

THE INFLUENCE OF INTERNET TOURISM INFORMATION
QUALITY ON TOURISM DESTINATION IMAGE:
A CASE STUDY GUILIN, CHINA



MASTER OF ARTS IN TOURISM MANAGEMENT
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
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ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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A CASE STUDY GUILIN, CHINA

MIN LIANG

THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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ชื่อเรื่อง	อิทธิพลของคุณภาพข้อมูลการท่องเที่ยวทางอินเทอร์เน็ตที่มีต่อภาพของสถานที่ท่องเที่ยว: กรณีศึกษา กุ้ยหลิน ประเทศจีน
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บทคัดย่อ

ในเวลานี้ “การเดินทางเพียงปลายนิ้ว” ได้กลายเป็นกระแสหลักของยุคการท่องเที่ยวทั่วโลก โทรศัพท์มือถือถูกใช้เพื่อค้นหาข้อมูลการเดินทาง ค้นหาทิศทางของแผนที่ เพื่อทำธุรกรรมทางการเงิน การชำระเงินออนไลน์ ธุรกรรมด้านการเนทาง บริษัทท่องเที่ยวได้เปิดตัวลูกค้ำมือถือ เพื่อตอบสนองความต้องการของนักท่องเที่ยว

จากการวิจัยเชิงปฏิบัติการ การพัฒนาของการท่องเที่ยวมีความสำคัญอย่างยิ่งต่อการพัฒนาเศรษฐกิจในระดับภูมิภาค การเพิ่มขึ้นของรายได้ของเกษตรกรและการเพิ่มประสิทธิภาพของโครงสร้างอุตสาหกรรม ที่เป็นอุตสาหกรรมที่มีศักยภาพในด้านมูลค่าสูงจากประเทศ ดังนั้น จึงจำเป็นต้องเสริมสร้างการวิจัยและความรู้ด้านที่เกี่ยวข้อง ให้มีเงื่อนไขการพัฒนาที่มีประสิทธิภาพ เพื่อส่งเสริมการทำงานให้มีประสิทธิภาพสูงขึ้น การรวมกันของเทคโนโลยีสารสนเทศและเทคโนโลยีเครือข่าย ได้กลายเป็นแนวโน้มและมีบทบาทสำคัญในการพัฒนาอุตสาหกรรม ให้ความสนใจกับการลงทุนที่เกี่ยวข้อง ตระหนักถึงอัจฉริยะด้านเครือข่าย การให้ข้อมูลและการเสริมสร้างพลังของการพัฒนาอุตสาหกรรมด้านการท่องเที่ยว

ในการศึกษาผลกระทบของข้อมูลการท่องเที่ยวออนไลน์ กับวัตถุประสงค์การท่องเที่ยว เมืองกุ้ยหลิน คือทิศทางวิจัยสร้างเครือข่ายการท่องเที่ยวเครือข่าย รูปแบบการประเมินคุณภาพการท่องเที่ยว ภาพองค์ความรู้หลายทางการท่องเที่ยวและระบบดัชนีการประเมินภาพทางอารมณ์ การวิจัยใช้ข้อมูลวรรณกรรม วิธีการวิจัยสรุปวิธีการ การใช้แบบสอบถาม และการวิเคราะห์ทางสถิติ ผ่านการรักษาข้อมูล การวิจัยอิทธิพลของข้อมูลการท่องเที่ยวเครือข่ายกับจุดประสงค์ในการท่องเที่ยว จะถูกวิเคราะห์และผลลัพธ์ และข้อสรุปที่ได้รับเป็นพื้นฐานสำหรับกลยุทธ์การพัฒนาของการก่อสร้างข้อมูลการท่องเที่ยวออนไลน์ และวัตถุประสงค์การท่องเที่ยวในเมืองกุ้ยหลิน ข้อสรุปเฉพาะ มี

ดังนี้

ในการศึกษานี้ผลกระทบของข้อมูลการท่องเที่ยวออนไลน์เกี่ยวกับวัตถุประสงค์การท่องเที่ยวของเมืองก๊วยหลิน คือทิศทางการวิจัยสร้างเครือข่ายการท่องเที่ยว รูปแบบการประเมินคุณภาพการท่องเที่ยว ภาพองค์ความรู้ปลายทางการท่องเที่ยว และระบบดัชนี การประเมินภาพทางอารมณ์ การวิจัยการใช้ข้อมูลวรรณกรรม วิธีการวิจัยสรุป วิธีการแบบสอบถาม และการวิเคราะห์ทางสถิติผ่านการรักษาข้อมูล

ก่อนอื่นการประเมินคุณภาพของนักท่องเที่ยวของข้อมูลการท่องเที่ยวและการท่องเที่ยวในเมืองก๊วยหลิน มีมากกว่าสามคะแนนที่เป็นของ "ดี" มีพื้นที่โปรโมชันขนาดใหญ่ ประการที่สองคุณภาพข้อมูลการท่องเที่ยวจนถึงภาพองค์ความรู้ปลายทางการท่องเที่ยวและอารมณ์ภาพ มันมีอิทธิพลต่อไปอย่างมีนัยสำคัญ และภาพองค์ความรู้มีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อภาพทางอารมณ์ ประการที่สาม การก่อสร้างเครือข่ายเมืองก๊วยหลิน การก่อสร้างคุณภาพการก่อสร้างมีปัญหา เช่น การออกแบบศิลปะไม่ใช่กลไกการจัดการที่สมบูรณ์แบบ ขาดความแตกต่างของบุคลิกลักษณะ ดังนั้น จึงจำเป็นต้องสร้างสถาบันการออกแบบมืออาชีพ เสริมสร้างการกำกับดูแลข้อมูล และความต้องการของตลาด สะท้อนให้เห็นถึงลักษณะของแต่ละบุคคล

คำสำคัญ : คุณภาพของข้อมูล, ภาพองค์ความรู้, ภาพอารมณ์, ภาพสถานที่ท่องเที่ยว

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ABSTRACT

In this era of information explosion, "travel on your fingertips" has become the mainstream of the era of tourism. All over the world, mobile phones are being used to search tourism information, find directions through mobile phone maps, and complete travel transactions through online payment. Tourism companies have launched mobile phone clients to meet the needs of tourists.

Through practical research, the development of tourism industry is of great significance to regional economic development, increase of farmers' income, optimization of industrial structure and so on. It is a kind of industry with great potential, which is highly valued by the state. Therefore, it is necessary to strengthen the research and control of relevant aspects, provide powerful development conditions for it, and promote its high-quality and efficient operation. Among them, the combination of information technology and internet technology has become a trend, and plays a significant role in the process of industrial development. It pays attention to relevant investment, realizes the wisdom, internet and information of tourism industry, and enhances the vitality and power of tourism industry development.

In this research work, taking the impact of internet tourism information on tourism destination image of Guilin as the research direction, the evaluation model

of internet tourism information quality, the evaluation index system of tourism destination cognitive image and emotional image are established, and the research data are obtained by literature, induction and deduction, questionnaire survey and statistical analysis. And through processing the research data, analyzing the impact of the internet tourism information on tourism destination image, to draw the results and conclusions, as the basis of the construction of internet tourism information and the development of tourism destination image promotion strategy in Guilin city. The specific conclusions are as follows: Firstly, tourists' evaluation of the quality of internet tourism information and tourism destination image in Guilin is more than 3 points, which belongs to "good" and has a large promotion space; Secondly, the quality of internet tourism information has a significant positive impact on the cognitive image and emotional image of tourism destination, and the cognitive image has a significant positive impact on the emotional image; thirdly, there are some problems in the construction of internet tourism information quality in Guilin, such as poor art design, imperfect management mechanism and lack of personality. Therefore, we should establish professional design organization, strengthen information supervision, take market demand as the guidance and reflect the characteristics of personality.

Keywords : internet tourism information quality, cognitive image, emotional image, tourism destination image

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Min Liang



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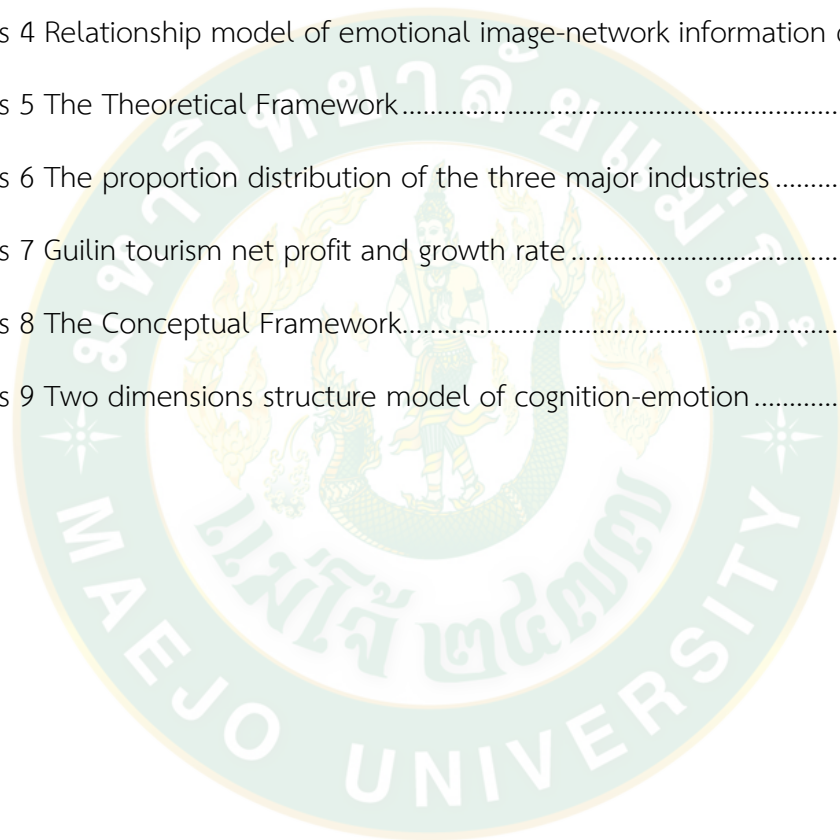
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CHAPTER I

INTRODUCTION

Preface

China's tourism industry is in the stage of rapid development of information, which plays a strong role in promoting the optimization of the overall economic structure and economic development. In addition, the industry has the characteristics of green and environmental protection, which can effectively use the natural and cultural resources in different regions, improve their use value and create greater benefits. Especially in the background of the internet information age, the internet platform and related technologies can be effectively used to publicize internet tourism destinations and promote the rapid development of tourism. In the process, internet tourism information quality for tourism destination image is larger, the influence of indirect influence tourists' recognition and selectivity of tourism destination, therefore, should strengthen the related research work, attach importance to internet tourism information quality, internet in the guarantee of tourism destination image at the same time, promote the publicity, provide strong support for tourism development.

When the specific research work is carried out, the research data are obtained through questionnaire survey, and then the research model is designed to explore the relationship between the quality of internet tourism information and the image of tourism destinations, as well as the relationship between the cognitive image and the emotional image of tourism destinations, and the corresponding results and conclusions are drawn.

Research Background

In the context of big data, big data features of tourism information quality include information quality such as text, pictures and videos. Tourists can obtain tourism internet information through big data, and then obtain the image characteristics of tourism destinations. Therefore, tourism information management is of vital importance to the development of tourism. In the new era of rapid socio-economic development, the development speed of China's tourism industry is increasing, and the output value has exceeded 6 trillion RMB, which is of great

significance to the regional economic development, the improvement of regional economic structure, the increase of farmers' income, the alleviation of poverty and the improvement of economic sustainable development ability. Therefore, it is necessary to strengthen the research input of relevant aspects. However, due to the vigorous development of tourism industry in various regions, the competition pressure between them is increasing, especially some major emergencies, which have a great impact on the tourism industry. The COVID-19 pandemic in 2019, for example, had a big impact on tourism, causing even greater economic losses. According to the statistics of the National Tourism Administration, the total tourism revenue in 2012 was 2.58 trillion RMB, 5.97 trillion RMB in 2018, 5.72 trillion RMB in 2019, and affected by the epidemic in 2020, it dropped to 2.23 trillion RMB (see Figure 1, data source: National Tourism Administration). China total tourism revenue is 2.37 trillion RMB in the first three quarters of 2021 (Data source: China Financial Network).



Figures 1 Development status of China's tourism industry (unit: trillion RMB)

Source: National Tourism Administration

Through practical investigation and research, in order to stimulate economic growth and improve the sustainable ability of economic development, local governments have invested a lot in the development of tourism industry. Especially in the construction of tourism industry informatization, it has become a trend. To sum up the current situation of tourism industry, the specific performance is as follows: Firstly, the development of tourism industry informatization has become a trend. Relevant industries have been introduced continuously, which has played a

certain role in promoting it. In 2011, Shao Qiwei, director of the National Tourism Administration, made an important speech on tourism informatization at the National Tourism Working Conference. In 2014, the country launched the "smart tourism year" activity, determined to vigorously develop the level of tourism information services, and effectively integrate information into the development of tourism industry. In 2016, the 13th five years plan for the development of tourism industry clearly stated that informatization is the key driving force for the development of tourism industry. In the 19th Session of National Congress of the Communist Party of China, the state has made new instructions for the development of tourism industry, with tourism industry informatization as the main direction; Secondly, the competition among tourism destinations has gradually intensified. With the development of industry, the speed of resource development in relevant aspects is increasing, the number of scenic spots and tourism companies is increasing, and the demand of people for tourism is increasing, with the characteristics of diversification and individuation. Therefore, in the construction of tourism information, we should pay attention to the use of the Internet, mobile terminals, service platforms and other aspects to improve the quality of information and meet the needs of the people. In particular, how to create tourism brand and reputation through the image building of tourism information mechanical energy destination has become a research hotspot; Thirdly, the research on the application of information technology in the development of tourism industry needs to be strengthened. At present, with the rapid development of information technology, mobile intelligent terminals have gradually become popular, and the application of new technologies such as big data and cloud computing has attracted much attention. However, because the relevant laws and regulations are not perfect, the management system is not perfect, and a certain transition period is needed, so it has become a key topic of social concern to study tourism destination image from the perspective of information technology. In essence, tourists form certain impression, belief, attitude and emotion under the influence of tourism attraction, social environment, cultural atmosphere and information design in the process of obtaining or receiving tourism destination information through internet channels. Therefore, it is necessary to strengthen the design, verification, operation and guarantee of tourism internet information.

Research Problem

From the perspective of theory, there are more researches on tourism information Internet at home and abroad, and the trend is increasing. However, there are relatively few studies on the relationship between the quality of internet tourism information and the image of tourism destinations. The theoretical research questions are as follows:

How to increase the research on the relationship between internet tourism information quality and tourism destination image?

How to optimize the system of internet tourism information quality evaluation on the impact of tourism destination image?

From the point of view of the practical significance, the domestic and foreign well-known tourist city of Guilin, has rich tourism resources, play a role of leadership and guidance, the development of Chinese tourism industry, so far, it increases the investment in the development of tourism information, and achieved some results, prove that the construction of tourism internet information is of great significance. The research questions in practice are as follows:

How to improve the tourism destination image?

What strategies are adopted to promote the informationized development of Guilin tourism?

Objectives of the Study

Through internet research model, questionnaire survey and data statistics, this study will analyze the impact of internet tourism information quality on the cognitive image and emotional image of tourism destination image, and then study the impact on tourism destination image. The purpose of this study is as follows:

First of all, to strengthen the understanding of relevant knowledge, improve the application ability.

Secondly, establish an evaluation system for the impact of internet tourism information quality on the image of tourism destination.

Thirdly, this paper will analyze the impact of internet tourism information quality on tourism destination image and put forward corresponding strategies.

Expected the Results

The expected result of this study is that through the investigation and analysis of the impact of internet tourism information quality on the tourism destination image, Guilin tourism internet boutique destination image will be rebuilt, and the rapid development of Guilin tourism information will play a promoting role. Thus, tourists' evaluation on the internet tourism information quality of Guilin and the tourism destination image will be improved. This paper discusses the influence of internet tourism information quality on the cognitive image and emotional image of tourism destination image, proposes the establishment of professional design agencies, strengthens the information supervision, takes the market demand as the guidance, and embodies the personalized characteristics. At the same time, internet tourism information design and management will be strengthened, the construction of Guilin internet tourism information will be promoted.

Scope of the Study

Take Guilin city as the research object, through the analysis of the quality of its internet tourism information in the tourism destination image of Guilin, the influence of the evaluation model will be set up, internet quality of cognitive and emotional image of tourism destination image information will receive evaluation, internet tourism information design and management will be improved, will strengthen the internet construction, tourism information will be to promote the development of Guilin . It is planned to target the interviewees as the recipients of relevant tourism information such as the official website of Guilin tourism management department, the website and management department of the scenic spot, the official website of the government, the official account of relevant government departments, and microblog. The interviewees can be people who have been to Guilin or have not been to Guilin, because the cognitive image attribute evaluation of Guilin forms the tourism destination tourists' purpose of visiting Guilin as a tourism destination is related to information through different channels, such as the internet, advertising, TV, relatives and friends. Emotional image is the emotional response of the tourism destination Guilin based on individual subjective feelings. Therefore, the respondents can be any person in the society, the only condition is to evaluate the tourism destination as Guilin.

Limitation of the Study

This study will have certain limitations, mainly reflected in the following two aspects: First, different periods, different social backgrounds, different tourists to the internet tourism information quality requirements. Therefore, this study is only applicable to a certain period of Guilin internet tourism information quality management. Secondly, due to the large amount of information in this study, it is difficult to contact the respondents themselves, which may affect their response effect. Therefore, the validity of this study needs to be further strengthened.

Operational Definition of the Terms

In this study, research on the influence of internet tourism information quality on tourism destinations image, the quality of internet tourism information is defined as a variety of information generated by the behavior of all subjects related to the whole tourism activity, which can meet the needs of users to the greatest extent and give full play to its greatest advantages of content, utility, value, form, quantity and so on (Zhang Chun-cao, 2019).

The tourism destination image is mean that all the elements that can affect and display the image of a tourism destination are components of the image of a tourism destination, including subjective factors and objective factors, as well as tangible and intangible influences (Wang Wen-yu, 2020). But there are also individual differences, which are influenced by individual cognition, quality and perspective. This paper will mainly from the cognitive image and perception image two aspects of the tourism destination image measurement, in order to prove the impact of internet tourism information quality on the tourism destination image.

The cognitive image will be defined as the objective attribute evaluation of tourists' non-subjective understanding of the tourism destination through different channels due to their own knowledge, preference, knowledge, practice and experience (Du Juan, 2020).

The emotional image refers to the reflection of emotion and emotion generated by tourists after they take the initiative to understand the tourism destination (Yao Xin-xu, 2020).

CHAPTER II

LITERATURE REVIEW AND RELATED STUDY

Theory Related to the Study

The literature review in this study is divided into two parts, one is the quality of internet tourism information, the other is the image of tourism destination. tourism destination image: cognitive image change and emotional image are the main theories of this study; Internet tourism information quality: Theories about the quality and quantity of tourism destination information are also the main theories of this study. In terms of concept and principle: based on the concept of internet information, the concept of cognitive image, the concept of emotional image and the concept of tourism destination, and the general situation of Guilin as the destination image of this study, the paper summarizes the information related to the concept model of internet tourism information quality and tourism destination. In this study, the theoretical framework is an extension of the conceptual framework. At the same time, the variable standards and measurement methods of the study were reviewed, so that the study could be further clearly analyzed and explained.

