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Research on International Tourists' Perception of Haikou's Tourism Image from the Perspective of Social Media in China

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Abstract: A large number of research results show that a place's tourism image is an important factor affecting international tourists' choice of tourism destinations and their willingness to travel. In recent years, the Chinese government has launched a series of new tourism strategies to enhance and shape China's national tourism brand by launching a large number of tourism activities, thereby attracting domestic and foreign tourists to a certain extent. However, from the data point of view, the development of China's inbound tourism has gradually weakened in recent years, and the increase in the number of inbound tourists has stabilized, indicating that the current national tourism brand built by China has not yet exerted sufficient influence on a global scale. World-wide visibility is still low. Therefore, from the perspective of foreign tourists, it is very meaningful to explore the generation mechanism of China's national tourism image and cognitive form. From the perspective of the international tourists' urban tourism image of Haikou under social media, based on the existing literature, through the use of literature analysis, network mining and text analysis, this paper analyzes in detail the perception of Haikou by international tourists. City tourism image. And based on this, the city tourism image of Haikou City is studied in detail, and the city tourism image of Haikou City is explored from the perspective of international tourists. This paper mainly analyzes the consumption demand and behavior of international tourists in Haikou City, grasps the existing tourism advantages of urban tourism in Haikou City, and analyzes the reasons for the existing shortcomings such as low international influence, insufficient tourism brand characteristics and insufficient tourism facilities. And propose corresponding improvement suggestions. To enrich international tourists' research literature on China's national tourism image, and to promote Haikou's overseas tourist tourism business, with a view to building Hainan Island into a world-class international tourism destination.

Keywords: Tourism Image, Social Media, Image Measurement, Tourist Destination

1. Introduction

Tourist attractions are an important symbol of a country's culture in the world. Through tourism, people are able to more intuitively feel the development of a country's culture, economy, technology and other areas. While the willingness of tourists to revisit and recommend can be influenced by the tourist's perceived tourism image of the destination [1]. Nowadays, social media is an important approach for tourists from all over the world to get information about tourist attractions in China. Based on the above analysis, using the views of tourists on social media about the tourism image of Haikou City, this paper explores the city tourism image of Haikou City as perceived by foreign tourists and the reasons for its generation, and makes corresponding improvements and suggestions for the tourism image of Haikou City.

1.1. Research Background

With the deepening of global integration, countries around the world are not only competing fiercely in hard power such as economics and technology, but also in soft power such as tourism, which is becoming increasingly white-hot. This has brought more challenges to China's international tourism industry. In order to increase China's international popularity, Chinese government departments have introduced a series of preferential policies, including better attracting tourists from

abroad through free transit visas. However, statistics on the number of domestic Chinese tourists show that the number of Chinese tourists has been increasing slowly over the last decade and that inbound tourists are also showing a negative trend. Therefore, an analysis from the perspective of international tourists is necessary. By understanding the image perceptions and touring attitudes of international tourists towards China as a tourist destination and reflecting on the strengths and weaknesses of China in shaping its national tourism image, it is possible to better and purposefully improve China's national tourism image and thus achieve the goal of attracting more international tourists to China [2].

With the rapid development of network and information technology, computers and smart phones have been gradually integrated into our daily life. The development of social media has further deepened people's dependence on electronic devices, and social networks have gradually become an important way for the public to obtain information. On the social media platform, people are able to say what they want, communicate and interact with other travelers, so as to learn more about the tourism image of the destination. Therefore, from the perspective of social media, how foreign travelers perceive China's tourism image will also better meet the research demands of this topic [3]. This paper studies the city image of foreign tourists in social media of Haikou City, which is able to recognize their actual demands in a more comprehensive manner and better meet them. It provides a certain reference and theoretical basis for improving the service level of Haikou City's tourist attractions and satisfying the tourists of Haikou City.

