Wildlife Tourism Experience Based on Web Text Analysis

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Abstract. With the improvement of living standard, people are becoming more and more interested in traveling, especially to visit wild animals. How to analyze the tourism experience of tourists visiting wild animals has become a research hot spot. The text comments left by tourists on the Internet can provide relevant information, so it is essential to carry out the research on the tourism experience of wild animals based on the text analysis on the Internet. The purpose of this paper is to solve the problem on how to understand the tourism wild animals after the visit of the tourism experience problems, by studying the current common network text analysis method, the tourists leave comments on the Internet information extraction, using relevant software comprehensive analysis of relevant information, using content analysis and qualitative analysis of a combination of both sexual themes, on how to analyze tourism personnel to visit wildlife tourism experience has carried on the detailed analysis and research. The tourism experience of wildlife tourists is analyzed in detail and accurately. The results show that the core themes of wildlife tourism experience are tourists, destinations and wildlife. When tourists visit wild animals, they are more likely to take photos and get close contact with them. They are closer to wild animals and interact with them more, which means that tourists are more satisfied with their tourism experience. This web-based text analysis method is 20% more efficient than traditional methods such as questionnaires.

Keywords: Web Text, Travel Experience, Wildlife Research, Information Processing

1. Introduction

Corresponding to the fast-growing wildlife tourism activities, people have more opportunities to be in close contact with wildlife in wild habitats. This need for interaction with wildlife has promoted the emergence and development of wildlife tourism around the world [1]. At present, the global market share of wildlife tourism is about 12 million people per year, and it is growing at a rate of 10% per year. Wildlife tourism can provide economic benefits for the development of destinations, provide employment opportunities and increase income for local community residents, and can to some extent resolve the contradiction between protection and development, and achieve sustainable development; meanwhile, wildlife tourism can help species Protection, especially endangered and rare species [2]. Wildlife tourism is considered to be a kind of tourism activity with less impact on destinations, especially wildlife tourism is considered to be a non-resource-consumption wildlife tourism, but it cannot be denied that wildlife tourism has a certain degree of influence on wildlife and destinations.
The negative effects of [3]. An important challenge for wildlife managers is to provide tourists with the opportunity to see rare or endangered wildlife in the tourism scene, while protecting these species from destructive effects. Understanding the interaction between wildlife and tourists is of great significance to the sustainable development of the wildlife tourism industry. Therefore, it is necessary to carry out research on wildlife tourism experience based on web text analysis.

In order to explore how to analyze the tourism experience of tourism staff after visiting wildlife, this article conducts research on the research of wildlife tourism experience based on web text analysis. Among them, LI made a detailed introduction to the investigation and construction of the evaluation system of wildlife tourism experience, analyzed the problems existing in the evaluation of tourism experience, and elaborated the relevant laws and regulations. It shows the importance that the national government attaches to the tourism industry, and indicates the importance of analyzing tourists' experience with wildlife and its research significance [4]. In his article, Oliver puts forward the research status and development prospects of network text sharing technology, and elaborates the existing problems of current network text analysis methods, especially the inefficiency in information processing. In addition, it showed the significance and importance of analyzing tourists' experience of wildlife to the development of wildlife tourism, and made solutions to improvement and problems [5]. In the article, Elizabeth elaborated on the principles and implementation paths of using traditional methods such as questionnaires to obtain tourist evaluation information to determine tourists' satisfaction with wildlife experience, and put forward the importance and impact of online text analysis and the need for related research [6]. Carmen proposed several common extraction techniques and related algorithms for network text information, and pointed out the advantages and disadvantages of various methods. It also puts forward some common problems in the current network text information extraction technology, and briefly introduces the problems encountered in various industries and their related performances [7]. In short, this article focuses on how to effectively analyze the tourism experience of tourists visiting wild animals, and conduct research on wild animal tourism experience based on web text analysis.

