

A Study on Brand Personality of Coastal Tourism Destinations: Text Mining Approach

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ABSTRACT

As the core element of the brand, brand personality is closely related to the personality of tourists. Unique and distinctive brand personality has become an important means for tourism destinations to enhance their core competitiveness. Through text analysis, the content of the online review content of three coastal tourist destinations in Yalong Bay, Silver Beach, and Gulangyu Islet were analyzed. The brand personality of coastal tourist destinations was identified from the perspective of tourist perception, and the selected 3 coastal tourist destinations were identified by correspondence analysis. Comparative analysis on a case-by-case basis. The research results show that the brand personality of coastal tourism destinations perceived by tourists is mainly concentrated in the two dimensions of "elegance" and "benevolence", but different coastal tourism destinations have their own distinct and unique brand personalities. On this basis, directional suggestions for the development of brand personality in coastal tourism destinations are given.

1. Introduction

Today's tourism industry has entered the era of brand competition, and the appeal of the brand is particularly prominent in the fierce competition in the tourism market^[1]. As the core element of the brand, brand personality is closely related to the personality of tourists. It plays an important role in the precise positioning of tourist destinations, promotion of image, and market expansion^[2]. First of all, there are serious homogeneity problems in the construction of tourist destinations. The unique and distinctive brand characteristics help tourist destinations

to distinguish themselves from their competitors, thereby enhancing their comparative advantages and core competitiveness^[3]; secondly, tourists' consumption The level is constantly upgrading, and more and more pursuit of distinctive travel experience and personalized services^[4]. Compared with the previous price competition, the brand personality and emotional value of tourist destinations can attract tourists more^[5].

Not only tourism destination managers, but also academics are also eagerly paying attention to relevant research on brand personality of tourism destinations, focusing on the measurement of destination brand personality,

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the relationship between destination brand personality and destination image, and the influence of destination brand personality on tourist behavior. Influence and destination projection of brand personality and perceived brand personality are four aspects^[6]. However, compared with a large number of researches on consumer brand personality, there are fewer relevant researches on brand personality of tourism destinations, and there is a lack of in-depth insights into the research on brand personality of different types of tourism destinations. The dimensions and measurement of brand personality of most tourist destinations are based on Aaker's Brand Personality Scale^[7], but they are affected by the cultural background and language environment of different countries, and there is often a problem of understanding bias^[8].

As a type of tourism destination with distinctive characteristics, coastal tourism destination refers to the complex involving tourism resources, activities, infrastructure and market demand in coastal and offshore areas^[9]. They have become hot spots for tourism all over the world with their superior location conditions, unique coastal landscape and ocean style^[10]. With the vigorous development of the marine economy, coastal tourism has become the largest industry of the marine economy and has great development potential^[11]. The research on coastal resorts is relatively mature, and its research focuses on coastal tourist behavior, development models of coastal resorts, evaluation of coastal tourism resources, etc.^[12], compared to coastal tourist destinations. There are fewer brand researches, and there are fewer relevant researches focusing on the brand personality of coastal tourism destinations.

This study takes three scenic coastal tourism destinations in Yalong Bay, Silver Beach, and Gulangyu Island as examples to explore the brand personality of tourism destinations from the perspective of tourists' perception, so as to provide reference for tourism destination marketers. First, to further enrich the research methods of brand personality research of tourism destinations, try to use the comments posted by tourists on the Internet as the data source to get closer to the true psychology of tourists; second, to verify the brand personality of coastal tourism destinations through network text analysis. The composition is distinguished from the brand personality of other types of tourist destinations, and combined with China's unique language and culture to understand Aaker's brand personality scale to reduce the negative impact of language differences; third, through multiple coastal tourist areas. The empirical study of the sample, the analysis and conclusion of the brand personality of coastal tourism destinations, and the study of the influence mechanism of various dimensions of brand personality from the perspective of

tourists' perception have important practical significance in the actual management of coastal tourism destinations.

