

Research on the Differentiation and Harmony of International Cruise Images Based on the Coding Analysis of Selena OGC and TGC

Wenyue Hu

College of Humanities and Arts, Jiangsu Maritime Vocational and Technical College, Nanjing 211170, Jiangsu, China
huwenyue2017@163.com

Abstract: *Based on the coding analysis of occupation - generated content (OGC) and tourist - generated content (TGC), this paper conducts a study on the differentiation and harmony of Selena cruise ship. The results show that: (1) In the emotional dimension, positive emotions are the main proportion of both evaluations, showing a trend of positive > neutral > negative; (2) In terms of the objects of concern, both can be divided into five dimensions: cruise services, cruise facilities, cruise products, cruise design and operation management. (3) Differentiation: In terms of advertorial vocabulary, OGC tends to standardize objective presentations, and the richness and emotional color of words are weak; (4) Differentiation 2: In terms of focusing on dimensions, OGC pays more attention to showing the cultural heritage of Selena with categories such as art and culture, and the communication content is more diversified and the communication structure is more stable; TGC is more inclined to play the main role of "people" in the process of conveying Selena's travel experience, focusing on cruise catering, cruise accommodation, cruise service and operation management. Finally, combined with the IPA model, relevant improvement and optimization measures were proposed for Selena cruise ship from four aspects: continuous maintenance area, oversupply area, opportunity development area and key improvement area.*

Keywords: Selena cruises; IPA model; OGC; TGC.

1. INTRODUCTION

In the context of the development of the platform economy, online media has become one of the important channels for cruise tourists to obtain, reshape and disseminate information. Due to the different positions, purposes and motives [1], there is a phenomenon of differentiation in the representation of cruise image when providing information by cruise officials, cruise tourists and third - party tourism media platforms, and this disharmony will hinder the effective dissemination of the ideal image of the cruise ship, and the greater the degree of incongruity, the greater the negative impact on the image communication of the cruise ship. In the game between the two sides, there is even a phenomenon of "brand hijacking", which brings great challenges to the communication of cruise marketing image. Therefore, it is necessary to clarify the question "What are the focus objects of cruise OGC and TGC?" What are the similarities and differences between the two performances? How to adjust and optimize OGC publicity to converge with TGC demand" and other issues, which have reference significance for optimizing the official marketing content of cruise ships and enriching the image of cruise ships.

2. OVERVIEW OF SPATIAL PRODUCTION STUDIES

The OGC emphasizes the importance of the role and impact of content created by travel professionals and consumers in shaping the image and perception of a destination. There has been a lot of research on career generation content in foreign countries, mainly focusing on content research, quality evaluation, multimodal analysis, etc. Domestic research focuses on destination image and perception, tourism marketing and promotion, and tourism impact.

TGC has become a very important field abroad, involving many aspects such as social, cultural, technological and business. Researchers are constantly exploring new topics and approaches to help the tourism industry better understand the needs and behaviors of visitors and provide better services and experiences. Domestic research mainly focuses on four aspects: destination image perception research, tourism enterprise performance impact, online reputation management and incentive mechanism of users' online sharing behavior.

Scholars have realized that the incompatibility between OGC and TGC will hinder the effective dissemination of the ideal image of the destination, and a comparative study has been carried out based on OGC and TGC. Based on OGC and TGC image data, Zha Ruibo conducted a study on the differentiation of visual images in Fuzhou City[2].

Zhang Gaojun [3] took Shenzhen as the research object to explore the differentiation and harmony of its OGC and TGC images. Li Jinglong [4] compared and analyzed the difference between the TGC image and the OGC of tourists in Wuyi Mountain National Park. However, at this stage, the research mainly focuses on cities and tourist attractions, and rarely involves cruise ships, which are maritime holiday destinations.

In summary, some progress has been made in the research on OGC and TGC at this stage, but the cruise case studies need to be enriched, and the perspective of the previous research focuses on the cognitive image and ignores the emotional image. In this study, Selena was taken as the research object, with the help of online text, from the perspectives of cognitive image and emotional image, the image of OGC and TGC was compared, and when constructing the IPA model, the emotional factors and the proportion of word frequency were comprehensively considered, and Quadrant I and Quadrant III were scientifically divided, so as to provide a reference for optimizing and adjusting marketing strategies.

