

## Tourism Destination Image Perception: A Case Study of Mogan Mountain Based on Online Text Analysis

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**ABSTRACT:** This study adopts content analysis method, utilizing ROSTCM6.0 software to conduct word frequency analysis, social network and semantic network analysis, and sentiment analysis on online text data from tourist reviews and travel blogs about Mogan Mountain. The analysis resulted in high-frequency word groups, high-frequency word attribute tables, and semantic network structure diagrams. The study analyzed the basic features of Mogan Mountain's rural leisure tourism, including landscape features, scenic spots, leisure activities, facilities and services, as well as tourist perceptions. The findings suggest that Mogan Mountain as a rural leisure tourism destination possesses characteristics such as the harmonious integration of nature and culture, bidirectional interaction between urban and rural areas, strong ecological appeal, and great market potential. Based on these characteristics, suggestions were provided for enhancing Mogan Mountain's tourism image.

**Keywords:** tourist destinations, web text analytics, image perception

### INTRODUCTION

As a special form of leisure, rural leisure tourism carries people's yearning for returning to nature and pursuing tranquility and relaxation, and has unique development potential and value (Streimikiene & Bilan, 2015). Rural leisure tourism destinations attract more and more tourists with their beautiful natural environment, leisurely rural scenery and rich cultural resources. These rural leisure tourism destinations don't just offer the opportunity to get away from the hustle and bustle of the city (Zhou, 2021). It can also allow tourists to experience the unique charm of farming culture and folk customs up close. The development of rural leisure tourism destinations not only promotes the prosperity of the local economy, provides employment opportunities, but also promotes the sustainable development of rural areas (Ozcatalbas et al., 2010).

However, the development of rural leisure tourism destinations is not enough on magnificent natural landscapes and rich cultural heritage, but also requires more diverse strategies and innovative thinking (Fu et al., 2024). In this process, the image perception of the rural destination plays a crucial role. With the rapid development of information dissemination and the popularity of social media, the image perception of a destination has become increasingly important to attract and maintain visitor satisfaction (Hu & Geng, 2024). The information that tourists obtain through the media, social networks and other channels will directly affect their choice and expectations of the destination (Dedeoglu, 2019). Therefore, rural leisure tourism destinations need to focus on creating a good image to enhance tourists' perception and impression of the destination.

Destination image and image formation have been extensively studied in the tourism literature due to their complex conceptual nature and important influence on tourists' decision-making. Destination perception image refers to an individual's impression and evaluation of a tourist destination. J.D. Hunt of the United States mentioned that the tourism image generated

by tourists is the consciousness generated by the external action on the human brain, and this consciousness is the decisive factor for tourists to make decisions (Hunt, 1975). People always invest a lot of human, material and financial resources to enhance the tourism experience and promote the development of tourism by establishing a tourism brand. Image perception refers to tourists' perceptions and impressions of a destination. Through the actual experience of tourists and media communication, their impression of the destination will directly affect their selection and decision-making process. Therefore, rural leisure tourism destinations must strive to create a good image to attract more attention and visits from tourists.

On this basis, many scholars use mathematical statistical methods and data mining techniques to collect statistics on text review data and study tourists' tourism perception image. In the study of China's 5A-level scenic spots, scholars used text data on social media to analyze tourists' perception and emotional changes in scenic spots through sentiment analysis and theme modeling. For example, some seniors use photo big data as a quantitative destination image analysis tool, combined with visual content analysis to explore destination perception (X. Xiao et al., 2022). Some scholars have also studied the relationship between tourist satisfaction and scenic spot services, and further revealed the formation mechanism of tourists' perceived image (Li et al., 2021). A large number of studies have analyzed the review data of tourists on social media, online travel platforms (such as TripAdvisor, Google Maps, etc.) through text mining technology to understand their perceived image of the destination. For example, Lin et al. (2022) conducted a study on the tourism experience of Haizhu National Wetland Park using text mining methods.

