

The Image of Cruise Tourism is Dislocated and Regulated from the Perspective of Tourism Gaze Based on the Differentiation and Harmony of OGC and TGC Images

Wenyue Hu

College of Humanities and Arts, Jiangsu Maritime Vocational and Technical College, Nanjing 211170, Jiangsu, China

Abstract: *Tourist gaze is an interactive two-way behavior of observation and experience. From this theoretical perspective, based on the coding analysis of occupation-generated content (OGC) and tourist-generated content (TGC), this paper studies the differentiation and harmony of cruise ships in the South China Sea, explores their image dislocation and proposes regulatory measures. The results show that in the emotional dimension, positive emotions are the main proportion of the two evaluations, showing a trend of positive > neutral > negative. In terms of the objects of concern, both can be divided into five dimensions: cruise services, cruise companies, cruise products, shore tourism and operation management. In terms of image dislocation, firstly, in terms of advertorial vocabulary, OGC tends to standardize objective presentations, and the richness and emotional color of words are weak; Secondly, in terms of focusing on dimensions, OGC pays more attention to showing the high-quality tourism resources and feelings of family and country of Nanhai Cruises, and the communication content is more diversified and the communication structure is more stable. TGC is more inclined to show the main role of "people" in the process of conveying the cruise tourism experience in the South China Sea, focusing on cruise catering, cruise accommodation, cruise service and operation management. Finally, combined with the IPA model, relevant control measures are put forward for the image dislocation of cruise ships in the South China Sea from four aspects: the continuation area, the oversupply area, the opportunity development area and the key improvement area.*

Keywords: Nanhai Cruises; Ipa model; Oak; Turk.

1. INTRODUCTION

The tourism image represents the reputation of the tourist destination, and is the psychological representation of the tourist destination and the psychological experience of the cognitive map of the tourist destination (LAI K, 2016), which plays an important role in the development of the tourist destination (Huang Zhenfang, 2002). Nowadays, 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, there is a phenomenon of differentiation of cruise image representation when providing information by cruise officials, cruise tourists and third-party tourism media platforms, and this inconsistency will hinder the effective dissemination of the ideal image of the cruise, and the greater the degree of incongruity, the greater the negative impact on the image communication of the cruise. In the game between the two sides, there are even "brand hijacking" and "image misalignment", and the image misalignment means that tourists reconstruct a biased image that is detached from the real image of cruise tourism (Wang Yusha, 2024), which brings great challenges to the marketing communication of cruise image. Therefore, exploring the problem of cruise image dislocation and regulation has reference significance for optimizing the official marketing content of cruise ships and enriching the theory of cruise image marketing.

2. RESEARCH STATUS OF NATIONAL CULTURAL PARKS

2.1 Tourist gaze

Gaze is an interactive two-way behavior of observation and experience, which is modeled by society and acquired, relying on personal values and preferences to transform the materialized phenomenon into a force for the development of the destination, which is the way to achieve the "tourism experience" rather than the end (Li Layang, 2015), and its most typical manifestation is the text content of online travelogues published by tourists (Wu Xinyang, 2022). Since Urry proposed the concept of tourist gaze, tourism gaze has become an important analytical tool in Chinese and Western tourism studies (Cheng Shaowen, 2017), and its conceptual system has

developed from the original tourist gaze to a multi-dimensional gaze system among tourists, hosts, tourism planners, governments and other multi-stakeholders. In recent years, Chinese and Western scholars have carried out a series of studies on tourist experience, destination cultural changes, host-guest relationship, power structure of tourist destinations, and tourism destination image from the perspective and method of tourism condensation, which has become an important tool for observing society. Foreign scholars pay more attention to the tourist experience and power relations in the gaze, and discuss the theory of the tourism gaze, while domestic scholars focus more on the application value of the tourism gaze, and the focus of research is mainly on tourism impact research, tourism planning and tourism marketing (see Figure 1). Tourism gaze expands the social value of tourism research and the depth of tourism theory research, and helps people to observe and think about the social relations behind tourism phenomena, the laws of tourists' tourism experience and the mechanism of tourism influence formation from a new perspective. As a complex cultural phenomenon, tourism gaze has shifted from one-way tourist gaze to multi-dimensional and multi-dimensional tourism gaze, and has increasingly become an important research perspective, idea, theory and method in the current multidisciplinary field of tourism research. Chen Juntong conducted research on the tourism gaze behavior in the live broadcast scene, and pointed out that the tourism gaze of the live broadcast belongs to the dynamic gaze (Chen Juntong, 2021). Zhang Jiangchi constructed a community value co-creation model from the perspective of tourism gaze (Zhang Jiangchi, 2021). Kong Lingyi interprets the typical imagery elements of the tourist destination of the ancient city of Phoenix under the tourist gaze (Kong Lingyi, 2018).

