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Contents

Government Intervention and Support on SMEs Firm Performance

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ABSTRACT

The small and medium enterprise firms are renowned for improving the nation's economy through the provision of job opportunities for its populace, improving the financial and investment status of the countries and provision of innovative products that meets the need of the people. SMEs are key players in the economy, through sustainable development goals (SDGs) enabling them to thrive in the open business environment and actively applying the digital transformation, promoting inclusive and sustainable industrialization should be the core of any country government. This research is designed to explore the influence of government intervention and support on enterprise performance and growth in five business sectors- Hospitality, Education, Health care, Bottled Water Production and Transport and Logistics organizations. The research paper had a descriptive research design with a randomly selected sample size of one hundred and ninety- seven respondents.The research hypotheses were tested using (Factor Analysis and Ordinal Logistic Regression Analysis) with Statistical Packages for Social Science (SPSS) version 25. The results of the study reveal that government intervention policies and intervention programmes when instituted will promote the growth of business firms in Nigeria. Also identified are relevant recommendations that serve as motivation for policy administrators, entrepreneurs, and business managers to ensure that relevant intervention programme is adopted to boost performance and growth of the SME sector in Nigeria.

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1. Introduction

1.1 Background to the Study

The small and medium enterprises (SMEs) sector is renowned for its strategic impact in contributing to the development of firm and commerce in any given region or country. SMEs firms are notable for employment opportunities, poverty reduction, business formalization, products and process innovation, technical and financial assistance that can transform any given region or society into emerging and successful ones. SMEs firms are also notable as drivers of change that can influence positively business sustainability and socio-economic development, improve formalization in the business environment, create an export, enhance the value chain and cluster and ensure proper financial resource allocation, thus leading to productive growth and increased performance.

In contrast, Nigeria has been experiencing on a yearly basis, massive unemployment, accelerated poverty due to frail trade and investment, increasing or persistent high disparity as a result of globalization and technological changes, and government apathy and poor implementation of sustainable developmental programmes. It has resulted to shrinking per-capita income of average Nigerians, over 50% of its citizenry live below poverty line and subsists on less than US$2 per day, even worrisome is the fact that Nigeria is among the countries in Africa that had not met its target of the millennium development goals. The SMEs policy framework is nested in ministries and government parastatals, thus, serving as a principal source for intelligence, collaboration and domain for information on investment and business opportunities. However, the volatile nature of the business environment and the increasing competition from large firms offering similar products and services make running of SMEs a challenge [1].

Government intervention and support programmes are instrumental for the development of SMEs businesses and are acknowledged to be responsible for the growth of major economies of the world, but despite their contribution business enterprises are plague with decelerating growth, socio-economic inadequacies, poor managerial competence, shortage of financial resources and discernment and the volatility in economic environment of most developed nations. It raises the question of whether SMEs owner/managers have access to adequate government financial support or possess the managerial competence and can identify the factors relevant to managing SMEs in a manner that enhances growth and survival. A clear research gap has been placed on the need for government intervention and support programmes for SMEs firms, through empirical evidence it will help to strengthen the case of SMEs support and effectiveness of specific intervention.

1.2 Statement of the Problem

Most development agencies had provided support and assistance to SMEs in developed and developing countries. For example, the World Bank provided fund amounting to $9.8 billion to SMEs assisted project all over the world between 2006-2012, also the International Finance Corporation (IFC) a peripheral of the World Bank Group also made available the sum of $25 billion to SMEs. Yet there is insubstantial corroboration in the literature of the impact of these funds on the expansion of SMEs. It is conceivable because of insufficient records or information mechanism by countries to relate the result of the intervention fund and its impact on the SMEs growth.

Most government business support intervention in developing countries believe that there are unthriving market and institutional restraints that impede their growth, even though resources from the government and international organization are channelled to the maximization of the social economic impact of SMEs. Limited information is known about the effect of creating a value chain network, ensuring training and technical assistance, finance mediation, product and process innovation and providing a viable business environment as a support service by government intervention. Small and medium enterprises (SMEs) account for 78% of employment opportunities in developing and developed nations, yet institutional constraint impede the growth of SMEs from reaching their full potentials of employment generation, achieving profits and growth and alleviating poverty. Thus the government intervention supports are catered towards resolving the institutional constraint [2].

Nigeria consists of numerous enterprises which are renowned for the creation of job opportunities for its citizenry; however, these enterprises are faced with many challenges such as government policy, internal and external influences in the business environment, large firm competitiveness with smaller firms which affect their performance. The complexity of the regulatory environment and an assortment of bureaucratic requirements such as a process of registering businesses, issuance of license to operate, business formation, reporting procedure and tax condition are some of the constraints SMEs face in Nigeria. Similarly, high interest and high inflation adversely affect the development and growth of SMEs. It is critical that government must create macroeconomic policies and ensure tax relief up to five years as a grace period during the start-up phase and ensure policy that enable the graduation of small business from the informal to the formal sector that can assist SMEs business to function actively

in a stable business environment [3].

Tax and licensing regime, real estate registration, prolonged court settlement over a business dispute, poor government policy, insufficient business incubation period, technological innovation and delivery of basic infrastructural amenities outlined in several policy papers without successful implementation is among the issues that have catapulted to sluggish and extinction of SMEs [4-6]. The criterion for measuring government intervention and support programs has not been confirmed to SMEs growth [7]. Averse that business enterprise growth promotional policy has been executed by government in the developing countries, but successive supervision and assessment to determine its impact are scarcely made [8].

This research will assess the influence of instituted intervention and support programs on the advancement of SMEs in Nigeria. Studies have been carried out on the effect of SMEs performance and its consequence on the improvement of the economy, this empirical research is to add value to the existing literature, by focusing on notable government intervention support program for SMEs development through financial resource mediation, identifying factors that influences the successful operations of SMEs and instituting training and support programs that improve managerial competence of entrepreneurs.

1.3 Objective of the Study

The above research problems, the study aims to evaluate the influence of government intervention policies and support on SMEs performance. The objectives of the study therefore includes to;

i. Determine the effect of finance and resource allocation on the performance of SMEs in Nigeria.
ii. Explore managerial competence's effect on the successful operation of SMEs in Nigeria.
iii. Appraise the relevant factors influencing the performance and growth of SMEs in Nigeria.

