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Research on Experience Perception of Qingcheng Mountain Homestay based on Network Text Analysis

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Abstract: This paper selects Qingcheng Mountain homestay as the research object, collects online reviews of the top 50 homestays ranked by Ctrip's popularity on the Internet through octopus collectors, and obtains 3008 valid samples through sorting. Using text analysis research methods, this paper uses ROST CM6 software tools to analyze high-frequency words and emotional images, and discusses consumers' experience and perception of Qingcheng Mountain homestay. The study found that consumers' perception of Qingcheng Mountain B&B mainly reflected in five aspects: geographical environment, B&B facilities, service quality, emotional evaluation, and willingness to stay again. They were most concerned about the health situation and infrastructure inside the B&B, as well as the service attitude of the B&B service providers. Therefore, operators of B&B in Qingchengshan should strengthen the health management of B&B, update the basic functional facilities of B&B, optimize the service quality, and further improve the accommodation experience of consumers.

Keywords: Homestay; Qingcheng Mountain; Network Text Analysis; Experience Perception.

1. Introduction

In recent years, with the rapid development of the tourism market, people's consumption needs have increasingly shown a diversified trend, and tourism products have been continuously transformed and upgraded to meet the needs. As a feel-oriented tourism product, homestay can not only provide accommodation functions, but also allow consumers to experience local folk customs and customs, meeting the personalized accommodation experience needs of many consumers, and has been widely welcomed. On January 2, 2023, the State Council issued the "Opinions on Comprehensively Promoting the Key Work of Rural Revitalization in 2023", which clearly proposed to promote the high-quality development of rural industries, implement rural leisure tourism boutique projects, and promote the quality and upgrading of country houses. On March 2, 2023, the Sichuan Provincial Party Committee of the Communist Party of China and the Sichuan Provincial People's Government jointly issued the "Opinions on Doing a Good Job in the Key Work of Rural Revitalization in 2023 and Accelerating the Construction of a Strong Agricultural Province" Promote the high-quality development of rural characteristic industries, actively develop new industries and new formats in rural areas, and create a number of high-grade tourist guesthouses. With the change of people's consumption concept and the continuous support of policies, the homestay market continues to heat up, and the development of homestay is bursting with great potential and unlimited vitality.

With the improvement of Internet science and technology, online service platforms have become increasingly mature, and many consumers prefer to book homestays through the platform and publish reviews after check-in to share their accommodation experience. These reviews not only contain consumers' real feelings, but also reflect their needs for accommodation, and can better explore the consumer's accommodation experience, which plays an important role in promoting the development of homestays.

Qingcheng Mountain is a national 5A-level tourist scenic spot, attracting many tourists to play here, with a unique natural environment, providing a good development foundation for homestays. This paper takes Ctrip's Qingchengshan Homestay Network Review Text as sample data, analyzes the text with the help of ROST CM6 software, and explores the experience perception of occupants, in order to provide suitable development strategies for Qingchengshan Homestay.

2. Related Research Progress

In recent years, there have been many research results on the homestay experience. Xu Ling selected 20 perceptual factors based on literature research and used questionnaire survey to understand tourists' perception and evaluation of Suzhou homestays [1]. Gao Jie used the descendant collector to crawl 16,734 homestays about Qingdao fishing village homestays on Ctrip.com to study consumers' experience perception [2]. Wang Wenjing et al. focused on analyzing consumers' attention and satisfaction with homestays in Jiangsu Province through online texts, and proposed improvement measures from the aspects of services and facilities [3]. Lin Yubin et al. analyzed tourists' perception of homestays at Wuyishan World Heritage Site through three levels: high-frequency words, semantic network and experience characteristics, and the analysis of experience characteristics was divided into three perspectives: heritage sites, homestays and tourist characteristics[4].When Jiang Qiao et al. studied the perception of tourists in Xuzhou Citizen Homestay, they used the theory of word frequency and long tail to focus on the analysis of the experience differences between different tourists [5]. Starting from four aspects: basic services, facilities and equipment, sanitary environment, and experience perception, Zhai Lei analyzed the overall evaluation of tourists' service quality of Guzang Shuhua Inn [6]. Wang Ling et al. collected Airbnb review data, built a model of tourist experience perception based on rooted theory, and focused on exploring the influencing factors of positive perception and negative perception [7]. In recent years, big data technology has gradually matured, and more and more scholars use big data to study the perception

characteristics of consumers, enriching the theoretical basis of research.

