

Evaluation and Planning Strategies for Ice-Snow Cultural Tourism Destinations Based on Public Perception: A Case Study of Heilongjiang Province, China

Shuai Yu, School of Architecture and Design, Harbin Institute of Technology;Key Laboratory of Cold Region Urban and Rural Human Settlement Environment Science and TechnologyMinistry of Industry and Information Technology, China

Xiaoxiang Yi(Corresponding author) , School of Architecture and Design, Harbin Institute of Technology;Key Laboratory of Cold Region Urban and Rural Human Settlement Environment Science and TechnologyMinistry of Industry and Information Technology, China

Lei Xia, School of Architecture and Design, Harbin Institute of Technology;Key Laboratory of Cold Region Urban and Rural Human Settlement Environment Science and TechnologyMinistry of Industry and Information Technology, China

Cheng Shi, School of Architecture and Design, Harbin Institute of Technology;Key Laboratory of Cold Region Urban and Rural Human Settlement Environment Science and TechnologyMinistry of Industry and Information Technology, China

Abstract

This study utilizes online data from Dazhong Dianping to examine eight ice and snow cultural tourism destinations within Heilongjiang Province, compared against a control group of twenty popular ice and snow cultural tourism destinations from other regions of China. Firstly, sentiment analysis and semantic analysis are employed to dissect the image perception and visitor satisfaction associated with both domestic and external ice and snow tourism destinations. Secondly, Importance-Performance Analysis (IPA) is applied to categorize the tourism destinations into four quadrants based on the dimensions of importance and satisfaction. This analysis allows for an evaluation of the development patterns of ice and snow cultural tourism destinations in Heilongjiang and the formulation of targeted optimization strategies. The objective of this study is to enhance inclusivity and recognition of cities in cold regions, improve the image of ice and snow cultural tourism destinations, and provide references for revitalizing urban landscapes and constructing urban memory sites.

Keywords

Tourism Destinations, Public Perception, Ice-Snow Cultural, Heilongjiang Province

1. Introduction

Ice and snow cultural tourism resources are the distinctive features and unique memories of cities in cold regions. In recent years, the image of tourist destinations has not only attracted tourists, but also been a key factor in increasing local identity. Exploring the public perception of tourists can provide theoretical basis for decision-makers to formulate management measures such as tourism industry development and tourism destination planning.

With the rapid development of informatization and networking, people tend to post travelogues and comments on social media to express their travel experiences. This allows researchers to transform intangible perceptual experiences into tangible text and data through methods such as big data (Sun et al., 2024; Xi et al., 2022). Many scholars have used structural equation modeling (Rasoolimanesh et al., 2023; Li et al., 2017) and questionnaire survey methods (Herman et al., 2021; Lenis Escobar et al., 2020) based on website travel notes and comment text data Image analysis (Marine-Roig and Ferrer-Rosell, 2018; Chen et al., 2021) and other methods are used to evaluate the perception of tourist destinations in different countries. Like Teles (Teles et al., 2024), Based on online reviews, analyze tourists' opinions on Nazaire, Portugal; Kovacic, S. (Kovacic and Sagovnovic, 2023) explored the relationship between destination image and tourists' emotional perception; Xu, J. (Xu et al., 2024) analyzed tourists' views on the competitiveness of tourist destinations. These studies understand how tourists perceive the development of tourist destinations (Harrill, 2004; Ren and Hong, 2017) and explore which factors are more attractive (Rodriguez-Diaz and Espino-Rodriguez, 2018; Baka, 2016; Wong and Qi, 2017), In order to better promote the development of the tourism industry and achieve a win-win situation for all parties involved(Del Mar Galvez-Rodriguez et al., 2020; Lee and Xue, 2020).

However, overall, existing research has paid less attention to ice and snow cultural tourism destinations. This article is based on online data from Dianping, selecting 8 ice and snow cultural tourism destinations in Heilongjiang Province as the research object, and 20 popular ice and snow cultural tourism destinations in other regions of China as the control group. Firstly, using sentiment analysis and semantic analysis methods, analyze the image perception and resident satisfaction of ice and snow tourism destinations both inside and outside the province; Secondly, based on existing research on Pan, S (Pan, Steve) 、 , Using the Importance Performance Analysis method, tourist destinations are divided into four quadrants based on the dimensions of importance and satisfaction. Analyze the development form of ice and snow cultural tourism destinations in Heilongjiang Province and propose targeted optimization strategies. This article aims to enhance people's tolerance and sense of identity towards cities in cold regions, improve the image of ice and snow cultural tourism destinations, and provide reference for revitalizing and utilizing urban landscapes and building urban memory sites.

