

# *Research on Tourism Image Perception of Mountainous Scenic Areas Based on Online Reviews: A Case study of Mount Sanqing Scenic Area, a World Heritage Site*

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**Abstract:** This study focuses on the Mount Sanqing Scenic Area as the research subject. Based on the three-dimensional "cognitive-affective-overall" model of tourism destination image, it uses online review texts as the data source. Using the Octopus software, 2127 valid reviews were crawled from Ctrip website. The ROST CM6.0 software was then employed to systematically explore and analyze the tourism image perception of Mount Sanqing Scenic Area from three aspects: cognitive image, affective image, and overall image. The results indicate that visitors' cognitive image perception of Mount Sanqing Scenic Area primarily concentrates on dimensions such as tourist attractions, tourism environment and atmosphere, tourism facilities and services, and tourism experiences. Visitors' affective image perception of Mount Sanqing Scenic Area is mainly positive, although some neutral and negative emotions exist. Negative emotions primarily stem from aspects such as "poor cable car capacity, long queue times," "poor service attitude, chaotic management," "overcrowding of tourists, severe congestion," "high ticket, food, and accommodation prices," "poor tourism facilities," "monotonous activities, lack of local characteristics," and "insufficient exploration of Taoist culture and other cultural resources." Visitors' overall image perception of Mount Sanqing Scenic Area is relatively good, with strong intentions to revisit and recommend. The research findings provide certain insights for improving the tourism image and sustainable development of Mount Sanqing and similar scenic areas.

## 1. Introduction

Tourism Destination Image is the overall impression and comprehensive evaluation of a tourism destination by tourists. It influences potential tourists' travel decisions and intentions, as well as the satisfaction, revisit intentions, and recommendation intentions of actual tourists[1]. Therefore, it is crucial for a tourism destination to secure a position of "positive tourist reviews," as this directly affects the effectiveness of local word-of-mouth promotion and even impacts the reception rate of scenic areas. With the development of Internet technology, tourists can freely and authentically record their travel experiences and inner feelings online, while potential tourists can obtain travel information from these online texts. Simultaneously, these online texts provide scholars with new

perspectives and data for studying tourism destination image. Consequently, online textual information resources such as reviews, travel guides, travelogues, blogs, and microblogs are gradually revealing their immense value[2]. The analysis of online word-of-mouth helps tourism destinations promptly identify tourists' demands, thereby promoting the improvement of tourism products and service quality, reducing tourist complaints, and establishing a positive tourism destination image and reputation. Therefore, researching tourism destination image based on online textual content has become particularly important.

