



# Research on Night Tourism Experience Scene Elements of Yangshuo West Street Based on UGC Data

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**Abstract.** Addressing the research gap in systematic deconstruction of night tourism experience elements, particularly using UGC data, this study investigates Yangshuo West Street, a national night culture and tourism cluster. Methodologically, it innovatively integrates UGC data mining, grounded theory, and social network analysis. Key results reveal: (1) A hierarchical structure of scene elements, identifying eight core elements (e.g., leisure/entertainment, centrality 0.283; dining symbols, 0.271) alongside secondary supports and peripheral elements; (2) A distinct bimodal "positive-negative" sentiment pattern in tourist experiences (52.3% positive, 14.6% negative), driven by cultural immersion/cost-effectiveness and price distrust/homogenization respectively. Theoretical contributions include constructing a "Scene Composition-Scene Experience" model integrating scene and tourism experience theory. Practical contributions propose a progressive optimization path ("Element-Scene-Governance") for enhancing sustainable night tourism in Yangshuo West Street and similar historic districts.

**Keywords:** UGC Data; Yangshuo West Street; Night Tourism Experience; Grounded Theory; Scene Theory

## 1 Introduction

### 1.1 Research Background

**Policy and Industry Context:** Night tourism has emerged as a critical global strategy for extending tourist stays and stimulating consumption (UNWTO, 2019). In China, national policies explicitly prioritize the nighttime economy (State Council, 2019), driving its market value to CN¥1.2 trillion (38.6% of tourism revenue) in 2023, with post-80s/90s generations contributing 70% of consumption (China Tourism Academy, 2024). Historic streets like Yangshuo West Street—a national night culture and tourism cluster—have become focal points due to their cultural adaptability and spatial uniqueness.

**Practical Challenges:** As a core attraction of Guilin International Tourism Destination, Yangshuo West Street receives 68% of visitors at night (Yangshuo County Bu-

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reau, 2024). Yet it faces dual pressures: escalating tourist demands for immersive cultural experiences (Bao et al., 2018) versus persistent criticisms of “homogenized commercialism” (e.g., repetitive retail formats) and “over-commercialization” (e.g., price distrust). This tension underscores an urgent need to reconstruct distinctive nighttime scenes through systematic element extraction.

**Technological Opportunity:** User-Generated Content (UGC) data offer unprecedented advantages in authenticity, coverage, and dynamism for mining tourist experiences. However, existing UGC studies predominantly focus on macro-level sentiment analysis (e.g., positivity ratios), neglecting systematic deconstruction of scene elements in nighttime contexts—a critical research gap this study addresses.

## 1.2 Research Significance

**Theoretical Contribution.** This study bridges Scene Theory (Clark, 2004) and Tourism Experience Theory to pioneer a “Scene Composition-Scene Experience” analytical framework. By innovatively integrating UGC data mining, grounded theory, and social network analysis, it advances the methodological paradigm for deconstructing nighttime experience elements—particularly in historic street contexts where such research remains scarce.

**Practical Implication.** The identified hierarchy of scene elements (e.g., eight core amenities like leisure/entertainment, centrality 0.283) and the bimodal sentiment pattern (52.3% positive vs. 14.6% negative) provide actionable insights. The proposed “Element-Scene-Governance” optimization path offers a transferable model for enhancing sustainable night tourism in Yangshuo West Street.

## 1.3 Literature Review

Night tourism research has evolved through distinct theoretical phases, yet critical gaps persist in understanding scene-based experience mechanisms. Early scholarship prioritized economic and spatial dimensions, with seminal works identifying night markets as cultural-economic catalysts<sup>[1]</sup> and light festivals as place-branding tools<sup>[2]</sup>. Subsequent studies revealed fundamental day-night perceptual divergences: tourists exhibit heightened aesthetic responses to nightscapes due to cultural-spatial priming effects<sup>[3][4]</sup>. This spurred governance-focused research addressing overtourism externalities—notably noise pollution and resident-guest conflicts<sup>[5][6]</sup>. In China, research progressed from conceptualizing night tourism as “spatiotemporal-cultural extensions”<sup>[7][8]</sup> to analyzing spatial agglomeration patterns (e.g., “east-dense, west-sparse” distribution of national clusters)<sup>[10]</sup> and sustainability trade-offs between economic gains and ecological costs<sup>[9][11]</sup>. However, this body of work largely neglects the micro-level construction of experiential scenes, reducing “night experiences” to venue typologies rather than dynamically co-created systems.

