



首页 | 学刊简介 | 编辑部 | 投稿须知 | 期刊订阅 | 广告服务 | 在线留言(读者·作者·编者) | 使用帮助 | 官方微博 >

文章搜 GO

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论文

最新目录 | 下期目录 | 过刊浏览 | 高级检索

« 前一篇 | 后一篇 »

政府旅游公共营销的实现机制和路径选择——基于扎根理论的一个探索性研究

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Implementation Mechanism and Paths Selection of Government's Tourism Marketing: An Exploratory Research Based on Grounded Theory

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摘要 图/表 参考文献(0) 相关文章(9)

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摘要

作为一种公共产品生产行为,政府旅游公共营销对国家旅游形象和旅游目的地的宣传推广具有重要作用。加强政府对旅游目的地营销的科学引导,促进旅游公共营销绩效的提升已成为一个亟待解决的重大课题。应用扎根理论,通过对中国国家旅游局驻外旅游办事处年度工作报告的编码分析,探究政府旅游公共营销实现机制和路径选择的客观规律。研究发现,动因、市场调研能力、外部网络协同能力、环境政策干预这4个主范畴对政府旅游公共营销模式存在显著影响。动因是前置变量,市场调研能力和外部网络协同能力对政府旅游公共营销起部分中介作用,环境政策干预作为外部情境因素起调节作用,从而提炼得出“动因-情境-能力-路径选择”模型。文章为政府旅游公共营销研究提供了一个整合分析框架,对政府制定有效的管理政策、提高旅游公共营销绩效有现实意义,同时也给目的地旅游营销的理论研究提供了一个新的视角。

关键词: 政府旅游公共营销, 实现机制, 路径选择, 扎根理论

Abstract:

As a public good, government's tourism marketing plays an important role in promoting national tourism images and tourism destinations. However, promotion level of Chinese tourist destinations is relatively low in terms of scientific and professional perspective, when comparing to other countries or other developed destinations. Therefore, it becomes a key issue to strengthen the scientific guidance of the government in tourism destination marketing and enhance the public marketing performance. This research adopts a grounded theory approach to explore the implementation mechanism and path selection of Chinese government's tourism marketing efforts. The annual reports of overseas offices of China National Tourism Administration were analyzed.

The results showed that four main factors have significant effect on government's tourism marketing, including motivation, market investigation capacity, synergy capacity of external network, and environmental policy interventions. Motivation refers to factors that prompted the government to develop internal motive or desire of public marketing, such as market force, technology thrust and internal factors. Market research ability refers to the investigation capability, especially focuses on market entry, tourists' consumption habits and enterprises. It is mainly composed of research objects, research methods, research efforts, research subjects, research scope and other factors. External network coordinative ability refers to the ability of government coordinates and cooperates with other different stakeholders in the external networks, mainly composed of embedded type coordination, support collaboration, compact collaboration and interactive coordination. Environmental policy intervention refers to external factors that affect the public government tourist marketing, such as the annual tourism theme, tourism policies and regulations, international disputes, etc.

By influencing market research capabilities and external networks to facilitate collaboration capabilities, Government's marketing motivation promote the conducting of marketing activities, hence it is the predisposing factor of government tourism marketing. Market research capabilities and external network interoperability are core factors influencing the ability of government marketing. Market research capabilities and external network interoperability are mediating variables (mediators), playing a significant role in influencing motivation on government tourism marketing. As a moderator, the variable of environmental policy interventions has an impact on the direction and strength of the relationship between "Motivation - Choice".

Using the grounded theory approach, this research developed a theoretical model of the government tourism marketing mechanisms and path selection based on the logic of "motivation - context - ability - route choice model". The model continues the previous researches on the necessity of the government's public marketing, as well as fills the research gap with regard to the factors influencing government public tourism marketing. Moreover, this paper firstly introduces environmental public policy intervention into the tourism government marketing framework. As a standard tourism government marketing instrument, the framework could promote long-term effective marketing performance regardless of changes on destination marketing organization staff, advertising agency, other stakeholders and budget. This study contributes to the national or regional tourism destination marketing, and has practical significance for the government to formulate effective management policies in improving the performance of government's tourism marketing, and also provides a new perspective for theoretical study of destination marketing.

Key words: government's tourism marketing implementation mechanism paths selection grounded theory

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