The Influence of Film and Television IP on Tourism Destination Image Perceived by Tourists
Taking the Shooting Location of "The Untamed" Duyun, Guizhou as an Example

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ABSTRACT
As the mode of "film and television + tourism" continues to heat up, the shooting locations of film and television have become hot travel destinations and internet-famous sites. From the perspective of tourists, this paper selects the popular film and television IP "The Untamed (陈情令)" as the research object, constructs the theoretical analysis framework of film and television IP, cognitive image, emotional image and overall image, and takes the fan tourists who have visited Duyun, Guizhou as the survey samples. It uses exploratory factor analysis, difference analysis and path analysis to conduct empirical research on the impact of film and television IP on tourists' perceived tourism destination image. The aim of this paper is to provide reference for film and television marketing of tourism destinations so as to better tourist experience, improve tourist satisfaction and revisiting rate and promote the sustainable development of hot film and television tourism destinations.

Keywords: film and television IP, image of tourism destination, tourist perception, "The Untamed"

I. INTRODUCTION

As the cultural industry has become the pillar industry of the national economy, the mode of "film and television + tourism" has emerged and its popularity remains high. Film and television tourism results from tourists' curiosity about film and television shooting and performance as well as their pursuit and infatuation with film and television stars and dramas. Based on this tourism motivation, "film and television + tourism" takes the interior and exterior location of the film and television as a tourism destination, blends film and television culture and integrates film and television tourism elements, so that it can attract fans to visit the place as an internet-famous sites, and provide them with film and television tourism products and services. As a popular IP drama in 2019, "The Untamed" has a domestic broadcast volume of more than 8 billion, ranking the first in the summer network drama ratings. It even led to the popularity of the leading actors, and then soared in popularity in Southeast Asia. Duyun, Guizhou, where the film was shot, was originally a niche tourism destination, but with the hit of "Petition", it became an internet-famous site and attracted many fans. It also plans to build a film and television tourism base.

The image of tourism destination is an important factor that affects the potential film and television tourists' decision to visit and revisit the place. In the process of building the image of destination, some marketers fail to grasp the change of tourists' demands in time and neglect the examination and improvement of the image of the film and television destination, thus affecting the design of film and television tourism products. Therefore, from the perspective of tourists, this paper conducts an empirical study on the impact of film and television IP on tourist perception on destination image with the popular IP "The Untamed" as the object. It aims to provide experience and reference for the film and television marketing of tourism destination, so as to help shape a good image of the destination, improve the satisfaction of fans and tourists and re-visit rate, and promote the sustainable development of hot film and television tourism destinations.

II. LITERATURE REVIEW

A. Image of tourism destination

The research on the image of tourism destination outside China began in the 1970s. In recent decades, researchers in different fields have defined the concept of "tourism destination image" from different

perspectives. J.D. Unt (1971), from a purely subjective perspective, defined tourism destination image as people's impression and understanding of non-residential areas [1], which first introduced this concept into the research field of academia. Crompton (1979) defined destination image as a combination of destination impression, idea and belief [2], after which "image" began to be widely used in tourism destination marketing. Embacher J and Buttle F(1989) introduced the grid analysis method into their research and defined tourism destination image as the impression synthesis of individual and group impressions about the destination after field travel, including Cognitive image, Affective image and Overall image [3]. From the perspective of individual attitude of tourists, Seyhmus and Baloglu et al. (1999) pointed out that the image of a tourism destination refers to the cognition, emotion and impression of the tourist subject [4].

China's domestic research on the image of tourism destination began in the late 1990s. Scholars successively put forward many concepts such as image of tourism, image of tourist area, image of tourism destination and so on. For example, Wang Kejian (1991) pointed out that the image of tourism is tourists' understanding of the overall tourism service of a certain host country or region [5]. Guo Lufang (1999) defined the image of tourism destination as "people's complete, general and inductive views on tourism destinations, which is a rational synthesis of historical impression, realistic perception and future belief of tourism destinations" [6]. From the perspective of tourists and potential tourists respectively, Deng Mingyan (2004) believes that the image of a tourism destination is the comprehensive impression of the tourism destination acquired by tourists or potential tourists through media [7]. In conclusion, the author believes that the tourism destination image is a composite image presented in the minds of tourists with a kind of perception and comprehensive impression under the interaction of internal and external factors. It is an intangible value that can improve the regional connotation and external spiritual value.

