

Research on Mountain Tourism Image Perception Based on Web Text Analysis: A Case Study of Mount Lu Scenic Area in China

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Abstract: Taking Mount Lushan Scenic Area as the research object, the data of tourist reviews of Mount Lushan Scenic Area on Ctrip and Qunar platforms were collected, and the extracted text information was collected using ROST CM6 software after appropriate cleaning and formatting, and by establishing a framework of interpretation based on text analysis and rooting theory, the data were analyzed using content analysis method and coding level by level, and the analysis adopted a combination of quantitative and qualitative analysis. The analysis takes a combination of quantitative and qualitative approaches to visualize the motivation, post-tour perception and negative tourism image factors of visitors to Mount Lushan, and to propose two dimensions of specific suggestions for improving the hardware and service processes of Mount Lushan scenic area and building a quality tourism brand image.

1. Introduction

Mount Lushan, as a world cultural heritage and one of the ten famous mountains in China, has unique landscape scenery and profound cultural heritage. With the rapid development of local government infrastructure construction in recent years, Mount Lushan already has a perfect transportation network, with airplanes, high-speed rail and water transportation interconnected, providing great convenience for tourists. However, there is still much room for improvement in the management and services of Mount Lushan Scenic Area.

In order to better understand tourists' needs and dissatisfaction and provide more targeted tourism products and services, this study analyzes tourists' comments and experts' opinions through content analysis to depict the tourism image and tourism perception of Mount Lushan Scenic Area in tourists' minds. This study aims to provide feasible improvement opinions and construction solutions for Lushan Scenic Area, and further promote the development of Lushan tourism industry and improve the service quality.

2. Literature Review and Theoretical Basis

The generation of tourism motivation is the premise of tourism behavior, the so-called tourism

motivation is the intrinsic driving force that motivates people to leave their place of residence and go out to travel, income level, leisure time, living environment and desire to travel. Different people have different travel motivations, but in general, the main travel motivations are love-seeking motivation, escapism motivation, curiosity and adventure motivation, health and recreation motivation, social interaction motivation, expansion and renewal of life motivation. Applying Tolman's (Tolman) perspective to the field of tourism produced the push-pull theory of tourism motivation, which is based on the driver's emotion as a push factor while extrinsic motivation contains cognition as a pull factor. Travelers' motivation to choose a destination for tourism includes seven socio-psychological motives such as escape from the mundane environment, search for self and evaluation of self, relaxation, prestige, return, enhancement of family and friends, and strengthening social interaction, as well as two socio-cultural motives such as novelty and education. The significant influence of destination image on tourism decisions [1]. Tourism perception image is extremely important, destination image is the tourist's attitude towards the destination, which can be divided into 3 parts: Cognitive Image, Affective Image, and Conative Image the process of potential tourist's choice of destination largely depends on the Perceptual image [2]. The study of tourism destination image is focused on several concepts and dimensions including formation process, distance influence, time change pattern, positive and negative impact of residents on image and image management [3]. In general, perceived value is directly and negatively influenced by perceived price, and perceived price has an inverse relationship with perceived value [4].

From the perspective of tourist perception metrics, tourist perception can be measured in five dimensions, namely perceived economic cost, perceived tourism quality, perceived emotional value perceived social value and perceived non-monetary cost, each tourist has a different level of sensitivity to different perceptions, but in general, each dimension is important and plays a role. Tourist perceived value is a comprehensive evaluation of the extent to which product attributes and their performance and their inputs throughout the tourism consumption process fit their desires and expectations, based on the tourist's consumption experience, knowledge and preferences developed in the course of their tourism practice. Based on the above grounded theory, this study will construct a two-dimensional vectorial framework for interpreting the content of travel motivation-travel perception online review texts.

