in Jiangxi province in order to carry out Jiangxi province tourism safety theory and practice research for the severe reality of tourism safety accidents.

It significantly reduces travel accidents and enhances visitor comfort. If the source from the effective norms of practitioners behavior, tourist attractions with a more positive attitude of the investigation of security risks, improve the "life and safety first, the economic interests of the second" feelings, will be able to effectively reduce the tourism safety accident in Jiangxi Province. The incidence of domestic and foreign tourists to improve the comfort and satisfaction.

Promote the formation of "dare not luck, cannot be lucky, do not want luck," the security pattern. Strengthen the tourism safety supervision and assessment cannot just become an empty talk, must be carried out through the relevant supervision and enforcement departments of the strong implementation of the tourism industry because of long-term or occasional overload operation of tourism facilities and equipment, super-scenic load tourists, recreational facilities, equipment, not safe and other bad habits to pay a painful price, which effectively deter a variety of tourism violations to ensure the safety of tourism, so that tourism operators to form a "luck, luck, do not want to luck" ideas, and then create a large pattern of tourism security.

Minimize the loss of the parties through the insurance protection mechanism. Through the improvement of tourism safety accident emergency rescue mechanism, rich rescue insurance system and other effective measures, even if the occurrence of tourism safety accidents, but also to minimize the loss of the parties to protect the interests of tourists.

According to the safety accident iceberg theory (ie, the Heinrich rule), there are 29 minor accidents and 300 potential accidents behind each major safety accident. From the tourism safety accidents in various regions of Jiangxi Province, it can be concluded that, based on the tourism safety accidents that have been shown, it is possible to extrapolate the hidden dangers behind them. After taking a series of measures, it can effectively improve the tourism safety and reduce the accidents but it is almost impossible to put an end to the travel safety accident. When a security accident occurs, you can through the insurance protection mechanism to minimize the loss of the parties, to avoid the tragic ending of the two men and women.

In summary, taking Jiangxi Province as an example to carry out tourism safety theory and

practice research has strong theoretical significance and practical significance.

### Basic Research on Tourism Security in Jiangxi Province

**Status of Tourism Security in Jiangxi Province.** "Traveling green mountains are not old, the scenery here alone good." Comrade Mao Zedong wrote such a magnificent poem for Jiangxi, Jiangxi has now become the lively slogan and the most vivid portrayal. Since the implementation of the tourism strategy, the tourism industry in Jiangxi has been expanding and developing. However, there are many safety risks and safety problems in the development of the industry. Many tourist safety accidents have occurred in various scenic spots. In recent years, Travel safety accident statistics in Table 1.

Table 1 The main tourist safety accident statistics of Jiangxi Province in the past decade

Date	Place	Cause of the Accident	Casualties
2007.3.17	Near the Lushan Xiufeng Waterfall	Landslide occurred	1 dead 3 injured
2007.7.17	Lushan Wulaofeng	Encounter lightning strike	4 people were killed and 10 injured
2008.4.19	Wuyuan Rainbow Bridge	Was killed by high voltage	1 person died
2011.7.18	Big mountain drifting	Fell out from the drift boat	1 person was injured
2011.8.12	Sanqingshan	Overtaking leads to rollover	1 person was killed 6 people were injured
2013.7.14	Moon Mountain Grand Canyon Rafting	Flash floods, water surging	2 people
2013.10.13	Lushan West Sea	Scenic bridge break	Many tourists fell into the water
2014.4.12	Jinggangshan azalea mountain	Ropeway car crash accident	1 person was killed 4 people were injured, 219 tourists stranded car
2014.5.17	Sanqingshan	Two cars crash	1 person died
2015.4.6	Shangrao Wuyuan County Wolong Valley	Accidentally fall into the water	2 dead
2015.5.1	Donglin Grand Canyon Stone	Turned over the fence to fall into the waterfall	1 person died
2015.7.21	Jinggangshan	The tourist bus slides off the cliff	1 person died 2 people were injured
2015.7.28	Lushan Shimen Stream	Tourists drowning	2 dead
2015.9.28	Jiangxi two travel agencies	Fights	1 person died
2016.5.2	Nanchang Wanda Amusement Park	Roller coaster suspension	Stay empty for 20 minutes
2016.7.7	Sanqingshan Jinshan plank road	Visitors fall trapped	1 person was injured