2. Literature Review

2.1 Brand Personality and Brand Image

The brand personality of tourism destinations is derived from brand personality. Aaker defines brand personality as the combination of personality traits associated with a given brand^[13]. That is, any humanistic value that can be seen in the brand^[14]. Based on Aaker's brand personality terminology, Ekinici & Hosany proposed the concept of "tourism destination personality" and defined it as "a set of human characteristics related to tourism destinations"^[15]. This concept has been widely recognized by academia, but there are still some controversies. The biggest controversy is the relationship between brand personality and brand image^[16]. In the early stage of research, Graeff et al. believed that brand personality is equivalent to brand image and can be used interchangeably in the literature^[17]. With the deepening of research, more and more scholars have distinguished the two concepts. Ekinici & Hosany believes that brand personality and the emotional components of brand image are related to each other, and the empirical research further draws on the emotional components of brand image. Ingredients can be associated with certain dimensions of the destination personality (i.e., sincerity, excitement, and joy)^[15]. Scholars who support this view can be further divided into two schools. Murphy pointed out that destination brand personality evokes the emotional connection between destination and tourists^[18]; Karen L et al. defined destination personality as the emotional attachment of tourists to the destination^[19]. Another school believes that the combination of destination brand personality and emotional evaluation constitutes the brand image perceived by tourists^[20], and the perception of brand personality and brand image by tourists is a psychological cognitive process^[21].

2.2 Dimensions and Measurement of Brand Personality of Tourism Destinations

Most studies on the measurement of brand personality of tourist destinations have adopted Aaker's Brand Personality Scales (BPS), including Sincerity, Excitement, Competence, Sophistication, and Ruggedness, these five dimensions also include 15 different aspects, 42 brand personality characteristics^[22]. Although many scholars have pointed out the drawbacks of directly applying BPS, it is still an effective and appropriate method for studying the personality of destination brands. In addition, many scholars have made certain modifications and improvements to

the model in a cross-cultural context. In Japan, “peace” has replaced “firm”; in Spain, “passion” has replaced “firm”; in China, Lu Taihong explained the brand personality dimension of Chinese localization from the perspective of traditional Chinese culture, and defines it as “benevolence, wisdom, courage, joy, elegance”. The connotations of other dimensions except “le” are not much different from Aaker’s explanation^[23]. Ekinici & Hosany applied BPS to tourism research for the first time. Through empirical testing, it was concluded that destination brand personality is composed of sincerity, excitement and joy. Since then, there have been endless researches on the measurement and analysis of brand personality in tourism destinations. Matzle et al. focused on the impact of cultural differences on the applicability of the brand personality scale in tourism destinations. In addition, many scholars have also developed special scales for specific types of tourist destinations. For example, Zhang & Huang developed a city brand personality scale for Chinese cities^[24]; Cheng Li and others developed a scale for tourists in Chengdu scenic spots as an example. Brand personality scale of gourmet tourism destinations^[25]; Zhang Hui and Li Yingtong developed a scale to measure the gender of destination brands^[26]; Cheng Denian used Suzhou as an example to explore brand personality of ancient city tourism purposes^[27]. Different types of tourist destinations have their own brand personalities, but there is no common research on the brand personalities of different types of tourist destinations.

2.3 Brand Personality of Tourism Destinations and Tourist Behavior

Scholars have widely believed that the brand personality of tourism purpose is very important for understanding the attitudes, emotions, and behavioral intentions of tourists related to specific locations^[28]. Many studies have confirmed that the brand personality of tourism destinations has a significant positive impact on tourists’ visit intention and satisfaction. Tourists are more willing to choose tourism destinations consistent with their self-concepts^[29]. For example, Tang Xiaofei pointed out that brand personality affects ancient towns. The key factor of tourists’ willingness to revisit^[30]. Compared with the results of tourism destination brand personality, few scholars have studied the antecedents of tourism destination brand personality and its influencing factors. Some scholars have studied the formation of brand personality of tourism destinations from indirect factors. Hultman M explored the influence of advertising on brand personality perception of tourism destinations, and constructed a theoretical analysis framework for the process of destination brand personality perception^[31]; Vinyals pointed out the official

