Deconstruction and Reconstruction of Tourist Destination Image from the Perspective of Tourists' Perception

--taking Rizhao Shanhaitian tourist resort as an example

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Abstract: With the development of new media, the image of tourism destination has changed from a marketing language from a single perspective to a deeper and richer perception of tourism destination image from a national perspective. In recent years, Rizhao Shanhaitian Tourist Resort has been applying for a national tourist resort, but its main image has not been formed. Based on the perspective of tourists' perception, this paper uses deconstruction and the theory of tourism destination image structure, and uses content analysis method to construct analysis categories and analyze cognitive images on the basis of high-frequency word analysis by ROST CM6. PAD model is used to analyze tourists' emotion, and semantic network analysis map is drawn to obtain the overall image perception of tourism destination. On this basis, this paper puts forward some suggestions and countermeasures for the image reconstruction of Rizhao Shanhaitian tourist resort.

1. Introduction

The implementation of "tourism + Internet" makes the deep integration between tourism and network media as an information intensive industry, which is an irresistible trend of the age. In the traditional media era, information is filtered and processed through a number of layers, which makes the original image of tourists vague, and then affects the formation process of resulting image and composite image [1]. With the rise of network community and e-commerce platform, and the rapid development of transportation technology, the competition among tourist destinations is becoming increasingly fierce. Distinctive and unique tourism image is of great significance to the marketing and communication of tourist attractions.

In view of this, this paper analyzes the image of tourist destination from the perspective of tourists' perception, using deconstruction and the theory of destination image structure. This paper takes Rizhao Shanhaitian tourist resort as an example, through the collection and arrangement of the network text, using the ROST CM6 grabs high-frequency words as the data base, uses content analysis, PAD model and semantic network analysis to visualize the data, reconstruct the tourism destination image, and put forward precise marketing strategies. The author is sure that this is of great significance to the promotion and attraction effect of Rizhao Shanhaitian tourist resort.

2. Research Status

2.1 Research on Tourism Destination Image

Tourism image is a synthesis of tourists' experience perception and emotional evaluation of various elements of tourism destination [2], and an external representation of attractions, tourism services, natural environment and social environment of tourism destination [3]. Since 1975, hunt published a doctoral thesis entitled "image: a factor of tourism", which became the beginning of tourism destination image research. In the 1990s, relevant research began in China. At present, the methods of topographic image measurement for tourism purposes generally include structural

method and non structural method [4]. At present, the research of tourism destination image is mainly based on "structural method". It is more effective to analyze the tourism destination image comprehensively and introduce the network text into the research of "non structural method". Scholars analyze the tourism destination image by means of high-frequency word tag cloud, content analysis method [5][6], IPA analysis method [7] and grounded theory [8].

2.2 Research on Deconstruction

Deconstruction originated in France in the 1960s. Based on the criticism of "structuralism" in linguistics, Derrida put forward the theory of "Deconstruction", which was called "post structuralism" by American scholars. Deconstruction attaches importance to individuals and reconstructs the relationship between the original vocabulary and parts, and give the whole a new meaning. Deconstruction was widely used in architecture at first, and then was introduced into geography research by post structural geographers. Doel M breaks through the traditional spatial structure as the core of geographical research and takes "relationship" as the core of research [9]. This study deconstructs the tourism destination image from the perspective of tourists' perception, hoping to enrich the research on the deconstruction and reconstruction of tourism destination image on the basis of previous scholars.

3. Research Ideas and Design

3.1 Selection of Research Site

Rizhao Shanhaitian tourist resort is located in the northeast of Rizhao City, Shandong Province. In September 1995, it was officially approved by Shandong provincial government as a provincial tourist resort, covering an area of 20.5 square kilometers. Now it has become a high-quality coastal tourism resort integrating summer leisure, coastal recreation, ecological vacation, cultural experience, health care, water sports, special food, conference and trade, etc. it has successfully won the honorary titles of National Marine Park, the first ten beautiful coasts of Qilu, provincial marine ecological civilization demonstration area, provincial sustainable development demonstration area, etc.

