

Guilin Chinese Tourism Destination Image Affected by Internet Tourism Information Quality

Min Liang^{1*}, Winitra Leelapattana¹, Prayong Kusirisin¹ and Jirachai Yomkerd¹

¹ International College, Maejo University, Thailand

* E-mail: MinLiang0008833@163.com

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Abstract

This study focuses on the influencing factors of the research objects of the tourism destination image, and the location is positioned in Guilin. A questionnaire survey for people who have been to and have never been to the Guilin, and conduct investigations and evaluations through two aspects. On the one hand, the service and utility, design image, sensory and psychological, content and artistic design of the internet tourism information quality are conducted. On the other hand, Guilin's image survey and evaluation as a tourism destination, including cognitive image and emotional image. Among them, the cognitive image is mainly aimed at people who have not been to Guilin, while the emotional image includes people who have been to Guilin and people who have not been to Guilin. Essence studies have found that the results of the quality of tourism information on Guilin's tourism information on cognitive image and perception image are significant, which proves the relationship between Guilin's internet tourism information quality on cognitive image and emotional image. At the same time, the cognitive image and emotional image show the relationship between the data analysis results of Guilin's tourism destination. In addition, the theoretical framework on the basis of the literature review and related concepts significantly proves the correlation between the quality of Internet tourism information and the Terrace of Guilin tourism. The results show that tourists form a cognitive image and an emotional image of the tourist destination under the influence of the quality of Internet tourism information, and thus have different levels of interest in the tourist destination. Finally, through this research, it is found that there is still room for further research, that is, what is the relationship between the cognitive image and the emotional image of the tourist destination, and which of the two plays a dominant role.

Keyword: Internet Tourism Information Quality, Cognitive Image, Emotional Image, Tourism Destination Image

Introduction

China's tourism industry is in the stage of rapid development of information, which plays a strong role in promoting the optimization of the overall economic structure and economic development. In addition, the industry has the characteristics of green and environmental protection, which can effectively use the natural and cultural resources in different regions, improve their use value and create greater benefits. In particular, in the background of the internet information age, the internet platform and related technologies can be effectively used to publicize internet tourism destinations and promote the rapid development of tourism. Due to the rich content of modern internet tourism news, including tourism destination infrastructure, tourist hotels, catering, social security, popular tourism routes and other content. The positive or negative information of tourism content will greatly affect tourists' travel decisions and behaviors. In addition, the expression form of online tourism information includes text, video, pictures and other rich and comprehensive content, which directly shapes the image of tourist destinations

through new media communication (ZhuRP, 2018). It can be seen that the quality of internet tourism information has a great impact on the image of tourist destinations, which indirectly affects the degree of recognition and selectivity of tourists to tourist destinations. Therefore, strengthening the relevant research of Internet tourism information, paying attention to the guarantee of the quality of Internet tourism information and promoting the publicity of the image of tourism destinations can well shape the image of tourist destinations and provide strong support for the development of tourism.

Background and rationale

China's tourism industry is in the stage of high-speed information development, which plays a strong role in promoting the overall economic structure optimization and economic development. In addition, the industry has the characteristics of green environmental protection, can effectively use natural and cultural resources in different regions, improve their use value, create greater benefits. Especially in the background of the Internet information age, Internet platforms and related technologies can

effectively publicize Internet tourism destinations and promote the rapid development of tourism. In this process, the quality of online tourism information has a great impact on the image of tourist destinations, which indirectly affects the degree of identity and selectivity of tourists to tourist destinations. However, due to the booming development of tourism in various regions, the pressure of competition between regions is increasing, especially some major emergencies, which have a great impact on tourism. For example, the COVID-19 pandemic in 2019 had a huge impact on tourism, causing even greater economic losses. According to the statistics

of the National Tourism Administration, the total revenue of tourism was 3.93 trillion yuan in 2016, 5.97 trillion yuan and 5.72 trillion yuan in 2018, and it dropped to 2.23 trillion yuan in 2019 and 2020 due to the impact of the epidemic. In 2021, the total revenue of Tourism in China was 2.92 trillion yuan, as shown in Figure 1. Therefore, it is necessary to strengthen relevant research work and attach importance to the quality of online tourism information. The Internet not only ensures the image of tourist destinations, but also promotes publicity and provides strong support for tourism development.

