

Research on Chinese tourists' Preference for Football Tourism in the UK--Based on Mafengwo Data

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ABSTRACT

As the COVID-19 pandemic spread globally in early 2020, the international travel market was hit hard. The number of Chinese tourists traveling abroad has dropped significantly due to travel restrictions imposed by the epidemic. According to the Annual Report on China's Outbound Tourism 2022-2023, nearly 26 million Chinese tourists made overseas trips in 2021, down 83 percent from 2019. With the further adjustment of COVID-19 prevention and control policies, the number of outbound tourists is expected to increase significantly in 2023. As a country with a long history and rich culture in Europe, Britain is very popular among tourists. Based on one of the important factors of British tourism -- football tourism, this thesis makes an in-depth analysis of the travel preference, destination choice, travel route and other factors of Chinese football tourists to Britain. This thesis aims to provide effective theoretical support for tourism enterprises to make schedules through the analysis of travel preferences of special groups, provide reference for tourism enterprises to plan characteristic travel routes, and provide basis for sports tourists, especially Chinese football tourists to the UK free travel schedule design. This thesis also makes a preliminary discussion on the less studied direction in the current academic research field, that is, the preference of sports special groups in outbound tourism. At the same time, through the analysis of the preference of football tourists to the UK, this thesis hopes to seek more diversified tourism modes for "post-epidemic era" tourism, catering to more sports tourists and travel agencies aiming to develop "post-epidemic era" tourism routes. The content of this thesis is to analyze the preferences of Chinese football tourists to the UK. The data is based on the travel notes of Mafengwo Online Travel Agency, and the destination preference, scenic spot selection preference and satisfaction evaluation of Chinese tourists to the UK for football related tourism are analyzed by using Octopus, ROST CM6, ArcMap 10.8 and other software. Finally, the author puts forward the following suggestions to the tourism authorities on the development countermeasures of Chinese football tourism activities in the UK: first, develop football-specific tourism and choose suitable tourist destinations to experience the British football culture. Second, Give full play to the advantages of the Internet to promote football tourism with British characteristics. Third, The cooperation in transportation and sports should be taken into account in economic and cultural exchanges between the two countries.

KEYWORDS

Britain; Football tourism; Tourist destination; Travel preference

1. INTRODUCTION

1.1. Background to the study

According to the "China Football Fans Marketing Value Report 2022" released by Fastdate, an authoritative statistical technology enterprise, there are nearly 300 million "broad football fans" in China, with 8.7 million die-hard fans, which is still the world's most valuable football consumer

market. With the improvement of national living standards and the increasing influence of football, the prospect of football-themed outbound tourism activities is promising.

Secondly, the influence of the English Premier League in China is increasing. The English Premier League (EPL) is the highest professional football league under the English Football Association. The Premier League is known for its fierce rivalry and strong competitiveness, with more than five teams maintaining the competitive edge in the championship all year round. Combined with the successful commercial operation of the Premier League, the influence of football stars and the Chinese capital background, the Premier League has become the most popular football league among Chinese fans after the 21st century, and is also recognised by international fans as the "No. 1 League in the World".

Meanwhile, in the distribution of clubs to which players belong in the 2022 Qatar World Cup announced by FIFA, the English Premier League contributed 134 Qatar World Cup players, far more than the second place La Liga's 83 players, occupying the first place on the list. From this aspect, it can also be seen that the English Premier League is the world's top, the largest number of stars, the most competitive football league, for football fans, the English Premier League is the "pilgrimage to the first choice", for researchers also has a high research value.

In addition, the United Kingdom has rich tourism and cultural resources with special characteristics. In terms of football tourism, the UK has a deep football culture and a long history of clubs, and several big football clubs have their own "die-hard fans" in major cities in China. In addition to football cultural tourism, the historical sites in London and Scotland, the charming coastline in the south, in-depth tours to famous schools, and tours to the Scottish Highlands are also favoured by tourists on the MaHive platform. Therefore, there is a strong need to study the theme of football cultural tourism and other cultural linkages, and to enrich the study of traveller preferences.

1.2. Significance of the Study

At present, there is a lack of academic research on outbound football tourism activities in China, and research on football tourism with the UK as a destination is even rarer. Based on the author's understanding of and interest in British football culture, coupled with the research methodology learnt in the field of management studies, he hopes to conduct a preliminary study on Chinese football tourism visitors to the UK, and to make an academic contribution to various aspects of tourism preference and destination management.

In addition, in the UK travel itineraries released before the epidemic by large Chinese online travel platforms such as Ctrip, Where to go and Touniu, some of them would cover football elements such as the Old Trafford stadium in Manchester and the souvenir shop of Liverpool FC, but very few football-themed travel products appeared. Therefore, by analysing the preferences of football tourists, it is possible to plan football-themed UK tour itineraries in more detail, arrange the destinations more reasonably, and incorporate related experiences such as watching matches and visiting clubs, so that the itineraries will be more sports-oriented, and Chinese tourists will also be able to experience the unique and fascinating football culture in the process of conducting cultural tourism in the UK. At the same time, as part of sports tourism, cross-border sports exchange and learning activities are an opportunity for Chinese sports practitioners to learn from the world's advanced sports countries, as well as a symbol of friendship between the two countries. This paper hopes to give football-related practitioners a reference for conducting football tourism in the UK in the areas of destination selection and tourism satisfaction evaluation.

1.3. Research Methodology

1.3.1. Literature analysis method

Literature analysis method, that is, a research method in which the researcher collects the literature that fits the research direction through various channels, summarises the general rules and puts

forward his or her own viewpoints. This paper summarises and analyses the literature related to sports tourism, football tourism in the UK, and tourists' preferences by summarising the literature and formulating the research plan and overall framework of the thesis.

1.3.2. Content analysis method

Content analysis means that the researcher takes the content of the text as the starting point and digs deeper into its inner meaning so as to carry out interpretative analysis. In this paper, the text is collected by Octopus Collector, after which the data is manually processed and screened, and the text is analysed in detail by combining with ROST CM6 software to study the travel preferences of Chinese football tourists to the UK.

1.3.3. GIS spatial analysis methods

GIS, short for Geographical Information System, translated into Chinese as Geographic Information System, is an important research tool in the field of spatial geography and human geography. In this paper, we mainly use ArcMap 10.8 to carry out spatial analysis, to more intuitive geographic data for line design, tourism city agglomeration research and other directions to provide a theoretical basis for the paper.

2. LITERATURE REVIEW

2.1. Current Status of Tourism Destination Research

Foreign research on tourism destinations is relatively old. Hunt argues that tourists' perceptions of a destination can have a significant impact on the region's ability to be developed [1]. Crompton emphasises that destination image is the sum total of people's perceptions, impressions, and feelings about a particular destination [2]. Uysal et al. argue that tourism is one of the world's few industries that can integrate a diverse range of cultural destinations [3].

Earlier Chinese scholars such as Zhao Xiping proposed the time series method, regression modelling and Delphi method to measure demand for destinations [4]. Li Weina further argues the importance of destination management, arguing that with the development of tourism, people prioritise the choice of destination when travelling, replacing the former trend of prioritising product type [5]. Zhao Zhengyuan et al. argued that tourism destinations, because of their inherent high level of integration, often require research that encompasses a variety of fields such as tourism, geography, sociology, etc. [6]. Huang et al. review the evolution of destination research and suggest the importance of methods such as network analysis and information mining in future destination research [7].

Therefore, the author believes that there are many entry points for the study of tourism destinations, and the research on tourism destinations has developed more maturely both at home and abroad. This paper focuses on the choice and preference of British football tourism tourists for destinations, and argues that under the influence of multiple factors, tourists should first consider the influence of the destination and the multiple destinations of the optimal choice of routes in their British football tourism, so that they can experience the diversity of British football culture in a more comprehensive and convenient way.

