Research on Leisure Experience of Zhejiang Museum Tourists Based on Network Text Analysis

Mengru Xu [a], Qiucheng Li [b*]
[a]e-mail: xumengru21@163.com, [b]e-mail: lqcfrank@zjgsu.edu.cn

School of Tourism and Urban-Rural Planning, Zhejiang Gongshang University, Hangzhou, China

Abstract: Because of the improvement of people's material level, people's demand for spiritual pursuit and tourism and leisure has greatly increased. As a public space for cultural exchange and communication, the museum has the dual attributes of education and leisure. In order to study the leisure experience characteristics and emotions of tourists in Zhejiang Museum tourism, and promote the development of museum leisure tourism. From the perspective of tourists' perception, this paper uses the comments of tourists from Zhejiang Provincial Museum on Ctrip's online website as the analysis text. Extracting high frequency feature words by ROST CM6 software, summarizing the dimension of leisure experience of tourists in Zhejiang Museum, analyzing the social network between high-frequency feature words, and analyzing tourists' emotional tendency to museum leisure experience.

Keywords: museum tourism; leisure experience; text analysis; visitor perception; data acquisition

1 Introduction

1.1 Background of the study

As a cognitive symbol of cultural exchange in urban space, public cultural space expresses cultural functions more in the form of a carrier and becomes a place for public leisure and cultural tourism [1]. Exhibition and display cultural venues represented by museums and memorial halls are typical representatives of meeting people's spiritual needs and cultural leisure [1], and are an important part of cultural tourism and heritage tourism [2]. Education has long been seen as the primary function of museums. However, with the changing role of museums in society and the diversification of the way audiences use museums, museums are gradually given the label of "leisure places" [3]. In March 2020, the Ministry of Culture and Tourism formulated *the Measures to Improve the Quality and Upgrade of Cultural Tourism and Leisure Consumption*, which explicitly encourages "cultural experience tourism such as library tours, museum tours, and folk tours"[4]. For tourists, entering different museums is a process of seeking different cultural experiences, which not only preserve a large number of cultural relics, but also display the window of local culture, with unique regional characteristics, which can provide tourists with material and non-material tourism products that meet the needs of visits and leisure experiences [5].

From the perspective of tourists' perception, this paper analyzes the emotional tendency of

museum tourists by dividing the dimensions of museum tourists' leisure experience, aiming to clarify the characteristics of museum tourists' leisure experience, provide theoretical basis for follow-up research, and provide a realistic reference for museum leisure construction.

1.2 Review of relevant studies

Museum tourism is an emerging form of tourism with museums as the carrier, and the intervention of tourism has made museums develop from a single visiting function to diversified [6]. Since the 70s of the 20th century, foreign scholars have begun to study museum tourism, and the domestic research on the leisure and entertainment function of museums originated in the 90s of the 20th century, and there are still shortcomings in domestic research content and research results compared with foreign countries [6].

In recent years, the research content of domestic scholars on museum tourism includes cultural sustainable development, museum tourism development, tourists' perceived behavior, tourist satisfaction, etc., involving ecological museum tourism carrying national culture, smart museum tourism providing intelligent facilities and services, and provincial museum tourism open to the public free of charge.

Museums provide individuals living in modern society with a field for constructing leisure situations and entertainment consumption [7]. Under the condition of free and open, the motivation of museum tourists is mainly to increase knowledge of leisure and relaxation, the consumption structure is mainly transportation and the purchase of souvenirs [8]. And tourist' satisfaction comes from elevating the perceived history and culture and explanatory education into a sense of personal accomplishment and pleasure [9]. In terms of the development and construction of provincial museum tourism, Tang Shunying et al. classified and evaluated the popular science tourism resources of museums in Shandong Province, and made suggestions for the development of museum popular science tourism [10]. Li Hai'e et al. conducted empirical research on the interpretation system of Hubei Provincial Museum, and put forward suggestions to improve the core level of the interpretation system, optimize the additional level and strengthen the expansion level [11]. Liu Lihua analyzed the characteristics of museum resources in Liaoning Province and put forward suggestions for the development of museum tourism in view of the existing problems [12].

