旅游目的地形象对游客推荐意愿、支付意愿的影响：以杭州为例
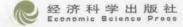
胡抚生／著

LUYOU MUDIDI XINGXIANG DUI YOUKE TUIJIAN YIYUAN
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YI HANGZHOU WEILI

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**旅游目的地形象对游客推荐意愿、
支付意愿的影响：以杭州为例**

序

　　胡抚生博士的博士学位论文要出版，请我为他作序，我十分高兴地答应了。我想作序不应该是简单地对其博士学位论文的评价，而应该是对其博士学习及治学的一个综述。

　　胡抚生博士是我的第一个旅游管理专业博士研究生，也是浙江大学的第一个旅游管理专业博士研究生。第一，往往有"老大"之荣，也有"老大"之苦。荣在第一，是开始，也是"领头雁"，尽可享受第一的好处；苦在是第一，一切都是从这里开始，没有前人的路可循，还要启后，还要为学弟妹树立榜样。这些，胡抚生博士做得都让人无可挑剔，实是一个顶天立地的老大。

　　从我的角度看，虽然他来攻读博士时，我已经是近10年的企业管理专业的博士生导师，培养了很多优秀的管理学博士，但我对他的培育还是格外用心，并制定了以先进管理理论与研究方法为基础的，结合旅游管理研究最新进展的学习与研究计划。

　　说实在的，从我们习惯了的追求第一的思想与观念来看，胡抚生博士来学习时，研究与知识基础并不太好，与我们的要求也相差很多，但他为人实在，能刻苦，善于学习，在这有压力也有动力的环境中，很快就跟上了我们团队的研究步调、研究视野，并逐渐形成了自己的研究风格，进入了旅游管理研究的最前沿。

　　综合地讲，我从三个方面对胡抚生博士进行总结：

　　一、为人厚实，无论是对老师还是对同学，只要认为别人的意见是正确的，从来是言听计从，不讨价还价。同时，对帮助同学，

关心老师，尽自己那份社会责任，从来都不推辞。

二、能吃苦，能攀登高峰。在其攻读博士学位期间，无论是进行调研，还是完成研究任务，都从不叫苦。对于任何事情，只要老师提出来了，就坚决执行，并圆满完成调研任务。

三、为人低调。实际上，胡抚生博士现已经站在了旅游管理研究的前沿，已经是具有旅游管理问题的研究能力与解决问题能力的强者，但他从不显耀自己的学识与能力，总是虚心倾听，接受别人的良好建议或批评。

就胡抚生博士的博士论文来讲，我也可以总结两点：

一、抓住了旅游管理实践与理论研究中急需解决的关键问题。近年来，很多城市、区域都在大搞旅游开发，但多不知如何设计与打造自己的旅游形象，也缺乏相关理论来指导形象设计与打造。胡抚生博士的研究正好填补了这方面的空白。

二、在研究中，胡抚生博士结合管理学、经济学、社会学的经典理论和最新进展，创造性地在旅游目的地形象方面开展自己的研究，并形成了高水平的研究成果，在理论上填补了相关研究空白，在实践上为人们进行旅游目的地形象设计与管理提供了理论基础。

需要说明的是，要让好的旅游管理理论在实践中发挥好的效果，必须深刻理解好的理论的科学意义与应用条件，进而创造性地应用好的理论——科学规律解决实践中的问题。胡抚生博士的研究是好的理论，要让胡抚生博士的好的理论发挥好的效果，也要对其理论有深刻理解并学会对之的科学应用，才会产生好的效果。

