

Research on the Image Perception of Traditional Village Tourism Based on Network Survey Data-Taking Chenjiagou in Wen County as an Example

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Abstract: With the implementation of the rural revitalisation strategy, the development of cultural and tourism industries in traditional villages has gradually become an important force in promoting local economic development. Taking Chenjiagou in Wen County as an example, this study explores tourists' perceptions of Chenjiagou's tourism image by collecting review data from mainstream websites and applying a combination of content analysis and importance-performance (IPA) research methods. Through high-frequency word analysis, sentiment analysis and destination image perception analysis, it is concluded that tourists generally agree with Chenjiagou's unique Taiji culture and natural scenery, and the vast majority of tourists are satisfied with Chenjiagou's tourism experience. However, through the IPA analysis, it was concluded that Chenjiagou is currently underperforming in terms of tourist attractions and history and culture. Based on this finding, it is suggested that the promotion and presentation of Taiji culture should be strengthened, tourism products should be enriched, service quality should be improved, resources should be rationally allocated, and infrastructure should be maintained in order to enhance Chenjiagou's competitiveness in the cultural and tourism market and to provide a reference for the development of tourism in traditional villages.

Keywords: Traditional village, Chenjiagou, Perceived tourism image, Content analysis method, IPA, Tourist satisfaction

1. Introduction

The 2024 Central Document No. 1 points out that the implementation of the project of deep integration of rural culture and tourism is a new impetus to promote rural revitalisation. As a material and spatial carrier, traditional villages contain the historical memory of the Chinese nation, the wisdom of production and life, the crystallisation of culture and art, and the regional characteristics of the nation^[1], and they themselves contain rich cultural heritage resources. Therefore, in the process of developing tourism in traditional villages, how to make good use of their own advantages and improve tourists' satisfaction has become an important topic of current research. By analysing tourists' evaluation data and conducting tourism image perception analysis, we can better understand tourists' experience perception and emotional evaluation of each element of the tourist place^[2], formulate a more scientific tourism development plan, improve tourists' satisfaction, and promote the healthy development of traditional village tourism.

Nowadays, with the development of big data, the analysis of network review data has become an important method to study tourism image perception, which has the advantages of visualisation and full sample compared with traditional research methods such as questionnaire surveys and user interviews^[3]. Most of the current research on tourism image perception focuses on natural scenic spots^[4,5], parks^[6,7], villages^[8,9] and specific cities^{[10][11][12]} and other research objects. However, there is a lack of research on the specific objective of developing traditional villages that combine culture and tourism.

In this paper, the traditional village of Chenjiagou is the object of research, and by collecting review data from mainstream tourism websites, using a combination of content analysis and importance-performance approach (IPA), we are able to concretely analyse the needs and expectations of tourists, identify the current problems, and thus formulate a targeted optimisation strategy to improve tourist satisfaction, promote the adaptation of Chenjiagou tourism, and highlight its advantages in the cultural tourism market.

2. Research topics and methods

2.1 Research objective

Formerly known as Changyang Village, Chenjiagou is located 5 kilometres east of Wenxian Town, Jiaozuo City, Henan Province, bordering the Yellow River to the south and the Taihang Mountains to the north, and is a national 4A scenic spot where the famous Taijiquan was born. In 2014, Chenjiagou was selected as the third batch of national traditional villages, with well-preserved street structure and numerous historical and cultural monuments in the village. On 17 December 2020, Chenjiagou Taijiquan was inscribed on the UNESCO Intangible Cultural Heritage List, opening up a new development opportunity for Chenjiagou. Driven and guided by the current national efforts to develop rural culture and tourism, rural revitalisation and the Jiaozuo Municipal Government's "Two Mountains and Two Fists" strategy, Chenjiagou has entered a rapid development stage. In this context, it is of some practical significance to promote the improvement of Chenjiagou's tourism adaptation by crawling the online review data and conducting visual and quantitative analysis.

