

Tourists' Perception Evaluation of Red Tourism Attractions Based on Grounded Theory

Lin Xun^a, Yuan Xu^b

School of History, Culture and Tourism, Huaiyin Normal University, Huaian, China
^axunlin_shine@163.com, ^bclintock@163.com

Abstract: Tourists are the most direct perception of tourism products and the most authoritative consumer evaluators, their tourism perception will directly affect the decisions made by tourists, so from the perspective of tourists' perception to study the development of tourist places has important practical guidance significance. This paper takes microblog users' perceptual evaluation of H Memorial Hall as the research object, and uses the triple process of open coding, spindle coding and selective coding of rooting theory to systematically analyze the changes of tourists' physical and mental feelings during the whole tourism process, further enrich the content of tourist attractions, and provide theoretical reference for promoting the sustainable development and standardized management of H Memorial Hall.

Keywords: tourists' perception, Grounded theory, evaluation model

1. Introduction

Tourism is essentially an activity in which people go to a foreign place to seek a certain experience, and tourist satisfaction is the ultimate indicator of tourist experience, so it is important to study the problems faced by tourism development from the perspective of tourists for practical guidance^[1]. The virtual nature of the Internet makes the content posted by visitors on the platform more objective and realistic; therefore, the Internet provides an important data source for studying the perception evaluation of visitors to the red tourism attractions. This paper selects the content of microblog users' evaluation of H Memorial Hall for research exploration, aiming at constructing a theory related to visitors' perceptions from the perspective of visitors' perceptions using rooting theory. This research paradigm, on the one hand, can make up for the deficiencies in the current microscopic study of visitor perceptions, and at the same time has a groundbreaking role in the in-depth study of visitor perception evaluation of the red tourism attractions.

2. Literature Review

Tourist perception is the psychological process by which tourists acquire information about tourism images, tourism environmental conditions, etc. through their senses, and tourist perception constitutes the environment in which tourists act^[2]. experts' research on tourists' perceptions mainly focuses on tourism destination image perception, tourists' perceived value, tourists' perceptions of service quality, sense of crisis, sense of security and price perceptions of tourism destinations. Ekinici and Riley established a quality evaluation scale and compiled the main 6 dimensions through a literature review, but the results showed that only 3 dimensions, environmental quality, staff behaviors and attitudes in tourist places, and output quality, were valid^[3]. Dumana and Mattila discussed the influence of affective factors on boat tourists, and the study focused on the influence of perceived value of tourists, through which it was found that tour operators should create a sense of control for different types of guests, but this sense of control should be differentiated from the tourists' daily life environment so that they can get a relaxed and pleasant feeling^[4]. Mmopelwaa et al. used the CVM (contingent valuation method) to evaluate the WTP (willingness to pay) prior assumption management method of tourists, and then increased Botswana park entrance fees and camping fees, and the study found that there were also differences in price perceptions from different sources, and additionally found that price perceptions of exotic tourists were related to socio-economic variables but related to tourism expenditure, while local resident tourists have a consumption surplus; overseas tourists need to experience not only the local nature but also other corresponding services^[5]. In terms of tourists' perception of online texts, foreign scholar Soojin suggests that online reviews will influence people's evaluation and judgment of

destinations, and argues that it is necessary to study the formation of destination images based on online reviews^[6]. Douglas and Mills argue that the Internet has gradually influenced all aspects of people's lives and is one of the most important ways we can access information. Travel records on the Internet are an important way for tourists to convey the image of a destination, so extra attention should be paid to the content delivered by the Internet^[7]. Stepchenkova conducted a comparative study of tourism positioning and advertising in Russia for Russian and American websites and found that the same destination was positioned differently in terms of image for different markets^[8]. Similar to this finding, Choi studied the advertising image of Macau as a tourist destination on several tourist websites and found that each tourist website would provide targeted customers according to its own characteristics and in relation to the target clientele^[9]. Therefore, the image enhancement of the same destination on different websites will be different.

