Research Article

Community Cognition Investigation and Research on Tourists Disaster of Mountain Tourism-taking Taibai Moutain as a Case Study

Zhao Jian-Chang
Department of History Culture and Tourism, Baoji University of Arts and Sciences, Baoji, Shaanxi 721014, China

Abstract: The aim of the study focus on the community cognition to disasters of tourism taking the disasters frequently happens in Taibai Mountains as the case. The research covers people's cognition in tourist destination, which is closely related to the development and the economy in tourism. The age, education, occupation, income and the degree of relation to the tourism are also the important factors. The cognition of the community is the disasters influence, the disasters avoidance, the disasters knowledge and the disasters research. It is found that the elderly, higher education and income groups in community have more requirements to tourism development; community young people, local people and engaged in tourism business or management groups are not satisfied with the community benefits which gets through the development of tourism at present; more elderly, civil servants and workers staff in community know about the influence of the tourism disasters to social, economic and cultural in scenic spots; the young people, local and engaged in tourism business and management groups of community know more about prevention work of tourism disaster; higher education and youth groups in community have more knowledge of tourism disaster; more community civil servants are skeptical to the study of tourism disaster. Analyzing the results from the tourist areas, this research can offer advice to local governments and the administrations of the tourism, esp. develop the community avoidance ability in order that the system of the avoidance administration could be established.

Keywords: Community cognition, taibai mountain, tourism development, tourism disaster

INTRODUCTION

Tourism safety research began in the 1970s is starting of tourism disaster research, the researchers explored the negative impact of crime, war and terrorism on tourism (Shareef, 2003). After the 1990s, with the natural disaster losses increased, tourism disaster research focused on the impact of natural disasters, climate change and infectious diseases on tourism (Mazzocchi and Montini, 2001; Dwyer, 2005), it also focused on tourists risk research about a particular destination and specific tourism activities, including the type and temporal distribution of security incidents and investigate analysis of visitors to risk perception and decision-making. Among them, the research on tourists' perception mainly analyzed of perception differences caused by terrorism, crime, AIDS, health, psychological characteristics, sex and nationality and other objective and subjective factors (Lepp and Gibson, 2003). Various tourist organizations are also involved in tourism disaster and risk exploration. In 1995, the International Conference on Security and risk was held in Ostersund, Sweden, it meant the start of international tourism disaster management study. In 1997, the World Tourism Organization (WTO) thought that tourism risks included institutional environment risk, tourism and related sectors risk, individual tourist risk and natural environmental risks (Lawton, 1997) in the book of "safety and security of tourists-the destination of practical measures". In 2003, "Natural Disaster Reduction Manual of tourism industry" was published and "Tourism Crisis Management Guide" was published. In addition, in 2004, Sustainable Development Tourism Center of APEC released "Tourism Risk Management Guide", which provided advisory opinions for the tourism development in the region. In 2005, tourism forum was held by APEC in Busan, South Korea to discuss in detail the risk management of tourism and natural disasters.

After years of travel practice, foreign researchers put forward targeted recommendations or programs for all aspects of tourism disaster management. For example, Peterson and Hronek (1992) proposed program of risk management for park, recreation and leisure services. O’ Gorman given response options for avalanche risk in national parks of Canada's backcountry (O'gorman, 2003). Marie and Stephen (2003) studied managing risk in adventure tourism operations in New Zealand. Prideaux (2003) considered that traditional tourism trends forecasting had its disadvantages, current tourism did not yet use new
Tourism disasters are disaster incidents caused by natural and social factors, which have a significant impact on the tourism industry. Because of breadth relevance and highly vulnerable of tourism, it makes tourism to be the most vulnerable industries affected by all kinds of disasters. With the further development of domestic tourism, the frequency of travel disasters is increasing, the impact of tourism disasters is expanding. Therefore, in-depth research and scientific management of tourism disaster has become an important step for tourism disaster systems, tourism disaster management, and prevention. Therefore, it is necessary to analyze disaster awareness of mountain tourism scenic community, in order to provide a reference for the relevant scenic tourism management and disasters prevention based on in-depth research and questionnaire.

