

# Research on Tourism Perception in Web Celebrity Punch Destination

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## Abstract

As a new tourism attraction, web celebrity punch destinations attract more and more tourists. Web celebrity scenic spots must understand the perception of tourists, further improve product competitiveness and tourist satisfaction, in order to achieve sustainable development. The famous web celebrity punch destination-- the corner of university road and yushan road in Qingdao were selected as the case sites, the first-hand research data of tourist perception are obtained through questionnaire survey, and the quantitative analysis was conducted by using spss25.0. The results show that the respondents have a strong positive evaluation of most of the perceptual factors and a high degree of satisfaction. The interviewees are satisfied with the landscape design, urban historical and cultural characteristics, architectural style and visual effect of this corner. They think it not only satisfies their curiosity, but also gives them a high level of appearance and special travel experience. In addition, the corner also has great hidden trouble of taking photos and inconvenient parking. According to the above conclusions, suggestions on how to realize the long-term development of the corner of university road and yushan road are put forward.

## Keywords

Web Celebrity Punch Destination; Tourism Perception; Tourism Attraction.

## 1. Introduction

In recent years, the popularity of short videos such as Tiktok, Quick Show has spawned a variety of "wanghong" (web celebrities), which in turn has spawned a series of "wanghong" phenomena. Similarly, in the field of tourism consumption, some tourist attractions have quickly become "web celebrity tourist attractions", because tourists share their personal experience through Tiktok, Quick Show and other online platforms, achieving high exposure in a short period of time. [1]"Punch" to the sites of Internet celebrities has become a new tourism phenomenon, reflecting tourists' high tourism perception of the sites of Internet celebrities.

Tourist perception is the knowledge and evaluation of tourist objects formed by tourists based on relevant tourism information and tourism experience. It is an important factor influencing tourists' visit to tourist attractions or destinations, and also one of the themes of understanding and studying tourist behavior. The research thinks visiting web celebrity punch destinations is a strong curiosity and desire to share the result of the motivation, is the embodiment of the tourists to pursue personalized consumption intention [2]. In essence, tourism motivation and consumption intention are closely related to tourists' perception of tourist destination or scenic spot. It is the result of tourists' information processing and processing to the tourist consumption object. From the perspective of tourist attractions, becoming "Web celebrity" may lead to the concentration of excessive tourists, making tourist attractions face severe capacity overload and management pressure. Paying attention to the perception evaluation of visitors is helpful to improve the management of tourist attractions and carry out targeted tourism

product improvement and innovation, so as to avoid scenic spots becoming "fashion products" or "popular products" of tourism, resulting in a short life cycle.

As "Web celebrity attractions" and "Web celebrity punch attractions" are new tourism phenomena arising from the development of the Internet and the sharing economy, the academic circle pays little attention to this new tourism phenomenon, and there are few literatures on the perception of tourists in web celebrity punch attractions. Based on this, this paper takes "The corner of University road and Yushan road", a famous Internet celebrity in Qingdao, as an example to analyze tourists' perception by obtaining first-hand data through questionnaire survey. In order to find the problems and put forward specific suggestions to help "The corner of University road and Yushan road" to achieve sustainable development.

## 2. Literature Review

Tourism perception research is a study on a series of feelings and perceptions of tourists in tourism experience, which can be specifically divided into sensory process and perceptual process [3]. Foreign research on tourism perception originated in the 1970s [4], and the research on this topic has been very mature up to now. For example, Petrosillo studied tourists' perception of Marine reserves and conducted statistical analysis by questionnaire to explore tourists' views on natural attraction components of environmental management and their satisfaction with leisure experience [5]. Martin Denstadli investigated tourists' perception of weather conditions in Scandinavia in summer, and the results showed that tourists were very satisfied with weather conditions [6]. Matzler took the country as a tourist destination and explored the relationship between national brand personality perception, consumer brand self-consistency and tourist intentions [7]. Walters took the 2016 Rio Olympic Games as an example to study tourists' risk perception, and the survey covered tourists' risk perception and their concern about terrorism [8]. Miguel analyzed tourists' motivation and satisfaction with the commemorative buildings of Ubeda and Baeza, the World Heritage cities, and made relevant analysis on tourists' emotional perception and cultural motivation [9]. Aswin studied tourists' perception and evaluation of Ecotourism guides in Thailand, which is conducive to better understanding tourists' experience of ecotourism [10].

