

A study on the perception of Sichuan Museum tourism experience based on web text analysis

Lilan Ding^{1,*}, Nurul Hanim Romainoor²

^{1,2} School of the Arts, Universiti Sains Malaysia, Penang, 11800, Malaysia

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Abstract: Museum tourism forms a key element of cultural tourism. Museums are a microcosm of local culture, allowing tourists a window into local history, culture and characteristics in a time and physical space. Using the Sichuan Museum as a case study, this paper uses Python data mining techniques to crawl a total of 4332 visitor web reviews. The text content analysis method was used to explore the characteristics of visitor perceptions of their experience during the Sichuan Museum tour. The results revealed that visitors' behavior is mainly characterized by the following four aspects: "visiting, feeling, learning and taking photos". 73.12% of visitors' reviews showing positive emotions, 18.32% of reviews revealing neutral emotions and only 8.56% of visitor reviews containing negative emotions.

Keywords: *Sichuan Museum, tourism experience, web text analysis*

1. Introduction

Museums are a microcosm of local culture, allowing tourists a window into local history, culture and characteristics in a time and physical space that is incomparable to other tourism resources. McKercher's survey of cultural tourism resources in several countries found that regardless of the country they arrive in, tourists seek museums as the first destination to visit, followed by art galleries and historical sites [2].

Social media, and the tourists that use it, increasingly influence the branding of tourism destinations. Communication with visitors online is carried out through blogs, video blogs, the net and similar social media sources [3-4]. Using these methods bears two advantages: the Internet allows tourists to express and share their travel experiences authentically, presenting more authentic and reliable tourism content; and due to the tracking of cookies and storage of data, this information is preserved for a long

time, enriching the tourism information database. The tourism experience is still a powerful marketing tool in shaping the image of tourism destinations, alongside the similarly powerful marketing tool of word-of-mouth.

2. Literature Review

O'Dell has described the highly subjective tourism experience as "highly personal, subjective, intangible, ephemeral and yet persistent." [5] Despite the unquantifiable characteristics of these qualities, people still aspire to achieve them [6], with Pizam reinforcing this through the suggestion that creating memorable experiences for customers is the essence and main goal of the hospitality industry [7].

The web text analysis method is derived from the content analysis method. In principle, this is to carry out

Corresponding Author: Lilan Ding, School of the Arts, Universiti Sains Malaysia, Penang, 11800, Malaysia, Email: dinglilan@student.usm.my

research on related topics by extracting and analyzing the central ideas of online texts. With the wide development and popularity of Internet technology, online travelogues have evolved as a new memory carrier, with the massive amount of online data and information attracting the attention of numerous scholars. Kim et al. used content analysis to study online blogs, concluding that tourists' positive perceptions of the destinations they visit affect their revisit rates [8]. Choi et al. used both text mining and expert judgement as qualitative methods concurrently with quantitative methods to analyze the image content of a sample of websites. They found that the online projected image of Macau varied depending on the source of the information [9]. Using Xiamen's tourism image as an example, Zhu Cuilan et al. [10] analyzed tourists' online comments, verifying that the overall city image perception factor has the heaviest share in the perception of a tourist destination. Chen Gang-Hua [11] selected the postings and replies of online communities for the purpose of text screening analysis, and constructed a measure of revisit motivation, allowing a practical verification of tourists' revisit motivation through a questionnaire survey to be conducted.

Until now, no researcher has studied the Sichuan Museum in terms of tourists' perceived characteristics and experience feelings. This paper is therefore created using the text of tourists' online reviews about the Sichuan Museum as a case study site. With the help of computer software a deep exploration of the perceptual characteristics of tourists' experience during the tour of the Sichuan Museum is carried out, in order to form an important reference for the sustainable development of the Sichuan Museum.

3. The study area

Located in Qingyang District, west of Chengdu, the Sichuan Museum resides next to Ruanhuaxi Park in the Sichuan Province of China. It was founded in 1941 and is the largest comprehensive museum in southwest China, being highly regarded among public museums in the country. The museum has a collection of more than 350,000 cultural relics, 70,000 of which hold the status of precious relics.

