

Research on the Perception of Wenzhou's Tourism Destination Image Based on Network Text Analysis

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Abstract

This paper uses Baloglu's "cognitive image-emotional image-overall image" theoretical model to construct a Wenzhou tourism destination image perception model. Data from Wenzhou tourism reviews on tourism portals and new media platforms was collected and organized. Word frequency analysis, semantic network analysis, and sentiment analysis were performed using ROST CM6. This approach constructs tourists' cognitive, emotional, and overall images of Wenzhou as a destination, identifies challenges in Wenzhou's tourism development, and ultimately proposes strategies to enhance its image.

Keywords

Tourism destination image; data collection; text analysis; sentiment analysis

1. Introduction

1.1. Current Development Status of Wenzhou Tourism Market

Wenzhou, a National Historical and Cultural City with a history spanning over 2,000 years, is known as "the most beautiful landscapes in the southeast." Boasting a rich heritage of Ouyue folk culture and humanities, Wenzhou boasts numerous scenic mountains and rivers, rich in tourism resources. These include two national scenic spots: Yandang Mountain (including Zhongyan and Nanyan) and Nanxi River; two national nature reserves: Wuyanling and Nanji; and seven provincial scenic spots: Xianyan, Zeya, Yaoxi, Dongtou, and Baizhangdi. The scenic area covers a total land area of 1,907.74 square kilometers, accounting for approximately 6.7% of the city's total land area. According to the "2022 Wenzhou Municipal Statistical Bulletin on National Economic and Social Development," Wenzhou welcomed 46.969 million domestic and international tourists in 2022, generating total tourism revenue of 62.54 billion yuan, representing decreases of 5.3% and 3.2% year-on-year, respec-

tively. At present, the overall level of Wenzhou's tourism industry is still relatively low, and the advantages of tourism resources have not yet been transformed into industrial advantages. Compared with other excellent tourist cities in the country and the province, Wenzhou's tourism industry still has a certain gap.

1.2. The study of tourism destination image is of great significance to the promotion of tourism

As a strategic pillar of national economic development, tourism has not only become an industry that improves citizens' well-being and quality of life, but also a key driver of urban socioeconomic development. Currently, urban tourism has transitioned from a traditional product-oriented approach focused on attractions and itineraries to one centered on image. Destination image (Destination Image) is the overall perception of a destination formed by tourists and potential tourists through processing information from various channels. It encompasses a series of impressions, opinions, and emotional expressions of a destination. Research has shown that destination image is of great value and significance in influencing tourist decision-making, behavioral tendencies , tourist satisfaction, tourist loyalty, and destination marketing and promotion. Therefore, analyzing a city's tourism image and tourist perceptions, as well as examining the current state of urban tourism image development, can help cities improve and enhance their tourism image in a targeted manner.

1.3. The development of the Internet and new media has generated a large amount of tourism network text data

With the development of internet technology, various portals have emerged, and travel websites such as Ctrip and Mafengwo have become widely accepted. Furthermore, with the rise of new media, new media platforms such as Bilibili, Douyin, and Xiaohongshu have gradually become channels for people to understand and share their travel experiences. More and more tourists are using the internet and new media platforms to order travel products, write reflections and reviews, and exchange travel experiences. These online texts, such as travelogues and reviews, contain vast amounts of unstructured and fragmented information, forming the "big data" of the tourism industry. This online data has provided a new, comprehensive, and important source of scientific data for travel research, significantly advancing travel research.

1.4. Research on Tourism Destination Image Perception Based on Online Text Analysis

Web text analysis is a complex technology that combines natural language processing, information retrieval, data mining, and machine learning. It extracts valuable information by automatically processing and analyzing large amounts of online text data. Currently, a number of scholars at home and abroad are conducting re-

search on the image of tourist destinations, leveraging the text or images that tourists share on online platforms, such as travel notes and reviews, about their perceptions, evaluations, and emotional experiences of tourist destinations.

This project collects and analyzes online text to analyze travelers' experience, satisfaction, and key needs for Wenzhou's tourist destinations, understand tourists' perception of Wenzhou's tourism image and recognition of the quality of their experience, and proposes a practical image enhancement plan, thereby improving Wenzhou's urban tourism image, promoting the development of Wenzhou's tourist destinations, and bringing greater economic benefits to Wenzhou.