STUDY DESIGN

Questionnaire design and collection: According to domestic and foreign literature, questionnaire was designed. The questionnaire consists of three parts: the first part is people demographic characteristics of the community; the second part is cognitive investigation of people on the Taibai Mountains scenic development, it is constituted by the 10 impact indicators; the third part is cognitive of people’s community cognitive related to effective prevention of disaster. The questionnaire based on Likert scale asked respondents to adopt with 1 (very opposed) to 5 (strongly agree) to indicate their reply to the representation. The survey was conducted June 8, 2013 to 9th. The subjects are the residents of East Manwan Village and West Manwan Village in Taibai mountain scenic and other people working and living here (not including tourists). East Manwan Village and West Manwan Village locate in Tangyu town north of Taibai mountain scenic and layout east and west side of Tangyu river. Entering Taibai Mountain scenic must pass through it. Due to the village near Taibai Mountains scenic and Tangyu Springs, economic development of residents rely mainly on tourism revenue. To further development of tourism in recent two years, the government conducted a comprehensive planning and construction for two villages, so that the village become a typical tourist community. Survey was conducted in two villages, questionnaires was random. 500 questionnaires  were distributed and 390 valid
Table 1: Factor analysis result of community residents’ cognitive for tourism development and tourism disaster of Taibai Mountain scenic

| Cognitive factor                                      | Factor load | Variance ratio | Eigen value | Variance contribution | A coefficient |
|-------------------------------------------------------|-------------|----------------|-------------|------------------------|---------------|
| **Tourism development**                               |             |                |             |                        |               |
| Common factor (1): Tourism development                |             |                |             |                        |               |
| Achieved good results in the past                     | 0.774       | 0.696          | 3.202       | 32.020                 | 0.823         |
| Science plan and management in place                  | 0.753       | 0.682          |             |                        |               |
| A good prospect for tourism development                | 0.744       | 0.624          |             |                        |               |
| An important tourism destination in Shanxi             | 0.736       | 0.511          |             |                        |               |
| Achieved good results in the past                     | 0.696       | 0.508          |             |                        |               |
| Common factor (2): Community interests                |             |                |             |                        |               |
| Bring economic development of the community           | 0.764       | 0.610          | 3.860       | 38.602                 | 0.842         |
| Develop the vision of community residents              | 0.744       | 0.614          |             |                        |               |
| Improve social environment of the community           | 0.712       | 0.648          |             |                        |               |
| Bring benefits to local residents                     | 0.673       | 0.572          |             |                        |               |
| Individual obtain benefit from tourism development     | 0.638       | 0.507          |             |                        |               |
| **Tourism disasters**                                 |             |                |             |                        |               |
| Common factor (1): Disasters impact                   |             |                |             |                        |               |
| Tourism disasters damage the image of the scenic       | 0.834       | 0.707          | 5.485       | 30.471                 | 0.812         |
| Tourism disasters destroy tourism resources            | 0.796       | 0.655          |             |                        |               |
| Tourism disasters make the number of tourist decrease  | 0.781       | 0.632          |             |                        |               |
| Tourism disasters cause a great threat to the safety of tourists | 0.749       | 0.601          |             |                        |               |
| Tourism disasters impact tourism development           | 0.667       | 0.538          |             |                        |               |
| Tourism disasters impact individual’s life.           | 0.629       | 0.503          |             |                        |               |
| Common factor (2): Disasters prevention               |             |                |             |                        |               |
| Government provides guidance for disaster management   | 0.814       | 0.694          | 2.841       | 15.782                 | 0.798         |
| Education of disaster prevention and reduction was in place | 0.809       | 0.670          |             |                        |               |
| Media coverage of disasters was timely and objective  | 0.787       | 0.673          |             |                        |               |
| The scenic has a better ability to cope with tourism disaster | 0.756       | 0.607          |             |                        |               |
| Government issued the tourism disaster information     | 0.716       | 0.552          |             |                        |               |
| Individual can participate in disaster relief         | 0.684       | 0.512          |             |                        |               |
| Common factor (3): Disasters knowledge                |             |                | 1.838       | 10.213                 | 0.841         |
| Know the hazards of tourism disasters                  | 0.838       | 0.759          |             |                        |               |
| Know the types and characteristics of tourism disasters | 0.833       | 0.761          |             |                        |               |
| Know the occurrence of tourism disasters              | 0.775       | 0.706          |             |                        |               |
| Know the cause of tourism disasters                    | 0.711       | 0.615          |             |                        |               |
| Common factor (4): Disasters research                  |             |                | 1.201       | 6.673                  | 0.822         |
| A need for a special tourism disaster research         | 0.821       | 0.730          |             |                        |               |
| Reduce loss by scientific management and research      | 0.761       | 0.680          |             |                        |               |
| **Cumulative contribution rate**                      |             |                |             |                        | 70.622        |
| **KMO statistic**                                     |             |                |             |                        | 0.858         |

