

# Exploring Taiwan Image and Value From Blogs by Chinese Individual Tourists

邱雅玫、包冬意

E-mail: 384358@mail.dyu.edu.tw

## ABSTRACT

Mainland China tourists account for Taiwan's yearly growth of the tourism industrial value. Taiwan officially began to welcome Chinese Individual Tourists in the year of 2011. However, the relevant research is still lacking. In this study, qualitative and quantitative studies are conducted. To explore Taiwan tourism image from blogs, cultural appearance was explored by first using CKIP word frequency statistics, then cultural experience was explored by analyzing positive and negative emotions of the tourists. To explore Taiwan tourism value from blogs, the "Attributes - Consequences - Values" link relations were conducted by using content analysis in order to understand the true tourism value of the tourists. The results are as follows. Taiwan tourism image analysis showed that the deepest impressions in the six dimensions of food, residence, transportation, travel, shopping, and entertainment are travel snacks, Bed and Breakfast, train, Kenting park, tickets, and night markets, respectively. As for the aspect of emotions, most of them are positive ones, while negative emotions rare, with no negative emotions in the living conditions. Overall, tourism value analysis shows that caring, enjoyment, fun and interest, memorability and leisure freedom are the final deciding values of Chinese individual tourists. According to the link relations, caring is the most important value, followed by fun and interest. The results of this study can provide some important information for the Taiwan tourism-related official offices and industrial sectors with respect to future improvements, promotions, and development of Taiwan's tourism.

Keywords : blog、content analysis、destination impression

## Table of Contents

中文摘要	iii	英文摘要	iv	誌謝辭	v	內容目錄	vi	表目錄	viii	圖目錄	ix	第一章 緒論	1	第一節 研究背景與動機	1	第二節 研究目的	5	第二章 文獻探討	6	第一節 旅遊意象	6	第二節 部落格	7	第三節 方法目的鏈	8	第四節 中文斷詞系統	11	第五節 內容分析法	14	第三章 研究方法	18	第一節 研究流程	18	第二節 蒐集網誌	20	第三節 定義構面	20	第四節 資料分析	23	第四章 結果與討論	29	第一節 文化面貌	29	第二節 文化感受	36	第三節 旅遊價值分析	39	第四節 彙整重要結果	49	第五節 管理意涵	50	第五章 結論與建議	53	第一節 結論	53	第二節 建議	54	參考文獻	55	附錄A 文本清單	63
------	-----	------	----	-----	---	------	----	-----	------	-----	----	--------	---	-------------	---	----------	---	----------	---	----------	---	---------	---	-----------	---	------------	----	-----------	----	----------	----	----------	----	----------	----	----------	----	----------	----	-----------	----	----------	----	----------	----	------------	----	------------	----	----------	----	-----------	----	--------	----	--------	----	------	----	----------	----

