

《中国社会科学引文索引》(CSSCI) 来源期刊

中国人文社会科学核心期刊

全国高校百强社科期刊

# 旅游科学

TOURISM SCIENCE

第28卷第4期 2014

Volum 28 Number 4



4

## 自我一致性对旅游目的地忠诚的作用机理研究

——以韶山为例 ..... 许春晓 王甫园(1)

国外旅游目的地品牌化研究回顾与展望 ..... 吴小天(15)

## 旅游者景区游线选择影响因素效用评价及管理启示

..... 管婧婧 俞璇(29)

背包旅游者的演变与概念重塑 ..... 余志远(38)

## 基于扎根理论的美国游客中国意象研究

..... 郑荣娟 白凯 马耀峰(52)

## 酒店收益管理战略关键驱动因素:基于中国高星级酒店的

实证研究 ..... 田新 王晓文 李凯 陈洁(65)

## 基于 Amos 的环境地方性与游客地方感之间的关系机理分析

——以西安大明宫国家考古遗址公园为例 ..... 张中华 段瀚(81)

Research on the Mechanism of the Effects of Self-Congruity on Destination

Loyalty: A Case Study of Shaoshan ..... *XU Chunxiao, WANG Fuyuan* ( 1 )

Retrospect and Prospect of Overseas Tourism Destinations Branding Research

..... *WU Xiaotian* ( 15 )

Implications of Utility Evaluating and Managing of the Influential Factors

Concerning Tourists' Route Choice in Scenic Sites

..... *GUAN Jingjing, YU Xuan* ( 29 )

Evolution of Backpackers and the Concept Reconstruction of Backpacking

..... *YU Zhiyuan* ( 38 )

A Study on American Tourists' China Images: Based on Grounded Theory

..... *ZHENG Rongjuan, BAI Kai, MA Yaofeng* ( 52 )

The Driving Factors of Hotel Revenue Management Strategy: An Empirical

Study Based on Chinese Starred-Hotel Data

..... *TIAN Xin, WANG Xiaowen, LI Kai, CHEN Jie* ( 65 )

Analysis on the Relation Mechanism between Environmental Locality and

Tourists' Sense of Place Based on Amos7.0 Platform: A Case Study of

Xi'an Daming Palace National Archaeological Park

..... *ZHANG Zhonghua, DUAN Han* ( 81 )

ISSN 1006-575X



08>

9 771006 575120

ISSN 1006-575X

CN 31-1693/K

国内邮发代号: 4-654

定价: 8.00元

万方数据