

Article

Perspective from Chinese Tourists: Study on Urban Tourism Experience of Seoul City Based on Online Travel Notes

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Abstract: The outbreak of the COVID-19 pandemic has had a serious impact on the tourism of Seoul, which is deeply dependent on international tourists. It is now more crucial than ever to make preparation for tourism recovery. Hence, this study took the travel notes posted by Chinese tourists in Seoul as a data source and applied manual content analysis to encode urban tourism experience (UTE) elements from travel notes, scoring them one by one and, consequently, obtaining the Seoul UTE element structure table. On this basis, the paper used social network analysis (SNA) and modified “importance–performance” analysis (MIPA), which complement each other, to thoroughly analyze the structural characteristics of elements and experience quality. The content analysis concludes that the Seoul UTE includes twenty-eight elements; SNA analysis shows that the network structure has high internal coordination and that UTE elements present aggregation with an indication of obvious differentiation of tourist sources; MIPA analysis reveals that overall experience quality is high, and an evaluation of traditional elements such as shopping and catering found them to be good; however, the evaluation of some core elements is low. With the help of our findings, it is hoped that this study can provide a better understanding and mastery of Chinese tourists’ demands and experiences to further improve tourism competitiveness for the industry’s recovery after post-COVID-19.

Keywords: tourism experience; manual content analysis; SNA analysis; modified IPA analysis; tourism quality; online travel note



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1. Introduction

Since 2015, China has become the world’s largest source of outbound tourists with strong purchasing power [1]. Many countries, such as South Korea [2], have released a series of tourism policies, devoted a large sum of investment to publicity, and launched fierce competition to attract Chinese tourists. As estimated, the number of tourists from mainland China reached 5.51 million, which accounted for around 34.4 percent of international tourists and ranked the first in the inbound tourism market of South Korea in 2019 [3]. Chinese tourists, who have strong spending power, have brought about positive spillover effects on South Korea’s economy [4]. However, with the outbreak of COVID-19, the tourism industry has been negatively affected by this pandemic, which delivered a profound impact on tourists’ travel intentions and behaviors on a global scale [5] because of their high sensitiveness to external factors, which is especially true for South Korea, whose tourism deeply depends on international tourists. In 2020, the number of international tourists visiting South Korea initially dropped by more than 85% and further decreased by 62% in 2021 [6]. Due to the strict tourism restrictions in place, Chinese tourists to South Korea have almost remained at a standstill from 2020 until now. Nevertheless, it is now more important than ever to gear up for making preparation for the recovery of tourism, accompanied by the relentless demand for effective recovery strategies for all the major stakeholders of tourism [7].

Cities provide a variety of modern infrastructures and sound public service systems, which attract a growing number of people to live in. By 2050, an estimated 66% of the

world's population will live in cities due to increasing urbanization [8]. With the population aggregation and urban development, cities could “offer broad range of cultural, architectural, technological, social and natural experiences and products for leisure and business [9]”. Urban tourism has been increasing so quickly that the topics of over-tourism and capacity limits have been aroused [10]. Consequently, as the main destination and place of interest [11], the quality and attractiveness of urban tourism play a vital role in the competitiveness of cities, thereby affecting urban development deeply [12].

Tourism involves a variety of tourists' activities, such as traveling for leisure and business. Tourism experience, the core function and value of tourists' activities, would influence tourists' behavior intention. Over the past decade, studies on tourism experience have emerged very quickly; however, they have been mainly focused on theoretical research. The systematic and empirical analysis of its structure and internal relationship remains sparse. Taking into account the importance of the urban tourism experience, research investigating what elements the urban tourism experience possesses, their correlation, and their quality is vital. Given the deficiencies of current research methods for online travel notes, a mixed-method approach was adopted in the case of this research to build the systematic structure table of Seoul UTE elements with manual content analysis and then to analyze the overall network structure characteristics of elements and the quality of each element with social network analysis (SNA) and modified importance–performance analysis (MIPA) analysis. Through this, we hoped to explore the core competitiveness and advantages and disadvantages of Seoul's urban tourism development more accurately, and then provide a meaningful implication for the sustainable development of urban tourism in the future.

The quality of the tourists' tourism experience is directly related to the satisfaction and revisiting rate of the tourism source market, and it determines the development potential and direction of the tourism destination [13]. Seoul, the capital of South Korea, has become the most favored tourism destination for Chinese tourists. In 2018, Chinese tourists comprised 79.1 percent of the total tourists visiting Seoul, which promoted its growth of economy [14]. However, its tourism has inevitably been impacted seriously by the COVID-19 pandemic.

