RESEARCH ARTICLE

RELATIONSHIP BETWEEN TOURISM WEBLOG BROWSING BEHAVIOR AND TOURISM

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ABSTRACT

In the field of tourism research, "Weblog" or "Blog" is often used in parallel with terms such as "Tourism Notes" and "Online Tourism Narratives", with the core referring to user-generated tourism content. In this article, "Weblog" generally refers to structured travel records including personal blogs and column travel notes, which together with short social media content constitute the user-generated tourism narrative system. It is a common phenomenon that a tourist will browse a tourism weblog for collecting information. Will the browsing behavior affect the tourism expectation of a tourist and how does the influence happen? That is the main question we'd like to explore in this study. We also classified the participants and their messages posted on weblogs for further analysis. Firstly, we selected 153 participants from snowball sampling and selected 2 weblogs with high CTR (click-through rate), good interaction, and frequent updates. Then the participants' tourism weblog browsing behaviors were recorded for 10 weeks. After all, each participant received a questionnaire about tourism expectations. Factor analysis, content analysis, and cluster analysis were used to analyze the data collected in this research. We found that there is no evidence to prove the relationship between the frequency of browsing tourism weblogs and tourism expectations. On the other side, the browsing hours are positively related to 2 factors of tourism expectation: easily local customs and novel involvement. Furthermore, after cluster analysis and content analysis we found the high involvers left messages with more personal emotion and identification and the low involvers left messages with more objective information. In the end, this study proposed some discussion and suggestions based on our findings.

INTRODUCTION

Since tourism is a social phenomenon with wide coverage, it can be studied from different perspectives and for different objects, including tourists, organizations (e.g., the tourism industry), institutions, and cultures (Larsen and Mossberg, 2007). As more and more research has been conducted on tourists, scholars have adopted different perspectives, such as marketing (Mossberg, 2007; Zang and Huang, 2022), psychology (Larsen, 2007; Oliveira, Araujo, and Tam, 2020), sociology (Cohen, 2008; Cohen and Cohen, 2020), and edutainment perspectives (Hertzman, Anderson and Rowley, 2008). In studies of tourists, prior tourist expectations are often seen as an important antecedent variable, for example, Larsen (2007) and Agapito (2021) both suggest that prior tourist expectations affect their experiences and memories. This is a similar observation in Borrie and Roggenbuck's (2001) multi-phasic nature of experience. In Lin's (2009) study, an IPA technique (importance-performance analysis technique) was used to explore the relationship between tourists' pre-expectations and the quality of services received, while Shen (2011) also explored what factors might satisfy museum visitors' tourism expectations through focus group discussions. In Sheng and Chen's (2013) study, they designed a tourist expectations questionnaire based on six groups of tourists' tourism experiences in five locations, extracted the themes through content analysis, and organized them into sentences. The tourism expectations questionnaire was designed.

Although there is a growing body of research on tourist tourism expectations, including the content and influence of expectations, not much research has been conducted on what factors influence tourist tourism expectations. Larsen (2007) argues that such outputs are influenced by personality traits and states, such as demography, lifestyle, etc., and are also related to the individual's perceptions of future tourism events. Larsen (2007) argues that such outputs are influenced by individual traits and states, such as demography, lifestyle, etc., as well as individual perceptions of future tourism events, such as the tourist's impression of the destination. However, personal characteristics and states, as well as perceptions of tourism events, have diverse contents, channels of influence, and modes of interaction, including tourism manuals, memories, recent moods, virtual experiences, friends' opinions, peer attributes, and the nature of tourism (e.g., self-help or tour groups), all of which may form or affect the tourist's tourism expectations. This makes it difficult to focus on the study (Chiou, Wan, and Lee, 2008). The Internet and particularly social media prompt a sharp boost to tourism industries and complexity (Kim and Fesenmaier, 2015; Sharma, 2023). Although the tourist's tourism expectations can be explored from a variety of perspectives, with the development of the Internet and mobile technology, more and more tourists are using mobile devices and the Internet to collect and share information before and even during their tour, to choose the right place, method, activity and even companion for their tour. and even companions. Among them, the tourism weblog is a common channel for consultation, information

collection, and interactive sharing (Jung et al., 2018; Phaosathianphan and Leelasantitham, 2021; Sharma, 2023). Pollster's (2017) survey found that the browsing ranking of tourism weblogs ranks fourth among common themes in Taiwan, which shows that many people will search or share tourism information through tourism weblogs and may form tourism expectations. Therefore, this study attempts to investigate the relationship between tourism weblog browsing behavior and tourism expectations, on the other hand, it will also focus on the other hand, tourism weblog browsing behavior will be categorized and the differences between them will be compared.