Based on the unique research perspective and phenomenological attributes of tourism gaze, tourism gaze plays an increasingly important role in tourism research, and plays an increasingly important role in the representation of social power relations, the improvement of tourists' tourism experience quality, and the theoretical research and practical application of sustainable marketing management of tourism destinations based on new media. However, the research on tourism gaze theory rarely involves the study of cruise experience image, and the application of tourism gaze in cruise tourism needs to be further explored.

2.2 Cruise studies

The academic attention to cruise tourism abroad began in the 60s of the 20th century. Cruise tourism has gradually changed from a simple social activity with the participation of social elites to a popular leisure and vacation activity that people widely participate in, and the research on cruise tourism has gradually changed from the macro economic research of the cruise tourism industry and the impact of cruise tourism to the research on cruise tourist behavior and cruise tourism management at the micro level.

Foreign research focuses on economic impact, environmental impact, social impact, consumer behavior, cruise health and safety (COVID-19), cruise destination competitiveness, and cruise marketing and branding. The research on the image of cruise tourism has formed a relatively complete system. Scholars have conducted in-depth discussions on the image of cruise tourism from multiple perspectives, including the constituent elements, influencing factors, communication channels and the relationship between image perception and tourist behavior. In terms of constituent elements, foreign scholars quantitatively analyze tourists' perception through questionnaire surveys and in-depth interviews, revealing the multi-dimensional characteristics of cruise tourism image, and believe that cruise tourism image includes many aspects such as hardware facilities, service quality, and cultural atmosphere (Toudert D, 2016).

The research hotspots of cruise tourism in China are mainly concentrated in the cruise industry, cruise home port, tourism, port city and other aspects. With the intensification of competition in the domestic cruise tourism market, the research on brand building, marketing strategy and service quality improvement of cruise tourism has gradually become a hot topic. Through case studies and empirical analysis, scholars discussed how to enhance the competitiveness of cruise tourism enterprises and promote the sustainable development of the cruise tourism industry. In terms of cruise image, domestic scholars mainly focus on the construction strategy of cruise tourism image (Sun Xiaodong, 2018), tourist perception (Huang Yanling, 2021), and image improvement path. The dislocation of its official image, especially the difference between the official and tourist user images, is rarely involved.

In general, the research topics of cruise tourism are gradually diversified and the research objects are constantly refined, and foreign cruise tourism research has formed a relatively complete system, which is clearer and richer in research topics than domestic research. The research on the image of cruise tourism at home and abroad has

achieved certain results, but there are still problems worthy of further exploration in the regulation of image dislocation.

2.3 OGC and TGC

In the early stage, the research on destination image mainly focused on field survey data, and measured the image and influencing factors of tourist destinations with the help of structural equations and grounded theory. With the emergence of a large number of user-generated data on the Internet, and the strong development of data acquisition methods such as machine learning, web crawlers, and natural language (Hezehai, 2024), new data sources have emerged in destination image research (Bing Zhenhua, 2022), and the subsequent OGC (occupation-generated content) and TGC (tourist-generated content) have become the focus of academic attention.

Career-generated content 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.

Tourist-generated content 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 the 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. For example, scholar Zha Ruibo took Fuzhou City as an example to study the differentiation of urban tourism visual images in Fuzhou City through OGC and TGC image data (Zha Ruibo, 2024). Scholar Zhang Gaojun took Shenzhen as the research object to explore the differences between OGC and TGC in the attributes of destination image, and pointed out that in the current Internet era, the process of tourism destination image communication is no longer one-way communication, but must have a cyclical character (Zhang Gaojun, 2020). Scholar Zhang Pengyang takes Kunming as an example to explore the similarities and differences between the two destinations (Zhang, 2022). 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 case studies of cruise ships need to be enriched, and the perspective of early research focuses on the cognitive image, while ignoring the emotional image under the tourist gaze. In this study, the coastline of the South China Sea cruise ship was taken as the research object, with the help of online text, from the perspective of cognitive image and emotional image to compare the image of OGC and TGC, in the construction of 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 DESIGN