website The brand personality of travel destinations can be established through functional association. However, Karen L et al. found that tourists’ perception of brand personality is affected by the built environment in the study of tourists’ direct contact with tourist destinations. Visitors’ perceptions have an impact on destination brand personality perception. Hou Lihua and others designed the Qingdao Tourism Brand Personality Scale from the perspective of customer perception^[32]; Qu Ying incorporated the “emotional choice” and “self-consistent” mechanisms into destination non-identity. In the study of the conceptual model of functional positioning, the actual interpretation of the conceptual model was carried out with the tourism destinations of coastal cities^[33]; Wang Jingqiang and others used event-related potential technology (ERP) to explore on the basis of traditional brand personality dimensions. The neural mechanism of undergraduate tourists’ cognition of the personality of tourist destinations^[34]. The brand personality of tourism destinations is closely related to tourist satisfaction, revisit rate, recommendation rate and other behaviors, and self-consistency, advertising, tourist perception, etc. play a very important role in the related influence mechanism of brand personality and tourist behavior Role^[35].

In summary, although the theory of brand personality of tourism destinations has been developed for many years, it has gradually matured from the shallower to the deeper, but it is still in the development stage. Compared with the consumer product brand personality theory, there are still some research deficiencies. Future research will focus on the research on the essential connotation of brand personality of tourism destinations and the research of innovative brand personality scales. Existing destination brand personality research mostly relies on traditional survey questionnaires in personality measurement, but the questionnaire is compiled based on the researcher’s existing cognition, and it is difficult to take all possible personality characteristics of the tested destination into account^[36]. Therefore, this article expects to adopt the network text analysis method to measure the personality of the destination brand more reliably and effectively, which is more in line with the true psychology of tourists.

3. Materials and Methods

3.1 Study Area

This article selects three tourist attractions in Sanya, Yalong Bay, Beihai Silver Beach, and Xiamen Gulangyu Islet as examples. First, because the three are all typical coastal tourist attractions, they are relatively mature and can be regarded as scenic tourist destinations. Coast-

al tourist destinations are characterized by significant tropical and subtropical climate conditions and natural landscapes. They often have rich high-quality tourism resources such as coasts, islands, beaches, marine folklore festivals, and seafood specialties. They have great potential for tourism development^[37]. The three are the areas where brand building was carried out earlier in domestic tourist destinations, and certain progress has been made in brand building and brand marketing. With the maturity of the domestic tourism market, fierce market competition has increasingly higher requirements for tourism products and services in tourist destinations, and the “soft power” of brand building has also become a new development focus; third, because the three are relatively well-known High, which are a very popular coastal tourist destination in China. Research on their brand personality has a strong typicality and provides a guarantee for the effective collection of data. Therefore, this study included the three coastal tourist destinations of Yalong Bay, Silver Beach and Gulangyu Islet as the research objects, and conducted a corresponding comparative analysis of the three.

3.2 Analytical Procedure

This research uses the following methods and tools: (1) Use Python to extract reviews of 3 coastal tourism destinations from Ctrip.com; (2) Manually analyze the content of the extracted web text and prepare relevant data; (3) Text Mining uses the definition of the most relevant dictionary as a scale to measure the brand personality of coastal tourism destinations, including the high frequency and new personality traits that are not included in the Aaker brand personality scale; (4) Dictionary analysis to identify brand personality of coastal tourism destinations (5) Correspondence analysis (CA) to prove the practical significance of the research method.

3.3 Data Source and Basic Information

Visitors' online reviews are the sharing of their own experiences, opinions and related knowledge on specific tourist destinations. It is very close to tourists' consumer psychology. It has the advantages of wide coverage, participants can speak voluntarily, and anonymously, allowing researchers to conduct research from an outsider's perspective. Research is highly objective and has important academic use value^[38]. In terms of data acquisition channels, Ctrip.com (www.ctrip.com) is used as the source website for online reviews. Ctrip.com is the largest online travel operator in China, with the earliest website opening time and the largest number of customer visits. The data collection time is March 2021. As of this time,

there are more than 53,484 reviews for Yalong Bay Scenic Area, more than 33957 reviews for Silver Beach Scenic Area, and more than 51709 reviews for Gulangyu Scenic Area. Considering the timeliness of reviews, this study intercepted posts from January 2020 to December 2020 as the research object. In order to ensure the quality and effectiveness of the reviews, the following screenings were carried out: (1) Exclude comments that are purely historical and introductions to scenic spots; (2) Exclude reviews that have nothing to do with the subject; (3) Exclude pure pictures, repetitive or blank reviews. In the end, 10329 comments from tourists were collected, of which 4,036 were in Yalong Bay, 2,175 were in Silver Beach, and 4,118 were in Gulangyu Islet.

