

# Research on image perception of red culture theme park tourist destination based on network text analysis——Taking the Glorious Orient as an example

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## ABSTRACT

According to the network text analysis method, the tourists' perception of the image they want to know about the Glorious Orient, the user comments on the Ctrip website are collected through the data collection software "Octopus Collector", and the online text is analyzed with the help of ROST CM6.0 text analysis software. High-frequency word analysis, semantic network analysis and sentiment analysis to study tourists' image perception of tourist destinations. The results show that: (1) the Glorious Orient theme park attracts tourists by combining high-tech and stimulating experience items; (2) The semantic network diagrams are mainly positive or neutral words, indicating that tourists are opposite each other. The overall image perception of the Glorious Orient is better; (3) The sentiment analysis shows that tourists are highly satisfied with the Glorious Orient, but some problems that need to be paid attention to are also summarized in the negative emotions.

**Key words:** image of tourist destination; network text analysis; theme park; the Glorious Orient

## 1. INTRODUCTION

The image of a tourist destination refers to the individual's comprehensive perception or the sum of all impressions of the natural environment, social economy and other tourism elements of the tourist destination<sup>[1]</sup>. After Mayo first proposed the concept of destination image in 1973, the research on tourism destination image gradually gained the attention of scholars at home and abroad, and became one of the hotspots in tourism-related research<sup>[2]</sup>. Domestic research on tourism destination image mainly focuses on tourism image perception research, tourism image construction research and tourism image communication and promotion<sup>[3]</sup>. The tourism image perception research includes research on influencing factors and perception types, and tourism image construction research includes measurement, positioning and design<sup>[4]</sup>.

Red tourism has become an important first choice for domestic tourists<sup>[5]</sup>. Red culture theme park is a new form of red tourism. On the one hand, the red culture theme park presents red culture to the public in innovative ways, making red cultural tourism products more attractive, and the red culture can be effectively spread; on the other hand, the red culture theme park combines red tourism with the market to enhance the economic value of the red tourism industry and its own hematopoietic function.

The image of tourist destination is a hot research topic at home and abroad. The red culture theme park is a new form of red tourism. Scholars and entrepreneurs are concerned about whether the red culture theme park can play its own hematopoietic function as an economic industry while adhering to its political and cultural functions. Based on this, this paper takes the Glorious Orient as the research object, collects user reviews on Ctrip website through the data collection software "Octopus Collector", and uses ROST CM6.0 software to analyze high-frequency words, semantics Network analysis and sentiment analysis are carried out to analyze the network text in detail, and analyze the image perception that tourists want to know about the Glorious Orient, in order to provide thinking for the development of the red culture theme park.

## 2. RESEARCH DESIGN

### 2.1 Overview of tourist destinations

This article selects the Glorious Orient as a case study. The Glorious Orient is the first large-scale high-tech theme park built by Fantawild with the theme of red culture. Based on the struggle of the Chinese nation for more than a hundred

years, the park has comprehensively used the cutting-edge technology of the theme park industry to create a series of high-tech and strong interactive theme amusement projects, including 6 historical theme areas and many large-scale red cultural theme projects. It includes more than 10 indoor large-scale high-tech themed projects and more than 20 outdoor amusement projects, as well as hundreds of characteristic leisure landscapes and themed restaurants, shops, etc. the Glorious Orient comprehensively uses AR, VR, high-definition giant screen, dome screen and other cutting-edge technologies in the theme park industry to create the enduring red classics and heroic deeds into "Zhiyuan", "Jin Guo", "Dongfangyuxiao" ", "Tiedaoyouji", "Suiyueruge " and a series of immersive interactive experience projects. In addition, the Glorious Orient also has a large-scale theater performance project "Yuanmingyuan", a large-scale indoor project "Tuwei", a large-scale dome screen flying theater "Feixiang" and other projects.

## 2.2 Research methods

For the research on the perception of tourist destination image, the content analysis method and text analysis method are mainly used. This paper adopts the text analysis method to analyze the network text, so as to know the tourist destination image of the red cultural theme park perceived by tourists. This paper obtains a large amount of user comment data that the Glorious Orient wants to know from the Ctrip website, and uses ROST CM6.0 software to perform word frequency analysis, semantic network analysis and sentiment analysis on the user comment text. Based on this, the research on the image perception of red culture theme park tourist destination is carried out.

## 2.3 Data capture and processing

This article uses the Glorious Orient user reviews on the Ctrip website as a data sample. Due to the large sample size, the "Octopus Collector" is used to capture the data. The sample selects 1823 users that can be viewed on the Ctrip travel website. Comments, the evaluation time is concentrated from May 2021 to August 2022. The screened text is preprocessed, such as word segmentation, merging and replacing synonyms, removing meaningless words, etc. [6], and finally obtain 1796 valid review data, a total of 75266 words, and save it as a txt format document for further processing.