3. STUDY SUBJECTS, METHODS, AND PROCEDURES

3.1 Research object

Selena is known as the "Ancient Rome of the Sea" city because of its exquisite details and magnificent interior design, which perfectly restores the myths and legends of ancient Rome, and creates a dream palace on the sea full of European romantic atmosphere and deep cultural roots for passengers, and is a unique ancient Roman style cruise ship in the Costa fleet. Taking this as the research object, this paper explores the differentiation and harmony between OGC and TGC of its cruise ships, which on the one hand can provide reference for the official marketers of Selena Cruise to formulate promotional content that is more in line with consumer interests, and on the other hand, it has important reference significance and value for the design and construction of cruise ships with Chinese cultural characteristics.

3.2 Research technique

Content analysis and IPA analysis were used to study the differentiation and merger of the Selena cruise ship. Compared with multivariate analysis based on questionnaires, the biggest advantage of content analysis is that it can obtain the complete psychological perception of tourists. The Importance - Performance Analysis (IPA) method was introduced into the study of the tourism and leisure industry in 1991 by Chon K S et al. [5], and it has since been used to diagnose tourism image positioning analysis [6]. Based on the IPA analysis model of historical and cultural towns [7], this paper constructs a textual IPA model of tourism network with cruise TGC as the abscissa and cruise OGC as the ordinate axis, and then proposes corresponding improvement strategies.

3.3 The research process

The official tourism website is an important source for tourists to obtain information because of its strong objectivity and reliability of the information published by the official tourism website, so in this paper, the OGC used the official website of Selena Cruise as the data source to crawl the text related to the Selena Cruise on January 20, 2024 using Python software to crawl the official website of Selena Cruise and the media platform of Sina Weibo official website, and obtained a total of 9,4697 characters. TGC data uses Ctrip, the largest online travel operator in China, Xiaohongshu, a community media and Mafengwo travel guide website as data platforms, and retrieves a total of 52 travel guide information with a total of 3,4167 characters by searching "Selena Cruise" and "Selena".

The specific operations of the research include: using Python to obtain OGC and TGC data, using data mining and content analysis software ROSTCM6.0 software to do preliminary word segmentation of text content, filling in the software custom word list based on the unique vocabulary of Selena cruise ship, and using ROSTCM6.0 software to do word frequency analysis again. Sentiment analysis and matrix analysis, NETDRAW software was used to analyze social relationship networks, and finally, the LDA topic model was used to generate the implicit theme of the text, and the IPA model of cruise OGC and TGC was established by SPSS 26.0 software.

4. ANALYSIS OF THE STUDY RESULTS

4.1 OGC - TGC tourism gaze high - frequency words

Through gaze, OGC and TGC condensed Selena Cruise into text content, and conducted high - frequency feature word analysis of the text content with the help of ROSTCM6.0 software to explore the cruise gaze elements, and further classified the cruise gaze dimension through the refinement of various elements through semantic network diagram and LDA analysis, which is convenient for exploring the differentiation and harmony of Selena Cruise OGC and TGC, and provides suggestions for the diversified marketing of Selena Cruise.

The word frequency table of the top 50 OGC and TGC of Selena cruise ship was drawn to distinguish and analyze the OGC image and TGC in terms of parts of speech and word meaning.

First of all, in terms of parts of speech, the high - frequency words of the Selena cruise destination OGC and TGC are mainly composed of nouns, adjectives and verbs, and they are mainly nouns (see Table 1). In general, there are certain differences between OGC and TGC in the parts of speech of high - frequency words. The proportion of nouns in OGC is higher than that of the corresponding parts of speech in TGC, and the proportion of verbs and adjectives is lower than that of TGC - related parts of speech. It can be seen that OGC tends to solidify the presentation of the complaint compared with TGC, but it is weaker in terms of word richness and emotion, and the marketing atmosphere is not enough.

Secondly, in terms of word meaning, OGC and TGC present different perspectives of concern. In terms of noun meaning, OGC tends to market its corporate nature, cruise construction, cruise design, cruise culture and architectural style, while TGC focuses on cruise products, cruise services, cruise management, cruise catering and cruise activities. In terms of verb meaning, OGC focuses on the introduction and promotion of "design" cruise construction, style and other dimensions, while TGC focuses on the expression of specific cruise experience behaviors such as "disembarkation", "shopping", "queuing" and "going ashore". In terms of adjective meaning, OGC renders the image of Roman cultural stories and legends of international cruise ships, but this positioning is not perceived by TGC, and tourists pay more attention to their personal experiences such as "satisfaction" and "happiness".