2. Research Data and Methods

2.1. Research Subjects

This study selects research subjects from both within and outside Heilongjiang Province. The destinations within the province were selected according to the "Heilongjiang Province Tourism Development Master Plan (2020–2030)," the "Heilongjiang Province Ice and Snow Economy Development Plan (2022–2030)," and the "14th Five-Year Plan and 2035 Long-Range Goals for National Economic and Social Development of Heilongjiang Province." These include eight core ice and snow tourism destinations: Harbin Hot Snow Miracle (Sunac Snow World), Yabuli Ski Resort, Harbin Songhua River Ice and Snow Carnival, Harbin Ice and Snow World, Daqing Lianhuan Lake Hot Spring Scenic Area, Beiji Village, Beihong Village, and China Snow Town. For destinations outside Heilongjiang, the study referred to the "China Ice and Snow Tourism Consumption Big Data Report (2023)" and the "China Ice and Snow Tourism Development Report (2022)." The selected popular destinations across China include cities and areas such as Changchun, Shenyang, Urumqi, Hohhot, Mudanjiang, Zhangjiakou, and Altay. Specifically, the 20 selected destinations are Tianshan Ski Resort, Lotus Mountain Ski Resort, Changbai Mountain Wanda International Ski Resort, Beidahu Ski Resort, Guai Po International Ski Resort, Baiyun International Ski Resort, Taiwei Ski Resort, Taiwu Ski Town, Taizi Ridge Ski Resort, Window of the World Alps Snow World, Damingshan Ski Resort,

Changchun Ice and Snow Wonderland, Shenyang Olympic Sports Ice and Snow Carnival, Guoxin Nanshan Hot Spring, Changbai Mountain Julong Volcano Hot Spring, Changbai Mountain Tianmu Daisi Hot Spring, China Korean Folk Village, Hemu Scenic Area, Dagu Glacier Scenic Area, and Bipeng Valley Scenic Area. Both the destinations inside and outside Heilongjiang were selected due to their significant numbers of local and non-local visitors, ensuring data validity and analyzability.

2.2. Data Sources and Processing

Data for this study were collected from Dazhong Dianping (Public Reviews), using web scraping tools to extract review information from 27 tourism destinations. The data collection periods were from December 1, 2021, to February 28, 2022, and from December 1, 2022, to February 28, 2023. Data fields include destination name, destination address, reviewer’s nickname, rating, review text, review time, and more. After excluding reviews with missing information and invalid reviews, a total of 2,457 valid reviews were retained, amounting to approximately 308,300 words.

2.3 Analysis Methods

This study employs sentiment analysis, content analysis, and Importance-Performance Analysis (IPA) methods on online texts. Using the text frequency statistics of the WeiciYun (MicroWordCloud) software, online texts were quantitatively processed and analyzed. Common issues mentioned in tourist reviews were extracted through keywords and high-frequency words for further research. Sentiment analysis through the MicroWordCloud software provided insights into the positive and negative information in the online text, along with tourist sentiment values, to analyze tourists' experiences and preferences regarding the spatial elements of tourism destinations. Using IPA analysis, tourists' satisfaction with tourism destinations was explored, categorizing destinations into four quadrants to propose targeted planning strategies (Feng et al., 2014).