1.4 Research Questions

i. Do finance and resource allocation improve the performance of SMEs firms in Nigeria?
ii. What are managerial competence's effects on the successful operation of SMEs in Nigeria?
iii. Are there factors that are relevant and can influence the performance and growth of SMEs in Nigeria?

1.5 Research Hypothesis

Ho1: Finance and resource allocation do not have significant effect on the performance of SMEs firms.

Ho2: Managerial competence does not lead to successful operation of SMEs in Nigeria.

Ho3: There are no relevant factors that can influence the performance and growth of SMEs in Nigeria.

2. Literature Review

2.1 Resource-Based View (RBV) Theory of Competitive Advantage

In resource base view (RBV), resources of a developed firm are used as bases for competitive advantage. This theory functions on the assumption that the expected outcome of management efforts will enable a firm to have sustainable advantage and still allow the firm to make profit or astronomical returns. The RBV theory posits that firms posses resources that are tangible, that is, information system, hardware, network infrastructure and the intangible, that is, software patent, strong vendor relationship part of which enables them to maintain a competitive edge and results to exceptional long term performance.

2.2 Government Intervention Policies and Support

Nigeria is experiencing a reorientation of its social policies to bring about a dramatic change in its institutional mechanism by the imposition of multilateral agencies, structural adjustment plan, poverty alleviation and job creation policies. The world economic crisis which manifested in the form of high level of inflation, the balance of payment deficit and poor fund intermediation had resulted to economic and societal shock [9].

Government with its initiative to resolve these socioeconomic problems designed policies that involve injecting short term economic policies focused on stirring the domiciliary supply of products and services, diminish inflationary pressure and avert trade payment problems. Similarly, consistent and longstanding intervention schemes were designed to raise the productivity, bring about wealth and job creation.

The government adopted several blueprints and implementation schemes to support entrepreneurial development through the establishment of institutions and agencies, notable among is the Nigerian Directorate of Employment (NDE) to provide education for youth with entrepreneurial paraphernalia extending from execution of business proposal with prominence on investment, innovativeness, spotting business prospects, identifying dealers and market, sourcing for capital, pecuniary resources and accounting records among others in order to increase their potentials for self-employment [10,11].

2.3 Government Policy on Eradicating Unemployment through the Establishment of institutions

Conceptual, human and technical skills are the requirement needed to enable entrepreneurs function effectively. The government also instituted some initiative towards entrepreneurship by establishing some agencies and institutions such as the National Directorate of Employment (NDE), to reduce the drastic effect of unemployment on its nation, the National Poverty Eradication Program (NAPEP), Small and medium enterprise development agency of Nigeria (SMEDAN), SMEIS, Small and Medium Guarantee Scheme among others were established by government to provide loans advances to entrepreneurs and expedite the advancement of micro, small and medium enterprises.

3. Conceptual Framework

3.1 Finance and Resource Allocation for Small Medium Enterprises

Stressed is the fact that weak growth, lack of finance and knowledge resources does plague the success of SMEs. The government through its intervention policy also initiated grants and credit scheme to enable enterprise firm have access to subsidized credit lines to allow firm invest and recruit employees and secure productive asset for their business. Government through its Structural Adjustment Program (SAP) introduced several development support and intervention schemes for financing SMES. Such credit facility includes; Small scale industries guarantee scheme, agricultural credit guarantee scheme credit facilities offered to farmers, National economic reconstruction fund (NERFUND), a micro finance initiative policy that converted all community banks to microfinance banks. Small and medium enterprise equity investment scheme (SMEEIS), N200 billion grant to SMEs for refinancing and restructuring the outstanding credit portfolio of manufacturing SMEs in the country through cooperative lending model, Bank of Industry grants and loans and securities from secondary market among others.

Also in realisation of vision 20:20 government put in place policies that encourage collaboration with a number of international agencies and NGOs to promote an effective development of the SMEs sectors through credit schemes. Through viable cooperation with local government, community leaders and interested stakeholder revolving grants with liberal conditions were initiated to meet the demands of SMEs. All these were to enable the ease flow of funds, generate employment, eliminate the burden of interest and other financial charges, ensure

output expansion, income redistribution and productivity of intermediate goods meant to strengthen intra and inter industrial linkages.

3.2 Managerial Competence of in the Exploitation of Small and Medium Enterprises

Most SMEs owners lack business plan preparation, mentoring and management training in accessing external finance for transformation stages of micro-enterprises with growth potential for expansion. Through the provision of business start up training, entrepreneurial skills and mounting of a proper monitoring system to help in the running of small businesses, provide business advice training and finance to small business and making the financial system more accessible to SMEs will encourage managers to improve their skills, capabilities, marketing foresight and business management knowledge. More emphasis should be placed on networking and collaboration among SMEs owners and managers with similar businesses, rules and procedure for managing enterprises, system of checks and balances, financial integrity and corporate governance must be put in place by business owners. Every successful business is attributed to the managerial competence of the workforce that carry out the functions of management actively at all levels and exploits all actions during strategy implementation. Managerial prowess acquired during specified training programs can promote workers employability. Through innovative programs or initiatives supported by the government, SMEs are able to support innovation transfer, research and development programs, build up the entrepreneurial spirit and idea generation that contribute to the successful operation of their enterprise.

3.3 Factors Affecting the Successful Implementation of Government Intervention Policies on SMEs in Nigeria

Governments of developing countries have introduced various intervention policies and support for SMEs with the aim of promoting entrepreneurship and resolving some of its socioeconomic problems. [12] were of the view that human resources and general management, poor financing, accounting and internal control, marketing, low technology adoption, poor business support services and infrastructures are some of the challenges confronting SMEs. Similarly, increased competition among firms, the inability to adapt rapidly to changing market demand, technological and capacity constraints and knowledge, innovation and creativity constraints are some factors that affect the progress and expansion of small scale business. There are

however, several factors that serve as constraint, they are as follows; limited access to funds for investment, poor expertise, increased market competition and concentration from multinational enterprises as a result of globalization and economic integration, poor networking and collaboration among SMEs owners/managers, deficiency in recruitment procedures, dependence on consumer and dealers and the lack of economic of scale or scope, inaccessible market information to boost research on expenditure and innovation of product, process and organisation [13].