From a practical perspective, this research aims to provide scientific and effective guidance for the sustainable development of Seoul's urban tourism. Since Chinese tourists account for a big share of South Korea's inbound tourism, a study based on an analysis of Chinese tourists' experience is essential to maintain sustainable urban tourism competitiveness and to prepare for tourism recovery after COVID-19 for policymaking, marketing, and managerial decisions.

2. Literature Review

2.1. Tourism Experience

Urban tourism involves multiple activities of international tourists along with domestic tourists in cities. Therefore, tourism participants are the basic elements of the development of the tourism industry [15], and tourism experience is generally regarded as the core function and value of tourists' activities [16]. At an early stage, many scholars focused primarily on the concept of tourism experience [17]. However, experiences as phenomena are subjective, highly personal, and intangible [18]; thus, it is very difficult to determine their essence and definitions. Therefore, the understanding of the tourism experience has gone through continuous improvement because of some advancements in the concept, which caused the emergence of various perspectives on different types of experiences. Boorstin [19], MacCannell [20], Graefe [21], and Lash [22] respectively investigated the basic theory of tourism experience from historical, sociological, psychological, and anthropological perspectives. Although the academic community has not reached a consensus on the definition of tourism experience, there was a relatively consistent understanding of its connotation: tourism experience is a personal experience such as enjoyment or relaxation that tourists obtain when they leave their regular living environment. Garibaldi [23],

Kastenholz [24], Wong [25], Hosany [26], and Kimjin [27] conducted research on types of tourism experiences. Lin [28], Zatori [29], Tussyadiah [30], and Wang [31] examined the influencing factors of tourism experiences. Other research mainly focused on the nature and structure [32], quality and gender differences [33], and the relationship between life quality and tourism experience [34]. In summary, the research literature on tourism experience shows that theoretical research is more in depth, while applied research is relatively poor. Very few scholars have conducted a systematic and empirical analysis of essential elements of the tourist experience.

Tourism experience is one of the key factors affecting tourists' behavior intention (including recommendation intention and revisiting intention). However, due to the variety of tourism motivations and attractions, different types of tourists' experience are heterogeneous. Thus, mastering the heterogeneous characteristics can scientifically shape the theme and image of a tourism destination, and can provide tourists with unique tourism experience [35]. In relation to the lack of complexity in the theoretical building of tourism experiences, the existing research on urban tourism is divided into demand and supply, brand image, tourism efficiency, impact research, and theoretical research. Research on the tourists' experiences in cities remains scarce [36].

2.2. Research Approach

Tourism experience has been studied through methods that are qualitative, quantitative, or a combination of both. In the existing literature, questionnaires or interviews with limited sample data were primarily adopted due to the lack of access to data collection channels. As most of these structured or semi-structured data collection methods are easily hindered by the level of knowledge of researchers, the questionnaire on tourists revealed the drawbacks of inducement, interference, and misinterpretation [37], which ultimately results in bias and subjective conclusions and other problems. With the development of the Internet, the free, open, and shared characteristics of cyberspace have offered easy access to logs of tourists' perceptions of tourist destinations [38]. Given the global situation influenced by the COVID-19 pandemic and the popularization of information and communication technology (ICT) devices, tourists, especially international tourists, are increasingly inclined to search online for information on the best destinations and hotels before planning their actual itineraries [38]. Simultaneously, in response to the burgeoning urban tourism, policymakers and local management spare no effort to enhance national and international reputations to attract more tourists [39,40]. In recent years, big data has penetrated all sectors of the global economy [41]. Compared to traditional research, big data itself is characterized by its scale, diversity, speed, and value, which permits it to reveal the complexity of social and economic phenomena [42]. With big data mining technology, tourism information can be excavated from massive text data, eliminating the heterogeneous preferences of individual users caused by traditional questionnaire surveys, making the results more authentic and reliable [43,44], which could also provide theoretical guidance for image enhancement research. The employment of data mining technology, by the dint of big data, has upgraded and refined the traditional tourism research on its theory, methods, and techniques. Therefore, online travel notes, which record tourists' journey process and feelings, have become a new data source for tourism research.

