

梯田类与茶类农业文化遗产地旅游形象感知分异研究

**A Study on Perceived Differences in Tourism Image of
Terraced Field and Tea Agricultural Cultural Heritage Sites**

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Part 1

Background and Significance

背景与意义

Background / 背景



The importance of agricultural cultural heritage is increasingly highlighted.

农业文化遗产重要价值日益凸显



Agricultural cultural heritage requires dynamic tourism development.

农业文化遗产需要动态发展旅游



There are limitations in the perception of tourism image at agricultural cultural heritage sites.

农业文化遗产地旅游形象认知存在局限



Significance / 研究意义

- **Expanding** the field of research on the perception of agricultural cultural heritage sites.
拓展农业文化遗产地形象感知研究领域内容
- ◆ **Providing** precise and distinctive strategic guidance for the development of terraced field and tea tourism.
为梯田类与茶类旅游开发提供精准特色的策略指导



Part 2

Methods and Approach

方法与思路

Research Subjects / 研究对象

Terraced 梯田类

Yunnan Honghe Hani Rice Terraces System

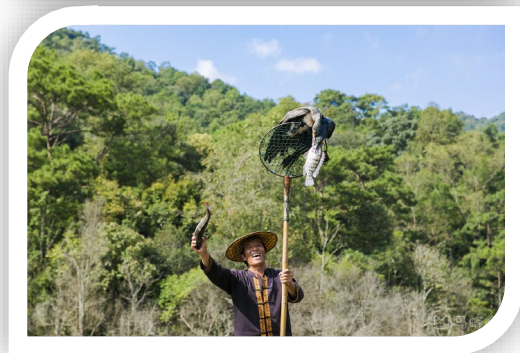
Southern Mountain Rice Terraces System



Tea 茶类

•Yunnan Puer Ancient Tea Garden and Tea Culture System

•Fujian Anxi Tieguanyin Tea Culture System



totaling nine scenic spots.

共计9个景点

Research Methods 研究方法

Network text analysis method 网络文本分析法

- Data collection from travel websites Ctrip and Mafengwo using the web crawler software Octopus.
爬虫软件八爪鱼在携程、马蜂窝网站爬取研究对象游记、点评
- Data processing and analysis using ROST CM6.
ROST CM6 进行数据分析

Data Acquisition

数据获取

序号	梯田类	景区	携程数据
1	云南红河哈尼稻作梯田系统	元阳哈尼梯田	1422
2	南方山地稻作梯田系统	龙脊梯田	2960
		上堡梯田	91
		联合梯田	25
		紫鹊界梯田	319
共计			4835

Terraced fields 梯田类

序号	茶类	景区	采集数据	
			携程	马蜂窝
1	云南普洱古茶园与茶文化系统	中华普洱茶博览苑	306	34
		景迈千年万亩古茶园	3	0
		茶马古道旅游景区	652	635 38篇游记
2	中国福建安溪铁观音茶文化系统	溪禾山铁观音文化园	92	0
		安溪铁观音游记	8篇游记	30篇游记
3	杭州西湖龙井茶文化系统（补充）	龙井村	146	944
		中国茶叶博物馆	134	83
		梅家坞茶文化村	23	189
		杭州龙坞茶村	51	7
		老龙井十八棵御茶园	151	0
		龙井八景茶行	124	0
共计			3574评论+68篇游记	

Tea 茶类

Data Processing 数据处理

1. Data Screening 数据筛选

- **Terraced fields: 3680 valid comments.**

梯田类有效评论为3680条

- **Tea: 2650 valid comments and 41 travelogues.**

茶类有效评论为2650条与41篇游记



3. Establishing a custom word list 建立自定义词表

- **Including specific place names, scenic spot names.**

特定的地名、景点名称

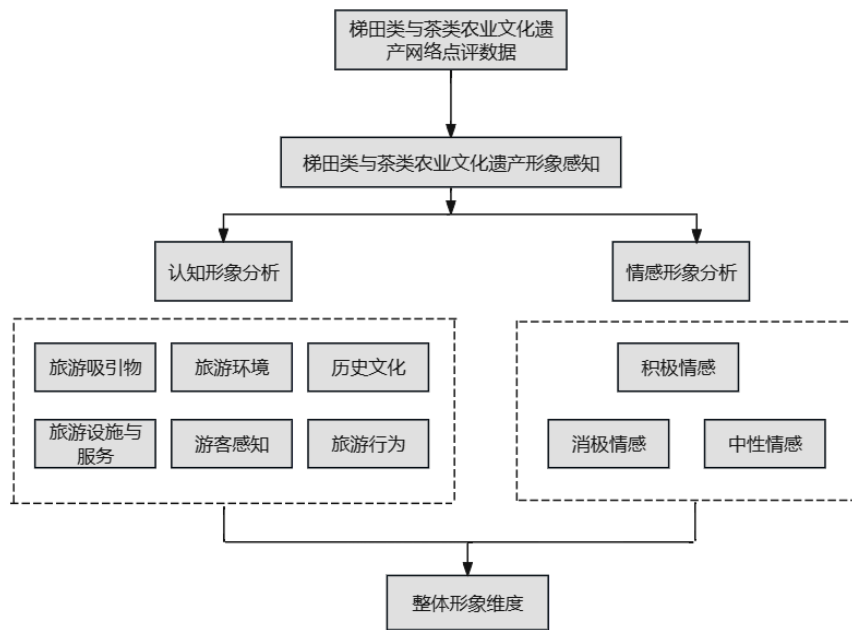
2. Semantic Replacement 语义替换

Synonyms or related words are categorized.

