

Research on Tourism Image Perception of Chinese Tourists to Gamcheon Culture Village, Busan: Analysis Based on Online Comments

Lu Lichun¹

Abstract

From the perspective of online comment, the purpose of this research is to gain a deeper understanding of the tourism image perception of Chinese tourists to Gamcheon Culture Village and promote Gamcheon Culture Village tourism and tourist communication between China and Korea. The content analysis method was used. The analysis tools were ROST Content Mining 6.0 (ROST CM 6.0) and Hownet dictionary to perform word segmentation, high-frequency words analysis, semantic network analysis and sentiment analysis using 753 comments given by Chinese tourists about Gamcheon Culture Village tourism based on online comments. The result analysis of high-frequency word showed that tourism image perception of Chinese tourists to Gamcheon Culture Village could be summarized into the five categories: geographical location and weather, culture, tourist scenes, transportation and time, and tourists' experiences. The semantic network diagram result analysis found that the culture and scenic spot of Gamcheon Culture Village was located in the core position. The analysis of the sentiment results showed that Chinese tourists mainly had a positive tourism image perception of Gamcheon Culture Village and negative perception was secondary. The positive perception mainly resulted from the beautiful scenery. The negative perception was from items such as discrimination and the tangle of electrical wires above the streets. This study underscores the combining the role of online media with analysis about tourism image perception.

Keyword : Tourism image perception, Chinese tourists, Gamcheon Culture Village, Online comments

1. Introduction

For Chinese independent tourists who visit Republic of Korea (ROK), Seoul, Busan, Jeju Island, and Daegu are key Korean tourist destinations [1]. Busan is one of the important tourist destination cities for Chinese tourists travelling to Korea and Gamcheon Culture Village is as a representative tourist attraction in Busan. It is necessary to do some researches on tourism image perception of Chinese tourists to Gamcheon Culture Village based on analysis of online comments from China's websites. With the popularity of internet technology and more and more young Chinese people travelling to ROK, Chinese tourists like to share their travel experiences on online platforms. So in order to better promote

1 Department of Tourism Management, Silla University, Busan, Republic of Korea [Graduate student]
e-mail: ntfdr681@163.com

Received(December 5, 2025), Review Result(1st: January 4, 2026, 2nd: March 3, 2026), Accepted(April 10, 2026), Published(April 30, 2026)



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Gamcheon Culture Village tourism and gain a deeper understanding about tourism image perception of Chinese tourists to Gamcheon Culture Village, it is necessary to study the relevant online comments.

In this study, content analysis method was the research method. ROST CM 6.0 was used for analyzing word segmentation, high-frequency words and semantic network. HowNet dictionary was used for sentiment analysis of the online comments. This study was to know about tourism image perception of Chinese tourists to Gamcheon Culture Village and further improve the tourism development between China and ROK.

2. Literature Review

Tourism image means that tourist attractions, products and services, the atmosphere of the travel environment, etc. form the overall impression of the destination image [2]. Byun took Gamcheon Culture Village as an example and studied what effect of motivation of choosing the tourist spots on the image of the tourist spots and the revisiting intention [3]. Li et al. did research on the expectation and satisfaction level of Chinese tourists visiting Busan towards marine and fisheries tourism [4]. Song et al., through importance-performance analysis, Studied about activation strategy for Gamcheon Culture Village tourism of Chinese tourists [5]. From the above, although some researchers have studied about Chinese tourists visiting Busan Gamcheon Culture Village, the number of related studies remains limited. In China, the related research is also lack. Song et al. used the questionnaire surveys as a method for analyzing Chinese tourists' travel experiences in Gamcheon Culture Village [5]. Lee and Kang studied understanding of foreign tourists to Busan's tourist destinations through social network data analysis [6]. But Lee and Kang's research did not focus specifically on Chinese social media or travel websites. In a word, there are few researches on tourism image perception of Chinese tourists to Busan Gamcheon Culture Village through online comments of Chinese internet platforms. This research can fill this gap.