B. The influence of film and television on the image of tourism destination

Film and television tourism destinations, as the shooting location of film and television works, bear the culture and soul of film and television works. Fans' pursuit and obsession for film and television plays can inspire them to travel to the destinations. At the same time, the influence of film and television on the image of tourism destinations is also lasting and far-reaching [8]. Many scholars in China and abroad have done a lot of research on the impact of film and television on the image of tourism destinations. Butler (1990) proposed that the content transmitted in the future video media would be unique to each individual and play a far

greater role in constructing the perceived image of tourism destination than print media [9]. In a case study of Vienna, Kim and Richard (2003) concluded that "film and television can arouse the resonance of tourists, thus greatly affecting the image of the destination; however, the degree of resonance was not necessarily related to the perceived image and emotional image, and the influence of film and television content on the image of the destination can be either negative or positive [10]". Hudson (2011) and Soliman (2011) respectively demonstrated the significant influence of film and television on the image of international and their domestic tourism destinations through case studies [11] [12].

Chinese scholars Liu Li (2013), taking potential tourists as the research object, pointed out that movies and TV plays can obviously influence, change or strengthen the image of destination, and the cognitive image of destination image affects the emotional image, both of which act on the overall image of destination, and the influence of emotional dimension on the overall image of destination is greater than the cognitive dimension [13]. However, the generalization of the conclusion is limited by the sample. Yang Xiucui (2014) took Yunnan as a case study to study the influence and effect of film and television works on tourism destinations, and believed that films and television could help tourists form the image of tourism destinations through the influence of direct characteristics and immersive field experience [14], and put forward marketing strategies for film and television tourism destinations. Prior to the two, Wu Dianting (2010) pointed out based on previous studies that the influence of film and television stars and their works on the image of tourism destinations made them an effective marketing method [15]. Subsequently, Cui Jinghua (2015), Sang Linxi (2017), Wang Hairong (2018) and others further enriched and deepened the destination marketing strategy based on the image promotion function of film and television and broadened the research perspective in the field of marketing.

C. Image of tourism destination perceived by tourists

In terms of the destination image perceived by tourists, Li Jie and Zhao Xiping (2000) defined tourist perception as "the psychological process in which people acquire tourist objects, tourist environment, tourist conditions and other information through their senses" [19]. On the basis of predecessors, Lei Lei (2016) concluded that "tourist perception is a subjective psychological process formed by reaction and judgment of tourist objects, rather than a simple objective assessment" [20].

The research on tourism destination image from the perspective of tourists' perception started in the early

21st century, and China's domestic scholars expanded their research fields from different perspectives and dimensions. Guo Yingzhi (2002) summarized the research results, including research methods and contents [21]. Su Lujun and Huang Fucai (2010) explored the influencing factors of tourists' perception of tourism destination image through empirical research [22]. Then, Zhu Hong (2010), Guo Xinxin (2018), Luo Zeshun (2019) and others have discussed the influence and role of Tibetan songs, major conferences, and tourism security events on the image of destinations from the perspective of tourists' perception [23][24][25], expanding the role of different things in tourists' perception of destinations. From the perspective of the research field of film and television tourism, few literatures have studied the influence of film and television on tourism destinations from the perspective of tourists. Therefore, based on the perspective of tourists' perception, this paper studies the impact of film and television IP on the image of tourism destinations from the perspective of the most sensitive people so as to objectively and conveniently explore the experience needs of tourists and promote the managers of film and television tourism destinations to adopt more appropriate marketing strategies.

III. THEORETICAL MODEL HYPOTHESIS

In terms of film and television IP's influence on the image of tourism destinations, Chinese scholar Liu Li (2013) took Korean dramas as an example to study the image perception and tourism intention of tourism destinations and took the frequency of watching Korean films and TV dramas and the degree of liking for them as measurement variables [13]. When discussing the influence of popular films on film and television tourism destination intentions and tourism intentions, Yun Ting (2016) divided the elements of popular films into two sub-dimensions: celebrity effect and story plot [27]. Kan Bimeng (2018) divided film and television programs into celebrity effect and plot setting when studying the influence of film and television programs on the tourism image of the shooting place [28].