将同义词或相关词进行归类

4. Excluding common words 过滤无义词表

Theoretical Foundation/ 理论基础



Cognition-Emotion theory

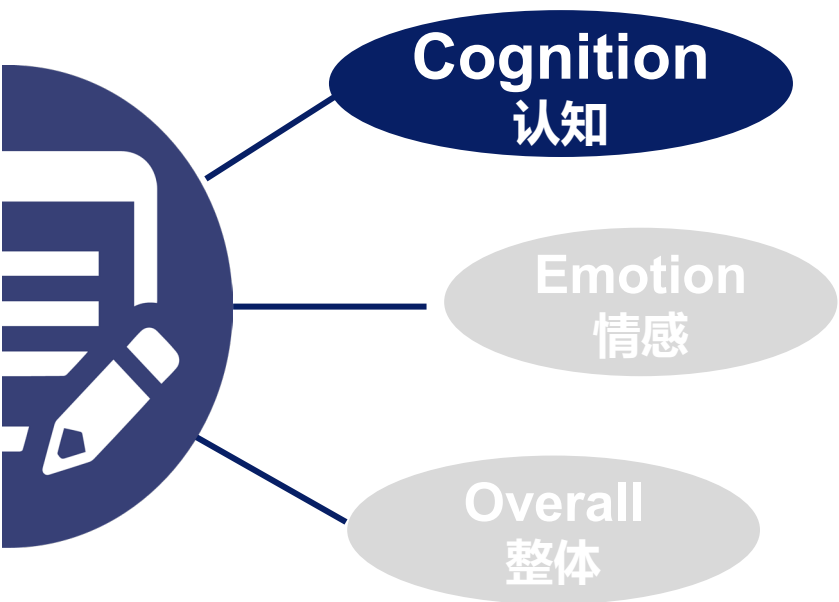
“认知-情感”理论



Part 3

Process and Content

过程与内容



High-frequency word category

analysis comparison

高频词类属分析对比

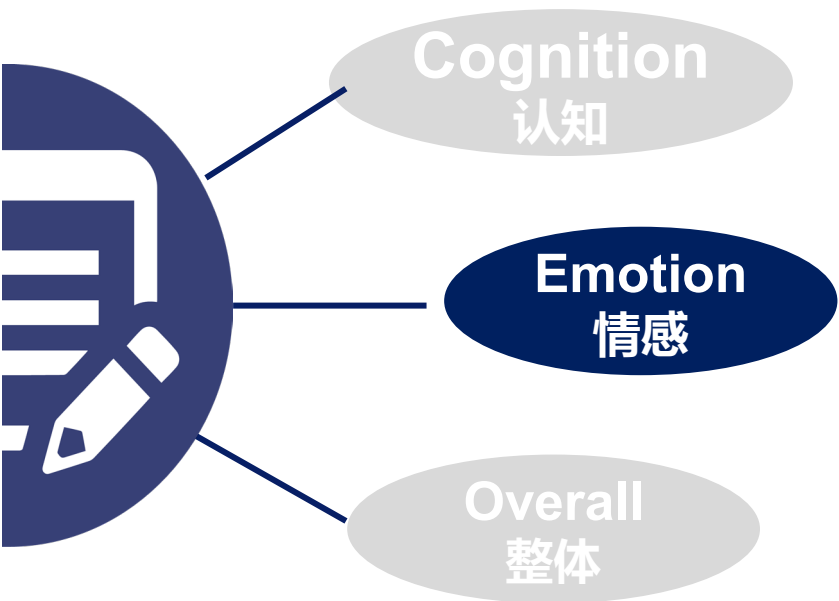
High-frequency word category analysis comparison

高频词类属分析对比

- | | |
|--|---------|
| ① Tourism Attractions | 旅游吸引物 |
| ② Tourism Environment | 旅游环境 |
| ③ History and Culture | 历史文化 |
| ④ Tourist Behavior | 旅游行为 |
| ⑤ Tourist Perception | 游客感知 |
| ⑥ Tourism Facilities and Services | 旅游设施与服务 |

