

Betel Nut Beauty in Taiwan: Chinese Tourists' Perspective

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Abstract

Tourists' eyes will often be attracted by the unique phenomenon of the roadsides: betel nut beauties (pronounced as binlang xishi in Mandarin), if they drive on the roads of Taiwan. Sitting in the neon-lit glass stalls with attractive dress on the roadsides, betel nut beauties usually sell betel nuts to the passing truckers or car drivers with much of their efforts. Moreover, in order to attract peoples' eyesight and increase the sales volume, the young girls are in skimpy clothing to promote betel nuts or beverages to their customers. Therefore, when the Chinese tourists come to Taiwan, to see the unique betel nut beauty phenomenon has become one of their greatly interested things or even a "must see". This paper describes betel but beauties in Taiwan, explained why the Chinese tourists like to see them in Taiwan and proposed propositions for examination.

Keyword : Betel nut, betel nut beauty, Chinese tourists, tourism.