2.2 Research Methodology

Content analysis as a research method is used to process textual data in a detailed and systematic way and analyse it quantitatively, which can reduce textual data to a limited number of core information units. In this study, the crawled online review data was used to mine the constituent elements of Chenjiagou's tourism image by performing analyses such as word frequency analysis and sentiment analysis using ROST CM6 software. In the software, 835 reviews were analysed for high-frequency words to understand the tourism elements that tourists care about, so that targeted tourism strategies can be formulated; secondly, semantic network analysis methods were used to mine the correlation relationship between high-frequency words to reveal the advantages and disadvantages of tourism resources. Finally, through sentiment tendency analysis, we understand the satisfaction level of tourists for Chenjiagou tourism as well as the dissatisfaction aspects, so as to provide a direction for Chenjiagou tourism adaptability research.

The Importance-Performance Approach (IPA), also known as the Multi-Factor Contribution Model (MFCM), provides a basis for comprehensively evaluating the various elements that influence tourist satisfaction, as well as the actual level of tourist satisfaction, and determining which factors should be optimised and which should be mitigated^[13]. The method sets the horizontal axis as importance and the vertical axis as performance, and is divided into four quadrants, the first quadrant (located in the upper right), is the area of advantage, important and good performance, will be used as the key to maintain the advantage; the second quadrant (located in the upper left), is the area of retention, the importance of the lack of importance but performance is good, the service or product should focus on certain aspects of improvement; the third quadrant (below left), the area of opportunity, the importance of this is an area where some factors are not a major consideration in customer evaluations, and improvements can be made in certain areas on a selective basis; quadrant 4 (below right), is a repair area, which is important and underperforming, and is an area to focus on for optimisation.

3. Data sources and analysis

3.1 Data sources

In terms of data sources, the user review data of five mainstream attraction review websites, namely Ctrip, Dianping, Where to go travelling, Gaode map and Meituan, are selected, these five platforms have a wide audience and contain a large number of short text classic review data, and the reviews are more recent, with a high degree of trustworthiness and high reference value, which can meet the research needs of this thesis. Searching with Chenjiagou as the keyword, crawling the user review data from January 2014 to April 2024, a total of 845 reviews were obtained. In order to ensure the accuracy and relevance of the data, data preprocessing is carried out to improve the accuracy and quality of the data^[14]. A total of 814 comments were obtained by manual review to remove duplicate comments, misinformation and invalid content.

3.2 Data analysis

(1) High-frequency word analysis. High-frequency word analysis is used to identify items frequently

mentioned by tourists in reviews, such as individual attractions, services, etc., in order to gain a deeper understanding of tourists' needs and preferences when travelling to Chenjiagou. Considering the relatively large number and complex nature of online review data, in order to maintain the accuracy of the data, the text is sorted out, for example, "Yang Lu Chan" and "Yang Lu Chan Boxing School" are uniformly changed to "Yang Lu Chan Boxing School". For example, 'Yang Lu Chan' and 'Yang Lu Chan Boxing School' will be unified as 'Yang Lu Chan Boxing School', 'Chen Style' will be modified as 'Chen's', and 'Birthplace' will be modified as 'Origin'; in the subword customisation, the text will be sorted and stripped. In the customised list of participles, 'Chenjiagou', 'Ancestral Temple', 'Museum', 'Regional Theatre', 'Origin' and other words are added to further improve the list of participles. The word frequency analysis of 814 comments was performed using ROST CM6 to filter out irrelevant high frequency words and to sort out the top 80 high frequency words (Table 1). The word 'taijiquan' has the highest frequency, which firstly indicates that taijiquan is one of the main tourist attractions in Chenjiagou; secondly, it expresses the tourists' desire to see taijiquan performances, which is echoed by the word 'performances' in the later part of the list; and thirdly, it expresses the tourists' desire to have the opportunity and personal experience of traditional martial arts in the tourist experience. Thirdly, it expresses the tourists' wish to have the opportunity to experience traditional martial arts in their travel experience.

