

A Study on the Image Perception of Tourist Destinations in the Huai'an Section of Jiangsu Grand Canal

Ruan Fei, Chen Wenjuan, Yao Mengying

Wuxi Taihu University, Wuxi, 214064, China

ABSTRACT. With the release of the “Thirteenth Five-Year Plan for Tourism Development in Jiangsu Province”, the construction of a new pattern of “four belts, two circles and one net” tourism development has become the current focus of Jiangsu’s tourism development. Among them, the development of tourism in central Jiangsu and northern Jiangsu plays an important role in promoting the development of tourism in Jiangsu Province. Huai’an, as a representative city at the intersection of northern and central Jiangsu in the Grand Canal cultural belt, has abundant tourism resources, but its tourism status does not match it. This article categorizes and analyzes the high-frequency vocabulary of Huai’an network texts, so as to comprehensively evaluate the image perception of tourist destinations in the Huai’an section of the Jiangsu Grand Canal, hoping to provide a valuable reference for the overall development and construction of the Jiangsu Grand Canal cultural belt.

KEYWORDS: Jiangsu, The grand canal, Huai'an, Tourist destination image, High-frequency vocabulary

1. Introduction

“Tourism Development Plan for the 13th Five-Year Plan of Jiangsu Province”^[1] proposed: “The development goal of building Jiangsu into a leading domestic tourism province and an internationally renowned tourism destination”. In order to achieve this general goal, the development of regional tourism in Jiangsu province needs to be more coordinated. Therefore, the government further proposes the specific goal of “reducing the difference in regional development”^[1], requiring that “By 2020, tourism in central and northern Jiangsu, the proportion of total consumption in the province will increase by about 2%”^[1]. At the same time, “the tourism development pattern of ‘four belts, two circles, and one network’ will be constructed”, in which the “one belt” is the “Grand Canal World Cultural Heritage Tourism Belt” and the “one circle” is the “tourist circle around Hongze Lake”. It can be seen that the development of tourism in Central Jiangsu and Northern Jiangsu plays an important role in promoting the development of tourism in Jiangsu Province. The construction and development of the Grand Canal Cultural Belt in

Central Jiangsu and Northern Jiangsu is particularly urgent.

2. Research Background

As a representative city at the intersection of the northern and central Jiangsu areas of the Grand Canal cultural belt, Huai'an has a total of 42 core material and intangible heritages along the canal^[2], ranking first among the eight major cities along the Grand Canal in Jiangsu with huge resource advantages and potential for in-depth development. But compared with its tourism status and tourism perception, the development and construction of the Huai'an Grand Canal cultural belt is relatively lagging. As of February 2020, searching for relevant travel notes on Ctrip.com^[3], the data collected from the web of eight cities in the Jiangsu section of the Grand Canal showed that the total number of valid texts in Huai'an is only 69, ranking 7th, accounting for only 3.20%, which is a large gap between the total number of 626 network texts in Yangzhou (ranking 1st) and the total number of 243 network texts in Zhenjiang (ranking 4th) in the same area. As the first level tourist city in the central area^[2], Huai'an and Yangzhou's tourist perceptions are quite different. This has to be thought-provoking and the reasons behind it have become the cause of this article.

As the central city of the "tourism circle around Hongze Lake" that the government focuses on, the importance of tourism development in Huai'an is self-evident. In the construction of major key tourism projects in Jiangsu province during the 13th five-year plan, Huai'an has one major projects and four key projects which were included^[1]. It can be seen that the research on the tourism destination image of the Huai'an Grand Canal cultural belt has certain reference value and enlightenment significance for improving the construction of the Grand Canal cultural belt in northern Jiangsu. This article uses the high-frequency vocabulary of Huai'an network texts as the main data source. Through the classification and analysis of the high-frequency vocabulary, this article summarizes the image perception and existing problems of the tourist destinations in the Huai'an Grand Canal cultural belt, and provide valuable construction reference to the development of overall Jiangsu Grand Canal cultural belt.

3. Research Significance

This article selects Huai'an as the representative city in the Suzhong and Northern Jiangsu areas of the Grand Canal in Jiangsu province for research. The main reasons are as follows:

3.1 Rich Tourism Resources and High Relevance

In the ranking of the tourism resources of the ancient canal in the eight cities along the route, Huai'an ranked second in the quality ranking of tourism resources, second only to Suzhou; in the ranking of tourism resource reserves, Huai'an ranked

fourth, behind Suzhou, Yangzhou, and Wuxi ;Huai'an ranked first in the double ranking in the ranking of the canal cultural relevance index and the ranking of the canal spatial relevance index. It has a total of 42 core material and intangible heritages along the canal, ranking first, and 8 more than the third in Suzhou^[2]. From the above data, it can be concluded that the Huai'an section of the Jiangsu Grand Canal cultural belt is extremely rich in tourism resources and has the highest degree of association with the canal culture, and has unique advantages in tourism resources.