After collating and analyzing the related literature, it is found that a considerable portion of studies on destination image perception still use questionnaires to obtain data, and many Chinese scholars have also used web-crawled texts to conduct related studies in recent years [5]. Based on the analysis of tourists' motivation by web text analysis, one study extracted high-frequency words to analyze backpackers' perceived frequencies and preferred attitudes by crawling representative backpackers' web review texts of Taibai Mountain. For the study on tourism perception research and positive perception factor analysis of mountain scenic spots, one study selected consumer text data from major websites about Mount Huashan and analyzed the tour problems most criticized by tourists by coding the negative reviews level by level. In the analysis of the online texts, a three-tier structure of "core-core-periphery" was found for the revisit attraction factors. The tourism image has a significant impact on whether tourists are willing to travel and whether they have a willingness to revisit. Some scholars have explored the impact of cultural differences in tourism images on tourism behavior [6], while others have explored the relationship between perceived tourism images and tourism behavior in New Media Perspective [7]. In the process of online text dissemination, it is a combination of human-to-human communication and experience enhancement. The stories told and photos disseminated by tourists play a productive and reconstructive role for the tourist places. Some scholars have explored the perception of tourism image during the epidemic [8].

3. Research Methodology and Data Sources

3.1. Analysis Methods and Tools

Content analysis method is a research method that analyzes and researches content materials such as text, video pictures and image symbols in an objective and systematic quantitative way. The main goal of content analysis method is to find out the hidden information contained in the text documents through quantitative research, to figure out the essence and trend laws contained in the text contents, and it can make relevant predictions about the development of certain things. In fact, the content analysis method can also be described as a qualitative research tool. The collected reviews of Mount Lu were analyzed for word frequency, and high-frequency feature words were extracted to analyze and explore the travel motivation, post-tour perceptions and negative factor perceptions affecting visitors to Mount Lu.

The analysis of the data was performed using ROST CM6, which can assist researchers in pre-processing text, effective identification of word lexicality, custom noun extraction, Chinese and English word frequency statistics, sentiment analysis calculations, analytical clustering algorithms, and other data mining exploration functions for textual resources. According to the characteristics of Mount Lushan scenic area, custom word lists are established after setting rules for the software in depth in order to assist in in-depth analysis.

3.2. Data Sources

The initial web text data were collected from Ctrip and Where to go platforms for tourists' reviews of Lushan Scenic Area from 2016 to 2020. The crawler software "Octopus Collector" was used to collect the data automatically. Ctrip divided the reviews into five grades (very good, good, average, poor, and very poor), and collected each grade of reviews separately, collecting a total of 5,191 reviews (articles) in the default order of Ctrip platform. Where to go divided the reviews into three grades (good, moderate and bad), and collected each grade of reviews separately, collecting a total of 1248 segments (articles) of reviews on the Ctrip platform. After completing the initial data collection, the crawled data table was exported, and reviews with no information or too short were deleted, extra empty lines and some expressions were removed, a small amount of formatting changes were made to the text format, and reviews that were too old were deleted, and finally 5716 visitor reviews were retained. As shown in Table 1.

Table 1: Summary of final collected comments

Website	Poor reviews (very poor)	Moderate reviews (fair)	Good reviews (better)	Total	Percentage of bad reviews
Ctrip	259	314	3920	4493	5.7%
Qunar	30	99	1094	1223	2.4%
Total	289	413	5014	5716	5.05%

4. Analysis of tourism image perception

4.1. Comment word frequency analysis

The comment word frequency concentrates on the tourists' experience and feeling of Lushan tourism. As shown in Table 2.

Words such as attraction, scenic spot, time, minute and hour, which are not meaningful to the study, are deleted, and valuable high-frequency words are extracted, from which the tourist experience and feelings that tourists care most can be visualized. Through the visual observation of

word frequency, it can be seen that the most impressive scenic spot for tourists is Sanjianquan, and the more concerned scenic spots are Wulao Feng, Xianren Cave and Hanyangkou. After the tour, the most mentioned feeling of tourists is worthwhile, and most of them feel that Lushan scenic area is beautiful with humanistic and historical atmosphere. The tourist facilities that tourists care most are cable car and ropeway, which may be crowded and queuing, and the scenic spot management is insufficient. In general, tourists think Mount Lushan is a scenic spot with beautiful scenery suitable for vacation and sightseeing, tourists like the humanistic and historical atmosphere here, but there are certain problems in the management, and tourists are more concerned about the admission price.