## REFERENCES

- 參考文獻 一、中文部份 王心茹(2010), 部落客與目的地管理單位對觀光意象之認知缺口探討:以高雄市為例, 高雄餐旅學院休閒暨遊憩管理系, 餐旅暨家政學刊。王石番(1990), 傳播內容分析法:理論與實證, 台北:幼獅文化。中央研究院詞庫小組(2012), 中央研究院資訊科學所詞庫小組中文斷詞線上服務, 民國 98 年 3 月。朱柔若譯(2000), 社會研究方法:質化與量化取向, 台北:楊智。交通部觀光局 (2012), 「觀光統計圖表」、交通部觀光局新聞稿, <http://admin.taiwan.net.tw/public/public.aspx?no=315>。呂宜華、蘇冠銘、闕河嘉 (2009), 電視裡的鄉村:布爾喬亞式媒體再現, 國立臺灣大學生物產業傳播暨發展學系碩士論文。沈進成、廖若岑、周君妍 (2005), 遊客體驗、旅遊意象、滿意度與忠誠度影響關係之研究-以華山咖啡?例, 戶外遊憩研究, 18 (3), 59-79。林克襄 (2004), (Retrieved 2009)。林棋雄(2012), 旅遊部落格資訊搜尋行為滿意度對旅遊意願之影響, 亞洲大學經營管理學系碩士班, 碩士論文。洪仙華(2012), 以方法目的鏈探討金門觀光懷舊體驗的內涵與價值, 國立金門大學觀光管理學系, 碩士論文。黃盈裕(2001), 顧客價值的方法目標鏈結模式之研究??? - 以童裝之消費經驗為例, 國立中山大學企業管理研究所, 博士論文。張芳芳(2009), 旅遊部落格對旅遊目的地形象傳播的影響研究, ?山?范?院?。范嘉容(2011). 夢想的落地生根 - 以方法目的鏈探討台灣背包客旅行之價值內涵, 國立嘉義大學觀光休閒管理研究所, 碩士論文。馮捷蘊(2011), 北京旅遊目的地形象的感知 - 中西方旅遊者部落客的多?話語分析, 旅遊學刊。詹定宇&彭西鄉(2010), 蜜月旅行價值內涵之研究:方法目的鏈之應用, 戶外遊憩研究, 23(1), 1-25。郭育銓(2012), 從旅遊部落格探索台北印象:台灣人與大陸人之觀點比較, 大葉大學資訊管理系, 碩士論文。聯合國世界觀光旅遊組織UNWTO (2011), World Tourism Barometer。蔡依蓁 (2011), 預見觀光旅遊新藍圖-陸客自由行, 到底行不行?台灣經濟研究月刊, 34 (6)。謝振福(2012), 旅遊達人部落格信任的前置因素及影響之探討, 樹德科技大學資訊管理系, 碩士論文。盧庭韻(2008), 旅遊部落格之目的地行銷意涵 - 以淡水為例, 南華大學旅遊事業管理研究所, 碩士論文。二、英文部份 Berelson, B. (1952). Content analysis in communication research. Glencoe, IL: The Free Press. Boulding, K. E. (1956), The Image, Ann Arbor, Mich: The University of Michigan Press. Chau, M. & Xu, J. (2007), Mining Communities and Their Relationships in Blogs a Study of Online Hate Groups, International Journal of Human-Computer Studies (65:1), pp.

57-70. Cohen, J. (1960). A coefficient of agreement for nominal scales. *Educational and Psychological Measurement*, 20(2), 37-46.

Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon the image. *Journal of Travel Research*, 17(4), 18-24.

Choi, S., Lehto, X. Y. & Morrison, A. M. (2007). Destination Image Representation on the Web: Content Analysis of Macau Travel Related Websites. *Tourism Management*, 28 (1), 118-129.

Everitt, Brian S. (1992) *The Analysis of Contingency Tables*, 2nd ed. London: Chapman and Hall.

Flanagin, A. J. and Metzger, M. J. (2007), The role of site features, user attributes, and information verification behaviors on the perceived credibility of Web-based information, *New Media and Society*, 9, 319 – 342.

Goldenberg, M. A., Klenosky, D. B., O'Leary, J. T., & Templin, T. J. (2000). A means-end investigation of ropes course experience. *Journal of Leisure Research*, 32(2), 208-224.

Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *Journal of Marketing*, 46(2), 60-72.

Gurak, L. J. & Antonijevic, S. (2008), The psychology of blogging: you, me, and everyone in between, *American Behavioral Scientist*, 52(1), 60-68.

Harder, D. & Randy, R. (2003), *Throw Another Blog on the Wire: Libraries and the Weblogging Phenomena*, *Feliciter* (49:2), pp. 85-88.

Haley, R. L. (1968). Benefit segmentation: A decision-oriented research tool. *Journal of Marketing*, 32(3), 30-35.

