

A Study on Tourism Satisfaction of Nianhuawan Characteristic Town in Lingshan, Wuxi Under the Background of Global Tourism —Based on the Online Comment Data ROST CM Analysis

Hong-ying Zhang

Department Tourism Management, Wuxi Vocational Institute of Commercial Technology, Wuxi 214153, China
Corresponding author. Email: 331956419@qq.com

ABSTRACT

In the 13th five year plan, the country regards global tourism as one of the development strategies of tourism, and the characteristic town is an important carrier for the development of global tourism. With the rapid development of online tourism consumption and timely sharing of comment information, satisfaction evaluation will affect the decision-making of tourists and the development of tourism enterprises. This paper takes Nianhuawan Zen town in Lingshan as an example, and uses rose for its online comment content ROST CM software mining statistics, analysis of high-frequency words and network semantics, and emotional analysis of satisfaction; then the author uses grounded theory to classify and analyze the evaluation information, summarizes the tourism satisfaction and existing problems, and puts forward countermeasures and suggestions, to provide decision-making reference for the next step of town construction and development.

Keywords: *global tourism, characteristic town, satisfaction degree, Nianhuawan Zen town, online reviews*

1. Introduction

March 5 2017, Premier Li Keqiang proposed in the government work report that we should improve tourism facilities and services, and vigorously develop rural, leisure and all-around tourism. "Global tourism" was written into the government work report for the first time, indicating that "global tourism" has become an important engine of economic development as a national strategy ^[1]. In June 2017, the National Tourism Administration officially issued the guidelines for the establishment of the global tourism demonstration area, which provides the action guide for the establishment of the global tourism demonstration area ^[2]. On May 26, 2017, the "2017 Beijing global tourism and characteristic town development summit forum" was held in Beijing. The content of the meeting indicated that "characteristic town is an important carrier for the development of global tourism" ^[3].

At the beginning of the 2016, the National Tourism Administration announced the first batch of 262 "national tourism demonstration areas". At the same time, the construction of Characteristic Towns in China is also developing rapidly. On July 21, 2016, the Ministry of housing and urban rural development, the national development and Reform Commission and the Ministry of Finance jointly issued the notice on carrying out the

cultivation of small towns with characteristics, proposing to strengthen the cultivation of small towns with characteristics and strive to cultivate about 1000 characteristic towns with characteristics and vitality by 2020 ^[4].

In the context of global tourism, more and more free travelers tend to choose online platforms for online purchase and post purchase comments. Before or during the tour, they will collect information about the relevant tourist destinations through the Internet, and the post tour satisfaction evaluation shared by other tourists on the Internet is one of the important reference bases. In the process of tourism, we make subjective or objective evaluation on the tourism products or services we consume, and share our own tourism experience and satisfaction with others. These evaluation contents will become the reference of other tourists and affect the decision-making of more tourists.

Under the background of the rapid development of information technology, although the tourism industry can obtain the above massive data, because of the complexity and unstructured information, enterprises can not directly use these information. If we can support decision-making through data mining analysis, it will improve the competitive advantage of tourism enterprises.

2. RESEARCH REVIEW AND BACKGROUND

The content of online sales reviews has been widely concerned by people inside and outside the Tourism, and has gradually become one of the important contents of tourism research. Many scholars have carried out research in this area, involving hotels, scenic spots, travel agencies, tourism transportation and other aspects. Yeqin Fu and others used tourists' comments on Gulangyu Island in Xiamen to study its tourism image; Zhenbin Zhao and others mined and statistically analyzed the text content of relevant websites to analyze the behavior characteristics of backpackers in Taibai Mountain in Shanxi Province; Yusi Ding and Yinan Xiao used the online comments on hotels to study the evaluation indicators of hotel service quality, so as to build a five-star hotel service quality evaluation index system ; Xiaopei Sun studies the tourist satisfaction of tourist destinations by collecting the online comments of Shanghai tourism [5-9]. The above research shows that it is feasible to transform the text of online reviews into intuitive data through content mining and statistical analysis, but based on the text content of online reviews, there is little research on the tourist satisfaction of leisure and vacation towns.