Table 2: Comment high-frequency words and their word frequency

Words	frequency	Words	frequency	Words	frequency	Word	frequency
lushan	3851	experience	189	Hours	308	Physical strength	155
Sights	1574	Buy Tickets	189	Jiujiang	306	Select	154
Scenic Area	1519	More	188	Descending the mountain	300	Cheap	152
Sanjian Spring	1256	Guling Town	187	Management	289	See no	151
Scenery	1113	Second	184	Tickets	279	Worth a visit	151
Convenient	958	I don't know the true face of Lushan	183	Suitable	270	This time	150
Tickets	831	Best	182	Visitor	270	Then	147
on the mountain	786	Minutes	181	Weather	259	Bus	147
Sightseeing	734	Fairview Valley	180	Ropeway	254	Spectacular	147
Waterfalls	714	beautiful hut	176	People	243	cool	146
Tour	325	Fun	160	Landscape	194	North Gate	128
Amusement	319	Play	158	East Route	191	Go up	126

4.2. Travel Motivation

Table 3: Tourism motivation-related vocabulary (extracted from the top 500 high-frequency words)

Words	Word frequency	Word	Word frequency	Words	Word frequency	Word	Word frequency
sightseeing	734	sunrise	119	fairyland	68	Nature	29
Summer Vacation	479	Culture	115	leisure	64	Photo-taking	29
Nature	236	Sacred Sites	104	Freedom	58	Sushis	28
Humanities	225	Li Bai	88	True Face	54		
History	196	Vacation	87	Vacation	41		
Experiences	189	Sea of Clouds	82	Sunset	38		
Clouds	167	Walk	80	Snowscape	38		
Mountain Climbing	142	Dangerous Peaks	69	yearning	35		

Tourism motivation is generally subject to the influence of subjective and objective reasons. Subjective reasons are mainly about the age, gender and knowledge level of tourists, while objective reasons are mainly about tourists' income, social environment and economic environment.

The vocabulary related to tourism motivation is organized as in Table 3:

Based on the top 500 high-frequency words analyzed about 5716 reviews, the high-frequency words about tourists' travel motivation were compiled, and the travel motivation was divided into three levels as cognitive, escape and seeking. As shown in Table 4:

Table 4: Levels of travel motivation and related word frequencies

Travel Motivation	Motivation	Sub-factor	Words
	Escapism (195)	Escape from habitual environment	Vacation (87), leisure (64), vacation (41)
Cognitive (2719)	Cognitive life (942)	Humanities (225), History (196), Experience (189), Culture (115), Li Bai (88), Lushan Love (68), Su Shi (28), Literati (33)	
	Cognitive world (1777)	Sightseeing (734), summer vacation (479), clouds (167), fog (120), sunrise (119), sea of clouds (82), sunset (38), snow (38)	
Seeking (904)	Seeking dreams (197)	Holy land (104), freedom (58), yearning (35)	
	Seeking self (320)	Climbing (142), walking (80), dangerous peaks (69), taking pictures (29)	
	Seeking the true (387)	Nature (236), wonderland (68), true face (54), nature (29)	

Escapism refers to people soothing their bodies and minds by experiencing tourism because of the usual strain of working life. As the comment said, "beautiful scenery, history, humanities, suitable for leisure travel, savor" "N times on Mount Lushan, a good place for leisure and health" "beautiful scenery, excellent summer vacation resort".

Cognitive motivation is divided into cognitive life and cognitive world, cognitive life is through life experience to achieve personal perception and perception, someone commented: "Mount Lushan culture is a wonderful mapping of China's landscape culture, reflecting the long history of Chinese landscape culture". Cognition of the world is through tourism to recognize and enrich the world of vision like the tourists commented "only in this mountain, see the sea of clouds, but the most beautiful location is not open, a little regret".