Museums are a high-value and high-grade cultural tourism resource [13]. Visiting museums in China has not become the preferred leisure product for local residents in their leisure time [14]. It is necessary to take the construction of "smart" museums as an opportunity to enhance the attractiveness of museum tourism from three aspects: service, management and marketing [15]. For visitors, the traditional display of cultural relics is a one-way information transmission, which is not interactive and interesting. The dynamic management of smart museums makes cultural relics displayed in a down-to-earth entity or custom, which is more vivid [16]. On the basis of completing professional museum operations such as collection, display and protection of exhibits, it is equipped with data analysis and network marketing talents to carry out online marketing [15]. Uses mobile communication technology to launch a digital museum intelligent service experience [17].

In general, many existing studies have paid more attention to the relationship between the museum's own resources, and ignored the "aesthetics, atmosphere, interaction, environment" and other elements that affect tourists' leisure experience [18]. Xie Yanjun pointed out that the

world of travel experience is opposed to the world of daily life, and the ultimate goal of travel experience is leisure and happiness [19]. The leisure experience of tourists traveling in the museum is not only the gaze of material forms, but also the overall perception of the atmosphere of the museum.

Based on this, this paper uses text analysis to analyze online reviews from the perspective of tourists' perception. This paper discusses the factors affecting the leisure experience of museum tourists in Zhejiang Province, summarizes the dimensions of leisure experience, analyzes the emotional tendency of museum tourists in Zhejiang Province, and provides a theoretical basis for improving the construction of museums, enhancing tourism attraction and cultural appeal.

2 Materials and Methods

2.1 Research Methods

The leisure experience of tourists at the Zhejiang Provincial Museum studied in this paper is the personal experience of tourists after the tour. It is usually recorded by tourists as their experience on social media for the public to browse and obtain information. Text analysis method is a quantitative analysis method for systematic and repeatable testing of propagation symbols. It is an important means of data integration and analysis. Therefore, this paper takets text analysis method as the research method, and uses ROST CM6 software to perform statistical analysis from the aspects of high-frequency feature words, social semantic networks and emotions.

2.2 Sources and pre-processing

The data collection time was December 2021, entered "Zhejiang Provincial Museum" into the Ctrip comment section, used data collection software to collect a total of 430 comment texts. In order to ensure the validity of the research data, the text is preprocessed. Remove texts with obvious traces of plagiarized copying as well as web writer articles; Remove emojis from the text and translate English to Chinese, filter and replace synonyms. Finally, a total of 394 museum travelogues and commentary texts with analytical value were selected, and the preprocessed network text data was saved as a text file with a file extension of .txt as the source of analysis data.

3 Results & Discussion

3.1 Analysis of high-frequency feature words for leisure experience of museum tourists

The ROST CM6 software was used to extract the first 60 high-frequency feature words of the online comment text of museum tourists, and 54 high-frequency feature words were obtained, and the high-frequency feature words were shown in Table 1.

From the perspective of the parts of speech of high-frequency feature words, nouns are most, verbs and adjectives are juxtaposed, and adverbs are the least. There are 39 nouns, mainly related to the geographical location, collection, environment and other aspects of the museum, seven verbs mainly express the characteristics of museum tourism activities, such as "exhibition", "explanation" are the main content, "learning", "visit" are main activity purpose;

seven adjectives reflect the museum tourists' feelings about the museum collection, arrangement and overall impression during the tour.