LITERATURE

Weblog browsing behavior: The weblog originated from the amalgamation and variation of web and log proposed by Jorn Barger in 1997, which refers to a kind of personal journal presented by a web page. People who use weblogs or write articles in weblogs are called Bloggers, and Bloggers often quote or respond to each other's articles, forming links to related topics and public discussion forums (Zhou, 2005). In other words, a weblog is a website composed of continuously published articles, often on similar topics, written by the same person or group of people, and in chronological order, often with a large number of hyperlinks. Many bloggers become members of a dedicated traveler community. Most tourism companies thrive on reviews and user-generated content tailored to promote destinations (Chen et al., 2022; Wei et al., 2022; Sharma, 2023). Weblogs have evolved into a lifestyle that emphasizes the absorption of information and sharing, like a microcosm of the author's values and beliefs, and is an author-centered communication medium. Although with the evolution of technology, people who use social networks to record their lives are now also a kind of weblog presentation, many people still use weblogs to gather more in-depth information and discuss specific topics. For example, in the case of tourism, many tourists collect information before they go on a trip, including professional tourism books and magazines or professionals, and of course, various tourism websites or weblogs of tourism professionals. The information provided by experienced tourism weblogs is of great value to weblog visitors who are also tourists. It is not difficult to have your weblog. In addition to choosing a ready-made weblog service on the Internet, many users choose to set up their weblog, rent a web host, manage a web host, or even install a weblog publishing system. With the rise of social media, the presentation of tourism weblogs has become easier and more attractive (Sharma, 2022; Phaosathianphan and Leelasantitham, 2021).

As for the browsing behavior of weblogs, Gelb and Johnson (1995) argue that this can be categorized as a form of word-of-mouth communication, but because weblog messages have a high degree of uncertainty as well as anonymity, whether information can be trusted is often related to the professionalism of the weblog itself and its ability to screen articles. Oliveira, Araujo, and Tam (2019) pointed out in their study that: first, perceived enjoyment was the most important motive for travelers to share their tourism experiences on online networks and tourism websites. Second, security and privacy issues are the top latent reasons. Usually, genuine information seekers tend to accept articles and responses written or recommended by weblogs with a higher degree of professionalism (Bansal and Voyer, 2000). On the other hand, since it is a browsing behavior, it includes the interaction between reading and writing, the survey conducted by Pollster (2017) shows that weblog visitors are inclined to read and most of the time they do not leave comments. The most common types of comments are family life, interpersonal friendship, love and sex, hobby and collection, and tourism experience. Choi, A. (2020) study results indicate that a tendency of social comparison occurred as readers indicated preference toward fashion bloggers who perform as self-modeling image producers, this supports the notion of social comparison that human nature tends to compare with others similar to the. This finding also suggests the critical awareness of young fashion readers, in which an ideal beauty is perceived as a successful result of a calculated visual creation, namely "the creative self". In addition, the study also pointed out that visitors who spend more time reading

and replying to weblogs are more satisfied with new things and have higher motivation for social activities and public comments (Huang, Chen, and Lin, 2005). Rahman et al. (2020) show that social media, particularly travel blogs are increasingly relevant in tourism practices affecting destination and business. With the growth of internet-based social media technologies, tourists can communicate, interact and establish a relationship with destinations, businesses, and other tourists. Pre-visit stage of the tourist experience involves activities that focused on travel planning, in which travel blogs are considered a rich source of travel information. Rahman et al. (2020) findings show that travel bloggers engage with travel blogs with different behavior that are influenced by different motivations. It is also highlighted that interaction in the blogosphere serves an important role in influencing travel bloggers' travel engagement blogs before travel. But Hsu, Chen, and Chen(2022) found that 5.1% of the visits recorded in the weblog occurred because of unconscious user actions.