Seeking refers to the visitor's pursuit of their own heart, the heart of Mount Lu, such as the comment, "This familiar poem, known for people, more people from childhood admiration for this place." "It seems to be able to meet with history across the sky".

On the three levels of escape, cognition and seeking, the escape motive was raised 195 times, the cognitive motive was raised the highest 2719 times and the seeking motive was raised 904 times. The most frequent motivation for tourists to visit Mount Lu is cognitive motivation, which means that the beautiful scenery and profound humanistic atmosphere on Mount Lu are the most intoxicating to tourists, among which the beautiful scenery is the main reason.

4.3. Post-tour Perception Analysis

Tourism perception is the response to the overall properties of the tourism stimulus environment that directly acts on the sensory organs of the tourist, that is, the tourist through the senses to obtain tourism objects, tourism products overall comprehensive information of the mental process. Tourism perception includes: visual perception, auditory perception, taste perception, smell perception, touch perception, motion perception, spatial perception, distance perception and time perception. According to the first 300 words high-frequency word list, the frequency table of words about tourists' post-tour perception is shown in Table 5.

The high frequency words of tourists' post-tour perceptions are organized and found to be divided into two main dimensions, one is the perceptual dimension and the other is the emotional dimension. The perceptual dimension is the descriptive words that tourists directly perceive through their sensory organs, the feelings they feel directly through their eyes and ears, and the emotional dimension refers to the emotional changes or mood changes of tourists during the tour, such as happy, regretful and satisfied. As shown in Table 6:

Table 5: Word frequency table of tourists' post-tour perception

Words	Word frequency	Word	Word frequency	Words	Word frequency	Word	Word frequency
scenery	1113	landscape	194	happy	118	Refreshing	90
Tickets	829	Experience	189	Culture	115	Li Bai	88
On the Mountain	786	Beautiful	172	Famous mountains	115	Sea of clouds	82
Sightseeing	734	Clouds	167	Cool	115	Crowded	81
Scenery	651	Scenery	162	Mountain Road	113	pleasant	79
Waterfall	648	Resorts	161	Mountain tops	112	Not worth	74
Convenient	562	Elegant	160	Beauty	112	Value for money	71
Very beautiful	376	Fun	160	Holy Land	104	Very tired	71
Suitable	270	Physical strength	155	Characteristic	104	Satisfaction	70
Natural	236	Spectacular	147	Dazzling	103	disappointed	70
Charges	234	Cool	146	Beautiful	102	fairyland	68
Humanity	225	Environment	131	Scenic beauty	91	Truly	67
Air	197	Good looking	124	Regret	91	Pity	64
History	196	The Fog	120	beautiful	91	The trip was worthwhile	50
Leisure	64	Beauty	57	True Face	54		
Worth seeing	61	Celebrities	55	Mist	53		
Freedom	58	Sunrise	119	Pleasant	52		

Table 6: Perceptual dimension and emotional dimension word frequency table

Tourism Perception	Dimensionality	Words
	Perceptual Dimension	scenery, ticket, mountain, sightseeing, scenery, waterfall, humanities, air, history, fresh, Li Bai, sea of clouds, fairyland, natural landscape, experience, pretty, clouds, scenery, resort, beautiful, fun, physical, spectacular, cool, environment, nice, foggy show, celebrity, sunrise, culture, famous mountain, cool, mountain road, mountain top, beautiful view, dazzling, beautiful, scenery, showy, true face, fog, very beautiful
Emotional dimension	convenient, leisure, worth seeing, fun, happy, pleasant, not in vain, crowded, suitable, free, experience, physical, regret, not worth, cost-effective, very tired, satisfied, sincere, disappointed, pleasant, pity, holy place, characteristic, charge	

In the perceptual dimension, tourists are overwhelmed by the beautiful clouds, humanistic atmosphere, fresh air, and cool climate of Mount Lushan Scenic Area. Many tourists think that the scenery of Mount Lushan Scenic Area is very beautiful, and the cultural aspects are also very attractive, and tourists attach great importance to the experience, and the price of tickets is also sensitive.

