

Research on the Image Perception of Tourism Destination Based on Big Data

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Abstract

Tourism is an important strategic pillar industry in the national economy, and the image of tourism destination plays an important role in the tourism decision-making. This paper with the Beihai as a study case, after the tourists as the research subject, using Python technology climb trip travel network the latest 200 travel notes as data source, using the ROST Content Mining software analysis of Chinese word frequency analysis, emotion analysis and social network and semantic network analysis function, combined with offline questionnaire survey data as a supplement, comprehensive study of tourist tourism image of the north sea perception. The research results show that: 1) Old Street, Silver Beach and Weizhou Island are the basic cognitive images of tourists for the tourism image of Beihai, reflecting the tourism characteristics of Beihai Marine resources. 2) Tourists have a high recognition of the scenic spot, with positive emotions accounting for 88.64%. The offline questionnaire survey shows that the overall satisfaction of tourists is 93%. 3) Comprehensive analysis of the network travel notes semantic network map, tourist tourism image perception and evaluation system. The results provide targeted suggestions for the image dissemination of Beihai tourist destinations.

Keywords

Network Text, Data Mining, Image Perception

1. Introduction

Beihai, a prefecture level city under the jurisdiction of Guangxi Zhuang Autonomous Region, also known as “Zhucheng”, is an important node city in the Beibu Gulf Urban Agglomeration and Guangxi Beibu Gulf Economic Zone. It is located at the southern end of Guangxi Zhuang Autonomous Region, on the

northeast bank of Beibu Gulf, with an overall terrain of high in the north and low in the south, and a flat and open terrain; The climate belongs to a maritime monsoon climate with typical subtropical characteristics, covering a total area of 3337 square kilometers. The city has 3 districts and 1 county under its jurisdiction. As of the end of 2022, the city's permanent population is 1.881 million. Beihai City has one 5A level scenic spot: Weizhou Island Nanwan Crocodile Mountain Scenic Area; There are 17 4A level scenic spots, including BeihaiYintan National Tourist Resort, Beihai Old City Scenic Area, Jinhai Bay Mangrove Ecological Tourism Area, Beihai Garden Expo Park, BeihaiHanlu Cultural Park, Underwater World, Ocean Window, HepuXingdao Lake Scenic Area, etc; In addition, there are 16 3A level scenic spots, as well as a number of tourist attractions such as Xieyang Island, "Xanadu", Guantouling National Forest Park, Shankou National Level Mangrove Nature Reserve, etc. Among them, Weizhou Island is one of the popular scenic spots in Beihai, located 21 nautical miles south of Beihai City, Guangxi, and 36 nautical miles away from the urban area of Beihai. Weizhou Island is integrated with volcanic eruptions and coral deposits, creating a sharp contrast between the rugged terrain in the southern part of the island and the open and gentle terrain in the northern part. Its coastal waters are blue and bottomless. In 2023, more than 50 tourism and cultural activities were held, including the first Beibu Gulf Coastal Joy Week of the "Romantic Beibu Gulf Tidal Carnival", the Beihai leg of the 2023 "Guangxi Rim" World Tour, the 2023 "The Belt and Road" International Regatta, the 15th National Historical and Cultural City Go Competition, and nearly 20 promotional activities were carried out at home and abroad. A wave of "art + tourism" has been sparked, with nearly 20 large-scale art activities held, including the National Watercolor Masters and Beihai Watercolor Painters Exhibition, the Meeting with the Sea—Geopolitics and Contemporary Chinese Watercolor Painting Development (Beihai) Seminar, the "Singing the Tide of Beihai in July 2023" Original Music Concert, and the Dalu Youth Music Festival. In 2023, Beihai received 52.5045 million domestic tourists, a year-on-year increase of 97.87%, achieving a domestic tourism revenue of 66.381 billion yuan, an increase of 116.7%. The revenue of the limited accommodation industry reached 694 million yuan, an increase of 85.9%. During this year's May Day holiday, Beihai received a total of 2.4105 million tourists, a year-on-year increase of 26.07%; Realized tourism revenue of 2.218 billion yuan, a year-on-year increase of 30.32%. Beihai has launched a series of cultural and tourism activities around the three main themes of folk customs, culture, and New Year's Eve. From December 30, 2023 to January 1, 2024, Beihai City received a total of 571,300 tourists, a year-on-year increase of 82.52%, and achieved tourism consumption of 515 million yuan, a year-on-year increase of 84.75%.