2016.7.30	Pingxiang Wanlongxia drifting	Shuttle bus collision	15 people were injured
2016.8.18	Wuyuan Congxi rafting	Accidentally fell into the water	1 person died
2017.3.5	Wuyuan Si River Village	Visitors did not listen to discourage, more people together on the bridge to take pictures and jump, resulting in wooden bridge collapsed.	17 tourists fell into the water, three were injured
2017.4.15	Jinggangshan azalea mountain	Checkpoint slab bridge collapse	More than 10 tourists were injured

From the analysis of the case of tourism safety accidents in Jiangxi Province in the past ten years, it can be seen that the current situation of tourism safety in Jiangxi Province cannot be neglected. The personal injury and death caused by safety accidents are more serious. The human factors and management malpractice in the accident dominate. Therefore, and supervision is imperative.

**Tourism Safety Management in Jiangxi Province.** Jiangxi Province tourism safety management laws and regulations system mainly includes the national level of national tourism safety regulations and Jiangxi Province local laws and regulations. (December 1, 2016), the "Opinions of the State Council on Accelerating the Development of Tourism" (December 1, 2009), "the National Tourism Administration on the tourism is not on the tourism safety management laws and regulations" (May 26, 2016), the Travel Agencies Ordinance (May 1, 2009), the Notice of the Office of the National Tourism Administration on Further Strengthening the Work of Tourism Safety (January 30, 2017).

Jiangxi Province, local safety management laws and regulations such as "hotel security management regulations (draft)" (February 2017), "Jiangxi Province Tourism Regulations" (July 30, 2015 Jiangxi Province, the twelfth people's representatives The Standing Committee of the General Assembly adopted the nineteenth meeting), "Jiangxi Provincial People's Government of Jiangxi Province on the promotion of tourism construction of the province's views" (Ganfa [2013] 11 October 15, 2013), "safe production in Jiangxi Province Regulations "and so on.

From the level of tourism safety management in Jiangxi Province, it can be seen that the relevant laws and regulations formulated by the national level and local governments are relatively complete. If the implementation of the laws and regulations, it is beneficial to ensure the tourism safety of Jiangxi Province in an all-round way and effectively promote the healthy and sustainable development of the tourism industry. Of course, the laws and regulations are developed under the specific historical background and conditions. With the development of the times and the integration of the social environment, the penetration and impact of the Internet on the tourism industry, the rich variety of tourism market, need to constantly improve the relevant laws and regulations continue to adapt to the new practice needs, as far as possible so that tourism laws and regulations from the source control tourism industry security.

### **Analysis on the Problems of Tourism Security in Jiangxi Province**

Through the analysis of tourism safety accidents in Jiangxi Province in the past ten years, it can be seen that the causes of tourism safety accidents are mostly caused by human factors and management loopholes, mainly for the following:

**Risk Awareness Is Weak.** Most of the security incidents are caused by the negligence of tourists, tour operators and tourism authorities, and a weak sense of risk. Some tourists for the pursuit of stimulus or looking for self-timer point of view, often turn a blind eye to the security line, beyond the border rate, in the event of an accident will crash. Tourists lack the correct judgment on the safety of tourism products and the reliability of tourism environment, ignoring the restriction on their own behavior. At the same time, the tourist area and the regulatory authorities to prevent the risk is not in place, in some dangerous location is not enough warning, lack of safety signs to

remind, do not comply with the rules of the visitors can easily achieve their cross-border behavior.

**Travel Facilities Equipment Overload Operation.** The rapid development of the tourism market is easily leading to the blind pursuit of economic interests, driven by huge economic interests, many businesses long ignoring the security risks. Travel operators often overlook the number of visitors exceeded, scenic overload reception, the lack of security early warning mechanism, the service is not guaranteed, the travel experience of tourists greatly reduced comfort. Travel operators to check the facilities and maintenance facilities, maintenance cycle is shorter than the specified value or recommended cycle, and even a variety of to avoid security checks and maintenance, resulting in long-term overload of mechanical equipment, causing serious security risks.