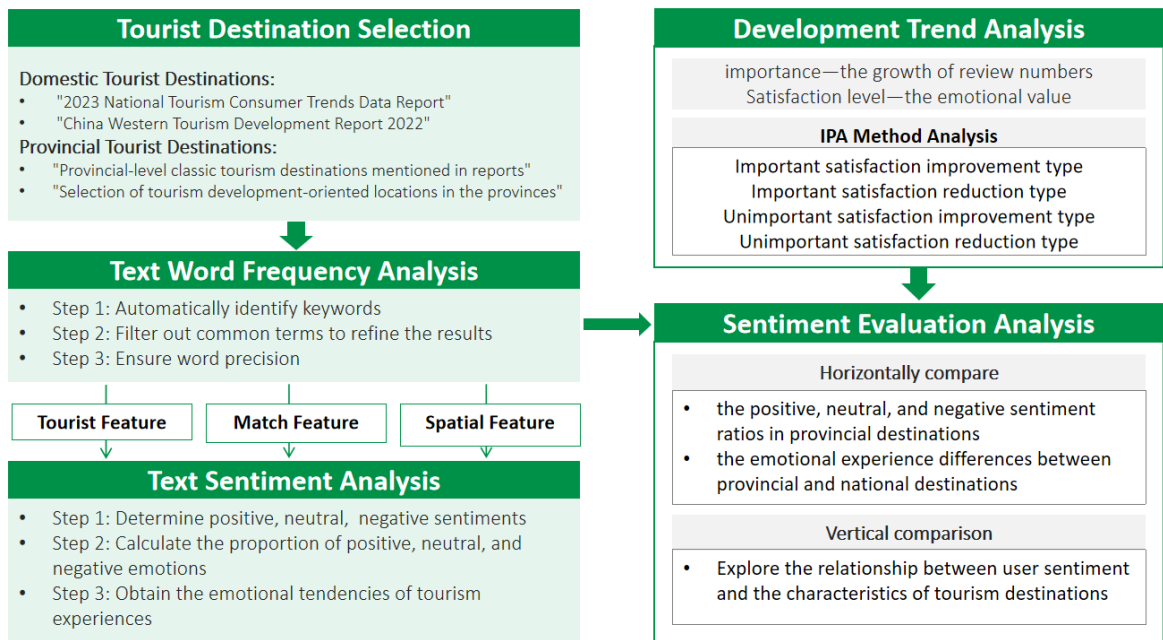


Figure 1. Research Technology Roadmap. Source: Self Drawing

3. Evaluation Analysis of Ice and Snow Tourism Destinations in Heilongjiang

3.1 Changes in the Popularity of Tourism Destinations

The development status of tourism destinations was analyzed based on two indicators. The first is the number of tourist reviews on Dazhong Dianping, analyzing the change in the growth rate of reviews for Heilongjiang's core ice and snow tourism destinations. This indicator reflects the popularity of tourism destinations and their significance to tourists. The second is sentiment analysis of tourists' review texts to determine the proportions of positive, negative, and neutral comments for each destination, thereby calculating a sentiment score that represents tourist satisfaction with the destination.

Statistics on the number of evaluations for each tourism destination reveal a general increase in the popularity of the seven core destinations within Heilongjiang Province between 2022 and 2023, excluding Harbin Hot Snow Miracle. The Yabuli Ski Resort showed the highest increase, at 519.5%, followed by Harbin Ice and Snow World at 415.6%, and China Snow Town at 304.9%. Notably, five destinations within Jilin Province showed growth, with Changbai Mountain Tianmu Daisy Hot Spring and Changbai Mountain Julong Volcano Hot Spring taking the top two positions with growth rates of 478.57% and 176.92%, respectively. In addition, Taiwu Ski Town in Zhangjiakou, Hebei Province, experienced growth of over 100%. Overall, the popularity of tourism destinations within Heilongjiang Province is markedly higher than that of destinations outside the province. The Heilongjiang ice and snow tourism brand, supported by its rich resources and long-standing influence, has a high level of recognition and appeal among tourists.

Table 1. The popularity of tourist destination reviews. Source: Self Drawing

Tourism Destination	Comment Growth Rate (2022-2023)	Sentiment Value
Harbin Hot Snow Miracle	-13.8%	1.08
Yabuli Ski Resort	519.5%	0.00
Harbin Ice and Snow World	415.6%	0.04
Harbin Songhua River Ice and Snow Carnival	83.3%	5.62
Daqing Lianhuanhu Hot Spring Scenic Area	150.0%	3.00
China Snow Tow	304.9%	3.50
Arctic Village	75.0%	0.92
Beihong Village	100.0%	1.20
Tianding Mountain Ski Resort	-63.33%	5.17
Baiyun International Ski Resort	-45.00%	4.33
Dagu Glacier Scenic Area	-56.92%	2.75
Daming Mountain Ski Resort	11.49%	3.3
Guai Po International Ski Resort	-61.92%	7.23
Beidahu Ski Resort	39%	5.11
Guoxin Nanshan Hot Spring	-38.30%	4.5
Hemudu Scenic Area	-26.67%	4.16
Shenyang Olympic Ice and Snow Carnival	-34.12%	5.22
Window of the World Alps Ice and Snow World	-29.11%	3.62

Taiwei Ski Resort	9.09%	3.67
Taiwu Ski Town	132.26%	6.05
Taiziling Ski Resort	-57.75%	-2.08
Changbai Mountain Julong Volcano Hot Spring	176.92%	1.79
Changbai Mountain Taimu Dayspring Hot Spring	478.57%	7.05
Changbai Mountain Wanda International Ski Resort	8.25%	4.76
Changchun Lotus Mountain Ski Resort	29.03%	1.05
Bipenggou Scenic Area	-51.02%	2.19
Chinese Korean Ethnic Culture Park	88%	5.32
Changchun Ice and Snow New World	-42%	8.41

3.2 Emotional Evaluation of Tourism Destinations

An analysis of tourist satisfaction with each destination shows that all eight destinations within the province have a higher proportion of positive than negative reviews. However, negative reviews exceed 20% and neutral reviews exceed 25%, indicating that while tourists are generally satisfied with their experiences, there remains significant room for improvement. The top three destinations in terms of satisfaction are Harbin Songhua River Ice and Snow Carnival, China Snow Town, and Daqing Lianhuan Lake Hot Spring Scenic Area. Despite their popularity, Yabuli Ski Resort and Harbin Ice and Snow World have lower levels of satisfaction.

