

# Research on Brand Promotion Path of “Friendly Shandong” Based on Text Analysis

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**Abstract:** Taking the “Friendly Shandong” brand in Shandong Province as the research object, and the travel notes in Ctrip website as the analysis sample, information mining technology was used to collect travel notes texts in websites, and ROST CM6 software was used to analyze the collected texts, so as to summarize the perception of tourists for Shandong tourism destination image, sort out the problems existing in the process of “Friendly Shandong” brand promotion, put forward corresponding optimization paths, activates Shandong regional tourism brands and promotes the upgrading of tourism services.

**Keywords:** Friendly Shandong, Text analysis, Promotion path

## 1. Introduction

In March 2018, the State Council issued the Guiding Opinions of the General Office of the State Council on Promoting the Development of All-for-one Tourism, which provided directional guidance for the development of all-for-one tourism. Among them, “implementing brand strategy” is mentioned in the sixth point of implementing systematic marketing and shaping brand image, focusing on shaping the image of tourism destination with distinctive characteristics, creating tourism destination brands with prominent themes, wide dissemination and high social recognition, establishing a multi-level and whole industry chain brand system, and enhancing the influence of various tourism brands in the region.

In 2007, Shandong Province put forward the brand development strategy and creatively launched the “Friendly Shandong” tourism brand. In 2013, Shandong Tourism Bureau proposed to launch ten characteristic cultural tourism destination brands with the “Friendly Shandong” tourism brand as the core, aiming at shaping the destination brand with Shandong characteristics and promoting the development of all-for-one tourism<sup>[1]</sup>. After nearly ten years of practice and careful cultivation, Shandong Tourism has constructed a provincial tourism service brand system with “Friendly Shandong” as its core. However, the vitality of any brand is cyclical. After more than ten years of competitive competition in Shandong tourism, the traditional tourism brand marketing model began to show signs of periodic decline, and problems such as single format, aging routes and insufficient new products to meet tourists' leisure and holiday needs gradually became prominent. It is urgent to activate regional tourism brands and promote the upgrading of tourism services.

## 2. Research content

### 2.1 Research object

This paper takes Shandong “Friendly Shandong” brand as the research object, analyzes the development status of this brand in Shandong Province, and makes a preliminary discussion on how to build “Friendly Shandong” brand.

### 2.2 Research Methodology

In this paper, the online travel notes of Shandong Province from 2017 to September 2021 are selected as the analysis object, and the Shandong travel notes in Ctrip website are mined by using the information mining technology of descendant collector. Put the mined travel notes into a text file. Word segmentation, emotion analysis and social network semantic analysis are carried out by using ROST CM6.0 software.

Use Python to get high-frequency vocabulary.

Secondly, the text is processed by data, and meaningless words, punctuation marks and emoticons in travel notes are deleted, and synonyms are replaced. For example, replace "scenery" with "scenery" and "travel" with "tourism" in the excavated text to ensure the reliability and authenticity of the text, and finally get 3336 travel notes.

### 3. Results and analysis

#### 3.1 Tourism Experience and High Frequency Vocabulary Analysis

ROST CM6.0 was used to analyze the online text of Shandong Travel Notes obtained from Ctrip. First, the text is segmented. Because the software lexicon lacks some professional words, the lexicon is supplemented repeatedly to obtain the real and effective information of tourists' travel notes. Secondly, the word frequency of word segmentation statistics, because the number of travel notes is too much, so Python is selected for word frequency analysis. Generally speaking, the frequency of a word shows the importance of the word, and the higher the frequency, the more important it is. In order to get effective results, according to the data obtained for the first time, the text was corrected, synonyms were replaced, and related words, punctuation marks and meaningless words with advertising nature and non-scenic spots in Shandong Province were deleted. Repeat this until the top 40 high-frequency words are accurately obtained. The results are shown in the top 40 high-frequency words (top 40) in Travel Notes in Table 1, in which the first word is "scenic spot", followed by "Qingdao", "ocean", "experience" and "opportunity". As shown in the results in Table 1, Qingdao, Jinan, Mount Tai in Tai'an, Yantai, Taierzhuang in Zaozhuang and Weihai are the places where tourists choose more to travel in Shandong Province. Tourists pay more attention to personal experience and cultural inheritance in the process of tourism.