Travel notes not only reflect the tourists' personal feelings, but also better mirror the real experience in the process of tourism. In the meantime, it also shows the impact of social structure on tourists' cognition. Prior studies on online travel notes have mostly employed an automated content analysis approach to make simple classifications and descriptions after counting high-frequency words; however, the limited high-frequency words only reflect some of the tourism experience elements and do not reveal relationships between them. As a research method suitable for analyzing relational data, SNA can analyze the experience elements and their relationship and can learn their location and importance in the network structure. Simultaneously, MIPA could be used to analyze the attention and satisfaction level of various elements, which helps to understand the quality of the tourism

experience as a whole. The two approaches of SNA and MIPA complement each other, which contributes to grasping the core competitiveness and advantages and disadvantages of tourism destinations more comprehensively and deeply.

Hence, starting from the demand side and taking Seoul as the research case, this study adopted big data mining technology as the tool with which to collect the qualitative data of online travel notes posted by tourists. With the manual content analysis method, the elements of Seoul's UTE were extracted and encoded out of the raw data with two operators. Afterwards, SNA and MIPA were performed to analyze the structural characteristics of the elements to summarize the patterns of UTE. It is hoped that this study could provide new insights into the design and development of urban tourism products in the future.

3. Theory, Data Sources and Methods

3.1. Social Network Theory

Social network theory (SNT), as a branch theory of sociology, is not only a theory to study social structures, but also a new paradigm of research in social science [45]. Radcliff Brown first proposed the concept of a "social network" in the 1940s [46]. In its early development, SNT has been used in social science with three lines of social analysis, interpersonal relations, and anthropology traditions [47]. Due to the maturity of both its theoretical basis and the application of mathematical analysis methods in the 1990s, SNT has been widely used across a broad spectrum of industries. In SNT, actors, nodes, and groups serve as the primary indicators. To be specific, actors are the basic elements of social networks, which constitute points or nodes. The strong and weak connections (ties) between points and nodes converge into groups [48], and a social network is thereby formed. This is how a network constitutes groups [49].

Tourism is a multi-dimensional and complex system. The elements (network nodes) in the system are intertwined into a complex network due to various connections (relationship ties). As a result, employing SNT has become a new research trend [50] in tourism research. Currently, the applied research of SNT on tourism focuses primarily on the analysis of tourism spatial structure, tourism destination networks, tourism enterprise networks, and tourism research literature [51]. Qualitative and quantitative methods, as different approaches, are generally used in research employing SNT.

3.2. Data Sources

With the rapid development of network technology and the high concentration of information the tourism industry possesses [52], collecting network travel notes as a data source has gradually become a popular trend [49,53–57], which enables researchers to acquire a wider range of sample data of travel experience from tourists. Mafengwo (www.mafengwo.cn, accessed on 4 November 2021) is a popular and mature tourism website that tends to encourage social interaction and discourage commercialism. In this way, the website takes on a strong cultural atmosphere. About 100 million tourists plan their travels and post travel notes to share their real tourism experiences on this website per year. Therefore, Mafengwo was chosen for the purpose of collecting and screening online travel notes. Due to its high quality and wealth of tourism resources, Seoul has become the top tourist destination for Chinese tourists. The choice of Seoul as a case study of UTE has a high level of representativeness and reference value.

In view of the strict restrictions in place on the international tourist flow between China and South Korea, just a few travel notes were posted from 2020 until now. Therefore, this study chose the travel notes posted in 2019 as the sample data. Considering the period variety and seasonal variation of tourists' experiences, the study collected 1750 Seoul travel notes written from 1 January to 30 December in 2019. The travel notes were screened according to following criteria to ensure their objectivity and accuracy. First, defective travel notes with repetitions, irrelevant information, and advertising suspicions were removed. Secondly, travel notes with pictures and little text were excluded. Lastly, travel notes that include other destinations were excluded if their description of Seoul was less than half

of the length. Overall, 216 travelogues containing 281,400 words were extracted. The remaining travel notes were used for manual content analysis.

3.3. Methods

In content analysis, research objects such as texts, images, movies, and videos are analyzed objectively, systematically, and quantitatively. Four phases comprise the analysis process: data gathering (choosing data sources and identifying sampling criteria), coding (development of valid coding schemes), analysis, and interpretation of coded content [58]. This study only analyzed the text of travel notes. First, the travel notes were selected and screened based on criteria. Subsequently, two operators extracted and encoded the elements of UTE and constructed the element structure table of Seoul's UTE.