Domestic scholars for the study of tourism perception has been started late, but also emerged many research literature. Taking toilets in scenic spots as an example, Wang Zhen ning et al. conducted an investigation on tourists' perception of importance and performance by using IPA analysis method [11]. Tian Yao et al. took A-level scenic spots in Qingdao as an example and analyzed tourists' perception experience of six elements of tourism by using network text method [12]. Yin Li et al. conducted a comparative analysis of destination perception and projected image by taking the photographic photos shared by tourists on tourism websites and propaganda photos on official websites as examples [13]. Zhao Lei et al. took ecological scenic spots as an example to study the relationship among tourists' perceived value, tourist loyalty and tourist satisfaction [14].

Although there have been extensive studies on different perception objects at home and abroad, the research on emerging Internet celebrity scenic spots and web celebrity punch destinations is still insufficient. Relevant domestic studies mainly discuss the reasons for the popularity of scenic spots and countermeasures [15], and the marketing role of short videos in popular scenic spots [16], etc. Most existing literatures adopt the research method of content analysis. For example, Wen Jie min selected Hongyadong Scenic Spot in Chongqing, an web celebrity, as a case study to discuss tourists' perception image of Hongyadong [17]. Bai Meng et al took Chaka Salt Lake, an ecological scenic spot with Internet popularity, as an example, analyzed the reasons for its popularity and existing problems from the perspective of tourism perception, and put forward specific suggestions for its sustainable development [18]. Wu Hong Yan et al

took Wansheng Ordovician Scenic spot, an web celebrity in Chongqing, as an example to make a comparative analysis of project images and perceive images of the scenic spot, and found the deficiencies in the development of the scenic spot and put forward suggestions for improvement [19].

To sum up, given the current academic circles on the subject of attention is still very low, and lack of tourists perception of web celebrity punch destinations to study, so this paper tries to through the questionnaire survey way of obtaining first hand data, discusses the tourists perception, to enrich the study of this topic, and provide useful reference for tourism reception of "Corner of University Road and Yushan Road".

### 3. Research Design

#### 3.1. Case Selection

This paper chooses the corner of University Road and Yushan Road in Qingdao, Shandong, China as the case site. In recent years, with the spread of Tiktok, Weibo and other software, the corner of University Road and Yushan Road has quickly become popular on the Internet, attracting a lot of young people. Tourists come to take photos and it has become a necessary "web celebrity punch destinations" in youth tourism. Take this as a case to study the perception of tourists, and discuss the existing problems, in order to provide reference for the development of other Internet celebrities.

#### 3.2. Research Method

In this paper, questionnaire survey method is used to collect first-hand information of tourists' perception. Based on previous studies and combining with the characteristics of corner itself. Finally, 10 perception factors, such as transportation convenience, architectural style and cultural characteristics, were drawn up, and the likert five-scale measurement method was adopted. In order to maintain internal consistency, the negative statement adopts the method of reverse assignment, which is used to describe the approval of tourists' perception expression on the corner of University Road and Yushan Road.

The questionnaire survey in this paper combines online and offline methods to collect data from tourists who have been to the corner of "University Road and Yushan Road". A total of 452 questionnaires were collected, of which 415 were valid, with an effective rate of 91.8 %. SPSS25.0 software was used for statistical analysis of the questionnaire, including Cronbach reliability test, descriptive statistics, independent sample T test, one-way ANOVA, etc. The Cronbach coefficient is greater than 0.7, indicating good reliability.

