

An Insight into Intercultural Communication in Posted Comments on Tripadvisor: The Case of Miyajima Tourism in Japan

Kayo Fujimura-Wilson

Abstract

This paper illustrates the way in which the text mining approach, often used in marketing studies, can be used to study intercultural communication. Tourists' comments about Miyajima in Hiroshima prefecture on Tripadvisor, a tourism website, have been analysed to reveal how Japanese tourists and English-speaking foreign tourists, including Americans, the British, and Australians, use a variety of expressions regarding their visit in their comments and advice. The results reveal both similarities and differences in the posted content, which seem to reflect the characteristics of the Japanese and English language and their communication style. Writers in English tend to use a variety of adjectives to express their thoughts in positive comments, describing their experience in-depth and giving advice directly. The reader-oriented approach using the second-person pronoun 'you' and imperative forms are used when giving advice. American, British, and Australian writers sometimes express their positive comments differently. On the other hand, Japanese writers tend to write shorter comments and to use fewer adjectives than writers in English in their comments. These cultural and linguistic characteristics of tourists' comments can be analysed to understand the different uses of language in intercultural communication and for non-native English writers to learn how to write comments on tourism in English.

Keywords: tourism discourse, text mining, sociocultural analysis, intercultural communication

Introduction

The number of foreign visitors to Japan had been increasing before the outbreak of the COVID-19 pandemic, and a total of 2,526,387 foreigners visited Japan in December 2019 (JTB Tourism Research & Consulting Co., 2020)¹. In recent years, the information about tourism in Japan can be accessed on the Internet through foreign tourist brochures written in different foreign languages, websites of local tourist offices, smartphone applications, and other social networking services (SNS) including Facebook, Twitter, and Instagram. Prior to the outbreak of the COVID-19 pandemic, local governments and tourist offices invited foreign reporters and writers to their towns and asked them to write articles about their towns to attract foreign tourists. Tourists can also write and post their comments on their own blogs and SNS. When people use the Internet to book hotels and restaurants, they are often asked to write comments and feedback on their service on the website they have used.

The tourism website Tripadvisor is used as a platform for travelling. People can freely post their comments and give a score out of five about their experiences. Anyone who is interested in and planning to visit the area can read these comments for information. In the 20th century, trained professional reporters wrote articles and sent information on printed text; however, nowadays, people can freely write comments about their travel experiences on online platforms of their choice.

On their website, TripAdvisor LLC (2021) states that ‘Tripadvisor, the world’s largest travel guidance platform, helps hundreds of millions of people each month become better travelers, from planning to booking to taking a trip’. As of September 2021, more than 934 million reviews have been posted on the website (TripAdvisor LLC, 2021). Twenty-two languages have been used to post information about local tourism, accommodations, restaurants, flights, and cruises; travelers can also write their experiences freely (TripAdvisor LLC, 2021).

With regard to intercultural communication, Liu et al. (2015, p. 55) state that, according to Dodd (1998), the inner core of culture consists of the history, identity, beliefs and values, and worldviews of a cultural group, and rules and systems in society, language and communicative patterns, and artistic

expressions derive from the inner core of one's own culture and continue through generations (Liu et al., 2015). People's beliefs and values influence their language and the ways in which they communicate². Hall (1966, p.4) states that culture is 'those deep, common, unstated experiences which members of a given culture share, communicate without knowing, and which form the backdrop against which all other events are judged'. There are two types of communication: verbal and nonverbal; verbal communication includes spoken, written, and sign language, and nonverbal communication consists of paralanguage, gestures, concepts of time, adjacency space, contact behaviours, physical characteristics, artificial products, and environmental factors (Yashiro & Kubota, 2012). Hall (1977) also divided cultures into high- and low-context communication. In low-context communication, listeners know very little and must be told practically everything; therefore, speakers need to provide all the background information and details about their talk, while in high-context communication, listeners already understand the context, and speakers do not need to explain much background information (Hall, 1977). As such, American and European cultures (e.g. Germany, Scandinavia, Switzerland, and the United States) tend to be labelled as low-context communication cultures, and East Asian cultures (e.g. China, Japan, and Korea) tend to be labelled as high-context communication cultures. The stance of individuals in European society originates from Greek philosophy, while that of their Asian counterparts comes from Chinese Confucianism, and people acknowledge things differently even if they see the same things (Nisbett, 2013).

In tourism studies, image-building in the tourism industry and consumer needs in marketing have sometimes been analysed using the text mining method (Ishii, 2012; Ito, 2007; Kato, 2013; Yabushita et al., 2016). Nevertheless, few studies have been conducted on understanding culture and intercultural communication when analysing tourism discourse. Therefore, taking the case of Miyajima in Hiroshima prefecture in Japan, this study aims to investigate the differences of language use, communication style, and culture between American, British, and Australian English writers on the one hand and Japanese writers on the other to reveal the ways in which they comment on the place they visited. This comparative study analyses languages used in online comments posted on Tripadvisor using the text mining method and

discourse analysis. By doing so, this study illustrates the characteristics of tourist comments by American, British, and Australian English writers and Japanese writers. First, previous studies on posted comments in tourism discourse using the text mining method are discussed. After introducing the method of this study, the comments posted by writers in English and Japanese on Miyajima in Hiroshima prefecture in Japan are analysed to identify their differences and characteristics in writing short comments on their trip. It is anticipated that the results help to understand the cultural differences of writers in English and also help Japanese learners of English to write comments on their travel experience in English.

Studies on Tourism Discourse Using the Text Mining Method

Text mining is the process of analysing natural text using statistics to extract particular information for a purpose and is widely used in scientific research. 'Text mining uses computers to extract language [data] and analyse them statistically' (Higuchi, 2016, p. 1), and 'text mining is about looking for patterns in text' (Witten, 2004, p. 2). This method has been used in business marketing studies and for analysing images in tourism marketing. In this section, previous studies analysing tourism discourse and images of countries and tourist places using the text mining method are discussed.

Several studies have analysed the images of countries and tourist places in Japan. Ishii (2012) examined Twitter data extracted from the comments on countries using the text mining method to determine whether writers have positive or negative images of those countries. According to his data, writers were most interested in Taiwan and least interested in China (Ishii, 2012). Although writers were interested in the United States of America and South Korea, they did not find these countries favourable. This is because the survey was conducted in 2011 when the Great East Japan Earthquake and the conflict of Takeshima (Dokdo) island occurred, and therefore the comments from the news may have influenced the results. In analysing words related to cultures, including music, art, tourism, sports, and animations, people discussed culture and felt close to Russia, Italy, Indonesia, Taiwan, and South Korea; however, they did not discuss culture when commenting on China (Ishii, 2012).

