

Research on Tourist Perception and Quality Improvement of Dali B&B: Based on Network Text Analysis

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Abstract: Studying the high-quality development of B&B based on the perspective of tourist experience is an important way to fit the development of high-quality tourism B&B and meet the market demand. Taking Dali Homestay gathering area as the research object, we collect the comments of tourists on Ctrip travel website, use Octoparse 8.0 web crawler software to obtain a large number of online comment text, and use ROST-CM6 software and content analysis method to explore the tourists' experience and perception of Dali B&B. The results show that the tourists mainly focus on high frequency words and around the perception of the semantic network are "room" and "host" and "clean" and "enthusiasm", that visitors to the B&B facility itself hardware facilities and software services, its feelings focus on the basic accommodation function of B&B facility, no special perception of local culture characteristics. Tourists' overall perception and experience of Dali B&B is good, and the negative emotions are mainly reflected in the imperfect infrastructure of B&B, inadequate service, excessive commercialization tendency and weak product experience of B&B. Therefore, the need to further improve the B&B facility infrastructure to improve the level of hardware, provide personalized service to ensure service quality, the introduction of relevant professionals to improve the management level, strengthen the supervision and management of B&B facility market to promote the healthy development, make tourists get better perception experience, guarantee the high quality of Dali B&B facility industry development.

Keywords: dali homestay; tourist perception; network text analysis; high-quality development

1. Introduction

Under the dual background of experience economy and rural revitalization, rural tourism has become a new business form. Tourists' demand for the tourist accommodation is becoming more and more diversified and personalized, prompting the emergence of ^[1] as a new form of accommodation. B&B has a unique reality and nature, which leads tourists to enjoy the local scenery, but also brings a warm feeling of home to tourists. These characteristics have been loved by many tourists, and B&B has gradually become the new situation of rural tourism ^[2-3]. In addition to effectively promoting the transformation and development of rural tourism, B&B also plays an important role in driving local economic growth, protecting local culture, and stimulating the ecological and environmental responsibility of tourists ^[1]. Although the B&B industry has mushroomed in recent years, there are many problems in this process, such as low management level, lack of scientific planning in construction, single service, unclear characteristic culture, mixed market and other ^[1,3]. As a powerful assistant to promote rural revitalization, B&B promotes the high-quality development of B&B industry in the background that rural tourism has entered the stage of high-quality development and the era of experience economy.

Tourists are the main body of the tourism process, and play an important role in the transformation and upgrading of tourism and the improvement of quality and efficiency. Therefore, studying the high-quality development of B&B based on the perspective of tourist experience is an important way to fit the development of high-quality tourism B&B and meet the market demand. Through offline research, it is found that with the rapid development of Dali B&B gathering area, problems such as homogenization and non-standard management of B&B begin to be exposed. Tourists' experience and perception of Dali B&B have also gradually changed, which has profoundly affected the development of Dali B&B ^[4]. Therefore, this paper through the network text analysis of Dali B&B facility visitors

experience perception depth research, further explore the problems existing in the high quality development of B&B facility, put forward the corresponding tourism B&B facility development strategy, to promote the development of Dali B&B the facility industry high quality, but also for the sustainable development of other B&B facility clusters provide reference and reference.

2. Literature review

As an upgrade product of farmhouse music, B&B is widely sought after because it can make tourists feel the rural scenery, local culture and the warmth of home to a certain extent. In recent years, the development of B&B industry has attracted wide attention from the academic research community. In terms of the development process of B&B, foreign B&B has developed relatively early and has entered a stage of stable promotion. Although the development of domestic B&B is late but fast, at the same time the problem is more prominent, is currently in the integration transition^[1]. The development of foreign B&B has experienced the budding period of non-commercial B&B hotel, traditional family hotel, modern B&B hotel and rapid development of B&B; the development of Chinese B&B has experienced the stage of germination, start, initial development and integration transformation^[2]. In terms of the development countermeasures of B&B, Tao Weirong^[5] summarized the development characteristics of rural B&B in Hunan, and put forward suggestions to strengthen cultural creation and innovation, and promote the high-quality development of B&B by promoting characteristics and industrial integration. However, with the rapid development of B&B, its theoretical research is insufficient, which lags far behind the practical development of B&B industry. In terms of the development of B&B, many problems such as lack of management, homogeneous products, imperfect facilities, unclear characteristics, and chaotic spatial layout^[1-6] are exposed, which seriously affect the high-quality development of B&B. In terms of development models, "B&B + natural ecology", "B&B + healthy retirement" and "B&B + tea culture" development paths have been actively explored^[7-8].

