

Research on the Tourist Perception in Shanghai Disneyland

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Abstract: Tourist perception mainly reflects the experience of tourists in the process of travel, and is the starting point for researching the psychology and behavior of tourists. The research on tourist perception data can help destinations optimize and update their products and services based on tourists' feedback. Shanghai Disneyland is currently one of the most popular tourist destinations in China, and the dissemination of network information and the style of Disneyland make it cover a large variety of tourists. Therefore, this paper adopts the Analytic Network Process (ANP) to analyze the tourist perception information of Shanghai Disneyland, and organizes the tourist perception information into three dimensions: word frequency, semantic network, and emotion, so as to provide certain suggestions for the future development of Shanghai Disneyland. However, marketing issues and queuing problems caused by the increase in the number of ticket purchases also need to be emphasized and solved by the management.

Keywords: Analytic Network Process (ANP), Shanghai Disneyland, tourist perception, comments.

1. Introduction

In Maslow's hierarchy of needs theory, human beings will gradually generate higher-level of spiritual needs after achieving basic survival needs. In the context of the continuous development of society, the living standard of people has dramatically improved, and people are no longer satisfied with the traditional sightseeing project during tourism, but are more eager for the tourism experience brought about by the interaction with others or tourism destinations [1]. As tourist perception will be reflected in the tourism experience, which is formed in the interaction between the subject and the object, implying a certain association between the subject and his/her psychology and behavior [2-3]. Therefore, some scholars believe tourist perception is the starting point for studying the psychology and behavior of tourists [4].

In addition, the rapid development of science and technology has deepened the connection between the internet and people's daily life, and the popularity of Internet in life also risen rapidly, becoming an essential channel for self-expression, cultural dissemination, and resource sharing. Tourists share the sights, feelings, and thoughts during their journey to online platforms in the form of text, photos, and videos. Thus, user-generated content (UGC) on an online travel agency (OTA) has become an important way to study tourist perception due to its huge amount of data and convenient data collection [1]. Research based on a large amount of tourists' perception data helps to obtain tourists' real and intuitive feelings and evaluations in relative terms, which in turn assists

tourist destinations in transforming and innovating the products and services to provide better services and experiences for tourists [5].

As the newest Disneyland in the world, Shanghai Disneyland has become one of the most popular tourist destinations in China. As one of the theme parks with worldwide popularity, Shanghai Disneyland covers a wide range of tourists. Therefore, this paper chooses Shanghai Disneyland as the research object and adopts the research method of Analytic Network Process (ANP) to analyze the tourists' evaluations of Shanghai Disneyland from the three dimensions of word frequency, semantic network, and sentiment, so as to understand the tourists' perceived information about Shanghai Disneyland. Through the processing of tourist perception information, the market response can be collected and organized for the brand, which can provide certain assistance for the adjustment of the service products and the planning of the market strategy.

2. Methodology

2.1. Research object

In 1955, Walt Disney attempted to combine the color, magic, and other expressions in animated films with the functions of amusement parks and built the Los Angeles Disneyland [6]. Nowadays, the Walt Disney Company has built six amusement parks around the world with the virtue of image packing designs and realistic scene reproduction. Among them, as the world's latest Disneyland, Shanghai Disneyland is able to meet the multiple needs of tourists in terms of food, accommodation, transportation, sightseeing, shopping, and entertainment, which provides tourists with a travel experience about Chinese traditional culture while retaining the storytelling features of Disney [7]. Since its opening in 2016 to October 2022, Shanghai Disneyland has attracted the cumulative number of 103.34 million domestic and international visitors.

However, some negative incidents about Shanghai Disneyland, such as the starvation marketing of dolls and not allowing food to be brought into the amusement park, show the conflicts between the operators and tourists, and also influence the general visiting experience of Shanghai Disneyland. Therefore, analyzing online comments can help to identify the tourist perception of the destination, thus promoting destination operators to improve the service quality and bring better travel experience to tourists.

2.2. Data resource and processing

The data analysis in this study is carried out in the form of content analysis with a systematic, objective, and quantitative description of massive online texts to obtain the complete image perception and emotion distribution of tourists towards the destination [8].

As one of the biggest online travel agencies in China, Ctrip.com operates in an operation mode that combines the Internet and traditional tourism products, providing a full range of travel services to more than 20 million members [9]. One of the main functions of Ctrip.com is to provide a communication platform for tourists, where they can share travel information and travel experiences [9]. So far, there are about 230,000 comments about Shanghai Disneyland on Ctrip.com investigates tourists' perceptions of Shanghai Disneyland based on the data on Ctrip.com.