Table 1 Top 40 High Frequency Words in Travel Notes

No.	High frequency word	Keyword Frequency	No.	High frequency word	Keyword Frequency
1	Scenic area	28305	21	useum	3768
2	Qingdao	16673	22	Traffic	3200
3	Oceans	11782	23	Like	2915
4	Experience	11603	24	Fisherman	2881
5	Timing	10433	25	Laoshan Mountain	2865
6	Hotel	7303	26	Ancient city	2862
7	Position	6845	27	Tickets	2826
8	Gourmet food	6169	28	Friend	2809
9	Graceful	6104	29	Children	2692
10	Characteristic	5601	30	Yantai	2669
11	Jinan	5156	31	Mount Meng	2643
12	Architecture	5057	32	Beer	2521
13	Culture	4905	33	Homogenization	2520
14	China	4903	34	Taierzhuang	2502
15	Mount Tai	4726	35	Species	2472
16	Oneself	4451	36	Nature	2414
17	City	4164	37	Weihai	2190
18	Tourists	3970	38	Recommend	2096
19	History	3812	39	Price	2007
20	Landscape	3769	40	Confucius	2001

#### 3.2 Emotional analysis of travel notes

ROST CM6.0 was used for emotion analysis. The results of emotional analysis can clearly reflect the

emotions of tourists and reflect the quality of tourist experience. Tourists' emotional evaluation of tourist destination is based on the on-the-spot contact with tourist landscape, tourist environment, catering, accommodation, transportation, shopping and safety during the whole tour process. The psychological activities of tourists can be sorted out based on network text to reflect the emotional cognition of tourists. The analysis results are shown in Figures 1 and 2. From Figure 2, we can see the specific distribution of tourists' emotions, in which positive emotions account for 50.38%, neutral emotions account for 1.34%, and negative emotions account for 48.72%. From this, we can see that negative emotions account for a large proportion, which shows that there are some problems in the process of tourists traveling in Shandong, which reduce customers' positive emotions and affect tourism experience. We should find these problems and solve them. The reasons for tourists' negative emotions are shown in Table 2. Among them, the limited number of vehicles, steep tourist roads, weather conditions, insufficient innovation ability of scenic spots, staff attitude, scenic spot charges, etc. are the main reasons that cause tourists' negative emotions. We should put forward corresponding strategies to solve these problems, so that tourists can form a good tourism perception and establish a good tourism image for scenic spots.