1.2. Research Overview

Most scholars abroad see tourism destination image as an individual, or as a comprehensive impression evaluation of tourists' perceptions of unfamiliar tourist destinations and countries and regions that are not their personal places of residence. This comprehensive evaluation is the integration of the feedback evaluation of individual information about the destination in terms of beliefs, imagination, impressions, etc. Lawso and Bovy have refined the study of the content of the image of the tourist destination, which they believes that the tourist destination image is the perceived overall presentation that combines all objectively existing knowledge, the overall impression of the individual perception, the will and prejudice of the tourist, and emotions [4]. Pike compiled past literature related to the image of tourist places and the results concluded that the image of tourist places occupies a very important position and has a great influence on the government, tourism practitioners, and surrounding industries [5]. Leisen asserts that the image of the tourist attraction has an influence on the tourist's choice of tourist destination. The tourists' perceived judgement on tourist attractions are based on objective image of the attraction, the consultation of the attraction, as well as the subjective feelings and the tourists' own experience. There is a disparity between the individual senses, the actual situation, and there will be errors [6]. Therefore, the image of tourist destinations is not only the presentation of objective

facts but also the result of the overall perceptual judgment of objective facts by integrating individual feelings, emotions, and experiences [7].

A more in-depth study has been conducted in China on the basis of foreign literature on the composition of the image of tourist destinations. The existing literature of the study is generally considered to be composed of hardware conditions of basic facilities and software conditions of human environment. For example, Changjie Liu studied Qinghuangdao as an example, and he concluded that 8 factors, such as natural conditions, infrastructure, social stability and policies and other situation conditions vary to varying degrees in different regions, different countries [8]. Hongguo Wang stated that all elements of the tourism place, such as product quality, visitor sentiment, and social environment, should be improved in order to promote the overall image of the scenic area [9]. Qian Chen found that the tourism image of the tourist city, in terms of the soft environment of the city, the city functions, and the supply of peripheral services, is constituted by the soft environment of the city. There is a positive relationship between these factors and the image of the city's tourist attractions, while the effect on them is the most obvious.

There is also a certain theoretical basis for the structure of tourism image research on the tourist attractions of Haikou City. For example, Yetong Wang investigated the tourism brand of tourism cities of Hainan and found that, the composition of the three main elements of the tourist attractions, such as tourism resources and tourism products; the functions and basic situation of public services: and the achievement of branding of tourism industry needs the guarantee from marketing to services [10]. When analyzing the components of an international tourist's image of traveling, it is important to first understand its image before making trade-offs and then forming attitudes and expectations. Only then can a complete image of a tourist destination be formed, which must include many factors.

1.3. Research Significance

The tourism image of a country influences to some extent the destination choice and travel intention of international tourists. Clarifying the meaning and mechanism of the national tourism image is an issue that needs to be addressed at the moment. Currently, social media has been the most important source of information for tourists from all over the world to know China. By using the user-generated information on social media platforms as a source, it is able to clearly understand the impressions and evaluations of international tourists on the tourism image of Haikou City, and clarify what kind of city tourism image of Haikou City is specifically perceived by international tourists. The analysis on its strengths and weaknesses is able to understand the reasons affecting the tourism image of Haikou City, what are the current strengths and weaknesses of the tourism image of Haikou City, and which factors are the key factors influencing international tourists to form the tourism image of Haikou City, so that the tourism image of China can be more accurately communicated

to the world; the level of publicity can be improved and the tourism experience of international tourists enhanced.

2. Related Concepts and Theoretical Foundations, Research Methods

2.1. Related Concepts

2.1.1. City Tourism Image

The positioning of city tourism image is a comprehensive analysis and study of the factors that play a long-term, stable and fundamental role in the future development of a city based on the analysis of its tourism resources, tourism environment and tourism conditions from the perspective of image evaluation, so to position the tourism business in the region. The positioning of the city tourism image is centered on the tourism image of the city. From the perspective of tourism image building, the tourism image is an active sign of external communication, requiring major cities to make comprehensive use of existing tourism resources and carry out targeted publicity in the expectation of establishing a good brand in the minds of potential tourists; The tourism intention thus generated by their approval, also known as the "projected image", is an ideal image, which deviates from what the actual tourists perceive, causing a certain negative effect on the evaluation of tourism [11-16]. This paper focuses on a detailed study of foreign tourists' tour in Haikou City and their social media evaluations and feelings afterwards, so that their demands and psychology can be better understood.

2.1.2. City Tourism Image Perception

City tourism image perception is the overall evaluation of various characteristics (tourist attraction, service facilities, etc.) of a city tourism destination formed by tourists or potential tourists based on subjective judgment or combined with various external information, and this impression of the city tourism destination ultimately affects their satisfaction and post-tour behavior [12, 14]. This paper provides a better understanding of the demands and psychological state of tourists through a detailed analysis of media assessment and experience before, during and after the tour in Haikou City.

