

论文

中国城镇居民国内旅游消费模式

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摘要:

以往学术文献主要探讨旅游消费行为的局部特征,而本文旨在基于中国社会经济和文化背景下对旅游消费模式进行整体性探究,试图发现中国城镇居民国内旅游的普遍规律。本研究于2010年1月至3月对全国15个城镇的2500名居民进行了抽样调查,藉由前期质性研究提取的核心变量提炼出我国城镇居民国内旅游消费的基本模式。研究表明:(1)我国城镇居民参加国内旅游的消费模式有三种,分别为积极主动型、中间型和消极被动型;(2)这三种基本国内旅游消费模式在其旅游消费行为方面存在显著的分异现象和规律;(3)这三种基本旅游消费模式的旅游者在人口统计特征方面存在显著的差异;(4)旅游动机、旅游涉入、目的地选择因素的重视程度、对各类景观的兴趣程度等具有显著正相关。

**关键词:** 国内旅游 旅游消费行为 旅游消费模式 城镇居民

A study on domestic tourism consumption modes of urban residents in China

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Abstract:

This study was based on 2500 questionnaires gathered from urban residents from 15 cities during January to March in 2010. First, the three core variables, including tourism motivations, tourism involvement, and destination choice factors, are used for exploratory or confirmatory factor analysis. Second, based on these variables, we extract the domestic tourism consumption modes of urban residents in China by cluster analysis. Finally, this paper summarizes the tourism consumption and demographic characteristics of different typical modes by using variance and interaction analysis. The results are shown as follows. (1) Domestic tourism consumption behavior of urban residents in China has three typical modes. Active-type—Characterized by strong tourism motivations, deep involvement, and more emphasis on the destination choice factors. Intermediate-type—Affected by the factors including tourism motivations, involvement, and the destination choice, which show an average score. Negative-type—Featured by weak tourism motivations, low tourism involvement, and less focus on the destination choice factors. (2) There are significant differences among the three consumption modes in tourism behaviors. Compared with intermediate-type and negative-type, active-type shows more positive tourism attitude, stronger landscape preferences, higher frequency of travel, longer average length of stay, higher per capita consumption, more inclined to free travel way, etc. (3) Different tourism consumption patterns have significant differences in the demographic characteristics. In active-type, the majority of the residents are female aged below 25 or 45-54 years old. Generally speaking, they are well-educated, high income level, and most of them are in good health, and they are scientific researchers and teachers, students, and civil servants. In intermediate-type, the majority of the residents are aged 25-44 with medium education and income levels. As for negative-type, the residents are generally male-dominated, poorly educated and low-income, aged over 55 years, as well as retired or self-employed, and most of them are in poor health.

**Keywords:** domestic tourism tourism consumption behavior tourism consumption mode urban residents

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