4. Results

4.1 Brand Personality of Coastal Tourism Destinations

With the help of ROST CM6.0, the text content analysis method is used to analyze tourists' perception of the brand personality of coastal tourism destinations, extract high-frequency words in online reviews, and sort and summarize the ranking of the top 50 tourism destination brand personality vocabulary. Finally, a total of 42 brand personality dictionaries shared by the 3 coastal tourist destinations are retained. The Sincerity dimension contains 11 dictionaries, the Excitement dimension contains 13 dictionaries, the Competence dimension contains 8 dictionaries, the Sophistication dimension contains 5 dictionaries, and the Ruggedness dimension contains 5 dictionaries. In general, the brand personality of coastal tourism destinations is prominently reflected in the two dimensions of Sincerity and Excitement. Not only does it contain a large number of dictionaries, but also the frequency of occurrence of dictionaries is also high. These 42 brand personality dictionaries are derived from network text analysis, which are closer to the real psychology of tourists, and can fully reflect the brand personality perceived by tourists^[39]. The results show that coastal tourism destinations do have distinct brand personality in the perception of tourists. Most of the brand personality dictionaries are shared by the three scenic spots, indicating that the brand personality of the same type of tourism destination has universality and commonality. Based on Aaker's Brand Personality Scale, and learning from Huang Shengbing and Lu Taihong's interpretation of the Brand Personality Scale from the unique Chinese language and cultural background, the final measurement of the coastal tourism destination brand personality dimensions as shown in Table 1.

Table 1. Brand personality vocabulary of coastal tourism destinations

Brand personality of coastal tourism destination				
Dimension	Brand personality	Yalong Bay	Silver Beach	Gulangyu Islet
Sincerity	comfortable	401	224	342
	enjoyable	278	150	197
	cozy	214	134	157
	clean	157	108	155
	quiet	102	156	98
	common	89	54	64
	traditional	72	43	55
	suitable	62	56	82
	warm	56	23	39
	veritable	35	32	45
	friendly	22	8	12
Excitement	excited	56	47	76
	romantic	112	82	267
	literary	67	18	197
	beautiful	256	198	356
	fresh	146	74	209
	special	34	17	21
	tasteful	29	9	46
	colourful	50	26	32
	graceful	198	56	281
	vibrant	33	7	22
	young	36	11	28
	surprising	53	19	21
	inspired	19	5	7
Competence	convenient	209	106	184
	famous	199	62	256
	commercialized	76	25	81
	innovative	187	56	176
	professional	152	52	71
	technical	21	9	9
	reliable	23	5	26
	intelligent	127	58	90
Sophistication	happy	172	117	197
	exquisite	44	20	37
	attractive	68	42	93
	lavish	19	5	8
	female	9	3	17
Ruggedness	Stimulating	56	28	7
	entertaining	45	5	27
	unrestrained	25	12	8
	solid	9	5	17
	strong	18	8	5

“Sincerity” contains more brand personality vocabulary of coastal tourist destinations, the main words are comfortable, enjoyable, cozy, clean, etc. These words also often describe people’s good behaviors as lovers and objects, and are used to describe tourist destinations. Generally refers to the tourist destination has better tolerance and openness. This also shows that the lazy holiday atmosphere of coastal tourist destinations brings tourists the spiritual enjoyment of leisure, relaxation, and enjoyment.

“Excitement” generally refers to taste and style in personality characteristics, and often describes dignified and elegant manners of speech and deeds. In the brand personality of tourist destinations, it is reflected in words such as beauty, grace, romance, and literature. “Excitement” includes the most brand-specific vocabulary of coastal tourist destinations. On the one hand, the coastal tourist destinations have rich and diverse tourism resources, both natural and human resources, beautiful scenery and rich in content; on the other hand, because of the development history of the coastal area Over time, certain progress has been made in brand building and management. The scenic spot has a bright image and tourists have a strong brand perception of the scenic spot.