The ROST CM6.0 software was used to analyze the word frequency of the previously saved txt document, and the top 50 high-frequency words in the text were extracted. Secondly, the Netdraw visualization tool in ROST CM6.0 is used to generate a semantic network analysis graph of user comments on high-frequency words, so as to understand the co-word relationship between high-frequency words [7], and finally use ROST CM6. Analyze, divide the emotion types of the text into three types: "positive emotion", "neutral emotion" and "negative emotion", and analyze the positive emotion and negative emotion of user comments [8].

# 3. RESULTS AND ANALYSIS

Through high-frequency lexical analysis, semantic network analysis and sentiment analysis of online user comment texts, the image perception of tourists to the Red Culture Theme Park is explored.

## 3.1 High-frequency vocabulary analysis

After obtaining the online content, the first thing to analyze is the word frequency in the evaluation of the Glorious Orient by tourists after traveling. Using ROST CM6.0 software to analyze the Chinese high-frequency words on the network text data, we obtained 50 high-frequency vocabulary lists (as shown in Table 1) of the overall image perception of tourists after visiting the Glorious Orient. Including nouns, adjectives and verbs, most of which are nouns.

High-frequency words can directly reflect the online image of the Glorious Orient and the feelings of tourists after visiting. The top three are "Interesting", "program" and "experience", reflecting that tourists perceive the Glorious Orient to be a theme park with many attractions and focus on tourists' experience, and tourists have good comments on these activities. "Feixiang", "Yingjichangkong" and "Teidaoyouji" are in the top 10 in the high-frequency vocabulary. Combined with the sixth "stimulating", it reflects that such projects combined with high technology are more popular among tourists. It has a good sense of experience and excitement, so it can leave a deep impression on tourists. "Personnel" ranks seventh. Combining the top 40 words "service", "attitude" and "enthusiasm", it can be analyzed that the enthusiasm of the staff's service attitude is also a major reason why tourists love the Glorious Orient. The top 20 high-frequency words included words such as "fun", "suitable", "worthy", "cost performance" and "beautifully", indicating that most tourists have a more positive image perception of the Glorious Orient. "kid", "children", "family" are mentioned in high-frequency words, and the frequency of occurrence is not low, indicating that the Glorious Orient is a parent-child experience activity project suitable for children to play for most tourists. The appearance of the words "red", "culture", "education" and "history" in



plays The feeling for tourists is not to stimulate, but to accept red cultural education. "Kid" is closely related to words such as "project" and "play", which indicates that the Glorious Orient is a tourist destination suitable for parent-child play, and parents pay more attention to children's perceptual experience during play.

To sum up, the semantic network diagrams are mainly positive or neutral words, indicating that tourists have a better perception of the overall image of the Glorious Orient.

### 3.3 Tourist sentiment analysis

Using ROST CM6.0 software to conduct sentiment analysis on the collected 1796 valid data, there are 1495 positive comments, accounting for 83.24% of the total number of comments; 86 neutral and clear comments, accounting for 4.79% of the total number of comments; There are 215 negative comments, accounting for 11.97% of the total number of comments. Among them, the statistical results of positive emotions and negative emotions are shown in Table 2.

Table 2 Sentiment Segmentation Statistical Results

	Statistical results of positive emotions		Statistical results of negative mood	
	Number of comments	percentage of total reviews	Number of comments	percentage of total reviews
Normal	485	27.00%	158	8.80%
Moderate	478	26.61%	48	2.67%
High	532	29.62%	3	0.17%

From the positive emotional results of tourists, it can be seen that "the performances in the park are wonderful", "the staff are enthusiastic", "the perfect red tour", "very fun" and "next time". The Glorious Orient has high satisfaction and a high willingness to revisit.

By further analyzing the related comments in the negative emotions, it can be concluded that the reasons for the negative emotions of tourists are as follows: 1. "Queue" is a problem that occurs frequently in negative comments, "long queue time" and "low playability" "Queuing for two hours and playing for two minutes" reflects that tourists' satisfaction and experience are consumed during the waiting process. 2. The consumption of scenic spots. The first is the consumption of food and beverages in the scenic spots. Many tourists report that "the food in the scenic spots is expensive", "the taste is acceptable, and the price is relatively expensive"; the second is the consumption of tickets in the scenic spots, tourists think "not cheap", "tickets feel expensive", "tickets are not worth the price"; the last is the rental fee of the scenic spot, the scenic spot provides car rental services to tourists, but in terms of price, tourists think "it's not worth it at all, it's just a waste of money" "Rent a car is simply sky-high." 3. Weather is also one of the main reasons for the negative emotions of tourists. Outdoor projects, as an indispensable project in theme parks, are greatly affected by the weather. Some tourists say that "it's very fun but the weather is too hot" and "the weather is a little stuffy" "Summer vacation is hot and dry", as the discomfort caused by the weather to tourists gradually intensifies, the tourists' experience of the Glorious Orient will decrease.