## 2. Literature Review

Foreign scholars' research on tourism destination image began in the 1970s. J.D. Hunt first introduced the term "image" into the tourism field in his paper "Image-A Factor in Tourism," discussing the concept of tourism destination image. He defined it as the impressions held by individuals about places where they do not reside[3]. Subsequently, tourism destination image gradually became a hot topic in tourism research. Gunn considered that the tourism destination image consists of organic and induced images[4]. Fakeye and Crompton enriched this concept by adding the complex image aspect[5]. Gartner further refined the connotation, pointing out that destination image comprises cognitive, affective, and conative dimensions[6]. When individuals form judgments and emotions about a destination, they ultimately develop an overall evaluation of the destination image. Baloglu inherited Gartner's perspective, applying the "cognitive-affective" theory from psychology to tourism. He innovatively proposed the "cognitive-affective" theory of tourism destination image perception, dividing it into cognitive image, affective image, and overall image[7]. Cognitive image refers to tourists' overall cognition of the destination, while affective image represents tourists' emotional attitudes towards the destination. As tourists form cognitive images of scenic areas during their visits and generate corresponding emotions, the interaction between cognition and affect ultimately shapes the overall image, which can determine tourists' behavior, such as whether they will revisit the destination[8]. Domestic research on tourism destination image in China began in the 1990s, about 20 years later than abroad. In the 1990s, China started to emphasize improving corporate image, leading domestic scholars to focus on the concept of tourism destination image. They introduced the concept and related connotations of tourism destination image based on foreign research findings[9]. For example, Song Zhanghai et al., drawing on foreign concepts in explaining tourism destination image, adopted a demand perspective, considering that tourism destination image comprises the overall feeling of a destination's characteristics, including impressions, ideas, and beliefs[10]. As research on the concept and connotation of tourism destination image deepened, Yang Yongde et al. further clarified the concept through an analysis of domestic and international tourism destination image conceptual systems. They pointed out that tourism destination image consists of cognitive image, affective image, and overall image[11]. This structure has since been widely applied in tourism destination image research, thoroughly exploring the relationships among these three components. It has been confirmed that cognitive and affective images positively influence the overall image, with affective image serving as a mediator between cognitive and overall images. For instance, Yu Peng analyzed that a country's cognitive image influences tourists' travel intentions through the mediating effect of the country's affective image[12]. Liu Li believed that the overall destination image is determined by cognitive and affective dimensions, with the cognitive dimension significantly influencing the affective dimension[13]. Therefore, the "cognitive-affective-overall" three-dimensional theoretical model has gained basic recognition in domestic and international academia, yielding numerous rich research results in tourism destination image studies. A literature review reveals that foreign scholars focus on aspects such as tourist loyalty and satisfaction, primarily employing questionnaire survey methods to conduct research by

constructing model indicator systems. Domestic scholars' research content emphasizes the promotional image, brand image, and post-visit image cognition and perception of tourism destinations. The research scope is relatively broad, specifically distributed across city-level, provincial-level, and other independent scenic areas. Research methods increasingly rely on analyzing online textual content.

Mountainous scenic areas are an important component of China's tourism system. As of December 2023, among the 244 national scenic areas announced by the State Council, 113 are mountainous scenic areas, accounting for 46.3%. Among China's 57 World Heritage sites listed by UNESCO, approximately one-third are heritage sites based on mountain resources[14]. Therefore, conducting research on mountainous scenic areas is essential. Mountainous World Heritage sites, with natural mountains as their tourism resource carrier and landscape elements, are favored by tourists due to their unique mountain landscapes, mountain experiences, and excellent natural conditions, possessing high recreational value. For a long time, they have been key tourism case study sites for domestic and international scholars. Foreign research mainly focuses on discussing the development models, tourism resources, governance, and protection of tourism destinations, with less emphasis on tourism image research for such scenic areas. Domestic research primarily involves case studies, with some scholars conducting tourism image perception studies on sites such as Mount Hua, Mount Tai, Mount Wutai, Mount Huang, Mount Lu, and Mount Heng. Based on their analysis results, they have provided suggestions for scenic area management and marketing, thereby improving tourism service levels and enhancing visitor experiences[15]. Mount Sanqing, as a World Natural Heritage site and World Geopark, is a typical representative of mountainous scenic areas in China and worldwide. Statistics show that in 2022, Mount Sanqing received 24.5 million visitors, taking the lead among all famous mountains in China. Given Mount Sanqing Scenic Area's high reputation and recognition, using it as a research subject for tourism image perception of mountainous scenic areas is representative and significant. However, the majority of literature about Mount Sanqing consists of descriptive articles, with related research mainly focusing on tourism resources, tourist behavior, visitor satisfaction, tourism product development, sustainable development, and spatial-temporal distribution characteristics of online attention. Currently, research on tourism image perception of Mount Sanqing Scenic Area is relatively scarce. In light of this, this paper will adopt the perspective of tourist experience, applying the "cognitive-affective-overall" theoretical model of tourism destination image perception. Using Mount Sanqing, a World Heritage site, as an example, it will explore the main aspects of visitors' cognitive image, the perception of affective image, and the state of overall image perception based on online review text analysis methods. This will provide data support for Mount Sanqing Scenic Area's image construction, sustainable development, and marketing, while also offering theoretical reference and analytical basis for improving the tourism image of other mountainous scenic areas, thus holding both theoretical and practical significance.

