Research on Tourism Attraction Perception Evaluation of Taiyuan Ancient County Based on Online Text Analysis

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Abstract: This paper utilizes ROST Content Mining software to analyze tourist reviews of Taiyuan Ancient County from the renowned travel website Ctrip. Through extracting high-frequency words, the study conducts word frequency analysis, semantic network analysis, and sentiment analysis. Combining these findings with the actual situation of Taiyuan Ancient County, the paper further analyzes the factors influencing tourism attraction. The results indicate that tourism attraction is related to ancient city landscapes, service management, consumption structure, cultural experience, and performance activities. Based on the research conclusions, the paper proposes five suggestions for enhancing the tourism attraction of Taiyuan Ancient County, providing theoretical guidance for the upgrade and transformation of the scenic area.

Keywords: Tourism attraction; Taiyuan Ancient County; Online text analysis

1. Introduction

Tourism attraction, as a multidimensional concept, has formed a relatively systematic research system in the fields of tourism geography and tourism management. Existing literature mainly focuses on four dimensions: concept definition, constituent elements, model construction, and evaluation methods. Regarding concept connotation, Nicolosi et al. define it as the stimulus intensity of tourism resources on tourists, which significantly affects tourists' destination choice decisions and tourism type preferences [1]. Research on constituent elements emphasizes the synergistic effect of natural landscapes, regional customs, and cultural heritage, with Taylor et al. noting the equal importance of cultural and natural resources [2]. Chen Xiao et al. approach the topic from an experiential perspective, demonstrating the critical role of embodied experience in forming the tourism attraction of ancient towns [3]. Additionally, scholars have paid attention to the moderating effects of authenticity and differentiation in tourism product development on attraction formation [4–5]. In terms of model construction, Crampon introduced the gravity model into tourism research, establishing a four-dimensional analytical framework including repeat visitation

rate, environmental capacity, economic level of the source region, and spatial distance [6]. With the development of research methods, Bai Hongrui et al. innovatively integrated the TF-IDF algorithm and LDA topic model to construct a comprehensive evaluation system including emotional, accessibility, and hierarchical dimensions through the mining of tourist image perception data [7]. Chen Hongxun adopted web crawler technology and content analysis, utilizing high-frequency word analysis based on ROST CM6 software to systematically deconstruct the constituent elements of the cruise tourism attraction index system [8]. Lu Huijuan et al. employed mixed research methods, combining literature analysis, online text analysis, and IPA analysis to construct an evaluation model for the attraction of courtyard-style guesthouses and proposed targeted optimization strategies [9]. Chen Jing used fuzzy mathematics to build a fuzzy comprehensive evaluation model and objectively evaluated the tourism attraction of the Diaoyu Fortress Scenic Area in Hechuan, Chongqing [10].

Despite significant progress made in existing research, there are still notable limitations in the study of tourism attractiveness for ancient city scenic areas. On one hand, research exploring the formation mechanism of ancient city tourism attractiveness from the perspective of tourist perception remains relatively scarce. On the other hand, there is a pronounced "Matthew Effect" in academic attention, with studies primarily focusing on high-profile ancient city scenic areas while neglecting those with unique locational advantages and cultural values but lower popularity, such as Taiyuan Ancient County. As a historical and cultural relic located within a half-hour traffic circle of the city's core area, the spatial linkage effect and collaborative development potential of Taiyuan Ancient County with surrounding well-known attractions have not been fully explored. This study possesses significant theoretical and practical value for improving the theoretical system of ancient city tourism and guiding the coordinated development of regional tourism.