3. Data Source and Research Method

3.1 Sample Selection

The samples are from Ctrip.com, mafengwo.com and rednote. Currently, "Ctrip.com has the largest number of page views as an Online Travel Agency (OTA) in China and establishing time of its website is the earliest, besides, Alexa global ranking of Ctrip.com is at the top in China." [7] Go to the homepage of ctrip.com and the search term used was Chinese characters '韓國釜山' (Corresponding

English: Busan, ROK) for information retrieval. Then clicked ‘景点’ (Corresponding English: Scenic spot) option to find out Gamcheon Culture Village. The actual number of comments displayed by the Ctrip.com was 182. The time span of the 182 comments was from May 10, 2016 to March 27, 2025. It made the data more conducive to the understanding of the long-term trends and changes about the tourists' impression of Gamcheon Culture Village. It could be found that the most of comments among the 182 comments had rich and specific contents. These comments were without duplicate comments, advertisement and content unrelated to the topic, etc. For example, there was a comment that “this culture village was very beautiful, not like a village, but a work of art with many oil paintings on the walls. How beautiful it was!” A tourist said that “so far away, I really did not feel it was worth it! A village was with a very steep hillside and limited natural scenery. It was just that the houses had been painted in colour.” From the concrete comments, it was shown that these 182 comments included both positive and negative aspects and the website did not deliberately display only positive or negative comments. Mafengwo.com is also one of the leading OTAs in China like Ctrip.com. The search term used was Chinese characters ‘釜山’ (Corresponding English: Busan) for information searching on the Mafengwo.com homepage and found out comments about Gamcheon Culture Village. Because Mafengwo.com website did not allow the Internet users to browse all the comments, There were just 75 comments being displayed by Mafengwo.com website. These 75 comments were written by users from October 11, 2018 to May 2, 2019. The above 75 comments were collected. Rednote is one of China's major social media platforms. On this platform, many users share their travel experiences. Some foreign users, including some Koreans, K-POP idol groups, singers and actors, also have accounts on rednote. The search term used was Chinese characters ‘釜山甘川文化村’ (Corresponding English: Busan Gamcheon Culture Village) for information searching.

After the last step, click Chinese characters ‘排序功能’ (Corresponding English: Sorting function) option and then choose the sub-option Chinese characters ‘最多評論’ (Corresponding English: Most comments). After the above steps, the content related to Gamcheon Culture Village was displayed from most-commented to least-commented. The contents with no fewer than 10 comments were collected. At last, 496 comments were collected. The comment time range was from August 10, 2022 to November 21, 2025. From the above, a total of 753 comments were collected.

Octopus collector is a helpful software for collecting data from the Internet. The software is invented by a company named Skieer, headquartered in Shenzhen, China. It is widely used for collecting Internet data in Chinese by researchers.

3.2 Research Method

“Content analysis method can provide an objective and quantitative description of explicit content.” [8] Content analysis method was used in this research. ROST CM 6.0 and Hownet dictionary were used as the analysis tools. ROST CM 6.0 is the invention of Professor Shen Yang of Wuhan University. It is a computing platform and can assist humanities and social sciences research in China [9]. ROST CM 6.0 was applied in performing word segmentation, high-frequency words analysis and semantic network analysis. For the subsequent text processing and exploration, the word segmentation is the basis [10]. ROST CM 6.0 is popular for internet Chinese data analysis among researchers because of its high accuracy.

Word frequency is an important basis for text mining, because it is the detailed statistics of word appearing times and high-frequency word reflects the perception of tourists to tourism destination image after travelling [11]. Through the analysis of high-frequency words, the core content of Chinese tourists' comments on Gamcheon Culture Village can be found. The function of semantic network diagram is to reflect the connection between different things [12]. Based on semantic network analysis, the relationship between words in the comments can be recognized and a deeper understanding of tourism perception of tourists can be achieved. Hownet dictionary is developed by Professor Dong Zhendong with over more than ten years. This dictionary is a emotional lexicon for sentiment analysis. Hownet dictionary clearly shows the number of positive emotional words, negative emotional words, positive evaluation words and negative evaluation words and they are 836, 1254, 3730 and 3116. Hownet dictionary is widely used for sentiment analysis of Chinese content. It has a high level of recognition. Sentiment analysis is to find out the sentiment tendency of Chinese tourists towards Gamcheon Culture Village.

3.3 Data Processing

For ensuring more accurate data analysis, some comment samples were processed. Traditional Chinese characters appearing in the comments were changed to simplified Chinese characters. The words in the comments referring to the same meaning were uniformly expressed, as summarized in [Table 1]. For example, the words ‘村落’, ‘村子’ and ‘村庄’ appeared in the comments and they all meant ‘village’, so the words ‘村落’ and ‘村子’ in the comments were replaced by ‘村庄’.

ROST CM 6.0 is for word segmentation, high-frequency words extraction and semantic network construction. word segmentation is to divide the comment content into meaningful word groups and

improve accuracy of content mining in next steps. For word segmentation, the format of online comments should be changed into '.txt' and 'ANSI' was chosen as the encoder, as shown in [Fig. 1].