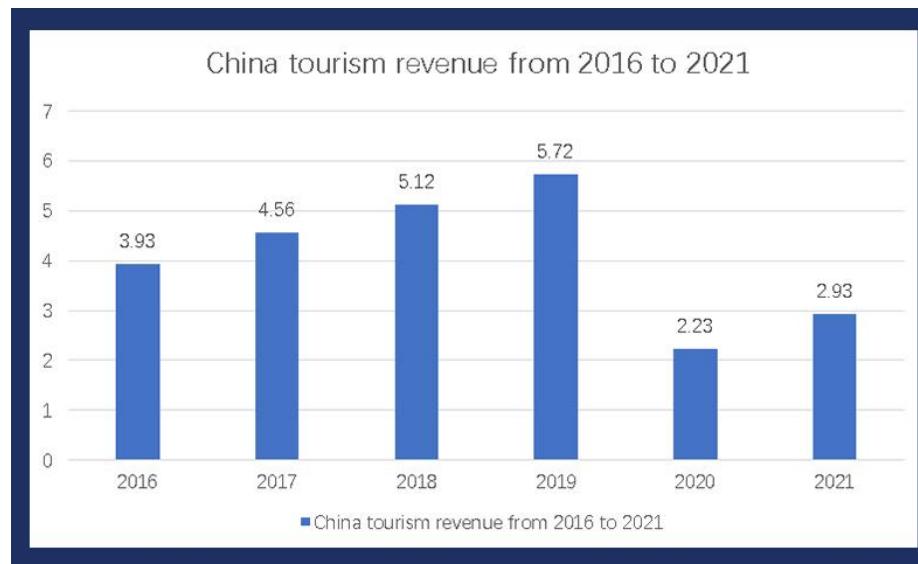


Figure 1 Development status of China's tourism industry (unit: trillion RMB)

Data source: National Tourism Administration

Objectives of the Study

The purpose of this study is as follows :1) To strengthen the understanding of relevant knowledge and improve the application ability. 2) Establish an evaluation system for the impact of online tourism information quality on the image of tourist destinations. 3) Analyze the impact of online tourism information quality on tourist destination image, and put forward corresponding strategies. In the research process, frequency statistics were used to obtain the basic characteristics of the research objects, such as the basic information of the questionnaire survey objects, including age, occupation, cultural level, whether they have been to Guilin and other options for investigation. Then descriptive analysis of Internet information quality, cognitive image, perception image of the sample. After that, factor analysis is used to verify whether the model derived from the theory is reasonable through statistical analysis based on the specific theoretical basis and conceptual framework. Finally, regression analysis is used to further verify, and the final conclusion is drawn.

Literature review

1. Contents of internet tourism information quality

The Internet is an important part for tourists, and in today's era of big data, it can attract more tourists and increase consumption at the same time (Kanamon S, 2017). Information can be disseminated through a variety of media, such as media, to attract tourists' attention and interest by disseminating information to target audiences, thereby generating consumption intentions (Korawan S, 2020). In the era of big data, the dissemination of information in the media is inseparable from the Internet. Due to the wide audience, the requirements for information quality are higher. In earlier research, "information quality" was synonymous with "data quality." Orr K believes that the connotation of information quality is the distance between the data view in the information system and the same data in the real world (Orr K, 2013). Through research, Kahn B K pointed out that information quality is reflected in the degree of standardization and demand satisfaction under certain circumstances, standards and requirements (Kahn B K, 2016). According to Rowling's research, data quality is the presentation of data, the

manifestation of periodic values, the expression of impact, and the interpretation of characteristics (Rowling, 2016). Whether it is true, whether accurate, whether there is a contradiction, whether hairdressing is complete, whether the whole is consistent and other issues become the main factor. Therefore, information quality is a hot issue of domestic and foreign research, especially in the information age and the Internet age, more and more on information quality. In a word, domestic and foreign experts and scholars continue to enrich the research process of information quality, from focusing on "data" to focusing on "users", and then focusing on "the integration of data and users".

In a word, information quality is a multi-dimensional concept of the system with rich connotations. This research will combine relevant psychological knowledge, analyze it from the perspective of industrial sustainable development and competitiveness improvement, and interpret it from the perspective of users. The quality of information should meet the needs of users to the greatest extent, and reflect advantages in terms of content, utility, value, form, and quantity. Therefore, the quality of Internet tourism information will be analyzed, which means that the

behavior of all objects generated by various information and the entire tourism activity can meet the needs of users, which will reflect the characteristics of the tourism destination to the greatest extent and give full play to its greatest advantages.

