

目 次

传统服务型企业商业模式架构要素及其与技术创新的过程匹配  
——一个基于旅游企业的多案例研究  
..... 李亚男, 彭雪蓉 (1)

从历史文化名城到浪漫邂逅之都的变迁  
——基于网络文本分析的丽江大研古城旅游迷思演变研究  
..... 吕宛青, 汪熠杰, 倪向丽 (14)

小岛屿国家旅游竞争力时空演变及其与经济增长的耦合关系  
..... 尹 鹏, 段佩利, 刘曙光 (29)

酒店网络舆情危机后形象修复研究  
——以“五星级酒店卫生乱象”事件为例  
..... 李 婷, 曹 越, 冯文勇 (42)

微信朋友圈对游客旅游消费行为影响分析研究  
——以大学生群体为例  
..... 吴开军, 卢键华 (53)

旅游目的地在线评论对旅游者有用性感知的研究  
——基于眼动实验  
..... 伍玉婷 (68)

长三角城市群 A 级旅游景区空间结构研究 ..... 杨 倩, 吴 雷, 曾菊新 (82)

投稿须知 ..... (封三)

**本刊启事**

1. 本刊实行同行专家匿名评审制度。
2. 本刊对所发论文享有中文专有出版权, 请勿一稿多投。
3. 本刊对所发论文享有电子出版和信息网络传播权, 如有异议, 请事先声明。

[期刊基本参数] CN 53 - 1212/K \* 2009 \* b \* 16K \* 100 \* zh \* P \* ¥12.00 \* 1600 \* 7 \* 2020 - 06

# TOURISM RESEARCH

Vol. 12 No. 6 Sum No. 58 Nov. 2020

---

## CONTENTS

- Research on Technology Integration of Business Model Element Architecture and Dynamic Matching Mechanism of Traditional Service Enterprises:A Multi-case Study of Tourism Enterprises ..... LI Yanan ,PENG Xuerong(1)
- From the Historic Town to the Town of Romance: a Study on the Tourism Myth: Changing in Lijiang Ancient Town based on Network Text Analysis ..... LYU Wanqing, WANG Yijie, NI Xiangli(14)
- Spatial-temporal Evolution of Tourism Competitiveness and Its Coupling Relationship with Economic Growth in SIDS ..... YIN Peng, DUAN Peili, LIU Shuguang(29)
- Image Restoration of Hotel under the Network Public Opinion Crisis: Taking the Incident of Five-Star Hotel Sanitation Chaos as an Example ..... LI Ting, CAO Yue, FENG Wenyong(42)
- Analysis of the Influence of WeChat Moments on Tourism Consumption Behavior ..... WU Kaijun, LU Jianhua(53)
- Research on the Influence of Online Reviews of Tourist Destinations on Tourists' Usefulness Perception: Based on Eye Movement Experiment ..... WU Yuting(68)
- Spatial Structure of Class A Tourist Spots in the Yangtze River Delta Urban Agglomerations ..... YANG Qian, WU Lei, ZENG Juxin(82)