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基于共现聚类分析的西藏入境旅游热点研究

李娟，褚玉杰，赵振斌，王蕾蕾

陕西师范大学旅游与环境学院，陕西 西安 710119

Tibetan Tourism Hotspots: Co-word Cluster Analysis of English Blogs

LI Juan, CHU Yujie, ZHAO Zhenbin, WANG Leilei

(College of Tourism and Environment, Shaanxi Normal University, Xi'an 710119, China)

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全文: PDF (2318 KB)　 HTML (1 KB)
输出: BibTeX | EndNote (RIS)

摘要

近年来，博客作为新型网络社会化媒体和大数据，为旅游研究提供了新的数据源。文章综合运用高频名词共现法、聚类分析法和社会网络分析法，分析了外国游客撰写的关于西藏的英文博客中的高频事物名词和地域名词。结论显示，外国游客的西藏旅游事物热点分为五大类：藏传佛教与藏族文化、雪域高原风光、旅行服务与过程、气候关注、西藏开放程度，这表明他们不仅关注旅游吸引物资源，而且注重旅游本身的体验过程；其次，西藏入境旅游热点地域分布和外国游客对西藏区域内地域的关注度不均衡，藏东、藏东北和藏北地区获得的关注度总体较高，与其他地域的联系更为密切，而藏西和藏南地区关注度偏低，且与其他地域关系较弱；而与区域外地域的联系上，西藏仅与北京、青海、四川和尼泊尔之间存在较强联系。

关键词 ： 西藏，旅游热点，博客，共词聚类分析

Abstract :

Since China's reform and opening up, the number of overseas tourists to Tibet has increased by an annual average of 27 % over the last 14 years. The rapid development of tourism in Tibet has meant that the tourism industry has played an important role in local economic development. Many overseas tourists choose Tibet as a destination and their opinions should be considered during the further development of the tourism industry. In recent years, blogs—as a new social network media and a type of big data—provide a significant new data resource for tourism research. Bloggers publish their opinions in their blogs and they write (or blog) about what they experience or what they hear from others: this provides information on their real feelings, and their blogs can be analyzed to identify the tourism hotspots that they focus on. While tourism hotspots can be identified when critical levels of factors such as news, products, information, events and phenomenon are achieved, blogs and social media can reflect tourist attitudes and preferences. Through analyzing the hotspots discussed by foreigners when travelling in Tibet, it is possible to identify and develop these as appropriate indications, thereby serving the foreigners more effectively in Tibet inbound tourism in some extent.

This study analyzes the high-frequency item nouns and the high-frequency district nouns in the English-language blogs written by foreigners after visiting Tibet. This is achieved via high-frequency nouns co-occurrence analysis, clustering analysis and social network analysis. The results show that foreigners focus on five hot item categories during their travels in Tibet: Tibetan Buddhism and Tibetan culture; the snow-covered plateau landscape; travel service and process; climate care; and the level of accessibility to Tibet. This shows that foreigners are not only interested in Tibet's traditional tourism resource, but that they are also concerned with the travelling process and that they treat the travel process as a complete experience. The analysis of the high-frequency district nouns show that foreign tourists focused on imbalance in every region of Tibet: high in eastern and northeastern Tibet and low in western and southern Tibet. This demonstrates that eastern and northeastern Tibet have more international and domestic interactions than western and southern Tibet. In respect to external relationships, the foreigners' blogs show that Tibet only has strong relations with Beijing and its surrounding provinces or countries—such as Qinghai, Sichuan and Nepal—and this indicates that Tibet lacks interaction with large parts of China: this may restrict the development of Tibet's domestic tourism to some extent. Moreover, Yunnan, Xining and Shanghai were at the bottom of the high-frequency words list: this demonstrates the diversification of the travel route to Tibet. Overall, the identified hotspot districts are relatively consistent with the location of the high-quality tourism resources.

Compared with studies on the perception of Tibet's tourism image, the study of hotspots via blogs can provide an another insight into the true thoughts and feelings of overseas tourists. At present, co-words clustering analysis and social network analysis are mainly used in education and discipline-crossing research fields. This method and conclusion can be of use to the development of Tibet's inbound tourism and to encourage further studies.

Key words : Tibet　 tourism hotspot　 blog　 co-words clustering analysis

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作者简介：李娟（1989—），女，山西晋城人，硕士研究生，研究方向为旅游规划发展与开发，E-mail：juan1510341@163.com；
褚玉杰（1988—），女，河南南阳人，博士研究生；赵振斌（1965—），男，陕西洛南人，教授，研究方向为生态旅游和社区旅游。