

# The Service Protocol for the Receiving of Foreign Visitors—an Innovation Thinking with a Customer-orientation Approach

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## ABSTRACT

The foreign guest reception is one of the important governmental works. No matter the successful or failure to do the work of receiving foreign guest will not only directly influence the international cooperation but also indirectly affect the whole image of a nation. For the reality of international politic environment, indeed, there are difficulties to implement official diplomatic works. Thus, for discussion the general administrative works, the foreign guest reception is an important or critical issue with somewhat reasons. Owing to the development of technology and the changes of international reality, the distance and gap between nations are gradually narrowed. Due to the consideration of national interests, all the nations of the world are looking forward to obtain the goal of “ global village ” . To approach the world trend, we should dedicate to develop civilian tourist and recreational industries, the government and none-profit organizations should concretely improve and strengthen the foreign guest reception works so as to be the model of civilian recreation & travel industries. There is no known academic report concerning foreign guest reception issues; thus, the study can be categorized as a type of “ Probe ” analysis to resort to practical applications without any feasible theories and guidelines. In addition, foreign identities involve with sensitive materials, and colleting and excerpting which somewhat are restricted to some extents. Therefore, the study can come up with results abiding by relevant routines, empirical experience and assumption to flesh out the framework and guidance of the applicable “ Foreign Guest Reception ” protocol. On the basis of customer orientated and 2-D quality satisfaction modeling methodologies, the study analyzes and probes the current protocol to come up with refined practices and recommendations to hammer out the framework of the Foreign Guest Reception Protocol of MND to facilitate follow-up studies.

Keywords : Foreign Guest Reception ; customer orientated ; 2-D quality satisfaction modeling

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