Table 1: High-frequency vocabulary list

High frequency word	Frequency	High frequency word	Frequency	High frequency word	Frequency	High frequency word	Frequency	High frequency word	Frequency
Taijiquan	568	Visits	47	Fares	20	Car park	15	Humanities	10
Chenjiagou	342	Wushu	45	Memorial halls	19	Attitudinal	15	Family	10
Cultures	193	Great scholar	39	Facilities	19	Not worth	15	Street	10
Place of birth	154	Friends	38	Concrete details	18	Plan	13	Piazza	10
Scenic region	133	School	36	Excursions	18	Inheritance	13	Apprenticeship	9
Henan Province	94	Amateur	35	Holy city	18	Exercise	13	Legend	9
Jiaozuo	87	Services	34	Experience	18	Navigator	12	Spectacular	9
Deserve	78	Feel	33	Good-looking	18	Publicise	12	Despair	9
Museums	76	Scene	33	Tour guide	17	Fine	12	Former residence	9
Performances	69	Kilometres	30	Have fun	17	Hometown	12	Quality-price ratio	8
Environments	66	Construct	27	Cheap	16	Zhengzhou	12	Happily	7
Histories	60	Learn	26	Heritage	16	cordial	11	See	7
Ancestral Hall	59	Convenience	25	Profound	16	In the old style	11	Study a skill	7
Ticket	57	County town	24	Shanxi Province	16	Story	11	Dissatisfied	7
Yang Lu Chan learn boxing	56	Legacy	21	Parking	15	East Valley	10	Take a picture	6
Journey	50	Landscaping	21	beautiful	15	long history	10	Wellness	6

(2) Emotional analysis. Sentiment analysis helps to understand how attractive Chenjiagou's tourism is from tourists' comments, and helps to identify what advantages Chenjiagou has as a tourist attraction and what aspects need to be improved. Sentiment analysis of the 814 comments shows that positive sentiment occupies the majority of the comments, accounting for 71.01%, indicating that the vast majority of tourists are satisfied with their Chenjiagou tourism experience; neutral and negative sentiment occupies 14.13% and 14.86%, respectively, which suggests that there is still room for improvement. Through the article-by-article analysis of the intermediate and negative sentiments, the dissatisfaction of tourists is attributed to the relatively single local tourism project and insufficient tourism experience, for example, tourists said, 'The experience is a bit poor, there is nothing but an exhibition hall, which is not recommended. The performance in the Taiji Theatre is still very impressive, but other than that, the other landscapes are very ordinary'. (Table 2)

(3) Analysis of perceived image of tourist destinations. Tourist destination image perception analysis plays a crucial role in analysing tourists' consumption behaviour and improving the service quality and management of scenic spots. In the fields of architecture and urban and rural planning, through the image perception analysis of tourist destinations, we can understand whether tourists like the local architectural style, design elements and the organisation of public space, so as to understand the needs and preferences of tourists, which can help to integrate tourists' preferred elements into the later optimised design and enhance the tourists' travel experience. Based on the core words, this paper divides the analysis of

destination image perception into five basic classifications: core attraction, historical and cultural atmosphere, supporting facilities, tourism activities and service experience, and on the basis of this, 10 sub-classifications are divided, as shown in Table 3.

Table 2: Sentiment analysis

Emotional categories	Proportions	Dissociation	Proportions
Positive emotion	71.01%	General	29.24%
		Moderate	20.02%
		Heights	21.74%
Neutral emotion	14.13%		14.13%
Negative emotion	14.86%	General	11.30%
		Moderate	1.84%
		Heights	0.49%
Aggregate	100		100