The Sichuan Museum is always free of charge for visitors, adhering to the national concept of "open doors, extensive communication, resource sharing and in-depth cooperation". The Sichuan Museum currently houses 14 exhibition halls totaling 12,000 square meters. This includes 10 permanent exhibitions on painting and calligraphy; ceramics, bronzes; ethnic relics; arts and crafts; Tibetan Buddhism; the Wanfo Temple stone carvings; paintings and

calligraphy by Zhang Daqian; ceramic art from the Han Dynasty; and four temporary exhibition halls for holding various temporary exhibitions.



Figure 1. 3D picture of ecotourism scenic spot of Sichuan Museum, China

4. Data sources and research methods

4.1. Data sources

In terms of data collection, this paper uses the review data from five sample websites which were screened from July 8, 2006 to May 28, 2022. These include VW Dianping.com; Ma Hive.com; Meituan.com; Ctrip; and Baidu Travel. After eliminating duplicate and invalid reviews found to be unrelated to the topic in question, a total of 4334 reviews with reference data were finally screened.

4.2. Research methods

The web text data analysis method belongs to the content analysis method family, which is used to represent text information through information retrieval enacted on the data traces left by online consumers. These were used for data mining and quantification of feature words extracted from the text [12], enabling analysis of web comments in order to study and gain understanding of visitors' perceptions of the Sichuan Museum.

In this paper, ROST Content Mining 6.0, a software developed by Wuhan University, was chosen to carry out the analysis of web texts. It is capable of extracting central ideas of web texts; carrying out high word frequency analysis; semantic network analysis and text content analysis to locate visitor sentiment. Finally, it can visualize the interrelationships between words.

5. Data sources and research methods

5.1. Analysis of high frequency feature words

The ROST CM6 software was used to split the words and word frequency statistics of the documents, and the meaningful high-frequency feature words and their respective use frequencies were obtained after screening (Table 1). This provides a useful heuristic of the visitors' awareness along with a first understanding of the importance of the Sichuan Museum's tourism image.

Table 1 shows that the top 70 high frequency words are mainly nouns, verbs and adjectives. The category of nouns is typified by the names of places, exhibits, facilities, buildings, museum functions and types of visitors. The verbs mainly reflect the behavior, motivation and process of visitors, while the adjectives serve chiefly to reveal the emotional tendencies and experience characteristics of museum visitors.

Table 1. High frequency feature vocabulary

Serial number	Vocabulary	Frequency
1	Museum	5072
2	Zhang Daqian	1688
3	Culture	1141
4	Exhibitions	1047
5	Artifacts	1039
6	Explanation	1029
7	History	1027
8	Exhibits	964
9	Visit	961
10	Free of charge	893
11	ID	822
12	Buddhism	804
13	Exhibition Hall	769
14	Sichuan	747
15	Chengdu	716
16	Time	656
17	Ceramics	630
18	Worth	615
19	Places	599
20	Ruanhuaxi Park	511
21	Enrichment	479
22	Painting and Calligraphy	479
23	Dunhuang murals	478
24	Appointment	468
25	Tickets	457
26	Du Fu Cao Tang	446
27	Works	437
28	Ethnicity	419
29	Features	352
30	Country	308
31	Hours	306
32	Convenient	302
33	Exhibit	302

Serial number	Vocabulary	Frequency
34	Civilization	289
35	Public	283
36	Transport	264
37	Environment	256
38	Feelings	203
39	Interested	202
40	Collection	201
41	Show	201
42	Knowledge	188
43	Local	184
44	Shu embroidery	183
45	Temporary	175
46	Located in	175
47	Exquisite	174
48	Afternoon	166
49	The whole	162
50	Study	161
51	Location	161
52	Come	161
53	Underground	161
54	Kids	159
55	Boutique	151
56	SERVICES	147
57	Development	146
58	First time	146
59	Construction	143
60	A total of	142
61	Suggestions	138
62	Weekend	137
63	Monday	136
64	Asia	136
65	Precious	129
66	Stunning	129
67	Commentary	127
68	Overall	126
69	People	121
61	Suggestions	138
62	Weekend	137
63	Monday	136
64	Asia	136
65	Precious	129
66	Stunning	129
67	Commentary	127
68	Overall	126
69	People	121
70	National	119