**Imperfect Rules and Regulations and Reward and Punishment Mechanism Is Not Perfect.** For the scenic and travel agencies operating vehicles and sightseeing vehicles, if the management can improve the relevant requirements, is strictly prohibited overloading overrun, the violation of the relevant rules and regulations of the driver to severely punish or even expose the violation of a serious transfer to the judiciary. Regular security checks, etc., for the accident-free operation of the travel agencies and scenic spots to give certain material incentives. According to the regulations to increase the implementation of rewards and punishments, it avoids some man-made security incidents at a large extent. The establishment of long-term rewards and punishments and prevention mechanisms, for the protection of tourism safety is of great significance.

**Natural Disasters and Risk Monitoring Are Not in Place.** Mountain area or natural disaster-prone scenic spots for natural disasters and risks of monitoring and forecast is not in place, early warning equipment and related mechanisms are missing, before the arrival of natural disasters cannot effectively alert and promptly remind visitors, leading to sudden damage to the safety of tourists, after the accident contingency plans and remedial measures are often pale and weak, casualties or property damage is inevitable. With the rapid development of meteorological science and technology, it is difficult to establish a sound natural disaster prevention mechanism. It can regulate the implementation of scenic spots by establishing rules and regulations or laws and regulations, and ensure the safety of tourists.

**Travel Agency Blind Auction Sales.** In the current explosive growth in the number of travel agencies, the tourism industry has been heating up, more and more travel agencies to ultra-low prices to win over the tourists even lower than the cost of the group, blind auction sales lead to malicious competition, disrupt the market order. As a result of competition, some travel agencies are often located in the same lot, for the competition to win over tourists and prone to fights gang fights, seriously affecting the image of the tourism industry. Jiangxi Province tourism industry can explore the establishment of industry associations and the selection of credibility of the integrity of business units as a corporate benchmark, and consciously regulate the business behavior, signed the relevant letters of responsibility and commitment to avoid market monopoly and unfair price competition.

**Management System Drawbacks.** For the frequent occurrence of tourism safety accidents lead to public reflection, what is the root cause of frequent accidents? As we all know, Jiangxi Province, a number of 5A-level scenic spots by the relevant operating companies contracting, as a negative regulatory responsibility of the government departments, often appear pale and weak. Scenic management model using a single management of the Authority, as the institutions of the scenic authorities, often the lack of management authority and legal status cannot be guaranteed, so the management function weakened is inevitable. In addition, many scenic spots there are heavy profits, light services, re-development, light protection of the phenomenon, driven by economic interests, the inevitable squeeze management space. Therefore, the reform of the management system is imminent, but also the root causes of the occurrence of tourism safety accidents in Jiangxi Province.

A series of problems brought by tourism safety accidents seriously affect the healthy and sustainable development of tourism industry. It is necessary to carry out tourism safety and feasibility in Jiangxi province Sexual research.



## Feasibility Suggestion of Tourism Safety Practice in Jiangxi Province

**Further Improve the Tourism Safety Related Rules and Regulations.** Tourism safety laws and regulations as the protection of tourism safety top-level design, tourism security is an important system to protect. Establish and improve the tourism safety regulations, can effectively protect the legitimate rights and interests of tourists and tourism operators, regulate the tourism market order for the healthy development of tourism play a guiding role.

Although the relevant laws and regulations of tourism safety in Jiangxi Province have been introduced, the special laws and regulations are still relatively small and it has a large historical limitations. From the previous list of Jiangxi Province tourism safety management laws and regulations we can see that the local government tourism special laws and regulations is slightly weak, the number of less. With the gradual infiltration of the Internet into the lives of the people, people's values and needs more and more diversified, tourism ecology and tourism environment is becoming increasingly complex, the relevant laws and regulations have certain limitations, need to change with the environment and constantly improve and make it continue to adapt to the new development needs, the maximum envelope of various tourism security possible factors.