Through adoption of various scopes of entrepreneurial development such as having the ability to identify business potentials, exploit the available resources, capacity to start off and sustain actions towards the attainment of business strategies. Other factors involve the achievement of decisive resolution for the future, preserve organized and attain capability and synchronize expert tasks that allow a firm to execute different functions in the era of new wave technology and ever-changing industry trends.
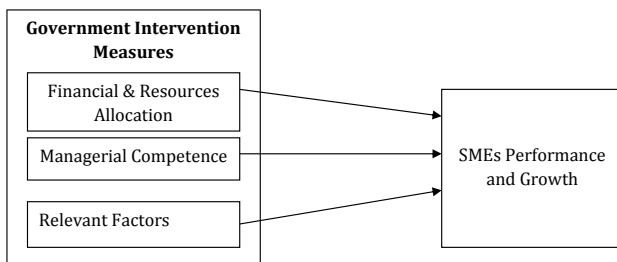
Figure 1. Conceptual Model

Conceptual model developed by the Researcher and modified to include government policy and intervention programs [14] and financial and resource allocation [10].

3.4 Empirical Literature on Small and Medium Enterprise Performance

In the research work of [15] he established the fact that there is an increasing interest by scholars and policy makers on the influence of SMEs growth on the economic, employment and productivity. While in the research work of [16] their study shows that there was a disproportionate economic growth in African countries and SMEs account for a small percentage of that growth.

Finance is crucial for any business to grow and survival in any business environment, it is confirmed in the work of [17] that states finance contribute to about 25% success in operation of SMEs firms. Also portrayed by [18] is the fact that SMEs faces more significant constraint to access formal source of external finance from international borders than large corporations. Gaining access to credit will boost SMEs firms operation and result in economic growth [19]. Through government intervention

financial support programs entrepreneurs can be able to have access to funds to operate, this is in agreement with the works of [20-22]. Similarly, [23] supported the fact that through inter-bank financing that enable SMEs to have access to finance is a viable option for alleviating the risk experienced by the SMEs during finance lending. Their study [24] reveals that investment in SMEs must be encouraged through enabling access to credit, building capacity and infrastructural development so as to promote long-run socio-economic development.

Studies carried out in the rural area of Kajiado district of Kenya revealed that documentation and issuance of a permit, the exorbitant cost of legal claims and unreasonable delays in litigations were some of the bottleneck experienced by enterprise firms. Also revealed is the effect of multiple taxation by government on the growth of SMEs [25,26]. While the works of [27] and [28] believed that government must institute an intervention program at the state and local government to modernize and upgrade primary health system. Through government availability of primary health care provision fund in its universal health care financing in all state and local government institutions will help in the delivery of maternal and child health services. They also stated that the provision of digital technological medical equipments, networking and collaborations will enhance services and interactions among public, patients and facilitate health research engagements. Their study [29] show that the drive to improve quality of basic education in Nigeria showcase government commitment by ensuring the expansion of compulsory education from primary level to junior secondary in its year 2004 Universal Basic Education (UBE) Act and subsequent revised national policy on education. Their main goal was to ensure that government funding for school infrastructures and facilities, transparency in the awards for construction contracts on buildings, teachers' employment, education and learning facilities among states and local government areas are evenly distributed. The works of [30] identified the problems and challenges that are eminent in the transportation sector such as bad roads network, poor implantation of government transportation policies, lack of finance funding for infrastructural project and construction, over reliance on public provisions of services and poor management operation and maintenance of facilities among others has an effect on economic development of Nigeria. They opined that government must play a proactive role in enacting policies, progressive laws, regulations and institutional framework to ensure effective operation of logistic sector. They also recommended that there must be public private partnership (PPP) concession arrangement among all stakeholders for the revitalization and reconstruction

of transport system especially on road maintenance and reconstruction, expansion of water ways, railways and air transport system.

Other works of research focus on government setting up specific policies and intervention support program that promotes business training, entrepreneurship development and job creation would foster economic growth [31,32].

4. Research Methodology

This research involves measuring statistically the impact of government intervention and support on SMEs performance in Nigeria. The study focuses on five (5) firms that comprise of hospitality (Wetland Hotel, Warri), health care (Delta State Hospital Management Board, Asaba), educational institution (Admiralty University, Ibusa), bottled water production (C-Way Water Science and Technology firm, Warri) and transport and Logistics Company (Agofure Motors, Warri) all situated in Delta State the South-South Region of Nigeria.

The descriptive research made use of a survey method accomplished by the administration of questionnaire (primary data). The 16 items on the questionnaire; financial and resource allocation, managerial competence, relevant factors that influences SMEs development and SMEs performance and Growth measures on a 5 point Likert Scale of strongly disagree, disagree, undecided, agree and strongly agree on a point 1-5 respectively. To facilitate the collection of data, multi stage sampling technique was employed. Employees in the department of administration, finance, human resources and marketing with a considerable large employee population was purposively selected. The employees were stratified into three (3) different groups based on the existing level of management-junior level managers, senior level manager and top level managers. The last stage of sampling procedure involved sampling procedure involved simple random sampling of respondents from the three (3) groups of staffs as categorized above. A simple random sampling technique was employed to select 250 respondents from the emerging groups and 220 copies of questionnaire were administered. 197 responses valid for the study after exclusion of incomplete questionnaire were processed, resulting in 89.5% administration success.

In analyzing the primary data, factor analysis and ordinal logistic regression were used to test the hypotheses. Collated data is analysed by the use of tables for categorization analyses data purpose, ordinal regression analysis, the goodness of fit and pseudo R-square approach is used to measure the association among the dependent variable (Y) which is the predictive and the independent variable (X) which is the predictor variable (i.e. $Y = a + \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + \mu$, where Y= independent variable, 'a'= constant, β_1, β_2, β_3 are parameters and μ= error term.

Table 1. Reliability Statistics of the Research Work

Reliability Statistics	
Cronbach's Alpha	N of Items
.791	16

Data measurement of data must involve carrying out a validity and reliability test. The content to which an accurate measure is carried out is validity, while reliability consists of receiving an accurate and precise measurement procedure [33]. To ascertain the content validity of the used instrument, authorities and academia guru in management and other expert's knowledge is depended upon.

Cronbach's alpha, a statistical instrument was used for testing the internal consistency and reliability on the descriptive statistics of 16 items that measure the components of financial and resource allocation, managerial competence, relevant factors that influences SMEs development and SMEs performance growth measures. The Cronbach's Alpha of the 16 items in the survey had a high criterion of 0.791. It implies that the instrument used in this study is accepted, thus, indicating consistency.