2. Experiments

2.1. Related Processing of Experimental Data
This experiment is aimed at tourists from a safari park to test the feasibility of research on wildlife travel experience based on web text analysis. During the experiment, there is a large amount of experimental data to be processed, and there must be errors in these data. It is also very important to handle the errors appropriately. Therefore, before using the data in these original experiments to perform positive and negative error analysis, we should first perform positive and negative error analysis and error analysis on the original experimental data. In general, the positive and negative error processing of these experimental data can be divided into There are three types of system error, random error and automatic gross error. Among them, random errors are often caused by random factors, and there is basically no regularity in the error of the parameter symbols and absolute time values. However, with the continuous increase of the number of clinical experiments, it is generally considered that the random errors always have a normal distribution. The gross error mainly means that when measuring statistical data, due to a number of factors such as the carelessness of an observer, or sudden changes in the physical conditions of the surrounding environment, and instability of the instrument, the error of the observed person does not fully meet a certain The basic law of statistical data distribution in a period is usually attributed to statistical measurement errors. The system error is mainly due to the measurement accuracy of the instrument, the automatic change of the measurement accuracy reference and the system error that is not directly affected by changes in external environmental conditions. At present, when resolving this kind of problem at home and abroad, the least square method is usually used to process the experimental data twice.

2.2. Experimental Model Establishment
After obtaining the online review information of relevant travel websites, the important work is to extract valid information from the information, and then control the qualified quality and ensure the safety of agricultural products. In actual work, some work information is often not updated in time, and some messages are not transparent enough. Therefore, it is a very complicated problem to collect the correct service information in a timely manner and evaluate the most needed areas. The relationship between the efficiency of analyzing tourist experience and the extraction of network text information is the data processing model. The speed and efficiency of data processing and the accuracy rate are the keys to obtaining tourists' real travel experience. Therefore, a data processing model is mainly established in the study of analyzing tourist travel experience. The purpose of establishing a data processing model is to establish a functional relationship between the analysis experience and the extraction of network text information, that is, to use the information obtained from various channels to determine the impact of various factors on the extraction speed and accuracy. After obtaining all kinds of network text information, it can automatically generate templates to complete the information extraction according to its own dynamic adjustment.

Commonly used methods for establishing statistical models include stepwise regression, multiple regression, weighted regression, and so on. There are many factors that affect the extraction of network text information. In addition, the built GM model was used to predict the information in the future, and the analysis of the tourist travel experience and the score of scenic spots belonged to the emerging industry. The statistics of quantitative data on the scale of the tourist travel experience score market at home and abroad only started in recent years, So there is very little data that can be used to predict the application of related future markets. The article uses the gray prediction model to predict the development of template information extraction algorithms in the application of network text information extraction, and it is effective in this extraction method from the side. Based on the premise of qualitative research on the extraction of relevant web text information from passenger reviews, it further enriches the quantitative research theory.

2.3. Experimental Conditions and Equipment

The tourism information and scenic spot recommendation website adopted by a wildlife tourism company discussed in this article, the website's automation technology and intelligence mainly use IoT perception and identification technology, IoT communication and application layer technology. These experimental techniques and the required experimental equipment conditions are the main chemical experimental technical conditions and basic equipment for this chemical experiment. The so-called human-machine perception and automatic identification information technology using the Internet of Things is to refer to the use of the Internet of Things to realize the real-time collection of related information through human-machine perception and automatic identification technology. It is the main source of information and data processing of the Internet of Things at present. Sensor information is the main source of status information processing for the current application of the Internet of Things technology. It is mainly a method of measuring various status signal information of surrounding objects through object perception, and converting the status information received by the object sensor into a radio signal or Various other forms of signal information are then output, which meets the various requirements of people for transmitting, storing, processing, recording, displaying and remote control of information, and finally realizes automatic detection and automatic control functions. The node information table structure of the sensors used in this paper is shown in Table 1:

| The field names | Field type | Field meaning |
|-----------------|------------|---------------|
| INDEX_ID        | int        | Record the serial number |
| NODE-TYPE       | Small int  | Node types    |
| TIME            | Time stamp | Data information update time |
3. Discussion