In order to achieve the strategic goal of sustainable development of rural leisure tourism in Moganshan, it is crucial to understand how Moganshan behaves and perceives online. It is a relatively new research method to study the image perception of rural leisure tourism destinations by using network texts, which can understand the characteristics of rural leisure tourism destinations and provide reference for the differentiated development of rural leisure tourism.

The purpose of this paper is to explore the relationship between rural leisure tourism destinations and image perception, and to study Moganshan as an example. Through the collection of travel notes and travel reviews about Moganshan through professional tourism websites and review websites, based on the method of online text analysis, we will dig deep into the image perception of Moganshan by tourists, so as to provide useful reference and suggestions for the sustainable development of rural leisure tourism destinations.

Through this study, we hope to shed light on the importance of image perception of rural leisure tourism destinations and further recognize the aspects that need to be strengthened in the development of rural destinations. It is only by creating a positive image that rural leisure tourism destinations can be truly sustainable and attract the attention and affection of more tourists.

## **METHOD**

### **Research Subjects**

Moganshan is located in Deqing County, Huzhou City, Zhejiang Province, at the center of the Shanghai-Nanjing-Hangzhou Golden Triangle. Its unique geographical location has made it a "back garden" for the regions of Jiangsu, Zhejiang, and Shanghai. In 2012,

Moganshan was selected by the New York Times as one of the world's most worth visiting places and was acclaimed as a characteristic of China. As a national AAAAA-level tourist attraction, a national scenic spot, and a national forest park, Moganshan offers visitors pristine natural scenery with its rolling mountains, lush tea gardens, emerald bamboo forests, ancient trees, and clear streams, earning it the reputation of "the No. 1 Mountain in the South of the Yangtze River." Historically, Moganshan was named after the story from the Spring and Autumn Period when King Helü of Wu ordered Ganjiang and Moye to forge a pair of swords. It was once a residence for foreign powers, and many celebrities have left behind poems, villas, and other cultural heritages, enriching its historical and cultural significance.

A decade ago, the tourism industry in Moganshan Town was mainly based on rudimentary farmhouse inns, with a relatively low level of economic development. With the progress of modern civilization, people began to seek the tranquility of the countryside, and rural tourism gradually gained popularity. Moganshan effectively connected urban demands with rural resources, demonstrating remarkable catalytic power and achieving an urbanization turnaround. Through the development strategy of "ecology-based town and tourism-strong town," leveraging the fame of Moganshan, and the rise of the "foreign homestay" industry, Moganshan successfully transformed from a backward town to a model of rural tourism. Over the years, it has continuously developed diversified industries such as boutique homestays, outdoor sports, agricultural leisure, and cultural creativity, transitioning from sightseeing tourism to an experiential tourism that combines sightseeing, relaxation, and participation.

Moganshan is a typical representative of rural leisure tourism destinations in Zhejiang. There is a wealth of travelogues and reviews related to Moganshan on the Internet, which facilitates the analysis of tourists' image perception of Moganshan based on online text data, in order to explore measures to further enhance Moganshan's tourism image. Therefore, this study selects Moganshan as the case site.

### **Research Methods**

Content analysis is a research method that involves an objective, systematic, and quantitative description of the content of communication. Its core lies in analyzing the amount of information contained in the communication content and its changes, and inferring its precise meaning through the interpretation of meaningful words and sentences. Content analysis has a broad range of applications. It originated in the social sciences, where researchers borrowed methods from natural sciences to conduct quantitative analyses of historical documents. After World War II, experts and scholars from fields such as journalism and communication, political science, library science, and sociology, in collaboration with military intelligence agencies, conducted interdisciplinary research on content analysis methods, significantly expanding its scope of application.

Currently, one of the main research directions in academia is to conduct content analysis on online information content. In recent years, content analysis has been introduced into the field of tourism research. For example, Stepchenkova and Morrison (2006) conducted a study of the image of Russian tourist destinations spread on the Internet. Through the analysis of comprehensive online content, L Xiao and LM Zhao extracted the image theme of online communication of Taiwanese tourist destinations, Further correlation analysis finds that the

online communication image of Taiwan's tourist destinations varies according to different information sources (L. Xiao & Zhao, 2009).

