

Onward Ho! Studying Place Emotions, Language Style, and Social Tendencies in Travel Blogs

* Aleesha Abdulla

** Kalyani Suresh

Abstract

A narrative analysis of the blog posts from Asian countries taken from travelblog.org was conducted in January 2017 in order to understand the travel bloggers' emotional experiences, language style, and social tendencies. Tone Analyzer from IBM was used to study emotional dimensions (anger, disgust, fear, joy, and sadness) ; language style dimensions - analytical, confident, tentative ; and social tendency dimensions - openness, conscientiousness, extraversion, agreeableness, and emotional range. The results showed sadness and joy being the predominant emotions expressed in the travel blogs that were studied. Tourists are exposed to both the best and worst things in the places of travel, and so probably, they experience joy and sadness together. Anger was the least expressed emotion. Emotional range topped among social tendencies of bloggers, with a tentative language style being utilized across travel accounts in Asia.

Key words : travel blogs, Asia, emotions, language style, social tendency

JEL Classification : L82, O33, Z310

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A place is a focal class in the human experience . The web gives a substantial, dynamic corpus of reports depicting places from a bunch of perspectives. Emotions comprise of a basic part in these representations of spots, making a couple of spots appear to be playful and flawless, and others startling, hopeless, or irritating. Ballatore and Adams (2015) quoted Bell (1997) and pointed out that sentiments of sociableness, affinity and dislike, confidence and fear, replenishment and loss, reciprocity and disconnection, acceptance and unfamiliarity, legitimacy and dishonesty are experienced in places.

Price and Starkov (2006) pointed out that blogs can greatly change how communication related to tourism takes place in the commercial arena. Personal travel blogs are an important site for studying place emotions - with self-reports of travel experiences being the most prominent method of capturing emotional experiences (Diener, 2000).

Personal Travel Blogs as the 'Go-To' for Valued Destination Feedback

With the advance of Internet developments, explorers are using the Internet to look for goal data. Online informal exchange websites spread positive remarks rapidly and are a financially savvy method for showcasing travel

* *Post Graduate Student*, Department of Mass Communication, Amrita VishwaVidyapeetham, Amrita University, Ettimadai, Coimbatore - 641 112, Tamil Nadu. E-mail : aleeshaabdulla@gmail.com

** *Assistant Professor*, Department of Mass Communication, Amrita VishwaVidyapeetham, Amrita University, Ettimadai, Coimbatore - 641 112, Tamil Nadu. E-mail : s_kalyani@cb.amrita.edu

related experiences in the tourism industry. Contrasted to commercial destination sites, which tend to focus just on the constructive parts of a travel, individual travel web journals contain all the more genuine information that depends on the bloggers 'individual encounters' of a destination. Travel web diaries can be a source for more significant cognizance of vacationers and the spots they - point by point - experience. Blogs are a tool for real way feedback and consumers' opinions in destination marketing.

Place emotions determine destination marketing to a great extent - tourism accounts are pervaded by emotions (Aho, 2001), make the journey enduring (Tung & Ritchie, 2011) and define post-travel behaviors (Gnoth, 1997). Bigné and Andreu (2004) validated how emotions could be a suitable variable for studying the tourism business. Despite the pertinence of emotion in tourism, empirical research in the realm of tourists' emotional attachment to travel destinations remains scarce (Yuksel & Yuksel, 2007).

In order to fill this vacuum, the present paper attempts to study travel emotions of tourist bloggers travelling across Asia, along with their language style and social tendencies. The UN World Tourism Organization and Global Tourism Economy Research Centre (GTERC) Asia Tourism Trends (2016) report put the spotlight on Asia and the Pacific as a growing tourism hub in 2016. According to Tolkach, Chon, and Xiao (2016), improvements in the economy, favourable political milieu, and good infrastructure and technology act as sustaining factors for increased number of visitors with diverse profiles and interests. The Pacific Asia Travel Association (PATA) (2016) stated on its website that inflow of foreign visitors into Asia Pacific boomed in 2015 and predicted the trend to reach record figures by 2020.

TravelBlog.org founded in April 2002 is a free online forum that allows clients to share travel-related content. As indicated by its site (<https://www.travelblog.org>), TravelBlog.org has more than 200,000 individuals, adds at around 100 new individuals a day, and has more than 700,000 blog sections. It has posts from travelers/tourists to 10 geographical areas, with Asia having the maximum number of travel blogs (149,946 numbers).

Review of Literature

The 'mobilities' theory espoused by Urry (2007) and the conceptualization of 'emotional geography' by Thrift (2008) had travel as their focal point. Both authors developed a train of thought that posited travel as a rich and multi-pronged event that operated within the fabric of society. Many researchers such as Wang (2012) and Banyai and Glover (2012) added a 'cause and effect' dimension to modern tourist conventions as the traveler now uploads his/her individual experiences to the online world in the course of his/her journey. Pudliner (2007) talked about how the world of blogs aided in the reproduction of travel reminiscences. In sum, the multitude of travel stories online presented a thorough picture of people's travel habits : the physical as well as psychological facets (beliefs and emotions) that they underwent along their travels (Hsiao, Lu, & Lan, 2013).

Bloggers are influenced by their performative self - a feature inherent in any form of social media enabled personal writing - where, according to Papacharissi (2012), the bloggers want to depict all that lends a halo to their online image. Blog posts are not a longitudinal summary of events, they in fact reflect a strategic selection of events that puts them in favourable light in the minds of their audience.

Volo's (2010) exploratory study discussed opportunities for tourism destination marketing. Key elements of compelling web journals were distinguished through netnography (a research method that studies in-person participant observation accounts of interactions and experiences using digital communications as a tool). A purposive sampling methodology was used to analyze the following blogs : (a) travelblog.org, (b) travelpod.com and travelbuddy.com in terms of usability and sociability.

Chen, Shang, and Li (2014) studied how content of travel blogs significantly influenced tourists' intention to visit a destination. Their research objective was to find features of travel blogs that caught tourists' attention and influenced their travel resolutions. In their literature review, the authors referred to Baloglu and McCleary (1999) and Beerli and Martin (2004) as distinguishing between a traveler's pre-visit image of his/her destination and

his/her post-visit (that was more realistic and complex). Novelty and understandability of blog content was seen to influence behavioral intention.

Ballatore and Adams (2015) tapped the corpus of place descriptions from the emotional viewpoint, aimed at the development of a framework to model, extract, and analyze emotions relative to places. Travel blogs reflected emotions such as joyful and beautiful for some places and scary, sad, or even disgusting for others.

Hosany, Prayag, Deesilatham, Caušević, and Odeh (2014) extended Hosany and Gilbert's (2010) work on measuring the breadth and depth of tourists' inner feelings toward their travel places through the destination emotion scale (DES). The aim was to test the legitimacy of DES in catching voyagers' passionate encounters crosswise over different sorts of goals. Destination emotion scale contained intensity of emotion measures, place attachment measures, and behavioral intention measures. This study provided evidence of the ubiquity of positive emotions such as joy, love, and surprise in tourists' experiences. The study also suggested a link between positive emotions and place attachment in tourism.

Pan, MacLaurin, and Crotts (2007), in their research, used semantic network and content analysis to arrive at qualitative results that revealed travel blogs as an inexpensive source of vibrant, reliable, and spontaneous customer feedback.

Drymonas, Efentakis, and Pfoser (2011) in their work on opinion mapping travel blogs focused on geospatial content and specifically on travel blogs. More than 150,000 documents were analyzed semantically to discover specific mood relations to selected places. This work provided a means of envisioning geographic area-specific sentiments from travel blog entries.

Onroutemag.co.za quoted Helmbold in the (2015) article on rise of the travel blogger as discovering how travel bloggers were changing the tourism business and the media scene. According to Helmbold (2015), a huge majority of social media users were swayed by the opinion of the travel blogger when it came to altering their choice of travel destinations.

Davydova's (2012) research demonstrated that travel sites had a few imperative parts in travel arranging and destination choice process that made it trustworthy, such as motivation, source of information, and a place for feedback. The study examined blogging and the part it played during the time spent travel planning, through questionnaires to travelers, who based their destination choice on travel blogs.

Bosangit, McCabe, and Hibbert (2009) studied 19 travel blogs authored by British bloggers. The article focused on a consumer perspective through a narrative analysis of backpacker travelers. It indicated how self-reflection and feelings were integral to the way towards making decisions regarding travel destinations.

Research Objectives and Hypotheses

The article aims at studying differences in patterns of emotion, language style, and social tendencies among personal travel bloggers from across the globe travelling to Asia. Hence, the following hypotheses are framed:

➤ **H1:** There are differences in patterns of emotions, language style, and social tendencies exhibited by personal travel bloggers from across the globe travelling to Asia.

➤ **H2:** There is a positive relationship between emotions, language style, and social tendencies exhibited by personal travel bloggers.

Methodology

Existing academic literature on the psychological measurement of usage patterns of words as a tool to understand individual differences revealed it to be a useful tool to weigh stability and consistency of word usage (Pennebaker, Matthias & Niederhoffer, 2003).