The purpose of the study is to analyze and compare the quality of Guilin's image as a tourist destination in internet tourism information; It is mainly compared from two dimensions: one is the impact of the quality of internet tourism information on the cognitive image of tourist destinations; the other is the impact of the quality of internet tourism information on the emotional image of tourist destinations. On this basis, the paper puts forward the quality management strategy and method of internet tourism information suitable for Guilin as a tourism destination.

The Theories of Internet Tourism Information quality

The theories of internet tourism information

Internet tourism informatization is regarded as the theory of the combination of internet technology and tourism information technology. Through research, information about tourism destinations obtained by tourists through their relatives and friends, brochures, self-selected agencies, official media and printed media is regarded as tourism information (Gitelson RJ, 1983). Meanwhile, tourism information can be divided into pre-visit information and post-visit information (Marrocu, 2017). In China, the definition of tourism information is mostly based on "Tourism Information

Data Theory" (Han JL and Ming QZ, 2021) and "Introduction to Tourism Information" (Surz and Chen XF, 2021). With the internet as the platform, tourism intelligence can be realized in the star-level links of tourism information acquisition, mining, retrieval and recommendation, with the characteristics of diversity, redundancy, heterogeneity and intelligence (Gao Xinbo, 2016). Based on the theoretical basis of Weibo, it is demonstrated that internet tourism information has become a catalyst for tourism development (Lian Tonghui, 2016). Internet tourism information refers to information that tourists search for key words of tourism destinations and other relevant information under internet conditions to meet tourism needs and reflect tourists' attention (Han Jinlong and Ming QZ, 2021).

The theories of internet tourism information quality

In earlier studies, "information quality" was synonymous with "data quality". Orr K believes that the connotation of information quality is the distance between the data view in the information system and the same data in the real world (Orr K, 2013). Kahn B K pointed out through research that information quality is reflected in the degree of standardization and demand satisfaction under certain environment, standards and requirements (Kahn B K, 2016). LP believes that information quality is a description of the characteristic quality of information products, including definition, name, effective value and compliance with business specifications (LP, 2018). After research, Rowling points out that data quality is a display of data, the embodiment of periodic value, the expression of influence and the interpretation of characteristics (Rowling, 2016). Specific elements include correctness, accuracy, non-contradiction, integrity, consistency, integration and other elements. Therefore, information quality is a hot research issue at home and abroad, especially in the information age and the internet era, more and more research on information quality. In short, domestic and foreign experts and scholars continue to enrich the research process of information quality, from focusing on "data" to "users" and then to "integration of data and users".

The Theories of Tourism Destination Image

Social exchange theory, which is mainly derived from economic theory, defines the interaction between people as a rational mode of thinking in order to maximize interests. Before the exchange occurs, the public can get the optimal solution based on the evaluation, and then complete the exchange or in the process, the public will measure the "gain and loss". If the gain is greater than the loss, the public will choose this behavior, otherwise give up this behavior (Tom,

2020): According to attitude theory, attitude consists of three parts: cognition, emotion and behavioral tendency. Therefore, it is necessary to analyze the relationship between these three parts and explain and cognitive attitude. Emotion has a mediating effect between cognition and intention (Baloglu, 2006). Tourism destination comprehensive evaluation theory, which is based on the statistical law of human value judgment and the comparative method of human cognition. In practice, the theoretical methods of general experience evaluation, natural scenery aesthetic quality evaluation and comprehensive evaluation are more commonly used in the evaluation of tourism destination image perception. Among them, the general experience evaluation is mainly used in the overall impression and characteristics of the tourism destination image physical evaluation. Quality evaluation and comprehensive evaluation of natural landscape beauty are used for attribute evaluation (Joseph, 2017); According to gestalt psychology theory, people's aesthetic perception has basic requirements for overall harmony. Based on this theory, the visual communication rules of tourism destination images are summarized as follows: similarity principle, proximity principle, symmetry principle, continuity principle and background law (Lim B, 2018). According to the theory of cognitive psychology, the human brain belongs to the information processing system. If it is awake, it will continue to process and process the stimulating information of the external environment (Kim, 2015). The "primordial-induced" theory of tourism image is a basic theory generated based on the internal process of tourism image. This theory emphasizes not only the generation of the image, but also its change under the influence (Gunn, 2006). Tourism destination image measurement methods mainly include structural method and unstructural method, qualitative analysis and quantitative analysis, data analysis, etc., specifically including introduction analysis, T-test analysis, cognitive map method, clustering analysis, material-performance analysis, Kelly square method, combination analysis, etc. (Pike, 2002). In the application of relevant theories and measurement methods, it should be selected according to the actual situation and reflect practicability. In the early stage, scholars and experts at home and abroad developed the theory of tourism destination image from the emphasis on cognitive impression to the comprehensive and holistic image formation theory. An early destination was a subjective impression held by an individual about a place other than his habitual residence (Hunt,1971). Destination image is a multi-dimensional potential variable composed of rational and perceptual explanations, including cognitive image and emotional image (Martin and

Bosque,2008). All people's cognition, impression and emotional expression of a particular destination are destination images (Bigne, 2009).

The Theories of Cognitive Image

In view of the objective image structure theory, some scholars think that destination image structure theory consists of two parts of cognitive image and affective image, more optimization is the destination image of the "Three-Dimensional Structure" theory, that destination image structure theory from the cognitive image, affective image and conation image from three aspects (Gartner, 1993), On this basis, the "New Three-Dimensional Structure" theory of destination image is proposed, which holds that destination image is composed of cognitive image, emotional image and overall image (Baloglu and McCleary, 1999). At the same time, some scholars concluded that cognitive image and emotional image have a significant positive impact on the overall image perception (Gan Lu, 2013). Furthermore, some scholars have concluded that the cognitive dimension has a significant positive impact on the perceptual dimension, and the two jointly determine the overall image of the destination (Liu Li, 2013).

The theory of cognitive image in psychology: from the perspective of psychology, people's cognitive process of things is more complex, must go through two physiological and psychological processes. First, perceive objects through the senses and form an impression in the mind. This impression is combined with the perceiver's original cognitive experience to form experiential representation, behavioral emotion and pleasant experience. Then, the concept of antecedent experience is gradually transferred to the object, forming a psychological picture with subjective characteristics. Son (2018) made a detailed study, and in the aspect of emotional image measurement, it was specifically divided into six measurement dimensions: "awakened - sleepy, interesting - boring, happy - annoying, relaxed - painful, disliked - liked, dull - excited".

The theory of cognitive image in tourism: According to the analysis of the connotation of tourism destination image and the summary of the evaluation dimension in the theoretical research part, different experts and scholars have different definitions of tourism destination image, especially in its image structure. Based on the summary, most scholars have recognized the following "cognition emotion" mode for the structure of tourism destination image (Gartner W, 2018 and Chen CF, 2019). This study believes that after tourists have cognitive image of tourism destination, they will have corresponding emotional image, and the emotional image

will also affect the cognitive image of tourists, especially in the new era, although some tourists do not come to the tourism destination, they learn relevant information through other channels, so as to generate the cognition of tourism destination. However, after the actual visit, it will produce a more direct cognitive image and change the original emotional image. The research on the image communication of tourist destinations is mainly based on tour operators; Research on tourism first image design and application based on tourism developers. As for the cognitive image of tourism destination, the tourism image is defined mainly from the perspective of tourists, and tourists' media and field experience are regarded as various elements of information acquisition of tourism destination and psychological elements of tourism resources, so as to form a set of psychological elements, which can reflect tourists' objective cognition of tourism image.

The Theories of Emotional Image

The theory of emotional image in psychology: Emotional image has different definitions in different fields and disciplines at home and abroad and has been cited by many articles. Scholars in different fields hold different views. In psychology, the emotional image is regarded as the induced image, that is, the perceptual image which has the function of executive decision. In the field of tourism, the emotional image of a tourism destination is regarded as the induced image of a tourism destination with psychological attributes. In tourism psychology, the emotional image generated by images has the sense of tourism motivation and the choice of tourism objectives. For example, Gunn puts forward in the first step of conceptualization of tourism destination image perception that tourism destination image is formed on the basis that tourists can receive relevant information of tourism destination (Gunn, 1972). The tourism destination image is composed of two parts: the original image and the induced image. The original image is based on the cognition of basic information, and the induced image is the tourism destination image formed by the tourists' conscious emotional behavior. Some scholars believe that the emotional image of a tourism destination is the expression of tourists' preference, imagination and emotion towards the tourism destination (Song Shu-ling, 2006). The emotional image is the cognitive emotional expression of tourists in multiple tourism destinations, and it combines the tourists' psychosocial characteristics with their tourism motivation (Li Fei and Huang Yao-li, 2005). According to related theoretical research, the content of emotional image is as follows: "unpleasant - comfortable", "drowsy - exciting", "dull - exciting", "depressing - relaxed" (Liu Li, 2013).

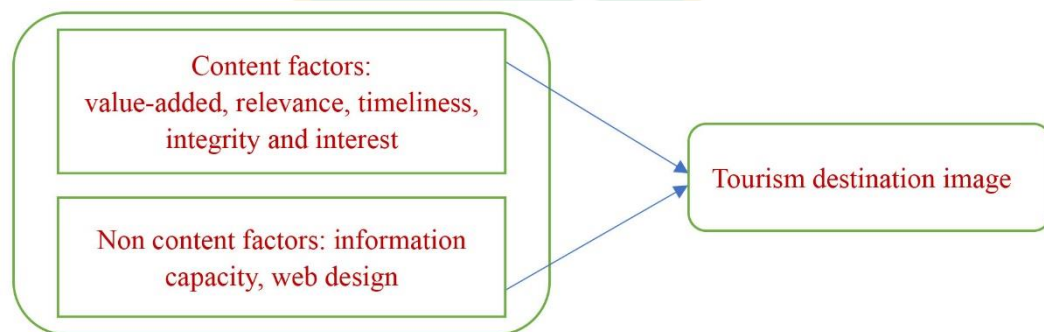
The theory of emotional image in tourism: The earliest theoretical framework on the formation of destination image divides the formation process of destination image into seven stages. Different information types play a role in the formation process of destination image, thus dividing destination image into organic image and induced image. Organic image is the image formed by tourists through the reception of non-commercial information such as newspapers, magazines and friends and relatives. Induced image is the image formed by tourists through the reception of commercial information such as advertisements, brochures and promotions (Gunn, 1972). On the basis of the former theory, complex image is added, which refers to the destination image formed by tourists after integrating the preliminary information and combining the destination's personal experience (Fekeye and Crompton, 1991). Later, destination image structure theory is more specifically divided into projected image and emotional image. The former is transmitted to tourists to generate destination image through specific channels, such as Internet information, propaganda posters, video advertisements and tourism reality shows. The latter is the tourism destination image generated by tourists based on the information they know before visiting the destination and their perception after first-hand experience (Groaapietsch, 2006). In the "New three-dimensional Structure" Structure theory of tourist destinations, tourism destination image is mainly based on Three dimensions: cognitive image, emotional image and physical image. Emotional image here refers to tourists' emotional evaluation of tourist destinations. What matters is the feeling of oneself (Baloglu,1999). Based on the "New Three-dimensional Structure" structural theory, tourists' emotional tendency and attitude towards tourist destinations can be reflected through the perceived image of tourist destinations, and the focus of tourists on tourist destinations can be reflected from the image dimension of tourist destinations (Guo Jiangling, 2017). Emotional image is considered to be the emotional response and evaluation of tourists to tourist destinations (Wu Jinhong, 2020), while the relationship between cognitive image and emotional image is considered to be close. Cognitive image is the basis of emotional image, and emotional image is an extension of cognitive imagination (Guo Jiangling, 2017).

A theoretical study on the relationship between internet tourism information quality and tourism destination image

Vichi Martorell took tourists in Spanish tourist resorts as the research object and analyzed their current situation and attitude towards Internet use (Vichi Martorell, 2014). The results show that the characteristics of online tourism information, such as the amount of data and relevance of information in context,

have a great impact on tourists' perception, and will affect tourists' impression of the tourist destination theory.

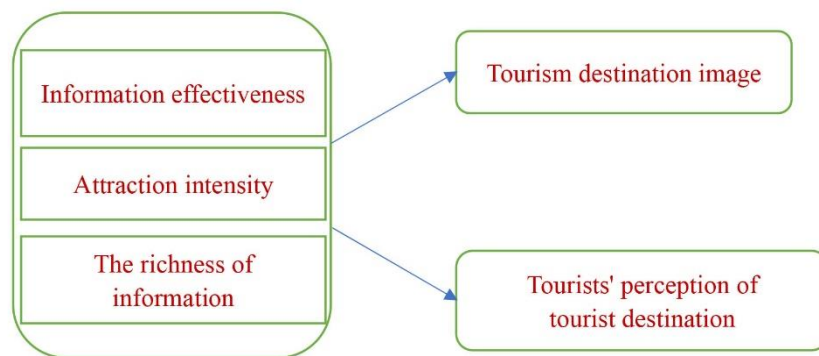
Based on the original theoretical research, Kim Sung-eun obtained tourism information on social media by means of practical investigation. The results show that the content, form and quantity of information have a great influence on the formation of tourism destination image theory. In the research, information quality can be divided into value-added, relevance, timeliness, integrity, interest, information capacity and web design, so as to evaluate online tourism information quality based on this theory (Sung-eun Kim, 2019). The specific model is shown in Figure 2.



Figures 2 Kim Sung-eun's theoretical model of research

Source: Sung-eun Kim (2019)

Due to the late rise of China's tourism industry, there are relatively few academic researches on the impact of information quality on tourism destinations. In recent years, with the rapid development of China's tourism industry, research on relevant aspects has been increasing. After literature review, Sun Dan refined the quality of tourism information, specifically including three aspects of richness, timeliness and attractiveness. The data mainly comes from the internet users of tourism virtual communities (Sun Dan, 2018). The theoretical results show that the information quality of tourism virtual community affects the image of tourism destination, which is the main factor of tourists' perception of tourism destination image. The specific model is shown in Figure 3.

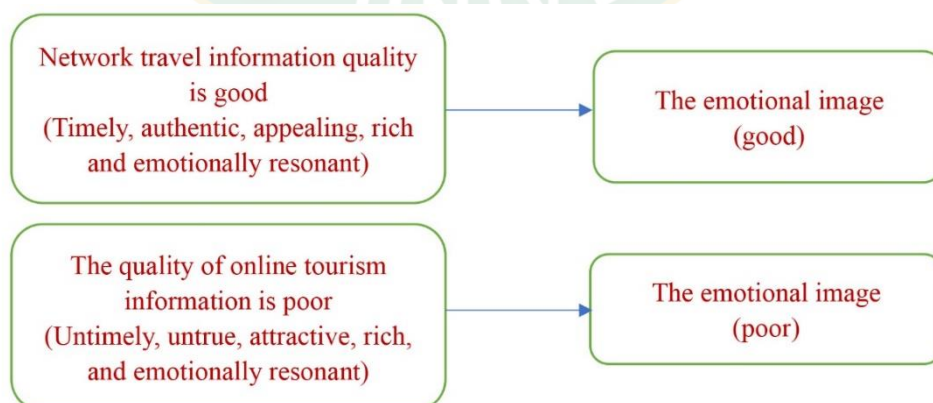


Figures 3 Sun Dan's theoretical research model

Source: Sun Dan (2018)

A theoretical study on the relationship between emotional image and internet tourism information quality

In the process of practice, tourists have a certain emotional tendency when they choose a tourism destination and establish the tourism destination image. If the internet information of the tourism destination is real and has certain emotional resonance, it will "move" the tourists from the bottom of their hearts, which will increase their choice rate and status. If the information is false and there is a lack of arousal and stimulation in emotion, the choice rate of destination will be reduced and the status and image in the hearts of tourists will be affected. Therefore, the relationship between the former emotional image and the quality of internet tourism information can be positioned as "direct reaction" (Beerli, 2004 and Gartner, 1994). The specific model is shown in Figure 4.



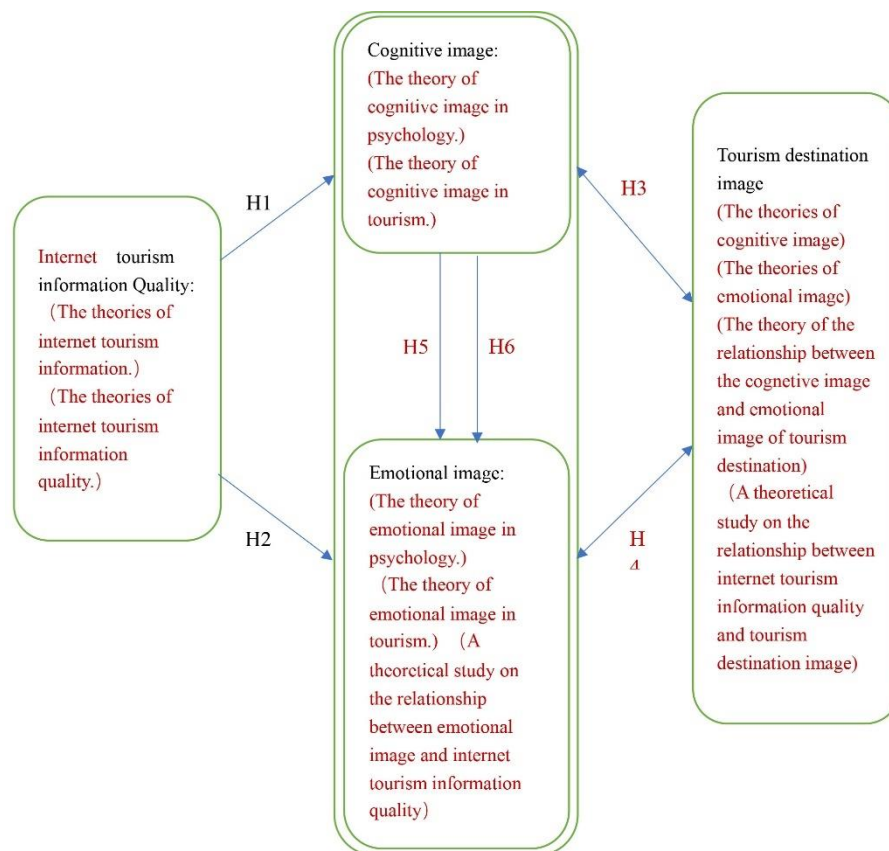
Figures 4 Relationship model of emotional image-network information quality

Source: Beerli (2004)

Theoretical Framework

In terms of the theoretical framework, this paper integrates the establishment of place attachment (tourist destination) with the "image-quality-satisfaction-behavioral intention" model proposed, and constructs a framework describing the relationship among tourism quality, perceived quality, place attachment, tourist satisfaction and revisit intention (Kotler, 1996). The theoretical framework is constructed as follows: points out through research that, compared with the first visit, multiple visits may increase visitors' intention to visit the tourist destination, passenger satisfaction is the main factor affecting repeated visits, and the intention of visiting again will affect the behavior of visiting again. Place attachment is an emotional attachment of place, which has a positive impact on the perception of the image of the destination visited by visitors (Mowen, 1997). Tourism destination image could directly affect quality, satisfaction and future behavior, and could also indirectly influence future behavior through quality and satisfaction (Sanchez, 2001). Tourism destination image can affect tourists' judgment of destination attachment, which mainly refers to a person's sense of place, including symbolic and emotional transmission (Morcover, 2001). In this paper, the tourism information quality of the tourist destination can affect the tourists' first image of the destination, and tourists' actual visit will form a more direct image perception. If the quality satisfaction is high, the awareness and behavior of visiting the destination again will be generated.