In the study conducted by Murakami and Kawamura (2011), the comments

on Tokyo, Hokkaido, and Kanazawa, which are popular tourist destinations, were extracted from three tourist blogs written in English by foreigners visiting Japan, and the characteristics of these destinations were analysed using the text mining method. The results showed that foreign tourists had strong images of nature and the four seasons, as they used the words, 'food', 'season', 'mountain', 'snow', 'winter', and 'spring' regarding Hokkaido. They generally had a positive image of the destinations, as they often used the word 'enjoy', and their trip was described as a comfortable trip since many comments were written about activities such as skiing and having a comfortable relaxation time (Murakami & Kawamura, 2011). Moreover, foreign travellers often commented on language services, including English-speaking staff and helpful photographs on the restaurant menus.

Regarding other tourist discourses on Hokkaido, Ito (2007) analysed tourist brochures published by 79 local councils and tourist offices in central Hokkaido using the text mining method to ascertain the images they tend to use to attract visitors. In this study, he mainly analysed nouns, and the word *shizen* (nature) was the most frequently used along with *midori* (green), *hana* (flower), *onsen* (hot spring), *yama* (mountain), and *daichi* (earth, ground). Words describing the four seasons, such as *haru* (spring), *natsu* (summer), *aki* (fall), and *fuyu* (winter) were also frequently used. The results showed that many local councils in central Hokkaido characterised themselves as having many recreational activities and nature tourism (Ito, 2007).

Several studies have used the tourism discourse on foreign destinations. Teodorescu (2014) examined adjectives used for creating positive images such as 'magical' and 'amazing' and words describing emotion on several tourist websites. The results revealed that the most frequently used words were 'perfect', 'warm', and 'quiet', highlighting the calmness, warmth, comfort, and diversity of the places that attract tourists. Travellers generally wanted to spend their holidays in warm and relaxing places (Teodorescu, 2014). Moreover, tourist discourse tended to use the imperative form (e.g. 'Get a fantastic view', 'Take a boat trip') to suggest ideas on how to spend time (Teodorescu, 2014, p. 371).

Pratiwi et al. (2019) examined the language used to advertise accommodation in Bali and revealed that personal pronouns such as 'we' and

'you' were often used to create intimacy towards readers and an image for guests to enjoy staying. These advertisements for accommodation attempted to create an image of freshness and newness by frequently using adjectives including 'new', 'romantic', and 'best'. Moreover, in this study, imperative forms were often used in such advertisements (e.g. 'Don't just dream of the ultimate gateways, come and experience it yourself at the Sanctoo Villa') (Pratiwi et al., 2019, p. 48).

Kato (2013) analysed blogs written by Japanese people to investigate consumer needs in Monaco for marketing purposes. Japanese writers tended to use vocabulary relating to weather, family, food including cheese and wine, dreams, and a willingness to seek psychological healing during their trip (Kato, 2013). Kato (2013) concluded that the Japanese find Monaco attractive as they can enjoy food while spending a nice time with their family, and he suggested that these findings could be used in the case of domestic tourist resorts in Japan.

Regarding comments on cruising, Park et al. (2015) analysed Twitter comments with hashtags, such as '#cruise' and '#cruisechat' and found that the words relating to cruise (e.g. 'cruise', 'travel', and 'ship'), destination (e.g. 'Caribbean', 'Tahiti'), cruise ship and tourist agency (e.g. 'Line', 'Carnival'), and feeling (e.g. 'amazing friends', 'love') were often used. In analysing the advertisements, words related to category, such as destination (e.g. 'island', 'Galapagos'), promotion (e.g. 'free', 'get', and 'deal'), information (e.g. 'cruise news'), and brand names (e.g. 'Norwegian', 'Disney') tended to be used, and similar tendencies were observed throughout the results (Park, et al., 2015).

These analyses using the text mining method have revealed the image of and the ways in which people understand tourist places, which have been used for marketing purposes. Nevertheless, generally, the focus is only on their images, and the cultural and social background of language use and communication style have rarely been considered in the analyses. Therefore, this study investigates tourist discourse of posted comments on Miyajima tourism in Hiroshima prefecture in Japan using the text mining method to examine the words and expressions frequently used by English and Japanese writers to understand the extent to which they comment on their trip and reveal the characteristics of tourists' posted comments.

Method of the study

According to Tripadvisor, Miyajima was the third most popular tourist place in Japan for foreigners in 2020 and is one of the three most scenic spots in Japan. Itsukushima Shrine in Miyajima Island became a world cultural heritage site in 1996, and there are many tourist spots on the island, such as Daisho-in temple, which is one of the oldest Shingon Buddhist temples, Mount Misen, and Senjokaku hall, built by the unifier Toyotomi Hideyoshi. Prior to the outbreak of the COVID-19 pandemic, the number of tourists had increased and reached approximately 4.65 million in 2019 (Hatsukaichi City, 2020). In 2017, approximately 320,000 foreign tourists visited Miyajima (Hiroshima Keizai Doyukai, Hiroshima Brand Committee, 2018).

The data were extracted from the comments posted on the Tripadvisor website before October 2019. A total of 200 comments were divided into 50 comments each in four groups, namely American, British, Australian, and Japanese, which were selected by identifying writers who had clearly labelled their hometown for the data³. As the number of visitors differed in each group, the posted dates differed slightly among the four groups. For example, comments by the Japanese were posted from May to October 2019; however, comments by English writers were from April 2018 to October 2019. English comments by American writers were extracted from May 2018 to October 2019. English comments by British writers were extracted from April 2018 to October 2019. English comments by Australian writers were extracted from June 2018 to October 2019.

For text mining, KH Coder, which was developed by Professor Higuchi and made public for free in 2001 (Higuchi, 2016), was used in this study. The text mining method is a comparatively new technique that can be used to practise traditional content analysis with researchers' originality while maintaining objectivity and authority (Higuchi, 2016). KH Coder can calculate the total number of words, sentences, and paragraphs in the preprocessing function (*maeshori*), and then calculates the frequency of words⁴ (Higuchi, 2016).

Table 1 lists the total numbers of words in the four groups. Although prepositional and postpositional particles and modal verbs add to and change the meaning of sentences, this study focused mainly on content words, which

include nouns, verbs, adjectives, and adverbs rather than function words such as pronouns, prepositions, conjunctions, interjections, and articles (Higuchi, 2016).