[Table 1] Replacing Word

Corresponding meaning (English)	Original word (Chinese)	Replacing word (Chinese)
Village	村落, 村子	村庄
House	房子	房屋
Beautiful	美丽	漂亮
Scenery	景色	風景
Travel	旅游	旅行
Colour	颜色	色彩
Public bus	公交	公交车



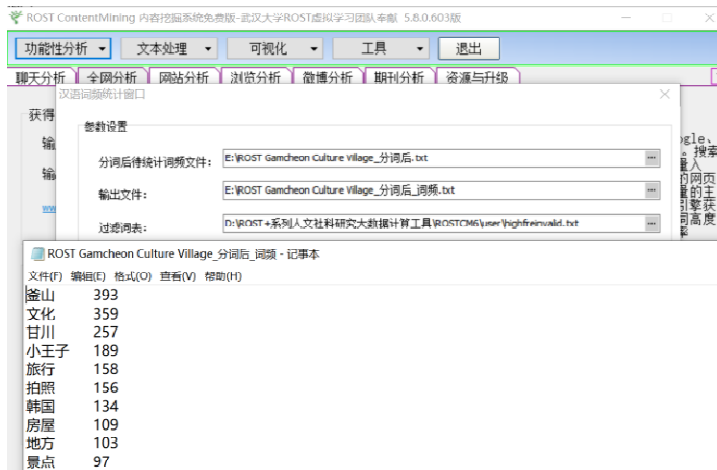
[Fig. 1] The format of online comments changed

At first, ROST CM 6.0 was launched. And clicked '功能性分析' (Corresponding English: Functional analysis) on the interface, then chose '分词(O)' (Corresponding English: Word segmentation). After uploading the online comments content (.txt version), the word segmented text was produced, as presented in [Fig. 2].



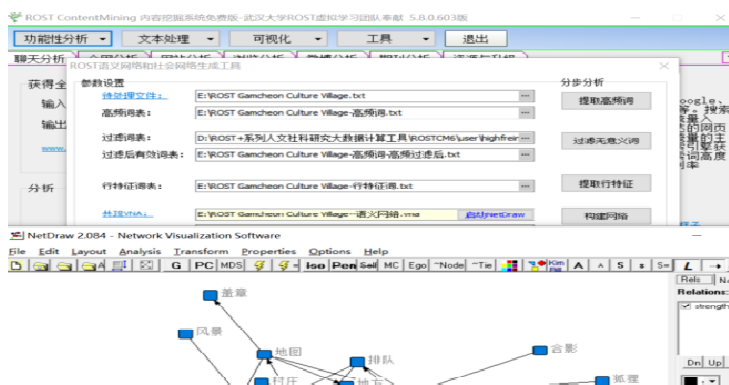
[Fig. 2] Word segmentation process

After word segmentation being completed, the high-frequency words extraction can be operated. ‘功能性分析’option (Corresponding English: Functional analysis) was clicked, then chose ‘詞頻分析(中文)(R)’option (Corresponding English: Word frequency analysis). After uploading the online comments content (word segmentation version), high-frequency words statistics was obtained, as shown in [Fig. 3].



[Fig. 3] The process of high-frequency words extraction

About the semantic network construction, the operation process is similar to the above ones. On the interface, ‘功能性分析’option (Corresponding English: Functional analysis) was firstly clicked. Then, ‘社會網絡和語義網絡分析(S)’ option (Corresponding English: Social network and semantic network analysis) was chosen. After unloading the collected comment text, ‘快速分析’option (Corresponding English: Fast analysis) was clicked and semantic network diagram was produced, as shown in [Fig. 4].



[Fig. 4] The process of semantic network construction

4. Results Analysis

4.1 High-frequency Words Analysis

The analysis of high-frequency words focused on overall tourism image perception of Chinese tourists to Gamcheon Culture Village. There are 33 high-frequency words (word frequency ≥ 31) related to the tourism of Gamcheon Culture Village from the online comments being extracted by ROST CM 6.0. These 33 high-frequency words were analyzed, as outlined in [Table 2].