2. Research status and development trends at home and abroad

2.1. Current status of foreign research

Research on destination image began in the 1970s with studies by Mayo (1973), Hunt (1975), and Goodrich (1978) on the relationship between destinations and tourist preferences or visit intentions. Current research focuses on the concept and components of destination image perception (TDI), factors influencing its formation and change, its impact on tourist behavior and destination marketing, methods for shaping it, and its measurement and evaluation.

Foreign scholars mainly use a combination of qualitative and quantitative research and analysis methods to measure and evaluate TDI. Russell et al. (1981) evaluated the image of tourist destinations through the emotional description method, which was divided into categories such as excitement, attraction, joy, relaxation, frustration, unhappiness, and distress [1]. Walmsley et al. (1998) also measured the image of tourism from an emotional perspective, and divided the emotions into quiet, noisy, very attractive, fascinating, fast-paced, slow-paced, outdated, popular, commercialized, original, interesting, and boring [2]. Baloglu et al. (1999) believed that the perceived image is constructed by the three dimensions of cognitive image, emotional image, and overall image [3]. This model has also become the framework theoretical basis for most tourism perceived image measurements.

The development of the Internet overseas is earlier than that in China and progresses faster. Therefore, the development of research in tourism industry-related fields based on network text analysis is relatively faster than that in China. Choi et al. (2007) found that different promotional means and communication methods will lead to different images of tourist destinations after mining and analyzing network information of various media [4]. Svetlana & Stepchenkova (2013) collected UGC content on tourism websites and analyzed "projected image" and "perceived image" respectively [5]. Patricia et al. (2020) first conducted a content analysis of official Instagram accounts in Portugal and France, and then conducted a content analysis of the most popular brands. They pointed out that Instagram is a strategic social media tool that can attract a large number of consumers to improve brand image. Using pictures to express personal thoughts and emotions can also be a very im-

portant means of promoting the image of a tourist destination [6] .

2.2. Current status of domestic research

Although the research on tourism destination image perception using network text analysis methods started relatively late in China, the research has developed rapidly, showing a trend of diversification in research topics and analysis methods.

Xu Yayuan (2016) explored the tourists' cognitive image of Huangshan Scenic Area through tourists' comments and provided reasonable opinions based on the research conclusions [7] ; Zhang Ying (2020) crawled online travel notes data through Python web crawler, and used network text analysis to analyze word frequency data, discourse network analysis and sentiment data, and evaluated the characteristics and levels of tourists' perception of Chinese history and culture such as the Grand Canal [8] ; In 2021, Lin Xinying et al. took the Yandang Mountain Scenic Area in Wenzhou City as an example, based on network text analysis and IPA analysis, collected and integrated tourists' comments on major online tourism platforms, conducted tourism image perception research, analyzed and positioned the tourism image of Yandang Mountain Scenic Area from the perspective of tourists, and provided reference for the tourism image positioning of Wenzhou City's nature reserves [9] .

However, there are currently few research results on the overall tourism destination image of Wenzhou City, and research on the tourism destination image of Wenzhou City based on network text analysis methods is also very rare. In view of this, this paper collects and mines online travel notes and comments about Wenzhou City tourism on online platforms, analyzes tourists' perceptions and emotional tendencies towards Wenzhou City's tourism image, in order to provide reference and reference for the optimization of Wenzhou City's tourism image.

3. Research content and key technologies

3.1. Research and development content

Based on the review of domestic and foreign research results, this paper uses scientific theories such as computer science, tourism, communication and psychology to conduct a study on the image perception of Wenzhou as a tourist destination based on network text analysis, mainly exploring the following three aspects.

3.1.1. Construction of Wenzhou Tourism Destination Image Perception Model

Organize domestic and international literature on the image perception of tourist destinations, investigate the current status of tourism resources and industry development in Wenzhou, and select a suitable theoretical model. This project intends to use Baloglu's "cognitive image-emotional image-overall image" theoretical model [3] (as shown in Fig.1) to construct a model of the image perception of Wen-

zhou's tourist destinations.