The study of tourism destination image began in the 1970s and gradually gained widespread attention. Since Hunt's doctoral thesis "A Factor in the Development of Image Tourism" from Colorado State University in 1971, exploring the significance of image factors in tourism destination development, there

has been an international research frenzy on the image of tourism destinations. The definition of tourism image in foreign countries is often based on the definition of “image”. Image is a widely used and vaguely defined concept, generally believed to be people’s personal, subjective, and conceptual understanding of what they know; Or in other words, image is an inherent belief and impression formed on the basis of human brain information processing. Therefore, the image of a tourist destination is the overall impression formed by the interweaving of various tourism products (attractions) and factors of the tourist destination. The image of a tourist destination is the general, abstract, and generalized understanding and evaluation of the public towards the destination. It is an intangible value that enhances the internal and external spiritual value of the region, and a rational representation of the reality of the tourist destination. Due to people’s specialized thinking on destination information, the brain processes and processes this information, transforming it into internal psychological activities, generating emotions towards the destination, and then controlling human behavior, generating the intention of going or not going, thus creating emotional images; In this process, if people receive marketing information, it will form a leading image; When tourists visit the destination in person, they will compare and correct their actual experiences with their cognitive images in their minds, forming an overall image; The overall image creates new emotions for people towards the destination property. If it is a positive emotion such as liking and loving, it will generate a desire to revisit. Conversely, if it is a positive emotion, people will not be willing to visit again, and may even discourage family and friends from visiting, which is known as a dynamic image. With the development of science and technology such as cloud computing and the internet, big data technology has also been applied in various industries around the world, and the research on big data has entered the era of rapid development. The research methods of interdisciplinary integration are becoming increasingly popular. Under the background of big data, the production and operation methods of various industries have undergone tremendous changes. With the advent of the era of big data, tourism and internet integration development (Ajzen, 1991; Becken et al., 2003; Chaabouni, 2019; Dwyer et al., 2010), researchers mostly through the network crawler for users in the website articles, comments, travel and other text content, acquisition, processing, analysis can get the information related to tourist destination, and as an important data source of research, so as to obtain the perception of tourist destination image (Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Mohammad, 2022; Song et al., 2021). The study of tourism destination image perception was originally a questionnaire survey method, and scholars used seven-point and five-point scales to make structural measurements of the perceived image of tourism in four states of Utah, Montana, Colorado and Wyoming; Domestic scholars investigate the impact of festival activities on the image of tourist destinations, And to use the five-point Likert scale to study the tourism image.

To sum up, this paper using Python crawler technology collection ctrip travel

network the latest 200 travel, through the ROST Content Mining software Chinese word frequency analysis, social network and semantic network analysis function, the Beihai scenic tourist destination image perception, in high frequency vocabulary, emotion analysis, social network and semantic network analysis visualization, tourism image evaluation system and representative attractions several specific analysis, explore the tourism destination perception image promotion strategy.

2. Study Method and Data Sources

2.1. Study Method

ROST Content Mining is a large-scale free social computing platform developed and coded by Professor Shenyang from Wuhan University, which is the only one in China to assist research in humanities and social sciences. This software can achieve a series of text analysis functions, including Weibo analysis, chat analysis, whole network analysis, website analysis, browsing analysis, word segmentation, word frequency statistics, English word frequency statistics, traffic analysis, clustering analysis, etc. The wide application areas of ROST Content Mining include but are not limited to social science research, education, and other fields that require text analysis and data mining. Its powerful functions and extensive applications have made ROST Content Mining an important tool in the field of humanities and social sciences research. As an objective, systematic and quantitative analysis method for unsystematic and qualitative words and images, the content analysis method has always been deeply loved by many tourism researchers. In this article, the content analysis method mainly through the questionnaire survey and network text data comprehensive analysis of the Beihai tourist perception research content into quantitative and systematic data, using the ROST Content Mining software functional analysis, text processing, visualization, and other functions of text mining, in ctrip travel network collected 200 travel a systematic statistical analysis, word frequency analysis, social network and semantic network analysis and emotional analysis, etc. Due to the long length of the text, the collected travel notes are divided into two parts for analysis. First, text word segmentation processing is carried out to remove meaningless words, add unique custom words, and then make statistics on the words with high word frequency. Secondly, the micro word cloud is used for visual display. The words with high word frequency will be presented in a larger form, and the lower the word frequency, the smaller the font will be displayed. Finally, social network and semantic network analysis and emotion analysis are conducted. In this way, the image perception of tourist destinations in Beihai Scenic area is studied to provide theoretical support for improving the image perception of Beihai tourist destinations.