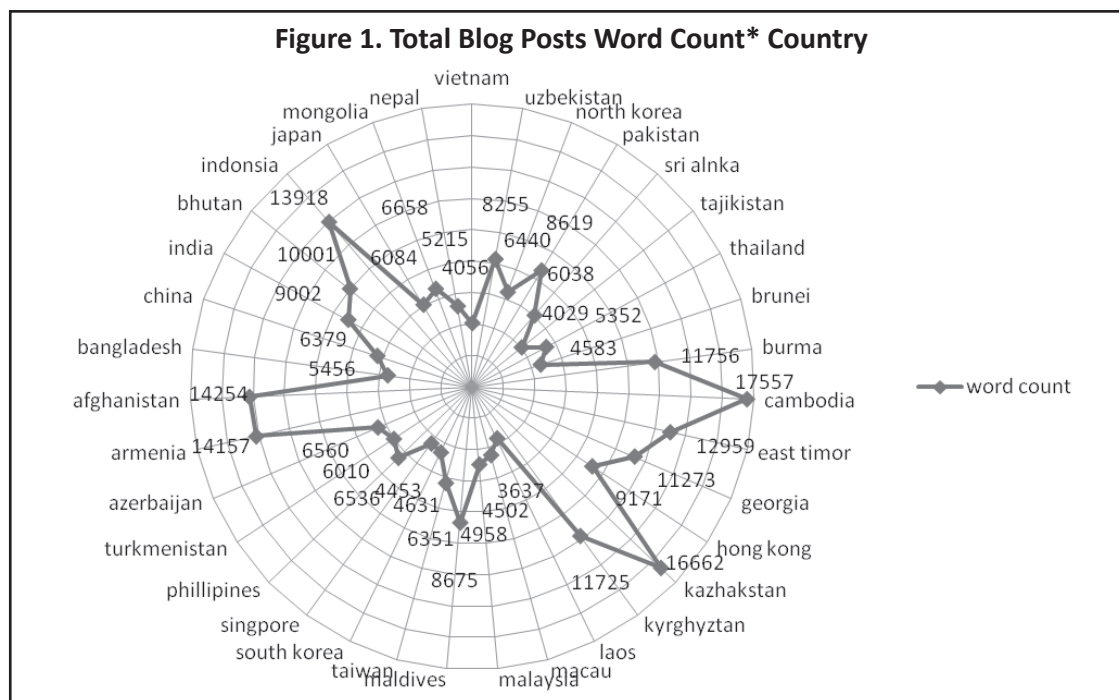
In total, there are 35 countries listed under Asia in travel.org. In the month of January 2017, five top blog posts (ranging from years 2011 to 2017) from each of the 35 countries listed ($N = 175$ posts) were collected. Only posts in written in English, having more than 500 words were considered. In each post, an author describes their travel experiences of one or more places. A total sum of words from the five blog posts taken for the study from each country was calculated. A narrative analysis of the blog posts were done in order understand the travel bloggers' emotional experiences, language style, and social tendencies. Tone Analyzer from IBM was used to study emotional dimensions - anger, disgust, fear, joy, and sadness ; language style dimensions - analytical, confident, tentative ; and social tendency dimensions - openness, conscientiousness, extraversion, agreeableness, and emotional range. The values were calculated on a range from 1(*lowest*) to 5 (*highest*). The results threw up patterns connected with places of travel.

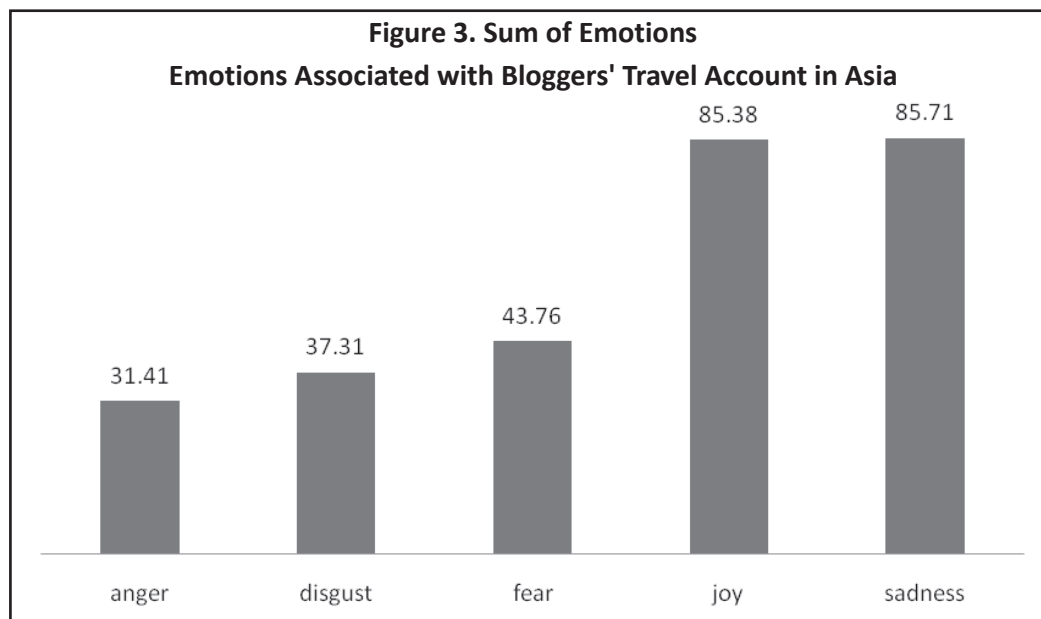
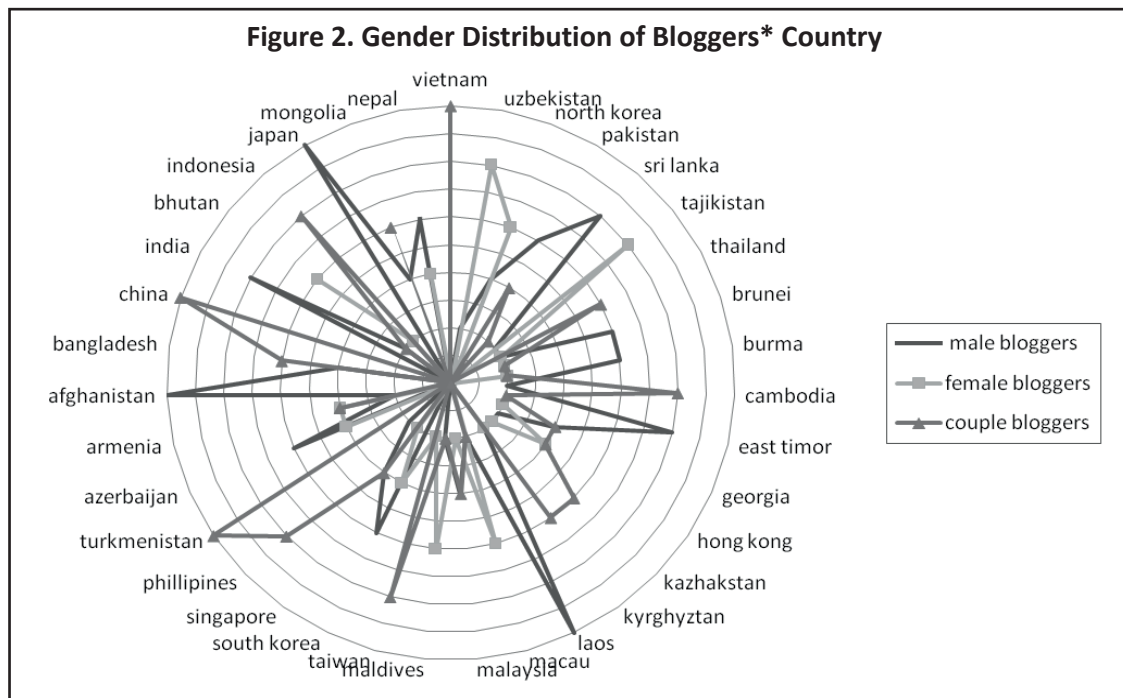
Analysis and Results

The Figure 1 shows that bloggers travelling to Cambodia wrote more nuanced and verbose blog entries (total word count of all blog posts was 17,557), followed by Kazakhstan (16,662 words), Afghanistan (14254 words), Armenia (14157 words), and Indonesia (13918 words). Least number of words were from travel accounts from Laos (3637). India tapped a total word count of 9002 words.

(1) Gender Distribution : According to Figure 2, the number of male (69) and couple bloggers (65) were almost equal, with lesser number of female bloggers overall (40) (see Appendix 1).