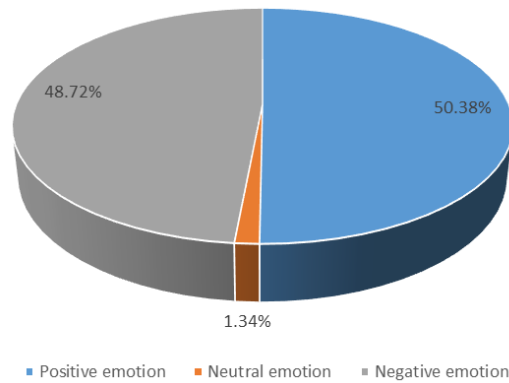


Figure 1 Emotional analysis

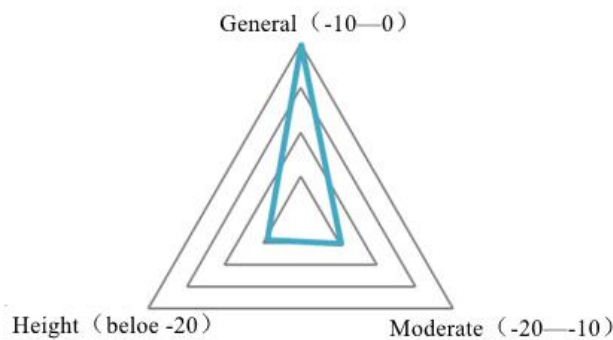


Figure 2 Negative emotion intensity statistics

Table 2 Causes of tourists' negative emotions

No.	Score	Reason
1	-25	The number limit of foreign cars was controlled and the travel plan was forced to be cancelled
2	-24.7	For some tourist areas, the roads are steep and the journey takes a long time
3	-22	The travel weather is bad, the travel time is wrong, leaving regrets
4	-21	The travel process is slow, there is no freshness, and the innovation ability of scenic spots is insufficient
5	-20	The service attitude of scenic spot personnel is not good
6	-14.2	Repeated charges in scenic spots
7	-11.4	Affected by the epidemic, the scenic spot is down and out with few tourists
8	-9.5	The explanation of the names of some scenic spots makes people feel fooled
9	-5.8	Traffic inconvenience
10	-1.2	Not interested in some scenic spots, not interesting

### 3.3 Image Analysis of Tourism Destination

(1) Tourism Resources Shandong Province is rich in tourism resources and has a wide variety, among

which natural tourism resources account for a large proportion. From the high-frequency words, we can see that ocean, Mount Tai, Laoshan Mountain and Mengshan Mountain appear frequently, among which Taierzhuang Ancient City, ancient city of Qingzhou, Qufu Sankong and Museum are also popular cultural tourism resources. Many urban areas in Shandong Province are close to the seaside, such as Qingdao, Yantai, Rizhao and other places, which are rich in marine tourism resources, among which seafood is mentioned more by tourists in their travel notes. Mount Tai is known as the first of the Five Mountains, and its natural tourism resources are extremely rich in cultural tourism resources. People's positive tourism perception of Mount Tai is majestic, beautiful scenery and profound historical and cultural heritage. Of course, there are also some negative perceptions such as toilet problems and expensive goods in scenic spots. The most attractive thing about Laoshan Mountain is its natural landscape, which has the reputation of "the first mountain in the world". The mountains and seas are integrated, and the scenery is beautiful, which makes people relax physically and mentally<sup>[2]</sup>. Tsingtao beer and seafood appear frequently, and tourists are full of praise for them. Generally speaking, Shandong Province is rich in tourism resources, and tourists have high praise.

(2) Tourist traffic Traffic is a common concern of tourists. Positive perceptions of traffic include convenience and smooth traffic, while negative perceptions include steep roads, inconvenient traffic and congestion. The tourist "keaia" commented as follows: The transportation is convenient, and the terminal of Metro Line 3 is inside the railway station. It's about an hour to the city center. The waiting hall in the station is clean and there are many seats. Ticket checking is quick. The tourist "Hello 168" commented that it is convenient to travel and the location is quite close, that is, it is easy to block in and out. Tourists' evaluation of traffic can truly reflect the tourism traffic situation in Shandong Province. We should improve the problems.

(3) Tourism services and tourism environment There is less mention of tourism services in travel notes, because most tourists choose to travel by themselves. Tourists have a negative perception of the reasons, which mentioned more to make the service attitude of the staff in scenic spots, repeated charges in scenic spots and other issues. There are many positive perceptions of tourists in view of the tourism environment, and the air in the scenic spot is fresh, and the scenery is beautiful, majestic and comfortable. Shandong Province has a temperate monsoon climate, with an annual average temperature of 13 °C, which is suitable. Among them, the negative perception is the regret caused by the weather, and the rainy days in June and July are not conducive to travel<sup>[3]</sup>.