Table 1
Total Number of Sentences and Words Excluding Titles in the Four Groups

	Japanese	American	British	Australian
No. of sentences	212	442	276	332
No. of words	3,856	7,306	5,365	5,922

First, the amount of posted comments in each group was analysed. Second, frequent words used in the comments in English and Japanese were explored to identify similarities and differences in the comments among the groups. Moreover, English adjectives and adverbs and Japanese adjectives, adjective verbs, and adverbs were examined to observe the expressions and descriptions of the comments and to what extent the writers write positive comments. Finally, the contents of the comments and style of writing were examined to identify the characteristics of the posted comments. When analysing the comments in detail, discourse analysis, which examines the use of language within context, was used to observe the characteristics and differences among languages and cultures in the data.

Results and Discussion

Number of Comments and Frequency of Words in the Four Groups

The average number of words used in the four groups differed mainly between English and Japanese (see Table 2). The results showed that Americans wrote the most comments, consecutively followed by Australians and the British. The Japanese wrote the least comments among the four groups. As many foreign tourists generally come to Japan from their countries, they might try to explain what they have experienced and express their thoughts about Miyajima tourism. In terms of communication, America is known as a low-context culture where people generally provide detailed descriptions and explicitly express themselves, whereas Japan is known as a high-context culture where people tend to understand and communicate

without providing or explaining many details. The highest number of words written in a comment posted by Americans, the British, and Australians was 751, 371, and 281 respectively. The highest number of words in a comment written by the Japanese was 440. As English sentence structure differs from that of the Japanese language⁵, the comparison between the numbers of words might not be adequate; however, the results suggest that Japanese writers tend to write shorter comments. While the average number of words in Japanese comments was approximately 77, the average number of words in English comments was approximately 124.

Table 2

Average Number of Words in Comments in the Four Groups

	Japanese	American	British	Australian
Average no. of words	77.1	146.1	107.3	118.4

Table 3

Top Twenty Frequent Words in Comments in the Four Groups⁶

	Japanese	American	British	Australian
1	<i>suru</i> (do) (verb)	be (verb)	be (verb)	be (verb)
2	<i>jinja</i> (shrine) (noun)	island (noun)	island (noun)	island (noun)
3	<i>torii</i> (gate) (noun)	ferry (noun)	have (verb)	ferry (noun)
4	<i>Itsukushima</i> (noun)	have (verb)	day (noun)	day (noun)
5	<i>Miyajima</i> (noun)	take (verb)	Hiroshima (noun)	have (verb)
6	<i>iku</i> (go) (verb)	Miyajima (noun)	ferry (noun)	deer (noun)
7	<i>aru</i> (there is/are) (verb)	deer (noun)	gate (noun)	Miyajima (noun)
8	<i>jikan</i> (time) (noun)	Hiroshima (noun)	see (verb)	visit (verb, noun)
9	<i>shima</i> (island) (noun)	see (verb)	very (adverb)	great (adjective)
10	<i>kankou</i> (tourism) (noun)	gate (noun)	place (noun)	place (noun)
11	<i>miru</i> (see) (verb)	get (verb)	shrine (noun)	Hiroshima (noun)
12	<i>ferri</i> (ferry) (noun)	walk (verb, noun)	deer (noun)	see (verb)
13	<i>omou</i> (think) (verb)	day (noun)	walk (verb, noun)	shrine (noun)
14	<i>aruku</i> (walk) (verb)	shrine (noun)	view (noun)	gate (noun)
15	<i>shika</i> (deer) (noun)	time (noun)	take (verb)	get (verb)
16	<i>kaishuu</i> (renovation) (noun)	great (adjective)	beautiful (adjective)	very (adverb)
17	<i>hito</i> (person) (verb)	trip (noun)	temple (noun)	ride (verb, noun)
18	<i>Japan</i> (noun)	JR (noun)	go (verb)	take (verb)

19	<i>Misen</i> (noun)	food (noun)	get (verb)	go (verb)
20	<i>naru</i> (become) (verb) <i>kanchou</i> (low tide) (noun) <i>kouji</i> (construction) (noun) <i>zannen</i> (sorry) (adjective) <i>ooi</i> (many) (adjective) <i>otozureru</i> (visit) (verb) <i>kuru</i> (come) (verb)	go (verb)	trip (noun)	trip (noun)

Table 3 shows the top 20 most frequently used words in comments on visiting Miyajima among the four groups, suggesting that there are both similarities and differences in such comments. What visitors have experienced and seen are generally described in the comments as follows: In the results, ‘island’, ‘ferry’, ‘gate’, ‘shrine’, and ‘deer’ frequently appeared in the comments of all groups, and tourists tended to write about a ferry ride to Miyajima island, the red large floating gate called *otorii* in Japanese, Itsukushima Shrine, and freely walking deer.

Examples of the comments

1) Great Tour of Miyajima

We boarded the ferry in Miyajimaguchi for the ten minute ride for Miyajima Island. Miyajima is the island with the Itsukushima Shrine. We spent time touring the shrine and other parts of the island. There are souvenir shops, plenty of places to eat and take scenic walks. There is a park on the island that has roaming deers. The deers will follow you around for food and try to get into anything you have so hold on to your purse (October 2019 by an American tourist).

2) *Midokoro ippai* (A lot of highlights)

Nihon sankei no hitotsu Aki no Miyajima wa midokoro ga ippai desu. Sekai isan ni mo touroku sareteiru Itsukushima jinja wa, kaijou ni ukabu youna shaden ga subarashii desu shi, Misen no chuufuku ni aru Daisho-in mo genshukuna kanji ga shite yokatta desu (September 2019 by a Japanese tourist).

(There are many tourist spots in Miyajima (Aki no Miyajima), which is one of the three most scenic spots in Japan. The Itsukushima Shrine, which is

a world cultural heritage, is wonderful, and Daisho-in temple in the middle of Mt. Misen was solemn and good.)

In their comments, some writers in English described the deer walking freely in Miyajima. While Japanese writers used *shika* (deer) 12 times, American, British, and Australian writers used deer 43, 27, and 35 times, respectively. They described that the deer walked around and eventually got used to tourists while seeking food. In the comments, the understanding of the deer seems slightly different between writers in English and Japanese. Japanese visitors tended to emphasise the cuteness (*kawaii*) of the deer and rarely mentioned that they beg for food in the comments (see Examples 6 and 7).

