

Sustainability | Poster

PP - (21058) - EXPLORING THE ELEMENTS OF ONLINE DESTINATION IMAGE IN TAIWAN MILITARY VILLAGES

Shang-Cheng Lin¹

1 - Sun Lin

Research or practical problem and objectives

Using a large number of samples of social media to provide analysis data, its characteristics also have voluntary geographic information and interactive texts; the theme clues focus on the image of military village cultural parks as scenic spots to explore, and use social media data to explore. After doing sentiment analysis through the text, photos are used as cognitive components to deconstruct and then organize, and the posts of military village culture on Instagram are classified and compared to the main elements; generally, this aspect will be carried out first.

Methods and process (for empirical research)

Capture the social media information of Taiwan military military villages, including photos and interactive texts, and conduct major element classification and sentiment analysis.

Main results preview and importance (or main arguments in the case of critical reviews)

Tourists' comments about a destination on social media represent their true expression of their cognition and emotions about the destination, and there is no need to communicate with tourists to avoid the impact of investigation intervention.

Palavras-chave : crowdsouce, destination image, military village