Research on Tourism Image Perception of Tang Paradise

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ABSTRACT

In the Internet age, it is scientific to use the analysis of online texts to explore tourists' image perception of tourist attractions. This study selects Tang Paradise as a case site, uses ROST Content 6.0 software to analyze the web texts obtained from the Ctrip.com and Mafengwo website, obtains the tourism image of Tang Paradise from the perspective of tourists' perception. The results show: Tourists have more perceptions of tourist attractions in Tang Paradise, among which the perception of human resources is the deepest; semantic network analysis diagram, including "Tang Paradise - park - ticket" and other three important relationship chain; the overall perception of tourists is positive, but in terms of tourist consumption and tourism infrastructure, negative emotions account for a relatively high proportion . Based on the results of this analysis, relevant suggestions are made for the improvement of the tourist image of Tang Paradise.

Keywords: *Network text analysis, Tourist attractions, Image perception, Tang paradise.*

1. INTRODUCTION

With the rapid economic development, people's trips continue to increase, and their perception of the image of tourist attractions has also deepened. Relying on the characteristics of the wide coverage and fast propagation speed of the Internet platform, tourists can quickly learn about the tourist resources, infrastructure and other aspects of the tourist attractions. The tourist attractions management can know the real feelings of the tourists after the visit, and it is also beneficial to potential tourists make travel and optimize the image of tourist attractions.

Based on the "cognitive-emotion" model and communication theory, this paper uses online texts to study tourists' perception of the image of Tang Paradise. To some extent, it makes up the shortcoming of using fixed questions and options in traditional questionnaire survey. Using content analysis to transform non-systematic symbolic content into quantitative data can more intuitively show the true perception of tourists.

2. LITERATURE REVIEW

The image of tourist destinations was proposed by Hunt (1971), who defined people's impression of non-residential places as the image of tourist destinations [1]. Choi et al. (2007) used the network information of the tourism platform to analyze the tourist destination image of Macau [2]. Greaves and Skinner (2010) studied the Royal Forest of Dean in the United Kingdom and concluded that the tourist revisit rate is affected by the destination image [3].

After 1990, the image of tourist destinations was regarded as the research object by Chinese scholars. With the deepening of research, the research object gradually changed from the object of tourist destination to the subject of tourist. Gao Jing et al. (2009) used 4 coastal cities in my country as case sites to analyze their perceived image by using online texts [4]. Wen Jiemin et al. (2019) selected Chongqing's online celebrity tourist attractions Hongyadong Scenic Area as the case site, and merged the image of Hongyadong from the perspective of tourists' perception into five categories [5]. Li Wei et al. (2020) took Zhouzhuang as a case site, use commented on Mafengwo and Tongcheng tourism platform as analysis texts, and concluded that tourists mainly present positive emotions [6].

In foreign studies, the perception of tourist destination image has started early, and the results are more significant, the combination of qualitative and quantitative methods is popular; In domestic studies,

there are more qualitative studies at the beginning, and quantitative studies gradually increase.

3. ANALYSIS OF PERCEIVED IMAGE OF TANG PARADISE

The data sources of this study are Ctrip.com and Mafengwo.com. Sample selection of texts published from January 2019 to January 2020 to ensure timeliness; remove reviews with advertising properties to ensure authenticity; eliminate low-quality reviews with too short reviews and high vocabulary repetition rates to ensure scientific. In the end, 161 tourist reviews from Ctrip.com and 74 from the Mafengwo website were selected as sample texts. And ROST Content 6.0, a content mining software designed by Professor Shenyang of Wuhan University,was used.

3.1. Cognitive Image

Preprocess the text: remove expressions and spaces in the text; correct typos; change English characters to Chinese characters. After importing ROST Content 6.0 software, adding "Tang Paradise", "Ziyun Tower", "Qujiang" and other characteristic words that are not suitable for word segmentation to the "custom vocabulary", execute the word segmentation task, and get the text separated by spaces. Then add the blank separated text file to the "Chinese Word Frequency Statistics" window, and set the output of the first 100 high frequency words longer than 2 characters, and output the word frequency at the same time.After statistics, the top 100 high-frequency occurrences totaled 1987 times, and later merged and summed up 4 main categories and 11 sub-categories. The statistical table of cognitive image attribute frequency of tourists in Tang Paradise is obtained. As shown in Table 1:

3.1.1. Location Division

From the perception of the location of Tang Paradise, the perception of geographic location is higher than that of administrative divisions.