5.2. Semantic network analysis

A semantic structure diagram of the Sichuan Museum's online text evaluation was created in order to explore the semantic structure and interrelationships between key

high-frequency feature words: the text was subjected to a 'social and semantic network analysis' using ROST CM6 software. The thickness of the connecting lines represents how closely related the words are: the thickest connecting lines indicate a higher degree of lexical relevance in visitor perceptions, allowing a 'core-sub-core-periphery' network structure to become clearly visible.

The collected evaluation texts were distributed around the terms 'museum', 'Zhang Daqian', 'history' and 'culture'. The secondary core is then linked with the periphery, with terms such as 'museum' linked to 'interpretation', 'exhibits', 'visit' and 'free'. The most peripheral vocabulary points are associated with the secondary core vocabulary of visitor activities, such as 'worthwhile', 'special' and 'rich', indicating that the strong impression the museum makes on visitors.

5.3. Visitor sentiment analysis

Table 2 shows the detailed results of the sentiment analysis of the Sichuan Museum web texts using ROST Content Mining. The proportion of sentiments was distributed as follows: positive visitor sentiment was 73.12%; neutral sentiment was 18.32%, while negative sentiment was 8.56%. Visitors' positive sentiments towards the Sichuan Museum therefore comprise the vast majority, indicating that the majority of visitors enjoyed a satisfactory experience at the Sichuan Museum.

Table 2. Sentiment analysis table

Emotional category	Proportion (%)	Emotional sub-categories	Percentage (%)
Positive Emotions	73.12	Fair (0-10)	13.45
		Moderate (10-20)	14.77
		High (More than 20)	44.90
Neutral emotions	18.32		18.32
Negative emotions	8.56	Fair (-10-0)	4.55
		Moderate (-20--10)	2.03
		High (More than 20)	1.06
Total	100		100

Although the overall impression of the Sichuan Museum is good, analysis of the data shows that the negative comments should still invite serious investigation. Analysis of the text shows that negative visitor comments come from three main sources.

The museum is small in both reputation and size and with few fine exhibits. Visitors stated: "Compared to the Chengdu Museum, the Sichuan Museum is much less famous." "The exhibited content feels smaller compared to the Chengdu Museum." "The Sichuan Museum is probably a little less famous than the Du Fu Cao Tang, which is nearby." "The Sichuan Museum feels old compared to museums in Shanxi, Shandong and Hunan. The museum has fewer artefacts on display." "In comparison the Sichuan Museum has fewer fine exhibits and personally I find the Jinsha and Sanxingdui sites a little more exciting." "Compared to other provinces that have built new or grand and atmospheric or alternative museums in recent years, the Sichuan Museum feels old and cramped internally. Compared to the Chengdu Museum, the Sichuan Museum appears older and smaller in size when considering the space available per topic."

The cultural and creative products are monotonous and characterless. Visitors mention: "The Sichuan Museum service facilities and cultural and creative products are weak." The Sichuan Museum's creative products are of poor quality and I feel no desire to buy them at all." "When I went to the Sichuan Museum, I wanted to buy something for my friends, but there was nothing special in the relatively empty "cultural and creative area. "Some visitors expressed their demand for the museum's cultural and creative products and mentioned that "it would be good if the research and design of cultural and creative products could keep up with the standards seen elsewhere." "The cultural and creative products feel very generic, and I wish there were something more distinctive." The Tibetan costume collection is so beautiful, and if there were more creative gadgets of this theme, I could buy more to my heart's content."