4.2 OGC - TGC social semantic network

Although word frequency analysis can extract the frequency and parts of speech of the words and sentences of the Selena cruise ship OGC and TGC texts, it is weak in analyzing the connections between phrases and is not enough to explore the deeper connections of the texts. The semantic network relationship graph can present the relationship between semantics in a more intuitive form by constructing a specific association graph in the textual related concepts and word meanings of Selena cruise OGC and TGC, making up for the lack of word frequency analysis.

By drawing the semantic network diagram of the two, on the whole, OGC has the characteristics of "global dispersion and local concentration", while TGC has a closer network relationship and presents the layout characteristics of "overall concentration and local dispersion". Specifically, it can be seen that the OGC terminology presents three themes: first, the description of the product facilities of the Selena cruise ship; The second is to focus on the design characteristics of Selena, which is rich in design elements such as "mystery", "art" and "romance". The third is the description of the cruise route around Selena. TGC, on the other hand, is more focused, focusing on Selena's products, facilities and experiences, specifically involving the cruise's catering, accommodation, services, itineraries, etc. Compared with OGC, OGC pays less attention to the corporate characteristics and cultural characteristics that OGC focuses on, which echoes the results of the previous word frequency analysis.

4.3 TGC - OGC tourism gaze dimension

In order to further clarify the tourism gaze dimension indicators of Selena cruise OGC and TGC, and determine the number of topics in the document according to the confusion, the LDA model was created by using the gensim library to generate the confusion curve. Combined with the visualization results of puzzle degree, the number of inflection point topics ranged from 4~6.5, the topics were visualized through the pyLDAvis library, and the optimal number of topics was determined to be 5, combined with each group of keywords, the indicators of Selena cruise tourism gaze dimension were determined as follows: cruise service, cruise facilities, cruise products, cruise design and operation management, and finally summarized into the Selena cruise OGC and TGC tourism gaze dimension index table including 5 image dimensions and 14 perception elements. According to the proportion of

high - frequency words, the proportion table of tourist perception and government TGC image analysis category was generated (see Table 1).

Most of the existing OGC and TGC of Selena Cruise have significant differences in frequency proportions in the tourism gaze dimension, and some dimensions have small differences in frequency proportions. Drawing on the research of scholars such as Shi Pengfei and Ming Qingzhong[8], this paper regards the difference in proportion of less than 1% as "TGC=perception", and the difference value of more than 1% is divided into "OGC>TGC" and "OGC<TGC" according to the difference relationship. For example, if the difference between OGC and TGC for "cruise accommodation" and "customer management" is less than 1%, it can be regarded as "OGC=TGC"; "Shore excursions", "construction technology" and "design style" belong to the category of "OGC>TGC"; "Service attitude", "service skills" and "organization management" belong to the category of "OGC<TGC".

Table 1: Summary table of OGC - TGC categories

| Image elements | Dimension | OGC Proportion of word frequency (%) | TGC Proportion of word frequency (%) | TGC - OGC Difference (%) |
|-------------------------------------|---------------------------|--|--|--------------------------------|
| Cruise service | Service attitude | 11.98 | 9.85 | - 2.13 |
| | Service skills | 10.18 | 9.37 | - 0.81 |
| Shore excursions | Scenery from the shore | 7.03 | 11.13 | 4.1 |
| | Shore itineraries | 7.81 | 12.29 | 4.48 |
| Cruise products Construction design | Cruise catering | 7.06 | 13.13 | 6.07 |
| | Cruise accommodation | 4.99 | 4.29 | - 0.7 |
| | Leisure and entertainment | 6.73 | 10.11 | 3.38 |
| Operations management | Construction techniques | 13.32 | 2.77 | - 10.55 |
| | Design style | 16.09 | 5.81 | - 10.28 |
| Cruise service | Personnel management | 7.42 | 10.24 | 2.82 |
| | Organizational management | 7.39 | 11.01 | 3.62 |

Source: Drawing with high - frequency words and gaze textual content

5. IPA MODEL ANALYSIS

In order to avoid confusion between Quadrant I and Quadrant III, which are based on "OGC=TGC", this paper defines and supplements them from the definition of "category proportion" and "emotional tendency", and draws an IPA model of differentiation and harmony between OGC and TGC of Selena cruise ship (see Figure 1).