questionnaires were obtained, the effective rate was 78%.

**Samples:** Taking into consideration of gender, 58.3% was male, 41.7% was female. From the age, the younger (less 30 years) accounted for 38.3%, middle-aged (30-60 years old) accounted for 54.2%, the older (over 60 years) accounted for 7.5%. From the education, the primary and lower was 12.8%, accounting for 68.4% of middle and high school was 68.4%, college and above accounted for 18.8%. From occupational structure, farmers accounted for 29.3%, self-employed accounted for 33.3%, civil servants accounted for 3.8%, students accounted for 16.2% and migrant workers accounted for 17.4%. From the income per person in house, 5000 and below accounted for 34.5% 5000 to 10000 accounted for 38.3%, 10, 000 to 15, 000 accounted for 13.9% and more than fifteen thousand accounted for 13.3%. 55.9% of those subjects are locals of Tangyu town, 44.1% of the subjects are non-locals. 36.2% of those subjects are engaged in the tourism operation or management, 63.8% are not.

**Analysis method:** SPSS11.0 software was used for statistical analysis of the questionnaire. Firstly, two aspects and 28 variables was analyzed use of factor analysis method, only common factor that eigenvalues (Eigenvalues) was greater than 1 was left. The study found that the KMO statistics of two aspects were 0.858 and 0.856, respectively, which indicated statistical data was suitable for factor analysis. The A coefficient of this study was greater than 0.7, indicating the questionnaire of a good homogeneous and stable reliability (Table 1).
ANALYSES AND RESULTS

The cognitive of community residents for tourism development and tourism disaster of Taibai Mountain: Just as shown in Table 1, on the cognitive indicators of tourism development, 10 variables focused on two common factors. The first common factor reflects the cognitive of community residents on the status of Taibai Mountain scenic tourism development. As west important tourist attractions in Shaanxi province, Taibai Mountain scenic has a certain scale after years of development. The cognitive of community residents on the status of Taibai Mountain scenic tourism development reflects the relationship between scenic tourism development and community residents. The second common factor indicated the community interests derived from tourism development. Whether tourism development brings interest for the community or not is related to the vital interests of community residents. Scenic tourism development degree and community benefits associated with the tourism development were closely associated with cognitive of tourist disasters.