According to the characteristic word frequency from high to low, the top 20 words are analyzed, the location of the museum area is the most concerned point of tourists, "West Lake", "Gu Shan", "Wulin", "Hangzhou" azimuth words show that the Gu Shan Exhibition Hall located in the West Lake District and the Wulin New Hall are the places mentioned most by tourists. Gu Shan Pavilion is close to West Lake, the nearby scenery is beautiful, tourists visiting West Lake can visit the nearest museum, the accessibility of tourist destinations is a factor affecting tourists. "Exhibition", as a type of tourism activity, is the irregular display of fine products in the museum, or the theme cultural relics exhibition held by the platform of Zhejiang Provincial Museum. Is is popular with many groups who love specific themes. Since people's leisure time is relatively concentrated, crowd dispersal should be considered in order to improve the leisure experience of museum tourists. "Collections" and "cultural relics" are the actual tourism products of museums with high-value and high-grade cultural tourism resources. One of the motivations for people to travel is to broaden their horizons and increase their knowledge. Therefore, the value and taste of museum products is a factor affecting tourists' travel and leisure experience. "History" and "culture" are the intangible tourism products of the museum, which are the edification of tourists in the atmosphere of the museum and cultural relaxation experience. "Visiting" is the main activity mode in the tourist's museum tour, it is a way for tourists to obtain leisure experience. "Free" and " Abundant " are tourists' perception and evaluation of the museum. The museum is free and open to the public without admission fees. The richness of the collection is perceived by the tourist, which leads to a "worthwhile" mentality and is the tourist's affirmation of the museum experience.

Tab.1 High frequency words of Museum tourists' leisure experience network review text

Entry	Frequency	Attribute	Entry	Frequency	Attribute	Entry	Frequency	Attribute	Entry	Frequency	Attribute
Museum	328	N	Place	53	N	National treasure	21	N	Learn	16	V
Zhejiang Province	198	N	Pavilion	50	N	Jiangnan	20	N	Liangzhu	16	N
West lake	140	N	Hangzhou	49	N	Lacquer	19	N	Tourists	15	N
Gu Shan	117	N	Location	48	N	Get in	19	V	Commentating	14	V
Culture	95	N	Exhibits	46	N	Print	18	V	Coins	14	N
Exhibited	90	V	Abundant	41	Adj	Knowledge	18	N	Beautiful	14	Adj
Pavilion area	88	N	Square	39	N	Convenient	18	Adj	Leifeng Tower	14	N
History	86	N	Porcelain	33	N	Fuchun Mountain Residence	18	N	Open	13	Adj
Visit	78	V	Time	31	N	Bookmark	17	N	Not much	13	Adv
Worthwhile	76	V	Building	29	N	Painting	17	N	Guqin	13	N
Martial arts	66	N	Special	26	Adj	New Building	17	N	Nature	13	Adj
Collection	65	N	Ceramics	26	N	Environment	17	N	Pottery	12	N
Free	60	Adj	Scenery	25	N	Period	17	N			
Cultural relic	60	N	Art gallery	24	N	Scenic spot	17	N			

Note: This table is summarized from the top 60 high-frequency features, where N represents noun, V represents verb, Adj represents adjective, and Adv represents adverb.

3.2 Dimensional division of leisure experience for museum tourists

In order to understand the characteristics of leisure experience of museum tourists in Zhejiang Province, through reading online texts and summarizing the top 200 high-frequency feature words, combined with previous research results [20], the leisure experience of museum tourists is divided into seven dimensions, namely: management services, characteristic content, architectural facilities, environmental atmosphere, visitors' perception, visiting time, and

physical function. The results are shown in Table 2.

