

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

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## ABSTRACT

Travel blog could explore to the most realistic opinion in tourist heart. And then, to understand the positive and negative evaluation of the tourist destination, at the same time, it is the visitors to collect an important source of information of the attractions in each blogs. There is a significant effect on impression and tourism volition. This study use collateral qualitative and quantification at the same time, And use the content analysis research. At first step, the cultural aspect to explore food, reside, transportation, travel, shopping and entertainment, six dimensions for CKIP word frequency statistics. And the second step, the culture feel emotions both positive and negative, according to the text content analysis, and then the Chinese and the Taiwanese to contrast each other. The Chinese and the Taiwanese to investigate the difference between the impression of Beijing, and compare with the local Tourism Bureau identify the differences between the Chinese and the Taiwanese of tourist destination. The research results are as follows. For the word frequency statistics, the two dimensions, food and travel, mostly reflect the differences between Chinese and Taiwanese. As for the affection analysis, the two dimensions, food and transportation, reveal the biggest differences between Chinese and Taiwanese. In the travel dimension, Chinese people show much more positive emotions than Taiwanese people. 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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