### 3. Methodology

#### 3.1. Case Overview

Mount Sanqing is located in the middle section of the Huaiyu Mountain Range in the northeastern part of Shangrao City, Jiangxi Province. It derived its name from its three peaks - Yujing, Yuxu, and Yuhua - which are steep and towering, resembling the three Taoist deities Yuqing, Shangqing, and Taiqing seated at their summits. It is renowned as "The First Celestial Mountain in the World" and "Sanqing, the Most Elegant Under Heaven." Mount Sanqing has undergone 1.4 billion years of geological transformation, resulting in a unique granite peak forest landform unparalleled worldwide. The forest coverage rate exceeds 90%, with 2,373 species of higher plants and 1,728 species of wild animals, providing one of the most biodiverse environments in East Asia. It also features the world's

longest suspended walkway. Beyond its paradisiacal natural landscapes, Mount Sanqing is also a famous Taoist mountain steeped in over 1,600 years of historical and cultural influence. Its Sanqing Palace ancient architectural complex is known as the "Open-air Museum of Ancient Chinese Taoist Architecture." In July 2008, Mount Sanqing was inscribed on the World Natural Heritage List at the 32nd World Heritage Committee session, becoming China's seventh and Jiangxi's first World Natural Heritage site. In September 2012, Mount Sanqing was listed as a UNESCO Global Geopark. Therefore, Mount Sanqing Scenic Area serves as a representative subject for research on tourism image perception of mountainous scenic areas[16].

### 3.2. Research Method

Content analysis falls within the realm of qualitative research. American communication scholar Bernard Berelson defined content analysis as a research method for objective, systematic, and quantitative description of communication content[17]. The use of qualitative methods has gradually been recognized as a beneficial complement, as they reveal aspects of the overall destination image that are difficult to obtain through quantitative methods. With the enrichment and increased availability of textual data online, content analysis has been widely applied to study destination images. In recent years, research on tourism destination image perception based on online text has become a hot topic.

This study adopts the three-dimensional "cognitive-affective-overall" model of tourism destination image proposed by Baloglu as its theoretical framework. Using the ROST CM 6.0 analysis software, operations such as word frequency analysis and sentiment analysis are performed on online review texts to obtain visitors' image perceptions and emotional feedback regarding the Mount Sanqing Scenic Area.

### 3.3. Data Collection

This study searched for the keyword "Mount Sanqing" on various major domestic tourism websites. After a comprehensive comparison of online review data, it was found that Ctrip had the largest number of online reviews about Mount Sanqing Scenic Area, with rich review content and a high degree of distinction between positive and negative reviews, making it typical and representative. Therefore, this study selected the online reviews from Ctrip, which has a large volume of data and high credibility, as the data source. The Octopus Collector was used to crawl the online review texts of Mount Sanqing Scenic Area visitors. Considering the timeliness of the data, reviews published from January 2022 to December 2023 (24 months in total) were selected. To maximize the extraction and refinement of the text and ensure the validity of the research data and the accuracy of the research results, a preliminary screening of the review texts was conducted. Content unrelated to Mount Sanqing, advertisements, repetitive content, and emoticons were removed, ultimately yielding 2,127 valid reviews. Subsequently, typographical errors were corrected, and the text was saved in txt format.

## 4. Results

### 4.1. Cognitive Image Analysis

The high-frequency words filtered from tourists' review texts can better reflect the focal points and behaviors of tourists during their sightseeing, as well as their cognitive image of the scenic area. The higher the ranking of a word, the more important the meaning it represents[18]. This paper uses ROST CM6.0 software to extract high-frequency words related to visitors' perceived image of Mount Sanqing Scenic Area, generating a ranking of the top 100 high-frequency words based on their

frequency. The details are shown in Table 1.