2.1.3. Social Media

Social media is implemented using Internet technology, which allows users to interact with each other in various forms such as text, images, and videos to obtain new information. With the flourishing of social media, more and more researchers have started to study academic issues with user-generated content under social media. In the field of tourism, social media-based research focuses on tourism experience, traveler behavior, destination image, and tourist satisfaction [17-25]. Although the credibility of social media data has been disputed by academics, there are many surveys that show no significant difference between the statistical results using social media and those using conventional statistical analysis.

2.2. Theoretical Foundations

2.2.1. Tourist Perception Theory

Currently, Zaithaml's consumer perception value is relatively recognized by academics, which is the cost of evaluating a good or service. The "viewing theory" refers to the senses and feelings acquired after a comprehensive experience of a scenic place. Depending on the time domain of perception, it can be divided into perceptions before, during and after the tour [14]. This paper focuses on the perceptual situation of tourists during and after the tour and studies it in detail, thereby better understanding their demands and their state of mind.

2.2.2. Tourism Destination Image Theory

As far as tourism destination image is concerned, scholars in the tourism sector have basically formed a more complete and systematic theoretical basis and framework on tourism destination image after continuous mapping and updating. Regarding the composition of tourism image, for portraying different aspects of the image, there are cognitive images and intentional movements analyzed from the cognitive-emotional perspective and distinguished from the information source perspective. In order to study tourism destination image from different perspectives in a more comprehensive and detailed manner, many scholars have classified image composition into general image constituents: administrative areas, infrastructure, shopping venues, service hospitality, hygiene and cleanliness, weather and climate, natural landscape, recreational facilities and cultural environment [15, 16, 19, 21, 23]. This paper focuses and researches on international tourists' perceived destination tourism image during and after the tourism outcome, so as to better understand their demands and mindset.

2.3. Research Methods

2.3.1. Literature Analysis Method

This paper focuses on searching domestic and international databases such as CNKI, ScienceDirect, and Google Scholar to screen out literature related to the city tourism image of Haikou, determine the latest progress of domestic and international research on the city tourism image of Haikou City, and thus establish a metric system for the perceived factors of the tourism image of Haikou City, thereby laying down a theoretical basis for the perception and generation mechanism of the tourism image of Haikou City.

2.3.2. Web Crawler and Text Mining Method

By using web search tools that can be used, travel journals related to Haikou City were obtained from the social media website Travelblog, including publication topics, publication times, publication authors, etc. Through in-depth mining of a large number of tourists' evaluations, a large number of keywords were extracted and the tourism image of Haikou City was analyzed, providing a theoretical basis for the development of Haikou's tourism industry [16].

3. Analysis of City Tourism Image Perception of Haikou

3.1. Data Collection and Reorganization

3.1.1. Data Sources

Social media is an online platform for people to communicate and interact freely on the internet. In social media, user-generated text, pictures, videos, etc. are posted by users. Since the spontaneity and interactivity generated by user-generated content can more objectively and accurately reflect the true thoughts of visitors' hearts, and since user-generated content is easier to obtain research data than traditional questionnaires and interviews, more and more scholars tend to adopt user-generated content for academic research. The content posted by tourists on social media platforms can also truly reflect tourists' perceptions and evaluations of the destination, which is suitable for the topic of this paper [16]. Meanwhile, the information published through social media platforms can also reflect tourists' perceptions and assessments of the region, which is in line with the topic to be discussed in this paper.

Travelblog (www.travelblog.org) is the world's most popular travel journal website, where one can register and freely post travel journals, photos, etc., and exchange travel experiences with others, and post their own insights and opinions about tourist attractions. English, on the other hand, is one of the most common languages spoken by most people on this platform, which coincides with the issue to be explored in this paper. Travelbog is a platform where travel agencies meet mediums with continents, countries, and cities as the main purpose. With the attraction recurrence as an indicator, it can be a good solution to the problem of national tourism image targeting the city of Haikou. In short, this paper uses user-generated information on Travelblog as the primary source of information. In this paper, all travel records of Haikou City on Travelblog were accessed using a web crawler and used as the initial data source for the perception of Haikou City's tourism image. The information obtained includes publication topic, publication time, and travel location; publication author, publication content, etc., and was stored using the Excel form (. xIsx) [17]. Since the purpose of this paper is to explore the influence of domestic and foreign tourists on their tourism impressions of Haikou City during the last decade, it is based on a total of 1037 travel journals during the ten-year period from 2012-2022.