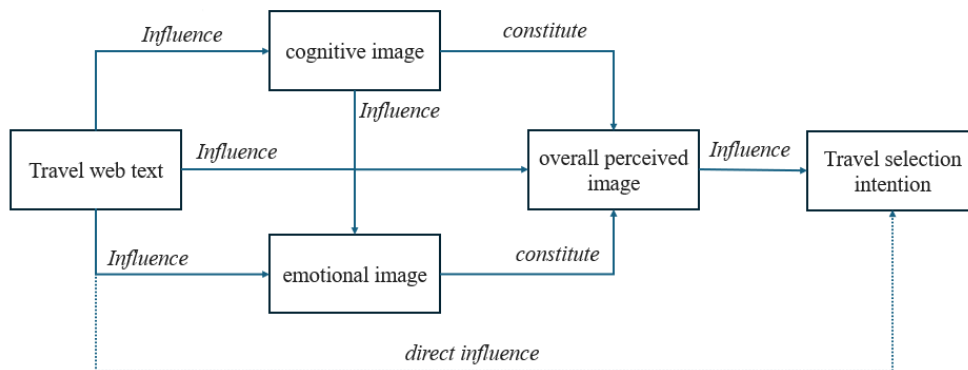


Fig 1. Theoretical model of tourism destination image perception: “cognitive image – emotional image – overall image”

3.1.2. Analysis of Wenzhou’ s Tourism Destination Image Perception Based on Online Texts

We used Octopus web crawler software to collect travelogues and tourist attraction reviews from popular travel platforms like Mafengwo and Ctrip. We also used Octopus web crawler software to collect comments from travelogue videos about Wenzhou on the new media platform Bilibili. We also used Python programming to collect popular short videos and notes about Wenzhou travel from the new media platforms Douyin and Xiaohongshu. After preprocessing all data, we used Rost CM6 software to perform word frequency analysis, social semantic network analysis, and sentiment analysis on the organized online text. By combining the online text, we were able to derive the cognitive, emotional, and overall image of Wenzhou as a tourist destination.

3.1.3. Research on strategies to enhance Wenzhou’ s tourism destination image

Based on the results of Wenzhou's tourism destination image perception model, the problems existing in Wenzhou's tourism image are analyzed, and strategies to enhance the tourism destination image are proposed.

3.2. Key Technologies

3.2.1. Network Text Data Collection Technology

UGC text data related to Wenzhou tourism from travel portals and new media social platforms . We selected popular domestic travel portals, such as Ctrip and Mafengwo, using Octopus software to crawl online travelogues and user reviews of Wenzhou attractions posted over the past decade . We selected Douyin and Xiaohongshu, two of the most popular new media social platforms, as new media platforms. Because crawling Douyin and Xiaohongshu data with Octopus is difficult, we used Python to

collect titles and comments from popular short videos and popular notes generated by keyword searches for "Wenzhou tourism" and related attractions on Douyin and Xiaohongshu.

3.2.2. Text Analysis Technology

Text analysis is a technique for objectively and quantitatively evaluating explicit, publicly available content. Using content analysis tools, we can uncover both the explicit and implicit meanings of text. This project first preprocessed, cleansed, and filtered the captured text data. We then used Rost CM 6 software to perform word frequency analysis, semantic network analysis, and sentiment analysis on the captured text data.

Word frequency analysis is a research method that statistically analyzes the frequency of individual words appearing in research texts after word segmentation. It is a primary method for uncovering the connotation and depth of a text. Word segmentation and word frequency analysis of text data yields a list of high-frequency words, which can be used to understand tourists' concerns, intuitive perceptions, and feelings about Wenzhou tourism. Social network and semantic network analysis yields a semantic network analysis diagram of high-frequency words, revealing the connections between them. For example, it reveals the strength of connections between different scenic spots and the most relevant content for tourists at a particular scenic spot. Sentiment analysis is a research method that explores and interprets subjective texts that reflect personal emotions. Sentiment analysis can reveal the positive, neutral, or negative emotions expressed in travelogues and reviews. The resulting Wenzhou tourist sentiment distribution table can be used to analyze tourists' intuitive perceptions of a destination and their preference for its image.

3.3. Main Innovations

At present, there are few research results on the overall tourism destination image of Wenzhou City, and there are also very few studies on the tourism destination image of Wenzhou City based on network text analysis methods. This project is innovative in terms of topic selection and research perspective.

The online texts collected by the project not only include tourism portals, but also add titles and comment texts of Wenzhou tourism-related notes and short videos on the high-traffic new media platforms Xiaohongshu and Douyin. This allows for more data to be obtained, and the research results to be more comprehensive and accurate.

4. Web text collection and preprocessing

4.1. Online Text Collection

This paper divides the data sources of Wenzhou tourism evaluation network texts

into two categories: one is tourism portal websites, including Mafengwo and Ctrip; the other is new media platforms, including Douyin, Xiaohongshu and Bilibili.

