

休闲农业

福建沿海地区乡村旅游游客旅游行为特征研究——以泉州双芹村旅游区为例

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摘要:

乡村旅游对我国统筹城乡发展、大力建设社会主义新农村、构建和谐社会意义巨大。乡村旅游游客旅游行为研究,是乡村旅游发展的一个关键问题,必须高度重视。文章以问卷调查为主要手段,以福建泉州双芹村乡村旅游区为案例,在分析国内外有关乡村旅游游客旅游行为研究现状的基础上,对乡村旅游游客的旅游决策行为、旅游偏好行为、旅游空间行为、客主交互效应和旅游体验评价认知等旅游前、中、后的行为进行研究,总结了福建沿海地区乡村旅游游客的旅游行为特征,并提出了该地区乡村旅游发展的相关建议。

关键词: 乡村旅游 游客旅游行为特征 发展建议 双芹村 福建沿海地区

Research on Tourism Behavior Characteristic of Tourist of Village Tourism In The Coastal Areas Of Fujian Province——Take the Shuangqin village tourism area in Quanzhou as an example

Abstract:

The development of village tourism is meaning to be vigorously huge for planning the development of city and countryside in our country, and for building socialism new countryside, and for constructing the harmonious social. The research on the tourism behavior of tourist of village tourism is a key question for the development of village tourism, so we must take seriously. The article take the questionnaire survey as the principal means, and take Shuangqin village tourism area in the Quanzhou of Fujian Province as the case. In the foundation of analyzes about the domestic and foreign research present situation of tourism behavior characteristic of tourist of village tourism, the article researched the tourism decision-making behavior, the tourism by chance behavior, the tourism space behavior, the interaction of guest and master, and the tourism experience appraisal cognition, and Summarized the tourism behavior characteristic of tourist of village tourism in the coastal areas of Fujian Province, and put forward some proposal for the development of village tourism.

Keywords: Village tourism The tourism behavior characteristic of tourist The developmental suggestion Shuangqin village Coastal Areas Of Fujian Province

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