Scenario theory offers a promising yet underexplored lens for deconstructing nighttime experiences. Clark's (2004) foundational definition of scenes as "carriers of cultural values" has inspired tourism scholars to conceptualize destinations as meaning networks integrating physical, social, and affective dimensions. Recent advances include: Zhang et al.'s (2023) "tourism experience scenes" framework emphasizing emotional connections<sup>[12]</sup>; Li's (2022) cultural-coding model for heritage sites<sup>[13]</sup>; and methodological innovations applying fsQCA to quantify scene-satisfaction pathways. Despite these strides, extant studies exhibit two limitations: Nighttime specificity deficit: Scene elements are analyzed generically, ignoring nocturnal context's impact on sensory engagement and symbolic interpretation; Static structural bias: Frameworks prioritize taxonomic classification (e.g., Jia's (2022) 5D model) over relational hierarchies shaping experience intensity<sup>[14]</sup>.

UGC analytics has emerged as a transformative paradigm for capturing tourist experiences. Text mining and sentiment analysis enable granular extraction of destination imagery—from culinary landmarks in Changsha<sup>[15]</sup> to spatial flow networks in Guangzhou<sup>[16]</sup>. Crucially, UGC reveals psychological drivers of night tourism decisions, where perceived value and emotional trust mediate behavioral intentions<sup>[17][18]</sup>. Nevertheless, UGC applications remain constrained by a macro-analytic tendency: Sentiment metrics (e.g., 52.3% positivity) mask element-level affect drivers; Social networks map spatial clusters but overlook scene-element centrality dynamics.

This study bridges these gaps through a scene-theoretic UGC synthesis. Building on Wu et al.'s (2022) element-extraction approach, we integrate grounded theory and social network analysis to: Decode the hierarchical structure of night tourism scene elements<sup>[19]</sup>; Uncover core-peripheral dynamics shaping experiential quality; Establish historic streets as pivotal yet underexamined nocturnal scenescapes.

## 2 Research Design

### 2.1 Research Methods

**Text Analysis Method.** Text analysis is a research technique that objectively, systematically, and quantitatively processes unstructured text. Its core lies in using computer-assisted tools to extract, statistically analyze, and visualize the latent information within the text. This study selected Gooseeker as the analysis platform and sequentially performed three operations on UGC data: word segmentation, word frequency statistics, and sentiment analysis. First, Chinese word segmentation was performed using a custom dictionary to remove stop words and invalid symbols; Second, it calculates the frequency of high-frequency words and TF-IDF values to identify the core themes of interest to tourists; finally, it uses Gooseek's sentiment analysis functionality to analyze the sentiment of each text and determine the overall emotional orientation. Based on these operations, it is possible to quickly capture tourists' explicit perceptions and emotional orientations toward nighttime tourism scenarios from a large volume of UGC, providing prior categories and validation evidence for subsequent grounded coding.

**Grounded Analysis Method.** The grounded analysis method is a bottom-up qualitative research approach that emphasizes extracting concepts and constructing theories from empirical data rather than applying pre-existing frameworks. This study follows a three-tiered coding logic of “open—main axis—selective” procedural coding, using the Nvivo software system to explore the underlying structure of nighttime tourism experience scenarios in Yangshuo West Street: During the open coding phase, two researchers independently labeled each sentence, generating initial concepts through continuous comparison. The criterion for evaluating this phase was that the consistency of the initial concepts generated by both researchers exceeded 80%; In the axial coding stage, concepts were aggregated into several main categories around the “causal conditions—context—interaction strategies—outcomes” paradigm. In the selective coding stage, a theoretical model explaining the tourist experience process was constructed by taking “nighttime tourism experience scenarios” as the core category and building a narrative structure of “scenario composition—scenario experience.”

**Social Network Analysis Method.** Social Network Analysis (SNA) constructs a “node-relationship” network model, converting tourism elements extracted from UGC data (such as attractions, activities, emotional words, etc.) into network nodes to illustrate the collaborative or competitive relationships among these elements. This study employs Ucinet 6.5 software to conduct social network analysis on the structural elements of Yangshuo's nighttime tourism experience scenarios. By calculating centrality metrics for each element, core nodes within the network are identified. This precisely pinpoints the core elements within nighttime tourism experience scenarios, providing targeted evidence for scenario optimization.