To objectively reflect the structural characteristics of elements and the system of UTE, which reveals the importance of each element in the overall network structure, this study used SNA with UCINET (Version: 6.645) software to analyze the internal relationship between each element by calculating the network structure density, degree centrality, subgroup density, and other indicators of tourism experience elements.

First introduced in 1977 by Martinla and James [59], the importance–performance analysis (IPA) is recognized as an ideal tool for assessing consumers' perceptions of importance and their satisfaction levels regarding leisure activities and services [60]. Therefore, given its simplicity and attractiveness as a tool for helping decision-makers make strategic choices for competitiveness, the method has been popularly used in the hospitality and tourism sector [61]. With the application of this method in research, some scholars have proposed that the method of dividing four quadrants for factor positioning would reduce the accuracy of a conclusion because some factors may have similar attributes. To solve this problem, many scholars generally employed MIPA by introducing a 45-degree slash into the IPA matrix to further subdivide the position of factors [62,63]. Factors falling on the slash indicate that their importance is consistent with their satisfaction, factors falling on the lower right of the slash indicate that their satisfaction is higher than their importance, and factors falling on the upper left of the slash indicate that their satisfaction is lower than their importance, which means that the overall attitude of tourists is one of dissatisfaction.

4. Data Analysis and Results

4.1. The Urban Tourism Experience Elements Structure of Seoul

This paper analyzed online travel notes as text data to encode the elements of UTE. The coding process is as follows: two professionally trained operators were asked to read the screened travel notes simultaneously; they then extracted the tourists' perception elements from each travel note and added new elements after their discussion and agreement. Until they agreed, there were no new experience elements, and the coding process was completed. Subsequently, two operators conducted secondary coding according to the tourists' evaluation of each element. According to the evaluation level of tourists, they were assigned "5 points, 4 points, 3 points, 2 points, and 1 point" depending on the Likert scale. Finally, according to the score, the structure table of the UTE elements in Seoul was constructed from top to bottom (Table 1).

Table 1. The urban tourism experience elements structure of Seoul.

No.	Experience Element	Corresponding Review Text Example
1	Catering	I happened to meet a toast shop on the way, super delicious!
2	Urban Landscape	Bukchon Hanok Village is a traditional place with dense Korean traditional houses. It's really worth visiting.

Table 1. *Cont.*

No.	Experience Element	Corresponding Review Text Example
3	Shopping	It was so affordable and great to buy.
4	Smart City	It was convenient to rent Wi-Fi eggs in South Korea with unlimited data traffic, and easy to navigate anytime and anywhere without pressure.
5	Accommodation	Although the room is not big, the facilities are very new. The service is up to standard, and hotel location is great.
6	Human Environment	Samcheong-dong is full of strong cultural atmosphere.
7	Prices	The apartment with two bedrooms and one living room charges 9000 won (about RMB 600) a night.
8	Urban Transportation	The traffic in Seoul is very convenient! The subway has penetrated almost every corner of Seoul.
9	Photoshoot	Girls can rent uniforms with their boyfriends! Super cute!
10	Communication	The receptionist was very friendly, considerate and spoke English well. It was a very good experience.
11	Recreation	The night was very lively on campus of Hongik University. During the coffee break, unknown trainees were performing, with a group of girls around screaming excitedly.
12	Korean Wave	Any path likes a Garden Mansion, where Korean drama star is living.
13	International Travel	The airline stewardess of Jeju airlines is so beautiful with good makeup.
14	Internet Celebrity	Hwanghaedo Sundae Soup! It's really delicious!
15	Emotional Experience	Thank you, dear Seoul, for letting me have a memorable experience.
16	Natural Environment	The air is really good with beautiful blue sky and white clouds.
17	Weather and Climate	That's great! A cool and comfortable summer evening.
18	Traditional Korean Costume Fitting Experience	Wearing Traditional Korean Costume were very nice and we took photoshoot for an hour.
19	Tickets	If you wear Traditional Korean Costume, you can enter Gyeongbokgung Palace free of charge, so there are a lot of tourists wearing Traditional Korean Costume inside.
20	Resident Hospitality	He and his wife are very hospitable.
21	Architectural Feature	The small houses in Bukchon Hanok Village are very characteristic, with low doorways and single-family courtyards.