2. The Theories of Tourism Destination Image

Social exchange theory, which is mainly derived from economic theory, defines the interaction between people as a rational mode of thinking in order to maximize interests. Before the exchange occurs, the public can get the optimal solution based on the evaluation, and then complete the exchange or in the process, the public will measure the "gain and loss". If the gain is greater than the loss, the public will choose this behavior, otherwise give up this behavior (Tom, 2020): According to attitude theory, attitude consists of three parts: cognition, emotion and behavioral tendency. Therefore, it is necessary to analyze the relationship between these three parts and explain and cognitive attitude. Emotions can both mediate the conflict between cognition and intention and promote their integration, interacting with each other to develop (Baloglu, 2006). Tourism destination comprehensive evaluation

theory, which is based on the statistical law of human value judgment and the comparative method of human cognition. Quality evaluation and comprehensive evaluation of natural landscape beauty are used for attribute evaluation (Joseph, 2017); According to gestalt psychology theory, people's aesthetic perception has basic requirements for overall harmony. Based on this theory, the visual communication rules of tourism destination images are summarized as follows: similarity principle, proximity principle, symmetry principle, continuity principle and background law (Lim B, 2018). In psychology, people's cognition is generated by the systematic processing of information by the human brain. If it is awake, it will continue to process and process the stimulating information of the external environment (Kim, 2015). The "primordial-induced" theory of tourism image is a basic theory generated based on the internal process of tourism image. This theory emphasizes not only the generation of the image, but also its change under the influence (Gunn, 2006). Tourism destination image measurement methods include the introduction analysis method, T-test analysis method, cognitive map method, cluster analysis method, material property analysis method, Kelly Pin method,

combination analysis, etc. (Pike, 2002). An early destination was a subjective impression held by an individual about a place other than his habitual residence (Hunt, 1971). Destination image is a multi-dimensional potential variable composed of rational and perceptual explanations, including cognitive image and emotional image (Martin and Bosque, 2008). All people's cognition, impression and emotional expression of a particular destination are destination images (Bigne, 2009).

This study will analyze the connotation of tourism from the perspective of psychology, sociology, marketing and behavioral geography. All the factors that can affect and display the image of a tourist destination will be an integral part of the image of a tourist destination, including subjective factors, objective factors, formal influences and intangible influences. But there are also individual differences, which are influenced by individual knowledge, qualities and perspectives. In the current situation, Internet information has a great impact on information technology.

Conceptual Framework

According to the theoretical framework and literature review, the research framework is established in combination with the actual situation of the research object. The specific steps are as follows: First, the previous research is evaluated, which is cited as the construction of the conceptual framework, and then the corresponding conceptual background and hypothesis are proposed.

Then, proceed to the method overview. The definition and research results of relevant aspects of professionals are divided. At the same time, the original value of the paper should be analyzed, mainly through a questionnaire survey. This paper analyzes the relationship between variables through theoretical research and empirical test, and establishes a tourism image measurement scale, as shown in Figure 2.

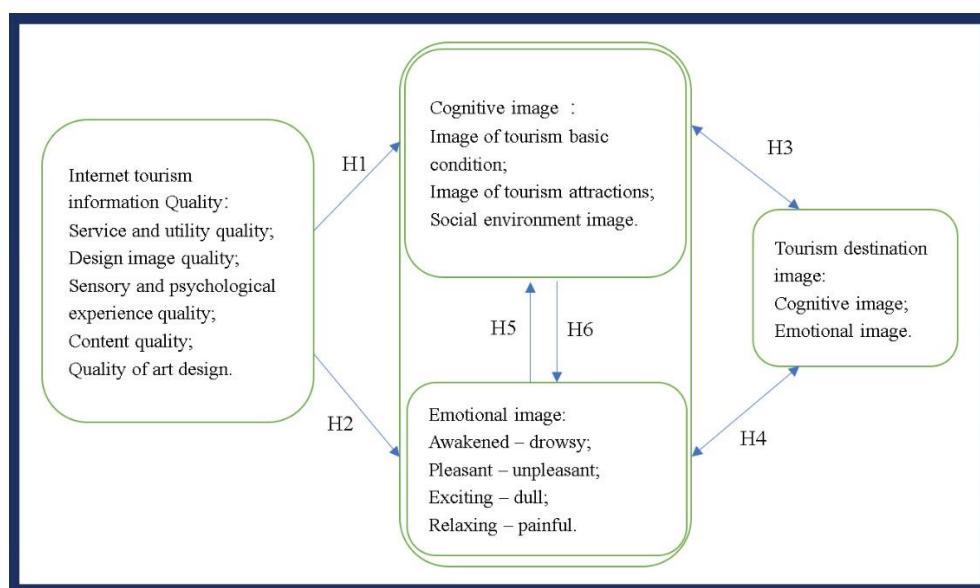


Figure 2 The Conceptual Framework

Research Methodology

The research will be carried out in the mode of "finding problems - analyzing impacts - proposing strategies". This research is exploratory. The literature acquisition background was used to determine the framework and objectives of