The words "located" and "place" are mainly mentioned in the geographical location, indicating that tourists pay more attention to the location of the scenic spot; the words mentioned in the administrative divisions are "Xi'an", "Qujiang", " "China", etc., shows that Tang Paradise has become a new landmark in Xi'an in the perception of many tourists.

3.1.2. Tourist Attraction

Among the four main categories perceived by tourists, "tourism attractions" accounted for the highest proportion, accounting for 42.68%, indicating that tourists have a deeper perception of tourist attractions in Tang Paradise. The proportions of the three

sub-categories under this main category are basically the same.

Under the "Natural Resources" sub-category, the perception of tourists is concentrated in the aspects of "Tang Paradise" and "Waters", indicating that the natural scenery in the Datang Furong Garden is highly attractive to tourists; the "Human Resources" sub-category Below, the words "Datang", "cultural area", and "history" appear frequently, indicating that the overall cultural heritage of the scenic spot from the perspective of tourists' perception is profound, and the style of the Tang Dynasty is fully and objectively reproduced; Under "Leisure and Entertainment", tourists have a deeper perception of words such as "performance" and "water curtain movie". For example, a tourist mentions that "the water curtain movie is the grand finale in the process of playing in Tang Paradise, and it is well worth seeing".

3.1.3. Facilities and Services

"Facilities and services" occupy the second place among the four main categories. In the subcategory, "tourism infrastructure" has a higher degree of perception, and more tourists mention "maintenance" and "construction".

Based on the text content, May-July 2019 is the peak period for tourists to report that there are maintenance and construction activities in the scenic area. Many tourists' negative emotions originate from this; tourists' perception of tourism services is mainly concentrated on the tour guide and the park ticket agent which have a relatively low level of perception as a whole; for the accommodation conditions, tourists mention relatively little.

3.1.4. Tourist Behavior

Under the main category of "tourist behavior", the proportions of the three subcategories are basically the same. In terms of "tourism consumption", tourists expressed their demand for high ticket prices in Tang Paradise; in terms of "tourism time", most tourists gave comments after visiting at night; in terms of "tourism activities", more tourists expressed that the overall design style and atmosphere of the scenic area brought them a very good travel experience.

In order to further find out the association and direction between the terms, the segmented text is imported into ROST Content 6.0 software, the text content is processed by "social network and semantic network analysis", and it is directly linked to NetDraw software to obtain a semantic network relationship diagram. As shown in Figure 1:
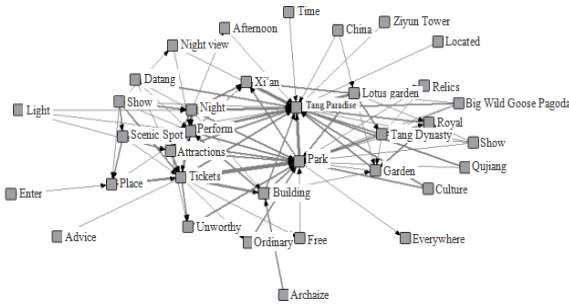
Figure 1 Semantic network analysis diagram of sample text.

According to the semantic network analysis graph, "Tang Paradise", "Park", "Ticket", and "Performance" are important nodes of the entire semantic network analysis graph. At the same time, "Xi'an-Tang Paradise-Tang Dynasty" and "Tang Paradise-Parks-Tickets" and "Night-Performances-Scenic Spots" constitute three important relationship chains in the entire network analysis diagram.

Key words closely related to "Tang Paradise" include "Tang Dynasty", "park", "tickets", etc., reflecting that the Tang Dynasty-like buildings in Tang Paradise have had a huge attraction for tourists; from the perspective of tourists' perception, as a theme park scenic spot, the ticket price of Tang Paradise still needs further discussion; "performance" and "night", "attractions", "night view" and other links, reflect a deep impression on visitors to the site focused on the night and water curtain movie performances.

3.2. Emotional Image

Emotional characteristic words express the most intuitive and true feelings of tourists when visiting scenic spots; they are generally divided into three parts: positive emotions, neutral emotions and negative emotions. In this study, we first extract the emotional vocabulary from the sample text, then import it into the ROST Content 6.0 software for the "word segmentation" operation, finally select the "sentiment analysis" function in the software to obtain analysis results, as shown in Table 2:

From the statistical results, the proportions of positive emotions, negative emotions, and neutral emotions are decreasing, respectively, 77.45%, 12.76%, and 9.79%. Among the positive emotions, the average intensity accounts for the highest proportion, reaching 33.62%, which shows that the scenic spot has brought tourists a more comfortable and satisfying travel experience; among the negative emotions, the average intensity accounts for the highest proportion, reaching 11.06%, combined with the sample text content, it can be seen that the scenic spot needs to be improved in terms of ticket and infrastructure; neutral emotions accounted for 9.79%, indicating that this scenic spot has reached a state of "no dissatisfaction" in most tourists.

