

# 目 录

## 休闲旅游

- 基于历史经验的国民休闲战略推进路径与组织 ..... 冯凌, 石培华, 龙江智/1
- 论民俗活动的休闲价值 ..... 刘婷/6

## 旅游文化

- 中国旅游文化源流探析 ..... 晋艺波/11

## 旅游市场

- 国民旅游需求刺激计划的绩效与评价体系研究 ..... 包亚芳, 白鸥, 单雨菲, 杨疏/15
- 基于修正 Logistic 模型的游客流量预测研究  
——以重庆芙蓉洞开发为例 ..... 张云丰, 王勇/22
- 旅游在线预订的市场成长策略探析 ..... 鲍富元/28
- 旅游者人格特质与漂流体验满意度关系研究 ..... 李纯, 许春晓, 邓昭明, 陈海波, 何文斌/33

责任编辑：徐燕  
英文审译：吴军俐  
封面设计：戚国强

## 第3期 2010年9月

### 旅游开发

- 旅游城镇：统一性与矛盾性的协同体 ..... 李柏文，张志勇，卢烨陶/39
- 健康旅游研究综述 ..... 白 鸣/44
- 国外高尔夫旅游研究综述 ..... 明 镜，王金伟/50

### 旅游产品设计

- 世界遗产地旅游产品开发设计原则探析 ..... 麻新华，李 伟/57
- 浙江省制造业旅游产品设计与开发研究 ..... 熊友平/61

### 旅游服务

- “农家乐”对新型农民培养的作用机制实证研究  
——以河南“农家乐”为例 ..... 王秀红，莫廷芬/65
- 酒店女性管理者职业生涯规划的影响因素分析  
——以广州市高星级酒店为例 ..... 熊 伟，李绮华/72

### 旅游教育

- 本科院校旅游专业办学模式对比分析与发展对策 ..... 阚如良，郑宇飞，胡春梅/80
- 我国高尔夫职业教育发展探析 ..... 杨红波/85
- 酒店前厅管理课程教学改革探析 ..... 李 洁，吴应香/90

### 旅 记

- 走近琅勃拉邦 ..... 刘水云/封二
- 永远的德天瀑布 ..... 李光云/封三

封面、封底:昆明学院  
校园掠影  
(摄影:戚国强)

# TOURISM RESEARCH

Vol. 2 No. 3 Sum No. 7 Sep. 2010

## CONTENTS

|   |   |
|---|---|
| Research on the path, organization and procedures of “National Popular Leisure Program”<br>in China: based on historical experiences .....        | FENG Ling, SHI Pei - hua, LONG Jiang - zhi(1)                               |
| On recreational value of folk customs .....   | LIU Ting(6)   |
| Analysis of Chinese traveling culture origins .....   | JIN Yi - bo(11)   |
| Study of the performance assessment of national tourism demand stimulation program in China<br>.....  | BAO Ya - fang, BAI Ou, SHAN Yu - fei, YANG Shu(15)                          |
| Forecast research on tourists’ amount by modified Logistic model<br>——Take the exploration Furong Cavity, Chongqing as an example<br>.....        | ZHANG Yun - feng ,WANG Yong (22)  |
| Analysis of market growth strategies for the tourism booking online .....   | BAO Fu - yuan(28)   |
| Research on the relationship between tourists’ personality traits and drifting experience satisfaction<br>.....                                   | LI Chun, XU Chun - xiao,DENG Zhao - ming, CHEN Hai - bo , HE Wen - bin (33) |
| The birth,conception and philosophy origin of tourism town<br>.....   | LI Bo - wen,ZHANG Zhi - yong,LU Ye - tao(39)                                |
| Literature review of health tourism study .....   | BAI OU(44)  |
| Literature review of Golf tourism abroad .....  | MING Jing,WANG Jin - wei(50)  |
| Analysis of the principles of tourism product development in the world heritage sites<br>.....  | MA Xin - hua , LI Wei(57)   |
| Research on tourism product design and development of Zhejiang manufacturing industry<br>.....  | XIONG You - ping(61)  |
| Empirical study on action mechanism of Nongjiale to the cultivation of new - type farmers<br>—— A case study of Nongjiale in Henan province ..... | WANG Xiu - hong,MO Yan - fen(65)  |
| Analysis of influencing factors for female managers’ career planning in luxury hotels<br>—— A case study of one hotel in Guangzhou .....          | XIONG Wei, LI Qi - hua (72)   |
| Contrast analysis and development countermeasures of the school - running model of college tourism major<br>.....                                 | KAN Ru - liang, ZHENG Yu - fei, HU Chun - mei(80)                           |
| Analysis of the development of Chinese golf vocational education .....  | YANG Hong - Bo(85)  |
| Analysis of the teaching reform of management course in the front office of hotel<br>.....  | LI Jie, WU Ying - xiang(90)   |