

Research on the Tourism Experience of Hengdian Film and Television City in Zhejiang Province Based on the Textual Investigation of Ma Honeycomb Travel Notes Driven by Big Data

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Abstract: The film and television tourism industry is the main force of the cultural industry, but there are many problems in the development process. How can we make our film and television tourism attract consumers greatly and make our film and television tourism not only limited to a cursory display? Hengdian Film and Television City has always adhered to the business philosophy of “film and television are the table, tourism is the center, and culture is the soul”, gradually making the film and television city a large-scale comprehensive tourist area integrating tourism, sightseeing, vacation and leisure, and the only “National Film and Television Industry Experimental Zone” in China. At present, network information has become an important data source for scholars. This paper makes a comprehensive analysis of the tourism experience of Hengdian Film and Television Studio, taking Zhejiang Hengdian Film and Television Studio as an example. Based on relevant online comments and travel notes, this study uses content analysis method, and analyzes tourists' tourism experience and perception with the help of Ma Honeycomb Travel Notes text survey and analysis software, and excavates tourists' behavior characteristics, and puts forward suggestions for improving management in view of negative comments, so as to strengthen the sustainable development of Zhejiang Hengdian Film and Television Studio tourism.

1. Introduction

Since entering the new century, China's Internet technology has developed by leaps and bounds, and Internet+tourism has become the first choice for the new generation of young people to travel. At the same time, it has become an important content of Internet social networking/to display its own travel experience and experience through online travel notes and strategies. Tourists' willingness to travel and experience in the process of travel will be shared through the network platform, and these comments will often become the reference for others to collect information about the destination and make travel strategies, and will also become an important means to measure the advantages and disadvantages of the destination. The film and television tourism industry is the main force of the cultural industry, but there are many problems in the development process. How can we make our film and television tourism greatly attract consumers, so that our film and television tourism is not limited to the display of horse watching and fancy[1]. Hengdian Film and Television City has always adhered to the business philosophy of “film and television as the table, tourism as the interior, and culture as the soul”, gradually making the film and television city a large comprehensive tourism area integrating tourism, sightseeing, vacation and leisure, and the only “national film and television industry experimental area” in China. Hengdian Film and Television City is a rising star in China's film and television cities. Since 1996, it has invested 3 billion yuan in total, built 13 film and television shooting bases and 2 super-large modern studios, and is currently the largest film and television shooting base in Asia. To develop the cultural industry represented by Hengdian film and television tourism industry, and make the production and consumption of Hengdian film and television tourism products go abroad, is a problem we need

to consider urgently.

At present, network information has become an important data source for scholars. The tourism experience of Hengdian Film and Television City was comprehensively analyzed in combination with the big data of tourism mobility. Online travel notes can not only satisfy the desire of individual display, but also help more like-minded netizens quickly obtain indirect travel experience from it, so that publishers can obtain a higher level of self-realization satisfaction, and greatly promote the development of online travel notes and the upsurge of experience sharing[2-3]. Hengdian Studios has put forward the development goal of “come in with the book, go out with the book”, and even “come in with the money, go back with the benefit”, and is building its complete film and television tourism industry chain. This study takes Zhejiang Hengdian Film and Television City as an example, based on relevant online reviews and travel notes, adopts the content analysis method, analyzes the tourist experience and perception with the help of Mafengwo Travel Notes text survey and analysis software, excavates the behavioral characteristics of tourists, and puts forward management suggestions for negative comments, in order to strengthen the sustainable development of tourism in Zhejiang Hengdian Film and Television City[4].

2. The Development Status of Hengdian Film and Television Chengde Tourism

China's film and television tourism started from Wuxi Film and Television City. After 40 years of policy, economy and market baptism, film and television tourism has become more and more mature. As far as the number of studios is concerned, there are thousands of studios, large and small. Especially after the establishment of Hengdian Studio, private enterprises have carried out market-oriented operation, and their management and operation have become more and more mature, becoming the leader in China's studios[5]. Since its establishment, Hengdian has gradually developed into a well-known film and television city at home and abroad by virtue of its own development characteristics and good business strategy, and its tourism market is full of vitality, with the number of visitors rising continuously every year.

Hengdian Film and Television City has become the largest film and television shooting base and film and television tourist destination in the whole world. Hengdian Film and Television City is also one of the few profitable film and television cities in China. As a rising star, the number of tourists is also increasing year by year. Hengdian Group is the main investor of Hengdian Film and Television City, and it is a super-large private enterprise group which is famous all over the country. Its solid economic foundation provides a strong economic support for the development of Hengdian Film and Television City. Hengdian has basically formed a complete system that relies on film and television to promote the development of surrounding clothing, props, real estate and other tourism-related industries[5]. Hengdian Film and Television City combines film and television tourism with other industries to make common profits, which not only develops the film and television area, but also drives the common development of the region.