As of August 26, 2025, this article used the Octopus web crawler software to collect a total of 1,246 Wenzhou travel notes and 16,129 scenic spot reviews from Mafengwo and Ctrip.

Because the protection mechanisms of new media platforms make platform data capture difficult and complex, this article combines Octopus software and the self-developed PRPA program for collaborative data capture. The PRPA approach combines Python and PRA to programmatically capture Douyin and Xiaohongshu data. RPA (Robotic Process Automation) is a business process automation technology based on software robots and artificial intelligence (AI). By mimicking the manual operations of end users on computers, it provides an alternative method for automating manual end-user operations.

When crawling data from Douyin and Xiaohongshu, the keywords selected are shown in Table 1. As of August 26, 2025, this paper has crawled 949 Douyin videos and 125,593 comments; 2,335 Xiaohongshu notes and comments; and 2,420 comments on the popular Wenzhou travel video on Bilibili.

Table 1. List of search terms for Douyin and Xiaohongshu data collection

Douyin and Xiaohongshu data collection search terms	
Search term	Wenzhou tourism, Yandang Mountain tourism, Nanxi River tourism, Jiangxin Island tourism, Baizhang Waterfall tourism, Dongtou tourism, Cangnan tourism, Wencheng tourism, Yueqing tourism, Nanji tourism, Tongling Mountain tourism, Wuma Street tourism, Wenzhou attractions, Wenzhou self-driving tour, Wenzhou tour, Wenzhou day tour, etc.

4.2. Text Preprocessing

In order to improve the effectiveness of the data, the collected data is preprocessed in several aspects before text analysis, including the following:

- (1) The collected scenic spot review data and travel notes text data are integrated and deduplicated, and useless fields are deleted. For example, the author's name, publishing time, scenic spot level, reviewer's name, review time, etc., leaving only the travel notes text and the text of the comments.
- (2) Use the Excel function REGEXEXTRACT() to extract all Chinese characters from the text, and then use the TEXTJOIN() function to integrate the Chinese characters into rows.
- (3) Sort the text in ascending order based on the number of Chinese characters, and delete non-objectionable interjections (interjections), such as "ah", "hmm", "ah", "oops", etc. Delete meaningless short comment texts, such as usernames generated when users @ other users in their comments, and useless words such as "author's reply".
- (4) Check the text for typos, repeated characters, etc. For example, some users may mistakenly write "Baizhangji" as "Jibaizhang", which needs to be replaced.
- (5) Combine the context of the collected text to fully understand it and replace

words consistently without changing the original meaning. For example, use "convenient" instead of "convenient" or "convenient"; use "glass plank road" instead of "glass bridge" or "glass road"; use "tour bus" instead of "sightseeing bus", "shuttle bus" or "ferry bus"; use "scenic spot" instead of "attraction"; use "Liu Bowen" instead of "Liu Ji"; use "bring children" instead of "bring children", "bring children" or "bring children"; use "Nanji Island" instead of "Nanji Islands", etc.

Through the preprocessing of the above five steps, a total of 16,809 online texts from tourism portal websites related to Wenzhou tourism and 89,708 online texts from new media platforms were obtained, totaling 106,517 text data.

5. Cognitive Image Analysis

5.1. Custom words and filtered words

Before analyzing new high-frequency words, we needed to create a custom word list for special words that the software couldn't recognize. We also created a filter list for meaningless, colloquial words in comments that weren't useful for data analysis, such as "then," "also," and "we," as well as "Wenzhou," "Zhejiang," and "place." We first used the new word mining feature of Weici Cloud to identify new words in all collected online text. We then removed any semantically incorrect new words based on the context. Finally, we added place names and scenic spots from various regions of Wenzhou and integrated them into a list of 353 custom words, as shown in Table 2.

