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Research on Wulong Tourism Service Experience Based on Network Travelogue

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Abstract: This paper analyzes 1,662 travelogues about the Wulong tourism destination from the Mafengwo platform using literature research and network text analysis. The goal is to identify the driving factors affecting Wulong's tourism service experience and suggest improvements. By extracting high-frequency words and analyzing emotions from the travelogues, tourists' conceptions and perceptions were identified and the factors affecting the tourism service experience in Wulong were summarized into six categories: tourism resource attractions, tourism transportation, tourism facilities and digital services, cultural charms, special cuisines, and environmental ambiance. Tourists' emotional perceptions of Wulong are primarily positive, with negative perceptions mainly related to unsatisfactory tourism facilities and digital services in the Wulong scenic area. This study helps the Wulong tourist destination understand the issues and deficiencies in tourists' service experiences, providing significant guidance for improving service quality and offering data support for service marketing and optimization.

Keywords: Online text analysis; Wulong tourism; Service experience

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1. Introduction

Tourism plays a crucial role in China's economy, providing significant support for local economic development. In recent years, with the development and popularization of network technology, more people are expressing their travel experiences or voicing their dissatisfaction through the Internet. Meanwhile, other tourists rely on online reviews to choose destinations for their future travels. Travelogues, as a form of online review, cover a wide range of experiences and feelings of tourists during their travels. They are rich and diverse in content, including evaluations of services such as attractions, food and beverage, and accommodations, as well as descriptions of local cultures, customs, and people. These aspects can provide comprehensive insights into and understanding of the tourism service experience for this study.

Previously, questionnaires were used to obtain tourists' service experience or satisfaction; however, nowadays, people prefer to collect information from social media, such as internet forums and blogs [1]. By analyzing the travelogues, comments, and shares posted by tourists on these online platforms, it is possible to

gain a more intuitive understanding of tourists' real feelings and experiences, preferences, and evaluations of destinations and services. This can provide important references for improving the quality of tourism services and satisfying tourists' needs.

As one of the famous tourist destinations in China, Wulong attracts many tourists with its unique natural landscape and cultural heritage. This paper analyzes travelogues about Wulong on the website of Mafengwo to deeply explore tourists' perceptions of Wulong's tourism service experience and to identify the main driving factors of Wulong's tourism service experience, aiming to improve Wulong's tourism service experience.

2. Concepts related to the service experience

The concept of service experience involves tendencies, interactions, and reactions ^[2], encompassing the process of interaction and experience between the customer and the service provider. In a service experience, the service provider creates value for the user by transforming input resources into desirable outcomes. When the user experience is positive, the user tends to form positive memories and communicate these beneficial experiences to others, resulting in word-of-mouth effects and positive influence. Customer experience or perception leads to emotional and functional outcomes of the service experience ^[3]. A large body of literature suggests that User Generated Content (UGC) has a significant impact on consumer decision-making behavior, service experience, and travel planning ^[4]. Tourism service experience refers to the feelings, emotions, and cognition that travelers obtain during the travel process, including their experiences and feelings in various aspects of the destination, transportation, accommodation, catering, and attraction visits. Tourism service experience includes not only the tourism products and services themselves but also travelers' feelings and experiences about the culture, scenery, and humanities of the travel destination.

3. Research design

3.1. Research object

The research object of this study is the Wulong tourism destination. Located in Chongqing, China, Wulong is an important tourist destination with world-class natural and cultural landscapes. Wulong is famous for its magnificent Tiansheng Three Bridges, Fairy Maiden Mountain, and Longshui Gorge, which attract the attention and interest of many tourists. Additionally, Wulong has rich folk culture and historical sites, such as the Fairy Mountain Grottoes and Longshui Temple, providing tourists with rich cultural experiences and historical exploration opportunities.

3.2. Research methods

This study mainly adopts the methods of literature research and content analysis.

- (1) Literature research: Literature, research reports, academic papers, and other materials related to the research topic were collected through academic journals, professional websites, and other channels, and then collated and analyzed.
- (2) Content analysis: The travelogue data were processed and analyzed, and word frequency analysis, semantic network, and sentiment analysis were carried out using ROSTCM 6 software and Micro Word
- (3) Data source: 1,662 travelogues about Wulong from Mafengwo.

