Exploring Preference of Rural Tourism in the Post-pandemic Period and Its Influencing Factors: A Content Analysis Based on ROST

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Abstract: With the gradual control of the COVID-19 pandemic, the advantages of rural tourism in the recovery of tourism have emerged gradually. Nevertheless, little attention is paid to the preference of rural tourism tourists in the background of the pandemic situation. Thus, this study aims to examine the characteristics of Chinese rural tourists' preferences in the post-pandemic period and its influencing factors. This study collected all tourist reviews during the Post pandemic period in five dominant travel websites in China, then conducted content analysis and mining with ROST Content Mining and ROST Emotional Analysis Tool. Finally, combined with real cases, this study further validates the rationality and applicability of the results and provides specific suggestions for the development of rural tourism. The result showed that risk perception brought by COVID-19 could impact tourists' preference but influence less on tourists' behavior after decision-making of traveling, meanwhile, tourists prefer experience-based or amusement-based products to sightseeing-based products. Eventually, suggestions for the recovery and development of rural tourism are presented based on the result.

Keywords: content analysis; postpandemic period; rural tourism; tourist preference

1 INTRODUCTION

Since December 2019, the COVID-19 pandemic has spread throughout the country, and the tourism industry has been hit by strict travel control measures. Since April 29, 2020, China's pandemic prevention and control entered a state of normalization, that is, postpandemic period; however, management measures, such as wearing masks and nucleic acid testing, will remain for a long time [1,2]. Thus, long-distance mobility and cross-province travel are still restricted to different degrees, and peri-urban tourism and rural tourism have been restored and developed first owing to the small mobility [3–5]. Based on the ternary theory of attitude formation proposed by Hovland and Rosenberg in 1960, tourism preference comprises three factors of cognition, emotion, and intention, which influence each other [6–8]. The cognitive changes due to social development and the change int the pandemic situation could change emotion factors and intention factors, creating new tourism preferences; perhaps, this change can better provide specific suggestions for the development of rural tourism.

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2 Theoretical Basis and Research Design

2.1 Theoretical basis

In the postpandemic period, rural tourism with natural beauty and open environment is more conducive to evade crowd gathering than urban tourism with architecture and exhibition. Thus, rural tourism will be the first choice for more tourists in the coming times [3,9–14].

To comprehend hot changes in the global tourism research since the outbreak of COVID-19, we conducted a subject search of "COVID-19" and "tourism" in the core collection of Web of Science (WOS). The time range for searching was 2020–2021; a total of 505 results were obtained, which were imported into the scientific knowledge map software VOSviewer. Next, we analyzed keywords in a common word sequence and removed the keywords that had a strong correlation with the search words (including "COVID-19," "tourism," "coronavirus," "pandemic," and "SARS." Based on the obtained information, we created the sequence of Fig. 1. The color of the nodes in Fig. 1 represents the average publication year of the documents where the keywords are located, and the node whose color tends to be yellow is a new hotspot in the field of research [15–18]. As shown in the red box in Fig. 1, rural tourism is one of the new research hotspots since the outbreak of COVID-19.

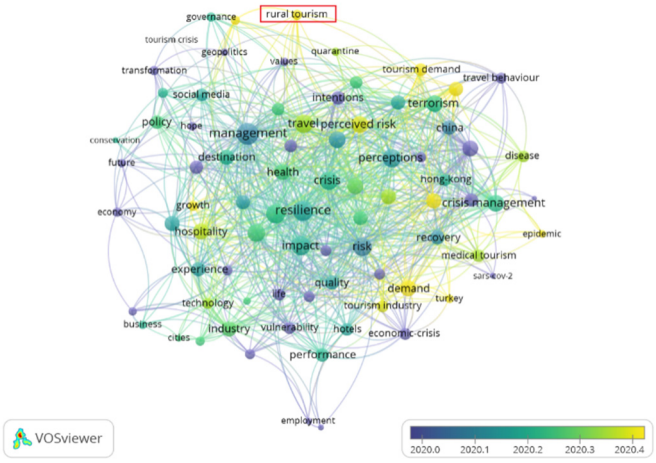

Figure 1. The sequence figure of keywords co-occurrence in tourism research literature from 2020 to 2021.