Examples of the comments on deer

- 3) Wild and friendly deers roam its street freely (July 2019 by an American tourist).
- 4) Wild deer walk freely around the town looking for food from the tourists and are as tame as can be (March 2019 by a British tourist).
- 5) Saw lots of deer begging for food (June 2019 by an American tourist).
- 6) *Shima dewa yasei no shika ga nonbiri aruite imasu* (June 2019 by a Japanese tourist).
(Wild deer are effortlessly roaming around.)
- 7) *Shika ga kawaikatta* (August 2019 by a Japanese tourist).
(Deer were cute.)

One of the tourist spots in Miyajima is Mt. Misen (535 meters), and tourists can go up this mountain either on foot or by a cable car. On the mountain, there are several spiritual sites, such as *Misen Daisho-in hondo* (Misen Daisho-in temple main hall), *Kiezu no reikadou* (Eternal fire hall), and an observatory from where tourists can see a panoramic view of *Setonaikai* (Seto Inland Sea) and Hiroshima Bay. In this study, the data show that 10 British, 10 Australian, and 9 Japanese tourists commented on their experience regarding the mountain (see Examples 8 and 9), while only five American tourists wrote about enjoying Mt. Misen. To climb Mt. Misen, tourists need to

spend sufficient time on the island.

Examples of the comments on Mt. Misen

- 8) You can also climb up Mt. Misen which I really recommend (April 2019 by a British tourist).
- 9) We hiked to the top of Mount Misen which was a good hike for our family of five (we only did half the hike as we caught the cable car up most of the way) (May 2019 by an Australian tourist).

Japanese people generally specify the name of the shrine in the discourse, and Japanese visitors wrote *Itsukushima Jinja* (Itsukushima Shrine) in their comments. While Japanese writers used the proper noun 30 times, American, British, and Australian writers used the same 7, 6, and 12 times, respectively. From this result, the importance of the specific name of a Shinto shrine seems to be different between writers in Japanese and in English who might just understand one of the many Shinto shrines in Japan. This shrine is famous for being a place of worship by the Heike clan (Taira-no-Kiyomori) in the late Heian era, and the main shrine building was constructed around 1168 (Miyajima Tourist Association, 2021).

Some Japanese tourists commented on the restoration work of the large floating gate while expressing their disappointment in seeing the covered floating gate (see Example 10). The words *kouji* (construction) and *zannen* (sorry) were used eight times each. The repair work on the floating gate (*otorii*) started in June 2019, and the gate is still surrounded by scaffolding and covered by white sheets in 2021. The timing of visiting Miyajima and posting some comments differed between writers in English and Japanese; therefore, there were fewer comments in English expressing the disappointment of seeing the repair work than in Japanese (British twice, American once).

Examples of the comments on the floating gate

- 10) *Minasan mo kaite imasu ga otorii wa kaisou chuu desu. Jizen ni shirabenai de itte shimai gakkari shimashita* (October 2019 by a Japanese tourist).
(As many people commented, the great floating gate is under construction.

I was disappointed because I did not check before I visited.)

- 11) Was very disappointed to learn when we arrived that the gate was completely covered up for repair works because I had been looking forward to seeing it (October 2019 by a British tourist).

In general, writers in English can be more expressive and describe their comments with a greater variety of adjectives and adverbs compared to writers in Japanese (see Tables 2 and 4). They also tended to emphasise their positive comments. Table 4 shows the top ten adjectives and adverbs used in the comments by writers in the four groups. In Japanese, adjective verbs are also included⁷.

Table 4

Numbers of Top Ten Adjectives and Adverbs (and Adjective Verbs in Japanese) Used in the Four Groups (Number of Words)

	Japanese	American	British	Australian
1	<i>yoi, ii</i> (good) (19)	great (22)	very (28)	great (32)
2	<i>takusan</i> (much, plenty) (9)	very (21)	beautiful (25)	very (26)
3	<i>zannen</i> (sorry) (8)	beautiful (19)	worth (24)	beautiful (24)
4	<i>ooi</i> (many, much) (8)	some (18)	also (22)	worth (23)
5	<i>totemo</i> (very) (7)	low (16)	some (17)	just (17)
6	<i>chikaku</i> (near) (7)	worth (15)	more (16)	easy (16)
7	<i>tanoshii</i> (fun) (6)	back (15)	lovely (16)	here (15)
8	<i>osusume</i> (recommended) (6)	also (14)	great (15)	well (15)
9	<i>yukkuri</i> (slowly) (6)	nice (14)	here (14)	some (14)
10	<i>utsukushii</i> (beautiful) (5) <i>oishii</i> (delicious) (5)	little (14) more (14)	well (14)	then (14)

In the positive comments on Miyajima tourism, writers in English used a variety of adjectives such as ‘great’, ‘good’, ‘nice’, ‘lovely’, ‘beautiful’, ‘worth’, ‘enjoyable’, and ‘recommended’. American and Australian writers used the same adjectives that were most frequently used (see Table 4). They often used the adjective ‘great’ (Americans 22 times, British 15 times, and Australians 32 times) to pay compliments on experiences and Miyajima tourism, such as ‘great experience’, ‘great view’, ‘great walk’, ‘great day trip’, ‘great place to go’, ‘great price’, ‘great photo opportunity’, and ‘the rickshaw ride was great’. The

number of times the adjective 'great' was used for describing the floating gate in 'the great floating gate (*otorii*)' is excluded from the result. In general, 'great' indicates 'an extent or intensity, and of ability, quality, or eminence considerably above average' (*Concise Oxford English Dictionary*, 2006, p. 623). Writers in English used this adjective more frequently than 'good', suggesting that they truly enjoyed their experiences in Miyajima. They also used 'wonderful' to express 'extremely good, pleasant, or remarkable' (*Concise Oxford English Dictionary*, 2006, p. 1659), although the frequency of this word was less than 'great' and 'good'.

Instead of 'great', writers in English also used 'nice' which was used by American writers more often than British and Australians (see Table 4). Writers in English used 'good' as well, and these adjectives differ in intensity. While 'great' means high intensity and above average, 'nice' indicates 'giving pleasure or satisfaction, good-natured, fine or subtle' (*Concise Oxford English Dictionary*, 2006, p. 965). British writers used 'lovely', that is, 'exquisitely beautiful and very pleasant' (*Concise Oxford English Dictionary*, 2006, p. 845), more often than Americans and Australians.