3. Study Design and Data Analysis

3.1 Research Design

The primary reason for the study to select the H Memorial Hall tourist attraction as the research object is that the H Memorial Hall was approved as a national 5A-level tourist attraction in October 2015. As the highest standard tourist attraction, it also represents the benchmark of tourism quality and fine scenic spots. In this paper, we selected the evaluation of H Memorial Hall by microblog users in the past five years as the source of research text, and finally chose 899 comments, and the collection of sample comments was arranged in reverse chronological order.

3.2 Data Analysis

3.2.1 Open Coding

The collected primary data were coded and labeled for open coding. By analyzing the initial concepts generated from these raw materials of H Memorial Hall visitors' evaluation, the cross-correlations existing between concepts are merged and clustered, and finally 15 initial categories are extracted: brand image, tourism preference, travel time, travel mode, information search, scenic spot entrance fee, visitor scale, tour time, history and culture, image display, scenic spot planning, supporting facilities, interpretation service, These 15 categories are the factors that deeply affect tourists' perception evaluation.

3.2.2 Spindle Coding

The Spindle coding is the second stage of the rooted theory research method, which finally summarizes the five main categories of "travel expectation", "travel behavior", "core tourism attraction", "supporting facilities and service experience", and "post-tour evaluation" of H Memorial Hall visitors' perception evaluation. The main categories of travel expectation are extracted from the initial category OC1-2, travel behavior from OC3-5, core tourism attraction from OC6-12, supporting facilities and service experience from OC13-14, and post-trip evaluation from the expectation difference.

3.2.3 Selective Coding

Selective coding is the core category selected after open-ended and spindle analysis, at this stage the category already has a clearer perception, and the main categories obtained have covered the necessary elements of visitor perception evaluation. This study thus constructs the five main categories of "travel expectation", "travel behavior", "tourism attraction experience", "supporting facilities and service experience" and "post-tour evaluation". " ", "post-trip evaluation" of the tourist perception evaluation model related to the H Memorial Hall tourist attraction.

4 Evaluation of Visitor Perception Factors

4.1 Evaluation of positive visitor perception factors

The satisfaction of visitors to the H Memorial Hall is influenced by "travel expectations - travel mode - travel behavior - experience of tourist attractions - experience of supporting facilities and services - post-tour evaluation ", these five dimensions, and fifteen specific factors. The quality of the scenic spot has been basically recognized by many visitors from the visitors' evaluation, and the positive perception factors mainly include: brand image, history and culture, and image display in three aspects.

4.1.1 Brand image

Visitors' textual descriptions of brand image perception factors were mentioned most frequently in the total sample size, ahead of other positive perception factors. On the one hand, the H Memorial Hall presents visitors with "beautiful scenery" and "a certain historical and cultural heritage" which makes visitors most impressed. For example, tourists wrote: "It is worth going to the place, the environment is great, very valuable and beautiful place, recommend everyone to visit the tour, to understand the past, there is really like its style, how can not go to H Memorial Hall." On the other hand, many tourists wrote: "It is a very good red tourism resort, serious patriotic education base!" "National 5A level scenic spot, national patriotism education base, red tourism mecca." This shows that H Memorial Hall is more of a red tourism destination and a base for patriotic education.

4.1.2 History and Culture

The second major factor in the formation of tourists' perception is the "historical and cultural" factor. With the upgrading of the level of demand for tourist experience, H Memorial Hall contains a rich history and culture, many tourists come to experience the hardships of the revolutionary era and appreciate the style of the old leaders. As a visitor commented, "The whole memorial building is solemn in shape, simple and elegant in form, with both traditional national style and modern architectural features." Other visitors said, "H's bedroom, office, activity room, a full range. The living room, all very ancient and fascinating. It reflects the ingenuity of the designer and expresses the wish of hundreds of millions of people to remember. If there is nothing to do, choosing to spend a pleasant afternoon at the H Memorial Hall is a good choice, not only to feel the cultural inculcation, but also to feel the historical heritage, worth a visit!" Every part of the H Memorial Hall reflects the profound historical significance.