To understand the research hotspots of rural tourism, we used "rural tourism" as the keyword to retrieve in the core collection of WOS. A total of 702 results were introduced into VOSviewer to analyze the common words, forming a clustering Fig. 2. In Fig. 2, the size of the node suggests the frequency of the keywords, and the high-frequency keywords highlight the hot points of the research; the relatively low-frequency keywords indicate that the direction is worth exploring [15–18]. As shown in the red box of Fig. 2, the orientation of preferences has some exploration value in the research of rural tourism under the background of the pandemic situation.

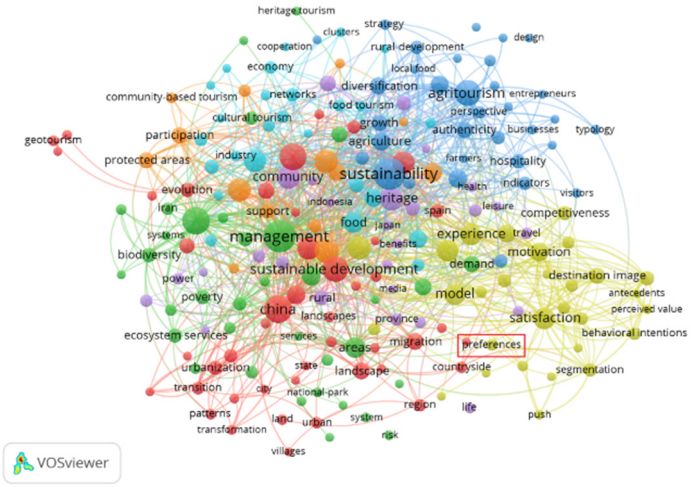

Figure 2. Clustering figure of keywords co-occurrence in rural tourism research from 2020 to 2021.

Aiming at the topic of tourist preference research, we used "tourist preference" as the keyword to retrieve in the core collection of WOS. A total of 1002 results were introduced into VOSviewer to analyze common words, forming a clustering Fig. 3 As shown by the red box in Fig. 3, big data and data mining have certain research value in tourist preference research topics.

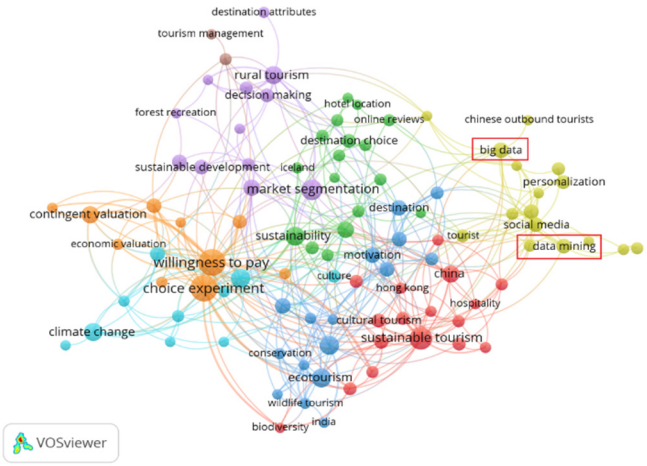

Figure 3. The clustering figure of keywords co-occurrence in tourist preference research from 2017–2021 (WOS core collection).

Before the outbreak of COVID-19, related research revealed that the main body of China's rural tourism market is families, and tourists focus more on safety and local characteristics. Meanwhile, tourists' groups in rural tourism first select enjoyment products based on catering,

accommodation, and sightseeing, and then choose experience products based on labor, primarily short-term city outings [9].

However, no research is available on tourist preference in the postpandemic period and its influencing factors. Besides, tourist preference is a psychological tendency, targeted measurement behavior that interferes with the respondent, whereas nonreactive or nonintrusive content analysis is more objective. Hence, the combination of data mining and content analysis is beneficial to the research of tourists' preference and its influencing factors.

2.2 Research design

This study mainly used the content analysis method to conduct data mining on the Internet comment data to analyze the preference of rural tourists and its related factors. The research strategy primarily included the following three steps: data collection, data preprocessing, and data analysis. In addition, the automatic collection software "Octopus" was mainly used for data collection, while ROST Content Mining software was primarily used for data preprocessing and analysis.

