Research on Destination Projection and Tourist Perceived Image of College Students

--Based on Symbolic Interactionism

Linyue Xie

Shenzhen Tourism College of Jinan University, Shenzhen, Guangdong Province, China

Abstract: Accurate shaping of the image of tourist destinations is a necessary prerequisite for the good development of tourism. This research took Lijiang as an example, took college students at school as the research object. It collected official online publicity texts, designed interview outlines, and interviewed college students to obtain relevant text data. It used text analysis and grounded theory to portray the image of the tourist destination and tourist perceived image of college students in the tourist destination. It used differential analysis to discuss differences in the three image themes of Lijiang's tourist attractions, history and humanities, and tourist infrastructure. Facing the group of college students and tourists, the research proposed suggestions for accurately shaping the image of Lijiang as a tourist destination based on symbolic interactionism.

1. Introduction

A good destination image has the effect of promoting the choice of tourist destinations [1], and shaping the image of the tourist destinations is a necessary prerequisite for high-quality tourism development [2]. The development of tourism has made the competition among tourist destinations fiercer, and the image of the tourist destination has become more and more important [3]. Li Hong earlier proposed two understandings of the concept of tourist destination image, namely perception image and projected image [4].

In the era of information explosion, the validity and authenticity of information perceived by tourists are limited. The projected image of the destination and the perceived image of tourists explain the image of the destination from two aspects of supply and demand [5]. Before traveling, the projection of tourist destination information and the information perceived by tourists are the core factors when tourists choose a tourist destination [6]. After traveling, the difference formed by the comparison between the projected image and the perceived image of the tourist is an important basis for the final evaluation of the tourist destination [7]. College students is one of the important sources of tourists in the tourism market, and the perceived image of the tourist destination is valued and discussed.

Therefore, based on symbolic interactionism, the research took Lijiang as an example and selected college students as the research object. Through text analysis of Lijiang tourism image

propaganda information, it explored the official tourism destination projected image of Lijiang. Combining existing literature and characteristics of college students as tourists, the research designed the interview outline of the tourist perception of Lijiang of college student. Through text analysis and grounded theory, it refined the college student tourists' tourist destination perception of Lijiang. It comparatively analyzed the similarities and differences between Lijiang's official projected image and the perceived image of college students, explored the reasons for the differences, and provided evidence and suggestions for the accurate shaping of tourism images.

2. Research Summary

2.1 Symbolic Interactionism

In tourism, symbolic interactionism can be understood as a process of cultural interaction [8]. Symbolic interaction is a process of interaction inspired by people's mutual understanding of the meaning of symbols [9]. At present, in the field of tourism, scholars' symbolic interactionism is mainly used in topics such as host-guest interaction and ethnic tourism. Zou Shijie and Wang Xilun explored the host-guest interaction process of the country inns in Yangshuo of Guilin province, and provided suggestions for the operation and management of the inns [10]. Liu Zhuanqing and Liu Jide studied the host-guest relationship in ethnic sports tourism and provided suggestions on how to create a good sports tourism image [11]. However, there are few studies that use symbolic interactionism to discuss the images of tourist destinations.

2.2 Projected Images of Tourist Destinations

Projected image refers to the image that tourist destination governments, tourism companies, social organizations and other tourism image shapers promote and intend to establish in the minds of tourists [12], which represents their marketing direction [5]. Accurate projection of the image is conducive to publicity and development of tourist destinations. At present, a large number of academic researches compare and analyze the projected images of tourist destinations and the perceived images of tourists. Ge Yang et al. used Internet photos to compare the projected image and perceived image of the tourism destination in Anji Bamboo Expo Park [13]. Peng Xiasui made a comparative analysis of the "projection-perception" image of destinations in Xiamen's global tourism to improve the image of a global tourist destination [14]. Based on the gaze theory, Wang Leilei et al. studied the deviation of the projected image and the perceived image of the ancient post road tourism in southern Guangdong [15].