From an emotional perspective analysis, the majority of tourists felt that their trip was worthwhile and enjoyable, and they considered the Lushan Scenic Area to be a unique destination suitable for leisure and vacation. However, for some tourists, this was a physically demanding journey, and they may feel disappointed due to not being able to see their desired attractions, especially when weather conditions were unfavorable. Consequently, a small portion of tourists may express a sense of disappointment.

4.4. Analysis of Tourists' Negative Perception Factors

Table 7: Coding of poor rating categories

Three-level coding (core login)	Two-level coding (associated login)	Level 1 coding (open login)
Travel Experience (33.33%)	Personal differences	The scenery is very average and unattractive (8) The entrance fee is low value for money (5) It's a long walk and tiring (1) Mount Lushan has a vain name (2) There are too few attractions (1)
	Objective reasons	Bad weather, too foggy to see the scenery (3) waterfalls too little water does not look good (3) holiday season too many people, crowded mountains (5) bought more tickets or repeatedly bought tickets (1)
	OTA related	OTA refunds are difficult and cannot be refunded (21) network to pick up tickets to wait (15) scenic ropeway cannot pick up the tickets purchased online (8) online tickets are more expensive than those bought directly from the scenic spot (4)
Tourism facilities (12.12%)	Toilet problems	Toilets are dirty and smelly (7) Toilets are not flushed (1)
	Food and accommodation problems	Accommodation on the mountain is very expensive (7) The number of accommodation options available is small (1) The quality of accommodation is very poor and not good (3)
	Service facilities	No visible and sufficient signage and road signs (5) Few amusement facilities and few programs (3) No direct drinking water and boiling water supply (1)
Tour safety (3.89%)	Property safety	Many black tour guides scalpers (4) Many black cars, cheated by black cars (2) Lost tickets at the counter (1)
	Personal safety	Sightseeing bus driver overtaking on mountain road (1) No one reminded to wear seat belt in sightseeing bus (1)
Tourism service (39.39%)	Service awareness	Service personnel are indifferent and do not solve problems (14) Service personnel curse and quarrel (4) Tour guides are not friendly and do not explain (3)
	Duplicate charges	Purchase a scenic pass but the attractions repeat charges, garden in the garden (39) charges and attractions items are not clearly marked, deliberately so that tourists do not understand (5) the overall price is expensive (6)
	Scenic area management	No one to manage the queue of tourists, the queue is chaotic (6) guides were tacitly allowed to cut the line (1) too many businesses in the scenic area attitude is also bad (4) management chaos, black (7) no holiday plans in the scenic area (2)
Tourism environment (11.25%)	Health environment	Scenic area has a lot of garbage, the scenic spot is dirty (2) Scenic spot hygiene is poor (5)
	Ecological problems	Cleaning staff sweeping garbage into the valley (1)
	Traffic problems	Too few sightseeing buses, long queue for the bus (8) Too few cable cars, need to queue for a long time (3) Sightseeing buses are too expensive (3) The line design is unreasonable, have to transfer several times (2) The bus does not turn on the air conditioning (2)

Through the comparison of the previous studies, the positive factors of tourists' perceptions of Lushan Fengji District were derived. After browsing through all the reviews, it is found that some tourists, although they give positive or better ratings, still have dissatisfaction from their language, and the problems raised in the bad reviews are more representative of tourists' negative factor perceptions, so the analysis of the negative factor perception factors of tourists in the bad reviews can represent the negative perceptions of all tourists. Compared to the analysis of tourist motivations and positive post-trip perceptions, the negative perception factors of tourists are even more important. By analyzing the negative perception factors of tourists, we can better enhance the

level of service and management in the Lushan Scenic Area. These shortcomings restrict the development and improvement of the Lushan Scenic Area. Although tourists generally have a high evaluation of the Lushan Scenic Area and are satisfied with their trips there, it is from negative reviews that we can extract the factors that are currently of concern to tourists.