Examples of the comments

- 12) ... it is a great experience to take the 2hr or so walk up countless stairs to the top of Mt Misen as it is a great walk through the forest (May 2019 by an Australian tourist).
- 13) My girlfriend and I had a wonderful time visit the island (August 2018 by a British tourist).
- 14) The views are nice (May 2019 by an American tourist).
- 15) The floating gate is very good (April 2019 by a British tourist).
- 16) The weather was wet but it is lovely place and an interesting heritage centre (April 2019 by a British tourist).

Japanese writers used these words less often than writers in English. When commenting positively, Japanese writers used *yoi* and *ii* (good) 19 times and *subarashii* (great, wonderful) twice in their comments (see Examples 17 and 18).

Examples of the Japanese comments

- 17) *Genzai torii ga kaishuu chuu deshita ga, yokatta desu* (August 2019).
(The great floating gate was under construction at the moment, but it was good.)
- 18) *Itsumo kawarazu subarashii keikan* (May 2019)
(Always wonderful landscape)
- 19) *Shiki oriori ni utsukushii* (November 2018)
(Beautiful in each season)
- 20) *Nihon no shinden danaa to omoeru shuiro ga utsukushii* (October 2019).
(Vermilion colour is beautiful which reminds me of Japanese shrines.)

Other positive comments included the beauty of scenery, enjoyment for a day, and valuable experience well worth visiting. 'Beautiful' was used to describe views and architectures by writers in English (Americans 19 times, British 25 times, and Australians 24 times), such as 'beautiful Miyajima', 'beautiful scenic', 'beautiful island', 'beautiful architectures', and 'beautiful shrines and temples'. Japanese writers also used the same adjective, *utsukushii* (beautiful) and *utsukushikatta* (was beautiful), a total of five times to describe the beauty of scenery and architecture in Miyajima (Examples 19 and 20).

Murakami and Kawamura (2011) state that the use of the word 'enjoy' leads to a positive image in their analysis of English blogs. In terms of expressing enjoyment, writers in English used 'enjoy' and 'fun', and Japanese writers used *tanoshii* (fun), *tanoshimu* (enjoy), and *tanoshimeru* (enjoyable). According to the results, Americans expressed pleasant feelings about their experiences on the island most frequently. American writers used 'fun' nine times, 'enjoy' six times, 'enjoyment' once, but they did not use 'enjoyable' at all, while Australian writers used 'fun' once, 'enjoy' five times, 'enjoyable' twice, but they did not use the word 'enjoyment'. British writers used 'enjoy' five times, 'enjoyable' twice, but they did not use the words 'fun' and 'enjoyment' at all. The imperative form of this word 'enjoy' was used to advise readers for a photo opportunity with deer (see Example 24). In Japanese, the adjective *tanoshii* (fun) and the verb *tanoshimu* (enjoy) were used six times respectively, and *tanoshimeru* (enjoyable) was used four times.

Examples of the comments

- 21) ..., it'll be one of your most enjoyable experience in Japan I promise you (April 2018, by a British tourist).
- 22) ... and we enjoyed hiking back down the mountain (August 2018 by a British tourist).
- 23) ..., enjoyment of the “wild” deer on the island, ... (January 2019 by an American tourist).
- 24) If you have some treats for them, you can easily get your photo taken with them, pet them and just enjoy this little bit of quaintness (August 2019 by an American tourist).
- 25) ..., *atari no sansaku mo tanoshii desu* (June 2019 by a Japanese tourist).
([I] enjoy walking around.)

On the other hand, the word ‘worth’ was often used by writers in English, suggesting that they can value their trip to Miyajima. ‘Worth’ means ‘equivalent in value to the sum or item specified’ and ‘deserving to be treated or regarded in the way specified’ (*Concise Oxford English Dictionary*, 2006, p. 1664). American writers used this word 15 times, British writers used it 24 times, and Australian writers used it 23 times as seen in the following examples. Moreover, ‘worth’ appeared in the titles in English a total of 15 times, such as ‘Worth the short ferry ride’, and ‘Quaint and well worth it’. They wrote the same title ‘(Well) worth a visit’ a total of seven times. Nevertheless, Japanese writers used *kachi* (worth) only three times when they were able to achieve the goal of their visit (see Examples 28 and 29).

Examples of the comments

- 26) Well worth a trip over (September 2019 by a British tourist).
- 27) It is soo worth climbing the 99 steps to the top (October 2019 by a British tourist).
- 28) *Kaishuu chuu de otorii wa kakoi no naka da ga, dakarakoso miru kachi ga aru* (October 2019 by a Japanese tourist).
(The great floating gate is covered by the sheet as it is under construction. However, because of this, it is worth a look.)
- 29) *Roupuwei de tenboudai made iku to oufuku de ichi jikan nobottari*

oritari taihen desu ga ikken no kachi ari (July 2019 by a Japanese tourist).

(It is tough because it takes one hour for a return journey there and back from the cable car terminal to the observatory. However, it is worth a look.)

Talking to Readers in the Comments

Hyland (2016) defines writing as a social interaction between writers and readers, stating that 'writing involves making choices about how best to get one's meanings over effectively to particular readers by writing in ways they will recognize and understand' (p. 158). The data of this study were collected from the posted comments on the website of Tripadvisor in which travellers or people generally seek information about places and destinations. Therefore, information on sightseeing spots, attractions, and food and restaurants, and on how to get there and spend time is often written in a reader-oriented approach, which not only describes experience but also provides advice.

For instance, the comment in Example 30 begins the explanation of a local train journey on the way to get to Miyajima Island from Hiroshima city, and the comment warns about a busy tourist street and the time of sea tides. The writer uses the second-person pronoun 'you' to advise readers and an imperative form to suggest a visit to Miyajima Island if readers are in the same area and to check the time of tides to see the floating gate on the sea. In Example 31, the writer introduces their day trip, including a ferry ride, visiting temples and shrines, seeing deer, finding food, and souvenirs on Miyajima tourism, and uses the imperative form to warn about the deer, which may snatch anything. The writer also talks to readers using the second-person pronoun 'you'. As they had visited when the floating gate was under construction, the writer describes their disappointment in a conditional form using a modal verb 'would' to describe unrealistic imagination, 'indicating the consequence of an imagined event' (*Concise Oxford English Dictionary*, 2006, p. 1664). In Example 32, the Japanese writer describes that s/he did not have enough time to see the Itsukushima Shrine in Miyajima and wanted more time, which might indirectly suggest that visitors should be aware of the duration of their stay on the island.

