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# 旅游目的地短视频营销对消费者出游影响因素研究

## 摘 要

随着新媒体时代的到来，一些以社交为主的软件逐渐成为人们日常生活中的娱乐项目，填补人们工作生活外的时间，人们碎片化的时间逐渐被手机上的娱乐项目填补，短视频 APP 依据其视频时间短，内容丰富有趣，成为人们打发碎片化时间的不二人选。2018 年抖音上出现了一批“网红城市”“网红景点”，有效地带动了当地旅游业的发展。这些“网红城市”的成功让人们看到短视频+旅游地这一营销方式的可行性，纷纷开始研究旅游地的短视频营销这一方向。

本文从消费者角度出发，首先查阅大量的相关文献，熟识相关概念及研究结论，依据 AISAS 模型探究旅游地短视频营销对消费者出游的影响因素，并提出合理的假设，根据假设及影响因素设计调查问卷。然后进行问卷发放，收集问卷数据并分析消费者数据，通过 SPSS 软件建立旅游地短视频营销对消费者出游的影响模型。最后根据研究结果为旅游地短视频营销提出建议，为旅游地短视频营销理论体系的丰富添一份力。

**关键词：**旅游目的地；短视频营销；营销效果；AISAS 模型

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## Abstract

With the arrival of the new media era, some social oriented software has gradually become an entertainment project in people's daily life, filling the time outside people's work and life. People's fragmented time has been gradually filled by entertainment projects on mobile phones. Short video app has become the best choice for people to spend fragmented time according to its short video time and rich and interesting content. An active city called "Red Net scenic spot" appeared in 2018, effectively promoting the development of local tourism. The success of these "online Red cities" makes people see the feasibility of short video + tourist destination, and start to study the direction of short video marketing in tourist destinations.

From the perspective of consumers, this paper first consults a large number of relevant literatures, familiarizes with related concepts and research conclusions, explores the impact factors of short video marketing in tourist destinations on consumer travel based on the AISAS model, and proposes reasonable assumptions, designs based on the assumptions and influencing factors Questionnaire. Then it issues questionnaires, collects questionnaire data and analyzes consumer data, uses SPSS software to establish a model of the impact of short video marketing in tourist destinations on consumer travel. Finally, based on the research results, it provides suggestions for short video marketing in tourist destinations, and contributes to the enrichment of the theoretical system of tourist destination short video marketing.

**Keywords:** Tourist Destination; Short Video; Marketing Effect; AISAS Model

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