By using the method of rooting theory to conceptualize the 289 negative reviews of bad reviews, and refining and registering the codes one by one, using three-level coding, the 289 bad reviews are simplified into five core categories and 14 secondary categories. As shown in Table 7:

Through a detailed coding analysis of negative reviews, it can be determined that the most concerning issue for tourists is related to tourism services, accounting for a significant 39.39% of all problems mentioned. Among these issues, the most dissatisfying aspect for tourists is the situation where the entrance ticket to the scenic area does not grant access to all the attractions, resulting in repeated fees within the scenic area. Out of a total of 289 negative reviews, 44 of them specifically mentioned the frustration of having to pay for each individual attraction separately, without clear indications of the coverage of each ticket. Service awareness and scenic area management is also one of the main reasons for tourists' dissatisfaction, showing that the relevant service personnel in Mount Lu may have an indifferent attitude and low professionalism, the scenic area management level also still needs to be improved.

In terms of tourism experience, personal factors and OTA-related problems are more prominent, some people feel that Mount Lushan scenery is not very good, and more meaningful problems are the problems of Mount Lushan scenic area and OTA consultation mechanism, for example, there are slow network tickets, as well as the ropeway cannot get network tickets, after the study of comments related to OTA, it was found that Ctrip did not cooperate with Mount Lushan scenic area directly, but with Donkey Mama for Cooperation, network tickets through layers of transfer, sometimes there will be network delays or other technical problems of the problem.

In terms of tourism environment and tourism facilities, tourists' dissatisfaction is relatively small, among which the main problems are, the problem of dirty scenic spots and traffic problems, for example, there are dirty toilets and a lot of garbage in scenic spots. Tourists also have a lot of dissatisfaction about the traffic problems, a lot of tourists think that there are too few sightseeing buses and it takes a long time to queue up for the bus, and there are not many cable cars, which also need to queue up.

In terms of tourism safety, whether it is personal safety or property security, the scenic spot is doing well, almost no tourists were stolen incidents, by searching all the comments about thieves, stolen, theft, theft and other key words are not found tourists have more property worries.

5. Enhancement Suggestions

Through the study, most tourists are relatively satisfied with the tourist trip to Mount Lushan, tourists are attracted to the fame of Mount Lushan scenic area, and the beautiful scenery of Mount Lushan and the fantastic sea of clouds have left a deep impression on tourists, but the shortcomings of the scenic area are also very obvious, and suggestions can be given from the following aspects.

5.1. Hardware and Service Enhancement

5.1.1. Integration of Ticketing System

In the analysis of the negative factors of tourists' perception, 289 bad reviews inside 44 times tourists complained about the repeated purchase of tickets, and some tourists were puzzled by the scope of tickets that can be used. In general, tourism services, tourists are most dissatisfied with the problem of repeated ticket purchase in scenic spots, after analyzing the comments, the need to

repeat the purchase of tickets for very many attractions and ticket prices are not cheap, repeated ticket purchase is a persistent problem in many domestic scenic spots, but more serious in the huge Mount Lu scenic area. Tourists also expressed the issue of unclear instructions on the tickets, with insufficient indications to inform them about which attractions require tickets and which tickets can be used for specific attractions, resulting in tourists purchasing tickets multiple times. These two aspects significantly undermine the tourists' experience and impression. These two points seriously image the experience and perception of tourists.

Through the reading of the work report of Jiujiang City in recent years, the complex administrative division of Mount Lushan is one of the main reasons why tourists buy tickets many times. The original name of Lushan City was Xingzi County. In 2016, Xingzi County, which was originally part of Jiujiang City, was established as Lushan City (a county-level city). Due to the long-standing issue of complex administrative planning in the Lushan Scenic Area, the local government is currently undergoing a five-year transitional period to integrate administrative divisions, geography, economic development, urban construction, and industrial structure in the region.