Examples of the comments

30) **Beautiful Island**

About 30 minutes to the ferry by local stopping train from Hiroshima. It's a lovely place with some great walks and temples. The streets from the ferry to and from the main sanctuary are interesting - bit of a tourist trap, but do not miss this if you are in the locality. Do check tides - as you ideally want to go when that tide is in - so you see the huge Torii Gate floating on the water (as opposed to standing up on a mudflat.) Some of the temples up the hill are as interesting as the main event (May 2019 by a British tourist).

31) **Lovely island to visit**

We took the ferry ride over to the island which is known for its lush forests ancient temples and freely roaming Sika deers which if you're not careful will come up to you and snatch anything you are holding out of your hands looking for food. Beware! Unfortunately the floating Vermillion Torii Gate is under repair and covered over which was a shame as I can only imagine how magnificent it would look uncovered and standing in the water, had to settle for photos on the internet. The Itsukushima Shrine was first built in the 12th Century. There are many shops, cafés restaurants, fast food places and souvenirs plenty. The ferry ride over and back was a nice gentle relaxing cruise with great surroundings to view. We enjoyed our time on the Isle of Miyajima (August 2019 by an Australian tourist).

32) ***Jikan ga tarinakatta*** ([I] did not have enough time.)

Gogo kara jikan o Miyajima Itsukushima jinja ni ateta ga, sore dewa jikan ga tarinakute motto yukkuri mitakatta. Yuugure ni natte shimatta ga, umi ni ukabu torii ya jinja wa utsukushikatta (June 2019 by a Japanese tourist).

(I spent time at Itsukushima Shrine in Miyajima in the afternoon. However, I did not have enough time to look around, and I wanted to look around more slowly. In the sunset, the floating gate and shrine were beautiful.)

When advising readers, direct imperative forms, including both affirmative and negative forms, were used in the English data. Imperative forms tend to be observed in tourism discourse (Pratiwi et al., 2019; Teodorescu, 2014).

Writers in English tended to directly express their advice, and when giving a strong suggestion, a modal verb 'should' was also used, which 'express[es] duty or obligation and some other ideas' (Swan, 1994, p. 551) (see Example 36). Moreover, a hedging expression used to soften a writer's claim was observed in the conditional form of an if-clause and the use of a modal verb 'would' (See Example 37).

Examples of the comments

- 33) Do the O-Tori gate (you can't miss it!) and the Itsukushima Shrine straight away, ... (April 2109 by an Australian tourist).
- 34) Please don't leave any guide books or rubbish around as the deer will eat everything ... (July 2018 by an Australian tourist).
- 35) A beautiful place to visit and but don't come here in the height of summer (August 2018 by an Australian tourist).
- 36) It's a beautiful island and shouldn't be missed (April 2019 by a British tourist).
- 37) If you are spending a couple of night in Hiroshima, I would recommend a visit to Miyajima ... (September 2019 by an American tourist).

Furthermore, casual and informal spoken language was sometimes used in the English comments. Some writers in English shortened the sentences and began their comments with a noun phrase, such as 'Lots of places to shop for souvenirs and for eating', 'Plenty of photo opportunities for avid photographers', 'Beautiful place and nice hike to the top', 'Enjoyable afternoon visiting shrine and wondering', and 'Spectacular views – but crowded'. Interestingly, the comments also started with an adjective not the usual subject and verb construction, such as 'Easy to get to from central Hiroshima by JR train ...', and with a verb, while omitting the subject, such as 'Enjoyed our visit to Miyajima Island – had a vibrant feel to the shopping/food areas' and 'Was very disappointed to learn when ...' (See Example 11). As such, formality seems to be less required in these types of comments on the online platform.

Japanese writers rarely used direct imperative forms such as *kudasai* (do) and *naide kudasai* (do not). They used *chuui ga hitsuyou* (need to be

careful) and *youchuu* (special attention) to inform readers of something that they need to be aware of, which was used only three times (see Examples 38 and 39). Instead, Japanese writers tended to use a negative politeness strategy in linguistic politeness theory (Brown and Levinson, 1987), which maintains some distance to readers. Several indirect expressions and hedging were observed for suggestions in the Japanese comments, such as *omou* (think) and *osusume* (recommend). Instead of directly addressing the readers with the second-person pronoun 'you', the writer chose to describe their thoughts in the first person without using the subject, such as suggesting what they think and what they can recommend (See examples from 40 to 42).

Examples of the Japanese comments

- 38) *Kami bukuro ya motteiru tabemono wa nerawareru node youchuu*
(October 2019).
(Be very careful of paper bags or food because they will be targeted.)
- 39) *Omote sandou no omise wa shimiru no ga hayai node chuu ga hitsuyou desu*
(May 2019).
([You] need to be careful of the time because the shops at the main street close early.)
- 40) ..., *gokourei no kata mo yukkuri kankou dekiru to omoimasu yo*
(September 2019).
([I] think that elderly people can also take their time to do some sightseeing.)
- 41) ..., *yama no hou ni iku to otera ga aru node ii to omoimasu* (May 2019).
([I] think that it is good that there is a temple near the mountain.)
- 42) ..., *yukkuri to shima o tanoshimareru koto o osusume shimasu* (June 2019).
([I] recommend taking time to enjoy the island.)

Conclusion

This study analysed the comments posted online in tourism discourse using the text mining method with KH Coder. Japanese, American, British, and Australian writers' comments on the Miyajima Island in Hiroshima prefecture in Japan on the Tripadvisor website were used as the data source

to observe the similarities and differences between languages and among cultures. A total of 200 comments were analysed among the four groups in this study. Miyajima was the third most popular tourist destination for foreigners in 2020.

The purpose of posting comments on a travel destination is to communicate with readers who are interested in or planning to visit the place; therefore, the writers tend to write their experiences and include some advice and suggestions regarding Miyajima tourism, which include information about how to get there, tourist attractions and sightseeing spots, food and restaurants, and souvenirs.

Nevertheless, some differences were observed between writers in Japanese and English. For example, writers in English tended to write longer comments about their experience, including detailed information about using a local train and a ferry ride to reach the island, and some advice about deer, food, and climbing Mt. Misen. Many writers commented on how to get there, suggesting that their trip to Miyajima starts with a ferry ride. They tended to express positive comments on Miyajima using a variety of adjectives such as 'great', 'beautiful', and 'worth'. In the study, the data showed a few differences among American, British, and Australian writers in using adjectives. They sometimes used different adjectives to express positive comments. For example, American writers described their pleasant feelings most frequently using the words 'fun' and 'enjoy' among the groups of writers in English, whereas British writers used 'lovely' more often than Americans and Australians to express the same.