the study. Study relevant theories, analyze and construct theoretical framework. Through the measurement dimension and index, measurement method, and the measurement dimension of tourism Internet tourism information quality, this paper analyzes the influence model of

tourism Internet information on tourist destination image, and draws the results and conclusions.

1. Population and Samples

Population Confidence interval was used for data analysis on the overall sample, and questionnaires were issued to Wechat and Weibo through the questionnaire platform to obtain information, so as to understand tourists' evaluation of Internet tourism information and their evaluation of cognitive pre-Republican emotional image.

Sampling In the process of systematic random sampling, the content of cognitive image is more inclined to those who have not been to Guilin, while the

content of emotional image is those who have been to Guilin. Therefore, the survey sample can be people who have been to Guilin or people who have not been to Guilin, regardless of occupation or age. The content of the questionnaire includes the basic information of the respondents, the evaluation of the tourist destination on the quality of Internet tourism information, and the evaluation of the tourist destination on Guilin as a tourist destination. It is expected that 900 questionnaires will be randomly selected. Considering the unknown factors of the survey object, the confidence interval is used to calculate the sample. The calculation principle of p value and confidence interval is shown in Figure 3.

$$\Pr (c1 \leq \mu \leq c2) = 1 - \alpha$$

Sample size is 840;

A confidence interval: $60\% \pm 5\% = 57\% - 63\%$;

The confidence level is 95%;

Sampling error is 5%.

Figure 3 The confidence interval formula

2. Research Instrument

The questionnaire design will include three parts.

The first part is the basic

information of the respondents, including nine items, such as gender, age, income, occupation, education level, the average annual number of tourists, net age, average

daily online time, and access to tourism information channels.

The second part is mainly about the quality evaluation of Internet tourism information in Guilin, which is divided into five categories. The first category has service and practical quality (including 5 items), and the second category is design and image quality (including 7 items). dimension, the third category is sensory and psychological experience quality (includes 4 items), the fourth category is content quality (includes 7 items), and the fifth category is art design quality (include 1 item). A total of 23 items. Among them, 1-20 items refer to Wang Xi (2006), research on The Promotion of tourism destination image, and 21-23 items are set for ourselves, mainly based on Guilin tourism.

The third part is the tourists' evaluation of the tourism destination image of Guilin. This study mainly measures Guilin tourism destination image from two dimensions the cognitive image and emotional image. The cognitive image includes the image of the basic situation of tourism, the image of tourist attractions and the social environment image. Emotional images can be divided into wakefulness - sleepy, pleasure-unpleasant, excitation-dull and relaxation-painful. A total of 23. For reference, the research on domestic Communication and Promotion of Tourism

image in Yunnan Province (Chen Shichao, 2019).

3 Collection of Data

Data collection is mainly used to prepare and collect the data in the research. Through data collection, information can be obtained and relevant records can be kept. Based on this, important decisions can be made on problems and information can be passed to others. In this paper, the steps of data aggregation are as follows:

First, there will be data pre-collection activities. Obtain data for predictive testing, verify and audit the data to ensure its authenticity and reliability.

Secondly, the collection method. When collecting data, the methods of extraction and random extraction are adopted.

The results will be sorted out again. Specific work includes results classification and analysis. Questionnaires are conducted according to sampling methods and data collection plans.

Research Results

The study began on March 1, 2020 and ended on April 1, 2021 through a 13-month survey study. A total of 900 questionnaires were sent out. Due to

uncontrollable factors such as some of the questions were not submitted successfully, and some of the questionnaires were not answered as required, they were considered invalid and were removed. Finally, 798 questionnaires were returned. Among them, there are 740 valid questionnaires, and according to this

number, the effective rate is 82.5%. According to the results of the previous confidence interval calculation, a 5% error is allowed. Specific research hypothesis results are shown in Table 1. Therefore, the data of this study are valid.