2. Research design

2.1. Overview of the case study area

Taiyuan Ancient County, built on the ruins of Jinyang Ancient City, serves as a continuation of the cultural lineage of Jinyang Ancient City. In 2013, the Taiyuan Municipal Government initiated restoration and protection work on Taiyuan Ancient County, which was officially opened to the public in May 2021. Taiyuan Ancient County boasts 79 historical relics, including the nationally protected Wen Temple and the provincially protected Qin Family Courtyard, along with over 300 various buildings such as city walls, temples, government offices, and shops. It is an important remnant of Jinyang culture, positioned as a base for inheriting and promoting excellent traditional Chinese culture where "one city reflects Shanxi, and one street spans five thousand years." The county is laid out with eight major business sectors: cultural projects, intangible cultural heritage and cultural creativity, research and education, hotels and guesthouses, entertainment, daily life support, dining, and specialty retail. Simultaneously, through hosting various performances and themed activities based on Chinese elements and global trends, it has established itself as China's largest immersive experience base for Chinese historical civilization and a trendsetting base for traditional Chinese aesthetics, serving as a gathering place for citizens' leisure and tourism. As a historically and culturally significant city in Jinyuan District, Taiyuan, located approximately 20 kilometers from the city center, Taiyuan Ancient County is an ancient city tourism project within the half-hour life circle of the city center. Therefore, studying the tourism attractiveness of Taiyuan Ancient County is of great significance.

2.2. Research method

Online text analysis is a research method based on internet media that achieves efficient data extraction by

deconstructing the core semantics of online texts. This study primarily employs the use of web scraping tools to collect tourist review data about Taiyuan Ancient County from tourism platforms. By utilizing ROST CM6 software, high-frequency word statistical analysis, semantic network analysis, and sentiment analysis are conducted to understand tourists' perception preferences towards Taiyuan Ancient County and summarize its tourism attractiveness factors.

2.3. Data source and processing

Using Ctrip as the sample website and "Taiyuan Ancient County" as the keyword, this paper selects tourist reviews from May 1, 2021, to June 24, 2025. After screening and deleting 60 invalid comments unrelated to the topic, duplicates, or with obvious official propaganda, a total of 1867 tourist reviews were obtained. The text is effectively processed, resulting in a total of 73,400 words. The text information is then imported into Rost Content Mining 6 software for word frequency analysis, social semantic analysis, sentiment analysis, and more.

To enhance data accuracy, this paper filters out meaningless words such as "de" (的), "le" (了), "cong" (从), "zai" (在), "ranhou" (然后), and "yinci" (因此) before conducting word frequency analysis. Additionally, vague and broadly defined words like "juede" (觉得) and "tebie" (特别) are added to the filter list. Synonyms are also categorized, for instance, grouping "haokan" (好看) with "meili" (美丽), "fangbian" (方便) with "bianli" (便利), and "fengjing" (风景) with "jingse" (景色).

3. Analysis of research results

3.1. Analysis of high-frequency feature words

A summary of the top 60 high-frequency words in online reviews (**Table 1**) was conducted. Meaningful keywords and their centrality were obtained through screening, and then an online word cloud generation software was used to generate a word cloud for the Taiyuan Ancient County Town (**Figure 1**). The high-frequency word list and word cloud clearly present the tourists' focus on the scenic area. From the high-frequency word list and word cloud, it can be seen that "city wall", "ticket", "history", "architecture", etc., are hotspots of tourist reviews.

Words such as "ancient city", "Taiyuan", "county town", "city wall", and "architecture" clearly outline the spatial positioning of the scenic area as a "Ming Dynasty ancient city wall site + imitation Ming and Qing architectural complex." Tourists have a high level of attention to the visual experience of "walking on the city wall" and "shuttling through ancient buildings and streets", as reflected in comments like "Climbing the city wall to see the layout of the ancient city, the bluestone roads and wooden shops give a sense of time travel." However, the word frequency of "history" (159) is lower than that of "city wall" (235), indicating that most tourists remain at the level of "landscape check-in" and have insufficient perception of the deep historical connotations carried by the ancient city, such as "Jinyang culture" and "Ming and Qing county towns." There is a tendency to "value appearance over connotation" in their shallow experience.

