

Interpretation of Image Symbols in Tourist Destinations based on Network Text Analysis: A Case Study of Lu'an

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ABSTRACT

A good image of a tourist destination is the core competitiveness and a strong factor to attract tourists. The large use of new media in life and the popularization of the Internet make the online text gradually become an important means for tourists to obtain the tourist destination information. Taking Lu 'an as an example, based on the online travel notes collected by Ctrip, Qunar and Hornet's Nest tourism websites, this paper uses ROST Content Mining6 to perceive the tourist destination, and found that tourists have a strong perception of natural tourism resources and low experience of transportation, accommodation and other tourism reception facilities. Lu 'an should develop targeted tourism products with local characteristics, improve tourism service facilities, design diversified tourism routes to improve tourists' satisfaction and improve the image of a tourist destination.

KEYWORDS

Network Text; Tourist Destination; Image Perception; Lu'an.

1. INTRODUCTION

The data shows that by the end of 2020, the number of Internet users in China has reached 989 million, and the online payment transaction amount is 249.88 trillion yuan, which has entered the era of universal Internet. With the development of "internet plus" and "smart tourism", tourists get the information of tourist destinations through various travel network platforms and new media before going out, and use multimedia tools to assist them when going out. After going out, they can share their play experiences through multimedia and network platforms, providing rich play experiences for the next tourist, and forming a good cycle. [1] The image of a destination is the primary influencing factor when people choose a tourist destination. Improving the image of a tourist destination can not only improve tourists' satisfaction and revisit rate, but also establish a good reputation of the destination image and promote the development of related industries to a certain extent. This paper takes Lu 'an, a tourist destination, as the research object, and uses the online text analysis method with the tool of ROST Content Mining6 to analyze the travel notes and raiders' information released by tourists on Qunar, Ctrip and Mahoneycomb tourism platforms, and put forward practical suggestions for improving the image of tourist destinations.

2. OVERVIEW OF RELATED THEORIES

2.1. Tourism Destination Image Connotation

The image of tourist destination is the overall perception of tourist destination formed by tourists and potential tourists through processing information from various channels, and it is a series of

impressions, opinions and emotional expressions of tourist destination [2]. The study of tourism destination image originated in 1970s. Hunt first mentioned the meaning of tourism image in his doctoral thesis, that is, the impression that an individual has on a place that is not his usual residence [3]. Previous studies have shown that a good destination image perception can not only improve tourists' revisit rate [4], but also enhance tourists' satisfaction and loyalty to the destination [5], and it will also affect potential tourists' willingness to travel and destination choice [6]. Therefore, it is of great significance to understand, reshape and improve the image of a tourist destination.

2.2. Influencing Factors of Tourism Destination Image Perception

Because tourism activities have comprehensive characteristics, at the same time, tourism destination is also a complex composed of many activities, which makes the influencing factors of tourism destination image very complicated.

Foreign scholars divide the influencing factors deeply and carefully. Some scholars (Crompton, 1979; Echtner & Ritchie, 1993; Uysal, 2000; Gallarza & Calderon, 2002) think that tourists' travel motivation, behavior decision-making, and their perception of tourism products and services affect their satisfaction, thus affecting the overall evaluation of the destination image. Baloglu & McCleary (1999) and Seyhmus & Ken(1999) have the same conclusion, and think that the perception of destination image is determined by individual factors and stimulating factors. Individual factors include psychological factors such as values, motivation, personality and demographic factors such as age and education, and stimulating factors include external information, attractions and personal experience [7].

In the process of communication and infiltration between China's tourism research and other disciplines, some domestic scholars also put forward their own opinions on the impression factors of tourism destination image perception. For example, Bao Jigang (1996) came to the conclusion that the image of tourist destination is influenced by perceived distance; Deng Aimin (2001) pointed out that both the hardware image (urban environment) and the software image (people's feelings, folk customs, services, etc.) should be considered when studying the development of urban tourism with management [8]. All these provide a theoretical basis for the study of tourism destination image in China.