Tourism experiences and tourism expectations: Travel has the nature of experience, and regarding travel experience, Uriely (2005) points out that its research history is only about 50 years old, and four shifts have occurred. Initially, travel (especially overseas travel) was regarded as a relatively expensive and rare form of leisure, so most studies concluded that the travel experience was a unique experience different from everyday life; then, travel was regarded as part of everyday leisure, so the first shift occurred, emphasizing that the travel experience was also part of the daily consumption experience; then, researchers found that tourists were diverse, so the second shift occurred, emphasizing that the travel experience was also part of the daily consumption experience; then, researchers found that tourists were diverse, so the second shift occurred, emphasizing that the travel experience was also part of the daily consumption experience. Travel is seen as part of everyday leisure, so the first twist occurs, emphasizing that the travel experience is also part of the everyday consumption experience; then, researchers find that tourists are diverse, and a second twist occurs, emphasizing that travel pluralizing the experience, that is, different tourists will have different experiences; as for the third twist, which Uriely(2005) calls As for the third turn, which Uriely (2005)calls the role of subjectivity, researchers began to recognize that tourists' active interpretation of the context affects their experience, just as O'Dell (2007) found that in postmodern society, tourists are no longer mere receivers or observers and interpreter, but active experiencers Finally, the fourth twist, called relative interpretations, is when researchers begin to believe that the experience is the result of an individual's interpretation of the visited situation in relation to the cultural and contemporary conditions, for example, Larsen and Mossberg (2007) argue that the travel For example, Larsen and Mossberg (2007) argue that the travel experience is a rather subjective and personalized process that is also related to the social and cultural, and even institutional, systems in which the individual is embedded. Seyfi, Hall, and Rasoolimanesh (2019) developed six key factors affecting cultural tourist experiences have emerged: prior perceived significance of the experience, authenticity, engagement, cultural exchange, culinary attraction, and quality of service. Are tourists passive receivers or active experiences? Pine and Gilmore (1998) suggest that both are possible. They classify experiences into educational and escapist, a deeper type of experience, based on the level of involvement of the tourist, in which the tourist is more actively involved and integrated into the situation, and even self-formulates various experiences in the process. In this case, the tourist is more active in participating and integrating into the situation, and even in the process, he or she shapes various experiences, including entering the tour situation, leaving the original life, and having different imaginations. However, Pine and Gilmore also point out that However, Pine and Gilmore also point out that both active deep and passive surface experiences may coexist, that is, the tourist interacts with various tourism systems, and the tourist receives the "offered" materials while also actively participating in them, jointly forming experiences in the process, at which point the tourist will reach a rather pleasant at this point, the tourist will reach a very pleasant sweet spot (Temkin, 2021). The interaction between the tourist and the tourism system begins before tourism (Chiou, Wan, and Lee, 2008), for example, Larsen points out from a psychological

perspective that tourism experiences are not isolated feelings during the process, but a cumulative psychological phenomenon that involves three stages of interaction: before, during, and after. The process and the aftermath. Larsen also emphasizes that tourist memories change the way the next tour is conducted. tourist memories will change the next tourism expectations, forming a cycle. In tourist studies, tourists' expectations are often considered antecedent variables to explore their relationship with post-event satisfaction, for example, Lin (2009) and Sheng (2011). On the other hand, Vroom's (1964) expectancy theory states that expectations are the result of a three-stage cognitive process: the perception of expectancy, i.e., whether or not effort will have performance; the perception of instrumentality, i.e., whether or not performance will get outcome; and the perception of performance. In a study by Sheng and Chen (2013), a questionnaire on tourist expectations was developed based on the writing of tourist cognitive processes (tourism insights). In the study, a tourist expectations questionnaire was developed based on the tourist's cognitive process (tourism experience).

RESEARCH METHODOLOGY

According to Chiou, Wan, and Lee (2008) and Larsen (2007), tourists' tourism expectations often come from the interaction between the tourist and the tourism system, which also includes the interaction experience with other tourism professionals on the Internet. This study investigates the relationship between weblog visitors' browsing behavior (their interaction experiences in weblogs) and their tourism expectations. First, we will decide on the study participants, then ask them to vote for the tourism weblog, then conduct a period of observation and data collection, and finally, compare the relationship between the weblog browsing behavior and the tourism expectations of the study participants. Second, the researcher will also categorize the browsing behavior of the study subjects and compare the nature of the messages between the different categories.