3.1.2. Sample Data Pre-processing

The use of web crawling techniques allows for fast and rapid acquisition of information, but it also has some problems, for example, creep on the web can cause temporary delays on the web or errors on the web that cause errors in data fetching. In addition, the collected information is not suitable for the title of the paper because of the great freedom of users to comment on social media and the great variation in the way users present their opinions [18, 19]. Based on the above factors, the collected data were pre-processed in four directions: (1) removing the acquired blank data; (2) deleting non-English-based comments; (3) prohibiting duplicate published comments; and (4) deleting comments that are not relevant to the topics discussed in this paper. Finally, by screening the survey data, a total of 763 travel journals were available for data analysis.

3.2. Research Design and Methods

3.2.1. Data Analysis Process

This paper adopts the TBM SPSS model to conduct in-depth mining and analysis on the texts. The TBM SPSS Modeler software can read any standard format, including databases, as well as Microsoft, Word, Excel, HTML and other formats that do not conform to this structure. The file format of the data in this study is Excel, which can be directly imported into this software. Among them, creating a data flow is the first step in data mining. The data flow is composed of a series of nodes connected by directional arrows, and as the data passes through each node, it will run the data according to a pre-designed operational flow to output the results. After importing the research data of this paper into the data flow, set the relevant parameters, execute the information flow shown in Table 1, filter out words without any meaning by the software, such as "the", "in", etc., and output the high-frequency words in the research data in order from high to low. Because the software of this system is unable to distinguish some words with the same meaning, while they express the time completely differently, it requires the researchers to redefine them. IBM SPSS model allows users to customize synonyms and then output them, so that the cycle continues and valuable high frequency words and frequencies can be obtained. Furthermore, combined with the existing literature and related data, the connotation analysis method is used to establish China's tourism image perception system, and it is possible to evaluate the tourism image of international tourists to each tourist place in Haikou city.

3.2.2. Statistical Analysis of Perceived High-Frequency Word Features

A preliminary study of Haikou's city tourism image using frequency words statistics can help us to better understand the city tourism image that international tourists can best perceive in Haikou, and thus provide a basis for the further cognitive structure of Haikou's tourism image. In this paper, the IBM SPSS Modeler language library was used to conduct high-frequency words statistics on the survey data.

In terms of frequency of use, the word "Haikou" was mentioned most frequently by people around the world, with a total of 4,476 times, which is consistent with the results of this survey; "Arcade old street", "sea" and "the five ancestral" are the most frequently mentioned places in Haikou, which indicates that these three tourist attractions in Haikou have a strong reputation to the world tourists and the tourist attractions in Haikou. "The five ancestral" has historical and cultural characteristics as well as natural beauty. It can be seen that the degree of economic development of the Chinese region and the unique attraction it has will have some influence on the impression of foreign tourists. These attractions are able to reflect the natural landscape of Haikou City, such as

mountains, rivers and lakes, to a certain extent. In addition, Haikou City has beautiful scenery, many landscapes and deep historical and cultural heritage, "Arcade old street" and "the five ancestral" are the most iconic tourist attractions in Haikou. The most frequently mentioned terms by visitors were those related to transportation facilities and services, including "Photos", "Walk", "Places", "Breakfast", "Chinese", "Tourists", "City", "Hotel", "Restaurant", "town", "trip", "Arcade old street", "Food", "Room", "Noodles", "Bike", "feel", "Mountain", "Lunch", "Area", "Flight", "Experience", "love", "country", "hot", "the five ancestral", "Fish", "Airport", "Rice", "apartment", "Village", "Dinner", "Tea", "Meal", and "Journey". All of these words belong to transportation, accommodation, catering, entertainment and shopping, thus the tourism products and services of Haikou City have a certain image perception impact on the impression of tourists.

In addition to these frequent words, other frequent words include "characteristics of tourists", "environment and atmosphere of tourism" and "cost of travel". This helps us to better understand the foreign tourists in Haikou and their impressions of the city.

Table 1. Perceived high-frequency words of city tourism image of Haikou City.