Nianhuawan characteristic town in Lingshan, Wuxi ,is an important part of the permanent meeting site of the world Buddhist Forum. It is a world-class featured Zen resort integrating nature, culture and lifestyle. It has been selected as one of the first batch of tourist towns in Jiangsu Province. The unique Oriental Zen culture experience of

Nianhuawan provides an interpretation for the "special" of the characteristic town. It pursues a unique experience of physical and mental integration and double cultivation, and creates a new leisure tourism mode of "spiritual vacation". Nianhuawan characteristic town has always adopted the online and offline dual sales mode for marketing. The satisfaction of online tourists' comments has an extremely important reference and guidance for the development and improvement of its tourism market.

3. SAMPLE SELECTION AND STATISTICS

In order to facilitate the collection and sorting of data, this paper selects the content of sales evaluation of Lingshan Tmall's official flagship store with good sales volume and a large number of online comments as the main data source for analysis and research.

Use EXCEL form to organize online online store comment information into the form one by one in chronological order. Due to the short opening time of Nianhuawan, the data collected is the online store sales evaluation content from November 2018 to November 2019, with 792 comments in total. Through screening and sorting out the evaluation contents of online store sales, 369 effective comments were obtained. According to the product types of Nianhuawan Town, the statistical review information is shown in Table 1:

Table 1 product types and related evaluation of Nianhuawan Town on Tmall flagship store

product type	All comments	Effective comment	Praise	Medium / poor evaluation	Favorable rate
Tickets to Nianhuawan single Park	421	143	116	27	81%
Inn+Hotel buffet	78	53	43	10	81%
Hotel+Hotel buffet	68	30	25	5	83%
Inn+Lingshan ticket	148	95	93	2	98%
Hotel+ Lingshan ticket	53	32	27	5	84%
Inn/Hotel+ Lingshan ticket + hotel buffet	24	16	14	2	88%
Total	792	369	318	51	86%

It can be seen from table 1 that although the opening time of Nianhuawan is relatively short, there are rich types of online stores selling products, large selection space for tourists, comprehensive comments, and certain representativeness. Therefore, it is feasible and reliable to study the tourist satisfaction of Nianhuawan for data sources.

4. RESEARCH AND ANALYSIS

4.1 Emotional analysis of satisfaction

Using the emotion analysis tool in the ROSTCM software to analyze 369 comments, the software will automatically generate the mood index of each comment. According to the index, we can judge the emotion tendency of the comment publisher. The larger the value is, the more positive the emotion is, and vice versa. From table 2, it can be seen that the positive emotions reached 86.18%, indicating that

tourists overall satisfaction with Nianhuawan is relatively high, and there is still room for improvement; the negative emotions accounted for 9.75%, indicating that tourists dissatisfaction accounted for a certain proportion. According to the further segmented statistics of positive and negative emotions, it is found that the emotional level of

both positive and negative emotions is not very strong, "high" positive emotions account for 23.13%, which needs to greatly improve the "high" satisfaction of tourists. In the negative emotions, the "high" dissatisfaction is 0, and the "average" is 8.13%, which shows that it is easier to change tourists dissatisfaction from dissatisfaction to satisfaction.

Table 2 results of emotional analysis

Emotional types	Quantity of comments	Proportion	Remarks
Positive emotions	318strip	86.18%	Statistical results of positive emotions: General (0-10): 151 40.92% Moderate (10-20): 81 articles 21.95% Height (above 20): 86 23.31%
Neutral mood	15strip	4.07%	/
Negative motions	36strip	9.75%	Statistical results of negative emotions: General (- 10-0): 30 8.13% Moderate (- 20-10): 6 1.62% Height (- below 20): 0 0 0.00%
Total	369strip	100%	/

4.2 Analysis on the classification of positive and negative comments on satisfaction

Based on Mingming zhong and Lixin Pan studying on the classification of comment information in the tourism

development of Tiantangzhai scenic spot, this paper conceptualizes the comment information of Nianhuawan by using grounded theory. And record and refine them one by one. Through the process of level by level coding, the positive and negative reviews are finally condensed into 5 core genera and 11 secondary subcategories^[10-11], as shown in Table 3 and table 4.