Tourist experience and perception is related to the sustainable development of B&B^[4]. In recent years, the tourist perception has attracted the attention of many scholars, such as Ren Lina et al.^[9] on the importance and satisfaction of perceived value of Wuhan B&B customers.^[10] Such as Peng Difei study the relationship of B&B tourists and the influence of perceived value and satisfaction from the perspective of guest interaction. Jiang Qiao et al.^[11] studied the perception of B&B tourists in Xuzhou city and analyzed the needs of B&B resident tourists in Xuzhou through the network text data of tourists. Tong Jing et al.^[12] analyzed the perceptual attributes and characteristics of Dalian B&B guest experience through the network text comments of Airbnb and other three websites. In terms of service quality of B&B is also a current research hotspot. Lu Chunying et al.^[13] collected online comment information of rural B&B in Jiangsu province and built an evaluation system of rural B&B service quality. Lin Yubin et al.^[14] took the theme of mountain tea culture in Wuyi Mountain as an example to analyze the influencing factors of the theme B&B service.

On the one hand, the existing studies mostly discuss the image perception and service quality improvement of tourist destination tourists through the questionnaire survey and network text analysis, which provides a theoretical basis for this study. On the other hand, the research based on tourists' perception of the image of scenic spots is relatively mature, but there are few studies on the perception of B&B experience. In addition, the development of Dali B&B has market chaos, fuzzy positioning and host and guest contradictions need to be further analyzed. Therefore, this paper on the basis of the existing research results, with the help of ROST-CM6 software to obtain the network comment text analysis, select China's most mature B&B area —— Dali as a research area, from the perspective of tourist experience perception of the development of Dali B&B facility and its existing problems, and for the high quality of B&B facility and sustainable development.

3. Research design

3.1. Overview of Dali B&B gathering area

Dali City is located in the west of Yunnan Province. It is a famous tourist city in China, one of the first national all-region tourism demonstration areas, a national historical and cultural city, and one of the first top ten charming cities in China. The unique tourism resources, beautiful natural scenery, long history and culture, and characteristic ethnic customs make Dali become a tourist destination chosen by many tourists at home and abroad, and also drive the development of Dali's B&B industry. Since 2015, Dali B&B has grown explosively, and it has grown into the largest B&B group in China within five

years. According to statistics from Ctrip's official website, as of April 2023, there were 157,902 B&B rooms in Yunnan, of which there were 35,463 B&B rooms in Dali, accounting for 22.46%, making it the city with the largest number of B&B rooms in Yunnan. From the perspective of the geographical location distribution of Dali B&B, due to its beautiful environment and convenient scenic spots, it mainly presents dot aggregation and belt agglomeration distribution in the area around Erhai Lake. From the perspective of the characteristics of B&B itself, Dali has the ethnic characteristics, culture, diversity and integration, mainly bai culture, with other Hui and Tibetan characteristics, and many tourists at home and abroad, and some architectural styles have the characteristics of the integration of Chinese and Western.