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#### **4. Path analysis of promoting Friendly Shandong brand**

##### ***4.1 Fully tap tourism resources and integrate cultural connotations***

(1) Carry out colorful activities and traditional festival celebrations, such as Spring Festival, Mongolian "Nadam" Conference, Hui "Corban Festival" and others; in the development of modern tourism, modern life content and customs are injected into festivals, such as various art festivals and tourism festivals. Famous festivals in Weifang include China (Shouguang) International Vegetable Science and Technology Expo, Changyi Green Expo, Weifang International Kite Club, China (Changle) International Gem Festival, Tai'an Taishan International Mountaineering Festival, etc. <sup>[4]</sup>. Excavate history and culture, carry out performing arts activities, etc. Festival activities can best reflect a true local conditions and customs. Pay attention to tourists' experience, let tourists participate in these activities, and truly experience local culture.

(2) Create tourist souvenirs, Shandong, as the birthplace of Qilu culture, has profound cultural heritage. Souvenirs are integrated with regional cultural elements, and local culture is integrated into costumes, specialties and objects. For example, Guizhou's distinctive clay masks are deeply loved by the public. Secondly, in the sales mode, regional characteristics are highlighted, and the production process display and tourists' participation are well displayed to tourists, from which they can feel the local regional culture. Finally, high-tech means can be combined to publicize tourist souvenirs to highlight regional culture <sup>[5]</sup>.

(3) Build a cultural brand, Shandong is the birthplace of Confucian culture with profound history and culture, so we should build cultural tourism as the main line, so that cultural tourism, accommodation and catering complement each other. At present, the cultural tourism routes include Confucius' tour of Qilu, one mountain, one water and one saint. We should continue to plan the construction of Chinese cultural symbol city, plan influential forums and activities, and provide a carrier for making Confucius culture bigger and stronger <sup>[6]</sup>.

Develop red tourism, and form red tourism routes with Linyi red tourism and Zaozhuang Taierzhuang, Rizhao, Qingdao, Jinan and Laiwu. Launch similar red boutique dramas such as "The Great River Opens Ling" and tell red stories well. Establish stage art projects and show them to the public through deduction. Carry out research trips and learn the red culture of Hejing Province during the trips. Qingdao, Yantai, Weihai and Rizhao should be taken as the main bodies, the coastal modern cultural tourism brand should be built, and the northern holiday tourism center urban agglomeration should be built with sea tourism, island vacation and seaside entertainment and leisure as the main bodies <sup>[7]</sup>. Excavate Taishan culture and Sankong culture, understand history, and show the charm of human resources in colorful forms such as calligraphy, stories and performances.

(4) Integrate Shandong culture in all directions, and integrate cultural elements in food, accommodation, travel, entertainment, etc., such as theme hotels, embody cultural characteristics in accommodation, and theme homestays experience local customs. Play some small videos of Shandong culture on the travel bus, so that every link has Shandong cultural characteristics. Develop smart tourism, aim at Shandong's characteristic tourist areas and products, use VR tourism technology, build a dynamic museum, show it to potential tourism through the Internet, and use new media that modern people like, such as Vibrato, Aauto Quicker and Weibo, to publicize, breaking the original propaganda methods. Attract potential tourists and improve the popularity of "Friendly Shandong" brand.

##### ***4.2 Improve tourist traffic conditions***

Tourism traffic is a traffic construction activity to improve the accessibility of tourism destinations. Usually refers to the tourist essential facilities that meet the traffic needs of tourists in tourist destinations, including tourist aviation facilities, tourist highway facilities, tourist railway facilities, tourist water transport facilities, tourist ropeways and so on. The convenience and comfort of transportation is an

important part of tourism destination perception. To strengthen the transportation facilities in tourist areas.

(1) Introduce special tourist trains, and add places such as entertainment, rest and shopping at passenger transport hubs to reduce tourists' anxiety. Strengthen the construction of tourism landscape beside traffic roads and realize the integration of tourism traffic and tourism landscape. Publish the information of each road section in time, so that tourists can accurately grasp the road conditions and make tourism decisions.