Table 2. Partial custom word list

Eros Cloud Gallery	Shell Art Museum	Scissor Peak	Aviation flight camp
Love Island	Dongxia	Recommended	sunset
Aojiang	Dongmeng Mountain	Jiangnan Leather Factory	Travel Recommendations
Bailuzhou Park	East and West Cave	Jiangnan Plain	No water
Baiyun Temple	East and West Twin Towers	Jiangxin Temple	Plum Rain Waterfall
Baigangjian	Radon Spring Scenic Area	Jiangxin Island	Rice Room
Baizhang Waterfall	Donggong Mountain	Golden Beach	Mingdu Hotel
Barping Mountain	Dongtou	Jinxiang Shipeng Coastal Plank Road	Mingwang Peak
Beidou Cave	Barping Mountain	Enter the scenic area	Mingao Terraces
Beigang Plain	Palm Cove	Go often	wooden arch bridge
Beicui Island	Doumen Scenic Area	Jingshan Park	Nange Ancient Village
Beijian Bridge	Heartbreak Cliff	Jiulitan	Nanji
North Yandang Mountain	Erji	Jiushan Lake	Nanji Island
Blue Sea Sky City	Fanshan	Jiushan Book Club	South Fort Hill
Glass Plank Road	Fangdong Area	Nine Scenic Condensed Jade	Pearls Nantang Style Street
museum	Flyby Show	Jiucaiyuan Campground	RV Nantang River
High performance	cost via ferrata	Kamayami Camp	Flying Southern Opera Art Space
Don't dare to go	Feiyun Lake	Drive	South Yandang Mountain
Will not go	Feiyun River	Kaiyuan Famous Capital	Naxi River
Not recommended	worth	Kuancang Mountain	RV camping base
Not going	Not worth it	Bridge World	Aviation flight camp
Not recommended	Phoenix Mountain	Covered Cultural Park	Bridges Em Art Museum
Don't want to go	Furong Ancient Village	Yueqing	Farming Paradise
unnecessary	Furong Creek	Yueqing Plain	Ou tangerines
No tickets required	Langtou Creek	Cumulative driving	Ouhai
Don't go	Just been there	Lotus Waterfall	Oujiang River
Buyunling	Industrial Tourism	Lianyun Valley Spring Resort	Hot Oujiang Penglai
Tea Picking Dance	Guanyin Cave	Alchemy Platform	Pingyang

5.2. High-frequency word analysis

Using the word frequency analysis (Chinese) function of the ROSTCM6 software, we performed a word frequency analysis on all preprocessed online texts and compiled the top 100 high-frequency words. These high-frequency words include nouns, verbs, and adjectives, with nouns being the main component, as shown in Table 3.

Table 3. List of the top 100 high-frequency words in comments

Ranking	word	POS	word frequency	Ranking	word	POS	word frequency	Ranking	word	POS	word frequency	Ranking	word	POS	word frequency
1	scenic spots	n.	14322	26	nice	v.	1705	51	architecture	n.	1130	76	Set off	v.	903
2	Yandang	n.	7255	27	A little bit	n.	1674	52	beach	n.	1097	77	Nature	n.	899
3	Taishun	n.	5062	28	Yongjia	n.	1641	53	Beautiful	n.	1073	78	Is there any	v.	889
4	good	adj.	4733	29	Jiangxin	n.	1611	54	child	n.	1066	79	come out	v.	879
5	Fall	n.	4350	30	Suitable	v.	1508	55	Midea	adj.	1064	80	Nanji Island	n.	855
6	landscape	n.	3856	31	Feeling	v.	1474	56	tasty	v.	1035	81	Look	v.	851
7	view	n.	3262	32	Wuma Street	n.	1460	57	Cangnan	n.	1029	82	weather	n.	847
8	Lingyan	n.	2922	33	Hour	n.	1439	58	suggestion	n.	1026	83	have	v.	840
9	Feel	n.	2911	34	travel	v.	1415	59	climb	n.	1018	84	spectacular	adj.	838
10	Fun	adj.	2828	35	convenient	adj.	1354	60	Performance	v.	1012	85	Discover	v.	833
11	worth	adj.	2780	36	project	n.	1347	61	well	adj.	1011	86	paradise	n.	812
12	covered	n.	2756	37	Wencheng	n.	1321	62	story	n.	1007	87	very nice	adj.	802
13	Nanxi River	n.	2739	38	friend	n.	1303	63	have no idea	v.	1006	88	museum	n.	784
14	Tickets	n.	2494	39	Photograph	v.	1273	64	Self-driving	v.	1002	89	Known as	n.	780
15	time	n.	2449	40	very good	adj.	1265	65	choose	v.	996	90	Not going	v.	774
16	Lingfeng	n.	2349	41	feel	v.	1256	66	Well enough	adj.	977	91	Walk into	v.	770
17	Dalongqiu	n.	2321	42	Yandang	n.	1245	67	gourmet food	n.	966	92	possible	v.	764
18	hotel	n.	2099	43	culture	n.	1231	68	tour	v.	966	93	happy	v.	756
19	Experience	n.	2095	44	landscape	n.	1213	69	Walk	v.	961	94	transportation	n.	747
20	Check-in	v.	2060	45	free	v.	1206	70	thing	n.	942	95	PARKING LOT	n.	741
21	travel	v.	2057	46	generally	adj.	1206	71	pretty	adj.	942	96	academy	n.	737
22	play	v.	1874	47	feature	n.	1176	72	Time	n.	925	97	Ancient	n.	729
23	B&B	n.	1862	48	plank road	n.	1138	73	cannot	v.	924	98	like	v.	726
24	Baizhang	n.	1784	49	night view	n.	1133	74	environment	n.	919	99	tea garden	n.	724
25	history	n.	1737	50	Liu Bowen	n.	1132	75	should	v.	916	100	urban area	n.	724