Laws and regulations are authoritative and mandatory, is to guide the basic direction of tourism practitioners, legislation is intended to regulate and constrain the behavior of tourism-related personnel, to enhance the awareness of tourism practitioners, improve the safety of tourists awareness of their own. From the Jiangxi Province, the occurrence of tourism safety accidents can be seen, the implementation of tourism safety laws and regulations is not enough cannot effectively deter and regulate the behavior of related personnel, violation of laws and regulations of the long-term disciplinary mechanism has not yet formed. Therefore, driven by the interests, there are still a large number of tourism practitioners disregard the safety of tourists, illegal operation and operation. For violation of relevant laws and regulations, should be included in the black list of travel.

**Improve the Awareness of Risk Prevention and Take More Measures to Protect Tourism Safety.** For mountain scenic spots and illegal high-risk areas, etc., should further strengthen the tourism operators to prevent risk awareness, from multiple channels to protect tourism safety. For example, in the visitors easily violation of the self-timer or climbing scenic spots, selling security to provide a safe tour tips, in the climbing dangerous place placed eye-catching warning signs to strengthen the scenic security patrol and video surveillance, Time rescue and other measures.

"Prevention first, safety first" belief should be integrated into all the minds of tourism practitioners in Jiangxi Province, starting from the tourism operators, training and the establishment of a well-trained high-quality practitioners, flexible control of various emergencies Events and emergency rescue of the basic skills, regular or irregular on the possible occurrence of tourism safety accidents to rescue exercises and training to build a strong shield to protect the safety of tourism.

**Strengthen the Tourism Safety Supervision and Assessment.** From the above analysis of Jiangxi Province tourism safety accident can be seen in the economic interests of the drive, many tourism operators ignore the safety of tourists and travel comfort, long-term or occasional overload operation of tourism facilities and equipment, super-scenic load tourists, recreational facilities Equipment, long-term over-security or even security, etc., leading to tourism safety accidents, and even cause casualties.

Tourism practitioners have a certain understanding of the nature of the work, a better sense of service, attaches great importance to tourism safety and risk prevention awareness of their work within the scope of understanding of the situation, the possible accident to make the appropriate emergency program The operators to strengthen the facilities and equipment self-examination cannot have the slightest negligence, there are safety risks of facilities and equipment will not have chances, put an end to use. Travel agencies and scenic areas to strengthen the training and education of the team staff, the psychological quality of drivers and driving skills and other aspects of strict assessment before they can be employed to strengthen the safety awareness, to protect the safety of

tourists.

As a tourism safety supervision department, you can increase the intensity of supervision and inspection, from time to time to check the tour operators, overloading the operation of tourism facilities and overloaded tourists to receive scenic spots, given strict punishment, the circumstances are serious, according to the law transferred to the judiciary and included in the tourism industry blacklist. On the subjective intentional more committed, deadline or life-long prohibition of involvement in the tourism industry, resolutely remove the black sheep.

**Improve the Tourism Safety Accident Emergency Rescue Mechanism and Enrich the Rescue Insurance System.** In Jiangxi Province, 10 of the 5A tourist attractions, there are seven mountains, where the geographical location is far from the central city of mountain scenic spots in the event of tourism safety accidents, vehicle rescue difficult slow, rescue is not enough time, seriously delay the rescue golden time. Jiangxi Province for the unique tourism resources and tourism advantages, from the following aspects to protect the rescue:

Strengthen safety prevention work. Strengthen tourism safety publicity and alert patrol, rolling broadcast safety accident warning examples, set up in the dangerous area eye-catching warning signs and protection measures. Jiangxi Province, the tourist attractions can often home medicine (such as asthma, three high medicine and cold medicine, etc.) and basic medical conditions, in the 4A level and above the area with medical rescue team; innovative rescue mode to improve the effectiveness of the rescue. As a typical mountain area, based on the analysis of the status quo, Jiangxi Province tourism industry can innovate the rescue mode, in seven 5A-class mountain area with helicopter rescue force, for Lushan, Jinggangshan and other passenger-intensive super-popular scenic spot, with two conditions can be equipped with two And other helicopters, and even helicopters to carry out regular or occasional security cruise and other initiatives, timely detection of tourism safety accidents, security incidents can be the first time to carry out effective rescue, improve rescue efficiency; rich rescue insurance system to promote full coverage of insurance The For a certain risk of mountainous areas and other scenic spots, try to establish a ticket insurance bundling and tying mechanism, without raising or not significantly improve the price of tickets based on the bundled security accident insurance, in the event of a security accident, the maximum protection Tourists' rights and interests, reducing the economic costs and losses of tourists and tour operators. In addition, the whole society should work together to promote commercial insurance into the homes of ordinary people and all walks of life, tourist attractions can be introduced into the commercial insurance independent choice mechanism, in the scenic spot ticket put their own ticket machine, independent choice of insurance protection category, to achieve compulsory insurance and business Insurance coverage of the rescue mechanism, do a good job of security relief logistics support.

**Strengthen the Tourism Safety Accident Crisis Public Relations Countermeasures.** As a content of public management, public relations and strategy research has published many literatures [15-17]. However, there is no published literature on the related research on the government's crisis coping strategies after the occurrence of tourism safety accidents in Jiangxi Province. Crisis public relations as an effective means of government public administration, in the event of a security accident can effectively communicate with the public, to resolve the social crisis to maintain the image of the government. In recent years, with the continuous improvement of the news information management system and the development of new media, when the community a major negative news incidents, the crisis public relations played an indispensable role. 2010 8 • 12 Tianjin Binhai New Area explosion occurred, the State Council Premier Li Keqiang said, "the authority cannot keep up, rumors will fly", we can see that the importance of crisis public relations in government agencies.

As a government agency with supervisory responsibility, it is worth thinking and researching how to carry out the crisis public relations crisis when the tourism safety accidents in Jiangxi Province occur. In the face of sudden travel safety accidents, government departments may be able to try to do the following:

First, fully understand the importance of crisis public relations, timely and effective

communication with the public. After the occurrence of tourism safety accident, the government departments must first understand the problem and take the initiative to bear in the press conference to the public to the accident situation and the situation after the rescue, the latest follow-up incident progress, according to reports. Second, pay attention to the new situation under the Internet and the media platform from the spread effect. In the current network and highly developed from the media era, government agencies should attach great importance to the power of the network, tourism safety accident notification can be through the bar, public, micro-blogging, forums, live and other emerging media, simultaneously announced the news, Authoritative release cannot keep up, rumors will fly "the embarrassing situation. For tourism safety accident control, Jiangxi provincial government agencies can advance prevention, the establishment of a special crisis public relations department, training crisis public relations professionals. Finally, give full play to the advantages of the socialist system to concentrate on doing big things, multi-sectoral cooperation in government crisis public relations. After the occurrence of tourism safety accident, the government departments can cooperate with the public security organs, police supervision and other departments to cooperate on behalf of the government voice, on the basis of seeking truth from facts to maintain social stability and unity, for the network illegal information and posts in a timely manner to delete and seek truth from facts Sound.

In short, in the current era of highly developed Internet, any security incidents in the event, the network media may be the first time there. Tourism crisis after the occurrence of government crisis Public relations countermeasures research is a complex system engineering, government agencies can do a lot of common purpose is to try to respect the facts, to win the public trust in the government, efforts to reduce the loss after the accident.

## **Conclusion**

With the development of Chinese economy and the continuous improvement of national quality, spiritual civilization is paid more and more attention by the people, which brought the development of value diversification and tourism industry. Tourism activities become a more and more important way for people to achieve self-worth and self-realization, protect the safety of tourism, improve the comfort of tourists is more and more important.

Based on the research on the literature review of tourism safety, this paper starts from the current situation of tourism safety in Jiangxi Province, and discusses the current situation of tourism safety management and the main problems of tourism safety in Jiangxi Province. And the cause of the problem is explained. And then puts forward the feasible opinions and suggestions on the tourism safety of Jiangxi Province. At the same time, it studies the countermeasures of government public relations crisis after the occurrence of tourism safety accidents. The research contents can provide reference for the tourism safety theory and practice of Jiangxi Province.

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