Words such as "performance", "lanterns", "night view", "lights", "fireworks", and "lantern festival" are highly associated with "Spring Festival" and "New Year", revealing the scenic area's operational strategy with "festival activities" as the core attraction. During the Spring Festival, the "light show + folk performance + fireworks ceremony" formed a strong communication effect, as reflected in comments like "During the New Year, the ancient city is filled with lanterns, and there are live performances in the evening, creating a full sense of atmosphere." The night tour experience ("evening" 115 times, "night view" 81 times) has become an absolute

highlight. However, the word frequency of "daytime" is only 36 times, highlighting the weakness of the daytime experience. There may be a phenomenon of "boring daytime tour content with nothing to do except shopping in stores." The scenic area needs to balance the full-time tour experience.

The frequencies of "worth it" (141 times) and "not worth it" (83 times) show a clear opposition, exposing the core contradiction of the "value for money controversy." Some tourists believe that "the ticket price matches the night view and performance experience" (e.g., "The ticket is a few tens of dollars, and I watched two performances plus a light show, which is quite worth it"). Others think that "it is too commercialized and culturally empty" (e.g., "The entire ancient city is full of souvenir shops and snacks, and there are no historical exhibitions, so it is not worth the ticket price"). "Charge" (123 times) may involve "non-transparent charging items beyond tickets" (such as separate charges for climbing the city wall) or "excessive premiums for snacks and cultural creations" (such as "A bowl of sliced noodles in the scenic area is twice as expensive as in the city"). On the other hand, "free" (85 times) is mostly associated with "free ticket policies during certain periods" or "free viewing of light shows", indicating the need to optimize consumption structure and clarify consumption items.

The high popularity of "Man Jiang Hong" (93 mentions) is directly linked to the movie IP marketing. The scenic area has successfully attracted a large number of fans and tourists by launching activities such as "movie filming location check-in points" and "themed dress-up." For example, "After watching 'Man Jiang Hong', I came to the ancient city to find the same scenes. The filming locations of the city walls and street fights are highly restored." However, the term is not deeply linked to "history" and "culture." Tourists see it more as a "popular check-in spot" rather than an "opportunity to explore history and culture." There is a risk of "short-term explosion of IP traffic, but insufficient stickiness of cultural experience." The scenic area needs to consider how to turn "movie popularity" into "cultural identity."

The frequency of "food" and "snacks" (52 and 93 mentions, respectively) highlights the importance of dining experiences. However, the high frequency of "snacks" suggests tourists' expectations for "local specialty foods." Actual feedback may indicate a problem of "severe homogenization of snack streets" (e.g., "There are not many Shanxi specialty snacks apart from grilled sausages and milk tea."). The association of "children" (38 mentions) with "suitable" (54 mentions) indicates the demand for parent-child groups. However, the lack of specific content, such as "parent-child interaction" and "children's entertainment" in the high-frequency words may suggest a supply gap in "family-friendly facilities" (e.g., children's play areas, parent-child craft experiences) in the scenic area. This may lead to regrets among some tourists who "want to bring their children to play, but there are no engaging activities."

"Photography", "beautiful", and "pretty" (62, 58, and 68 mentions, respectively) reflect the scenic area's attractiveness in terms of "visual aesthetics." In particular, the nighttime lighting scenes have become a "social platform check-in material library." For instance, "The night view of the ancient city looks like an ancient-style photo, no matter how you take it. Posting it on social media gets a lot of likes." However, "photography" mostly focuses on "architectural appearance" and "lighting effects", lacking "cultural theme photography scenes" (e.g., "restoration of county government scene"). This fails to deeply integrate "photography needs" with "cultural dissemination", leaving room for experience upgrades.

Words like "trash" (38 mentions), "environment" (47 mentions), and "service" (79 mentions) point to pain points in basic services. These may involve issues such as "delayed trash removal during holidays", "shops occupying roads affecting touring routes", and "indifferent service attitudes of staff." For example, "I went during the National Day holiday, and the snack street was full of trash. I asked several staff members about finding a

restroom, but none of them knew." These details can detract from the overall visitor experience.