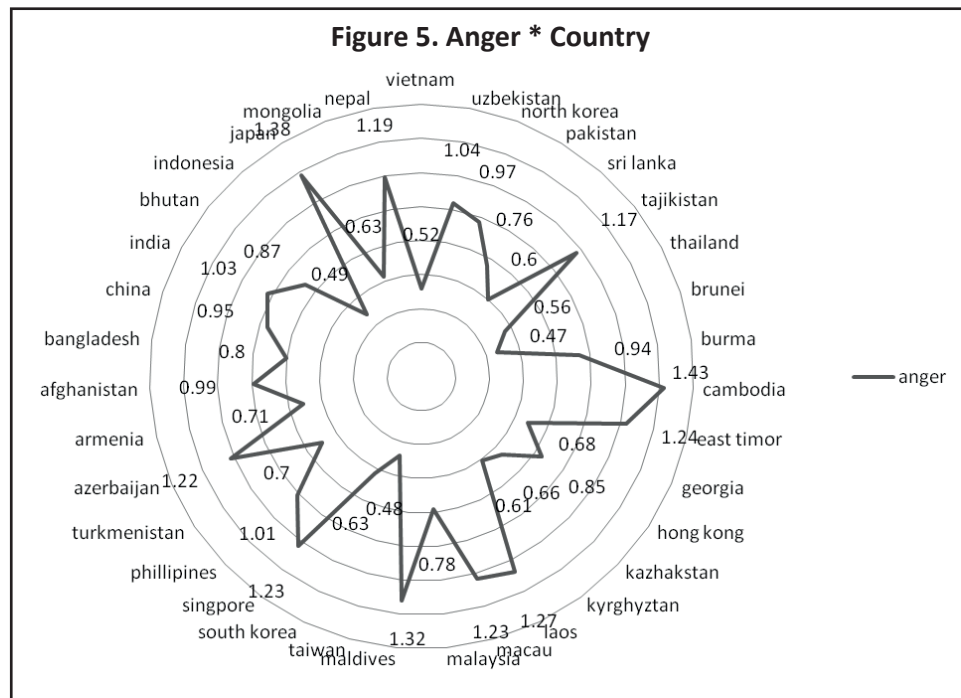
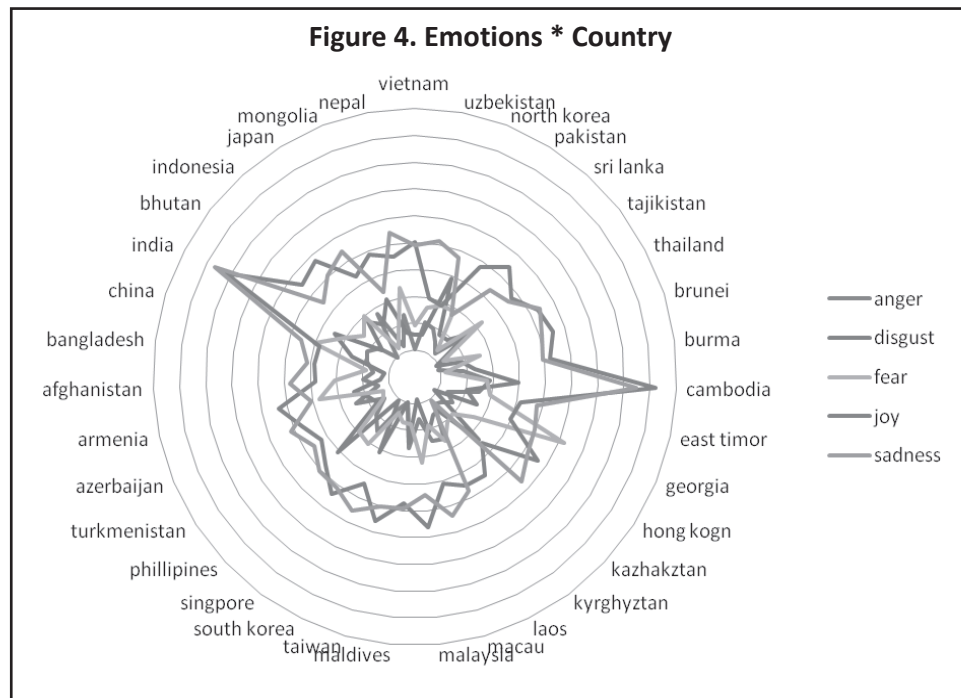
(2) Place Emotions : A study of place emotions threw up interesting trends. Figures 3 and 4 depict overall place emotions and emotions associated with each country under study. Cambodia tops in the most joyful (a total value of 4.59) as well as angry (1.43) in bloggers' travel experiences. Philippines tops in disgust (2.02), Georgia in fear (3.0), and India in sadness (4.33) (see Appendix 2). The values were calculated on a range from 1(*lowest*) to





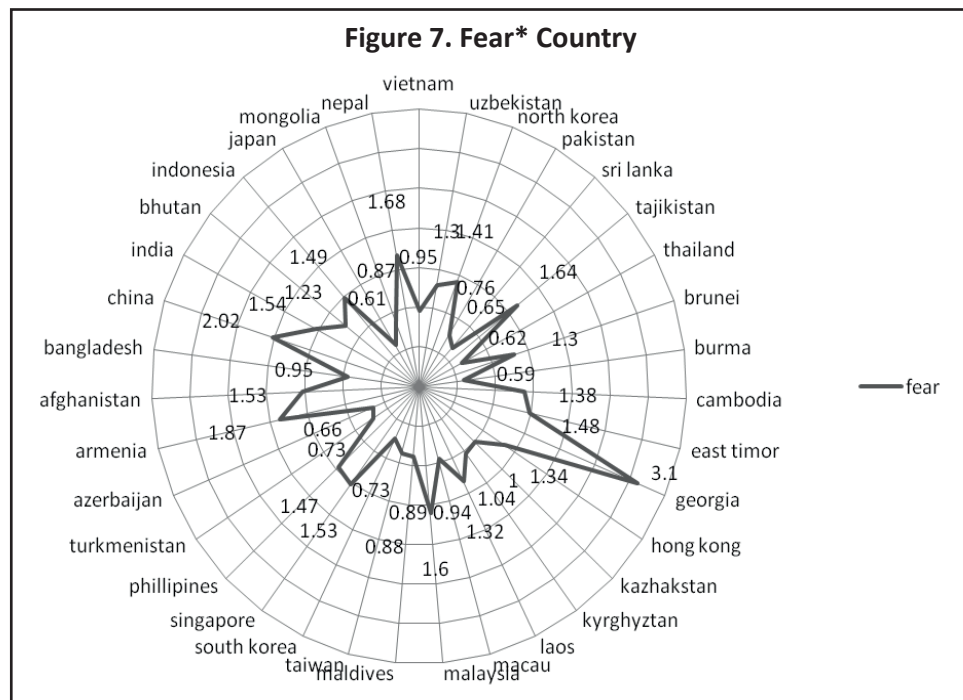
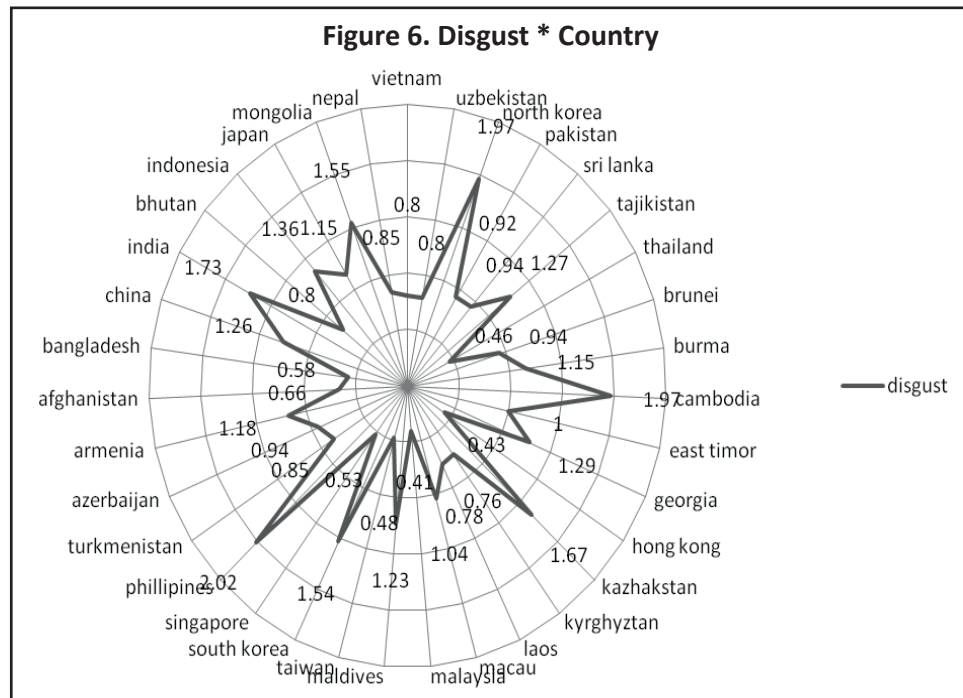
5 (*highest*). The 'hedonistic' and 'positive magnification' approach towards one's travel experience leads to an imbalanced assessment (Bell, 1997). Data analysis in this study, however, does not show only a 'rosy' account, but a variation of emotions related to travel experiences in Asia jostling with each other (Figure 4). Sadness was highest (85.7), followed closely by joy (85.38), then fear (43.76%), disgust (37.31), and anger (31.41) (Figure 3).

(i) Anger : Overall, anger does not seem to be a predominant emotion in travel blog accounts about Asia. On a scale from 1 to 5, travel bloggers' accounts of their sojourns to Cambodia seemed to elicit maximum anger (1.43) followed by Japan (1.38) and Maldives (1.32). Least anger seems to be for Brunei (0.47), followed closely by