After the administrative planning of Lushan City is stabilized, it should unify the tickets of various attractions as early as possible, reasonably customize and divide the tickets of each tour area, coordinate the departments of the scenic area to customize the reasonably priced joint tickets including all attractions, and at the same time, it can explain the rules of using all the tickets in the conspicuous places of the scenic area and on the public number of WeChat, so as to minimize the learning cost of tourists.

5.1.2. Strengthen Service Details

Scenic area personnel management is a more concerned about the tourists, in all comments high-frequency word list and the analysis of negative factors of tourists are more obvious, mainly in the scenic area personnel are not active enough enthusiasm and management details are not in place, a considerable part of the tourists in the comments are written down the word management. Internal staff training is needed in personnel management, and the purpose of the training is to refine the service process and content, and improve special filings for different holidays, so as to avoid poor staff service during overcrowding on holidays, and to prevent problems such as poor hygiene or smelly toilets raised by tourists in the negative factor analysis.

In the tourism experience, tourists subjective evaluation and force majeure factors poor evaluation is more, individual tourists feel that Mount Lu is not good to see no fun, there are also many tourists because of the weather disappointed and return. Although the weather on the mountain changes rapidly, providing detailed explanations and notifying tourists about the weather conditions can still enhance their experience. In the weather, Mount Lu should strengthen the communication with tourists, in the public number, scenic site and scenic microblogging can strengthen the description and forecast of the weather, after studying the public number of Mount Lu and microblogging, are not found Mount Lu for this scenic area weather report. After the analysis of tourists' post-tour perception, many tourists left in Mount Lushan in because of the weather causes tourists cannot go out to visit, the staff should do a good job of reassurance, guide tourists to indoor activities, by creating a meticulous tourism image to attract tourists to come back next time.

The other side of the impact of the tourism experience is OTA ticketing problems, 289 bad reviews, tourists mentioned the network ticketing problems 48 times, it can be seen that many tourists have encountered such problems. Scenic area and Ctrip cooperation is not a direct relationship, so many Ctrip tourists in the ticket pick-up network problems, Lushan should take the initiative to dock with the large OTA, try to optimize the process to avoid such problems.

5.1.3. Improve Hardware Facilities and Traffic

In terms of service facilities, some tourists feel that there is an insufficient number of restaurants and hotels available, and some attractions may be dirty and untidy. Additionally, there is a shortage of signage along the roads. However, the primary concern lies in the transportation within the scenic area. Cable cars and buses can become crowded on weekends. The scenic area should prioritize optimizing reception plans for holidays and peak seasons. Measures such as increasing transportation frequency or implementing crowd control measures like reservation systems should be considered to ensure a better experience for the majority of visitors. Mount Lushan scenic area is relatively large, let tourists wait too long very affect the visitor experience.

5.1.4. Maintain a Better Level of Security

Through analysis of the negative perception factors, incidents of money loss and personal safety issues are relatively rare. Only one tourist was found to have had a ticket dispute with the counter staff upon searching, and there were no comments about encountering thieves. While there are a few complaints regarding illegal tour guides and taxis, overall, the security situation in Lushan is good. The scenic area and relevant stakeholders should maintain a positive stance and appropriately publicize the image of Lushan being a safe destination to attract tourists.

5.2. Create a High-quality Tourism Brand Image

Based on the analysis of tourist motivations and post-trip perceptions, tourists are generally satisfied with Lushan. The majority of visitors are attracted to Lushan by its reputation and cultural ambiance, and most of them feel that their experience aligns with their expectations. Tourists visit Lushan with the purpose of broadening their understanding of the world and life, and in the midst of its beautiful scenery, they pursue their dreams. This is because of the uniqueness of Mount Lushan tourism resources, and this special tourism resources will be maintained for a long time, but compared to other scenic spots of the same type, such as Mount Huangshan, the disadvantage is more obvious, Mount Lushan scenic area should play the strengths, through the inherent advantages to create an advantageous brand to enhance the image.