Table 3 grading coding process of tourists' praise to Nianhuawan

First level code (open login)	Secondary code (associated login)	Three level code (core login)
Have a good time (13) be satisfied (20) be worth going (13) have a good view (37) have another time (24) be cost-effective (10) be suitable for the elderly and children (4) have a better night view (34)	Individual difference (48.14%) Objective factors (15.63%) Development strength (0)	Tourism experience (63.77%)
Good restaurant dishes (2) delicious buffet (6) distinctive hotel accommodation (9) good living environment (37) lots of activities in the evening (5)	Food and accommodation problems (22.22%) Service facilities (2.05%)	Tourism facilities (24.27%)
The service staff answered patiently (11) the Butler served well (8) the tour was very convenient (19) the ticket was reasonable (9)	Service awareness (7.81) Scenic Area Management (11.52%)	Tourism services (19.33%)
Reasonable hotel price (2)	Property security (0.82%) Personal safety (0)	Tourism safety (0.82%)
Convenient transportation (11) suitable for taking photos and beautiful scenery (9) distinctive buildings (4) good comments on sandalwood daily necessities (3)	Health environment (6.58%) Traffic environment (4.52%)	Tourism environment (11.10%)

Note: the number in brackets of the first level code is the number of times that this comment appears, and the number in brackets of the second and third level code indicates the proportion of this item; because each comment contains more than one information of the second level sub category, the sum of the percentages is greater than 100%.

Table 4 step by step coding process of tourists' comments on Nianhuawan

First level code (open login)	Secondary code (associated login)	Three level code (core login)
Will not come again (2) weather reasons light cancellation (3) more people (5) rain is not fun (4) development efforts are small (5)	Individual difference (1.66%) Objective factors (10.01%) Development efforts (4.16%)	Tourism experience (15.83%)
The taste of the hotel is general, no special features (12) the buffet of Borromedo is too poor (39) the hotel room is unsatisfactory (12) the hotel room is too poor (2) the check-out is not convenient (3) the check-in and check-out is slow (9) the room is not sound proof (3) the service facilities are not complete (14)	Accommodation problems (66.66%) Service facilities (11.66%)	Tourism facilities (78.32%)
The tickets are expensive and not cost-effective (9) the commercialization is too serious, the scenic spot has no characteristics (9) the online and offline communication is not good (8) the service attitude of the store is not good (4)	Service awareness (10.84%) Scenic Area Management (14.16%)	Tourism services (25%)
Price deception (9) no sign (1) too far (1)	Property security (7.5%) Personal safety (1.66%)	Tourism safety (9.16%)
There are many construction sites in the scenic spot (14) the short time of lightering is too awkward (1)	Health environment (11.66%) Traffic environment (0.83%)	Tourism environment (12.49%)

Note: same as above.

4.2.1 Tourism experience aspect

According to table 3, tourists praise for Nianhuawan is the highest, accounting for 63.79%, of which 48.14% are tourists themselves. Most of the tourists are satisfied with the view that "the scenery is too beautiful", "it is very suitable for the elderly and children to come for vacation and play", and nearly 10% of the tourists say they will "do it again". Most of the tourists emphasize the night view of the Nianhuawan is so beautiful, the lighting performance is very good-looking, unique and attractive to them.

From table 4, it can be seen that the poor rating of Nianhuawan by tourists is 15.83%. Part of the reasons for the poor rating of "tourism experience" are the individual factors of tourists: the experience, attitude and mood of tourists. Secondly, it is caused by objective factors, such as the cancellation of lighting performance due to weather reasons. "I came to see the night scene and performance of Nianhuawan specially, but it was cancelled due to rain, so I walked for a while and left." The tourists also pointed out that the current tourism development is not enough, which leads to the tourists' feeling that there is a lot of time left after visiting the scenic spot, the use area of the scenic spot is too small, and the tourism fun is very little. For example, "just a commercial street is too small to be fun at all", "just browsing is over, and you can leave in less than two hours".