2.2. Current Status of Sports Tourism Research

Liu Jie is the earliest scholar in China to make in-depth analysis on the concept, resources and development of "sports tourism" [8]. According to Wu Fear, sports tourism is a form of travelling away from one's usual place of residence for participation, observation and so on [9]. According to Cheng Banana, sports tourism is a form of tourism in which people leave their permanent residence to participate in sports activities for the purpose of watching, participating or reminiscing, so as to obtain a leisure tourism experience, which may involve commercial behavior [10].

Early on, Standeven and De Knop proposed an elegant definition of sport tourism as "the experience of physical activity in relation to the experience of place" or "the two-dimensional experience of physical activity in relation to a specific environment" and argued that sport tourism can be a passive form of participation in physical activity. It is argued that sports tourism can be a form of passive participation in sports activities [11]. Sport tourism can also be defined in the temporal and spatial dimensions, and Rheenen et al. have elaborated the concept of sport tourism more specifically in the temporal and spatial dimensions. Rheenen et al. consider the temporal dimension of sport tourism as "sport tourism activities that take place more than 24 hours away from the place of permanent residence", taking into account the specificity of sport tourism; at the same time, they also emphasise the importance of the spatial dimension in sport tourism, considering sport tourism as travel away from the home environment [12].

Gao Zhuang [13], Peter et al. [14] Empirical research on sports tourism using football tourism as a starting point. With the Beijing Winter Olympics, more and more scholars have also begun to study ice and snow sports tourism. For example, Wang et al. [15], Xu Heng et al. [16] studied the development of ice and snow tourism in various provinces and cities after the Winter Olympics by analysing the cascade effect brought by the Beijing Winter Olympics.

Football tourism is one of the manifestations of sports tourism. Currently there are more diverse foreign studies on football tourism, with a particular focus on Premier League-related tourism. McManus argues that football tourism is about leaving one's usual place of residence to participate in active or passive football-related experiences, either as a primary or secondary purpose [17]. Tobar et al. devote themselves to the study of English Premier League tourism as an emerging academic phenomenon, and discuss stadium tourism, team culture for tourism, tourism and local fan inclusiveness, among many other issues. At the same time, they also compare the tourism model of Premier League clubs with that of Bundesliga clubs, and study the innovative marketing model of tourism for European clubs in the context of the epidemic [18]. Edensor et al. study fans' tourism experience of stadiums in terms of the detailed dimensions of tourism evaluations, and they argue that people tend to ignore the stadium experience and focus on the match experience, but that an emphasis on the stadium experience is more conducive to attracting a wider range of tourists, including those who would otherwise have been attracted to the stadium. Wide range of tourists, including those who would not otherwise engage in sports tourism [19]. Rudkin et al. examined the economic impact of international visitor spending on the Premier League [20]. Oliveira et al. also recognised the potential of forms of football cultural heritage, football space tours, etc. in future football tourism in their study [21].

Based on the above studies, the author believes that sports tourism is a sport-related tourism activity that takes place more than 24 hours away from the place of permanent residence, and can take various forms, including watching matches, visiting sports facilities, and visiting museums and souvenir shops, among others. In this case, sports tourism activities can be passive participation. Football tourism is an important part of sports tourism, in the academic level, many scholars' research also cut into the British football tourism from different perspectives, involving the stadium experience, team culture, tournament experience, etc., which are the core elements of the British football tourism research direction with high value.

2.3. Tourism Preferences and Tourist Satisfaction Current Situation

A comprehensive review of the literature shows that the starting points of domestic and foreign research on tourism preference are different. Domestic scholars are more inclined to study the deep concept of "tourism preference", while foreign scholars pay more attention to specific models and empirical studies [22]. Jiao Yan believes that tourism preference is a perceptual concept, and stresses that the concept is the degree of interest of tourists in each tourism product under the premise of unlimited economic income [23]. Bai Kai et al. believe that tourism preference is a psychological

tendency towards tourism destinations and products, which is specifically expressed at the cognitive level [24]. Ying Liu mentions that tourism preference has a wide range, including marketing, consumer behaviour, consumer psychology and other fields [25].

Foreign scholars are more mature in the field of tourism preference research and use a variety of methods. Earlier, Divisekera established an international tourism demand model [26] to study international tourism consumer preferences and provide strategic advice on destination selection. Yong Kun Suh et al. studied the international tourism preferences of South Korean tourists, and concluded that tourists from this country place more emphasis on cultural attributes for intercontinental travel, and on shopping attributes for peripheral travel [27]. Alexandros et al. analysed tourists' travel preferences for two attractions in Greece through a logit model. Alexandros et al. analysed tourists' travel preferences for two attractions in Greece through a logit model to provide guidance for scenic spots [28]. Kim et al. analysed tourists' preferences for shopping during tourism using a decision tree approach [29].

Therefore, the author believes that tourism preference is the unique degree of personal preference of travellers for tourism destinations or tourism products, which can be manifested in shopping consumption, destination evaluation, willingness to revisit and other aspects. In terms of research value, tourism preference research is also more important for travellers' destination choice, purchase intention and so on.

In the research of tourist satisfaction, foreign scholars began to study the related field as early as in the 1970s. Pizam believes that tourist satisfaction is the degree of comparison between tourists' experiences and expectations after they have been travelling [30]. Tribe et al. put more emphasis on the relationship between the experience during the travelling process and the expectation of travelling in the definition of tourist satisfaction [31]. McDougall et al. believe that there is a greater relationship between satisfaction and tourist spending, and that tourists evaluate their satisfaction based on the comparison of actual travelling gains and spending. McDougall et al. argue that satisfaction is more related to tourist spending, and that tourists evaluate tourist satisfaction on the basis of comparing the actual tourism gains and spending [32]. Lee takes the Korea-Japan World Cup as a research object to explore the relationship between destination image and tourist satisfaction. At the same time, he also suggested that tourist satisfaction with the Korea-Japan World Cup is also related to the experience of watching the matches on-site [33]. Bosque et al. studied the relationship between customer satisfaction, customer loyalty and expectations with travel agencies as the research object, and suggested that the expectations of tourists are an important base variable for satisfaction [34].

Shen Xiangyou cuts from the perspective of service quality and studies the relationship between it and satisfaction [35]. Wan Xucai et al. divided domestic tourists regionally to study the satisfaction evaluation of Nanjing by tourists from different places [36]. Lian Yi et al. conducted an empirical test of tourist satisfaction in Guilin by constructing a causal model of tourist satisfaction [37]. Ma Tian considers tourist satisfaction as a criterion to be emphasised in the concept of tourism experience, and the former represents an evaluation of the latter's degree of merit [38].

It can be seen that there are multiple factors affecting customer satisfaction, as well as a strong correlation with pre-tourism, during-tourism, and post-tourism evaluations. Tourists can be influenced by multiple factors such as destinations, shopping, attractions, spending, expectations, and other factors that affect their travel satisfaction. At specific times, such as major sporting events, the experience of watching the game, the stadium facilities, and even the winning or losing of the team supported can even affect the satisfaction rating of sports tourists.

3. RESEARCH DESIGN

3.1. Overview of Tourism in the UK

3.1.1. Tourism in the UK

The United Kingdom, known as the United Kingdom of Great Britain and Northern Ireland, is located in the British Isles in the north-west of the European continent and is divided into four parts: England, Scotland, Northern Ireland and Wales. The UK is a highly developed capitalist country and one of the four largest economies in Europe. In addition to tourism, the United Kingdom has a global reputation for its influence in the fields of finance, history, sports, culture and education.