### **Data Sources and Processing**

Based on the core of the distributed cloud computing platform, the Octopus Collector can quickly and effectively collect standardized data, which is also the main reason for selecting it as the primary tool in this study. First, create a new task in the collector, input the URL of the travel website, and navigate to the tourism page of the Moganshan Scenic Area. Due to the large volume of review data and pagination, you need to customize page rotation when crawling data. Then click on the review data page and select username, review time, review content, and satisfaction as the elements for data collection.

Through a search of relevant travel websites, it was found that Ctrip has the largest number of tourist reviews, while travelogues are scattered across multiple websites such as Jianshu, Ctrip, and Mafengwo. Other websites have relatively fewer relevant reviews. Therefore, we chose to conduct a comprehensive analysis of the review data from Ctrip and the travelogue data from Jianshu. The data collection period was December 2024, during which the Octopus Collector was used to crawl reviews and travelogues about the Moganshan Scenic Area on Ctrip and Jianshu websites to ensure the effectiveness of information collection.

In the data preprocessing stage, we screened the travelogues about Moganshan, selecting those with complete descriptions and clear emotional reflections, and eliminating advertisements and repetitive content. We finally selected 102 travelogues and 374 reviews, with a total word count of 119,862 words, as the sample data for the study.

To obtain more accurate data analysis results, we further processed the obtained review sample data. First, we removed irrelevant symbols, emoticons, spaces, etc., and saved the review text content as a .txt document. Then, using the ROSTCM6.0 software, we performed word segmentation on the text document and added terms such as "Jianchi" (Sword Pool), "Ganjiang" (a famous swordsmith), and "homestay" to the custom dictionary. At the same time, we filtered out irrelevant words such as "this is," "below," and "this time" to obtain a high-frequency feature word list. The purpose of these methods and steps is to ensure the accuracy and reliability of the data while preserving the original meaning of the tourists' reviews.

Subsequently, through social network and semantic network analysis, we constructed a semantic network graph of the web text to obtain a visualized diagram. Finally, through sentiment analysis, we obtained the emotional attitude evaluations of tourists towards Moganshan.

## **RESULTS AND DISCUSSION**

### **Analysis of High-Frequency Keywords for Tourism Image**

The ROSTCM6 software was used to perform word frequency analysis on the preliminary sorted network evaluation texts. During the word frequency statistics, the vocabulary used to delete stop words was incomplete, leaving some non-reference words in the text, such as "a piece," "approximately," and "this time." Additionally, in the word frequency statistics, some similar words appeared, such as "Chairman Mao" and "Mao Zedong," "Bamboo Forest" and "Bamboo Sea," and "Mogan" and "Moganshan." Therefore, some minor adjustments were made to the output data, deleting meaningless words and merging some

repetitive words resulting from word segmentation. Finally, the top 100 characteristic words were selected for discussion and analysis, and the output results are shown in Table 1.