According to the literature review, the theoretical framework of the influence of Internet tourism information quality on Guilin tourism destination (see Figure 5) will be constructed, including three aspects: Internet tourism information quality, cognitive image and emotional image, and image tourism destination.



Figures 5 The Theoretical Framework

Under this theoretical framework, the influence of Internet tourism information quality on the image of Guilin, a tourist destination, can be studied and discussed.

Concepts and Principles Related to the Study

The Quality of Internet Tourism Information

Concept of internet tourism information

There are many researches on the concept of tourism information at home and abroad. After research, tourism information mainly refers to the information about tourism objects collected by potential tourists through relatives and friends, tour brochure, self-selection institutions, broadcast media, print media (Gitelson RJ, 1983). Tourism information can be divided into pre tour information and information in tour (Marrocu, 2017). Tourism information is not one-way, and the information that tourists can carry and transmit to the destination residents and enterprises, also be included in

tourism information. The domestic definition of tourism information is mainly based on "tourism information data theory" and "tourism information general theory". The former holds that tourism information includes tourist attractions, scenic spots, travel agencies, number of tourists, tourism means of transportation, catering and accommodation, meteorology and other elements. The latter believes that tourism information should reflect all kinds of information, situations and materials of tourism activities and changes. According to Zhang Liu, tourism information belongs to the attributes of tourism subject, object and medium, characteristics and movement rules in tourism activities (Zhang Liu, 2018). In terms of characteristics, it is manifested as spatiotemporal, ubiquitous, asymmetric and shareable. Generally speaking, tourism information in a broad sense refers to the information of the whole tourism system. Tourism information in a narrow sense refers to the food, housing, transportation, tourism, shopping, entertainment and other activities related to tourists. Tourism information refers to all kinds of information generated by all subjects' behaviors related to the whole tourism activity, including information of various modes and channels.

This study will decide to use a narrow sense of tourism information, that is, tourism information refers to the information generated by all the main behaviors related to the whole tourism activity, including the information of various modes and channels. Internet tourism information is to internet the above-mentioned tourism information. Internet tourism information will be defined as the actual situation of tourist attractions fit, must be clear, easy to understand the content, with the characteristics of the popularity.

Characteristics of internet tourism information

According to the summary of domestic and foreign research literature, the characteristics of internet tourism information in the new era are mainly interactivity, real-time, channel diversification, large capacity, high fidelity and so on. On this basis, this study will be expanded, will be considered that the new era of Internet tourism information should also reflect the real-time, concise, clear characteristics. Among them, real-time will be defined as the Internet tourism information must be consistent with the actual situation of tourist attractions, in order to achieve realistic, reflect the real value. Conciseness will be defined as internet tourism information must be clear and concise, easy to interpret, avoid ambiguity, and avoid incongruity by visitors. Clarity will be defined as the need for internet tourism information to be clearly organized and accessible in order to be popular.

The connotation of internet tourism information quality

Information quality is a hot topic at home and abroad, especially in the information age and internet age, the research on information quality is increasing. In short, the research process of domestic and foreign experts and scholars on information quality has been enriched, It has gradually developed from focusing on "data" to "users" and then to "data and user integration". In early studies, "information quality" was equated with "data quality". Orr K thinks that the connotation of information quality is the distance between data view in information system and the same data in the real world (Orr K, 2013). Kahn B K points out through research that information quality is reflected in the degree of standardization and demand satisfied under certain environment, standards and requirements (Kahn B K, 2016). English LP believes that information quality is a description of the characteristic quality of information products, including the definition, name, effective value and its compliance with business specifications (English LP, 2018). After research, Rowling points out that data quality is a kind of display of data, the embodiment of period value, the expression of influence and the interpretation of characteristics (Rowling, 2016). The specific elements include correctness, accuracy, non-contradiction, integrity, consistency, integration and other elements.

With the deepening of research, some professionals analyze information quality from the perspective of "users". Ballou believes that the main feature of information quality is the relevance of information in use (Ballou, 2016). Deming EW believes that it is of marketing value to analyze the connotation of information quality from the perspective of users, which is a necessary condition to meet the needs of information users and the market (Deming EW, 2018). If it can exceed the customer's expectation, it will produce better results. Gao Jianmin points out through research that information quality should be aimed at meeting customer needs and exceeding customer needs, focusing on quantity, service, quality and other aspects of improvement (Gao Jian-min ,2017). According to Bum J, information quality belongs to a multi-dimensional concept, which should be improved from three perspectives: the value of information itself, information system and users (Bum J, 2018). Strong DM believes that information quality is the applicability of information consumers, and information quality should meet the needs of interested parties in function, technology, cognition, aesthetics and other aspects (Strong DM, 2017). Wu Jianming believes that information quality should be analyzed from the perspectives of "quality" and "quantity", specifically including four dimensions: content quality, symbol quality, expression quality and utility quality (Wu Jianming, 2017).

In a word, information quality is a multi-dimensional concept of the system, with rich connotations. This study will combine relevant marketing knowledge, analyze it from the perspective of industrial sustainable development and competitiveness improvement, and interpret it from the perspective of users. Information quality should meet the needs of users to the greatest extent, and reflect advantages from content, utility, value, form, quantity and other aspects. Therefore, it will be analyzed that the quality of Internet tourism information means that the behaviors of all objects generated by various information and the whole tourism activities can meet the needs of users, which will reflect the characteristics of the tourist destination to the greatest extent and give play to its greatest advantages.

Tourism Destination Image

The connotation of tourism destination image

In the aspect of tourism destination image, domestic and foreign professionals call it "destination image", "tourism image" and so on. In China, it is known as "tourist destination image", "tourist destination intention", "tourist destination impression" and "tourist destination image". Foreign research on the connotation of tourism destination image has experienced the process from subjective perspective to objective conditions. However, this study will also have some deficiencies, which will be manifested in the definition of too simple dimension, not rich enough connotation. The research on the image of tourism destination in China started relatively late, paying too much attention to the subjective level and ignoring the objective level.

Summarizing the research of domestic and foreign experts and scholars on the image of tourist destination, Hunt J D put forward a more pure concept in relevant aspects, and thought that the image of tourist destination terrain belongs to the concept of pure subjectivity, which is the image held by people for non- residence (Hunt J D, 1971). Lawson believes that tourism destination image is an expression of knowledge, impression, prejudice, imagination or emotion of an individual to a specific place or object (Lawson, 2014). Crompton JL interprets tourism destination image from belief, concept, impression and expectation (Crompton JL, 2018). Selby M makes detailed study on the image of tourist destinations, and believed that it includes the subjective impression and cognition before the tour. That is to say, after the subsequent arrival at the destination, the understanding and impression under the influence of resources, environment, facilities, services, etc. That is, "original image" and "reassessment image" (Selby M, 2017). Walmallely proposes the design image of tourist destinations, including the design of interior roads, signs brochures and designs (Walmallely, 2018). Pocock puts

forward the connotation of release image and accepting image on this basis, and thought that the impact of the local residents' feasibility and the quality of tourism products should also be considered in the tourism destination image. Jin Wei-dong thinks that the tourism destination terrain image belongs to a comprehensive concept, that is, the impression of tourists in the process of tourism through viewing and feeling the environment body, with natural environment, folk customs, service attitude, etc (Jin Wei-dong ,2005). Zhang Jian-zhong believes that the image of tourism includes not only the tangible environmental impression, but also some intangible environmental impression (Zhang Jian-zhong, 2016). Deng Ming-yan believes that the tourism destination image is affected by tourists' direct perception, media publicity, Internet information, etc., and these publicities is also part of the tourism destination image (Deng Ming-yan, 2018).

This study will analyze the connotation of tourism destination from the perspective of psychology, sociology, marketing and behavioral geography. All the factors that can affect and display the image of a tourist destination will be an integral part of the image of a tourist destination, including subjective factors, objective factors, formal influences and intangible influences. But there are also individual differences, which are influenced by individual knowledge, qualities and perspectives. In the current situation, Internet information has a great impact on information technology.

The Connotation of Cognitive Image

Through sorting out and analyzing relevant research data at home and abroad, in psychology, cognitive image is defined as the basic knowledge of how images are formed in the human brain. Scholars at home and abroad have studied the cognitive image of tourism destination image and have a certain understanding of its significance and function. For example, Echtner & Ritchie defines the cognitive image of a destination in terms of both functional and psychological attributes (Echtner & Ritchie, 1993). According to the theory of Gartner, by establishing, inducing and independent secondary information channels, the cognitive image formed by tourists before the destination can be formed (Gartner, 1993). Li Wei believes that the cognitive image of a tourist destination is the original image of a tourist destination (Li Wei, 2002). Before tourists decide to consume, a kind of public image cognition is formed under the influence of various information. It can be seen that tourism cognitive image is the key factor for tourist destination to attract tourists. Research on tourism image is mainly carried out in the following four aspects: research on tourism destination's cognitive image mainly based on tourism image; Research on tourism destination image building with tourism object as

the main object; Research on image communication of tourist destinations mainly based on tourism operators; Research on the design and application of tourism first image mainly by tourism developers. Cognition about tourism destination image, mainly from the perspective of tourists, tourism image is defined, the tourists will be medium, field experience as a tourist destination information acquisition, such as various elements and tourist resources of mental elements, form mental factor set, can reflect the tourists on the objective cognition of tourist image in my heart. From the perspective of psychology, people's cognitive process of things is more complex, we must go through two processes of physiology and psychology. First of all, the object is perceived through the sensory organs and an impression is formed in the mind. This impression is combined with the original cognitive experience of the perceiver to form experience representation, behavioral emotion and pleasure experience. Next, the concept of antecedent experience is gradually transferred to the object, producing a psychological picture with subjective characteristics.

In this study, the cognitive image of a tourist destination will refer to the objective and practical evaluation of knowledge, preference, practical experience and other relevant information by tourists who have never been to a tourist destination through other channels. Cognitive image will be one of the important factors in the image evaluation of tourist destinations.

The Connotation of Emotional Image

Destination image is an individual's impression, expectation and emotion of a tourist destination (Baloglu and McCleary, 1999). Individual factors and stimulus factors have a significant impact on the formation of destination, including social demographic characteristics, tourism motivation, values, etc. The stimulus factors did not include information source, travel experience and experience, wang wen tendency, etc. (Martin and Rodriguez, 2008). Based on the "new THREE-DIMENSIONAL structure" theory of tourism destination image, it is demonstrated that the cognitive image and emotional image have a significant impact on the overall image perception through the difference in the perception and evaluation of tourist image in Tibet (Gan Lu, 2013). Zhong Xueping and Liu Li put forward the tourism destination image perception theory before and after tourism. The image of a tourist destination before travel is the initial emotional image, while the combined image of a tourist destination before and after travel is a comprehensive image, which is considered to be the final emotional image of a tourist destination. In this theory, the emotional image of tourist destinations has a significant

positive impact on tourist satisfaction and loyalty (Zhong Xuoping and Liu Lin, 2021). Thus it can be seen that the emotional connotation and emotional image of tourist destinations will become the motivation of individuals to choose destinations. Motivation will determine the subjective consciousness of the object and affect the evaluation result of the object. In short, it is the perception of the reference object of the emotional image. The emotional image of tourist destination has its own personality characteristics. Different audiences produce different emotional images. In this study, emotional image is defined as a kind of emotion and emotional reaction generated by sublimation of subjective conditions after tourists' cognitive image of tourist destination.

The local information of the study

Guilin: a world-famous tourist city, one of the first batch of national historical and cultural cities in China, and an excellent tourist city in China. Its landscape within the territory of Guilin is world-famous and enjoys the reputation of "Guilin landscape is the best in the world" for thousands of years. The name "Guilin" began in the Qin Dynasty. After years of change and historical changes, Guilin became a municipality of Guangxi Province in 1949, and was renamed Guilin City of Guangxi Zhuang Autonomous Region in 1958, covering the city and suburbs of Guilin.

1. Geography: Guilin covers an area of 27,800 square kilometers. It is located in the southwest of Nanling Mountain system, the southern end of Xiang-Guangxi Corridor, and the northeast of Guangxi Zhuang Autonomous Region. It borders Hunan province in the north and northeast, Hezhou city in the southeast, Wuzhou city and Laibin city in the south, and Liuzhou city in the west and southwest. The peak forest landform along the Lijiang River from downtown to Yangshuo county, about 80 kilometers long, is the most typical karst landform.

2. Climate: Located at low latitudes, Guilin enjoys a subtropical monsoon climate. Summers are long and winters are short, with an average annual rainfall of 1,926 mm. Light snow occasionally falls every year, but it doesn't last long. The rainiest season is from April to August, accounting for 40 percent of the annual rainfall. The coldest weather is in January and February. The average temperature is about eight point three degrees Celsius, and occasionally it drops below zero. Visitors can visit all the year round, of which May, June and July are the most suitable.

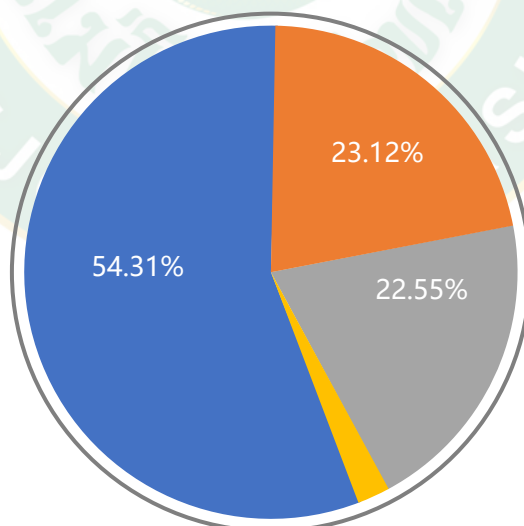
3. Population and folk customs: Population and folk customs: the total population of the city is 5.39 million, among which the urban population is 1.2684 million (including Guilin). Guilin is a multi-ethnic city, with 28 ethnic minorities such as Zhuang, Hui, Miao, Yao and Dong, accounting for about 8.5% of the city's

population. Simple folk customs, unique regional culture, such as farming, nomadic, festivals, clothing, diet and daily life, weddings and funerals, architecture, language, culture and so on. Religious beliefs and other folk customs are abundant.

4. Language: Guilin dialect belongs to the northern dialect represented by Beijing dialect. Most people in Guilin communicate with southwest mandarin, Guiliu dialect, Guilin dialect, guilin dialect, a few Guangxi Zhuang. As there are immigrants from different countries in Guilin, English has been popularized in specific tourist areas, and there is also language exchange among different neighboring Southeast Asian countries.

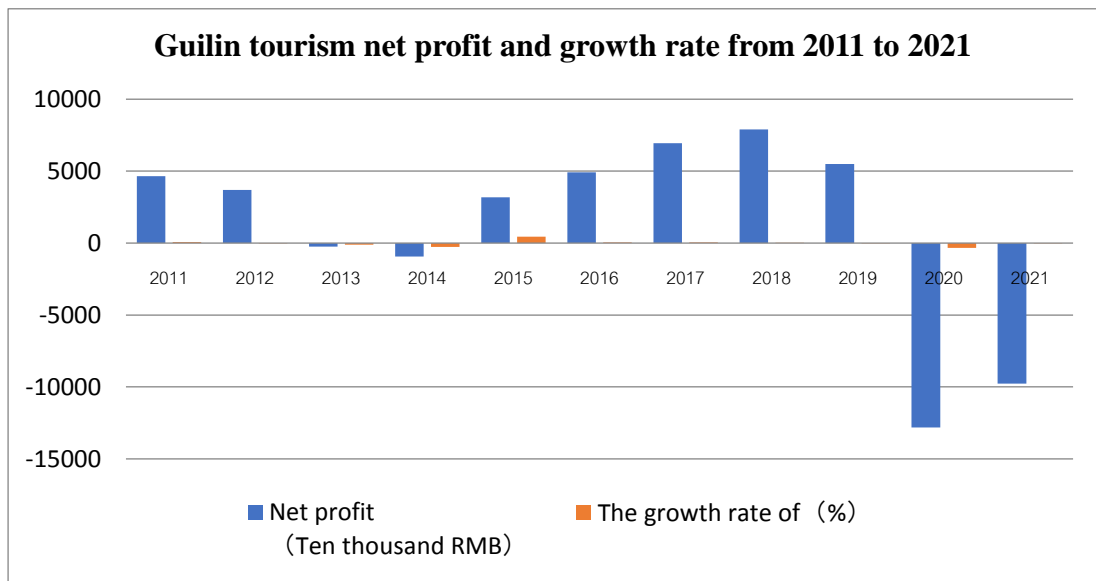
5. Government: Guilin municipality has jurisdiction over 6 districts (Xiufeng, Diicai, Xiangshan, Qixing, Yanshan, Lingui) and 11 counties (autonomous counties), including Yangshuo, Lingchuan, Quanzhou, Xing'an, Yongfu, Guanyang, Longsheng, Ziyuan, Pingle, Lipu and Gongcheng. There are 75 towns, 44 townships and 15 ethnic townships.

6. Economy: The city's GDP is about 213.041 billion yuan. Among the three major industries, agriculture accounted for 23.12% of GDP, industry 22.55% and tourism 54.31%. Among them, tourism accounted for the highest proportion. Due to the impact of COVID-19 in 2019, guilin's tourism revenue declined in 2020 and recovered in 2021.



Figures 6 The proportion distribution of the three major industries

Source: Guilin tourism big data statistics network



Figures 7 Guilin tourism net profit and growth rate

Source: Hua Jing Property Research Institute

Guilin network tourism information characteristics

After summary, the characteristics of Guilin internet tourism information are shown in the following four aspects:

First, it is targeted. Guilin in the internet tourism information setting, combined with the tourism industry, embodies the regional personalized color, has targeted, convenient for the actual publicity and promotion;

Secondly, reflect beautiful sex. Guilin internet tourism information design, combined with the local culture, natural landscape, history and so on, pay attention to meet the content requirements on the basis of enhancing its beauty;

Thirdly, lack of expansion. With the continuous development of society, the requirements for internet tourism information are constantly improving. The traditional mode and content need to be changed, otherwise it will affect the actual effect. However, Guilin is lagging behind in the relevant aspects, lack of development;

Fourthly, lack of thematic. Guilin network tourism information, in the design, the theme is not prominent, there is a multi-theme situation, resulting in its relatively "complex", give a person a sense of chaos, is not conducive to publicity.