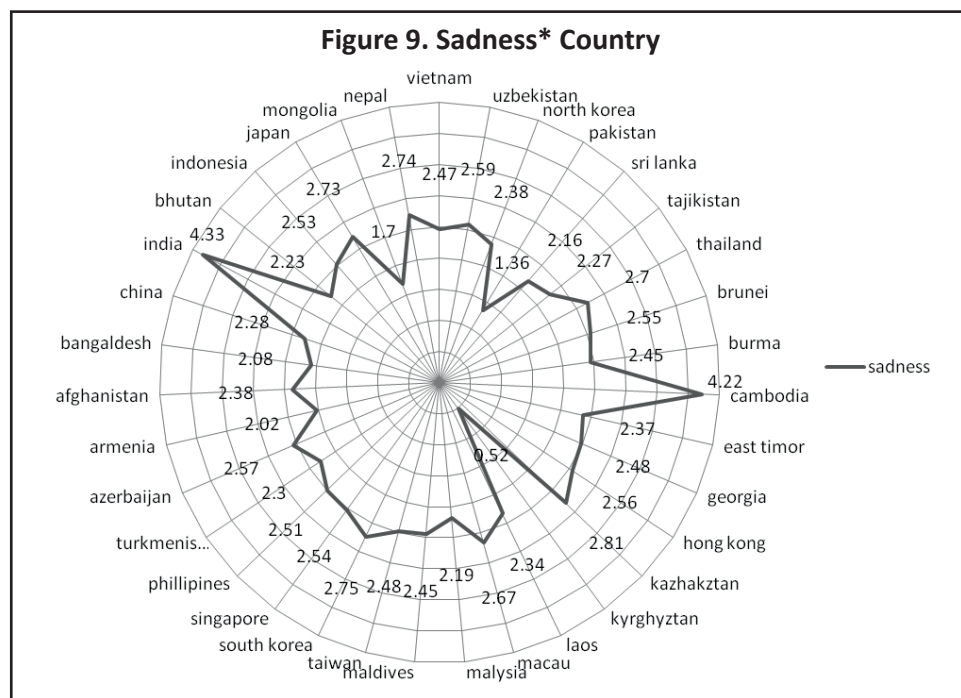
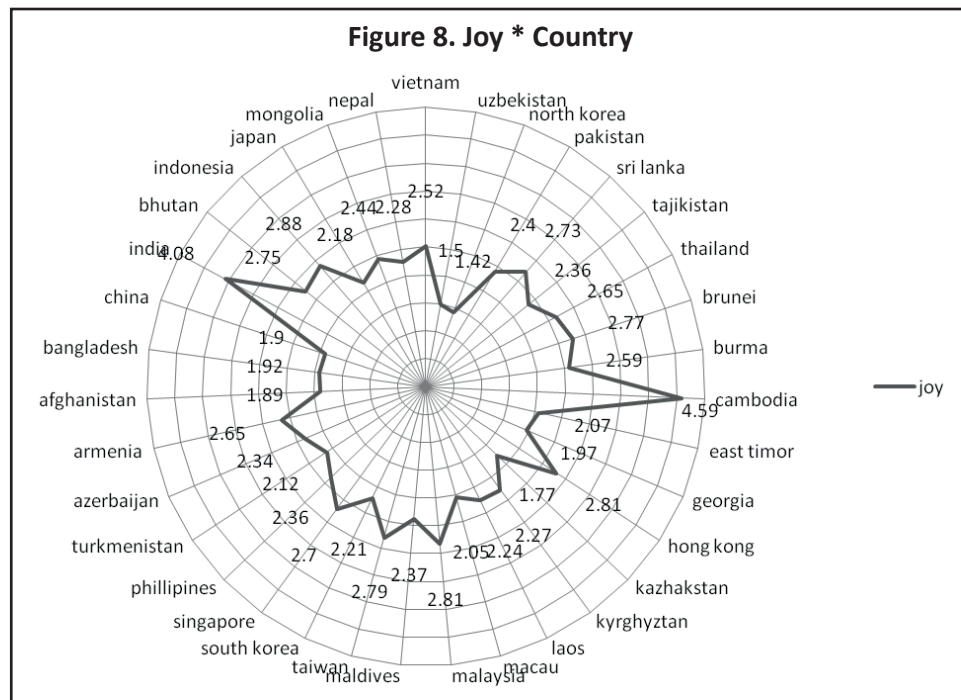
Taiwan (0.48) and Indonesia (0.49). India scored 12th with a score of 1.03 (see Figure 5).

Ballatore and Adams (2015) used data sourced from a hundred thousand posts (from 2004 to 2014) from travel blog.org to create a corpus of words correlating place terms and emotions (anger, fear, joy, surprise, disgust, and sadness). They found anger to be highly associated with words such as *restaurant*, *house*, *station*, *town*, etc. Thus, the emotion of anger might to be associated with place classes such as these.



(ii) Disgust : Disgust comes penultimate in the measure of emotions in this study. On a scale from 1 to 5, travel accounts to Philippines seemed to elicit maximum disgust (2.02) followed by North Korea (1.97) and Cambodia (1.97). India comes fourth with a score of 1.73. Least disgust seems to be for Malaysia (1.41) followed by Hong Kong (1.43) and Thailand (1.46) (see Figure 6). Ballatore and Adams (2015) found disgust to be closely correlated with *station, market, restaurant, beach*, etc.

(iii) Fear : Fear comes third in the measure of emotions associated with Asian travel in this study. On a scale from 1 to 5, travel accounts to Georgia seemed to elicit maximum disgust (3.1) followed by China (2.02) and Armenia (1.87). India comes seventh with a score of 1.54. Least fear seems to be for Burma (1.59) followed by Japan (1.61) and Thailand (1.62) (see Figure 7). Ballatore and Adams (2015) found fear to be closely correlated with *beach, town, building, airport, etc.*



(iv) Joy : Joy comes second in the hierarchy of emotions exhibited in this study. Travel to Cambodia seems to be most joyful in the travelers' experience (4.59) followed by India (4.08), Indonesia (2.88), and Malaysia (2.81). The least joyful accounts of travel are from North Korea (1.41) followed by Uzbekistan (1.31) and Kazakhstan (1.77) (see Figure 8). Ballatore and Adams (2015) found joy to be closely correlated with *hill, road, hotel, street* etc.

(v) Sadness : India topped the chart for sadness (4.33). A close behind was Cambodia (4.22) followed by Kazakhstan (2.81) and South Korea (2.75) (see Figure 9). Least sadness was experienced in Kyrgyzstan (0.52), Pakistan (1.36), and Mongolia (1.7). Ballatore and Adams (2015) found sadness to be closely correlated with *airport, station, tree, street, etc.*

(3) Language Style of Travel Bloggers

(i) Analytical : An analytical language style reveals the author's logical reasoning, critical observations, and impersonal, interpretative outlook towards things associated with his/her travel experience, along with an audience-centric approach.

Overall, bloggers reflected high tentativeness and analytical ability in their travel writings, though the overall confidence level was extremely low (Figure 10). Appendix 3 gives the country-wise language style dimensions. Bloggers exhibited high levels of analytical language (see Figure 11) overall across Asian countries (34.83). Their recounting of experiences tended to be more analytical in their accounts of travel to Japan (3.3), North Korea (2.53), and Afghanistan (2.51) ; and least analytical of Vietnam (0.77), Laos (0.81), and Georgia (0.77). India comes 6th with a score of 2.17.

(ii) Confident : Confidence shows an amount of certainty that travel bloggers exhibit in their travel related writing. Higher confidence levels show more assertiveness, self-reliance, self-centeredness or dependableness. Analysis of data (see Figure 12) reveals overall extremely low scores of confidence in travel blogs on Asian travel (1.42) compared to tentativeness or analytical traits. Among the 175 posts analyzed, only those belonging to travel accounts for Singapore (0.59), Nepal (0.34), Brunei (0.32), Taiwan (0.25), and Malaysia (0.24) showed confident language.