4. Web travelogue extraction and analysis

4.1. High-frequency word extraction and analysis

The 1,662 travelogue data entries were imported into ROSTCM 6. A filter word list was set up to eliminate meaningless words such as "already," "and," "very," "a little," etc. Words expressing the same meaning were combined for frequency statistics, and specific words were established, such as "*Impression Wulong*," "*Curse of the Golden Flower*," "Tianfu Guanyi," "Karst," "Longshui Gorge," and so on. The exported high-frequency words were classified and counted according to nouns, verbs, and adjectives, with the top 100 high-frequency words counted for nouns (see **Table 1**) and the top 60 counted for verbs and adjectives, respectively (see **Tables 2** and **3**).

Table 1. High-frequency words and frequency table of Wulong travelogue (nouns)

Serial no.	Vocabulary	Frequency	Serial no.	Vocabulary	Frequency
1	Wulong	6645	51	Traffic	315
2	Fairy Maiden Mountain	5140	52	Transformers 4: Age of Extinction	314
3	Tiansheng Three Bridges	4461	53	Landscape	307
4	Scenic Spot	3672	54	China	307
5	Chongqing	3534	55	Price	295
6	Ground seam	2767	56	Guided tours	290
7	Sinkhole	2503	57	Lamb	289
8	Furong Cave	1648	58	Huabang Hotel	285
9	Grassland	1435	59	Full	279
10	National forest park	1263	60	Film	278
11	Longshui Gorge	1242	61	Beautiful view	271
12	Time	1212	62	Reception center	267
13	Hotel	1210	63	Taste	259
14	Visitors	1110	64	Queuing	254
15	Visitor center	1099	65	Sightseeing	250
16	Tickets	953	66	Trestle	250
17	Lift	875	67	Cliff caves	249
18	Tianlong Bridge	801	68	Ride	248
19	Karst	776	69	Weather	246
20	World cultural heritage	690	70	Distance	244
21	Train	687	71	Plaza	240
22	Tianfu Guanyi	687	72	Driver	237
23	Fairy Town	638	73	Fuling	237
24	Impression Wulong	584	74	City	230
25	Qinglong Bridge	573	75	Travelogue	229
26	Black Dragon Bridge	519	76	Car	228
27	Waterfalls	508	77	Alpine	228
28	Landscape	502	78	Highway	226

Table 1 (Continued)

Serial no.	Vocabulary	Frequency	Serial no.	Vocabulary	Frequency
29	Wulong County	482	79	Chengdu	224
30	Canyon	466	80	Room	221
31	Play	454	81	Country	219
32	Curse of the Golden Flower	453	82	Drive	216
33	Walking	452	83	Features	213
34	Itinerary	430	84	Fares	213
35	Nature	428	85	Architecture	211
36	Wujiang River	427	86	Impressions	211
37	Bus	427	87	North Station	211
38	Bus station	425	88	Breakfast	209
39	Accommodation	400	89	Ticketing counter	209
40	Recommendation	392	90	Fairies	207
41	Friends	390	91	Kids	199
42	Train station	371	92	Sightseeing car	199
43	Highway	368	93	Boss	199
44	Photo	356	94	Car park	198
45	Scenery	351	95	Old town	196
46	Entrance	346	96	Bus	195
47	Furong River	345	97	Peak	194
48	Hotpot	333	98	Filming location	192
49	Glass	331	99	Caves	191
50	Experience	318	100	Gourmet	188

Table 2. High-frequency words and frequency table of Wulong travelogue (prepositions)

Serial no.	Vocabulary	Frequency	Serial no.	Vocabulary	Frequency
1	No	1564	31	End	299
2	There's more	846	32	Back	289
3	See it	843	33	Skiing	282
4	Arrival	823	34	Recommended	282
5	Departure	737	35	Performances	282
6	Select	648	36	Filming	278
7	Start	628	37	Preparation	273
8	Excursions	588	38	Possibilities	270
9	Travelling by	581	39	Getting off the bus	269
10	Tours	542	40	Ride	256
11	Feeling	512	41	Performances	244

Table 2 (Continued)