2.2.1 Data collection

The overall research was based on the tourists' online comments on domestic mainstream tourism websites, including Ctrip, Qunar, and Mafengwo, on the national leisure agriculture and rural tourism demonstration sites (253 in total) in the postpandemic period. The data collection period was from April 29, 2020 to March 18, 2021 [2].

2.2.2 Data preprocessing

First, we established a merged word group table to unify the expression of synonyms based on the sample content. Then, we replaced "scene," "landscape," "scenery," and "landscape" with "scene"; "kid," "children," "child," "children," and "son" with "children"; "appropriate" and "suitable" with "appropriate." Meanwhile, we established a filtering vocabulary to eliminate vocabulary not related to the research purpose.

Then, we built preference analysis categories. Table 1 provides the details of the first and second categories.

TABLE 1. PREFERENCE ANALYSIS CATEGORIES OF RURAL TOURISTS

First-class category	Secondary category
Basic characteristics of tourists	Group of tourists
	Travel time
	Tourist destination
Cognitive factor	Tourism Attractions and Tourism Services
	Leisure and entertainment
	Food and beverage
	Transportation and accommodation
	Shopping consumption
	Social background
Emotional Factor	Positive emotion

	Negative emotion
	Neutral emotion
Intention factor	Intention to revisit
	Recommendation intention

2.2.3 *Data combing and analysis*

Table 2 shows the main steps, tools, and purposes for data analysis.

TABLE 2. DATA ANALYSIS PROCESS

Sequence	Step	Substep	Tool	Purpose
1	Statistical analysis of high-frequency words	Participle Word frequency analysis Category of entry Tourist basic characteristic analysis	ROST Content Mining	The top 150 entries with high-level tourist recognition
2	High-frequency word coding	Complete coding scheme Conduct coding Reliability test	None	Further analysis of tourist preferences
3	Cognitive factor analysis	Word frequency analysis Classification and summary	ROST Content Mining	Exploring the preference of tourists for second-class purposes
4	Semantic network analysis	None	ROST Content Mining	Excavation of the correlation between high-frequency words
5	Affective factor analysis	Deterministic auxiliary word group Statement preprocessing Second-class affective analysis	ROST Content Mining; ROST Emotion Analysis Tool	Exploring tourists' emotional tendency
6	Intention factor analysis	Deterministic auxiliary word group Statement preprocessing Second-class affective analysis	ROST Content Mining; ROST Emotion Analysis Tool	Exploring the intention of tourists to rural tourism

3 RESULTS AND ANALYSIS

3.1 Statistical analysis of high-frequency words

A total of 2606 valid comments were collected, with a total of 148,455 words. After word segmentation, merging, filtering, and word frequency analysis with ROST CM6 software, we obtained the top 150 high-frequency words that impressed tourists. Table 3 shows the ranking results.

TABLE 3. HIGH-FREQUENCY WORDS IN ONLINE COMMENTS

Serial number	Entry	Word frequency	Serial number	Entry	Word frequency	Serial number	Entry	Word frequency
1	Scene	986	51	Jiangling	52	101	Terrace	32
2	Children	447	52	Stimulation	52	102	Uphill	31
3	Worth	427	53	Xinjiang	52	103	Fare	31
4	Fun	421	54	Overwater	51	104	High speed	31
5	Experience	334	55	up in the mountain	51	105	HuYanglin	31
6	Interesting	268	56	Freshness	50	106	Not worth	31
7	Cost performance	256	57	Good-looking	50	107	Enthusiasm	31
8	Appropriateness	256	58	Top of the mountain	50	108	Downhill	30
9	Admission ticket	233	59	Drive	50	109	Peach blossom	30
10	Glacier	223	60	Season	50	110	Pleasant	30
11	Item	174	61	Feel	49	111	Ticket	30
12	Playful	168	62	Village	49	112	Taste	30
13	Play	157	63	Drift	49	113	Middle ground	30
14	Gameplay	148	64	Weekend	48	114	Sight-seeing	30
15	Environment	123	65	Highway	47	115	Pending	29
16	Flexible	121	66	Saloon	47	116	Afternoon	29
17	Convenience	118	67	Attitude	47	117	Winter	29
18	Hot spring	118	68	Next time	47	118	Water temperature	29
19	Rape flower	115	69	Queue	47	119	Ancient town	28
20	Suggestion	112	70	Not much	47	120	Beauty	28
21	Free of charge	109	71	Pleasure	46	121	Walk on foot	27
22	Glass	104	72	Parent–child	45	122	Building	27
23	Happy	102	73	Park	43	123	Many people	27