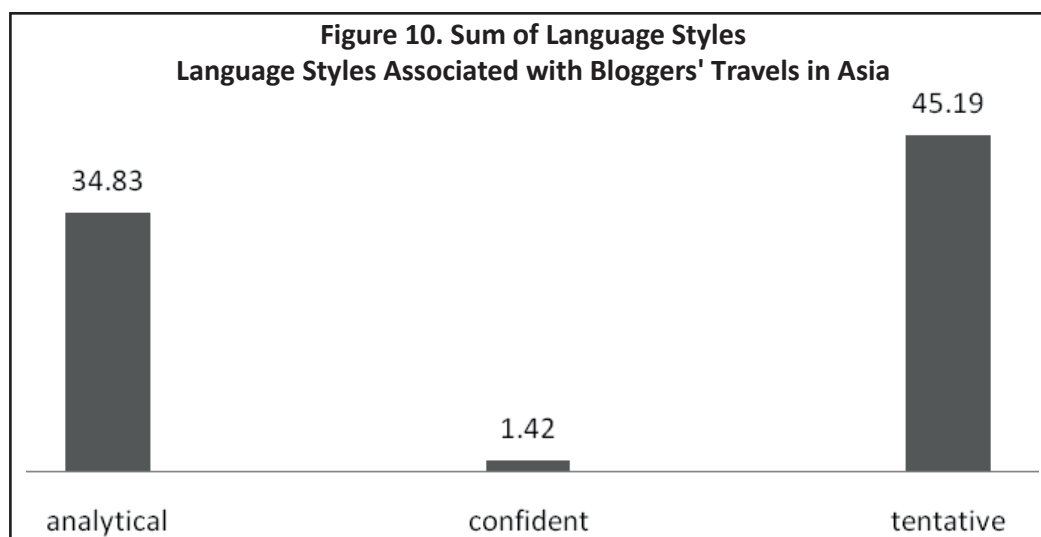


Figure 11. Language Style (Analytical)*Country

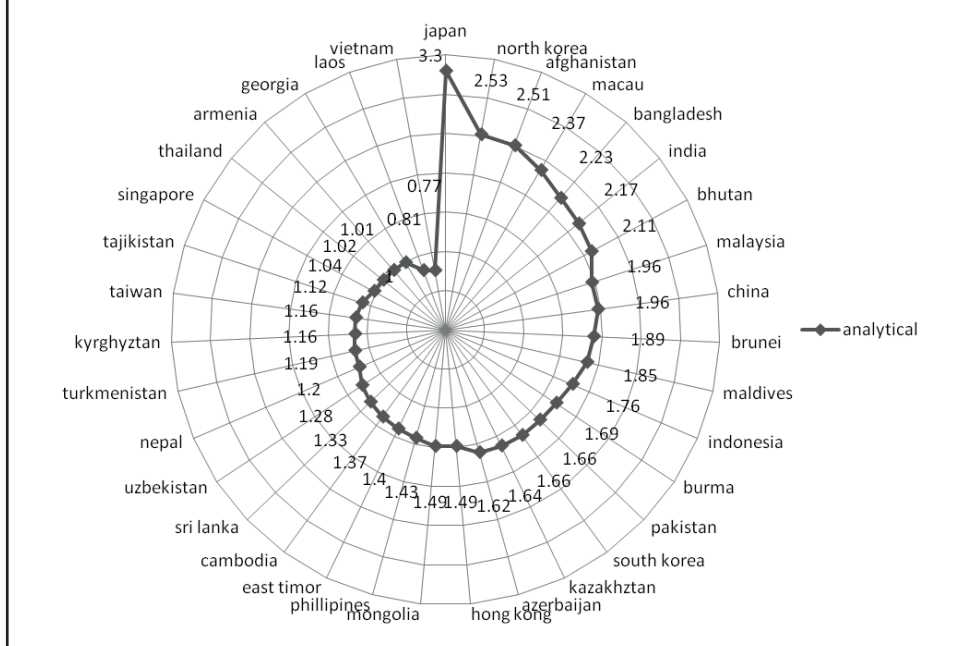
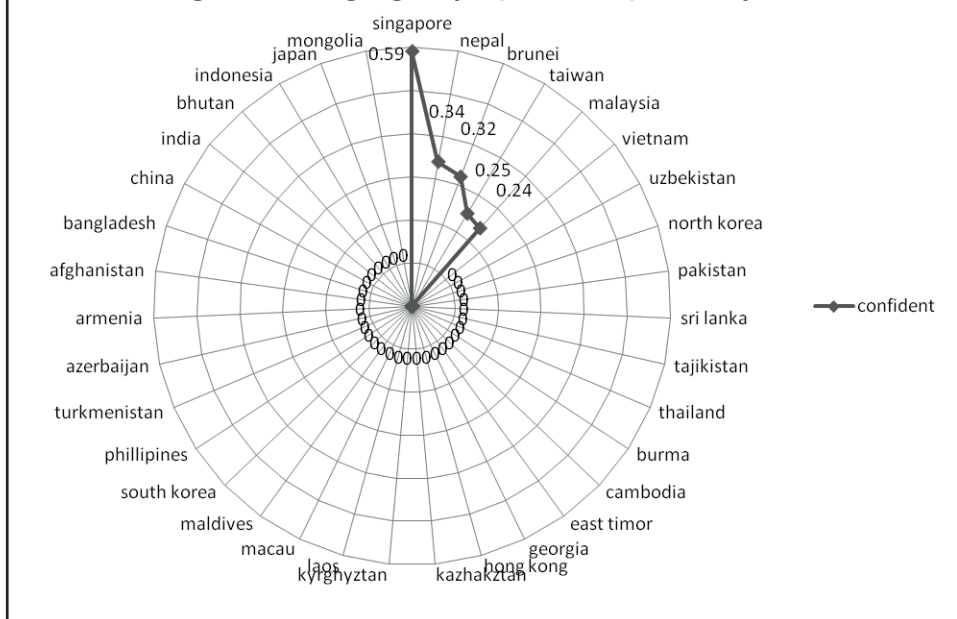
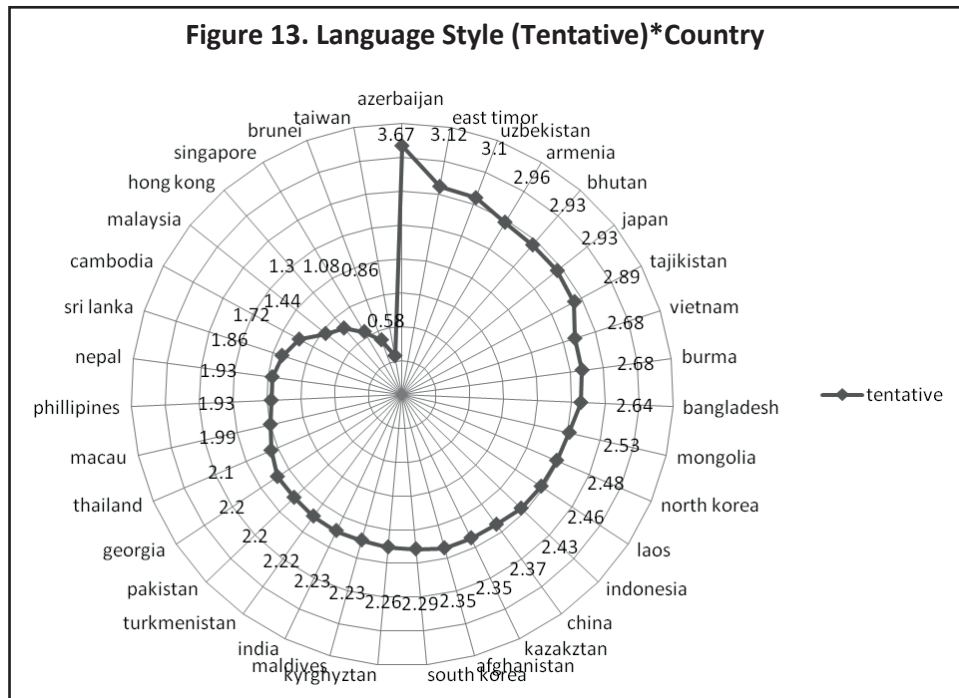


Figure 12. Language Style (Confident)*Country



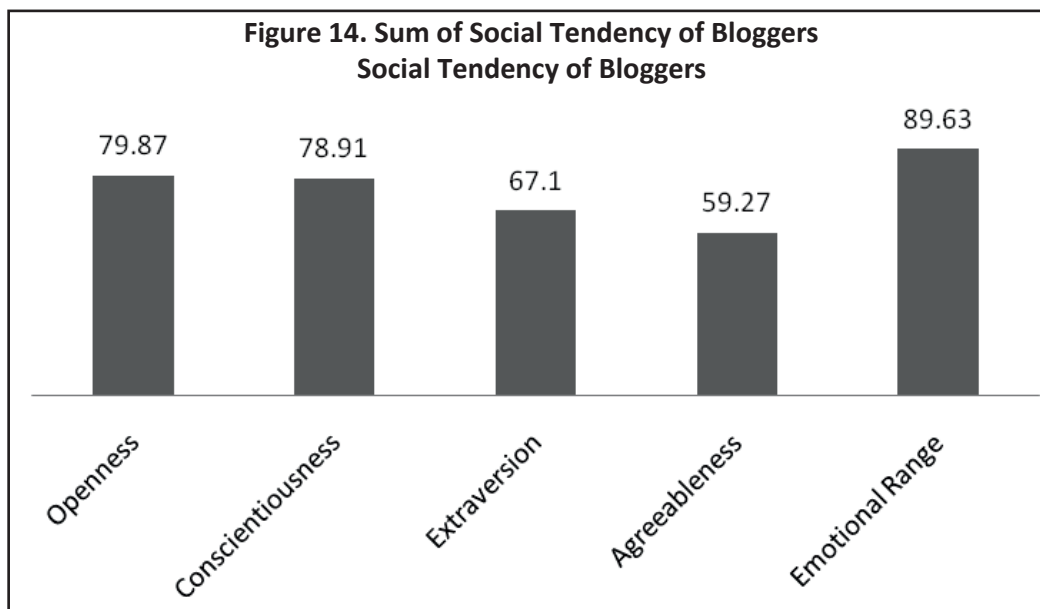
(iii) Tentative : Tentativeness in language shows the tendency to question, argue, or doubt. It shows the amount of reticence or reserve. As shown in the Figure 13, bloggers exhibited higher levels of analytical language overall across Asian countries (45.19) as compared to confidence or analytical tendency. Azerbaijan tops the list of countries for which bloggers used tentative language to describe their travel experiences (3.67) followed by East Timor (3.12) and Uzbekistan (3.1). Least tentative language was used to describe travel experiences in Taiwan (0.58) followed by Brunei (0.86) and Singapore (1.08). Indian ranked 20th in the list (2.23).

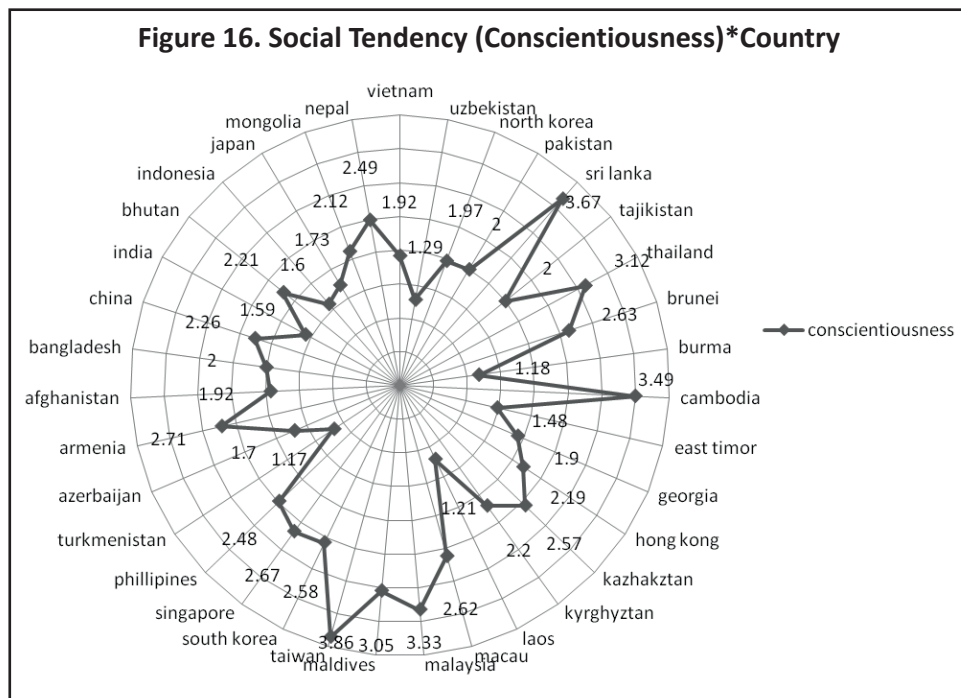
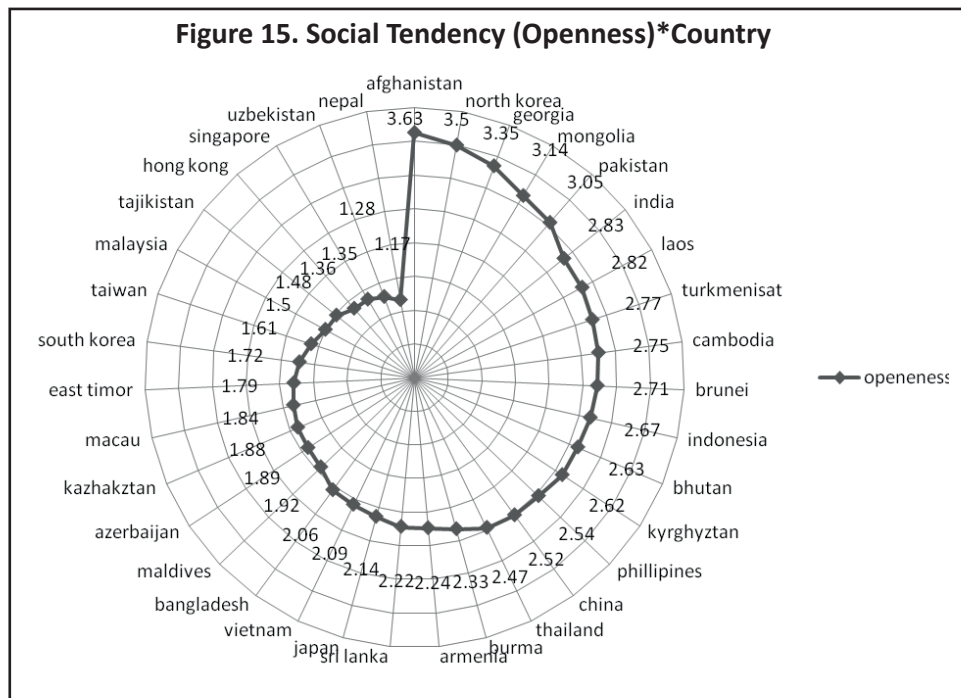