5.2.1. Create a High-quality Cultural and Creative Image

In the analysis of tourism motivation, tourists 942 times mentioned the cognitive life motivation, a large proportion of tourists to Mount Lushan is to pursue the experience of humanistic atmosphere, experience the feeling of Mount Lushan historical precipitation, or the deep cultural atmosphere of Mount Lushan left a deep impression, but the high-frequency word table did not find Mount Lushan cultural and creative products or local specialties of Mount Lushan, indicating that Mount Lushan cultural and creative and local cultural promotion on Strength is slightly inadequate, visitors to Mount Lushan specialties not deep impression, in fact, Mount Lushan has a number of local specialties and food with historical and cultural characteristics. For example, the most famous Mount Lushan Yunwu tea known in the Tang Dynasty, the Song Dynasty is a tribute tea, but also has been named China's top ten tea, so specialties have not been able to leave any trace in the high-frequency words, so Mount Lushan scenic area in the promotion of souvenirs and cultural creativity need to increase efforts, the development of good special tourist souvenirs and special food can not only bring rich income, high-quality tourist souvenirs can also make the pursuit of the experience of Mount Lushan culture tourists Satisfaction and return, but also a good way to enhance the image of the scenic spot, expand the influence of the scenic spot. In today's experience-oriented era, providing satisfactory souvenirs is indeed an important factor that influences tourists'

perception of their travel experience. Lushan should fully leverage its unique resources and create high-quality cultural and creative products. These products can incorporate the natural beauty and traditional culture of Lushan, allowing tourists to take home meaningful mementos that not only remind them of their visit but also reflect the essence of the destination. By offering good cultural and creative products, Lushan can enhance the overall experience for visitors and leave them with positive and lasting impressions.

5.2.2. Enhance the Image of Summer Vacation Industry

Objectively speaking, Mount Lushan in the scenery level scenery is not as dangerous as other famous mountains and rivers, in the current market competition, because the scenery is slightly disadvantageous, Mount Lushan cannot rely on the scenery and services alone to attract tourists. In the analysis of the negative factors of tourists, a considerable part of tourists think that the scenic area accommodation is too poor, accommodation can choose too few places, while the advantages of Mount Lu scenic area is larger, is twice as much as the scenic area of Mount Huangshan, the pleasant climate of Mount Lu is more suitable for the development of leisure resort industry, at the same time as the traditional summer resort, the huge area of the scenic area can build a large modern summer resort, to build a more high-quality The scenery is complemented by the construction of higher quality and advanced infrastructure, and tourists can choose from a wide variety of accommodation and food conditions to attract tourists by creating a brand image of the summer resort industry.

6. Conclusion

This study focused on the Mount Lu Scenic Area in Jiangxi Province, using web crawling to collect tourist feedback, and analyzing the comments' content through content analysis to determine the motivation of Mount Lu tourists, their perceptions, and any negative factors related to the tourist image. Compared to questionnaire surveys, which have limitations such as subjective influence and convenience, web crawling data is more convenient and objective. However, this method also has its shortcomings.

During the analysis of tourist comments, theoretical knowledge gaps may result in the subjective influence of individual perceptions when selecting high-frequency words related to tourist motivations. Therefore, some keywords may not be related to tourist motivation or may be controversial. The same theoretical knowledge gaps may also exist in the analysis of after-tour perception and negative reviews' coding. Some vocabulary may not be related to after-tour perception, or there may be debates about the coding method for different negative review groups. To address individual subjectivity, introducing reliability analysis when using content analysis is a feasible method. In this case, three well-trained coders can rate the word grouping, and the intercoder reliability can be calculated through a formula to determine whether the coding results are acceptable. However, due to limitations such as individual levels and time constraints, reliability testing was not introduced in the paper.

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