### 4. Data Analysis

#### 4.1. Analysis of the Basic Situation of Tourists

##### 4.1.1. Demographic Characteristics

In terms of gender, the proportion of female is much higher than that of male, accounting for 81.4%, indicating that women have a stronger desire to punch the scenic spots than men. In terms of occupation composition, students account for 48.7%. The second is enterprise staff and freelancers, accounting for 26.3% and 17.1%. Respectively, civil servants from public institutions are less. In terms of age composition, the proportion of 18-30 years old is the highest, accounting for 80% of the total number of valid questionnaires, while there are almost no tourists over 45 years old. It shows that as a new way of tourism, online celebrity attractions mainly attract a large number of young people, who have a deep understanding of the Internet and can quickly capture hot information online, and become the main force of web celebrity punch attractions. From the point of residence, Qingdao natives account for 36.6%, other cities

in Shandong province account for a relatively low 21.2%, and outside Shandong province accounts for the highest 42.2%, indicating that the corner of University Road and Yushan Road has a certain visibility, attracting tourists from all over the country to come to the attractions.

#### 4.1.2. Information Channels and Visit Reason Analysis

Among the information channels for tourists to know the corner of University Road and Yushan Road, we-media (Tiktok, Xiaohongshu, etc.) has the highest proportion, accounting for 72.5%, followed by social software (wechat, Weibo, etc.), accounting for 70.1%. It can be seen that the popularity of the corner of University Road and Yushan Road largely relies on the influence of network communication. The corner of University Road and Yushan Road has also been shared in short videos and weibo and other software. With its unique design and photo effect, it has quickly attracted many fans and gained a huge amount of exposure, thus gaining certain popularity and attracting many tourists to take photos. However, the number of tourists who learn about them through traditional media such as TV and magazines, travel agencies and tourism websites is relatively small, accounting for less than 30%. The corner of University Road and Yushan Road itself is an ordinary street corner, most tour groups often pass by, almost will not take the initiative to go, so few people will know through the travel agency.

In the survey of the reasons for tourists to visit the corner of University Road and Yushan Road, the first place is to enjoy the unique road corner tourism landscape, followed by the tourism experience with Qingdao characteristics. The original intention of visitors to this red corner is to appreciate its unique design and experience the local characteristics of Qingdao. Most people travel with friends so that they can be accompanied during the travel. 26.3% said they come here to take vlog or live broadcast, 32% said they come here to post moments to prove that they have been there, and 22.2% just to punch. Nearly the same number of visitors chose all three reasons to visit, they punch out of curiosity and a strong desire to share. Nowadays, young people have been used to sharing their daily life on the Internet. Every time they visit a scenic spot or taste a delicious food, they will take photos and share them. In addition to recording, there are also some psychological reasons for seeking recognition and obtaining a sense of belonging.

### 4.2. Analysis of Tourist Perception Results

#### 4.2.1. "First Impression" Analysis

In the investigation of tourists first impressions of the corner of University Road and Yushan Road of all valid samples, there are more than 80% of the visitors think the corner of University Road and Yushan Road is "Unique combination of red walls, yellow tiles, white background and black characters", "It just feels good". Only 13.2% of tourists believe that "It's just a corner of a normal street", "Can't understand why so many people crowded here to take pictures". It can be seen that tourists have a good first impression on the corner of University Road and Yushan Road, and most people maintain a high positive evaluation of this corner. Because it is rare to see such a corner in Qingdao, with red walls and yellow glazed tiles, quite like ancient royal buildings. This red corner because of the unique design and color collocation, can let tourists simply take a high level of appearance of the photo, so it was given the title of "web celebrity punch destination". In addition, only a small number of people have a low evaluation of this corner, think it is very ordinary, and there is a gap with the expected. They thought the corner was "not worthy of the name", not as good as advertised on the Internet, said "cheated".

#### 4.2.2. Analysis of Tourists' Perception of Different Factors

In view of the characteristics of the corner of University Road and Yushan Road, this paper selects and formulates 10 perception factors to investigate the perception of tourists. In the table, 1-8 are positive statements and positive values are assigned. 9 and 10 are negative statements, and reverse assignment is adopted. According to the table below, it is found that

the mean values of the 1st to 8th perception statements are relatively high, all of which are above 3.5 points, indicating that tourists agree with these positive statements and have a strong positive perception of these perception factors. The mean values of the 9 and 10 perception statements are low, all below 2.5 points, indicating that tourists agree with these negative statements and have weak positive perception of these perception factors. This paper divides the 10 perception factors into four dimensions for analysis, namely culture (2,3), environment (1,6,10), security (9), resources (4,5,7,8). The specific analysis results are as follows.