3. Development Status of Qingcheng Mountain Homestay

Qingcheng Mountain is located in Qingcheng Mountain Town, Dujiangyan City, Chengdu City. It is famous for its beautiful scenery and long historical and cultural heritage. Now it has become one of the world's famous tourist attractions. There is an endless stream of tourists, and the demand for home stay is also increasing. According to a data released by the Office of Dujiangyan City Municipal Committee of the Chinese People's Political Consultative Conference on December 13, 2022, there are currently 300 B&Bs located in Qingchengshan Town, accounting for 54.74% of the total number of B&Bs in Dujiangyan City. In 2022, 19 Dujiangyan Irrigation Project tourism B&Bs were included in the list of the top 60 tourism B&Bs in Chengdu. Among the 19 B&Bs, 15 are Qingcheng Mountain B&Bs, including "Qingsu Qingcheng · Private Tang Forest B&Bs", "Qingcheng Mountains and Rivers and Qingcheng Shuheng Villas", "Xiangyin Qingcheng B&Bs in Qingcheng Mountain", "Qingmu Mountain House · Private Tang Terrace B&Bs". Qingcheng Mountain B&B has the advantage of quantity, but also focuses on building quality. Now "Qingcheng Mountain B&B" has become another name card for external publicity, and the local B&B industry is in the ascendant.

4. Study Design

4.1. Data Sources

This article selects Ctrip as the source platform for comment data. Ctrip was founded in 1999 and now has over 400 million users, making it a leading player in the field of online tourism in China. Ctrip has a dedicated "guesthouse and homestay" search bar, and users can only post comments on the platform after subscribing to and incorporating homestays. Therefore, the collected comment data is richer and more reliable, which can also increase the convenience of collection operations. The top 50 B&Bs ranked by popularity in Qingcheng Mountain area of Ctrip were selected as research samples, and online reviews of these 50 B&Bs were collected using octopus collectors. The review data was obtained in the middle of April 2023, and a total of 4233 review samples were initially obtained.

4.2. Research Methods

This paper uses the Content analysis as the research method, which is widely used in the research of experience perception. Through the objective, systematic and quantitative analysis of text content, we can simply grasp the basic development trend of data, and then make scientific predictions. With the help of ROST CM6 software, high-frequency words and emotional analysis are carried out to understand the experience of guests on Qingcheng Mountain homestay.

5. Research Process

5.1. Sample Selection and Pretreatment

At the initial stage, 4233 comments on Qingcheng Mountain homestay were collected on Ctrip. The subsequent analysis of the article needs to preprocess these texts to further ensure the credibility of the research results. Firstly, filter out homestays with fewer than 20 comments and obtain a total of 4154 comments from 44 homestays; Secondly, comments with fewer than 20 characters were screened out, resulting in a total of 3008 valid comment samples. In order to make the analysis results more accurate, a series of synonyms were uniformly expressed, such as "inn", "hotel", "home stay", "landlord", "shopkeeper", etc., as "boss", corrected the typos in the comments, translated the foreign words in the comments, and changed the text content of the signs and expressions with clear meanings. After completing a series of text preprocessing, they were saved as TXT files, to lay a solid foundation for subsequent research.

5.2. High-frequency Word Analysis

Table 1. High-frequency glossary of Qingcheng Mountain residential reviews (top 30).

Vocabulary	Frequency	Vocabulary	Frequency	Vocabulary	Frequency
boss	2344	hygiene	691	fitment	333
room	1585	breakfast	651	Be quiet	329
clean	1191	Free pick-up	535	Scenic spot	308
environment	1070	perimeter	512	tidy	283
enthusiastic	1002	next time	453	attentive	274
serve	957	reception desk	434	Super nice	272
Homestay	939	At night	428	attitude	271
Mount Qingcheng	907	location	412	satisfied	263
convenient	709	Stay	369	experience	252
comfortable	699	facility	363	Stop the car	233

The article uses ROST CM6 software to segment the collected sample comments, and then analyzes the word frequency of the sample after segmentation to obtain the top 100 high-frequency Glossary of Qingcheng Mountain home stay network comments (Due to limited space, only the top 30 keywords are listed, as shown in Table 1). In order to make a more scientific and systematic analysis, referring to the research results of Wang Huiling [8], Jiang Qian [9], Jiang Qiao [10], etc., from the geographical environment, service quality, home stay facilities, emotional evaluation The top 100 high-frequency words were further analyzed from five aspects, such as the desire to stay again, and consumers'

perception of Qingcheng Mountain home stay experience was deeply explored. A total of 73 words about these five dimensions were sorted out (Table 2).