Serial no.	Vocabulary	Frequency	Serial no.	Vocabulary	Frequency
12	Coming to	485	42	In advance	243
13	Need	483	43	Decide	235
14	Entering	453	44	Rest	235
15	Come out	447	45	Likes	229
16	Exit	403	46	Camping	220
17	Taking pictures	386	47	Get in	219
18	Traveling	369	48	Know	216
19	Feeling	369	49	Free	214
20	Take look	369	50	Summer holiday	208
21	Back to	368	51	Straight to	208
22	Formation	362	52	No need	208
23	Discover	345	53	No	207
24	Self-drive	337	54	Life	204
25	Located in	333	55	Don't know	200
26	Should	315	56	Purchase	200
27	Only	315	57	Can't	199
28	Get up	309	58	Shock	195
29	Drive	307	59	Can't	192
30	Go on	300	60	Strategy	190

 Table 3. High-frequency words and frequency table of Wulong travelogue (conjunctions)

Serial no.	Vocabulary	Frequency	Serial no.	Vocabulary	Frequency
1	Maximum	333	31	Security	83
2	Acceptable	330	32	Rare	83
3	Average	316	33	Surprise	83
4	Convenient	223	34	Clean	79
5	Only	222	35	Dangerous	79
6	Best	219	36	Perfect	79
7	Fantastic	206	37	Beautiful	78
8	Different	203	38	Nice	77
9	Spectacular	201	39	Cool	77
10	Enormous	187	40	Super	76
11	Phantasmal	187	41	Elegant	76
12	Adequate	187	42	Beautiful	75
13	Cheap	168	43	Unique	74
14	Incredible	163	44	Fresh	74

Table 3 (Continued)

Serial no.	Vocabulary	Frequency	Serial no.	Vocabulary	Frequency
15	Rafting	157	45	Perfection	72
16	Beauty	156	46	Camping	72
17	Marvelous	145	47	Get in	70
18	Cool	140	48	Know	69
19	Regrettable	132	49	Free	68
20	Beautiful	126	50	Summer holiday	67
21	Average	124	51	Straight to	66
22	Mysterious	112	52	No need	65
23	Deep	111	53	No	64
24	Simple	106	54	Life	62
25	Important	106	55	Don't know	60
26	Beautiful	106	56	Purchase	58
27	Famous	101	57	Can't	58
28	Huge	98	58	Shock	56
29	Just right	93	59	Can't	56
30	Magnificent	85	60	Strategy	56

From the 91 words in the statistical noun high-frequency words (see **Table 1**), the factors affecting the experience of Wulong tourism services can be summarized into six categories: tourism resource attractions, tourism transport, tourism facilities and digital services, cultural charms, special food, and environmental atmosphere.

- (1) Tourism resource attractions: There are 31 high-frequency words involving tourism resource attractions, such as "Fairy Maiden Mountain," "Tiansheng Three Bridges," "Ground seam," "Sinkhole," "Furong Cave," "National forest park," "Longshui Gorge," "Tianlong Bridge," "Karst," and "Waterfalls." These local characteristics, with their unique geological structures, magnificent natural landscapes, and rich cultural history, provide tourists with a colorful tourism experience and have an important impact on the tourism service experience.
- (2) Tourism transport: There are 17 high-frequency words related to tourism transport, such as "train," "walking," "bus," and "bus station." The main internal transport modes of Wulong tourist attractions include sightseeing buses, cable cars, sightseeing lifts, and buses. The main external transport modes include cars, planes, high-speed rails, trains, and self-driving. Overall, Wulong Tourist Area is relatively convenient, with some netizens commenting that "the geographical location is superior and the traffic is convenient." Transportation is a compelling component for improving accessibility between users and service providers. According to the service quality model theory, tangible factors such as destination and transport, and medical accessibility, as well as intangible factors such as online information sharing, can significantly improve the tourism service experience through the provision of quality services [5].
- (3) Tourism facilities and digital services: There are 18 high-frequency words related to tourism facilities and digital services, such as "hotel," "visitor center," "ticket," and "accommodation." The completeness and quality of tourism-related facilities, such as entrance and guide facilities, sightseeing facilities,

rest and service facilities, cultural facilities, and accommodation facilities, directly impact the tourists' visiting experience and cultural experience. Tourism digital services, providing functions such as online booking, navigation maps, attraction introductions, traffic guides, and virtual experiences, make travel planning more convenient and efficient. Tourists can easily book air tickets, hotels, and tickets through mobile phones or computers, avoiding waiting in queues and cumbersome formalities, and saving their time and energy. High-quality tourism digital services can enhance tourists' trust in tourism destinations and service providers and loyalty. Many descriptions and choices of hotels in the travelogues show that the majority of tourists choose to stay overnight when traveling in Wulong, and the peripheral economic effect brought by the Wulong scenic spot is good, and the related infrastructure is relatively perfect. However, many travelogues contain complaints about the service, mainly focused on ticketing, the scene of the car, down the lift bundled sales issues, refund issues, and ticket fee issues, such as "obviously a one-way ride but forced you to buy a two-way ticket" and "pure bundled consumption."

