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H. Zhu and R. Wu, "Study on Urban Residents' Willingness to Buy the Products of Rural Tourism," <i>iBusiness</i> , Vol. 4 No. 2, 2012, pp. 173-177. doi: 10.4236/ib.2012.42021. References International Conference on	ŀ	lome	Journals	Books	Conferences	News	About Us	s Jobs		
<ul> <li>IB- Vol 4 No.2, June 2012</li> <li>Special I ssues Guideline</li> <li>B Subscription</li> <li>Most popular papers in IB</li> <li>About I B News</li> <li>Halbo Zhu, Ruhu Wu</li> <li>ABSTRACT</li> <li>The level of value injected into the rural economy is dependent consumers acceptance of rural tourism. Data was obtained through primary research conducted in the three provinces in China of Human, Guangdong and Gansu, the paper explores urban residents' attitude to rural tourism and then estimates their willingness to pay for rural tourism products, utilizing hypothesis-evaluation to find a valid conclusion. The residents are usually willing to pay 35.1% more for non-rural tourism, acceptance for rural tourism. The residents are usually willing to pay 35.1% more for non-rural tourism, acceptance for rural tourism.</li> <li>KEYWORDS</li> <li>Rural Tourism: Purchase Intention: Empirical Analysis: Urban Residents</li> <li>Cite this paper</li> <li>H. Zhu and R. Wu, "Study on Urban Residents' Willingness to Buy the Products of Rural Tourism.</li> <li>References</li> <li>C. A van and O. Su, etc., "Research Perspective of Abroad Rural Tourism," Economic Geography, Vol. 27, No. 6, 2007, pp. 1046-1049.</li> <li>S. A. Hernandez, J. Cohen and H. L. Garcia, "Residents' Attitudes towards an Instant Resort, Vol. 27, No. 2, 2002, pp. 391-411. doi: 10.1016/5016-7383(99)0084-5</li> <li>C. Wa and S. W. Jan, "Abroad Rural Tourism," China Price, 2007, pp. 58-61.</li> <li>M. Rosa. A. Pablo and S. Libla, "The Moderating Role of Amiliarity in Rural Tourism Spain," Tourism</li> </ul>	Home > Journal > Business & Economics > IB						Open Special Issues			
OPENDARCESS         Study on Urban Residents' Willingness to Buy the Products of Rural Tourism         PDF (Size: 124KB) PP. 173-177       DOI: 10.4236/lb.2012.42021         Author(S)         Halto Zhu, Ruhu Wu         ABSTRACT         The level of value injected into the rural economy is dependent consumers acceptance of rural tourism. Data was obtained through primary research conducted in the three provinces in China of Hunan, Guangtoffer willingness to pay for rural tourism products, utilizing hypothesis-evaluation to find a valid conclusion. The results show that their willingness is affected by gender, educational background, level of income: previous that urban residents are usually willing to pay 35.1% more for non-rural tourism than they are for rural tourism.         KEYWORDS Rural Tourism: Purchase Intention: Empirical Analysis: Urban Residents         Citte this paper H. Zhu and R. Wu, "Study on Urban Residents" Willingness to Buy the Products of Rural Tourism," <i>Business</i> , Vol. 4 No. 2, 2012, pp. 173-177. doi: 10.4236/ib.2012.42021.         References [1] C. G. Yao and O. Su, etc., ' Research Perspective of Abroad Rural Tourism," Economic Geography. Vol. 27, No. 6, 2007, pp. 1046-1049.         [2] S. A. Hernandez, J. Cohen and H. L. Garcia, 'Residents' Attitudes towards an Instant Resort Enclave," Annals of Tourism Research, Vol. 23, No. 4, 1996, pp. 755-779.         [3] P. Mason and J. Cheyne, 'Residents' Attitudes to Proposed Tourism Development, 'Annals of Tourism Research, Vol. 23, No. 2, 2000, pp. 391-411. doi:10.1016/S0160-7383(09)0084-5         [4] O. L. Wu and S. W. Zhen, 'Abroad Rural Tourism Research of Chinese Rural Tourism, China Price, 2007	Indexing View Papers Aims & Scope Editorial Board Guideline Article Processing Charges						Published	Special Issues		
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