Hsu, C.L. and Lin, J.C.C. (2008), Acceptance of Blog Usage: The Roles of Technology Acceptance Social Influence and Knowledge Sharing Motivation, *Information & Management* (45:1), pp. 65-74.

Hunt, J. D. (1975), Image as a factor in Tourism Development, *Journal of Travel Research*, Vol. 13, No. 3, 1-7.

Kassarjian, H. H. (1977) Content analysis in consumer research. *Journal of Consumer Research*, 4(1), 8-18.

Klenosky, D. (2002), The Pull of Tourism Destinations: A Means-End Investigation, *Journal of Travel Research*, Vol. 40, No. 4, pp. 385-395.

Klenosky, D., Gengler, C., and Mulvey, M. (1993), Understanding the Factors Influencing Ski Destination Choice: A Means-End Analytic Approach, *Journal of Leisure Research*, Vol. 25, No. 4, pp. 362-379.

Lawson, F., & Baud-Bovy, M. (1977), *Tourism and Recreational Development*. London: Architectural Press.

Landis, J. & Koch, G.G. (1977). The measurement of observer agreement for categorical data. *Biometrics*, 33, 159-174.

Li, X., Pan, B., Zhang, L. & Smith, W.W., (2009). The Effect of Online Information Search on Image Development. *Journal of Travel Research*, 48(1), 45-57.

Neuman, W. L. (2003). *Social research methods-qualitative and quantitative approaches* (5th ed.). Boston, MA: Pearson Education.

Neuman, L.W. (1997), *Social Research Methods: Qualitative and Quantitative Approaches*, M.A.: Allyn & Bacon, New York.

Olson, J. C., & Reynolds, T. J. (1983). Lexington, MA: Lexington Books.

Understanding consumer's structures: Implications for advertising strategy. In L.Percy & A.Woodside (Eds.), *Advertising and consumer psychology*, (pp.77-90).

Pan, B., MacLaurin, T., & Crofts, J. C. (2007). Travel blogs and the implications for destination marketing. *Journal of Travel Research*, 46(1), 35-45.

Pan, Bing, Tanya MacLaurin, and John C. Crofts. (2007). Travel Blogs and the Implications for Destination Marketing. *Journal of Travel Research*, 46 (1): 35-45.

Phelps, A. (1986). Holiday Destination Image – the Problem of Assessment. *Tourism Management*, 7(3), 168-180.

Pitt, L. F., Opoku, R., Hultman, M., Abratt, R., & Spyropoulou, S. (2007). What I say about myself: Communication of brand personality by African countries. *Tourism Management*, 28(3), 835-844.

Pitts, R. E., Wong J. K., & Whalen, D. J. (1991). Consumer's evaluative structures in two ethical situations: A means-end approach. *Journal of Business Research*, 22(2), 119-130.

Reynolds, W. H. (1965). The role of the consumer in image building. *California Management Review*, 7 (3), 69-76.

Rokeach, M. J. (1973). *The nature of human values*. New York, NY: The Free Press.

Rob law. (2010). The perceived destination image of Hong Kong as revealed in the travel blogs of mainland Chinese tourists. *International Journal of Hospitality & Tourism Administration*, 11:303 – 327.

Serena Volo. (2010) Bloggers' reported tourist experiences: Their utility as a tourism data source and their effect on prospective tourists. *Journal of Vacation Marketing* 16(4) 297 – 311.

Thompson, S. (2007), Mommy blog: A marketer's dream, *Advertising*, 78(6), 7-16.

Unwin, S. (1975), Customized communications- a concept for service advertising, *Advertising Quarterly*, 44, 28-30.

Weber, R.P. (1990). *Basic content analysis* (2nd ed). Newbury Park, CA: Sage Publications.

Walizer, M. H., & Wienir, P. L. (1978). *Research methods and analysis*. New York: Harper and Row.

Xiang, Z. & Gretzel, U., (2010). Role of Social Media in Online Travel Information Search, *Tourism Management*, 31, 179-188.