2.2. Data Source and Processing

Ctrip and Hornet's Nest are both well-known comprehensive tourism platforms

in China, with rich travel strategies and detailed travel notes, which are mostly the true feelings of tourists. This paper uses Python technology to capture the latest 200 Beihai travel notes of Ctrip to establish a basic database. Firstly, the data is crawled, preprocessed, clear noise reduction and generate travel transcripts; secondly, combine the characteristics of Beihai travel notes to establish a custom dictionary and make word segmentation, word frequency statistics and visual processing, screening and classification of characteristic words; finally, establish high-frequency vocabulary of Beihai travel network, sentiment analysis table of travel notes and semantic network analysis visual map to construct the image perception system of tourist destination. In addition, the research group contacted local tourism companies in Beihai to conduct a questionnaire survey of Beihai tourism destination image perception in July 2021, collected 560 valid questionnaires, conducted a full survey on the perception system of tourists, and fully supplemented the data of the online platform.

3. Results and Analysis

3.1. High-Frequency Vocabulary Analysis

Using ROST Content Mining software for Chinese high-frequency words analysis of the network text data, we obtained 100 high-frequency vocabularies (**Table 1**) for the overall image perception of tourists after traveling in Beihai scenic area, mainly including nouns, adjectives and verbs, among which the most were nouns.

According to **Table 1**, you can see that visitors perceive the Beihai scenic area is mainly concentrated in the “Weizhou island”, “old street”, “silver beach”, “overseas port street”, and “mangrove” mangrove scenic area scenic area, weizhou island scenic area mainly has “colorful beach”, “Catholic church”, “crocodile mountain scenic area”, “shell beach”, “volcano” park and other scenic spots. There is no derogatory term in the high-frequency vocabulary, and the commendatory words mainly include “delicious food”, “characteristic,” delicious and “romantic”, which reflects the tourists’ satisfaction with the tourism evaluation of Beihai scenic area. The verbs reflect the way tourists visit, such as the words “playing”, “diving” and “swimming”. In terms of transportation, the words “wharf”, “boat ticket”, “Nanning”, “Guilin” and other words are frequently used, and a large number of tourists choose to play at the dock after arriving in Beihai. Some tourists travel in Guangxi according to the tourist routes of Beihai, Nanning and Guilin, which also shows that Beihai is an important tourist destination for tourists from other provinces in Guangxi. In terms of special food, the high-frequency words include “seafood”, “delicious food”, “big food stall”, “snack”, “fresh”, “cheap”, “delicious”, “crab”, “crab powder”. It can be seen that seafood is the most profound food for tourists to perceive Beihai tourism. “Food”, “cheap” and “delicious” reflect the satisfactory evaluation of tourists. Other high-frequency words perceived by tourists include “hotel”, “market”, “sunset”, “sunrise”, “romance”, “history”, “culture”, etc., which are also the hot words that tourists pay attention to during their tourism in Beihai.

Table 1. High-frequency vocabulary of online travel notes of Beihai tourist destination image.

Commonly used words	Word frequency	Commonly used words	Word frequency	Commonly used words	Word frequency	Commonly used words	Word frequency
Butterworth	3288	Style street	260	Volcano park	156	holiday	116
Weizhou Island	2084	Vietnam	260	consulate	156	environment	112
seafood	1380	rise	256	pearl	152	Guilin	112
Lao Cai	876	minute	256	spiral shell	152	lighthouse	108
hotel wineshop	772	church	248	coral	152	sea wave	108
sand	692	volcano	240	good to eat	152	crater	108
Silver Beach	632	characteristic	224	have a rest	152	Sidewalk snack booth	108
wharf	504	Sheng tang	224	nature	148	scenery	104
scenic spot	452	mangrove	220	the sun	144	snack	104
Overseas Chinese port	444	sea	212	go sightseeing	144	crab	104
coastal beach	440	seas and oceans	212	scenery	140	special local product	100
Colorful beach	436	history	208	stay	136	Crab powder	100
cathedral	420	sunlight	208	free	136	summer	100
On the Island	420	marine abrasion	204	romantic	136	best	100
building	404	evening	200	battery car	136	mouth feel	96
Crocodile Hill	388	visitor	196	freedom	132	amuse oneself	96
Nanwan	384	park	196	Beibu Gulf	132	air	96
market house	372	fresh	192	the best	128	nautical mile	96
hour	360	take a picture	192	go under water	128	rock	92
seafront	356	waterscape	188	abundant	128	landscape	92
feature spot	356	seawater	184	culture	128	swim	92
fine food	340	cheap	180	island	124	Lianzhou bay	92
sunset	308	rotary island	168	driver	124	GuanTouLing	92
Shell beach	300	steamer ticket	168	sea breeze	124	Hepu	88
tour	272	Nanning	160	travel	120	Southern Pearl	88