The United Kingdom is an important tourist destination in Europe, and the classic tour routes include "London Tour", "Tour around London", "Famous School Tour", "England, Scotland Multi-Day Tour" and so on. England and Scotland Multi-Day Tour" and so on. As of 2019, there are 32 World Heritage Sites in the United Kingdom that have been approved by UNESCO for inclusion in the World Heritage List, ranking eighth in the world.

The United Kingdom has a long history of tourism, with not only historical and cultural attractions, but also many natural destinations. Famous attractions include Big Ben, the Tower of London, the Palace of Westminster, Buckingham Palace, the White Cliffs of Brighton and the Lake District National Park.

3.1.2. Football Tourism in the UK

The United Kingdom is the birthplace of modern football, with annual football club leagues such as the English Premier League and the Scottish Premier League. The English Premier League (EPL) is one of the most prestigious football leagues in the world. According to Expedia, the world's largest online travel company, London (20 per cent), Manchester (20 per cent) and Liverpool (11 per cent) are among the top five destinations in the world for football travellers in 2022, along with Barcelona (30 per cent) and Madrid (20 per cent), with three of these cities in the UK.

The UK has a strong football heritage and football history and culture, and the traditional powerhouse clubs have an early start in football tourism. Manchester United opened tours of Old Trafford in 1998 and reopened the team's museum [39] that year. Liverpool FC commercial manager Cardisi believes that history is not an important factor in the development of professional clubs, but more importantly in the club's own value, Liverpool FC has committed to creating the "Dream Anfield" tourism programme in recent years, leading travellers to experience the club's culture first-hand and interact with the athletes intimately. In 2015, Chinese tourists also ranked first in the number of tourists in this programme [40].

The 20 teams in the Premier League for the 2022-2023 season are mainly located in the Greater London area, Manchester, Liverpool and other cities, with a proportion of teams located in the centre of England and some northern cities and counties. The distribution is generally characterised by strong aggregation but more dispersed regions. The English Premier League has a promotion and relegation system, which means that three teams in the Premier League will be relegated to the second tier of the Championship every season, while three teams will be promoted from the second tier of the Championship. However, in recent years, the six traditional strongest teams in the Premier League (Manchester United, Manchester City, Liverpool, Chelsea, Arsenal, and Tottenham Hotspur) have not been "relegated", and the bottom three teams in the league each season are relatively unimportant for research purposes. Therefore, this paper will also focus on the 2022-2023 Premier League teams and their regions as the focus of the research, in-depth study of Chinese tourists to the United Kingdom to participate in football tourism activities crowd preferences.



Figure 3-1. Distribution of Premier League teams for the 2022-2023 season
 (Image source: Chinese football authoritative media platform "Zhiqudi")

3.2. Data Collection and Collation

3.2.1. Data collection

The purpose of this paper is to analyse and study the preferences of Chinese tourists travelling to the UK for football tourism activities in the form of online travelogues. Therefore, the data from several large-scale travel OTA platforms in China are of value for this study. By carefully reading travelogues about the UK on major travel OTA platforms and comparing them, it was found that the travelogues on the Hornet's Nest platform were the most comprehensive, and the tourists' writing level was also higher. As of 15 February 2023, there are 14,812 related travelogues about the UK on the platform, which is a large amount of data. The vast majority of these travelogues can be extracted to the tourists' travelling cities, total expenses, companionship methods, etc., and in the body of the travelogue can be extracted through the ROST CM6 software to meet the research direction of this paper's textual data, which can also more fully reflect the tourists' various travel preferences, such as transport modes, destinations, attractions selection and so on. Therefore, this paper chooses the platform of Hornet's Nest as the source website of the data.

3.2.2. Data processing

"Octopus Collector" is one of the software used in the data processing of this paper. Open "Octopus Collector", copy the URL of the travelogue of the United Kingdom in Hornet's Nest.

After getting 5000 initial travelogue text data, it is necessary to process them manually. Since the 5000 travelogues are text data of Chinese tourists travelling to the UK, including but not limited to "football tourism", the author takes the following steps in data classification: (1) Search for the keywords "stadium", "football", "English Premier League" in the Excel system filter, and get 830 pieces of data, "football", "Premier League", a total of 830 data. (2) The 830 data were de-weighted and then read in detail to eliminate the travelogue text that did not conform to the concept of "football tourism". For example, some tourists mentioned football in their travelogues, but there was only one time when they mentioned something unrelated to "football tourism", such as "When it comes to the UK, many people may only think of football". (3) Finally, 510 travelogue texts with a high degree of

relevance to football tourism in the UK were obtained. They include watching football matches, visiting stadiums, buying souvenirs, visiting football museums, and so on, and a small number of travelogues are about the whole football tourism activities. The contents of the travelogues are in line with the direction of the study, and there are various forms of travelling, which are of high research value.

Subsequently, the text of the travelogues was subdivided into words using ROST CM6, which is one of the few social computing platforms in China to assist in the analysis of dissertation research, and which is also the main tool used to analyse the travelogues in this paper. First of all, it is necessary to use the software to split words in the body of 510 travelogues. The most critical step is to select the feature words before the word separation. The text of the feature words is customised, and after identifying the feature words, they can be entered into the "custom word list" in the "Tools" section of the ROST CM6 software in order to allow the computer to identify the feature words and merge them into a single word. In addition, in order to better facilitate the research of each research object, the author classifies all the feature words when summarising the feature words, so that the required word frequency data can be extracted more quickly in each word frequency analysis. 298 feature words are classified and listed as follows:

Football: 49 words in total. The main collection method is to list 20 English Premier League clubs and 20 home stadiums of the clubs and Wembley, the home stadium of the England representative team. In the subsequent text analysis, the author will merge the data of different expressions of the same destination, such as merging "Manchester United Stadium" and "Old Trafford", "Arsenal Stadium" and "Emirates Stadium". "Manchester United Stadium" and "Old Trafford", "Arsenal Stadium" and "Emirates Stadium", and so on. Table 3-1 shows the categorised feature words for "football".

Table 3-1. Characteristics of the "football" classification.

form	term (e.g. technical term)
a football	Wembley, Emirates Stadium, Etihad Stadium, Old Trafford, Manchester United Stadium, White Hart Lane, St James' Park, Anfield Stadium, Express Community Stadium, Brentford Community Stadium, Craven Cottage, Stamford Bridge, Villa Park Stadium, Selhurst, Molineux, Elland Road, Goodison, CITY Ground, King Power Stadium, London Bowl, Dean Court, St Mary's Millennium Stadium, Rangers, Celtic, Arsenal, Manchester United, Manchester City, Tottenham Hotspur, Newcastle, Liverpool, Brighton, Brentford, Fulham, Chelsea, Villa, Crystal Palace, Wolverhampton Wanderers, Leeds United, Everton, Nottingham Forest, Leicester City, West Ham United, Bournemouth, Southampton, Liverpool Stadium, Tottenham Hotspur Stadium, Arsenal Stadium, Celtic Rangers

Website source category: 18 words in total. The main collection method is to read 50 travelogue texts and collect words in this category. At the same time, some domestic travel and short video platforms are also added into this category. Table 3-2 shows the feature words of "website source".

Table 3-2. Characteristics of the "Website Source" Category

form	term (e.g. technical term)
Website source	Tips, Travelogue, Colorful, Ctrip, Audemars Piguet, airbnb, Tuniu, Where to go, Little Red Book, Shake, Poor Traveller, Skytour, agoda, Lonely Planet, Catwalk Eagle, Mabee's Nest, Taobao, News & Reviews

Major cities category: 26 words in total. The main collection method was to read 50 texts and collate the words of the cities, and to add the cities of the main tourist routes on the official website of VisitBritain. Table 3-3 shows the characteristic words of the "main cities" category.

