

Research on the Tourist Attraction of Amusement Theme Parks Based on Tourist Experience

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ABSTRACT

This paper takes the Shunde Overseas Chinese Town Happy Coast Park as an example, using literature research and online text analysis methods to process and analyze 1459 online comments. The research results show that the attractiveness of Shunde Overseas Chinese Town Happy Coast Park lies in its unique cultural atmosphere and amusement facilities, while its disadvantages are the overcrowding during holidays, prolonged playtime, and high package ticket prices. These findings provide a reference for other amusement-type theme parks in strengthening their unique cultural atmosphere and package ticket sales model.

KEYWORDS

Tourist experience; Amusement-type theme park; Tourism appeal

1. INTRODUCTION

With the strong promotion of national policies, theme park projects have risen rapidly and become popular tourist destinations in many cities. Among the emerging theme parks in our country, amusement-type theme parks occupy a considerable proportion and are the most common type of theme park. However, behind this seemingly prosperous facade, there are actually crises lurking everywhere. Fierce competition and various problems that arise in the operation of theme parks result in only a small number of theme parks being able to truly achieve profitability. This poses a severe challenge to the sustainable development of theme parks [1].

In the internet era, word-of-mouth communication is crucial for the development of the tourism industry. A good tourist experience can make tourists more willing to share their experiences during their visit on social media, thereby attracting more potential tourists. Therefore, special attention needs to be paid to tourist experience, tourist interaction, and customer satisfaction in theme park operations. This requires further attention to the attractiveness of amusement-type theme park products, as their appeal can drive more visitors. The attractiveness of a theme park is closely related to the tourist experience it provides. Excellent tourist experiences directly translate into tourism appeal, attracting more tourists and contributing to the sustainable development of the theme park.

In the context of the experience economy era, tourists are no longer satisfied with traditional sightseeing tourism, but increasingly pursue personalized, emotional, and interactive tourism experiences. If they want to achieve sustainable development, amusement-type theme parks must focus on improving the tourist experience, address their shortcomings, enhance their strengths, and thereby increase their tourism appeal, making tourists marvel at the destination. This kind of spontaneous word-of-mouth promotion from tourists often has more persuasive power than advertising, effectively raising the profile of amusement-type theme parks. Therefore, for both tourists and tourism operators, enhancing the appeal of amusement-type theme parks through the

tourist experience, as well as understanding development trends and changing operational strategies, is crucial.

Research on tourism attractiveness based on tourist experience contributes to the innovative development of theme park products and services. By understanding the feedback from tourists' experiences, park managers can more accurately grasp changes in tourists' preferences, thereby upgrading or innovating products to enhance the appeal of amusement-type theme parks. Research on the tourism attractiveness of amusement-type theme parks based on tourist experience not only helps the park itself achieve sustainable development but also benefits in enhancing its product competitiveness and appeal.

This study aims to delve into the factors that attract tourists to amusement-type theme parks and propose management strategies based on tourist experience to enhance the visitor experience and market competitiveness of theme parks. By summarizing the strengths and weaknesses of Shunde Overseas Chinese Town Happy Coast Park, this paper seeks to enhance the appeal of attractions, improve the experience of visitors to amusement-type theme parks, amplify the strengths, and minimize the weaknesses, providing a reference for other amusement-type theme parks.

2. LITERATURE REVIEW

2.1. Overview of Amusement Theme Parks

Kevin.K.F.Wong believes that there are various types of theme parks, but amusement-type theme parks have become one of the main tourist destinations, with their main attributes being thrilling, mysterious, and exciting entertainment facilities [2]. Research shows that compared to the West, theme parks in Asia are still in a growth phase, and the focus of development and market development should be on meeting the relatively basic needs of tourists, such as thematic features and play facilities [3]. Therefore, based on the research results of domestic and foreign tourism scholars on the classification of theme parks, this paper takes amusement-type theme parks as the object, defining them as theme parks that mainly feature amusement facilities and aim to provide entertainment, leisure, excitement, and experience. This type of theme park usually includes various thrilling amusement facilities, such as roller coasters, carousels, Ferris wheels, water parks, etc., and also has performances, games, food, and other entertainment projects, making it a tourist destination that integrates leisure, entertainment, excitement, and experience. At the same time, amusement-type theme parks are also commercialized entertainment projects that generate revenue by attracting tourists. Therefore, amusement-type theme parks include characteristics such as entertainment, interactivity, and thematicity. Among them, entertainment refers to the core of amusement-type theme parks being entertainment, with various entertainment facilities and performance programs all aimed at bringing joy to tourists; interactivity refers to tourists not only being viewers in amusement-type theme parks but also participants, able to interact with others through various facilities and activities; while thematicity refers to each theme park having its own theme, such as science fiction, fairy tales, adventure, etc., which gives each theme park its own characteristics and appeal.