## 2.2 Data Sources

Ctrip and MaFengWo are both well-known domestic travel service platforms with a large user base and high activity levels, accumulating a significant amount of UGC data. This study used keywords such as “Yangshuo West Street,” “Yangshuo Night,” “West Street Night Market,” and “Yangshuo Nightlife” to search and retrieve relevant UGC information from both platforms as the data source. Using the Octopus data collection software, a total of 4,171 relevant UGC data points were obtained from both platforms. To ensure data quality, the following data cleaning and processing steps were performed on the collected data: (1) Removing completely duplicated content from platform descriptions of the area used to pad comment word counts, duplicate entries, comments with fewer than 10 characters, and invalid text consisting solely of symbols, emojis, or images without subjective travel experiences; (2) Removed stop words such as modal particles, pronouns, and prepositions from the online text data; (3) Replaced and merged synonyms, such as replacing “foreigners” and “foreigners” with “foreigners,” “beer houses” and “clear bars” with “bars,” and “inns” and ‘homestays’ with “hotels”; (4) Add a custom word segmentation table based on the actual situation of Yangshuo West Street, including special terms such as

“Impression Liu Sanjie,” “beer fish,” “Guilin rice noodles,” and “chili sauce.” After the above processing, a total of 2,636 entries, comprising 198,102 characters of online text data, were obtained for the study.

### 3 Research Results and Analysis

#### 3.1 Analysis of Nighttime Tourism Experience Content and Characteristics in Yangshuo West Street

**High-Frequency Word Analysis.** Word frequency analysis of UGC data reveals the core characteristics of Yangshuo West Street's nighttime tourism experience, structured around a "resource-activity-atmosphere" triad. Resource endowment is prominently anchored by spatial identifiers ("West Street," "Yangshuo") and reinforced by landscape imagery ("Guilin," "mountains and waters," "Li River"), alongside physical carriers of the historic district ("ancient," "architecture," "stone-paved roads"), forming a dual "natural-cultural" recognition framework. Nighttime activities exhibit diversified features dominated by dining and leisure, with "bar" as the most frequent activity term confirming the area's "fusion of Chinese and Western cultures" positioning; culinary elements ("Beer Fish," "snacks," "delicacies") form the core of taste memories, complemented by behaviors like "strolling" and "checking in," constructing an integrated "food-tourism" consumption scenario. Notably, time-specific terms ("nightlife," "night view") significantly outpace "daytime," underscoring the primacy of the nocturnal experience. Environmental perception displays a contradictory nature, co-existing positive atmospheres ("lively," "prosperous," "vibrant") reflecting recognition of vitality, alongside negative evaluations ("commercialization," "noisy," "Price Gouging") pointing to concerns of overdevelopment. Embodied experiences permeate sensory dimensions: visual aesthetics ("beautiful," "scenery"), auditory shortcomings ("noisy"), and tactile limitations implied by crowding ("crowded with people").

**Emotional Analysis.** Tourist sentiment exhibits a distinct bimodal distribution: 52.3% positive evaluations stem primarily from cultural immersion (authentic ethnic experiences, architectural layering) and cost-effectiveness (value-driven services, free resources), amplified by nocturnal scene aesthetics and culinary symbolism. Conversely, 14.6% negative responses cluster around price distrust (hidden costs, perceived exploitation), experience homogenization (loss of differentiation, chain store dominance), service gaps (unprofessionalism at premium venues), and ecological concerns (waste management issues). This polarization highlights the tension between deep engagement with cultural/hedonic offerings and heightened sensitivity to commercial authenticity and environmental governance in historic district night tourism.

### 3.2 Analysis of Elements in the Nighttime Tourism Experience Scenario on Yangshuo West Street

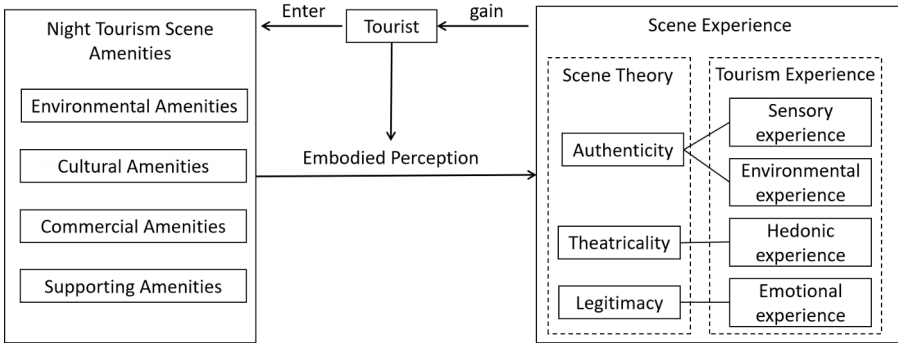
**Grounded Theory Framework.** Based on the scenario theory and employing a three-stage grounded theory coding procedure, this study categorizes comfort amenities in night tourism leisure districts into four main category according to their functional characteristics and business composition, there by constructing night tourism scenarios. An additional main category of tourism experience is established to measure tourists' nocturnal tourism experiences (as shown in table 1):