The connotation of Guilin internet tourism information quality

Most of the research on tourism information in China tends to focus on Internet tourism information construction and Internet tourism information management. Guilin vigorously advocates "Guilin tourism information mode" to carry out the construction of Guilin tourism information, so as to carry out the dissemination and exchange of Guilin tourism information through different Internet modes. On this basis, a growing number of netizens started from the traditional way of Internet access for mobile terminal access to the Internet, which entered the Guilin tourism and the internet but in the depth of fusion, people travel destination choice, travel guides, tourism evaluation and so on a series of process, cannot leave the Guilin tourism information provision (Peng Shi Jun, 2017). Guilin Tourism network creates the image of Guilin as a tourist destination by means of Internet technology and has achieved great success in the application of Internet information technology to tourism (Birgit Proll and Berner Retschitzegger.2000). In addition to improving the application and management of Guilin Internet tourism information technology, we should also improve the quality of Guilin Internet tourism information. Therefore, the quality of Guilin's Internet tourism information in this study aims to improve the content, utility, value, form and quantity of Guilin's tourism information on the internet, so as to reflect the value of information, meet the needs of tourists for information, and finally form the image of Guilin as a tourist destination.

The connotation of Guilin as a tourism destination

By the end of 2020, Guilin has 90 A-level scenic spots, including 4 5A-level scenic spots, 42 4A-level scenic spots and 44 3A-level scenic spots (<http://wlt.gxzf.gov.cn/>). Due to the impact of COVID-19, both the number of tourists received in Guilin and the total consumption of tourists decreased compared with last year, but according to the data, Guilin still ranks among all the tourist cities in China. This is mainly reflected in the 102,313,700 domestic tourists received in 2020, down 24.3 percent from 2019. Total spending by domestic tourists reached 123.109 billion yuan, down 28.9 percent from 2019. Foreign tourists made 98,300 visits, down 96.9 percent from 2019. International tourism consumption was \$35.4951 million, down 98.3 percent from 2019. In the study of Beerli and Martin, they believe that the cognitive image of tourist destination consists of four levels: basic setting, tourism resources, social environment and society. The emotional image of tourist destinations is divided into positive, neutral and negative emotional perception. Guan Yang and Zhang Xu analyzed the differences of tourism destination images from six dimensions

of "eating, living, traveling, traveling, shopping and entertainment" and found that the cognitive image of Guilin as a tourist destination mainly focuses on three dimensions of "eating, shopping and entertainment". In terms of emotional image, in-cabinet tourists prefer busy modern cities, while foreign tourists prefer simple and traditional villages (Guan Yang and Zhang Xu, 2021). Based on previous survey data and research basis, the image of Guilin as a tourist destination is mainly shaped by Internet information in this study. Tourists form Guilin's cognitive image and emotional image through Internet information, and finally form the image of Guilin as a tourist destination.

Characteristics of Guilin tourism destination

After summary, the characteristics of Guilin internet tourism destination are shown in the following three aspects:

First, brand. "Guilin landscape is the best in the world", has been recognized by the world, therefore, it has a good brand effect, convenient for practical publicity and industrial development;

Second, folklore. Guilin tourism destinations fully reflect local folk customs, display the unique features of ethnic minorities, so as to highlight their personalized characteristics and enhance their attractiveness:

Third, nature. Different from other tourist destinations, Guilin tourism destinations pay attention to the nature of construction, try to show its essential characteristics and natural beauty, reduce the smell of artificial carving, more in line with modern aesthetics.

The principle of the relationship between tourist destination and internet information quality

There are many researches on the relationship between information quality and tourism destination image at home and abroad, but it has not been defined accurately, and the understanding angle is different. There are also different views on the relationship between the two. This study will define the relevant aspects of the National Tourism Administration and its relationship with the research on the development of the information industry, which is specifically reflected in the following four aspects:

First of all, information quality belongs to the image of the tourist destination, which can not only reflect the image of the tourism destination but also represent the image of the tourism destination. However, it affects the tourism destination image, which belongs to the image virtualization mode of the tourism destination. Secondly, it will enhance the tourism destination image. It is necessary to strengthen

the quality of information and design information from the aspects of content, form and style, but its authenticity must be guaranteed. Third, information quality should be targeted at market demand. In the design process, it should not only be able to meet the needs of the public, but also be personalized and targeted to improve the satisfaction of different tourism groups. Fourth, information quality is a kind of perception of the destination by tourists before they arrive at the destination in the future, which will affect their expectation of the destination. In practice, the higher the expectations, the harder it will be to meet them. However, the increase of expectation will enhance the attraction of tourism destinations, tourists' yearning for and choice of tourism destinations to a certain extent, and promote industrial development and income increase.

The principle of the relationship between internet tourism information art design and destination image

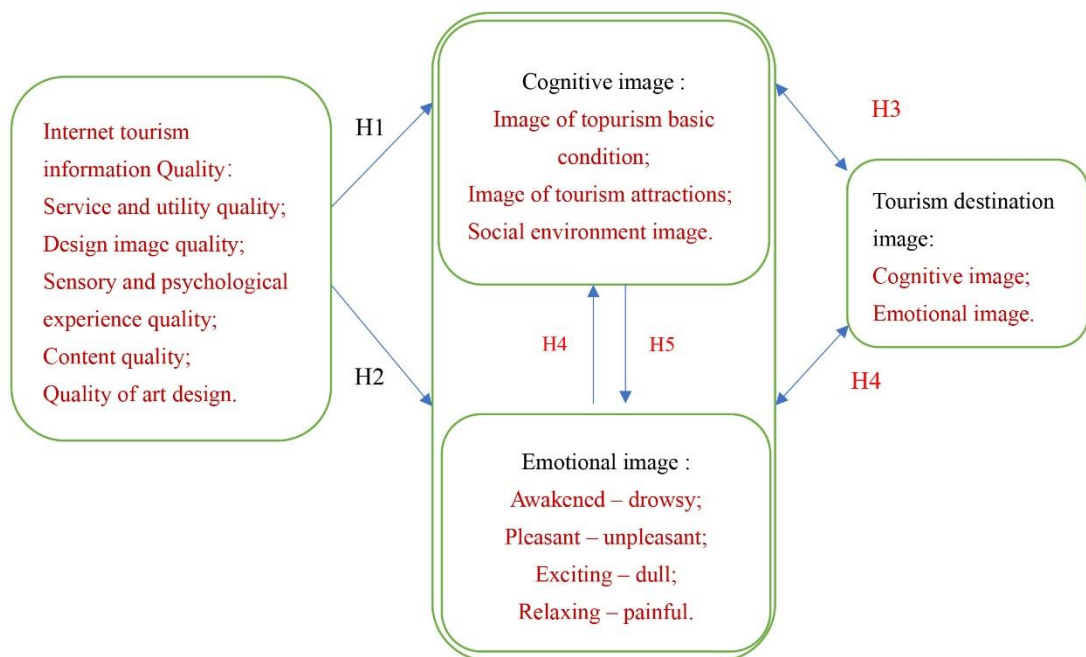
Referring to the research literature at home and abroad, the research content of the relationship between internet tourism information art design and tourism destination image is less, which belongs to an innovation. From the perspective of internet design and tourism information design, art is an effective way to improve the quality of design. The internet tourism information belongs to the display of tourism destination image, so it is necessary and feasible to carry out art design.

First of all, the art design of internet tourism information belongs to a development trend, which can display internet culture, meet the needs of "internet citizens", and form high-quality + aesthetic internet tourism information. Secondly, the art design of internet tourism information belongs to the high-end processing and processing of the original tourism destination information, enhancing the value of information use, improving the impact of information on tourists' awareness, so as to enhance tourists' cognitive image and emotional image. Thirdly, internet tourism information art design, which belongs to a mode of enjoyment and visual impact, can enhance the attraction from the perspective of art, whether tourists choose the destination or not, they will have a high evaluation on it. Fourthly, at present, the design of internet tourism information is more disorderly, and the means to improve the quality are relatively single. An innovative mode should be considered, and art design can help it achieve this goal. Therefore, we should strengthen the art design of internet tourism information.

Conceptual Framework

According to the theoretical framework and literature review, the research framework is established in combination with the actual situation of the research object. The specific steps are as follows: First, the previous research is evaluated, which is cited as the construction of the conceptual framework, and then the corresponding conceptual background and hypothesis are proposed. Then, proceed to the method overview. Next, specific models are established, including tourism image, perceived quality, location attachment, tourist satisfaction, and re-visit intention. The definition and research results of relevant aspects of professionals are divided. At the same time, the originality value of the paper should be analyzed, mainly through questionnaire survey. This paper analyzes the relationship between variables through theoretical research and empirical test, and establishes a tourism image measurement scale, as shown in Figure 6. According to the above research, the tourism destination image can be divided into two types: cognitive image and emotional image, which can be specifically divided into 11 dimensions, including "space", "history" and "convenience". This paper studies the conceptual framework design in relevant aspects, mainly including Internet tourism information quality related concepts, the concept of tourism destination image. In terms of scale production, including the perception quality scale, refer to the perception quality measurement scale of Garvin, which is specifically composed of three captured items (Garvin, 1987). The tourist satisfaction scale is designed with Cole and Sott as the main reference (Cole and Sott, 2004). The concept of tourism products and services has 4 measures of overall tourist satisfaction. Location attachment measurement Scale, the research design on location attachment adaptation condition, which specifically includes spatial attachment and location identity (Kyle and Mowen, 2004). The revisit intention scale, with specific indicators as "likelihood of revisiting".

From what has been discussed above, combined with the actual situation of the research object, a research framework will be established, as shown in Figure 8.



Figures 8 The Conceptual Framework

Among them, the tourism destination image mainly includes two dimensions: cognitive image and emotional image. The cognitive image will influence the emotional image, and the response of the emotional image to the cognitive image will be ignored. The quality of Internet information will influence the tourism destination image by influencing the cognitive image and emotional image of tourism destination image.

Research Hypothesis

Internet tourism information Quality and tourism destination image

In the specific research process, information quality evaluation elements are taken as the basis to analyze its impact on the formation of tourism destination topography. Through literature review, there are many researches at home and abroad. the influence of information from different channels on the formation of tourism destination image (Li XA, 2018). The results show that tourism information has a significant impact on the overall image and cognitive image of tourism destination, and there is an interaction between cognitive image and emotional image. The impact of Internet tourism information on the formation of tourism destination topography, mainly adopting the mode of questionnaire survey (Rodríguez MA, 2018). The results show that the internet channel has become the main way for tourists to obtain the tourism

destination information. By increasing the quantity, quality, experience and interest of the internet tourism information, it can help tourists to enhance the cognitive image of the tourism destination. In contrast, the graphical model is more intuitive. Lehto XY takes some tourism information publishing websites as research objects, and draws a conclusion through sorting out: different forms of Internet information, different contents of Internet information, and different amounts of Internet information have different impacts on tourists' perception of destinations, especially for tourists who first understand tourism destinations, the impact is more significant (Lehto XY, 2018). McCleary K W through the comparative analysis of the impact of different channels of information on tourism destination terrain image, the results show that the impact of Internet tourism information quality on tourism destination terrain image is more prominent, which is the main influencing factor (McCleary K W, 2018). After research, the interest of tourism blog content has a positive impact on tourism destination formation (Shang RA, 2018). There is a conclusion through research: tourists get the information of tourism destination through the Internet, especially some comments have a great impact on it (Mcleay F, 2015). High quality and strong relevance of internet comments have a positive impact on tourists' rapid and effective formation of tourism destination image. In addition, the timeliness of information is also relatively significant for tourists about the formation of the tourism destination image. The concluded that the timeliness, authenticity and effectiveness of information have a positive impact on the formation of the destination image (Cheung C M K, 2016). The content and non-content factors of Internet tourism information quality have a positive impact on the cognitive image and emotional image of tourism destinations image (Lee, 2017). A study on the relationship between the timeliness, attractiveness and richness of tourism virtual information and the cognitive image and emotional image of tourism destination image (Zheng Siwei, 2017). The results show that the above information characteristics of tourism virtual community have a positive and significant impact on it. After research, Internet information has a positive impact on the image of tourism destinations, mainly reflected in comments, micro blog information, Tencent News and other media opinions (Mengyuan Gao, 2018).

According to the above domestic and foreign relevant research, the research hypothesis is as follows:

H1: the quality of internet tourism information has a positive and significant impact on the cognitive image of tourism destinations image;

H2: the quality of internet tourism information has a positive and significant impact on the emotional image of tourism destination image.

Cognitive image and emotional image and tourism destination image

Beerli A (2014) pointed out through research that cognitive image and emotional image are important components of tourism destination image. Baloglu S (2016) believes that the better the tourists' cognitive and emotional image of the tourist destination, the better the image of the tourist purpose. Gartner W (2018) points out through case study that there is a positive relationship between tourists' cognitive image of tourist destination and tourism destination image. Chen C F (2019) concludes through empirical research that there is a positive relationship between the emotional image of tourist destinations and the image of tourist destinations. (2016) Through research, it is pointed out that the cognitive image and emotional image of tourist destinations have mediating effects on the impact of online tourism information quality on tourism destination image; Zhang Yifei (2017) pointed out through research that the better tourists' cognitive image of tourist destination is, the better their image of tourist destination is. Su Qin (2018) believes that the better the tourists' emotional image of the tourist destination is, the more conducive it is to improve their image judgment of the tourist destination.

Based on the above domestic and foreign studies, the research hypothesis is as follows:

H3: Cognitive image has a positive impact on tourism destination image;

H4: Emotional image has a positive influence on tourism destination image;

Cognitive image and emotional image of tourism destination image

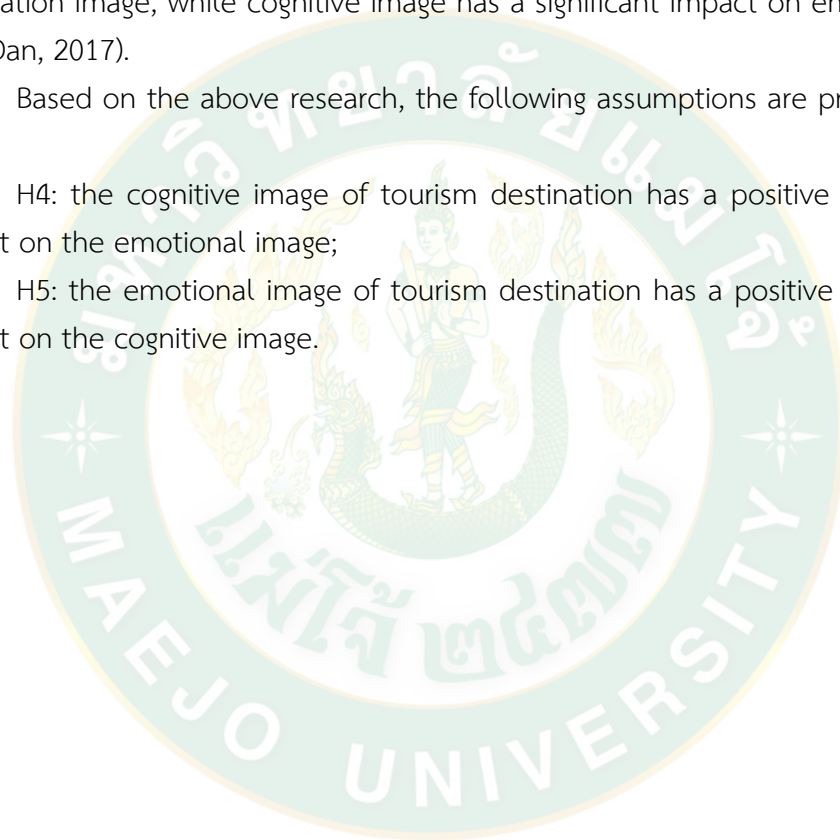
Through the above research, it can be concluded that experts and scholars at home and abroad have a high degree of recognition for the "cognition emotion" in the two-dimensional structure, and the two have relevance. From the perspective of tourism destination, in order to promote its own development of tourism destination, to a certain extent, enhance the cognitive image and emotional image of tourists through Internet publicity, and also through emotional establishment, strengthen cognition, and establish emotional relationship through cognition. From the perspective of tourists, tourists' cognitive image of the tourism destination mainly refers to the evaluation of the objective attributes of the destination due to their own experiences, preferences, knowledge and practical experience. In contrast, emotional image mainly refers to a kind of emotional and sentimental reflection of tourists after they understand the destination. There is a close relationship between cognitive image and emotional image, and some professionals believe that cognitive image is the first, emotional image is the second. The cognitive image of tourist

destination has a significant impact on the emotional image McCleary K W (2018). The method of practical investigation was adopted to analyze the relationship between the two, and believes that the cognition of Internet channel has become the main way of tourism destination cognition (Shang RA, 2018). Tourists can form a good emotional image through the establishment of cognitive image. In the research on Koreans' perception of tourist destination terrain image, it is believed that emotional image also affects cognitive image, and there is no law between the two (Huang Kaiyi, 2018). Through research that internet publicity can have an impact on tourism destination image, while cognitive image has a significant impact on emotional image (Sun Dan, 2017).

Based on the above research, the following assumptions are proposed in this study:

H4: the cognitive image of tourism destination has a positive and significant impact on the emotional image;

H5: the emotional image of tourism destination has a positive and significant impact on the cognitive image.



CHAPTER III

RESEACH METHODOLOGY

Locale of the Study

In this study, Guilin will be selected as a case for the following reasons:

First, it is a famous tourist city in China. With rich tourism resources, profound historical and cultural deposits and early development, its income accounts for more than 20% of the total output value of the local economy, and gradually presents a growing trend. In order to promote the development of Guilin tourism, we should strengthen the construction of infrastructure, and actively build a smart city, a healthy city, an ecological city and a historical and cultural city.

Second, according to the guidance of the 19th National People's Congress on the development of the tourism industry, combined with the characteristics of the existing tourism industry, as well as the problems reported by tourists, formulate the industrial development plan for the past five years, strengthen Internet publicity and image construction, centralization of tourism quality supervision information, and brand formation. However, due to the lack of experience in the construction of Internet tourism information, the supervision work is still in the stage of continuous improvement, and there are still problems in the corresponding system, technology, implementation and other aspects. Customer related complaint rate is high.

Therefore, we should strengthen research and pay attention to solving related problems.

In addition, the city is the rapid development of tourism in China, has a certain guiding role, worthy of further study.

Research Plan

The research work will be carried out in the mode of "finding problems -- analyzing impacts -- proposing strategies". The details are as follows:

The first part is the introduction, which will use the literature research method to obtain the research background and data, determine the research content and framework, summarize the main content and thinking of the research, and choose the research method as the basis and breakthrough of the research.

The second part, theoretical research, will analyze the relevant theoretical research, after the formation of the theoretical framework, including tourism information, tourism information quality, tourism destination image, art design, etc, will determine the domestic and foreign internet tourism information quality evaluation method, to determine the topographical approach to the construction destination, analysis the influence of tourism destination image, Internet tourism information quality.

The third part is the research and design, including measuring dimensions and indicators, measuring method, measuring dimension of tourism Internet tourism information quality, it will affect tourism analysis model of internet information in the tourism destinations image, through the questionnaire survey data, such as information, and Spss23 data statistical analysis software, so the results and conclusions.

The fourth part is the countermeasures. Through the research results and conclusions, the impact of Internet tourism information on tourism destinations image will be analyzed, the problems existing in the design of tourism Internet information will be summarized, and solutions will be formulated.