Table 2. Classification statistics table of high-frequency words in Qingcheng Mountain residential reviews

Dimension	High-frequency words	Proportion %
Geographical environment	Environment1070 Qingcheng Mountain907 Convenience709 Periphery512 Location412 Scenic Area308 Place204 Ancient Town191 Air Fresh189 Transportation188 Drive185 Hot Springs139 High-speed Railway Station138 Dujiangyan73 Scenery85 Easy to find82	22.59%
B&B facilities	Rooms1585 Clean1191 Homestays939 Hygiene691 Check-in369 Facilities363 Decorations333 Quiet329 Tidy283 Parking233 Taste209 Complete208 Style199 Accommodation148 Warmth141 Air Conditioning127 Bathrooms124 Elevators112 Spacious108 Parking98 Soundproofing81 Electric blankets76 Features75 Hot water67	33.90%
Quality of service	Boss2344 Enthusiasm1002 Service957 Breakfast651 Free pick-up and drop-off535 Front desk434 Sweet320 Super good272 Attitude271 Satisfaction263 Experience252 Thoughtfulness210 Eat141 Fruit121 Positive93 Personally64 Place64	33.50%
Emotional experience	Comfort699 Worthy192 Highly recommended85 Happy79 Comfortable72 Thanks59 Relaxed59 Affordable58 Casual53 Comfortable49	5.89%
Revisit willingness	Next time 453 Good value for money 226 There is a chance to come again 121 Second time 91	4.12%

5.2.1. Geography

Among the high-frequency words about geographical environment, the words "environment", "Qingcheng Mountain", "convenient", "surrounding" and "location" appear more frequently, and the geographical environment dimension accounts for 22.59%. Consumers pay more attention to the geographical environment of home stay, which is also one of the important factors for consumers to decide whether to stay or not. Words such as "convenience" and "easy to find" have appeared 791 times, while words such as "fresh air" and "scenery" have appeared 274 times, reflecting the surrounding natural environment. It can be seen that in terms of geographical environment, consumers are more concerned about the transportation conditions of homestays, followed by their attention to the surrounding natural environment.

5.2.2. B&B Facilities

Among the high-frequency words about homestay facilities, words such as "room", "clean", "homestay", "hygiene", and "facilities" rank among the top, with the total dimension of homestay facilities accounting for 33.90%, possessing the most important perceived value. Among them, "room" appears the most frequently, indicating that residents still care the most about the basic accommodation functions of the homestay. Next are words such as "clean", "hygienic", "tidy", and "taste", which represent the high level of concern of residents for the internal hygiene environment of the homestay room. Then are words such as "facilities", "installation", "air conditioning", and "bathroom", reflecting the residents' concern for the hardware facilities of the homestay.

5.2.3. Service Quality

Among the high-frequency terms related to service quality, "boss", "enthusiasm", "service", "breakfast", and "free shuttle" have a higher frequency. The total proportion of service quality dimensions is as high as 33.50%, second only to homestay facilities, ranking second, indicating that residents attach great importance to service quality. As the main operator and service provider of homestays, the boss ranks first in the entire high-frequency vocabulary, greatly affecting the overall experience and evaluation of homestays by residents. The terms "enthusiastic", "satisfied", "thoughtful", and "positive" reflect the residents' evaluation of the quality of homestay services, while services such as "breakfast", "free shuttle", and "fruit" further increase the recognition level of residents.

5.2.4. Emotional Evaluation

The words "comfortable", "worth it", "happy", "comfortable", and "thank you" are the emotions expressed by residents after living in homestays, which are important experiential perceptions. Initially, they are mostly positive and upward evaluations, but high-frequency emotional words cannot represent all the emotions of residents. Therefore, the following text will start with the content of the text and further explore a more comprehensive emotional analysis.

5.2.5. Willingness to Restay

Among the high-frequency words obtained, the four words "next time", "cost-effective", "have the opportunity to come again", and "second time" fully demonstrate consumers' willingness to stay again, with a total of 891 occurrences, proving that the feedback from residents is good and the likelihood of coming again is high. From the analysis of the content and text, "cost-effective" has been mentioned many times, and many positive words such as "come again next time", "worthy of recommendation" and "satisfied" have followed, such as the comment "the boss is enthusiastic, free shuttle to the mobile station, cost-effective, worthy of recommendation" "affordable, cost-effective, Qingcheng Mountain will choose here in the future", which shows that "cost-effective" has a very important impact on the willingness of guests to stay again.

5.3. Emotional Image Analysis

The emotional perception of homestays by residents is also a key part of the homestay experience perception. Emotional image analysis analyzes the emotional tendencies of residents from the characteristic words related to emotions in the comment text. The emotional tendencies are generally divided into three types: positive, negative, and neutral emotions, and each emotion is also divided into three levels: average, moderate, and high. Finally, the total proportion is used to determine the emotional cognition of residents towards homestays. By using the sentiment analysis function

in ROST CM6 software, master the statistical results of sentiment distribution in online comment texts (Table 3), and study the overall emotional tendencies of residents.

