Research on the Construction and Communication of the Cultural Tourism Brand of the Shudao Based on Network Text Analysis

Luo Xue

Email: luoxue869@126.com

Sichuan University of Media and Communications, Chengdu 611745, Sichuan Province, China

Abstract: Based on the network text data, this study analyzes the Shudao scenic area from four aspects: heritage resources, tourism services and support, tourists' behavior and experience, and tourists' evaluation and feelings. This will not only help to understand the overall impression of tourists on the cultural and tourism brand of the Great Shudao, but also help to reveal the rich cultural values contained in the Shudao. Based on the results of the study, new perspectives and suggestions can be provided through the three aspects of brand positioning and resource integration, brand image shaping and dissemination, and specialty tourism product development and innovation, in order to promote the construction and dissemination of the Great Shudao Cultural Tourism Brand.

Keywords: Shudao; Literature and Tourism Integration; Literature and Tourism Branding; Online Text; Three Kingdoms Culture

1 Introduction

In 2021, the People's Government of Sichuan Province issued the Notice on the Issuance of the "Top Ten" Cultural Tourism Brand Construction Program of Sichuan Province (2021-2025). The Circular proposes to position the Great Sichuan Road as a national cultural tourism brand with strong attractiveness and recognition in the domestic market, and as one of the "Top Ten" cultural tourism brands to be built in Sichuan Province. As an ancient "land official road" connecting Chang'an and Sichuan, the Ancient Shudao is regarded as a "living fossil of ancient land transportation", and was included in the World Natural and Cultural Heritage Tentative List in 2015. The Shudao in Sichuan includes four main roads, namely Jinniu Road, Micang Road, Lizhi Road and Yinping Road, which are distributed in Guangyuan, Mianyang, Deyang, Nanchong, Bazhong and Dazhou, etc. The creation of the brand of the Great Shudao Culture and Tourism will help to pass on and carry forward the history and culture along the route, and will be conducive to the protection and utilization of the heritage resources, and will further promote the development of deep integration of the culture and tourism in the region of the Great Shudao, and will facilitate the overall growth of the regional economy.

This study starts from the perspective of tourists, based on the network text analysis, to discover the tourists' overall image perception and cultural value identification points of the Shudao, to find out the problems of the regional scenic spots of the Shudao in the integration of heritage resources, tourism product development, and the excavation of cultural

connotations, etc., and to put forward targeted optimization suggestions for the construction and dissemination of the Shudao cultural and tourism brand based on the conclusions of the empirical study.

2 Research Methodology and Proces

We chose to conduct research on the cultural tourism brand of the Great Shudao using network text analysis. Firstly, we considered the advantages of network text, such as quick access, a large sample size, and real data sources, compared to traditional survey and interview methods. Secondly, network text is based on tourists' perspectives on the evaluation of tourism destinations and cultural tourism brands, which can directly reflect their perceived characteristics of the Shudao and the recognition of cultural values. Additionally, tourists' evaluations can comprehensively reflect the current situation of the tourist destination. Finally, network text analysis can quickly identify high-frequency words and keywords of tourists' perception of the Shudao, which is faster than field research and reduces the influence of the researcher's preconceived notions. [1] The analysis of high-frequency words can help to understand tourists' comprehensive impressions of the Shudao and the characteristics of perceived heritage resources, revealing their perception of the Shudao and the heritage resources. Through high-frequency word analysis, we can understand tourists' comprehensive impressions of the Shudao and the characteristics of perceived heritage resources, revealing their main concerns and emotional orientations towards the Shudao. This method enables the study to objectively capture tourists' overall feelings about the Shudao, providing a reference for the management of scenic spots in the Shudao region and the construction of the Shudao cultural brand.

This paper aims to analyze and research online reviews of six scenic spots in the Shudao region using content analysis method and ROST CM6 software. Firstly, we collected user reviews from Ctrip.com, Ma's nest travel network, and Dianping.com using the Octopus data collector and organized the text data. Secondly, we established a custom word list based on the text content and used ROST CM6 software to perform word division processing and word frequency analysis on the network text. We then classified and sorted out the high-frequency words to derive the tourists' primary perceptual characteristics and cultural value points of identity for each scenic spot. Finally, we summarized the high-frequency words of each scenic spot and used comparative analysis to identify the core words with a high degree of overlap among the scenic spots. This establishes the strategic basis for the synergistic interaction among different scenic spots in the Great Sichuan Road region and the construction of cultural connotation of the Sichuan Road together in a more native and fluent way.

