# Research on Tourism Image Perception of Hengdian Film and Television City: Content Analysis Based on Network Text

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*Abstract*：In this paper, Hengdian Studios is taken as a case, and the texts in Ctrip and Mawei websites are selected as data sources. ROST CM6 software is used for word frequency analysis, semantic network analysis, emotional analysis and cognitive image analysis, etc., to analyze the image perception of tourists in Hengdian Studios. It is found that the overall image of tourists' perception of the tourist image of Hengdian Film and Television City is mainly human resources in tourist attractions, and the cognitive image includes four categories: tourist attractions, tourist environment, tourist activities and tourist services. Positive emotions and neutral emotions account for the same proportion in tourists' emotional cognition, while negative emotions account for a minority.

*Keywords:* Hengdian World Studios, Tourism Image Perception, Web Text Content Analysis

## 1. Overview of the relevant studies

Destination image is an individual's perception of a potential tourist destination, and is an important factor affecting potential tourist perception, behavior, and destination choice [1].The concept of tourist destination image was first proposed by American scholar Hunt in 1971. He believed that the image of tourist destination is the perception image of tourists for non-residence [2].The domestic tourism destination image is also known as the tourism destination image, tourism image, tourism destination meaning and so on.Most scholars have conducted a detailed study of the composition of the destination image.As proposed by Gartner, "cognitive image, emotional image and emotional image" together constitute the image of tourism destination [3]; Yongming Wang According to the Baloglu analysis from the individual psychological level, with the ancient city of Phoenix as the research object, from the overall image, cognitive image and emotional image of the three dimensions of the network text analysis [4].Some scholars also believe that the reason why tourists can perceive the image of the tourist destination is because the scenic spot projects the image of the destination to the tourists.For example, Yuanyuan Li compared the tourists' perception image and the mountain outdoor tourism image with the official projection image.These scholars believe that the image of tourism destination includes the projection image of the official publicity and marketing of the scenic spot and the real perception image of tourists to the scenic spot [5].

In network space, the hengdian studios tourism image text information is relatively rich, so can get tourists through the Internet, to analyze the collection of travel information, can determine the perception of hengdian studios tourism image, found that the advantages of hengdian studios development and the insufficiency, to contribute to promote the development of hengdian studios.

## 2. Results analysis

Content analysis method (content analysis) is an objective, systematic and quantitative research method for communication content. Its advantage is that it can obtain the complete psychological perception of tourists to the tourist destination. This paper uses the octopus collector to capture the online travel notes about Hengdian World Studios from January 1,2018 to February 1,2022, including 270 articles from Ctrip and 207 from Hornet's Nest. The formal analysis text is generated by preprocessing of excluding invalid text, perfunctory text and integrated series of text, and then word processing to merge and generate the final document.188 qualified travel notes were obtained, including 56 from Ctrip and 132 from Hornet's Nest, with a total number of 440,388 words. ROST software is used to analyze word frequency analysis, semantic network analysis and emotion analysis, so as to analyze the image perception of Hengdian World Studios.

### 2.1 High-frequency word analysis

ROST-cm6 software was used to conduct word frequency analysis, extracting a total of 100 high-frequency words, As shown in (Table

1). Tourists' cognition of Hengdian World Studios is analyzed as follows: In terms of part of speech, there are three categories: nouns, verbs and adjectives, including 76 nouns, 13 verbs and 11 adjectives. Nterms are related to tourist attractions, accommodation and infrastructure, such as tourist attractions "Qin Palace", "Riverside Scene at Qingming Festival", etc., is a more famous scenic spot in Hengdian World Studios. The verb reflects the tourists 'travel motivation and specific entertainment activities, such as "tourism" and "vacation" are the embodiment of the tourists' travel motivation, while "taking photos" and "interaction" show the tourists' entertainment activities."Happy", "good-looking", "pity" and other adjectives are used to express the feelings of tourists.