- (4) Cultural charm: There are only 8 high-frequency words involving cultural charm in the travelogues. Words such as "Impression Wulong," "Curse of the Golden Flower," and "Transformers 4: Age of Extinction" reflect those unique forms of tourism, such as performing arts tourism and film and television tourism, have become important cultural attractions. Cultural experiences are essential elements of tourism production and consumption, with tourists engaged in cultural activities accounting for 40% of international tourists in 2016 (United Nations World Tourism Organization, 2016). Culture gives tourism the symbolic significance of identity markers, while tourism provides a platform for tourists to establish personal cultural identity and national and ethnic identity connections. Tourism brings tourists intellectual experiences and evokes emotional experiences such as nostalgia, imagination, reminiscence, and distance from reality. The emotional experience of individuals in the tourism process is the process of individual cultural identity [6], and the cultural charm of the destination provides individuals with colorful cultural experiences and identity.
- (5) Specialty food: A growing body of literature suggests that the gastronomic experience is an important part of the tourism service experience [7]. In tourism, food satisfies physiological needs and acts as a carrier of cultural experience, social interaction, and emotional experience, playing a crucial role in the overall experience and satisfaction of tourists. There are five high-frequency words about food in the travelogues, including "hot pot," "mutton," "flavor," "breakfast," and "food." Some tourists reflected that "Chongqing meals are a little deceptive, all are not spicy rice, no spicy dishes," highlighting that while Chongqing is known for its spicy cuisine, the scenic area should consider that not all tourists can eat spicy food. Attractions should highlight local characteristics but also consider the needs of different tourists. Special food should reflect local characteristics while considering group differences. For food lovers, the food experience being "good" or "bad" can significantly influence their overall tourism service evaluation.
- (6) Ambiance: In the services marketing literature, the term "servicescape" refers to the physical environment. The surroundings provide tangible cues to the quality of the service, strongly influencing consumer perception and satisfaction with the experience [8]. Consumers tend to be more satisfied with the service experience and service quality if they are happy in the physical environment [9,10]. There are 12 high-frequency words about environmental ambiance, such as "time," "tourists," "friends," and "weather." Comments like "the air is fresh and the weather is cool" and "the weather this year is really bad, it rains almost every day" indicate that climate impacts the experience of tourism services. Other comments include "the boss is very good," "the villagers here are quite simple," and "Wulong a fantastic journey to the center of the earth," showing that the overall environmental atmosphere of the

Wulong tourist area is diverse and rich.

From the top 60 high-frequency words of verbs (see **Table 3**), some concerns and tendencies of tourists were shown. They are more concerned about transport and the diversity of activities, such as "taking pictures," "sightseeing," "performance," "skiing," "show," and "camping." There is a demand for both natural scenery photography and cultural and artistic performances and programs, as well as for sports, outdoor recreation, and shopping. Although Wulong has an absolute advantage in natural tourism resources, it should also focus on developing other forms of tourism resources to meet the diversified needs of tourists.

From the statistics of the adjectives in the first 60 high-frequency words (see **Table 2**), some evaluations of tourists on the Wulong tourist destination were shown. Words like "largest," "magical," "spectacular," "phantasmal," "mysterious," and "beautiful" are positive comments on the natural landscape. There are some neutral comments like "general" and "okay," but overall, there are many high-frequency words with positive meanings.