Table 3: Classification of perceived image of tourist destinations

Basic category	Niche	High frequency word
Core attractant	Travel sight	Scenic region(133),Museums(76),Ancestral Hall(59),Yang Lu Chan learn boxing(56),School(36),Memorial halls (19),East Valley(10),Former residence (9)
	Natural environment	Environments (66),Scene (33),Landscaping (21),beautiful (15),Fine (12)
Historical and cultural atmosphere	History and culture	Taijiqian (568),Chenjiagou (342),Cultures (193),Place of birth (154),Histories (60),Wushu (45),Great scholar (39),Legacy (21),Holy city (18),Concrete details (18),Heritage (16),Profound (16),Inheritance (13),Hometown (12),Story (11),long history (10),Legend (9)
Service	Infrastructure	Construct (27),Facilities (19),Car park (15),Plan (13),Street (10),Piazza (10)
	Public transport	Kilometres (30),Convenience (25),Parking (15),Navigator (12)
Tourism activity	Tourist behaviour	Performances (69),Journey (50),Visits (47),Feel (33),Learn (26),Excursions (18),Experience (18),Have fun (17),Exercise (13),Apprenticeship (9),See (7),Study a skill (7),Take a picture (6),Wellness (6)
	Travelling companion	Friends (38),Amateur (35),Humanities (10)
	Place of origin of tourists	Henan Province (94),Jiaozuo (87),County town (24),Shanxi Province (16),Zhengzhou (12)
	Travel Evaluation	Deserve (78),Ticket (57),Fares (20),Good-looking (18),Cheap (16),Not worth (15),Publicise (12),In the old style (11),Humanities (10),Spectacular (9),Despair (9),Quality-price ratio (8),Happily (7)
Service Experience	Quality of Service	Services (34),Tour guide (17),Attitudinal (15),cordial (11),Dissatisfied (7)

In order to more intuitively reflect which aspect tourists are concerned about, this paper conducted word frequency statistics on the basic classifications and sub-classifications, and the first 80 high-frequency words were mentioned a total of 3,268 times, and the statistical list (Table 4) shows that tourists are concerned about the following classifications in descending order: historical and cultural ambience, tourism activities, core attractions, ancillary facilities, and service experience, respectively.

Table 4: Frequency statistics of high-frequency vocabulary classification

Destination image		Frequency/Percentage	
Basic category	Niche	Basic category	Niche
Core attractant	Travel sight	545/16.68%	398/12.18%
	Natural environment		147/4.50%
Historical and cultural atmosphere	History and culture	1536/47.00%	1536/47.00%
Service	Infrastructure	176/5.39%	94/2.88%
	Public transport		82/2.51%
Tourism activity	Tourist behaviour	910/27.85%	326/9.98%
	Travelling companion		83/2.54%
	Place of origin of tourists		233/7.13%
	Travel Evaluation		268/8.20%
Service Experience	Quality of Service	101/3.09%	101/3.09%

In terms of core attractions, tourists focus on ‘scenic region’, ‘museums’, ‘Yang Lu Chan’s boxing place’, ‘ancestral hall’, etc., indicating that specific cultural and historical relics are important drivers for tourists to come to Chenjiagou. ‘This suggests that specific cultural and historical relics are important drivers for tourists to come to Chenjiagou. The presence of ‘schools’ suggests an important role in the transmission of history and culture in local education. The presence of ‘museums’ and ‘memorial halls’ suggests that tourists are not only looking for visual enjoyment, but also for a deeper understanding of Taiji culture. In terms of the natural environment, high-frequency words such as ‘scenery’ and ‘landscape’ imply that tourists care about the beautiful local natural environment, and words such as ‘beautiful’ and ‘fine’ appear. The appearance of words such as ‘beautiful’ and ‘graceful’ indicates that tourists praise

the local village environment.

In terms of historical and cultural atmosphere, high-frequency words such as 'taijiquan', 'culture', 'place of birth' and 'profound' appear, indicating that tourists have a strong interest in local culture and history, which echoes the core attractions such as 'museums' and 'memorials' that tourists are interested in. The appearance of these words indicates that tourists have a strong interest in local culture and history, which echoes the core attractions such as 'museums' and 'memorial halls' that tourists are concerned about in the previous section. "Stories", "legends" express the unique Taiji culture that Chenjiagou can offer. Visitors want to feel and experience it for themselves through their visit.