Taiyuan Ancient County follows a dual-track logic of "achieving short-term traffic growth through festivals and building long-term value with a cultural core." On the one hand, it attracts visitors quickly through a model of "night lights + festival activities + movie IPs." On the other hand, it faces challenges such as "inadequate presentation of historical context, uneven quality of consumption scenes, and lack of refined service systems." For future development, it needs to deeply explore cultural connotations, adding "historical scene performances" at nodes like city walls and county offices (e.g., "ancient city guard patrol ceremony", "county office trial performance") to activate architectural spaces through storytelling. It should also aim for transparency and specialization in consumption, introducing "cultural experience package tickets" (including tickets, guides, and intangible cultural heritage experiences) and upgrading snack streets to "gathering areas for Shanxi time-honored brands." Additionally, it should cover all time periods and customer groups, developing "daytime cultural exploration routes" and designing projects like "parent-child play facilities" to fill experience gaps. Finally, upgrading services and the environment involves establishing a "rapid cleaning mechanism during holidays" and conducting "cultural knowledge + service awareness" training for staff. These efforts will turn "internet celebrity traffic" into "cultural retention", enabling the transformation from being a "short-term check-in spot" to being a "renowned cultural tourism destination."

Table 1. High-frequency vocabulary

No.	High-frequency word	Frequency	No.	High-frequency word	Frequency
1	Ancient City	364	31	Tourism	64
2	Taiyuan	296	32	Scenery	63
3	County Town	268	33	Photography	62
4	City Wall	235	34	Spring Festival	60
5	Admission Ticket	234	35	Beautiful	58
6	History	159	36	Cost Performance	57
7	Architecture	158	37	County Yamen	57
8	Scenic Area	146	38	Time	55
9	Place	145	39	Suitable	54
10	Worthwhile	141	40	Cuisine	52
11	Performance	139	41	Suggestion	50
12	Attraction	131	42	Experience/Feeling	50
13	Experience	125	43	Staff	49
14	Fee	123	44	Celebrate New Year	48
15	Culture	119	45	Overall	48
16	Night	115	46	Fireworks	48
17	Lantern	102	47	Environment	47
18	Characteristic	98	48	Lively	47
19	Tourist	96	49	During	46
20	Full River Red	93	50	Within City Walls	46

Table 1 (Continued)

No.	High-frequency word	Frequency	No.	High-frequency word	Frequency
21	Snack	93	51	Parking Lot	46
22	Ancient County	89	52	Fun	43
23	Free	85	53	Phoenix	42
24	Not Worth It	83	54	General	41
25	Night View	81	55	Visit/Play	41
26	Service	79	56	Garbage	38
27	Lighting	75	57	Children	38
28	Shanxi	69	58	Layout	38
29	Jinyang	69	59	Lantern Festival	38
30	Beautiful	68	60	Daytime	36