Film and television tourism is a new model combining culture, film and tourism, which has broad development prospects. In the process of development, it is necessary to strengthen the correct guidance of film and television direction, supervise the market, make detailed plans, and integrate into the profound and long-standing China culture. Film and television tourism will certainly bring great economic value[6]. Hengdian Film and Television City was approved by the State Administration of Radio, Film and Television as the only national film and television industry experimental base in China at that time. With the advantages of specialization, intensification and scale in the experimental area, Hengdian Film and Television City can rapidly expand its business scale, lengthen the industrial chain and realize industrial upgrading.

3. A Study on the Tourism Experience of Hengdian Film and Television City Based on the Text Investigation of Mafengwo Travel Notes

3.1 Quality of Tourism Experience

Tourism experience is the degree of satisfaction of tourists' tourism needs obtained in the process of tourism. This degree of satisfaction is the result of the interaction between tourism motivation and behavior and the landscape, products, tourism facilities and services presented by the destination. The screening of film and television plays has an obvious time-limit effect on the tourism promotion of the shooting place, while tourists' interest in simple artificial landscapes is gradually weakening. In the past, the simple model of building a palace and shooting a TV series to promote tourism development in the film and television city is no longer feasible. Through the analysis of high-frequency words in the travel notes of Mafengwo, it is found that Hengdian Film and Television City has unique advantages in developing film and television tourism, but there are still problems of imperfect development and design of film and television products and low participation of tourists. First of all, it is worth affirming that the performance projects in each park, no matter the plot, actors or special effects, are beyond reproach. Especially, the scene of mountain collapse in the flash floods is shocking[7]. In 2022, Hengdian Film and Television City received 87.4554 million tourists from home and abroad in the whole year, and achieved a total tourism revenue of 204.5 billion yuan, up 18.47% and 24.56% respectively. The number and growth rate of tourist reception in 2012-2022 are shown in Figure 1.

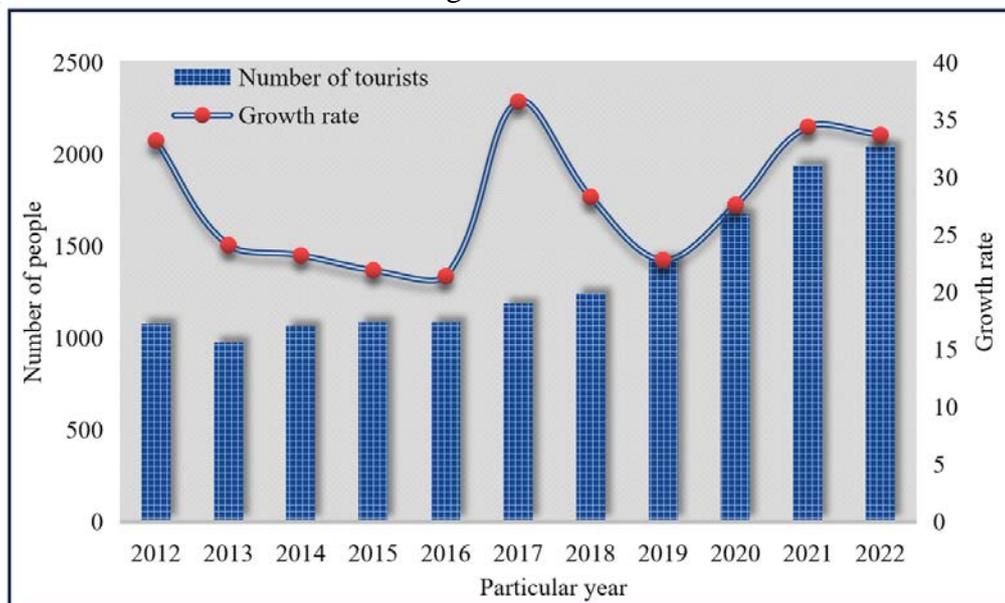


Fig.1 Number and Growth Rate of Tourist Reception in 2012-2022

The high-frequency words appearing in the online text can objectively reflect the direct impression of tourists on the destination. They represent the things that tourists pay most attention to in the process of travel, and are also the image card of the destination. According to the sentiment analysis of 245 entries of the original online text surveyed by the travel notes of the wasp nest, the proportion distribution of positive emotion and negative emotion is shown in Table 1.

Table 1 Emotional Distribution Table in Ma Honeycomb Travel Notes

Emotional category	Proportion	Intensity	Proportion
Positive emotions	80.42	Common	5.18
		Moderate	21.42
		Height	50.77
Negative emotion	19.58	Common	10.25
		Moderate	8.12
		Height	4.26

In the whole network text data, positive emotions account for 77.37% and negative emotions account for 22.63%, all of which are generally negative emotions. The process of tourists' experience includes the generation of tourism demand, tourism planning, the choice of tourism routes, time and suppliers, travel to tourist areas, activities in tourist areas, travel leaving tourist areas, activities and exchanges after the trip [8-9]. The quality of tourism experience will focus on

tourists' subjective feelings and regard it as an overall emotional dependent variable, that is, the degree of spiritual satisfaction that tourists get after traveling in tourist destinations.