Table 3-3. Characteristic words in the category "major cities"

form	term (e.g. technical term)
major city	London, Brighton, Rochester, Leeds, Bath, Oxford, Southampton, Liverpool, Portsmouth, Preston, Plymouth, Sunderland, Sheffield, Bristol, York, Aberdeen, Cardiff, Coventry, Edinburgh, Newcastle, Birmingham, Manchester, Glasgow, Cambridge, Nottingham, Belfast.

Main attractions category: 51 words in total. The main collection method was to read 50 travelogue texts and extract key words related to attractions. The main method is to read 50 travelogue texts to extract the key words about attractions, and log on the official website of the British Tourist Authority to add the feature words of attractions in the main travel routes. Table 3-4 shows the characteristic words of "main attractions".

Table 3-4. Characteristics of the "Main Attractions" category

form	term (e.g. technical term)
Main Attractions	Buckingham Palace, Big Ben, River Thames, St Paul's Cathedral, British Museum, Tower Bridge, Westminster Abbey, London Eye, Stonehenge, Army Museum, Madame Tussaud's Wax Museum, Hyde Park, Greenwich, Lake Windermere, Kensington Palace, Trafalgar Square, Windsor Castle, Houses of the Scottish Parliament, 10 Downing Street, Edinburgh Castle, Princes Street, Calton Hill, Royal Mile, Football Museum, Loch Ness, Houses of Parliament, River Cam, King's Cross Railway Station, Cambridge University, Oxford University, White Cliffs of Brighton, Castle Howard, St Mary's Church, Regent Street, The Shard, Globe Theatre, Rands Corner, Wimbledon, Highclere, City of York, The Train Museum, The Highlands of Scotland, Bicester, Darcy Manor, The Roman Baths, The Rotunda, The Lake District National Park, The Bridge of Sighs, Fairy Pool, Nottingham Industries, White Cliffs of Dover, Southampton Harbour

Motivation category: 44 words in total. The main collection method is to read 50 travelogue texts and extract the keywords of motivation. Similar to the previous article, the author will integrate the data of different expressions of the same motive, such as "Harry Potter" and "Harry Potter". Table 3-5 shows the characteristic words of "motivation" type.

Table 3-5. Characteristic words in the category "Motivation"

form	term (e.g. technical term)
locomotive	Harry Potter, Jay Chou, Ming Ming, football, take you on a trip, flowers and teenagers, travelling, wedding, photography, variety, English Premier League, clubs, history, scenery, beauty, photo shoots, novels, pound devaluation, pilgrimage, beliefs, culture, exchange rate, ball games, sports, stadiums, study abroad, Beckham, Bean, West, Golden Week, November, winter holidays, summer holidays, study, interest, leisure, off-season, going abroad, Harry - Porter, honeymoon, luxury, short break, holiday, self-drive

Transport: 53 words in total. The main collection method is mainly in the form of classification. Words for airport types mainly list the major airports in China and the United Kingdom. Airlines are listed as airlines with commercial flights to and from the two countries and their transit places. Other general transport words were extracted by reading the texts of 50 travelogues. Table 3-6 shows the classified feature words of "transport".

Table 3-6. Characteristic words for the category "traffic".

form	term (e.g. technical term)
liaison	Heathrow, Dubai, Doha, connecting flights, direct flights, trains, transfers, Abu Dhabi, self-drive, aeroplanes, horseback riding, buses, coaches, buses, metro, trams, taxis, walks, boat rides, British Airways, Qatar Airways, Etihad Airways, China Southern, Air China, China Southern, China Eastern, China Eastern, Hainan Airlines, Emirates, Singapore Airlines, Cathay Pacific, British Airways, car hire Bicycle, Cycling, Turkish Airlines, Lufthansa, KLM, Ships, Ferries, Airports, Harbours, Manchester Airport, Liverpool Airport, Edinburgh Airport, Glasgow Airport, Pudong Airport, Beijing Airport, Hong Kong Airport, Baiyun Airport, Shuangliu Airport, Horse Riding

Satisfaction evaluation type: 57 words in total. The main collection method is through reading 50 travelogue texts for satisfaction evaluation type word extraction. In the following text analysis, the author mainly selects the top 15 words in terms of positive and negative evaluation. Table 3-7 shows the classification of "satisfaction evaluation" feature words.

Table 3-7. Characteristics of the "Satisfaction Evaluation" Category

form	term (e.g. technical term)
Satisfaction rating	Recommended, like, good, very good, cheap, shocking, beautiful, pretty, enthusiastic, special, appreciated, best, safe, natural, romantic, cosy, comfortable, smooth, amazing, suitable, free, worthwhile, speciality, happy, tasty, famous, nice, good-looking, art, dream, dream, pilgrimage, not good, bad, poor experience, pity, regretful, can't, mustn't, give up, didn't think of, didn't know, helplessness, Regret, danger, fear, accident, nervousness, can't, cold, not as good as, too small, crowded, narrow, expensive, outrageous, no, wasteful

3.2.3. Data analysis

The word frequency analysis for each research direction was performed and the research data was obtained. Subsequently, GIS spatial analysis is carried out. In this paper, the kernel density analysis of GIS spatial analysis is carried out mainly with the help of ArcMap 10.8. Kernel density analysis refers to calculating the distribution of the entire regional dataset based on the dataset of the input elements. As the number of cities visited by Chinese football tourists to the UK is large and the distribution is relatively dispersed, it is necessary to carry out kernel density analysis of the main mentioned cities using word frequency data. There are three main types of data in the study, namely, word frequency of Chinese football tourists to the UK travelling to each major city, word frequency of travelling to each scenic spot location and word frequency of travelling to each club location. Firstly, the cities and word frequencies included in the three types need to be organised into an Excel table. Find and collect the latitude and longitude of the cities and regions from and organise the UK base map. Next, convert to X and Y axis data and perform kernel density analysis.

4. RESULTS AND ANALYSES

4.1. Analysis of Tourist City Destinations

The choice of tourist destinations is an important reference value for tour route managers. The word frequency analysis of Chinese football tourists to the UK travelling to each city is shown in Table 4-1.

Table 4-1. Word Frequency Analysis of Chinese Football Tourists to UK by Major Cities

municipalities	word frequency	municipalities	word frequency
London, capital of United Kingdom	5830	Brighton	107
Edinburgh, capital of Scotland	1763	Belfast	106
Manchester	1033	Bristol	88
Oxford (city in England)	981	Sheffield	57
York	773	Nottingham (city in England)	46
Cambridge	768	Coventry	17
Liverpool (England)	699	Aberdeen (city on east coast of Scotland)	13
Bath city in southwest England	365	Portsmouth, southern English seaport	11
Glasgow, Scotland	290	Cardiff	9
Newcastle (place name)	150	Preston	3
Birmingham	125	Sunderland	2
Leeds	124	Rochester	1

From the data, it can be seen that London (5830) is the city with the highest frequency obtained from the 510 data. In addition, cities in the Scottish region such as Edinburgh (1763) and Glasgow (290) both ranked higher in word frequency. The Scottish region is not prominent in terms of football standards and is relatively north of the border, but the high frequency of city mentions reflects the fact that the Scottish region is a relatively important player in the UK travel itinerary. Of the major cities with high levels of football clubs, Manchester (1033) and Liverpool (699) were also mentioned relatively frequently. Oxford (981) and Cambridge (768), traditionally more popular 'university' destinations in the UK, ranked 4th and 6th respectively, are also key destinations for football tourists.

Several historic cities, such as York (773) and Bath (365), are also chosen by many football tourists. The football clubs in these cities are always in the lower leagues, but considering the attractiveness of the attractions and the accessibility, these cities are still popular among Chinese football tourists to the UK.