Research methods:

In this study, literature analysis, CNKI, Wanfang, Weipu, school library and other channels will be used to collect information at home and abroad about the quality evaluation of internet tourism information, tourism destination image evaluation, and the impact of internet tourism information quality, and summarize relevant methods, ideas and theories, which will be the basis of this study.

Inductive method. Literature data method will be used in the research to collate and analyze the results, and it will be applied to the construction of research model, the setting of evaluation index system and the design of measurement content, so as to improve the application value of data information.

Questionnaire survey method, this research will use the questionnaire survey method to collect tourists' evaluation on the quality and construction of internet tourism information, so as to obtain first-hand research data. At the same time, the rationality of the measurement index will be tested by questionnaire.

Using statistical analysis method, SPSS23.0 software will be used in the study to analyze the data obtained from the survey, and the characteristics, influences and corresponding results of the survey objects will be counted. It mainly includes descriptive analysis, factor analysis and multiple regression analysis.

Population and Sampling Procedures

Population

In terms of overall sample selection, confidence interval method is adopted to obtain first-hand information through network survey, so as to understand tourists' understanding of network information quality.

Sampling

In the process of system random sampling, the calculation principle of p-value and confidence interval from Out (1993)

$$N = \frac{z^2 p(1-p)}{e^2}$$

N: the sample size

z: standard error associates with chosen level of confidence

p: estimated variability in the population

e: acceptable error

In this study, confidence interval method will be adopted to randomly select 900 tourists through the Internet to conduct a questionnaire survey, obtain relevant data, and conduct data analysis. The sample is expected to be at a 95% confidence level, and the widely used reference value in social science research is around 50%, with an acceptable error of $\pm 5\%$. Therefore, the total sample size of this study must exceed 840.

Table 1 Survey sample characteristics

Items	Content	Frequency	Rate (%)	Items	Content	Frequency	Rate (%)
Gender	Man	411	42.1	Average	< 2000RMB	174	18.8
	Woman	489	57.9	monthly	2000-4000RMB	203	24.7
Age	15-24	195	23.0	income	4000-6000RMB	233	30.5
	25-34	284	40.8		6000-8000RMB	163	16.6
	35-44	200	24.0		> 8000 RMB	127	9.4
	45-54	123	8.6	Annual	≤2 times	322	44.5
Record of formal schooling	55	98	3.6	number of	3-4 times	313	42.5
	High school/ vocational	144	8.9	trips	5-6 times	141	8.3
	secondary school and below						
	College	214	22.7		≥7 times	124	4.7
	Undergraduate course	367	53.4	Internet age	< 5 years	215	23.0
	Master degree or above	175	15.0		5-10 years	350	50.0

Table 1 (Continued)

Items	Content	Frequency	Rate (%)	Items	Content	Frequency	Rate (%)
Professional	Enterprise/public institution	139	18.9		10-15 years	195	19.0
	Civil servants	97	10.3		> 15 years	140	8.0
	Major/cultural and educational technology	134	17.9	Average daily Internet	< 2 Hours	177	15.3
	Service/Sales/Trade	149	20.7		2-4 Hours	274	34.9
	Workers	64	4.0		4-6 Hours	238	27.5
	Farmers	32	1.6		> 6 Hours	211	22.3
	From, Retired	55	2.2	Sources of information (multiple choice)	Municipal Government/Tourism Bureau pipe Internet	274	34.9
	Students	124	16.0		Relevant Weibo/WeChat and other public accounts	374	54.8

Table 1 (Continued)

Items	Content	Frequency	Rate (%)	Items	Content	Frequency	Rate (%)
	Other	86	8.4		Web sites of various tourism enterprises	381	56.3
Total sample:900people					Other	201	20.3

Source: data collection of this survey

Table 2 Relationship between confidence interval and sample size

Sample size	A confidence interval	The confidence level	Sampling error
840	$60\% \pm 5\% = 57\% - 63\%$	95%	5%

Variable of Measurement

The questionnaire design will include three parts. The first part is the basic information of the respondents, including nine items, such as gender, age, income, occupation, education level, average annual number of tourists, net age, average daily online time, access to tourism information channels, etc. The second part is mainly about the evaluation of the quality of Guilin's online tourism information, including 24 items. The third part is the tourists' evaluation of the tourism destination image of Guilin. There are 23 specific projects. Using a five-scale Likert model, 1 is strongly disagree and 5 is strongly agree.

Internet tourism information quality:

Evaluation dimension is the main component of evaluation system. In previous studies, some experts and scholars equate "information quality" with "data quality", including accuracy, authenticity, quantity, reliability, typesetting, readability, rationality, consistency, timeliness and other dimensions. In the follow-up research, domestic and foreign experts and scholars gradually refined and deepened. This study holds that the dimension design of internet tourism information quality evaluation should be classified from three aspects: subjective and objective, internal and external, macro and micro. In conclusion, the quality of Internet tourism information can be divided into four dimensions: service and utility quality (5 items), design and image quality (7 items), sensory and psychological experience quality (4 items), content quality (7 items), Quality of art design (1 items). Among them, 1-20 items refer to Wang Xi (2006), research on The Promotion of tourism destination image, and 21-22 items are set for ourselves, mainly based on Guilin tourism.

Table 3 Selection of evaluation indexes of internet tourism information quality

Dimension	No	Evaluation Index
Service and utility quality	1	Reliability: reliable content, trustworthy
	2	Accuracy: the content is accurate and unambiguous
	3	Objectivity: content conforms to objective facts
	4	Authority: content has influence and website has high reputation
	5	Value added: with certain knowledge, business and social value
Design image quality	6	Intelligibility: easy to understand
	7	Humanization: information service meets personal needs
	8	Simplicity: the website page is simple and easy to understand
	9	Integrity: the information obtained is comprehensive and complete
	10	Interest: the content is interesting and makes people curious
	11	Appropriate amount of information: rich content, not complicated
Sensory and psychological experience quality	12	Aesthetics: beautiful page design, comfortable color
	13	Interactivity: exchange information and feedback on the website
	14	Personalization: you can choose the page and method according to your personal needs
	15	Consistency: consistent with the information form or data presented in the past
Content quality	16	Timeliness: timely update of tourism information
	17	Relevance: the information obtained is consistent with the information I need
	18	Practicability: information acquisition is more practical for tourism activities
	19	Diversity: diverse types of information
	20	Reasonable interface structure: good structure and high access rate

Table 3 (Continued)

Dimension	No	Evaluation Index
	21	Clear navigation: easy to find and link to information data
	22	Easy to operate: easy to operate, fast response of website
	23	Confidentiality: when tourists get information, ensure the security and confidentiality of information
Quality of art design	24	Art beauty: according to tourists' psychology, aesthetic characteristics and art design related knowledge, carry out Internet information design

Source: Wang Xi (2006; Burn JM, 2016; Prestipinom, 2018; Ding Xin, 2019; Emamjome F F, 2017)

Tourism destination image:

To sum up, this study mainly measures Guilin's tourism destination image from two dimensions: cognitive image and emotional image (Jarvis LP, 2017; Baloglu S, 2018). Cognitive image is divided into three parts, namely, the image of tourism basic conditions, the image of tourism attractions and the image of social environment (Bogue I A, 2018). Emotional images can be divided into awakened - drowsy, pleasant - unpleasant, exciting - dull, and relaxed -- painful (Song Zibin, 2019). Based on the perspective of Guilin tourism destination, questionnaire 2 is set up, which is mainly about the evaluation of the image of tourism destination. When setting up, it is mainly based on the concept and influencing factors of the image of online tourism destination in Chapter 2 and the status quo of Guilin online tourism destination. At the same time, relevant research data at home and abroad were consulted for reference in questionnaire design. Including the destination's natural environment, tourism services, infrastructure construction, a total of 23 items. For reference, Chen Shichao (2019) research on domestic Communication and Promotion of Tourism image in Yunnan Province.

Table 4 Selection evaluation indexes of tourism destination image

Dimension		No	Evaluation Index	
Cognitive Image	Image of tourism basic conditions	1	Perfect tourism service facilities	
		2	Perfect entertainment / leisure facilities	
		3	Convenient transportation	
		4	Excellent accommodation	
	Image of tourist attractions	5	Beautiful natural scenery	
		6	Good climate	
		7	Rich and characteristic scenic spots	
		8	Rich historical resources	
		9	Catering with characteristics	
		10	Cultural activities and festivals are attractive	
		11	Rich nightlife / entertainment	
		12	Good social security	
		13	Profound cultural heritage	
		14	Hospitable residents	
		15	Folk customs are attractive	
		Social environment image	16	The environment is clean
			17	Reasonable price
			18	Good economy and mature tourism industry
			19	High service quality
Emotional Image	20	Awakened - drowsy		
	21	Pleasant - unpleasant		
	22	Exciting - dull		
	23	Relaxing - painful		

Source: Chen Shi-chao (2019)

Research Instrument

This study aims to analyze the impact of internet tourism information quality on the cognitive image and emotional image of tourism destinations image as the

research objective and research theme, combined with relevant research and theoretical literature review. The influence of the quality of internet tourism information on the tourism destination image is not perfect. This study will adopt the method of questionnaire survey, divided into two parts, one is the quality of internet tourism information, the other is the image of tourism destination.

Internet tourism information quality:

Through the sorting and analysis of the literature, as the basis for the selection of internet tourism information quality evaluation indicators, the details are as follows:

In terms of information quality evaluation, DM mainly carries out relevant work from four dimensions: internal quality, scene quality, image quality and accessibility quality Strong (DM, 1996). In previous studies, a four-quadrant model was established to evaluate information quality, specifically evaluating the soundness, reliability, usefulness and availability of information quality, and specifically evaluating product quality and service quality (Kahn BK, 2014). The quality of Internet tourism information is evaluated from the aspects of accuracy, confidentiality, timeliness, completeness, simplicity and reliability (Burn JM, 2016). In addition, we should pay attention to the artistic quality of the information. This paper evaluates the information quality of tourism communities from the four dimensions of timeliness, completeness, structural rationality and personalization of online tourism information quality evaluation (Prestipinom, 2018). This paper analyzes the recommendations of the United Nations International Tourism Organization on tourism statistics, and evaluates the quality of tourism online publicity information from the aspects of relevance, credibility, accuracy, timeliness, consistency, availability and information collection methods (Ding Xin, 2019). The evaluation work should pay attention to the combination of qualitative and quantitative, analyze the correlation between indicators, and get a comprehensive score. In addition, the aesthetic feeling of tourism information art can improve the quality of information. Representative highly popular websites and apps were selected in the quality evaluation of Internet tourism information (Shang Jun, 2014). This paper evaluates the quality of social media networks from three aspects: internal features, image features and situational features. In addition, we believe that the evaluation of online tourism information quality should have artistic beauty, which can have a positive impact on online information (Emamjome F F, 2017). Take e-tourism website as an example to evaluate information quality. The evaluation dimensions include

information content, accuracy, timeliness, compatibility, design logo, credibility, relevance, accessibility, security and belief (Jamaluddin H, 2016).Liu Bing adopts the model combining experiment and interview, and thinks that the quality of online tourism information should be from the experience perception of information characteristics, the experience perception of help and support, the experience perception of sensory psychology, the experience perception of service, the experience perception of basic functions and the personality quality of users (Liu Bing, 2015).The paper constructs eight dimensions of tourism Internet information evaluation. The author believes that the artistic design of network information can improve the interest and cognition of tourists (Wei Xiaoying, 2017).

Tourism destination image:

Measurement dimension reference: Experts and scholars at home and abroad have different dimensions for the topographic measurement of tourist destinations. Fakeye (2009) proposed three elements: original image, induced image and composite image. Jarvis LP (2017) proposed a three-dimensional structure model for terrain image measurement of tourist destinations, including cognitive image, emotional image and connotation image. So far, some experts and scholars have recognized the two-dimensional structure of tourism destination image, specifically cognitive image and emotional image. BalogluS (2018) proposed a new three-dimensional structure model based on previous studies, namely, cognitive image, emotional image and holistic image. In this study, terrain images of tourist destinations were measured from the perspectives of cognitive images and emotional images. The main reason is that it is easier to quantify and evaluate from the above two perspectives. In addition to the other angles of the above two dimensions, they can be reflected through the above two angles and are representative.

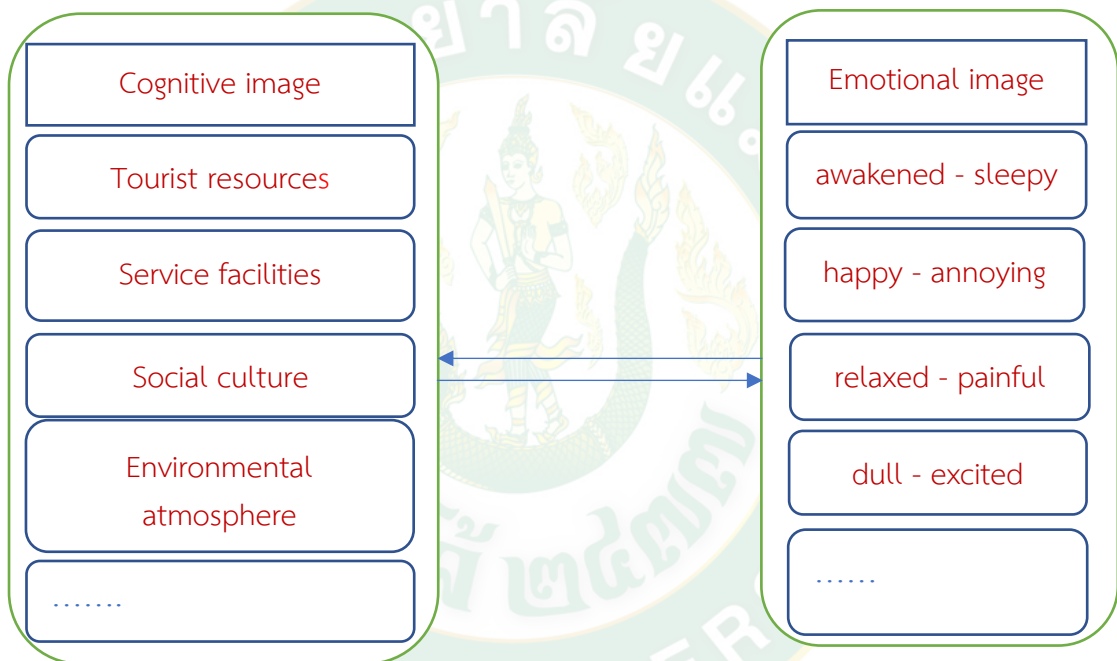
Method of measurement: The specific measurement methods mainly include Kelly directory grid method, free heuristic method, content analysis method and photo export method, which belong to unstructured measurement mode. Structured measurement mode is a quantitative measurement method. It selects a series of evaluation factors, builds an evaluation model based on standard tools, and then collects evaluation data of interviewees, and obtains quantitative data of target image evaluation through mathematical statistics. This study suggests that the combination of qualitative evaluation and quantitative evaluation should be adopted to improve the objectivity and accuracy of evaluation. Chen Chuankang (2016) used the qualitative evaluation model to evaluate the religious culture, natural resources, local conditions

and customs, and infrastructure of typical tourist destinations. Zhang Shufu (2017) used classification method and content analysis method to evaluate the image of tourist destinations. Liu Hui (2019) used quantitative methods to measure the image of tourist destinations, and the results were more controllable and simpler, which was convenient for statistical and comparative analysis. In the evaluation of tourism destination image, quantitative is the main, qualitative is the auxiliary, each has its own advantages.

Measurement index Reference: Previous studies on the eight dimensions of tourism network information evaluation. The author believes that the artistic design of network information can improve the interest and cognition of tourists (Ritchie J R B, 1991). Three dimensions of tourism destination formation evaluation: quality experience, attraction and value environment (McCleary K W, 1999). When Bogue I A evaluated the cognitive thinking of destination, the dimensions included five dimensions: socioeconomic environment, infrastructure, natural environment, atmosphere and cultural environment. It holds that tourism information art design influences the image of destination, which is embodied in color, form, style and color (Bogue I A, 2018). Chi Guoqian is the cognitive image evaluation of tourism destination, and the selected dimensions are natural landscape, entertainment activities, festivals, tourism environment, infrastructure, historical landscape, price, accessibility and outdoor activities (Chi Guoqian, 2018). Huang Fusheng established seven dimensions to evaluate the cognitive image of tourist destinations, including catering, leisure and entertainment, tourism and transportation, natural and cultural landscape, social and economic development, atmosphere and shopping (Huang Fusheng, 2016). Zhao Liming takes tourist attractions in Taiwan as the research object, and his cognitive image evaluation dimension design includes five aspects: vacation, culture, natural ecology, urban and rural. According to Zhao Liming, tourism information art design influences the image of destination, which is embodied in color, style, connotation and other aspects (zhao Liming, 2019). Song Zibin points out that the emotional image of a destination can be measured from four dimensions of "wakefulness-sleepiness, excitement- boredom, pleasure - annoyance, and relaxation - pain" (Song Zibin, 2019).

In the follow-up study, some professionals divide the cognitive image and emotional image into different dimensions and analyze the relationship between them. Lee C K divided the cognitive image into four dimensions, namely, attraction, comfort, value and exotic sentiment (Lee C K, 2017). Richardson SL measures cognitive image from three dimensions: cultural and natural attraction, community characteristics and infrastructure, basic needs and comfort (Richardson SL ,2018). Liu Li integrated film and television influence factors in the research process, specifically including entertainment

image, social image, natural image and cultural image in image recognition, and believed that emotional image includes "unpleasant-comfortable, drowsy-inspiring, dull-excited and depressed-relaxed" (Liu Li, 2018). Zhang Chun-cao conducted a research on cognitive image, which was divided into four dimensions: tourist attraction, scenic area environment and atmosphere, reception service and facilities, and local atmosphere (Zhang Chun-cao, 2018). In the aspect of emotional image measurement, it can be divided into "positive-negative, satisfied-dissatisfied". It can be seen that the research on cognitive image and emotional image is continuously refined, and the setting model based on this is shown in Figure 9.



Figures 9 Two dimensions structure model of cognition-emotion

Source: Lee C K (2017; Richardson SL, 2018; Liu Li, 2018; Zhang Chun-cao, 2018)

Pretesting of the Instrument

In this study, we will use statistical software to conduct a preliminary survey on a small number of respondents. In order to ensure the validity and reliability of the questionnaire, we will test the reliability and validity of the questionnaire content to improve the accuracy of the questionnaire. In order to ensure the validity of the questionnaire, it is necessary to test the questionnaire. In view of the above indicators, a

questionnaire survey was adopted, with a total of 100 people, including tourists, scenic area staff, tourism management departments and tourism company staff. In the questionnaire survey, the paper version of the questionnaire was directly distributed to the respondents at the survey site, and the electronic version of the questionnaire was distributed and recycled to the respondents who were not at the survey site through telephone communication. With the cooperation of the scenic area management department, 100 questionnaires were issued and 95 were recovered, with a recovery rate of 95%. The reason for the incomplete recovery is that some respondents did not answer and send back the questionnaire in time as required. Among them, some questionnaires that did not answer according to the requirements, whose opinions did not conform to the theme, whose opinions were too extreme and whose views were not clear were regarded as invalid and were removed. After that, 81 valid questionnaires remained, with an effective rate of 85%. Using the Likert five-scale model, a score of 1 means strongly disagree and a score of 5 means strongly agree. Table 6 and Table 7 shows the specific scoring results based on the average score.