3.2 Scenic Experience

At present, the demand of tourists tends to be compound. Hengdian Film and Television City Tourism should expand its product forms, strengthen cooperation with related industries, and build a complete industrial chain headed by Film and Television City Tourism to provide tourists with services related to food, shelter, transportation, travel, shopping and entertainment [10]. Hengdian Film and Television City mainly includes Guangzhou Street, Hong Kong Street, Qin king Palace, Riverside Scene at Qingming Festival, Dream Valley and Dazhi Temple. After the text survey of Ma Honeycomb Travel Notes, the frequency of all the scenic spots mentioned in the travel notes is counted.

Table 2 Statistics of Main Scenic Spots in Hengdian Film and Television City in Ma Honeycomb Travel Notes

Scenic spot	Number of articles	Proportion	Positive rate
Guangzhou steet	37	51.23%	71.25%
Xianggang steet	31	48.15%	50.12%
Emperor Qin Palace	35	72.34%	84.45%
Along the River During the Qingming Festival	40	78.41%	90.27%
Dream valley	45	80.12%	95.45%
Dazhichan	12	8.7%	51.48%

It can be seen from Table 2 that the Qingming Shanghe and Fantasy Valley are the two scenic spots with the highest frequency and relatively high praise rate in travel notes. The reason for the popularity of the Qingming River Map is that its unique scenery makes tourists feel like they are swimming in the picture, and it reappears the bustling city in the ink painting. The reason why the travel notes sample Dream Valley is popular is that on the one hand, it has free entertainment programs and is the only night tour scenic spot, on the other hand, it has two major plays, Dream Tai Chi and the performance of torrential rain and mountain torrents. In order to continue to develop, the film and television city must change its profit model, realize industrial upgrading, build a complete film and television tourism industry chain including film and television shooting, equipment leasing, post-production, and post-product development, and form and improve the industrial development model. In terms of the architectural style in the travel notes sample, most tourists still think that the architectural style of the scenic spot has its own characteristics. In terms of architectural layout, some tourists mentioned that “although Hengdian Film and Television City is an artificial landscape, it is still very worth seeing in terms of the plasticity of the scenic spots. The layout is very thoughtful during construction, and it can achieve one scene at a time”.

3.3 Infrastructure

Most of China's film and television cities are concentrated in the eastern coastal areas. There are many film and television cities in the Yangtze River Delta, the Pearl River Delta and the Bohai Rim. However, the repeated construction and vicious competition make most of them depressed. The tourist destination where the film and television city is located is the main place for tourists to eat, live, travel, travel, buy, entertain and other essential activities, and usually needs to be equipped with various facilities and services. These service facilities in the travel notes sample are also important factors that affect tourists' satisfaction, and they cover a wide range of aspects, including the convenience of transportation, hotel facilities and services, catering and other infrastructure. Although the successful experience of Wuxi Film and Television Base and Hengdian Film and Television City can be used for reference, in the current context of repeated construction and fierce competition in China's film and television cities, the construction of film and television cities must take full account of the above conditions and accurately position to achieve long-term development.

For the transportation in Hengdian Town, the main problem is that there is no regular taxi in the town, and the tricycle is the main means of transportation for self-help tourists; There is a long bus departure gap between scenic spots in Hengdian Film and Television City. In the travel notes

sample, there are no international chain hotels and economic chain hotels in Hengdian at present. The best hotel is a four-star hotel. In addition to the 12 hotels recommended by the official website of Hengdian Film and Television City, many family hotels in Hengdian provide accommodation for tourists. In terms of the services of Hengdian Film and Television Base, the scene, services, props processing, actor recruitment and other aspects needed by the crew need to be comprehensively planned to form a relevant industrial chain. Only by combining other services required by tourism and strengthening cooperation between each other can Hengdian Film and Television City maintain its long-term competitiveness.

4. Conclusions

China's cultural industry is in full swing, and the film and television tourism industry occupies a large proportion in the whole industry and has made important contributions to the development of the cultural industry. There are thousands of theme parks for film and television tourism in China, among which the real profit accounts for a small proportion, which shows that film and television tourism in China needs to be improved. Based on the geographical analysis of the high-frequency words and related contents of Mahoneycomb Travel Network, this paper analyzes and judges the high-frequency words of tourists' travel notes combined with the specific contents of tourists' travel notes, and the conclusion must have some subjective elements of analysts. By analyzing the word frequency of 215 travel notes of Ma Honeycomb Travel Network, we can basically see the tourists' overall perception of the tourist destination service of Hengdian Film and Television City. Only when Hengdian Film and Television City develops scenic spots with its own characteristics without wasting tourism resources can it stand out among many scenic spots with the same style. Therefore, this paper makes further verification through the text investigation of Ma Honeycomb Travel Notes. In addition, because the method of online text analysis can not describe the threshold relationship between tourists' travel motivation, travel expectation and tourism destination perception accurately. In addition, Hengdian Film and Television City should also strengthen the construction of related facilities to give visitors a perfect experience. It must also keep up with the trend of the times and always update old facilities and equipment.

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