3.2. The ROST-CM6 analysis method

With the deep integration of Internet + tourism, using the network text for tourism research has become a new tool for research. ROST-CM6 (ROST Content Mining 6) is one of the software commonly used to analyze and measure the tourism image. Its specific function is to transform the text content into quantitative data, and realize the unified combination of qualitative and quantitative with the help of software analysis. With the help of content analysis method, the text data is classified and quantified, and certain tools and algorithms are used to count and analyze the vocabulary and sentences in the text data, and finally we can find the meaning, emotion and relevance expressed by the text content. Tourists' comments on B&B and its related products after accommodation can truly reflect tourists' experience perception and consumption preferences. This paper to tourists in the Yunnan Dali B&B experience after the network travel, comments for the research content, first use the octopus collector 8.0 crawler software in ctrip website to obtain a large number of network comment text, and then use ROST-CM6 software to obtain the network comment text for high frequency vocabulary analysis, the emotion analysis and the semantic network analysis, such as analysis, finally improve the development of B&B strategy.

3.3. Data source and processing

3.3.1. Data sources

Network text has the characteristics of validity, authenticity and universality, and has the advantage that cannot be compared. This paper selects ctrip travel website to capture tourists' image perception of Dali B&B. First, search "Dali" on the travel website, and then search the keyword "B&B". Grab all the comment text in the user comment section. In order to ensure the quality of the text data, the selection period is from January 1, 2022 to March 1, 2023, with a total of 128 B&BS in Dali climbing. Through the screening, a total of 17,569 comments were obtained, and the octopus 8.0 crawler software was used to capture the effective comments, excluding the tourism advertisements, lyrical comments and invalid and repeated comments unrelated to Dali, Dali and Lijiang, Yunnan. Finally, the final cleaning data included 14,399 comments, totaling 971,759 words.

3.3.2. Data processing

With the help of ROST-CM6 software, the valid comments after grasping are processed. To facilitate word segmentation, remove English, Korean, Japanese, spaces, and duplicate statements from the comment text. The analysis steps are mainly as follows. First, the functions of "word segmentation" and "word frequency analysis (Chinese)" are used to analyze and generate high frequency word lists, so as to obtain high frequency feature words and their frequency with practical significance. Then through the "emotional analysis", to understand the emotional tendency of tourists for Dali B&B. Finally, the function of "social network and semantic network analysis" is used to obtain the semantic network map, to understand the correlation between various words, so as to better understand the development status and existing problems of Dali B&B, so as to provide countermeasures for improving the quality of B&B and improving the intention of tourists' B&B behavior.

4. Interpretation of result

4.1. High frequency vocabulary analysis

The network comment sample was imported into ROST-CM6 software to analyze the word frequency of the text after the segmentation. Due to the huge length of the high-frequency vocabulary, the meaningless high-frequency words were the top 198 highest frequency words in the comments of

Dali. Generally speaking, the words that tourists mention repeatedly in their comments are the more prominent part of their perceptions of the image of the tourist destination. Through the analysis of the first 198 high-frequency words about Dali B&B, we can see that the comments of the guests are mainly nouns, adjectives or adverbs and verbs.

The most mentioned word in the noun is the word "room", Secondly, "host", "hotel" and "B&B" indicate that tourists pay the most attention to the hardware facilities and software services of B&B when choosing the accommodation mode; The words of "Dali", "Erhai Lake", "ancient city", "Cangshan Mountain" and other scenic spots explain the distribution characteristics of Dali B&B and the surrounding environment, as well as the attraction of these natural scenery and ancient city culture to tourists; "Breakfast", "hygiene", "environment", "facilities", "housekeeper", "luggage", "sound insulation", "toilet" and "bathtub" shows that the guests for the comfortable environment and quality service demand; "Seaview", "sunrise", "small courtyard" and "style" indicate that the guests consider the B&B style design and theme culture; "The feeling of home", "temperature" and "human feelings" explain the emotional cognition of the guests to B&B and the emotional experience of B&B; Reflect the object of travel and accommodation together are "friends", "family", "lovers" and "parent-child"; High-frequency words reflecting traffic conditions include "location", "distance", "traffic", "parking lot" and "high-speed railway station"; "Cost performance" shows the sensitivity of guests to B&B price, Especially in the peak season, if the price of B&B rises too high, it will make tourists feel that the facilities and services of B&B cannot match the cost spent, it will reduce the satisfaction degree and re-occupancy rate of the guests.

