

present as a word from the extracted keywords.

[0016] Subsequently, the site presentation device 10 transmits the keyword present as a word to an external superordinate word management server, and acquires a
5 superordinate word of each keyword. The site presentation device 10 gives, as a preference tag, the acquired superordinate word of the keyword to a target tourist spot, and gives a point previously associated with the superordinate word thereto.

10 [0017] In such a state, when receiving a search request for a tourist spot AAA from a user terminal, the site presentation device 10 transmits, as a response, a Web page in which information about the tourist spot AAA collected from other Web sites is displayed.

15 [0018] At this point, the site presentation device 10 acquires, from the user terminal, user information such as an Internet protocol (IP) address and the user terminal. The site presentation device 10 gives, to the acquired user information, the preference tag and the point associated
20 with the tourist spot viewed by the user. That is, the site presentation device 10 gives, to the user information, "preference tag (beautiful), point (1 point)" and the like given to the tourist spot AAA.

[0019] In this way, every time Web pages of various
25 tourist spots are viewed by the user terminal, the site presentation device 10 gives, to the user terminal, the preference tag and the point of the viewed tourist spot. The site presentation device 10 specifies a trend of preference of each user terminal.

30 [0020] Thereafter, when receiving the search request from the user terminal of the user the trend of preference of whom is specified, the site presentation device 10 transmits a Web page 1A as a search result to the user

CLAIMS

1. A site presentation method comprising:

detecting a characteristic about a feeling for each of
a plurality of sites based on a word in a document in each
5 of the plurality of sites;

specifying, based on an access history of a certain
user to any of the plurality of sites, a characteristic of
a user about a feeling corresponding to the certain user
based on a detected characteristic of a site accessed by
10 the certain user; and

extracting, from the plurality of sites, a site in
which a characteristic that is the same as or similar to
the specified characteristic of the user is detected, and
presenting the extracted site to the certain user.

15 2. The site presentation method according to claim 1,
wherein each of the sites includes information about a
tourist spot.

20 3. A non-transitory computer-readable recording medium
having stored therein a site presentation program that
causes a computer to execute a process comprising:

detecting a characteristic about a feeling for each of
a plurality of sites based on a word in a document in each
25 of the plurality of sites;

specifying, based on an access history of a certain
user to any of the plurality of sites, a characteristic of
a user about a feeling corresponding to the certain user
based on a detected characteristic of a site accessed by
30 the certain user; and

extracting, from the plurality of sites, a site in
which a characteristic that is the same as or similar to
the specified characteristic of the user is detected, and
presenting the extracted site to the certain user.