

基于网络评论的晋祠景区游客满意度研究

摘 要

晋祠是我国北方三大园林之一，具有非常丰富的旅游资源和深厚的文化底蕴，是当前山西代表性的旅游景点之一，它有丰富的文化类型，包括宗教文化、姓氏文化、祭祀文化、历史文化等等。晋祠景区目前虽是 4A 级景区，但其发展潜力巨大，引起许多学者关注和研究。

本文采用文献研究法与定量分析等研究方法，以晋祠景区为研究对象，对晋祠景区及其游客现状做了分析，并对景区旅游存在的问题做出了阐述，接着根据扎根理论所制定的晋祠景区游客满意度影响因素模型，分别从旅游吸引物、景区服务、景区外综合因素三个层面展开了分析，并提出建议。得出的结论希望能够提高晋祠景区的游客满意度，进一步提高景区的知名度。

关键词：晋祠景区；网络评论；景区服务；游客满意度

Abstract

Jinci is one of the three major gardens in the north of China. It has rich tourism resources and profound cultural heritage. It is one of the representative tourist attractions in Shanxi at present. It has rich cultural types, including religious culture, surname culture, sacrificial culture, historical culture and so on. Although Jinci scenic spot is a 4A level scenic spot at present, its development potential is huge, which attracts many scholars' attention and research.

In this paper, literature research and quantitative analysis are used to analyze Jinci scenic area and its current situation of tourists, and the problems existing in the tourism of Jinci scenic area are described. Then, according to the grounded theory, the influence factor model of tourist satisfaction of Jinci scenic area is established, which includes three levels: tourist attraction, scenic area service and comprehensive factors outside the scenic area. The analysis is carried out and suggestions are put forward. The conclusion is expected to improve the tourist satisfaction of Jinci scenic area and further improve the popularity of the scenic area.

Keywords:Jinci scenic spot; network review; scenic service; tourist satisfaction

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