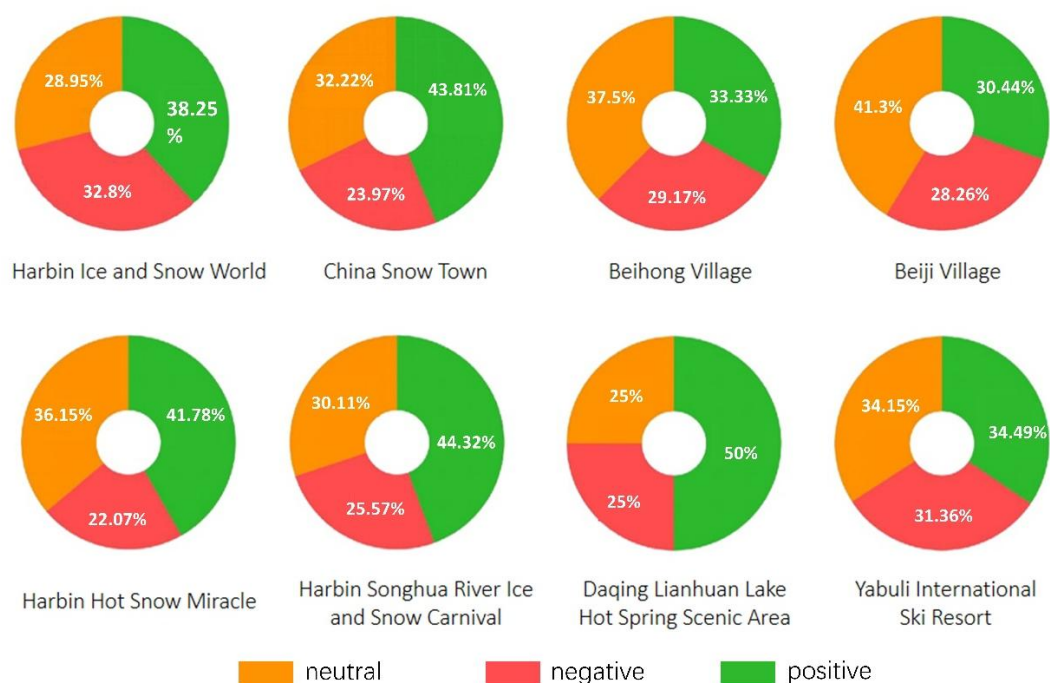


Figure 2. Emotional value of tourist destinations. Source: Self Drawing

3.3 Analysis of Tourism Destination Image Perception — Word Frequency Analysis

High-frequency word analysis begins with extracting and interpreting keywords from all review texts, with meaningless words uniformly removed. The top 100 keywords are then extracted and categorized, and similar words with close meanings are merged to obtain the high-frequency keywords for each tourism destination. The review keywords for the 27 tourism destinations are then classified and analyzed in three aspects: tourist experiences, supporting services, and spatial elements.

(1) Analysis of high-frequency words in natural environment

According to the high-frequency words related to tourist experiences, visitors to China Snow Town, located in Quadrant I, mainly focus on the natural environment, with comments such as "dreamlike paradise" and "so beautiful." Many reviews also highlight recreational activities like "snowmobile," "water splash freezing," and "dog sledding," though a few comments indicate that China Snow Town is not considered cost-effective, noting it as "quite expensive" and "commercialized." Overall, positive comments far outweigh negative ones.

In Quadrant II, reviews for Harbin Songhua River Ice and Snow Carnival and Daqing Lianhuan Lake Hot Spring Scenic Area primarily focus on activity experiences and general impressions. Comments on Harbin Songhua River Ice and Snow Carnival frequently mention ice and snow activities, including "snow projects," "sledding," and "snowmobile." Some reviews also reflect tourists' perceptions of the climate and play experiences, using terms like "very cold," "fun," and "enjoyable."

In Quadrant III, reviews for Harbin Hot Snow Miracle primarily highlight skiing experiences, with keywords such as "professional" and "suitable for beginners." Tourists' experiences in Beihong Village and Beiji Village focus on the village setting and natural environment, with Beihong Village often described as "authentic" and "pristine." Some reviews mention it as "indescribable" or "relatively underdeveloped." In contrast, Beiji Village is frequently described with terms like "vast," "nature," "joyful," "relaxing," and "commercialized."

In Quadrant IV, keywords for Harbin Ice and Snow World and Yabuli Ski Resort focus on ice and snow activities and service management. For Yabuli Ski Resort, terms like "tipping" and "coach fees" appear frequently. Meanwhile, Harbin Ice and Snow World is associated with terms like "unable to book," "15-minute advance reservation," and "need to queue."

(2) Analysis of high-frequency words in tourism service

According to the high-frequency words related to tourism services, tourists generally pay attention to the quality and convenience of supporting facilities such as food, accommodation, and transportation. For example, reviews of Harbin Ice and Snow World mention "direct metro access" and "Metro Line 2," while reviews of Harbin Hot Snow Miracle highlight "convenient transportation." For Harbin Songhua River Ice and Snow Carnival, terms like "walking" and "bicycles" are common, and for China Snow Town, "taking the bus" and "taking the train" are frequently mentioned. In terms of accommodation and dining, tourists focus on the quality and service level of nearby inns and hotels, as well as local specialty foods. For instance, reviews of China Snow Town mention "frozen pear" and "accommodation conditions," while Beihong Village is often associated with terms like "farmhouse accommodation" and "lodging." Yabuli Ski Resort has high-frequency words such as "inns" and "restaurants." For skiing facilities, Yabuli Ski Resort and Harbin Hot Snow Miracle have similar high-frequency keywords, with tourists frequently mentioning "coaches," "ski equipment," and "cable cars."