Figure 1. Word cloud
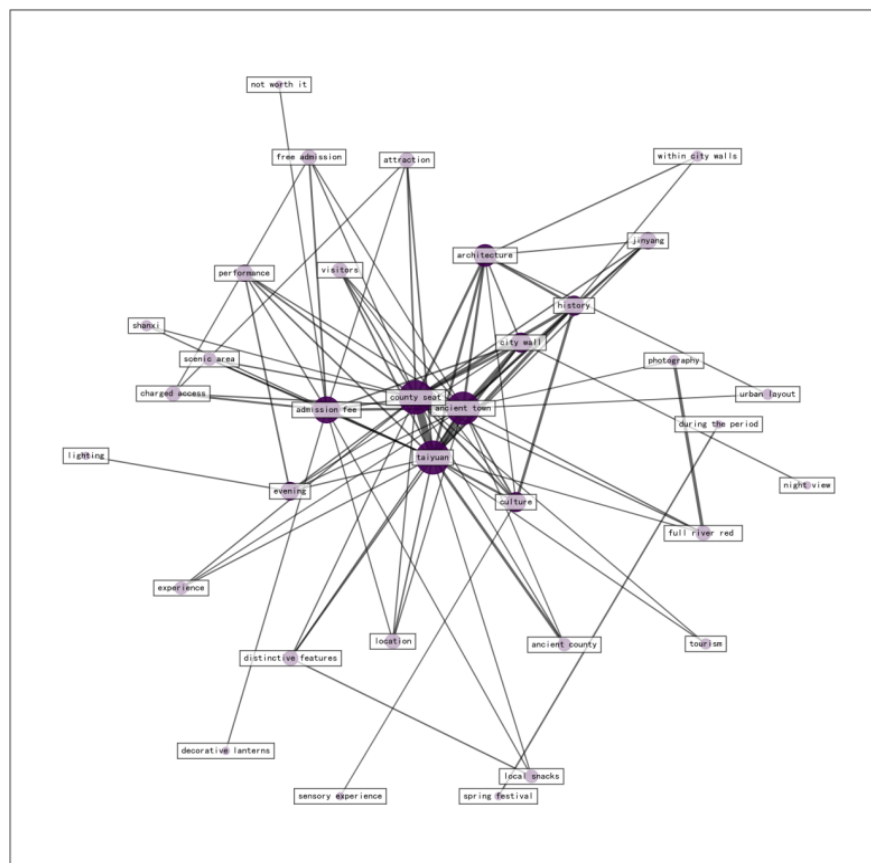
3.2. Semantic network analysis

The semantic network graph clearly demonstrates the strength and structure of relationships between words in the text. This graph (Figure 2), with its unique "core-periphery" structure, vividly illustrates tourists' cognitive logic and experience of the scenic area.

"Ancient City" serves as the central hub, closely connected to "Architecture", "Culture", and "History", highlighting tourists' focus on the historical and cultural value of the ancient city. Statements like "The ancient city's architecture retains a historical charm, allowing you to feel a deep culture" indicate that people explore the historical and cultural connotations behind the architectural appearance.

Nodes such as "Tickets", "Charges", and "Free" reflect that the consumption experience is a significant

factor for tourists. Some find that "the ticket includes a lot of content and is good value for money", while others complain that "there are too many extra charges, not worth it." The reasonableness and transparency of consumption affect tourists' feelings during their visit.

The interconnection of "Night", "Performance", and "Lights" underscores that nighttime tourism is a highlight of the scenic area. For instance, "The ancient city lights up at night, decorated with lanterns, and the night view is beautiful", suggesting that lighting enhances the unique charm of nighttime tours and becomes a crucial factor attracting tourists.

The interconnectedness of nodes like "Man Jiang Hong (a popular Chinese song and movie title)", "Movie", "Snacks", and "Characteristics" reflects the integration of the scenic area's business formats and IPs. "Man Jiang Hong" leverages the movie's popularity to attract tourists, while "Performances" and "Snacks" enrich the tour content. However, issues such as "varying quality of performances" and "snacks lacking local characteristics" may exist.

Words like "Tourists", "Experience", and "Feelings" indicate that tourists are very concerned about their overall tour experience. Every aspect, from visiting the ancient city's architecture to participating in nighttime activities, affects their feelings. Statements like "The scenic area staff provide good service, making the experience very pleasant" and "Too many people affect the tour experience" reflect how details such as service and visitor traffic influence the overall experience. Overall, this graph presents tourists' multifaceted cognition of Taiyuan Ancient County, ranging from historical and cultural perception, consumption experience, to business participation and overall feelings. It also reveals the current status and potential for improvement in areas such as cultural connotation exploration, consumption experience optimization, and business model innovation within the scenic area.