Emotion Comparison Analysis

情感对比分析



**Emotion category and
intensity comparison**

情感类别及强度对比

Emotion category and intensity comparison

情感类别及强度对比

- **Positive** 积极情感
- **Neutral** 中性情感
- **Negative** 消极情感

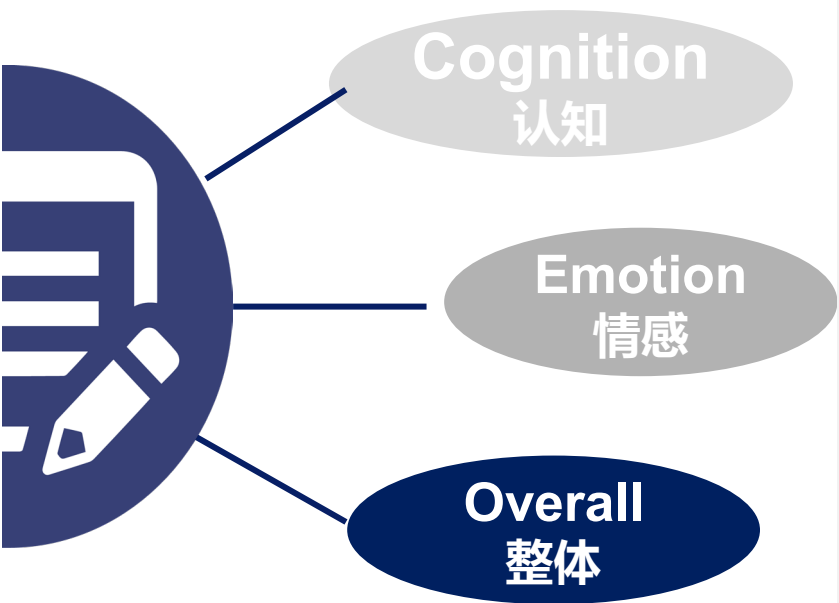
- **High** 高度
- **General** 一般
- **Moderate** 中度

Exploring the true emotions and their causes

挖掘真实情感与成因

Overall Image Comparison Analysis

整体形象对比分析



**Social semantic network
diagram analysis comparison**
社会语义网络图分析对比

**Core layer - Intermediate layer
- Edge layer**
核心层-中间层-边缘层



Part 4

Conclusions

研究结论

Cognitive Conclusions

认知方面结论



Grand and
spectacular natural
landscapes

宏伟壮观自然景观

+

Rich and colorful
National cultures

丰富多彩民族文化



Fresh and peaceful
Environment

清新宁静的环境

+

Leisurely and comfortable

Tea culture experience

休闲惬意的茶文化体验

The attention to terraced fields is
significantly higher than that of tea.

梯田类关注度显著高于茶类

Emotional Conclusions

情感方面结论



梯田类

积极：对自然美景表现出强烈赞赏和深刻震撼

消极：多来自于实际体验达不到期望效果

Terraced Fields



- Positive: Strong appreciation and deep shock for the natural beauty.
- Negative: Often comes from the actual experience not meeting expectations.

Emotional Conclusions

情感方面结论

Tea

- Positive: More appreciation for its quiet and relaxing atmosphere.
- Negative: Related to the degree of commercialization and service quality.



茶类

积极：更多地欣赏其宁静和放松的氛围

消极：与商业化程度和服务质量相关





Core attractions

核心吸引物

Overall image

整体形象

Tourist behavior

游客行为

Focus on
natural landscapes.

侧重于自然景观

Terraced Fields

梯田类

Mainly sightseeing
and photography.

以观景和拍照为主

Tea culture
exploration and
leisure experience.

茶文化探索和休闲体验

Tea

茶类

Focus on
experiential and
interactive.

注重体验性和互动性



Part 5

Suggestions

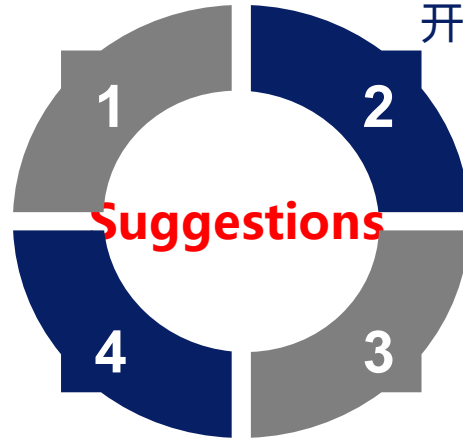
对策建议

**1.Optimize tourism infrastructure,
Create professional tourism services.**

优化旅游基础设施,
打造专业旅游服务

4.Strengthen environmental protection and sustainable tourism practices.

加强环境保护和可持续旅游实践



2.Develop interactive tourism products to provide in-depth cultural experiences.

开发旅游互动产品, 提供深度文化体验

3.Uncover the connotation of agricultural cultural heritage and create festival brand stories.

挖掘农业文化遗产内涵, 打造节庆品牌故事

Thank you for watching