2.3 Perceived Images of Tourists in Tourist Destinations

Tourist perception is a kind of perception and evaluation of tourist destinations [16]. It is a synthesis of tourists' impression, perception and evaluation of tourist destinations before, during and after the trip [17]. S. Baloglu and others believe that the image of a tourist destination is an attitude, which is divided into three parts: cognition, emotion and overall image [18]. At present, there are a lot of academic researches on the perceived images of tourists in tourist destinations, but there are few discussions on different types of tourists from the perspective of the research objects. Starting from European and American tourists in China, Wu Jian and some other experts discussed the differences in the perception of Chinese tourism image between first-time visitors and returning customers [19]. Jin Hongyan and some other experts constructed a six-dimensional model of the perception images of Chinese and Western tourists in Hangzhou West Lake and conducted an empirical study [20]. There are relatively few researches on the image perception of tourist

destinations that take college students, an important source of tourists in the tourism market, as the research object.

The image themes and factors selected by scholars in the study of tourist perception images of different themes are different. In the research on the image perception of hot spring tourist destinations, Ma Peng et al. summarized its influencing factors into environmental image, service facility and product image, hot spring resource image and service image [21]. Zheng Zongqing and Lai Zhengjun analyzed in the network context and found that the perceived images of tourist destinations in Henan can be divided into natural landscapes, history and culture, tourist experience and feelings, tourist destinations, tourism government information, and tourism security facilities [22]. Guo Qiang and Wang Guanzai's research on the image perception of tourist destinations for Chinese tourists to the United States extracted four factors, which are tourism activity environment perception, infrastructure perception, social environment perception and humanistic environment perception [23].

3. Research Design

3.1 Research Object

The survey samples of the research were generated through recommendation. First, conduct interviews with students around, and then ask them to recommend students from different colleges and grades as samples to participate in this interview survey. The statistical results show that the effective samples (33 people) of this study have the following characteristics: males accounted for 48.5%, females accounted for 51.1%. The gender ratio is close to 1:1. The third-year students were the most, accounting for 45.4%. Freshmen were the least, accounting for 9.10%.

3.2 Interview Design

The research adopted the method of literature research to design the interview outline. First of all, three descriptive vocabularies of college students' impressions of Lijiang were used to describe the basic tourist perceived image of the destination. At the same time, the image was related to the types of the tourist destination and the motivation of college student tourists. Therefore, five tourist destination types were selected from relevant domestic and foreign literatures, namely resource-rich, good image, distinctive features, convenient facilities, and diverse entertainment, and five driving factors for college students' travel motivation, namely, learning, cultural communication, fitness and prestige type [23]. Then through interviews, the tourism motivation of college students and their perception of Lijiang tourism destination types were investigated, so as to enrich the portrayal of the perception of Lijiang by college tourists.

3.3 Data Source

The data source for the research on the projected image of the tourist destination of Lijiang mainly came from the Internet, and the official website was the main way for Lijiang to carry out tourism promotion. Selecting real-time data from five Lijiang publicity official websites, such as the official tourism publicity platform of Lijiang Ancient Town, Lijiang Committee Publicity Department, and Lijiang.com, and extracting 109 articles related to the image of Lijiang with a total of 100,899 words.

4. Research Results

4.1 The Tourist Destination Projected Image of Lijiang

Based on the analysis of text data, the research roughly summarizes Lijiang's tourism projected image into four themes, namely "Dongba culture", "tourist attractions", "climate geography" and "tourism infrastructure", as shown in Table 3-1.

Among them, the theme with the highest keyword frequency is Dongba culture. Dongba culture is one of the important contents of the ancient Naxi culture. High-frequency words are developed around various forms of expression of this culture, mainly including Dongba characters and Dongba scriptures, etc. Second is the theme of tourist attractions, mainly around the ancient city of Lijiang and the Yulong Snow Mountain, as well as well-known tourist attractions in the surrounding Yunnan Province, such as the confluence area of the Jinsha, Lancang and Salween river and Lugu Lake. Climate geography ranks third in terms of frequency among the four major tourism projected image themes, mainly describing Lijiang has a pleasant climate and its special geographical location. The last image theme is tourism infrastructure, mainly the basic transportation facilities of Lijiang and its surrounding cities, namely major airports and railway stations.