Table 1: Top 100 High-Frequency Words from Online Reviews of Mount Sanqing Scenic Area

Number	Vocabulary	Word Frequency	Number	Vocabulary	Word Frequency	Number	Vocabulary	Word Frequency
1	Mount Sanqing	591	35	West Coast	62	69	Cannot see	31
2	Scenery	576	36	Waishuangxi	61	70	Children	31
3	Cableway	533	37	Landscape	60	71	Very tired	30
4	View	429	38	Middle circle	56	72	Clear	30
5	Hours	245	39	Environment	56	73	Fresh	30
6	Worth	214	40	Fairyland	55	74	Satisfied	29
7	On the mountain	203	41	Taoism	55	75	Accommodation	29
8	Ascend the mountain	195	42	Clouds and mist	53	76	Photography	28
9	Very good	175	43	Outer circle	52	77	Happy	28
10	Descend the mountain	161	44	Wonderful	51	78	Cost-performance ratio	28
11	Cable car	161	45	Sanqing Palace	49	79	Discounted	27
12	Convenient	154	46	Giant Python Emerging from the Mountain	49	80	Picturesque	27
13	Jinsha	152	47	Shangrao	49	81	Awesome	27
14	Queue	151	48	Air	48	82	One-Line Sky	27
15	Attraction	149	49	Sunrise	45	83	Stunning	27
16	Very beautiful	146	50	Inner circle	45	84	Mountain top	26
17	Mount Huang	145	51	Beautiful scenery	45	85	Peak	26
18	Service	124	52	Pretty	45	86	Oriental Goddess	26
19	Time	117	53	Staff	43	87	Sanitation	26
20	Elegant	106	54	Second day	43	88	Genuine	25
21	Walkways	103	55	Regrettable	42	89	Striking	25
22	Worth visiting	96	56	Ctrip	41	90	Peculiar peaks	25
23	Weather	93	57	Route	40	91	Friend	24
24	Graceful	84	58	Suit	40	92	Restroom	23
25	Lovely	82	59	Sunshine Coast	38	93	Sunset	22
26	Experience	81	60	Hiking	38	94	Evening	22
27	Management	80	61	Hotel	38	95	Guesthouse	22
28	Physical strength	76	62	Unfortunate	37	96	Excellent	21
29	Up and down	76	63	Strange rocks	37	97	Nanqing Park	21
30	Ticket	75	64	Elderly	37	98	Transportation	21
31	Sea of clouds	75	65	Opportunity	36	99	Unique	20
32	Nature	70	66	Like	35	100	Holidays	20
33	Rain	69	67	Afternoon	34			
34	Next time	67	68	Minutes	32			

As shown in Table 1, the top 100 high-frequency words consist of four parts of speech: nouns, adjectives, verbs, and adverbs. Among these, nouns have the highest proportion with 64 words, accounting for 64% of the total word count. There are 24 adjectives, 11 verbs, and 1 adverb.

