



首 页 | 学刊简介 | 编辑部 | 投稿须知 | 期刊订阅 | 广告服务 | 在线留言(读者·作者·编者) | 使用帮助 | 官方微博 >

文章搜索

GO

旅游学刊 » 2014, Vol. 29 » Issue (7): 15-22 DOI: 10.3969/j.issn.1002-5006.2014.07.002

论文

最新目录 | 下期目录 | 过刊浏览 | 高级检索

◀ 前一篇 | 后一篇 ▶

## 游客满意：国家战略视角下的理论建构与实践进路

戴斌, 李仲广, 何琼峰, 夏少颜

中国旅游研究院, 北京 100005

### Tourist Satisfaction: Theory and Practical Approaches from a National Strategy Perspective

DAI Bin, LI Zhongguang, HE Qiongfeng, XIA Shaoyan

China Tourism Academy, Beijing 100005, China

摘要

图/表

参考文献(0)

相关文章(12)

全文: [PDF](#) (6060 KB) [HTML](#) (1 KB)

输出: [BibTeX](#) | [EndNote](#) (RIS)

#### 摘要

从创汇导向的国际旅游目的地发展到以游客满意为导向的国民旅游福祉提升,是包括中国在内的世界旅游发展战略正在经历的趋势性变革。游客在旅游基础理论研究和旅游经济发展实践中已经被事实上赋予了主体地位,游客满意应当、也可以成为当代旅游发展理论的学术基石、国家旅游发展战略的思想基础和目的地管理实践的政策创新。作者团队5年的全国游客满意度调查实践表明:城市政府牵头、培育游客和市民共享的生活空间、完善商业接待和公共服务体系等,是提升游客满意度的有效路径。

**关键词** : 游客满意, 国家战略, 理论建构, 实践进路

#### Abstract :

China's tourism industry has undergone considerable development in the past 30 years. This process has had an underlying philosophy and theory guiding the strategic development of national tourism, which evolved from being a source of foreign currency and stimulating consumption to industry modernization and an increasing concern about tourist satisfaction. During this development, attention to tourist satisfaction was limited to enterprise management and micro supervision, such as the measurement of service quality. With the coming of mass tourism, featuring mass consumption by everyday citizens, the satisfaction of people's growing and diversifying travel and leisure demands, alongside the enhancement of the wellbeing of tourists and the public, satisfaction has gradually developed into the core goal of the national tourism strategy forming the current philosophy and theory underpinning the national tourism strategy.

Research for the national tourist satisfaction index was initiated by the China Tourism Academy, and the survey was conducted by the third party. It evaluated the management and operation of cities from a tourist's perspective. Variables included macro status, planning and construction, governance, as well as the service of the public and private sectors. Prevailing satisfaction theories were used as a basis for the research, and we also employed a qualitative methodology and considered the importance of a complaint service for measuring tourism development. A series of subjective evaluations including passive and active expressions by tourists were translated into measurable satisfaction indexes. The research systematically measured and evaluated tourist satisfaction using an onsite questionnaire survey, an online comment survey and a tourist complaint survey. The geographical survey area included 60 Chinese cities popular with tourists and 25 tourist destinations outside China, including both countries and regions. From 2009 to 2013, the research entailed monthly surveys and analysis through the establishment of classified work groups including surveys, statistical analysis, media and practical approaches. A large database was created with more than 150,000 onsite questionnaires, 4.3 million online comments and over 20,000 tourist complaints. In the past 5 years, data were regularly collected and analyzed, leading to the accumulation of survey findings and practical approaches. Modern media was employed to attract the attention of central and regional government regarding the research and provide for the continuous upgrading of the tourist satisfaction scheme.

Using studies related to tourist satisfaction, and supported by tourist satisfaction survey practices, this paper initially constructs a contemporary tourism development theory. This theory is tourist satisfaction oriented and from a national strategy perspective. It includes but is not limited to several findings. Such as, tourism should be oriented not only of economic growth of destinations, but more of tourist satisfaction. Both government and market should play important roles in tourism, as well as the communities. Growth of tourism should not merely rely on resource development. Improvement of overall city environments including services provided by public and private sectors need more attention. Case studies indicate that tourist satisfaction upgrades should be undertaken in a systematic and gradual manner. Cities are requested to establish comprehensive governance for their natural and social environments and the service provided by both the public and private sectors. Governments should create a shared living space for both tourists and local citizens.

**Key words** : tourist satisfaction national strategy theory practical approaches

收稿日期: 2014-02-20

CLC number: F59

基金资助:

#### 服务

- 把本文推荐给朋友
- 加入我的书架
- 加入引用管理器
- E-mail Alert
- RSS

#### 作者相关文章

- 戴斌
- 李仲广
- 何琼峰
- 夏少颜

本研究是国家社会科学基金重大项目(10zd&051)阶段性成果

**作者简介:** 戴斌(1967—), 男, 安徽固镇人, 教授, 博士生导师, 主要研究方向为旅游产业经济和旅游企业管理, E-mail: daibin@cnta.gov.cn; 李仲广(1976—), 男, 广西平南人, 副研究员, 主要研究领域为旅游经济, E-mail: zhgli@cnta.gov.cn, 通讯作者; 何琼峰(1983—), 女, 湖南郴州人, 经济学博士, 主要研究方向旅游经济与产业发展, E-mail: qfhe@cnta.gov.cn; 夏少颜(1982—), 女, 山东烟台人, 博士研究生, 主要研究方向为旅游产业经济和旅游目的地管理, E-mail: shyxia@cnta.gov.cn。

**引用本文:**

戴斌, 李仲广, 何琼峰, 夏少颜. 游客满意: 国家战略视角下的理论建构与实践进路[J]. 旅游学刊, 2014, 29(7): 15-22. DAI Bin, LI Zhongguang, HE Qiongfeng, XIA Shaoyan. Tourist Satisfaction: Theory and Practical Approaches from a National Strategy Perspective. TOURISM TRIBUNE, 2014, 29(7): 15-22.

**链接本文:**

<http://www.lyxk.com.cn/CN/10.3969/j.issn.1002-5006.2014.07.002> 或 <http://www.lyxk.com.cn/CN/Y2014/V29/I7/15>

友情链接: [北京联合大学](#) [国家哲学社会科学学术期刊数据库](#) [中华人民共和国国家旅游局](#) [中国旅游研究院](#) [北京旅游信息网](#) [中国新闻出版总署](#) [中国旅游报](#) [中国地理资源期刊网](#) [中山大学旅游学院](#) [北京大学旅游研究与规划中心](#) [北京第二外国语学院旅游发展研究院](#) [陕西师范大学旅游与环境学院](#) [北京联合大学旅游学院](#)

Copyright © 2010 《旅游学刊》编辑部

本系统由北京玛格泰克科技发展有限公司设计开发 技术支持: [support@magtech.com.cn](mailto:support@magtech.com.cn)