The management service is to maintain order and related services when tourists visit the free museum. Taking into account the limited space capacity of the museum, it is necessary to make reservations in advance. And enter the space only after passing the security check in an orderly queue when arriving at the museum. The museum is equipped with interpreters who will explain to visitors about the relevant historical and cultural heritage knowledge. Visitors can rinse museum bookmark souvenirs at self-service printing machines, there are restaurants and scenic spots around for visitors to relax and unwind. The characteristic content is expressed in the content, form and function of the museum exhibits. Exhibits are displayed and exhibited in the form of cultural relics or collections such as porcelain, lacquerware, pottery, guqin, and Ten Miles of Red. The achievements of civilization in different periods of ancient times are displayed through themes such as ruins and folk culture. Architectural facilities are expressed as the composition, area and scale of the museum's exterior architecture, and the facilities and arrangement of the exhibition halls and pavilions inside the museum. The environmental atmosphere is reflected in the geographical location of the museum, with Pinghu Autumn Moon, gardens, art museums, Xiling Seal Society and other scenery nearby. Visitors can not only move in the museum, but also go to the surrounding area easily. Visitor perception is expressed as a perception of the richness, interest, and exquisiteness of collections, as well as an evaluation of the overall impression of the museum. Although some tourists feel pity and disappointed, overall tourists are recommended to visit. The tour time is divided into the frequency of visits and the visiting time. Tourists often stop by when passing through the museum, the visit time is mostly in the afternoon. Physical function is manifested as different types of tourists have different performance behaviors, visiting motivations, attitudes and preferences. Visitors to the museum have a more careful attitude, with children, students and young people mainly favoring history, nature, art, etc., to achieve the purpose of increasing insight, learning knowledge, gaining experience and in-depth research through tours and exchanges.

Tab.2 Dimension division of Museum tourists' leisure experience

Main category	Subclass	Characteristic words
Management Services	Visiting Order	open, queue, appointment, security
	Services inside the museum	narrate, tell, docent
	Peripheral Services	eat, scenic spots
	Souvenirs	bookmark
	Ticket Prices	tickets, free
Featured Content	Features	museum, culture, civilization, display, display, attraction, ancient, millennium, distant, period, Ming and Qing dynasties, Song dynasty, ruins, royal, Jiangnan, collection
	Exhibit Content	porcelain, ceramics, lacquerware, calligraphy and painting, coins, pottery, guqin, celadon, liangzhu, longquan, animals, treasures, works, Fuchun Mountains, Ten Miles of Red, Siku Quanshu, Wu Yue Changge, National Treasures
	Exhibit Format	artifacts, exhibits, collections, collections, fine art
	Theme Activities	exhibitions, exhibits, set-ups, features
Building Facilities	Exterior Building	building, new building, area, scale, collection building, main building, composition
	Facilities inside the museum	area, exhibition area, branch library, facilities, pavilion, exhibition hall
	Layout design	layout, development, impression, reflection

	Surrounding Environment	square, art museum, environment, Leifeng Tower, landscape, scenery, garden, lakeside, Pinghu Autumn Moon, Xiling
Environmental Atmosphere	Location	place, located, location, geography, southern foothills, surrounding, nearby, situated, destination
	Spot	Zhejiang Province, West Lake, Gu Shan, Wulin, Hangzhou, downtown
	Directions	inside, on the side, next to, at the entrance, in the pavilion
Visitor Perception	Positive Perception	worthy, rich, characteristic, beautiful, precious, exquisite, famous, interesting, lively exquisite, good-looking, many, unique, eye-opening, interesting
	Middle Perception	relative, compared to, provincial, comprehensive, cost effective
	Negative Perception	disappointed, not much, not big, unfortunately
	Visiting Suggestions	suggestions
Tour time	Visiting time	time, hour, afternoon, minute
	Frequency of visit	daily, by the way, passing, often
Physical function	Behavior	visit, go in, print, tour, come over, enjoy, rest, exchange, go over, tour
	Motivation	learning, knowledge, insight, experience, fit, research
	Preferences	history, nature, art, humanities, craftsmanship
	Attitude	carefully
	Type	visitors, children, friends, students, youth

Note: This table is based on the compilation of the top 200 high-frequency feature words.