胡抚生博士的博士学位论文是一本好书，也是旅游管理工作者、研究者、学生难得的好的参考书。我相信，读者们一定能够从书中汲取营养，进而更好地完成自己的研究、实践工作。

总之，胡抚生博士的博士学位论文是一篇高水平的博士学位论文，其博士论文研究为其以后在学术领域发展、实践领域开

拓，都打下了坚实的理论基础、解决问题的能力。我相信，胡抚
生博士在以后的人生旅途中，一定会结良友，遇知音，走顺途，
铸辉煌。

富贡敏

2010 年 5 月 13 日于浙江大学紫金港校区

摘　　要

　　在旅游业快速发展的今天，游客的行为受到越来越多的关注，游客积极向亲友推荐目的地，在目的地进行更多的消费，对旅游目的地的发展会起到正面的作用。而众多影响游客行为的因素，既包括旅游目的地形象，也包括感知价值和满意/不满意。根据以往的研究回顾，旅游目的地形象对游客行为意愿的影响研究还有待深化。本研究以旅游目的地形象为切入点，沿着"旅游目的地形象→满意/不满意→行为意愿"以及"旅游目的地形象→感知价值→满意/不满意→行为意愿"的逻辑思路，在总结以往研究进展和不足的基础上，提出了本研究的假设和两个竞争的理论模型，并运用SPSS11.5、AMOS7.0等多种统计软件分析通过问卷调查所获得的研究数据，对理论模型进行检验，以研究旅游目的地形象各维度对满意、不满意、推荐意愿、支付意愿的影响以及通过社交价值/情感价值/认识价值对满意、不满意、推荐意愿及支付意愿的影响。本书的主要内容和结论如下：

　　（1）通过探索性因子分析方法，将旅游目的地形象划分为餐饮、休闲娱乐、自然与人文景观、旅游交通、经济与社会发展、购物、氛围等七个维度，它们从不同角度、较为充分地概括了目的地的形象特征。本研究通过分析，进一步将旅游目的地形象的七个维度划分为激励因素和保健因素，其中，餐饮、休闲娱乐、自然与人文景观、氛围可归为激励因素，它们对游客的行为有积极的影响；而旅游交通、经济与社会发展、购物可归为保健因素，它们对游客的行为几乎没有影响，但却是旅游中不可或缺的。

　　（2）分析了旅游目的地形象各维度对满意、不满意及行为意

愿的直接影响作用。通过研究发现，餐饮、休闲娱乐、自然与人文景观、旅游交通、经济与社会发展、购物、氛围对满意均有显著的促进作用，对不满意均有显著的负向影响作用；七个形象维度中，旅游交通、经济与社会发展、购物对推荐意愿、支付意愿均有显著的负向影响作用，但同时考虑这三个维度通过满意、不满意对推荐意愿、支付意愿的间接影响后，发现它们对推荐意愿、支付意愿的总体相关系数趋近于0，体现出保健作用；而休闲娱乐、自然与人文景观、氛围对推荐意愿、支付意愿有显著的促进作用，且餐饮、休闲娱乐、自然与人文景观、氛围对推荐意愿、支付意愿的总体相关系数为正向且并不趋近于0，体现出激励作用。

（3）分析了旅游目的地形象各维度对社交价值、情感价值、认识价值的影响作用。通过研究发现，并非所有的旅游目的地形象维度均会对社交价值、情感价值、认识价值有积极的促进作用。旅游交通、经济与社会发展对社交价值、情感价值有显著的负向影响；经济与社会发展还对认识价值有显著的负向影响作用；餐饮仅对情感价值有显著的促进作用，对社交价值、认识价值没有显著的影响；而休闲娱乐、自然与人文景观、购物、氛围对社交价值、情感价值、认识价值均有显著的促进作用。

（4）分析了社交价值、情感价值、认识价值与满意、不满意、推荐意愿、支付意愿之间的作用关系。尽管有部分研究验证了社交价值、情感价值与满意度及行为意愿的关系，但未验证社交价值与满意、不满意及行为意愿之间的关系。本研究发现，社交价值、认识价值对满意、推荐意愿、支付意愿均有显著的促进作用，对不满意有反向的影响作用，而情感价值仅对满意有显著的促进作用，对不满意有反向的影响作用，对推荐意愿、支付意愿则不存在显著的影响。

（5）研究了社交价值、情感价值和认识价值在旅游形象各维度与满意、不满意、推荐意愿及支付意愿之间起到的中介作用。以往的研究未能够验证感知价值在旅游目的地形象与游客行为意愿之

间的中介作用，本研究分析了旅游目的地形象各维度通过社交价值、情感价值、认识价值对游客满意、不满意、推荐意愿、支付意愿的间接影响作用。研究发现，社交价值在休闲娱乐、自然与人文景观、旅游交通、经济与社会发展、购物、氛围与满意、不满意、推荐意愿、支付意愿之间起到中介传导作用；情感价值在餐饮、休闲娱乐、自然与人文景观、旅游交通、经济与社会发展、购物、氛围与满意、不满意之间起到中介传导作用；认识价值在休闲娱乐、自然与人文景观、经济与社会发展、购物、氛围与满意、不满意、推荐意愿、支付意愿之间起到中介传导作用。旅游目的地形象维度不仅通过社交价值、情感价值、认识价值对满意、不满意、推荐意愿、支付意愿产生间接的影响作用，还有部分维度会产生直接的影响作用。此外，七个维度中，旅游交通、经济与社会发展、购物对推荐意愿、支付意愿的总体相关系数趋近于0，体现出保健作用；餐饮、休闲娱乐、自然与人文景观、氛围对推荐意愿、支付意愿的总体相关系数为正向且不趋近于0，体现出激励作用。