[Table 2] High-frequency Words

High-frequency words (Chinese)	Corresponding English	Frequency	High-frequency words (Chinese)	Corresponding English	Frequency
釜山	Busan	393	風景	Scenery	53
文化	Culture	359	藝術	Art	50
甘川	Gamcheon	257	壁畫	Mural	50
小王子	The Little Prince	189	适合	Suitable	46
旅行	Travel	158	游客	Tourist	44
拍照	Taking pictures	156	下車	Getting out of the car	43
韓國	Republic of Korea	134	建議	Suggestion	38
房屋	House	109	中心	Center	38
地方	Place	103	色彩	Colour	38
景点	Scenic spot	97	整个	Whole	37
地圖	Map	89	好看	Nice-looking	33
排隊	Queue up	87	天气	Weather	33
村庄	Village	87	路線	route	32
漂亮	Beautiful	61	童話	Fairy tale	31
彩色	Coloured	60	五顏六色	Multi-coloured	31
公交車	Public bus	59	巴士	Bus	31
時間	Time	57			

From the top 33 high-frequency words, tourism image perception of Chinese tourists to Gamcheon Culture Village can be summarized into the following five categories: geographical location and weather, culture, tourist scenes, transportation and time, and tourists' experiences. The classification of these 33 high-frequency words is shown in [Table 3].

[Table 3] Categories of high-frequency words

Categories of high-frequency words	Words (Chinese)	Corresponding English	Percent(%)
Geographical location and weather	釜山、甘川、韓國、地方、中心、整个、天气	Busan, Gamcheon, Republic of Korea, Place, Center, Whole, Weather	21.21
Culture	文化、彩色、藝術、壁畫、色彩、童話、五顏六色	Culture, Coloured, Art, Mural, Colour, Fairy tale, Multi-coloured	21.21
Tourist scenes	小王子、旅行、拍照、房屋、景点、排隊、村庄、風景、适合、游客、建議、路線	The Little Prince, Travel, Taking pictures, House, Scenic spot, Queue up, Village, Scenery, Suitable, Tourist, Suggestion, route	36.36
Transportation and time	地圖、公交車、時間、下車、巴士	Map, Public bus, Time, Getting out of the car, Bus	15.15
Tourists' experiences	漂亮、好看	Beautiful, Nice-looking	6.06

From [Table 3], the main high-frequency words of geographical location and weather were ‘Busan’, ‘Gamcheon’, ‘Republic of Korea’, ‘place’, ‘center’, ‘whole’, ‘weather’, etc. In the comment content, the high-frequency word ‘place’ was mainly as a pronoun and it meant a specific location. The high-frequency word ‘center’ mainly referred to Tourist Service Center. ‘whole’ was generally used for describing an overall space, such as ‘the whole village’ mentioned in the comments. when tourists writing comments, they often mention the location of the attractions they visited and this is a normal word choice when writing comments. The frequent appearance of location words in the comments is helpful for deepening the impression of Gamcheon Culture Village's geographical location and weather.

The cultural high-frequency words were ‘coloured’, ‘art’, ‘mural’, ‘fairy tale’, etc. The relevant comments included, for example, “This place was a collection of coffee houses and art-filled murals”. From the tourists' perspective, It indicates that cultural factors of Gamcheon Culture Village result from multi-coloured houses, the art-filled murals, and so on. These are also the main tourist attractions in Gamcheon Culture Village. These tourist attractions is in accordance with the tourists' perceptions of cultural elements in Gamcheon Culture Village.

The tourist scenes had the most high-frequency words, such as ‘the Little Prince’, ‘travel’, ‘taking pictures’. The relevant comments included “according to the Little Prince sculpture, you had to queue up to take a photo”, “the houses were all colourful and many houses on the street had murals on the walls”, etc. This reflected that tourists' primary purpose still was to enjoy tourist spots in Gamcheon Culture Village. Like ‘the Little Prince’, ‘taking pictures’ and ‘houses’, these words were often

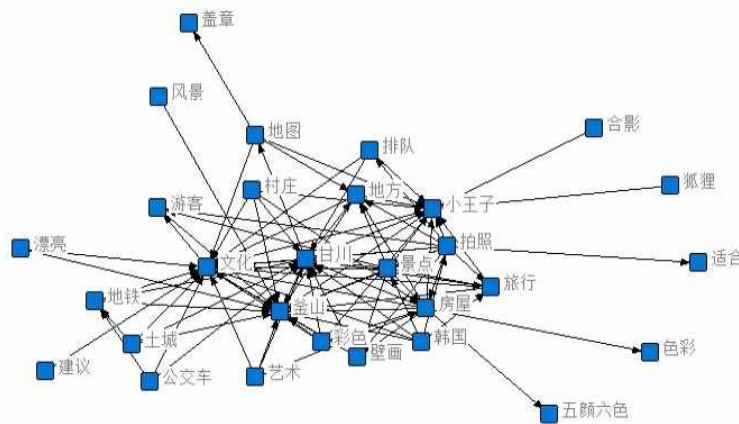
mentioned. It indicated that tourists paid special attention to the main tourist spots of Gamcheon Culture Village. ‘taking pictures’ was often mentioned and it was one of the main activities of tourists in Gamcheon Culture Village. It showed that Gamcheon Culture Village was attractive to tourists.