(4) Social Tendency : This measures the social propensity in travel bloggers' writing on five dimensions (openness, conscientiousness, extraversion, agreeableness, and emotional range). The Figure 14 displays the sum of social tendencies of bloggers.

(i) Openness : This describes the level to which travel bloggers are open to the idea of a variable experience in travel. There was high level of openness in travel bloggers' writings (with an overall second highest total of 79.87 across all Asian countries surveyed).

Travel accounts to Afghanistan (3.63), North Korea (3.5), and Georgia (3.35) showed most amount of openness





(Figure 15). Least openness was present in the travel writings related to Nepal (1.17), Uzbekistan (1.28), and Singapore (1.35). India ranked 6th in the openness score (see Appendix 4).

(ii) Conscientiousness : Conscientiousness is the inclination to be strictly attentive, thorough, organized, or thoughtful. With an overall score of 78.91, conscientiousness scored the third place in social tendency dimensions. The Figure 16 shows that travel posts about Taiwan scored the highest conscientiousness score

Figure 17. Social Tendency (Extraversion)* Country

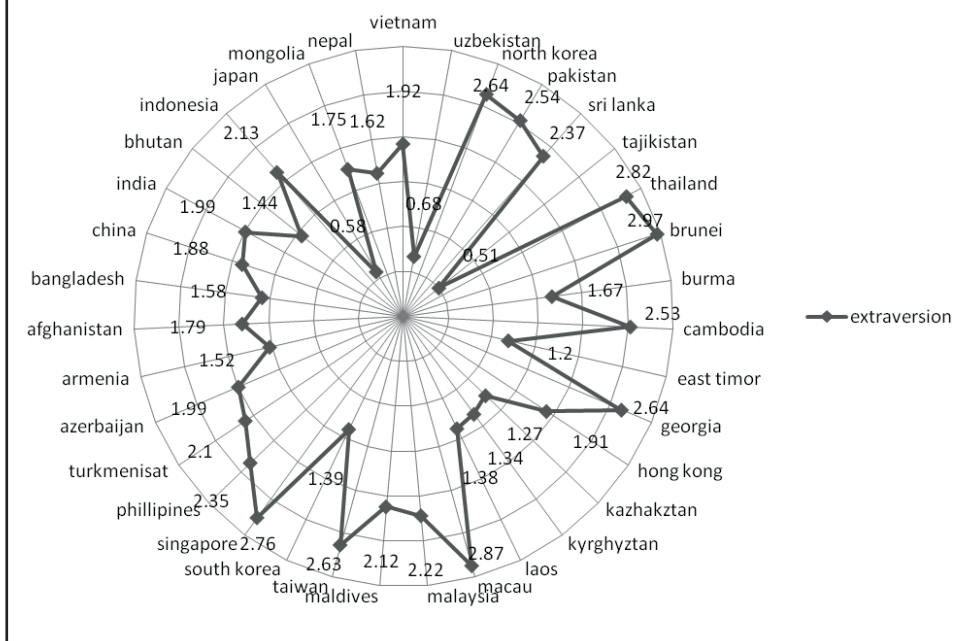
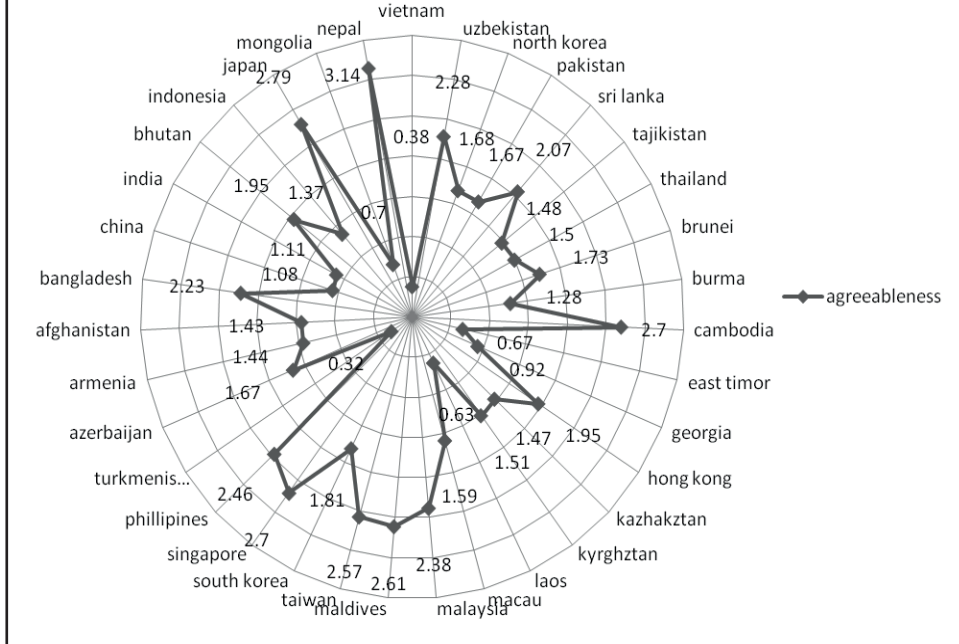
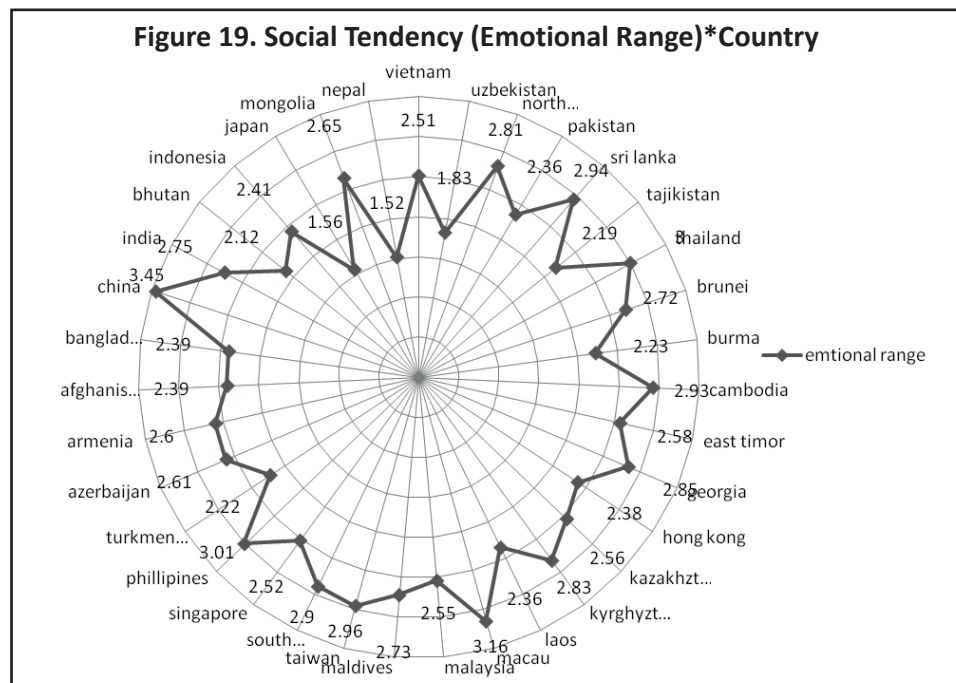


Figure 18. Social Tendency (Agreeableness)*Country



(3.86), followed by Sri Lanka (3.67) and Cambodia (3.49). The least conscientious writing was from travel accounts of Turkmenistan (1.17), Burma (1.18), and Laos (1.21). India ranked 30th with a score of 1.59.

(iii) Extraversion : Extraversion denotes an outward attitude, feeling kindled by others' company, and seeking gratification outside the self. With an overall score of 67.1, extraversion comes fourth highest in the travel writing of bloggers. The Figure 17 shows that travel posts about Thailand recorded the highest extraversion score (2.82),



followed by Macau (2.87) and Brunei (2.97). Writings with least levels of extraversion were found in posts about Tajikistan (0.51), Japan (0.58), and Uzbekistan (0.68). India ranked 17th with a score of 1.99.