5.1 The differentiation and harmony of emotional images

The destination image contains two dimensions: cognitive and affective, and the emotional image has a greater impact on the overall image than the cognitive image [9]. In view of this, this paper draws a table of emotional dimensions between OGC and TGC to explore the difference and harmony of the emotions of OGC and TGC on Selena Cruise. On the whole, the two are positive> neutral> negative in the emotional dimension, and there is little difference between the two in the neutral dimension. In terms of the proportion of positive emotion, OGC was higher than that of TGC, and TGC was higher than that of OGC in terms of negative emotion.

In order to further clarify the problems existing in the current Selena cruise ship, this paper focuses on the analysis of the negative emotional dimensions of tourists' perception of the image, mainly focusing on the following dimensions:

(1) Cruise shore sightseeing

First of all, the rhythm of the itinerary is unreasonable, "the shore travel time is too short, the itinerary is relatively rushed", and secondly, the shore activities are unreasonable, "the activities on the shore are shopping, for tourists like us who don't want to buy anything, we must also get off the boat and follow the big army, which is very helpless".

(2) Cruise products

First, product quality, mainly focused on catering, entertainment, etc., such as "the economic purpose of play is too strong, there is no win - win situation of amusement and benefits", "young people will feel that eating and playing

are too monotonous", does not reflect the age group, experience needs of the hierarchical setting, not compatible; The second is the problem of product quantity, which is mainly manifested in the lack of catering facilities, "the cafeteria is crazy to grab one, it is difficult to find", and "the restaurant is similar to the battlefield during the peak meal".

(3) Chaotic operation and management

First of all, in terms of disembarkation and disembarkation management, "the waiting time for embarkation and disembarkation is too long and the order is too chaotic"; The second is the management of catering operation, "the order of tourists dining is too chaotic, and there are problems in management", "there are fewer catering dishes, the on - site organization is chaotic, and there are often tourists quarrelling"; Finally, the customer process is not standardized, "for the lost items, neither can provide monitoring, nor assist in finding, just simple registration".