3 Sample Selection and Text Sources

In July 2015, the Shudao was successfully inscribed on the UNESCO World Cultural and Natural Heritage Tentative List after consideration by the 39th World Heritage General Assembly. The Tentative List includes four routes, five natural heritage areas, and 181 cultural heritage sites, which involves a large area, and this study cannot take all the tourist attractions in the area involved as samples, so six well-known scenic spots in the core area of the Shudao

are chosen as the study samples, i.e., the Jianmenguan Scenic Spot, Cuiyunlang, Langzhong Ancient City, Nanjinguan Ancient Town, Baimaguan Scenic Spot, and Pangtong Ancestral Hall.

In recent years, more and more people are accustomed to posting their experiences of tourist destinations on the Internet, and these Internet texts contain information about the public's image perception, cultural value recognition and emotional experience of the destination, which are ideal materials for studying the destination object based on the consumer perspective.[2] In this paper, we use the Octopus collector to obtain the review information of some scenic spots in the Shudao from three tourism and life service websites, namely Ctrip.com, Mafengwo Travel Network, and Dianping.com, as the research data. The study collects all the Chinese review information of the six scenic spots, Jianmenguan, Cuiyunlang, Langzhong Ancient City, Nanjinguan Ancient Town, Baimaguan and Pangtong Ancestral Hall, on the three websites before January 5, 2024, and processes the data by de-emphasizing them, correcting the misspellings, and eliminating the emoticons, etc., and finally obtains 13,774 online reviews from the three websites, and the specific number of reviews is shown in the Table 1 below:

Table 1 : Number of reviews for each scenic spot on the three main websites

	Ctrip.com	Dianping.com	Mafengwo Travel Network	Total
Jianmenguan	2865	2860	68	5793
Cuiyunlang	253	217	74	544
Langzhong Ancient City	2890	3881	69	6840
Nanjinguan Ancient Town	37	219	0	256
Baimaguan	66	180	0	246
Pangtong Ancestral Hall	3	59	33	95

4 Findings and Analysis

4.1 analysis of high-frequency words

ROST CM6 software was used to analyze the input data by word division and word frequency, and the top 200 high-frequency words of each scenic spot were obtained and then merged with synonyms. From the perspective of tourists, their perception and recognition of the cultural tourism brand is mainly based on the following aspects: tourism resources (natural environment, history and humanities), services and facilities, and tourism experience, on the basis of which tourists will form the overall evaluation of the cultural tourism brand and the intuitive feeling of each attraction, each service and other sub-items. Therefore, for the convenience of the study, the high-frequency words of each scenic spot are classified according to the five aspects of heritage resources, tourism services and supporting facilities, tourists' behaviors and experiences, tourists' evaluations and feelings, and other aspects, and the words that have nothing to do with the theme or do not have any obvious referential

significance are eliminated, so that the classification table of the top 100 high-frequency words of each scenic spot is obtained in the end.

The scope of heritage resources not only includes the peripheral environment and material entities associated with the heritage site itself, but also covers a series of intangible assets, the most important of which are resources with historical and cultural connotations. From the results of the study, the Shudao is very rich in both physical environment resources and historical and humanistic resources, and the high-frequency words involving heritage resources account for the highest proportion among the five categories. The percentage of high-frequency words involving heritage resources in specific scenic spots is shown in the Table 2 below:

Table 2: Percentage of high-frequency words involving heritage resources in each scenic area

	Heritage Resources			Tourism Services and Support	Tourist Behavior and Experience	Tourist Evaluation and Perception	Others
	Physical Environment	History and Humanities	Total				
Jianmenguan	27%	18%	45%	12%	26%	15%	2%
Cuiyunlang	25%	20%	45%	8%	12%	24%	11%
Langzhong Ancient City	11%	33%	44%	21%	17%	13%	5%
Nanjinguan Ancient Town	21%	19%	40%	17%	15%	19%	9%
Baimaguan	13%	45%	58%	13%	13%	11%	5%
Pangtong Ancestral Hall	11%	48%	59%	6%	10%	13%	12%