2.2. Tourist Travel Experience

In tourism activities, the individual experience of tourists occupies a central position. The physical changes in tourists during their travel experience are characterized by sensory changes, accompanied by certain physiological awakenings and expressed through specific bodily manners, including both physical and sensory experiences. Among them, physical experience involves the overall physiological feelings of tourists in tourism activities, such as comfort, fondness, happiness, and value. Sensory experience mainly refers to the experience formed by tourists through sensory organs (eyes, ears, nose, tongue, skin, etc.) in response to stimuli from tourist attractions, tourism environment, and

tourism services [4]. These two types of experiences together constitute the physiological experience of tourists during their travels and are a core component of their overall travel experience.

The tourist experience is the sum of feelings, cognition, and evaluations that tourists have during their participation in theme park activities, encompassing the entire process from purchasing tickets to entering the park until they leave after playing. It involves various aspects such as service quality, the thrill and innovation of amusement facilities, the environmental layout of the park, and supporting services. Foreign scholars tend to focus on longitudinal studies of different categories of experiences in conjunction with the characteristics of theme parks, while domestic scholars prefer to conduct horizontal studies on the tourism experiences of different types of theme parks. Scholar Dong Guanzhi and others pointed out that tourists' evaluations of their tourism experiences in scenic areas are directly influenced by three main factors: one is related to the individual tourist themselves, such as cultural background, physical fitness, occupation, economic level, past experiences, perceived expectations, etc.; the second is related to the scenic area factors associated with tourism products or services, such as product functions, service content, promotional promises, etc.; the third is related to the dynamic perceptual factors during the tourists' activities in the scenic area [5]. Meanwhile, scholar Li Ying's research indicates a negative relationship between tourists' expectations and satisfaction, as well as a positive correlation between tourists' actual perceptions and satisfaction. It also points out that the soft environment of the tourist destination, such as the quality of tour guides, the hospitality of local residents, tourism attitudes, and the capacity of the scenic area, significantly affects tourists' overall evaluation of the destination [6]. Different from other scholars' research, Li Leilei analyzes the factors affecting tourist satisfaction from a human perspective, believing that the service behaviors of tourism practitioners, the attitudes and behaviors of local residents, and the behaviors of other tourists will affect tourist satisfaction [7]. Scholar Chen Yanli has verified through regression that there is a significant relationship between six factors - park landscape experience, film and television landscape experience, facility experience, service experience, performance appreciation experience, and activity participation experience - and tourist satisfaction in film and television theme parks [8].

2.3. Attraction of Theme Parks for Recreational Tourism

Tourist attraction is an important indicator to measure the degree of attraction of a tourist destination to tourists. The theory of tourist attraction first appeared in the 1960s, proposed by American scholar Pearce. This theory suggests that tourist attraction refers to the attractiveness generated by various factors including natural, cultural, and economic aspects of a tourist destination or tourism resource [9]. Kan Yiqing believes that tourist attraction is the core competitiveness of a tourist destination, referring to the specific conditions and factors that attract tourists to visit, including natural landscapes, cultural landscapes, tourism facilities, tourism services, and tourism atmosphere. These factors can stimulate tourists' interest and curiosity, prompting them to visit the tourist destination, thereby promoting the development of the tourism industry and enhancing economic benefits [3].