As for the composition of tourism destination, scholars agree that it is composed of cognitive image, emotional image and overall image, which are obviously different but related at different levels [26]. Seyhmus, Baloglu and McCleary (1999) jointly concluded the "cognition-emotion" model, which divided the destination image perceived by tourists into cognitive image and emotional image, and the two together shaped the overall image. Based on empirical research, they concluded that "cognitive image and emotional image have a direct impact on the overall image, while cognitive image indirectly affects the overall image through emotional image [4]". This theoretical framework mainly starts from the psychological level of tourists and has been widely cited by academic circles. Based on previous studies and combined with the actual situation of "The Untamed", this paper proposes the following hypotheses (as shown in "Fig. 1"):
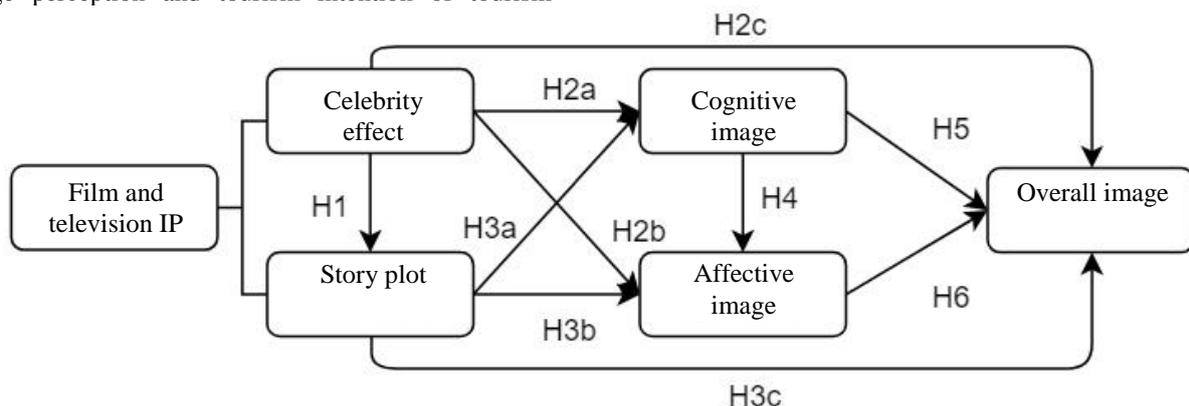

Fig. 1. Detailed research conceptual framework.

H1: Celebrity effect in film and television IP has a significant impact on the plot;

H2: Celebrity effect in film and television IP has a significant impact on tourism destination perceived by tourists;

H2a: Celebrity effect in film and television IP has a significant impact on tourism destination cognitive image perceived by tourists;

H2b: Celebrity effect in film and television IP has significant influence on tourists' perceived emotional image of tourism destination;

H2b: Celebrity effect in film and television IP has significant influence on tourists' perceived emotional image of tourism destination;

H3: The plots in film and television IP have a significant impact on the tourism destination image perceived by tourists;

H3a: The plots in film and television IP have a significant impact on the perceived image of tourism destination perceived by tourists;

H3b: The plots in film and television IP have significant influence on the emotional image of tourism destination perceived by tourists;

H3c: The plots in film and television IP have a significant impact on the overall image of tourism destination perceived by tourists;

H4: The cognitive image of tourism destination perceived by tourists has significant influence on the emotional image;

H5: The perceived image of tourism destination has significant influence on the overall image;

H6: The emotional image of tourism destination perceived by tourists has significant influence on the overall image.

IV. RESEARCH DESIGN

A. *Questionnaire design*

The questionnaire of this paper is divided into three parts. The first part consists of two filter questions, namely "How many times have you watched 'The Untamed'" and "Have you ever been to Duyun, Guizhou, where 'The Untamed' was shot". Since the survey targets at fans and tourists, the piece of questionnaire will be deleted once any of the answer of the two questions doesn't meet the requirement and not used as the sample for empirical research.