Serial number	Entry	Word frequency	Serial number	Entry	Word frequency	Serial number	Entry	Word frequency
24	Ecologic	98	74	Culture	42	124	Mountain pass	27
25	Service	96	75	Summer	42	125	Periphery	27
26	Personnel	95	76	Relaxation	42	126	Animal	27
27	Air	94	77	Forestland	42	127	Famous	27
Serial number	Entry	Word frequency	Serial number	Entry	Word frequency	Serial number	Entry	Word frequency
28	Take a picture	94	78	Snow mountain	40	128	Cheap	27
29	Visitor	94	79	Botany	40	129	Shanchong	27
30	Steppe	93	80	Administration	40	130	Accommodation	26
31	Prettiness	92	81	Dining room	39	131	Fruit	26
32	Facilities	91	82	Gaoming	39	132	Cruise ship	26
33	Sea of flowers	86	83	Adult	39	133	Ink	26
34	Transportation	81	84	Indoor	38	134	Betterment	26
35	Kongtong	81	85	Outdoor	38	135	Room	25
36	Park	73	86	Cleanliness	37	136	Not much	25
37	Nature	73	87	Recreation	37	137	On foot	25
38	Garden	70	88	Sightseeing	37	138	Rose	25
39	Graceful	69	89	A train	37	139	Excursion	25
40	Paradise	68	90	Nearby	36	140	Purchase	25
41	Beauty	66	91	Have a meal	36	141	In the park	25
42	Characteristic	63	92	Best	36	142	Spectacular	25
43	Friend	63	93	Favorable	36	143	History	25
44	Charge	62	94	Desert	36	144	Appreciate	25
45	Weather	62	95	Pandemic situation	35	145	Taste	24
46	Lop Nor	59	96	Ride in a car	34	146	Rest	24
47	Km	58	97	Horseback riding	34	147	Travel	24
48	Tibet	57	98	Old man	34	148	Lake water	24
49	Wuyuan County	55	99	Pool	33	149	Primordial	24
50	Parking lot	53	100	Observation deck	33	150	Village	24

Among them, there were 95 nouns, including tourism attractions, tourism services, entertainment, transportation, and accommodation, 27 adjectives, including the feeling of tourism, and 28 verbs, including travel mode and entertainment.

Table 4 presents the analysis of tourists' basic characteristics. The travel groups are primarily families; summer and winter are the preferred seasons for tourists to travel; weekends and

afternoons are the preferred travel time-period for tourists; and the popular destinations are mostly west and south of China.

TABLE 4. ANALYSIS OF TOURISTS' BASIC CHARACTERISTICS

Basic Characteristics	Entry	Frequency
Tourists groups	Children	447
	Friend	63
	Parent–child	45
	Adult	39
	Old man	34
Travel time	Weekend	48
	Summer	42
	Afternoon	29
	Winter	29
Tourist destination	Kongtong	81
	Lop Nor	59
	Tibet	57
	Wuyuan County	55
	Jiangling	52
	Xinjiang	52
	Gaoming	39
	Shanchong	27
	Ink	26

3.2 High-frequency word coding

For follow-up analysis, the above-listed 150 entries were manually coded. Based on the research problem and the sample content, a coding scheme was developed, and two coders were arranged to code independently per the coding table and coding guide. The coding number was >30% of the total sample, and the reliability was tested by the percentage consistency and Scott pi method. Table 5 presents the result of the reliability test, showing that artificial coding was reliable.