3.2 Research Route and Data Source

In order to ensure the validity of the sample data, according to the ranking of tourism websites published by the webmaster's house, Ctrip and Honeycomb, which are the top two websites with the largest number of travel notes, are selected as the research websites for the travel notes sample selection, which contain relatively complete strategies, travel notes, comments, etc. By deconstructing the image of Rizhao Shanhaitian Tourism Resort, four effective suggestions are put forward for its image reconstruction, as shown in Figure 1. ROST CM6 is used to capture the data for the selected research scope, taking "Shanhaitian" as the retrieval word, eliminating repetitive and marketing travel notes, and the travel notes of Rizhao Shanhaitian tourist resort from January 2018 to December 2019 are selected as the research objects of online texts. After sorting out, the number of travel notes of Ctrip and Honeycomb is 9 and 23 respectively, totaling 32.
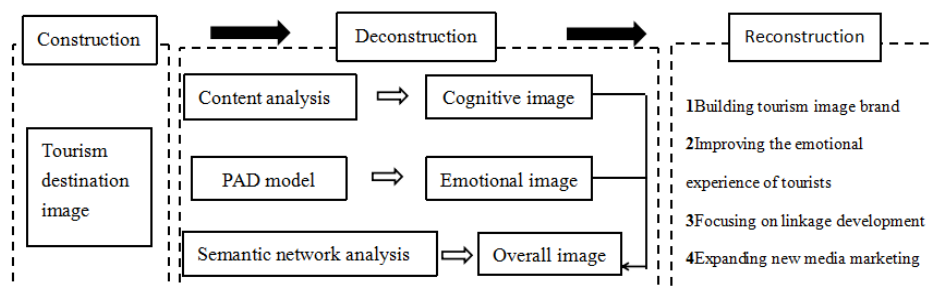

Fig.1 Research Overall Circuit Diagram

4. Deconstruction Research Method and Result Analysis

4.1 High Frequency Characteristic Analysis

The high-frequency feature words and frequency of Rizhao Shanhaitian tourist resort are extracted by Using ROST CM6. First, a text file named "Rizhao Shanhaitian tourist resort. TXT" is established. Then, the words in the area of the resort are agreed to be named. The names of scenic spots and the possible sample words describing tourists' behaviors are added to the custom dictionary. After word segmentation, the word frequency analysis is carried out, the irrelevant high-frequency words are filtered, and the top 100 high-frequency words are selected Quantitative analysis.

4.2 Analysis of Tourists' Cognitive Image--Content Analysis

Content analysis is a research method that transforms the unsystematic and qualitative symbolic content such as text and image into systematic and quantitative data [6]. By using content analysis method, part of the high-frequency features representing the attributes of tourist destinations are coded and word frequency analysis is carried out. 78 feature words are selected one by one in comparison with each main category and subcategory. The tourism destination image is coded into primary and secondary categories, and the cognitive image of tourists is analyzed. The statistical results are shown in Table 1.

Table 1 Attribute Coding Of Tourists' Cognitive Image

Main category	Subcategory	Characteristic words (frequency)		
Landscape Tour	Geographical landscape	Taohua Island (39)	39/1.3%	507/17.0%
	Water landscape	Wanpingkou (156) Haibin National Forest Park(100) Beacon Scenic Area (92) Bathing Beach (53)	401/13.5%	
	Astronomical landscape	Sunrise (67)	67/2.1%	
tourist environment	Overall environment	Good environment (29) beautiful (33) beautiful (31) natural (24) fresh air (19) clear (11)	147/4.9%	868/29.2%
	Natural attraction	Beach (197) seaside (180) reef (76) sea (64) ocean (29) sand (20) waves (16)	582/19.6%	
	Social atmosphere	Leisure (26) enjoyment (23) folk customs (22) enthusiasm (21) safety (17) openness (16) simplicity (14)	139/4.7%	
Infrastructure	Health status	Clean (39) sanitary (12)	51/1.7%	228/7.7%
	Service personnel	Boss (82) fisherman (45) wife of shop-owner (13) shop-owner (14)	154/5.2%	
	management	Building Facilities (23)	23/0.8%	
Tourist diet	Overall level	Taste good (28) fresh (26) affordable (19), delicious (19) characteristic (17) delicious (13)	122/4.1%	410/13.8%
	Special dining	Seafood (194) Crab (29) Gourmet (16) Scallop (15)	254/8.5%	
	Eating environment	Snacks (11) restaurants (12) stalls (11)	34/1.2%	
Tourist accommodation	options	Yujiale (65) Hotel (58) Urban Area (46) Hotel (25) Inn (22)	216/7.3%	244/8.2%
	price	Less Consumption (12)	12/0.4%	
	conditions	Quiet (16)	16/0.5%	
Travel traffic	mode of transportation	High Speed (36) Drive (29) Bus (23) Train (17) Bicycle (16) High Speed Rail (12)	133/4.5%	191/6.4%
	Road conditions	Travel convenience (24) parking lot (22) highway (12)	58/1.9%	
Tourist shopping	Market environment	shopping convenience (58)	58/1.9%	119/4.0%
	category	Shell (20), green tea (12)	32/1.1%	
	price	Cheap (29)	29/1.0%	
Travel entertainment	Entertainment project	Go to sea(134) Fishing (43) Swimming (35) Sailing (34) Speedboat (20) Photographing (19) Camping (16)	301/10.1%	406/13.7%
	Charge	Fees are reasonable (53) free (52)	105/3.6%	