The interpretation of “Competence” is not only limited to wisdom and intelligence, but also represents the qualities of calmness, rigor and professionalism. Its representative brand personality vocabulary mainly includes: calm, professional, authoritative, commercialized, and modern and many more. Among the coastal tourist destinations, the brand personality words appearing in the three coastal sea areas are mainly convenient, professional and famous. This is mainly related to the tourism products and management level of the scenic spot. It shows that the tourism facilities of coastal tourism destinations are sound, the quality of tourism services is high, and the combination of tourism products is good, which gives tourists a strong sense of acquisition.

“Sophistication” includes brand personality words such as joy, auspiciousness, optimism, self-confidence, initiative, coolness, fashion, etc. The brand personality in this dimension is a localized dimension that is different from Aaker’s traditional brand personality model in China, that is, it takes both the inside and the outside into consideration. He is confident, positive, and optimistic, and also takes into account the joy of the group and the individual. However, in the brand personality of coastal tourism destinations, the proportion of “Sophistication” is the smallest, and the brand song personality vocabulary appears the least, and the high-frequency words in this dimension are concentrated on the word “happy”, indicating the importance of coastal tourism destinations. The connotation of the “le” dimension of brand personality is relatively single.

“Ruggedness” includes not only the moral character of bravery and decisiveness, but also the strong and rugged image characteristics. The brand personality vocabulary mainly includes bravery, dynamic, unrestrained, rugged, and majestic. In the personality of the destination brand, it often consists of rugged, exciting, entertaining and other words to describe. The proportion of “Ruggedness” in the brand personality of coastal tourism purpose is relatively low, and the gap with the other three items is more obvious, indicating that coastal tourism destinations are still mainly characterized by leisure, and the brand personality characteristics of “Ruggedness” are mainly reflected in stimulation, Dynamic marine sports, but it does not impress tourists deeply or prominently.

According to Figure 1, we can clearly see that “Sincerity” and “Excitement” are prominent in the brand personality of coastal tourism destinations. “Sincerity” accounts for 36% of the total word frequency, and “Excitement” accounts for 31% of the total word frequency. Both account for up to 67%, followed by “Competence” accounted for 22%; while “Sophistication” and “Ruggedness” accounted for less than 10%, which is quite different from the other three. It can be seen that the brand personality perceived by tourists for coastal tourism destinations is mainly “Sincerity” and “Excitement”, and tourists have less perception of brand personality in the dimensions of “Sophistication” and “Ruggedness” of coastal tourism destinations.

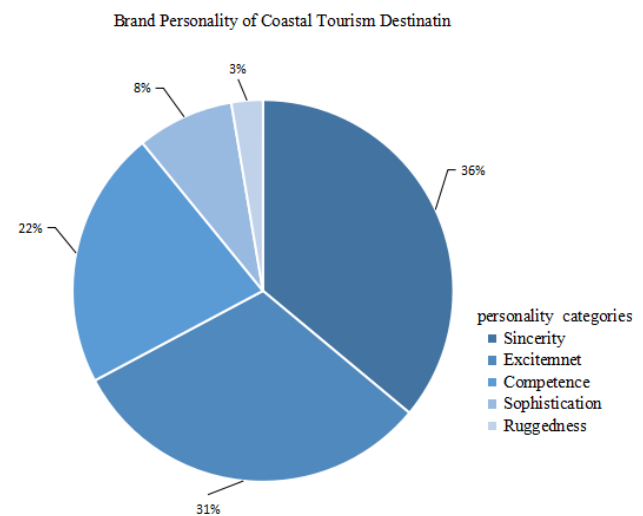


Figure 1. Personality category distribution for coastal tourist destination

4.2 Comparison of Brand Personality of the Three Coastal Tourism Destinations

The basic idea of correspondence analysis is to express the proportional structure of each element in the rows and columns of a contingency table in the form of points

in a lower-dimensional space [38]. From Table 1, we can see that there are 42 brand personality vocabularies of coastal tourism destinations. Using SPSS25.0 software, the 42 brand personality vocabularies are correspondingly analyzed to further find out whether there are still differences in brand personality of the same type of tourism destinations. And the impact of differences. According to

the results in Table 3, the explanation amount of the first dimension is 68.2%, the explanation amount of the second dimension is 31.8%, and the cumulative proportion of the explanation amount of the first two dimensions is 100%, indicating that the two-dimensional graphics can completely represent the difference between the two.