The adjectives "clean", "great", "enthusiastic", "satisfied" and "excellent" fully reflect the positive feedback of the guests to Dali B&B, indicating that the guests have a good experience of Dali B&B and a high degree of satisfaction. The words "come back next time" and "worthy of recommendation" are used to express their willingness to re-stay and recommend the homestay several times. In terms of mood feeling, the high-frequency words "comfortable", "warm", "happy", "pleasant" and "friendly" indicate that tourists have a good emotional experience; In terms of B&B infrastructure, "clean", "neat", "convenient" and "delicious" are the most rated by tourists, mainly reflected in the aspects of transportation, accommodation and catering.

The word "service" in the verb is the importance and perception of B&B accommodation services, most of the residents think that the Dali B&B service is good, feel considerate to the service of Dali B&B, please oneself; The high-frequency words "parking", "going out" and "travel" indicate that the preferred location of B&B when choosing B&B, guests want parking and a more accessible B&B, it also reflects that Dali travel and transportation is not very convenient, therefore, in the rapid development of B&B, the increase of additional services is the key issue to attract the passenger flow and improve the service of B&B; The word "drive" means that most tourists choose to drive by themselves; "Chat", "have tea", "enjoy", "rest" and "vacation" show that the motives of tourists to stay in Dali are mostly for leisure and relaxation. Therefore, how to use its own essential characteristics to help people relieve pressure, relax their body and mind, and develop immersive and personalized leisure activities are also the issues that need to be focused on in the redevelopment of B&B.

4.2. Sentiment analysis

Table 1: Results of the emotional analysis of tourists

analytic result	Internet Visitor Reviews	
	Number of texts / bars	proportion /%
Positive mood	14685	89.35%
Neutral mood	46	0.28%
Negative emotions	1704	10.37%

Emotional analysis as one of the most commonly used research methods, the subjective words of statistics, sorting, analysis, finally divided into positive, neutral and negative three kinds of emotional analysis, emotional analysis can more intuitively reflect the emotional perception of B&B facility products, based on this, this paper using ROST-CM6 emotional analysis function of Dali B&B guest related network review text analysis, the emotional analysis results are shown in the above table 1.

In the sentiment analysis results, positive emotions accounted for the highest proportion of 89.35%, followed by negative emotions, accounting for 10.37%, and finally, neutral emotions, accounting for 0.28%. In segmented statistics of positive emotions, generally positive emotions accounted for 14.49%, moderate positive emotions accounted for 16.32%, highly positive emotions accounted for 58.54%, highly positive emotions accounted for the highest, followed by moderate positive mood, this shows,

Dali B&B guest in its feeling is good, but on the other hand that the characteristics of B&B facility services and infrastructure and certain space to improve. Through further analysis of the online review text, we can see that the positive emotions are mainly reflected in the room, cleanliness, host, location and enthusiasm. It can be seen that most residents have a positive perception of the accommodation experience of Dali B&B and have a high degree of recognition of B&B. Such residents give positive comments on Dali B&B, and their tendency and willingness to live in the B&B will be enhanced in the future. In the segmented statistics of negative emotions, general negative emotions accounted for 1.28%, moderate negative emotions accounted for 0.41%, and highly negative emotions accounted for 0.23%. Through the analysis of the network comment text can be found that negative emotions mainly reflected in the B&B facility accommodation, remote location and transportation is not convenient, etc., which also have a guest reflect "not clean, sound insulation is very poor, pictures and physical", it also from the side reflects the B&B facility in basic services and room infrastructure, B&B facility propaganda and authenticity. Therefore, Dali B&B also needs to provide high-quality facilities and services.