**Table 1 High-Frequency Characteristic Words from Mogan Mountain Tourist Evaluations**

Vocabulary	Frequency	Vocabulary	Frequency	Vocabulary	Frequency	Vocabulary	Frequency
Mogan	853	Tickets	30	Gan Jiang and Mo Ye Mo Xie	18	Happy	9
Scenic spot	256	Children	30	Autumn	18	Walk	9
Scenery	209	Surroundings	30	Firefly	17	Native chicken	9
Attractions	135	Big pit	29	Bus	16	Waterfalls	9
Homestays	119	Yu Village	29	Foot of Mountain	15	Cool world	9
Worth	118	Wonderful	29	Enthusiastic	15	Night	9
Nature	117	Reed Flower Swamp	28	Early morning	15	Farm	9
Villa cluster	112	Cool	28	Pathway	14	Farmhouse	9
Sword Pool	100	View	28	Oxygen bar	13	Valley	8
Air	96	Weekend	26	Landscape	12	Mountain peak	8
Chairman Mao	95	Weather	26	Reputation	12	Mountain Head	8
Chiang Kai-shek	75	Accommodation	25	Sky	12	Saturday	8
Bamboo forest	74	Design	25	Stroll	12	University	8
Ganjiang	71	Wuling Village	25	Mountains	11	Maple leaves	8
Vacation	62	Xuguang Terrace	24	Forest	11	Delicious	8
Freshen	54	Official residence	21	Clouds and mist	11	Elementary school	7
Scenery	53	Clean	21	Creek	11	Countryside	7
Environment	50	Facility	21	Spring and autumn	10	White clouds	7
Republic of China	49	Small town	21	Stream water	10	World	7
Graceful	47	Baiyun Mountain	20	Daytime	10	Mountain terrain	6
Summer resort	46	Trail	20	In the air	10	Heavy rain	6
Stay	34	Clear	19	Ecology	10	Music	6
Summer retreat	31	Location	19	Song Meiling	9	Sea of clouds	6
Beautiful	31	Green	18	Path	9	Fragrance	6
Service	31	Natural	18	Autumn colors	9	Quiet	6

Based on the results, we can see that the word "Mogan" appears most frequently, with 853 occurrences. During the data collection process, Mogan Mountain was searched as a keyword, which is why the frequency of the word "Mogan" is the highest. Following that, words like "scenic area," "landscape," "attractions," "air quality," and "bamboo forest" appear. This suggests that the landscape of Mogan Mountain is an important factor attracting tourists,

highlighting the high praise and recognition of Mogan Mountain's natural environment by visitors. The word "worth" ranks sixth in the frequency of usage, reflecting that tourists generally feel highly satisfied and positive emotions after visiting Mogan Mountain.

Terms such as "villa cluster" and "Ganjiang" emphasize some of the unique features of Mogan Mountain, such as historical figures like "Chairman Mao" and "Chiang Kai-shek," as well as cultural attractions like the "Sword Pool." These terms indicate the importance of Mogan Mountain as a historical and cultural site. Autumn is one of the most popular seasons for tourists at Mogan Mountain, as reflected by the higher frequency of terms like "autumn" and "autumn colors." This is likely because Mogan Mountain in autumn boasts rich and colorful vegetation and captivating autumn leaf scenery. The scenic area of Mogan Mountain offers an environment and facilities suitable for walking and hiking, which is reflected in the use of terms like "walk," "trail," and "path." This also indicates that some visitors come to Mogan Mountain to enjoy the beautiful mountain scenery and engage in outdoor activities. The guesthouses and villa cluster in Mogan Mountain are also one of its tourist resources, and the frequent mention of terms like "homestay" and "villa" shows that tourists also pay attention to and evaluate the accommodation environment.

From the top 100 most frequently used words, it can be concluded that Mogan Mountain is primarily a rural leisure tourism destination with a combination of natural and cultural attractions. This study categorizes the high-frequency visitor perception words related to Mogan Mountain into five themes: landscape features (natural landscapes, cultural landscapes, unique landscapes), scenic spots (Sword Pool, Yu village, Big pit, Wuling Village, Xuguang Terrace, Baiyun Mountain, etc.), leisure activities (time, activities, crowds, consumption), facilities and services (environment, transportation), and visitor perceptions (reviews). The specific results are shown in Table 2.

