

旅遊部落格如何影響讀者的旅遊意願？-探討其影響因子及性別差異的調節效果

王秀媛

餐旅管理學系

觀光學院

hywang@chu.edu.tw

摘要

Recently, travel blogs are quickly becoming a popular new source of reading material for travel fanatics; however, little is published about what determinants deriving from travel blogs play critical roles in predicting readers' intention to travel, and to examine gender differences in relationship among these determinants and behavioral intention to travel. Based on previous studies, this study developed a research model, including three main categories of variables: two inspiring travel desire variables (i.e., generating empathy and experiencing atmosphere), three offering travel information variables (i.e., presenting guides, delivering credibility and providing image), and two facilitating social interaction variables (i.e., social influence and cybercommunity influence), to investigate the potential determinants and gender differences between their effects on readers' travel intention. 266 usable data collected from the Internet were tested against the research model using structural equation modeling approaches. The results accounted for 58% of the variance of readers' behavioral intention to travel. Theoretical and practical implications of the results were discussed.

關鍵字：Travel blogs; determinants; gender differences; behavioral intention