

秦皇岛城市商业游憩旅游现状及对策研究

摘要

当前，随着人们自由可支配收入和闲暇时间的增加，旅游休闲越来越多的被人们关注，城市作为旅游目的地的重要组成部分，也越来越被人们所关注。其中，城市商业游憩旅游发展迅速并成为了城市旅游新的增长点。秦皇岛市是传统的旅游城市，近年来越来越多的房地产公司在秦皇岛进行投资，秦皇岛市的商业游憩旅游资源发生了新变化。本文通过文献收集、问卷调查、定量分析法和实地考察与访谈研究法对秦皇岛的商业游憩旅游现状进行了分析，发现了一些其存在的问题，并针对问题提出了促进秦皇岛城市商业游憩旅游发展的对策。

关键词：商业游憩旅游；定量分析；问题及对策；秦皇岛

Abstract

At present, with the increase of people's free disposable income and leisure time, more and more people pay attention to the tourism and leisure. As an important part of the tourist destination, the city is also getting more and more attention from people. Among them, urban commercial recreation tourism develops rapidly in urban tourism and becomes a new growth point of urban tourism. Qinhuangdao is a traditional tourist city. In recent years, more and more real estate companies have invested in Qinhuangdao, and the commercial recreation tourism resources of Qinhuangdao have undergone new changes. Through literature collection, questionnaire survey, quantitative analysis and field investigation and interview, this paper analyzes the current situation of Qinhuangdao's commercial recreation tourism, finds out some existing problems, and puts forward some countermeasures to promote the development of Qinhuangdao's commercial recreation tourism.

Keywords: business recreational tourism ; quantitative analysis ; problems and countermeasures; Qinhuangdao

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