Figure 2. Semantic network graph

3.3. Sentiment analysis

According to **Table 2**, positive emotions, with 1,194 entries accounting for 59.11%, dominate the reviews, indicating that Taiyuan Ancient City effectively meets tourist demands through its business combination of "historical architecture + nighttime tourism." The "Neutral: (5,15)" category accounts for 29.50% and serves as the foundation for positive emotions, stemming from intuitive experiences such as "impressive architectural landscapes" and "eye-catching nighttime lighting" (e.g., "The night view of the ancient city is beautiful, and every photo taken casually is a masterpiece"). The "Moderate: (15,25)" and "High: (25,+∞)" categories, accounting for 29.60%, reflect the deep appeal of the "immersive experience + IP creation", as exemplified by comments like "I watched the lantern display and the 'Full River Red' performance during the Spring Festival, and the experience was fantastic", indicating that high-quality business formats can drive strong positive feelings.

Negative emotions total 803 entries (39.75%), highlighting shortcomings in the experience. The "Moderate: (-25,-15)" category, accounting for 27.37% (553 entries), is the core of negative emotions, mostly triggered by "consumption disputes" (e.g., "there are many additional charges besides tickets, and the cost-effectiveness is low") and "service omissions" (e.g., "trash is not cleaned up in a timely manner, and the touring routes are chaotic"). Tourists are sensitive to the "integrity of the experience." The "Neutral: (-15,5)" category accounts for 11.04%, reflecting tourists' mild dissatisfaction with "content homogenization" (e.g., "the food street only has common items and lacks Shanxi characteristics"). The "High: (-∞,-25)" category accounts for 1.34%, indicating fewer extreme negative emotions. This suggests that tourists do not completely deny the value of the scenic area but focus on dissatisfaction with "consumption and service details."

Neutral emotions account for only 23 entries (1.14%), indicating that tourists have clear experiences that are either positive due to the landscape and business formats or negative due to consumption and service issues.

Table 2. Sentiment analysis results

Emotion category	Count	Proportion	Intensity level	Count	Percentage
			Moderate: (5,15)	596	29.50%
Positive emotion	1194	59.11%	Medium: (15,25)	325	16.09%
			High: (25,+∞)	273	13.51%
Neutral emotion	23	1.14%			
			Moderate: (-15,5)	223	11.04%
Negative emotion	803	39.75%	Medium: (-25,-15)	553	27.37%
			High: (-∞,-25)	27	1.34%
Total	2020	100%			

4. Research on the tourism attractiveness factors of Taiyuan Ancient City

Through reviews and descriptions of Taiyuan Ancient City on the Ctrip website, it can be understood that the tourism attractiveness of Taiyuan Ancient City not only depends on factors such as ancient city landscapes, service management, and consumption structure, but also on the level of stimulation provided by the tourism products of the scenic area, which has a significant impact on tourists' visiting experiences. Based on online reviews from the Ctrip website, the tourism attractiveness factors of Taiyuan Ancient City can be summarized into five aspects:

ancient city landscapes, service management, consumption structure, cultural experiences, and performance activities (**Table 3**).

Table 3. Example table of tourism attractiveness factor extraction

Partial original comments	Corresponding high-frequency words	Attraction elements
The newly built ancient town in suburban Taiyuan features magnificent city walls offering distant views of undulating mountains to the west. The pavilions and architecture within the town are distinctive.	"City walls", "Architecture"	Ancient Town Scenery
Impeccable environment, service, cleanliness, and location. Highly recommended.	"Service", "Environment"	Service Management
Expected free admission on weekdays, but was required to purchase tickets upon arrival.	"Free", "Tickets"	Pricing Structure
A worthwhile attraction combining historical and cultural value.	"History", "Culture"	Cultural Experience
Visited Taiyuan Ancient County during the Spring Festival night. This ancient county served as the filming location for Full River Red. The streets retain classic charm, especially enchanting at night. Coincidentally witnessed a splendid fireworks display. A remarkable ancient county worth exploring.	"Full River Red", "Performance"	Performances & Activities