4.2.2 Tourism facilities

The positive rate of tourism facilities is 24.27%, and the negative rate is 78.32%. The highest proportion of the negative rate is found in tourism facilities.

In the tourists praise table, some tourists praised the dishes of Nianhuawan Hotel, "the buffet of Borromedo is delicious, very tall, and the seafood is also good", "salmon is very good, and hairy crabs are fresh and fat." Hotel accommodation conditions and environment, most tourists praise the attitude. "Stay in the Luhuas Lodge, the room is decorated simply but exquisitely" and "the Shuiyunjian decoration is very exquisite, the service is good". "The day Inn has the handset, makes the lipstick, the cloth bag and so on handwork experience activity, it is very interesting" "the inn has a small yard, may drink the tea" and so on.

The construction of tourism infrastructure in Nianhuawan is still lagging behind, and 66.66% of the sample points to the accommodation of Nianhuawan. In terms of food, some tourists think that "there are too few hotels in the scenic area, with general taste", "the restaurant has no own characteristics, and is not delicious". Some tourists think that the price of food is high, such as "the snacks in the restaurant are almost 20 yuan to start with, which is too expensive"; Some accommodation tourists say that "breakfast is only steamed bread and soy milk, which is not enough at all". In terms of accommodation, tourists expressed dissatisfaction with the Inn and Hotel rooms, such as "the smell of decoration when the room was just opened, the smell of mildew on the quilt", "the shower head in the bathroom is bad", "spiders can be seen in the corner", "the smell of unknown smell in the hotel room, bad smell", "it is going to be winter, and mosquitoes", "the room is not sound proof, and it is a bit awkward to hear others talking", etc.

4.2.3 Tourism services

The positive rate of tourism service was 19.33%, and the negative rate was 25%. In the tourist praise form, the tourists think the service staff's attitude is very good, such as "the

service staff on the left side of the tourist hall have a good attitude, you can ask them if you have any questions", "the hotel manager's attitude is too good, you can find him if you have any questions in life, it is too intimate", "the front desk staff looking for the green collar when checking in will be more professional", "brush directly" The service staff at the gate had a good attitude. Most of the guests said that it would be very cost-effective to take the car free of charge with the room card, such as "the battery car is on call, as long as you have a look at the room card, it is too convenient".

It can be seen from the tourists' poor evaluation table that tourists are dissatisfied with the ticket price of Nianhuawan and the attitude of shop attendants. The poor rating of "scenic area management" reached 14.16%. Tourists were dissatisfied with the poor online and offline communication, the strong commercial atmosphere and the high price of tickets. In terms of online and offline communication, tourists mentioned that "when they arrive at the scene, they still need to swipe their ID cards instead of taking tickets online" and "online tickets are not available". In terms of ticket price, it is mentioned that "80 yuan is too expensive, the key is that there is no fun in it." "I think 20 yuan is enough for the ticket." "80 yuan does not include the cost of taking a battery car, which is a bit expensive. 10 yuan is too expensive for a battery car at a time." In terms of service quality, the tourists mentioned that "the attitude of the waiters in this shop is so bad that they knew they would not come here for consumption."

4.2.4 Tourism safety

The positive rate of tourism safety is 0.82%, and the negative rate is 9.16%. The main concerns of tourists are "property safety" and "personal safety".

Good management of tourism safety, tourists generally do not go to the evaluation, because this is the basic condition of the scenic spot. If there are problems with the safety of the scenic spot, tourists will pay attention. It can be seen from table 4 that the main problems of tourism safety are: price fraud, too few signs for scenic spots to visit and the location of scenic spots is a little biased. For example, "usually, there are only 20 black cars from Lingshan to Nianhuawan, 50 to Lingshan in the evening, more than 100 to downtown, too killing people", "Nianhuawan scenic area is too far away, it is really not easy to come without driving, the latest bus is not at 17 o'clock, it is too boring and unsafe", "the sign of the scenic area doesn't indicate the southeast and northwest, so it's not convenient for the road fool to see, and it's still necessary to see it together with the guide map of the scenic spot".