4.1 Data Analysis Results on Descriptive Statistics

The table shows the illustration of the demographic profile of the respondents surveyed.

The gender distribution reveals that 132 (67%) were Male, and 65 (33%) were Female. It shows that both genders were adequately represented in the survey, though the male population was higher than the female population. The respondent's age distribution shows 27 (13.7%) were below 30 years, 77 (39.1%) were between 30-40 years, and 86 (43.7%) were from 41-50 years and 7 (3.6%) were above 50 years. A high representation of respondents surveyed where from the matured and dynamic workforce.

The distribution of respondents by position at work reveals that 30 (15.2%) were junior level management staff, 117 (59.4%) senior-level management staff and 50 (25.4%) at top-level management staff. A high representation of management staff were at the senior level cadre.

The table also reveals that 30 (15.2%) of the respondents had less than five years working experience, while 82 (41.6%) had between 6 and 10 years working experience, 60 (30.5%) of respondents had between 11 and 15 years working experience and 25 (12.7%) had over 15 years working experience. Educational background of respondent shows that 80 (40.6%) respondents had HND/B.Sc. / B.A. education, while 68 (34.5%) had M. Sc./M.A./MBA, and 7 (3.6%) had a Ph.D. degree and 42 (21.3%) had pro-

Biographic Information	Frequency	Percentage (100%) N = 197
Age		
≤ 30 yrs	27	13.7
30 -40 yrs	77	39.1
41 - 50yrs	86	43.7
50 & Above	7	3.5
Gender		
Male	132	67.0
Female	65	33.0
SMEs Firms		
Hospitality	39	19.8
Health Care	42	21.3
Educational	53	26.9
Bottled Water Production	41	20.8
Transport and Logistic	22	11.2
Work Experience		
1-5 Years	30	15.2
6-10 Years	82	41.6
11-15 Years	60	30.5
Over 15 Years	25	12.7
Education		
HND/B.Sc./BA/B.Tech	80	40.6
M.Sc./MBA	68	34.5
PHD	7	3.6
Professional Qualification	42	21.3
Position at Work		
Lower Level Manager	30	15.2
Senior Level Manager	117	59.4
Top Level Manager	50	25.4

Figure 2. Participants Demographics Profiles

fessional qualification. This shows that respondents have some form of educational qualification.

4.2 Using Factor Analysis to Appraise the Impact of Government Intervention and Support on SMEs Firm Performance

A cursory look at the statistics above depicts that out of the 16 items selected in government intervention and support and SMEs firm performance. 4 factors were extracted to contribute about 57.576 of factor required to explain the items. The first factors contribute 31.54%, the second 11.47%, the third 7.76% and the fourth 6.79%. On the whole, the entire factor selected contributes about 57.58%. This implies 42.42% of the factor explaining government intervention and support and SMEs firm performance is not known.

4.3 Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity on Government Intervention and Support on SMEs Firm Performance and Growth.

The factors supporting government intervention and support contribute about 0.804 i.e. 80.4%, while the remaining 19.6% of the factors explaining government intervention and support and SMEs performance and growth is not known.

4.4 Test of Hypotheses

Hypothesis 1: Finance and resource allocation does not have a positive effect on the performance of SMEs firms.

Table 2. Confirmatory Factor Analysis Results on Government Intervention on SMEs Performance

	Total Variance Explained					
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.047	31.544	31.544	5.047	31.544	31.544
2	1.835	11.471	43.015	1.835	11.471	43.015
3	1.242	7.764	50.779	1.242	7.764	50.779
4	1.087	6.797	57.576	1.087	6.797	57.576
5	.948	5.924	63.500			
6	.879	5.496	68.995			
7	.763	4.767	73.762			
8	.688	4.300	78.062			
9	.636	3.976	82.038			
10	.585	3.659	85.697			
11	.532	3.322	89.019			
12	.463	2.892	91.911			
13	.415	2.595	94.506			
14	.348	2.173	96.679			
15	.302	1.890	98.570			
16	.229	1.430	100.000			
Extraction Method: Principal Component Analysis.						

Table 3. KMO and Bartlett Test Results on Government Intervention and Support on SMEs Performance and Growth

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.804
Bartlett's Test of Sphericity	Approx. Chi-Square	1005.442
	Df	120
	Sig.	.000

Ordinal Logistic Regression Model of Finance and Resource Allocation and performance of SMEs firms.

Table 4. Result of Test of Parallel Lines on Finance and Resource Allocation

Test of Parallel Lines[a]				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	497.284			
General	385.123[b]	112.162[c]	57	.000

The table shows the test compared to the ordinal model which has one set of coefficients of each threshold the (Null hypothesis) -2 Log Likelihood at 497.284 to a model with a different set of coefficient (General) at 385.123[b] at a Chi-square value of 112.162[c], df = 57 is significant at a P value of 0.000. The model assumption of proportional odd is accepted because the Null hypothesis gives a significant better fit to the data.

The table 5 shows the Model Fitting Information of the hypothesis. It is used to ascertain if the predicted outcome (the baseline or intercept only model) of the data is achieved when compared with an explanatory variable (Final model) and has a significantly improved fit to the data. The model fitting information of -2 Log likelihood of 557.863 (intercept only) on 497.284 (Final) at a Chi-Square value of 60.578, df= 19, P = 0.000.

The result indicates that the Final model gives a significant improvement over the baseline intercept-only model.

Table 5. Result of Test of Model Fitting Information on Finance and Resource Allocation

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	557.863			
Final	497.284	60.578	19	.000
Link function: Logit.				

This statistics is intended to test whether the observed data are consistent with the fitted model. The Pearson's

Chi-square of 1028.901, Deviance of 494.512, df = 633, P = 0.000 is consistent and significant.

Table 6. Result of Test of Goodness of Fit on Finance and Resource Allocation

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	1028.901	633	.000
Deviance	494.512	633	1.000
Link function: Logit.			

Table 7. Result of Test of Pseudo R-Square on Finance and Resource Allocation

Pseudo R-Square	
Cox and Snell	.265
Nagelkerke	.281
McFadden	.108
Link function: Logit.	