**Table 1.** The Nighttime Tourism Experience Scenario in Yangshuo West Street.

Main Category	Subcategory (Initial Category)	Specific Manifestations
Environmental Amenities	1.Natural Landscapes	Night views of Li River, mountain silhouettes, fishing lights
	2.Lighting Landscapes	Neon signs, laser shows, lantern streets
	3.Spatial Layout	Stone-paved alleys, riverside viewing platforms, cruise docks
Cultural Amenities	1.Architectural Features	Sloping tile roofs, Ming-Qing style brick houses, cantilevered balconies
	2.Performance Activities	Bar live music, folk song performances, street magic, Impression Liu San-jie show
	3.Folk Elements	Osmanthus cake workshops, oil tea tasting, Zhuang ethnic costume shops
Commercial Amenities	1.Culinary Symbols	Beer Fish, snail-stuffed dish (Tianluo Niang), Guilin rice noodles, BBQ
	2.Shopping Consumption	Cultural creative stores, ethnic jewelry, local specialty souvenirs
	3.Leisure Entertainment	Bars, escape rooms, VR experience zones, portrait sketching
	4.Accommodation Facilities	Resorts, boutique hotels, inns, guesthouses, hostels
Supporting Amenities	1.Transportation Services	E-bike rentals, Li River cruise terminals, public transport
	2.Safety Assurance	Police patrols, surveillance coverage, crowd control, order maintenance
	3.Convenience Facilities	Charging stations, free water dispensers, multilingual signage
	4.Nighttime Services	Tourist service centers, information desks, ticket offices
	5.Infrastructure	Public restrooms, accessible facilities, waste bins
Tourism Experience	1.Sensory Experience	Taste (spiciness), smell (osmanthus fragrance), hearing (music volume), touch (crowding)
	2.Environmental Experience	Physical environment, commercial/cultural atmosphere
	3.Hedonic Experience	Photo-taking, bar socializing, riverside activities, shopping, tourism services
	4.Emotional Experience	Relaxation, joy, nostalgia, anticipation

**Theoretical Integration.** This study integrates scenario theory and tourism experience theory, correlating the four comfort amenity categories distilled from preceding analysis—which constitute nocturnal tourism experience scenarios—with the category of night tourism experiences. This conceptual synthesis constructs an analytical framework for nocturnal tourism experiences in Yangshuo West Street (Figure 1). Tourists enter the nighttime tourism scene, and through the dynamic interaction of the

body, environment, and cognition, they collectively shape the nighttime tourism experience.



**Fig. 1.** Theoretical Model for Analyzing Night Tourism Experience Scenes in Yangshuo West Street.

### 3.3 Structural Characteristics of Night Tourism Experience Scene Elements in Yangshuo West Street

Eigenvector centrality analysis identifies three tiers (condensed from Table 2):

**Table 2.** Eigenvector Centrality of Night Tourism Experience Scene Elements.

Tier	Elements (Centrality)	Functional Role
Core Elements (≥0.22)	Leisure & Entertainment (0.283), Culinary Symbols (0.271), Natural Landscapes (0.252), Architectural Features (0.244), Lighting Landscapes(0.243), Hedonic Experience (0.231), Performance Activities (0.226), Folk Elements (0.217)	Primary experience drivers Cultural differentiators
Secondary Elements (0.15-0.20)	Environmental Experience (0.203), Shopping Consumption (0.192), Spatial Layout(0.183), Accommodation Facilities(0.174), Transportation Services (0.162), Safety Assurance (0.153)	Experience enablers Functional necessities
Peripheral Elements (≤0.14)	Sensory Experience (0.142), Emotional Experience (0.126), Night Services (0.18), Convenience Facilities(0.107), Infrastructure (0.097),	Experience amplifiers Quality differentiators

**Core-Periphery Asymmetry:** Core elements exert siphon effects that elevate tourist perceptions of secondary elements, while deficiencies in peripheral elements (e.g., low Emotional Experience centrality at 0.126) exacerbate negative sentiment toward core amenities.

