A Study of Exploring Taipei Image From Travel Related Blogs in Taiwan and China

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ABSTRACT

Travel blogs present the feelings of a personal travel experiences, and can be used to explore the most realistic opinions in tourist hearts for the positive and negative evaluation of the tourist destinations. Meanwhile, they are that what the visitors collect an important source of information of the attractions, and they impact the destination impression and tourism volition. This study uses both qualitative and quantitative research and conducts a content analysis of travel blogs. First, it investigated the cultural aspects to explore the six dimensions, food, residence, transportation, travel, shopping and entertainment, for CKIP word frequency statistics. Then, it investigated the cultural feelings by positive and negative affection analysis, based on a text analysis comparing Mainland people's work with that of Taiwanese people. Third, based on the word frequency statistics, it extracted some example blogs with higher-statistics results and richer contents and then explored them in their deeper cultural characteristics. Finally, the results were used to compare with the website content of the local Tourism Bureau. The research results are as follows. For the word frequency statistics, the two dimensions, food and transportation, mostly reflect the differences between Chinese and Taiwanese. As for the affection analysis, the two dimensions, residence and shopping, reveal the biggest differences between Chinese and Taiwanese. In the residence dimension, Taiwanese people show much more positive emotions than Chinese people. In the shopping dimension, it seems in reverse. In comparison with the Tourism Bureau, the above results did not comply with the website content of the Bureau with respect to the recommendation points of the six dimensions of tourism. Tourism industry is one of the most important industries in the 21st century. In recent years, our government puts emphasis on "constructing Taiwan as a tourist island". Furthermore, Chinese people come to Taiwan for tourism increasingly year by year. The results of this study may provide information for the Tourism Bureau and value tour dealers.

Keywords: blog content analysis destination impression

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