

目的地网络界面对旅游者体验及品牌形象的影响

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The Impact of Tourism Destination Network Interface on Tourist Experience and Destination Brand Image

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摘要 旅游目的地推广营销所使用的官方网站、微博、电子商务平台等网络渠道构成了旅游者接触目的地的网络界面。旅游目的地网络界面特征主要包含信息价值、友好性和交互性3个要素。为探索旅游目的地网络界面对旅游者体验及品牌形象的影响,构建了旅游目的地网络界面特征、旅游者体验与目的地品牌形象的结构方程模型。研究发现,旅游目的地网络界面特征的3个要素通过功能体验和情感体验两个中介因素影响游客对目的地品牌形象的感知,但信息价值对情感体验的影响不显著。基于以上结论,对旅游目的地优化网络界面提出了策略建议。

关键词 : 旅游目的地, 网络界面, 品牌形象

Abstract : With the development of internet technology, many application tools based on the internet have become popular. In addition, the media used by tourists has been abundant and diversified. Through internet, more and more tourists acquire tourism information, make tourism plans, purchase tourism services and exchange their experiences. The network channels such as official websites, micro-blogs, and e-commerce platforms of tourism destinations construct a network interface for tourists to communicate with the destinations. The information diffused by these network interfaces may greatly affect tourist perceptions of the destination image. Based on desk research and interviews of tourists, this research defines the characteristics of tourism destination network interface as 3 factors: information value, friendly interface and interactive interface. This research aimed to investigate the internet users such that all the survey questionnaires were all carried out through the internet. We issued the questionnaire on a famous Chinese internet investigation/information? platform (<http://www.sojump.com>). By snowball sampling, we sent the?web link to the frequent?tourism web surfers through our Sina microblog, Tencent microblog, and other tourism online communities (such as <http://www.8264.com>) and invited the members to fill in and forward to their friends. A total of 653 questionnaires were obtained over a three-month period. After eliminating incomplete and non-valid responses, 422 questionnaires remained for analysis in this study, with an acceptable effective rate of 65 percent. To explore the effect of tourism destination network interface on tourist experience and brand image, this research constructed a structural equation model (SEM) for characteristics of tourism destination network interface, tourist experience, and tourism destination brand image. We used AMOS17.0 software to estimate the model, test the fit index, path coefficient and T-value. The results suggest that the 3 factors of tourism destination network interface affect the destination brand image through functional experience and emotional experience, but the effect of information value on emotional experience is not significant. As a result, compared to the traditional environment, there are more factors of tourism destination affecting tourists' conceptions to tourism destinations within an internet context and the mechanism of image building is more complex. Based on these findings, this paper proposes some strategic suggestions for tourism destinations to optimize their network interfaces, improve tourist experiences, and enhance the destination brand image. The tourism destination marketers should (1) choose a suitable network interface and promote proper information to enhance the attractiveness of the interface; (2) have a clear mind on the positioning of the brand image through the internet and make sure the brand image is built consistently by different network platforms; (3) improve design technology of the network interface to enhance the appearance of network interface, optimize the content expression and to increase the tourists' stickiness; (4) strengthen the interaction of the network interface to help tourists to understand internet information and to communicate with each other. These initiatives will be of great help for improving the destination brand image.

Key words : tourism destination network interface brand image

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