After that, the emotional vocabulary that has been extracted from the text is preprocessed, such as merging "very pretty" and "very beautiful" into "very beautiful", and convert some English words into corresponding Chinese words. Import it into the ROST Content 6.0 software, use the "Chinese word frequency statistics" function to analyze, derive the top 20 emotional-related feature words, and determine their emotional attributes, which are divided into three categories: positive, negative and neutral, then the emotional image of the scenic spot can be obtained. As shown in Table 3:

Table 1. Frequency statistics of tourists' cognitive image attributes in Tang Paradise

Main category	Frequency	Percentage	Subcategory	Frequency	Percentage
Location division	168	8.45%	Location	103	5.18%
			Administrative divisions	65	3.27%
Tourist attraction	848	42.68%	Natural resources	249	12.53%
			Human resources	372	18.72%
			Leisure and entertainment	227	11.42%
Facilities and services	498	25.06%	Tourism infrastructure	300	15.10%
			Travel services	179	9.01%
			Accommodation conditions	19	0.96%
Tourist behavior	473	23.80%	Tourism consumption	148	7.45%
			Travel time	197	9.91%
			Travel Activity	128	6.44%

Table 2. Sentiment analysis statistical results of sample text

Mood category	Quantity	Proportion	Strength	Proportion
Positive emotions	182	77.45%	General	33.62%
			Moderate	21.70%
			Height	22.13%
Neutral mood	23	9.79%	/	9.79%
Negative emotions	30	12.76%	General	11.06%
			Moderate	1.70%
			Height	0.00%
Total	235	100.00%		100.00%

Table 3. Top 20 feature words of sentiment vocabulary in sample text

Serial number	Emotional vocabulary	Emotional attributes	Serial number	Emotional vocabulary	Emotional attributes
1	Very beautiful	positive	11	Features	positive
2	expensive	negative	12	New	neutral
3	good looking	positive	13	Resplendent	positive
4	ordinary	neutral	14	lively	positive
5	worth it	positive	15	Attentive	positive
6	tired	negative	16	atmosphere	positive
7	Very big	positive	17	Pretty	positive
8	style	positive	18	wonderful	positive
9	Most beautiful	positive	19	Bright	positive
10	Beautiful	positive	20	Convenience	positive

3.2.1. Positive Perception

After summarizing, the top 20 emotional positive words appear 60 times, accounting for 76.92%, and the words involved include "beautiful", "good-looking", "brilliant" and so on. Based on the "cognition-emotion" model, it can be known that the specific things, facilities, and services in the scenic area directly affect the formation of tourists' cognitive image of the scenic area. On this basis, the emotions of the tourists will correspond performance and changes. For example, during a visit to the scenic spot, some tourists mentioned that the staff in the scenic spot smiled when giving directions for them, and then the emotional word "attentive" appeared in their comments, showing their positive emotional experience.

3.2.2. Negative Perception

After summarizing, the top 20 emotional negative words appeared 10 times, accounting for 12.82%, and the words involved included "expensive" and "tired". Based on the "cognitive-emotional" model, tourists visiting Tang Paradise have more emotional expressions that are "expensive" when they come into contact with tickets. For example, some tourists mentioned that some

scenic spots could not be visited normally due to the maintenance of the scenic spots, but the ticket fees received did not decrease.For "tired", what is more combined is the category of "tourist behavior" in the image perceived by tourists. Some tourists mentioned that because they did not follow a reasonable route to visit in the scenic spots, the overall visit time was longer, so produce the emotion of "tired". In a word, tourists have more negative perceptions of "tourism infrastructure" and "tourism consumption".

4. IN CONCLUSION

Based on the above of Tang Paradise of cognitive image and affective image analysis, which can be concluded that Tang Paradise in tourists under the perspective of the overall image: Tang Paradise is a natural, cultural resources rich scenic spot, is a with tang has turned into the theme of architecture design style characteristic scenic area, is a suitable for the night tour performances and varied. At the same time, it is also a scenic spot that needs to be improved in terms of tourism consumption and tourism infrastructure. The promotion of the tourism image of Tang Paradise can be started from four aspects: strengthening the construction of tourism infrastructure, digging into the cultural

connotation of the scenic spot, improving the quality of tourism service of the scenic spot and improving the feedback mechanism of tourists after their tour.

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