In terms of supporting facilities, high-frequency words such as "navigation", "parking", and "convenience" indicate that local tourists come from the surrounding areas and can drive there by themselves, which corresponds to high-frequency words such as "Henan Province" and "Jiaozuo" in tourist sources. "Parking lot" also emphasizes tourists' need for convenient parking. The term 'facilities' indicates that tourists are very concerned about the level of infrastructure improvement in Chenjiagou. Good infrastructure is the foundation for providing a tourism experience, including clean, safe, and well maintained facilities. The emergence of high-frequency words such as "street" and "piazza" indicates that Chenjiagou provides a public space for tourists to move and play.

In terms of tourist activities, tourists pay the most attention to 'performance', which is related to the free Tai Chi performance in the area. The words 'journey' and 'feeling' indicate that most visitors to the area are sightseeing tourists, while the words 'learning' and 'practising' and 'study a kill' indicate that the area is not only for sightseeing tourists but also for tourists who come to the area. and 'learning' indicate that in addition to sightseeing tourists, there are also specialised taijiquan enthusiasts and students who come to Chenjiagou to learn taijiquan, which echoes the core attraction of 'school'. On the one hand, 'wellness' indicates the beautiful natural environment of the area, and on the other hand, as the birthplace of taijiquan, the practice of taijiquan is conducive to good health. In terms of tourism evaluation, 'in the old style' indicate that the local development has not taken the actual situation into consideration, so in the subsequent optimisation of public space, the local characteristic culture, architectural style and overall layout should be taken into account, so as to achieve the unity of the whole and the local.

In terms of service quality, 'cordial' indicates that local residents do not exclude foreign tourists, but as the scale of tourism continues to expand, it is also necessary to take into account the needs of local residents for public space, which can be appropriately transformed for tourists to use during the peak tourist season.

3.3 IPA analysis

Tourists comments in Chenjiagou contain some words that express tourists' emotional attitudes, such as 'deserve', 'good-looking', 'disappointing', 'spectacular', 'happy', etc. These words reflect tourists' intuitive feelings and satisfaction levels about the Chenjiagou tourism experience, and provide important emotional indicators for this study. ', 'happy', etc. These words reflect the tourists' intuitive feelings and satisfaction level of the Chenjiagou tourism experience, providing important emotional indicators for the study of this paper. Therefore, on the basis of the classification of high-frequency words in the previous section, each comment was scored for emotional attitude according to the Richter Scale, and according to the content expressed by tourists, the comments will be assigned the corresponding scores, with very dissatisfied counting as 1 point; dissatisfied counting as 2 points; neutral counting as 3 points; satisfied counting as 4 points; and very satisfied counting as 5 points.

Table 5: Importance and performance scores for each element

Number	Element	Importance (I/%)	Expressive (P)
1	Travel sight	12.18	2.94
2	Natural environment	4.5	4.23
3	History and culture	47	2.66
4	Infrastructure	2.88	3.40
5	Public transport	2.51	3.83
6	Tourist behaviour	9.98	3.66
7	Travelling companion	2.54	4.02
8	Place of origin of tourists	7.13	3.25
9	Travel Evaluation	8.2	3.91
10	Quality of Service	3.09	4.26