Table 1. *Cont.*

No.	Experience Element	Corresponding Review Text Example
22	Culture and History	There is a Royal Guard Changing at Gwanghwamun Gate, which is different from guard changing ceremony seen in other countries. It is a complete oriental culture.
23	City Characteristics	The streets of South Korea are full of all kinds of coffee shops. How much people in this country love coffee?
24	Folk Customs	It's very strange that Korean people should take off their shoes before coming into the room without wearing slippers when arriving at home.
25	Infrastructure	You can always see lots of mirrors in public places. It's very convenient to tidy up your appearance.
26	Tour Guide Service	The beauty guide introduced us a lot of development history of South Korea, which made me enjoy it.
27	Safety	She is lively, active and runs around alone. Fortunately, the security in Seoul is very good.
28	Med-aesthetic Treatment	My friend received the ultrasonic knife facial care, and it works well.

4.2. Analysis of the Composition of Tourism Experience Elements

4.2.1. Urban Tourism Experience Element Structure Network Analysis

“Density” is defined as “the number of ties that actually exists in the network in relation to the theoretically possible number” [64]. This network density value is 0.55, which reveals that nodes in the network are closely connected. The number of network connections is 416, and the network clustering co-efficient is 0.707, indicating that there is a high likelihood of correlation between two elements connected to the same element in network and shows that the core node is in a dense cluster with few associations of nodes outside the cluster. Using Netdraw as a visualization tool, we drew the network structure diagram and used degree centrality as the basis for adjusting the size of nodes in the network (Figure 1). The size of the nodes represents the importance in this element structure. The bigger the node symbol, the greater its importance. It can be seen that the network has both multiple core nodes and multiple edge nodes without isolated nodes. The core nodes mainly include catering, communication, smart city, shopping experience, price, photoshoot, international travel, and Korean wave. These elements are of high importance in the network. The edge nodes mainly include culture and history, architectural feature, resident hospitality, tour guide service, infrastructure, city characteristics, folk customs, med-aesthetic treatment.

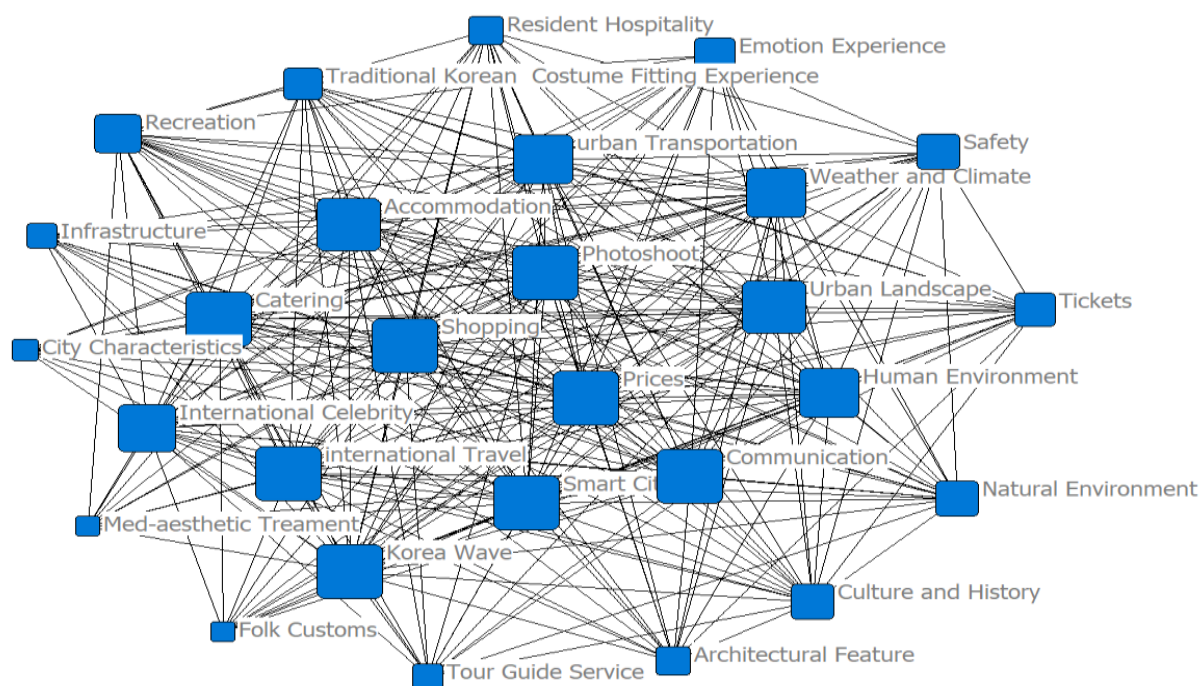


Figure 1. Urban tourism experience elements structure of Seoul.