（6）比较了满意、不满意对推荐意愿、支付意愿之间的影响作用。本研究验证了满意对推荐意愿、支付意愿均有积极的促进作用，不满意对推荐意愿、支付意愿有显著的负向影响作用。此外，本研究还发现满意对推荐意愿、支付意愿的影响较不满意的影响更大，这进一步说明满意与不满意是两个不同的维度。游客一旦不满意，推荐意愿、支付意愿往往会下降，但其影响并不如满意对推荐意愿、支付意愿的影响大。

（7）分析了游客人口统计学特征以及游客来杭次数、停留天数等因素对社交价值、情感价值、认识价值、满意、不满意、推荐意愿及支付意愿的影响。由于影响中介变量和结果变量的因素较多，为排除其他因素的干扰，更好地反映旅游目的地形象对游客感知价值、满意、不满意及行为意愿的影响作用，本研究将游客的年龄、性别、收入、教育程度、职业、来杭次数、停留天数、出游方式等作为控制变量，分析了其对中介变量和因变量的影响作用。研

究发现，游客的年龄的差异会对社交价值、满意、不满意产生显著影响；游客收入的差异会对社交价值、情感价值、认识价值、满意、不满意及推荐意愿产生显著影响；游客职业的差异会对社交价值产生显著影响；游客来杭次数的差异对支付意愿产生显著影响；游客在杭州停留天数的差异会对社交价值、认识价值、满意及推荐意愿产生显著影响；游客出游方式的差异会对不满意产生显著影响。

　　本研究所得到的结论不仅丰富了旅游目的地形象理论，而且对旅游目的地发展具有一定的实践意义。最后，指出了研究中的不足，并提出了后续研究建议。

Abstract

With the rapid development of tourism industries nowadays, more and more researchers have paid attention to tourist behaviors. The recommendation and consumption behaviors of tourists will have positive effect to tourism destinations development. And the factors which affect tourist behaviors not only include tourism destination image, but also include perceived value and satisfaction/dissatisfaction. According to prior research, it needed to do further research on the effect of tourism destination image on tourist behaviors in-depth. From the tourism destination image perspective, this study proposed a series of hypotheses and two competitive theoretical models based on summarized progesses and insufficiencies of previous researches. Following the logical ways of "tourism destination image → satisfaction/dissatisfaction → behaviors intentions" and "tourism destination image→perceived value→satisfaction/dissatisfaction→behaviors intentions", and multi-statistical softwares such as SPSS11. 5 & AMOS7. 0 were used to analysis datum which acquired through questionnaires, then tested the theoretical models. The purpose of this research is to explore the direct effects of image factors on satisfaction/dissatisfaction & behavior intentions and the effects of image factors on satisfaction/dissatisfaction & behavior intentions through perceived value. The main findings were as follows:

(1) The research divided tourism destination image into seven image factors including bite & sup, nature & culture attractions, recrea-

tion, tourism transport, economics and social development, shopping, atmosphere by exploring factor method, and the seven image dimensions from different angles reflect destination image characteristics. The research divided the seven image dimension into motivator factors and hygiene factors in-depth, and bite & sup, recreation, nature & culture attractions, atmosphere are motivator factors which can inspire tourists' behaviors, but tourism transport, economics & social development, shopping are hygiene factors which can't inspire tourists' behaviors but they are indispensability in tourism.

(2) The direct effects of image factors on satisfaction, dissatisfaction and behavior intentions were analyzed. The seven factors include bite & sup, recreation, nature & culture attractions, tourism transport, economic & social development, shopping and atmosphere, which had positive effect on satisfaction and negative effect to dissatisfaction. Three factors including tourism transport, economic & social development, shopping had negative effect on recommendation intention and willingness to pay, and three image factors also had indirect effect on intention to recommend and willingness to pay more by passing satisfaction, dissatisfaction, and the whole correlation coefficient tend to become zero, which embodied hygiene effects. But four image factors including recreation, nature & culture attractions, atmospheres had direct positive effect directly, and the whole correlation coefficient of bite & sup, recreation, nature & culture attractions, atmosphere with intention to recommend and willingness to pay more were positive, which embodied motivation effects.

