

旅游者对武汉旅游资源的感知受新冠疫情影响研究

摘 要

影响旅游者旅游形象感知的因素,直接影响旅游者对于旅游目的地的总体形象的感知,或者通过影响旅游者对于旅游目的地认知形象的感知、情感形象的感知进而间接影响他们对目的地总体形象的感知。

本文主要研究新冠肺炎疫情对于旅游者旅游感知的影响,从影响因子的角度出发,根据调查问卷的数据和新浪微舆情大数据进行分析。本文通过问卷调查所得到的信息并利用 spss.21 软件和 excel 对所得到的数据进行处理,分析疫情前后旅游者对武汉旅游相关信息的感知情况的变化。并分析潜在旅游者在疫情期间接触武汉相关信息的途径主要是哪些、疫情对于旅游者对武汉情感形象认知产生了怎样的影响。

关键词: 旅游知觉;“认知-情感”模型;旅游目的地形象;武汉市

Abstract

For the study of the image of tourist destination, most scholars in the field of tourism choose to start from the perspective of psychology, that is, they think that the image of tourist destination is composed of cognitive image and emotional image. The factors that affect tourists' perception of tourism image directly affect tourists' perception of the overall image of the destination, or indirectly affect tourists' perception of the overall image of the destination by influencing their perception of the cognitive image and emotional image of the destination.

This paper mainly studies the impact of covid-19 epidemic on tourists' perception of tourism. From the perspective of impact factors, it analyzes the data from questionnaires and big data of sina weibo public opinion. In this paper, the information obtained from the questionnaire survey was processed with SPSS. 21 software and excel to analyze the changes of tourists' perception of wuhan's tourism-related information before and after the epidemic. It also analyzes the main ways for potential tourists to get in touch with relevant information in wuhan during the epidemic, and the impact of the epidemic on tourists' cognition of wuhan's emotional image.

Key words: Tourism perception; "*Cognition-affective*" model; Tourist destination image; Wuhan city

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

<https://d.book118.com/845042202120011342>