Pre-testing of the first part of the questionnaire

Table 5 Questionnaire survey personnel profile

project	content	The proportion
gender	men	44%
	women	56%
age	20 to 30 years old	11%
	30 to 40 years old	44%
	Above 40 years old	45%
Record of formal schooling	High school and below	6%
	High school/technical secondary school	11%
	Undergraduate/Junior College	72%
	Master degree or above	11%
professional	students	32%
	Ordinary staff	34%
	Management personnel	13%
	retirees	12%
	other	9%

Table 5 (Continued)

project	content	The proportion
Annual travel frequency	1 the following	47%
	1-3 times	45%
	More than 3 times	8%

Among them, 44% are men and 56% are women. Those aged between 20 and 30 accounted for 11%, those aged between 30 and 40 accounted for 44%, and those over 40 accounted for 45%. In terms of educational background, 6% of students with high school or below, 11% of students with high school or technical secondary school, 72% of students with bachelor's degree or above, and 11% of students with master's degree or above. The majority are students and staff, accounting for 33% and 35%. In terms of the frequency of travel, 47 percent of tourists make less than one trip per year.

The questionnaire was rated on a five-point Likert scale, strongly disagree -- 1, disagree -- 2, not sure -- 3, agree -- 4, strongly agree -- 5. In this process, the content validity measurement formula is as follows:

$$CVR = (2NE - n) / N$$

Where, CVR represents content validity, Ne represents the representative number of a certain item in the judgment questionnaire, and N represents the number of participants in the judgment.

Pre-testing of the second part of the questionnaire

Using the Likert five-scale model, a score of 1 means strongly disagree and a score of 5 means strongly agree. Table 6 shows the specific scoring results of internet tourism information quality based on average score.

Table 6 Index test results of internet tourism information quality

Dimension	No	Evaluation Index	Score
Service and utility quality	1	Reliability: reliable content, trustworthy	3.8
	2	Accuracy: the content is accurate and unambiguous	4.2
	3	Objectivity: content conforms to objective facts	4.4
	4	Authority: content has influence and website has high reputation	4.5
	5	Value added: with certain knowledge, business and social value	4.0
Design image quality	6	Intelligibility: easy to understand	4.1
	7	Humanization: information service meets personal needs	3.9
	8	Simplicity: the website page is simple and easy to understand	4.3
	9	Integrity: the information obtained is comprehensive and complete	4.2
	10	Interest: the content is interesting and makes people curious	4.6
	11	Appropriate amount of information: rich content, not complicated	4.4
	12	Aesthetics: beautiful page design, comfortable color	4.5
Sensory and psychological experience quality	13	Interactivity: exchange information and feedback on the website	3.7
	14	Personalization: you can choose the page and method according to your personal needs	3.8
	15	Consistency: consistent with the information form or data presented in the past	3.9
	16	Timeliness: timely update of tourism information	4.2

Table 6 (Continued)

Dimension	No	Evaluation Index	Score
Content quality	17	Relevance: the information obtained is consistent with the information I need	4.3
	18	Practicability: information acquisition is more practical for tourism activities	4.6
	19	Diversity: diverse types of information	4.9
	20	Reasonable interface structure: good structure and high access rate	4.0
	21	Clear navigation: easy to find and link to information data	4.1
	22	Easy to operate: easy to operate, fast response of website	3.9
	23	Confidentiality: when tourists get information, ensure the security and confidentiality of information	4.7
Quality of art design	24	Art beauty: according to tourists' psychology, aesthetic characteristics and art design related knowledge, carry out Internet information design	4.4

Pre-testing of the third part of the questionnaire

The results of tourism destination image based on average score.

Table 7 Index test results of tourism destination image

Dimension	No	Evaluation Index	Score
Cognitive Image (Jarvis LP, 2017; Baloglu S, 2018)	1	Perfect tourism service facilities	4.2
	2	Perfect entertainment / leisure facilities	4.1
	3	Convenient transportation	4.3
	4	Excellent accommodation	4.4
	5	Beautiful natural scenery	4.5
	6	Good climate	4.6
	7	Rich and characteristic scenic spots	4.0
	8	Rich historical resources	4.3

Table 7 (Continued)

Dimension	No	Evaluation Index	Score
	9	Catering with characteristics	4.4
	10	Cultural activities and festivals are attractive	3.9
	11	Rich nightlife / entertainment	3.8
	12	Good social security	4.5
	13	Profound cultural heritage	4.1
	14	Hospitable residents	4.3
	15	Folk customs are attractive	4.2
Social environment image (Bogue IA, 2018)	16	The environment is clean	4.5
	17	Reasonable price	4.4
	18	Good economy and mature tourism industry	4.1
	19	High service quality	4.2
Emotional Image (Jarvis LP, 2017; Baloglu S, 2018; Song Zibin, 2019)	20	Awakened - drowsy	4.5
	21	Pleasant - unpleasant	4.7
	22	Exciting - dull	4.3
	23	Relaxing - painful	3.9

According to the above survey results, the evaluation indexes selected in this study are all above 3.5, which are all important indexes and can be used in the study, with rationality.

Data Gathering

Data collection is mainly used to prepare and collect the data in the research. Through data collection, information can be obtained and relevant records can be kept. Based on this, important decisions can be made on problems and information can be passed to others. In this paper, the steps of data aggregation are as follows:

First, there will be data pre-collection activities. Obtain data for predictive testing, verify and audit the data in order to ensure its authenticity and reliability.

Secondly, the collection method. When collecting data, the methods of extraction and random extraction are adopted.

The results will be sorted out again. Specific work includes results classification, analysis and paper work. Questionnaires are conducted according to sampling methods and data collection plans.

Data Analysis

Due to the large amount of data, descriptive analysis, factor analysis, correlation test, regression analysis and SPSS23.0 software will be used in this study.

Firstly, the basic characteristics of the research object are understood through frequency statistics.

Then, the reliability and validity of the questionnaire were analyzed.

Finally, the paper analyzes the effects of the quality of online tourism information and the cognitive image, emotional image and artistic design of tourist destinations on the image of tourist destinations.

Descriptive analysis:

Descriptive analysis is the first step in the statistical analysis of social survey, which is to conduct preliminary collation and regression of a large number of data obtained from the survey, so as to find out the internal laws, central trends and dispersed trends of these data. Single factor analysis is mainly carried out with the help of statistics represented by various data, such as mean and percentage. (Liu Jianming, 1993) Descriptive analysis is used to quantitatively describe the main features of a set of data. The aim of the analysis is to provide an overview of the respondents and insight into their behavioural patterns (Mann,1995).

Confirmatory factor analysis:

Factor analysis is a statistical technique to extract common factors from variable groups. The use of confirmatory factor analysis is based on specific theoretical basis and conceptual framework, through statistical analysis to verify whether the model derived from the theory is reasonable. Confirmatory Factor Analysis (CFA) is a research method used to measure whether the corresponding relationship between factors and measurement items (scale items) is consistent with the researcher's prediction. CFA is often used to develop tests, such as personality tests, intelligence tests, or surveys (Asparouhov and Muthen, 2009).

Multiple regression analysis:

Regression analysis is a statistical analysis method to study the antecedent or nonlinear relationship between one or more variables in a face change. Multiple regression analysis was used. Multiple regression analysis refers to a statistical analysis method in which one variable is regarded as the dependent variable and the other two or more variables are regarded as independent variables in related variables, and a linear model between multiple variables is established and analyzed according to the model.



CHAPTER IV

RESULT AND DISCUSSION

Research Implimentation

For the information acquisition of the research object, it mainly comes from the official website of Tourism Management Department of Guilin, the website and Management Department of the scenic area, the official website of the government, the official account of the relevant government departments, and micro-blog. The study lasted from March 1, 2020 to April 1, 2021. A total of 900 questionnaires were sent out and 798 were collected. For some questionnaires that were not collected, the respondents did not send them back in time as required. Among them, some questionnaires were not answered as required, opinions did not conform to the theme, opinions were too extreme, and opinions were not clear. They were regarded as invalid and removed. The remaining 740 questionnaires were valid, with an effective rate of 82.5%.

Table 8 Questionnaire survey personnel profile

project	content	The proportion
Have you ever been to Guilin	is	78%
	no	22%
gender	men	40%
	women	60%
age	20 to 30 years old	10%
	30 to 40 years old	45%
	Above 40 years old	45%
Record of formal schooling	High school and below	6%
	High school/technical secondary school	11%
	Undergraduate/Junior College	52%
	Master degree or above	31%

Table 8 (Continued)

project	content	The proportion
professional	students	20%
	Ordinary staff	16%
	Management personnel	33%
	retirees	22%
	other	9%
Have been to the number of	1 the following	47%
	1-3 times	35%
	More than 3 times	18%

Among them, 78% have been to Guilin, 22% have not been to Guilin; 40% male and 60% female; Those aged 20-30 account for 10%, those aged 30-40 account for 45%, and those over 40 account for 45%; In terms of educational background, 6% of students with high school or below, 11% of students with high school or technical secondary school, 52% of students with bachelor's degree or associate's degree, and 31% of students with master's degree or above. Students accounted for 20%, ordinary staff 16%, management 33%, retired 22%, other 9%; In terms of the number of visits, 47% were visited less than once, 35% were visited 1-3 times, and 18% were visited more than 3 times..

The measurement formula of questionnaire content validity is as follows:

$$CVR = (2NE - n) / N$$

Where, CVR represents content validity, Ne represents the representative number of a certain item in the judgment questionnaire, and N represents the number of participants in the judgment.

The result of descriptive analysis

Statistical score of sample characteristics

The basic information of the investigated personnel is analyzed, as shown in Table 10.

Table 9 Statistics of basic characteristics of samples

Project	Content	Frequency	Proportion (%)	Project	Content	Frequency	Proportion (%)
Gender	male	315	42.5	Annual average number of trips	Within 2 times	312	42.1
	female	425	57.5		3-4times	303	40.9
Age	Under 25	174	23.5	Net age	5-6times	60	8.1
	25-35	298	40.3		7-9times	36	4.9
	35-45		24.0		More than9 times	30	4.0
education	45-55	178	8.8	Daily average online time	Within 5 years	174	23.5
	Over 55	25	3.4		5-10years	366	49.5
	Below technical-l	62	8.3		11-15years	133	18.0
	secondary school				Over 15 years	67	9.0
	junior college	173	23.3		Within 2 hours	115	15.5
occupation	undergraduate	393	53.1	enterprises and institutions	2-4hours	242	32.7
	Master degree or above	113	15.3		4-6hours	187	25.3
	civil servant	78	10.5		6-8hours	166	22.4
	student	130	17.5		More than 8 hours	30	4.1

Table 9 (Continued)

Project	Content	Frequency	Proportion (%)	Project	Content	Frequency	Proportion (%)
	farmer	156	21.1	Source of information	National Tourism Website	255	34.5
	retiree	148	20.0	(multiple choice)	Website of GUILIN Municipal Government	320	43.3
	No occupation	10	1.4		GUILIN tourism website	403	54.4
	other	80	10.8		Official account of microblog/WeChat	443	59.8
Monthly average income	Within 3000 yuan	139	18.8		Travel company website	377	50.9
	3000-5000	178	24.1		Attractions website	354	47.8
	5000-8000	230	40.9		other	171	23.1
	over8000	120	16.2				

In terms of gender:42.5% of the tourists surveyed were men and 57.5% were women. More female tourists.

In terms of age: tourists under 25 accounted for 23.5%, 25-35 accounted for 40.3%, 35-45 accounted for 24%, 45-55 accounted for 8.8%, and over 55 accounted for 3.4%. 25-35 years old tourists are the most.

In terms of educational background: 8.3% of them are from secondary school, 23.3% from junior college, 53.1% from undergraduate, and 15.3% from master or above. The number of undergraduates is the most.

In terms of occupation: enterprises and institutions accounted for 18.7%, civil servants for 10.5%, students for 17.5%, farmers for 21.1%, retirees for 20%, non professionals for 1.4%, and other personnel for 10.8%. There are more farmers and retirees.

In terms of monthly average income:18.8% of them are within 3000 yuan, 14.1% of them are between 3000-5000 yuan, 40.9% of them are between 5000-8000 yuan, 16.2% of them are above 8000 yuan, and 9.8% of them are without income. The income group of 5000-8000 has a large number.

In terms of the annual average number of trips:42.1% are within 2 times, 40.9% are 3-4 times, 8.1% are 5-6 times, 4.9% are 7-9 times, and 4.0% are more than 9 times. There are more than 4 times of annual tourism.

In terms of Internet age:23.5% are within 5 years, 49.5% are within 5-10 years, 18.0% are within 11-15 years, and 9.0% are over 15 years. The Internet age is 5-10 years.

In terms of daily average online time:15.5% are within 2 hours, 14.7% are within 2-4 hours, 25.3% are within 4-6 hours, 22.4% are within 6-8 hours, and 4.1% are over 8 hours. Among them, 4-8 hours accounted for the most.

Information sources: the proportion of national tourism websites accounted for 34.5%, the Guilin municipal government website accounted for 43.3%, Guilin tourism website accounted for 54.4%, related micro-blog WeChat and other official account for 59.8%, tourism company website accounted for 50.9%, tourist sites accounted for 47.8%, and other websites accounted for 23.1%. Guilin tourism website, micro-blog WeChat official account and travel company website account for more.

The influence of internet tourism information quality on the cognitive image of tourism destination

Analysis of internet tourism information quality in Guilin

Table 10 Analysis of evaluation factors of internet tourism information quality in Guilin

Factor	Reliability	Eigenvalue	Dispersion (%)	Score
Service and utility quality	0.852	3.595	14.611	3.695
Design and image quality	0.806	3.566	14.676	3.765
Sensory and psychological experience quality	0.821	3.112	14.543	3.777
Content quality	0.734	2.543	12.009	3.221
Quality of art design	0.786	2.675	11.098	3.001

Remark: KMO=0.901, Bartlett=4876.553, freedom=243, Sig=0.001, Reliability=0.900, dispersion=57.342%

According to table 10, the scores of the above five factors: service and utility quality, design and image quality, sensory and psychological experience quality, and content quality are relatively high, all exceeding 3 points. Tourists are satisfied with it. However, in the new era, in order to reflect the advantages, the quality of tourism information can not only focus on satisfaction, but also tap its potential, pursue "more satisfaction" and achieve the best. However, the score of tourism information art design is the lowest, which shows that Guilin has insufficient investment in relevant aspects, and there are some problems, so we should focus on strengthening the art design of Internet tourism information.

An analysis of cognitive image in Guilin as tourism destination image

Table 11 Factor analysis of tourism cognitive image evaluation in Guilin

Factor	Reliability	Eigenvalue	Dispersion (%)	Score
Basic conditions of tourism image	0.852	3.595	14.611	3.695
Attractions of tourism image	0.806	3.566	14.676	3.765
Social environment image	0.821	3.112	14.543	3.777

Remark: KMO=0.901, Bartlett=4876.553, Freedom=243, Sig=0.001, Reliability=0.900, Dispersion =57.342%

According to the above scoring results, it can be concluded that the scores of all indicators are above 3.5, indicating that tourists have a "good" cognition image of Guilin as tourism destination image, but there are no projects with more than 4 scores, proving that there is a large space for improvement in the work of relevant aspects.

An analysis of the relationship between the quality of internet tourism information and tourism cognitive image in Guilin

Table 12 Correlation test between internet tourism information quality and tourism destination cognitive image

	The basic conditions of tourism	The image of tourist attractions	The image of social environment
Service and utility quality	0.566**	0.486**	0.545**
Design image quality	0.555**	0.344**	0.516**
Sensory and psychological experience quality	0.601**	0.466**	0.541**
Content quality	0.602**	0.434**	0.601**
Quality of art design	0.603**	0.454**	0.588*

Remark: *P < 0.05, **P < 0.01

Through the correlation analysis, $P < 0.01$, it can be concluded that there is a significant correlation between the quality of internet tourism information and the cognitive image of tourism destination image.

Table 13 Multiple regression analysis of internet tourism information quality factors and cognitive image factors

Independent Variable	Dependent Variable	Regression Coefficient		T-value	P-value
		B	β		
Service and utility quality	Basic conditions of tourism image	0.214	0.168	3.486	0.000**
Design and image quality		0.211	0.182	3.880	0.000**
Sensory and psychological experience quality		0.267	0.208	4.419	0.000**
Content quality		0.340	0.273	5.024	0.000**
Quality of art design		0.331	0.214	5.011	0.000**
constant=-0.388 $R^2=0.489$ correct $R^2=0.488$ $F=117.951$ $P=0.000^{**}$					
Service and utility quality	Attractions of tourism image	0.352	0.313	5.551	0.000**
Design and image quality		-0.088	-0.088	-1.591	0.0213
Sensory and psychological experience quality		0.263	0.208	4.081	0.000**
Content quality		0.167	0.231	2.913	0.001**
Quality of art design		0.223	0.156	0.187	0.001**
constant=1.356 $R^2=0.291$ correct $R^2=0.295$ $F=53.431$ $P=0.000^{**}$					
Service and utility quality	Social environment image	0.247	0.201	3.999	0.000**
Design and image quality		0.124	0.115	2.422	0.001**

Table 13 (Continued)

Independent Variable	Dependent Variable	Regression Coefficient		T-value	P-value
		B	β		
Sensory and psychological experience quality		0.163	0.144	2.663	0.000**
Content quality		0.401	0.351	4.556	0.002**
Quality of art design		0.332	0.321	3.939	0.001**
constant=1.285 R ² =0.446 correct R ² =0.444 F=97.331 P=0.000**					

Remark: *P < 0.05, **P < 0.01

Through the above research results, it can be concluded that various factors of information quality have an impact on the cognitive image of tourism destination image. Among them, the impact on the basic conditions of tourism image is 48.8%, the impact on the attractions of tourism image is 29.5%, and the impact on the image of social environment is 44.4%. The influence of design and image quality on tourist attraction is negative and not significant. The other effects were positive and significant. In conclusion, it is assumed that H1 internet tourism information quality has a positive and significant impact on the cognitive image of tourism destinations.

The influence of internet tourism information quality on the emotional image of tourism destination

An analysis of the emotional image of tourism in Guilin.

Table 14 Factor analysis of tourism emotional image evaluation in Guilin

Evaluation items	Reliability	Eigenvalue	Dispersion (%)	Score
Awakened - drowsy	0.877	2.999	72.718	3.919
Pleasant - unpleasant				3.857
Excited - dull				3.698
Relaxed - painful				3.908

Remark: KMO=0.831, Bartlett=1001.654, df=6Sig=0.001

According to the above scoring results, the scores of all indicators are above 3.5, indicating that tourists have "good" emotional image of Guilin as tourism destination image, but there are no items with more than 4 scores, generally higher scores than cognitive image. This proves that tourists have better feelings for Guilin as tourism destination image, which is conducive to industrial development and brand building. However, we still need to continue to improve the score.

