



北京第二外国语学院学报

JOURNAL OF BEIJING INTERNATIONAL STUDIES UNIVERSITY

标题, 作者, 摘要, 关键词

GO



会展经济

(http://journal.bisu.edu.cn/Jwk3_xb/CN/abstract/abstract133.shtml)



(http://journal.bisu.edu.cn/Jwk3_xb/CN/abstract/abstract131.shtml)

普通观众和专业观众对创意园展览体验深度的比较研究

凌 茜 康静华 郑妙华

华南师范大学旅游管理学院 广东广州 510631

A Comparative Study between General Audience and Professional Audience on the Experience Depth of Creative Park Exhibitions

Ling Qian / Kang Jinghua / Zheng Miaohua

South China Normal University , Guangzhou 510631 , China

全文: PDF(4420 KB)

摘要: 创意园展览是目前深受众多年轻旅游者尤其是高校大学生喜爱的一种新兴休闲旅游方式。从旅游体验的角度来看,旅游者对创意园展览的体验深度将直接影响到他们的体验质量和效果,进而影响他们的观展满意度和再次观展的意向与行为。本次研究以有过创意园展览体验经历的广州高校学生为研究对象,采用问卷调查法和访谈法,从时间维度和活动视角两个方面对普通观众(非美术/艺术专业学生)和专业观众(美术/艺术专业学生)对创意园展览的体验深度进行比较研究。研究表明,普通观众和专业观众在观展前的动机、观展中的注意力指向、理解程度与观看状态、观展后的回忆体验,以及观展过程中的活动偏好等方面都存在着一些差异。因此,创意园展览策划人员应根据不同类型观众的观展体验深度特点,进行针对性和差异化的市场定位、产品设计和市场推广。

关键词: 创意园; 展览; 体验深度; 普通观众; 专业观众

Abstract: Nowadays, watching exhibitions in creative parks as a new leisure activity is popular among young tourists, especially university students. From the perspective of tourism experience, tourists' depth of experience for exhibitions has direct influence on the quality and effect of their experience in creative parks and influences their satisfaction, behavior and intention of the exhibitions. This paper used the questionnaire survey method and interviewing method to conduct the investigation on Guangzhou university students who have already visited exhibitions. By using time dimension and activity perspective these two means, this paper made a comparative research for general audience (non-art major students) and professional audience (art major students)'s depth of experience of watching exhibitions on creative parks. It found that there were some differences between general audience and professional audience in the motivation and preparation before the exhibitions, attention, degree of understanding on the exhibitions, state and preference of activities and recall after the exhibitions. Therefore, curators may carry out pertinence and differentiation market positioning, product design and market promotion according to different types of audience's motivations and features of audience's experience.

Key words: creative park exhibition the depth of experience general audience professional audience

收稿日期: 2014-03-17

基金资助: 本文是“大学生创新创业训练计划项目:基于消费者行为特征分析的创意文化产品开发策略研究——以广州综合型创意园为例”的研究成果。

作者简介: 凌茜,女,广东广州人,研究方向:服务性企业管理。康静华,女,广东清远人,研究方向:服务性企业管理。郑妙华,女,广东深圳人,研究方向:服务性企业管理。

服务

把本文推荐给朋友

加入引用管理器 (http://www.bisu.edu.cn)

2018年12月03日 星期一

E-mail Alert (http://journal.bisu.edu.cn/Jwk3_xb/CN/alert/showAlertInfo.do)

RSS (http://journal.bisu.edu.cn/Jwk3_xb/CN/rss/showRssInfo.do)

作者相关文章

凌 茜

康静华

郑妙华

引用本文:

凌 茜,康静华,郑妙华. 普通观众和专业观众对创意园展览体验深度的比较研究[J]. 北京第二外国语学院学报, .

Ling Qian,Kang Jinghua,Zheng Miaohua. A Comparative Study between General Audience and Professional Audience on the Experience Depth of Creative Park Exhibitions. Journal of Beijing International Studies Universit, .

链接本文:

http://journal.bisu.edu.cn/Jwk3_xb/CN/ (http://journal.bisu.edu.cn/Jwk3_xb/CN/) 或 http://journal.bisu.edu.cn/Jwk3_xb/CN/Y2014/V36/I11/68 (http://journal.bisu.edu.cn/Jwk3_xb/CN/Y2014/V36/I11/68)

版权所有 © 北京第二外国语学院学报

地址: 北京市朝阳区定福庄南里1号 邮编: 100024

电话: 010-65778734 传真: 010-65778734 邮箱: flexuebao@126.com

本系统由北京玛格泰克科技发展有限公司设计开发

51La (https://www.51.la/?comId=16369476)