3.3 Social network analysis of leisure experience of museum tourists

As shown in Figure 1, the commentary text on the leisure experience of museum tourists is clustered around "museum", "West Lake" and "Zhejiang Province", showing the characteristics of overall dispersion and partial concentration. "Museum" as the main carrier of museum tourism, connects almost all related words. Connected to the museum are the words "West Lake", "Cultural Relics", "Exhibition", "History", "Visit", "Free", etc., "West Lake" indicates the geographical location of the museum, "Cultural Relics" indicates the main tourism products of the Museum, and "West Lake – Gu Shan- Museum" forms an interlinked relationship, indicating that the relationship between the three is close. As a comprehensive cultural display place, the museum has relatively high requirements for "culture". With "culture" as the center, and there are words such as "visit", "history" and "richness" around it. "Visiting", as the main activity method of leisure experience for museum tourists, is related to relevant precautions. Centered on "visit", and the words "time" and "free" are distributed.
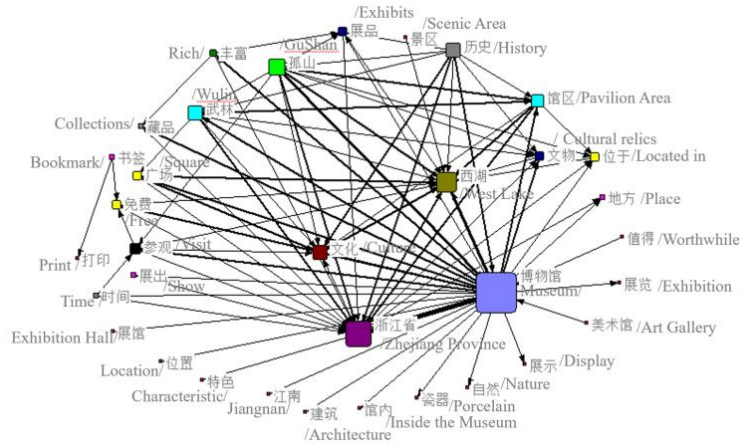
Fig.1 Semantic network of Museum tourists' leisure experience

3.4 Sentiment analysis of leisure experience of museum tourists

In order to explore the leisure experience of tourists in museum tourism, this paper uses the sentiment analysis function in ROST CM6 software to statistically analyze the network text statements, and the results are shown in Table 3.

Tab.3 Emotional tendency of Museum tourists' leisure experience

Emotion type	Quantity	Proportion (%)
Positive Emotions	388	82.73
Neutral Emotion	31	6.61
Negative emotions	50	10.66

Overall, the number of emotions of tourists with positive emotions as the main number reached 388, accounting for 82.73% of the total sample size. The number of negative emotions 50 accounts for only 10.66%. From the perspective of this paper, the free opening of museums, rich collections, superior geographical environment, characteristic buildings, etc. are all important factors affecting the formation of positive emotions of museum tourists. Tourists need to stay away from monotonous and boring work at the right time, pursue spiritual freedom, and return to themselves. The historical precipitation and cultural atmosphere of the museum meet the needs of people to escape temporarily and become a spiritual home for people to relax and relax.

4 Conclusion

4.1 Conclusion of the study

From the perspective of tourists' perception, this paper analyzes the online commentary text of the leisure experience of tourists in Zhejiang Museum, and discusses the dimension, perception characteristics and emotional tendency of leisure experience of tourists in Zhejiang Museum. The main findings are as follows:

Firstly, ROST CM6 software was used to extract the top 60 high-frequency feature words in the relevant network reviews of Zhejiang Museum tourists, and simplified them to 54 high-frequency feature words by merging synonyms. It is mainly composed of nouns, verbs and adjectives. It describes the characteristics of leisure experience of tourists in Zhejiang Museum from three aspects: geographical environment, collection categories and cultural atmosphere. The top 200 high-frequency feature words are summarized to explain the leisure experience of tourists in the museum. It is structured into seven dimensions: management services, feature content, building facilities, environmental atmosphere, visitor perception, tour time, and physical function.

Secondly, ROST CM6 software was used to analyze the social network of the commentary text of the leisure experience of Zhejiang Museum tourists. It was concluded that the high-frequency feature words were mainly clustered with "museum", "West Lake" and "Zhejiang Province" as the center, showing the characteristics of overall dispersion and local concentration. Among them, the "West Lake-Gu Shan -Museum" has formed a strong interlinkage relationship, indicating that visiting the Zhejiang Provincial Museum under the support of the West Lake Scenic Area has become a way of cultural leisure.