Word	Frequency	Word	Frequency
Haikou	4476	feel	2603
People	4222	mountain	2491
sea	3797	lunch	2416
photos	3659	area	2405
walk	3562	flight	2387
places	1553	experience	2195
breakfast	3281	love	1935
the Chinese	3262	country	1889
Tourists	3159	hot	1866
city	3099	the five ancestral	1829
hotel	3034	fish	1817
restaurant	2979	airport	1809
town	2909	rice	1780
trip	2778	apartment	1740
arcade old street	2747	village	1673
food	2738	dinner	1592
room	2692	tea	1573
noodles	2645	meal	1558
bike	2641	Journey	1536

Source: Made by the authors.

3.3. Data Results

By using data from IBM SPSS Modeler, and real travel journals, it is possible to get a rough idea of the travel characteristics of some foreign tourists in Haikou. In terms of the origin of foreign tourists, there are 998 people from the United States, 866 people from the United Kingdom, and 610 people from Canada, indicating that this paper is mainly based on the Westerners. Interestingly, people often mention India, Vietnam, and Japan when referring to China; Some Asian bloggers such as Thailand, Korea, and Laos, say in their travel

journals, "I'm going to Asia and Southeast Asia for the next 5 months or so, to China, Thailand, Laos, Cambodia, and Vietnam," indicating the willingness of Western tourists to visit Southeast Asian countries is also attractive to tourism in Southeast Asian regions such as Hainan Province and Haikou City, which in turn builds a perception of tourism in Southeast Asia. In terms of holidays, the highest number of international tourists in Haikou is during the summer season (851), which may be related to the industry they work in, as some are teaching English or studying in China. In terms of the form of travel, the majority of foreign tourists in Haikou are traveling with family members (including children). From the international tourism image of Haikou City tourism, tourism experience, social media, travel guide; In the social media comments about Haikou City, through online videos and other forms of social media is an important way for foreign travelers to get tourism information.

Through the use of a large number of words, a basic understanding of the city image of Haikou can be obtained, but since a more complete overall understanding is lacking, this study uses IBM SPSS Modeler to classify words with a vocabulary frequency of more than 10, and classifies the words with the impressions from the Chinese domestic tourists, thereby studying the perceptual status of China's tourism image. In the classification, some words with ambiguous characteristics (e.g., look, visit, etc.) were filtered to yield 538 words, and the data were analyzed as shown in Table 2. Frequency is the number of words associated with a specific category, and occurrence is the number of occurrences of words associated with a specific category in the survey data.

Among the 8 main categories, attraction and service facilities are the most popular among foreign travelers, and the frequency of these two categories is significantly higher than others, totaling 395 times or 73.42%, indicating that the attractions and services provided by Haikou play a great role to the international tourists on the city. Words related to tourism attractiveness have a frequency of 169, accounting for 40.52% and with 7385 occurrences, while humanities and natural scenery are the second largest category; words related to service organizations have a frequency of 5301, with 177 occurrences and accounting for 32.90%, where restaurants and services are the second largest category. Other major categories in order of frequency are: environment and price, economic power, political system; emotional experience, national identity, and technological background. Among these words, the frequency of words related to tourism environment and prices is 70, accounting for 13.01% and with 357 occurrences; the frequency of words related to economic power is 22, accounting for 4.09% and with 1253 occurrences; the frequency of words related to emotional experience is 16, accounting for 2.97% and with 1125; the frequency of words related to national identity is 11, accounting for 2.04% and with 728 occurrences; the frequency of words related to technological environment is the smallest, only 6, accounting for 1.12% and with 953 occurrences.

Table 2. Frequency and occurrence statistics of perceived tourism image of Haikou City.

Main category	Frequency	Occurrence	Sub-category	Frequency	Occurrence
Political System	18	1849	Social formation	7	277
			Degree of democratization	4	235
			Degree of political stability	7	1337
Economic Strength	22	1253	Economic development	14	528
			Standard of living	3	314
			Quality of products	5	411
Technological Environment	6	953	Technological development	2	115
			Degree of industrialization	4	838
National Characteristics	11	728	Friendliness	8	581
			Helpful	2	110
			Polite	1	37
Tourist Attractions	169	7385	Natural scenery	57	2481
			Human scenery	44	3521
			Lifestyle	16	503
			Ethnic culture	25	317
			History and culture	27	563
			Outdoor activities	18	661
			Nightlife entertainment	17	384
Service Facilities	177	5301	Accommodation	25	995
			Dining	60	1580
			Shopping	18	299
			Transportation	39	1381
			Scenic beauty	9	155
Tourism Environment and Price	70	3357	Climate	10	843
			Air quality	12	368
			Cleanliness	2	33
			Crowdedness	7	769
			Safety	7	190
			Language barrier	11	733
			Travel cost	12	266
Emotional Experience	16	1125	Relaxation level	3	290
			Happiness level	5	114
			Fun level	4	383
			Enjoyment level	4	338

Source: Made by the authors.

