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国家视角下的目的地形象模型——基于来华国际游客的实证研究

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An Integrative Model of Destination Image in a Country Context : A Case Study Based on International Tourists in Beijing

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摘要

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摘要 国家形象和目的地形象因其对消费者行为和决策的重要影响, 分别发展成为国际商务领域和旅游营销领域的重要概念和研究热点, 虽然两者具有十分密切的内在联系, 但学界对它们的研究却相对独立, 缺少交叉研究。该研究在对两个领域的文献和理论模型进行整理后, 将目的地形象放置到国家尺度下重新审视, 试图揭示一个国家的综合国家形象与其作为旅游目的地的形象之间的互动机制, 并尝试引入“熟悉度”等概念建立整合模型。最后以中国大陆为案例地, 以来华国际游客为调查对象, 通过结构方程模型进行实证检验和修正。结论指出: (1) 熟悉度对目的地形象有正向影响; (2) 国家形象与目的地形象之间具有双向且正向的影响; (3) 国家形象通过目的地形象对游客的忠诚度产生间接影响。

关键词: 国家形象, 目的地形象, 熟悉度, 结构方程模型, 中国

Abstract: Images are simplifications of complex ideas and things. They also guide behavior and help in decision-making. Country and destination images are very important in the fields of international business and tourism marketing. However, the research of destination and country images has developed separately. Although they have some overlapping concepts and related concerns, few researchers have attempted to marry the two types of images. This research proposes an integrative model of destination image in a country context. In addition to country image, destination image and destination loyalty, familiarity is considered as an important variable in the interaction between country and destination images. Six hypotheses were tested: (H1) familiarity with a country positively influences that country's image; (H2) familiarity with a country positively influences that country's destination image; (H3) country image positively influences that country's destination image; (H4) a country's destination image positively influences that country's image; (H5) country image positively influences foreign tourists' satisfaction about their travel to that country; (H6) a country's destination image positively influences foreign tourists' satisfaction about their travel to that country. The proposed model and hypotheses were empirically tested against the background of inbound tourism to Mainland China. As Beijing is the most important destination and a gateway for international tourists to China, a survey was conducted using on-site, personal interviews with international tourists at major attractions in Beijing. A pilot test was conducted with 30 international tourists. The questionnaire was revised based on the results of the pilot test. Some 387 useable responses were collected. Structural equation modeling (SEM) with AMOS 21.0 and SPSS 16.0 was applied to test the causal relationships of the proposed model. The results showed that H1 and H5 were not supported, while H2, H3, H4 and H6 were supported. This model fills the gap in the academic research literature by demonstrating the relationships between country and destination images. It can be inferred from the results that: (1) familiarity with a country significantly influences that country's destination image; destination image is stronger than country image from international tourists' perspectives; (2) destination and country images have a significant bi-directional effects, indicating that the two images are connected; (3) destination loyalty is directly influenced by destination image, and international tourists have stronger perception of loyalty toward destination image than country image. In particular, little knowledge and negative images of country appear to have little influence for international tourists to recommend and revisit China in the future. However, the potential influence of country image on destination image should not be overlooked. Positive country images may still have significant influences on the destination images of non-visitors (potential visitors). International tourists tend to have more positive destination images than their country images of China. Politically, tourism is an effective way to enhance country image. A contradiction exists between destination and country images and especially in developing countries; tourism development counter-balances negative country images internationally.

Key words: country image destination image familiarity SEM China

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