**Table 2 High-Frequency Word Attribute Analysis Table**

Main category	Subcategories	Feature words (word frequency)
Landscape	Natural landscapes	Landscape (209), Nature (117), Scenery (53), View (28), Green (18), Natural (18), Foot of Mountain (15), Sky (12), Landscape (12), Mountains (11), Forest (11), Clouds and mist (11), Creek (11), In the air (10), Ecology (10), Stream water (10), Autumn Colors(9), Valley (8), Mountain Peak (8), Mountain Head (8), Maple Leaves (8), White Clouds (7), World (7), Sea of clouds (6), Heavy Rain (6), Mountains terrain (6)
	Cultural landscape	Villa cluster (112), Chairman Mao (95), Chiang Kai-shek (75), Gan Jiang (71), Republic of China (49), Accommodation (34), Official Residence (21), Gan Jiang and Mo Ye (18), Spring and Autumn (10), Song Meiling (9)
	Featured landscapes	Bamboo Forest (74), Summer Resort (46), Reed Flower Swamp (28), Small Town (21), Firefly (17), Oxygen Bar (13), Waterfall (9), Cool World (9), Farm (9), Farmhouse (9), Countryside (7)
The name of the attraction	Related attractions:	Mogan (853), Scenic spot (256), Attractions (135), Sword Pool (100), Yu village (29), Big pit (29), Wuling Village (25), Xuguang Terrace (24), Baiyun Mountain (20),
Leisure activities	Time	Autumn (18), Early Morning (15), Daytime (10), Night (9), Saturday (8)

Main category	Subcategories	Feature words (word frequency)
Facilities	activity	Vacation (62), Summer Resort (31), Weekend (26), Native chicken (9), Music (6)
	crowd	Children (30), University (8), Elementary School (7),
	consume	Homestays (119), Services (31), Tickets (30), Accommodation (25), Facility(21)
	traffic	Bus (16), Trail (20), Pathway (14), Stroll (12), Path (9), Walk (9)
	environment	Environment (50), Air (96), Fresh (54), Surroundings (30), Cool (28), Weather (26), Design (25), Clean (21), Location (19), Clear (19), Fragrance (6), Quiet (6)
Visitor perception	appraise	Worth (118), Graceful (47), Beautiful (31), Wonderful (29), Enthusiastic (15), Reputation (12), Happy (9), Delicious (8),

### Landscape Features

1. Natural landscapes: "Landscape", "Nature", "View", "Scenery" In the impression of tourists, Moganshan is famous for its beautiful natural scenery, and its unique natural scenery and polite landscape have attracted a large number of tourists to visit and watch. Tourists' yearning for rural leisure comes from the words "green", "natural" and "landscape".and so on. This reflects their preference for the natural environment, and they want to feel the purity and beauty of nature in an environment away from the hustle and bustle of the city and man-made landscapes. In addition, it is indicative of the desire for a rural lifestyle of relaxation, relaxation and balance. This kind of imagination of rural leisure is not only the expectation of tourist destinations, but also the pursuit of a deeper life concept and cultural experience. Tourists' appreciation of natural landscapes, from "forests", "clouds", "streams", Words such as "autumn colors" reveal the aesthetic quest for natural landscapes, and the desire to appreciate the beauty of nature in the midst of spectacular landscapes. Whether it is bamboo viewing, viewing, hiking or photography, Moganshan is a good place for tourism and vacation.

2. Cultural landscape: In addition to rich natural landscape resources, Moganshan also carries a profound historical and cultural heritage. From the Spring and Autumn Period to the Republic of China period, historical allusions and historical celebrities have left traces here. Keywords such as "Chairman Mao", "Chiang Kai-shek", "Song Meiling", " Villa cluster " and "official residence" highlight the unique historical and cultural heritage of this place. Many tourists come to Moganshan to follow in the footsteps of great people and experience the scenery and historical atmosphere they once experienced. Keywords such as "Gan Jiang", "Gan Jiang and Mo Ye", "spring and autumn" give Moganshan a deep sense of history. These words are closely related to the historical origins and cultural background of Moganshan. "Ganjiang" and "Mo Ye" are legendary characters related to the casting of ancient weapons, and their existence and activities add a sense of mystery and legend to Moganshan. These legends not only highlight the important position of Moganshan in the ancient sword-casting technology and smelting technology, but also reflect the local people's admiration and pursuit of craftsmanship. The existence of these words has stimulated people's curiosity and yearning for Moganshan, attracting more tourists to explore, experience and taste this unique historical and cultural treasure.