In ordinal logistic regression 3 approximations are computed for R^2 statistics- Cox and Snell at 0.265, Nagelkerke = 0.281 and McFadden = 0.108. The result of 26.5%, 28.1% and 10.8% shows that variations in the independent variable can only explain a relatively small proportion of the variation in the dependent variable

Hypothesis 2: Managerial competence does not lead to successful operation of SMEs in Nigeria.

Ordinal Logistic Regression Model of Managerial Competence and successful operation of SMEs.

Table 8. Result of Test of Parallel Lines on Managerial Competence

Test of Parallel Lines[a]				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	428.494			
General	240.338[b]	188.156[c]	57	.000

The table shows the (Null hypothesis) -2 Log Likelihood at 428.494 to a threshold (General) at 240.338[b] at a Chi-square value of 188.156[c], df = 57 is significant at a P value of 0.000. The model assumption of proportional odd is accepted because the Null hypothesis does gives a significant better fit to the data.

Table 9. Result of Test of Model Fitting Information on Managerial Competence

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	539.539			
Final	428.494	111.045	19	.000
Link function: Logit.				

The table 9 shows the Model Fitting Information of the hypothesis. It is used to ascertain if the predicted outcome (the baseline or intercept only model) of the data is achieved when compared with an explanatory variable (Final model) and has a significant improvement. The result of -2 Log likelihood of 539.539 (intercept only) on 428.494 (Final) at a Chi-Square value of 111.045, df= 19, P = 0.000. The result indicates that the model has a significant improvement.

Table 10. Result of Test of Goodness of Fit on Managerial Competence

Goodness-of-Fit			
	Chi-Square	Df	Sig.
Pearson	697.877	629	.001
Deviance	422.138	629	1.000
Link function: Logit.			

The Pearson's Chi-square of 697.8777 at a Deviance of 422.138, df = 629, P = 0.001 is consistent and has a significant fit.

Table 11. Result of Test of Pseudo R-Square on Managerial Competence

Pseudo R-Square	
Cox and Snell	.431
Nagelkerke	.459
McFadden	.203
Link function: Logit.	

In ordinal logistic regression 3 approximations are computed for R^2 statistics- Cox and Snell at 0.431, Nagelkerke = 0.459 and McFadden = 0.203. This indicate that 43.1%, 45.9% and 20.3% of the variations in the independent variable can only explain a relatively small proportion of the variation in the dependent variable.

Hypothesis 3: There are no relevant factors that can influence the performance and growth of SMEs in Nigeria.

Ordinal Logistic Regression Model of Relevant Factors that influences performance and growth of SMEs.

Table 12. Result of Test of Parallel Lines on Relevant factors that Influences SMEs performance and Growth

Test of Parallel Lines[a]				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	504.562			
General	347.744[b]	156.818[c]	57	.000

The table shows the (Null hypothesis) -2 Log Likelihood at 504.562 to a threshold (General) at 347.744[b] at a Chi-square value of 156.818[c], df = 57 is significant at a P value of 0.000. The model assumption of proportional odd is accepted because the Null hypothesis does give a significant better fit to the data.

Table 13. Result of Test of Model Fitting Information on Relevant factors that Influences SMES Performance and Growth

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	539.605			
Final	504.562	35.043	19	.014
Link function: Logit.				

The table shows the Model Fitting Information of the hypothesis. It is used to ascertain if the predicted outcome (the baseline or intercept only model) of the data is achieved when compared with an explanatory variable (Final model) and has a significant improved fit to the data. The model result of -2 Log likelihood of 539.605 (intercept only) on 504.562 (Final) at a Chi-Square value of 35.043, df= 19, P = 0.014. The result does not give a significant improvement of the model.

Table 14. Result of Test of Goodness of Fit on Relevant factors that Influences SMES Performance and Growth

Goodness-of-Fit			
	Chi-Square	Df	Sig.
Pearson	863.586	593	.000
Deviance	486.775	593	.999
Link function: Logit.			

The table results shows that the Pearson's Chi-square of 863.586 with Deviance of 486.775, df = 593, P = 0.000 is consistent and highly significant.

Table 15. Result of Test of Pseudo R-Square on Relevant factors that Influences SMES Performance and Growth

Pseudo R-Square	
Cox and Snell	.163
Nagelkerke	.173
McFadden	.063
Link function: Logit.	

In ordinal logistic regression 3 approximations are computed for R^2 statistics- Cox and Snell at 0.163, Nagelkerke = 0.173 and McFadden = 0.063. This indicate that 16.3%, 17.3% and 6.3% of the variations in the independent variable can only explain a relatively small proportion of the variation in the dependent variable

5. Conclusions

This research focused on studying of the influence of government intervention program and support on SMEs business performance and growth. It can be acknowledged that government intervention program and support aims at improving firm capacities to operate innovatively at any business environment and if is properly implemented it can result in business growth, employment creation. Similarly, factors like societal rules, culture, government procedure and legislation are driver of entrepreneurship development. Also government interventions like subsidies and reduction of taxes are known to expedite SMEs business performance. Managerial skills acquired during specific training programs or management ability to drive the initiative of entrepreneurial spirit among employees can result in progressive work performance and growth of the firms. Government can contribute to workers employment through its support for innovation transfer, research and development and building up entrepreneurial spirit among entrepreneurs.

Through the adequate provision of infrastructure and financial support by government, enterprises are adept at manufacturing innovative commodities and services that meet the demands and needs of the populace as well as boost the economic position of the nation. Though bureaucratic bottleneck, affiliation and political solidarity to ruling parties and other factors can impede firms from gaining access to funds, but government can exercise renewed commitment by eliminating all obstacles and favouritism by setting up action program supported by other financial institutions to make venture capital funds, soft loans, investment funds and leverage on the opportunities available and affordable to entrepreneurial firms especially in the agricultural and manufacturing sector will improve the performance of firms lead to business expansion and drive sustainable development in the country.

5.1 Limitation of the Study

The chosen methodology introduced some limitations to this study at the data collection phase. It was done in five firms in five sectors- hospitality, health care, educational, bottled water production firm and transport and logistics which is relatively small representation compared to the number of firms in each sector in Nigeria. Also, the total number of recoverable responses used in the analysis is relatively small compared to the total workforce of the employees working in the firms.

Secondly, time constraints and respondents' reluctant attitude to provide necessary information for in-depth research work prevented the current researcher from exploiting all the essential information on the subject matter.