3.1 Subjects of the study

The Xisha route has created a unique cruise product with its sacred, mysterious and magical scarce resources, which has good economic benefits. At the same time, the Xisha route is also a declaration of sovereignty in the South China Sea and an important measure to fulfill the maritime power, and the development and optimization of the Xisha route is of great significance. In view of the factors such as the number of tourist evaluations and the amount of information on the official website of cruise tourism products on the Xisha route, the Hainan cruise ship departing from Sanya to the Xisha Islands was selected as the research object, and its image dislocation and control measures were discussed, so as to jointly build a national brand of China's cruise industry.

3.2 Research Methods and Routes

In this study, content analysis and IPA analysis were used to study the differentiation and merger of Nanhai Cruises. Compared with the multivariate analysis method of questionnaire surveys, the biggest advantage of the content analysis method is that it can obtain the complete psychological perception of tourists. The Importance-Performance Analysis (IPA) method was introduced into the research of the tourism and leisure industry in 1991 by Chon K S et al. (SEVER I, 2015), and has since been used to diagnose tourism image positioning analysis. Based on the IPA analysis model of historical and cultural towns (Hu Wenyue, 2022), 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 Data acquisition and 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 released by the official website, so in this paper, the OGC uses the official website of Nanhai Cruise as the data source, and uses Python software to crawl the official website of Nanhai Cruise and the media platform of Sina Weibo official website on February 20, 2024, and obtains a total of 4197 characters. TGC data is based on Ctrip, the largest online travel operator in China, Xiaohongshu, a community media and Mafengwo travel strategy website, and retrieves a total of 32 travel guide information with a total of 2167 characters by searching "Nanhai Cruise" and "Dream of the South China Sea".

The specific operations of the study include: using Python to obtain OGC and TGC data; The data mining and content analysis software ROSTCM6.0 software were used to preliminarily segment the text content, and the software custom vocabulary was filled in with the unique words of the Nanhai Cruise Ship, and there was no objection to the word segmentation, and the ROSTCM6.0 software was used again to do word frequency analysis, sentiment analysis and matrix analysis. Use NETDRAW software to analyze social networks; 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. CONSTRUCTION

4.1 High-frequency words

With the help of ROSTCM6.0 software, the high-frequency feature word analysis of OGC and TGC text content was carried out to explore the cruise gaze elements, and further through the semantic network diagram and LDA analysis, the cruise gaze dimension was classified through the refinement of various elements, which was convenient for exploring the differentiation and harmony of OGC and TGC of Nanhai Cruises, and provided suggestions for the diversified marketing of Nanhai Cruises.

The word frequency table of the top 50 OGC and TGC of Nanhai cruise ships was drawn, and the differentiation and combination of OGC image and TGC in terms of part of speech and word meaning were analyzed.

First of all, in terms of parts of speech, the high-frequency words of OGC and TGC are mainly composed of nouns, adjectives and verbs, and are mainly nouns. 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 presentation compared with TGC, but the richness and emotion of the words are weaker, 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 cruise construction dimensions such as "design" and "building", while TGC focuses on the expression of specific cruise experience behaviors such as "snorkeling" and "getting on and off the ship". In terms of adjective meaning, OGC renders the image of the national feelings of the South China Sea cruises, and this positioning is also perceived by TGC, but at the same time, TGC puts forward higher feelings and product quality requirements for cruise products on the Xisha route.

4.2 Social Semantic Web

Although word frequency analysis can extract the frequency and part of speech of the words and sentences of the OGC and TGC texts of Nanhai Cruises, it is weak in analyzing the connections between phrases, which is not enough to explore the deeper connections of the texts. The semantic network relationship diagram can present the relationship between semantics in a more intuitive form by constructing a specific association diagram in the relevant concepts and word meanings of the OGC and TGC texts of Nanhai Cruises, making up for the lack of word frequency analysis.

By drawing the semantic network diagram of the two, on the whole, both show the characteristics of concentrated and compact layout. Specifically, it can be seen that the OGC terminology presents three themes: one is the description of the cruise operating company group in the South China Sea, the second is the description of the shore resources of the cruise ship in the South China Sea, and the third is the description of the facilities on board the cruise ship in the South China Sea. TGC, on the other hand, is more focused, focusing on the products, facilities and experience of Nanhai Cruises. Specifically, it involves the catering, accommodation, service, itinerary and other aspects of the cruise. Compared with OGC's image gaze, TGC pays less attention to OGC's corporate characteristics and cultural characteristics, and there is image misalignment, which echoes the results of the previous word frequency analysis.