Nouns mainly reflect aspects such as tourist attractions, tourism environment and atmosphere, tourism facilities and services, and tourism experiences. "Mount Sanqing", "scenery" and "view" rank 1st, 2nd, and 4th respectively, indicating that the scenery of Mount Sanqing Scenic Area is the most important element for tourists. As the main attractions of Mount Sanqing Scenic Area, "West Coast", "Sanqing Palace", "Giant Python Emerging from the Mountain", "Sunshine Coast", "One-Line Sky" and "Oriental Goddess" represent the area's key tourist attractions, being the main sites for visitors and demonstrating the excellent achievements of the authorities in protecting China's natural heritage and constructing the scenic area. "Sea of clouds", "fairyland", "clouds and mist", "sunrise", "strange rocks", "peculiar peaks" and "sunset" are important tourism resources of Mount Sanqing, representing the core competitiveness and selling points of the scenic area. They are the main objectives for tourists and encompass the general impression of Mount Sanqing Scenic Area. Tourists often compare it with Mount Huang when expressing their travel experiences, with "Mount Huang" ranking 17th in the high-frequency word list. "Cableway", "cable car" and "walkways" as the main methods of ascending and descending the mountain, reflect that this mode of sightseeing has left a deep impression on tourists. "Service", "management", "experience", "staff", "sanitation" and "toilet" indicate that the management ability and service level of the scenic area staff are the focus of tourists' attention and affect their travel experience and image perception. "Ticket" and "cost-performance ratio" suggest that tourists' travel behavior is influenced by consumption levels, indirectly reflecting that the scenic area's ticket prices may be overpriced. As a famous Taoist mountain in China, "Taoism" and "Sanqing Palace" rank 41st and 45th respectively, indicating that the historical and cultural aspects of Mount Sanqing have not been well promoted and are not strongly perceived by tourists. "Elderly", "children", "friends" and "holidays" reflect tourists' choices of travel time and companions, with most choosing to travel with family and friends during holidays, indicating that the majority of tourists are from the parent-child and family tourism markets. The high frequency of time-related words such as "hours", "time", "second day", "afternoon", "minutes" and "evening" suggests that most tourists opt for one-day or two-day trips with short, compact schedules. The appearance of words like "hotel", "accommodation" and "guesthouse" indicates various lodging choices for tourists in Mount Sanqing. However, the absence of hotel-modifying words such as "resort", "leisure" or "star-rated" suggests that there might be deficiencies in the hardware facilities for accommodation in Mount Sanqing.

Verbs mainly reflect tourists' activities and behaviours within the scenic area. "Worth", "suit" and "like" indicate tourists' affirmation of Mount Sanqing Scenic Area's value, providing reference for potential future visitors. "Rain" and "cannot see" suggest that the weather in Mount Sanqing Scenic Area is unpredictable, with tourists' mountain climbing and sightseeing restricted by climatic conditions. The inability to view spectacles at all times leads to disappointment among some visitors, thus affecting their tourism experience. The high ranking of "queue" indicates that there are queuing phenomena in the scenic area which may consume a significant amount of time, affecting tourists' mood and leading to complaints about cable car queuing services. This indirectly suggests that the scenic area still lacks in managing the relationship between tourist numbers and the area's carrying capacity, which could be further improved.

Adjectives mainly reflect tourists' evaluations and feelings about the scenic area. According to the high-frequency word list, apart from three negative evaluations - "regrettable", "unfortunate" and "very tired" - the remaining words are all positive. Eleven words including "very beautiful", "elegant", "graceful", "lovely", "pretty", "fresh", "picturesque", "awesome", "stunning", "striking" and "unique" show tourists' cognitive image of the scenic area's attractions. Six words such as "very good", "worth visiting", "wonderful", "satisfied", "happy" and "excellent" express tourists' positive emotions after

their visit. Additionally, the word "discounted" reflects tourists' recognition of the scenic area's preferential policies for special groups.

The only adverb, "next time," ranks 34th, appearing 67 times, expressing tourists' willingness to revisit.

Overall, tourists have a certain perception of Mount Sanqing Scenic Area's tourism image and possess a basic understanding of the conditions within the scenic area.

## 4.2. Affective Image Analysis

Emotional attitudes can directly reflect tourists' impressions of the scenic area and represent their immediate feelings. Textual sentiment analysis involves analyzing emotionally charged words in the online texts posted by tourists after their visits, thereby obtaining tourists' genuine emotions and overall impressions of the scenic area. Sentiment analysis can categorize text into three types: positive emotions, negative emotions, and neutral emotions. Both positive and negative emotions can be further divided into three levels: general, moderate, and intense[19]. Tourists' positive emotions can reveal the advantages of the scenic area, while negative emotions can reflect its current shortcomings. Based on this, specific improvement suggestions can be proposed for tourist attractions. To fully understand the characteristics of tourists' emotional tendencies towards Mount Sanqing Scenic Area, this paper uses ROST CM6.0 software to conduct sentiment analysis on the emotionally charged online review texts of tourists regarding Mount Sanqing Scenic Area. The results are shown in Table 2.