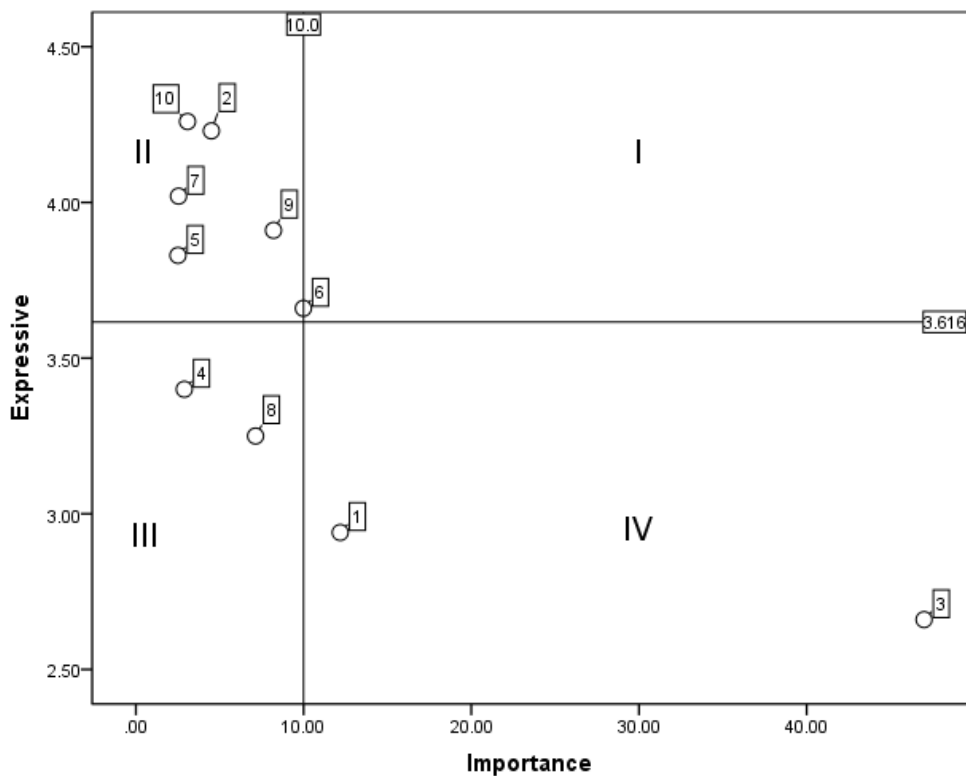
The results of IPA model analysis can be presented intuitively, which is easy to find out the problems and provide help for optimisation strategies^[15]. In this study, the importance indicator (I) is set as the

degree of attention of tourists to subcategories, i.e., the frequency of word frequency of subcategories; the performance indicator (P) is the degree of satisfaction of tourists to each subcategory.

The process of coding is as follows:

Chenjiagou, the birthplace of Taiji culture. The environment here is beautiful and green. I visited the Yang Lu Chan Learning Boxing Place attraction, and it indeed did not disappoint me. As a taijiquan enthusiast, it is indeed possible to practice taijiquan and feel the atmosphere of this place in the hometown of Master Yang Lu Chan.

Codes: 3E; 2E; 1D; 7D; 6D, where the numbers represent the number of tourism image perception elements, and the letters A, B, C, D, E represent the emotion rating, corresponding to very dissatisfied (1 point), dissatisfied (2 points), neutral (3 points), satisfied (4 points), very satisfied (5 points). For example, '3E' indicates recognition of history and culture (corresponding to 'Chenjiagou' and 'culture' in the subcategory), so the rating level is E, corresponding to a sentiment score of 5. (As shown in Table 5).



Notes: 1 Tourist attractions, 2 Natural environment, 3 History and culture, 4 Infrastructure, 5 Public transport, 6 Tourist behaviour, 7 Travelling companion, 8 Place of origin of tourists, 9 Tourism evaluation, 10 Quality of Service