3.2. Emotional Analysis of Tourists

Since the late 1970s, researchers have begun to focus on sentiment analysis research. By the early 20th century, the text content implied the emotion and the corresponding text computing research had achieved continuous research results. The study of emotion analysis of travel network text relies more on the combination of computer application technology, mathematics and natural language processing. Related research abroad started early. However, Chinese, due

to its unique context semantic connection and complex expression mode, makes it difficult to directly apply the emotion analysis and computing technology in English natural language processing to Chinese, which is also one of the reasons for the relatively slow development of text emotion analysis in China. This paper uses the Python programming language and combines it with the CNKI dictionary to conduct emotion analysis on the network text data. The emotion types of the text are divided into three types: “positive emotion”, “neutral emotion” and “negative emotion”, and obtains the emotion analysis table of network travel notes with the image of Beihai tourist destination (**Table 2**).

Table 2. Emotional analysis table of the image of Beihai travel destinations.

Emotional type	Proportion (%)	Segment type	Proportion (%)
Positive mood	88.64	General (0 - 10)	321.7
		Moderate degree (10 - 20)	25.47
		Height (above 20)	30.46
Neutral mood	6.12	-	-
Negative motions	5.24	General (-10 - 0)	4.56
		Moderate (-20 - -10)	0.57
		Height (below -20)	0.11

The research results show that tourists generally have a good evaluation of the tour experience of Beihai scenic area. In the sentiment analysis table, positive emotions accounted for 88.64%, and negative emotions accounted for 5.24%, among which positive emotions showed “food”, “delicious”, “beautiful scenery”, “romantic”, the perception of tourists is significantly higher than expected, most tourists showed positive emotions in travel notes and are willing to revisit or recommend; neutral words were “rest”, “free”, “free”; a small number of tourists experience less than expected, and negative impression after tour, while negative emotions are “too bad” and “disappointed”. It shows that the scenic spot needs to improve in the service consciousness, commodity price and tourist attractions.

3.3. Semantic Network Analysis

There are a lot of 200 travel notes captured by Ctrip. In this paper, we only select a part of the network travel notes text content, and only 128,675 words are retained after data pre-processing. We used ROST Content Mining software to analyze the semantic network of the network text data, and obtained the visual map of the semantic network analysis of Beihai travel notes after tourists traveling in the scenic spot. The visual map of semantic network analysis is divergent, and the straight lines pass through the corresponding connections. In the visual map of the semantic network analysis of Beihai travel els, “Beihai”, “Silver Beach” and “Weizhou Island” scenic spots are closely linked. In addition to

tourist attractions, the semantic network analysis visualization map reflects “culture”, “snacks”, “high-speed”, “hotel”, “hotel”, “accommodation”, “building” and other modes of transportation and accommodation.

Combined with the visual map of semantic network analysis and high-frequency vocabulary, tourists have frequent exchanges between Beihai city and Weizhou Island. In the future tourism route planning and tourism product design, the above Marine tourism resources should be appropriately tilted. Among the most popular scenic spots such as “Weizhou Island”, “Old Street”, “Silver Beach” and “Qiaogang Style Street”, the coordination and sharing mechanism between scenic spots should be properly considered to realize one ticket for tourists to play in Beihai scenic spots.