(iv) Agreeableness : Affability and amiability characterizes agreeableness. With a total score of 59.27, agreeableness is the fifth highest in the travel blog posts studied. Travel posts about Nepal recorded the highest agreeableness score (3.14), followed by Japan (2.77) and Cambodia (2.7). Writings with least levels of agreeableness were found in posts about Turkmenistan (0.32), Vietnam (0.38), and Laos (0.63). India ranked 28th with a score of 1.11(Figure 18).

(v) Emotional Range : This defines people's sensitivity towards their environment, with higher emotional range being defined as having a finger on the pulse of everything that surrounds them.

With an overall highest score of 89.58 (Appendix 4), bloggers revealed their extent of emotional range when it comes to travel posts about places in Asia. Travel posts about China recorded the highest emotional range (3.45), followed by Macau (3.16) and Philippines (3.01). Writings with the least emotional range were found in posts about Nepal (1.52), Japan (1.56), and Uzbekistan (1.83). India ranked 12th with a score of 2.75 (Figure 19).

A simple correlation was done with emotions expressed by bloggers, their language style, and social tendency using IBM SPSS (version 20). Results show anger to be highly correlated with tentativeness in language ($R^2 = .374, p < 0.05$). Those travel bloggers who tended to be argumentative in their articulation of travel experiences had more angry emotions.

Expression of disgust correlated significantly with openness ($R^2 = .44, p < 0.01$) and joy with conscientiousness ($R^2 = .35, p < 0.05$). Interestingly, travel bloggers open to variable experiences to stimulate their intellect and curiosity expressed disgust. Maybe, there is a chain reaction in play here - disgust breeds uncertainty, which lead to skepticism and openness.

Those who had the ability to delay gratification in order to engage in work-related behaviour (conscientious) expressed joy. This is in line with earlier findings providing a positive correlation between the two (Shiota, Dacher, & Oliver, 2006).

Discussion

How do emotions, language style, and social tendencies of travel bloggers reflect in the accounts of travel experiences in Asia? The answer to this question was sought in this study.

In general, this study shows that personal travel blog analysis can be a useful method to study travel experiences in Asian countries in terms of emotions with respect to the destinations visited by a tourist. Joy and sadness seem to be predominant emotions reflected in the blog posts. Tourists are exposed to both the best and worst things in the places of travel and so, probably, experience joy and sadness together. Anger seems to be the least. A gamut of emotions (anger, joy, disgust, and sadness) seem to be present in bloggers' travel experiences in Cambodia. Joy, disgust, and sadness seem to predominate in the travel experiences to India.

Travel to foreign places most of the time requires tourists to accustom themselves to matters outside their comfort levels. They are exposed to differences in culture, language, food, and point of view. The more travelers encounter varied practices and cultures, the more they are prone to openness. Openness leads to a wider perspective towards life, and sensitivity to their surroundings (which increases emotional range). The experience of meeting new people also helps with agreeableness, though at a lower level. The three dimensions of emotions, language style, and social tendency of the bloggers also show significant positive correlation. Thus, both hypotheses 1 and 2 are proved in this study.

Managerial Implications

Azariah (2012) marks the conflicting discourses between tourism writing and travel writing. While travel writing is personal and episodic fiction, where the writer dons the character of a hero embarking on dangerous adventures, tourism discourse is objective, sometimes commercial in nature, full of verbiage to attract customers.

The tourism industry is multi-dimensional and provokes emotions from travelers. Emotions are what makes people decide to choose one destination over another, whether to visit a destination again or share their posts on blogs while on holidays. The tourism industry cannot afford to neglect the importance of emotions and customer satisfaction levels.

This study tries to highlight the fact that there is room for further improvement in the tourism industry in terms of customer centric focus. While Paul and Nair (2014) posited that leveraging information technology for marketing activities to focus on better hospitality services for foreign tourists to India from America and Europe is the need of the hour, Mishra and Ojha (2014) called for better utilization of India's potential in tourism marketing and promotion.

Apart from the factual/commercial styles of tourism discourse, the tourism industry should also be training its spotlight on personal online travel blogs. By highlighting the importance of emotions - and its analysis - in the online personal travel blogs, one can advance the notion of destination marketing to its maximum potential.

The findings of the study are extremely significant for tourism and destination marketers. What can tourists and marketers do with place emotions available on weblogs? Tourists have more command over how a destination image is projected and communicated to others who probably would like to plan a trip to that place. Positive emotions encourage, while negative emotions discourage potential visitors. Destination marketers can integrate their consumers into the destination branding process in a highly competitive market. The marketers can help plan, measure, and focus on and direct emotions towards the relevant outcomes. Elements of travel experiences allow for certain emotions, and these emotions, in turn, can initiate customers' behaviors such as loyalty and recommendations. By weaving and measuring emotions into travel experiences, tourism industries in Asian countries can gain control over the consequences they desire for destination marketing.

Limitations of the Study and the Way Forward

This study is a starting point for further research into the emotion analysis of places associated with travel blogs and diaries online. However, there are several limitations and scope for further work.

IBM's Tone Analysis software has been used for studying emotions, language style, and social tendencies of bloggers. The software does not consider the intensity conveyed by specific terms. Also, its efficacy in assessing human sentiment and the intent behind its expression, especially when written, can be questioned.

The study compares blog entries across only one travel blog corpus, travelblog.org. Further studies could compare results with diverse corpora. More mining of web content related to travel experiences could throw light on destination branding. This study was restricted to English language posts of more than 500 word counts. Posts in other languages could also be assessed for a better semantic interpretation of posts. Many travel diaries online have photographs of travel trails. Analysis of images was not taken into consideration for the study. This could be a limitation. Further analysis into gendered approaches to tone analysis could also be done on travel writing corpus.

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APPENDICES

Appendix 1. Gender of Blogger * Country

	Country	Male Bloggers	Female Bloggers	Couple Bloggers
1.	Vietnam	0	0	5
2.	Uzbekistan	1	4	0
3.	North Korea	2	3	0
4.	Pakistan	3	0	2
5.	Sri Lanka	4	0	1
6.	Tajikistan	1	4	0
7.	Thailand	1	1	3
8.	Brunei	3	1	1
9.	Burma	3	1	1
10.	Cambodia	1	0	4
11.	East Timor	4	0	1
12.	Georgia	2	1	2
13.	Hong Kong	1	2	2
14.	Kazakhstan	1	1	3
15.	Kyrgyzstan	1	1	3
16.	Laos	5	0	0
17.	Macau	1	3	1
18.	Malaysia	2	1	2
19.	Maldives	1	3	1
20.	Taiwan	0	1	4
21.	South Korea	3	2	0
22.	Singapore	2	1	2
23.	Philippines	1	0	4
24.	Turkmenistan	0	0	5
25.	Azerbaijan	3	2	0
26.	Armenia	1	2	2
27.	Afghanistan	5	0	0
28.	Bangladesh	2	0	3
29.	China	0	0	5
30.	India	4	0	0
31.	Bhutan	1	3	1
32.	Indonesia	0	1	4
33.	Japan	5	0	0
34.	Mongolia	2	0	3
35.	Nepal	3	2	0
	Total	69	40	65

Appendix 2. Emotions* Country

	Country	Anger	Country	Joy	Country	Disgust	Country	Fear	Country	Sadness
1.	Cambodia	1.43	Cambodia	4.59	Philippines	2.02	Georgia	3.1	India	4.33
2.	Japan	1.38	India	4.08	North Korea	1.97	China	2.02	Cambodia	4.22
3.	Maldives	1.32	Indonesia	2.88	Cambodia	1.97	Armenia	1.87	Kazakhstan	2.81
4.	Laos	1.27	Malaysia	2.81	India	1.73	Nepal	1.68	SouthKorea	2.75
5.	East Timor	1.24	Hong Kong	2.81	Kazakhstan	1.67	Tajikistan	1.64	Nepal	2.74
6.	Singapore	1.23	Taiwan	2.79	Mongolia	1.55	Malaysia	1.6	Japan	2.73
7.	Macau	1.23	Brunei	2.77	South Korea	1.54	India	1.54	Thailand	2.7
8.	Azerbaijan	1.22	Bhutan	2.75	Indonesia	1.36	Singapore	1.53	Macau	2.67
9.	Nepal	1.19	Sri Lanka	2.73	Georgia	1.29	Afghanistan	1.53	Uzbekistan	2.59
10.	Tajikistan	1.17	Singapore	2.7	Tajikistan	1.27	Indonesia	1.49	Azerbaijan	2.57
11.	Uzbekistan	1.04	Thailand	2.65	China	1.26	East Timor	1.48	Hong Kong	2.56
12.	India	1.03	Armenia	2.65	Maldives	1.23	Philippines	1.47	Brunei	2.55
13.	Philippines	1.01	Burma	2.59	Armenia	1.18	Pakistan	1.42	Singapore	2.54
14.	Afghanistan	0.99	Vietnam	2.52	Burma	1.15	North Korea	1.41	Indonesia	2.53
15.	North Korea	0.97	Mongolia	2.44	Japan	1.15	Cambodia	1.38	Philippines	2.51
16.	China	0.95	Pakistan	2.4	Macau	1.04	Hong Kong	1.34	Georgia	2.48
17.	Burma	0.94	Maldives	2.37	East Timor	1	Laos	1.32	Taiwan	2.48
18.	Bhutan	0.87	Tajikistan	2.36	Sri Lanka	0.94	Uzbekistan	1.3	Vietnam	2.47
19.	HongKong	0.85	Philippines	2.36	Brunei	0.94	Brunei	1.3	Burma	2.45
20.	Bangladesh	0.8	Azerbaijan	2.34	Azerbaijan	0.94	Bhutan	1.23	Maldives	2.45
21.	Malaysia	0.78	Nepal	2.28	Pakistan	0.92	Kyrgyzstan	1.04	North Korea	2.38
22.	Pakistan	0.76	Kyrgyzstan	2.27	Turkmenistan	0.85	Kazakhstan	1	Afghanistan	2.38
23.	Armenia	0.71	Laos	2.24	Nepal	0.85	Vietnam	0.95	East Timor	2.37
24.	Turkmenistan	0.7	SouthKorea	2.21	Vietnam	0.8	Bangladesh	0.95	Laos	2.34
25.	Georgia	0.68	Japan	2.18	Uzbekistan	0.8	Macau	0.94	Turkmenistan	2.3
26.	Kazakhstan	0.66	Turkmenistan	2.12	Bhutan	0.8	Maldives	0.89	China	2.28
27.	SouthKorea	0.63	East Timor	2.07	Laos	0.78	Taiwan	0.88	Tajikistan	2.27
28.	Mongolia	0.63	Macau	2.05	Kyrgyzstan	0.76	Mongolia	0.87	Bhutan	2.23
29.	Kyrgyzstan	0.61	Georgia	1.97	Afghanistan	0.66	South Korea	0.73	Malaysia	2.19
30.	Sri Lanka	0.6	Bangladesh	1.92	Bangladesh	0.58	Turkmenistan	0.73	Sri Lanka	2.16
31.	Thailand	0.56	China	1.9	Singapore	0.53	Azerbaijan	0.66	Bangladesh	2.08
32.	Vietnam	0.52	Afghanistan	1.89	Taiwan	0.48	Sri Lanka	0.65	Armenia	2.02
33.	Indonesia	0.49	Kazakhstan	1.77	Thailand	0.46	Thailand	0.62	Mongolia	1.7
34.	Taiwan	0.48	Uzbekistan	1.5	Hong Kong	0.43	Japan	0.61	Pakistan	1.36
35.	Brunei	0.47	North Korea	1.42	Malaysia	0.41	Burma	0.59	Kyrgyzstan	0.52
	Total	31.41		85.38		37.31		43.76		85.71