4. City Tourism Image Characteristics Analysis and the Existing Problems of Haikou City

4.1. Tourism Image Characteristics Analysis of Haikou City

Based on social media big data and using content analysis methods, this chapter studies in terms of political system, economic strength, and technological environment, and conducts a detailed analysis on the perception of China's tourism image in eight aspects, including national characteristics, tourist attractions, service facilities, environment and prices, and emotional feelings. It shows more intuitively the overall impression of Chinese tourists on the country's tourism image. International tourists' perception of Haikou's tourism image refers to both the geographical features of Haikou's tourism attraction, tourism supporting facilities and services, and tourism environment, as well as an important part of China's political and economic technology; The nationals' perception of the national image is mainly the perception of Haikou's tourism scenery image.

4.1.1. Beautiful Environment and Pleasant Climate

From the above analysis, it can be seen that two aspects of Haikou's tourism attraction and service facilities are favored by foreign tourists significantly more frequently than other categories, totaling 395 times, accounting for 73.42%, indicating that Haikou's city tourism image is based on the theme of seaside and vacation, its beautiful environment, unique Asian subtropical natural scenery, high-class hotel accommodations make international tourists linger, and, the unique culture of Hainan is also very attractive to international tourists. Therefore, Haikou's city tourism image is unique and discriminating, and the city is able to use its distinctive image to attract international tourists in pursuit of adapting to the current fast-growing international tourism market worldwide.

4.1.2. Rich Attractions and Excellent Economy

International tourists' perception of Haikou's tourism image refers to both the geographical features of the city's tourism attraction, tourism support facilities and services, and tourism environment, as well as the important components of China's political and economic technology. The frequency of words related to tourism attraction is 169, accounting for 40.52% and with 7385 occurrences, while humanistic and natural scenery is the second most important category; The frequency of words

related to service institutions is 5301, with 177 occurrences and accounting for 32.90%. According to the data, international tourists' perception of Haikou City's image is mainly about the image of Haikou City's tourist attractions and the awareness of Haikou's excellent economic strength on cognition.

4.1.3. Delicious Food and Long History

The nation's perception of the national image is mainly the perception of the image of Haikou City's tourist attractions. The tourism image of Haikou City is in a sense the embodiment of China's national tourism image. Services attracted and provided by Haikou City play a great role to the international tourists in Haikou City. The frequency of words related to tourism attractiveness is 169, accounting for 40.52% and with 7385 occurrences, while human and natural scenery is the second largest category; Hainan culture and Hainan people are the biggest attraction factors, followed by Hainan food and Hainan economic development. The five ancestral, arcade old street, the revolutionary base, and the former residence of Dongpo are the most distinctive tourism vehicles; "amazing", "lovely" and "interesting" are the most important emotional feelings of international visitors to Haikou, which indicates that the city image of Haikou City is perceived in a positive way internationally, such as Haikou's unique cuisine and historical sites and buildings.

4.2. Existing Problems

4.2.1. Relatively Low International Recognition

With the development of Haikou city, the international tourists in Haikou have higher and higher requirements for spiritual life and technological services. From the data analysis above, it can be seen that the frequency of words related to the technological environment is the smallest, only 6, accounting for 1.12% and with 953 occurrences. Because of the many differences between foreign tourists and China in terms of politics, culture and ethnicity, there is a huge bias for the attitude of foreign tourists on China. This is mainly due to the fact that foreign tourists do not understand the political, economic and cultural aspects of China, the actual situation in China, the social conditions and cultural habits of China, resulting in their inability to truly understand Chinese politics, culture and society. Moreover, although Haikou City occupies a large number of tourist markets for inbound tourists in China, it is still slightly inferior compared to other international tourist destinations, therefore, it is necessary to continuously improve the quality of its tourism products and services to increase its international influence.