3.1. Performance Analysis of Intelligent Extraction Processor for Network Text Analysis Information

In order to study the tourism experience of tourists after visiting wild animals, this paper uses the method of network text analysis to analyze their real experience from the comments of online tourists. And how to extract and analyze network text information is one of the most important tasks. This paper studies a system that can automatically extract network text information based on templates. The template generator is a key part of the system, and its principle is mainly based on the template generation algorithm designed in the article "Automatic Extraction Method of Web Text Information Based on Template". The algorithm is mainly divided into two parts. First, a rule set is generated to identify the segmentation marks on the web document structure tree DOM, and then the obtained segmentation marks are configured into a template. Configure this information accordingly in the template. There are two ways to configure. The first is a fully automatic machine configuration algorithm. In this method, the program automatically configures the separation markers identified by the rule generator into the template automatically without manual intervention. This method obviously reduces labor, but the extracted information is relatively rough. Only the mixed information of title, time, user name, content, etc. can be extracted, and they cannot be separated. Compared with traditional extraction data, this fully automatic machine configuration algorithm intelligently extracts network text information compared to traditional extraction data, as shown in Table 2.

| Task load         | Traditional extract information | Configuration algorithm |
|-------------------|---------------------------------|-------------------------|
| The user information | 0.32                            | 0.45                    |
| Time information  | 0.41                            | 0.53                    |
| Header information| 0.12                            | 0.25                    |
| Content information| 0.23                            | 0.32                    |

The second algorithm of the network text information intelligent extraction template generator is a semi-manual screening algorithm. The algorithm first uses the automatic separator to get the separation mark between comments and adds it to the comment separation item on the template. Then take one of the comment's DOM sub-trees, and then use the separator auto-recognizer to obtain the separation marks between the internal information of the comments, and manually specify which data item each separation mark is in, because the machine cannot identify the separation mark Semantics. If you need to extract detailed information, you can use this method. The accuracy of the extracted information can reach 100%. You can also configure some filtering information options in the template. Of course, the template can also be configured manually. This semi-manual screening algorithm is more efficient in extracting network text information from agricultural product quality and safety systems than traditional extraction data, as shown in Figure 1 below.

![Figure 1](image_url)
This kind of network text information intelligent extraction template generator designed in this paper uses a combination of two algorithms. According to the actual needs of the extracted information, it can configure the division marks between content, title, user information, posting time, and so on. The specific method is to first select the minimum information surplus sub-tree where this part of information is located according to the prompt, and then run the rule set generator again to generate the segmentation marks of these information. Of course, the specific meaning of these marks or where they should be configured requires According to the prompt of the program, it is completed by human participation, and finally the corresponding configuration information is generated by the program and added to the template. This comprehensive algorithm is more efficient in extracting network text information from wild animal travel websites than traditional extraction data, as shown in Figure 2.

![Figure 2. Efficiency of web text information intelligent extraction template generator](image)

3.2. Analysis of Perceived Image of Wildlife Tourism Experience Tourists

The basic characteristics of tourists include five aspects: source area, tourism motivation, travel mode, travel time and length of stay. Due to different life experiences, ages, educational levels and concepts, tourists in different regions will also experience large deviations in the perception of tourist destination image. Cognitive image is a detailed analysis of different groups of tourists according to the constructed destination image evaluation index system. Emotional perception is the subjective attitude and tourist sentiment expressed by tourists in the text toward the tourist destination. Analysis, that is, the three measurement dimensions of "positive", "neutral" and "negative" are analyzed; overall perception is integrated by investigating tourists' willingness to revisit. Based on the basic characteristics of tourists and the cognitive-affective model, the image perception of Mountain Scenic Spot by different groups was analyzed. The categories of tourists' image analysis of wildlife are shown in Table 3:

| Table 3. Performance analysis of information extractor |
|-----------------------------------------------------|
| **Analysis of the category** | **Dimension** |
| **Basic characteristics of tourists** | **Tourism-generating region** |
| | Tourist motive |
| | Trip mode |
| | Travel time |
| | Residence time |
| Overall image analysis | Revisit the degree of |