4.2. Tourist perception semantic network

Using the social network semantic analysis function of ROSTCM 6, the semantic network relationship graph between the top 200 high-frequency words is plotted (Figure 1). The connections between the nodes show the correlation between the words. The internal logic between words can be analyzed through this graph. The higher the number of connections, the higher the frequency of words appearing together, and the closer the relationship. As shown in Figure 1, the network semantic graph is centered on "Wulong," with the first circle of words including "Fairy Maiden Mountain," "Tianshen Bridge," and "ground seam." These are the unique and iconic tourism resources of the Wulong scenic area. The second circle includes words such as "lift," "elevator," "ticket," "train," and "visitor center," indicating that tourists are more concerned about the transport and services of tourist destinations. "Karst" is a characteristic feature of Wulong's tourism resources, and "Oinglong Bridge" is a derivative of "Tiansheng Three Bridges." Wulong is the setting for the films "Curse of the Golden Flower" and "Transformers 4: Age of Extinction," indicating that film and television play an important role in promoting the destination and attracting tourists to experience the scenes from the films. Additionally, words related to attractions like "Black Dragon Bridge," "Furong Cave," "Longshui Gorge," "Tianfu Guanyi," "waterfalls," and "Impression Wulong" are present. Terms related to performances and films, such as "film" and "shooting," also appear, indicating that various performances are gradually becoming significant attractions for tourist destinations. Tourists are increasingly pursuing a diversified tourist experience rather than just scenic views.

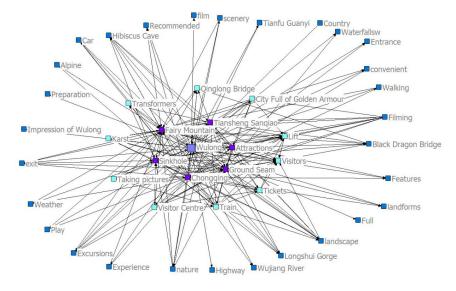


Figure 1. Social network and semantic network analysis of Wulong travelogue

4.3. Tourist sentiment perception analysis

Sentiment analysis, also known as sentiment propensity analysis or opinion mining, is a special type of text mining that focuses on identifying subjective statements and positive and negative opinions, emotions, and evaluations contained in consumer-generated content on the Internet [11]. Sentiment analysis can help capture and categorize sentiment information from online reviews and aid in understanding the emotional feedback of reviewers about a particular destination or service, thus providing a better understanding of visitors' experiences and feelings.

Using ROSTCM 6, the sentiment of 1,662 travelogue contents was analyzed (**Table 4**). Among these, 816 contained positive emotions, accounting for 49.09%, indicating that the majority of tourists are satisfied with the tourism experience in Wulong. Neutral emotions accounted for 37.42%, indicating that one-third of the tourists had a general sense of experience in Wulong. This group should be a key focus for improvement, aiming to convert their neutral experiences into positive ones. Negative emotions accounted for 13.47%. Since most tourists stay overnight in Wulong or even for several days, unexpected events during the journey can significantly affect their emotions. Negative sentiments in the travelogues were often related to issues such as internal traffic charges, service attitude, scenic area food and beverage prices and service reception capacity, weather conditions, and problems with audio guides.

Emotional categoriesNumber of articlesRatioPositive mood81649.09%Neutral mood62237.42%Negative mood22413.47%Total1,662100%

Table 4. Percentage of travelogue sentiment analysis

5. Wulong tourism service experience enhancement and improvement

5.1. Strengthen tourism management and improve service quality

To improve the tourism service experience in Wulong, it is crucial to strengthen tourism management. Improving service quality is a key aspect. By enhancing training and improving the service awareness and professionalism of staff, tourists can receive a quality service experience in Wulong tourist destinations. Additionally, as Wulong is being developed into a world-class tourist destination, consideration should be given to providing multilingual services, improving tourist information and consulting services, and increasing tourist facilities and amenities, which can further enhance tourist satisfaction and experience.

5.2. Provide targeted and timely feedback and solutions to problems reflected by tourists

Establishing an effective feedback mechanism, collecting tourists' complaints and suggestions, and responding to and addressing them promptly demonstrates concern and attention to tourists. Problems reflected by tourists need to be resolved through positive action to ensure tourists are satisfied with the results. Targeted feedback and resolution can enhance tourists' trust and satisfaction, improve the Wulong tourism service experience, and attract more tourists. Issues raised in the travelogues, such as ticket sales, should be addressed by providing various ticket options, including single tickets and sets of tickets, to meet the needs of different tourists. The issue of scenic buses should be reassessed to provide a more flexible ticketing mode, and the ticket refund process should be improved, providing clear regulations and instructions for refunds.