3.4. Tourism Image Perception

Based on the perception system of Beihai tourism destination terrain and the semantic text feature vocabulary, the collected travelogue text content is divided into 5 analysis categories to construct a tourism image perception evaluation system, which includes tourism facilities, tourism attractions, tourism leisure and entertainment, tourism environment and local atmosphere, and tourism evaluation, covering various elements of Guilin tourism image perception. Tourism attractions reflect the core competitiveness of a region’s tourism, including tourism resources, tourist attractions, cultural arts, and cuisine. The 49% proportion also indicates that this is the most important content that tourists pay attention to; Tourism, leisure and entertainment account for 22%, including tourism activities and leisure and entertainment venues, which also reflects that tourists nowadays pay more attention to experiential tourism; Tourism facilities are also a key focus for tourists, including transportation facilities, accommodation facilities, and other facilities, accounting for 15%; The tourism environment and local atmosphere include natural environment, social environment, and local atmosphere, accounting for 9%; The content of tourism evaluation accounts for relatively little, only 5%. Comprehensive analysis of “tourism facilities”, “tourist attractions”, “tourism, leisure and entertainment”, “Tourism environment and the local atmosphere” And “tourism evaluation” basically cover all elements of Beihai tourism image perception, and build a tourism image perception and evaluation system. Overall, Weizhou island scenic area “colorful beach”, “Catholic church”, “crocodile mountain scenic area”, “shell beach”, “volcano” park and Beihai city “silver beach”, “old street” and “overseas port amorous feelings street” is the most prominent, the silver beach enjoys the reputation of “the first beach”, most tourists reflect the positive mood, and showed the revisit and recommended. In terms of tourism facilities and tourism environment, tourists gave a good evaluation. In terms of tourism, leisure and entertainment, tourists mentioned most words are “swimming”, “diving”, “island”, “battery car” and other words. The post-tour evaluation of tourists was generally good, higher than expected. Some scenic spots and road sections are congested during the peak hours of holidays, the prices of seafood and other delicacies near

some scenic spots are “too bad”, and the supervision of commodity prices and the awareness of tourism services in the vicinity of tourist attractions need to be improved. From the distribution of the five analytical categories, tourist attraction plays an absolute role in the decision-making process of tourists, and tourism, leisure and entertainment account for a large proportion. With the continuous development of China’s society and economy, the gap between tourism infrastructure and tourism environment in different scenic spots is narrowing, and the attention of tourists is also declining. At the same time, the way of tourism and leisure activities is particularly important (Table 3).

Table 3. Image perception system and semantic text features of Beihai tourist destinations.

Category	Subcategory	Part of the high frequency word
Tourism facilities	Means of transportation	Airport, high-speed rail, docks, hiking, boat tickets, electric cars, too congested
	Accommodation facilities	Good impression, convenient, hotel, home stay, clean, too pit,
	Other facilities	Scenic area gate, ticket window
Tourism ttraction	sightseeing resource	Ocean, island, beach, history, architecture, culture, nature
	scenic spot	Weizhou Island, Silver Beach, Volcano Park, Old Street, Qiaogang Style Street, mangrove scenic area
	culture and art	Romance, beauty, sea view, freedom, consulate, church, best
	fine food	Seafood, food stalls, snacks, crab, fresh, delicious, cheap, crab powder, special products
Tourism, leisure, and Entertainment	tourist activity	Diving, swimming, around the island, hiking, taking photos, rich, leisurely
	Leisure and entertainment places	Beaches, docks, scenic spots, islands, seaside, the sea
Tourism environment and the local atmosphere	natural environment	Natural, quiet, and green
	social environment	Lively, warm and friendly
	Local atmosphere	Welcome, with many street vendors, and serious commercialization
Tourism evaluation	Tourism evaluation	Worthy, satisfying, great, recommended, cost-effective, mediocre

4. Conclusion, Suggestions and Discussion

4.1. Conclusion

The tourism industry has become a strategic pillar industry of the national economy. Continuously improving the perceived image of tourism destinations can continuously enhance the modernization, intensification, quality and internationalization level of the tourism industry, and better meet the tourism needs of consumers. The perceived image of tourists at the destination plays an extremely important role in tourism decision-making, and potential tourists largely rely on the perceived image of the tourism destination when choosing a desti-

nation. This study first uses network data as the research sample to study the perception system of tourism destination terrain in Beihai, providing reference for tourism route planning and tourism resource integration in Beihai City. Constructing an overall perception system for tourism image, providing scientific basis for measuring methods and data collection of perceived image of future tourism destinations. Finally, the perceived image of tourists at the destination plays an extremely important role in tourism decision-making. Potential tourists largely rely on the perceived image of the tourism destination when choosing a destination. This project aims to study the content and theme of the tourism image of Beihai, explore tourists' perception of the tourism image of Beihai, and provide a basis for the improvement and enhancement of the tourism destination image.