4.2.2. Centrality Analysis of Tourism Experience Elements of Seoul

The single node structure and overall network structure are both considered when evaluating the spatial network structure. Node centrality, an indicator that measures the centrality of entire network, can be used to analyze single node structure. The position of nodes in a network is measured using the degree centrality approach. The concept of degree centrality states that, if a point is connected to many nodes, the node is at a central location of the network and has a larger “advantage”. Table 2 shows the degree centrality results analyzed by UCINET.

4.2.3. Subgroup Analysis of Tourism Experience Elements of Seoul

The term “cohesive subgroup” refers to the actors who have a strong, direct, and close relationship. The goal of the cohesive subgroup analysis with a CONCOR approach was to explain the network’s substructure and gain a better understanding of how tourists combine and select their experience elements. The maximum segmentation depth is 2, the concentration standard is 0.2, and there are a total of 25 iterations. A total of four subgroups are identified, as well as density statistics. The model’s goodness of fit is high, with $R\text{-squared} = 0.805$. The outcomes of the model division are depicted in the diagram (Figure 2).

The density matrix reflects the distribution of the correlation between elements among subgroups. A higher density indicates a closer association. Seoul’s tourism experience element association network has an overall network density rating of 0.55. If the subgroup’s network density is higher than the overall network density, it suggests that this subgroup has a centralized tendency. By assigning a value of 1 to those whose subgroup network density is higher than the overall network density and a value of 0 to those with a subgroup network density lower than the overall network density, we can convert the density matrix into an image matrix, which can clearly show the conduction effect of each subgroup (Tables 3 and 4).

Table 2. The importance ranking of Seoul Urban tourism experience elements.

No.	Experience Element	Degree Centrality	Ranking
1	Catering	27	1
10	Communication	27	1
3	Shopping	27	1
4	Smart City	27	1
7	Prices	27	1
9	Photoshoot	27	1
13	International Travel	27	1
12	Korean Wave	27	1
5	Accommodation	26	2
2	Urban Landscape	26	2
6	Human Environment	25	3
8	Urban Transportation	25	3
17	Weather and Climate	25	3
14	Internet Celebrity	24	4
11	Recreation	20	5
22	Culture and History	19	6
27	Safety	19	6
16	Natural Environment	19	6
15	Emotional Experience	18	7
19	Tickets	18	7
18	Traditional Korean Costume Fitting Experience	17	8
21	Architectural Feature	16	9
20	Resident Hospitality	16	9
26	Tour Guide Service	14	10
25	Infrastructure	14	10
23	City Characteristics	13	11
24	Folk Customs	12	12
28	Med-aesthetic Treatment	12	12

Table 3. Density matrix and image matrix for subgroup.

Subgroup	Density Matrix				Image Matrix			
	1	2	3	4	1	2	3	4
1	1	0.769	1	0.018	1	1	1	0
2	1	0	1	0.077	1	0	1	0
3	1	1	0	1	1	1	0	1
4	0.935	0.462	0.846	0.109	1	0	1	0