From Table 1, it can be seen that the first two items with the highest proportion are tourism environment and landscape tour respectively, reflecting the landscape features and tourists' preference choice of Rizhao Shanhaitian Resort. With the marine landscape as the core attraction, tourists have a higher perception of the overall coastal landscape. Secondly, tourism, catering and entertainment items have become the second type of attractions, indicating that "food" and

"entertainment" are important reference basis for tourists to visit Rizhao Shanhaitian Tourist Resort. Infrastructure, tourism accommodation and transportation are the third category of perceived attributes. From the statistical data, Rizhao Shanhaitian tourism infrastructure is relatively perfect. For the choice of accommodation for tourists, tourists prefer hotels in urban areas. The accommodation environment of Yujiale is still the concern of tourists' attention.

4.3 Analysis of Tourists' Emotional Image--Pad Model

Mehrabian and Russell put forward PAD model based on semantic differences, namely, pleasure-disposal, arousal-non arousal, and dominance-submission [10][11]. This paper uses the semantic range of every dimension of PAD model as a measurement index to analyze tourists' emotional image. In order to expand the number of emotional words, 400 high-frequency word samples are selected for word frequency analysis. The final statistical results are shown in Table 2.

Table 2 Word Frequency Statistics of Emotional Semantic Words

Measurement Dimension	pleasure	disposal	arousal	nonarousal	dominance	submission
Frequency	327	34	100	18	206	20
Percentage	46.4%	4.8%	14.2%	2.6%	29.2%	2.8%

Source: Author Statistics

Tourists often use words such as "beautiful" to describe the coastal landscape, which makes them happy. Describing fishermen's life feelings with "simplicity" and "enthusiasm", arousing their inner joy with the fresh stimulation of Seaside experience project; Use "happy" and "satisfied" active output to express, full of emotion. According to statistical analysis, tourists' positive words of emotional semantic words account for 89.8%, which indicates that tourists' overall satisfaction is relatively high, and there are also some tourists who feel cheated and depressed.

4.4 Analysis of Tourists' Overall Image--Semantic Network Analysis

This study uses the "Semantic Network Analysis" module of ROST CM6 software to analyze tourists' overall image perception of Rizhao Shanhaitian Tourism Resort and analyze the high-frequency words and their correlations. As shown in Figure 2, the analysis shows that:
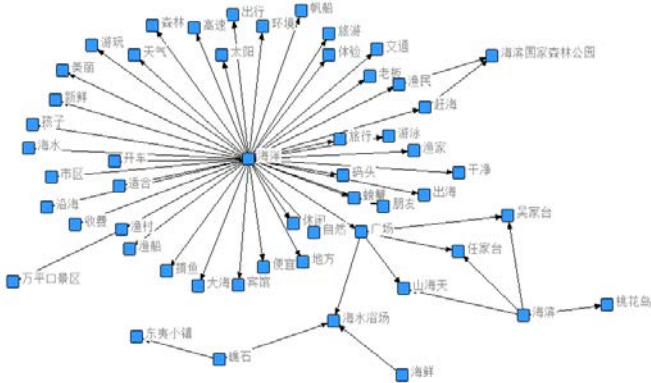

Fig.2 Semantic Network Analysis Map of Rizhao Shanhaitian Tourism Resort

From the perspective of centrality, this study takes Rizhao Shanhaitian Tourist Resort as the center, selects travel notes and extracts high-frequency words. However, from the overall relevance, it can be seen that "ocean" is actually the center of diffusion. First, it explains that Rizhao tourism development takes ocean as the main tourism resource. On the other hand, it shows to a great extent that the correlation degree between the research site and relevant samples is not high and the centrality is not prominent. From the point of view of tourists' attention, tourists pay more attention to tourism facilities and leisure fisherman's life experience and entertainment items. From the perspective of part of speech, the semantic network map is mainly neutral words and some positive adjectives, which shows that Rizhao Shanhaitian Tourism Resort has a high overall tourist satisfaction. From the perspective of tourism resources, taking "ocean" as the central word, the most

popular tourist attractions in Rizhao Shanhaitian tourist resort are radiating to all sides. it can be seen that tourists like both the coastal scenic spots mainly for sightseeing and the folk tourism mainly for experiencing the life of coastal fishermen, which is a comprehensive tourism image.