Table 2: Statistical Distribution of Tourist Sentiments

Sentiment Type	Quantity (entries)	Percentage (%)	Intensity	Quantity (entries)	Percentage (%)
Positive Emotions	1614	75.88%	Average	701	32.96%
			Moderate	515	24.21%
			High	398	18.71%
Neutral Emotions	226	10.63%	/	226	10.63%
Negative Emotions	287	13.49%	Average	211	9.92%
			Moderate	57	2.68%
			High	5	0.24%

As shown in Table 2, neutral emotions account for a smaller proportion, with emotions mainly concentrated in positive and negative categories. Positive emotion reviews have the highest percentage at 75.88%, while negative emotions account for only 13.49%. This indicates that tourists hold a positive attitude towards Mount Sanqing's image, and their overall satisfaction with Mount Sanqing Scenic Area tends to be good. This result also corresponds with the conclusion from the high-frequency word analysis, which was dominated by positive words. Looking at the stratified statistical results of positive emotions, general positive emotions are predominant with 701 entries, accounting for 32.96%. Moderate and intense positive emotions are relatively fewer, which is an area that requires focused attention from the scenic area management. They should be cautious and actively improve their shortcomings to prevent this portion of tourists from shifting their emotional attitude from positive to neutral or even negative. There are 226 entries of neutral emotions, accounting for 10.63%. The management of Mount Sanqing Scenic Area should also actively pay attention to this group of tourists, striving to convert neutral emotions into positive ones and avoiding their transformation into negative emotions, which could hinder the tourism development of Mount Sanqing Scenic Area. There are 287 entries of negative emotions, accounting for 13.49%, indicating that there is still considerable room for improvement in tourists' satisfaction with Mount Sanqing

Scenic Area. Although moderate and intense negative emotions are fewer, general negative emotions account for nearly ten percentage points, affecting tourists' overall impression of the scenic area. The scenic area management should focus on the review texts from this portion of tourists. Through further analysis of tourists' review texts expressing negative emotions, the following current issues in the scenic area have been summarized: (1) Poor cable car capacity, resulting in long queue times; (2) Poor service attitude of scenic area staff and chaotic management; (3) Overcrowding of tourists during peak seasons and holidays, leading to severe congestion within the scenic area; (4) High prices for scenic area tickets, food, and accommodation; (5) Poor service facilities within the scenic area, such as unsatisfactory toilet hygiene, unclear signage, and lack of rain shelters; (6) Limited variety of activities within the scenic area, few distinctive events, and severe homogenization of some content; (7) Limited presentation of Taoist culture, with cultural tourism resources yet to be deeply explored.

In summary, tourists' emotional attitudes after their visit are predominantly positive. However, the issues described by general positive emotions and general negative emotions are important factors constraining the development of the scenic area. These are also key aspects that need focused attention for improving satisfaction with the scenic area.

### 4.3. Overall Image Analysis

Website ratings, revisit intentions, and recommendation willingness directly or indirectly reflect the overall perceived image of a destination [20]. Through descriptive statistical analysis using SPSS software, the proportions of overall ratings "5, 4, 3, 2, 1" (representing "excellent, very good, average, poor, very poor" respectively) for the 2,127 valid reviews were 76.8%, 15.7%, 4.2%, 0.9%, and 2.3%. The mean score was 4.65 with a standard deviation of 0.766, indicating that most tourists have a relatively positive perception of Mount Sanqing's tourism image, with the majority giving a five-star rating. Among these, 668 reviews (31.41%) expressed intentions to revisit or recommend, using phrases such as "will come again," "given the opportunity," "next time," "worth it," "recommend," "second visit," "once again," and "second/third time here." This demonstrates that tourists have a high overall evaluation of Mount Sanqing's tourism image. However, there are still average and even poor ratings, suggesting that further optimization of Mount Sanqing's tourism destination image is needed in the future.

