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Design of Online Media for Increasing the Motivation of Japanese Tourists to Taiwan through Local Experience

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SUMMARY OF MASTER’S DISSERTATION

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Title
Design of Online Media for Increasing the Motivation of Japanese Tourists to Taiwan through Local Experience

Abstract
Taking a glance on the tourism of Taiwan in 2015, the most incoming tourists were from China, and the second most were from Japan. Since the number of Chinese tourist is controlled by Chinese government, increasing the number of Japanese traveler will be a solution to improve the tourism of Taiwan. However, the overseas travel rate is very low in Japan, thus increasing the motivation of Japanese tourists to Taiwan is the purpose of this research.

Several research of travel motivation is analyzed, including the Maslow’s hierarchy of needs and the push and pull factors. Among the events and promotions to attract travelers, online media is the most wide range method and it has been playing an important role since the world come to Web 2.0. The information source of the existing online media services is mainly from certain organizations, while the consumer generated content (CGC) services are almost made to provide convenient information for people who have already decided to travel. For this reason, this research will focus on designing a system of consumer generated content online media for the purpose of increasing the motivation of Japanese travelers.

The target group of this research are young people called the “Millennial generation,” who are strongly influenced by the SNS and the Internet. People in this generation prefer information from SNS rather than official information, therefore it is assumed that the information provided by individual local residents in Taiwan is more valuable to the generation. The proposed system “Taiwan Travel Log” is a online media service that allows people living in Taiwan to share their local experience to Japanese people. By receiving deeper information about Taiwan the interacting with local people, both Taiwanese people and foreigners who live in Taiwan, Japanese people shall gain their motivation to travel to Taiwan.

Through several questionnaires and an experimental test, the information of local experience is proved to be valuable for Japanese people. The further work of the research is to realize the system and to cooperate with the information of famous tourist spots in order to increase the motivation of Japanese tourist efficiently.

Key Word(5 words) Tourism, Consumer generated content, Motivation, Online media, Local experience