On the cognitive of community residents on tourism disasters, 18 variables focused on four common factors. The first common factor reflects the impact of tourism disasters. Tourism disaster has become an important factor to affect tourist development. Tourism disaster would damage scenic image and destroy tourism resources, which make the number of visitors reduce, pose a great threat to safety of tourists, thus affect the scenic tourism development, while impact of the work and live of community residents. The second common factor summarizes the tourism disaster prevention. Currently, daily disaster prevention of tourist scenic is effort result of government, scenic community residents. Especially for major disasters, the government should bear the primary responsibility. The third common factor reflects the tourism disaster-related knowledge. Occurrence and control of travel disasters should be performance and action under certain scientific laws. The knowledge of community residents on scenic tourist disaster-related is directly related to results of disaster prevention and treatment. The fourth common factor is travel disasters research. Tourism disasters research is an important part of disaster prevention and disaster management and is necessary measures to scientifically solve tourist disaster problems.

The cognitive difference analysis of different demographic characteristics for tourism development and tourism disaster of Taibai Mountain:

- The cognitive difference analysis of different gender, age and education groups for tourism development and tourism disaster of Taibai Mountain

As can be seen from Table 2, the cognitive difference analysis of different gender groups for tourism development and tourism disaster of Taibai Mountain was not obvious on 6 common factors, which indicated the cognitive difference analysis of different gender groups is not great.

The cognitive difference analysis of different age groups for tourism development and tourism disaster of Taibai Mountain was tourism development, community

| Table 2: The cognitive difference analysis of different gender, age and education groups for tourism development and tourism disaster of Taibai Mountain |
|---------------------------------------------------------------|
| Gender                      | Scores             | Gender                      | Scores             | Gender                      | Scores             |
|------------------------------|--------------------|------------------------------|--------------------|------------------------------|--------------------|
|                             |                    | Male                         | Female            |                             |                    |
| Common factor               | F-value            | Sig. | Young                   | Old | Sig. | Low | Middle | High | Sig. | F-value | Sig. |
|------------------------------|--------------------|------|-------------------------|-----|------|-----|--------|------|------|--------|------|
| F1                           | 0.017              | -0.025 | 0.155 | 0.694 | -0.036 | -0.039 | 0.470 | 3.152 | 0.044* | 0.463 | -0.077 | -0.032 | 5.610 | 0.004* |
| F2                           | 0.032              | -0.045 | 0.519 | 0.472 | -0.174 | 0.063 | 0.428 | 4.881 | 0.008* | 0.052 | -0.028 | 0.065 | 0.294 | 0.745 |
| F3                           | -0.061             | -0.085 | 1.799 | 0.181 | -0.212 | 0.104 | 0.328 | 5.566 | 0.004* | -0.104 | 0.024 | -0.018 | 0.321 | 0.726 |
| F4                           | -0.043             | 0.060 | 0.894 | 0.345 | -0.141 | 0.146 | -0.336 | 4.922 | 0.008* | -0.016 | 0.022 | -0.071 | 0.230 | 0.795 |
| F5                           | 0.011              | -0.016 | 0.067 | 0.796 | 0.251 | -0.122 | -0.393 | 7.890 | 0.001* | -0.419 | 0.073 | 0.018 | 4.609 | 0.011* |
| F6                           | 0.087              | -0.122 | 3.752 | 0.054 | 0.013 | -0.005 | -0.031 | 0.028 | 0.972 | -0.224 | 0.032 | 0.034 | 1.269 | 0.283 |

*p<0.05, where, F1 is tourism development; F2 is community interests; F3 is disasters impact; F4 is disaster prevention; F5 is disaster knowledge; F6 is disaster research.

