

Research on Tourist Perception of Ancient Town Tourist Destination Based on Network Evaluation -- A Case Study of Qingyan Ancient Town

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Abstract: As a special tourist destination completely different from the modern life scene, the ancient towns are favored by tourists all over the world. Ancient towns can make tourists temporarily forget the noise and fatigue of the city, and harvest different scenery, joy and experience. They are very promising and popular tourist destinations. However, when the ancient town tourism is developing in full swing, many problems also appear. Scholars try to study the ancient town tourism from various perspectives to promote its development. This paper from the perspective of tourists' perception, mainly studied the tourists' perception to the ancient town and proposed suggestions for the problems reflected in tourists' perception, based on the network evaluation data, using the network text analysis method, taking Qingyan Ancient Town as an example. Then there were high-frequency words analysis and theme words analysis to obtain "portrait" of tourists' perception in Qingyan Ancient Town. After that, tourists' emotion analysis was made and the results of tourists' emotion analysis were obtained. The last was the summary, some suggestions were put forward in order to guide the sustainable and healthy development development of the Qingyan Ancient Town and provide reference for the development of other ancient towns.

Keywords: Network Evaluation, Ancient Town, Tourist Destination, Tourist Perception Portrait

1. Introduction

Under the vigorous development of China's tourism industry, the ancient town tourism is developing in full swing, and it is loved and concerned by more and more tourists. The ancient town not only has the function of cultural inheritance, but also can radiate related industries to drive the local economic development [1]. In order to protect the historical sites of ancient town, at the same time developing town tourism to improve residents' life, in 1982 the State Council announced 24 national historical and cultural cities, as of March 3, 2021, a total of 136 national historical and cultural cities, and the historical and cultural cities towns villages protection ordinance formally implemented on July 1, 2008, in 2017 the State Council to amend [2].

Although the tourism in ancient towns is becoming more

and more popular, there are more and more problematic ancient towns due to unreasonable planning, excessive development, and unclear rights and responsibilities [3, 4]. Some scholars discuss and promote the development of ancient town tourism from the perspectives of spatial structure [5], residents' perception [6, 7], and sustainable development [8], and tourist perception is also an important direction for the development of ancient town tourism. Therefore, there is no lack of research on the perception of ancient town tourists at home and abroad. Eugenia (2002) conducted a field survey and a qualitative analysis of 86 British holidaymakers in a tourist destination of an ancient seaside town in Halkidiki (Chalkidiki) in northern Greece. It points out that different tourists have differences in how they experience the same destination [9]. Wang Yi and Huang Zhenfang (2015) conducted a questionnaire survey on domestic tourists in Tongli Ancient Town, analyzed their

perceived characteristics of the cultural atmosphere, material culture and spiritual culture of the ancient town's cultural tourism, and proposed the brand marketing strategy of the ancient town's cultural tourism [10]. Hu Wangsheng, Tan Xiaolin et al. (2014) selected Sanhe Ancient Town in Anhui Province for field research, constructing the evaluation index system of the authenticity perception of the ancient town tourism. The relationship between the perception dimension and tourists' brand attitude and behavior intention was analyzed [11].

The method of studying tourist perception in ancient towns is generally divided into questionnaire survey method [10, 11] and the network text analysis method [12, 13]. In view of the popularity of network comments, richness of data, and adequacy of length of time, which is not done by the general questionnaire survey and interview method, so this paper selects the network text analysis method with Nvivo12plus to study the perception of tourists in ancient towns. Guizhou ancient towns stand out among the ancient towns in China with its unique topography and ethnic minority customs. Among the many ancient towns in Guizhou, Qingyan Ancient Town [14], located in Guiyang city, with convenient transportation and many tourists, is a national 5A level tourist attraction, so it is selected as the case site of this study. Discuss the current situation of the construction and development of the ancient towns in Guizhou from the perspective of tourists' perception, seize the needs of tourists, provide reference for the planning, construction and repair of the ancient towns in Guizhou and even the whole country, and

promote the benign, healthy and long-term development of the ancient towns.

2. Data

2.1. Research Method

Content analysis is an important method of literature research. It converts non-systematic and non-quantitative symbolic content (such as text, images, pictures, etc.) into quantitative data, and uses these data to carry out quantitative analysis, judgment and reasoning on the content of materials [15]. In the era of big data, convenient online operation has attracted more and more users to use Internet platforms to assist them in making plans or making decisions. The network data left by users online provides an effective and reliable data source for scholars.