TABLE 5. RELIABILITY TEST TABLE

Reliability test method	Check value	Acceptable value	Pass test or not
Percentage consistency	0.92	≥0.85	Yes
Scott pi	0.89	＞0.7	Yes

3.3 Cognitive factors analysis

3.3.1 Tourism attractions and tourism services

Tourist attraction and tourism service are the core elements of tourist attraction and the main indicators of tourist preference. As shown in Table 6, the total frequency of natural tourist attractions is 1305, while the frequency of humanities tourism attractions is relatively small, 397. Regarding tourism service, tourists mainly focused on the perfection of the facilities, the attitude of the service personnel, and the management order of the scenic spot.

TABLE 6. HIGH-FREQUENCY WORDS FOR TOURIST ATTRACTIONS AND TOURISM SERVICES

Entry	Word frequency	Entry	Word frequency
Scene	986	Culture	42
Glacier	223	Forestland	42
Environment	123	Snow mountain	40
Hot spring	118	Botany	40
Rape flower	115	Administration	40
Glass	104	Desert	36
Ecologic	98	Pool	33
Service	96	Observation deck	33
Personnel	95	Terrace	32
Air	94	Huyanglin	31
Visitor	94	Enthusiasm	31
Steppe	93	Peach blossom	30
Amenities	91	Water temperature	29
Sea of flowers	86	Ancient town	28
Park	75	Beauty	28
Naturalness	73	Building	27
Characteristic	63	Animal	27
Weather	62	Rose	25
U**p in the mountain**	51	History	25
Top of the mountain	50	Travel	24
Village	49	Lake water	24
Attitude	47	Village	24

3.3.2 Leisure and entertainment

Leisure and entertainment activities were found to be the main part of tourism behavior, which could reflect the behavior preferences of tourist groups. Table 7 shows the high-frequency words in the leisure and entertainment category.

TABLE 7. HIGH-FREQUENCY WORDS FOR LEISURE AND ENTERTAINMENT

Entry	Frequency	Entry	Frequency
Experience	334	Outdoor	38
Item	174	Recreation	37
Playful	168	Sightseeing	37
Play	157	Horseback riding	34
Gameplay	148	Uphill	31
Flexible	121	Downhill	30
Take a picture	94	Sight-seeing	30
Garden	70	Walk on foot	27
Paradise	68	Cruise ship	26
Overwater	51	On foot	25
Feel	49	Excursion	25
Drift	49	In the park	25
Queue	47	Appreciate	25
Pleasure	46	Taste	24
Leisure	42	Rest	24
Indoor	38		

In addition, Table 7 shows that tourists prefer experience- and play-based leisure and entertainment activities, followed by sightseeing activities, which aligns with the fact that the outing groups are mostly families, especially parents and children.

3.3.3 Transportation and accommodation

Owing to the travel restriction due to pandemic prevention and control, the preference of transportation and accommodation can better reflect the tourist preference characteristics in this background. Table 8 lists high-frequency words for transportation and accommodation.

TABLE 8. HIGH-FREQUENCY WORDS TABLE OF TRANSPORTATION AND ACCOMMODATION

Entry	Frequency	Entry	Frequency
Transportation	81	Nearby	36
Km	58	Ride in a car	34
Parking lot	53	High speed	31
Drive	50	Ticket	30
Highway	47	Mountain pass	27
Saloon	47	Periphery	27
Park	43	Accommodation	26
A train	37	Room	25

Highway transportation is the first choice for rural tourists to travel, and they prefer short-distance travel, which is related to travel restrictions under the pandemic. Regarding accommodation, tourists prefer hotels most, which correlates with the increased requirements for safety and hygiene during the pandemic period.

3.3.4 Shopping consumption

In Table 3, items associated with shopping consumption are as follows: cost performance (256), ticket (233), free of charge (109), charge (62), fare (31), cheap (27), and purchase (25). Excluding the necessary expenses, such as accommodation, transportation, and catering, tickets remain the main consumption item; however, the consumption of souvenirs and additional paid items is relatively small, and the price factor exerts a relatively large impact on preferences.

3.3.5 Food and beverage consumption

In Table 3, items associated with food and beverage consumption are restaurants (39), meals (36), flavors (30), and fruits (26). Besides the demand for dinner, tourists focus more on specialty agricultural products.

