

学术论文

遗产地旅游者旅游动机差异的成因分析——以九寨沟、峨眉山和青城山三个世界遗产地为例

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摘要:

本文针对不同类别遗产地旅游者的旅游动机进行研究,通过对九寨沟、峨眉山和青城山三个世界遗产地旅游者的问卷调查,从遗产地旅游者旅游动机的要素和维度、旅游动机各要素之间的相关性、旅游者特征和旅游者了解遗产地景区的信息渠道对旅游者动机的影响几个方面展开分析,阐释了不同类别遗产地旅游者旅游动机的差异及其生成原因。

关键词: 遗产旅游 旅游者 旅游动机 差异

A Study on the Origin of Heritage Tourists Motivation Difference

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Abstract:

This paper studies the various types of Heritage tourist motivation.By doing a questionnaire survey on Jiuzai valley,Emei mountain and Qingcheng mountain,it analyzes heritage tourist motivation in four aspects:the influential factor of heritage tourism motivation,the correlation of heritage tourist motives,features of tourists,as well as information channels.It also attempts to explain the origin of heritage tourist motivation difference.

Keywords: heritage tourism tourist tourist motivation difference

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