#### (1) Culture

In terms of architectural style, tourists have the highest degree of satisfaction, with an average of more than 4 points, indicating that tourists highly evaluate the architectural style of the scenic spot. In terms of the historical and cultural characteristics of the city, tourists have the second highest degree of satisfaction with the architectural style of Qingdao old city. These two roads have a history of more than 100 years and have witnessed the historical changes of Qingdao. Therefore, in terms of culture, tourists think that this corner reflects the architectural style of the old city of Qingdao, and they are satisfied with the architectural style and color collocation. Tourists also said that this corner is full of strong historical and cultural characteristics of the city, full of cultural atmosphere.

#### (2) Environment

In terms of transportation convenience, tourists' satisfaction with the scenic spot is between average and satisfaction, indicating that tourists think the traffic accessibility near the scenic spot is relatively strong. In terms of landscape visual effect, tourists also expressed satisfaction and agreed with the statement of unique landscape visual effect. In terms of parking, the positive perception of tourists is very weak and they are not satisfied with the parking problem. Tourists say parking is inconvenient and difficult to find, which affects their travel experience. Therefore, in terms of environment, tourists think that the convenience of the corner of University Road and Yushan Road is high, and Strong impact visual effect, reasonable color collocation and very eye-catching; However, the problem of inconvenient parking is also very troubling. The road conditions of University Road and Yushan Road are complicated and narrow. During the peak tourist season, parking Spaces are in short supply, so the problem of inconvenient parking becomes very prominent.

#### (3) Security

In terms of safety, the positive perception of tourists is weak and the satisfaction is between general and not satisfied. It can be seen that the tourists agree that taking photos here is a great potential safety hazard, which also indicates that they are not satisfied with the safety protection measures at this corner. So, in terms of safety, most people say there is a big security hidden danger and photographed at junctions have certain risk. After the popularity of scenic spots, the number of tourists who punch has increased. When they are waiting to take photos, they gather on the side of the road, which is very crowded and very dangerous. Some tourists go to the crosswalk to take photos in order to take better photos, and enter the blind area of the bus driver's corner, which is a great potential safety hazard.

#### (4) Resources

In terms of the street design of curiosity and pleasure, it is basically close to satisfaction, indicating that most tourists think that the tour has satisfied their curiosity and that the travel experience is joyful. In terms of uniqueness, the satisfaction of tourists is relatively low, and tourists do not fully agree with the statement of "few web celebrities at the corner of the street in China". it can be seen that the corner of Daxue Road and Yushan Road is not very outstanding in the minds of tourists, and does not occupy a unique place among similar scenic spots in China. In terms of photo effect, tourists' evaluation is relatively satisfied, but a little lower. In terms of special commemorative significance, tourists' positive perception is relatively strong Mountain

corner is in Qingdao old city university road and fish, live around Qingdao citizens, shows the classic memories, Qingdao is also visit Qingdao special memories in summary, the tourist's perception of university road and fish road corner evaluation is positive, that tourists travel experience is relatively satisfactory the unique visual effect makes visitors' eyes shine. The architectural design with quite ancient artistic conception and the color collocation of literature and art make it attract many tourists to come and have a look at it. There is a feeling of traveling back to ancient times, which is also consistent with the tourists' first impression on the corner of University Road and Yushan Road above.