Online comments are sometimes posted in a reader-oriented approach using the second-person pronoun 'you' and an imperative form, while offering the readers some advice. Imperative forms are often observed in tourist discourse on tourist websites and advertisements when making suggestions and encouraging people to do something (Teodorescu, 2014). In English comments, some writers used stronger and more direct expressions such as 'Beware!', 'Do ...', 'don't ...', and 'you should'. Casual informal shortened phrases were also used to start sentences in English.

On the other hand, the comments written by Japanese writers tended to be shorter and simpler than those written by writers in English. Japanese

writers were less expressive, as they used fewer adjectives than writers in English. In general, Japanese people use high-context communication, and people tend to use less explicit communication styles. In high-context communication, listeners already understand context, and speakers do not need to explain much background information (Hall, 1977). When making suggestions, Japanese writers tended to avoid using direct imperative forms. Instead, they tended to use indirect and softer expressions in their advice, stating what they think and recommend. They seem to use a negative politeness strategy in the linguistic politeness theory put forth by Brown and Levinson (1987).

The posted comments on Miyajima tourism have illustrated more differences between writers in English and in Japanese, and this study has provided some insights into the intercultural communication between English and Japanese writers and among American, British, and Australian writers. Readers in English might expect detailed information and explicit advice from writers. More direct and clear explanations, including using imperative forms, might be required in English comments, while indirect and softer expressions are more appropriate in Japanese comments. As such, in terms of English language learning, Japanese English learners need to be aware of the way in which native English writers use language in their posted comments, such as the use of the second-person pronoun 'you', imperative forms in giving advice, and detailed and descriptive explanations including a variety of adjectives. Moreover, there might be some differences among native English writers depending on their country.

This study has several limitations. Although it was not possible to determine writers' age and gender in the comments on the Tripadvisor website, if sociolinguistic analysis can be conducted with different variables, clearer differences might be revealed among the groups. More data need to be analysed, and more detailed semantic analyses are needed among different languages and cultures. The different types of texts in tourism discourse, such as advertisements and websites of tourist spots and organisations, can be analysed. Nevertheless, this study might help understand how the text mining method can be used to analyse tourism discourse in terms of understanding intercultural communication and to shed light on the language and cultural

differences in tourists' comments posted online.

Notes

1. The data of this study was collected before the outbreak of the COVID-19 pandemic. The number of foreign visitors dropped significantly to 58,673 in December 2020 (JTB Tourism Research & Consulting Co., 2020).
2. Sapir-Whorf Hypothesis is a theory which describes the relationship between people's thoughts and recognition and the use of language (Holliday et al., 2010). As language is a part of culture, understanding both verbal and nonverbal communication helps understand intercultural communication (Holliday et al., 2010).
3. As examples of the comments presented in this study were extracted from the original comments on the website, there might be some mistakes in the comments.
4. In the preprocessing function (*maeshori*), KH Coder can calculate the frequency of words excluding particles (*joshi*) and modal auxiliary verbs (*jodoushi*) (Higuchi, 2016).
5. The word order of sentence structure differs between English and Japanese. The Japanese language follows the order of subject, object, and verb with particles, while the English language uses the order of subject followed by a verb, and words are positioned to indicate the roles within a sentence (Kamermans, 2009, p.40). Japanese sentences need more words to make sentences as particles (*joshi*), which indicate a grammatical function, are separated. However, Japanese sentences can omit the subject of a sentence, as interlocutors generally can understand and guess the subject of a sentence in context.
6. Table 3 excludes pronouns, prepositions, conjunctions, interjections, and articles, which do not directly relate to the content of the posted comments. These words are defined as function words (Hayashi, 2017).
7. Adjective verbs (*keiyoudoushi*) are one of ten parts of speech in the Japanese language. In Japanese grammar, adjectives ending with *-i* are called *i-keiyoushi* (i-adjective) and named *keiyoushi* (adjectives); and adjectives ending with *-na* are called *na-keiyoushi* (na-adjective) and are named *keiyoudoushi* (adjective verbs) (Kindaichi, 1988). When non-native

learners of Japanese study the Japanese language, they are taught that Japanese adjectives consist of *i-keiyoushi* (i-adjective) and *na-keiyoushi* (na-adjective) instead of adjectives and adjective verbs. Ohno (2013) explains that the Japanese language has fewer adjectives, which might relate to the derivation of Japanese adjective verbs.

References

- Brawn, P. & Levinson, S. C. (1987) *Politeness: Some Universals in Language Usage, Vol. 4*. Cambridge University Press.
- Concise Oxford English dictionary* (11th Rev. ed.). (2006). Oxford University Press.
- Dodd, C. H. (1998). *Dynamics of Intercultural Communication* (5th edition). McGraw-Hill.
- Hall, E. T. (1966). *The Hidden Dimension*. Doubleday.
- Hall, E. T. (1977). *Beyond Culture*. Garden City, Doubleday.
- Hatsukaichi City (2020). *Miyajima raitoushasuu ichiran hyou* [The table of numbers of visitors to Miyajima]. Retrieved February 18, 2020, from <https://www.city.hatsukaichi.hiroshima.jp/uploaded/attachment/50557.pdf>
- Hayashi, T. (2017). *Bunpou shidou ni okeru naiyougo kinougo dounyuu no kokoromi: Hatsuon imi no kanten kara* [Introducing Content/Function Words in Grammar Teaching: Focusing on Pronounciatin and Meaning]. *Kinki Daigaku Kyouyou, Gaikokugo Kyouiku Sentaa Kiyou, Gaikokugo Hen* [Kinki University Center for Liberal Arts and Foreign Language Education Journal, Foreign Language Edition.], 8(2), 111-125. https://kindai.repo.nii.ac.jp/?action=pages_view_main&active_action=repository_view_main_item_detail&item_id=19223&item_no=1&page_id=13&block_id=21
- Higuchi, K. (2016). *Shakai chousa no tame no keiryuu tekisuto bunseki: Naiyou bunseki no keishou to hatten o mezashite* [Qualitative text analysis for social researchers: A contribution to content analysis]. Nakanishiya Shuppan.
- Hiroshima Keizai Doyukai, Hiroshima Bland Committee (2018). *Miyajima ni okeru gaikokujin kankoukyaku no "omotenashi" kankyuu seibi ni muketa*