Initially, octopus is used to capture 1012 comments up to November 13, 2023, and 39 duplicates are deleted by the automatic identification of Octopus. Finally, 973 valid samples were obtained. Subsequently, ROST CM6.0, a text analysis software, is used for word frequency analysis, semantic network analysis, and sentiment analysis. In order to improve the accuracy of the data analysis, the words related to recreational facilities, performances, characters, restaurants, and stores at Shanghai Disneyland are put into the participle custom word list of ROST.

2.3. Analytic Network Process (ANP)

2.3.1. Word frequency analysis

The function of "word segmentation" in ROST CM6.0 software helps to extract the words in Ctrip.com, and the function of "word frequency analysis" assists in obtaining the top 300 high-frequency words. Among these words, some of them with no substantive meaning, such as "amusement park", "hour", and "place", are removed. Then the top 50 words are filtered out (as shown in Table 1) and further analyzed.

Table 1: The high-frequency words in comments of Shanghai Disneyland

Serial number	Words	Frequency	Serial number	Words	Frequency
1	Firework	140	26	Interaction	18
2	Performance	98	27	National Day	17
3	Convenient	88	28	Abundant	17
4	Happy	78	29	Seven Dwarfs mine train	17
5	Pirates of the Caribbean	63	30	Weekend	16
6	Kids	59	31	Thankful	16
7	Soaring over the horizon	57	32	Cute	16
8	Firework show	57	33	Music	14
9	Taking photos	50	34	Stores	13
10	First time	46	35	All day	12
11	Vacation	42	36	Girls	12
12	Enthusiastic	41	37	Beautiful	12
13	Princess	40	38	Lovely	12
14	Light show	38	39	Carousal	12
15	Tron Light cycle Power Run	30	40	Surprising	12
16	Splendid	29	41	Family	12
17	Expectant (29)	29	42	Interesting	11
18	Light (27)	27	43	Ticket price	11
19	Dreams (24)	24	44	Classical	11
20	Roaring rapids (24)	24	45	Crazy	11
21	Holidays (20)	20	46	Building	10
22	Magic (19)	19	47	Off season	10
23	Linabell (19)	19	48	Mickey Mouse	10
24	Adventure (18)	18	49	Frozen	9
25	Rex (18)	18	50	Culture	9

The level of frequency of words reflects the profoundness and attention of tourists' cognition of tourism destinations [9]. According to Table 1, the high-frequency words with tourist perception can be categorized into five dimensions, amusement (Pirates of the Caribbean, soaring over the horizon, Tron Light Cycle Power run, etc.), feelings (convenient, happy, enthusiastic, etc.), time (first time, vacation, National Day, etc.), tourism subjects (kids, girls, family, etc.), services (firework, performance, light, interaction, music, etc.). In this paper, the top 10 high-frequency words in Table 1 are selected for specific analysis.

Among them, "firework", "performance", "Pirates of the Caribbean", "soaring over the horizon," and "firework show" are tourism attractions and amusement facilities in Shanghai Disneyland. "Convenient" and "happy" are specific emotional experiences expressed by tourists. The term "kids" reflects that parents and children are important parts of the characteristics of Disneyland visitors, and many parents are willing to bring their children to Shanghai Disneyland for vacation. "Photo" suggests that Disneyland's scenario are beautifully designed and the time spent visiting is worth being recorded. In addition, the "first time" indicates that many tourists have never visited Shanghai Disneyland, and it also shows that Shanghai Disneyland attracts other types of tourists with its uniqueness.

2.3.2. Semantic network analysis

In order to gain a deeper understanding of the connections and structural relationships among the words in the comments of Shanghai Disneyland in Ctrip.com, the social network and semantic network analysis functions in the ROST CM6.0 are used to form a semantic network diagram as shown in Figure 1.