The second part is the body part. Based on the actual situation of the natural landscape in Duyun, Guizhou, where "The Untamed" was shot, 21 questions were set in this part (see "Table I" for details and reference sources), which were divided into two scales, namely the "IP Factor Perception Scale" and "Destination image Perception Scale" in Duyun, Guizhou, where it was shot. The destination image perception scale includes three sub-scales, including cognitive image perception scale, emotional image perception scale and overall image perception scale. Secondly, film and television IP elements are divided into two dimensions: celebrity effect and story plot and the cognitive image is measured in three dimensions: cultural image, natural image and social image. Likert subscales were used for all the questions (1 means strongly disagree — 5 means strongly agree). In addition, the emotional image was measured by a 5-level scale containing 4 pairs of adjectives. The reliability and validity of this scale have been tested in different research situations. Finally, two questions were used to measure the overall image of Duyun, Guizhou, as a tourism destination. Scores from 1 to 5 were used to indicate feelings from "very bad" to "very good", and from "very disagree" to "very agree", respectively.

Besides, the third part is the part of demographic characteristics. This study sets four demographic characteristics of gender, age, education and occupation.

TABLE I.   THE QUESTIONS AND THEIR DETAILS AND REFERENCE SOURCES

Scale	Sub dimension	Question	Reference source
Film and television IP elements perception	Celebrity effect	Like the leading acharacter Xiao Zhan/Wang Yibo	Liu Li (2013) [13]; Yun Ting (2016) [27]; Kan Bimeng (2018) [28]
		Xiao Zhan/Wang Yibo is very famous	
		Watch the works for Xiao Zhan/Wang Yibo	
	Story plot	The plot is fascinating	
		Discuss the plot with family or friends	
		The scenes of the story leave deep impression on you	
Cognitive image perception	Cultural image	Rich cultural heritage	Cheng Wei, Sui Lina (2007) [29]; Liu Li (2013) [13]
		A unique folk village	
		A variety of festive activities	
	Natural image	Pleasant weather	
		Beautiful natural scenery	
		A clean and tidy environment	
		Beautiful filming location	
	Social image	The residents are friendly, warm and polite	
		There are few barriers to communication with residents	
Affective image perception		Unpleasant — comfortable	Russel J A. (1980) [30]; Liu Li (2013) [13]
		Sleepy — exhilarating	
		Somber — exciting	
		Depressing — relaxing	
Overall image perception		Overall image	Liu Li (2013) [13]
		Present — past image comparison	

B. Data collection and collation

From May 24 to 27, 2020, the author distributed a total of 300 Internet electronic questionnaires to many fan bases, such as the Fan Group of "The Untamed", the Fan Group of "The Untamed" in Southwest China, the Travel Group of "The Untamed" in Guizhou and the Super Topic of "The Untamed". To ensure the authenticity and validity of the questionnaire, the respondents should be film fans and tourists who have visited Duyun, Guizhou, where "The Untamed" was filmed, and the invalid questionnaire were deleted. Accordingly, there were 274 valid questionnaires in total, and the effective rate of sample collection was 91.33%.

According to the results of descriptive analysis of demographic characteristics, a total of 257 of the samples were female, accounting for 93.80%. It can be

seen that the majority of fans who love "The Untamed" and are willing to visit the scene are female fans. In terms of age distribution, 49.27% of the sample are aged between 18 and 22, and 24.09% are aged between 23 and 30, indicating that the fans are younger. In terms of educational background, the proportion of undergraduate students in the sample is 59.12%, with a higher overall educational background level. From the perspective of occupation, more than 60% of the samples are students and 12% are enterprise workers; in terms of the times of watching "The Untamed", 65.69% of respondents have watched "The Untamed" three times or more, and only less than 15% have only watched it once. In terms of geographical location, the respondents come from more than 20 provinces, cities and autonomous regions and are distributed all over the country, of which most are from the southwest region and 2 are from overseas (as shown in "Fig. 2").

Fig. 2.   Geographical distribution of respondents.Data analysis and hypothesis testing.

V.   DATA ANALYSIS AND HYPOTHESIS TESTING

A. Reliability analysis

In sociological studies, the reliability coefficient Cronbach's exceeds 0.6 and passes the test. The higher the value is, the more reliable the obtained data will be. The author used SPSS 22.0 to test the reliability of the scale in the main part, and the reliability coefficient

value was 0.946, greater than 0.9 (Cronbach's of the overall and each molecular dimension is shown in "Table II"), indicating that the reliability quality of the data obtained in the study was very high. For "CITC value", the CITC value of all questions is greater than 0.4, indicating a good correlation between questions and a good reliability level. To sum up, the obtained research data have high reliability and quality, which can be used for further analysis.