From the corresponding analysis of brand personality

Table 2. Correspondence analysis of various statistical indicators

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia	
					Accounted for	Cumulative
1	0.216	0.422			0.682	0.682
2	0.147	0.162	704.529	0.000 ^a	0.318	1.000
Total		0.584			1.000	1.000

a.123 degree freedom



Figure 2. Correspondence analysis of brand personality of 3 coastal tourism destinations

in Figure 2, we can clearly see the differences in brand personality in the three coastal tourism destinations. Brand personality vocabulary close to Yalong Bay scenic spot is mainly warm, friendly, convenient, entertaining and colorful; brand personality vocabulary close to Gulangyu Islet scenic spot is romantic, feminine, fresh and literary; and There are leisure, leisure, and quiet dictionaries similar to Silver Beach.

Based on Aaker’s brand personality dimension, and combined with the unique brand personality vocabulary of each scenic spot, we can see the brand personality characteristics of the three coastal sea areas. The brand personality characteristics of Yalong Bay Scenic Area are mainly manifested in “Sincerity” and “Excitement”, which are in line with the urban positioning of Sanya as a “healthy capital” and “leisure capital”. High-frequency words such as “beautiful”, “comfortable” and “comfortable” are closely related to the beautiful natural scenery, good ecological environment, and fresh and pleasant climate of Yalong Bay; high-frequency words such as “convenient” and “clean” explain Yalong Bay scenic spot In addition, the “Ruggedness” dimension of the Yalong Bay Scenic Area has the highest proportion of brand personality, which is concentrated in terms such as “stimulation” and “entertainment”. This is known by exploring the raw data of reviews. Related to the rich and diverse water entertainment projects in the Yalong Bay Scenic Area, it

reflects the rough side of marine culture. “Excitement” in Gulangyu Scenic Area has the most prominent brand personality characteristics, focusing on the words “beautiful”, “beautiful” and “characteristic”, which is consistent with the goal of building Gulangyu into a noble, elegant and exquisite world-class cultural and creative island. It is worth noting that the Gulangyu Scenic Area has more unique brand personality vocabulary, such as “literary”, “romance”, and “famous”, indicating that the motivation for tourists to go to Gulangyu mainly comes from the sensory attraction and admiration of the scenic area, and tourism The readers have a strong perception of Gulangyu’s elegant and noble taste characteristics. The brand personality characteristics of the Silver Beach Scenic Area are concentrated on “Sincerity”, focusing on the vocabulary of “leisure” and “comfort”. There are fewer vocabulary similar to them. On the one hand, because the scenic area has less raw data involved in the analysis, on the other hand, it is also It shows that compared with the other two scenic spots, Silver Beach has a significant gap in popularity, passenger flow, and interaction with tourists. The above analysis shows that the brand personality of coastal tourism destinations is concentrated in the two dimensions of “Sincerity” and “Excitement”, but different scenic spots also have their own distinct and unique brand personality characteristics.

Table 3. Symmetrical normalisation of coastal tourism personality.

Brand Personality	Principle Coordinate (Rows)			
	Dimension 1		Dimension 2	
	Coord	Corr	Coord	Corr
comfortable	0.200	-0.017	0.017	0.000
enjoyable	0.358	-0.098	0.036	0.004
cozy	0.408	0.061	0.038	0.001
clean	0.174	0.213	0.006	0.013
quiet	0.768	1.120	0.094	0.294
common	0.408	0.024	0.015	0.000
traditional	0.343	0.021	0.009	0.000
suitable	0.047	0.517	0.000	0.035
warm	0.241	-0.352	0.003	0.010
veritable	0.085	0.527	0.000	0.020
friendly	0.407	-0.543	0.003	0.008
excited	-0.032	0.450	0.000	0.024
romantic	-0.734	0.423	0.112	0.054
literary	-1.340	0.069	0.227	0.001
beautiful	-0.113	0.379	0.005	0.077
fresh	-0.389	0.056	0.029	0.001
special	0.443	-0.209	0.006	0.002