The results of the study show that the scenic spots of the Shudao possess their own unique physical environment resources and historical and cultural resources, which leave a deep impression on tourists. This provides a basis for the construction and sustainable development of the cultural tourism brand of the Great Shudao, but there is also a need to further sort out the cultural tourism resources (including natural resources, historical relics, folk culture, etc.) in the region of the Shudao, and to excavate the advantages and characteristics in order to support the development of cultural and tourism products and the construction of the brand. In terms of the specific percentage of physical environment and historical and humanistic resources, both of these are not low in each scenic spot, and tourists perceive the physical environment of Jianmenguan, Cuiyunlang and Nanjinguan Ancient Town more strongly, while Langzhong Ancient City, Baimaguan and Pangtong Ancestral Hall have more obvious advantages in historical and humanistic resources.

The physical environment resources of the scenic spots mainly rely on their unique geographic location, natural climate, vegetation and geomorphology, etc., and their differences are more obvious, which can be evidenced by the high-frequency words of the scenic spots. For example, the high-frequency words of Jianmenguan Scenic Spot include "majestic pass", "bird path" , reflecting the fact that it is characterized by majestic mountain peaks and the high-frequency words of "bird path" and "ape and brisket path". The topography and geomorphology of this area constitute a unique natural landscape, which is well known for its majestic peaks and precipitous canyons. The high-frequency words of Cuiyunlang Scenic Spot include "ancient cypress", "sky-high tree" and "shade", which shows that this scenic spot is

famous for its rich vegetation and the cypresses beside the ancient stagecoach road, which are the attraction for tourists. The high-frequency words of Langzhong Ancient City include "Jialing River", "Jinping Mountain", "Fengshui", etc. These words reflect that the ancient city is adjacent to the Jialing River, with its unique geographical location and natural environment, which is located near the mountains and surrounded by water. These words reflect the unique geographical location and natural environment of the ancient city adjacent to the Jialing River.It is found that the sub-scenic area has its unique advantages in historical and humanistic resources, for example, the high-frequency words of Jianmen Pass Scenic Area include "Li Bai", "Shu Road is difficult", "Yifu Dangguan" "These words belong to literature and art, indicating that tourists recognize the literary and artistic value of Jianmen Pass in their perception of its history and humanities.

Tourism service and support is also a very important part of cultural and tourism branding, because it will directly affect the experience and satisfaction of tourists, which in turn affects the brand image and the spread of word of mouth. In the study, it is found that among the high-frequency words of the six scenic spots, those related to transportation and ticket information are more common, such as "ticket", "transportation", "parking", "driving", etc.; while there are fewer high-frequency words related to special tourism services and projects. "driving", etc., while there are fewer high-frequency words related to special tourism services and programs, such as the high-frequency words "performance", "program", "ferry", etc., reflecting the fact that this scenic spot has a high-frequency word related to transportation and ticket information. The high-frequency words "performance", "program", "ferry", etc. reflect that this scenic spot has a year-round specialty tourism project, and it has become an important tour activity for tourists visiting the scenic spot, while the degree of development of this kind of tourism project in other scenic spots is still far from enough. In terms of lodging and catering, Langzhong Ancient City is more outstanding, with 14 high-frequency words including "Zhang Fei Beef", "Bao Ning Vinegar", "Hotel", There are 14 high-frequency words including "Zhang Fei Beef", "Baoning Vinegar", "Hotel", "B&B", etc. Jianmen Pass and Nanjin Pass scenic spots have very few high-frequency words in this category, while Cuiyun Gallery, Baimaguan and Pangtong Ancestral Hall do not have any high-frequency words in this aspect, and most of the scenic spots still need to pay attention to creating accommodation and catering service supporting facilities with regional cultural characteristics.