4.3 Tourist gaze dimension

In order to further clarify the image dimension indicators of Nanhai Cruise OGC and TGC cruise ships, the number of topics in the document was determined according to the confusion degree, and the LDA model was created by using the gensim library to generate the confusion curve. Combined with the visualization results of puzzle, the number of inflection point topics ranged from 5~6.5, 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 the gaze dimension of cruise tourism in the South China Sea were determined as follows: cruise service, cruise company, cruise product, shore sightseeing and operation management, and finally summarized into the image dimension table of OGC and TGC cruise in the South China Sea including 5 image dimensions and 11 perception elements. According to the proportion of high-frequency word frequency, the proportion table of OGC and TGC image categories was generated (see Table 1).

Table 1: Summary table of OGC-TGC categories

Gaze content	Dimension	OGC (%)	TGC (%)	TGC-OGC (%)
Cruise service	Service attitude	7.98	11.85	3.87
	Service skills	7.18	11.37	4.19
Cruise facilities	Number of facilities	11.03	3.13	-7.9
	Quality of facilities	11.81	3.29	-8.52
Cruise products	Cruise catering	7.06	11.13	4.07
	Cruise accommodation	7.19	3.12	-4.07
	Leisure and entertainment	8.73	11.11	2.38
	Shore excursions	15.12	10.77	-4.35
Construction design	Construction techniques	8.09	12.01	3.92
	Design style	8.42	11.24	2.82
Operations management	Personnel management	7.39	10.98	3.59

5. IPA MODEL ANALYSIS

In order to avoid confusion between the two regions, this paper defines and supplements the "category proportion" and "emotional tendency" to draw an IPA model of differentiation and harmony between OGC and TGC of Nanhai cruise ships (Figure 1).

5.1 Emotional gaze

The destination image involves two dimensions: cognition and emotion, and the emotional image has a greater impact on the overall image than the cognitive image (Liu Li, 2013). In view of this, the emotional dimension table of OGC and TGC is drawn, and the emotional differentiation and harmony of OGC and TGC of Nanhai Cruise are explored through the differentiation and harmony of the emotions of OGC and TGC of Nanhai 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 emotions, OGC was higher than that of TGC, and TGC was higher than that of OGC in terms of negative emotions. TGC's positive emotions are relatively concentrated in the aspect of "family and country feelings", and many times mentioned such as "the trip to Xisha is nothing else, only for the complex", "when the March of the Volunteers sounded in Xisha, when the five-star red flag fluttered high, and solemnly swore in the face of the national flag, the heart rose with incomparable glory and pride", "Go to see the Xisha of the motherland and our territorial waters, no matter how much money you spend, it is worth it".

In order to further regulate the misplaced image, the negative emotional dimension of TGC image was analyzed, and it was found that the following dimensions were mainly concentrated:

(1) In terms of cruise service.

First of all, there is a lack of service awareness in the service attitude, "there is no minimum sense of service at all, it is too tired to say a word, and the guests are accused of not looking at the brand, and the words are rude", and the service initiative is insufficient, "there is no smile in the whole process, except for the words that must be said, there is no communication, and we will not lead everyone to do any activities"; The second is the lack of skills, "the overall quality of the waiters is not good, and the Maritime Museum has been stuck many times, basically reading the description on the map quickly, and asking what can not be answered".

(2) The dislocation of cruise products mainly exists.

First, product quality, mainly focusing on catering, entertainment, etc., such as "catering in general", "entertainment activities on board are very monotonous", "there is basically no local Hainan specialties on board", and local characteristics are not well used to form special catering; The second is the problem of product quantity, which is mainly manifested in the lack of catering facilities, "like a crowded canteen", "eating is similar to the battlefield"; The third is the environmental problem of the cruise ship, "the bed is not clean, there are unknown insect bites, and many people in the same industry have rashes and itching!" Sanitation and cleaning are seriously inadequate", "On the deck... Everywhere it was sun-dried by passengers, and it was very ugly."

(3) Cruise shore excursion.