Table 1. High-frequency vocabulary of image perception in Hengdian World Studios

| vocabulary | frequency | Part of speech | vocabulary | frequency | Part of speech | vocabulary | frequency | Part of speech |
|---|---|---|---|---|---|---|---|---|
| Hengdian World Studios | 1648 | noun | star | 139 | noun | weather | 82 | noun |
| perform | 1332 | noun | Dream tai chi | 137 | noun | ancient costume | 81 | noun |
| Qin palace | 778 | noun | pass through | 127 | verb | Yanxi Palace | 80 | noun |
| Dream valley | 708 | noun | TV play | 124 | noun | night scene | 79 | noun |
| hotel wineshop | 625 | noun | go sight-seeing | 124 | verb | Dream back to Qin and Han | 79 | noun |
| Riverside Scene at Qingming Festival | 556 | noun | palace | 123 | noun | Shooting base | 79 | noun |
| take | 536 | verb | good-looking | 123 | adjective | bicycle | 78 | noun |
| Ming and Qing palace | 529 | noun | Bian Liang a dream | 121 | noun | amusing | 77 | adjective |
| Guangzhou Street Hong Kong Street | 349 | noun | brilliant | 120 | adjective | hero | 77 | noun |
| locality | 343 | noun | a surname | 114 | noun | Dream spring valley | 76 | noun |
| film and television | 342 | noun | be affected by | 114 | verb | daytime | 75 | noun |
| evening | 320 | noun | position | 112 | noun | interaction | 74 | verb |
| hour | 290 | noun | characteristic | 112 | adjective | The four seas return to one hall | 69 | noun |
| take a picture | 288 | verb | Spring garden | 110 | noun | the Northern Song or Earlier Song Dynasty | 69 | noun |
| afternoon | 277 | noun | partner | 108 | noun | Qin Shi Huang | 67 | noun |
| building | 264 | noun | square | 108 | noun | Summer garden | 67 | noun |
| crew | 251 | noun | bus | 104 | noun | lively | 66 | adjective |
| visitor | 245 | noun | staff | 102 | noun | high-speed rail | 64 | noun |
| amuse oneself | 240 | verb | prepare | 100 | verb | train | 64 | noun |
| minute | 235 | noun | Hangzhou | 99 | noun | It's a pity | 64 | adjective |
| tour | 228 | noun | The Dragon Emperor is startled by his arrival | 98 | noun | emperor | 63 | noun |
| entrance ticket | 227 | noun | style | 97 | noun | Hero than sword | 63 | noun |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Heavy rain mountain flood | 188 | noun | hot spring | 96 | noun | rain | 60 | verb |
| forenoon | 175 | noun | unobstructed | 94 | noun | boss | 60 | noun |
| kid | 172 | noun | culture | 89 | noun | depot | 60 | noun |
| drive | 167 | verb | New Yuan Ming Palace | 89 | noun | Passenger transport center | 56 | noun |
| free | 166 | adjective | Delphinus delphis | 88 | noun | classics | 56 | adjective |
| convenient | 166 | adjective | come into bloom | 88 | verb | Theme room | 55 | noun |
| Yiwu station | 159 | noun | go on foot | 88 | verb | Prince and the Showgirl | 55 | noun |
| film | 159 | noun | dress | 87 | noun | Forbidden ceremony | 54 | noun |
| propose | 158 | verb | Ferris wheel | 86 | noun | Wansheng street | 53 | noun |
| sound of dripping water | 158 | noun | Riverworld | 84 | noun | feel happy | 53 | adjective |
| Shanghai | 154 | noun | homestay | 83 | noun | | | |
| large-scale | 146 | adjective | China | 83 | noun | | | |

## 2.2 Semantic network analysis of high-frequency words

Each word has a corresponding context, and there is a corresponding semantic connection between each word. The co-occurrence relationship and co-occurrence times of two feature words can be seen from the connection between feature words and the number of articles in the high-frequency word semantic network graph. Figure 1 can be seen "hengdian studios", "qin palace", "dream valley", "Ming and qing palace", "Guangzhou street" as the core point, through the "shooting", "film and television", "performance" to the surrounding, the qin palace, dream valley, Ming and qing palace, Guangzhou street for the core of hengdian studios scenic area, have their own characteristics, and as a base, is a popular location of the film and television play.
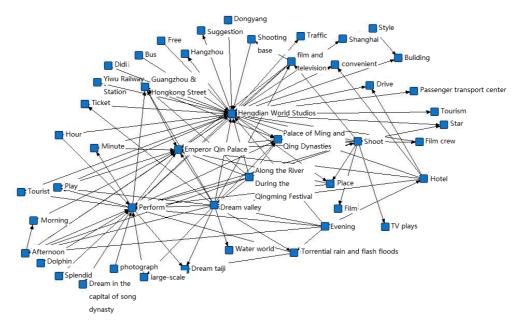


Figure 1 .Hengdian World Studios tourist network text semantic network

## 2.3 Cognitive image analysis

*2.3.1, tourist attraction*

(1) Human resources. Hengdian World Studios is mainly used for cultural resources, most of which are artificial scenic spots. Among the top 100 words, 9 are related to cultural resources, with a total frequency of 3,248 words, including the core scenic spots and the popular areas of Hengdian World Studios. In Hengdian World Studios tourist attractions, "Qin Palace" ranked first with 778.

(2) Other tourist attractions. In addition to the traditional tourist attractions, anything or element that can interest tourists can be called a tourist attraction. This paper finds that the words mentioned by tourists in the tourism resources of Hengdian World Studios are "film and television", "architecture", "cast crew", "movie" movie "," star "," TV series "and" night view ", which are all attractive to tourists.

*2.3.2 Tourism environment*

(1) Urban appearance. In the first 100 high-frequency words, there are many related words about the play impression of Hengdian World Studios, including "convenient", "good-looking", "characteristic", "fun", "lively", "pity", "classic" and "happy". As can be seen from the travel notes, there are more positive reviews than negative reviews.

(2) Climate condition. In terms of climate conditions, high frequency word low frequency, related words only "weather" and "rain", the word "weather" in vocabulary statistics 82 times, shows that the tourists to play during the weather, "rain" shows the weather conditions, will have a negative impact on tourists.