**Table 1.** Analysis of respondents' agreement to perceptual statements

Numble	Perception factor	mean value	standard deviation	N
1	good transportation convenience	3.84	0.951	415
2	the embodiment of the architectural style of Qingdao old city	4.05	0.901	415
3	strong historical and cultural characteristics of Qingdao city	3.98	0.993	415
4	urban street design that satisfies "curiosity" and "pleasure"	3.90	0.934	415
5	China's rare street corner "Internet celebrity"	3.69	0.935	415
6	the unique landscape visual effect	3.90	0.948	415
7	a place where you can take pictures for extraordinary results	3.82	0.962	415
8	the special commemoration and memory of visiting Qingdao	3.87	0.946	415
9	great security risks	2.15	1.080	415
10	Parking inconvenience	2.02	0.986	415

### 4.3. Analysis of Post-tour Sharing and Recommendation Intention

The results show that only 6.7% of the tourists said that they would not share after the tour, which shows that most of them will share after the red corner, which also reflects that tourists are very satisfied with the corner of University Road and Yushan Road. Secondly, the tourists are most willing to share on wechat and Weibo, accounting for 86.7%. Choosing to share in short videos and other we-media software ranks second, indicating that tourists are more willing to share their experiences on these software. Only 10.6% of tourists choose to share their experiences on related tourism websites, indicating that nowadays tourists have followed the trend of the Internet and joined the ranks of new media, while traditional media is no longer popular. Through the statistical survey on the recommendation intention of tourists after visiting the corner of University Road and Yushan Road, it is found that more than 80% of people are willing to recommend to their relatives and friends, while only 1.4% are not willing. It indicates that the experience of most tourists at the corner of University Road and Yushan Road is worth sharing and recommending to people around them. It is considered that the tourism experience of this time basically meets expectations.

## 5. Conclusions and Enlightenment

### 5.1. Conclusion

Taking the corner of University Road and Yushan Road as the case, this paper randomly surveyed the tourists visiting the corner of University Road and Yushan Road, collected their

feelings about this scenic spot by filling in a questionnaire and analyzed their perception, and came to the following conclusions:

Most of the tourists attracted by this corner are young women, mostly students and enterprise staff. A large number of young people come to take photos and just punch. Most tourists know this corner through new media, and seldom use traditional media. And after visiting, tourists are also willing to share on the online platform. The overall satisfaction of tourists to the corner of University Road and Yushan Road is relatively high, and the evaluation of most of the perception factors is high, but the evaluation of safety risks and parking problems is very low. Tourists run to the road to take photos for better results, and queue up on the road because there are too many people waiting to take photos, which is a very big security risk. Surrounding narrow roads, parking space is not enough, resulting in inconvenient parking problems plaguing visitors. The highest satisfaction of tourists is the unique landscape design of this corner with strong urban historical and cultural characteristics and retro architectural design style, which indicates that tourists need not only good photos, but also relatively high recognition degree of tourism experience and feeling. Tourists have a relatively high degree of recognition of online celebrity corner, and they are willing to share it with their relatives and friends. Women's perception of the corner of University Road and Yushan Road is stronger than that of men, which shows that they are more able to feel the rich urban cultural and historical characteristics of Qingdao, satisfy their curiosity and pleasure, and are more sensitive to the problem of inconvenient parking. The evaluation of parking problem by enterprise workers is the lowest, and the evaluation of students without specific jobs is relatively higher.

## **5.2. Enlightenment**

### **5.2.1. Integrate Marketing Methods and Make Good Use of "Network" Communication**

The corner of university road and Yushan road attracts mostly young 18 to 35 years old. They like to be unconventional, follow hot issues on the Internet quickly, like to follow all kinds of fashionable and new things, have a strong curiosity, and are willing to share their life. The strategies they do before going out are basically from the new media channels on the Internet, and very few from the traditional media. Therefore, making good use of "network" communication can bring unexpected harvest to scenic spots, such as Chongqing Liziba bus station and Hongyadong Scenic spot which are popular by Tiktok short video, which are popular on the Internet in a short period of time, attracting a large number of fans and bringing huge passenger flow to the scenic spot. We can Integrate marketing methods, make full use of various ways to expand the visibility of scenic spots. The differences between the corner of University Road and Yushan Road in different time periods and seasons can be shared by Using Tiktok and Weibo. For example, after the snow, just like the Imperial Palace, red walls and snow each other set off beautiful scenery; The corner of the evening in the setting sun under the shade, blooming out of what beauty; You can also bring topics to share, increase exposure and interaction with tourists. Use xiaohongshu, WeChat official account and other channels to share tour guides and photo skills, historical stories of University Road and Yushan Road, etc., and launch different themed activities regularly to achieve better marketing promotion through online. In the age of traffic, only when there is traffic can we talk about development. Only when young people follow the way of publicity can we attract their attention.