First of all, the rhythm of the itinerary is unreasonable "landing on the island is too monotonous, and half a day is repeated on an island", and secondly, the shore activities are unreasonable "only looking at a bare beach island".

(4) Chaotic operation and management.

First of all, in terms of cruise safety management, safety awareness is insufficient, "at night, the cruise ship locks all the doors around it, which is an escape route"; The second is that in terms of the order management of cruise activities, "the order of tourists' dining is too chaotic", "the on-site organization is chaotic, and there are often quarrels".

(5) The construction design gaze is misplaced.

First, the space design does not conform to ergonomics, "the height of the cruise room and the bed are relatively short and short, and the whole process seems to be compressed into a space", "the cabin space is narrow, the sea view window is also very small, the bed design of the sea view quadruple room is defective, and the person in the lower bunk cannot straighten the waist pole"; Second, in terms of facility construction, "hardware facilities cannot be compared with vacation cruises, and tourism facilities are seriously lacking", and there are deficiencies in quality and quantity.

5.2 IPA model analysis

5.2.1 Quadrant I.: Continuation Zone

"Shore scenery" is located in Quadrant I., that is, the South China Sea cruise ship OGC and TGC are both of high attention in this regard. Combined with high-frequency words and emotional gaze, both OGC and TGC convey the recognition of the tourism resources of the Xisha Islands and the sovereignty of the South China Sea they represent,

but TGC also conveys the negative emotional value of the shore scenery, that is, the product is single and the development is extensive. Therefore, the image dimension is the follow-up cruise companies need to pay great attention to, one is the high attention to the marketing volume, that is, the need to continue to strengthen in the process of marketing promotion, and the other is the high attention to the quality of file upgrading, that is, the need to improve product quality and connotation.

5.2.2 Quadrant II.: Oversupply Zone

"Corporate Culture" and "Construction Technology" are located in Quadrant II., reflecting that the OGC of Nanhai Cruise Lines has invested too much in these aspects, while the perception of tourists is weak, and there is a misalignment of image perception. The reason may be that the maturity of China's cruise market is low, and tourists still pay attention to the basic functions of coastal cruises, such as catering, accommodation, entertainment, shore activities, etc., and do not pay too much attention to the construction technology and corporate culture of the cruise ship itself. For tourists with cultural and spiritual needs, one is to infiltrate the "corporate culture" and "construction technology" to the tourists through emotional marketing, and the other is to cooperate with tour guides or shipboard staff to do a good job of "corporate culture" and "construction technology" to guide TGC's attention.

5.2.3 Quadrant III.: Opportunity Development Area

Although TGC has a weak focus on the gaze of "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 tourist users, and is an important opportunity development area for cruise ships in the South China Sea.

5.2.4 Quadrant IV.: Key Improvement Areas

"Service attitude", "service skills", "cruise catering", "leisure and entertainment", "shore itinerary", "personnel management" and "organization management" are the elements that TGC mentions highly, while OGC does not pay enough attention to them, and TGC's negative emotions are more involved in emotional gaze. "Service attitude", "service skills", "cruise catering", "leisure and entertainment" and "shore itinerary" are important manifestations of TGC's emotional image, 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 retrain the "service attitude" and "service skills", re-plan the "shore itinerary", reposition the "personnel management" and "organization management", and pay attention to the rendering and quality improvement of the basic functions of cruise "cruise catering" and "leisure and entertainment".