*2.3.3 Tourism activities*

(1) Accommodation. Accommodation is an important part of tourism activities. A good accommodation environment and superior service can make tourists have a sense of value for money or value for money, which also indirectly affects their impression of the tourist destination. Through the statistical analysis of high-frequency words, it is concluded that the tourist accommodation in Hengdian World Studios is mainly hotel, home stay and theme room. Among them, "hotel" ranked the first with the frequency of 625 times, becoming the most important accommodation choice for tourists to come to Hengdian World Studios.

(2) Traffic. Driving is mentioned in the top 100 words, indicating that the most important way of transportation for tourists to Hengdian World Studios is self-driving. In addition, Yiwu station, bus, high-speed train and train are mentioned, which means that if tourists come to Hengdian World Studios by high-speed rail or train, they must take Yiwu Station as a transfer station to transfer or ride to Hengdian World Studios.

(3) Shopping. According to the high frequency words obtained in this study, shopping related mainly about tickets and entertainment facilities, such as tickets and clothing (87 times). Hengdian World Studios is dominated by charging scenic spots. In the process of tourism, the purchase of tickets is essential, usually based on the joint and single point tickets of various scenic spots, and most tourists buy them through the Internet.

(4)Entertainment. In the high-frequency thesaurus, there are several prominent entertainment-related words, such as "performance", "take photos", "time travel", "tour", "play", "interaction". The tourist attractions of Hengdian World Studios are basically based on the cultural landscape. The Dream Valley scenic area of the Qin, Han, Northern Song, Ming and Qing Dynasties and modern amusement park facilities, so that tourists can not only have the sense of time through, but also feel the innovation of modern technology.

*2.3.4 Tourism services*

(1) Scenic spot infrastructure. According to the high frequency words, the word frequency of the scenic area facilities is low."Parking lot" was mentioned 60 times and "bicycle" 78 times. Most tourists go to Hengdian World Studios by themselves, so the parking facilities in the scenic spot are very necessary. Through reading the travel notes, tourists are satisfied with the construction of parking lots in the scenic spots of Hengdian World Studios and their free measures.

(2) Tourism service personnel. In the high-frequency words, the travel service staff were mentioned 162 times, such as the words "staff" and "boss". Due to the large scenic area, each area needs special staff, so that tourists can get help in time during the tour. In general, travelers are still satisfied with the tourism service.

## 2.4 sentiment analysis

Emotional image analysis refers to the analysis of the emotional words expressed by tourists in their online travel notes. Through these words, we can infer the impression of the tourist destination, which is mainly divided into three aspects: positive, neutral and negative emotions. If tourists have frequent words to express positive emotions in their travel notes, it means that their satisfaction is high, and on the contrary, it means that their satisfaction is low. This paper extracts all the adjectives in the first 100 high-frequency words, and then conducts emotion analysis through ROST CM6 software to sort out the proportion of the three types of emotions.

Table 2.General emotional statistics of tourists' tourism image of Hengdian World Studios

| affective style | frequency | frequency distribution | Segmentation statistics results | frequency | frequency distribution |
|---|---|---|---|---|---|
| | | | General | 48 | 43.64% |
| Positive mood | 54 | 49.09% | moderate | 6 | 5.45% |
| | | | height | 0 | 0.00% |
| Neutral mood | 44 | 40% | | | |
| | | | General | 11 | 10.00% |
| Negative emotions | 12 | 10.91% | moderate | 1 | 0.91% |
| | | | height | 0 | 0.00% |

As shown in (Table 2), in the tourism emotional cognition system of Hengdian World Studios, positive emotions and neutral emotions accounted for a large proportion, with 49.09% and 40% respectively, and negative emotions accounted for 10.91%. Therefore, it can be shown that tourists' emotional cognition of Hengdian World Studios is mainly positive emotions and neutral emotions, with less negative emotions.

## 3. Conclusion

This study takes Hengdian World Studios as a case study, studies the characteristics and structure of tourists' tourism image perception by content analysis method, and draws the following conclusions:

(1)the tourist perception of hengdian studios tourism image including tourism attractions, tourism environment, tourism activities and tourism services four categories and cultural resources, other tourist attractions, urban appearance, climate conditions, accommodation, food, transportation, shopping, entertainment, scenic infrastructure, tourism service personnel this 11 categories. The tourists' overall image perception of Hengdian World Studios is mainly a tourist attraction, which is related to the resource characteristics of the scenic spot itself.

(2)In tourists' emotional cognition, the proportion of positive emotions and neutral emotions is equal and neck, and the negative part is in the minority. In this regard, we should increase tourism activities, so as to enrich the experience effect of tourists, take measures to deal with the causes of negative emotions, and focus on improving, increase the flash point, turn neutral to positive, and reduce negative emotions.

(3) According to the problems in the perception of the tourist destination of Hengdian World Studios, suggestions to improve the tourism image of Hengdian World Studios: strengthen infrastructure construction; reshape market positioning; standardize the accommodation environment; and develop characteristic products.

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