(2) Strengthen the construction of rural tourist roads and roads in remote tourist areas, and rationally plan routes. Pay attention to the construction of public transportation, rationally plan parking lots, pay attention to the operation of rural public transportation, strengthen the efficient connection of different types of public transportation, create a comfortable and convenient rural tourism bus system, and pay attention to the cooperation between villages<sup>[8]</sup>.

(3) Pay attention to the connection between scenic spots and various transportation hubs, and strengthen the construction of high-speed rail, aviation and buses. Improve the coordination degree of traffic inside and outside the scenic spot under the effect of "time and space compression" of rapid transportation mode; At the same time, "slow travel" facilities are set up in combination with factors such as scenic spot style types, and the construction of tourism and leisure roads leading to natural scenic spots is mainly supported to realize "fast travel and slow travel"<sup>[9]</sup>.

#### ***4.3 Strengthen the management of tourism service personnel and improve the service quality***

(1) Conduct regular assessment and training for employees, the working attitude of tourism service personnel affects tourists' tourism experience to a certain extent, Strengthen the training of service personnel, strengthen the training of employees' service attitude and skills, and carry out regular training and assessment. Tourism service personnel should hold certificates, cultivate employees' sense of responsibility and service attitude, pay attention to details, and have a friendly and friendly service attitude, so that tourists can feel the enthusiasm of Friendly Shandong people and establish a brand image. Improve the reward mechanism, and the complaint rate of employees is linked to the bonus.

(2) Establish a tourism service platform, including an information feedback and complaint center, and also establish a website and WeChat official account, where tourists can leave messages and comments. In the era of big data, these messages and comments are mined by using the Internet, and tourists' feedback and complaints are paid attention to, which should be handled in a timely and reasonable manner. Understand the needs of target customers, find out the problems and improve the service quality.

(3) Establish and improve the tourism service supervision system, through the above analysis, tourists respond to poor service attitude and improve service quality, it is necessary to strengthen the supervision of service personnel. The government has issued corresponding laws and regulations to standardize the behavior of service personnel. The Tourism Bureau can open up corresponding message columns, so that tourists can evaluate various factors such as the service quality of various tourist attractions, the service level of surrounding commercial spots and the price of tourist attractions, while government departments can grab relevant data from the background to form a basis for urging enterprises to rectify<sup>[10]</sup>.

#### ***4.4 Improve the tourism environment and follow the principle of sustainable development***

(1) The rapid development of tourism has brought some negative impacts on tourism environment and ecosystem. To deal with these problems well, we should follow the principle of sustainable development. Improve laws, regulations and policies, and strengthen the comprehensive improvement of tourism environment. Take measures to solve the problems of tourism garbage and tourism noise and protect the environment. Resources development should also conform to the principle of sustainable development, change the mode of tourism development, and strengthen the integration of tourism and other industries. Development of "low-carbon tourism" can develop environmental protection tourism such as bicycle self-travel. The government can formulate corresponding laws and regulations with the theme of "low-carbon tourism", publicize environmental protection tourism for residents of tourist destinations, and set up warning signs with obvious signs inside scenic spots.

(2) Strengthen the ecological environment management of scenic spots, implement reservation service in scenic spots, and control the tourism in scenic spots within the environmental capacity. Publish the tourism information of scenic spots on the website in time, so that tourists can know the dynamics of scenic spots in time, and the hotel can reasonably control beds to avoid ecological damage caused by too many tourists. Scenic spots are closed for maintenance regularly. For example, the Palace Museum is

closed on Mondays all year round.

(3) Improve the overall environment of the scenic spot, improve the internal infrastructure construction of the scenic spot, such as rest seats, parking lots and other facilities and equipment, and regularly repair the internal roads of the scenic spot. Pay attention to the sanitary condition of scenic spots, and set some warnings in scenic spots. WIFI can be covered in scenic spots, and surfing the Internet is an essential part of modern people.

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