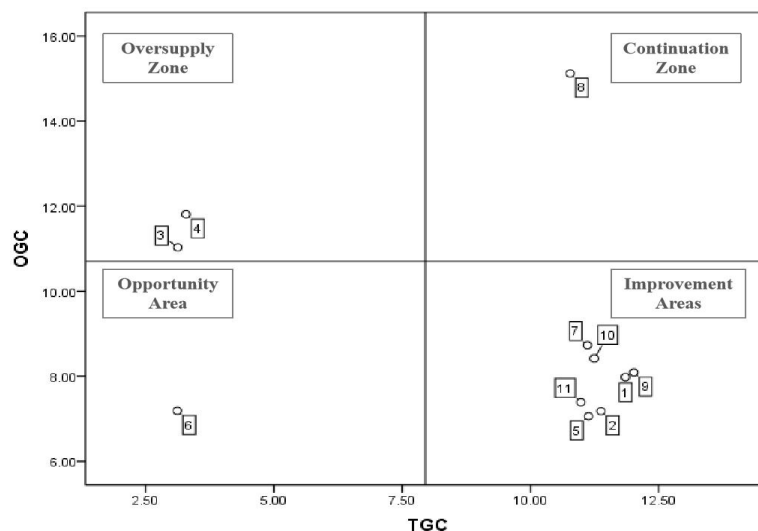


Figure 1: IPA model diagram of OGC-TGC of Nanhai cruise ship

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

On the whole, the image elements in quadrant IV are the most, and the image elements in quadrants I and IV are the least. Among them, the attention of TGC in the seven elements of "service attitude", "service skills", "cruise catering", "leisure and entertainment", "shore itinerary", "personnel management" and "organization management" is higher than that of OGC, which needs to be focused on and improved.

6. CONCLUSIONS AND DISCUSSIONS

6.1 Conclusions

The image of cruise tourism is composed of cognitive image and emotional image, and the cognitive and sentiment analysis of the OGC image and TGC image of Nanhai cruise ship is carried out through the content analysis method, and the IPA model is further drawn, the difference and harmony between the two are sorted out, and the dislocation of cruise image is explored. The study found that:

The harmony between the image of cruise OGC and TGC is as follows: (1) In terms of tourism gaze words, the high-frequency words of cruise OGC image and TGC 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, cruise company, cruise product, shore tourism and operation management. (3) In the dimension of emotional gaze, the two are positive > neutral > negative, and there is little difference between the two in the neutral dimension.

The misalignment between the image of cruise OGC and the image of TGC is as follows: (1) the part of speech is different, the proportion of nouns in cruise OGC is higher than that of the corresponding part of speech in the TGC image, the proportion of verbs and adjectives is lower than the proportion of parts of speech related to the image perceived by tourists, the official projected image tends to be a single objective statement, the richness and emotional color of the words are weak, the atmosphere rendering is insufficient, and the vocabulary of the image used by tourists is relatively clustered, and the parts of speech are more rich and diverse. (2) In terms of the objects of attention of cruise ships, the image of cruise OGC and TGC focus on the nature of cruise companies, cruise construction, cruise design and the rendering of cruise culture; Cruise Tourists' Perception Image Tourism Gaze focuses on specific cruise functions such as cruise products, cruise services, cruise management, cruise catering and cruise activities. (3) In terms of semantic attention, the image of the cruise OGC focuses on multiple themes, while the TGC image is more closely related to the network, focusing on the functional gaze of the cruise ship. (4) In terms of emotion, although both highly recognize the feelings of family and country endowed by the Xisha Islands, in terms of specific items, the proportion of negative emotions in the image of cruise TGC is much higher than that of the tourism emotional gaze of the image of cruise OGC.

6.2 Prospect

Cruise tourism consumption has two values, namely functional value and emotional value. The image of OGC and TGC image of Nanhai coastal cruise ships convey the psychological resonance of patriotic feelings for China's coastal territory in the marketing management in operation and management. However, emotional consumption also needs to be supported by high-quality products and services. In the process of information dissemination, information as the carrier of cognitive process, travels on the route between the "data surface" and the "knowledge structure" (A, 2021), and the continuous and intensive input of new information can enable tourists to update the original solidified image, which is a key step in regulating the image dislocation. Therefore, cruise companies need to convey new information through the intervention of marketing means, so that tourists can quickly form new cognitions, so as to achieve effective regulation and control of the dislocation image of coastal cruise ships. Combined with the dislocation dimension and emotional negative value between the OGC image of the cruise ship and the TGC image, Nanhai Cruises needs to optimize in the following aspects:

First, pay attention to the functional value of resources and deliver a differentiated cruise image. In view of the gap between China's coastal cruise ships and international cruise ships in terms of operation management and infrastructure, in order to cultivate and develop the coastal cruise market as soon as possible, it is necessary to start from the selling point of tourism resources, and functional value is the main body of product marketing (Lu Yutong,

2024). In view of this, we can learn from TGC's multiple perspectives of perceiving images, such as cruise products, personnel services, shore resources, patriotic activities, etc., which provide a direction for the optimization of the cruise tourism market in the Xisha Islands in the South China Sea. While further excavating the tourism resources of the Xisha Islands in the South China Sea, it is necessary to focus on selecting unique and local charm images, such as blue resources, sovereignty in the South China Sea, maritime power and other elements for development and marketing, so as to broaden the theme image extension of coastal cruise ships and avoid the homogenization of the image of coastal cruise ships and international ocean cruise ships and river cruises.

