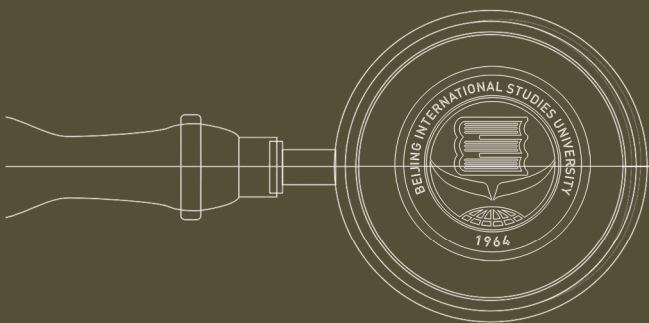


旅游导刊

Tourism and Hospitality Prospects



双月刊 **5**
2019

万方数据



目次

◆ 专题论文：理论建构探索与展望

- 1 人类学对旅游研究的知识溢出

孙九霞

- 15 阅文生思：文献是学术思想的源泉

—— 基于高铁旅游研究视角

汪德根

◆ 研究论文

- 27 基于参展商的展会品牌资产实证研究

张辉 王宁

- 47 旅游电子商务企业营销道德行为与游客响应

—— 在线体验的中介作用

沈鹏熠 万德敏

- 66 周休假的旅游消费效应研究

吴新芳 魏翔

◆ 综述论文

- 84 旅游形象研究的知识图谱分析

邬超 邵秀英 高楠

- 13 邮局订阅启事

- 100 投稿须知

Tourism and Hospitality Prospects

(Bimonthly) Vol.3 No.5 (General Serial No. 17)

October 2019

Contents

Special Topics: The Explorations and Prospects of Theory Building

- 1 Knowledge Spillover from Anthropology to Tourism Research
SUN Jiuxia
- 15 Literature as the Source of Academic Thought: The Perspective of High-speed Railway
Tourism
WANG Degen

Research Paper

- 27 An Empirical Study of Exhibitor-based Brand Equity
ZHANG Hui / WANG Ning
- 47 Research on Marketing Ethical Behaviour of Tourism Electronic Commerce Enterprise
and Tourist Response: Mediation Effect of Online Experience
SHEN Pengyi / WAN Demin
- 66 The Study on the Tourism Consumption Effect of Week Break
WU Xinfang / WEI Xiang

Review Article

- 84 Mapping Knowledge Domains Analysis of Tourism Image Research
WU Chao / SHAO Xiuying / GAO Nan