The elements of tourist attraction for amusement-type theme parks are mainly divided into material environment attraction, atmosphere and emotional attraction, and experience project attraction [9]. Among them, the material environment of amusement-type theme parks includes hardware facilities such as park buildings, landscapes, roads, and signage systems. These factors directly affect tourists' first impression of the amusement-type theme park. A high-quality material environment can provide tourists with a comfortable and convenient play space, thereby enhancing the attractiveness of the theme park. The atmosphere and emotional attraction of amusement-type theme parks refer to attracting and retaining tourists by creating specific atmospheres and emotional experiences. For example, by using music, scents, lighting, and other means to create a specific atmosphere, tourists can feel a sense of immersion, thereby improving their satisfaction and loyalty. The design of experience projects in amusement-type theme parks needs to consider the needs and preferences of tourists, and attract and retain tourists through innovative, interesting, and exciting experience

projects. At the same time, the quality and management of experience projects are also key factors affecting the attractiveness of amusement-type theme parks.

2.4. The Relationship Between Tourist Experience and the Attraction of Amusement-Type Theme Parks

In exploring the appeal of amusement-type theme parks, the tourist experience undoubtedly occupies a central position. After all, as a form of entertainment, the ultimate goal of a theme park is to provide joy and memories for its visitors. Therefore, understanding the close connection between the tourist experience and the appeal of amusement-type theme parks is crucial for both park operators and visitors.

When tourists' experiences exceed expectations, they are more likely to become loyal customers and recommend the park to others. This positive word-of-mouth effect can greatly enhance the park's appeal. Conversely, even if a park has the most advanced facilities and thrilling attractions, it is unlikely to attract repeat visits if the tourist experience is poor. We can see that there is an undeniable intrinsic connection between the tourist experience and the attractiveness of theme parks. As managers and designers of amusement-type theme parks, it is essential to deeply understand the needs and expectations of tourists, continuously innovate and improve, to provide exceptional tourist experiences, thereby enhancing the overall appeal of the park. It is worth mentioning that with the advancement of technology and the development of society, tourists' expectations are constantly increasing and changing. To consistently attract tourists, amusement-type theme parks must continuously adapt to these changes by introducing new technologies and concepts, as well as optimizing service processes and environments, to constantly enhance the tourist experience. The tourist experience is a key indicator of the attractiveness of a theme park. Only by constantly striving for excellence can one stand out in the increasingly competitive theme park market and win the favor and loyalty of tourists.

3. RESEARCH SUBJECTS AND METHODS

This article takes Shunde Overseas Chinese Town's Happy Coast as the research object, which mainly targets young tourists seeking entertainment, excitement, and interaction, while also considering the needs of tourists of different age groups. By collecting and analyzing online texts from the theme park's official website, social media platforms, and tourist reviews, we aim to understand tourists' evaluations of the theme park, focusing on aspects such as the material environment, atmosphere and emotions, and experience projects, in order to gain a more comprehensive understanding of the attractive factors of the theme park.

4. DATA ANALYSIS

4.1. Data Collection and Preprocessing

This paper compares the number of reviews on major domestic travel websites for the tourist attractions in Shunde Overseas Chinese Town Happy Coast Park, and finally selects Ctrip as the data source. Using the Octopus crawler software, we collected 1759 relevant reviews from Ctrip and imported them into Excel. Due to the presence of malicious comments and automatic default positive reviews on the Ctrip platform, this paper deleted empty data, abnormal data, and duplicate data, and screened the samples, selecting 1469 relevant reviews from September 12, 2019 to February 16, 2024. Due to differences in cultural background, input methods, and daily work experiences among different tourists, there may be biases in the content and wording of the reviews. Therefore, this paper modified misspellings, traditional characters, replaced similar words, and removed irrelevant formatting, such as spaces and excess punctuation. This resulted in 54,459 words of online text data.

4.2. Data Analysis

(1) Word frequency analysis of online texts

This paper adopts the word frequency analysis method, by extracting high-frequency words, counting the part of speech and frequency of high-frequency words, it is found through analysis that tourists have made evaluations on all aspects of Shunde Overseas Chinese Town Happy Coast. By using the text analysis software ROST CM6 to perform word frequency statistical analysis on the preprocessed text data, meaningless words such as "below", "enter", "then", "come down" are added to the stop word list, and the top 50 high-frequency words are sorted out, as shown in Table 1.