(3) Analysis of high-frequency words in spatial elements

According to the high-frequency words related to spatial elements, ice and snow structures, natural landscapes, and indoor and outdoor environments attract the most attention from tourists. For Harbin Ice and Snow World, keywords like "ice sculptures," "snow sculptures," "Ferris wheel," and "giant slide" give visitors a direct impression of entering an "ice and snow world." In Harbin Songhua River Ice and Snow Carnival, terms like "snow slide," "ice slide," and "Bund snowman" are commonly mentioned. Analyzing the reasons, it may be due to the location advantages of these destinations, which are close to landmark buildings in the city, resulting in a corresponding increase in passenger flow.

According to the high-frequency word statistics of tourism services, tourists generally pay attention to the quality and convenience of supporting facilities such as food, accommodation, and transportation. Comments on Harbin Ice and Snow World include "direct subway" and "Metro Line 2"; In terms of accommodation and catering, tourists focus on the hardware quality and service level of homestays and hotels near the tourist destination, as well as the unique cuisine. Comments on "frozen pears", "accommodation conditions", etc. in China's Snow Village; The comments from Beihong Village mention "rural tourism", "accommodation", and so on. In terms of skiing supporting services, there is a certain similarity between the high-frequency words of Yabuli Ski Resort and Harbin Hot Snow Miracle, with "coach", "skiing equipment", "cable car" and other key focuses.

According to the high-frequency word statistics of spatial elements, ice and snow structures, natural landscapes, indoor and outdoor environments, and other aspects have attracted the attention of most tourists. The ice sculptures, snow sculptures, Ferris wheels, and large slides in Harbin Ice and Snow World provide visitors with a visual experience of being in the "Ice and Snow World"; The "Snow Slide," "Ice Slide," and "Bund Snowman" of the Harbin Songhua River Ice and Snow Carnival were all mentioned.

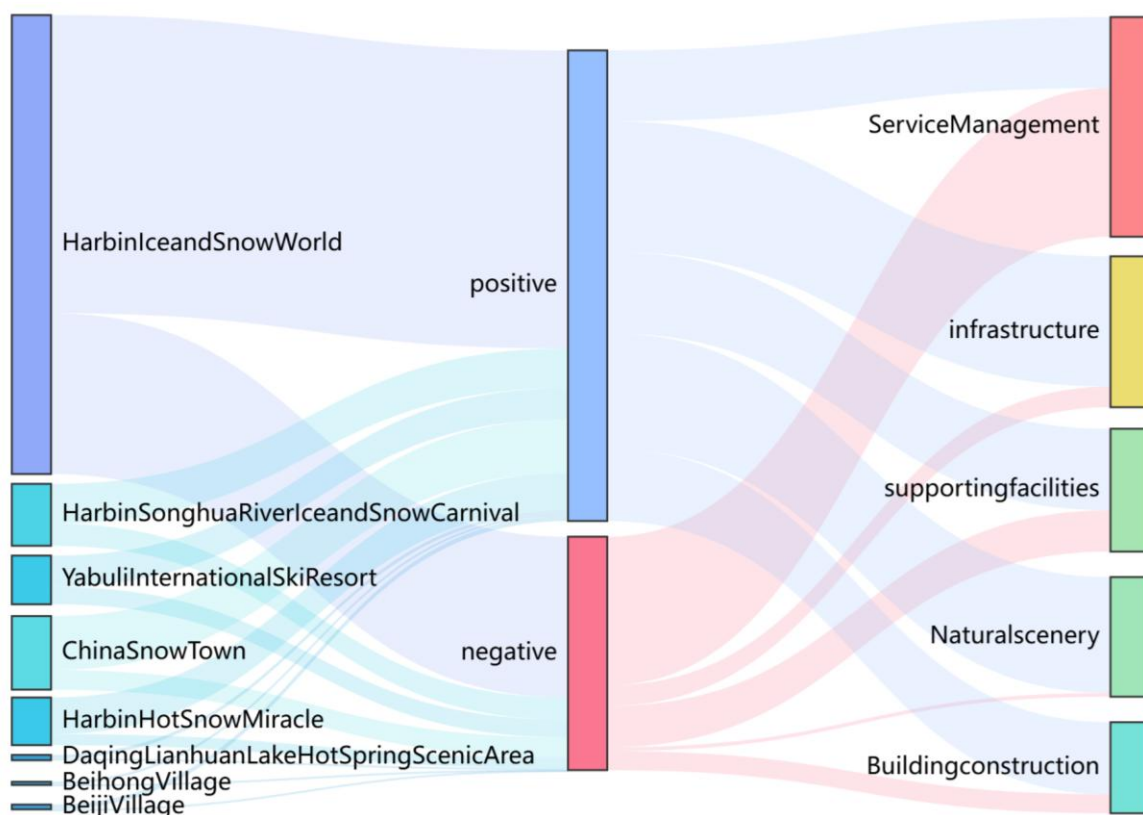


Figure 3. High frequency words for tourist destinations, such as Sangjitu. Source: Self Drawing

