

The Study of Exploring Hong Kong Image From Travel Related Blogs in Taiwan and Hong Kong

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ABSTRACT

Travel related blogs can provide important destination images from tourists. If tourism-related official offices and industrial sectors can understand destination images from tourists, they can make some good marketing strategies. This study conducted a comparison of destination images in the blogs from Taiwan travelers and Hong Kong domestic travelers after they have visited Hong Kong. This study used a large number of travel related blogs and conducted qualitative and quantitative studies. To explore Taiwan tourism image from blogs, cultural appearance was explored by using CKIP word frequency statistics and by analyzing the six dimensions of food, residence, transportation, travel, shopping, and entertainment, then cultural experience was explored by analyzing positive and negative emotions of the tourists. The result shows that both CKIP word frequency statistics and the analyses of positive and negative emotions of the tourists in the six dimensions are different among Taiwan travelers and Hong Kong domestic travelers. The results of this study can provide some important information for the Hong Kong tourism-related official offices and industrial sectors with respect to future improvements, promotions, and development of Taiwan's tourism.

Keywords : Blog、 destination image、 word frequency statistics

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