An analysis of the relationship between the internet tourism information quality and the emotional image of tourism in Guilin

Table 15 Correlation test between internet tourism information quality and tourism destination cognitive image

	Service and Utility Quality	Design and Representation Quality	Sensory and Psychological Experience	Content Quality	Art Design Quality
Emotional image	0.565**	0.487**	0.555**	0.561**	0.501**

Remark: * $P < 0.05$, ** $P < 0.01$

Through correlation analysis, it can be concluded that, $P < 0.01$, the correlation coefficient between internet tourism information quality factor and emotional image is greater than 0.4, which has a great impact.

Table 16 Multiple regression analysis of internet tourism information quality factors and emotional image factors

Independent Variable	Dependent Variable	Regression Coefficient		T-value	P-value
		B	β		
Service and utility quality	Emotional image	0.309	0.238	4.821	0.000**
Design and image quality		0.081	0.069	1.431	0.202

Table 16 (Continued)

Independent Variable	Dependent Variable	Regression Coefficient		T-value	P-value
		B	β		
Sensory and psychological experience quality		0.271	0.201	3.901	0.000**
Content quality		0.322	0.246	5.424	0.001**
Quality of art design		0.309	0.291	5.232	0.000**
constant=0.213 R ² =0.422 correctR ² =0.420 F=101.654 P=0.000**					

Remark: *P < 0.05, **P < 0.01

Through the above research results, it can be concluded that various factors of internet tourism information quality have an impact on the emotional image of tourism destination image, of which the degree of impact is about 42%. In conclusion, it is assumed that H2 - the quality of Internet tourism information has a positive and significant impact on the emotional image of tourism destination image.

The influence of cognitive image on tourism destination image

Based on the research results, the relationship between emotional image and tourism destination image is statistically analyzed as follows:

Table 17 Correlation tests of the relationship between the cognitive image of tourism purpose and the image of tourism destination

	Basic information about image tourism	Image of tourist attractions	Social environment image
Tourist destination image	0.415 **	0.407 **	0.405 **

Remark: * * * P < 0.05, P < 0.01

Through correlation analysis, $P < 0.01$, the correlation coefficient between cognitive image factor and tourism destination image is greater than 0.4, which has a great influence.

Table 18 Multiple regression analysis of cognitive image factors and tourism destination image

The independent variable	The dependent variable	Regression coefficient		T value	Assume that the value
		B	Beta.		
Basic information about image tourism	Tourist destination image	0.309	0.202	4.815	0.000 **
Image of tourist attractions		0.072	0.068	1.448	0.000 ***
Social environment image		0.231	0.201	3.969	0.000 **
Constant $R = 0.203^2 = 0.549$ correct $r^2 F = 111.654$, $P = 0.000$ **					

Remark: *** $P < 0.05$, $P < 0.01$

According to the above research results, it can be concluded that various factors of cognitive image have an impact on the image of tourist destinations, and the impact degree is about 55%. In conclusion, it is assumed that H3-cognitive image has a positive and significant impact on tourism destination image.

Impact of emotional image on tourism destination image

Based on the research results, the relationship between emotional image and tourism destination image is statistically analyzed as follows:

Table 19 Relevant tests of the relationship between tourist destination emotional image and tourism destination image

	To wake up or fall asleep.	Pleasant, unpleasant	Excitement, boredom	Relaxation, pain
Tourist destination image	0.515 **	0.407 **	0.505 **	0.501 **

Remark: *** $P < 0.05$, $P < 0.01$

Through correlation analysis, $P < 0.01$, the correlation coefficient between emotional image factor and tourism destination image is greater than 0.4, which has a great influence.

Table 20 Multiple regression analysis of emotional image factors and tourism destination image

The independent variable	The dependent variable	Regression coefficient		T value	Assume that the value
		B	Beta		
To wake up or fall asleep.	Tourist destination image	0.319	0.208	4.823	0.000 **
Pleasant, unpleasant		0.071	0.066	1.433	0.000 ***
Excitement, boredom		0.271	0.211	3.903	0.000 **
Relaxation, pain		0.322	0.236	5.434	0.001 **
Constant $R = 0.213^2 = 0.452$ correct $r^2 = 0.421$ $f = 111.604$, $P = 0.000 **$					

Remarrk: *** $P < 0.05$, $P < 0.01$

According to the above research results, it can be concluded that various factors of emotional image have an impact on the image of tourist destinations, of

which the impact degree is about 45%. To sum up, it is assumed that H4 - emotional image has a positive and significant impact on tourism destination image.

The relationship between cognitive image and emotional image of tourism destination

Table 21 Correlation test of cognitive image and emotional image of tourism destination

	Tourism Basic Condition Image	Tourism Attraction Image	Social Environment image
Emotional image	0.721**	0.632**	0.773**

Remark: * $p < 0.05$, ** $p < 0.01$

Through the above correlation test results, it can be concluded that the correlation coefficients of "emotional image" and tourism basic conditions, tourism attraction image and social environment image are 0.721, 0.632 and 0.773 respectively, indicating that they have a large correlation, and the p value is less than 0.01, indicating that the significant level is high.

Table 22 Regression analysis of cognitive image factors and emotional image factors

Independent variable	Dependent variable	Regression coefficient		T-value	P-value
		B	β		
Basic conditions of tourism Image	Emotional image	0.244	0.256	6.661	0.000**
Attractions of tourism Image		0.255	0.244	7.256	0.000**
Social environment image		0.488	0.465	11.987	0.000**
Constant=0.088 $R^2=0.695$ correct $R^2=0.691$ F=413.112 P=0.000**					

According to the above results, the influence of cognitive image factors on emotional image factors is 69.1%. The p value of each factor is less than 0.01, which is significant and has a positive effect. It is proved that H5 - tourism destination cognitive image has a positive and significant impact on emotional image.

Table 23 Correlation test between emotional image and cognitive image of tourist destination

	Awakened - drowsy	Joyful - annoying	Excited - dull	Eelaxed - painful
Cognitive image	0.723	0.639	0.673	0.432

Remark: * $P < 0.05$, ** $P < 0.01$

According to the above results, the factors of tourist destination emotional image have no regular effect on cognitive image, and the correlation is not obvious. Further regression analysis was carried out. The results are shown in table.

Table 24 Regression analysis of emotional image factors and cognitive image factors

Independent variable	Dependent variable	Regression coefficient		T-value	P-value
		B	β		
Awakened - drowsy	Cognitive image	-0.233	-0.265	6.608	0.111
Pleasant - unpleasant		0.223	0.229	4.224	0.121
Excited - dull		-0.498	-0.432	4.907	0.201
Relaxed - painful		0.124	0.153	2.342	0.231
Constant=0.088 $R^2=0.695$ correct $R^2=0.691$ $F=413.112$ $P > 0.01$					

According to the above statistical analysis results, $P > 0.01$, the influence of emotional image on cognitive image is not significant. Therefore, it is not valid to

assume that H6 tourism destination emotional image has a positive and significant impact on cognitive image.

Measurement Model

During the construction of the measurement model, it is divided into two parts. Firstly, confirmatory factor analysis is carried out to evaluate the measurement model. And then check the structural relationship. The results are as follows:

Table 25 Reliability test

Project	Number of inclusion indicators	a
Evaluation of Internet tourism information quality of tourism destinations	24	0.801
Evaluation of tourism destination image	23	0.799

It can be seen that the questionnaire used in this study has good reliability and can be used in practical research, and the research conclusion has credibility.

Table 26 KMO and Bartlett tests for sub-items in

Project	The value KMO	Bartlett's form test		
		The approximate chi-square	df.	Sig.
Evaluation of Internet tourism information quality of tourism destinations	0.812	28.439	24	0
Evaluation of tourism destination image	0.799	51.149	23	0

It can be concluded from the test that the analysis results of this study have a good validity.

Table 27 Factor load test

No	Factor load	No	Factor load
1	0.584	25	0.562
2	0.533	26	0.653
3	0.575	27	0.492
4	0.545	28	0.487
5	0.479	29	0.579
6	0.637	30	0.700
7	0.603	31	0.454
8	0.642	32	0.746
9	0.657	33	0.719
10	0.448	34	0.669
11	0.453	35	0.694
12	0.646	36	0.714
13	0.480	37	0.658
14	0.590	38	0.669
15	0.714	39	0.714
16	0.657	40	
17	0.556	41	
18	0.654	42	
19	0.714	43	
20	0.725	44	
21	0.714	45	
22	0.711	46	
23	0.412	47	
24	0.455	/	

According to the above factor load test, the mean variance of all structures was between 0.4 and 0.8, most of which were greater than 0.5 as suggested by Hair (1998), and the research results were valid.

Structure Model

During the establishment of the structural analysis model for the above research, 15 measurement items are selected from the internet tourism information

quality evaluation and tourism destination image evaluation, and the covariance matrix of the items is taken as the input to carry out SEM analysis to build the relationship between each pair of concepts. The fitting indexes of the model are shown in the table below.

Table 28 Evaluation table of regression model fitting excellence between cognitive image and Internet tourism information quality

Model	R	R ²	Adjusted R ²
1	0.127*	0.018	0.015
a. Predictors: (Constant), Cognitive image			
b. Dependent Variable: Quality of internet tourism information			

Table 29 Analysis of variance of regression model

Model	Sum of squares	df	The mean square	F	Sig
Regression	5.599	1	5.587	4.905	0.021*
Residual	346.591	305	1.129		
Total	350.183	306			
a. (Constant), Cognitive image					
b. Dependent Variable: Quality of internet tourism information					

Table 30 Regression coefficient of internet tourism information quality

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Standard error	Beta	t	Sig
Constant	6.558	0.293		22.594	0.000
a. Predictors: (Constant), Cognitive image	-0.189	0.087	-0.128	-2.331	0.021
b. Dependent Variable: Quality of internet tourism information					

When analysis model is established, avoidant attachment into the equation, the said internet tourism information quality and tourism destination cognitive image correlation, correlation coefficient $R = 0.127$, the determination coefficient $R^2 = 0.018$, after the adjustment coefficient of $R^2 = 0.015$, after the adjustment before and have significant, internet tourism information quality and the tourism destination cognitive image has significant differences in regression analysis standardization coefficient is 0.128, path analysis can achieve significant requirements, can judge the quality of the internet information for tourism destination cognitive image contribution rate is 1.5%.

Table 31 Evaluation table of the goodness of fit of regression model

Model	R	R ²	Adjusted R ²
1	0.114*	0.019	0.016
a. Predictors: (Constant), Cognitive image			
b. Dependent Variable: Quality of internet tourism information			

Table 32 Analysis of variance of regression model

Model	Sum of squares	df	The mean square	F	Sig
Regression	5.581	1	5.556	4.900	0.020*
1Residual	346.001	304	1.117		
Total	350.143	305			

a. Predictors: (Constant),
Cognitive image

b. Dependent Variable: Quality
of internet tourism
information

Table 33 Regression coefficient

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Standard error	Beta	t	Sig
Constant	6.553	0.287		22.004	0.000
a. Predictors: (Constant), Cognitive image	-0.188	0.065	-0.121	-2.339	0.011
b. Dependent Variable: Quality of internet tourism information					

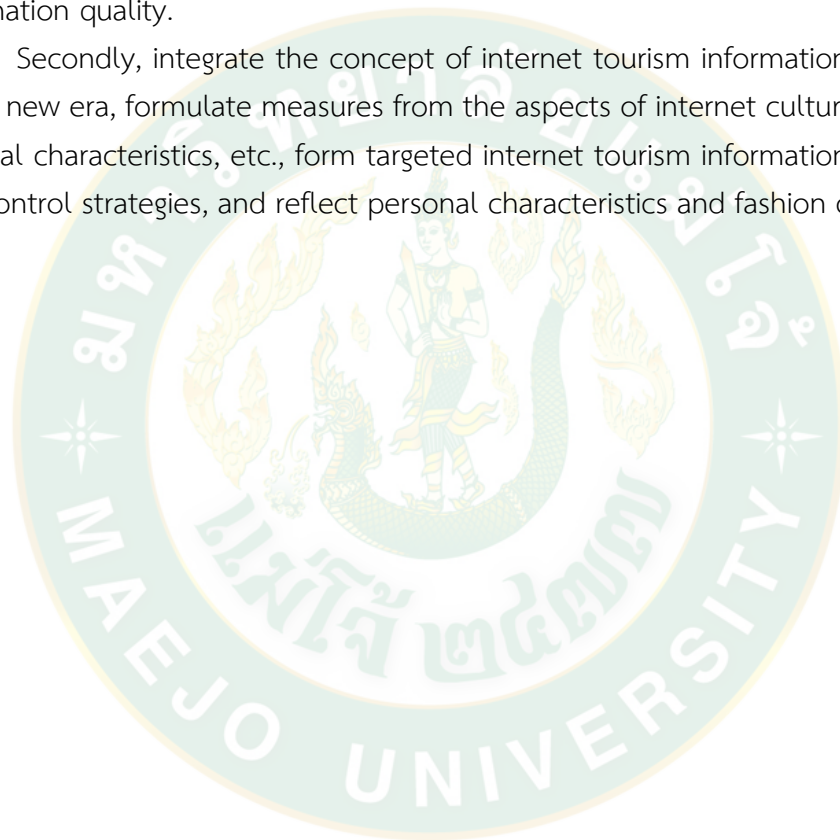
Thus, internet tourism information quality and tourism destination image correlation between emotional, correlation coefficient $R = 0.114$, the determination coefficient $R^2 = 0.019$, after the adjustment coefficient of $R^2 = 0.016$, after the adjustment before and have significant, internet tourism information quality emotion with tourism destination image has significant differences in regression analysis, standardized coefficient is 0.121, path analysis can achieve significant requirements,

can judge the quality of the Internet tourism information on tourism destination image emotion contribution rate is 1.6%.

Innovation of Research

First, emphasis is laid to the art design research of internet tourism information, analyze tourists' demand for internet tourism information from the perspective of psychology and sociology, and improve the design of internet tourism information quality.

Secondly, integrate the concept of internet tourism information management in the new era, formulate measures from the aspects of internet culture, folk culture, regional characteristics, etc., form targeted internet tourism information management and control strategies, and reflect personal characteristics and fashion colors.



CHAPTER V

SUMMARY IMPLICATION AND RECOMMENDATIONS

Conclusion

In this research, Guilin is taken as a specific case to analyze the impact of internet tourism information quality on the image of tourism destinations. The main contents and conclusions are as follows:

The first, in this study, a two-dimensional structure model is designed to evaluate the tourism destination image from two aspects of cognitive image and emotional image, which is reasonable and targeted. In the specific evaluation process, the combination of qualitative analysis and quantitative analysis is adopted, and the results are objective and accurate.

The second, through the evaluation, the quality of Internet tourism information has a positive and significant impact on the cognitive image and emotional image of tourism destination. Cognitive image has a positive and significant impact on emotional image. The influence of emotional image on cognitive image is not regular and needs further study.

Thirdly, Guilin should pay attention to the improvement of the quality of art design and enhance the authenticity and personalized quality of internet tourism information in the aspect of improving the quality of internet tourism information. At the same time, we should pay attention to the needs of tourists and carry out the design work based on the market.

Prospect

In the follow-up study, it is necessary to further analyze the establishment of the internet tourism information quality management system, strengthen the risk identification and evaluation in the operation and maintenance process, and improve the risk prevention and control ability. And pay attention to the development of related information management technology and the construction of related information platform, to make up for the shortcomings of this study. Especially in the construction of relevant laws and regulations, we should increase the research force.

Recommendation

The first, pay attention to art design in the form of information and improve the image of the destination

At present, in the new era of rapid socio-economic development, in order to effectively use industrial resources in different regions, achieve economic restructuring, and enhance the vitality and stability of economic development (Gunn C A, 1972), tourism has become an important industry promoted by the government, which provides strong support for local economic development. At the same time, we should realize that the rapid rise of tourism industry and the serious homogenization problem should pay attention to the mode change, reflect the personalized characteristics and strengthen the actual effect, so as to reflect the advantages. Therefore, some professionals put forward that in the internet tourism information quality design, we should increase investment, reflect the personalized characteristics, improve the image cognitive effect of tourists for the tourism destination, and enhance their selection rate (Kaiyi Huang and Qing Jin, 2018). Here are some suggestions.

First, realize the specialization of information form art design.

According to the actual investigation and research, Guilin is one of the key cities of national tourism, with well-known tourist attractions at home and abroad, and has attracted the attention and recognition of tourists. In the process of internet publicity, the investment in the design of internet tourism information quality is insufficient, lacking artistry and reducing the actual effect. Specifically, the language is too straightforward, the pictures have no characteristics, the landscape display and historical and cultural display are too monotonous to reflect the connotation. Therefore, it is suggested to increase investment in relevant aspects. Firstly, the Tourism Bureau of Guilin should take the lead to establish a professional department of tourism Internet publicity information art design of Guilin, which is responsible for internet tourism information design and audit, reflecting the characteristics of specialization. Change the phenomenon of randomness, popularization and homogeneity of the original model. This department applies for professionals, focusing on the development of internet tourism information art design business. Secondly, the art design of tourism internet publicity and information should be implemented from the perspective of the public and adopt the mode of social collection. For example, articles, propaganda terms, pictures, etc. Through the introduction of some scenic spots, prizes can be collected to achieve, so that more

people pay attention to the tourism industry of Guilin and participate in the development of the tourism industry of Guilin. And this process is also a kind of propaganda. After the collection is completed, the professional department will handle it properly to reflect the artistry. Thirdly, this study believes that the art design of tourism internet publicity information should reflect the strong historical and cultural information and connotation of China, and integrate the abstract sense and spatial sense of art design in foreign countries, so that the majority of tourists can have a new visual impact, and transform the reading of internet tourism information into a kind of enjoyment before the arrival of tourism destination. For example, integrate cartoon elements, pay attention to color matching, light and shade.

Secondly, returning to the original and returning to the true, combining with film and television language

Through the investigation of current tourists' psychology in tourism destination selection, tourists pay more attention to some simple and natural beauty and prefer the situation of returning to nature, so that they can get rid of the pressure of life and work, forget the hustle and bustle of the city and achieve the effect of emotional relief. Therefore, it is suggested that Guilin should embody the characteristics of "simple, natural, open-minded and unrestrained" in the process of carrying out the art design work of internet publicity. Especially in the introduction process of tourist attractions, we should not take economic benefits as the goal, and should not embody the characteristics of "carving" too much, which will make tourists have "antipathy". This kind of tourism information is a kind of marketing information for economic purposes. Especially in the new era, some tourists feedback that there are exaggeration, false propaganda and wrong guidance in the process of internet information publicity of some scenic spots, which leads to the decline of tourists' satisfaction and affects the image establishment of scenic spots. This study believes that we can introduce some internet language, film and television language, historical stories, etc. which is more conducive to enhancing the publicity effect. For example, Xixi wetland, a famous tourist attraction in Zhejiang Province, once came here to see the beautiful scenery of Xixi after Song Gaozong fled. He wanted to build a palace here, but due to the shortage of funds, the goal was not achieved. He only said "Xixi and stay". In the film and television work "if you are the one", this is also introduced. The leading actor said that "the old Zhao of song Gaozong didn't have money, I came here with money. If you take a good view of this place, what you leave behind is no longer regret, but life". Based on this,

tourists can experience the beauty of the tourist destination, and connect with the film and television plays to increase emotion. In addition, a "lost in Thailand" promotes the development of Thailand's tourism industry, which once again proves the feasibility of this proposal. Guilin should also increase investment in relevant aspects to reflect its advantages.