3. Characteristic landscape: As a unique natural scenic spot, the words "bamboo forest", "summer resort", "oxygen bar" and "cool world" highlight the characteristic image of

Moganshan as a tourist destination. Moganshan is known for its dense bamboo forests, which also symbolize strong vitality and the protection of the ecological environment, attracting tourists interested in nature and ecotourism. As a summer resort, Moganshan has a cool and pleasant climate and abundant vegetation that allows visitors to enjoy the cool summer atmosphere here, away from the heat and hustle and bustle of the city. In addition, Moganshan is also known as the "oxygen bar" and "cool world", with a unique geographical environment and abundant oxygen resources, this fresh air and cool climate bring people a comfortable and pleasant feeling, but also beneficial to the health of the body and the regulation of the respiratory system, attracting many tourists who pursue a healthy lifestyle.

Moganshan is unique with its ecological elements such as "Reed Flower Swamp" and "Firefly", their presence shows that Moganshan has a good ecological environment and provides visitors with a unique opportunity to see and explore. Visitors are drawn here because of their concern and love for nature, where they can get up close and personal with the mysteries of the natural world, while also realizing the importance of protecting and preserving the ecological environment.

### **Scenic Spots and Attractions**

Moganshan has attracted attention for its rich and diverse scenic spots, including "Sword Pool", "Yu village", "Big pit", Landmarks such as "Wuling Village", "Xuguang Terrace" and "Baiyun Mountain" highlight its rich tourism resources, attracting many tourists to visit and experience. The Moganshan area is home to many famous attractions, among which "Sword Pool" is famous for its long history and culture, "Yu Village" and "Big pit", and other ancient villages show a long history of traditional culture and unique folk customs, providing tourists with an opportunity to gain an in-depth understanding of traditional Chinese village life. "Wuling Village", "Xuguang Terrace" and "Baiyun Mountain", and other natural landscapes present the beautiful natural scenery and rich ecological resources of Moganshan, so that tourists can immerse themselves in the embrace of nature and appreciate the tranquility and beauty between mountains and rivers.

### **Leisure Activities**

Moganshan attracts tourists with its excellent service facilities, suitable viewing season and diverse leisure activities. As a holiday resort, Moganshan has a wealth of service facilities, "homestays", "service" and "facility" express the overall impression of tourists on Moganshan. "Autumn" shows that the viewing season of Moganshan is mainly concentrated in autumn, and the colorful vegetation and charming autumn foliage landscape in this season attract many tourists to come to watch and photograph and experience the charm of nature. "Children", "University" and "Elementary School" indicate that Moganshan offers a variety of recreational and educational activities for people of all ages, satisfying their needs and enriching their knowledge and experiences.

### **Facilities and Services**

High-frequency words such as "bus", "trail" and "walk" indicate that the main mode of transportation in Moganshan is the bus, while the trails and other facilities provide convenience for tourists, and hiking has also become a popular way to travel. High-frequency words such as "air", "fresh" and "clean" reflect the quiet environment and fresh air of Moganshan, where visitors can feel a sense of tranquility and comfort. At the same time, the frequent occurrence

of the word "location" indicates that Moganshan has become one of the preferred destinations for residents of surrounding cities for short-distance travel due to its geographical advantages.

Based on the above analysis, we can further deepen the understanding of the tourism characteristics of Moganshan. Moganshan's proximity to cities such as Shanghai and its easy access to transportation make it one of the popular destinations for weekend excursions. Therefore, Moganshan tourism has great potential and advantages in attracting the market and meeting the needs of consumers. In the future, Moganshan can further expand its influence and popularity by improving service quality, enriching tourism products, and strengthening marketing and publicity, so as to promote the sustainable development of tourism. The "location" highlights that Moganshan has become one of the popular destinations for weekend excursions due to its proximity to cities such as Shanghai. This indicates that some tourists choose to come to Moganshan on weekends to relax and enjoy a short time on vacation.

