Quantitative content analysis of the influence of natural factors on the competitiveness of South Baltic seaside resorts using the KH Coder 2.0 method

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In spite of a small size on the global scale, the South Baltic Regions coastal areas possess an exceptionally rich diversity of coastal landscapes, geomorphological features, and habitats. The rich coastal diversity of the South Baltic Region forms the basis for its rich recreational resources (Grigelis 2013). Therefore coastal regions of the Baltic Sea are among the most intensively used worldwide and tourism poses serious stress on the area.

Impact that physical geographical factors (geomorphology, surface lithology, marine coastal hydrology, climate, morphodynamics) forming coastal environment (dynamics of the coasts, composition of the beach surface sediments, micro-climate, biota, etc.) have on the South Baltic seaside resorts is continuously studied, but so far have not been analysed quantitatively and qualitatively and not assessed in relation to impact of the continuously increasing global climate change.

The focus of the ongoing study is on understanding effect of the physical geographical factors on the competitiveness of the South Baltic seaside resorts.

For establishing what factors are important to the tourists of the area, consumer generated content was used as it is a well established part of the purchase decision making process. The consumer generated content was downloaded from the largest online network of travel consumers TripAdvisor. Data was then submitted to content analysis using KHCoder 2.0 software for quantitative content analysis and textmining (Higuchi 2001, Playle 2015). Using KH Coder, a hierarchical cluster analysis was undertaken to elicit topical co-occurrence networks for nouns, verbs, and adjectives occurring in the reviews.

We present the development steps of the study. And hierarchical cluster analysis of the results.