5.2 IPA model analysis

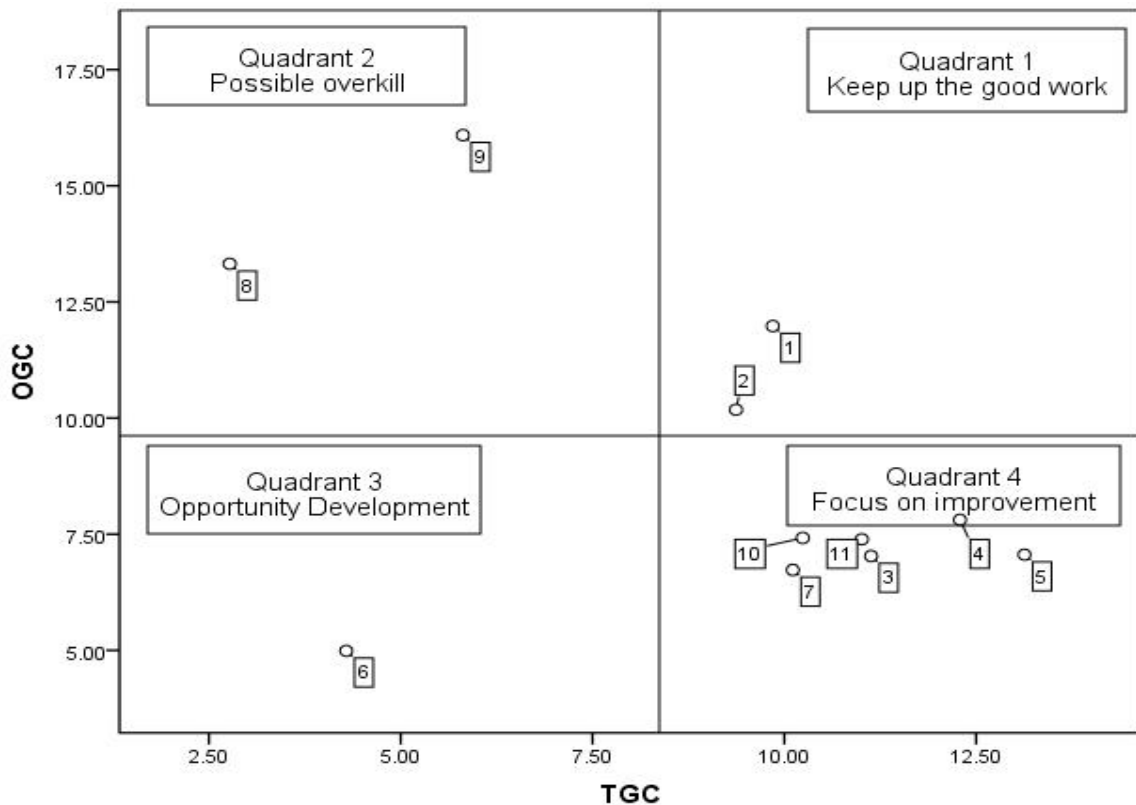


Figure 1: IPA model diagram of Selena cruise ship OGC - TGC

(Note: 1 service attitude, 2 service skills, 3 shore scenery, 4 shore itinerary, 5 cruise catering, 6 cruise accommodation, 7 leisure and entertainment, 8 construction technology, 9 design style, 10 personnel management, 11 organization management)

Source: Drawn by the author

5.2.1 Quadrant I: Continuation zone

"Service Attitude" and "Service Skills" are located in Quadrant I., that is, Selena Cruises OGC and TGC are both of high concern in this regard. Combined with high - frequency words and emotional gaze, both OGC and TGC convey the recognition of both, and subsequent cruise companies can focus on strengthening this dimension of marketing content in the process of marketing and promotion.

5.2.2 Quadrant II: Oversupply zone

"Construction Technology" and "Design Style" are located in Quadrant II, reflecting that the Selena Cruise OGC has invested too much in these aspects, while the guest perception is weak and there is a perception bias. Combined

with high - frequency words and emotional gaze, Selena Cruise OGC emphasizes its "romantic" and "mysterious" Roman "art" characteristic culture in terms of "construction technology" and "design style", and repeatedly mentions the aesthetics, artistry and storytelling of its cruise interior design. However, the "construction technology" and "design style" rendered by OGC are not perceived by tourists, which may be due to the low maturity of the Chinese cruise market, and tourists still pay attention to the basic functions of cruise ships, such as catering, accommodation. According to the current situation of market tourists, on the one hand, the frequency of publicity of construction technology can be weakened, and the second is that the tour guide or onboard staff can do a good job of promoting construction technology and art design to guide TGC's attention.

5.2.3 Quadrant III: Opportunity development area

Although TGC has a weak focus on "cruise accommodation", it has a greater impact on the emotional experience, and the improvement of this part of the content is of great significance to optimize the emotional experience of tourists' perceived image, and it is an important opportunity development area for Selena Cruise, and the official projection image should be waiting for the opportunity to optimize the elements related to this.

5.2.4 Quadrant IV: Key improvement areas

"Shore scenery", "shore itinerary", "cruise catering", "leisure and entertainment", "personnel management" and "organization management" are the elements that TGC mentions are high, while OGC is insufficient, and TGC negative emotions are involved in the emotional gaze. "Shore scenery", "shore itinerary", "cruise catering" and "leisure and entertainment" are important manifestations of the quality of TGC's emotional gaze experience, and "personnel management" and "organization management" are important constructs to improve the quality of TGC's emotional gaze experience. In the new marketing and management process, the government should re - plan the "shore scenery" and "shore itinerary", reposition the "personnel management" and "organization management", and pay attention to the rendering of the basic functions of cruise "cruise catering" and "leisure and entertainment".

6. STUDY CONCLUSIONS AND RECOMMENDATIONS

6.1 Study conclusions

The image of cruise tourism is composed of cognitive image and emotional image, and the cognitive and emotional analysis of the official projected image of Selena cruise ship and the perceived image of tourists is carried out through content analysis, and the IPA model is further drawn to sort out the differentiation and harmony between the two. The study found that:

The harmony between the official projected image of the cruise ship and the perceived image of tourists is as follows:

- (1) In terms of tourism gaze words, the high - frequency words of the perceived image of Selena cruise tourists and the official projected image are mainly composed of nouns, adjectives and verbs, and are mainly nouns.
- (2) The two tourism gaze dimension indicators can be divided into five dimensions: cruise service, shore sightseeing, cruise products, construction design and operation management.
- (3) In the dimension of emotional gaze, both are positive > neutral > negative, and there is little difference between the two in the neutral dimension.