Browsing behavior observation and recording: Since this study needed to observe the weblog browsing behavior of the study participants over a while, the weblog browsing experience, willingness to participate in the study and availability of the study participants became more important. Therefore, it was not easy to recruit participants appropriately, so this study decided to use snowball sampling to recruit participants. First, volunteers were solicited from the campus website, and 15 volunteers were selected through online and in-person interviews. Then, each volunteer had to nominate at least 9 participants who liked tourism and frequented the weblog, and there were more than 9 nominees. Among them, 120 were university students, accounting for 78.4%; 82 were women, accounting for 54.3%. Then, the researchers asked these volunteers to recommend tourism weblogs with better click-through rates, update rates, and interaction rates. These weblogs must also be as de-advertising as possible, including screening responses to posting advertisements, etc. In the end, after discussion and voting, two weblogs were decided, namely "Follow Wen Shikai. Peek into the world" and "amaryllis. Emma [walking around]". After that, the weblog browsing behavior was recorded for 10 weeks. The first part is the self-record of the study subjects, mainly the weblogs they visited each week and the time they went up and down; for the other part, we asked 18 work-study students, 9 of whom were assigned to each weblog, and each of them was responsible for about 50 study subjects, and once every three days, at 5:00 pm, we counted the number of messages (responses) of the study subjects in the past 24 hours and recorded their messages (responses). We also recorded the content of their messages (responses).

Tourism expectations survey: In terms of surveying the tourism expectations of the research subjects, the questionnaire designed by Sheng and Chen (2013) mainly asks about the respondents' expectations about tourism experiences or feelings, rather than transportation, money, or accommodation, which is more in line with the nature of tourist experiences. Therefore, this study translated their

questionnaire for measurement. First, the questionnaire was emailed to 153 volunteers, and after receiving them, the types of tourism expectations were identified by factor analysis and then correlated with the weblog browsing behavior (frequency and duration) collected earlier.

Participant and message classification and comparison: In this study, we categorized the participants according to their level of involvement, mainly by calculating their browsing behavior, including their frequency and total time spent online, and then conducting cluster analysis. At the same time, we also conducted content analysis on participants' messages in the weblog, mainly through three experts who are familiar with the Internet, tourism, and content analysis, including a university professor, a specialist of the Information Policy Commission's e-commerce service website, and a book author with leadership experience, and used the consensus method to determine the category based on the intention conveyed by the messages. The categories were determined by consensus. Some of the messages were too fragmented or too brief to be included in the analysis after discussion.

- Relationship building: Maintain or build a relationship with the weblog author or other responders. For example, "I think life is about living as you do and taking a camera with you every day to record your daily dots".
- Information exchange: Provide or ask about tourism-related information, usually more objective and specific. For example, "A very unique train museum...is the opposite of...the Changhua fan-shaped train maintenance plant, which shows a long history...".
- Emotional identity: expressing psychological feelings or experiences about something, usually more subjective and with the semantic meaning of seeking approval. For example, "It's nice to go out with my parents, not only can we take care of each other, but we can also take some rare photos as souvenirs.

RESEARCH RESULTS

Factor Analysis and Reliability Measure: After the tourism expectations survey, factor analysis was conducted in this study in the hope of providing the greatest explanation for the total variance with the least number of common factors. In Bartlett's spherical check, the X^2 value was 1371.305, with a p-value close to 0. The KMO value (Kaiser-Meyer-Olkin) was calculated to be 0.794, indicating the existence of different factors in the relevant matrices, and therefore suitable for factor analysis. Therefore, under the criterion of Eigenvalue greater than 1, six potential factors were extracted and their characteristic values were 6.645 for factor 1, 2.204 for factor 2, 1.718 for factor 3, 1.310 for factor 4, 1.233 for factor 5, and 1.068 for factor 6. Next, we used the varimax rotation to clarify the relationship between the question and the factor. After the varimax rotation, when the highest factor load was greater than 0.45, the question was assigned to that factor. However, if the difference between factors was less than 0.1, meaning that the distinction of the question was not obvious, the question was deleted. We also named the factors according to their meanings and characteristics, based on the questions with higher factor loadings. For example, in Factor 1, Question 7 (I am looking forward to having a relaxing feeling in tourism) and Question 8 (I am looking forward to feeling local characteristics or an exotic atmosphere in tourism) had the highest factor loadings, so Factor 1 was named "relaxing atmosphere", while Factors 2 to 6 were named "cultural experience", "longing for memories As for factors 2 to 6, they were named as "cultural experience," "longing and memory," "legendary history," "fresh participation," and "complete consistency" respectively, as shown in Table 1. After the naming of the factors, to further measure the reliability of the questionnaire, the Cronbach alpha values of factors one to six were measured in this study, which were 0.807, 0.787, 0.717, 0.721, 0.631, and 0.513 respectively, ranging from 0.5 to 0.8, and most of them were higher than 0.7, indicating that the internal consistency of the scale was quite good.

