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博 士 学 位 论 文

旅游在场体验影响因素交互作用  
及感知差异研究

Research on Interaction and Perceived Distinction of Factors  
Influencing on Tourism on-site Experience

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## 摘要

随着我国旅游市场的日渐成熟，旅游者已从单纯的购买旅游产品向追求高品质的旅游体验转型。旅游在场体验是旅游体验最重要的组成阶段，作为旅游者在旅游目的地游玩的主观感知，旅游在场体验直接影响旅游者的旅游满意度甚至旅游忠诚度的形成，因此旅游在场体验及其影响因素的研究对于旅游目的地品牌塑造、旅游企业产品开发、旅游者高品质旅游体验的获得都具有十分重要的意义。

本研究以旅游在场体验为主题，结合交互行为场、情境理论和“刺激—机体—反应”等理论对旅游在场体验的影响因素进行研究。创新点主要有：（1）对旅游在场体验的多种基础理论进行整合研究，对真实性、情境、旅游媒介、过往经历等影响因素进行创新性探索；（2）考察了“存在主义真实性”与旅游在场体验的关系，证实其对旅游在场体验的影响作用；（3）构建旅游在场体验、过往旅游经历和个体情绪间的影响因素的交互作用模型，揭示了三者间的交互影响作用；（4）对比分析了团队游客和自助游游客的旅游在场体验影响因素的感知差异。

通过两类游客的实证分析，本文得出了以下结论：（1）旅游情绪作为中介变量，既受到其他因素的影响，又对旅游者在场体验产生影响。（2）真实性会影响自助游游客的教育体验和愉悦体验，同时影响团队游客的逃逸体验和愉悦体验。

（3）旅游在场体验对个体情绪和过往体验经历回忆都具有显著的影响作用，验证了旅游在场体验影响因素间交互作用的存在。（4）正式旅游媒介对团队游客的在场体验和情绪产生显著的影响，对自助游游客的影响作用较弱。（5）团队游客受正式旅游媒介的影响更强，而自助游游客对于非正式旅游媒介的认可程度显著高于团队游客。（6）通过组间 T 检验，发现两类游客对情境要素、真实性和旅游情绪的感知存在显著差异。（7）游客性别、年龄和个人收入对旅游在场体验和影响因素感知具有显著影响作用。

总之，通过对在场体验影响因素及其感知差异的研究，本文得出了一系列的结论，一方面可以从理论层面探究各因素对旅游者自身体验的影响机理，另一方面可以从实践层面为旅游企业和旅游者提供切实有效的指导建议。

**关键词：**旅游在场体验；影响因素；交互作用；感知差异

## Abstract

With the development of Chinese tourism industry and maturity of tourism market, tourist's attitude is beening changed from just purchasing the travel products to focusing on high-quality tourism experience. As the subjective perception of tourists in destination and most important stage of the tourism experience, tourism on-site experience has a direct impact on tourist's satisfaction and loyalty. In some sense, researching on tourism on-site experience and influencing factors has a very important significance on building destination brand, developing tourism product and obtaining high quality tourism experience for tourist.

This paper is primarily concerned with the tourist on-site experience and discusses influencing factors based on the Interbehavioral Field, Situational theory and S-O-R theory. The study has a series of innovation: (1) integrating a variety of basic theories and exploring the influencing factors, such as authenticity, situation, past experience, etc.(2) confirming the effect of existential authenticity on tourism on-site experience.(3) describing the model of on-site experience, past tourism experience and emotion to reveal the interaction among them.(4) comparing perception of influencing factors between group tourists and independent tourists.

This paper draws the following conclusions.(1) tourism emotion has effect on tourism on-site experience and is related to stimulus objects, contact media, situation and interactional history.(2)The authenticity affects learning experience and hedonism experience of group tourist and affects escaping experience and hedonism experience of independent tourist.(3)Tourism on-site experience has a significant impact on individual emotions and memories of past experience, which verifies the on-site experience interaction. (4)Formal tourism mediums significantly impacts on tourism on-site experience and emotion of group tourists rather than independent tourists.(5)The recognition of informal tourism mediums of independent tourists is significantly higher than that of group tourists.(6)By employing T-Test approach to analyze the differences among tourist emotion, authenticity and situational elements, the result proves different tourists have various perception on these factors.(7) Three

demographic indicators (gender, age and income) significantly affecting tourism on-site experience and perception of influencing factors are verified in this paper.

In a word, this paper demonstrates a series of conclusions by researching on tourism on-site influencing factors and perceived distinction, which explores the impact mechanism of various factors on tourism on-site experience from the theoretical level and provides effective recommends for tourism enterprises and tourists from a practical view.

**Key words:** Tourism on-site experience; Influencing factors; Interaction; Perceived distinction

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