TABLE II.   SUMMARY OF OVERALL AND DIMENSIONAL RELIABILITY ANALYSIS

Measured variables	Sub dimension	Number of questions	Cronbach's α coefficient	Overall Cronbach's α coefficient
Film and television IP elements	Celebrity effect	2	0.850	0.908
	Story plot	3	0.855	
Cognitive image	Cultural image	3	0.819	0.929
	Natural image	3	0.852	
	Social image	2	0.915	
Affective image	Unpleasant — comfortable	4	—	0.905
	Sleepy — exhilarating			
	Somber — exciting			
	Depressing — relaxing			
Overall image	Overall image	2	—	0.827
	Present — past image comparison			

B. *Validity and exploratory factor analysis*

In this paper, SPSS22.0 was used to conduct factor analysis on the subscales that passed the reliability analysis respectively to test their adaptability to dimensionality reduction. The results showed that the KMO value of the main scale was 0.929, and the KMO value was greater than 0.8, showing the validity of the research data was very good Secondly, all the scales except the cognitive image scale have been tested by various studies. Therefore, in order to further understand and test the structure of the cognitive image of Duyun, Guizhou, where the scene of "The Untamed" was set, this paper carries out exploratory factor analysis on 9 questions on destination attributes.

According to the results of exploratory factor analysis (as shown in "Table III"), the KMO value of the scale is 0.911, and the chi-square approximation is 1623.131, and when df is 28, it is significant at the test level of 0.000, indicating that the data is suitable for further exploratory factor analysis. Then the principal component analysis was used to extract the common factor with eigenvalue greater than 1, and the variance maximum orthogonal rotation method was used to rotate the extracted common factor, so as to simplify the interpretation of the common factor. In this process, a questionnaire with abnormal load value in the natural image is deleted, and the destination cognitive image structure containing 8 items and 3 factors is finally obtained. The three factors were named as cultural, natural and social images, and the variance interpretation rate after rotation was 34.453%, 28.024% and 20.798%, respectively, and the cumulative variance interpretation rate after rotation was 83.275%. Therefore, the comprehensive mean of each factor is adopted as the three measurement indexes of the cognitive image of Duyun, Guizhou, in the scene of "The Untamed" for model test and empirical analysis.

TABLE III.   RESULTS OF EXPLORATORY FACTOR ANALYSIS

Measuring item	Cognitive image factor of Duyun, Guizhou, the shooting location of "The Untamed"			Communality
	Cultural image	*Natural image*	*Social image*	
Rich cultural heritage	0.771	0.359	0.331	0.833
A unique folk village	0.811	0.337	0.25	0.834
A variety of festive activities	0.832	0.261	0.32	0.862
Beautiful natural scenery	0.48	0.756	0.082	0.808
A clean and tidy environment	0.221	0.721	0.487	0.805
Beautiful filming location	0.258	0.839	0.252	0.833
The residents are friendly, warm and polite	0.343	0.275	0.837	0.894
There are few barriers to communication with residents	0.59	0.25	0.618	0.792
Characteristic root value (before the rotation)	5.39	0.746	0.526	-
Variance interpretation rate % (before rotation)	67.376%	9.324%	6.575%	-
Cumulative variance interpretation rate % (before rotation)	67.376%	76.700%	83.275%	-
Characteristic root value (after rotation)	2.756	2.242	1.664	-
Variance interpretation rate %(after rotation)	34.453%	28.024%	20.798%	-
Cumulative variance interpretation rate % (after rotation)	34.453%	62.477%	83.275%	-
KMO value	0.911			-
Value of Bartlett's test of sphericity	1623.131			-
df	28			-
p value	0			-

C. *The analysis of the influence of the times of watching "The Untamed" on various variables*

In order to explore whether the times of watching "The Untamed" have significant differences on each variable, variance analysis (one-way ANOVA) is used to study the differences of the times of watching "The Untamed" on five variables including celebrity effect, story plot, cognitive image, emotional image and overall image. It can be seen from "Table IV" that different times of watching IP drama "The Untamed" have significant effects on celebrity effect, story plot, cognitive image, emotional image and overall image (P <0.05), which means that the times of watching have different effect on all the above five variables. Furthermore, Scheffe postmortem analysis was carried out on this basis. In terms of five aspects of the celebrity, story plot, the cognitive image, affective

image and overall image, the result was always that the fan tourists who watched "The Untamed" three times or more have much higher sense of identity than those who watched it once or twice and they are of considerable significance.

