

인터넷 텍스트분석을 통한 대운하 유산 관광객 인식에 관한연구 : 소주시 평강역사 문화거리를 예로 들다

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A Study on the Perception of Grand Canal Heritage Visitors Based on Web Text Analysis: The Pingjiang Historical and Cultural District of Suzhou City as an example

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● 요 약 ●

This paper takes the Pingjiang historical and cultural district of Suzhou city as an example, collects 1439 visitor review data from Ctrip.com with the help of Python technology, and uses web text analysis to conduct research on high-frequency words, semantic networks and emotional tendencies to comprehensively assess the tourist perception of the Grand Canal heritage. The study found that: natural and humanistic landscape, historical and cultural accumulation, and the style of Jiangnan Canal are fully reflected in the tourists' perception of Pingjiang historical and cultural district; tourists hold strong positive emotion towards Pingjiang Road, however, there is still more room for renovation and improvement of the historical and cultural district. Finally, countermeasure suggestions for improving the tourist perception of the Grand Canal heritage are given in terms of protection first, cultural integration and innovative utilization.

키워드: Web text, Grand Canal heritage, Tourists' perception, Pingjiang Road

I. Introduction

The Grand Canal is a representative world cultural heritage in China. It carries the memory, value, and ceremony of tangible buildings, landscapes, ruins, and intangible elements. For the public, it is the core content of perceiving the essence and wisdom of culture and experiencing a better life. . As a representative of living cultural heritage, the Grand Canal has attracted much attention in terms of heritage protection, utilization and inheritance. The key to making the Grand Canal culture truly "live" lies in the emotional and cultural interaction between people and cultural heritage, so that people can experience the fit between history and the spiritual value it carries. The interactive bridge is an important basis for revitalizing the cultural heritage

of the Grand Canal and forming a common cultural identity of the Grand Canal. Suzhou is an important node of China's Grand Canal, a world cultural heritage. The Suzhou section of the Grand Canal passes through the city and gathers rich historical and cultural relics along the line. Among them, the Pingjiang Historical and Cultural Street District is an important gathering area and concentrated expression of the above cultural relics. The shaping of tourists' perception is the focus of tourism research on the Grand Canal, and it plays a significant role in the protection and utilization of the Grand Canal heritage. It is of great significance to select Suzhou Pingjiang Road as a typical case of Grand Canal heritage tourism to study tourists'

perception of the Grand Canal heritage.

II. Research Overview

1. Overview of the Grand Canal Heritage

With the application of Internet technology in the development of tourism, Internet data and network text analysis are widely used in tourism experience and tourist perception research, which provides a new perspective and new method for the research of the Grand Canal heritage. Based on the method of text analysis, this study studies the tourist perception of Pingjiang Road canal heritage tourism in Suzhou by collecting online comment data, and deeply analyzes the cognition and emotional tendency of tourists on Pingjiang Road, in order to provide information for the development and sustainable development of the Grand.

2. A review of visitor perception studies

Tourist perception is the cognition and emotion of tourists on the tourist destination, the product of the interaction between tourists and the tourist destination, and the experience given to tourists by the tourist destination.

III. Research methodology

Use Python to write a program to collect user comment data from the Pingjiang Road homepage of the Ctrip website. The comment data includes fields such as user name, comment time, comment content, and rating. Use the octopus collector to search for the name of the heritage sites in the Pingjiang Road Historic District on Ctrip, sort all the comments by time, and obtain tourists' opinions on the destination between January 1, 2017 and October 22, 2022 Comment on the text and save it as an Excel document.

IV. Conclusions

This study uses Python crawler technology to collect tourist comment data in Pingjiang Road Historic District, and analyzes high-frequency words, semantic networks, and emotional tendencies based on network text analysis methods to study tourist perception of the Grand Canal heritage.

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