

偶像劇拍攝路線對觀光發展的影響力研究(THE INFLUENCE OF IDOL'S PROFESSION ON  
TO TOURISM DEVELOPMENT)

沈冠亞, 曾聖文, 汪淑蕙, 韓佳珍

觀光與會議展覽學士學位學程

觀光學院

annie538@chu.edu.tw

摘要

THE INFLUENCE OF IDOL'S PROFESSION ON TO TOURISM DEVELOPMENT

Kuan-Ya Shen, Sheng-Wen Zeng, Shu-Hui Wang and Chia-Zen Hine

Yu Da University

ABSTRACT

In recent years because Idol plays by brings of sightseeing benefit, prompted we wanted to through Idol plays in of sightseeing attractions byraised abroad persons to Taiwan of motivation or is domestic sightseeing tourism, to analysis Idol plays shooting route on sightseeing development of influence has which? why one Idol plays, may caused so large of sightseeing tourism motivation, not only let Taiwan of sightseeing industrythriving, more leads Idol plays of heat waves to hit. This study first describes origins of idol dramas, re-analysis of idol dramas because of attract viewers for the characters, the plot story, produce marketing style packaging, further discussion on the factors of consumer behaviour, tourism motivation and satisfaction. Further discussion on tourist attractions and TV shows (idol dramas) Association, often appears on TV brand and product messages also include broadcasts, popular songs, video games, stage plays, novels, film will give attention And so on, has increased the impact ads penetration depth of people's subconscious. Taiwan idol dramas shot to extend the analysis not only emphasizes the characteristics of local culture, more tourism motivation raised by a clear film and television drama. On one hand issuing questionnaires, so as to understand idol dramas shot attractions attract factors to meet consumer demand, have led to these requirements, and sightseeing incentive, for sight-seeing tourism region of the overall impression is good, positive, and its willingness to be higher, said tourists for sightseeing attractions of the higher the overall image of interest,

motivation also wanted to go to the more strongly.

Key words: Idol Play, Tourism Development

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