The mobile network signal in the pavilion is weak, which itself affects visitor experience. Visitors mentioned that "the signal in the pavilion was not good, so you had to connect to Wi-Fi to hear smoothly. Unfortunately, the pavilion on the top floor introduces Tibetan Buddhism, but has no explanation." "The signal inside is not very good, so you have to connect to their Wi-Fi or you won't be able to listen to the lecture." "The signal is poor, but there is free

Wi-Fi to connect, which I didn't even notice until I was almost done with the tour.”

Table 3. Characteristics of the tourist experience of visitors to the Sichuan Museum: Museums

Themes: Museums	
Classification	Feature words (frequency)
Function	museum 5072, culture 1141, history 1027, exhibits 964, country 308, display 201, knowledge 188, collection 201
Artefacts and Exhibits	Zhang Daqian 1688, exhibition 1047, relics 1039, Buddhism 804, ceramics 630, painting and calligraphy 479, Dunhuang frescoes 478, works 437, nationalities 419, Shu embroidery 183, Asia 136, temporary exhibition 98, exhibition 302, development 146
Services and Facilities	Free 893, Reservation 468, Admission 457, Interpretation 1029, ID 822, Services 147, Interpretation 127, Guides 53, Exhibition Hall 769, Queuing 80, Building 143, Facilities 68
Location and Transportation	Sichuan 747, Chengdu 716, Local 599, Ruanhuaxi Park 511, Du Fu Cao Tang 446, Local 184, Located 175, Location 161, Park 91, Transport 264, Environment 256, Landscape 117, Not too big 95, Quiet 78

Table 4. Characteristics of the tourist experience of visitors to the Sichuan Museum: Visitors

Themes: Visitors	
Classification	Feature words (frequency)
Attitudes and Perceptions	Worth 615, Rich 479, Distinctive 352, Convenient 302, Civilized 289, Interesting 202, Fine 174, Fine 151, Suggestion 138, Precious 129, Shocking 129, Highlights 111, Pity 107, Exquisite 86, Real 84, Lovely 78, Wise 73, Interesting 70, Wonderful 45
Motivation and Behavior	Visit 961, Feel 203, Learn 161, Tour 112, Take 112, Experience 110, Come 161, Walk 84, Enter 69, Registration 54, Serious 52.
Visiting Time and Frequency	Time 656, hour 306, provisional 175, afternoon 166, first 146, weekend 137, Monday 136, next 91, morning 68, frequent 51, day 50, Sunday 45

6. Analysis of tourism experience characteristics

One way of organizing and categorizing word frequency results is via the construction of core themes and analysis categories. This helps to optimize the analysis results and understand the core information represented in the data, and various classifications have been used. He Dan (2017) conducted an analysis of a paper on museums in the Beijing area in which high-frequency words were classified as subjects (tourists) and objects (museums) of the tourism experience [13]. Jin Hongying (2018) studied tourism experience enhancement pathways and gave the following classifications of high frequency words: activity, environment, experience and benefit [14]. Lin Deyu (2020) conducted a web text analysis of Guangdong museums, classifying high-frequency words into the following five areas: how to visit and browse; cultural relics and exhibits; location and transportation; visiting time; and objective evaluation by visitors [15].

This paper synthesizes the research of related scholars such as the aforementioned by characterizing the top 200 high-frequency words, constructing core themes and analyzing categories (Table 3) and summarizing the tourism experience characteristics of Sichuan Museum visitors.

The study found that visitors perceived most strongly the term 'museum' as a characteristic of the destination, with 'interpretation', 'culture', 'exhibition', " heritage", "history", and so on. being used to express the nature and role of museums. "Zhang Daqian", "Tibetan Buddhism", "painting and calligraphy" and "ceramics" are terms expressing the variety of collections held by the Sichuan Museum. The obvious landmark terms such as "Sichuan", "Chengdu", "Du Fu Cao Tang" and "Ruan Hua Xi Park" reflect the importance that visitors attach to its location. Words such as "public", "children", "teachers", "children", " students", reflect the museum's extracurricular educational function for young children. Finally, terms including "worthwhile", "rich", "special", and "shocking" reflect the visitor's emotional experience of their visit to the Sichuan Museum.