5. Reconstruction and Promotion Suggestions

5.1 Building Tourism Image Brand

Brand building of tourism destination is easy to form rigid impression in tourists' mind, making tourists become "spokesmen" of tourism destination image, guiding potential tourists' consumption decisions, promoting the spread of tourism image and expanding the popularity of scenic spots.

Based on the tourism research of Rizhao Shanhaitian Tourist Resort, the travel sample as a whole reflects that the tourists in the resort have a low awareness while the regional tourist attractions are famous. Therefore, it is appropriate to adopt the strategy of combining the overall brand and multi-brand strategy and not to enhance the overall awareness of the resort and reduce the unique advantages of the internal scenic spots. Seize the tourism image of "sea" and form a characteristic tourism resort with "coastal landscape+fishing village experience" as its main theme.

5.2 Improving the Emotional Experience of Tourists

With the development of material society and ideology, people's consumption mode gradually transits from material consumption to emotional consumption and is applied in various fields. Tourism industry also begins to produce various emotional tourism products, such as fishing village folk custom experience. To develop emotional products, we should pay attention to the protection of emotional sustenance.

Rizhao Shanhaitian Tourist Resort consists of 13 traditional fishing villages, of which Wujiatai and Renjiatai are well known. It is a key area for folk custom experience in fishing villages and an important emotional place for tourists. We should keep the folk culture unchanged, strengthen infrastructure construction, improve the quality of Yujiale accommodation, mobilize the villagers to participate actively, maintain the warm and simple rural original style, and improve tourists' emotional experience.

5.3 Focusing on Linkage Development

The linkage between tourist destinations is conducive to the formation of the overall spatial pattern of tourist areas. The use of line linkage and tourism resources linkage to form a chain tourism development model, to promote the coordinated development of "non-hot spots" tourism scenic spots, to form characteristic areas and tour routes, to carry out regional linkage development.

Tourists have a vague concept of the overall image of Rizhao Shanhaitian Tourist Resort. They should combine the corresponding tourism resources and launch multiple tourism routes. Through travel analysis, the three words "child", "friend" and "husband" have the highest frequency of occurrence. They should focus on recommending special tourism routes such as family tours, girlfriends tours and honeymoon tours to stimulate various emotions, guide tourists to choose and promote the coordinated development of scenic spots.

5.4 Expanding New Media Marketing

In the new media era, the marketing of tourism destination image is more diversified, which broadens the channels of information release and enhances the feedback of tourists' perception of information. It is conducive to improving the awareness of tourism destination brand image, increasing tourists' awareness and carrying out accurate marketing.

Rizhao Shanhaitian Tourist Resort should fully grasp the changing situation of the media, make use of the advantages of new media, create "Wanghong" tourism destinations with the help of tourism anchors through small video platforms. Through the tourism website positive publicity tourism destination image, the use of tourism websites to provide a comprehensive travel strategy, to

eliminate obstacles to tourists travel; Create smart tourist attractions, improve tourist satisfaction and increase the popularity of the resort.

6. Deficiencies and Prospects

In theory, based on the perspective of tourists' perception, this paper uses deconstruction theory to deconstruct tourists' perception of destination image, and discusses the deconstruction perspective, providing more research perspectives for the study of tourism image. Taking network travel notes as the research object, the data complement of relevant research results is realized, which makes the research results more real and effective. In fact, it also provides effective suggestions for shaping the tourism image of Rizhao Shanhaitian Tourist Resort. However, the number of online travel notes in Rizhao Shanhaitian Tourist Resort is relatively small and the majority of the authors are young people, which makes the research results have certain limitations. Therefore, in the later period, we will make in-depth analysis on different data sources and different tourism consumer groups, seek more deconstruction angles of tourism destination image, and further extend the research on tourism destination image.

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