4.2.2. Insufficient Tourism Brand Characteristics

Although Haikou is endowed with unique tourism resources, it still needs to make great efforts to visualize the whole city. The frequency of words related to national cultural identity is 11, accounting for 2.04% and with 728 occurrences, through analysis, it is relatively low, indicating limited attractiveness to international tourists. Through the city tourism questions of Haikou City published by international tourists on social media, it can be found that the city's urban environment, green space possession, international popularity, and foreign guest reception rate have a significant downward trend at present. Although Haikou City has rich human and natural cultural tourism resources, its image brand is deficient in the tourism image brand positioning of second-tier cities, indicating that Haikou City does not have enough characteristics in tourism branding.

4.2.3. Relatively Lack of International Services

According to the analysis of the above data, the frequency of emotional experience words such as "relaxation level", "fun level" and "enjoyment level" is 16, accounting for 2.97% and with 1125 occurrences, which is relatively low. As a major tourist destination in China's inbound tourism market, Haikou City absorbs a large number of international tourists every year, which brings huge tourism revenue to the city, but as the capital city of the international tourism island, there are some problems in receiving international tourists. First, there are language and cultural differences between Chinese and international tourists, a large number of tourism workers in Hainan have weak foreign language skills and are unable to provide good services to international tourists, and the tourist attractions in Haikou do not provide proper training for their tourism service staff to serve international tourists, which makes the tourist experience of international tourists entering Haikou greatly reduced and affects the status of Haikou in the international tourism market.

5. Suggestions to Improve and Shape the City Tourism Image of Haikou

5.1. Strengthen International Exchange and Enhance National Identity

National identity will have a certain impact on China's national identity, and thus on the national culture of each country. However, because of the many political, cultural, and ethnic differences between China and the West, foreign travelers also have many stereotypes in their treatment of China. This is mainly due to the fact that foreign tourists do not understand the social structure of China, the political, economic and cultural aspects of China, and the actual situation in China, resulting in their inability to understand the social conditions of China and customs of Haikou City and to truly understand the politics, culture and society of China. In this regard, Haikou City can organize more international exchanges to spread information about China's history, culture, politics and economy to other countries, so that foreign tourists can better understand Chinese society, thus enhancing their identification with the city [19].

The strengthening of foreign relations is not only in the scope of China, but also in the cooperation and exchange between Chinese and foreign companies. In the daily activities of the Chinese people, many Western goods such as beverages and clothing have entered the lives of the Chinese people, making them aware of some Chinese goods. However, due to

quality issues, many western countries are blaming the Chinese goods in question. Therefore, it is important for Chinese companies to improve the quality of Chinese goods when trading overseas so that foreign customers can feel comfortable with Chinese goods, thus better understanding Chinese society and culture and getting to know China better. In the meantime, by expanding international interactions with foreign people, foreign tourists' knowledge and understanding of China can be enhanced, and their identification with China can be improved.

5.2. Create a National Tourism Brand with Culture as the Core

Hainan's cultural characteristics, which encompass Haikou's historical, ethnic and culinary cultures, are also important factors in attracting international tourists to the city [16, 21]. Therefore, it is necessary to inherit Hainan's profound heritage and give full play to its advantages, and strive to create a national tourism brand with Chinese characteristics; improve the tourism brand of Chinese countries and bring more foreign tourists to Haikou City. The national tourism enterprises in Haikou need to make a comprehensive planning and layout in general to establish a national tourism brand and adopt a proven marketing strategy. Hainan's culture is the most important reason for Haikou City to attract foreign tourists to China, therefore, Haikou City still needs to make further efforts in the external publicity, such as setting the "Hainan Culture and Tourism" as a domestic tourism brand, highlighting the characteristics of Hainan, meanwhile, it needs to show Hainan's unique cuisine, colorful ethnic customs, unique handicrafts, etc., so as to let tourists around the world to learn more about Hainan's humanities, enabling them to know more about China, thereby going deeper the China's national tourism into the hearts of the word; and having a certain sense of identity of the national tourism image of China, so as to form a travel intention.

