

THE ANALYSIS ON TOURIST SOURCE MARKET OF CHIKAN ANCIENT TOWN BY COUPLING GIS, BIG DATA AND NETWORK TEXT CONTENT ANALYSIS

Jun-Jie Tanm & Ruei-Yuan Wang

*Research Scholar, Guangdong University of Petrochem Technology, Sch Sci, Maoming - 525000, People's Republic of
China*

Received: 29 Jul 2022

Accepted: 02 Aug 2022

Published: 04 Aug 2022

ABSTRACT

The China cultural exhibition tourism of Chikan Ancient Town (CAT) overseas is the key construction project of Guangdong Province, also is the no.1 cultural tourism industry project of Jiangmen city. To ensure the sustainable development of tourist attractions, people should deeply realize the critical factors such as tourists' cognition, emotional expression and satisfaction of the tourist destination, so as to grasp the psychological characteristics of tourists and their tourism behavior, and to continue expanding the TSM. Based on the support of Big Data, Network Text Content Analysis (NTCA) and the application of Geographical Information System (GIS), this paper comprehensively analyzes the TSM of CAT from the perspective of macro market and tourists' characteristics by accessibility analysis, NTCA and other methods. The study shows that the TSM of CAT is mainly the central and western cities in the Pearl River Delta (PRD). The place is the main TSM with the highest degree of tourist inflow, while other cities are relatively low but have great market potential. The semantic network of tourist comments presents a three-layer structure of "core layer-secondary core layer-edge layer". Finally, the paper puts forward development and management suggestions to improve the awareness, satisfaction and brand image recognition of CAT.

KEYWORDS: *Geographical Information System (GIS); Big Data; Network Text Content Analysis (NTCA); Chikan Ancient Town (CAT); Tourist Source Market (TSM)*