3.2 Higher Tourism Function Status

The construction of the Jiangsu Grand Canal cultural belt requires "integration of high-quality tourism resources along the ancient canal, and implementation of the 'tourism province' strategy as an important tourism development axis". This axis takes Suzhou as a "water town and gardens to drive the ancient canal's leading city in the international tourism market", regards Yangzhou as the "leading city of the ancient canal's World Cultural Heritage application", and Huai'an as "the capital of the canal and the central city of the ancient canal"^[2]. As the "central city of the ancient canal",Huai'an plays a key role in connecting the north-south canals of Jiangsu. The tourism positioning of "building Huai'an into the tourism capital of the ancient canal"^[2] demonstrates its high tourism function status. In the leisure and vacation route product planning^[2], it is the only one to include cities with all types of tourist routes, which fully demonstrating the diversity of Huai'an's tourism functions.

3.3 Distinctive Characteristics of the Canal Culture

Huai'an has 42 core tangible and intangible heritages along the canal, many of which are unique to Huai'an. The main representatives are:Zhongzhou Island, the relics of the Governor's Office of Water Transport, Ming and Qing Government Offices,Huai'anChaoguan Relics,Qingjiang Mosque,Qingyan Garden, Qianlong Yuehe Imperial Poem Monument,Hexia Town, Dock Town, Wu Chengen's Former Residence, Zhou Enlai's Former Residence, Pei Yinsen's Former Residence,Qingjiang Gate, Wharf Three Gates, Ancient Canal Stone Dike,Longguang Gate, Water Transport Culture,Hongze Lake,Hongze Lake Dike, etc. Among them, the remains of the canal management agencies represented by the Water Transport Governor's Office and the River Governor's Office, and the artificial earthwork represented by Qinghe,Zhongzhou Island Gate, and Hongze Lake Dike are the core areas of Chinese canal civilization^[2].Huai'an is also a national historical and cultural city, with Hexia Town, a national historical and cultural town. The local celebrity culture, water transportation culture, water conservancy culture and Ming and Qing government culture have all become the characteristics and highlights of the Huai'an section of the Grand Canal.

4. Analysis of the High-Frequency Vocabulary

4.1 Classification of High-Frequency Vocabulary of Network Text

The statistics are classified according to the four categories of tourism resources, tourism activities, tourism environment, and tourism perception, as shown in the following table:

Table 1 Classification and Analysis Table of High-Frequency Vocabulary of Network Texts on the Huai'an Section of the Jiangsu Grand Canal

Main Category	Subcategory	Number of High-frequency Words	Total Number of Frequency	Content of High-frequency Words (Frequency)
Tourism Resources	Natural Resources	10	1166	Canal (253) Ancient Canal (160) Hongze Lake (134) Huai River (128) Grand Canal (99) Beijing-Hangzhou Grand Canal (90) Huishan (86) Li Canal (80) Yangtze River (70) Wetland (66)
	Human Resources	26	3434	Park (328) Ancient Town (316) Museum (275) Scenic Area (221) Hexia (208) Slender West Lake (196) Water Transport (194) Former Residence (183) Hexia Ancient Town (129) Gardens (112) Dongguan (111) Attractions (110) Scenic area (100) Heyuan (95) Memorial (84) Daming Temple (84) Ruins (81) Ancient City (80) Cultural Relics (80) Dongguan Street (75) Wharf (72) Heritage (63) Hometown (61) Ancient Ferry (60) Square (58) Old Street (58)
	Other Resources	2	240	Lotus (89) Folklore (79) Four Majors (72)
Subtotal		39	4840	
Tourism Activities	Diet	3	330	Huaiyang Cuisine (210) Tasting (62) Taste (58)
	Accommodation	2	235	Hotel (180) Room (55)
	Transportation	3	213	Transportation (82) Water (74) Self-driving (57)
	Shopping	1	79	Tickets(79)
	Entertainment	4	389	Tourism (156) Travel (97) Tour (79) Itinerary (57)
Subtotal		13	1246	
Tourism	Urban Sanitation	0	0	

Environment	Price Level	0	0	
	Infrastructure	0	0	
Subtotal		0	0	
Tourism Perception	Overall Impression	18	3231	Huai'an (807) Yangzhou (620) China (367) City (186) Huai'an City (177) World (121) Jiangsu province (116) Zhenjiang (107) Yangzhou (95) Jiaoshan (83) Jiangsu (81) Subei (78) Nanjing (73) Gaoyou (68) Wuxi (68) North and South (66) Changzhou (61) Baoying (57)
	Unique Feeling	25	3112	History (458) Culture (453) Huaiyang (250) Architecture (181) Style (143) Ecology (110) Experience (97) Scenery (95) Ming and Qing (91) Story (91) Glimpse (90) Feeling (88) Features (88) Millennium (86) Street View (85) Landscape (84) Journey to the West (83) History and Culture (81) Jiangnan (74) Leisure (72) Paradise (66) People's Livelihood (66) Spring and Autumn (65) Protection (57) Prosperous (57)
	Famous People	5	596	Zhou Enlai (258) Wu Cheng'en (136) Qianlong (84) Han Xin (62) Wu Cheng'en's Former Residence (56)
Subtotal		49	6938	
Total		100	13024	

4.2 Analysis of High-Frequency Vocabulary of Network Text

In table 1, the number of high-frequency words belonging to tourism perception is the largest, 49 in total, accounting for 49%, followed by high-frequency words in tourism resources, with 39 in total, accounting for 39%. In terms of the total frequency, the tourism perception category is the highest, with 6938 times, accounting for 53.27%, followed by the high-frequency vocabulary of tourism resources, with 4840 times, accounting for 37.16%. The lack of high-frequency vocabulary in the tourism environment category indicates that the construction of the tourism environment still needs to be strengthened. The following three categories will be analyzed one by one.