In this paper, text analysis software Nvivo12plus is used as a tool for text data mining. This software has functions such as high-frequency words analysis, theme words analysis and emotion analysis.

2.2. Data Sources

This article selected from the high profile tourism platform evaluation such as Qunar, Meituan, and Mafengwo website on which comments numbers exceed 50, and selected from November 15, 2012 to May 27, 2021. There are 10956 tourists' comments. After removing no word comments, default praise, coded comments, irrelevant comments, there are a total of 4558 valid comments, Qingyan Ancient Town data detailed sources as shown in table 1.

Table 1. Data source table of Qingyan Ancient Town.

Data source platforms	Qunar	Meituan	Mafengwo	Total
Qingyan Ancient Town	1350/4008	3139/6878	69/70	4558/10956

Note: "A / B" represents "valid comments / total comments" in the corresponding plate.

3. Results

3.1. High-Frequency Words Analysis Results

Using Nvivo12plus software, the first for high-frequency words' analysis, eliminate some unsubstantial meaning or meaning too rich to analyze the words, such as "place", "comparison", "very" and "many". This is the ancient town text mining, undoubtedly "town", "ancient town" will become the text mining high-frequency words, so all aspects of the town should be focused on. The results cover a number of nouns related to Qingyan Ancient Town, such as "ticket" and "scenic spot", which are the things that tourists pay more attention to in the process of playing. There are also adjectives about Qingyan Ancient Town and tourists' perception, such as "good", "convenient", these words express the tourists' view of Qingyan Ancient Town and the feeling of playing. In addition, some verbs, such as "worth" and "like", express the tourists' feelings towards Qingyan Ancient Town and show the activities of tourists when they visit the town. Thus, it is known that tourists

pay the most attention to things: tickets, attractions, features, commercialization, snacks, etc., express the most emotions: good, worth, convenient, delicious, like, etc., and do the most activities: sightseeing, catering, cultural experience, transportation, climbing the small great wall, taking photos, shopping, while involving accommodation and entertainment activities comments are less. It is worth mentioning that the higher-frequency words of traffic that appears here is "bus" except for "traffic". Thus, the "portrait" of tourists' perception in Qingyan Ancient Town can be preliminarily obtained — most tourists called Qingyan Ancient Town scenic spot, care about Qingyan town tickets' price, love to eat Qingyan town snacks, especially the pig's trotters, take pictures to climb the ancient town wall, and feel the culture here, and a similar number said it was distinctive or commercial. Overall think that Qingyan Ancient Town is good.

3.2. Theme Words Analysis Results

Table 2 is the result of theme words' analysis. Theme words' analysis is to summarize several or more most

representative themes from massive text. The higher the ranking theme, the more text content, and there are several related sub-themes under each major theme. Except for Qingyan Ancient Town, the six most important factors for tourists are: commerce, atmosphere, scenic spots, architecture, characteristics and snacks. Respectively, the most concerned factors under the commerce theme are commercial atmosphere and commercial development. Under the atmosphere theme, the most concerned are commercial atmosphere and humanistic atmosphere. Under the scenic spots theme, there are special attractions and charging attractions. There are ancient buildings and architectural appearance under the architecture theme. There are characteristic snacks and ancient town characteristic under the characteristic theme, and snacks theme includes special

snacks and local snacks. Thus, many tourists are more concerned about whether the commercial atmosphere of Qingyan Ancient Town is strong, whether the scenic spots have characteristics or charges, the age and appearance of the buildings and whether the special snacks are delicious, etc.. Roughly in line with the tourists' perception "portrait" described above, here further enrich the tourists' perception "portrait" — here most tourists care about whether Qingyan Ancient Town and its internal attractions have charges and characteristic, and whether commercial flavor of Qingyan Ancient Town is strong. They focus on Qingyan Ancient Town's architecture, love to eat Qingyan characteristic snacks, especially the pig's trotter, take pictures, climb the ancient wall, and feel its culture. Overall feel Qingyan Ancient Town is good. As shown in Figure 1.

Table 2. Qingyan Ancient Town theme coding results.