## 4. CONCLUSION AND SUGGESTION

### 4.1 Conclusion

The tourist destination image of red culture theme park can be analyzed from three dimensions: cognitive image, emotional image and overall image.

#### 4.1.1 Cognitive image

Through the analysis of high-frequency vocabulary, it can be divided into three aspects: tourism attractions, tourism-related personnel, and tourism environment<sup>[9]</sup>. First of all, tourists have the deepest perception of tourist attractions, including high-frequency words such as "program", "Feixiang", "experience", "interesting", "stimulating", "Teidaoyouji" and "Yingjichangkong". Among them, "interesting" and "Stimulating" reflect tourists' intuitive perception of outdoor amusement projects and high-tech experience projects. It can be seen that experience projects are one of the key factors for the Glorious Orient to attract tourists. Secondly, the high-frequency words related to tourism-related personnel are "personnel", "service", "attitude", "enthusiasm", "kid", etc. A large number of tourists report that the staff are friendly and warm in their comments, so they are deeply impressed, which means that the staff The service also affects the satisfaction of tourists. Secondly, many tourists think that the Glorious Orient is "suitable for bringing children to play together", which indicates that tourists realize that the Glorious Orient is suitable for parent-child travel, its programs are suitable for all

ages, and the customer group has a wide range of ages. Finally, there is the tourism environment, and the high-frequency words related to it include "scenery", "park", "theater", "indoor", "place", etc. The environment in the park also affects the perception of tourists. From user reviews, it can be found that many tourists think that the environment of the park is beautiful, and the scene design is very suitable for the theme of red culture, which has certain educational significance.

#### **4.1.2 Emotional image**

Based on the sentiment analysis of ROST CM6.0 software, it can be known that tourists' perception of the image of the Glorious Orient is mainly positive, among which the positive perception factors of tourist attractions account for the highest proportion. Among the many projects, "Feixiang" brings the best sense of experience to tourists. Many tourists said that "the sense of experience is very good", indicating that the projects combined with high technology can increase the sense of experience of tourists. Therefore, the Glorious Orient wants to know more play content that enhances the tourist experience can be added to the project.

The problems reflected in the negative emotional comments are more concentrated: long queue time for scenic spots, high consumption prices in scenic spots, etc. Most tourists' play time is concentrated on holidays, which leads to a sharp increase in the number of tourists during this time period, resulting in long queues and few play items, coupled with uncontrollable weather conditions, resulting in a decline in tourists' experience. At the same time, the high consumption price and low cost-effectiveness of tickets in the scenic spot will further lead to the negative perception of the emotional image of the scenic spot by tourists.

#### **4.1.3 Overall image**

Among the high-frequency words, words such as "next time", "cost-effectiveness", "good", "suitable" and "worthy" reflect that tourists are generally satisfied with the Glorious Orient and have a high willingness to revisit. At the same time, these comment texts are the real evaluations of tourists on the Glorious Orient after the tour, so they can more intuitively reflect the tourists' perception of the tourist destination image of the Glorious Orient, and at the same time provide a certain reference for potential tourists who want to know the Orient. and selection<sup>[10]</sup>. Words such as "red", "culture", "education", "kid", "family", "history", and "shake" appear frequently, which means that in the minds of tourists, the Glorious Orient is regarded as a tourist destination suitable for parent-child travel. As a red culture theme park, it not only gives tourists a high sense of experience, but also allows tourists to perceive red culture, and realize the educational function of red culture that the East wants to know, so that tourists can learn the knowledge of red culture in the process of playing, entertaining and entertaining.

#### **4.2 Suggestion**

The purpose of this study is to explore tourists' perception of the image of the Glorious Orient, and to provide a certain reference value for the Glorious Orient to improve the image of tourist destinations, but there are still some deficiencies in this research. Firstly, this study only selects the user reviews of Ctrip website as the analysis sample, and the data source is relatively simple. At the same time, this study only analyzes the text content in user reviews, and does not analyze the tourist ratings, travel pictures and travel videos uploaded on the Ctrip website. Subsequent research can expand the sample database through offline questionnaires, tourist interviews, analysis of tourist pictures and videos, etc., for a more comprehensive and in-depth analysis of tourists' perception of the image of red cultural theme parks. Secondly, tourists' negative perception of the Glorious Orient is greatly influenced by subjective factors, such as uncontrollable weather factors, and prolonged queue time due to the surge in tourists brought by holidays, these are not caused by the Glorious Orient itself. Thirdly, this study fails to subdivide the age groups of tourists through the content of user reviews on Ctrip website. This part can be filled by means of offline questionnaires and interviews in the later period, and then explore the desires of tourists of different ages for the Glorious Orient. To understand the differences in image perception of tourist destinations, it can provide more data support for future research. Finally, in the future research, we can consider adding more theoretical support to enrich the theoretical background and theoretical significance of the research, so that the research on the image of the red cultural theme park tourist destination will be deeper.

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