The main high-frequency words of transportation and time included ‘map’, ‘public bus’, ‘time’, and so on. The relevant comments included, for example, “Bought a map and then started the trip.” For tourists, the terrain of Gamcheon Culture Village is relatively complicated and the tourists buy a map as a travel guide. Because of the complicated terrain, it has some difficulty in arriving, especially for foreign tourists. After leaving the subway station, they still need to transfer to a bus or taxi to arrive at the village and the mountain roads are steep.

The main high-frequency words of tourists' experiences included ‘beautiful’ and ‘nice-looking’. It reflected that the tourists had the same or similar tourists' experiences according to Gamcheon Culture Village. They thought that Gamcheon Culture Village was beautiful and nice-looking.

4.2 Semantic Network Analysis

Although high-frequency word analysis can reflect the main characteristics of high-frequency words, it can not reflect the specific meaning connection between high-frequency words. But semantic network diagram can discover the specific connection between things. The semantic network analysis function of ROST CM 6.0 was used to produce a semantic network diagram, as presented in [Fig. 5].



[Fig. 5] Semantic network diagram

If the distance of other words and the central node word is closer, it means that the connection of the two sides is closer [13]. The frequency of co-occurrence is shown by the density of the connecting

lines and if the connecting lines are denser, the co-occurrence is more frequent [14]. The corresponding English equivalents of the Chinese high-frequency words in the semantic network diagram were presented to facilitate a better understanding of the content of the semantic network, as shown in [Table 4].

[Table 4] Corresponding English about Chinese high-frequency words of semantic network

Chinese high-frequency words	Corresponding English	Chinese high-frequency words	Corresponding English
甘川	Gamcheon	合影	Group photo
釜山	Busan	排隊	Queue up
藝術	Art	地方	Place
彩色	Coloured	村庄	Village
壁畫	Mural	地圖	Map
韓國	Republic of Korea	盖章	Stamp
五顏六色	Multi-coloured	風景	Scenery
色彩	Colour	文化	Culture
房屋	House	游客	Tourist
景点	Scenic spot	漂亮	Beautiful
旅行	Travel	地鐵	Subway
适合	Suitable	建議	Suggestion
拍照	Taking pictures	土城	Toseong
小王子	The Little Prince	公共車	Public bus
狐狸	Fox		

The semantic network diagram presented three layers. The first layer was the core layer with related words including ‘Gamcheon’, ‘Busan’, ‘culture’ and ‘scenic spot’ in the semantic network diagram. Gamcheon was inseparable from Busan, culture and scenic spot. These four words formed the core perception of Chinese tourists to Gamcheon Culture Village. Gamcheon in Busan was closely associated with cultural elements. The second layer was the sub-core. The related words mainly were ‘colour’, ‘art’, ‘village’, ‘beautiful’, ‘house’, ‘take pictures’, ‘the Little Prince’, ‘place’ and ‘mural’, etc. These words gave a specific description about the core perception of Chinese tourists to Gamcheon Culture Village. For example, it was a village with colour, beautiful houses, murals and so on. The third layer is the fringe layer. It consisted of words such as ‘suggestion’, ‘public bus’, ‘metro’, ‘tourist’ and ‘suitable’.

Generally speaking, cultural background can affect people's travel behavior. For example, there was high-frequency word ‘Taking pictures’ in semantic network diagram. It presented that Gamcheon Culture

Village was attractive to tourists and the tourists took pictures of the village scenery. The tourists also captured their own travel experiences by taking pictures. In fact, the tourists from many countries around the world also keep travel memories by taking pictures. From an individual perspective, some tourists take more pictures and some tourists may take few pictures during their travel. Overall, Chinese tourists focus on keeping the travel memories by taking pictures.

4.3 Sentiment Analysis

Hownet dictionary was used for sentiment analysis. From the top 33 high-frequency words, there were sentiment words 'beautiful' and 'nice-looking'. It was found that both 'beautiful' and 'nice-looking' were positive evaluation words by comparing with Hownet dictionary. These positive evaluation words also express the positive sentiment of tourists towards Gamcheon Culture Village. The relevant comments contained "There were so many houses and they were beautiful", "The murals are quite pretty", and so on.