The differences between the official projected image of the cruise ship and the perceived image of tourists are as follows:

- (1) The part of speech is different, the proportion of nouns in the official projected image is higher than the proportion of corresponding parts of speech in the perceived image of tourists, the proportion of verbs and adjectives is lower than the proportion of parts of speech related to the perceived image of tourists, and the official projected image tends to be a single objective statement, which is weak in the richness and emotional color of the words, the atmosphere is insufficient, the vocabulary of the tourists' perceived image is relatively gathered, and the parts of speech are more rich and diverse.

(2) In terms of the objects of attention of cruise ships, the official projection image of cruise ships and the perceived image of tourists focus on the rendering of the nature of cruise companies, cruise construction, cruise design, cruise culture and architectural styles, while the perception image of cruise tourists focuses on the specific functions of cruise products, cruise services, cruise management, cruise catering and cruise activities.

(3) In terms of semantic attention, the official projection image terms focus on multiple themes, showing the characteristics of "overall dispersion and partial concentration", and the tourists' perceived images are more closely related to the network, focusing on the functional gaze of cruise ships, presenting the layout characteristics of "overall concentration and partial dispersion".

(4) In terms of emotion, the proportion of negative emotions in the tourists' perceived image is much higher than that of the tourism emotional gaze of the official projected image, and the official projected image renders the literary and romantic image shaped by the stories and legends of ancient Rome, but this image has not been paid attention to by the tourists' perception of the image.

6.2 Development proposal

Cruise tourism consumption has two values, namely functional value and emotional value. The official projection image of Selena Cruise and the perceived image of tourists in the operation and management of the marketing management convey the resonance of psychological support for the development of China's river cruises. However, in the process of information dissemination, content quality, interactive experience, and visual effects all affect users' emotions, and content quality and interactive experience will affect users' perception of product usability, which in turn affects emotions [10]. Combined with the different dimensions and emotional negative values between the official projected image and the perceived image of tourists, Selena Cruise needs to be further improved in the following aspects:

First of all, carry out differentiated market cultivation. It is necessary to further do a good job in market segmentation and correctly grasp its needs, carry out differentiated market cultivation, and implement differentiated marketing strategies. According to the travel groups with different motivations, the corresponding experience interactive cruise tourism products are developed, and diversified route products such as leisure sports, sightseeing and curiosity, research and exploration are added to attract potential cruise tourists.

Secondly, improve the ability of cruise operation and management. Flexibly set the opening hours of cruise facilities to meet the rhythm of tourists' leisure and vacation, and at the same time strengthen the ability of cruise personnel management, customer relationship maintenance and crisis management. In terms of personnel management, we will strengthen staff skills training, such as providing comprehensive training for cruise staff, including customer service, cruise knowledge, safe operation, etc., to ensure that crew members have the skills and knowledge required to provide quality services. In terms of customer relations and public relations crisis management, there is an urgent need to pay attention to the implementation of the rapid response mechanism for tourists, establish an effective complaint handling mechanism, ensure timely and proper handling of passengers' complaints and feedback, and optimize service quality and customer experience.

Finally, improve the quality of cruise products. Chinese tourists' perception of cruise products is mainly focused on their functional value, so cruise products are the foundation. In view of the lack of cruise catering that TGC is concerned about, it is necessary to further enrich the variety of Chinese dishes, improve the quality of dishes, and avoid the negative experience of "can't eat and can't wait" caused by "lack of vegetables and few dishes". In terms of accommodation, it is necessary to improve the cleanliness of cabin facilities and equipment, and pay attention to the coordination of the human - machine environment in the cabin space, so as to improve the activity experience of tourists in the cruise cabin. In terms of itinerary and entertainment, it is necessary to further expand the market customer base, carry out differentiated market cultivation, reasonably plan shore tourism, increase age - specific activities, and improve the tourist experience.

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