### Tourist Perceptions

Through the analysis of tourists' reviews, it can be observed that frequently appearing words such as "worth", "beautiful", "wonderful", "enthusiastic", etc., highlight the positive attitude of tourists towards the overall impression of Moganshan. This result further highlights the attractiveness and value of Moganshan as a tourist destination.

On the whole, Moganshan has won praise from tourists for its unique natural environment, rich tourist facilities and friendly service attitude. Visitors find Moganshan to be a place worth visiting, and they reap the rewards of their time and effort through the natural scenery, relaxing resort atmosphere, and abundant outdoor activities. In addition, it also hints at the advantages of Moganshan Scenic Area in providing a wonderful travel experience, creating pleasant, satisfying and positive travel memories for tourists.

### Sentiment Analysis of Tourists

Use ROSTCM6 to analyze the data. First, use the software to extract the review data from the table and thoroughly remove duplicate review data. Then, perform sentiment analysis in the function analysis section, input the document with duplicate review data removed into ROSTCM6, and the analysis results in Table 3 are obtained as follows.

**Table 3. Classification of High-Frequency Sentiment Words**

Sentiment category	Number of records	Proportion	Strength	Number of records	Proportion
Positive emotions	240	83.33%	General	53 articles	18.40%
			Moderate	82 articles	28.47%
			High	105 articles	36.46%
Neutral emotions	15	5.21%	-	-	-
Negativity	33	11.46%	General	27 articles	9.38%
			Moderate	2 articles	0.69%
			High	1 article	0.35%
Total	288	100%	-	-	-



destination. As a rural leisure tourism destination, one of Mogan Mountain's most important features is its natural environment, which contrasts sharply with the busy and noisy urban life, attracting many visitors seeking relaxation and tranquility.

Additionally, the middle layer of the network structure mainly consists of historical figures and scenic area names, such as "Chiang Kai-shek," "Mao Zedong," and "Sword Pool." In the diagram, the words "worth" and "beautiful" have strong associations with the core layer, indicating that visitors are more inclined to express their evaluations of Mogan Mountain through direct experiences. This phenomenon reflects the importance that visitors place on the experiences and feelings provided by the tourist destination.

Visitors' evaluations of Mogan Mountain mainly focus on its value and aesthetic appeal. They consider Mogan Mountain to be a "worth" place. The outermost layer of the structure primarily supplements the perception of the Mogan Mountain scenic area, focusing on visitors' impressions, including environmental perceptions, travel experiences, internal transportation facilities, and distinctive features of the scenic area.

## CONCLUSION

This paper uses methods such as content analysis, sentiment analysis, and word frequency statistics to extract the perceived image of Mogan Mountain as a rural leisure tourism destination from the collected tourist review data. Through internet platforms, the Octopus data collector was employed for in-depth mining to extract tourists' written reviews, thereby enhancing the effectiveness of the analysis results. Based on the analysis of Mogan Mountain's scenic area reviews and tourists' travel narratives, it can be concluded that the rural leisure tourism in Mogan Mountain has the following characteristics.

### **Harmonious Integration of Nature and Culture**

Mogan Mountain is renowned for its abundant natural resources and rich historical heritage. The region boasts majestic mountains, dense forests, and clear streams, offering visitors an opportunity to closely connect with nature. At the same time, Mogan Mountain is home to many historical landmarks, featuring numerous historical figures and stories, allowing tourists to experience the profound cultural heritage of the land.

However, some visitors feel that there are issues such as long distances between scenic spots, extended waiting times for shuttle buses, and heavy crowds during holidays. To address the reasons behind these negative sentiments, Mogan Mountain needs to improve the planning and development of the scenic area, as well as create more comprehensive reception plans. For instance, digital tourism services can be built by utilizing big data. Large screens can be set up at the foot of the mountain to display real-time visitor numbers, and a maximum capacity standard can be established. When the number of visitors exceeds the scenic area's capacity, reminders can be set, and crowd management measures can be implemented to enhance the visitor experience. For cultural landmarks, digital guides can be provided to vividly highlight their historical significance, making the attractions more engaging and educational. The shuttle bus service between scenic spots can also be adjusted flexibly based on real-time visitor flow, reducing waiting times for tourists.