Based on the research results of the above scholars, this paper briefly summarizes the factors that affect the image perception of tourist destinations into two categories: internal factors (such as tourists' needs, motivations and preferences, individual differences, emotional cognition, etc.) and external factors (such as the accessibility of tourist destinations, climatic conditions, perceived distance, etc.).

3. RESEARCH DESIGN

3.1. Overview of the Research Object Resources

Lu'an is located in the west of Anhui Province, and is adjacent to Dabie Mountain in the south. It is known as "West Anhui" and is known as the Pearl of Dabie Mountain. Lu'an is the birthplace of Gao Yao culture, rich in Chu-Han culture, the main birthplace of Red Fourth Army and the core area of Hubei, Henan and Anhui revolutionary base areas, and the area with the richest ecological environment and tourism resources in Dabie Mountain. At present, the tourist destinations of Lu'an mainly include Central China with Wuhan as the core, East China with Shanghai and Suzhou-Wuxi-Changzhou as the core, Nanjing metropolitan area with Nanjing as the core, Hefei economic circle with Hefei and Huainan as the core, and northern areas with Xuzhou and Fuyang as the core [9]. Table 1 lists the tourism resources and classification of Lu'an.

Table 1. Tourism Resources and Classification of Lu 'an

Resource categories	represent scenic spots
Terrain landscape	Tiantangzhai
	Nanyue mountain
	Wanfo mountain
Waterscape	Meishan Reservoir
	Longhekou Reservoir
	Wanfo Lake
Forest Landscape	Dabie Mountain Geopark
	Lu 'an Central Forest Park
Historical and Cultural Landscape	Gaoyao Tomb
	Jiugongzhai
Red Landscape	Dabieshan Revolutionary Martyrs Memorial Hall
	Dushan Revolutionary Sites

3.2. Research Methods

3.2.1. Network Text Analysis Method

At present, there are two commonly used tourism image measurement methods: structured measurement and unstructured measurement[10]. ROST Content Mining 6 is a kind of content mining system software developed by Professor Shenyang, school of information management, which can perform word segmentation, word frequency statistics, clustering, emotional tendency, relevance and other analysis operations on online text content from websites, forums and other platforms, thus realizing the organic combination of qualitative and quantitative analysis of online text [11].

3.2.2. Source of Data

In this paper, the travel notes and raiders published by users on Ctrip.com, Qunar.com and Mahoneycomb.com are used as data sources. By February 10th, 2023, a large number of travel notes were found, and the quality was different. In order to ensure the effectiveness and preciseness of the research in this paper, the following conditions are selected: (1) The publication time of travel notes must be from June 1, 2022 to February 1, 2023, and the publication time beyond this time limit will not be counted; (2) Screening out travel notes for advertising purposes and various business evaluations; (3) Filtering the repeated travel notes published on different websites; (4) In order to ensure the quality of collected texts, the irrelevant ones are eliminated.

Because there are so many online texts, only 100 representative ones are selected as the research object.

4. THE ANALYSIS OF THE RESEARCH RESULTS

4.1. Based on the Analysis of High-frequency Words

In travel notes, the higher the frequency of some words, the stronger the perception of the place for tourists. In this paper, the top 40 high-frequency words are extracted from the collected online texts by using ROST Content Mining6 software. Choose the 10 words with the highest frequency from the

high-frequency vocabulary. Tiantangzhai, Wanfo Lake, Wanxi Rift Valley and Yanzihe Grand Canyon are almost the must-see places for every tourist, and tourists have a strong perception of the above four famous tourist attractions. Secondly, from the high-frequency words, we can know that tourists' perception of tourism in Lu 'an is higher on the whole, which is consistent with the characteristics that natural tourism resources account for a large proportion in Lu 'an's tourism resources.