The table shows that "Yandang Mountain," "waterfall," "Lingyan Rock," "Covered Bridge," "Lingfeng Peak," "Dalongqiu," "Baizhang Waterfall," "Jiangxin Island," and "Wuma Street" were mentioned most frequently, indicating that tourists visiting Wenzhou often choose popular scenic spots such as Yandang Mountain, Taishun Covered Bridge, Baizhang Waterfall, and Jiangxin Island. "Waterfall" was mentioned 4,350 times, demonstrating the deep impression tourists have of the natural waterfalls within scenic areas. "B&B" and "hotel" appeared 1,862 and 2,099 times, respectively, ranking 23rd and 18th, indicating that tourists place great importance on accommodation and are slightly less likely to choose B&Bs than hotels. "Ticket" ranked 14th, reflecting tourists' interest in whether attractions charge admission and the price of admission. Terms such as "plank road," "night view," "projects," "performance," and "environment" appeared frequently, indicating that the scenic area's environment, night view, and supporting entertainment facilities are important factors in attracting tourists. The high-frequency vocabulary list also features numerous culturally-related words, such as "history," "culture," "story," "museum," and "ancient village," indicating that the scenic area's cultural atmosphere and background are a significant factor in tourists' choices. Regarding emotions, adjectives such as "good," "fun," "worth it," "good," "very good," and "happy" rank highly, demonstrating tourists' positive attitudes toward Wenzhou as a destination and the scenic area's excellent tourist experience. The word "worth it" also indicates a willingness to return. Regarding scenic area facilities and services, "convenient" is

about the convenience of the scenic area. "Tickets" and "free" indicate that tourists are very concerned about whether or not admission is free, which can be used as a means of attracting tourists. The overall semantic network diagram shows a "core-sub-core-periphery" structure. This three-layer structure clearly demonstrates the attractiveness of various elements within the tourist area and can provide reference for the planning and management of various aspects of the scenic area.

6. Emotional Image Analysis

Sentiment analysis, the study of subjective emotions expressed in tourist reviews, is a crucial component of destination image perception. This paper categorizes tourist sentiment into three categories: positive, negative, and neutral. Using the sentiment analysis function in ROSTCM6.0 software, we can determine the percentage of each sentiment category. Table 4 shows that positive sentiment accounts for the highest proportion of tourist reviews, at 40.51%. Negative sentiment accounts for the lowest proportion, at 19.88%, while neutral sentiment accounts for 39.61%.

Positive and negative emotions were further divided into three levels of intensity: high, moderate, and neutral. Higher positive scores indicate higher emotional intensity, while lower negative scores indicate lower emotional intensity. This indicates that among positive emotions, highly positive emotions accounted for the smallest proportion, at 3.06%, while neutrally positive emotions accounted for the largest proportion, at 29.90%. Among negative emotions, highly negative emotions accounted for the smallest proportion, at only 0.97%, while neutrally negative emotions accounted for the largest proportion, at 15.82%. This indicates that tourists' feelings toward Wenzhou as a destination are generally positive and satisfactory, with high levels of identification. However, there is significant room for improvement in satisfaction, with some tourists expressing very negative attitudes toward Wenzhou tourism. Tourists' positive emotions were primarily expressed in the beautiful natural environment of scenic spots, while negative emotions were primarily expressed in the service management within the scenic spots, with comments such as "I almost got into an argument with the amusement park staff; their attitude was terrible" and "Tickets are too expensive." Overall, tourists' positive emotions outweighed their negative ones.

