

论文

旅游地旅游者忠诚度机制模型及实证研究——以黄山风景区为例

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摘要:

旅游地忠诚的旅游者是其发展的重要资源,旅游者忠诚度机制研究有利于更全面地认识旅游者忠诚现象,帮助旅游地管理者制定有效的旅游者忠诚培育的战略。在文献回顾的基础上,尝试从交易过程、关系过程相结合的视角分析影响旅游地忠诚的要素,并尝试构建旅游地旅游者忠诚度机制的理论模型。通过问卷调查获得旅游者感知价值、满意度、信任和忠诚度数据,采用结构方程模型方法,以黄山风景区为案例地进行实证分析,检验模型拟合度及各变量对旅游者忠诚度的影响。结果显示,在影响旅游者忠诚度的各因素中,满意度对旅游者忠诚度的影响最大,路径系数是0.41;信任是影响旅游者忠诚度的另一重要因素,路径系数是0.21。

关键词: 旅游地 旅游者忠诚度 结构方程模型 黄山风景区

Tourism Destination Tourist Loyalty Mechanism Model and Empirical Study: A Case Study of Huangshan Scenic Area

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Abstract:

Loyal tourists of tourism destination is an important resource for its development. Research on tourist loyalty mechanism favors a more comprehensive understanding of the phenomenon of tourist loyalty, and helps tourism managers to draw up effective strategies of tourist loyalty cultivating. Based on literature review, the paper attempts to combine trading process with the relationship process in order to analyze the influencing factors of tourist loyalty, and to construct the theoretical model of tourism destination loyalty mechanism. Through the on-the-spot survey methods for obtaining tourists data about the perceived values including factors of service quality perception, price perception, emotional value and social value, satisfaction, trust and loyalty, and taking Huangshan scenic area as an example, the paper uses the structural equation model to test the model's fitting degree and to examine the variables' impact on the tourist loyalty. It is found that, in the four influencing factors of overall perceived value, factors of service quality perceived value, emotional value, and social value have passed the inspection except price perceived value, and emotional value has the most important impact on the overall perceived value while social value has the least impact on the overall perceived value. Factors of service quality perceived value, price perceived value, emotional value with positive impact on satisfaction have all passed the test, social value with positive impact on satisfaction does not pass the inspection, and emotional value has the greatest impact on satisfaction while quality of service perceived value has least impact on satisfaction. Among the several factors affecting tourist loyalty, tourists' satisfaction has the greatest impact on tourism destination tourist loyalty, the path coefficient is 0.41; and trust is another important impact factor, the path coefficient is 0.21.

Keywords: tourism destination tourist loyalty structural equation model Huangshan scenic area

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