However, despite these limitations, the researcher ensured that the outcome of the findings of the study was not affected, by carrying out adequate validity and reliable tests on the instrument used for the data collection. For practical empirical analysis, the study was limited to the top, middle and lower level managers and may not have

captured all employees in the various firms.

The research was conducted over a short period of time; ideally a longitudinal study may uncover further understanding of the operations of the SMEs. Thus the findings are limited to perceptions of managers at a specific point in time.

5.2 Future Research Direction

A probable area of research that need to be explored is by engaging in public-private partnership (PPPs) collaboration with private corporation, small businesses and non-governmental organisations to supply community welfare benefits that yield to operational efficiency, better output and improved society performance. By selecting from a diversity of mechanism such as concessions, build-operate-and transfer (BOTs) arrangement, collaboration and partnership, PPPs are encouraged to provide services and developmental projects that meet the demand and needs of the society.

Furthermore, longitudinal studies can be carried out in identified sector-(health care, hospitality, education, water production and transportation) and other sectors of the economy to evaluate the impact of government intervention and support initiative that can encourage improved performances in the operations of SMEs in such sectors. Comparative studies can also be carried out in various sectors of the economy to identify problems and challenges that SMEs encounter during operations and to also identify new subventions and initiatives that government can provide these firms with to boost their growth performance.

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The Impact of COVID-19 on Informal Employment and the Measures Taken by the Chinese Government: The Analysis of Street Vending Economy in Nanjing

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ABSTRACT

To revitalize Chinese economic activities under the influence of the pandemic, the Chinese government adjusts the policies and attitudes about street vending. Taking Nanjing as a typical example of a city of street vending, the paper expounds in-depth on the positive impact of street vending on the economy after the pandemic. Meantime, it also describes the new management policies of street vending made by the Nanjing government to develop with a good trend. In addition, the paper directly reflects Nanjing people's views on street vending and the resulting behavior through professional data. Finally, through the analysis of the advantages of street vending, it proves that the support from street vending in the Chinese economy is non-negligible after the pandemic.

1. Introduction

The pandemic has seriously affected Chinese economic development, such as tourism and industries; unemployment in these industries has increased sharply, and many companies are even facing bankruptcy. According to national employment data announced by the National Bureau of Statistics, 2.29 million new jobs were created in urban areas nationwide in 2020, down 950,000 year-on-year. The national urban registered unemployment rate was 3.66% at the end of the first quarter, making the employment situation severe [1]. Chinese central and local governments have adjusted and optimized the attitudes and policies toward the street vending economy based on the current condition. For the macro-economy, the pandemic has caused a tremendous impact on Chinese economy and society, so protecting people's livelihood and employment has become the priority at present. The street

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vending economy plays an irreplaceable role in stimulating the vitality of GDP because of its superiorities that are low cost, low threshold, and a wide variety of consumption.

Street vending could appeal to large-scale crowds due to the distinctive and cheap nature of the goods sold. Face-to-face communication between vendors and consumers will also enhance opportunities for human contact and relieve mental and economic pressure after the pandemic. Thus, it is affirmed that the existence and development of street vending can effectively save social resources, reduce management costs, and achieve social stability and development.

Recently, the street vending economy has been rising as China prepares to resume economic and social activities affected by the coronavirus. It has been a hot topic in recent years to solve the economic status of street vendors, the regulatory dilemma of road administration, and the influence of street vending in the city. Through the analysis of the economic impact of street vending, the new policy of the government, the view of the masses, and the inherent advantages, the paper discusses the plight of the regulations and the development of the street vending economy, which provides a reference for the management of street vending in big cities in China.

2. The Impact of the Pandemic on the Economy of the Street Peddlers

Under the strong impact of the pandemic, the positive trend of pandemic prevention and control in China has been consolidated. However, maintaining the achievements of the pandemic prevention and control and preventing the resurgence of the pandemic remains arduous.

The Chinese government stresses restoring economic and social order in an all-round way with great efforts, ensuring stability in six areas, which is "six guarantees". For the first time, the "six guarantees" were published forward: ensuring employment, ensuring primary livelihood, ensuring market entities, ensuring food and energy security, ensuring the stability of industrial and supply chains, and ensuring operation at the community level.

As most products are backlogged during the pandemic, many products cannot be circulated. In other words, the supply chains of commodities encountered a severe challenge. Since the street vending economy is a kind of employment approach that all people can participate in, it can reduce employment pressure. The street vending economy, providing a platform, can effectively boost consumption, thus solving the backlog of products and restoring the supply chain to regular operation. Therefore, when the stable status of supply chain operations is guaranteed, the issues of relative industries, like employment in manufacturing factories, will be relieved, which is one of the influential driving forces for the delicate operation of our economy.

From the viewpoint of consumers, the variety of products and relatively low prices of street vending, from snacks, fruits, vegetables, meet the needs of low consumption levels. From the operators' viewpoint, the operating costs of street vending are low, and there are no other fees such as rent employee wages. The universality is a dominant feature of street vending, achieving short-term economic growth and circulation. Since the pandemic is not yet entirely over, it is urgent to restore the current everyday life of the people. However, the street vending economy generally exists primarily as multiple street vending and is more lively and bustling, increasing social vitality and human activity to some extent, even restoring pre-pandemic economic status.

3. Analysis of Street Vending Economy during the Pandemic in Nanjing

Since January 2020, the impact of the pandemic has inevitably affected the lives of Nanjing citizens, with consumption and income being significantly affected. The loss of jobs and reduced sources of income have also led to a downgrading of consumption in all sectors. Under the pandemic, the store economy has been under heavy pressure. After closing down, closing stores, surrendering rents, the street vending economy becomes its first choice. Compared to other industries with high costs and significant initial investments, the low-cost, low-risk "street vending" provides a new way of employment and entrepreneurship for entrepreneurs who urgently need cash flow to stop the bleeding under the pandemic.

3.1 Policy Background of the Street Vending Economy

On May 1, 2020, the Nanjing Urban Management Bureau issued the "Guidance on the Management of Temporary Outside Vending During the Pandemic Prevention Period", which requires that temporary outside areas are marked and vending are numbered. Also, business items and hours should be publicized clearly, and garbage should be adequately sorted and collected on-site. The open setting of outside the vending areas, size, period are reviewed by the department of urban management. Once found by occupied businesses, unlicensed mobile vending, and other law violations, the department of urban manage-

ment will firmly investigate and punish them.