Finally, the emotional analysis of tourists' leisure experience in the Zhejiang Provincial Museum is carried out, and overall, the emotional types of tourists are mainly positive emotions. From the perspective of this paper, the free opening of Zhejiang Provincial Museum, rich collections, superior geographical environment, characteristic architecture, etc. are all important factors affecting the formation of positive emotions of museum tourists.

In order to provide a theoretical reference for the subsequent research on the leisure experience of museum tourists, this paper mines and analyzes the online review texts of museum tourists in Zhejiang Province on the basis of the previous work, and explores the dimensional division of the factors affecting the leisure experience of tourists in museums. At the same time, it helps to identify the shortcomings of Zhejiang Provincial Museum in the development of leisure tourism, and has certain practical value for improving the leisure quality of tourists in museums and the transformation and upgrading of museums.

4.2 Management Implications

There are three management implications for this study:

Firstly, at present, the focus of Zhejiang Provincial Museum is on the protection and exhibition of cultural relics, for the creation of cultural relics around the product investment is slightly insufficient. It is necessary to strengthen cooperation with the tourism industry. Cultural relics are the condensation of human historical development and the most important leisure tourism resource of museums. Through exhibitions and displays, tourists can learn about the culture of different periods, observe the lifestyles of different eras, and study the production process of various utensils. Touching is a sense that people deeply feel the external environment in addition to sight and hearing. However, the precious cultural relics of the museum are often placed in the vitrine, visitors cannot touch it. To better allow historical relics to interact with tourists, Zhejiang Provincial Museum can set up a research and development department to replicate the characteristic cultural relics in equal proportions and display them outside the window of the original cultural relics, which can allow interested tourists to study carefully, it helps to narrow the distance between tourists and cultural relics. It can play the role of tourism attraction.

Relevant cultural and creative products can be launched in combination with the characteristics of the collection and exhibitions with different themes, adding vitality and freshness to the museum.

Secondly, the goal of tourists to the museum is to enjoy leisure in tourism, but the Zhejiang Provincial Museum itself is positioned as collection, protection, research and education, with a certain cultural and leisure function. If you walk around the museum, you may not be able to truly get an education, you may not be able to experience relaxation, but only feel physically and mentally tired because of the constant rush. Some of the tourists who visit the museum are children, students, children in the adolescent period are full of energy, encounter interesting things always like to communicate with friends. If directly in the exhibition hall fierce discussion, will undoubtedly disrupt the normal order of public places, affect the visit of others; but post-tour communication, it is not very effective as it is not very timely In this regard, Zhejiang Provincial Museum needs to take into account the needs of different types and different ages of tourists, according to the distance of the whole tour and the nodes with topicality, add rest facilities, discussion areas, and equip special on-site guidance personnel to create a leisure and relaxing space for the museum, showing the quality of Zhejiang Provincial Museum being open, inclusive and advancing with the times.

Finally, the space capacity inside the museum is limited, the lighting is relatively dim, which will make people solemnly and in awe, and it will be difficult to let go for a long time. Recreational areas can be created to create participatory experience spaces that allow visitors to transition into a normal environment. In the leisure space, the use of digital virtual technology to launch museum thematic archaeological products, allowing people to immerse themselves in the process of cultural relics excavation and restoration, to feel the relaxation of the body and the healing of the soul during excavation and brushing. Set up creative interactive games to allow visitors to restore their own cultural relics according to the text description of cultural relics. The works completed by tourists can be taken away as souvenirs after the tour. It can not only enrich the leisure tourism products of the museum, but also bring certain benefits.

4.3 Research Deficiencies and Prospects

In this study, Ctrip's online reviews are only used as sample data, and some tourists may share their comments on other online platforms after their visit, or not share them on the Internet, which may cause incomplete sample data and have a certain impact on the analysis of leisure experience of tourists in Zhejiang Museum. In addition, the dimensional division of leisure experience of museum tourists in Zhejiang Province is subjective, which may also affect the research results. Future research can expand the data source channels and comprehensively use interview methods and questionnaire survey methods to conduct empirical research on different types of tourists' leisure experience.