5. Analysis of Three Main Categories of High-Frequency Vocabulary

5.1 Tourism Resources

a. The number and frequency of high-frequency words of human resources are 2.6 and 2.95 times that of natural resources, respectively, showing the good development and construction of the Huai'an section of the Grand Canal with human tourism resources as the mainstay.

b. The words related to the Grand Canal occupy the mainstream in the sub-category of natural resources. There are 7 related vocabularies, accounting for 70%, and the frequency is relatively high, which shows that the Huai'an section of the Grand Canal cultural belt has a deeper perception of tourists.

c. Among the sub-categories of natural resources, Huai'an has obvious advantages in natural resources. High-frequency words such as "Hongze Lake" and "Wetland" rank low or missing in other cities, especially Hongze Lake, which has become a shining business card for Huai'an tourism.

d. The Huai'an Grand Canal is rich in human resources. The parks are the most perceived by tourists, followed by ancient towns and museums. Among them, as a national historical and cultural town, Hexia Ancient Town has left a deep impression on tourists, but its water transportation culture and dock culture need to be further strengthened.

5.2 Tourism Activities

In the category of tourism activities, the food culture based on Huaiyang cuisine makes tourists feel more deeply, followed by entertainment and accommodation, and the perception of tourism activities such as transportation and shopping is relatively low, especially for water entertainment projects such as cruises.

5.3 Tourism Perception

Tourists have a deep perception of the historical and cultural features, architectural features, natural scenery, human stories, and the capital of the canal in the Huai'an section of the Grand Canal, but have a weak perception of Jiangnan and leisure features. It is worth noting that the unique experience of tourists basically overlaps with the unique tourism characteristics of Huai'an, such as Huaiyang food culture, Ming and Qing government office culture, water transport culture, etc.. This shows that as long as the local characteristics are fully explored, they can still get a place in the fierce competitive tourism market.

Huai'an's folk culture and celebrity culture have a greater radiation influence, especially modern celebrities, but there is still a large space for development of cultural resources of ancient celebrities such as Han Xin.

The city with the most bundled tours with Huai'an is Yangzhou, followed by Zhenjiang and other places.

6. Research Conclusions and Suggestions

The Huai'an section of the Jiangsu Grand Canal is rich in tourism resources. Both natural and human resources have Huai'an characteristics, and there is a huge potential for tourism development.

Tourists have the deepest perception of the characteristics of tourist destinations, which enlightens the cities of Jiangsu Grand Canal to fully tap their own unique tourism charms to form dislocation competition instead of repeated construction.

Scenic spots, scenic areas and buildings with rich historical and cultural heritage are still important factors that attract tourists.

Huai'an tourism resources have not yet fully tapped their value. The construction of cultural tourism resources such as Hexia Ancient Town, China Water Transport Museum, Hongze Lake Scenic Area, etc. is relatively complete. Its Huaiyang food culture, Ming and Qing government office culture, water transport culture and docks, the celebrity cultural resources is uneven, and further comprehensive utilization and coordination are still needed.

The Huai'an section of the Jiangsu Grand Canal needs to continue to promote the "tourism plus" industrial system. Tourism activity vocabulary is still dominated by a single tourism, but tourism and agriculture, manufacturing, cultural industry, sports and health care need further in-depth integration and development.

Huai'an Grand Canal tourism needs to continue to improve the tourism public service system, strengthen the provision of more comprehensive tourism service content for tourists' leisure vacations and self-driving travels, and increase the construction of entertainment and urban infrastructure.

Rural tourism in Huai'an is relatively weak. Tourists' perceptions are concentrated in the city, and they have not yet had a deep perception of small towns or rural tourism along the urban belt.

Acknowledgment

This research is supported by the 2020 Wuxi Association for Science and Technology Soft Project "Research on the Protection and Construction Path of Jiangsu Grand Canal Cultural Belt"(KX-20-C129), and the 2020 Jiangsu University Student Innovation and Entrepreneurship Training Program "The Research and Translation Practice of English Translation with Public Signs in Tourist Attractions of Jiangsu Grand Canal Cultural Belt" and the 2019 Jiangsu Province Cultural Research Project "Research on the Tourism Destination Image of Jiangsu Grand Canal Cultural Belt from the Perspective of Big Data"(19YB15).

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