At the same time, the author here comparatively analyses 510 general travelogues that do not mention football-related terms. Among them, London (5947), Edinburgh (2086), Oxford (1293), Cambridge (1221), York (1136), Bath (845), Glasgow (447), Liverpool (341), Manchester (311), and Brighton (255) are the top 10 cities in terms of word frequency.

From this, we can summarise the main destination selection characteristics of Chinese football tourists to the UK: 1. "Football city" tour characteristics are obvious. From the charts and comparisons, it can be seen that Chinese football tourists to the UK visit cities where major clubs gather, such as Manchester and Liverpool, with a significantly higher word frequency than ordinary tourists. The word frequency of football tourists going to Manchester is more than three times of that of ordinary tourists going there. 2. The word frequency of touring cities with famous historical cities and schools is not as high as that of ordinary tourists, but there are still more word frequencies. Historical cities such as Edinburgh and York, and cities with famous universities such as Cambridge and Oxford are more favoured by ordinary tourists. Football tourists visit the above cities less frequently than ordinary tourists, but still regard them as important tourist destination cities.

In order to present a more intuitive picture of Chinese football tourists visiting major cities in the UK, this paper presents the data by means of kernel density analysis, London is the city with the highest kernel density value, and the two major points around London with relatively high kernel density values are the cities where Oxford and Cambridge are located. The travel routes formed by London,

Oxford and Cambridge are also the traditional destinations for "three-day tours around London" and "university tours". London is the first choice for both football tourists and ordinary travellers. The central part of the UK is mentioned more often in the text, and also has its own special characteristics. The two 'football cities', Manchester and Liverpool, are closer and more frequently mentioned, making them ideal football destinations. The two 'historic cities' of Bath and York are also located in the Midlands. These four cities are representative of the destinations in the Midlands. Although football tourists do not visit the 'historic cities' as often as regular tourists, they are also important destinations for football-specific itineraries when time permits. Cities in the North with higher hotspots are mainly in the Scottish region, with Edinburgh and Glasgow as the two major cities as destinations. However, city analyses are not sufficiently representative of tourists' complete destination preferences. The Lake District National Park in the north-central part of the UK and the Scottish Highlands in the north do not have cities as destinations, but are mentioned more frequently. Therefore, it is necessary to carry out a kernel density analysis of the regions where each destination is located in the attraction word frequency analysis below, to more completely represent the destination choice preferences of Chinese football tourists to the UK.

4.2. Analysis of Tourist Attraction Destinations

4.2.1. Word frequency analysis of attractions visited by Chinese tourists

Analysing the frequency of visits to major attractions by Chinese football tourists to the UK can effectively reflect the preference of this group of tourists for each attraction in the UK, so as to more accurately conduct destination research. Table 4-2 shows the frequency of Chinese football tourists travelling to the UK to visit each major attraction.

(1) Integration of culture and nature

The UK has a rich and diverse range of tourism resources. There are many cultural types of tourist attractions, with the historical monument type being more prominent. Analysed from Table 4-2 and the text, the City of York (773), the historic sites scenic spots in the London area, Edinburgh Castle and its nearby ancient city, and the historic sites in Cambridge, Bath and other cities are widely favoured. In addition, famous universities and their associated attractions had equally high word frequencies. Oxford and Cambridge, two of the world's top academic institutions, are represented among the famous schools visited by this group of tourists, while famous school attractions such as the Bridge of Sighs (69) and the River Corn (40) are also an important part of cultural tourism. Meanwhile, the UK nature type attractions represented by the Lake District National Park (474) and the Scottish Highlands (393) are similarly ranked high in the word frequency. It can be concluded from the analysis that both natural type tourist attractions and cultural type tourist attractions in the UK are favoured by Chinese football tourists to the UK, and the tourist attractions are highly selective.

Table 4-2. Frequency of visits to major attractions by Chinese football tourists to the UK

place of interest (tourism)	word frequency	place of interest (tourism)	word frequency
Yorktown (English city)	773	Tower Bridge, London	95
Windsor Castle	633	skyscraper	92
Lake District National Park	474	River Thames	87
Scottish Highlands	393	Wimbledon open tennis championship	72
Big Ben	325	Bridge of Sighs	69
Lake Windermere	318	National Football Museum	66
Westminster Abbey, London	312	St Paul's Cathedral	58
Hyde Park (London)	311	Regent Street	55
British museum	305	refers Greenwich mean time	49
Buckingham Palace	134	Cornwallis	40
Stonehenge	195	The Royal Mile	35
London Eye	179	piazza	27
Edinburgh Castle	171	St Mary's Church	22
Carlton Hill, capital of New Zealand (Tw)	149	Train Museum	17
Bicester Shopping Village	119	Darcy Estate	16
Princes Street	117	Madame Tussauds wax museum	11
Kensington Palace	115	Castle Howard	10
King's Cross railway station	112	Universal Theatre	6
Scottish Parliament Building	107	parliament building	5
University of Oxford	105	Roman baths	3
Loch Ness	104	10 Downing Street	1
University of Cambridge	97	Rands Corner, Papua New Guinea	
Trafalgar Square (London)			

(2) London and neighbouring attractions have greater appeal

As the capital and the political and economic centre of the UK, as well as the largest transport hub city in the UK, London has a more prominent position in the tourism industry. As can be seen from Table 4-2, the attractiveness of attractions in the London area is strong, with mainly cultural attractions, represented by Windsor Castle (633), Big Ben (325), and Westminster Abbey (312); and natural attractions with Hyde Park (311), Stonehenge (195), and so on.

(3) Scotland is full of popular attractions

Cities and attractions in the Scottish region appear more frequently and are important in the destination choices of the group of Chinese football tourists to the UK. Table 4-2 shows that Scottish scenic spots represented by the Scottish Highlands (393) are very popular among Chinese football tourists to the UK. In addition, a number of attractions located in two major Scottish cities, Edinburgh and Glasgow, also ranked high in word frequency, such as Edinburgh Castle (171) in the city of Edinburgh, Calton Hill (149) and the Scottish Parliament Building (112) in Glasgow.

4.2.2. Summary of Frequency Counts by Area of Major Attractions

By analysing the word frequencies of the regions where each major attraction is located, it can effectively echo the word frequency analysis of the destination city preference of this group of tourists in the previous section, and study the tourists' destination preference in a more complete way, as shown in Table 4-3.

Table 4-3. Summary of Frequency Counts for Areas of Major Attractions

Area of interest	Total word frequency	Area of interest	Total word frequency
London, capital of United Kingdom	3235	Brest (the most Western French town)	140
York	801	Glasgow, Scotland	118
Cumbria (Lake District)	792	Oxford (city in England)	107
Inverness (Highland)	498	Manchester	66
Edinburgh, capital of Scotland	320	Bath city in southwest England	32
Cambridge	213	Derbyshire	16

As can be seen from Table 4-3, the London region (3235) continues to have the most popular attractions for this group. Cumbria (792) and Inverness (498), which are not large cities in the UK, ranked highly in the attraction location summary due to their unique natural beauty and two world-famous attractions, the Lake District and the Highlands. In addition, Bicester (140), home to the Bicester Shopping Village, is also ranked in the region of interest summary, reflecting the shopping preferences of this group of visitors.

4.2.3. Analysis of nuclear density in areas where attractions are located

The two main attractions, the Highlands but not the Lake District, are the most important to focus on in the scenic frequency summary. Cumbria, where the Lake District is located, is situated in the centre of the UK, and can form line links with cities such as Manchester, Liverpool and Bath, which appear more frequently in the city word frequencies, and which can also be linked to a certain extent with football club visits and match watching. As for Inverness (Highlands), which is located in the north of England, given that the two major Scottish cities, Glasgow and Edinburgh, have a higher word frequency among Chinese football travellers to the UK, the attractions in the Scottish region are also important choices if the trip time is generous.

