

TABLE OF CONTENTS

目 录

戏剧类非遗旅游体验的影响因素研究

Factors Influencing the Tourism Experience of Intangible Cultural Heritage of Drama

周芸.....1

工业 4.0 时代泰国数字营销战略研究

Research on Thailand's Digital Marketing Strategy in the Age of Industry 4.0

陈可丽.....9

基于体验视角的品牌仪式的实现路径：王阳明知行合一的阐释与应用

Formation Path of Brand Ritual Based on Experience Perspective:

The Interpretation and Application of Wang Yangming's Theory of

Unity of Knowledge and Practice

马湘临.....19