Table 1. Top 50 High-Frequency Words and Frequencies in Tourist Experience Evaluation of Shunde Overseas Chinese Town Happy Coast

Serial number	High-frequency words	Category	Frequency	Serial number	High-frequency words	Category	Frequency
1	Project	Noun	362	26	On the water	Noun	63
2	funny	Adjectives	350	27	Maneuver	Noun	62
3	Skyscraper	Noun	260	28	Personnel	Noun	61
4	Scenery	Noun	218	29	Time	Noun	58
5	Value for money	Adjectives	172	30	Environment	Noun	51
6	Experience	Verb	167	31	Parent-child	Noun	47
7	Worth	Adjectives	163	32	Cost-effective	Adjectives	47
8	Queue up	Verb	151	33	Service	Noun	46
9	Interesting	Adjectives	143	34	Pretty	Adjectives	44
10	Charge	Verb	124	35	Next time	Adjectives	43
11	Game	Noun	117	36	Photograph	Verb	41
12	Fit	Adjectives	115	37	Delicious food	Noun	37
13	Night	Noun	112	38	Parking	Verb	31
14	Many people	Adjectives	99	39	Scenery	Noun	31
15	Shunde	Noun	92	40	Cockhorse	Noun	27
16	Play	Verb	92	41	Worth	Adjectives	26
17	Package tickets	Noun	91	42	Hotel	Noun	25
18	Facilities	Noun	91	43	Attitude	Noun	24
19	Overall	Noun	91	44	Nearby	Noun	21
20	Joy	Adjectives	84	45	Have meal	Verb	21
21	Ticket	Noun	83	46	Discount	Adjectives	21
22	Paradise	Noun	78	47	Clean	Adjectives	21
23	Stimulation	Adjectives	71	48	Lights	Noun	20
24	Happy	Adjectives	67	49	Couple	Noun	18
25	Convenient	Adjectives	64	50	Not big	Adjectives	16

From the perspective of part of speech, these 50 high-frequency words can be divided into nouns, adjectives, and verbs. Among the three parts of speech, nouns and adjectives are predominant. The highest proportion is nouns, reaching 52%, mainly reflecting the material environment and amusement facilities of Shunde Overseas Chinese Town Happy Coast Park. Adjectives account for 34%, mainly reflecting tourists' feelings and evaluations, and the tourism environment atmosphere. The higher the frequency of a word being mentioned, the higher its status in the hearts of tourists and the more important it is. From the frequency of words, among the top five high-frequency words,

project, skyscraper, and scenery all belong to the material environment factors and experience project factors in the attractive elements of amusement-type theme parks, indicating that the hardware facilities of this scenic spot have attracted tourists, especially the Ferris wheel project has received special attention from tourists. An amusement-based theme park, fun amusement facilities and projects are conducive to enhancing the attractiveness of amusement-type theme parks. Cost performance is the ratio of the performance value to the price value of a product, which is a quantitative measurement method reflecting the degree of desirability of an item. This word ranks fifth in the frequency of high-frequency words. The cost performance in amusement-type theme parks refers to the ratio of amusement facility projects to their price values, belonging to the experience project attraction in the attractive elements of amusement-type theme parks. This indicates that the cost performance of amusement-type theme parks is also an important factor in attracting tourists. However, from specific evaluations, many tourists believe that the package ticket price of this amusement-type theme park is expensive, and the queue time is long, so they think that the cost performance of this amusement-type theme park is not high, and the price of amusement projects is not attractive enough to tourists.

(2) Sentiment analysis of online texts

Emotional analysis is the most direct and genuine emotion and feeling of tourists towards a tourist destination. It originates from the basic cognition of tourists about the destination and plays a significant role in influencing its development. It encompasses three aspects: positive emotions, neutral emotions, and negative emotions. Tourist attractiveness is an important indicator for evaluating the competitiveness of a tourist location. It involves various factors such as natural landscapes, cultural connotations, entertainment facilities, reception services, etc., and its strength or weakness directly relates to the success or failure of the tourism industry. The emotional experience of tourists is undoubtedly one of the key factors affecting tourist attractiveness. If positive emotions predominate, it indicates that the tourist destination has a high level of attraction for visitors; if negative emotions prevail, it suggests that the destination holds less appeal for tourists.