5.3. Enrich scenic activities

According to Wulong's characteristics, unique tourism products and experiences can be developed, such as adventure activities, cultural exchanges, and folklore experiences. The unique cultural charm of Wulong can also be demonstrated through cultural activities, exhibitions, and performances. Personalized and customized tourism services can be provided based on the needs and interests of different tourists. For example, adventure routes and facilities can be offered for tourists who enjoy outdoor adventures, and cultural experience activities can be provided for tourists interested in cultural exchanges. Such differentiated services will make Wulong a more unique destination in the minds of tourists and enrich their tourism experience.

5.4. Focus on cultural heritage and protection

Wulong has a rich historical and cultural heritage. Efforts should be made to strengthen the protection and restoration of this heritage to provide tourists with authentic historical and cultural experiences. The traditional culture and folklore of Wulong can be showcased through activities such as traditional music, dances, and handicraft displays, allowing tourists to gain a deeper understanding and experience of Wulong's unique culture. Relevant local departments can guide tourists to respect and protect Wulong's cultural heritage through education, signage, and publicity to enhance their cultural literacy and sense of responsibility. Focusing on education in schools and communities can help young people learn about, appreciate, and pass on Wulong's culture, cultivating their cultural pride and sense of responsibility. By focusing on cultural heritage and protection, Wulong can reflect a deeper cultural heritage and unique charm in the tourism service experience, attract more tourists to explore, and enhance the popularity and attractiveness of the scenic area.

5.5. Enhance brand image with the help of media

To improve the Wulong tourism experience, media power can be harnessed to promote and publicize the brand image. Wulong tourism-related departments and enterprises can cooperate with renowned tourism media and influencers to produce high-quality tourism promotional films, short videos, and articles. Through vivid and interesting content, Wulong's natural scenery, humanistic history, and rich tourism resources can be showcased to attract more tourists. Relevant departments of the scenic area can utilize social media platforms, microblogs, WeChat public numbers, etc., to conduct online marketing activities. They can organize tourism photography contests, tourism story collection activities, and other initiatives to encourage tourists to share their wonderful experiences in Wulong, increasing media attention through user-generated content. Additionally, Wulong should strengthen its tourism branding by creating an attractive brand story about Wulong's history, culture, and tourism resources, allowing tourists to resonate and emotionally identify with Wulong through storytelling. The most important aspect is providing a unique and high-quality tourism experience, ensuring that the entire journey from tourists' arrival to departure is filled with brand characteristics and values.

6. Conclusion and outlook

6.1. Conclusion

This study used literature research and content analysis methods to perform word frequency and sentiment analysis on 1,662 travelogues about Wulong tourism on the Mafengwo platform, leading to the following conclusions: Firstly, Wulong's natural tourism resources, such as Tiansheng Bridge, Fairy Maiden Mountain, Furong Cave, and Longshui Gorge, are an important part of Wulong's tourism destination image. Wulong's characteristic cultural tourism resources, such as the large-scale landscape live-action performance "Impression Wulong," and film and television tourism related to "Transformers 4: Age of Extinction" and "Curse of the

Golder Flower," are also significant. Secondly, tourists' emotional perception of Wulong is mainly positive, reflected in their admiration for the natural craftsmanship of Tiansheng Bridge, the calm and relaxation at Furong Lake, the breathtaking performances under the canyon, the harmony between food and nature, the picturesque alpine grassland, and the unique charms of the Wulong Karst World Natural Heritage. Negative perceptions are mainly due to dissatisfaction with management and service, including multiple ticket charges, scenic bus charges, a cumbersome refund process, bundled sales of down-lift tickets, food and beverage issues in the scenic area, and poor service attitudes. These issues negatively impact tourists' overall experience at Wulong.

6.2. Research deficiencies and prospects

There are certain limitations in this study. Firstly, the selected data samples were limited to travelogue content on the Mafengwo platform and did not include comments and related videos about Wulong from other sources. Secondly, although "Wulong" was the keyword for searching, some travelogues included descriptions of other tourist areas in Chongqing, making the descriptions of Wulong's food, accommodation, and travel less accurate. Additionally, the experiences of older tourists and those who do not share their experiences on social platforms were not captured. Future research on Wulong's tourism service experience can expand the scope of data selection and use various survey methods to maximize the capture of tourists' perceptions.

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