| Table 3: The cognitive difference analysis of different occupations and income groups for tourism development and tourism disaster of Taibai Mountain |
|---------------------------------------------------------------|
| Occupations                    | Scores             | Family income per person    |
|------------------------------|--------------------|-----------------------------|
|                             |                    | Below 5000 | 10000 | 15000 | Over 15000 | F-value | Sig. |
| Common factor               | F-value            | Sig. | 5000       |      |      |         |        |      |
|------------------------------|--------------------|------|------------|------|------|--------|--------|------|
| F1                           | 0.163              | -0.166 | -0.262    | 0.119 | -0.011 | 1.925 | 0.106 | 0.119 |
| F2                           | -0.119             | -0.007 | 0.416     | -0.117 | 0.234 | 1.969 | 0.099 | 0.099 |
| F3                           | -0.068             | 0.075 | 0.358     | -0.417 | 0.282 | 4.507 | 0.001* | -0.127 |
| F4                           | -0.146             | 0.203 | -0.188    | -0.143 | 0.031 | 2.180 | 0.071 | -0.081 |
| F5                           | -0.115             | 0.061 | 0.046     | 0.227 | -0.144 | 1.497 | 0.203 | 0.061 |
| F6                           | -0.102             | 0.149 | -0.856    | 0.111 | -0.033 | 3.587 | 0.007* | -0.177 |

*p<0.05
interest, disasters impact, disaster prevention and disaster knowledge. For the factors of tourism development, community interest and disasters impact, the older groups got higher scored, which indicated that the older groups hope to develop tourism to get interests from tourism development, compared with younger and middle-aged groups. The older groups repeatedly experienced disasters and known disasters impact recognized travel disasters occurrence will have a significant impact on the scenic. For the disaster prevention and disaster knowledge, the young and middle-aged groups showed more positive perception. The younger groups generally accepted a higher level of education and closely linked with the local tourism development, learn more about prevention and knowledge for geological disasters of the Taibai Mountain scenic.

The cognitive difference analysis of different gender groups for tourism development and tourism disaster of Taibai Mountain was tourism development “and disaster knowledge (Table 2). The less educated groups recognized tourism status of Taibai Mountains, however the higher education groups questioned. Compared with less educated populations, higher education groups are informed and have more in-depth understanding of tourism development, more involved in the local tourism development and also have higher requirements for tourism development on the scenic. The higher education groups are relatively easy to obtain disaster-related knowledge. Tourism disaster management and prevention is a knowledge-based society activities, it must rely on science popularization and relevant knowledge intensive training to achieve goals.

- The cognitive difference analysis of different occupations and income groups for tourism development and tourism disaster of Taibai Mountain

The cognitive difference analysis of different occupations groups for tourism development and tourism disaster of Taibai Mountain is disasters impact and disaster research (Table 3). The cognitive of the civil servants and migrant workers on disasters impact is more obvious. One of the work of local civil servants is to response to tourism disaster. When tourism disaster occurs, it will have an overall impact on the local community and it will affect the life and work of civil servants. The work of local migrant workers is closely related tourism. When tourism disasters happen, it will also affect the life and work of such groups. In terms of disaster research, this perception of civil servants is not obvious. Theoretically speaking, to strengthen research on tourism-related disasters is the basis to solve the problem. But because it involved many factors, many tourism studies, including domestic tourism disasters, were out of touch with the tourism development practice. Not much tourism research results were applied to tourism practices, guiding role of tourism research on tourism development is not obvious. Civil servants in this community had a better understanding of the situation. Therefore, the strengthening application of disaster tourism research is necessary.

The cognitive difference analysis of different income groups for tourism development and tourism disaster of Taibai Mountain is disasters development (Table 3). Ideal tourist community is a community that people have access to appropriate benefits in tourism development. Only the interests of community residents is closely related to tourism development, people truly concerned about tourism development, but also pay attention to tourism disaster prevention. The tourism development approval of group had a higher capita income per person is not high, which indicated that such groups may get the benefits in the local tourism development, but not satisfied with the status of tourism development. Further developing community economic development effects of tourism development to get the full benefits of tourism community is an important factor in tourist disaster management and prevention.