The study uses ROST CM6 software to conduct sentiment analysis on tourist reviews, resulting in Table 2. It can be seen that tourists have the highest positive sentiment towards the tourism destination of Shunde Overseas Chinese Town Happy Coast Park, accounting for 67.05%; neutral sentiment is the lowest, at 1.23%; however, negative sentiment is close to half of the positive sentiment, reaching 31.72%, accounting for 30% of the total. This indicates that the overall attraction of Shunde Overseas Chinese Town Happy Coast Park for tourists is good, and the emotions generated by tourists towards this scenic spot are mainly positive, which corresponds to the high frequency of positive words in the previous high-frequency word analysis. However, the proportion of negative sentiment reached 30%, indicating that tourists had a bad experience during the tour, generating negative sentiment, which needs to be highly regarded by the scenic area. Analysis of negative sentiment shows that the main factors causing negative sentiment are as follows: First, the issue of pricing. As can be seen from Table 1, "cost performance" ranks 5th in the high-frequency word list, while "charge" ranks 10th, both in the top positions, indicating that the facility charges make tourists feel dissatisfied. At the same time, combining the 21st ranked "ticket" and the 50th ranked "not big", it can be seen that although the scenic area does not charge for admission, only charging for amusement facility projects, tourists believe that the scenic area is not large but the package ticket price is high and the cost performance is low. This is a negative emotion, belonging to the atmosphere and emotional attractiveness in the tourism attractiveness factors of amusement-type theme parks. Tourists' emotional experience decreases during the play process, affecting their evaluation of the tourism attractiveness of the scenic area. Second, management services and facilities. This is a service quality issue in the tourism attractiveness elements of amusement-type theme parks. In tourists' negative feedback, there are problems such as long queue times and large crowds, which shows that the management of tourist flows in tourist attractions is not in place. A paid amusement project has a queue of several hours, and tourists can't play many games after queuing all day, bringing great

inconvenience to tourists, generating negative emotions, and affecting their evaluation of the tourism attractiveness of the scenic area.

Table 2. Overall Sentiment Analysis of Visitor Evaluations at Shunde Overseas Chinese Town Pleasure Coast Park

Emotional categories	Proportion (%)	Strength	Proportion (%)
		General	24.37
Positive emotions	67.05	Moderate	18.92
		Height	23.76
Neutral emotion	1.23	/	1.23
		General	19.35
Negative emotions	31.72	Moderate	7.86
		Height	4.51
Total	100	/	100

(3) Semantic Analysis of Network Texts

Through the evaluations of tourists on the Shunde Overseas Chinese Town Pleasure Coast Park on the Ctrip platform, we conducted preliminary analysis after data preprocessing, such as high-frequency word analysis and sentiment analysis. High-frequency vocabulary analysis can only reflect the core elements that tourists care about, but it cannot reflect the related semantic connections. Next, we delve deeper into these tourist comments to reveal their connotations. We perform semantic network analysis on the text data and form a semantic network, then analyze the evaluations of tourists on the Shunde Overseas Chinese Town Pleasure Coast Park through the association and directionality between words, concluding the factors that attract tourists to the Shunde Overseas Chinese Town Pleasure Coast Park and the areas that need improvement.

5. RESEARCH CONCLUSIONS

5.1. Study Summary

This paper takes the Shunde Overseas Chinese Town Pleasure Coast Park as the research object. Through literature research methods, it reviews the basic theories of amusement-type theme parks and related theories. By combining visitor evaluations with online text analysis, it concludes the current tourism attractiveness strengths and weaknesses of the Shunde Overseas Chinese Town Pleasure Coast Park:

(1) One of the tourism appeal advantages of Shunde Overseas Chinese Town Happy Coast Park is its scenery with distinctive cultural elements. This belongs to the material environment attraction of amusement-type theme parks. From the high-frequency word analysis, we can see that "scenery" and "landscape" often appear in tourist evaluations. The scenic area integrates Lingnan culture and water town characteristics through hardware facilities such as buildings, landscapes, and roads, echoing its geographical location - Shunde Water Town, which is conducive to tourists gaining a deeper understanding of local culture while playing. The scenic area provides a comfortable space for tourists to play, thereby enhancing its own attractiveness.

The second advantage is the exciting and fun amusement facilities, as well as the diversification of amusement projects. This is a key element in the tourism appeal of amusement-type theme parks - the appeal of experiential projects. The most frequently mentioned by tourists is the Ferris wheel project, which is also the trump card of Shunde Overseas Chinese Town Happy Coast Park. As night falls, couples or families with children can board the Ferris wheel to enjoy a panoramic view of the entire scenic area and its surrounding beauty, catering to different age groups such as couples, young

people, and families with children. At the same time, semantic analysis of online texts reveals that the park not only has land-based aerial projects but also water amusement projects.

