

中国式旅游发展道路的跨文化比较研究 王 健(1)

旅游发展与非物质文化遗产的保护和传承

——以莲花山“花儿”为例 欧阳正宇(11)

真实性视角下乡村旅游经济可持续开发研究

..... 许 峰 吕秋琳 秦晓楠,等(26)

旅游目的地形象结构与游客行为意图

——基于潜在消费者的本土化验证研究

..... 张宏梅 陆 林 蔡利平,等(35)

网络话题作为定性数据来源的研究方法探讨

——以旅游动机研究为例 于海波(46)

入境旅游目的地城市的旅游意象评价指标体系研究

——以北京和上海为例 赵安周 白 凯 卫海燕(54)

景区形象与游客感知价值、满意和忠诚的关系的实证研究

..... 王 斌(61)

香港团队游客上海世博游决策的影响因素分析

..... 颜 麒 杨 韫(72)

【视野】

对旅游本质的哲学辨析 曹诗图 曹国新 邓 苏(80)

我国旅游人才队伍建设的问题与对策思考

..... 石培华 李成军(88)

- A Comparative Study on Chinese Pattern of Tourism Development:
A Cross-Cultural Perspective *WANG Jian* (1)
- Research on the Relationship between Tourism Development and
Intangible Cultural Heritage Preservation: A Case Study of
“Hua’er” Lianghuashan *OUYANG Zhengyu* (11)
- Research on Sustainable Development of Rural Tourist Economy: An Authenticity
Perspective *XU Feng, LU Qiulin, QIN Xiaonan, et al.* (26)
- Tourism Destination Image Structural Model and Visitors’ Behavioral
Intentions: Based on a Confirmatory Study of Localization of
Potential Consumers *ZHANG Hongmei, LU Lin, CAI Liping, et al.* (35)
- A Probe into the Methodology of Using Network Topics as Qualitative
Data Source: A Case Study of Tourist Motivation *YU Haibo* (46)
- Research on Tourism Image Evaluation Index System of Inbound Tourism
Destination Cities: A Case Study of Beijing and Shanghai
..... *ZHAO Anzhou, BAI Kai, WEI Haiyan* (54)
- An Empirical Study of the Relationship between Destination Image, Perceived
Value, Satisfaction and Destination Loyalty *WANG Bin* (61)
- An Analysis on the Factors Influencing the Decision-Making of Hong Kong
Group Tourists Visitors to Shanghai World Expo *YAN Qi, YANG Yun* (72)
- A Philosophical Analysis of the Essence of Tour
..... *CAO Shitu, CAO Guoxin, DENG Su* (80)
- Solutions to the Issues Concerning Developing Tourism Talents
..... *SHI Peihua, LI Chengjun* (88)