

Exploring Taiwan Travel Courses and Images From Blogs by Chinese Individual Tourists and Package Tourists

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ABSTRACT

Travel Blog provides a way to show personal feelings for the tourism experience, explore the tourist's deep inner most realistic idea, understand the tourist's positive and negative emotion evaluations of the destinations from the content of the article, and gather important sources of tourism attractions. Above all, Travel Blog has a significant impact on the tourist's destination impressions and travel intentions. In this study, qualitative and quantitative studies are conducted by using the content analysis method. Firstly, travel courses analysis was conducted. 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 results are as follows. Chinese individual tourists and package tourists have their preferred travel courses, respectively. Also, there were differences with respect to the CKIP word frequency statistics for the six dimensions of food, residence, transportation, travel, shopping, and entertainment among Chinese individual tourists and package tourists. As for the aspect of emotions, the big differences are in the dimensions of food and shopping. In the dimension of residence, Chinese individual tourists have more positive emotions than those of Chinese package tourists. On the other hand, in the dimension of shopping, the result is in reverse. Tourism industry has become one of the most important industries in the 21st century. In recent years, the government takes the "construction of Taiwan as a tourism island" as a priority. With the increasing number of the Chinese tourists visiting Taiwan, the results of this study can provide important information for tourism officials and tourism industry reference.

Keywords : blog、backpacker、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 1	第二節 研究動機與目的 8
第二章 文獻探討 9	第一節 部落格 9	第二節 觀光意象 11	第三節 內容分析法 12	第四節 中文斷詞系統 13	第三章 研究方法 16	第一節 研究流程 16	第二節 蒐集並篩選部落格文章 18	第三節 旅遊遊程意象分析比較 18
第四節 旅遊遊程路線分析比較 19	第五節 彙總重要分析結果 21	第六節 管理意涵 22	第四章 結果與討論 23	第一節 遊程路線 23	第二節 文化面貌 28	第三節 文化感受 43	第四節 文化特質 47	第五節 彙總結果 51
第六節 管理意涵 53	第五章 結論與建議 54	第一節 結論 54	第二節 建議 54	參考文獻 56	附錄A 中研院平衡語料庫詞類標記集 61	附錄B 文本清單 - 自由行部落格 63	附錄C 文本清單 - 套裝行程部落格 67	

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