3.4 Analysis of Tourism Destination Development Trends

After calculating the popularity (importance) and satisfaction of tourist destinations, this article divides the development trend of tourist destinations through IPA analysis method. The chief determines the importance and satisfaction score range of the destination, then calculates the average importance and satisfaction of each destination, and finds the intersection of the two average values on the IPA chart. The third step draws horizontal and vertical lines through this intersection to establish four quadrants, positioning each destination in its respective quadrant. Based on Lai, IKW perspectives, the first quadrant represents high importance and high satisfaction, indicating high tourist attention and experience quality, suggesting continued focus and effort (Lai and Hitchcock, 2015). The second quadrant signifies high satisfaction but low importance, suggesting good tourist experiences with lower attention, where natural development is advisable. The third quadrant represents low importance and low satisfaction, indicating overall poor development potential and a “low-priority” status. Finally, the fourth quadrant indicates high importance and low satisfaction, showing that tourists place a high value on these destinations but are unsatisfied with their services and experiences, necessitating immediate improvement efforts.

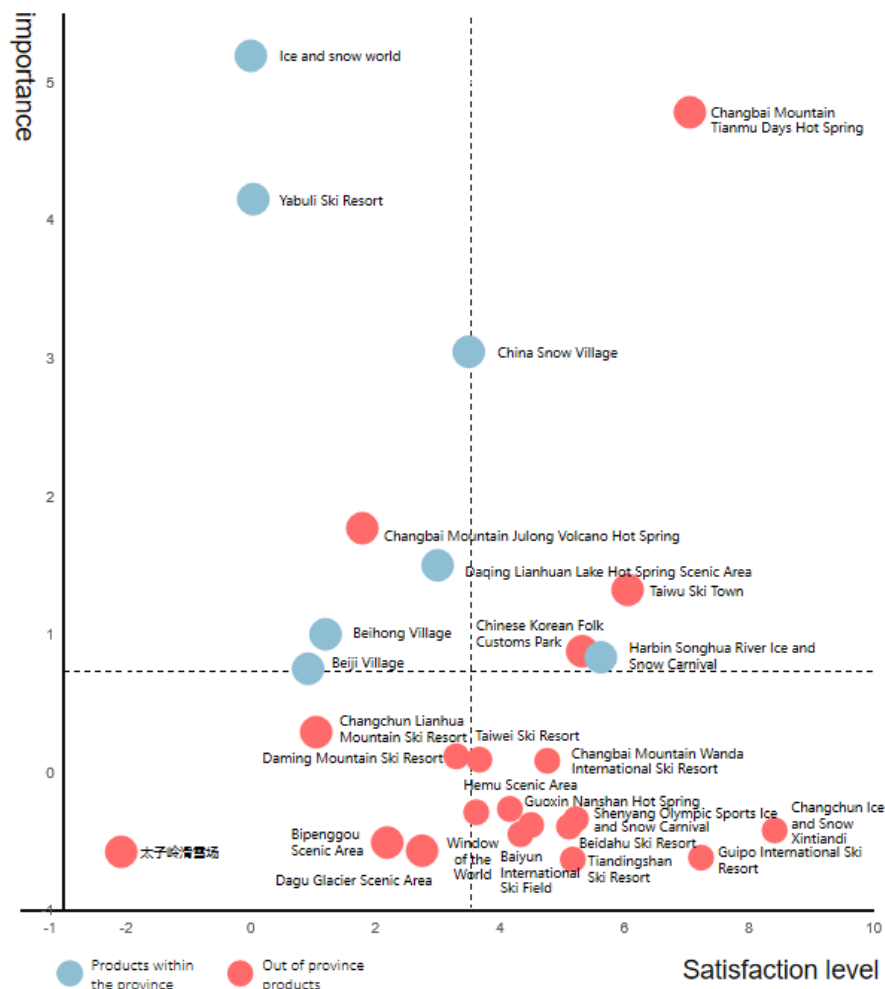


Figure 4. Quadrant Map of Tourist Destination Distribution. Source: Self Drawing

The analysis reveals that all destinations within Heilongjiang Province fall into the quadrant of high importance. The “Harbin Songhua River Ice and Snow Carnival” is the only product positioned in the dual

high quadrant; however, its popularity is close to the average value. Although it receives a relatively high rating, several factors warrant consideration: the product has not been operational for a long period, the number of reviews is limited, and visitors experience a high level of novelty, which contributes to its favorable evaluations. Therefore, there is a need to further explore its advantages and enhance its competitiveness. Conversely, the "Harbin Hot Snow Miracle" is categorized as a dual low product, while the remaining destinations predominantly exhibit high popularity but low ratings. The most extreme case is the Ice and Snow World, which ranks the highest in terms of popularity but the lowest in quality.

Most external tourism destinations are situated in the quadrant of lower importance, with over half of these destinations falling into the fourth quadrant characterized by low importance and high satisfaction. In contrast, the characteristics of Heilongjiang's ice and snow tourism destinations are distinctly marked by a profile of high importance but low satisfaction. This stands in stark contrast to the core products of external ice and snow tourism destinations, which predominantly feature low importance but high satisfaction. It is evident that the advantages of Heilongjiang's products lie in their resource endowments and the long-term influence they have accrued. However, their disadvantages are rooted in product quality, indicating that the potential for sustainable development is inferior to that of competing products.