4.2. Perception Analysis of Tourism Destination's Cognitive Image

Through image perception analysis, the collected online texts are divided into three main categories: tourist attractions, cultural heritage and tourist reception facilities, accounting for 63.5%, 23.8% and 12.7% respectively.

4.2.1. Tourist Attractions

It is not difficult to see from the high-frequency vocabulary compiled above that the keywords related to natural tourism resources and humanistic tourism resources are the most perceived by tourists. Rich natural tourism resources, unique humanistic tourism resources and local cuisine with Lu 'an characteristics together constitute the main tourist attractions of Lu 'an tourism.

4.2.2. Cultural Background

As we all know, Lu 'an is a famous old revolutionary base area in China, known as the hometown of the Red Army, and has a rich cultural background. Red tourism resources are abundant, and red culture is deeply rooted in people's hearts. Many tourists mentioned in their online travel notes that they felt the strong red culture when visiting red tourist attractions.

Gaoyao Tomb, Cai Zhaohou's Tomb and other historical and cultural attractions also reflect the rich cultural heritage of Lu 'an. These cultural connotations have a strong sense of tourists' travel and a positive attitude. Many scenic spots in Lu 'an are rich in cultural heritage and unique red culture, which is Lu 'an's unique tourist attraction and one of the driving forces to attract tourists to carry out tourism activities here.

4.2.3. Tourism Facilities and Services

Tourists seldom mention accommodation and transportation, and their perception experience is not strong. In the online texts, many tourists take the form of self-driving about the traffic conditions in Lu 'an, and point out that the traffic accessibility of scenic spots in Lu 'an is not high, which makes tourists' perception weak.

4.3. The Emotional Cognitive Analysis of Tourist Destinations

Sentiment analysis is a process of extracting, analyzing, retrieving and summarizing texts with subjective feelings. Tourists' feelings about tourist destinations often directly affect tourists' satisfaction and loyalty [12]. With the help of ROST Content Mining6 software, this paper analyzes the collected online texts, and obtains the positive emotions, neutral emotions and negative emotions in tourists' experience of tourist destinations, among which positive emotions account for 62.74%, neutral emotions account for 19.43% and negative emotions account for 17.83%.

5. COUNTERMEASURES TO IMPROVE THE IMAGE OF TOURIST DESTINATION IN LU 'AN CITY

5.1. The Improvement of Tourism Service Facilities

5.1.1. Accommodation and Reception Facilities

Tourists have little perception of accommodation in Lu 'an, but accommodation is an essential part of tourists' travel itinerary. Accommodation reception facilities should pay attention to the improvement of service, hygiene and safety, and solve the problems mentioned by tourists such as "poor hygiene", "old and unsafe equipment" and "service attitude needs to be improved". At the same time, many tourists have reported the situation of "one night is hard to find in the tourist season" and "unreasonable accommodation charges in the tourist season". In view of this problem, some accommodation facilities should be appropriately added to solve the problem of difficult and expensive housing for tourists in the tourist season. In order not to waste resources in the tourist season, the destination can attract tourists through a series of promotional activities or preferential policies.

5.1.2. Public Transport Facilities

Tiantangzhai, a representative scenic spot in Lu 'an, is remote and the traffic is backward. Scientific and reasonable planning of public transport system can improve the accessibility of traffic. Enhance the convenience of traffic between Tiantangzhai and Lu 'an urban area, and improve the problem of inconvenient traffic. Secondly, in view of the problem of "inconvenient traffic between scenic spots" mentioned by tourists, a scenic spot loop can be properly established to connect the most popular scenic spots in Lu' an in series to solve the problem of difficulty in moving between tourist attractions.

5.2. The Formation of Lu 'an Local Brand Characteristics

Tourism is the process of consuming places [13]. Locality, as a characteristic that distinguishes one place from other places, is the driving force for tourists to travel and the core competitiveness of tourist destinations [14].