- The cognitive difference analysis of local or non-local groups, groups engaged or not engaged in tourism operators or management for tourism development and tourism disaster of Taibai Mountain

The cognitive difference analysis of local or non-local groups for tourism development and tourism disaster of Taibai Mountain was mainly in the community interest and disaster prevention (Table 4). Compared with outsiders, more locals thought that the local tourism development is able to bring more benefits to the community. The locals in Tangyu town adjacent to Taibai Mountains scenic long-term lived in tourism community, they learn about the history and current situation of tourism and have higher requirements on whether or not local tourism development can bring benefits to the community. In terms of disaster prevention, the locals believed that the government and the scenic made the efforts to prevent tourist disasters, meanwhile they can actively respond to disasters prevention. As local people lived in tourist disaster-prone Taibai Mountain scenic, they are familiar with natural environment and disasters features on the scenic and have a better understanding of prevention measures of the government and the scenic, so many people can participate in disaster prevention and control.

The cognitive difference analysis of groups engaged or not engaged in tourism operators or management for tourism development and tourism disaster of Taibai Mountain was mainly in the
Table 4: The cognitive difference analysis of local or non-local groups, groups engaged or not engaged in tourism operators or management

| Common factor | Local or non-local | Engaged or not engaged in tourism operators or management |
|---------------|-------------------|----------------------------------------------------------|
|               | Yes | No | F-value | Sig. | Yes | No | F-value | Sig. |
| F1            | 0.021 | -0.026 | 0.195 | 0.659 | -0.072 | 0.040 | 1.019 | 0.313 |
| F2            | -0.106 | 0.135 | 5.065 | 0.025* | -0.144 | 0.082 | 4.131 | 0.043* |
| F3            | 0.017 | -0.021 | 0.128 | 0.721 | -0.028 | 0.016 | 0.156 | 0.693 |
| F4            | 0.164 | -0.208 | 12.174 | 0.001* | 0.220 | -0.125 | 9.775 | 0.002* |
| F5            | -0.056 | 0.071 | 1.404 | 0.237 | 0.078 | -0.044 | 1.196 | 0.275 |
| F6            | 0.044 | -0.056 | 0.876 | 0.350 | -0.061 | 0.034 | 0.742 | 0.390 |

*: p<0.05

Community interest and disaster prevention (Table 4). During the process of community economic development and tourism development of Taibai mountain scenic, operators or managers engaged in tourism are true practitioners of tourism development, they are direct stakeholders in the tourism development of scenic. They have higher requirements for community interests under background of tourism development, so they have more expectations on the increase community interests. In terms of disaster prevention, groups engaged in tourist operation or management have a better understanding of characteristics, prevention and treatment, as well as the effort of government, media, scenic, tourist communities on tourism disaster occurred in Taibai Mountain scenic, due to the direct participation of the scenic tourism development. However, groups not engaged in tourist operation or management did not know much about the specific measures of disaster prevention.

**CONCLUSION**

Tourism disaster is an important factor affecting the sustainable development of tourism, tourism disaster management and prevention is an important part of destination development. Tourism disaster management and prevention should pay attention to cognition of destination community people. The community cognition of people on tourism disaster was related to destination tourism development and benefits people obtain degree through tourism development. Different age, education, occupation, income groups, as well as relationship with the tourism community become a major factor affected community cognition on tourism. Community cognition of residents on tourism disaster is mainly reflected in disasters impact, disaster prevention and disaster knowledge and disaster research. The study found that the elderly in community, highly educated and higher-income groups had higher requirements for the development level of tourism on the scenic. The younger, locals and groups engaged in the operation or management of tourist were dissatisfied with the benefits currently obtained through tourism development; the elderly, civil servants and workers and other groups known more about the impact of travel disasters on social, economic and culture; the younger, locals and groups engaged in the operation or management of tourist had a better understand of tourism disaster prevention; the young and people with higher education acquired more knowledge on tourism disaster; civil servants questioned the research on tourism disaster. By analyzing community cognition of people on tourism disaster, it can provide reference in tourism disaster science management and prevention for the tourist destination government and scenic, it can help to play the role of disaster prevention especially through training tourism disaster of destination community and expanding the knowledge of tourism disasters, to build the perfect destination tourism disaster management and prevention system.

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