Through the above analysis, it is found that tourist destinations within the province exhibit similar development characteristics, receiving widespread praise from tourists in terms of spatial environment, ice and snow scenery, etc. However, there are many problems in service and management, such as "poor service attitude", "lack of management", "long waiting time", etc. Therefore, in the future, it is necessary to further improve the management level and service quality, so that the soft power of tourism destinations within the province can keep up with their hard advantages.

4. Conclusion and Recommendations

4.1 Conclusion

(1) Tourists generally perceive their experiences at the eight tourism destinations as satisfactory, with a predominance of positive comments; however, there are also a significant number of negative reviews. Regarding the importance ratings of the eight tourism destinations, all except Harbin Hot Snow Miracle (Sunac Snow World) have shown an increase in their perceived significance.

(2) The development trends of the tourism destinations, analyzed through the Importance-Performance Analysis (IPA) method, reveal that China Snow Town is positioned in Quadrant I, indicating it is characterized by both high importance and high satisfaction, reflecting a positive development trend. In contrast, the Harbin Songhua River Ice and Snow Carnival and Daqing Lianhuanhu Hot Spring Scenic Area are situated in Quadrant II, categorized as having high satisfaction but low importance. Harbin Hot Snow Miracle, Arctic Village, and Beihong Village fall into Quadrant III, which is marked by low importance and low satisfaction. Finally, Yabuli Ski Resort and Harbin Ice and Snow World are located in Quadrant IV, indicating low satisfaction but high importance.

(3) An analysis of frequently used terms in tourist reviews, categorized by visitor experiences, tourism services, and spatial elements, reveals the following insights. In terms of visitor experiences, high-frequency terms predominantly focus on activity experiences, management mechanisms, and the natural environment. Regarding tourism services, visitors generally emphasize the quality and convenience of supporting facilities such as dining, accommodation, and transportation. Finally, in relation to spatial elements, significant attention is given to the ice and snow environment as well as ice and snow structures.

(4) A further analysis of tourists' positive and negative reviews reveals that the eight tourism destinations commonly face issues such as chaotic management, subpar quality of supporting facilities, and inadequate tourism environments.

4.2 Recommendations

(1) Quadrant I: Maintain Advantages and Develop Distinctiveness

For Chinese snow towns, their natural environment and cultural landscapes are unique and highly attractive to tourists. In the future, it is necessary to further improve the level of facility construction and service quality, and continuously optimize the tourism market environment. While attracting tourists, pay attention to reputation building and further enhance brand image.

(2) Quadrant IV: Place High Importance and Gradually Enhance

For the Harbin Ice and Snow World and Yabuli Ski Resort in the fourth quadrant, both show a trend of high importance but low satisfaction, so improving tourist satisfaction is the focus of future construction. In response to the problems of chaotic management and low cost-effectiveness discovered, there is an urgent need to improve service attitude, skills, and awareness in the future, create an intelligent service network, and provide clear travel guidance for tourists. At the same time, it is necessary to enrich the types of catering, cultural and creative products, interactive activities, increase the number of public rest areas and heated cabins, and enhance the amusement environment.

(4) Quadrant III: Confront Problems and Actively Expand

Harbin Hot Snow Miracle, Beiji Village, and Beihong Village, located in the third quadrant, have issues of low importance and satisfaction. These tourist destinations have poor performance in terms of built environment, supporting facilities, and service levels, and require comprehensive overall improvement in the future. For Arctic Village and Beihong Village, they can rely on their unique natural resources and folk culture to market and promote the brand image of the "northernmost village" and enhance the attractiveness of the destination. On this basis, enhance the convenience and accessibility of transportation and other infrastructure, and improve supporting services. For the Harbin Hot Snow Miracle, the focus should be on improving the level of management and service, regulating the behavior of coaches and skiing equipment consumption, and creating a good experiential environment for tourists.

(4) Quadrant II: Moderate Regulation and Sustainable Development

The satisfaction level of Harbin Songhua River Ice and Snow Carnival and Daqing Lianhuan Lake Hot Spring Scenic Area is relatively high, but their importance is relatively low. In the future, it is necessary to strengthen marketing and publicity by organizing special events such as sports events, festival celebrations, concerts, and expos; Enhance visibility and influence through online marketing, film and television marketing, television and print media marketing, and other methods.