Table 4. Sentiment analysis of Wenzhou tourism-related online texts

Emotional categories	Proportion/%	strength	Proportion/%
Positive emotions	40.51	Height (over 20cm)	3.06
		Moderate (10-20)	7.55
		Average (0-10)	29.90
Negative emotions	19.88	Altitude (below -20)	0.97
		Moderate (-20 to -10)	3.09
		Normal (-10~0)	15.82
Neutral sentiment	39.61		

7. Overall image analysis

A comprehensive cognitive and sentiment analysis reveals that Wenzhou's overall image as a destination can be summarized as "a leisure tourism destination with natural beauty as its core attraction, supported by a millennium-old cultural heritage, and generally well-received by tourists, but with room for improvement in service details." Its core strength lies in its dual appeal of nature and culture. The high recognition and strong appeal of natural landscapes (such as Yandang Mountain and waterfalls), combined with its distinctive cultural heritage, together constitute Wenzhou's core competitive advantage. Furthermore, the predominance of positive reviews ("convenience") and positive sentiment (40.51%) regarding amenities and facilities lays a solid foundation for Wenzhou's image as a destination, clearly positioning it as a destination that integrates "nature + culture." Key weaknesses lie in service management and ticket pricing. While negative sentiment is low (19.88%), it focuses on persistent issues such as "poor service attitude" and "high ticket prices." Positive sentiment is primarily "moderately positive" (only 3.06% are highly positive), indicating significant room for improvement in visitor satisfaction. Optimizing service details and ticket policies is key to moving beyond "moderate satisfaction" and toward "high recognition."

8. Wenzhou City Tourism Destination Image Enhancement Strategies

In order to improve the image of Wenzhou as a tourist destination, based on the previous research, the following improvement strategies are summarized.

8.1. Focus on core strengths: Strengthening the "nature + culture" dual IP and deepening tourist awareness

Based on the cognitive characteristics of "natural landscape as the core and culture as the support" in cognitive analysis, through resource integration and experience upgrades, the core attraction of Wenzhou tourism will be consolidated, making "mountains and waters + cultural context" a highly recognizable label.

(1) Create a "natural landscape cluster" IP and enhance the connectivity of core scenic spots

Focusing on Yandang Mountain (Lingyan, Lingfeng, and Dalongqiu) and Baizhang Waterfall, and integrating resources such as the Nanxi River, Taishun Corridor Bridge, and Cangnan's 168 Coastline, the company has launched themed itineraries such as "Panoramic Tour of Southern Zhejiang's Mountains and Seas" and "In-Depth Tour of the Wonders of Waterfalls." This will avoid the "single-handed" nature of individual attractions and instead create a "core-driven" cognitive matrix.

(2) Activate cultural resources and move "cultural context" from "cognition" to "experience"

Wenzhou, a major birthplace of Chinese opera, is known as the "hometown of

Southern Opera." In Wenzhou, Yongkun, Gaoqiang, Heju, and Ouju, among other genres, still perform some Southern Opera repertoires, and their musical styles and performance systems are inextricably linked to Southern Opera. By integrating awareness points such as "Southern Opera Culture" and "Ancient Villages," live Southern Opera performances and experiences with intangible cultural heritage crafts (such as Ou embroidery, woodblock printing, and boxwood carvings) are being introduced at attractions like Yongjia Lishui Street and Jiangxin Island. This transforms cultural resources from "static appreciation" into "dynamic participation," strengthening visitors' in-depth understanding of Wenzhou's "millennium-old cultural heritage."

8.2. Filling the gaps in user experience: Focusing on services and supporting facilities to transform negative emotions

The pain points of "negative emotions concentrated on service management and ticket prices" in sentiment analysis, and tourists' high attention to "transportation, accommodation, and tickets" in cognitive analysis, we started with detail optimization to improve tourist satisfaction and upgrade "generally positive" emotions to "highly positive."

(1) Optimize service management: solve the pain point of "poor attitude" and strengthen the perception of "convenience"

In response to feedback about "staff's poor attitude," special training will be provided to scenic area service personnel, covering topics such as service etiquette and emergency response. A mechanism for "instant visitor satisfaction evaluation" will be established, allowing visitors to scan a QR code at the scenic area exit to leave their comments. A rating system for homestay services will also be established, allowing for real-time rectification of negative reviews.