Second, improve the quality of cruise products and create a variety of product types. At this stage, cruise products are still the foundation for China's cruise consumer market. In the process of improving product quality, in addition to paying attention to the quality and quantity of the basic functions of existing cruise ships, cruise companies also need to pay more attention to TGC high-centrality perception vocabulary, make good use of the semantic network relationship between text words, summarize and condense the combination of elements that tourists are most concerned about, such as "scenic spots + patriotism" and "leisure + tourism facilities", and focus on optimizing the combination of tourists' vocabulary network, so as to enhance the retrieval efficiency of tourists, so as to activate tourists' emotional association with the image of coastal cruise products. In addition, attention is paid to some unique image elements representing coastal cruise ships in the tourist vocabulary network, and a diverse combination of characteristic elements is used to create high-quality tourism routes along the coast. Introduce digital technologies such as the metaverse to create immersive red experience projects, so that tourists can further enhance their emotional experience in the virtual space, so as to output long-term value, build tourists' minds, and cultivate tourists' goodwill.

Third, increase refined service management and optimize cruise operation capabilities. First of all, it is necessary to strengthen the training of cruise personnel management, customer relationship maintenance, and crisis handling capabilities, and establish an effective complaint handling mechanism to ensure that passenger complaints and feedback are handled in a timely and proper manner, and optimize service quality and customer experience. At the same time, it is necessary to strengthen the monitoring of tourists' perceived image and dynamically adjust the direction of OGC cruise image marketing. Under the influence of changes in communication media, cruise OGC should pay full attention to the tourism demands and needs of cruise consumers in image projection marketing, strengthen the dynamic monitoring and analysis of tourists' perceived image, and find the weaknesses and deficiencies in marketing, operation and other links from time to time compared with the actual marketing work, and give timely adjustment and optimization. At the same time, in terms of customer relations and public relations crisis management, it is necessary to pay attention to customer needs and feedback, and improve the service process. For example, establish an effective rapid response mechanism, provide one-stop tourism services, properly handle passenger complaints and feedback, optimize service quality and customer experience, and ensure that service standards are effectively implemented through regular service quality assessment and assessment; Finally, we should pay attention to the development trend of emerging technologies, and use advanced technologies such as big data and artificial intelligence to improve the efficiency and accuracy of operation management to improve the level of operation management.

Fourth, build the brand image of cruise ships and strengthen the marketing capabilities of cruise ships. In the research on the impact of cruise tourism image, some scholars have proposed that brand awareness and reputation have a significant role in improving the image of cruise tourism (Gao Liangmou, 2020), and the innovation and pertinence of marketing activities can effectively enhance tourists' awareness of cruise tourism image. With the continuous development of the cruise tourism market and the intensification of competition, the differentiation of cruise tourism image will become the focus of cruise company marketing. Domestic cruise ships can shape their own brand image and cultural connotation through two dimensions: first, in terms of appearance image, design unique cruise appearance and interior decoration. Through unique hull design, iconic patterns, color matching, etc., the cruise ship is unique in appearance and attracts the attention of consumers. At the same time, the interior decoration should also reflect the characteristics and cultural connotation of the cruise company, providing consumers with a comfortable and luxurious travel experience; The second is the internal service brand, which provides personalized services. Cruise lines can provide personalized services according to the needs and preferences of the target market, such as customized travel itineraries, special catering, entertainment activities, etc., to meet the different needs of consumers. By providing high-quality services and products, we have won the trust and praise of consumers and formed a good brand reputation. At the same time, pay attention to the digital and intelligent shaping of the image of cruise tourism to attract more tourists and market share.

6.3 Deficiencies and prospects

The shortcomings of this study are mainly manifested in the following aspects: first, although this study provides a reference for the research on the image of cruise tourism in the South China Sea, due to the limitation of network data resources, this study only studies the coastal cruise ships in the South China Sea, and it is difficult to determine the inevitability or chance of the conclusion. To further explore the phenomenon of image dislocation and the difference in regulation and control of cruise ships in different sea areas. Second, although the five themes extracted based on LDA are representative to a certain extent, their universality needs to be demonstrated by more research. In the future, video analysis and questionnaire surveys can be used to explore the influence mechanism of different data types, different subject dimensions, different mediating variables and moderating variables on the image of cruise ships.

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