Sort	1	2	3	4	5	6
Major themes	Commerce	Atmosphere	Scenic spots	Architecture	Characteristic	Snacks
Sub-themes	Commercial atmosphere, commercial development	Commercial atmosphere, humanistic atmosphere	Special attractions, charging attractions	Ancient buildings, architectural appearance	Characteristic snacks, ancient town characteristic	Special snacks, local snacks

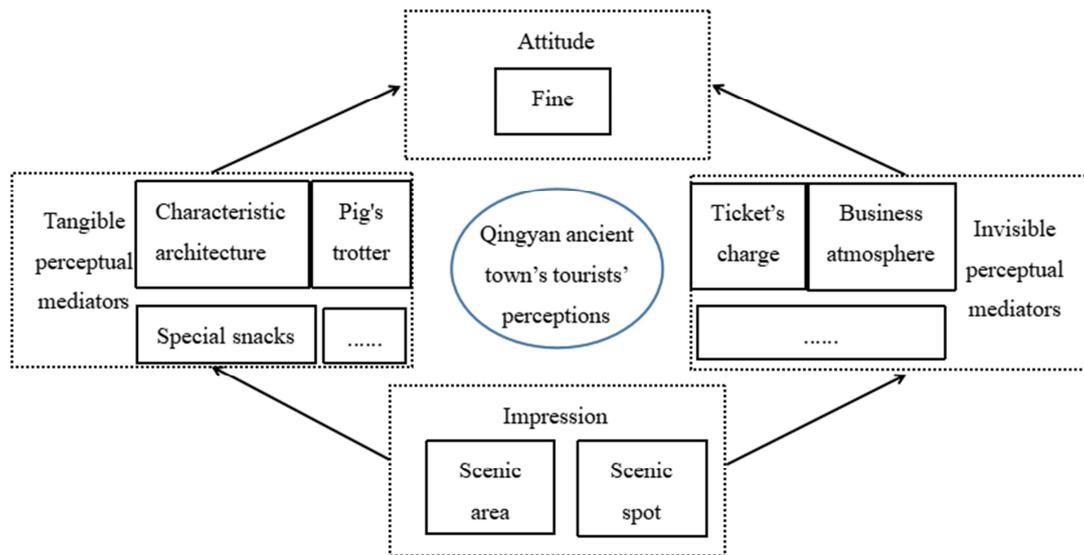


Figure 1. "Portrait" of tourists' perception in Qingyan Ancient Town.

3.3. Emotional Analysis Results

Finally, the emotional analysis of the Qingyan Ancient Town online evaluation is conducted, as shown in Table 3. According to the table, the number of emotionally positive tourists accounts for almost half. These tourists are satisfied with the Qingyan town. The second is the number of emotionally neutral tourists, accounting for about a third. The comments are objective facts without good or bad, without

their own emotional emotions. In other words, Qingyan town neither aroused their positive emotions nor ignited their negative emotions. With negative emotions, the few tourists are dissatisfied. The number of tourists with mixed feelings is minimal, which contain both praise and criticism of the ancient town. It can be seen that the proportion of positive emotional tourists has a high space for improvement, and the proportion of neutral emotional tourists has a high space for transformation.

Table 3. Emotional coding results table of Qingyan Ancient Town.

emotion	positive	neutral	mixing	negative	total
frequency number / frequency	2035/45%	1538/34%	435/1%	550/12%	4558/100%

Note: The frequency is rounded to the integer part.

4. Conclusion

This paper selects Qingyan Ancient Town in Guizhou province to study tourists' perception, using the network text analysis method, the results of the perceived "portrait" and emotional analysis of tourists in Qingyan Ancient Town are obtained. The perception "portrait" of tourists in Qingyan Ancient Town is composed of impression, tangible perceptual mediators, intangible perceptual mediators and attitude. The positive emotion of Qingyan Ancient Town accounts for 45%. Accordingly, the following suggestions are put forward. Create a characteristic Qingyan brand to highlight the advantages of Qingyan. Make Qingyan pig's trotter into an industry to form the scale effect and brand effect and sell to the whole country. Actively promote the Qingyan Ancient Town night tour mode, enriching tourists' night travel activities. Accelerate the construction of Qingyan Ancient Town to prepare the facilities for increased overnight rates of visitors.

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