3.3.6 Social background

In Table 3, only one entry is related to social background, which is pandemic (35). It is primarily divided into three contents as follows: (i) safety and health, partly including negative comments; (ii) describing the impact of the pandemic on the tourism industry; and (iii) the expression of joy. Thus, the above-listed items validate that the pandemic will affect travel preferences.

3.4 Semantic network analysis

The semantic network analysis can further reflect the deep correlation between words. The semantic network graph was constructed using ROST CM6, and the relevance of words was mined. Figure 4 shows the results of the analysis of the semantic network of the top 150 high-frequency words.

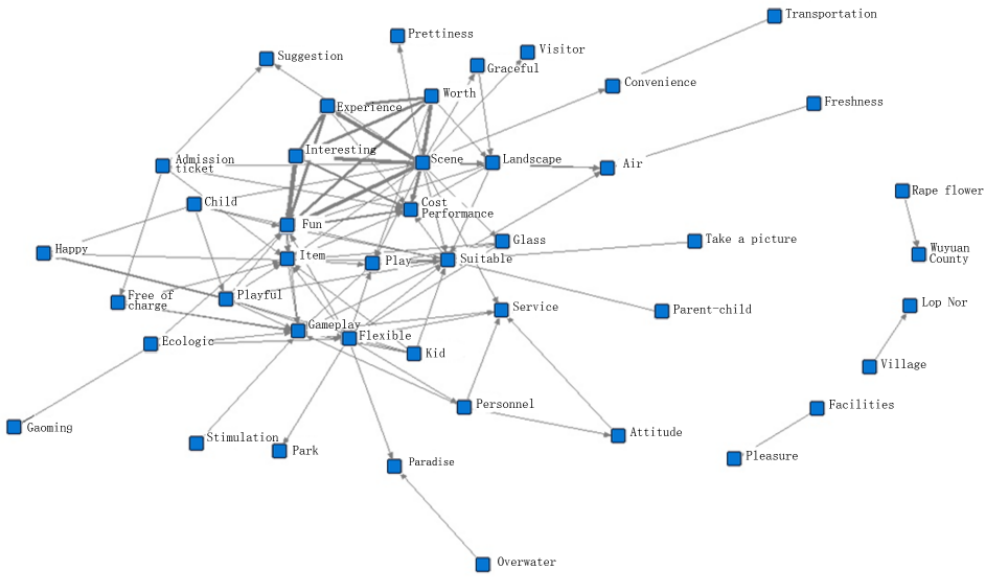

Figure 4. Semantic Network of Visitors' Comments.

In the semantic network, the lines represent the relevance of high-frequency words; the thicker the lines, the stronger the co-occurrence between the two. Figure 4 creates a layout with "Scene" as the main center and "fun," "suitable," "game," and "project" as the subcenters, suggesting that tourist attractions are the core element of tourists' preference and experience game tourism products is the main preference of tourists. Meanwhile, there are more co-occurrences between the "experience," "cost performance," "parent–child," "flexible," "worth," and central node, further confirming the previous cognitive factors in the analysis of conclusions.

3.5 Emotional factors analysis

For each secondary category of cognitive factors, a corresponding auxiliary word group was formed, and the ROST CM6 was used to extract the relevant documents for each secondary class for preprocessing, including statement deletion, splitting, and deduplication. Then, we used the ROST Emotion Analysis Tool to conduct emotional analysis; Table 9 shows the results.

TABLE 9. EMOTIONAL FACTOR ANALYSIS

Category	Positive		Neutral		Negative	
	Proportion (%)	Number	Proportion (%)	Number	Proportion (%)	Number
Tourism Attractions and Tourism Services	62.00	1955	21.31	672	16.68	526
Leisure and entertainment	63.88	1454	18.19	414	17.93	408
Transportation and accommodation	56.17	706	25.14	316	18.70	235
Shopping consumption	55.30	720	22.50	293	22.20	289
Food and beverage	58.29	211	23.48	85	18.23	66
Social background	59.29	67	27.43	31	13.27	15

Note: "Number" refers to the number of sentences.