4.2.5 Tourism environment

The positive rate of tourism environment is 11.10%, and the negative rate is 12.49%. In the high praise, the tourists feel that the environment of Nianhuawan is really beautiful, such

as "the scenery is everywhere, which is very suitable for taking photos", "the building is very distinctive, and they want to come and learn more". Finally, many accommodation guests say "they like the bath products of the inn very much, the sandalwood, which is very good."

In the poor evaluation, tourists are very dissatisfied with the sanitary environment of the scenic spot, accounting for 11.66%. In the relevant evaluation, it is mentioned that "there are many construction sites in the scenic spot, a little more dust, and construction at night, disturbing sleep", "the toilet in the tourist center is squatting toilet, which is not very liked". The traffic in the scenic spot is also unsatisfactory, such as "the time point of the short shuttle is too awkward, the number of cars is too small, I hope to improve" and so on.

5. SUGGESTI AND COUNTERMEASURES

In view of the main problems of tourist satisfaction in Nianhuawan, the following suggestions and countermeasures are put forward.

5.1 Strengthen development and increase tourism experience projects with town characteristics

Tourists' satisfaction is high, but in case of severe weather such as rain and snow, the cancellation of some performance projects will affect the tourists' experience. It is suggested that the town should increase indoor viewing items, such as singing and dancing performances to show the Zen culture, or add some performances that are not easily affected by the weather. We can learn from the large-scale music dynamic fountain performance of Jiulong bathing in Lingshan, build a large-scale fountain performance in Wudeng lake, combine the lighting and music, and give the tourists an ultimate visual enjoyment.

5.2 Improve the catering service quality and accommodation environment in combination with the town's theme characteristics

There is no feature in catering. Nianhuawan can launch Zen food in combination with the theme of Zen. With healthy and green raw materials and fine production techniques, Zen food can give tourists double enjoyment of beauty and delicacy, and let them experience slow life. The hotel guests mainly reflect that the sound insulation of the room is too poor. The hotel can be closed in turn for rectification. The sound insulation board of the room is added to ensure the guests' accommodation experience. In peak season, it is necessary to increase the number of hotel service personnel and to improve room health and safety services.

5.3 Adjust the ticket price properly, and provide online and offline services in place

Some tourists think that the ticket price of Nianhuawan town is on the high side, so it is suggested to launch market preferential activities irregularly, such as half price sales of tourism day and special crowd preferential; providing half price or free ticket preferential activities to attract new people who take wedding photos into the town; handling the single garden annual card of Nianhuawan separately according to the needs of tourists.

In addition to offline window sales, the ticket sales of Nianhuawan are more online sales. Sometimes there are some policy problems that make the online tickets unable to be used offline in Nianhuawan. The scenic area staff will let the tourists contact the customer service personnel of the ticket app to find solutions, which will bring dissatisfaction to the guests. We need to increase in-depth cooperation between Nianhuawan and online sellers, enhance online and offline communication, help tourists solve problems, reduce waiting time of tourists, so as to improve the satisfaction of tourists.

5.4 Standardize business management and build a Zen industrial culture town

In view of the idea that the town is too commercialized put forward by tourists, it is suggested that managers should strengthen the standardized management of businesses and guide the reasonable pricing of products and services. The image and service attitude of the service personnel affect the impression of the tourists on the merchants and Nianhuawan. The scenic area management department regularly conducts on-the-job training for the service personnel to provide better shopping experience for the guests. Businesses can launch special experience services according to the actual sales situation of the store. For example, DIY service can be launched in a small shop selling purple sand tea sets, so that tourists can learn about purple sand culture and experience the joy of participating in it.

5.5 Increase service guidance and strengthen the safety management of the town

Set up warning signs at places with potential safety hazards in the town to do a good job of safety reminders; add signs for toilets and exits to better guide tourists. In places with a large number of visitors to watch performance activities, security personnel should be increased to maintain order, timely divert tourists and reduce the occurrence of dangerous accidents.

