深圳与芝加哥的旅游消费差异分析研究

摘　　要

中国与西方的文化差异更加明显，因为在不同文化环境的成长和生活中，意识形态、相关价值观和消费观是不一样的。深圳和芝加哥旅游消费的差异受多个因素的影响，包括不同国家的历史、文化、经济、教育、政治和社会环境等。深圳和芝加哥在文化和历史上有很大的不同，深圳是一个年轻的城市，近年来的经济和科技发展迅猛，由此形成了一种消费观念和旅游消费习惯。而芝加哥则是一个有着悠久历史和文化传统的城市，在餐饮、文化、艺术等方面拥有丰富的资源，这些资源也给旅游者提供了不同的消费选择。本文针对深圳和芝加哥旅游消费行为的影响做简单的分析和探讨，探究其旅游消费行为特点。

关键词：旅游；消费理念；价值观念

ABSTRACT

The cultural difference between China and the West is more obvious, because in the growth and life of different cultural environments, ideology, related values and consumption outlook are not the same. This phenomenon is caused by different geographical environment, material living environment, cultural differences, personality differences, racial differences caused by ethnic differences, will have different views on things. These differences result in the different concepts of tourism consumption in different countries. The purpose of this paper is to study the difference analysis of tourism consumption between Shenzhen and Chicago. Shenzhen and Chicago have obvious differences in tourism consumption, because they grow up and live in different environments, and have different ideologies, related values and consumption views. This phenomenon is due to different cultural factors, economic factors and political factors. The differences in these aspects make people in different countries in the process of tourism consumption is also different. This paper makes a simple analysis and discussion on the influence of tourism consumption behavior in Shenzhen and Chicago, and explores the characte ristics of their tourism consumption behavior.

Key Words: Tourism; Consumption concept; Values

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