



Research on Tourism Image Perception of Xiangshan Park Based on Web Text Analysis

Xiaoling Li*, Yonghui Sun

Guilin University of Technology School, Tourism and Landscape Architecture, Guilin, Guangxi, China

*Corresponding author: 1301661368@qq.com

Abstract

A good tourism image is not only the basis for customers to choose tourism destinations, but also an important basis for tourism destinations to maintain the source of tourists. This paper uses the Octopus collector to collect tourist travel notes on Meituan Travel Network as a data sample, and uses ROST content Mining as a tool to conduct word frequency analysis and sentiment analysis of tourist travel notes in Xiangshan Park. The study found that Guilin Xiangshan Park has problems such as outdated equipment and facilities, poor personnel management, irregular fare formulation, and poor sanitation. On this basis, five suggestions are put forward to scientifically locate the image of scenic spots, maintain scenic facilities on a regular basis, strengthen personnel management, reasonably adjust fares, and strengthen hygiene management.

Keywords: network text analysis; Tourism image; Image perception; xiangshan park

1. INTRODUCTION

According to the 49th "Statistical Report on Internet Development in China" released by the China Internet Network Information Center, as of December 2021, the number of Internet users in my country reached 1.032 billion, an increase of 42.96 million compared with last year. With the proposal of the "Internet +" national strategy of the 12th National People's Congress, all walks of life are actively integrating with the Internet, and the Internet has become the standard for industrial progress and development in the new digital era. The deep integration and development of the Internet and traditional tourism has become an irresistible trend of the times. Today, most tourists are willing to record their travel experiences and share their travel feelings on social networking platforms. The Internet has become an information channel for disseminating and exchanging destination tourism-related information, and various tourism software has also become a medium for tourists to convey their tourism emotions. Based on this, this paper uses the method of network text analysis to discuss the tourist destination image of Guilin Xiangshan Park. This paper hopes to provide some suggestions for the optimization of Xiangshan Park scenic spots, and also provide reference suggestions for related tourist attractions.

2. LITERATURE REVIEW

The term tourism image was first proposed by the scholar Hunter in the 1970s, who believed that the tourism destination image was people's impression of non-residential places [1]. Pike (2002) believes that most people's perceptions and impressions of tourist destinations are affected by other external and personal factors, so perceptions vary from person to person and are temporal [2]. Therefore, the image of a tourist destination is difficult to measure. In recent years, relevant scholars have collected destination tourism information through Internet data and various tourism software information to measure the image of tourism destinations. For example, Li Ping (2017) conducted a qualitative study on Beijing's tourism community by collecting tourist evaluations from Baidu Travel, Ctrip and other institutions with the help of text analysis method [3]. Similarly, Li Yong et al. (2018) used the content analysis method to analyze the text information in the form of "tourism issues" to explore the demand characteristics of tourists in Jiuzhaigou scenic spot [4]. Liu Bingqian (2021) used the network text analysis method to explore the image perception characteristics and conditions of tourists in Shanghe Garden during the Qingming Festival [5]. Some scholars also discuss the topographic image of tourism destination from the perspective of grounded theory. For example, Zhao Qian (2019) analyzed Changsha's tourism image

perception from three dimensions: cognitive image, emotional image and overall image based on content analysis and grounded theory [6]. Fang Tianhong et al. (2020) used text analysis and grounded theory to analyze the image and influencing factors of Shanghai Tianzifang [7]. Most online texts are based on various tourism software reviews as data sources, and a few scholars turn their eyes to other social fields. For example, Xiang Jin et al. (2020) used Sina Weibo as the data source to analyze the tourism image of Xi'an at the two levels of evaluative tourism image and structural tourism image through content analysis, semantic network analysis and kernel density estimation [8]. By combing the literature, it is found that most of the topographic image survey of tourism destinations are aimed at popular tourist cities or popular scenic spots, while there is little research on Guilin scenic spots, which has a great vacancy.

3. RESEARCH DESIGN

3.1. Research methods

Content analysis is a research method for objective, systematic and quantitative description of dissemination content. Its essence is the analysis of the amount of information contained in the dissemination content and its changes, that is, the process of inferring the precise meaning from the meaningful words and phrases represented. The process of content analysis is a process of layer-by-layer reasoning. The reason why content analysis is called a combination of qualitative and quantitative analysis methods is that it first conducts statistics, classification and organization of the obtained materials, and then the experimenters comprehend, experience and analyze the obtained material information. The main function of ROST CM6 network text analysis software is to perform word frequency statistics, network and semantic analysis, and sentiment analysis on the obtained network text. This paper uses the ROST CM6 text analysis software to analyze the online text of Guilin Xiangshan Park, so as to obtain the attitude and cognition of tourists to the scenic spot.

