

# Research on Image Perception of Tourist Destination

## -- Take Langzhong as an Example

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### Abstract

**A good image of a tourist destination plays an important role in the long-term development of the destination. Taking Langzhong City in Sichuan Province as an example, this paper conducts content analysis on 496 valid User-generated content data evaluated by tourists, and conducts image perception research from cognitive image and emotional image. The results show that tourists' perception of Langzhong's image is concentrated in tourist attractions related to the ancient city of Langzhong, with emphasis on cultural tourist attractions; tourists' evaluation of the overall image of Langzhong is more positive, but the tourist experience and tourist facilities are negative emotional factors lead to negative reviews. Finally, relevant suggestions are put forward based on the existing problems, which will enrich the relevant research results.**

### Keywords

**Image Perception; Langzhong; User-generated Content.**

### 1. Introduction

A good image of a tourist destination plays an important role in the long-term development of the destination. In recent years, there have been more and more relevant studies. The image of tourist destinations was first proposed in Hunt's "Image:A Factor in Tourism", which refers to people's impressions of non-residential places, especially tourist destinations. Looking at the domestic research on the image of tourist destinations for more than 40 years, the research content in recent years has mainly focused on the following three aspects: the formation and structure of the image of tourist destinations and the impact on tourist behavior and destination marketing. The academic circles generally believe that the formation of tourist destination image includes projected image and perceived image. Projected image is the image transmitted to tourists by tourism suppliers through various propaganda methods, and perceived image is the projected image, personal characteristics, and psychology of tourism demanders. Under the common influence of preferences and other factors, the psychological cognition of tourist destinations is formed [1]. Baloglu proposed a "cognitive-emotion" model for the image perception measurement of tourist destinations, and pointed out that its basic structure includes cognitive image, emotional image and overall image. After verification, this structure has been basically recognized and widely used by the academic community. . At the same time, many studies have shown that a good image of a tourist destination has a positive impact on tourists' behavioral intentions such as destination choice, willingness to pay, and post-tour recommendation[2]. Tourist destinations can be based on tourists' perceptions and needs. Formulate corresponding marketing strategies [3].

The research methods of tourist destination image focus on content analysis, empirical analysis, etc., especially focusing on content analysis. Some scholars use questionnaire survey and structural equation model research methods to empirically demonstrate the positive relationship between cognitive image, emotional image and overall image[4]. With the

increasingly close cross-border integration of the Internet and tourism, online travel platforms have been widely used, and network big data has become a new source of data for tourism research. UGC, User-generated content, also means that users can publish and obtain information about travel destinations on the platform, which has a higher credibility than questionnaire surveys. Through collecting review texts and text analysis, many scholars explored the image perception of tourist destinations and tourism decision-making and related research from the cognitive image, emotional image and overall image of tourists[5].

## 2. Research Design

Langzhong City, a county-level city under the jurisdiction of Nanchong City, is located in the northeast of Sichuan Province. Langzhong City is a famous tourist county in Tianfu in Sichuan Province. It has rich tourism resources. It has a national AAAAA-level tourist attraction and many cultural relics protection units. In the process of tourism development in Langzhong City, whether the construction of the tourist destination image is consistent with the projected image of the target, it is necessary to explore and compare the perceived image from the perspective of tourists. Therefore, I chose Qunar, an important domestic online travel agency, to capture the online review data about Langzhong from September 1, 2020 to September 1, 2021, and after data cleaning, 496 valid data were obtained.

## 3. Research Results

### 3.1. Cognitive Image Analysis

The word frequency reflects the attention and awareness of tourists to the destination. The higher the frequency, the more important the position in the hearts of tourists. Cognitive image mainly uses high-frequency nouns obtained from data analysis for evaluation. After the analysis from ROST CM 6, the top 60 high-frequency nouns are obtained. The top five places are Langzhong Ancient City, Langzhong, fengshui, Zhang Fei, and Zhang Fei Beef. In order to further understand tourists' perception of Langzhong destinations, the top 60 high-frequency nouns were sorted and classified, and 6 categories were obtained.

Tourist attractions, the frequency accounted for nearly three-fifths (59.87%). This category mainly includes high-frequency words related to various cultural and natural tourist attractions in Langzhong City, including Langzhong Ancient City, Gongyuan, Jialing River, Zhongtian Tower, Huaguang Tower, Ancient Town, Jinping Mountain, Nanjinguan Ancient Town, Hanhuanhou Temple, Fengshui Museum, Panda, Confucian Temple, Cultural Relics, Zhuangyuanfang, fengshui, architecture, culture, history, Imperial Examination, Ancient Times, three Kingdoms and Spring Festival 22 terms. The study found that tourists mainly pay attention to tourist attractions in Langzhong City and prefer cultural tourism elements.

Geographical category, frequency accounted for 16.04%. This category mainly includes the names of cities or places above the county level that appear in the data, including 6 nouns such as Langzhong, Nanchong, China, Sichuan, Chengdu, Guangyuan, and Lijiang. From Langzhong-Nanchong-Sichuan-China, in fact, tourists have further refined the geographical location and tourism perception of Langzhong. Chengdu and Guangyuan are important tourist sources of Langzhong.