Table 3 -1 Tourism Projected Image

Theme	High-frequency Words
Dongba culture	Dongba characters, Dongba scriptures, Dongba painting, Dongba music, Dongba dance, Dongba ancient books, Dongba artifacts and various sacrificial rituals, etc.
Tourism attractions	Old Town of Lijiang, Yulong Snow Mountain, the confluence area of the Jinsha, Lancang and Salween river, Lugu Lake, Shuhe Ancient Town, Tiger Leaping Gorge, Lashi Lake, etc.
Climate geography	The total area of Lijiang, the junction of the Yunnan-Guizhou Plateau and the Qinghai-Tibet Plateau, the transit point of the Silk Road and the Ancient Tea-Horse Road, the pleasant weather all year round, etc.
Tourism infrastructure	Lijiang Sanyi International Airport, Ninglang Lugu Lake Airport, Lijiang Railway Station, Lashi Lake Railway Station, Lijiang Inn, etc.

The analysis of the official online text shows that Lijiang's Dongba culture is the core component of the tourism projected image, and it is also the core tourist destination image theme that the government attaches the most importance to. In terms of tourist attractions, except for the ancient city of Lijiang and the Yulong Snow Mountain. In addition to other popular tourist attractions, some non-traditional and popular attractions located in cities around Lijiang have become the targets of Lijiang government's promotion, which also demonstrates the tourism plan to divert tourists to surrounding cities. Pleasant climate environment and unique geographical location have always been one of the characteristics of Lijiang. It is worth noting that the high-frequency vocabulary "Silk Road and Ancient Tea-Horse Road Transit" is also a route-type cultural heritage to carry out cultural dissemination and tourist destinations. In the theme of tourism infrastructure, the frequent appearance of "Lijiang Inn" shows that it has become an important official publicity point.

4.2 The Tourist Perceived Image of College Students in Lijiang.

By summarizing the results of the interviews, using grounded theory, there are three themes of the tourist image perception of Lijiang destination among college students, namely "tourism attraction", "tourism infrastructure" and "tourism environment", which are based on the three themes. The above is further subdivided into nine sub-themes, which together constitute the perceived image of college students in Lijiang, as shown in Table 3-2.

The perceived image content of college students is relatively rich and the levels are relatively complex. Among them, the theme with the highest frequency is tourism attraction, which is

composed of two sub-themes of natural resources and human resources. The image theme with the second highest vocabulary frequency is tourism environment, which mainly includes three sub-themes of local atmosphere, ecology and climate. Frequency among the three themes, the lowest image theme is tourism infrastructure, which consists of four sub-themes: transportation, accommodation, catering, and shopping.

Table 3 -2 Tourist Perceived Image of College Students

Theme	Sub-theme	High-frequency Words
Tourism attraction	Natural resources	Yulong Snow Mountain, Lugu Lake, Jinsha River, etc.
	Cultural resources	The ancient city of Lijiang, ancient buildings, ancient towns, cultural heritage, ethnic minority culture, customs, wooden door stone tiles, greenstone long lanes, etc.
Tourism environment	Local atmosphere	The folk customs are simple, simple, noisy, lively, leisurely, mysterious, warm, elegant, etc.
	Ecology	Beautiful mountains and clear waters, nature, beautiful water, blue sky and white clouds, high altitude, etc.
	Climate	Gentle, comfortable, pleasant, all seasons like spring, etc.
Tourism infrastructure	Traffic	Train, passenger transportation, etc.
	Accommodation	B&Bs, Inns, etc.
	Food	Bar, Lijiang Baba, Butter Tea, etc.
	Shopping	Commercial streets, pedestrian streets, handicrafts, antiques, etc.

The analysis of the results of the interviews with college students shows that the most impressive image theme is tourism attractions. Except for traditional popular attractions such as the old town of Lijiang and Yulong Snow Mountain, college students can only use descriptive words to describe Lijiang's tourism attractions. In terms of tourism environment, the vocabulary description of the ecology and climate sub-themes is relatively simple, but the description of the local atmosphere is richer and more diverse. Although the vocabulary of tourism infrastructure topics is not frequently mentioned by college students and tourists in the interviews, its perceived content is more specific and richer in levels, indicating that it has more experience with tourism infrastructure but is not deeply impressed.