**Experience-Functionality Nexus:** Secondary elements' centrality values (e.g., Transportation Services at 0.162) reveal their critical role as satisfaction thresholds - functional failures directly degrade experiential quality despite strong core amenities.

## 4 Conclusions and Recommendations

### 4.1 Research Conclusions

Based on integrated analysis, three core findings emerge:

(1) Scene Character Triad. Yangshuo West Street's night tourism exhibits a "resource-activity-atmosphere" structure: Natural-cultural duality (Li River landscapes, Ming-Qing architecture) forms the foundation; diversified consumption (bar-centric leisure, culinary symbols like Beer Fish) drives engagement; while polarized environmental perceptions ("lively" vs. "noisy/commercialized") trigger emotional responses.

(2) Element Hierarchy & Sentiment Bimodality. Amenity System: Core elements dominate tourist experience - leisure/entertainment (0.283 centrality), culinary symbols (0.271), and natural/architectural landscapes (>0.24) shape the core layer, while peripheral elements (e.g., sensory/emotional experience <0.14) reveal service gaps. Sentiment Polarization: 52.3% positive sentiment (driven by cultural immersion, cost-effectiveness) contrasts sharply with 14.6% negative sentiment (centered on price distrust, homogenization, service/ecological flaws), reflecting tensions in historic district transformation.

(3) Asymmetric Influence Mechanism. Core elements exert a siphon effect, elevating peripheral features into tourist cognition. Conversely, deficiencies in support elements (e.g., transportation congestion, waste management) amplify perceived risks of core amenities, undermining satisfaction. This highlights the coexistence of cultural/hedonic engagement and sensitivity to commercial authenticity/environmental governance.

### 4.2 Optimization Recommendations

#### **Element Layer: Dual-Driven Enhancement of Core Attractions and Peripheral Support**

*Fine-Tuning Core Attractions.* Culinary Symbols: Establish a Protected Designation of Origin (PDO) certification system for Yangshuo Beer Fish, and promote an "open-kitchen + digital menu" model to reduce tourists' price distrust costs. Leisure & Entertainment: Introduce composite formats such as "theme bars + intangible cultural heritage (ICH) theaters" to create the "West Street Night Show" brand, addressing homogeneity in bar performances. Performance Activities: Collaborate with universities to develop micro-performances (e.g., "Millennium West Street" light storytelling), utilizing building facades as immersive projection media to enhance the nocturnal translation of cultural symbols.

*Systematic reinforcement of peripheral support systems.* Transportation services: Implement traffic control measures by time slot, launch dedicated bus routes, and alleviate congestion on West Street's main thoroughfare and surrounding roads; Infrastructure: Adopt "tide-style" garbage bin placement and publicize garbage collection schedules to reduce nighttime exposure of waste; install multilingual smart guide posts to reduce information asymmetry in services.

**Scenario Layer: Optimizing Spatial Layout to Deepen Tourism Experiences.**

Scenario zoning management divides West Street into four themed micro-scenarios based on business clusters: “Smoke and Fire Food Market,” “Western-Style Bars,” “Folklore and Cultural Creativity,” and “Quiet Rest and Relaxation.” Visual-auditory boundary cues are created through ground murals, lighting color temperature, and soundscape design to guide visitor flow and reduce activity conflicts.

**Governance Layer: Data-Driven Governance, Shared and Co-Created by Residents and Visitors**

*Establish a UGC Dynamic Monitoring System.* Relying on the Yangshuo Cultural Tourism Big Data Center, real-time capture and analysis of keywords related to Yangshuo West Street on self-media platforms and social media are conducted to generate a “tourist experience pain point heat map,” guiding merchants in rectification and business model adjustments.

*Community-Participatory Scene Creation.* Construct a “resident-visitor shared” nighttime scene governance community. Drawing on Taiwan's “gentry co-governance” model, establish the “West Street Nightlife Council,” comprising representatives from scenic area management, local residents, merchants, tourist volunteers, and university research teams. Hold a monthly “scene roundtable meeting” to democratically negotiate business model adjustments, event scheduling, and environmental capacity, ensuring “residents do not flee, tourists do not disturb residents, and culture does not become hollow,” thereby forming a “co-construction-co-sharing” ecosystem.

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**Disclosure of Interests**

The author have no competing interests to declare that are relevant to the content of this article.

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