

Exploring the Spatial Distribution of Travel Vloggers in China and Their Impact on Tourism: Insights from Douyin Data during May Day Golden Week 2023

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7.18 TUE 15:00-16:30

主催 公益財団法人アジア成長研究所
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参加料 無料 **言語** 発表・資料ともに英語

概要

Short videos have experienced a rapid rise in popularity as a new form of social media in China in recent years. Vloggers who create and share short videos have emerged as a crucial force in making certain places popular. In most cases, this popularity will subsequently transform into an influx of tourists. In this study, I primarily examine the distribution characteristics and impacts of travel vloggers, while also giving some consideration to general vloggers and gender differences among travel vloggers. The data of travel vloggers and related variables are sourced from a data provider for *Douyin*, the largest short video platform in China. Analysis methods of visualization, location entropy and Moran's *I* index are used to demonstrate the distribution pattern of travel vloggers. Findings show that travel vloggers tend to be concentrated predominantly in the south-east region below the Hu line. Travel vloggers exhibit a lower positive autocorrelation compared to vloggers in general. Additionally, there are gender-based variations in concentration patterns and clustering tendencies between female and male travel vloggers. Next, Geodetector is used to examine the impact of travel vloggers on provincial tourist arrivals during the May Day golden week in 2023. (裏面につづく)



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Staff Seminar

開催形式

オンライン(ZOOM)で開催いたします。

※インターネット環境とPCやスマートフォン、タブレットが必要です。



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(要旨つづき)

The results indicate that travel vloggers have a significant influence on tourist arrivals, demonstrating a higher explanatory power compared to conventional variables such as scenic areas, hotels, travel agencies, and transportation infrastructure. General vloggers also hold more influence than traditional entities, although their influence is lower than that of travel vloggers. These insights can assist destination management organizations and policymakers in leveraging travel vloggers for tourism development.