6.1. The main subject of the Sichuan Museum tourism experience - the visitor

In terms of understanding attitudes and perceptions; motivations and behaviours; length and frequency of stay and suggestions, and types of visitors and modes of transport and travel, visitors form the main subject of the museum tourism experience. These elements are examined in more detail below.

6.1.1. Attitudes and perceptions

Visitor experience is necessarily varied due to different visitor attitudes and the incorporation of real post-viewing comments and emotions. Visitor perceptions are divided into three categories: positive, intermediate and negative. Overall, the impression of the Sichuan Museum is more positive than negative, with high levels of visitor satisfaction. The majority of visitors' experiences demonstrated great positivity, for example, with terms such as 'worthwhile', 'special', 'interesting', 'exquisite', "shocking" and "interesting" characterising reviews. Visitors commented that "there are many treasures inside and it is worth planning half a day to have a good look", "The Sichuan Museum holds great exhibits and well worth a look" and "The content is very rich and the exhibits are all relatively fine and worth a look". Visitors having poor experiences were relatively small in number, however negative comments included: "pity" and "regret" and "pity I didn't have enough time to see the museum". "It's a pity that there was not enough time to see the museum in detail", "It's a pity that there was no electronic explanation, making the tour a little bit too short" and "It's a pity that I didn't see the tiger painted by Zhang Daqian". This reflects the negative aspects of the attitudes and perceptions of the Sichuan Museum's visitors.

6.1.2. Motivation and Behavior

The Sichuan Museum's visitor motives can be broadly divided into three types: cultural learning; perception, and leisure and entertainment. The cultural learning type of visitor goes to visit and learn in order to increase their knowledge and understanding of the region, e.g. to "learn", to "visit", to be "serious". These visitors' comments included the following: "The Sichuan Museum holds a large collection of treasures and is a must-see for art lovers and art collectors", "The collection of cultural relics is exquisite, with introductions to enrich knowledge formed through careful study, recommendable!" The Sichuan Museum has a wealth of exhibits and is very well laid out, making it a great place to bring children to learn about and study." "I like to visit museums wherever I go, just because I want to understand a city, not only for its human atmosphere, food and entertainment, customs and people, but more importantly for its history."

The second category of visitor is the perceptive type, visiting for the desire to experience, reflect on and gain new life perspectives. These comments include terms related to "feeling", and "experience" as well as other high frequency words. Visitors typifying the perceptive category mention: "The more distinctive part of the museum is the ethnic

minority exhibition, with its rich and varied exhibits, unique decorations and venue design. It feels like an accurate experience of the culture and characteristics of the ethnic groups." "The Sichuan Museum is a good experience, with large pavilions and a rich collection, worth a visit, very good." "The first time I came to the Sichuan Museum, this pavilion felt older, not as fancy as the new museum, but it was a peaceful experience to see the exhibition quietly." "It is very convenient to book directly on the Sichuan Museum public number." "I have always enjoyed visiting museums and felt I could experience a brief sense of travel through these historical relics."

The third type of visitor is the leisure and entertainment type, who visit the museum to travel and relax, to entertain the body and mind, and to get the enjoyment of beauty. These reviews contained terms such as "travel", "photo", "walking around" and other high frequency words and phrases: "The group activities included travel to Chengdu, while the large group did not gather to visit the Sichuan Provincial Museum", "to travel to understand the history of the city, one should come to the city's history museum as there are so many beautiful works of art, the exhibition hall reproduction and restoration of the treasure is imperceptible, looking almost entirely original. There is also a Tibetan Buddhism exhibition hall, though I think it should also be more comprehensive." "The bronze and ceramics galleries are very good at conveying the progress of history through changes in materials and design, with the bronze gallery having a beautiful display of chimes. They not only restore the layout of the chimes from the era when they were prevalent, but is also created an exhibit which is easy to photograph." "The Ethnic Museum also has a display of costumes and household items common to Sichuan's ethnic minorities, which can be photographed." The above comments can be taken as a small sample reflecting the motivation and behaviour of the Sichuan Museum's visitors.