Tourist behavior and experience involves tourists' choices, decisions, actions, feelings and feedbacks in the process of tourism, which are deeply influenced by a variety of factors such as personal preferences, cultural backgrounds, destination characteristics and environmental factors. For the sake of research convenience, the high-frequency words of tourist behavior and experience are classified into three categories: time and distance, crowds and specific behaviors. Among them, in terms of time and distance, each scenic spot has "hours", "kilometers", "time" and other high-frequency words, indicating that tourists are generally concerned about the tour time and the distance of the tour route. length of the tour route. The presence of "children" and "the elderly" in the high-frequency words of the crowd shows that in the consideration and evaluation of scenic spots, some tourists will pay special attention to the quality of services for special groups and the suitability of tourism programs in the scenic spots. Analyzing the specific behaviors of tourists, the high-frequency words appearing in each scenic spot have differences and overlaps. Differentiated vocabulary can accurately show the unique project and activity characteristics of each scenic spot, which are not only the key

advantages to attract tourists to get special experience, but also should be the key projects that scenic spots focus on developing and maintaining, for example, "foot soaking" in Langzhong Ancient Town in the high-frequency words of the project, "boat riding" in Nanjin Pass Ancient Town, "camping" in Baimaguan Scenic Area, "climbing" in Jianmen Pass Scenic Area, etc. "boat ride" in Langzhong Ancient City, "camping" in Baimaguan Scenic Area, and "climbing" in Jianmen Pass Scenic Area.

In this study, the words involving emotional tendencies in tourists' comments are categorized according to the emotional characteristics of the words, and are divided into positive, neutral and negative. It can be seen through the results of the study that tourists generally positively evaluate the scenic spots, and positive words account for the highest proportion of this classification, followed by neutral words and the least negative words, as shown in the Table 3 below:

Table 3 : Percentage of words involving emotional tendencies in visitors' comments

	JIANMENG UAN	CUIYUNL ANG	LANGZH ONG ANCIENT CITY	NANJING UAN ANCIENT TOWN	BAIMAG UAN	PANGTO NG ANCESTR AL HALL
POSITIVE	60%	62.5%	69.2%	57.9%	63.6%	61.5%
NEUTRAL	33.3%	29.2%	23.1%	42.1%	36.4%	38.5%
NEGATIVE	6.7%	8.3%	7.7%	0%	0%	0%

From the above data, it can be seen that tourists have good overall evaluation and feelings about the Shudao Scenic Spot, and use words such as "worthwhile", "quiet", "convenient" and "beautiful" to describe it, reflecting that the heritage resources, services and supporting facilities have been recognized by tourists. The words "worthwhile", "quiet", "convenient", "beautiful" and other words are used to describe the scenic spot, reflecting that the scenic spot's heritage resources, services and supporting facilities have been recognized by tourists in many aspects. At the same time, the evaluation of Jianmen Pass, Cuiyun Gallery, Langzhong Ancient City appeared "regret", "not enough", "pity" and other words with negative tendencies, indicating that the scenic spots still need to be improved. place. Relevant departments can use questionnaires, field interviews and other means to gain an in-depth understanding of the dissatisfaction of tourists and make targeted improvements in order to enhance the quality of tourism products and services and deepen the positive impression of tourists on the Shudao cultural and tourism brand.

4.2 Analysis of high overlap core words

On the basis of the classification table of high-frequency words in each scenic spot, the core words with high overlap between scenic spots are identified through comparative analysis. The high-frequency words with 4 or more times of overlap are selected for classification and the final classification results are shown in the Table 4 below:

Table 4 Core words with high overlap in each scenic area

Category	Subcategory	overlap 6 times	overlap 5 times	overlap 4 times
Heritage Resources	Physical Environment	——	Scenic Spots, Attractions,	Air

			Environment, Scenery, Scenic	
	History Humanities	History, Local	Three Kingdoms, Culture,Chengdu	Shudao, Local, Sichuan, Ancient
Tourist services and ancillary	Tickets and Fees	Ticket	——	Free
Time and Distance	Time and Distance	Hour	Time	Minutes, Kilometers
	Specific behaviors	——	——	Tours, Photos,Feelings, Suggestions
Visitor Reviews and Feelings	Positive	Worth	Pretty	Convenient
	Neutral	Features	Fit	Not too