4.1. Ancient city landscape

The overall layout of Taiyuan Ancient County takes the form of a phoenix, with its head facing north and tail facing south. The northern gatehouse resembles the "phoenix head", the eastern and western city gates appear as "wings", the southern gate stands as the "phoenix tail", and the intersection of the crossroads is elevated to form the "phoenix belly." This architectural layout, known as "the city walls resemble a phoenix in flight", symbolizes auspiciousness and prosperity. Inside the city, the crossroads intersect, forming a grid with nine streets and eighteen alleys, continuing the architectural pattern of the ancient Jinyang City. The city preserves official buildings such as the Confucian Temple, County Yamen, and Guan Di Temple, as well as residential buildings like the Qin Family House. The city walls, with a total length of 3.7 kilometers and a height of 12–13 meters, are equipped with 4 gate towers, 4 corner towers, 36 watchtowers, and a Kuixing Tower. Surrounded by a moat, they form a complete military defense system. The nighttime lighting design carefully crafts visual elements such as contour lighting for the city walls and floodlighting for the Kuixing Tower, combined with a "lighting + fireworks show + market" model, serving as the foundation and primary condition for the ancient city's landscape.

4.2. Service management

Terms like "service" and "environment" frequently appear in online reviews, indicating that attentive and enthusiastic service is crucial in the interaction between businesses and tourists. Good service attitudes can enhance tourists' evaluation of the scenic area. When other potential tourists learn about the area's positive reputation on online platforms, it invisibly boosts the area's tourism appeal. The quality of management within the scenic area also affects its image. Whether it is the parking lot or the environmental hygiene within the area, orderly management can improve tourist satisfaction and enhance their visiting experience. Therefore, as an important factor influencing tourists' travel intentions, the quality of service management in the scenic area promotes the area's development to a certain extent.

4.3. Consumption structure

Looking at the overall consumption composition, Taiyuan Ancient County exhibits characteristics of "high ticket economy proportion, superficial secondary consumption, and prominent festive consumption." Taiyuan Ancient County usually implements a free entry policy, but separate fees are charged for visiting attractions such as the city walls, County Yamen, and the "Full River Red" film base, indicating that ticket sales are an important source of income. Secondary consumption mainly consists of dining, but with a singular structure. Taiyuan Ancient County has nearly 300 shops, among which the most popular are non-heritage snacks like "Sanjin Leaky Fish." However, "cultural creativity" and other formats have not entered the forefront of high-frequency words, indicating a problem of singularization in the consumption structure. During holidays, the occupancy rate of guesthouses in Taiyuan Ancient County has reached a point where "it's hard to find a vacant room." However, the lack of alternative activities during the off-season leads to significant fluctuations in tourist flow, reflecting the imbalance between festive and off-season consumption. Therefore, optimizing the consumption structure is of great significance to the economic development of the scenic area.

4.4. Cultural experience

Tourists' perception of the cultural depth, entertainment attributes, and ease of participation in scenic area activities, as well as their sense of value identification with cultural heritage, constitute the core elements of the ancient county's tourism appeal. Cultural experience significantly affects tourist satisfaction. Projects with rich cultural value lack promotion, and most tourists are unaware of activity schedules. Performances lack interaction, and cultural heritage displays show a superficial commercialization. Most non-heritage stalls focus on snacks, while craft items like push-gloss lacquerware have weak cultural interpretation and lack supporting craft descriptions. This results in a significant lack of cultural experience for tourists.