4.3. Analysis of High-Frequency Words for Football-Related Tourism Activities of Chinese Tourists to the UK

4.3.1. High-frequency words for Chinese tourists travelling to the home stadiums of English Premier League clubs

China Analysing the high-frequency words of Chinese football tourists to the UK travelling to the home stadiums of each club of the English Premier League teams can most directly reflect the group's preference for each major stadium. Table 4-4 shows the high-frequency words of Chinese football tourists to the UK travelling to the home stadium of each club in the English Premier League.

The Old Trafford Stadium (360), home of Manchester United FC, also outperforms other clubs' home stadiums in the word frequency rankings by a wide margin due to the club's deep roots and exclusive popularity among the Chinese fan base. The Emirates Stadium (91), home of Arsenal FC, and Wembley Stadium (66), home of England's representative team, as well as Stamford Bridge Stadium (37), home of Chelsea FC, are the stadiums with higher word frequencies in London. This can be analysed to show that the home stadiums of several traditional powerhouse clubs are the stadiums that mainly attract this group of visitors.

Table 4-4. High Frequency Words for Travelling to the Home Grounds of Premier League Clubs

Course Name	word frequency	Course Name	word frequency
Old Trafford Stadium	360	Etihad Stadium	13
Emirates Stadium	91	King Power Stadium	4
Wembley Stadium	66	Millennium Stadium	4
Stamford Bridge	37	Goodison Field	3
St Mary's Stadium	33	Villa	2
Tottenham Hotspur (White Hart Lane) Stadium	30	Wolves (Molyneux)	2
Anfield (football)	23	Fulham (Craven)	2

4.3.2. Analysis of high-frequency words by club in travelogue

Table 4-5. High Frequency Words for Each English Football Club in the Travelogue

Team name	word frequency	Team name	word frequency
Manchester United Football Club	352	Bournemouth, UK	11
Liverpool (England)	317	Wolves (political party)	10
Arsenal (name)	164	crystal palace	8
Manchester City football club	151	West Ham United	5
Chelsea	110	Fulham	2
Tottenham Hotspur (city in France)	52	Rangers	2
Southampton	33	Aston Villa	2
Brighton	33	Leicester City	1
Everton (town in northwest England)	27		

Manchester United (352) also ranked first among the high-frequency words for each club in the travelogue. The "traditional six giants" - Manchester United, Liverpool, Arsenal, Manchester City, Chelsea and Tottenham Hotspur - were ranked one to six, which shows the club preferences of Chinese football travellers to the UK.

4.3.3. Summary of word frequencies for the city of each club in the travelogue

Combining the high frequency words of clubs in Table 4-5, the cities where each club is located are integrated and word frequencies are summed to obtain Table 4-6, which is a summary of the word frequencies of the cities where the clubs are located in the travelogue.

Table 4-6. Summary of word frequencies for the city of the club in the travelogue

City of the team	word frequency summary	City of the team	word frequency summary
Manchester	503	Bournemouth, UK	11
Liverpool (England)	344	Wolverhampton	10
London, capital of United Kingdom	341	Glasgow, Scotland	2
Southampton	33	Vala (Middle-earth)	1
Brighton	33	Leicester, English city in East Midlands	1

Unlike this group of tourists in terms of scenic destination city choice, in terms of club destination choice, this group of tourists has Manchester (503) as their top club destination city, which is home to two major Premier League teams, Manchester United (352) and Manchester City (151). Liverpool (344), on the other hand, has Liverpool (317) and Everton (27) as its main teams. London (341), despite its high number of teams, is not as influential in terms of overall football club influence as the two cities mentioned above.

4.3.4. Kernel Density Analysis of Word Frequency in the Cities of Clubs

The cities where the clubs are located are characterised by strong agglomeration. The distribution of football clubs that are mainly favoured by Chinese football tourists to the UK is more concentrated, mainly located in London, Manchester and Liverpool. Among them, Manchester and Liverpool are closer, considering that the region is also a gathering place of scenic spots, so the Manchester-Liverpool city cluster is a key destination for football tourism. London region has many football clubs, and large-scale football events such as the England representative team's World Cup qualifiers, the FA Cup final and so on are basically held at Wembley Stadium, so London is also an important destination city for football tourism. It can be seen that London, Manchester and Liverpool are the three major destination cities for football tourism, and are also the three most indispensable cities when considering the design of travel itineraries for Chinese football tourists to the UK.

4.4. Analysis of High-Frequency Words for Information Sources

The study of information sources of travellers can effectively reflect the channels from which travellers understand and collect travel information, and the information from these channels can directly or indirectly influence travellers' travel decisions. From Table 4-7 and combined with the content of travelogue, travellers mostly read travelogues or tips on travel platforms such as Ctrip, Mabee's Nest, and Where to Go before choosing destinations, planning travel routes, and setting off on their trips. Taobao, on the other hand, is mainly an online channel for tourists to buy the goods they need before travelling. The authoritative travel magazine Lonely Planet and the famous domestic functional app Xiaohongshu are more sources of information on attractions, hotels and restaurants, providing tourists with more detailed travel references.

Table 4-7. High Frequency Words for Information Sources for Football Tourists to the UK

Source of information	word frequency	Source of information	word frequency
travel notes	362	Lonely Planet	8
directions	292	Touhou (Chinese company)	7
Taobao Marketplace, a Chinese website for online shopping	108	Little Red Book (social networking website)	6
Ctrip (Chinese company)	99	kitty-cat	5
hornet's nest	61	travel agency (e.g. for tourists)	5
public information	24	Colorado	1
where to go	20	jitterbug	1

4.5. Analysis of High-Frequency Words for Tourism Motivation

Table 4-8. High Frequency Words for Travel Motives of Chinese Football Tourists to the UK

locomotive	word frequency	locomotive	word frequency
sports ground	1229	lie fallow	52
histories	920	fiction	44
a football	489	the Occident	44
take a picture	402	David Beckham (1975-), British midfield footballer	37
cultures	345	summer holidays	36
self-drive	296	slow business season	22
Harry Potter (1962-), US actor and comedian	280	have a holiday or vacation	20
England Premier Soccer League	237	Jay Chou (1979-), Taiwanese pop star	20
sceneries	179	newlyweds	19
clubs	155	rich and powerful (families)	18
interest (desire know about sth)	151	short-haul	15
physical education	123	Harry Potter.	13
study abroad	112	conviction	13
beauties	109	travel photography	9
do	88	Bean (TV)	8
sports match	86	plainly	4
leave the country	79	The Flower and the Teenager, a film by Jean-Jacques Annaud	4
make a pilgrimage	75	comprehensive arts and entertainment	3
11	71	winter holidays	2
honeymoon	60	Golden Week, two 7-day national holiday periods	2
exchange rates	56	pound sterling depreciation	1

Tourism motivation can effectively explain why tourists choose a tourism product or travel to a destination. Individuals' tourism motivation can receive influence from multiple factors, including psychological factors, value factors and so on. Table 4-8 shows the high-frequency words of tourism motivation of Chinese football tourists to the UK.

(1) A large proportion of football vocabulary

As the source of data is football-related travelogues, "football"-related words account for a relatively large proportion of the high-frequency word statistics of travel motivation. The high frequency of football-related words such as stadium (1229), football (489), English Premier League (237), club (155) and match (86) reflects that the data direction of this study is sufficiently targeted, and it can also be seen that this group of travellers has a clearer motivation for travelling to "football". Some of the travelogues, such as "Football and Elegance: A Pilgrimage to English Football", "Dreaming of Old Trafford", and "Farewell to White Hart Lane Across 8,000 Kilometres", have a large number of views and are mainly motivated by football.