4.3. Semantic network analysis

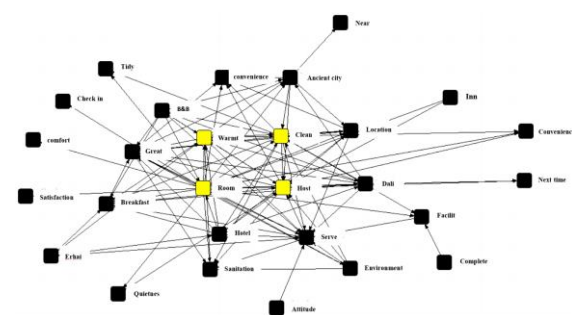


Figure 1: The result of Dali homestay semantic network

Semantic network analysis can be used to intuitively express the interrelationship between complex entries. ROST-CM visualization tool is used to generate the semantic network map by using the filtered guest high-frequency words. Through the semantic network map, the interrelationship between the high-frequency words of Dali B&B guests can be roughly obtained. In the semantic network diagram of the network comment text, the density of line pointing between the perceived objects indicates the co-occurrence frequency between the two. The more dense the pointing, the higher the co-occurrence frequency, and the stronger the correlation between the two in the perception of the tourist. The result of Dali homestay semantic network is shown in Figure 1.

You can see from the figure Dali B&B network comments overall scattered local network structure, to "room" the "host" "clean" "enthusiasm" "good" "position" "service" and other words as the center, to spread around, scattered around " B&B facility " " Dali " " ancient city ", " hotel " " health " order center vocabulary, and " in " " close " " " super " " attitude " one-way connection. The sub-central word and the central word are interrelated and influential, indicating that the choice of the word with the central word is the interpretation of the central word and an important factor for the residents to choose Dali. Through the analysis of the entries, it shows that consumers' overall perception of Dali B&B is still good, providing clean, hygienic, warm and intimate service, which is suitable for leisure and worth a stay.

5. Conclusion and recommend

5.1. Conclusion

Taking Dali B&B as the research object, this paper uses ROST-CM6 software to analyze the high-frequency words, emotion analysis and semantic network analysis of the online comment text that captures tourists' image perception of Dali homestay from Ctrip website. It believes that tourists pay more attention to the homestay itself than the surrounding environment, among which high-frequency words such as "room" and "boss" are used. It indicates that tourists pay the most attention to the hardware facilities and software services of B&Bs. High-frequency adjectives such as "clean" and "warm" indicate that tourists' feelings of staying in B&Bs are focused on the basic accommodation functions, and they have no special perception of local cultural characteristics. "Chatting" and "drinking tea" indicate that the main motivation of tourists is leisure activities. The "room", "host", "clean",

"warm", "and" very good " are in the core intensive area, and other expansion around these words further verify that tourists largely value the basic services and hardware facilities of B&B itself. From the emotional analysis, we can see that the tourists' overall perception and experience of Dali B&B is good, but there are also negative emotions. Negative emotions are mainly due to the following aspects:

First, the infrastructure of B&B is not perfect, mainly manifested in general accommodation conditions, the room is not sound insulation smell, garbage is not timely cleaning phenomenon, B&B traffic lines unknown, remote location, transportation is not developed, the parking lot location is difficult to find, it is difficult to book B&B holidays.

Second, the service of B&B is not thoughtful enough, which is mainly reflected in the weak service awareness of the staff, and even some poor service attitude. When there are problems to be solved during the accommodation, there is often no civil host. Most B&B do not provide catering services, and the degree of interaction between host and guest is low.

Third, the excessive commercialization tendency of B&B. Generally, the civilian hosts will promote some high-priced products or recommend interested stores, and the phenomenon of soliciting customers occurs from time to time.

Fourth, the experience of B&B products is not strong and lack of innovation, mainly reflected in the similar style of B&B, the obvious commercialization, formalization and homogenization of indoor buildings, and the lack of cultural experience activities.