3.6 Intention factor analysis

Overall, positive emotions were higher than neutral and negative emotions, and the proportion was >50%. The category with the highest positive emotion was leisure and entertainment, while the category with the lowest positive emotion was shopping consumption, which correlated with the single consumption of tourists who mainly used tickets. The category with the highest proportion of neutral emotion was social background, which affected the intention of travel behavior, and the lowest was leisure and entertainment. The category with the highest proportion of negative emotion was shopping consumption, which closely correlated with the problem of high price level and low cost performance.

First, we used high-frequency to extract the words associated with recommendation intention (worth, recommend, suggest, and not worth) and revisit intention (next time), and establish

auxiliary word groups. The other steps were consistent with emotional factor analysis. Table 10 presents the results of the analysis.

TABLE 10. ANALYSIS OF INTENTION FACTORS

Category	Positive		Neutral		Negative	
	Proportion (%)	Number	Proportion (%)	Number	Proportion (%)	Number
Recommendation intention	69.95	796	13.88	158	16.17	184
Intention to revisit	69.81	74	16.04	17	14.15	16

Overall, positive emotion was higher than neutral emotion and negative emotion; however, according to the number of articles, the intention to revisit was much lower than the intention to recommend, indicating that the rural tourism scenic spot had less stimulation to the tourists' intention to revisit, the lack of renewal iteration, and it was challenging to form a lasting attraction to tourists.

3.7 Test of practice results

This study combined the practical rural tourism case with Gankeng Hakka town to examine the applicability and rationality of the research results in practice. The town is located in Gankeng Community, Longgang District, Shenzhen; the community was named by The Department of Culture and Tourism of Guangdong Province as culture and tourism characteristic village of Guangdong Province and was included in the list of rural tourism boutique routes in Guangdong Province. Based on the pandemic situation and the change in tourists' preference, the town updated its management strategy in time and attained better development in the postpandemic stage. During the Spring Festival in 2021, the scenic spot received more than 180,000 visitors, and both the number of visitors and revenue reached a record high. In the following Tomb-Sweeping Day, the number of tourists also exceeded 70,000. Hence, the collection and sorting of the management practice of this scenic spot are representative and typical.

Table 11 shows that in the postpandemic period, the town can precisely judge and satisfy the tourists' preferences and attain better results. The town's business strategy accords with the analysis results of this study, showing that the results of this research are reasonable and applicable in practice.

TABLE 11. SUMMARY AND COMBING OF MANAGEMENT PRACTICE IN THE POSTPANDEMIC PERIOD OF GANKENG HAKKA TOWN

Preference or characteristics of tourists in the postpandemic period	Management practice
Family as the main group	Be selected as "children-friendly practice base in Shenzhen," "family education practice base in Guangdong Province," to provide good family tourism services.
Prefer experience- and play-based product	The launch of "manual experience," "grasp the loach," "script kill" and other experience-based tourism projects.

Concern about characteristic agricultural products	Introduce “Eat bamboo shoots in spring” banquet, combine characteristic agricultural products and Hakka spring food culture.
Highway traffic mainly	To improve the problem of difficult parking for tourists and plan the ecological parking space.
Pay more attention to health and safety under the pandemic	Strictly implement the requirements of no more than 75% of the authorized number of tourists carrying capacity and update the current-limiting information in real-time.

Note: The information is derived from the official account of Gankeng Hakka Town.

4 CONCLUSIONS

This study demonstrates that in the postpandemic period, rural tourist groups are mainly families that prefer short-term trips to the surrounding scenic spots, primarily travel by road, and focus more on safety and health issues. In the process of playing, leisure and entertainment can trigger the positive emotions of tourists more, among which, they prefer play- and experience-based products. In addition, shopping consumption is easy to make tourists have negative emotions. After playing, the recommendation intention of rural travel is acceptable, but the intention to revisit is low.

Accordingly, the following suggestions are given. First, grasp the characteristics of tourists’ preferences, combine the characteristics of their resources to develop play- and experience-based products. Second, design and develop peripheral products based on positioning and enrich the consumption experience while enhancing the quality of tourism consumption. Finally, practitioners should focus on innovation and update, upgrade the elements in tourist attractions regularly based on the time and situation, and increase the continuous attractiveness. Furthermore, enhance tourists’ willingness to revisit.

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