References

[1]   DING Yu, LI Shuang, WU Yanci. (2017) Perceived value of culture space in the mass leisure time –A case study of exhibition in Guangzhou downtown. J. World Geographic Research,26(1):146-

157.

[2]   HU Xiaoying, WANG Jiayu, YU Xue. (2021) CiteSpace-based knowledge mapping for China museum tourism research. J. Technology and Market,28(7):152-156.

[3]   Zhao Xingyu. (2020) From Education to Leisure: On the Conversion of Museum Visitor Studies. J. Museum Management,01:75-81.

[4]   China Tourism News. (2020) Illustration: The "hardcore" measures that focus on promoting the quality and upgrading of cultural tourism and leisure consumption have these. https://www.mct.gov.cn/whzx/zcjd/202003/t20200313_851858.htm.

[5]   Gong Yu. (2016) Rumination on museum tourism experience culture. J. China Journal of Commerce,36:56-57.

[6]   LIN Jinping, HAN Yujie, DONG Ke, et al. (2020) Research's Comparisons and Prospects of Museum Tourism. J. Resources Development & Market,36(7):782-788.

[7]   Pan Bao. (2016) The Tourist and Consumer:the Visitor in the Perspective of Museum Anthropology. J. Qinghai Ethnic Studies,27(1):49-54.

[8]   Dong Yajuan, Yang Zhengyuan.(2009) An Empirical Study of Museum Tourists' Behavior Under the Influence of Non-Price Factors. J. Commercial Times,16:122-123.

[9]   LI Yongle, SUN Ting, HUA Guihong. (2019) Factors Affecting Museum Visitors' Satisfaction: China Water Transport Museum as a Case. J. Southeast Culture, 3:118-126.

[10]   TANG Shunying, LIU Fengxiang. (2006) Study on the developing stratagem of museum popular science tourism in Shandong Province. J. Land and Natural Resources Research,4:77-78.

[11]   Li Hai'e, Wu Helen. (2012) An Empirical Study on Museum Tourism Interpretation System Based on Customer Perception: A Case Study of Hubei Provincial Museum. J. Journal of South-Central University for Nationalities (Humanities and Social Sciences),32(3):53-57.

[12]   Liu Lihua. (2010) The Study on Resources Investigation and Tourism Development of Museum in Liaoning Province. J. Territory & Natural Resources Study,3:79-81.

[13]   Yang Li. (2003) A study on the development of museum characteristic tourism in China. J. Economic Geography,23(1):121-125,134.

[14]   Li Ying. (2004) The analysis on developing situation and strategy of the museum tourism products in China. J. Human Geography,19(4):30-32,90.

[15]   Ma Ying. (2017) Analysis of museum marketing strategies in the context of intelligent tourism. J. Economic Research Guide,14:95-96.

[16]   Yue Na. (2019) Intelligent museums make heritage resources "live". J. People's Tribune, 7:138-139.

[17]   Bai Guoqing, Xu Liyong. (2017) The "Sharing Mechanism" of the Public Culture Service in Digital Museums under the Context of the Mobile Internet. J. Journal of Shenzhen University (Humanities and Social Sciences),34(4):37-42.

[18]   SU Beichun. (2008) Philosophy of Happiness and Experience of Leisure: Tourism Aesthetic Culture in the Era of Consumption. J. Journal of Northeast Normal University (Philosophy and Social Sciences Edition),4:136-141.

[19]   Xie Yanjun. (2006) Bipolar emotional model of travel experience: happiness-pain. J. Research on Financial and Economic issues,5:88-92.

[20]   He Dan, Li Xueyan, Zhou Aihua, et al. (2017) Museum Tourism Experience in Beijing——Based on Internet Text Content Analysis of Dianping. Com. J. Resource Development & Market, 33(2): 233-237.