The high overlapping core words of each scenic spot can reflect the common features among several scenic spots. By analyzing these core words, it is possible to comprehensively assess tourists' overall impression of the Shudao Literature and Tourism brand, identify the core cultural values of the brand that tourists identify with, in order to integrate heritage resources, develop related tourism experience products, and shape a unified Shudao Literature and Tourism brand image, thus facilitating brand communication and promotion. From the results of the study, a total of 25 words with four or more overlaps belonged to four categories, while 15 core words belonged to the aspect of heritage resources, accounting for 60% of the total. Among them, there are six core words in the category of material resources, including "scenic spot, attraction, environment, scenery, landscape, air", which do not involve the specific material environment and belong to the generic vocabulary, which only shows that tourists are impressed by the perception of the material environment of the scenic spots in the Shudao region. There are 9 core words in the category of history and humanities, accounting for 36% of the proportion of all core words, indicating that the scenic spots have more obvious common points in this aspect. Through further analysis, it can be found that, if divided by temporal and spatial attributes, the words reflecting regional culture in the core words include "local", "Chengdu", "Sichuan", "culture", "local", "Sichuan", "culture", and the words reflecting the historical process include "history", "history", and "culture". "local", "Sichuan", "culture", and words reflecting the historical process include "history", "the Three Kingdoms", "the Three Kingdoms", "the Three Kingdoms", "the Three Kingdoms", "the Three Kingdoms", "the Three Kingdoms", "the Three Kingdoms", and "the Three Kingdoms". "Three Kingdoms" and "Ancient Times"; if divided according to semantic categories, they can be divided into generic words such as "local", "local ", "ancient", "culture" and "history", as well as specific words such as "Chengdu Chengdu", "Sichuan", "Shudao" and "Three Kingdoms". Specificity terms demonstrate more specifically the common cultural characteristics of each scenic spot and should be the focus of analysis.

The three core words "Chengdu", "Sichuan" and "Shudao" are all related to regional culture, reflecting the fact that tourists pay great attention to the experience of regional cultural characteristics that the tourist destination can bring, and the Shudao The scenic area is closely linked to the local regional culture in the perception of tourists. This connection not only reflects tourists' recognition of the Shudao as a cultural tourism brand in Sichuan, but also reveals that the Shudao is not only culturally significant, but also plays a symbolic role in

tourists' minds, representing Sichuan's rich historical and cultural heritage and fascinating tourism experiences. Except for Langzhong Ancient City, the word "Three Kingdoms" appears in the high-frequency words of the other five scenic spots. In addition, characters from the Three Kingdoms period, such as Zhuge Liang, Zhang Fei, Liu Bei, Pang Tong, etc., appear many times in the high-frequency words of the scenic spots, which suggests that the Shudao has a close connection with the history and culture of the Three Kingdoms, and that political and military activities during the Three Kingdoms period unfolded along the Road, leaving behind many historical relics and humanistic landscapes. Combining the Shudao with the history and culture of the Three Kingdoms can not only deeply excavate the historical heritage of this region, but also provide rich connotation and unique attraction for the joint development of scenic spots and cultural tourism branding.

5 Conclusions and recommendations

The following conclusions can be drawn from the study: firstly, the Shudao area has rich heritage resources, and each scenic spot presents obvious differences in terms of material resources; in terms of historical and humanistic resources, each scenic spot shows its own distinctive regional cultural characteristics, and at the same time, there are also relatively homogeneous elements such as the Three Kingdoms culture. Second, tourists are generally concerned about ticket prices and purchase convenience, and their perception of supporting facilities such as accommodation and catering services is relatively weak. Third, there is a relative lack of special activity programs in each scenic spot, and tourists are generally concerned about the time schedule and journey length of the tour route. Finally, tourists' overall impression of the Shudao Scenic Spot is favorable and their emotional tendency is positive, but there are still some aspects that need to be improved.

5.1 Brand Positioning and Resource Integration

The cultural tourism brand of Shudao should be based on the existing heritage resources, find the brand positioning and excavation of core cultural values. In building the Great Sichuan Road cultural tourism brand, according to the characteristics of the heritage resources of each scenic spot, according to local conditions. The physical environment resources of each scenic spot have significant uniqueness, and in the process of cultural tourism branding, we should focus on retaining and giving full play to these heterogeneous characteristics of the resources to ensure that tourists in each scenic spot can get a new experience.[3] For scenic spots with more superior material environmental resources, attention should be paid to digging its cultural connotation and realizing the deep integration of culture and tourism. Accordingly, the brand positioning of Shudao Culture and Tourism can focus on the "journey of blending history and nature", and under this brand framework, the major scenic spots of Shudao, such as Jianmen Pass, Langzhong Ancient City, Pangtong Ancestral Hall and so on, can be subdivided into the "historical and cultural tours", "natural scenery tour", "experience adventure tour" three major tourism theme lines. It has been found that there is a profound and close connection between the Shudao and the history and culture of the Three Kingdoms, and tourists have a high sense of identification with the culture of the Three Kingdoms represented by the Shudao. In terms of the branding of the Great Shudao culture and tourism, the Shudao, as a carrier of the history and culture of the Three Kingdoms, has a unique potential for brand