Table 1. Results of the factor analysis of tourist tourism expectations

Factor	Title and content of the representative question	Factor loading	Cronbach α	Eigenvalue
Relaxing Style	7. I am looking forward to a relaxed and pleasant feeling during the tour.	0.827	0.807	6.645
	8. I am looking forward to experiencing the local flavor or an exotic atmosphere during the tour.	0.738		
Culture Experience	4. I am looking forward to evoking some experiences related to "myself" during the tour.	0.798	0.787	2.204
	3. I am looking forward to experiencing some familiar culture or entertainment during the tour.	0.725		
Longing for memory	13. I am looking forward to the hopes or visions that will arise during the tour.	0.826	0.717	1.718
	12. I am looking forward to a dream-like experience while on tour.	0.633		
Legendary History	10. I am looking forward to a relaxed and pleasant feeling during the tour.	0.837	0.721	1.310
	9. I am looking forward to getting close to the "legends" in my mind or seeing the legendary characters in the landscape during my tour.	0.810		
Fresh Participation	17. I am looking forward to seeing some of the strange and unusual things that I don't normally get to see during my tour.	0.786	0.631	1.233
	15. I am looking forward to the fun and fulfillment of being involved in the production or interaction during the tour.	0.523		
Complete Consistency	20. I am looking forward to having a consistent experience during the tour.	0.755	0.513	1.068
	16. I'm looking forward to having a foot-buying experience during my tour.	0.632		

Table 2. Correlation analysis between tourism expectations and browsing behavior

	Relaxing Style	Culture Experience	Longing for memory	Legendary History	Fresh Participation	Complete Consistency
Total Online Time	.177*	.019	.045	-.050	.162*	.015
The average number of times	.112	.047	.011	-.024	.021	.041

*P<.001

Table 3. Cluster analysis of weblog browsing behavior

	Cluster 1: high-involved	Cluster 2: Moderate-involved	Cluster 3: low-involved
Number of people	16	78	59
percentage	10.5%	51.0%	38.6%
average total time	123.4	58.4	30.6
Average times	2.84	1.62	1.66
F vale	318.9***	32.42***	146.1***

***P< .001

Table 4. Analysis of weblog messages of high-involved and low-involved people

	Relationship Building	Information Exchange	Emotional Identity	Total number of messages/percentage
High-Involved Message	99	162	419	680
	14.58%	23.81%	61.61%	100%
Low-Involved Message	4	34	13	51
	7.84%	66.67%	25.49%	100%

The relationship between browsing behavior and tourism expectations: Table 2 examines the correlation between the participants' browsing behavior and tourism expectations. It was found that there was no significant correlation between browsing frequency, i.e., the average number of browsing sessions in the self-record of the participants. As for the total time spent online, it was positively correlated with the tourism expectations of relaxation and fresh participation. The above results imply that the frequency of weblog browsing is similar for different expectations. This may be due to habit or the influence of work or school, as they tend to browse after work or after school, so their browsing time is more stable. On the other hand, those who have expectations of relaxation and fresh participation tend to spend a long-time browsing weblog, so we can infer that the two weblogs specified in this study have contents that can satisfy those who have expectations of relaxation and fresh participation. Although these two weblogs are not representative of all tourism weblogs, they are, after all, professional tourism weblogs with better viewership, faster updates, and higher interaction, and are more recognized. The content may also be light-hearted or a fresh introduction to tourism, and therefore better able to meet the expectations of the viewers.