The location of Nianhuawan characteristic town is relatively biased, there are many irregular vehicles outside the scenic spot, the price is on the high side, and the traffic is relatively chaotic. It is suggested that the government and the town should strengthen the supervision of black cars and establish a good safety image of Nianhuawan.

5.6 Speed up the development and improve the tourism environment of the town

Because Nianhuawan is still in the stage of continuous construction and development, the construction voice is loud, which has a certain impact on tourists' tour. It is suggested to speed up the development of the scenic spot to bring tourists a variety of experience. At present, there are few buses in Nianhuawan, which can increase the number of buses, extend the operation time, add the bus lines from the railway station to Nianhuawan, and increase the accessibility of tourists.

6. CONCLUSION

Based on the above research, the paper have concluded that the tourists' satisfaction with Nianhuawan town is 86.18%, general satisfaction is 4.07%, and dissatisfaction is 9.75%. Tourists had more favorable comments on tourism experience and service, and less favorable comments on tourism facilities and environment, which indicated that Lingshan Nianhuawan characteristic town needs to continue to build tourism facilities and improve tourism environment. The Nianhuawan town can increase characteristic experience projects, improve service links, provide preferential prices, strengthen environmental and safety management, so as to improve tourists' satisfaction with tourism experience.

The research ideas, methods and suggestions can also be applied to the satisfaction research of other characteristic towns in China. National tourism characteristic town is vigorously developing, constructing and operating. From the perspective of tourism consumption market, the effective use of network data to analyze tourists' satisfaction and consumption behavior, and it can better promote the tourism characteristic town to adapt to the market demand and development.

About the author:

Hong-ying Zhang(1976 -), female, born in Hefei, Anhui Province, associate professor, master's degree, research direction: tourism marketing and Tourism Vocational Education

Fund Project:

2018Jiangsu University Philosophy and social science research fund project of the year (2018sja0832); Jiangsu Province University "Blue Project" project in 2016 (Su teacher [2016] No.15)

REFERENCES

- [1] Xu Wanjia. Government work report proposes to vigorously develop "global tourism" [n]. China Tourism daily, March 6, 2017
- [2] Xiao Wei. China will create a global tourism demonstration area [n]. Beijing business daily, June 13, 2017
- [3] 2017 Beijing global tourism and characteristic town development summit forum was held in Beijing [EB / OL]
http://news.cnr.cn/native/gd/20170526/t20170526_523774601.shtml, 2017-05-26
- [4] Zhong Juanfang. Discussion on the integration and development of Characteristic Towns and global tourism [J]. Opening guide, 2017, 18 (2): 54-58
- [5] Sun Xiaopei. Research on tourist satisfaction of destination based on Internet review [D]. Shanghai: degree thesis of East China Normal University, 2011
- [6] Luo Qiujun; Kong Lei. Research on the tourism experience of Shanghai World Expo based on blog analysis [J]. Tourism Forum, 2015, 4 (1): 13-23
- [7] Li Gang. Study on tourism landscape planning and design strategies of small towns with Manchu characteristics -- Taking qingshangou town as an example [J]. China Agricultural Resources and zoning, 2017, 38 (3): 219-225
- [8] Xu Yayuan; Yao Guorong. Perception of tourism image of Huangshan Scenic Spot Based on online reviews [J]. World geography research, 2016, 25 (2): 158-168
- [9] Fu Xiao. Study on the spatial-temporal differences of tourism development in the context of new urbanization: a case study of Liaoning Province [J]. China's agricultural resources and regionalization, 2017, 38 (2): 213-219
- [10] Zhong Mingming; Pan Lixin. A study on the tourism development of Tiantangzhai scenic spot based on Internet comments [J]. Journal of Wanxi University, 2016, 34 (4): 24-28
- [11] Zheng Sai. Comparative analysis of tourism image of Wudang Mountains based on Internet text [J]. Journal of Hubei industrial Career Technical College, 2015, 28 (5): 50-53