5.2.1. Red Tourism

Red tourism resources are the unique tourist attraction of Lu 'an, so we should make full use of and give full play to the advantages of the old revolutionary base area to create a rich red cultural atmosphere. Red activities, such as singing red songs and showing documentaries related to local tourism resources, can be held on Army Day, Party Day, National Day and other festivals to attract tourists and enhance the connotation of red tourism. Scenic spots can provide some preferential policies for some tourists, such as revolutionary veterans, martyrs' families and other special personnel to attract tourists and enhance the competitiveness and attraction of Lu' an red tourism.

5.2.2. Rural Tourism

The emergence of rural tourism is mainly to alleviate the pressure of most urban population in the fast-paced life. Facing this special group, we should develop various kinds of activities according to their needs and give full play to the unique attraction of rural tourism. For example, carrying out folk activities with local characteristics, picking activities in harvest season, making handicrafts with local characteristics, etc., so that tourists can return to nature and feel the most primitive happiness, which is also helpful to enhance the image of tourist destinations.

5.2.3. Tea Culture Tourism

Lu 'an Guapian is one of the top ten famous teas in China. In Lu 'an, it can be traced back to the process of planting, picking and frying tea, which is a novel activity that can only be experienced in

Lu 'an. As the origin of melon slices, Lu 'an should give full play to this unique advantage and build the image of a tourist destination with its rich tea culture.

5.3. Actively Build a Positive Tourism Image

5.3.1. The Scenic Area Management Department

The tourism management department of Lu 'an and the operation management department of scenic spots can make full use of the advantages of new media to actively create a good tourism environment and establish a positive tourism image. A suggestion window can be opened on the travel website or platform, and tourists are welcome to put forward suggestions and countermeasures for the problems in the course of travel. At the same time, actively interact with tourists, and communicate with tourists by means of telephone call back and webpage reply, so as to solve the problems raised by tourists in a timely and effective manner.

5.3.2. Tourism Product Marketing Website

In the era of rapid development of the Internet, many buyers can buy their favorite products without leaving home. Because of the characteristics of tourism products, such as the remoteness and synchronization of production and consumption, buyers of tourism products have extremely distinctive characteristics in this respect. It is necessary to highlight the positive tourism image on major marketing platforms, communicate with some users of bad reviews in online reviews in a timely and effective manner, understand the specific reasons for the low satisfaction of tourists, improve the problems raised by tourists as much as possible, and enhance the satisfaction of tourists.

5.3.3. Service Personnel

Tourist service personnel are the people that tourists can directly face and perceive, and their service quality, service attitude and level largely determine the service perception impression of tourists on tourist destinations. It is necessary to train service personnel, strengthen their service awareness and quality, conduct regular inspections, enhance the quality of tourism professionals, provide good services for tourists, and enhance their sense of experience.

6. CONCLUSION

This paper takes Lu 'an as the research object, and adopts ROST Content Mining⁶ as the research method, and analyzes the high-frequency words, the cognitive image of tourist destinations and the emotional cognition of tourist destinations through the online texts.

The conclusions are as follows: Tourists have a high awareness of Lu 'an's natural tourism resources, taking Tiantangzhai, Wanxi Rift Valley and other famous scenic spots as representative scenic spots, which is consistent with the abundant and varied natural tourism resources in Lu 'an; In contrast, tourists have a low sense of experience and cognition about accommodation and transportation in Lu 'an tourism, and tourist destinations should take corresponding measures to improve tourists' satisfaction; At the same time, in the analysis of tourists' emotional cognition, positive emotions account for a high proportion, while tourism service facilities, security risks and traffic problems are the leading factors that produce negative factors, and the image of tourist destination in Lu 'an still needs to be improved.

Based on the above problems, it is very important to enhance the tourism image of Lu 'an. Lu 'an can improve the image of tourist destination by developing characteristic tourist routes, designing characteristic products of Lu 'an and expanding the publicity of scenic spots, so as to attract more tourists and build a strong tourist city.

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