- kinkyuu teigen, Heisei 30 nen 3 gatsu 23 nichi* [Urgent recommendation for the hospitality arrangement for foreign tourists in Miyajima on March 23rd in 2018]. Retrieved February 18, 2020, from https://www.hirodoyu.com/archives/proposal/2018/201803_01.pdf?ver=20180416
- Holliday, A., Hyde, M. & Kullman, J. (2010). *Intercultural Communication* (2nd ed.). Routledge.
- Hyland, K. (2016). *Teaching and researching writing* (3rd ed.). Routledge.
- Ishii, K. (2012). *Twitter jou no messeiji ni yoru kuni no imeeji sokutei - Naiyoubunseki to tekisuto mainingu ni yoru bunseki* [The measurement of nation images based on content analysis and text-mining of Twitter messages]. *Department of Social Systems and Management Discussion Paper Series, 1294*, 1-13.
<http://infoshako.sk.tsukuba.ac.jp/~databank/pdf/1294.pdf>
- Ito, D. (2007). *Dououken no kankouchi imeeji ni kansuru kenkyuu - Tekisuto mainingu shuhou o mochiita kankouchi imeeji bunseki shiron* [A study of tourist image in central Hokkaido - An essay of analysing images of tourist destinations in text mining]. *Hokkaidou Minzokugaku [Hokkaido Ethnography]*, 3, 10-21.
- JTB Tourism Research & Consulting Co., (2020). *Kankou toukei, Inbaundo hounichi gaikokujin doukou* [Tourism statistics, Trend of inbound foreigners visiting Japan]. Retrieved February 17, 2020, from <https://www.tourism.jp/tourism-database/stats/inbound/>
- Kamermans, M. (2009). *An Introduction to Japanese Syntax, Grammar, and Language*. Retrieved September, 6, 2021, from <https://www.nihongore.com/media/An%20introduction%20to%20Japanese%20-%20Syntax,%20Grammar%20&%20Language.pdf>
- Kato, J. (2013). *Burogu tekisuto mainingu ni yoru kaigai kankou toshi ni kansuru shouhisha niizu no tansakuteki chousa* [Explore the customers' needs for foreign tourism destinations by analyzing blog in text mining]. *Tsukuba Kokusai Daigaku Kenkyuukiyou [Research Journal of Tsukuba International University]*, 19, 35-50.
https://tiutijc.repo.nii.ac.jp/?action=pages_view_main&active_action=repository_view_main_item_detail&item_id=303&item_no=1&page_id=13&block_id=35

- Kindaichi, H. (1988). *Nihongo, Shinhan, Ge: Iwanami shinsho 3* [Japanese language, New edition, Book 2: Iwanami shinsho 3]. Iwanami Shoten.
- Liu, S., Volcic, Z., & Gallois, C. (2015). *Introducing intercultural communication global cultures and contexts*. Sage.
- Murakami, K. & Kawamura, H. (2011). *Gaikokujin kara mita nihonryokou - Eigo burogu kara no kankou imeeji bunseki* - [Travel in Japan from foreigners' perspectives: Analysis of image of destination in English blogs]. *Jinkou Chinou Gakkaishi* [Journal of the Japanese Society for Artificial Intelligence], 26(3), 286-293.
http://doi.org/10.11517/jjsai.26.3_286
- Nisbett, R. E. (2013). *Ki o miru seiyoujin, mori o miru touyoujin* [Geography of thought]. (Y. Muramoto, Trans.), Daiamondo Inc. (Original work published 2004).
- Ohno, K. (2013). *Nihongo no keiyoushi ni kansuru yobiteki kenkyuu: Daiichi gengo shuutoku katei to douteki bunpou riron* [A Preliminary Study of Nominal Adjectives in Japanese: The Process of First Language Acquisition and the Dynamic Model of Grammar]. *Aichi Shukutoku Daigaku Ronshuu - Kouryuu Bunka Gakubu Hen* [Bulletin of Aichi Shukutoku University, Faculty of Global Culture and Communication], 3, 69-95.
https://askar.repo.nii.ac.jp/?action=pages_view_main&active_action=repository_view_main_item_detail&item_id=6669&item_no=1&page_id=37&block_id=59
- Park, S. B., Ok, C. M., & Chae, B. K. (2015). Using Twitter data for cruise tourism marketing and research. *Journal of Travel & Tourism Marketing*, 33, 885-898. <https://doi.org/10.1080/10548408.2015.1071688>
- Pratiwi, D. P. E., Sulatra, I. K., & Candra, K. D. P. (2019). Bali tourism advertisements: A linguistic analysis. *International Journal of Linguistics, Literature and Culture*, 5(1), 43-53. <https://doi.org/10.21744/ijllc.v5n1.582>
- Swan, M. (1994). *Practical English usage, Twenty-seventh impression*. Oxford University Press.
- Teodorescu, A. (2014). Tourism discourse - A linguistic analysis of tourism websites. *Language and Literature - European Landmarks of Identity*, 15, 367-372. <https://www.diacronia.ro/ro/indexing/details/A14587>

- TripAdvisor LLC. (2021). *About Tripadvisor*. Retrieved February 17, 2020, from <https://tripadvisor.mediaroom.com/us-about-us>
- Witten, I. H. (2004). Text mining. In M.P. Singh (ed.) *The Practical Handbook of Internet Computing* (pp.1-22). Chapman & Hall/CRC.
- Yabushita, Y., Ochiai, J., & Abe, N. (2016). *SNS o katsuyou shita kankou keiei jouhou no keitaiso kaiseki* [A morphological analysis of the information of tourism management in SNS]. *Chiiki Katsudou Jaanaru [The Regional Vitalization Journal]*, 22, 63-75.
https://numcjc.repo.nii.ac.jp/?action=pages_view_main&active_action=repository_view_main_item_detail&item_id=275&item_no=1&page_id=13&block_id=21
- Yashiro, T. & Kubota, M. (2012). *Ibunka comunikeishon ron, Guroubal maindo to roukaru afekuto* [*Theory of intercultural communication, Global mind and local affect*]. Shohakusha.

Appendix: Website used for the study

Tripadvisor, *Miyajima no kuchikomi* [posted comments on Miyajima]
https://www.tripadvisor.jp/Attraction_Review-g1022438-d1161271-Reviews-Miyajima-Hatsukaichi_Hiroshima_Prefecture_Chugoku.html