Table 3. Statistical results of sentiment distribution of online reviews in Qingcheng Mountain Residential Homes

Emotional tendencies	Positive emotions			Negativity			Neutral emotions
Degree segmentation	Highly	Moderately	Generally	Highly	Moderately	Generally	Indistinguishable extent
Number of comments	1328	805	579	5	29	117	
Percentage	44.61%	27.04%	19.45%	0.17%	0.97%	3.93%	
Total quantity	2712			155			110
Total percentage	91.10%			5.21%			3.69%

It can be seen from the statistical results of emotion distribution that the number of positive emotion comments is up to 2712, accounting for 91.1%. Residents have a good sense of experience and high satisfaction with Qingcheng Mountain home stay. However, in terms of the degree of positive emotion, the proportion of highly positive emotion is 44.61%, and the proportion of moderate and general positive emotion is 55.39%. There is still much room for improvement in the experience perception of Qingcheng Mountain homestay. Neutral emotions refer to residents who have no special emotional tendencies after experiencing the experience and maintain a neutral attitude towards the experience. From Table 3, it can be seen that there are 110 comments with neutral emotions, accounting for the least proportion. 155 negative emotional comments, accounting for 5.21%, indicate that residents have a poor experience after check-in. From the perspective of degree segmentation, negative emotions are mostly average, but it is necessary to pay attention to the 5 highly negative comments, which are the problem of reducing the experience and the key to improving the experience, As the comment goes, "The room is on the top floor, all the way up and down the stairs. It's very tiring, and outside the window is the rooftop of another house, filled with elderly people playing mahjong. The sound of mahjong is heard all day, and at the door is the rooftop, all the sheets are air dried. Overall, it's an ordinary rural amusement, and the price is not cheap, but the experience is poor During the day, the air conditioning and cooling were not working properly. The children cried and woke up several times when they were hot at night, but also had a power outage at night. They had no hot water for bathing, and the water volume was low. It was really an unpleasant accommodation. In terms of hardware and sound insulation, homestays were further strengthened.

6. Conclusion and Recommendations

6.1. Conclusion

This paper uses ROST CM6 software to study the experience perception of Qingcheng Mountain homestay through high-frequency words and emotional image analysis. The conclusions are as follows:

(1) Among the three basic dimensions of geographical environment, homestay facilities, and service quality, residents still care the most about the basic functions of homestays and have certain requirements for the facilities and conditions of homestays. Secondly, it is important to prioritize the service provided by homestay service providers, as high-quality service is another factor in enhancing the guest experience. The surrounding environment of B&B is the first impression of B&B. The B&B in the case is located in Qingcheng Mountain, with a good surrounding natural environment. The geographical location is the embodiment of the surrounding traffic conditions of B&B, and the degree of traffic convenience plays a certain role in deciding whether consumers will stay.

(2) "Boss" is the core keyword, which is also the soul of home stay. Each home stay boss has its own unique business philosophy and communication mode, allowing consumers to experience personalized services, which is also an important part of the perception of home stay. Consumers express their perception of the boss with words such as "enthusiasm", "intimate" and "thoughtful", which shows that consumers are highly satisfied with the boss of Qingcheng Mountain home stay.

(3) More than 90% of consumers' overall perception of Qingcheng Mountain B&B is positive, which proves that consumers' overall satisfaction is high. Negative comments involve problems that need to be solved in B&B, which also has enlightenment significance for the development of B&B.

6.2. Recommendations

(1) Update the basic functional facilities of homestays. Research has found that consumers still care the most about the accommodation function of homestays, and homestay operators should regularly maintain and update bedding, air conditioning, bathroom equipment, etc. to ensure a good living environment for consumers.

(2) Strengthen the hygiene management of homestays. The high-frequency word "clean" appears 1191 times, indicating the importance consumers attach to the hygiene of homestays. A clean and tidy room environment is an essential element of homestays. So, homestay operators need to take good disinfection measures inside the room, ensuring that bedding is exchanged for each guest, and can also be equipped with disposable slippers, disposable toilet cushions, disposable towels, etc. for consumers to use.

(3) Optimize service quality. High quality service is another major factor in improving consumer experience and can also increase consumers' willingness to stay again. Homestay operators can enhance communication and exchange with consumers, provide high-quality common services, and also pay attention to the personalized needs of consumers, providing personalized services.

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