3.2. Case selection

Guilin Xiangshan Park is located at the intersection of Lijiang River and Taohua River, with a total of 118,800 square meters. It is the representative work of Guilin landscape. In 1986, Guilin built Xiangshan Park on the basis of Elephant Trunk Hill. Among them, Elephant Trunk Mountain is named after the whole mountain contour looks like an elephant standing at the drinking place of the Lijiang River, and is referred to as Elephant Mountain for short. Elephant Mountain is 220 meters above sea level and about 55 meters above the water surface. It consists of pure limestone deposited on the seabed 360 million years ago. In addition to Elephant Trunk Hill, there are also important scenic spots in the

park, such as Puxian Pagoda, Yunfeng Temple, and Exhibition Hall of the Revolutionary Ruins of the Taiping Heavenly Kingdom for tourists to visit. In 2017, the Xiangshan Park Scenic Spot and the Two Rivers and Four Lakes Scenic Spot were jointly upgraded to a national AAAAA-level tourist scenic spot.

3.3. Data collection and processing

According to the official website of meituan, as of December 31, 2021, the number of transaction users of meituan was 690 million, an increase of 35.2% over 510 million in the same period last year. Nowadays, meituan tourism network has been integrated into public life, and most people take it as the first choice when traveling. Based on Meituan's rich customer base, the reviews are authentic and reliable. Therefore, using the evaluation of Meituan Xiangshan Park as the data source can vividly reflect the feelings of tourists. Since there are many travel notes and reviews about Xiangshan Park on this website, for the convenience of collecting online texts, the Octopus collector is used to collect data from January 2018 to January 2022. In order to ensure the authenticity and reliability of the samples, the collected samples are processed as follows: (1) Ensure that the text content is related to the scenic spot of Xiangshan Park, and remove advertising information that is not related to the scenic spot of Xiangshan Park; (2) Remove excessively similar and repetitive information; (3) Remove automatic online comment information. After processing and screening the text information, 4,609 pieces of text were finally selected from the 9,407 pieces of text information initially collected, with a total of 143,574 words.

4. DATA ANALYSIS RESULTS

4.1. Analysis of high-frequency feature words

Firstly, the obtained text data is converted into TXT file, and then 4609 texts are word-segmented by ROST CM6 software. Finally, high-frequency feature words are obtained by word frequency statistics. In order to ensure the accuracy of the obtained high-frequency feature words, this paper obtains the top 20 high-frequency words related to the perception of tourism image in Xiangshan Park by continuously improving the word segmentation dictionary and filtering dictionary. As shown in Table 1.

Table 1 High-frequency words in tourism image perception of Xiangshan Park

<i>sequence</i>	<i>High-frequency words</i>	<i>frequency</i>	<i>sequence</i>	<i>High-frequency words</i>	<i>frequency</i>
1	<i>Scenic spot</i>	729	11	<i>service</i>	223

Table 2. Statistics of sentiment analysis results of online comments in Xiangshan Park

<i>emotion type</i>	<i>Quantity/Article</i>	<i>percentage%</i>	<i>Degree type</i>	<i>Quantity/Article</i>	<i>percentage%</i>
<i>positive emotions</i>	426	55.25	<i>General (0-10)</i>	232	30.09
			<i>Moderate (10-20)</i>	125	16.21
			<i>Height (above 20)</i>	69	8.95
<i>neutral mood</i>	119	15.43			
<i>Negative emotions</i>	226	29.31	<i>General (0-10)</i>	159	20.62
			<i>Moderate (10-20)</i>	46	5.97
			<i>Height (below -20)</i>	6	0.78

It can be seen from the data that positive emotions and neutral emotions account for the majority, accounting for 70.69%. It shows that most tourists are satisfied with the itinerary of Xiangshan Park. The positive emotion result document shows that its positive emotion is mainly reflected in the scenic spot management, scenic spot landscape, service facilities and so on. For example, "the management is standardized, the scenery is beautiful, and the landmarks of Guilin must be punched in", "the service facilities are also good, the greening is very comfortable", "the environment is very good, the movie is very good, we recommend it to sisters who want to take pictures". It is consistent with the picturesque scenery created by Xiangshan Park scenic spot, which reflects the beautiful scenery of Xiangshan Park. In the negative sentiment result file, "the park is relatively small", "too commercialized", "the stuff inside is ridiculously expensive", "the signs are not clear", "the attitude of the service staff is too bad", "only the observation deck can be used when it rains" , In the negative emotion result document, "the park is relatively small", "too commercialized", "the things inside are really expensive", "the signboard is not clear", "the attitude of the service staff is too poor", "heavy rain and rising water, only one viewing platform is open", which reflects the imperfect internal mechanism of Xiangshan Park, the market price needs to be adjusted, the measures of the scenic spot at different times are not in place, and the relevant services are not perfect. It is precisely because of these problems that the tourist satisfaction of Xiangshan Park has declined, its tourism image in the minds of tourists has been greatly reduced, and the overall reputation of Xiangshan Park has been poor.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