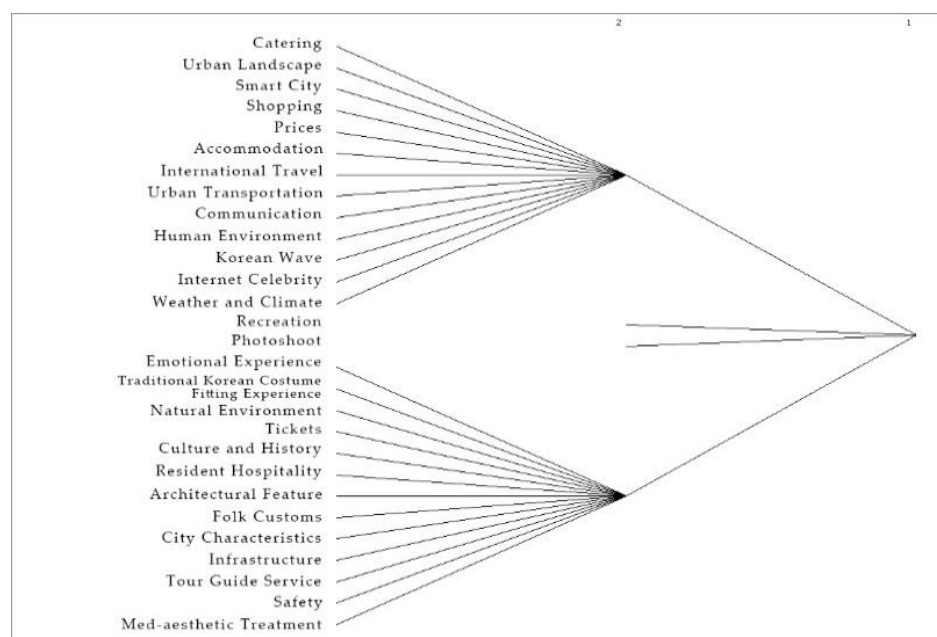


Figure 2. Cluster diagram of Seoul Urban tourism experience elements.

Table 4. The subgroup structure of Seoul urban tourism experience elements.

	Subgroup	Urban Tourism Elements
Significance	1	Catering, Shopping, Urban Landscape, Smart City, Prices, Korean Wave, Accommodation, International Travel, Urban Transportation, Communication, Human Environment, Internet Celebrity, Weather and Climate
	2	Recreation
	3	Photoshoot
Non-Significance	4	Emotional Experience, Traditional Korean Costume Fitting Experience, Natural Environment, Tickets, Culture and History, Resident Hospitality, Architectural Feature, Folk Customs, City Characteristics, Infrastructure and Amenities, Tour Guide Service, Safety and Security, Med-aesthetic Treatment

4.2.4. Modified 4. Modified IPA of Tourism Experience Elements

For understanding the advantages and disadvantages of Seoul urban tourism, this study used MIPA analysis to obtain tourists' opinions on the value of experience elements. The process was as follows: taking tourists' importance of perception as the horizontal axis, performance (satisfaction) as the vertical axis, and the mean value of importance and performance as the cutting point (0.39, 3.75) of the X and Y axes, the space is divided into four quadrants. Among them, the importance index I is the occurrence frequency of tourism experience perception elements, that is, $I_n = \frac{\text{the frequency of element } n \text{ in the text}}{\text{the total amount of text}}$; the performance index p is the score of tourists' evaluation of tourism experience elements. Moreover, on this basis, the level of elements that do not appear in the text is set as "neutral", the value is assigned as 3, and P_n is the average score of element n . Simultaneously, a 45-degree slash was introduced. The results are shown in Figure 3. By comparing the location and distance between the elements and slash, we analyzed its importance and tourists' satisfaction with it. When the element is above the slash, it indicates that the element is of strong importance and tourists are highly satisfied with it. The longer the distance between elements and the slash, the greater the gap between tourists' cognition of its importance and satisfaction.

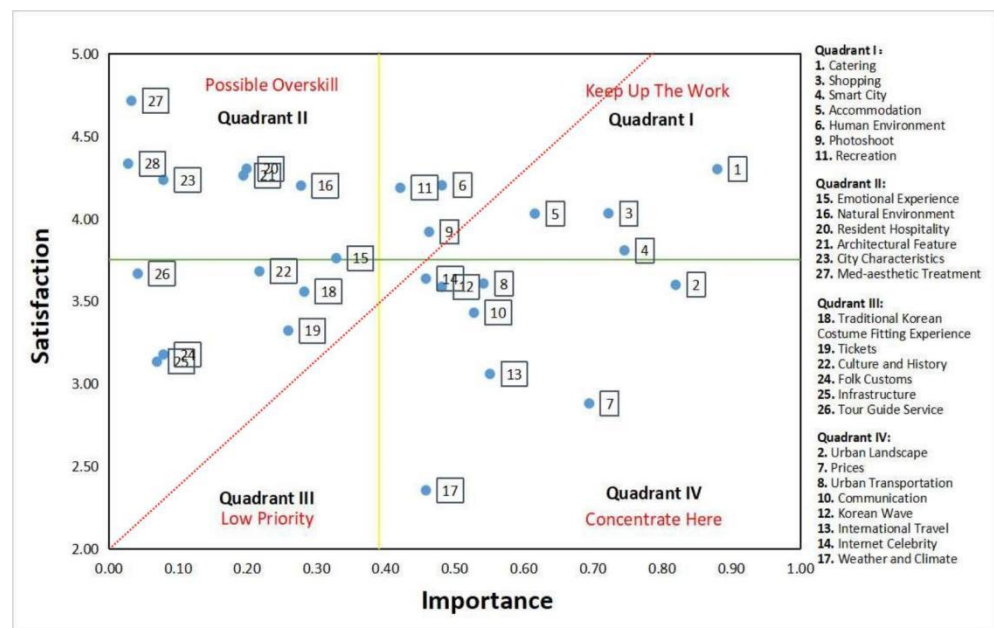


Figure 3. Modified IPA analysis results of Seoul urban tourism experience elements.

