

# Island Attachment - A Case Study of Wang-an Island<sup>\*\*\*</sup>

Chao-Sheng Chang<sup>\*</sup> Kurtis Jai-Chyi Pei<sup>\*\*</sup>

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**【Abstract】** This study explores the interaction between migratory travelers and Wang-an Island. In-depth interviews were conducted with 14 respondents between 2010 and 2011. The records were transcribed into verbatim texts and, subsequently, coded based on content analysis. The results showed a social phenomenon that migratory travelers attached to Wang-an Island (so-called island attachment) and it was the emotion derived from island experiences that drove the phenomenon. There were two meanings for the term “island”, namely a narrow definition of Wang-an Island and a broader definition about the geographical space of the island. Simultaneously, we discovered a harmonious atmosphere at Wang-an Island. Although travelers were unable to immediately describe their emotional attachment to the island, it was the main motivation for people to visit the island. Therefore, we suggest that future research focus on island attachment. Further, management should consider it as part of tourism planning.

**【Keywords】** Migratory traveler, Island attachment, Wang-an Island