Variable	Mean value		F-value	p value
Celebrity Effect	Once	4.26	28.187	0.000
	Twice	4.44		
	3 times or more	4.88		
	total	4.70		
Story plot	Once	4.31	17.417	0.000
	Twice	4.48		
	3 times or more	4.79		
	total	4.66		
Cognitive image	Once	4.03	15.529	0.000
	Twice	4.06		
	3 times or more	4.46		
	total	4.31		
Affective image	Once	4.11	17.824	0.000
	Twice	4.31		
	3 times or more	4.63		
	total	4.49		
Overall image	Once	4.09	21.423	0.000
	Twice	4.21		
	3 times or more	4.63		
	Total	4.47		

D. Path analysis and hypothesis testing

The theoretical model of this study assumes that the two sub-dimensions of film and television IP and its elements, celebrity effect and story plot, have a significant impact on tourists' perception of the cognitive image and the overall image of the emotional image of Duyun, Guizhou, where "The Untamed" was set. Therefore, this paper uses the path analysis in SPSSAU to study the path relationships among the six sub-dimensions of celebrity effect, story plot, film and television IP cognitive image, emotional image and overall image, and tests the proposed assumptions. Finally, the results of path analysis and hypothesis testing are shown in "Table V".

TABLE V.   SUMMARY ANALYSIS OF THE RESEARCH HYPOTHESIS

Hypothesis	Path	Nonstandardized path coefficient	Standardized path coefficient	S.E.	t value	p value	Verification result
H1	Celebrity effect → story line	0.734	0.796	0.034	21.751	0.000	Support
H2a	Celebrity effect → cognitive image	0.151	0.151	0.084	1.797	0.072	Does not support
H2b	Celebrity effect → affective image	0.162	0.168	0.073	2.204	0.028	Support
H2c	Celebrity effect → overall image	0.022	0.022	0.063	0.345	0.730	Does not support
H3a	Story plot → cognitive image	0.445	0.410	0.091	4.883	0.000	Support
H3b	Story plot → affective image	0.053	0.050	0.083	0.637	0.524	Does not support
H3c	Story plot → overall image	0.114	0.104	0.071	1.610	0.107	Does not support
H4	Cognitive image → affective image	0.497	0.516	0.053	9.463	0.000	Support
H5	Cognitive image → overall image	0.230	0.228	0.052	4.440	0.000	Support
H6	Affective image → overall image	0.572	0.546	0.052	11.051	0.000	Support

After path analysis, hypothesis H1, H2b, H3a, H4, H5 and H6 were all verified. That is, the celebrity effect in film and television IP will have a significant positive impact on the plot and the emotional image perceived

by tourists; the plots in film and television IP have a positive influence on the perceived image of tourists. At the same time, this study further proves that the cognitive image and emotional image of tourism destination perceived by tourists can have a significant impact on the overall image of tourism destination perceived by tourists. In addition, except for H2b, the path of which presented significance at the level of 0.05, the other supported hypothesis paths presented significance at the level of 0.01. The remaining assumptions are not validated and supported. Based on the analysis and summary results in the above table, the unsupported hypothesis was eliminated, and the path relationship among celebrity effect, story, cognitive image, emotional image and overall image was plotted in "Fig. 3".
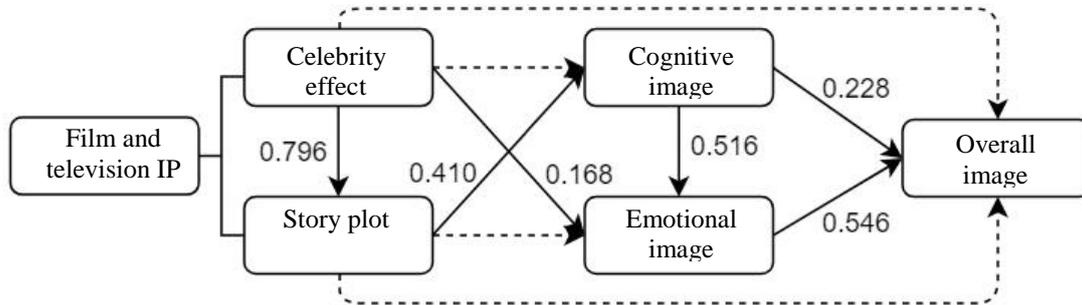

Fig. 3. Sorted path analysis results.