Based on the existing 3400 street vending, the vast majority of them are located in the commercial complexes around the open spaces, such as Fuzimiao, Xinjiekou, and other vital commercial areas that support the economy [2,3]. The vending time is mainly concentrated on the holiday and daily nights. Nanjing ranked top six among Chinese cities in cultural participation, night retail, and night economy leadership in 2020, reflecting that night-time street vending in Nanjing has done exceptionally well. In Nanjing's street vending economy, cultural consumption is a unique night market economy. Whether it is the street snacks of Nanjing and local souvenirs, these are all cultural consumption. Taking the night market economy along the Qinhuai River in Nanjing as an example, tourists and citizens can satisfy their demand for shopping commodities, and feel the expression of aesthetics of Traditional Chinese culture in the night market. Hence, as one of the types of street vending, the night market fosters social activity and Nanjing economic vitality.

On December 15, 2021, the government of Pukou District of Nanjing proposed solving the stubborn problems of urban management, such as taking the road for mobile breakfast vending, littering, affecting traffic. The local government set up more than 100 convenient breakfast spots, established information files for operators, set up stalls with unified standards, promoted standardized timing, fixed point, and fixed responsibility for street vendors [4]. Meanwhile, the local government further strengthened the management of daily inspection, constantly standardized the business order of merchants, effectively solved the stubborn problems of mobile vendors, and made the city order and prosperous [5].

Nanjing mainly adopted a policy based on supporting street vending to prevent disorderly vending caused by traffic, noise, and other problems that are prone to public complaints.

### 3.2 Analysis of the Street Vending Economy

Background: Since the spring 2020, the pandemic situation in China has improved, and the post-pandemic era has arrived. Some small and medium-sized enterprises have stopped production. To promote economic recovery and stable employment., Nanjing government has put forward "to create a new scene of consumption, appropriate relaxation of temporary outside restrictions" requirements.

Objective: To understand the residents' attitudes and views on the street vending economy, formulate relevant

systems and policies, promote the rapid recovery and development of the economy, foster the distinctive culture of Nanjing.

Methods: From June 11, 2020, to July 11, 2020, the Nanjing Municipal People's Government website conducted a questionnaire survey on "the unwinding and development of street vending economy in Nanjing" [6].

According to the survey results on developing the "street vending economy" organized by the Nanjing government, 56.2% of people in Nanjing would spend money at street vending (Figure 1). The survey results show that 47.9% of people spend 1-2 times a week at the vending, 32.2% spend 3-5 times a week at the vending, and 8.3% spend more than five times a week at the street vending (Figure 2).
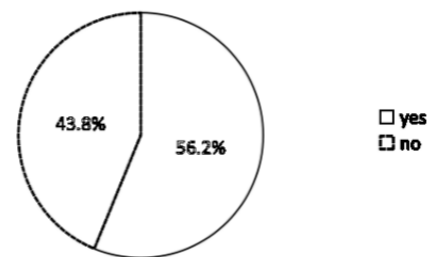
Figure 1. Whether or not to spend money at the street vending
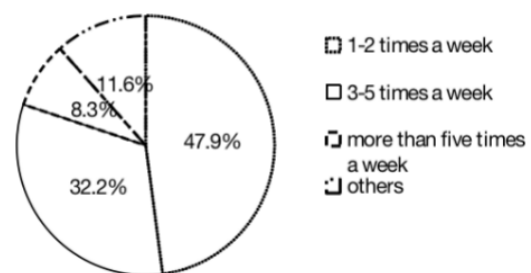
Figure 2. How often at the vending

The survey results indicates that the participants generally buy five categories of goods from the street vending: food and beverage snacks (46.3%), vegetables and meat (36.4%), toys (28.9%), flowers, birds, fish, and insects (22.3%), and daily necessities (20.7%). (The interviewers may choose more than 1 choices in this survey.)

If there is a problem with the goods purchased at the vending, 34.7% will admit they are bad luck and not pursue the matter, 33.9% will depend on the situation, 18.2% will seek complaints from the relevant departments, and 13.2% will go back to the vending owner (Figure 3).
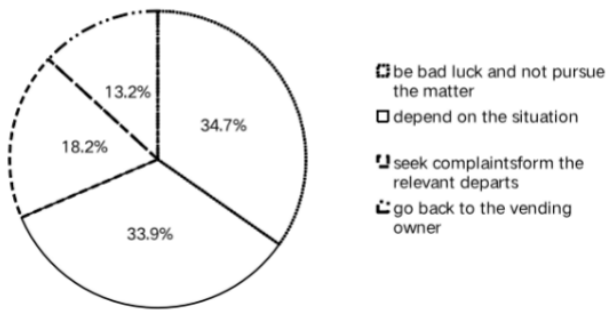
Figure 3. If there is a problem with goods, what the customers will do

Among those who participated in the survey, 37.2% of people did not set up a street vending but have the idea; 29.8% of people had set up a street vending but now do not set up; 26.4% of people did not set up a street vending, and did not think about it; there are 6.6% of people who have set up a street vending and adhere to the present (Figure 4).
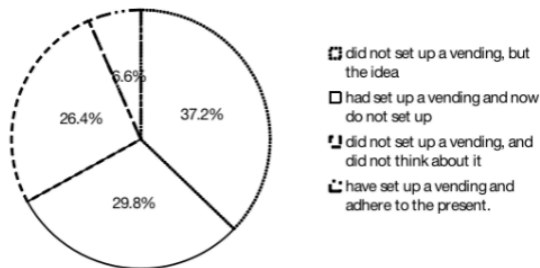
Figure 4. The thought of setting up a vending

Of the 121 people who participated in the survey, 38.8% knew that Nanjing had relaxed the temporary restrictions on outside vending and added 1,410 temporary street vending. 38.0% of the people lived in the community, workplace, or frequent places around the recent addition of mobile vendors. If they go to a vending, most people will choose food and beverage snacks (34.7%), toys (30.6%), daily necessities (28.9%), vegetables and meat (24.0%), clothing and footwear (19.8%), and other goods.