Emotional image tendencies are divided into positive and negative. Positive mainly means that tourists' evaluation of such purposes includes both positive and negative evaluations, but positive evaluations are more than negative evaluations. Local tourists have the highest positive sentiment towards such scenic environment, especially the positive perception of infrastructure. The supporting
facilities in this scenic area are not bad the ticket hall is big enough”. In addition, the main attraction for tourism is wildlife, especially pandas are the most attractive to tourists. Tourists' evaluation of the scenic environment and tourist attractions are shown in Figure 3.

**Figure 3.** Experience evaluation of scenic area environment and tourist attractions

From the data in Figure 3, it can be seen that based on the analysis of the quality of the tourist experience of the web text, a comprehensive analysis of the tourist's experience evaluation of the scenic environment and tourist attractions, the tourists are very impressed by the environment and related animals of the wild animal tourist area. Satisfied, the satisfaction index reached 7.6, and the relevant evaluation was basically positive. Secondly, from the perspective of tourism activities, local tourists are not positive about accommodation. The accommodation is mainly due to a variety of factors such as shortage of resources and difficult transportation of materials, which leads to limited accommodation conditions. The outstanding perception of catering is that it is expensive. Reception facilities and services: The positive perception of this category is not high, but local tourists rate tourism services higher than the price level. This evaluation method based on web text analysis is more efficient than the general questionnaire and other forms. After statistical analysis, the results are shown in Figure 4.

**Figure 4.** Authenticity of experience evaluation and investigation efficiency

It can be seen from FIG. 4 that after experimental testing, tourists have a higher perception of the tourism activities and service evaluation of wild animals, and are very satisfied with the interaction with wild animals, such as feeding. In addition, they are very satisfied with the service attitude of the service staff in the tourist area, and they are very satisfied with the trip. Most people have issued
comments that the animals are cute and love the place. In addition, after comparative analysis, the efficiency of web-based text analysis is 20% higher than that of traditional surveys and other traditional methods.

4. Conclusions
(1) This article analyzes the common problems existing in analyzing tourists’ experience of wildlife, and discusses how to solve these problems, and proposes corresponding solutions. The development and impact of web text analysis are briefly introduced, and the impact of web text information extraction on system efficiency is studied. The advantages and disadvantages of various web text information extraction methods are analyzed. By researching the current common web text analysis methods, extract the relevant review information left by tourists on the Internet, use related software to comprehensively analyze the relevant information, and use a combination of content analysis and nature topic analysis to analyze how to analyze. The tourism experience of tourists visiting wild animals was analyzed and studied in detail. Detailed and accurate analysis of the travel experience of wildlife tourists.

(2) Analyzed the design and performance of a system based on template that can automatically extract related web text information extraction system, and proposed the corresponding working principle and theoretical guidance, which confirmed that this information extractor is effective for wild animal websites. The feasibility and superiority of processing some basic information of related web text can effectively increase the efficiency of information extraction. In terms of tourism activities, local tourists are not positive about accommodation. The accommodation is mainly due to a variety of factors such as shortage of resources and difficulties in transportation of materials, which lead to limited accommodation conditions; the prominent perception of catering is that it is expensive. Reception facilities and services: The positive perception of this category is not high, but local tourists rate tourism services higher than the price level.

(3) Explored and verified the feasibility and superiority of the analysis of the perceived image of tourists in the wildlife tourism experience. It has been verified by experiments that tourists are more inclined to take pictures and come into contact with wild animals when they visit wild animals. They are closer to wild animals, and more interaction means that tourists are more satisfied with the tourism experience. This method based on web text analysis is 20% more efficient than traditional methods such as general questionnaires.

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