Table 3 continued

Brand Personality	Principle Coordinate (Rows)			
	Dimension 1		Dimension 2	
	Coord	Corr	Coord	Corr
tasteful	-0.705	-0.176	0.019	0.002
colourful	0.432	-0.160	0.009	0.002
graceful	-0.622	-0.273	0.093	0.026
vibrant	0.042	-0.828	0.000	0.028
young	0.014	-0.530	0.000	0.014
surprising	0.655	-0.664	0.018	0.027
inspired	0.599	-0.959	0.005	0.019
convenient	0.117	-0.095	0.003	0.003
famous	-0.487	-0.276	0.055	0.026
commercialized	-0.273	-0.336	0.006	0.014
innovative	-0.182	-0.452	0.006	0.056
professional	0.511	-0.652	0.032	0.077
technical	0.670	-0.464	0.008	0.006
reliable	-0.470	-0.513	0.005	0.009
intelligent	0.274	-0.254	0.009	0.012
happy	0.014	0.231	0.000	0.017
exquisite	0.108	-0.202	0.001	0.003
attractive	-0.233	0.188	0.005	0.005
lavish	0.500	-0.907	0.004	0.017
female	-0.858	-0.063	0.010	0.000
Stimulating	1.359	-0.488	0.075	0.014
entertaining	-0.004	-1.173	0.000	0.070
unrestrained	0.920	-0.408	0.017	0.005
solid	-0.638	0.199	0.006	0.001
strong	0.972	-0.526	0.013	0.006
Active Total		1.000		1.000

5. Discussion and Conclusions

5.1 Discussion

5.1.1 Attach Importance to the Role of Online Word-of-mouth and Create a Unique Brand Personality

In the context of the Internet + era, Internet word-of-mouth has gradually become one of the important indicators for tourism destination evaluation. Tourists use mobile tools to conduct pre-travel and travel search behaviors and comments and feedback after travel. Good or bad directly affects tourists' willingness to travel. Therefore, in future brand marketing, tourist destinations should focus on mobile network marketing, develop smart marketing, and value network experience. For example, use the emerging WeChat public account and major live broadcast apps for positive publicity and marketing, and only positive and active networks. Only comments can have a pos-

itive publicity effect on the scenic area. Products are the key to online word-of-mouth marketing. We should dig deep into the natural ecology, historical culture and other tourism resources of coastal tourism destinations, design tourism products that reflect the dimensions of brand personality, and enhance the leisure, experience, and culture of tourism products. Based on brand positioning, starting from tourism products to create distinctive and unique brand personality of tourism destinations, the design and development of tourism products, marketing and promotion of brand positioning, and the shaping of brand image must all demonstrate distinctive brand personality and establish a brand. The link between personality and the emotional appeal and interest appeal of tourists. Take the unique coastal scenery and marine culture as the core elements, deeply explore the cultural connotation of tourism resources, such as natural ecology, cultural landscape, and folk customs. At the same time, pay attention to the devel-

opment of characteristic construction in accordance with the local actual situation, and avoid differences between the same types of tourist destinations. Homogenization problem. Promote the deep integration of marine culture and tourism, and make coastal tourist attractions full of cultural flavor by strengthening the elements of marine culture. The scenic area adds folk custom murals of marine culture, adds typical elements of marine culture such as whales, jellyfish, dragon kings, and Mazu, creates a marine cultural atmosphere that is inclusive and inclusive of all things, and continues to launch marine cultural experience projects.