The survey results exhibit that more than half (52.1%) of the respondents support relaxing the management of mobile vendors. In the opinion of the survey participants, the relaxation of the "street vending economy" may have traffic and food safety hazards (43.0%); city and environmental health problems (35.5%); speculators disrupting the market order (33.1%); leasers raising prices and speculating on vending fees (31.4%); security problems (31.4%) and other problems (Figure 5), but also beneficial to increasing employment and promoting social-economic recovery (52.1%); meeting the living needs of low-income people (49.6%); promoting the development of the night-

time economy (39.7%); making urban life more convenient and smoky (32.2%), and safeguarding people's livelihood needs and releasing consumption potential (29.8%) (Figure 6).
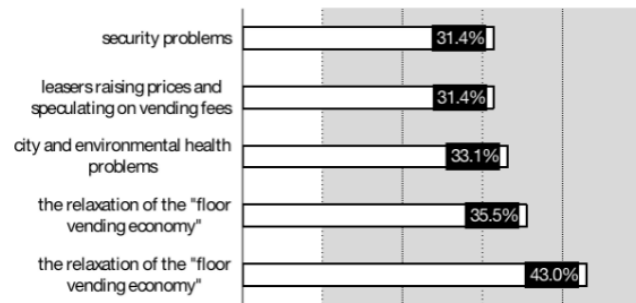
Figure 5. The problems of relaxing the "street vending economy"
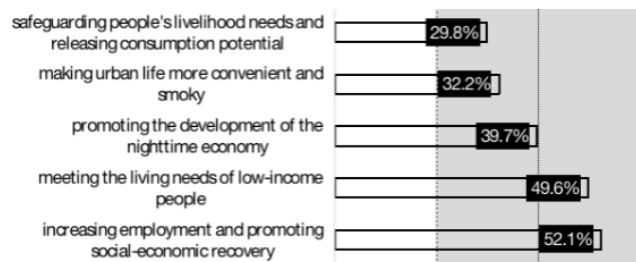
Figure 6. The advantage of relaxing the "street vending economy"

In the opinion of the survey participants, some measures can be managed in "street vending economy", such as clarifying the scope of merchant vending, giving mobile vendors a good business area (42.1%); developing a strict access mechanism and withdrawal mechanism (38.8%); strengthening the management of vendors, prohibiting the occupation of blind alleys (38.8%); increasing the punishment of opportunists and protecting the right of legal stores to operate (34.7%); standardizing the setting of outside facilities and scientific setting of outside hours (33.9%).

Conclusion: The majority of citizens hold a supportive attitude towards relaxing the regulation of the street vending economy. More than half of the residents believe that street vending is suitable for employment and economic recovery. In order to better develop the street vending economy, the respondents put forward their suggestions for the management measures of the land sharing economy.

4. Advantages of the Development of the Street Vending Economy during the Pandemic

To begin with, the street vending economy alleviates the pandemic's economic impact and employment pressure. Street vending operation costs and the employment

threshold are low. It is highly inclusive, which to a certain extent solves the work problems of laid-off workers, migrant workers, and some college graduates with employment difficulties. Therefore, it has positive social significance and is conducive to establishing social civilization.

Furthermore, the price of commodities in the street vending economy is generally low, which meets the consumption needs of low-income groups and enhances the vitality of the consumer market. Low-income groups lack purchasing power, thus making the low-income groups more inclined to buy at a lower price for the same quality of goods, resulting in smaller price elasticity of demand for goods. However, the relatively low price of vending products meets the consumer group's needs, which is the inherent reason why street vending endure.

Third, street vending is conducive to timely and convenient to meet the needs of people. The flexibility of street vending makes it easier for consumers to meet their consumption needs. Near subway stations and high-speed stations with large passenger flow, street vending enables consumers to get the goods or services they need in a brief time.

Based on these merits, Nanjing Development and Reform Commission emphasized in "preliminary arrangements and tasks of Nanjing National Economic and Social Development Plan 2020": vigorous developing night economy, and creating 500 projects of "Jinling at Night". Improving the consumption environment in Confucius Temple and upgrading the traditional business district in Xinjiekou are typical policy examples. The existence of the night market greatly meets the night consumption needs of the citizens produces a flourishing atmosphere and vitality in Nanjing [7].

Finally, the street vending economy stimulates new vitality in the cultural restructuring of the city and reflects the unique urban culture. Today's street vending economy enriches urban culture with its unique form and content, showing the urban landscape.

5. Conclusions

The pandemic brings a threat and provides an opportunity for the transformation of the street vending economy and the implementation of the legitimacy policy. Under the background of the sharp increase in unemployment, the widening gap between the rich and the poor, between urban and rural areas, and the increasingly fierce competition in the formal market, the street vending economy is of strategic significance to alleviate the current social employment pressure in China [8]. As an essential part of the market economy, the existence of the street vending economy has an irreplaceable position [9]. From the supporting attitude of the Nanjing government to the street vending economy during the pandemic, Nanjing's economic growth and development are inseparable from street vending. We need to consider integrating the street vending economy with urban planning and public management. Accordingly, the cities use the low cost and flexibility of the vendor economy to build a Chinese-style city with a developed economy, thriving culture, and flourishing society.

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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, Ekinci & 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. Ekinc & 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]. Ekinci & 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 The 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.
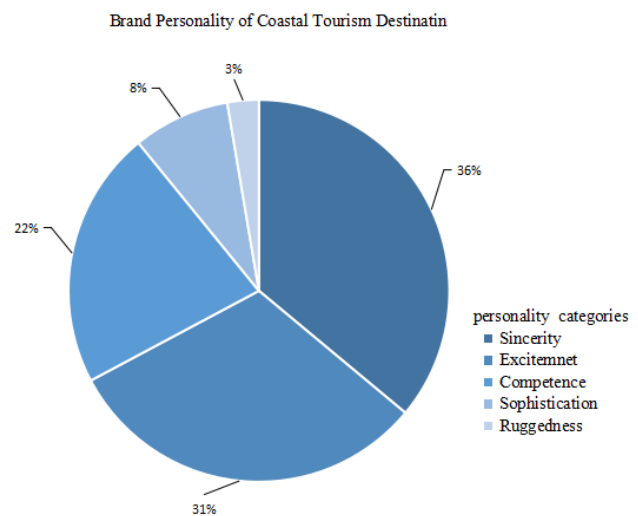
Figure 1. Personality category distribution for coastal tourist destination

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	0.000a	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 positive 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 modern 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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