6.1.3. Visiting time and frequency

In general, visitors to the Sichuan Museum choose the afternoon for their visits, or weekends and Sundays, as can be seen in the following reviews: "It was a rare weekend off, so I took my children to the museum for a stroll. I booked the tickets on WeChat a day in advance. It was not too busy and the place is still good." "I had no plans for the weekend and hit the Sichuan Museum. Apart from the Chengdu Museum the most worthwhile place to hit in the area is here." "Saturdays are crowded, weekdays are a good choice, so take your time and enjoy, it's like walking into a time machine. With nearby Ruanhuaxi Park, it's all very peaceful and a

good place to go on weekends." These comments reflect the times and days visitors choose to spend visiting the Sichuan Museum.

Some of the reviews were from first time visitors to the Sichuan Museum, with the high frequency word 'first' appearing 146 times. Related comments in this category include: "First time to the Sichuan Museum. Compared to the Chengdu Museum, the Sichuan Museum looks a bit older and the area allocated for each theme is smaller." "First time I went to the Sichuan Museum. I took the metro to Qingyang Palace and got off at Exit B, which is about 900 metres away." "A very atmospheric and culturally rich museum, often showing world class temporary exhibitions, most recently the Asia exhibition for example, very rich in exhibits, including exhibits from the two river basins, Indian and other local cultures, a great treat for the eyes." "The Sichuan Museum often holds some very good temporary exhibitions." "The Sichuan Museum, often has temporary exhibitions, but the permanent exhibitions are also very interesting, if you wish to see a bit of art, treat yourself." "I often come to see the exhibitions, there are several special exhibitions during the New Year's festival, and today I came to see them, there are so many surprises!" "The Sichuan Museum is located next to Du Fu Cao Tang and also near my home, I feel so blessed to be able to come here and see the exhibitions so frequently." These comments reflect the frequency with which visitors attend the Sichuan Museum.

Some visitors attend the museum regularly, and these loyal visitors provide stable sources of clientele and income for the museum. These visitors mention more specific details, either in sharing their own travel experiences or in their suggestions for the management and service aspects of the Sichuan Museum, as shown in the following comments: "The Sichuan Museum is huge and I recommend setting aside a minimum of three hours to fully enjoy it." "It is recommended to see more of the background culture and not treat this as a quick leisure activity". "It is advisable to schedule at least half a day to visit" and "It is advisable to make reservations in advance, otherwise you will have to queue." These comments demonstrate the advisory tone given by frequent or previous visitors to those who are newer to or manage the Sichuan Museum.

6.2. Sichuan Museum Tourism Experience Object – Museum

The object of the museum tourism experience is the word 'museum', and the term is most strongly perceived by visitors as a characteristic of the destination. Attractive

factors for museum tourism include function, artefacts and exhibits, services and facilities, location and transport, and environment and ambience. Among the high frequency words in this word family were: museum (5072), culture (1141), history (1027), exhibit (964), country (308), display (201), knowledge (188), and collection (201).

6.2.1 Artefacts and Exhibits

In terms of cultural relics and exhibits, the repeated occurrence of terms can indicate which exhibition halls visitors are most interested in. These included: Zhang Daqian (1688), exhibition (1047), cultural relics (1039), Buddhism (804), ceramics (630), calligraphy and painting (479), Dunhuang mural (478), works (437), ethnicity (419) and Shu embroidery (183). From the data, it is clear that popular exhibitions at the Sichuan Museum were Zhang Daqian's calligraphy and painting, Tibetan Buddhism and the ceramics collection. These three halls attract a large number of visitors, with comments in the reviews typified by the following: "Zhang Daqian's authentic Dunhuang paintings are stunning", "Mr. Zhang Daqian's works are stunning and the story is touching, something worth thinking about and real food for thought", "Zhang Daqian's exhibition hall is well illustrated and the Dunhuang murals copied by the master are quite amazing" "It was very touching to learn about the legendary life of the master in the Zhang Daqian Pavilion. The other artefacts were also very interesting and looking at them along with the introduction made me feel like I was greeting the ancients, demonstrating the power of art." Comments such as these show that the Zhang Daqian paintings and calligraphy can best represent the culture of the Sichuan Museum, making this exhibition hall the most distinctive of the Sichuan Museum in the minds of visitors.