From the analysis of tourists' online text comments in Xiangshan Park, it can be seen that most tourists have a positive attitude towards the perception and experience of the tourist image of the scenic spot, and the overall satisfaction is high, while a few tourists have a negative

attitude towards the tourist image of the scenic spot. The main reasons for the low image satisfaction of the scenic spot are as follows: (1) The commercialization of the scenic spot is serious, which is easy to cause visual fatigue of tourists. (2) The facilities of the scenic spot are too outdated, and the service of the scenic spot management personnel is poor. (3) The scenic spot is greatly affected by the weather, and excessive drought or too much water led to poor tourist experience. (4) The price of tickets for the scenic spot is unreasonable and does not meet the expectations of tourists. (5) The sanitation of the scenic spot is not good, which reduces the interest of tourists. Therefore, for Xiangshan Park, it is urgent to adjust and transform its scenic spot.

5.2. Recommendations

5.2.1. Scientifically locate the image of scenic spots and avoid blind development

Guilin has always been famous for its landscapes. As one of the scenic spots in Guilin, most people visit Xiangshan Park for the purpose of clocking in and taking photos. Therefore, we should dilute its commercial image and maintain the natural landscape. The positioning of the scenic spot should not only be based on customer needs, but should be adjusted in time according to the landform, resources and business conditions of Xiangshan Park. According to the local culture of Xiangshan Park, create a style that is different from other scenic spots, and form a scenic spot positioning that not only meets customer needs but also resists market competition. Nowadays, most scenic spots are similar with small differences, and only by positioning the scenic spots well can they show their differentiated characteristics and reflect the culture of the scenic spots.

5.2.2. Regularly maintain scenic facilities and strengthen employee management

Infrastructure is the basic condition for the development of the scenic spot, and it is more conducive to the development of the tourist image of the scenic spot. The guiding signs of Xiangshan Park shall be rectified to

make them recognizable and clear. At the same time, increase the rest places for tourists and strengthen the patrol management. Employees can be trained in the following two aspects: one is to establish employees' service awareness, starting from the basic quality and management of employees; the other is to conduct irregular training for them, so that they can change from passive service to active service. In addition, provide more personalized, humanized and family-friendly services for tourists, help tourists solve various problems as much as possible, and resolutely put an end to the reduction of service quality due to the reduction of tourists

5.2.3. *Real-time adjustment according to the weather, flexible arrangement of scenic spots*

Because the weather is an uncontrollable factor, the Xiangshan Park scenic spot relies on water to attract customers. Actively adjust the scenic spot projects in the dry season and the busy season to reduce tourists' dissatisfaction with the weather, so as to make tourists feel happy and have greater tolerance. During the dry season, Chaoyang Pavilion, Elephant Eye Rock, Puxian Tower and Yunfeng Temple in Xiangshan Park Scenic Spot can be used as the main propaganda items for tourists to watch. During the peak water season, water cruises can be carried out to allow tourists to appreciate the beauty of the Li River. In terms of marketing, large-scale publicity and marketing are carried out in the peak season, and a comprehensive tightening marketing strategy is adopted in the off-season. By cooperating with travel agencies to promote the price advantage and rebate policy of group purchases in the freshwater season, travel agencies can be stimulated to send groups to the scenic spot.

5.2.4. *Reasonably adjust the ticket price of scenic spots and increase the tourist demand of tourists*

The price of scenic spots should respect market demand. When tourists feel that the fare does not meet their expectations, they are naturally discouraged. Therefore, according to its current investment cost, passenger flow and market consumption level, the Xiangshan Park can reasonably adjust the fare to meet customer needs and increase passenger flow. When the passenger flow increases, the scenic spot can improve the experience of tourists and win customer satisfaction by providing rich tourism products and high-quality tourism services. In this way, a good regional tourism brand image can be created for enterprises in tourist attractions and effectively stimulate greater tourism market demand.

5.2.5. *Strengthen the sanitation management of scenic spots, and patrol the scenic spots regularly*

When tourists enter the scenic spot, the first thing they feel is the sanitary condition of the scenic spot. The quality

of the sanitary condition will affect the overall feeling of tourists visiting the scenic spot. Sanitation management is one of the most basic tasks in scenic spot management, which reflects the management system of the entire scenic spot and is an important guarantee for maintaining the overall tourism image. Scenic spots can set up sufficient and reasonable garbage containers, and clear, transport and dispose of garbage in a timely manner. Special personnel will be set up to patrol the scenic spot at regular intervals to ensure the safety of tourists and the cleanliness of the scenic spot, so as to create a comfortable and beautiful feeling for tourists.

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