4.1.3 Image display

The third major factor that affects the positive perception of visitors is the "video display". Visitors describe: "The sound and light illustrations tell the true story of H, and many old people come to pay tribute to the feeling that our descendants cannot feel, and feel that it is the best place to promote and learn the spirit of H." Through the video display to understand the life and deeds of H, many visitors said that this is a place that every teenager needs to visit, which helps to always remind the younger generation that today's life is not easy to come by. H Memorial Hall uses technology to display a richer and more complete picture of H's past and present life, strengthening visitors' admiration for the great man. The involvement of three positive emotional factors - brand image, history and culture, and image display - makes visitors intend to travel again and recommend their friends and relatives to visit.

4.2 Evaluation of tourists' negative perception factors

Compared to the positive perception factors, the shortcomings reflected in the visitor review data are more worthy of deeper investigation. Firstly, the tourists' information about the online reviews of H Memorial Hall was analyzed and summarized, and it was found that tourist attraction, supporting facilities and service experience were the two major categories of negative perception factors for tourists.

4.2.1 Tourism Attractors

Tourism attraction is the core of the formation of negative tourist perception factors, and traffic congestion due to peak tourist travel during holidays is one of the direct causes of negative factors. In May Day, National Day and other holidays, most tourists reflect the number of too many people lead to parking space tension, parking is too much effort, and ultimately make the quality of the tourist experience decline. It can be seen that the holiday rush trip depletes the guests' excitement of visiting, making the tourists complain of dissatisfaction and thus generate negative perceptions. Sincerely, as the tourists wrote: "The scenic spot is free, photos and pictures are quite a lot, physical objects can also be slightly less interesting. It is better to have more video materials. When local governments build 5A scenic spots, it is recommended that each important stage be added or changed to film and video, audio and video materials. This is much better than looking at photos. And the pavilion area will be many times larger. This will allow everyone to feel more deeply, if not improving 5A is just a slogan." Some visitors also said that some video with interaction would be better, which shows that the visitor participation experience still needs to be improved.

4.2.2 Supporting facilities and service experience

In the core category of "amenities and service experience," many tourists complain that traffic congestion and other problems cause tourist distress and also reduce the attractiveness of the attractions

themselves. Tourists reported that the scenic area support facilities are not good enough, so this is also an important influence on the formation of negative perception factors of tourists. Visitors reflected in the content of the review, "The guidance sign here is not very good, a little unclear, it feels like a park." Another visitor wrote: "There are too many cars and few parking spaces, it took a lot of effort to stop the car." This shows that the problem of traffic jam and confusion around the scenic spot must be solved. These comments are important to note when the scenic spot continues to be developed and operated. If we do this, we will avoid the problems of lack of market attractiveness and low tourism popularity.

5. Conclusion

This paper conducts research by surrounding the core problem of "tourist perception evaluation model", analyzes tourist comments on Weibo by using root theory, construct 5 main categories of "travel expectation", "travel action", "tourism attraction experience", "supporting facilities and service experience" and "comments after tourism" through triple coding of open type, spindle type and selective type. It is found that the tourism attraction experience and supporting facilities and service experience are the core elements that affect tourists' perception. It is concluded from the evaluation given by the customers that the scenery image of the memorial hall has been basically recognized by the majority of tourists, and the negative perception factors mainly concentrates in the congestion of scenery areas in holiday and lack of individualized services for tourists. After the tourists complete the travel activities, a contrast between travel expectation and real travel experience is conducted, and then add a comparison of the emotional experience of the tourists themselves with their expectations, an expectation difference is produced and then specific behavioral tendency is adopted to influence the travel expectation next time, so the scenic area should objectively perceive the perceptive difference of tourists before and after the travel, and conduct different propaganda and promotion for the scenic area. Firstly, the management personnel of the scenic area should actively make good use of the internet platform, do the propaganda service work of the scenic area well, improve the cognition of tourists to the cultural connotation of the scenic area, at the same time, attach importance to the negative comments proposed by tourists, and actively seek for solutions. Secondly, in the aspect of transportation, a traffic congestion plan should be made in advance, cooperate with the traffic police to guide the tourists to park nearby. As for the aspect of individualized service, make good use of the resources of the scenic area, use various intelligent technology to improve deep experience and immersion sense of tourists, strengthen the experience value of the tourists to the scenic area.

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