Figure 1: Chenjiagou tourism image perception IPA analysis

The results of the IPA analysis are shown in Figure 1. In the first quadrant (Advantage Zone), all 10 elements are absent, indicating that Chenjiagou currently needs to improve the performance of each element, reconsider and formulate a new development strategy, including improving the quality of tourist attractions, the protection of the environment, the display and experience of history and culture, and the accessibility and service quality of public transport. In the second quadrant (Maintenance Zone), it contains 6 elements, 2, 5, 6, 7, 9 and 10, indicating that Chenjiagou is recognised by tourists in terms of the natural environment, public transport and these basic services. In the third quadrant (opportunity zone), two elements, 4 and 8, are included. Although tourists do not consider these elements as their main factors in choosing a place to visit, it does not mean that these elements do not need to be improved, so managers should invest the corresponding costs to enhance the overall experience of tourists. In Quadrant 4 (Repair Area), it contains two elements, 1 and 3, which serve as the core of tourists' choice of Chenjiagou as a tourist destination, but the actual experience has not yet met their expectations, so managers should strengthen the maintenance and management of tourist attractions, enhance the publicity and display of the local history and culture, and allow tourists to gain a deeper understanding of the cultural stories behind Chenjiagou, etc.

4. Conclusions and recommendations

4.1 Conclusion

(1) From the keyword analysis, tourists expressed their approval of Chenjiagou's unique taijiquan culture, rich history and culture, and beautiful natural environment. From the analysis of tourists' emotions, positive emotions accounted for the majority, indicating that most tourists held a satisfactory attitude towards Chenjiagou's tourism economy, but there were still 15% of tourists who raised criticisms, mainly targeting at the aspects of single tourism project and infrastructure, which indicated that despite the strong core attraction of Taijiquan culture, there was still room for enhancement in the aspects of experiencing the local Taijiquan culture, etc., which provided a reference opinion for Chenjiagou's tourist attractions to be managed and enhancement provides a reference opinion.

(2) The analysis of IPA shows that there is a big difference in the importance of each element, and although most of the elements have good expressiveness, the current performance of the two high-importance, low-expression elements, namely tourist attractions and history and culture, is not in line with the expectations of tourists. Overall, Chenjiagou should currently redistribute the investment of resources, especially for the over-investment in the second quadrant, and should strengthen the investment in the elements of the fourth quadrant, while it should maintain a continuous attention to the third quadrant, especially for the infrastructures, to avoid the long-term disrepair, which will lead to negative emotions of the tourists.

4.2 Recommendations for upgrading

(1) Strengthening the promotion and display of Taiji culture. The unique Taiji culture of Chenjiagou, as an important driving force for the development of tourism in the area, should be strengthened in terms of publicity and display of Taiji culture. Firstly, the repair and maintenance of the core cultural relics 'Yang Lu Chan Boxing School' and 'Ancestral Shrine' should be strengthened, and thematic exhibitions should be set up in these areas, which are presented in various ways, such as through documents, pictures and objects. The contents of the exhibitions should be changed regularly to keep them fresh and attractive. Secondly, interactive areas should be set up in museums and memorial halls, and activities such as taijiquan performances and taijiquan teaching experiences should be held regularly, so as to let tourists understand taijiquan culture more deeply. Third, exhibitions, sculptures and information boards related to Taiji culture should be set up in local public spaces to strengthen visitors' familiarity with the history of Taiji culture.

(2) Enriching tourism products and improving service quality. In addition to taijiquan performances, diversified cultural experience activities should be provided, such as setting up taijiquan courses and cultural lectures, so as to meet the needs of different tourists. At the same time, the training of tourism employees should be increased to improve the service level and optimise tourists' experience. During the peak season, by renovating and upgrading part of the public space, the corresponding services for tourists should be improved to enhance their satisfaction.

(3) Rational allocation of resources and maintenance of infrastructure. Compared with traditional artificial scenic spots, Chenjiagou not only undertakes the function of cultural display and dissemination, but also the function of education. In response to the current problem of low expressiveness of historical culture and tourist attractions, managers should re-plan the input and management system of tourism resources, so as to make the tourism development complementary to the local cultural heritage, improve the quality of tourism, and leave a deep impression on tourists. The construction and maintenance of infrastructure should be strengthened to promote the long-term sustainable development of Chenjiagou tourist attractions.

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