The secondly, strengthen the construction of internet tourism information content and security, and improve the authenticity of information

In the development of tourism industry, we must pay attention to brand building. At present, influenced by many factors, there are many complaints about tourist attractions in Guilin. Among them, the complaints brought by internet tourism information publicity account for a large proportion. Therefore, we need to strengthen the management investment of relevant aspects. After summary, the internet tourism information content and the underlying technology of the website are one of the important indicators to evaluate the information quality (Jong-Nam Kim, 2001). At the same time, they are also the key part to ensure the internet tourism information quality. In this research data, the "content quality" dimension of internet tourism information specifically includes the reliability, objectivity, accuracy, authority and information security of information content. In contrast, the evaluation of Guilin's internet tourism information in this dimension has the lowest score among all the information quality evaluation dimensions, which needs to strengthen the solution of related problems.

Firstly, set up internet tourism information audit system.

First of all, in the process of internet tourism information publicity in Guilin, we should strengthen the examination of information. In the audit process of relevant aspects, a full-time information audit department should be established to clarify the audit elements and processes and improve the audit effect. This study believes that the traditional audit focusing on the authenticity of information has limitations and is difficult to meet the actual needs. In the new era, we should pay attention to the verification information of the authenticity, rationality, scientific design, personalization, attraction and other aspects of internet tourism information, and gradually transform the original information supervision into the improvement of information quality; secondly, we should deal with some untrue information, sensitive vocabulary, information that hinders social stability and unity, and information that is easy to produce ambiguity. Analyze the source of information, the cause of information, and issue it only after the rectification is qualified. If the

problem is large, the relevant personnel need to be investigated for responsibility; thirdly, strengthen the management of the background operation of the information audit system, strengthen the statistics and analysis of the information of each information source, specifically including the amount of problems, information, customer feedback, shield some unqualified information source release ports, and improve the authority and credibility of the internet tourism information content. At the same time, the tourism management department can also hold regular seminars on information release. For some responsible bodies of information release ports, they can convey relevant management requirements, review their qualifications and improve their awareness, so as to improve the quality of internet tourism information.

Secondly, strengthen the supervision and feedback of tourists to the internet tourism information.

With the rapid development of tourism industry in China, some scenic spots and tourism companies are facing increasing competitive pressure. In order to enhance the competitiveness of Guilin's tourism industry, it is necessary to analyze its opinions and ideas on tourism internet publicity information from the perspective of tourists based on the demand level theory, so as to strengthen the supervision effect and improve the satisfaction of tourists. It is suggested that Guilin establish a tourism service satisfaction evaluation platform. Tourists can directly evaluate Guilin's internet tourism information, tourism destination, tourism service satisfaction, staff service satisfaction and other contents through mobile phone scanning or internet platform interface. Then the management department collects the information, carries on the information statistical analysis, obtains the result and the conclusion as the tourism internet information propaganda management basis. In addition, for some major problems, frequent problems and important problems reflected by tourists, we should focus on handling, track the handling results, and timely release the processing process of the results for tourists to inquire, reflecting the standardization and specialization of service and management.

Thirdly, setting up a comprehensive supervision platform for internet tourism information security.

The setting of internet tourism information security management platform needs to be realized with the help of corresponding internet technology and information technology. In this process, relevant departments need to pay attention to the maintenance and management of information operation infrastructure, ensure the smooth operation of information and improve the efficiency of information

operation. At the same time, it is also necessary to ensure the security of tourist information, that is, for customer contact information, certificate number, order information, etc. effective confidentiality measures must be established to prevent the information leakage and damage the rights and interests of tourists. In addition, good information security construction and supervision work can improve tourists' recognition and psychological tendency for tourism information publicity, make them believe in tourism information publicity platform, actively use tourism information publicity platform to retrieve relevant information and find relevant destinations. Specifically, it includes scenic spots, prices, routes, services, etc., and carries out online booking to promote the development of tourism in Guilin.

This research, according to the analysis of the current situation of the development of tourism industry in Guilin, the key problem of internet tourism information publicity in Guilin lies in the poor information quality of some tourism companies, agency companies, etc., and the publicity work is carried out only from the perspective of economic benefits, thus reducing the investment in internet tourism information quality management and design. Based on this situation, this study suggests that Guilin should review some tourism companies and agency companies, review their qualifications and business development in detail, ban some companies with poor quality and low customer satisfaction, and establish a dynamic management system for real-time monitoring.

The thirdly, display characteristic service internet tourism information and highlight personalization

According to the above survey and research, among the 23 measurement indexes of internet tourism information quality, tourists are "relatively satisfied" with the evaluation of internet tourism information quality of Guilin, and the score is relatively balanced, and the gap between the maximum and minimum values is small. In addition, Guilin pays more attention to the quality of internet tourism information, which is in the period of continuous development. However, there are still shortcomings, no characteristics and insufficient advantages. In order to promote the development of tourism industry and strengthen the control of internet tourism information quality, it is necessary to cultivate advantageous projects while providing stable, safe and real supply of internet tourism information, so as to provide guidance for the improvement of local tourism information quality and the development of tourism industry.

The specific design must be in line with the characteristics of tourism in Guilin, forming a personalized model, unique. Based on the analysis of the survey data, the "service and quality" of internet tourism information is of high importance for Guilin to form a good "tourism attraction image". Therefore, it is of great significance to improve the image of "tourist attractions" of Guilin by taking effective measures to improve the "service to utility quality" of internet tourism information (Wei Li, 2002). From the perspective of four quality factors for evaluating the internet tourism information of Guilin, the project with the highest score is "information service and utility quality", and relevant research should be strengthened.

Firstly, set up quick retrieval function.

Based on the "service and utility quality" level of information, the research and design should be carried out. The website navigation should be clear and easy to identify, the internet interface structure should be reasonable, all kinds of functions of the website should be easy to operate, and the information presentation type should have diversified characteristics, which can provide convenient services for tourists. At present, there are many researches, more software, gradually strengthened functions, increasing effects and relatively satisfied tourists. However, due to the lack of distinctive advantages, it should be developed in depth. For example, simplify navigation links and improve retrieval speed. At the same time, refine the main page, refine the content in different pages, improve the application of AR and VR technology in information presentation, and enhance the tourists' experience. In addition, this study believes that retrieval function should be provided based on the principle of market service refinement. For some elderly people, the process should be simplified as much as possible to enhance the intelligence of retrieval. For some young people, we should pay attention to the enhancement of experience and visual impact. For some younger children, based on their psychological characteristics, we should pay attention to cartoon, animation and other modes with strong interest.

Secondly, internet tourism information function design based on market demand (Lili Liu, 2019).

Through this study, the effectiveness quality of internet tourism information is mainly reflected in the evaluation of its practicability, relevance and timeliness. Guilin tourism market is famous at home and abroad for its strong historical and cultural heritage, folk customs and beautiful natural environment. The unique tourist attractions are ancient buildings, historical figures, traditional snacks, etc. there are relatively more tourists. If we want to further improve the effectiveness and quality

of online tourism information, we must effectively combine it with the demand of tourism market, increase the simulation of images such as featured snacks, folk culture, ancient buildings, and highlight the characteristics. At the same time, we should avoid the excessive commercialization of information, reduce the propaganda of fast-moving products, and realize the effective connection between the information function utility and the consumer market.

Finally, set up special publicity information.

According to the investigation, Guilin belongs to the ancient capital of China, located in the Central Plains, with many historical and cultural sites and unique style. In tourism network information publicity, special information retrieval and service items should be set up so that tourists can have a clear and direct view to the destination (Mingjian Li, 2019). When setting up the information publicity interface, the style of Tang and Song Dynasties should be adopted to render the atmosphere, so that tourists can browse through the internet interface to achieve the effect of entering the affection, entering the country and entering the scene. Especially in the historical dynasties, major festivals, activities, folk customs, etc. should be focused on, so that visitors can understand the past history in real time, always have novel themes, attract their eyes, and provide them with alternative tourism projects.

The fourthly, government enterprise cooperation and information service system standardization

Through investigation and research, Guilin in the tourism information service system, relatively confused, lack of unified and standardized management. After sorting out and summarizing the survey information, government departments, tourism enterprises, scenic spots, etc. publish tourism related information on the internet in different forms, with different information sources, different management departments, and different information platforms, which leads to the inconsistency of relevant information and the tourists' doubts about it. At the same time, in this study, the median score given by tourists for each measurement index of information quality is above 3, which is relatively high, but there is no index above 4, which is in recognition status, but does not reflect the very recognized advantages. Based on this judgment and analysis, some information providers in the market provide relatively backward services, reducing the overall score. In order to reduce the supply of some poor quality information, we should adopt the mode of government enterprise cooperation and standardized management, eliminate the adverse effects

of information island, realize data fusion, information unification and smooth communication, and provide tourists with "high expectation" and "high trust" information.

Firstly, standardized management.

Standardized management should be carried out in the issuance of tourism information. The relevant government departments, tourism companies and other departments should establish unified standards in information release to improve the quality of information as the goal, and enhance tourists' recognition of tourism information. For example, when the government and enterprises release tourism information, they must establish a good communication mechanism to ensure the unity of the essence and content of information, so as to avoid the problems of information asymmetry and information contradiction. At the same time, it is also necessary to stipulate the process of information release, the rules of information update, the requirements of information content, the system of information supervision, etc., so that each tourism information release can ensure the standardization content and standardization management, and solve the problem of publishing tourism information at will.

Secondly, unified management

Tourism information release is a systematic work, and the management content is relatively complex (Min-Soon Li, 2015). In order to increase the efficiency and improve the management effect, we should clarify the responsibilities of all parties and adopt the mode of division and cooperation (Leilei Li, 1999).

First of all, in the unified management of internet tourism information, the government should take the leading role to eliminate the situation of self-management, and the government should manage the destination information system in a unified way. Specifically including each tourism enterprise information, tourism infrastructure information, tourist feedback information, etc., to control the information source and improve the authority of information release. As an enterprise, it should establish internal audit mechanism in tourism information release, focus on information formulation, and reduce the incidence of problems. It is suggested that Guilin should manage the internet tourism information from the perspective of law and establish the relevant legal system, so as to improve the legal awareness of enterprises in relevant aspects. This is also the requirement of the rule of law society in the new era.

Thirdly, decentralization of operation authority.

This study believes that the government should embody the management function and the enterprise should embody the business function in the internet

tourism information management. In the process of practice, due to different scenic spots, different tourism companies, and different internet publicity objectives, we can take a variety of internet information operation plans, and appropriately assign the operation right to the enterprise to meet the different psychological sensory experience of tourists. For example, the Baogong temple in Kaifeng is far and near civilized, which not only embodies the historical and cultural connotation, but also helps to publicize the social governance thought of honest and fair law enforcement, which is in line with today's anti-corruption. The propaganda information of enterprises in relevant aspects can be appropriately expanded, and design innovation can be carried out in combination with fashion culture trend. In addition, the ability of enterprises to deal with risks should be improved. For example, the novel coronavirus pneumonia outbreak, the tourism enterprises in the internet information publicity to reflect the epidemic prevention and control thought, serve the epidemic prevention work, from the traditional economic goals gradually enhance its public welfare characteristics, enhance its social value, thus conducive to the establishment of tourism industry brand.

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APPENDIX

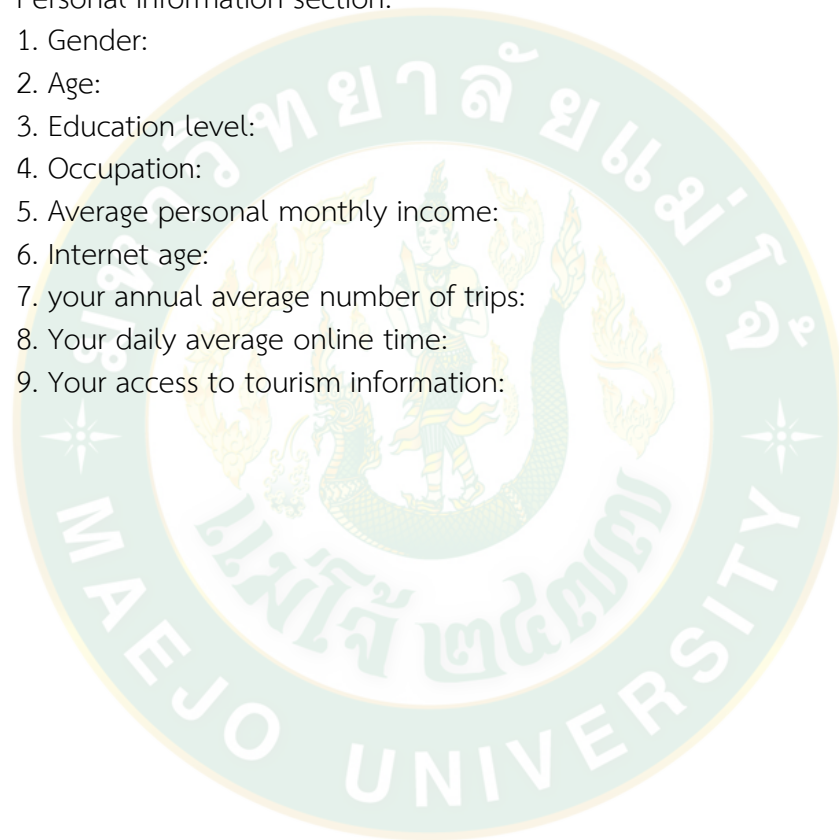
Questionnaire

Dear ladies and gentlemen:

Hello, first of all, I apologize for disturbing your normal work and rest. This is a survey questionnaire for academic research, mainly investigating the impact of internet tourism information on tourism destination image. As the basis for improving the quality of internet tourism information and the development of tourism industry, I hope you can cooperate with us and answer carefully. Thank you again! There is no right or wrong in all the options. Just answer according to your real idea. Thank you!

Personal information section:

1. Gender:
2. Age:
3. Education level:
4. Occupation:
5. Average personal monthly income:
6. Internet age:
7. your annual average number of trips:
8. Your daily average online time:
9. Your access to tourism information:



Please comment on the quality of internet tourism information and tourism destination image of Guilin, and tick "v" under your own approved options

Table 1 Evaluation of internet tourism information quality

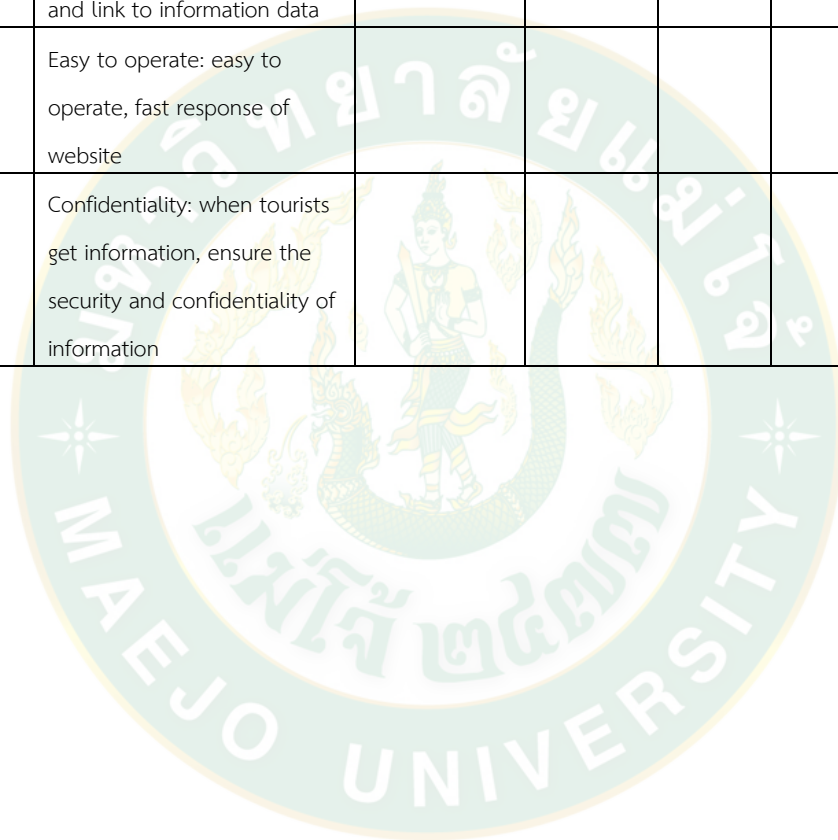
Serial number	item	very disagree -1	Disagree -2	Agree -3	General -4	Very agree -5
1	Reliability: reliable content, trustworthy					
2	Accuracy: the content is accurate and unambiguous					
3	Objectivity: content conforms to objective facts					
4	Authority: content has influence and website has high reputation					
5	Value added: with certain knowledge, business and social value					
6	Intelligibility: easy to understand					
7	Humanization: information service meets personal needs					
8	Simplicity: the website page is simple and easy to understand					
9	Integrity: the information obtained is comprehensive and complete					
10	Interesting: the content is interesting and makes people curious					
11	Appropriate amount of information: rich content, not complicated					
12	Aesthetics: beautiful page design, comfortable color					
13	Interactivity: exchange information and feedback on the website					
14	Personalization: you can choose the page and method according to your personal needs					
15	Consistency: consistent with the information form or data presented in the past					

16	Timeliness: timely update of tourism information					
17	Relevance: the information obtained is consistent with the information I need					
18	Practicability: information acquisition is more practical for tourism activities					
19	Diversity: diverse types of information					
20	Reasonable interface structure: good structure and high access rate					
21	Clear navigation: easy to find and link to information data					
22	Easy to operate: easy to operate, fast response of website					
23	Confidentiality: when tourists get information, ensure the security and confidentiality of information					
24	Artistic beauty: according to tourists' psychology, aesthetic characteristics and art design related knowledge, carry out network information design					

Table 2 Evaluation tourism destination image

Serial number	item	very disagree - 1	Disagree - 2	Agree - 3	General - 4	Very agree - 5
1	Perfect tourism service facilities					
2	Perfect entertainment / leisure facilities					
3	Convenient transportation					
4	Excellent accommodation					
5	Beautiful natural scenery					
6	Good climate					
7	Rich and distinctive scenic spots					
8	Rich historical resources					
9	Catering has its own characteristics					
10	Cultural activities and festivals are attractive					
11	Rich nightlife / entertainment					
12	Good social security					
13	Profound cultural heritage					
14	Personalization: you can choose the page and method according to your personal needs					
15	Consistency: consistent with the information form or data presented in the past					
16	Timeliness: timely update of tourism information					
17	Relevance: the information obtained is consistent with the information I need					
18	Practicability: information					

	acquisition is more practical for tourism activities					
19	Diversity: diverse types of information					
20	Reasonable interface structure: good structure and high access rate					
21	Clear navigation: easy to find and link to information data					
22	Easy to operate: easy to operate, fast response of website					
23	Confidentiality: when tourists get information, ensure the security and confidentiality of information					



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