

基于模糊综合评价的海口夜间经济发展的公众满意度研究

摘要

“夜间经济”围绕消费场景的时空变化为主题，其蓬勃发展是城市经济发展的产物。城市的迅猛发展，颠覆了过去的业态内容和消费习惯，因而夜间消费活动重要地位日益显著。作为海南的省会城市，海口发展“夜间经济”利于加快海口步入信息时代、融入全球化成为国际性大都市的进程，助推海南打造国际旅游消费中心，从而推进自贸区（港）建设。

本文从公众满意度的角度建立了海口夜间经济发展的评价指标体系，包括业态内容、生态环保、夜间管理、夜间旅游、基础支撑、夜间照明六个维度，采用因子分析法确定各要素之间的权重。通过模糊综合分析法（FCE）分析，结果显示公众对海口夜间经济发展基本满意，总体满意度值为 3.3840。在此基础上，加以运用 IPA 进行了定量与定性分析。

评价总结海口夜间经济发展存在的夜间游览吸引力不足、夜间经济活动引发的生态环保等问题，最后提出一系列应对的发展对策和建议。

关键词：夜间经济；模糊综合评价法；IPA

Abstract

"Night economy" is centered around the spatiotemporal changes of consumption scenes, and its vigorous development is the product of urban economic development. The rapid development of the city has subverted the content and consumption habits of the past, so the importance of night-time consumption activities has become increasingly prominent. As the provincial capital city of Hainan, Haikou's development of the "night economy" is conducive to accelerating the process of Haikou's entry into the information age and integration into globalization as an international metropolis.

This article establishes the evaluation index system of Haikou night economic development from the perspective of public satisfaction, including six dimensions: format content, ecological environment protection, night management, night tourism, basic support, and night lighting. Weights. Through the analysis of fuzzy comprehensive evaluation (FCE), the results show that the public is basically satisfied with Haikou's night economic development, and the overall satisfaction value is 3.3840. On this basis, IPA was used for quantitative and qualitative analysis.

The evaluation summarizes the problems of the lack of attraction of night tours in the economic development of Haikou at night, the ecological environmental protection caused by night economic activities, and finally puts forward a series of development countermeasures and suggestions.

Keywords: Night economy; Fuzzy comprehensive evaluation ; IPA

目录

一、绪论	1
(一) 研究目的及背景	1
1. 研究背景	1
2. 研究目的	1
(二) 研究意义	2
(三) 国内外研究概况	4
(四) 研究方法	7
1. 模糊综合评价法	7
2. IPA 法	8
二、相关概念及理论基础	8
(一) 相关概念	8
1. 夜间经济	8
2. 夜间经济特点	9
3. 影响夜间经济发展的因素	10
(二) 理论基础	11
1. 公众满意度理论	11
2. 新公共服务理论	11
三、海口夜间经济发展现状	11
(一) 龙华区夜间活动最为活跃	11
(二) 中青年人夜间消费的主力军	12
(三) 夜间经济消费品类首选是餐饮	13
(四) 夜间出行呈现双高峰	13

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