Improve transportation facilities, focusing on solving the connection problems of remote scenic spots, such as Wencheng Baizhang Waterfall and Taishun Corridor Bridge; open tourist buses from Wenzhou city to core scenic spots, add smart guide signs and shared mobility vehicles in scenic areas, and further strengthen the perception of "convenience" in supporting facilities.

(2) Reasonably adjust ticket strategy: respond to the focus on "free" and balance cost-effectiveness

In response to the high attention paid to "tickets", the "Wenzhou Tourism Huimin Card" was launched, which covers popular scenic spots such as Yandang Mountain and Jiangxin Island, reducing the cost of a single visit. Some niche attractions, such as some ancient villages along the Nanxi River, have implemented a "free admission + voluntary donation" model to attract tourists who are sensitive to "free".

(3) Upgrading the accommodation experience: Balancing the needs of "homestay" and "hotel"

Based on the mention rates of "homestay" and "hotel," we can guide the homestay

industry to improve standardized services , such as unified hygiene standards and basic amenities, while retaining "local characteristics . " For example, Nanxi River homestays incorporate farming and reading culture, and Cangnan homestays incorporate fishing customs .

"hotel + homestay" clusters around popular scenic spots , launching "family travel accommodation packages" that include parent-child rooms and scenic spot tickets to meet the accommodation preferences of different tourists and enhance the emotional feedback of "accommodation satisfaction" .

8.3. Precision Marketing: Strengthening Brand Labels and Expanding Awareness Coverage

(1) Identify target audiences and conduct segmented communications

Targeting the Yangtze River Delta, a region with high awareness, we are promoting weekend excursions , such as the "2-Day, 1-Night Waterfall Viewing Tour at Yandang Mountain" and the "Nanxi River Ancient Village Leisure Tour," through high-speed rail advertising and new media platforms . Targeting young customers nationwide, such as those studying abroad and photography enthusiasts , we are publishing "Waterfall Photography Guides" and "Ancient Village Intangible Cultural Heritage Vlogs" on Douyin and Xiaohongshu , and inviting travel bloggers to experience "Cangnan 168 Coast Surfing" and "Taishun Covered Bridge Cultural Study," reinforcing positive awareness through "real-life experiences . "

(2) Create a unified brand slogan and strengthen label memory

Combining core cognition with positive emotions, refine the brand slogan, such as "Wenzhou: Landscapes Hidden Poetry, Cultural Heritage Nourishes the Heart," and use it consistently at scenic area entrances, promotional materials, and official platforms to avoid "dispersed resources and blurred labels ." Leverage Wenzhou's unique IP, such as its traditional intangible cultural heritage, to produce a series of short videos , such as the animated " Exploring Liu Bowen's Hometown " and the micro-documentary "Wenzhou in Southern Opera." These videos will be broadcast on television stations' cultural tourism channels and platforms like Xuexi Qiangguo, raising cultural awareness nationwide .

(3) Activate tourist communication and transform "positive emotions" into "word of mouth "

Led by the Wenzhou Municipal Government and directed by the Wenzhou Municipal Bureau of Culture, Radio, Film, and Tourism, the "Wenzhou Travel Wonderful Moments" campaign , leveraging social media platforms like Douyin (TikTok) and Xiaohongshu (Little Red Book) , encouraged visitors to share their experiences of waterfalls and ancient villages. High-quality content was rewarded with scenic spot tickets and homestay vouchers, empowering visitors to become "image promoters ." Positive reviews were compiled into a poster titled " Wenzhou Tourists' Voices," which was displayed at scenic spots, high-speed rail stations, and online platforms,

using authentic feedback to reinforce positive perceptions among potential customers.

8.4. Strategy Summary

Elevating Wenzhou's image as a tourist destination requires focusing on three key areas: strengthening strengths, addressing weaknesses, and achieving targeted communication. This involves strengthening its core appeal through its dual IPs of "nature + culture," addressing emotional pain points through optimized "service + supporting facilities," and expanding awareness through "segmented communication + word-of-mouth activation." Ultimately, the goal is to achieve an upgrade from "general tourist acceptance" to "high satisfaction," making "an ecological wonderland embraced by mountains and rivers, a millennium-old city steeped in cultural heritage" a distinctive hallmark of Wenzhou tourism, enhancing its national recognition and attracting more tourists.

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