5.2. Recommend

5.2.1. Improve the B&B infrastructure and improve the hardware level

First, to provide high-quality facilities and services. The room environment and location of B&B directly affect the overall perception of B&B. In terms of guest rooms, it provides high-quality accommodation hardware facilities, such as comfortable bed, high-speed Wi-Fi, parking space and convenient transportation service, to ensure customers' check-in experience and living comfort. Second, strengthen cleanliness and hygiene. The cleanliness and hygiene of B&B is one of the most concerned aspects of tourists. To keep the room clean and tidy, and bedding, bath towels and other items should be replaced regularly. Finally, strengthen facility maintenance. The maintenance of B&B facilities is also very important, to ensure the normal operation and maintenance of all facilities, timely repair the damage of facilities.

5.2.2. Provide personalized service to ensure the service quality

First, to provide warm and thoughtful service. In the arrival of customers, check-in, leaving and other links to provide good service. Operating B&B facility, to understand customer needs and preferences, to provide more close to customer demand services, such as warm reception customers, to provide necessary help, timely response to customer needs, help to provide customized travel schedule, provide different types of breakfast, etc., can increase the goodwill of the B&B facility and satisfaction. Secondly, increase the cultural experience activities of B&B. Dali B&B can design and decorate the interior and external environment of the local history, culture, customs and folklore, reflecting the unique local cultural characteristics, such as setting up a local handicrafts exhibition area in the B&B. It also can through the activity form let guests feel B&B facility host culture, such as the host of the B&B facility provides local food or and guests make delicious food, organize local culture experience activities, such as folk music, dance, traditional crafts, etc., let guests experience the local culture, increase their interest in the B&B facility and local culture and identity. Finally, establish a customer feedback mechanism to provide sustainable services. Timely and effective communication with customers to understand their opinions and suggestions, so as to timely improve and enhance the service quality. At the same time, it provides sustainable services, such as promoting environmental protection and energy saving measures, so that customers can understand their commitment to environmental protection and social responsibility, and improve customers' recognition of B&B.

5.2.3. Introduce relevant professionals to improve the management level

Firstly, the talent policy can be improved by encouraging the participation of highly educated people and local talented people in the B&B industry. Experts and entrepreneurs in relevant fields can also be hired to provide free training courses to regularly instruct and train B&B practitioners in management and service skills, and to enhance staff awareness and service levels, management skills and communication skills. Secondly, B&B operators can make use of new media and online platforms to strengthen the real and effective publicity and guidance of the B&B market, and improve consumers' awareness and choice ability. Finally, B&B to strengthen security, and establish a good relationship with customers. Residents should provide personal safety deposit boxes and install monitoring

equipment in public areas, to ensure the personal and property safety of residents, and to make customers feel at ease. After leaving the store, customers can regularly send email or text messages to customers, provide preferential information, invite customers to participate in special activities, establish a good customer relationship, and enhance customer loyalty.

5.2.4. Strengthen the supervision and management of the B&B market to promote healthy development

First of all, we should standardize the operation and management of B&B and give full play to the guiding, supporting and supervising role of local governments and administrative bodies. Under the leadership of the Ministry of Culture and Tourism of Dali, management systems and processes are developed to clarify the responsibilities and workflow of each position to ensure the normal operation and service quality of the B&B. Secondly, it should strengthen the supervision of the homestay market, establish and improve the market rules and competition mechanism, appropriately reduce the entry threshold of homestay, bring more homestay into the unified supervision scope to promote the healthy and orderly development of Dali homestay market, improve the fair competition of the market and consumers' sense of gain. Finally, it establishes the safety management system of homestay, improves the complaint handling mechanism of residents, defines the subject of responsibility, orders the rectification of homestay that does not meet various safety standards, supervises homestay during and after the incident, deals with the complaints and feedbacks of residents in time, ensures the protection of the rights and interests of residents. It also provides an important reference for improving the management level and service quality of B&Bs and promoting their sustainable development.

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