5. References

- Baka, V. (2016) 'The becoming of user-generated reviews: Looking at the past to understand the future of managing reputation in the travel sector', *Tourism Management*, 53, pp. 148–162. DOI: 10.1016/j.tourman.2015.09.004.
- Chen, H., et al. (2021) 'Improving the tourist's perception of the tourist destinations image: An analysis of Chinese Kung Fu film and television', *Sustainability*, 13(7), p. 3875. DOI: 10.3390/su13073875

- Del Mar Galvez-Rodriguez, M., et al. (2020) 'Exploring best practices for online engagement via Facebook with local destination management organisations (DMOs) in Europe: A longitudinal analysis', *Tourism Management Perspectives*, 34, p. 100636. DOI: 10.1016/j.tmp.2020.100636.
- Enright, M.J. & Newton, J. (2004) 'Tourism destination competitiveness: A quantitative approach', *Tourism Management*, 25(6), pp. 777–788. DOI: 10.1016/j.tourman.2004.06.008.
- Feng, M., et al. (2014) 'Investigating the different approaches to importance-performance analysis', *Service Industries Journal*, 34(12), pp. 1021–1041. DOI: 10.1080/02642069.2014.915949.
- Harrill, R. (2004) 'Residents' attitudes toward tourism development: A literature review with implications for tourism planning', *Journal of Planning Literature*, 18(3), pp. 251–266. DOI: 10.1177/0885412203260306.
- Herman, G.V., et al. (2021) 'The perception of Bihor Mountain tourist destination, Romania', *Geographia Polonica*, 94(4), pp. 573–587. DOI: 10.7163/GPol.0221.
- Joo, D., Cho, H. & Woosnam, K.M. (2019) 'Exploring tourists' perceptions of tourism impacts', *Tourism Management Perspectives*, 31, pp. 231–235. DOI: 10.1016/j.tmp.2019.05.008.
- Kovacic, S. & Sagovnovic, I. (2023) 'Exploring the relationship between tourists' emotional experience, destination personality perception, satisfaction and behavioral intentions', *Psihologija*, 56(3), pp. 371–398. DOI: 10.2298/PSI210626025K.
- Lai, I.K.W. & Hitchcock, M. (2015) 'Importance–performance analysis in tourism: A framework for researchers', *Tourism Management*, 48, pp. 242–267. DOI: 10.1016/j.tourman.2014.11.008.
- Lee, S.W. & Xue, K. (2020) 'A model of destination loyalty: Integrating destination image and sustainable tourism', *Asia Pacific Journal of Tourism Research*, 25(4), pp. 393–408. DOI: 10.1080/10941665.2020.1713185.
- Lenis Escobar, A., et al. (2020a) 'Perception, motivation, and satisfaction of female tourists with their visit to the city of Cordoba (Spain)', *Sustainability*, 12(18), p. 7595. DOI: 10.3390/su12187595.
- Lenis Escobar, A., et al. (2020b) 'Perception, motivation, and satisfaction of female tourists with their visit to the city of Cordoba (Spain)', *Sustainability*, 12(18), p. 7595. DOI: 10.3390/su12187595.
- Li, L., et al. (2017) 'Tourists' perceptions of crowding, attractiveness, and satisfaction: A second-order structural model', *Asia Pacific Journal of Tourism Research*, 22(12), pp. 1250–1260. DOI: 10.1080/10941665.2017.1391305.
- Marine-Roig, E. & Ferrer-Rosell, B. (2018) 'Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis', *Tourism Management*, 68, pp. 236–249. DOI: 10.1016/j.tourman.2018.03.020.
- Pan, S., Lee, J. & Tsai, H. (2014) 'Travel photos: Motivations, image dimensions, and affective qualities of places', *Tourism Management*, 40, pp. 59–69. DOI: 10.1016/j.tourman.2013.05.007.
- Rasoolimanesh, S.M., Chee, S.Y. & Ragavan, N.A. (2023) 'Tourists' perceptions of the sustainability of destination, satisfaction, and revisit intention', *Tourism Recreation Research*. DOI: 10.1080/02508281.2023.2230762.
- Ren, G. & Hong, T. (2017) 'Investigating online destination images using a topic-based sentiment analysis approach', *Sustainability*, 9(10), p. 1765. DOI: 10.3390/su9101765.

- Rodriguez-Diaz, M. & Espino-Rodriguez, T.F. (2018) 'A methodology for a comparative analysis of the lodging offer of tourism destinations based on online customer reviews', *Journal of Destination Marketing & Management*, 8, pp. 147–160. DOI: 10.1016/j.jdmm.2017.02.006.
- Sun, S., et al. (2024) 'How do tourists perceive churches as tourism destinations? A text mining approach through online reviews', *International Journal of Tourism Research*, 26(4), p. e2711. DOI: 10.1002/jtr.2711.
- Teles, R., et al. (2024) 'Tourists' perception of tourist destinations: The case study of Nazaré (Portugal)', *Sustainability*, 16(4), p. 1387. DOI: 10.3390/su16041387.
- Wong, C.U.I. & Qi, S. (2017) 'Tracking the evolution of a destination's image by text-mining online reviews - the case of Macau', *Tourism Management Perspectives*, 23, pp. 19–29. DOI: 10.1016/j.tmp.2017.03.009.
- Xi, Y., et al. (2022) 'A cross-cultural analysis of tourists' perceptions of Airbnb attributes', *International Journal of Hospitality & Tourism Administration*, 23(4), pp. 754–787. DOI: 10.1080/15256480.2020.1862014.
- Xu, J.B., McKercher, B. & Ho, P.S. (2024) 'Tourists' perceptions of the competitive destination', *Journal of Vacation Marketing*. DOI: 10.1177/13567667241236490.