VI. CONCLUSION AND SUGGESTION

A. Conclusion

This study divides film and television IP into two sub-dimensions, celebrity effect and story plot, to study the influence of film and television IP on the image of tourism destinations, and builds a theoretical model consisting of celebrity effect, story plot, cognitive image, emotional image and overall image. In addition, questionnaires were distributed to the fans and tourists who had visited to Duyun, Guizhou, and data processing and hypothesis testing were conducted.

This study further demonstrates the two-dimensional character of tourism destination image components perceived by tourists — the cognitive image and emotional image of tourists' perception together shape the image of tourism destination perceived by tourists. In addition, combined with the actual situation of the shooting location of "The Untamed" Duyun, Guizhou, through exploratory factor analysis, this paper obtained three factors of the cognitive image of Duyun, namely, cultural image, natural image and social image.

The number of times the respondents watched "The Untamed" caused differences in celebrity effect, story plot, cognitive image, emotional image and overall image. The more times respondents watch the drama, the higher their sense of identity in all aspects will be. The majority of respondents who watched the it for 3 times or more have a higher degree of identity in five aspects than those who watched it once or twice.

The 10 hypotheses proposed at the beginning of the study were verified and analyzed through path analysis, among which 6 were supported and 4 were not.

Hypothesis H1, H2b, H3a, H4, H5 and H6 are supported, while hypothesis H2a, H2c, H3b and H3c are not. In general, the celebrity effect in film and television IP will have a significant positive impact on tourists' perceived emotional image, and the story plot will have a significant positive impact on tourists' perceived cognitive image, thus affecting the overall image of the tourism destination.

B. Suggestion on the film and television marketing

1) Attaching importance to and using celebrity effect to carry out destination film and televesion marketing: According to the research results, celebrity effect, as one of the factors in film and television IP, can positively influence the story plot of another factor, and have significant positive influence on the emotional image of the destination perceived by tourists, thus affecting the overall image of the destination. Therefore, destination film and television marketing should fully pay attention to the role of celebrity effect in the process of destination publicity and popularity. Especially in the early and middle period, efforts should be made to actively seek cooperation with film and television IP starring or supporting actors and invite them to participate in the destination business conference and other related public activities. In the later stage, in order to seek sustainable development of the destination, factors such as audience groups and popularity of different stars can be fully considered and potential tourists' love and pursuit of film and television stars can be used to increase the popularity and heat of the destination.

2) Using digital technology to restore the film and television plot scenes: As another important element in

film and television IP, story plat can act on the cognitive image of the destination perceived by tourists, and thus have an impact on the overall image of the destination. Therefore, in order to deeply restore the plots and scenes of the film and television IP dramas, film and television tourism destinations can consider the use of AR, VR and other digital science and technology. Through the use of high-end equipment to bring tourists into the story scenes of film and television IP drama, tourists can have excellent immersive situational experience, so as to improve the satisfaction of tourists and the rate of revisiting.

3) Using sensory marketing to satisfy the physical and mental experience of tourists: Sensory marketing refers to the use of tourists' cognition and emotion rooted in the experience of sensory organs to carry out marketing activities and influence consumer behavior [31]. The destination film and television marketing can adopt this new marketing means to fully mobilize the five senses of tourists (visual sense, auditory sense, gustation, smell and touch). It is necessary to actively explore the sensory metaphors in film and television tourism context and strive to achieve the synergy of five senses, so as to bring tourists into the experience situation of film and television IP drama, arouse their memory and empathy, thus to satisfy the physical and mental integration experience of tourists.

C. Deficiencies and prospects

This study has the following deficiencies. First, the case study of "The Untamed" and its shooting location in Duyun, Guizhou province may not be applicable to other film and television tourism destinations. Second, since the survey was conducted by electronic questionnaire, there were too many young women in the overall sample, which may lead to a deviation in the results.

Based on the above analysis, this paper puts forward the following prospects for film and television tourism research. First, it's necessary to further explore other film and television IP factors that affect tourists' perceived tourism destination image, such as film and television marketing effect of tourism destination, etc. Second, SOR psychological model can be introduced to further explore the mediating variables in the process of film and television IP's influence on tourists' perceived destination image.

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