### **5.2.2. Improve Infrastructure and Enhance Tourist Experience**

Tourism infrastructure can affect the tourist experience and reduce the tourist quality of scenic spots. The corner of University Road and Yushan Road is located at the intersection of the road. The phenomenon of traffic congestion is easy to occur. This corner is also the central location for taking photos. Sometimes, tourists cross the road to take photos for better photo effect, and enter the blind spot of the bus driver's perspective, which is very dangerous. Relevant departments can design the network red corner style adapted to the fence, neither appear to

conflict, but also to ensure the safety of tourists in addition to set up appropriate warning signs, which can actively guide tourists waiting in line to disperse on both sides of the road, so that tourists' pedestrians and motor vehicles slow down. Parking is also a big problem that bothers tourists. If there is no suitable parking place, tourists' impression will be greatly reduced and their later travel experience will be poor. Therefore, parking lots can be planned in the surrounding wide area to provide more parking Spaces, to realize convenient parking and improve the satisfaction of tourists.

### **5.2.3. Dig Oneself Characteristic Deeply, Build Core Competitiveness**

As more and more web celebrity punch destinations, the attention of tourists is drawn to a variety of Internet celebrity attractions, leading some tourists to sigh and express disappointment. To avoid tourists just coming here for a tour, it is necessary to do more than superficial, dig out the connotation of experience, to create their own core IP. Tourists generally have a positive perception of the architectural style, unique street design, and urban history and culture at the corner of University Road and Yushan Road, which needs to be continuously promoted in the future. But the corner itself has a historical story; tourists can not perceive. After all, this is a free scenic spot, only in recent years become a network red spot. Therefore, visitors should feel the history, stories and legends of the corner of University Road and Yushan Road, and experience the local culture of the old town. As a unique symbol of a scenic spot, IP will be a winning condition to attract tourists and build core competitiveness. Through creating exclusive symbols, related commemorative products, etc., to form a unique competitiveness, so that the corner of University Road and Yushan Road in addition to take a good picture, more have their own exclusive characteristics, to stand out between many web celebrity punch destinations, become the tourist identity of the "rare net red corner".

### **5.2.4. Meet Individual Needs and Enhance Satisfaction**

Women are more likely to go to places that have good photos and do a lot of research before they go, so they tend to go with high expectations. to meet the needs of female tourists, they should not only satisfy their curiosity and pleasure, but also feel the historical background of the corner of University Road and Yushan Road, and take pictures with good appearance. Strive to preserve the integrity and cleanliness of the walls so that visitors can take textured photos. To meet the different needs of tourists, improve their satisfaction, so that tourists are willing to share and take the initiative to share.

## **6. Limitations and Future Research**

Although this paper analyzes and studies tourists' perception of visiting the corner of University Road and Yushan Road, the research in this paper still has some limitations due to some reasons. This paper takes the corner of University Road and Yushan Road as an example to study the perception of tourists in web celebrity punch destinations. The conclusion of the study is not universal, so it is necessary to introduce other web celebrities to do relevant research and analysis in the future, to enhance the universality of the conclusion. Secondly, based on previous studies, this paper only draws up 10 perception factors, which cannot completely replace the feelings of tourists. In the future, we should continue to pay attention to tourists' perception of the corner of University Road and Yushan Road, to improve the tourists' perception factor of web celebrity punch destinations.

The corner of University Road and Yushan Road itself is a corner of an intersection, and now it has become a hotspot of Internet celebrities. The temporary popularity can attract a large number of tourists, but it is not very simple to achieve sustainable development and attract tourists continuously. Local governments and scenic spots themselves need to do a good job in the construction of various infrastructure, build the core competitiveness of scenic spots, carry



out marketing and publicity in a way popular with young people, and give play to the real nature of tourism, so as to achieve the "long red" destination.

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