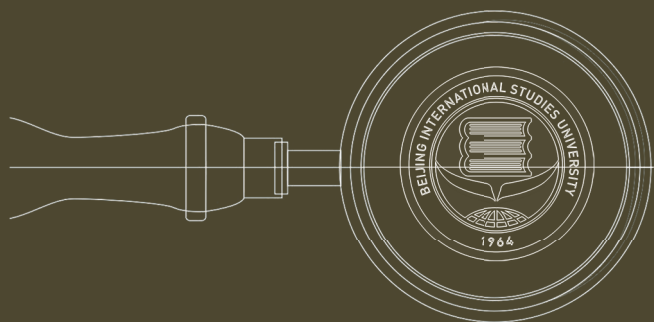


旅
游
导
刊

旅 游 导 刊

Tourism and Hospitality Prospects



二〇一九年第一期（总第十三期）

双月刊 $\frac{1}{2019}$



目次

◆ 专题论文

- 1 将尺度观引入旅游统计工作的几点思考
保继刚
- 9 新时代生态文明建设背景下生态旅游研究展望
钟林生 王朋薇

◆ 研究论文

- 21 基于 SCCT 理论的网络舆情危机后旅游地形象修复策略研究
——以“丽江打人毁容”事件为例
蔡礼彬 朱晓彤
- 43 旅游者在线预订行为是计划行为吗?
——旅游者行为惯性的影响及风险感知的两阶段调节效应研究
张江驰
- 65 进化视角下休闲的内涵及启示
马宝建

◆ 观点与评论

- 75 新时代背景下的乡村旅游扶贫:反思与前瞻
主持人:王金伟
关于乡村旅游之管锥 刘德谦 / 乡村旅游助推乡村振兴的价值提升 马勇 张梦 /
边境少数民族地区乡村旅游扶贫的问题与出路 冯章献 / 乡村旅游“因旅致贫”现象:
呈现形式与路径选择 王金伟 孙爽

◆ 学术动态

- 94 “大数据时代文化和旅游市场发展与行业监管”研讨会会议综述
邹统钎 王欣 黄鑫 陈徽
- 封三 第十五届“中国旅游发展·北京对话”广州论坛成功举办
- 97 致谢本刊审稿人
编辑部

Tourism and Hospitality Prospects

(Bimonthly) Vol.3 No.1 (General Serial No. 13)

February 2019

Contents

◇◇◇ Special Topics

- 1 Thoughts on Introducing Spatial Scale Perspective into Tourism Statistics
BAO Jigang
- 9 Prospects of Research on Ecotourism under the Background of Ecological Civilization
Construction in the New Era
ZHONG Linsheng / WANG Pengwei

◇◇◇ Research Paper

- 21 Research on the Image Restoration Strategy of Tourism Destination Identity under the
Network Public Opinion Crisis based on SCCT: Taking the Incident of Disfigurement in
Lijiang as an Example
CAI Libin / ZHU Xiaotong
- 43 Is E-Booking a Planned Behavior? A Study on the Effects of Tourists' Habits and the
Two-stage Moderating Effects of Risk Perception
ZHANG Jiangchi
- 65 On the Connotation of Leisure and Its Implications from the Perspective of Evolutionism
MA Baojian

◇◇◇ Perspectives and Commentary

- 75 Rural Tourism and Poverty Alleviation in the New Era: Reflections and Prospects
LIU Deqian / MA Yong / ZHANG Meng / FENG Zhangxian / WANG Jinwei / SUN Shuang