5. Research Results and Suggestions

5.1 Research Results

Based on the above-mentioned description of the tourist projected image and the theme of the tourist perceived image of college students, the research mainly analyzes the projected image and the perceived image from the three dimensions of tourism attractions, history and humanities, and tourism infrastructure. The conclusions are as follows:

5.1.1 Dimension of Tourism Attractions

In addition to traditional popular tourist attractions such as the old town of Lijiang and Yulong Snow Mountain, there are also many non-traditional and popular attractions located in cities around Lijiang in the projected image. However, they are rarely mentioned in the image perceived by college students and replaced by It is some descriptive words, such as ancient architecture, cultural heritage and wooden door shingle. This shows that in tourism promotion, the surrounding scenic spots that the government has focused on attracting traffic or publicizing have not left a deep impression on university students and tourists, and thus cannot form the image of relevant tourist destinations. According to the analysis of symbolic interactionism, this phenomenon is due to the lack of interaction between tourists and the symbols of tourist destinations, which makes it difficult

to generate positive and active emotional power. As a result, college students and tourists are more inclined to choose well-known and interactive tourist destinations.

5.1.2 Dimension of History and Humanities

In the theme of history and humanities, the high-frequency words of the projected image and the perceived image of college students are highly consistent, which is conducive to the promotion and guidance of experience tourism such as folk custom and traditional culture. However, the perception of high-frequency words such as "Dongba characters" and "Dongba scriptures" derived from Dongba culture is so low that college students and tourists can't list them as a separate theme in the perception of college students. Investigating the reasons, the research found through interviews that local tourism practitioners have insufficient understanding and recognition of Dongba culture, and insufficient display of Dongba culture, which leads to insufficient impression of the interactive travel experience of college students and tourists. The perception of the theme of Pakistani culture is low.

5.1.3 Dimension of Tourism Infrastructure

The perception feedback of college students on tourism infrastructure is more subjective, more specific in content, and richer in levels. However, the perception of college students is relatively low. The research found through the content of interviews that the main reason for this phenomenon is that college students have more experiences related to tourists, but they are not impressive. The high-frequency vocabulary "Silk Road and Ancient Tea-Horse Road Transit" in the projected image of tourism infrastructure is essentially the spread of culture and the promotion of tourist destinations through line-type cultural heritage, but it has not been successfully perceived by university students and tourists. It is not conducive to the publicity and promotion of tourist destinations.

5.2 Suggestions

In view of the above-mentioned tourism image themes with obvious differences, namely, tourism attractions, historical humanities and tourism infrastructure, based on symbolic interactionism, facing the university student tourist group, the research puts forward the following three suggestions for accurately shaping the image of Lijiang:

5.2.1 Enrich the Experience of Tourists, Improve the Interaction of Tourists, and Strive to Create Tourism Products with Strong Participation.

In the official network promotion, high-participation, high-experience and high-interaction tourism products are emphasized, and the use of rich tourism forms to allow college students to participate in tourism interaction is conducive to attracting college students.

5.2.2 Dig Deep into the Cultural Connotation, Convey the Original Taste of Dongba, and Train Tourism Practitioners Who Can Spread Dongba Culture.

It is important to dig deep into the connotation of Dongba culture, highlight the characteristics of Dongba culture in various forms, display the connotation of Dongba culture, and cultivate tourism practitioners who understand Dongba culture, which is conducive to the spread and inheritance of Dongba culture.

5.2.3 Upgrade Tourism Planning, Highlight Lijiang Memory Points, and Build Impressive Tourism Infrastructure.

It is necessary to further upgrade the local tourism planning of Lijiang, highlight the local characteristics of Lijiang through the transformation of tourist facilities, and emphasize the memory points of Lijiang in the publicity of projecting impressions, leaving a deep impression on college students and tourists.

6. Conclusion

A good destination image has the effect of promoting the choice of tourist destinations, and shaping the image of the tourist destinations is a necessary prerequisite for high-quality tourism development. However, taking Lijiang as an example, the development of Chinese tourism destinations is not comprehensive enough, and the projected image does not match the perceived image. This has led to the lag of tourism development. The government already requires tourism practitioners to start from multiple dimensions to improve the image and publicity of all aspects of tourist destinations, so as to promote the vigorous development of the local tourism industry.

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