5.1.2 Enriching Travel Experience and Enhancing Brand Identity

The era of experience economy has come. Tourists pay more and more attention to the sense of experience and gain in the travel process, and the travel habits are gradually changing from sightseeing-style tourism to experiential tourism. Brand personality is the cohesion of the brand spirit of the tourist destination and the core of the brand value. It is closely related to the personality of the tourists. The distinctive brand personality can form a value identity between the tourist destination and the tourists through the self-consistency of the tourists, and arouse emphasis. The emotional resonance. Upgrading the quality of tourism products and services in the direction of tourism demand, enhancing interaction with tourists, enriching the tourism experience, and continuously enhancing brand identity, has gradually become an important means for coastal tourism destinations to strengthen their core competitiveness. Tourism destination managers not only implement the concept of experience tourism in the development and promotion of tourism products, but also shift the focus of shaping brand personality from product to experience, making tourism experience a memory, and deepening recognition of the brand personality of tourism destinations, thereby enhancing the brand's annual salary and the loyalty of tourists to tourist destinations, realizing word of mouth promotion. Improving the quality of tourism services is the key. Strengthen the training of tourism service personnel, supervise the market behavior of tourism service companies, optimize and upgrade the process design of tourism services, and at the same time, pay attention to the protection of the ecological environment and maintain a clean and comfortable tourism environment, especially the new one. The digital technology innovation of the wheel has promoted the application of AR/VR technology, 5G technology, 3D scanning technology and other emerging technologies in the cultural tourism industry, combining coastal tourism elements with mod-

ern technology, focusing on exploring the rich connotation of marine culture while enhancing tourists' The sense of participation and experience in tourism expands the experience space of tourists and promotes new consumption of coastal tourism.

5.1.3 Pay Attention to the Needs of Tourists and Focus on Diversified Development

The needs of tourists are characterized by individuality and diversification, and they pay more attention to the cultural connotation and tourism experience in the tourism process. In particular, cultural connotation has become the source and key to the improvement and upgrading of tourism products, which is to promote the realization of high-quality coastal tourism destinations. An important resource for quality development. Compared with sensory attraction, cultural charm and other factors, symbolic brand personality characteristics such as spiritual interests and lifestyle can attract tourists to visit, and the willingness of tourists to revisit is closely related to the symbolic brand personality. Coastal tourist destinations usually have rich natural and human resources, but from the review texts, it is found that tourists mention less about humanistic tourism resources, such as the religious culture of Yalong Bay, the architectural culture of Gulangyu Island, the red culture of Silver Beach, etc. . Strengthen the exploration of the connotation of marine culture, take the differentiated characteristic route of cultural tourism, and organically integrate the marine military culture, port culture, shipping culture, seawall culture and other typical marine characteristic culture and tourism products, tour routes and cultural festivals to create unique characteristics. Differentiated cultural landscapes, create a well-known marine cultural tourism brand, and bring economic and social benefits to tourist destinations. On the one hand, it is necessary to increase the awareness and attention of tourists to such tourism resources through publicity, and on the other hand, it is necessary to deeply dig out the most distinctive tourist attractions and tourism resources rich in regional cultural characteristics. Destination marketers must pay attention to the popular trends of the entire society, continue to pay attention to the changing trends of tourism demand, and focus on the development of hidden humanistic tourism resources in order to promote diversified development.

5.2 Conclusions

The theoretical research on the brand personality of coastal tourism destinations has gradually matured, and the research methods are rich. Most of the data are ob-

tained through questionnaire surveys, statistical data, and in-depth interviews. However, tourists' perceptions of brand personality are ignored. Voluntary and other characteristics, so it reflects the true psychological feelings of tourists, which is of great significance to the research of brand personality. This article takes 3 coastal tourism destinations as examples, uses online reviews on Ctrip's travel website as the data source, draws on predecessors' brand personality dimension division to identify the brand personality vocabulary of coastal tourism destinations, and compares the brands of the 3 case destinations. Correspondence analysis was conducted on personality. The research results and the resource characteristics of this type of tourist destinations reflect the beautiful natural resources and leisurely vacation style of coastal tourist destinations. This is also the competitiveness of coastal tourist destinations that distinguishes them from other types of tourist destinations. However, from the corresponding analysis of the three tourism destinations, it can be seen that tourists have different perceptions of the brand personality shared by coastal tourism destinations. Each coastal tourism destination has a distinct and unique brand personality, which also reflects each coastal tourism. Destinations have their own outstanding advantages in natural scenery, landform characteristics, and historical culture. Based on their own resource advantages, a differentiated strategy should be adopted to develop more personalized and differentiated tourism destination brand personality.

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