This study uses Python crawler technology to collect the latest 200 Beihai travel notes in the strategy channel of Ctrip, and summarizes the contents of 485,876 words to establish the basic database. Using ROST Content Mining software to extract high-frequency words for image perception of Beihai tourism destination, Use the micro word cloud to draw a high-frequency word cloud map; Emotional analysis was combined with the text content of travel notes and offline questionnaire survey; Ctrip travel network captured 200 travel notes more content, This article selects only a part of the web travel text content, Only 128,675 words remain after data preprocessing, Using the social network and semantic network analysis function of ROST Content Mining software to establish the semantic network map of travel notes; Using the content analysis method to analyze the content and theme of the Beihai tourism image, Explore the tourists' perception of the Beihai tourism image; The results show that: 1) Old Street, Weizhou Island, Silver Beach and mangrove scenic spots are most of the Beihai tourists "punch in", It reflects the basic cognitive image of tourists for the characteristics of Beihai Marine tourism resources. Beihai scenic spot and Weizhou Island scenic spot are almost half divided in the high-frequency word list, and tourists are also concerned about Beihai urban scenic area and Weizhou Island scenic spot. 2) In terms of emotion analysis, tourists have a high recognition of the scenic spot. In the emotion analysis table, positive emotions account for 88.64% and negative emotions account for 5.24%. The travel experience of tourists is significantly higher than expected. The offline questionnaire survey showed that the overall satisfaction of tourists was 93%, and the positive perception of the travel notes was relatively high. Most of them expressed their willingness to revisit and recommend friends to visit. 3) In the semantic network map of travel notes obtained by ROST Content Mining software, Beihai, Weizhou Island, Silver Beach and other scenic spots occupy the core position, reflecting the rich Marine tourism resources and characteristic advantages of Beihai. Combined with the high-frequency words of "hotel", "accommodation", "boat ticket" and "airport" related to the form of accommodation and transportation facilities in the travel notes, it reflects the most concerned issues for tourists outside the scenic spot. 4) The tourism image perception dimension accord-

ing to the “tourism facilities”, “tourism attraction”, “tourism leisure and entertainment”, “Tourism environment and the local atmosphere” And “tourism evaluation” to divide, basically covering the various elements of tourism image perception. The overall evaluation of each dimension is higher than expected, and the serious commercialization, the excessive pit and the insufficient attraction of some scenic spots are the problems reflected in the small number of travel notes. To sum up, Marine resources are the characteristic tourism of the North Sea. Diving, swimming, boat and island around the island are the most attractive tourism activities. The Marine characteristic tourism resources of the North Sea are deeply loved by tourists.

4.2. Recommendations

1) Beihai has always been deeply loved by the majority of tourists by relying on its own Marine tourism resources, but there are some negative emotions in the post-tour evaluation of tourists. The management of tourist scenic spots is relatively backward, the service level is insufficient, and the commercial atmosphere around some scenic spots is relatively serious. The high price of commodities around the scenic spots is the place where tourists' negative emotions of tourists are most concentrated, and also an important factor affecting the development of tourism. Therefore, it is necessary to continuously strengthen the management level of scenic spots, improve the service awareness of scenic spots, enhance the core competitiveness of Marine tourism resources, strengthen the supervision of the commodity prices of seafood shops around the scenic spots, and constantly improve the image of Beihai tourism. The scenic spot should properly conduct regular training for employees, and the Beihai municipal government should timely strengthen the price supervision and management mechanism of the market around the scenic spot, implement a regular return visit system for some tourists visiting Beihai, timely eliminate the bad comments and dissatisfaction of tourists, and comprehensively build the characteristic brand of Beihai Marine tourism and create a good tourism image.

2) Marine resources are the unique tourism resources of Beihai. In the north of Guangxi, there is the “Guilin” with the best landscape in the world, and the “Silver Beach” with the best beach in the south in the world. The study found that most tourists from outside the province will choose the Beihai-Guilin tourist route in Guangxi. It is suggested to establish a convenient and interconnected tourist transportation between Guilin scenic spot and Beihai scenic spot, which attracts the most attention of tourists, open special tourist lines, and set up one-stop pass and one-stop play. Use the rich tourism resources and the existing rich flow of people to realize the coordinated development of tourism in the province.

4.3. Discussion

This paper only selects the latest 200 travel notes of Ctrip, and summarizes the

485,876 word travel notes. The basic database is established and combined with the offline questionnaire survey. The research data is relatively simple, which makes this study has some limitations. The research on the difference between the projected image and the tourist image perception based on the official tourism website, WeChat public account, advertising and brochures is the future research direction.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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