(3) The research analyzed the relationships between image factors and social value, emotion value and epistemic value, and result showed not all of image factors had positive effect on perceived value. Tourism transport, economic & social development has negative effect on social

value and emotion value, and economic & social development also had negative effect on epistemic value. Bite & sup had positive effect on emotion value, but hadn't significant effect on social value and epistemic value, and all the other image factors had positive effect on social value, emotion value and epistemic value.

(4) The relationships of social value, emotion value, epistemic value with satisfaction, dissatisfaction, intention to recommend and willingness to pay more were analyzed. Although some researches analyzed the relationship between social value, emotion value to satisfaction, dissatisfaction and behaviors, the relationship between epistemic value and behaviors were not tested. The research analyzed the relationship of social value, emotion value, epistemic value with satisfaction, dissatisfaction, intention to recommend and willingness to pay more, and found social value and epistemic value had positive effect on satisfaction, intention to recommend and willingness to pay more and have negative effect on dissatisfaction. What more, emotion value only had positive effect on satisfaction, and had negative effect on dissatisfaction, but had no significant effect on intention to recommend and willingness to pay more.

(5) The mediation effects of social value, emotion value and epistemic value between image factors with satisfaction/dissatisfaction and behavior intentions were analyzed. The mediation effects of perceived value between tourism destination image and tourists' behavior intentions hadn't been proved in previous researches. The study analyzed the seven dimensions of tourism destination image indirect affect satisfaction, dissatisfaction, intention to recommend and willingness to pay more through social value, emotion value and epistemic value. It was found social value was a mediation factor between recreation, nature & culture attractions, tourism transport, economic and social development, shopping atmosphere with satisfaction, dissatisfaction, intention to recommend and

willingness to pay. Emotion value played the mediation role between bite & sup, recreation, nature & culture attractions, tourism transport, economic & social development, shopping, atmosphere with satisfaction and dissatisfaction. Epistemic value played the mediation role between recreation, nature & culture attractions, economic & social development, shopping, atmosphere with satisfaction, dissatisfaction, intention to recommend, willingness to pay more. The image factors not only had indirect effect on satisfaction, dissatisfaction, intention to recommend and willingness to pay more, but some factors also had direct effect on these dependent variables. Moreover, the whole correlation coefficient of three hygiene factors with intention to recommend and willingness to pay more tend to become zero, which embodied hygiene effects, and the whole correlation coefficient of motivation factors with intention to recommend and willingness to pay more were positive, which embodied motivation effects.

(6) The effects of satisfaction, dissatisfaction on intention to recommend and willingness to pay more were compared. It was proved that satisfaction had significant and positive effect on intention to recommend and willingness to pay more, and it was found dissatisfaction had significant and negative effect on intention to recommend and willingness to pay more. Besides, the effect of dissatisfaction on intention to recommend and willingness to pay more was less weak than satisfaction, which means satisfaction and dissatisfaction were two different dimensions. If tourists feel dissatisfaction, intention to recommend and willingness to pay more will be declined, but its effect was less weak than satisfaction effect.

(7) The effect of tourists' demography characteristics and times to Hangzhou, stay days in Hangzhou on social value, emotion value, epistemic value, satisfaction, dissatisfaction, recommendation intention and

willingness to pay more were analyzed. As there are many factors influcing the mediator and dependent variables, in order to exclude interference by other factors and observe how tourism destination image affects tourists' perceived value, satisfaction, dissatisfaction and behavior intentions, the research took tourists' age, gender, income, education, occupation, times to Hangzhou, stay dyas in Hangzhou and way of out travelling as control variables, and analyzed thesed variables' effect on the mediator variables and the dependent varibles. The result showed that, the difference of tourists' age had significant effect on social value, satisfaction and dissatisfaction. The difference of tourists' income had significant effect on social value, emotion value, epistemic value, satisfaction, dissatisfaction and intention to recommend. The difference of tourists' occupation had significant effect on social value. The difference of times to Hangzhou of tourists had significant effect on willingness to pay more. The difference of stay days of tourists had significant effect on social value, emotion value, satisfaction and intention to recommend. The difference way of out travelling of tourists had significant effect on dissatisfaction.

The results of this study not only enriched tourism destination image theory, but also had managerial implications for destination development. Finally, the limitation of this study and some directons for future research were discussed.

目　　录