However, it was also found that there were negative sentiment words through analyzing the whole comment content. The frequencies of negative sentiment words were very low. These words were such as '歧視' (Corresponding English: Discrimination), '差' (Corresponding English: Poor), '難' (Corresponding English: Difficulty) and '雜亂' (Corresponding English: Messy). A comparison with the Hownet dictionary showed that the four words were negative evaluation words. They reflected tourists' negative sentiments. One related comment mentioned that the owner of a shop in Gamcheon Culture Village had a very poor or unfriendly attitude, and another comment replied: "Knowing that Koreans discriminated against Chinese, why went there to make yourself unhappy?" There was another comment that a Chinese tourist felt a product beautiful in a shop and took a photo of it without buying it. Then the staff of shop said a lot to the Chinese tourist, but the tourist did not know Korean, so the tourist did not know exactly what the staff said. The tourist said that the staff might be dissatisfied for taking a picture without buying it. Perhaps, the staff's attitude was unfriendly, and the tourist concluded that this place gave a very poor impression. Comments about 'difficulty' and 'messy' included sentences like "That mountain had difficulty in climbing" and "Unfortunately, there was a messy electricity pole in front of me." 'discrimination' and 'poor' mainly resulted from tourist services. 'difficulty' and 'messy' reflected that the journey to Gamcheon Culture Village did not go smoothly. The layout of buildings and electricity poles gave tourists a sense of disorder.

About the concept and culture of city planning, there are differences between China and ROK. In ROK, there are many tangle of electrical wires hanging above the street and it is different from Chinese

cities' streets. So, streets of Gamcheon Culture Village sometimes give Chinese tourists a sense of messy and disorder and result in negative sentiment.

Overall, Chinese tourists' sentiments towards Gamcheon Culture Village are positive, but there are also some negative sentiments. Generally speaking, negative sentiments and comments have a significant and negative effect on tourists' travel intention and they may dilute the function of positive sentiments and comments.

5. Conclusion

The findings of this study show that Chinese tourists mainly have a positive tourism image perception of Gamcheon Culture Village and negative perception is secondary. The positive perceptions mainly result from the beautiful scenery. The negative perceptions are from items such as discrimination and messy electrical wires. Although the frequency of negative sentiment words is low, they may have a significant and negative effect on tourists' travel intention. Theoretically, this study can enrich research on tourism image perception of Chinese tourists to ROK based on online comments, especially perception of Chinese tourists to Gamcheon Culture Village. Practically, it can provide directions for Gamcheon Culture Village and other tourist spots in ROK for developing Chinese tourist market. The limitation of this study is the limited samples. Because the target websites set restrictions, for example, the target websites set the number of comments that could be browsed.

The following are some suggestions for Gamcheon Culture Village developing Chinese tourist market. These suggestions may also have positive reference value for other tourist spots in ROK: Use text mining software for collecting data of other tourist spots of Busan and analyze. Then, the analysis results are as a reference for developing Gamcheon Culture Village tourism. Sometimes, text mining data is more useful than the questionnaire survey data; In order to let foreign tourists better understand the advantages and disadvantages of Gamcheon Culture Village, multilingual signs can be used to provide clear explanations at the Gamcheon Culture Village. For example, why there are so many electrical wires above the streets and why they are messy, why aren't the electrical wires buried underground. Perhaps, some Chinese tourists have these questions and tourists of other countries also have such questions. Not everyone will search Internet for why. Multilingual explanation signs may help to reduce or eliminate cultural misunderstandings and foreign tourists gain a more objective and comprehensive understanding of Gamcheon Culture Village; If possible, some shops' staff in Gamcheon Culture Village can learn basic Chinese conversation. If the shop doesn't have the condition for offering basic Chinese conversation training, it could use translation app to communicate with Chinese tourists. Chinese tourists

should also learn basic Korean conversation before traveling to ROK to make the travel experience better. Both sides should try to avoid misunderstandings because of language communication problem.

Because China and ROK are neighbors and their cultures are similar, the relationship between the two countries is closer, but some misunderstandings and conflicts may arise more easily. It is necessary that the citizens of two countries reduce or eliminate the misunderstandings and conflicts through more communication. Traveling to each other's countries may be a useful way for increasing communication and knowing about each other. It may have the positive function for improving tourist communication that the citizens of two countries seek common points while reserving differences, think about things from each other's perspectives and understand each other's lifestyles and cultures.

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