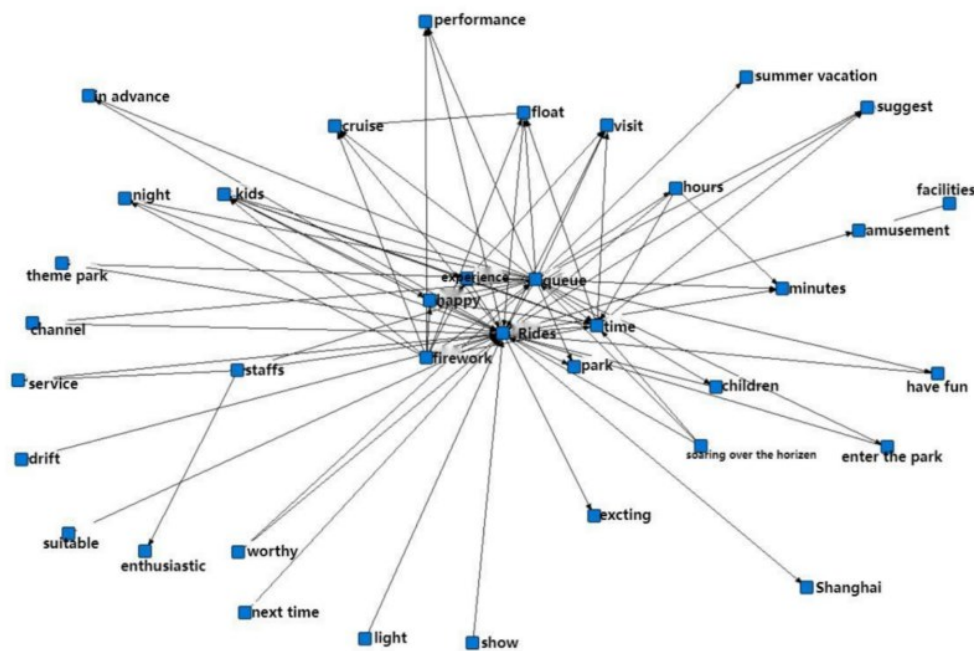


Figure 1: semantic network diagram of tourists' comments

This semantic network diagram is an important description of tourist perceptions. As shown in Figure 1, "rides" is located at the first level of the network, which indicates that tourists' main motivation for visiting Shanghai Disneyland is to experience various recreational facilities. The network extends in all directions with "rides" as the core, constituting an organized structure with relationships. Taking the linkage of "Rides-Queue-Hours" and "Rides-Time-Suggest" as an example, it is one of the important links in the diagram from which can obtain that tourists generally believe they need to spend a lot. By linking the node "program" with "staffs", "service" and "enthusiastic", it can be seen that the thoughtful and enthusiastic service attitude of the staffs has left a deep impression to tourists. In this study, a preliminary sentiment analysis of tourists' comment texts about Shanghai Disneyland is conducted by ROST CM6.0. The results are shown in Table 2.

Table 2: Sentiment distribution of tourists

Sentiment types	Proportion	Intensity	Proportion
Positive emotion	65.22%	Average	8.70%
		Moderate	4.35%
		High	52.17%
Neutral emotion	4.35%		
Negative emotion	30.43%	Average	26.09%
		Moderate	0
		High	0

From the table, it is clear that the proportion of positive emotions among tourists is the highest, amounting to 65.22%, while the proportion of negative emotions is lower, amounting to 30.43%, and the proportion of neutral emotions is the lowest, which accounts for 4.35%. It can be seen that the abundant recreational facilities, thematic performances, and the staff's considerate service in Shanghai Disneyland have set up a good image of the destination in the minds of tourists, which is also corroborated by the fact that the content of tourism feelings in the word frequency analysis is mostly on the positive side. The main sources of negative feelings are also mainly caused by the previously mentioned factors, such as the hunger marketing of dolls, long queuing times, and not being allowed to bring food and drinks into the park, thus affecting the tourists' perception.

3. Conclusion

This study uses the method of Analytic Network Process (ANP) to decompose the content of tourists' comments about Shanghai Disneyland in Ctrip by word frequency, semantic network, and sentiment. Overall, the park's recreational facilities occupy the central part of tourists' perceptions, bringing positive sentiment value to most tourists. Performances, shows, unique scenes, and architectural arrangements in the park are all kinds of specific sources of tourist attraction. Meanwhile, considerable services also leave a good impression on tourists. Most people choose to travel on non-working days, while the main body of the tour is dominated by families, children, and females. However, Shanghai Disneyland has long queuing times and other problems that trigger the negative sentiments of tourists. Park operators can use staggered queuing, sending peripheral gifts to tourists, and other methods to alleviate the dissatisfaction of tourists and improve their travel experience.

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