building. Through in-depth excavation of the connection between the Shudao and the history of the Three Kingdoms, creating a brand image with historical origin and cultural heritage can strengthen the linkage and joint development of various scenic spots, promote the organic integration and sharing of tourism resources in the region of the Shudao, and enhance the popularity and attractiveness of the scenic spots.

5.2 Brand image building and communication

From the audience perspective, the communication and promotion of the cultural tourism brand is based on the excavation of cultural connotations and the promotion of the value of the cultural tourism brand, so it is crucial to find the core values that tourists identify with. [4] According to the results of the study, it is recommended to take the Three Kingdoms culture as the main promotional point of the cultural tourism brand of the Shudao, combining the historical stories and legends of the Shudao, applying the strategies of storytelling marketing and cross-media narrative to the brand image shaping and dissemination, and creating a series of storytelling promotional videos, travel brochures, and souvenirs, so as to enhance the tourists' emotional resonance and brand memory points. At the same time, it strengthens the cooperation and linkage of all stakeholders, adopts the mode of integrated marketing and communication, establishes the official website of Shudao Culture and Tourism and social media platforms, publishes unified brand image and tourism information, strengthens the cooperation between government departments and tourism enterprises and cultural institutions, and jointly develops special tourism products and cultural activities, so as to broaden the channels of dissemination and enrich the communication methods.[5]

5.3 Specialized tourism product development and innovation

In view of the relative lack of characteristic tour projects in various scenic spots of the Shudao, it is suggested to strengthen the development and innovation of characteristic tourism inspection products. Firstly, interactive experience activities themed on the Three Kingdoms culture and the history of the Shudao can be designed, such as role-playing, treasure hunting games, immersive theater performances, etc. AR, VR and other technologies can be used to create an immersive space for historical and cultural experience, so that tourists can experience the culture of the Shudao and feel the charm of science and technology at the same time. Secondly, seasonal festivals, cultural and artistic exhibitions, and history-themed lectures should be held to attract tourists with different interests, while attention should be paid to the development of personalized tourism products and services according to the different market demands such as family tours, student tours, and senior tours. Finally, each scenic spot should conduct further research, develop tourism projects and routes according to the needs of tourists and the objective conditions of the scenic spot, and inform tourists in advance through official web pages or information boards in the scenic spot of the information they care about such as the duration of the project and the length of the journey, and improve the quality of service to help tourists make good choices.

References

[1]   Mo Jican,Zhang Qingping. Research on the revitalization strategy of Suzhou classical gardens based on network text analysis--Taking the example of Netshi Garden[J]. Resource Development and Market, 2021, 37 (05): 629-635.

[2]   Zhang Wenting,Luo Peicong. A Comparative Study of Tourist Perception and Official Communication of Destination Tourism Image Based on Network Text--Taking Fujian Yongding Tulou as an Example[J]. Journal of Fujian Normal University (Natural Science Edition),2017,33(01). 90-98.

[3]   Logan, William. Cultural Diversity, Cultural Heritage and Human Rights: Towards Heritage Management as Human Rights-based Cultural Practice[J]. International Journal of Heritage Studies, 2012, 18(3): 231-244.

[4]   WANG Yanhong, QIN Zongcai. Image shaping and international communication of traditional cultural tourism brands in the cultural belt[J]. Journal of Anhui Normal University (Humanities and Social Sciences Edition),2020,48(02). 107-114. DOI:10.14182/j.cnki.j.anu.2020.02.014.

[5]   Cerveny, L., Derrien, M., &Miller, A. B. Shared Stewardship and National Scenic Trails: Building on a Legacy of Partnerships.International Journal of Wilderness. 2020. 26 (2): 18-33.