4.5. Performance activities

Performance activities in Taiyuan Ancient County show a notable differentiation between daytime and nighttime. During the day, the focus is on traditional cultural displays, featuring folk parades and non-heritage performances such as "stilt walking", "yangko dance", and "lion dance." The core nighttime activities include city wall lighting shows, fireworks displays at Jinniu Lake, and drone performances, with nighttime tourist traffic far exceeding the full-day count. This suggests that while daytime activities emphasize cultural inheritance, they lack sufficient appeal. Nighttime activities, on the other hand, intensify sensory stimulation but lack immersive experiences. To address this, there is a need to create participatory performing arts projects to fill the experiential gap.

5. Conclusion and suggestions

This article takes Taiyuan Ancient County as the research object and analyzes the tourism attraction elements of Taiyuan Ancient County based on online reviews. It is concluded that the tourism attraction elements of Taiyuan Ancient County are mainly reflected in five aspects: ancient city landscape, service management, consumption structure, cultural experience, and performance activities. Currently, Taiyuan Ancient County is in the development stage, and there are many similar scenic spots in Shanxi Province. Based on tourist perception analysis of Taiyuan Ancient County's tourism attraction elements, this article proposes strategies to enhance the tourism attraction of Taiyuan Ancient County. These strategies can improve the brand image and competitiveness of Taiyuan Ancient County among ancient city scenic spots, promoting the development of the tourism economy.

Firstly, the ancient city landscape should be enhanced. Taiyuan Ancient County needs to deepen its cultural genes and rely on the cultural symbol of the "Phoenix City" to implement technological empowerment. A dynamic projection system should be deployed on the city walls to perform the history of Jinyang City at night, and large screens should be added to the cross streets to play historical scenes of Jinyang City, enhancing the cultural immersion experience at night. Static relics should be transformed into a perceivable cultural cognitive interface, shaping a "full-time, full-scene, full-sense" cultural landmark landscape system and consolidating the core value foundation of "seeing Shanxi in one city."

Secondly, service management should be strengthened. Taiyuan Ancient County urgently needs to establish a complete service management system. Sufficient security personnel should be equipped in places with large passenger flow, such as parking lots and cross streets, to reduce the incidence of safety risk events. Regular training should be organized for businesses to enable scenic staff to further understand Jinyang cultural knowledge, intangible cultural heritage knowledge, etc., and improve their cultural identity and service awareness. A merchant service quality survey should be established, and rent reductions should be implemented for high-quality merchants to improve tourist satisfaction.

Thirdly, the consumption structure should be optimized. Taiyuan Ancient County needs to fundamentally change the ticket-based economic model, further optimize the consumption system, and achieve sustainable development. First, a joint ticket system should be implemented to integrate scattered charging items such as city walls, county offices, and the "Man Jiang Hong" film base. Secondly, cultural and creative products need to be further developed. Cultural and creative products not only have practical value but also carry rich cultural connotations and artistic value. Featured cultural and creative products such as lacquered ware and ancient wooden building block toys should be prominently launched. Finally, homogenized snacks should be appropriately eliminated, and intangible cultural heritage specialty foods with Shanxi characteristics should be introduced to increase the proportion of non-ticket income.

Fourth, cultural experiences should be enhanced. Enhancing cultural experiences requires shifting from commercial displays to immersive participation. The focus should be on adding county office performances and allowing audiences to participate in the performances, solving the dilemma of insufficient participation in cultural projects. Cultural interpretations corresponding to handicrafts should be provided beside non-heritage booth displays. For dietary intangible cultural heritage, an open production area should be established to allow tourists to experience processes such as fish pressing and dough modeling under the guidance of inheritors, further enhancing the tourist experience.

Fifth, performance activities should be enriched. Performance activities should break through the polarization between day and night. Daytime folk parades, lion dances, and county office performances guide tourists to participate. Immersive projects such as script killings and escape rooms should be added to enhance daytime tourism appeal. At night, real-scene performances should be developed using the city walls as a medium, and festival activities should be upgraded to intangible cultural heritage competitions using film-based resources, achieving the transformation from short-term IP traffic to continuous cultural consumption.

Disclosure statement

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