The third advantage is its no-ticket sales model. This belongs to the marketing strategy in the tourism appeal of amusement-type theme parks. Through high-frequency word analysis and semantic network analysis, it can be known that Shunde Overseas Chinese Town Happy Coast Park enters the scenic area without a ticket, only selling single-item tickets and package tickets for amusement facilities. This not only helps increase the flow of people in the scenic area but also makes it convenient for tourists to enter first and consume later, thereby enhancing the attractiveness of the scenic area.

(2) According to the sentiment analysis of online texts, it is found that negative emotions in tourist reviews towards Shunde Overseas Chinese Town Happy Coast Park reached 30%, reflecting some obvious disadvantages in attracting tourists to this amusement-themed park, especially in terms of atmosphere and emotional appeal. For instance, from the semantic analysis of online texts regarding queuing-package tickets-time, we can see that during holidays, the number of visitors to Shunde Overseas Chinese Town Happy Coast Park is huge, which can easily lead to crowd congestion and significantly increase the waiting time for amusement facilities. After a day of play, not many attractions can be experienced, so most tourists feel that the value for money of the package ticket is not high, and the ticket price does not match the tourists' expectations and experience. This has also led to a decline in the attraction of the scenic area.

5.2. Research Implications

Firstly, one of the important attractions of amusement-type theme parks is their unique cultural experience, which is an element of atmosphere and emotional appeal within the park. A distinctive cultural IP is a driving force that continuously attracts visitors to an amusement-type theme park and distinguishes it from other theme parks. Having a good cultural IP is important, as is its commercial application, but updating and reflecting the theme IP within the park is also crucial. If amusement-type theme parks want sustainable development and wish to enhance their tourist appeal, they can organize parades periodically within the park and install various hardware facilities that embody the theme IP, such as feature walls, special fire hydrants, manhole covers, etc., making them popular photo spots within the park. It's essential to maintain the authenticity and uniqueness of the culture, moderately develop commercial projects, and ensure that they do not destroy visitors' expectations of the park's cultural atmosphere.

Secondly, the core attraction of amusement-type theme parks is the amusement facilities. Large-area parks can learn from the no-ticket sales model of Shunde Overseas Chinese Town Happy Coast Park, selling amusement facility projects in the form of package tickets, but attention needs to be paid to the issue of excessively high prices. Package tickets can be bundled with dining, peripheral shops, and hotels for sale. Two-day tickets can also be introduced, adopting a ticket plus hotel approach, to avoid the situation where tourists queue up for a long time due to large crowds during holidays, resulting in a significantly reduced experience. If the park adopts a no-ticket approach, it must reasonably plan the distribution of tourists during holidays, through reservation systems or flow restrictions, to avoid overcrowding. Furthermore, strengthen the daily maintenance of facilities to ensure the safety and reliability of amusement equipment.

Thirdly, the target audience for amusement-type theme parks is primarily young people, couples, and families with children. Therefore, in order to enhance their appeal, amusement facilities must be suitable for all age groups. At the same time, they should be novel and distinctive. One characteristic of this demographic is their curiosity and love for new things. The park can improve its market competitiveness by optimizing visitor service experiences, strengthening facility safety, and balancing the relationship between commerce and culture. For instance, adding interactive experience projects allows visitors to participate, enhancing entertainment value; or organizing regular cultural

festivals to attract visitors for in-depth exploration; alternatively, utilizing technological means such as Virtual Reality (VR) to innovate visitor experience methods.

5.3. Deficiencies and Prospects

Due to limitations such as research time, insufficient personal research capabilities, and the relatively general professional knowledge acquired at this stage, the methods used are also relatively simple. Additionally, there is a scarcity of literature on the study of tourist attraction in amusement-type theme parks, so the current perspectives might not be thoroughly analyzed. Therefore, this paper has shortcomings. If given the opportunity to conduct more in-depth research in the future, I will collect as much information as possible, adopt more systematic research methods, and carry out more comprehensive and in-depth research and continuous improvement.

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