

目 次

中国旅游政策研究三十年回顾与展望

——基于 VOSviewer 和 CiteSpace 的综合应用

..... 王雅文, 罗盛锋, 黄燕玲, 毛甜雨 (1)

自然联结与城市自然公园游客地方依恋的关系研究:

——基于恢复性知觉的中介效应

..... 张 鑫, 张宏梅 (15)

明星微博对公众旅游意愿的影响

——基于认知和情绪的视角

..... 易婷婷, 孙静怡, 孙佳妮, 罗雯君 (28)

地球仓民宿新媒体营销传播效果的影响因素研究

..... 伍 蕾, 湛 琪, 李 捷 (43)

主客互动感知差异对在线旅游民宿顾客持续信任影响研究

——以海南省三亚市民宿为例 张宇慧, 刘红汐 (56)

旅游虚拟社区用户持续使用意愿影响因素研究

——基于 Z 世代旅游者的实证分析 翁金燕, 王 凯 (71)

旅游学著述和研究的范式探索

——以《中国古村镇遗产旅游经营的道路选择》为解读样本

..... 庄志民 (84)

投稿须知 (封三)

TOURISM RESEARCH

Vol. 15 No. 1 Sum No. 71 Jan. 2023

CONTENTS

Review and Prospect of China's Tourism Policy Research for 30 Years:

Comprehensive Application Based on Citespace and Vosviewer

..... WANG Yawen, LUO Shengfeng, HUANG Yanling, MAO Tianyu (1)

A Study on the Relationship between Nature Relatedness and Place Attachment of

Urban Natural Parks Tourists: Based on the Mediating Effect of Restoration

..... ZHANG Xin, ZHANG Hongmei (15)

The Influence of Celebrity Micro-blogs on Tourists' Willing: Based on Cognitive and

Emotional Perspectives YI Tingting, SUN Jingyi, SUN Jiani, LUO Wenjun (28)

Research on Influencing Factors of New Media Marketing Communication Effect of

the Earth Warehouse Homestay WU Lei, ZHAN Qi, LI Jie (43)

A Study of the Impact of Perceived Differences in Host-guest Interaction on

the Continuous Trust of Online Homestay Customers

——Take Sanya Homestay, Hainan Province as an Example

..... ZHANG Yuhui, LIU Hongxi (56)

Study on the Influencing Factors of Users' Continuance Intention in Tourism Virtual

Community——An Empirical Analysis Based on Generation Z Tourists

..... WENG Jinyan, WANG Kai (71)

Exploration on the Paradigm of Tourism Writings and Research

——Take "The Road Choice of Heritage Tourism Management in Ancient Villages

and Towns in China" as an Example ZHUANG Zhimin (84)