6.2.2 Services and facilities

Among the high-frequency words related to the way of entering the museum, "ID card", "free of charge", "reservation", "queue" and "advance" are key. The analysis of high-frequency words shows that visitors mainly enter the museum through online reservations or by using their ID cards to reserve tickets on site and subsequently queuing up. "It's easy to swipe your ID card to get in", "Not many people on National Day, no need to queue." "Bring your second-generation resident ID card to the entrance of the exhibition hall, queue up in an orderly manner at the automatic identification machine at the entrance for identification, and then you can enter the museum after verification." These comments relating to entry and ticket collection are associated with 'convenience', suggesting that

the service provided by the Sichuan Museum saves visitors time, doubtlessly increasing visitor satisfaction.

"The tour is wired, the explanations are spot on, and there are directions, it's really the best online guide I've experienced in a museum." "The museum has three floors, each of which is wonderful, with free electronic explanations." "It's great to follow the Sichuan Museum's public guide and have free explanations of the regular pavilions." Comments such as these relate to the museum's interpretation facilities, suggesting that this service enhances the visitor experience at the Sichuan Museum.

6.2.3 Location and transportation

In terms of location and transportation, words appearing more often in the reviews include the terms: Sichuan (747), Chengdu (716), Local (599), Ruanhuaxi Park (511), Du Fu Cao Tang (446) and transportation. The following comments show visitors' opinions on these issues: "The location is excellent, with convenient transport links in all directions, and the museum is surrounded by Qingyang Palace, Du Fu Cao Tang, and Ruanhuaxi Park, giving a rich cultural atmosphere and superior environment." "The Sichuan Museum is by Ruanhuaxi Park, so you can go to Ruanhuaxi and Du Fu Cao Tang for a stroll afterwards." "The provincial museum is close to the Ruanhuaxi Park and Du Fu Cao Tang, so the traffic is particularly light and the location is easy to find! There is a car park and parking is very convenient." "The Sichuan Museum is the largest museum in the whole of southwest China, and it's near Du Fu Cao Tang, so a good route choice is to go to the museum and then to Ruanhua Creek Park and then to Du Fu Cao Tang." These comments reflect how the location and accessibility of the Sichuan Museum affects visitor experience. The reviews show that visitors value the surroundings and focus on the experience of the subsequent activities after visiting the museum.

7. Conclusions

Using content analysis of online texts to study the perceptions of tourists towards the image of Sichuan museums as a tourist destination has allowed this study to provide a reference for the sustainable development of museum tourism in Sichuan. The use of content analysis demonstrates a breakthrough from the traditional method of using data obtained through questionnaires. This innovative approach to the use of research methods can be used as a reference for subsequent studies.

Focusing on the characteristics of the categories of subject and object, as the two core themes of the Sichuan Museum tourism experience, allows an understanding of visitor satisfaction as closely related to the attractiveness of the museum to tourists. The main influencing factors included artefacts and exhibits, services and facilities, location and transportation, attitudes and perceptions, motivation and behaviour, and visiting time and frequency.

In general, visitors rated the museum positively, with visitor reviews demonstrating that the museum experience brought them pleasure, with 'worthwhile' being the most frequently mentioned emotion, an intuitive expression of visitors' positive feelings. The museum has a relatively small reputation and size and visitors report the sense of seeing fewer fine exhibits. Furthermore, the cultural and creative products are reported as being monotonous and without character. The mobile network signal in the pavilion is weak, and is a factor which affects the modern visitor's experience. It shows the focus of visitors' concerns that the Sichuan Museum should really understand in order to meet the social value needs of their customers. Creating a comfortable environment and atmosphere for visitors will not only satisfy their social value needs, but also pave the way for enhancing the image and reputation of the Sichuan Museum in the future.

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