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## STUDY ON TOURIST SATISFACTION OF THE WAN-LV VALLEY RESORT BASED ON ONLINE COMMENTS

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### ARTICLE DETAILS

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### ABSTRACT

Using the six OTA platforms, we collect the visitors' online comments on the Wan-lv valley resort and obtain valid data through identification, screening, induction and other means. Using ROST software analysis of high frequency words, vocabulary, text types, semantics, emotion, results show that visitors comment on Wan-lv valley resort focus on the tourism experience, ecological environment, tourism facilities, accommodation, price, landscape, traffic location and service. The two most important aspects of tourist comments are the tourist experience and the ecological environment, which are mainly positive evaluations. From the emotional semantic perspective, the tourists' comments on the Wan-lv valley resort mainly positive emotion. It shows that the quality of tourist experience is very high, and the probability of revisiting tourists is higher.

### 1. INTRODUCTION

In recent years, the development of tourism has gradually matured, although the market competition is more intense, but it is also more rational. Tourist operators pay more attention to tourist experience, while tourist satisfaction is an important index to measure their tourism experience quality. Tourist attractions satisfaction is the comprehensive psychological evaluation of the tourists' products or services to meet the needs of their tourism activities [1]. Study on tourist satisfaction has gradually attracted more attention, by the end of June 2017, CNKI library on the satisfaction of literature 12095, several aspects of domestic and foreign scholars mainly study the concept, tourist satisfaction measurement model, influence factors and satisfaction mean etc. In the era of mobile Internet, online reviews are the most important means for tourists to convey the experience of tourism to the outside world. This information has more and more influence on the tourism decisions of other tourists. Tourist online reviews are also the key factors in shaping and spreading tourist destination images [2].

### 2. RESEARCH OBJECTS

The Wan-lv valley resort is located in the southern section of Xinfeng river reservoir in Heyuan city, Guangdong province. The Xinfeng river reservoir is a reservoir area of 1, 600 square kilometers (1, 600 square kilometers) of the dam, which is built in the Yama mountain gorge in the lower reaches of Xinfeng River. In the valley of the lower reaches of the Xinfeng River, the dam is built to fill the water, thus forming the Xinfeng river reservoir, which has an area of 1600 square kilometer. Since the 1990s, the government has developed tourism in the Xinfeng reservoir, and began to call the Xinfeng river reservoir the Wan-lv Lake. Wan-lv valley resort is one of the many tourist areas around the lake, a total area of more than 30000 acres, its proximity to Nan Mountain, facing the green lake, wild animal species, lush vegetation, the growth of the primeval forest, ecological environment. The resort area consists of the original eco-tourism experience area and the Ye-wu resort area. The Tourism of Wan-lv valley resort has developed rapidly in recent years, the number of tourists increased steadily, and gradually formed a "primitive", "ecological" and "land of idyllic beauty" and "mysterious" tourism image.

### 3. DATA COLLECTION

In this paper, the data from the 6 OTA platform, including Tong Cheng, Ctrip, eLong, Qian-li Tu, Ma-feng Wo, Qunar, finally collect visitors comment on the Green Valley Resort 672, screened effective 567 comments. Because the main distribution platform of Wan-lv valley resort tourism products is Tong Cheng and eLong, effective number of comments on these two sites totaling 505,

details are shown in table 1:

**Table 1:** Major OTA and sample sizes

OTA	sample sizes	OTA	sample sizes
Ctrip	24	eLong	275
Tong Cheng	230	Qunar	2
Qian-li Tu	11	Ma-feng Wo	25

### 4. DATA ANALYSIS

4.1. Review Data Analysis

According to the format requirements, we put the 567 comments into a text document, and then import the document into ROST statistical software to analyze and sort out and delete some words, then form the following high-frequency words. details are shown in table 2:

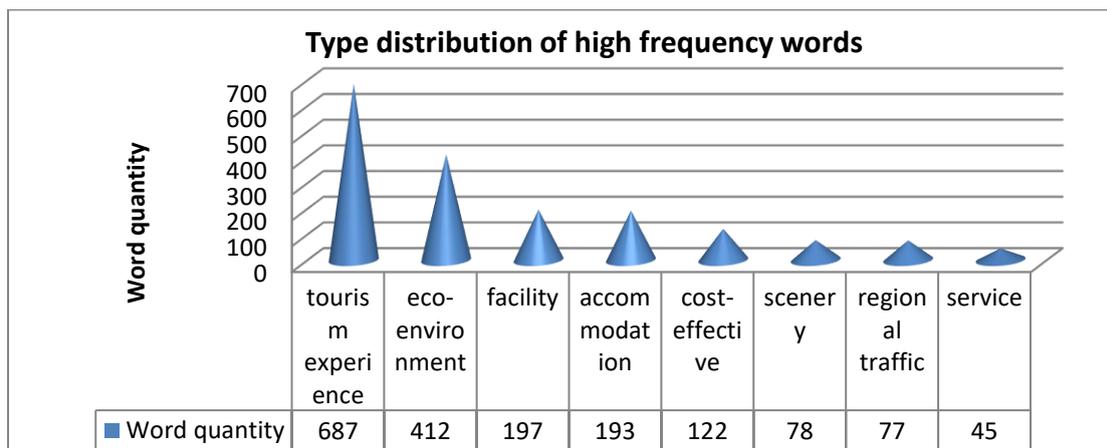
Table 2: characteristic words and frequency