(2) Strong cultural motivation

As can be seen from Tables 4-8, culture-related words such as history (920) and culture (345) are ranked higher in terms of word frequency, which shows that this group of tourists has a similarly high preference for cultural tourism, in addition to the sports motivation factor.

(3) Great motivation for celebrity effect

Celebrity motivation is a representative travel motivation for this group. Harry Potter (280) appeared more frequently in the travelogue, and a close reading of the text also revealed that some Chinese football tourists to the UK had a preference for Harry Potter-related attractions. In addition, David Beckham (37) and Jay Chou (20) are also important travel motives for this group. For example, the author of the popular travelogue "Castles Keep Secrets for Love and I Keep Memories for You" (11,030 views, 874 tops, 696 favourites) used the famous singer Jay Chou as a motivation for travelling to York Howard Castle, where the singer's wedding was held, as well as Edinburgh Castle, where the music video of the famous song Ming Ming Ming was filmed.

(4) More diverse forms of tourism

Analysed in Tables 4-8, this group has more diverse forms of tourism. The main modality-related word frequencies are self-driving (296), honeymoon (60), etc., while the identity status of the travellers also includes studying abroad (112), studying (88), etc. This group has a wider distribution of characters' status positions and more ways of travelling.

4.6. Transport High Frequency Word Analysis

(1) Railways remain the primary mode of transport

Trains, as the most dominant mode of domestic transport in the UK, have formed a well-established operational system as early as more than a hundred years ago. In the word frequency analysis of Chinese football tourists' transport choices to the UK, train (2005) is still the primary mode of travel. In addition, the high word frequency of Underground (1173) is mainly due to the fact that most of the free-travelling tourists in the London area use the Underground as a mode of transport for travelling between attractions.

(2) Air Entry and Exit Options

In terms of aviation analysis, Heathrow (190) is the main entry point for Chinese football tourists to the UK

Table 4-9. Word frequency of transport modes of Chinese football tourists to the UK

liaison	word frequency	liaison	word frequency
trains	2005	Emirates airline	60
metro	1173	Abu Dhabi, capital of United Arab Emirates (UAE)	44
airports	1131	Cathay Pacific, a Hong Kong based airline	44
aircrafts	626	ferry	38
car hire	396	China Southern Airlines (CSA)	29
go on foot	364	also translated as Capital airport	23
bus	344	ocean liner	19
bus (loanword)	504	ride a horse	17
self-drive	296	Hainan Airlines	16
Heathrow Airport	190	Pudong Airport (Shanghai)	16
(take) a turn for the better	168	Baiyun airport (Guangzhou)	14
fly directly	115	China Eastern Airlines	14
Dubai	103	Manchester Airport	10
British Airways (British Airways)	90	Etihad Airways	9
harbours	86	Lufthansa (German airline)	8
bikes	107	Edinburgh Airport	8
transshipment	74	Qatar Airways (Qatar Airways)	5
Doha, capital of Qatar	68	China Eastern Airlines	3
trams	65	British Airways	1
(Taiwan) rental car	62	Hong Kong airport	1
Air China (abbr.)	62		

points, while the main airports in the domestic outbound are Beijing Capital International Airport (23). Shanghai Pudong International Airport (16) and Guangzhou Baiyun International Airport (14). Meanwhile, due to the long distance from China to the UK and cheaper transit flights, some travellers choose to arrive in the UK by connecting flights (168). The major transit airports are located in the Middle East, such as Dubai (103), Doha (68) and Abu Dhabi (44). In terms of airlines, British Airways (90) is the most chosen airline by this group of travellers, while airlines from the Middle East are also present with some frequency, represented by Emirates (60) and others. Mainland China and Hong Kong airlines such as Air China (62), Hong Kong's Cathay Pacific (44) and China Southern (29) were also chosen by a certain number of travellers.

(3) Wide variety of special transport modes

The UK is an archipelagic country and has many rivers, so waterborne passenger transport such as harbours (86), ferries (38) and ships (19) are also the modes of transport chosen by some Chinese football tourists to the UK. In addition, recreational activities with local characteristics such as horse-riding (17) are also one of the representative tourist activities in the UK.

4.7. Analysis of high-frequency words for satisfaction

Table 4-10. Word Frequency of Positively Evaluated Words for Football Tourists to the UK

Positive Evaluation Vocabulary	word frequency	Positive Evaluation Vocabulary	word frequency
celebrated	518	nice	220
freeware	389	characterisation	197
naturally	384	be gluttonous	196
artists	359	without a hitch	168
an excellent	357	admiration	152
(you) had better (do what we suggest)	336	suitability	150
deserve	277	cordial	132
picturesque	223		

Tourist satisfaction reflects the loyalty of tourists as well as influencing their willingness to revisit. Tourist satisfaction research can be carried out in many ways, this paper mainly extracts the emotion words in the feature words to study Chinese football tourists to the UK in terms of positive evaluation word frequency and negative evaluation word frequency. Tables 4-10 and 4-11 show the top 15 words in each of the two directions of positive evaluation and negative evaluation emotion word frequency. The total number of word frequencies is 5362.

The total number of word frequencies of the top 15 positive evaluation words is 4058, accounting for about 76% of the total word frequencies. From this analysis, the overall tourism evaluation of the group of Chinese football tourists going to the UK is relatively positive, and words that better reflect the direct feelings of the tourists, such as very good (357), the best (336), worthwhile (277), beautiful (223), and pretty (220), appear more frequently, which basically reflect the good evaluation of the group of tourists for tourism in the UK.

Table 4-11. Word Frequency of Negative Evaluation Words for Football Tourists to the UK

Negative terminology	word frequency	Negative terminology	word frequency
regrettably	204	nolens volens	51
regrettably	196	narrower	44
not be allowed	195	cold (climate)	36
didn't expect	93	scrum	28
waiver	87	repent	27
unforeseen	74	be afraid	22
keyed up	71	too small	18
wastage	58		

The total number of word frequencies of the top 15 negative evaluation words is 1304, accounting for about 24% of the total. It can be seen that this group of tourists have fewer negative evaluations of the tourism experience, and some of the negative evaluation words, such as I didn't expect (93), nervous (71), etc., have a large difference in the meaning of expression in different contexts, which can not be completely defined as an undesirable tourism experience for tourists. Therefore, the group of tourists has a better satisfaction evaluation from the perspective of emotional feature word extraction to define the satisfaction evaluation of tourists.

5. CONCLUSIONS AND RECOMMENDATIONS OF THE STUDY

5.1. Conclusions of the Study

With the help of research tools such as Octopus Collector, ROST CM6 and Arc Map10.8, this paper comprehensively applies research methods such as literature analysis and text analysis to analyse the preferences of Chinese travellers to the UK for football-related activities, and the conclusions are as follows.

5.1.1. Tourist city preferences vary by population group

Chinese football tourists travelling to the United Kingdom often choose London as their first choice of destination and entry/exit city. London is the English city with the most Premier League clubs, and the word "London" appears most frequently in travelogues due to the number of attractions and accessibility. In terms of travel city selection, Chinese football tourists to the UK are more favourable to traditional "football cities", but the cultural attributes of York, Bath, Oxford and Cambridge are more popular with the general traveller community, and football tourists mention the above cities relatively less frequently.