Comparison of participant classification: In this study, cluster analysis was conducted using the frequency and total time spent online by the participants, which were divided into three clusters,

namely, high-involved, medium-involved, and low-involved participants (see table 3). Then, we found the message records of 16 high-involved people, and also found the message records of 16 low-involved people with the lowest scores, and categorized and compared the messages, and the results are shown in Table 4. From Table 4, we can see that the number of messages from high-involved people is significantly higher than that of low-involved people. Moreover, emotional recognition accounts for a high proportion of the messages from high-involved people, which indicates that high-involved people have certain characteristics and are willing or accustomed to expressing their psychological feelings or experiences about something, and these messages are usually more subjective and have the implication of seeking recognition. As for the low-interest users, apart from the obvious decrease in the number of messages, their messages are more informative, that is, they provide or ask about tourism-related information, which is usually more objective, specific and functional. Therefore, browsing the weblog is like going to a tourism site to collect information, which is mainly functional and does not have much personal interaction or emotional factor.

Conclusions and Recommendations: This study investigated the relationship between tourism weblog browsing behavior and tourism expectations by translating the tourism expectations questionnaire designed by Sheng and Chen (2013) and collecting the weblog browsing behavior of 153 volunteers, including the number of times

they were online and the time they spent online. The results in Table 2 were obtained by translating the tourism expectations questionnaire designed by Sheng and Chen (2013) and collecting the weblog browsing behavior of 153 volunteers, including the number of times they were online and the time they spent online. From Table 2, we can see that the relationship between the average number of visits, i.e., the frequency of visits, and tourism expectations are not significant. This may be because respondents have to work or study and have limited time to visit online. For example, in this study, we randomly interviewed a few respondents afterward, and some of them said, "I only go online to find information before I go somewhere, I have a specific purpose". However, we also saw from the post-event interviews that the browsing behavior of weblogs may in turn affect their tourism expectations, for example, one person mentioned that "the moderator's response also creates expectations" or "I don't have a specific place to go, but I can see more, different, and fresher things online...I think it's great. I think it's great". However, this study did not conduct a pre-test of tourism expectations before the browsing behavior started, so it was not possible to confirm whether tourism expectations would be changed by the browsing behavior; perhaps, future studies could be conducted in this direction, and the pre-test and post-test could be used to confirm Perhaps, future studies can be conducted in this direction to confirm the effect of tourism weblog browsing behavior on tourism expectations through pretest and posttest.

On the other hand, Table 2 shows that weblog viewers tend to spend more time browsing weblogs if they expect (or prefer) relaxing or engaging experiences in tourism, which means that the weblogs specified in this study are more likely to satisfy such expectations or preferences, and this may be the characteristic of most tourism weblogs, i.e., they tend to describe and share relaxing or engaging experiences in tourism. This means that the weblogs specified in this study are more likely to meet this expectation or preference, and this may also be a feature of most tourism weblogs, i.e., they tend to describe and share the relaxed atmosphere or fresh participation in tourism. As a result, people with different expectations of tourism may use other channels to ascertain whether their tourism expectations can be met in tourism. For example, one person mentioned in the interview afterward that he enjoyed watching food weblogs because "the temptation to eat all kinds of food has always left me powerless," but that he just wanted to "learn about the customs and habits of different countries" by just watching tourism weblogs. In addition to exploring the relationship between tourism weblog browsing behavior and tourism expectations, another purpose of this study was to categorize tourism weblog visitors and compare the differences in message purpose among them. Through cluster analysis and content analysis of the messages, we obtained the results in Table 3 and Table 4. We can see that the number of messages from high-involved users is significantly higher than that of low-involved users, and among them, emotional recognition accounts for a high proportion, indicating that high-involved users are willing or accustomed to express their psychological feelings or experiences about something and seek recognition. As for the messages from low-involvers, they are more of an information exchange, and weblogs are like tourism information sites, which mainly focus on collecting information without much personal interaction or emotional factors. Finally, this study did not analyze the demographic variables concerning browsing behavior or tourism expectations, mainly because the subjects came from the snowball sample and the demographic variables might be too homogeneous. However, some studies have shown that demographic variables are related to browsing behavior or tourism expectations (Sheng and Zhang, 2007; Sheng and Yeh, 2007), so in the future, it may be possible to investigate the effect of demographic variables on tourism weblog browsing behavior on tourism expectations in the process of In the future, it may be possible to explore the interference effect of demographic variables on the influence of tourism weblog browsing behavior on tourism expectations, and then identify different groups according to their demographic attributes and analyze the relationship between their weblog browsing behavior and tourism expectations.

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