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## 基于网络文本的景区感知及互动研究——以上海为例

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### Research on the Perception and Interaction of Tourist Attractions in Shanghai Based on Web Texts

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#### 摘要

不同类型景区在旅游产品线路的组合过程中为游客提供了多元化的体验,在提升游客满意度的同时在游客感知中呈现出互动性机制。文章以上海市3A级以上景区(点)为研究对象,基于有关旅游网站和新浪博客的网络游记及官方旅游部门发布的要闻动态文本,研究游客感知角度和政府旅游部门宣传角度上海旅游景区(点)冷热差异,并运用社会网络分析方法研究游客感知下上海旅游景区(点)间的互动过程,以及官方部门宣传过程中上海旅游景区(点)间联动机制。进一步,在对上海市旅游景区(点)进行分类的基础上,有针对性地提出相应的营销和发展策略。

**关键词** : 旅游景区, 感知, 社会网络分析, 上海

#### Abstract :

Tourist attractions usually offer tourists a variety of experiences. Each tourist provides an interactive mechanism through their actual behaviors in combining various tourism products during their visit, and this may increase their satisfaction levels with the destination. However, popularity imbalances and weak interaction effects among some tourist attractions can hinder the sustainable development of the destination as a whole. "Macro-control" of attraction promotion by official tourist offices may be a way to address these imbalances and boost interactions among attractions. To explore the range of possible solutions to these problems, 3A-level and above tourist attractions were targeted. Information of these attractions were collected from travel websites and Sina blogs, and news from official websites of these attractions were also gathered. Additionally, the researchers collected information regarding tourists' perceptions on these attractions and textual message from the DMOs' websites focusing on destination marketing. When comparing these two groups of data, the researchers found that differences existed between what tourists perceived and what the DMOs promoted in terms of the nature and location of these attractions, and the distances between them. In addition, the researchers found that although DMOs focused more on the balance of attraction promotion than tourists did in choosing attractions, the phenomenon of popularity imbalance was still apparent in both of the samples.

Then, by using the method of social network analysis, the researchers analyzed the interaction effect and linkage mechanisms between attractions, based on tourists' perceptions and DMOs' promotional materials, respectively. From this analysis, we determined that DMOs paid more attention to linkage effects than tourists did to interaction effects. However, while tourism officials tended to mention the linkages between attractions more often in official news than tourists did, there is still a linkage imbalance among the attractions in the study area. The researchers then analyzed the external factors that contribute to the differences in attraction popularity and co-occurrence distribution between the samples. It was found that two main factors (the value of the attraction and travel costs) can influence tourist preferences for particular scenic attractions, and four main factors (sustainable development planning by DMOs for the Shanghai tourism industry, the periodical reports of tourism policies and tourism events, the improvement of services and facilities at attractions, and the reports of activities which are undertaken in those attractions), can influence DMOs' promotional behaviors. Finally, according to each of the scenic attraction's four indicators (popularity in both travel notes and official news, the interaction effect, and degree of linkage), the researchers divided the 3A-level and above attractions of Shanghai into four types: city image type, scenically perfect type, special population type, and unpopular type attractions. For each type we put forward a corresponding promotional strategy for further sustainable development. However, it should be pointed out that the selection of textual data may have, to a certain extent, restricted the comprehensive nature of the sample. In addition, the findings were based on a word frequency calculation without considering tourist emotions after their visits. Semantic analysis addressing this last problem will be needed in future studies to draw more accurate conclusions about the value of tourist attractions.

**Key words** : scenic attractions perception social network analysis Shanghai

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