Appendix 3 . Country* Language Style

	Country	Analytical	Country	Confident	Country	Tentative
1.	Japan	3.3	Singapore	0.59	Azerbaijan	3.67
2.	North Korea	2.53	Nepal	0.34	East Timor	3.12
3.	Afghanistan	2.51	Brunei	0.32	Uzbekistan	3.1
4.	Macau	2.37	Taiwan	0.25	Armenia	2.96
5.	Bangladesh	2.23	Malaysia	0.24	Bhutan	2.93
6.	India	2.17	Vietnam	0	Japan	2.93
7.	Bhutan	2.11	Uzbekistan	0	Tajikistan	2.89
8.	Malaysia	1.96	North Korea	0	Vietnam	2.68
9.	China	1.96	Pakistan	0	Burma	2.68
10.	Brunei	1.89	Sri Lanka	0	Bangladesh	2.64
11.	Maldives	1.85	Tajikistan	0	Mongolia	2.53
12.	Indonesia	1.76	Thailand	0	North Korea	2.48
13.	Burma	1.69	Burma	0	Laos	2.46
14.	Pakistan	1.66	Cambodia	0	Indonesia	2.43
15.	SouthKorea	1.66	East Timor	0	China	2.37
16.	Kazakhstan	1.64	Georgia	0	Kazakhstan	2.35
17.	Azerbaijan	1.62	Hong Kong	0	Afghanistan	2.35
18.	Hong Kong	1.49	Kazakhstan	0	SouthKorea	2.29
19.	Mongolia	1.49	Kyrgyzstan	0	Kyrgyzstan	2.26
20.	Philippines	1.43	Laos	0	Maldives	2.23
21.	East Timor	1.4	Macau	0	India	2.23
22.	Cambodia	1.37	Maldives	0	Turkmenistan	2.22
23.	Sri Lanka	1.33	SouthKorea	0	Pakistan	2.2
24.	Uzbekistan	1.28	Philippines	0	Georgia	2.2
25.	Nepal	1.2	Turkmenistan	0	Thailand	2.1
26.	Turkmenistan	1.19	Azerbaijan	0	Macau	1.99
27.	Kyrgyzstan	1.16	Armenia	0	Philippines	1.93
28.	Taiwan	1.16	Afghanistan	0	Nepal	1.93
29.	Tajikistan	1.12	Bangladesh	0	Sri Lanka	1.86
30.	Singapore	1.04	China	0	Cambodia	1.72
31.	Thailand	1.02	India	0	Malaysia	1.44
32.	Armenia	1.01	Bhutan	0	Hong Kong	1.3
33.	Georgia	1	Indonesia	0	Singapore	1.08
34.	Laos	0.81	Japan	0	Brunei	0.86
35.	Vietnam	0.77	Mongolia	0	Taiwan	0.58
Total	34.83			1.42		45.19

Appendix 4. Country* Social Tendency

	Country	Openness	Country	Conscientiousness	Country	Extra Version	Country	Agreeableness	Country	Emotional range
1.	Afghanistan	3.63	Taiwan	3.86	Brunei	2.97	Nepal	3.14	China	3.45
2.	North Korea	3.5	Sri Lanka	3.67	Macau	2.87	japan	2.79	Macau	3.16
3.	Georgia	3.35	Cambodia	3.49	Thailand	2.82	Cambodia	2.7	Philippines	3.01
4.	Mongolia	3.14	Malaysia	3.33	Singapore	2.76	Singapore	2.7	Thailand	3
5.	Pakistan	3.05	Thailand	3.12	North Korea	2.64	Maldives	2.61	Taiwan	2.96
6.	India	2.83	Maldives	3.05	Georgia	2.64	Taiwan	2.57	Sri Lanka	2.94
7.	Laos	2.82	Armenia	2.71	Taiwan	2.63	Philippines	2.46	Cambodia	2.93
8.	Turkmenistan	2.77	Singapore	2.67	Pakistan	2.54	Malaysia	2.38	South Korea	2.9
9.	Cambodia	2.75	Brunei	2.63	Cambodia	2.53	Uzbekistan	2.28	Georgia	2.85
10.	Brunei	2.71	Macau	2.62	Sri Lanka	2.37	Bangladesh	2.23	Kyrgyzstan	2.83
11.	Indonesia	2.67	South Korea	2.58	Philippines	2.35	Sri Lanka	2.07	North Korea	2.81
12.	Bhutan	2.63	Kazakhstan	2.57	Malaysia	2.22	Hong Kong	1.95	India	2.75
13.	Kyrgyzstan	2.62	Nepal	2.49	Indonesia	2.13	Bhutan	1.95	Maldives	2.73
14.	Philippines	2.54	Philippines	2.48	Maldives	2.12	South Korea	1.81	Brunei	2.72
15.	China	2.52	China	2.26	Turkmenistan	2.1	Brunei	1.73	Mongolia	2.65
16.	Thailand	2.47	Bhutan	2.21	Azerbaijan	1.99	North Korea	1.68	Azerbaijan	2.61
17.	Burma	2.33	Kyrgyzstan	2.2	India	1.99	Pakistan	1.67	Armenia	2.6
18.	Armenia	2.24	Hong Kong	2.19	Vietnam	1.92	Azerbaijan	1.67	East Timor	2.58
19.	Sri Lanka	2.22	Mongolia	2.12	Hong Kong	1.91	Macau	1.59	Kazakhstan	2.56
20.	Japan	2.14	Pakistan	2	China	1.88	Kyrgyzstan	1.51	Malaysia	2.55
21.	Vietnam	2.09	Tajikistan	2	Afghanistan	1.79	Thailand	1.5	Singapore	2.52
22.	Bangladesh	2.06	Bangladesh	2	Mongolia	1.75	Tajikistan	1.48	Vietnam	2.51
23.	Maldives	1.92	North Korea	1.97	Burma	1.67	Kazakhstan	1.47	Indonesia	2.41
24.	Azerbaijan	1.89	Vietnam	1.92	Nepal	1.62	Armenia	1.44	Afghanistan	2.39
25.	Kazakhstan	1.88	Afghanistan	1.92	Bangladesh	1.58	Afghanistan	1.43	Bangladesh	2.39
26.	Macau	1.84	Georgia	1.9	Armenia	1.52	Indonesia	1.37	Hong Kong	2.38
27.	East Timor	1.79	japan	1.73	Bhutan	1.44	Burma	1.28	Pakistan	2.36
28.	South Korea	1.72	Azerbaijan	1.7	South Korea	1.39	India	1.11	Laos	2.36
29.	Taiwan	1.61	Indonesia	1.6	Laos	1.38	China	1.08	Burma	2.23
30.	Malaysia	1.5	India	1.59	Kyrgyzstan	1.34	Georgia	0.92	Turkmenistan	2.22
31.	Tajikistan	1.48	East Timor	1.48	Kazakhstan	1.27	Mongolia	0.7	Tajikistan	2.19
32.	Hong Kong	1.36	Uzbekistan	1.29	East Timor	1.2	East Timor	0.67	Bhutan	2.12
33.	Singapore	1.35	Laos	1.21	Uzbekistan	0.68	Laos	0.63	Uzbekistan	1.83
34.	Uzbekistan	1.28	Burma	1.18	Japan	0.58	Vietnam	0.38	Japan	1.56
35.	Nepal	1.17	turkmnst	1.17	tajikistan	0.51	Turkmenistan	0.32	Nepal	1.52
	Total	79.87		78.91		67.1		59.27		89.58