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论文

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◀ 前一篇 | 后一篇 ▶

游客视角的湿地景区游憩冲击：维度及其影响——以广州南沙湿地公园为例

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Recreation Impacts on a Wetland Scenic Area from a Visitor Perspective: Dimension and Its Influence---The Case of Nansha Wetland Park in Guangzhou

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摘要

以广州南沙湿地公园为案例地,基于一手调查数据,从游客感知的视角,研究了游憩冲击的维度及其影响。首先,理论探讨了湿地景区的游憩冲击影响游憩品质,进而影响游后意愿的逻辑关系;其次,探索并验证了游憩冲击的结构和维度;最后,采用结构方程模型方法,深入分析了游憩冲击以游憩品质为中介变量进而影响游后意愿的内在机理与关联特征。研究发现:(1)游憩冲击属于二阶因子结构,包含有生态环境冲击、游客冲突和设施管理冲击3个维度;(2)生态环境冲击和设施管理冲击负向影响游憩体验,设施管理冲击和游客冲突负向影响总体满意度;(3)游憩体验是提高总体满意度的重要影响因素,游憩体验正向影响总体满意度和忠诚度,并通过总体满意度间接影响忠诚度。

关键词 : 游憩冲击维度, 游憩体验, 总体满意度, 忠诚度, 湿地景观

Abstract :

With the rapid development of wetland tourism, recreation impacts (in wetland scenic area) have attracted increasing attention from both academics and managers of wetland scenic areas. To resolve the conflicts between wetland recreation utilization and environmental protection, it is important to seek an optimal balance point, so as to achieve harmony in further development. In wetland tourism development, how to develop and manage the recreation resources and at the same time guarantee a high quality environment becomes a compelling issue for sustaining and satisfying recreation utilization under the premise of protecting the ecological environment of wetland scenic areas. This research takes Nansha Wetland Park in Guangzhou City, a national 4A tourist attraction, as the study case. Based on first-hand data of field research, questionnaire investigation and open-ended interviews, dimensions of recreation impacts and their influences on recreation quality were examined using structural equation modelling. Firstly, on the basis of a literature review, a conceptual model of recreation impacts was developed; under this theoretical framework, the relationships between recreation impacts of wetland scenic area, recreation quality (recreation experience and overall satisfaction) and revisit intention (loyalty) were discussed and proposed; Secondly, the study explored the construct of recreation impacts and confirmed its dimensions. Thirdly, the study examined the structural relationships in the conceptual model; structural equation modeling being employed to analyze the casual relationships among recreation impacts, recreation quality and revisit intention.

Results of this research are as follows: (1) Recreation impacts were found in a second-order factor structure, which includes three dimensions and 16 items; the three dimensions are ecological environment impact, tourist conflict, and facility management impact, the 16 items are soil trampling, vegetation cover trampling, increased informal trails, damaged mangrove community, disturbed wetland protected area, alteration of flora and fauna species, crowded visitors, noise from visitors, long queuing time, other visitors do not abide by the rules and regulations, insufficient facilities for resting, insufficient barrier-free space, small parking lot, insufficient bird-watching space, unskilled logo system design, and man-made sabotage of facilities. (2) Dimensions of recreation impacts had different effects on recreation experience and overall satisfaction of tourists: ecological environment impact and facility management impact negatively affected the recreation experience; facility management impact and tourist conflict negatively affected the overall satisfaction of tourists. (3) Recreation experience positively affected the overall satisfaction and loyalty, and affected loyalty through partial mediation of overall satisfaction indirectly.

This research has theoretical significance; it contributes to the knowledge of tourist psychology and recreation behavior in the context of ecological scenic spots with low-density development. The developed theoretical framework of recreation impacts provides reference for future recreation management practices and resource conservation of wetland scenic areas. Managerial implications are discussed based on the empirical results and in-depth interviews of tourists and management personnel. Specifically, measures to reduce recreation impacts, manage recreation resources and formulate recreation management policy and plans are presented. These measures could help realize a win-win situation that enables recreation opportunity utilization maximization and wetland resource conservation. Finally, limitations and recommendations for future research are presented.

Key words : dimensions of recreation impacts recreation experience overall satisfaction loyalty wetland scenic areas

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