# Article information:

文化型旅游目的地游客感知意象的主题识别与非对称性效应——以运河城市绍兴为例 - 中国知网
[https://kns.cnki.net/kcms2/article/abstract?v=3uoqIhG8C44YLTlOAiTRKu87-SJxoEJu6LL9TJzd50kV8swETUAwQEkFtkFFPA\_oQpD-yFPpCfv3KXmxG\_rcIbLz8nIqzm75=NZKPT](https://kns.cnki.net/kcms2/article/abstract?v=3uoqIhG8C44YLTlOAiTRKu87-SJxoEJu6LL9TJzd50kV8swETUAwQEkFtkFFPA_oQpD-yFPpCfv3KXmxG_rcIbLz8nIqzm75&uniplatform=NZKPT)

# Article summary:

1. This paper uses the Latent Dirichlet Allocation topic model to analyze cultural tourism destinations in Shaoxing, a canal city in eastern Zhejiang.

2. The research found that tourists' perceived images include five themes of scenic spot services, characteristic culture, landscape, legends and former residences of celebrities.

3. The improvement of tourists' perceived image in cultural tourism destinations needs to focus on improving scenic spot services, protecting cultural landscapes, authenticity and natural resources, and giving full play to the positive effects of former residences of celebrities, landscapes and legends.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article is generally reliable and trustworthy as it provides a detailed analysis of the theme recognition and asymmetric effect of tourist's perceived imagery at a cultural tourism destination using data from Ctrip reviews. The article also provides insights into how to improve tourists' perception of the destination by focusing on improving services, protecting cultural landscapes and authenticity, and giving full play to the positive effects of former residences of celebrities, landscapes and legends.

However, there are some potential biases that should be noted when considering this article. Firstly, the data used for this study was sourced from Ctrip reviews which may not be representative or comprehensive enough to provide an accurate picture of tourist's perceptions at the destination. Secondly, while the article does provide some insight into how to improve tourist's perception at the destination it does not explore any potential risks associated with these strategies or consider any counterarguments that could be made against them. Finally, while the article does provide some detail about how to improve tourist's perception at the destination it does not provide any evidence or examples to support its claims which could make it difficult for readers to fully understand its implications.

# Topics for further research:

* Cultural tourism destination risk assessment
* Cultural tourism destination service improvement
* Cultural tourism destination authenticity protection
* Cultural tourism destination celebrity residence effects
* Cultural tourism destination landscape effects
* Cultural tourism destination legend effects

# Report location:

<https://www.fullpicture.app/item/9595fe615a1a118b63550bbd2b47d6ce>