## 5. Discussion

This paper uses the three-dimensional structure of cognitive-affective-overall image of tourism destination image as its theoretical foundation, conducting a systematic study of Mount Sanqing Scenic Area from the tourist perspective based on textual data from online reviews. On one hand, this approach differs from the research models of Mount Sanqing Scenic Area by domestic and international scholars. This paper emphasizes "tourist perception" over "development and utilization," addressing the scarcity of research on tourism image perception of Mount Sanqing Scenic Area. On the other hand, the research findings can provide reference for potential tourists planning to visit Mount Sanqing Scenic Area, and allow scenic area managers to more intuitively recognize existing problems and use this as a basis for "targeted solutions". It should be noted that, in terms of research content, due to space limitations, this paper only analyzes the text in online reviews, omitting pictures, videos, locations, and other non-verbal texts with high research value. This results in less diverse data. Future research could select non-verbal texts from online reviews to explore tourists' perceived image of tourism destinations from the perspectives of semiotics and multimodal discourse analysis. Regarding research methodology, this paper employs online text analysis to study the tourism image perception of Mount Sanqing, which is relatively singular in approach. Future studies could supplement this with tourism research methods such as questionnaire surveys and on-site

interviews to make the research conclusions more convincing.

## 6. Conclusion

Based on tourist reviews of Mount Sanqing Scenic Area from Ctrip, this study employs content analysis methods using ROST CM6 software for word frequency and sentiment analysis to explore tourists' perception of the tourism image of Mount Sanqing Scenic Area. The main conclusions are as follows: First, tourists' cognitive image perception of Mount Sanqing Scenic Area primarily focuses on tourist attractions, tourism environment and atmosphere, tourism facilities and services, and tourism experiences. Second, tourists' affective image perception of Mount Sanqing Scenic Area is mainly positive, but there are also some neutral and negative emotions. Negative emotions primarily stem from aspects such as "poor cable car capacity, long queue times," "poor service attitude, chaotic management," "overcrowding of tourists, severe congestion," "high ticket, food, and accommodation prices," "poor tourism facilities," "monotonous activities, lack of local characteristics," and "insufficient exploration of Taoist culture and other cultural resources." Third, tourists' overall image perception of Mount Sanqing Scenic Area is relatively good, with strong intentions to revisit and recommend. Through this exploratory study of tourism destination perceived image, the research suggests that Mount Sanqing Scenic Area can improve tourists' tourism image perception in six aspects: (1) Strengthen smart construction of the scenic area: Use equipment to monitor real-time weather conditions, provide timely feedback and predictions to reduce tourists' "regret" due to weather-affected visibility; build smart platforms to monitor real-time visitor flow and guide traffic by time periods and zones; increase smart equipment like Beidou navigation to enrich tourism routes. (2) Strengthen the development of experiential and interactive tourism products, enriching activities in the scenic area: Explore local characteristics, increase artificial intelligence, VR/AR, and immersive experiences; introduce unique projects like high-altitude swings while ensuring tourist safety, increase entertainment facilities to enhance tourist perception. (3) Regulate high consumption prices: Besides the prescribed student, senior, and child tickets, offer discounts for repeat visitors to increase the revisit rate. Also, provide corresponding discounts for family tours and group tours to stimulate an increase in tourist numbers. (4) Strengthen training for front-line staff in the scenic area, striving to improve tourism service reception capabilities. (5) Strengthen promotion, enhance Taoist culture perception factors to protect core attractions: Upgrade existing characteristic tourism products using anecdotes, legends, and Taoist culture; increase popularity through film and television location shooting and other activities. (6) Improve tourism infrastructure to enhance tourist experience: Conduct a "toilet revolution" to improve environmental hygiene; upgrade food and accommodation conditions in the scenic area, focusing on cost-effectiveness; add rest areas within the scenic area to ensure tourists' physical recovery and adjustment during their visit; add rain shelters within the scenic area to provide more considerate service to tourists.

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