### **Bidirectional Interaction Between Urban and Rural Areas**

The main source of tourists to Mogan Mountain is concentrated in the Jiangsu, Zhejiang, and Shanghai regions, specifically Shanghai, the suburban areas of Hangzhou, and their

surroundings. The target market for rural leisure tourism mainly consists of urban residents, who usually choose to visit Mogan Mountain for leisure and vacation during weekends or holidays. For these consumers, rural leisure tourism becomes an effective way to relieve work and life stress.

It is important to note that this market has a regional concentration, with most visitors choosing to travel to Mogan Mountain within a 2-hour drive. This reflects the high sensitivity of people to time and transportation costs. Moreover, the urban orientation of Mogan Mountain's rural leisure tourism market means there is a close relationship between urban and rural development. Mogan Mountain must not only meet the needs of urban residents for rural leisure but also consider the development and protection of rural areas to achieve a win-win situation for both urban and rural areas.

### **Strong Ecological Appeal**

Based on an analysis of high-frequency keywords from tourist blogs, reviews, and recommendations, the main attractions of Mogan Mountain as a rural leisure destination lie in its reputation as a summer resort, natural oxygen bar, and rural life. High-frequency ecological terms such as "fireflies," "reed marshes," "bamboo forests," and "air" further strengthen Mogan Mountain's status as a unique ecological tourism destination. Therefore, the future tourism image and brand positioning of Mogan Mountain should focus on these key terms while also emphasizing the importance of ecological protection.

First, as a summer resort, Mogan Mountain can further emphasize its unique climate conditions and environmental advantages. By scientifically and reasonably planning and organizing tourism resources, it can provide a cool and pleasant vacation experience, attracting more visitors for leisure and summer retreats. At the same time, visitor flow should be controlled to ensure comfort and quality experiences.

Second, as a natural oxygen bar, Mogan Mountain should strengthen environmental awareness and protective measures. Through proper forestry management and ecological restoration, it can protect and maintain the natural ecosystem of the mountain, ensuring that visitors can enjoy fresh air and green natural landscapes. Additionally, promoting sustainable tourism concepts and encouraging visitors to adopt eco-friendly actions can foster collective efforts to preserve Mogan Mountain.

Furthermore, rural life is also an important characteristic that attracts visitors to Mogan Mountain. In the future, more efforts can be made to explore and preserve rural culture by hosting farming experiences, folk activities, and other events. This not only enriches visitors' experiences but also helps to promote the development of the local rural economy and the prosperity of its social culture.

### **Great Market Potential**

According to comprehensive search results, posts in online texts about "recommendations for homestays" and "homestay stay experiences" occupy the majority, indicating strong demand in the homestay market and substantial market potential. As a tourism destination, Mogan Mountain offers a wide variety of "foreign-style homestays" and various resort-type homestay accommodations. However, there are still issues such as a lack of price standardization, insufficient online marketing, and mixed reviews.

To address these problems, efforts should be made to strengthen online marketing while focusing on improving the quality and standardization of homestay services to reduce the

uncertainty in market prices. By establishing industry standards and regulations, as well as implementing a reasonable pricing mechanism, it will help eliminate price fluctuations and opacity, improving market transparency and fairness.

Furthermore, training and guidance for homestay industry practitioners should be strengthened to enhance their service awareness and professional competence. By cultivating professional talents and offering relevant training, the overall level of homestay services can be improved, meeting consumers' demand for high-quality accommodation experiences.

At the same time, word-of-mouth marketing is crucial to the development of the homestay industry. Actively encouraging customers to write positive reviews and share their stay experiences can enhance the reputation and visibility of homestays, attracting more potential customers. Additionally, proactively responding to customer feedback and complaints and resolving issues in a timely manner are key to building a good reputation and maintaining customer satisfaction.

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