characteristic word	frequency						
very good	352	environment	174	Hotel	150	not bad	96
good air	94	drift	62	good facilities	50	good service	45
tickets	42	Come again	41	Leisure vacation	39	bumpy road	39
fresh air	38	comfortable	36	funny	36	Kids love	35
worth	34	happy	34	Villa	32	fine scenery	32
clean	31	beauty spot	31	fantastic	29	recommend	27
commonly	26	restaurant	26	expensive	25	quiet	22
like	19	Inconvenient	19	satisfied	18	swimming	18
Worth	16	beautiful	15	bad	13	poor	13
scenery	13	relax	13	natural	12	restroom	12
First-rate	12	delicious	11	characteristic	11	Resort	11
ecology	10	Far away	10	pleasure	10	Green	9
great	9	partial	9	quiet	9	glad	8
cheat	8	streams	8	cost-effective	8	cheap	7

Tourists comment high-frequency words are "good" and "good environment", "Hotel", "drifting", "good facilities", "good service", "leisure", "fun", "beautiful scenery", that visitors comment on the Wan-lv valley resort is mainly positive, more satisfied with their travel experience.

Through the analysis of the characteristics of all high-frequency words, it is found that the description objects are mainly concentrated in 8 aspects: tourism experience, ecological environment, tourist facilities, accommodation, cost performance, landscape, location, traffic and service. The tourist experience and eco-environment have a total of 1,099 high frequencies, accounting for 54.3 percent, which indicates that visitors are very fond of the ecological environment of the green valley and have a high tourist experience. Tourist facilities and services have 435 high frequencies, accounting for 21.5 percent. In addition, many tourists comment on location, traffic and landscape of the resort.

Table 3: the type distribution of high frequency feature words



4.2. Sentiment analysis of tourist comment texts

Text sentiment analysis, also known as the "opinions" of subjective text mining, is with emotional processing, analysis, induction and reasoning process. Sentiment analysis is derived from the previous analysis of early emotional color words [3]. The sentiment analysis of visitors' online comments can effectively reflect the tourists' attitudes and impressions about the tourist destination. Through the sentiment analysis of Wan-lv valley resort Network text, results showed that the proportion of tourists on the Wan-lv valley positive emotion is 74.2%, neutral emotion is 18.4%, negative emotion is 7.4%. The proportion of positive emotions was very high, the proportion of highly positive emotions was 49.5%, and the proportion of moderate positive emotions reached 28.4%. The above analysis not only shows that tourists are highly satisfied with tourism, but also have the possibility to translate into emotional support.

Negative mood is very low, only 7.4%, tourist's comments is "rugged" and "convenience", "remote" and so on, mainly because of the Wan-lv valley resort is located in the deep of lake area, so it is only retaining its original ecological environment. Because of the need for ecological protection, large-scale tourism development is limited.

Table 4: Emotional analysis of high frequency words

Emotion types	Word quantity	Proportion	strength	Word quantity	Proportion
Positive emotion	1501	74.2	general	332	22.1
			Moderate	426	28.4
			Highly	743	49.5
Neutral emotion	372	18.4			
Negative emotion	150	7.4	general	29	19.3

			Moderate	48	32.0
			Highly	73	48.7
Total	2023	100			

## 5. CONCLUSIONS

Based on statistical network text, the visitor network comments on the Wan-lv valley resort are mainly "very good" and "good environment", "fresh air", "drift" and "bumpy road", "leisure", "fun", and "beautiful scenery" words, which shows that visitors comment on the green valley is mainly positive, the tourism experience is satisfactory.

Visitors' comments mainly focus on 8 aspects: tourist experience, ecological environment, tourist facilities, accommodation, cost performance, landscape, location, traffic and service. Two most of the visitors to comment is tourism experience and the ecological environment, which shows that tourists have a very deep impression on the original ecological environment of the Wan-lv valley resort. with green "ecological" and "Green Valley" and "uncharted" tourism image.

The results are consistent with the Wan-lv valley resort image of "ecology", "green valley" and "secret territory".

Tourist comments on the Wan-lv valley resort are mainly positive emotion, which can judge the possibility of revisiting. Finally, these tourists will be constructed and disseminators of Wan-lv valley resort image.

The quality of tourist experience is the basis of sustainable development of tourism products. In the mobile Internet era, the rapid development of the media can help visitors to express their travel experience at any time and place, and this phenomenon is more and more to influence of many potential visitors, because of this experience from consumer groups look like very real. To some extent, the market reaction caused by this kind of behavior has even exceeded the effect of advertisement.

For scenic managers, positive reviews and positive emotions of tourist are critical. Superior ecological environment and tourism products of Wan-lv valley resort beyond the expectations of most visitors, so the tourist satisfaction is higher. The managers of scenic spots should balance the environmental benefits, economic benefits and social benefits, and avoid the ecological environment of the resort by excessive pursuit of benefits.

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