Table 1 Summary of research hypotheses

No	Content	Results
H1	The Relationship between internet tourism information quality and cognitive image	Significant positive effect
H2	The Relationship between internet tourism information quality and emotional image	Significant positive effect
H3	The relationship between cognitive image and tourist destination image	Significant positive effect
H4	The relationship between emotional image and tourist destination image	Significant positive effect
H5	The relationship between cognitive image and emotional image	Significant positive effect
H6	The relationship between emotional image and cognitive image	No significant

1. Questionnaire survey personnel profile

Among them, 78% have been to Guilin, 22% have not been to Guilin; 40% male and 60% female; Those aged 20-30 account for 10%, those aged 30-40 account for 45%, and those over 40 account for

45%; In terms of educational background, 6% of students with high school or below, 11% of students with high school or technical secondary school, 52% of students with bachelor's degree or associate's degree, and 31% of students with master's degree or above. Students

accounted for 20%, ordinary staff 16%, management 33%, retired 22%, other 9%; In terms of the number of visits, 47% were visited less than once, 35% were visited 1-3 times, and 18% were visited more than 3 times.

2. Sample characteristic score

Information sources: the proportion of national tourism websites accounted for 34.5%, the Guilin municipal government website accounted for 43.3%, Guilin tourism website accounted for 54.4%,

related micro-blog WeChat and other account for 59.8%, tourism company website accounted for 50.9%, tourist sites accounted for 47.8%, and other websites accounted for 23.1%. Guilin tourism website, micro-blog WeChat official account and travel company website account for more.

2.1 The following analysis results show that the quality of Internet tourism information has an impact on the cognitive image of tourism and the impact is positive.

Table 2 Multiple regression analysis of internet tourism information quality factors and cognitive image factors

Independent Variable	Dependent Variable	Regression Coefficient		T-value	P-value
		B	β		
Service and utility quality	Basic conditions of tourism image	0.214	0.168	3.486	0.000
Design and image quality		0.211	0.182	3.880	0.000
Sensory and psychological experience quality		0.267	0.208	4.419	0.000
Content quality		0.340	0.273	5.024	0.000
Quality of art design		0.331	0.214	5.011	0.000
constant=-0.388	$R^2=0.489$ correct $R^2=0.488$ $F=117.951$ $P=0.000^{**}$				
Service and utility quality	Attractions of tourism image	0.352	0.313	5.551	0.000
Design and image quality		-0.088	-0.088	-1.591	0.0213

Independent Variable	Dependent Variable	Regression Coefficient		T-value	P-value
		B	β		
Sensory and psychological experience quality		0.263	0.208	4.081	0.000
Content quality		0.167	0.231	2.913	0.001
Quality of art design		0.223	0.156	0.187	0.001
constant=1.356 R ² =0.291 correct R ² =0.295 F=53.431 P=0.000**					
Service and utility quality	Social environment	0.247	0.201	3.999	0.000
Design and image quality	image	0.124	0.115	2.422	0.001
Sensory and psychological experience quality		0.163	0.144	2.663	0.000
Content quality		0.401	0.351	4.556	0.002
Quality of art design		0.332	0.321	3.939	0.001
constant=1.285 R ² =0.446 correct R ² =0.444 F=97.331 P=0.000**					

**P<0.01 (Correlation is significant at the 0.01 level (2-tailed))

2.2 The data shows that the quality of tourism information has an impact on the emotional image of tourism destinations, and has a significant positive impact

Table 3 Multiple regression analysis of internet tourism information quality factors and emotional image factors

The independent variable	The dependent variable	Regression Coefficient		T-value	P-value
		B	β		
Service and utility quality	Emotional image	0.309	0.238	4.821	0.000
Design and image quality		0.081	0.069	1.431	0.202

The independent variable	The dependent variable	Regression Coefficient		T-value	P-value
		B	β		
Sensory and psychological experience quality		0.271	0.201	3.901	0.000
Content quality		0.322	0.246	5.424	0.001
Quality of art design		0.309	0.291	5.232	0.000

constant=0.213 R²=0.422 correct R²=0.420 F=101.654 P=0.000**

** P < 0.01 (Correlation is significant at the 0.01 level (2-tailed)

3. It can be concluded that various factors of the cognitive image have an impact on the image of tourist destinations, and the impact degree is about 55%. In

conclusion, it is assumed that H3-cognitive image has a positive and significant impact on tourism destination image.

