

從旅遊部落格探索北京印象:台灣與大陸人之觀點比較

李智忠、包冬意

E-mail: 363566@mail.dyu.edu.tw

摘要

旅遊部落格能探索遊客內心最真實的想法，了解旅遊目的地的正負面評價，同時也是旅客收集每篇部落格文章的旅遊景點重要資訊來源，對目的地印象和旅遊意願皆具有重大影響。本研究採取質量並行的方式並利用內容分析法做研究，第一階段先以文化面貌做探討，根據食、住、行、遊、購、娛六大構面作CKIP詞頻統計分析。第二階段以文化感受做探討，根據文本內容做情感正負面分析，再以大陸人跟台灣人來相互比較。藉此探討出台灣與大陸對北京印象的差別，並與當地旅遊局進行比較，找出台灣人和大陸人兩地之間對於旅遊目的地的差異。研究結果得知在詞頻統計結果上其中遊構面、食構面最能反應兩地旅客的不同之處。在情感上，差異較大的是在食構面和行構面，大陸人相較於台灣人對於在北京遊的方面較多為正情感。本研究的結果可提供當地旅遊局和旅遊業者參考。

關鍵詞：部落格、內容分析、目的地印象

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