Facilities, the frequency accounted for 9.69%. This category mainly includes the tourism infrastructure and reception facilities provided by Langzhong, including 11 nouns such as inn, hotel, street, square, bus, accommodation, room, transportation, high-speed, railway station and compound. Inns and hotels are the two projects that tourists pay the most attention to in this project, indicating that tourists have higher requirements for non-standard accommodation and standard accommodation during the travel process. And transportation

facilities such as buses, high speeds, and railway stations are the comparative channels for tourists to travel.

Activity category, the frequency accounted for 7.67%. This category mainly includes tourism and leisure activities for tourists, including 8 terms such as excursion, examination, sightseeing, explanation, performance, photographing, play and rest. Sightseeing, sightseeing and taking photos can reflect the main activities of tourists. Examinations and performances show that the Gongyuan in the ancient city of Langzhong is the only comprehensive ancient imperial examination room in the country, restoring the old appearance of Sichuan students rushing for the examination in the early Qing Dynasty. The study found that tourists' awareness of activities is relatively single, and actual tourism activities reflect the limited cultural depth.

Diet category, the frequency accounted for 4.24%. This category mainly includes the delicacies and souvenirs provided by Langzhong. There are 5 terms such as Zhang Fei beef, Baoning vinegar, hot pot, snacks and jelly. Among them, Zhang Fei beef and Baoning vinegar are well-known delicacies and brands in Langzhong.

Character category, the frequency accounted for 3.06%. This category mainly includes travel companions of tourists or the attention of tourists. There are 4 terms such as tourists, tour guides, friends and bosses. Among them, the three high-frequency words of tour guide, friend, and boss reflect the needs of tourists for local guides, the companionship of friends, and the communication with businesses in travel contacts.

### 3.2. Emotional Image Analysis

Through processing and semantic analysis of text data, it is found that tourists' personal emotional preferences for travel destinations. The results show that tourists' emotional performance is relatively positive, accounting for 80.81%, of which 35.82% are particularly satisfied, 7.47% are neutral emotions, and 11.71% are negative emotions. In order to find out the problems in the development of Langzhong tourism and improve the quality of tourism, it is necessary to analyze the factors with negative emotions. A content analysis of 58 reviews with negative emotions reveals that the core factors affecting tourists' negative emotions towards Nanchong are tourism experience and tourist facilities, accounting for 55.17% and 44.83% respectively.

In the tourism experience, the proportion of negative reviews caused by individual differences, objective factors, cultural perception, environmental issues, and service experience are 10.34%, 8.62%, 12.07%, 5.17%, and 18.97%, respectively. Among the service experience items, "scalpers misled shopping (appears once)", "Scenic shops have poor service attitudes (appears 4 times)", and "strong commercial atmosphere (appears 6 times)", which directly lead to negative reviews from tourists.

In tourist reception facilities, the proportions of negative reviews caused by food and lodging problems, traffic problems, scenic spots and navigation problems were 10.34%, 6.9%, 24.14% and 3.45%, respectively. Among the landscape issues that account for the largest proportion, "there is nothing to visit (appears twice)", "the scenic spots are scattered (appears once)", "the scenic spots are not built (appears 4 times)", and "the landscape is not well protected (appears 3 times)", "The scenic spot is in disrepair (appears twice)", "There is no protective fence in the dangerous place of the scenic spot (appears twice)". Therefore, the problem of scenic spots and service experience is the process of improving the image of Nanchong's tourist destinations. primary issue.

## 4. Conclusions and Recommendations

This article collects tourist UGC data on Langzhong's tourism, uses content analysis to analyze it, and draws the following conclusions and suggestions: Through the analysis of tourist's

cognitive image and emotional image, it is found that tourists' perception of Langzhong's tourist destination image mainly revolves around The development of Langzhong Ancient City, a national 5A-level tourist attraction, radiates various scenic spots and cultural elements, and the overall evaluation is positive. However, since Langzhong tourism is still in the development stage, there are a series of problems in the construction, maintenance and service of tourism reception facilities, which need to be further improved. In order to promote the establishment and improvement of the image of Langzhong tourist destination, the following suggestions are put forward.

Integrate tourist attractions and provide high-quality tourist products. Tourists' cognitive image of Langzhong is mainly concentrated in tourist attractions, cultural elements and other attractions, but the emotional image shows that there are big problems in tourism experience and the development of scenic spots. Langzhong has rich and well-known tourist attractions. It needs to pay attention to the needs of tourists, conduct market research, and provide differentiated tourism products and services for different groups.

Strengthen the construction, maintenance and service of tourist reception facilities. Tourists' perception of the image of a tourist destination will affect their willingness to revisit and pay. Therefore, Langzhong needs to focus on the construction, maintenance and service of tourist reception facilities, especially the improvement of the quality of software and hardware in the scenic area. It can start from strengthening the cultural protection and landscape renovation of scenic spots, promoting the sound development of various tourist facilities such as accommodation, transportation, and guides, strengthening service awareness and service skills training for practitioners, and promoting the integrated development of cultural tourism in destinations and scenic spots.

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