Table 4 Multiple regression analysis of cognitive image factors and tourism destination image

The independent variable	The dependent variable	Regression		T-value	Assume that the value
		Coefficient	Beta.		
Basic information about image tourism	Tourist destination image	0.309	0.202	4.815	0.000
Image of tourist attractions		0.072	0.068	1.448	0.000
Social environment image		0.231	0.201	3.969	0.000

Constant R = 0.203² = 0.549 correct r² F = 111.654, P = 0.000

** P < 0.01 (Correlation is significant at the 0.01 level (2-tailed)

4. Various factors showing destination image, and the influence emotional image influence tourist degree is about 45%. To sum up, it is

assumed that the four emotional images have a positive and significant impact on

the tourist destination image.

Table 5 Multiple regression analysis of the relationship between emotional image factors and tourist destination image

The independent variable	The dependent variable	Regression Coefficient		T-value	Assume that the value
		B	Beta.		
To wake up or fall asleep.	Tourist destination image	0.319	0.208	4.823	0.000
Pleasant, unpleasant		0.071	0.066	1.433	0.000
Excitement, boredom		0.271	0.211	3.903	0.000
Relaxation, pain		0.322	0.236	5.434	0.001

Constant $R = 0.213^2 = 0.452$ correct $r^2 = 0.421$ $f = 111.604$, $P = 0.000$ **

** $P < 0.01$ (Correlation is significant at the 0.01 level (2-tailed)

3. The results of the relationship between the two dimensions of Guilin tourism destination image.

According to the analysis results, the influence of cognitive image factors on emotional image factors is 69.1%. The p values of each factor were all less than 0.01, indicating a significant positive effect. Therefore, the research results show that hypothesis 5 has a significant positive impact on the cognitive image of tourism on the emotional image.

The results were obtained by statistical analysis, $P > 0.01$, the effect of emotional image on cognitive image is not significant. Therefore, hypothesis 6 that affective image of tourist destinations has a significant positive impact on cognitive image is not valid.

Discussion and Conclusion

This study takes Guilin as a specific case, analyzes the dissemination of tourism information through the Internet, is the cognitive image of tourists have a

preliminary understanding, as well as the emotional image with personal emotional basis, and finally through a flash a total of two aspects to affect the tourist destination in the engraved image in the mind. The main research contents and conclusions are as follows:

First, in the evaluation process, a combination of qualitative and quantitative analysis is used to obtain objective and accurate results. In this study, the destination image of tourism is divided into two aspects: cognitive image and emotional image, and the application is reasonable and targeted.

Second, the image of Guilin's tourism destination is affected by the quality of Internet tourism information. The analysis results show that the impact is significant and has positive significance. Cognitive image and emotional image also have an impact on the image of Guilin tourist destination respectively, and the effect is significant and has positive significance. But the relationship between the cognitive image and emotional image is different, the cognitive image has a positive effect on an emotional image, and vice versa is not obvious. However, it does not affect the research topic of this paper, and the relationship between the two can be further studied in the future.

Thirdly, Guilin should pay attention to the improvement of the quality of art design and enhance the authenticity and personalized quality of internet tourism information in the aspect of improving the quality of internet tourism information. At the same time, we should pay attention to the needs of tourists and carry out the design work based on the market

Summary, in this study, the focus of the research on the concept of artistic image language in the quality of Internet tourism information. It is mainly from the perspective of psychology and sociology to obtain the quality improvement of Internet tourism information design, and then reshape the tourism destination terrain to promote the development of the tourism industry. However, a deeper thinking can analyze from the perspective of image, linguistics, and communication, and further study the empathy of image language and text language to achieve travel behavior. In addition, it is not difficult to find from the perspective of informatics and marketing. Due to the impact of the Internet era, the tourism industry is forming a new type of tourism consumption, and it is more toward artificial intelligence. At the same time, tourism behaviors are no longer popular in groups in a single form. Tourists tend to travel individually or as a family. Such

consumer demand has higher requirements for the quality of Internet tourism information. Therefore, how to systematically manage the tourism information on the Internet to ensure its high quality, to achieve the purpose of attracting tourists to become a direction for further research. Pay attention to the development of relevant information management technology and the construction of related information platforms to make up for the shortcomings of this research. Especially when establishing relevant laws and regulations, research power should be increased.

Implication

1. Strengthen the management of Internet tourism information quality, develop different Internet channels, and further improve the construction of information content.

2. Strengthen risk identification and evaluation during operation and improve risk prevention and control capabilities.

3. Improve the beauty of the art form from Internet play, enhance the art of writing in the language of words, and enhance the beauty of the form of art design in terms of artistic style, thereby attracting the attention of tourists.

4. In the construction of relevant

laws and regulations, more research should be done.

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