5.3. Focus on Tourists' Experience and Enhance the Comfort as the Destination

The comfort of a tourist destination contains both the tourist's perception of the comfort of the natural environment of the city they are in, and the comfort of the human environment of the city they are in. The significant cultural and linguistic differences between Hainan and foreign countries make foreign tourists are less perceived in the comfort of Chinese tourist destinations, thus negatively affecting the overall tourist perception of Haikou City, and thus the tourism image of China. In addition, the character traits and behavioral characteristics of Hainan people can also have some influence on the comfort level of international tourists in Haikou City. For example, the hospitality of the people in Haikou, Hainan can in a sense improve the comfort feeling of foreign tourists to Haikou, but the poor English ability of Hainan people, who cannot communicate well with foreign tourists, and the low cultural literacy of some Hainan people can also affect the comfort experience of foreign tourists to Haikou. Increasing

the comfort level of international tourists in Haikou City can be achieved through three ways: optimizing tourism transportation, improving basic tourism facilities, and enhancing international hospitality training skills of tourism professionals. The above measures can attract more international tourists and form a good tourism image of the city in the minds of international tourists. One of the reasons why international tourists are less comfortable in Haikou due to a significant language barrier is that the English in China is not yet sound and the Chinese people are relatively poor at it. Therefore, it is necessary to improve the traffic signs, menu, and signs related to Haikou City to the maximum extent possible, and to sign in as many languages as possible, in order to reduce the alienation of international tourists in Haikou; Moreover, it is necessary to improve the general level of Chinese people, both for tourists and for visitors. As far as travel agencies are concerned, it is important to increase the cultivation of English education and professional knowledge of foreign travel agencies and their staffs, so that they are able to communication effectively and provide comprehensive services to the international tourists; allowing the international tourists to better experience the warmth of Hainan people and integrate more quickly into Chinese culture, and improving their knowledge of the international comfort level of Chinese tourist attractions. For people living in Haikou, their language skills need to be improved, so that they can communicate with foreign tourists as much as possible. The focus should be on strengthening the ideological and moral education of the nationals and establishing a good image of good Chinese citizens; as well as increasing the awareness of China's international tourism brand.

6. Research Conclusion and Prospect

6.1. Conclusion

This paper uses the tourism image perception system of Haikou City to conduct an in-depth analysis of the tourism image of Haikou City. It summarizes the national tourism impressions and characteristics of foreign tourists to China, and elaborates the generation and influencing factors of China's tourism image. Based on the above investigation, the following conclusions are obtained.

First, the city tourism image of Haikou City is a fusion of China's national culture and the culture of the tourist destination, including not only the national image, but also the image related to it. This paper has systematically constructed the tourism image of Haikou City in terms of political system, economic strength and technical environment; and studied the city tourism image of Haikou in eight aspects such as national characteristics, tourism attraction, service facilities, tourism environment, price and emotional experience, etc. The results show that in terms of tourism image, the impressions of international tourists are mainly focused on the relevant dimensions of the target image. In some ways, The city tourism image of Haikou is a reflection of China's tourism image in a sense. The beach, the sea, the arcade old street, the

five ancestral as the iconic tourist transport of Haikou City are the most marketable sightseeing attractions in Haikou City. Hainan's humanity and Hainan people are the most popular reasons for Haikou City, followed by Hainan's food and Haikou City's development, as well as the more positive impression of China's tourism by foreign tourists from China. "Attractive", "lovely" and "interesting" are the most important emotional feelings of foreign tourists in Haikou, indicating that the role of China's tourism image in the minds of foreign tourists is positive.

Second, from China's perspective, the national image constituted by foreign tourists' perceptions has an evolving cycle, i.e., the original image before tourism, the enhanced image during tourism, and the overall image after tourism. The original image is a traditional impression of Chinese people by foreign tourists, while the enhanced image is the inheritance or transformation of the original image. In general, it is the replacement of the overall "original image" based on the enhanced nationalities of China and the mountains and landscapes of Japan. The various periods of Chinese tourism branding have had different influences on it. The original image before tourism is conditioned by important activities and tourist experiences, and is the main reason for image formation; the enhanced image during tourism is influenced by national identity and attraction preferences, and is a subjective element in its formation; the overall image after tourism is influenced by destination comfort, and is an intrinsic factor in image formation.

Third, the relevant tourism image shaped by foreign tourists traveling in China is in essence an ambivalent mindset. Foreign tourists' perceptions of Chinese tourism have two different assessments, positive and negative, producing a paradoxical mentality, but this does not change their willingness to travel, as China's economy, technology, quality of the destination, and reputation of the destination can effectively compensate for China's political environment, social norms, and tourism environment.

6.2. Prospect

Haikou City as the capital city of Hainan Island, and Hainan Island and enjoys the name of international tourism island, inherently has a unique tourist city of tourism charm and numerous national support and other policy advantages. It is necessary to accurately understand and make efforts to develop the tourism resources of Haikou City, promote the development of tourism in Hainan and build an international tourism island.

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