5.1.2. High word frequency of football speciality attractions

The UK is rich in tourism resources, and in the study of the word frequencies of the group's travelling to various tourist attractions, it can be seen that the UK is a country that is both culturally and naturally rich in tourism resources and highly attractive. In terms of cultural tourist attractions, the main ones ranked higher in word frequency are castles, famous schools, museums, churches, palaces and many other types of tourist attractions. In terms of natural resources, lakes, mountains, national parks and other types of attractions are also favoured by Chinese football tourists to the UK. The analysis of the kernel density of cities where attractions are located shows that there are representative tourist attractions in the south, centre and north of the UK. At the same time, given that the word frequency of football-related attractions such as Old Trafford Stadium, Emirates Stadium, and the National Football Museum is also high, Chinese football tourists to the UK also have a certain specificity in the choice of tourist attractions, i.e., attractions with football characteristics are more favoured. Therefore, as the UK has a wide distribution of tourist attractions, with both cultural and natural tourism resources, the "football characteristics" of this group in attraction selection are also more obvious.

5.1.3. Football tourism has three main destinations and a variety of tour formats

Chinese football tourists to the UK engage in a variety of football tourism activities, including watching matches live, touring stadiums, and buying items in souvenir shops. Among them, football tourism destinations mainly focus on the three major cities of Manchester, Liverpool and London. Manchester's two football clubs, Manchester United and Manchester City, have a long history and high level of competition, and are popular with Chinese fans. Especially Manchester United, the group is associated with Manchester United clubs both in terms of word frequency rankings of stadiums visited and word frequency rankings of football clubs mentioned. Liverpool has similar characteristics to Manchester United, also as a deep-rooted football club with an excellent record, and thus ranks high in word frequency. The London area, which is home to a number of Premier League football clubs as well as hosting mainly home matches for England's representative teams, is likewise a popular destination for football tourism.

5.2. Research Recommendations

5.2.1. Designing football-specific travel itineraries in the UK

By searching for the "website source" word frequency analysis of the ranking of the top several major tourism OTA platform on the UK tourism itinerary line, found that the current tourism platform

operated by the UK tourism line similarity is high, the destination of a greater degree of overlap, most of the classic tourism routes of previous years, in the form of tourism, travel destination are lacking in innovation. Innovation.

According to the data studied in this paper, it can be seen that football tourism is important in British tourism, but also an important part of British cultural tourism. In this paper, "the analysis of the core density of the cities where the clubs are located", it can be seen that Manchester, Liverpool and London are the main destination cities for football tourism in the United Kingdom. Travel agencies should take these three cities as the core when considering the special football tourism, design special football tourism routes, and add the football tourism factors such as match experience, football culture visits, club interaction, etc. which cannot be involved in the classic tourism routes, so as to better cater to the specific domestic football tourism groups in China. Secondly, combining the factors of geographic location with the cities and scenic spots with high word frequency to integrate and design the routes, such as Manchester, Liverpool, York and the Lake District are all located in the central region of the UK, which focuses on the agglomeration of cities and attractions when developing football tourism routes. This can satisfy the desire of Chinese football tourists to the UK for football pilgrimage, but also enable this group of tourists to hit the cultural and natural attractions that are ranked higher in the word frequency study, and improve their tourism satisfaction.

5.2.2. Strengthening online promotion for tourism marketing

In the statistics of the word frequency of "motivation" in this paper, it can be seen that "famous people" has a greater impact on the motivation of tourists. Such as Harry Potter, Jay Chou and so on. Nowadays, the rapid development of network technology, emergence of short video or functional network platforms like Jittery, Xiaohongshu, fast hand. Travel agencies or tourism promotional units can use online platforms combined with celebrities to promote British tourism. For example, adding words such as "Harry Potter set" and "Jay Chou's wedding photo shooting place" and scenic photos into the short video to attract tourists through short video production.

In terms of the promotion of football tourism, it is also possible to focus on special features and promote special football tourism in the United Kingdom in the competitions and learning exchanges of sports-related people. For example, travel agencies can co-operate with the sports authorities to allocate British football tourism quotas in some youth football matches, focusing on choosing destinations in cities with a strong football culture such as Manchester, Liverpool and London, so that young people can visit the world's top football destinations and at the same time promote their personal development through exchanges.

5.2.3. Need to focus on strengthening football and transport between the two countries

There should be more cultural exchanges in football between China and the UK, as well as greater accessibility. At the football level, the UK, as the birthplace of modern football and one of the world's top footballing nations, has a number of aspects that are suitable for Chinese football practitioners to learn from. Most of the authors of the 510 travelogues studied in this paper had a deep understanding of the cultural heritage and hardware facilities after visiting the top stadiums of the English Premier League, clubs' facilities and football museums, and it is even more necessary for the relevant practitioners to have professional exchanges among them. Secondly, there is also a need to strengthen transport links between the two countries. The frequency of the word "connecting" in the "Frequency of Words by Type of Transport" is 168, which shows that the two countries need to improve the convenience of transport interchanges. Therefore, there is a need to strengthen co-operation between the airlines and authorities of the two countries to provide more direct flights with cities such as Beijing, Shanghai, Guangzhou and Hong Kong as the departure point and London Heathrow as the arrival point, so as to better meet the demand of tourists for convenience.

6. RESEARCH SUMMARY AND OUTLOOK

6.1. Summary of the Study

As a country with rich and diverse tourism resources, Britain is a more popular travel destination for Chinese tourists. As the birthplace of modern football, Britain's football culture is renowned around the world, in which the famous football cities, football stadiums, museums, etc. have become a popular choice for football tourism. In the process of literature collection, the author found that foreign scholars have devoted themselves to the research of football tourism in multiple directions, which involves football tourism marketing, stadium tourism experience, football tourism destination selection, etc. However, there are very few domestic football tourism research results, so the author hopes to make up for the lack of research in the field of domestic football tourism by studying the preferences of Chinese football tourists to the UK.

This paper uses literature analysis method, content analysis method, GIS spatial analysis method to carry out research, and combines ROST CM6, ArcMap 10.8 and other software to analyse the word frequency in the travelogue in detail, and draws conclusions in terms of destination choice, travel motivation, and travel satisfaction evaluation of football tourists, and puts forward the following suggestions: 1, I hope that travel agencies will give more consideration to the football characteristics when designing the routes. In order to better benefit Chinese football tourists, the cooperation between the two countries in football exchanges and transport exchanges is particularly important.

The scope of this paper covers 510 online travelogues and the authors are all travellers who travelled to the UK to participate in football tourism activities. Therefore, the author hopes that the analyses in this paper can bring suggestions for travel agents to develop football-specific tour itineraries in the UK, as well as provide assistance to free-travellers when choosing football tourism destinations in the UK.

6.2. Research Outlook

This paper combines a variety of methods in collating travel feature words, but it does not exclude that there are very few cases of omission of key feature words. At the same time, because some of the authors of the travelogue did not express the cost of the trip and the way of companionship, so these two research objects are not made in this paper. In future studies, researchers can use ROST sentiment analysis to conduct a more in-depth analysis of the data on tourist satisfaction of this group, and can also add the study of the cost of the trip and the mode of companionship, so as to make suggestions for the travel agency's route combination.

At the same time, the author believes that the word frequency study limited only to the online text does not completely reflect the most accurate travelling preferences of this group of tourists, such as individual tourists may have mentioned a city or attraction with a bad impression several times in their travelogue. Due to the limitations of the author's ability, this paper does not include too many other types of analyses in addition to word frequency analysis. In future research, the researcher can go into the major travel agencies to conduct product research, and even go to the English Premier League clubs to conduct field research on Chinese football travellers to the UK. Through evidence collection and research in travel agencies and in the field, it is believed that the researcher can obtain more data on the travel preferences, travel behaviour and destination decision-making of this group of travellers to further develop the research on Chinese football tourists.

Due to the global spread of the New Crown Pneumonia epidemic in the early 2020s, the number of Chinese outbound tourists has been extremely low in the last three years, which also made data collection difficult. After China's outbound tourism market recovers, researchers can also rely on the data from each year to compare football travellers' destination choices, travel motivations, travel satisfaction, and other factors to provide more timely advice to travel agencies and individual tourists.

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