5. Discussion and Implications

5.1. Discussion

With the application of a content analysis method, this paper encoded the experience elements from online travel notes one by one and constructed the structure table of Seoul UTE elements. On this basis, the paper analyzed the overall network structure characteristics of elements and the tourism experience quality of each element by using two research methods of SNA and MIPA. By analyzing the co-occurrence degree of each element, SNA obtains the importance of various elements in the overall network and then reveals the internal relationship between various elements of Seoul UTE and the overall network structure, while MIPA can reflect the attention and satisfaction level of tourists to various elements of urban tourism. Consequently, the theoretical contributions of this research lie in the application of a mixed-method approach to supplement the deficiencies of current research methods on text content. The manual content analysis avoids the limitation of previous research that could not fully reveal the relationship between elements due to limited high-frequency word analysis. MIPA analysis improves the conclusion accuracy by introducing a 45-degree slash compared with traditional IPA analysis. On the basis of manual content analysis, the combination of SNA and MIPA analysis can grasp the core competitiveness, advantages, and disadvantages of Seoul's urban tourism development, which provides scientific and effective guidance for its sustainable development of urban tourism in the future.

First, the findings of this study were used to construct the experience element structure table of Seoul's urban tourism for the first time (Table 1). The manual content analysis was employed after collecting and screening all online travel notes, avoiding the limitation of previous research that could not fully reveal the relationship between elements due to limited high-frequency word analysis. The operators then encoded and assessed elements before building the urban tourist experience element structure table from top to bottom based on scores. This structure contains 28 element indicators that cover basically all elements of UTE in Seoul. It is the first empirical analysis of tourism experience elements of Chinese tourists in Seoul through online text, which provides a reference basis for the effective supply and development of the Seoul tourism market and accurate marketing for tourism products.

Second, the findings of this study demonstrate the correlation between experience elements. Through network structure and degree centrality analysis, the co-occurrence rela-

tionship and importance of various elements were determined (Figure 1, Table 2). Catering, communication, smart city, shopping, prices, photoshoot, international travel, and Korean wave rank first. It shows that these element nodes are at the center of comparison network, with a strong correlation to other elements for which tourists have the strongest perception. As determined through the specific analysis of travel notes, there are also the eight elements with the highest sensitivity to tourists' feelings, which frequently appear in the same travel notes, showing that the composition of tourist sources is characterized by agglomeration. This result is consistent with a survey report by Korea Tourism Organization [65] which found that young people have become the main age group and a new tourism consumer group of inbound Chinese tourists. When experiencing catering, accommodation, and international travel, Chinese young tourists pay close attention to the cost performance of consumption, and their attitudes on consumption become more rational [66]. They are deeply influenced by Korean waves, such as films and dramas such as "You Who Came from the Stars", "Winter Sonata" and "Running Man", therefore they are often associated with Korean dramas when shopping, catering, and visiting shooting location. In recent years, due to influences of new media marketing such as live broadcasts and short videos, some South Korean film and drama shooting places, particularly dietary locations such as "Namiseom Resort", "Wangfeijia Barbecue", and "Hwangaedo Sundae Soup", have each become an "Instagram-Worthy Location". Internet celebrity experiences a new trend of outbound tourism for Chinese young people, resulting in high node importance of internet celebrity in the network (degree centrality = 26). To better design and plan an itinerary, more and more young tourists rely on smart tourism technology [67] and tend to complete hotel reservations, catering information acquisition, online payment, and route navigation on the Internet. They like posting and sharing personal journey related information such as photos and videos, pursuing the tourism concept of "looking for themselves", and "finding themselves" [68]. Tourists pay less attention to the elements of culture and history, architectural feature, infrastructure, city characteristics, folk customs, and med-aesthetic treatment, and the reason behind this might be that South Korea also belongs to the Asian cultural circle, and cultural homology relatively reduces the mystery and attraction of traditional Korean culture for them.

Third, this study's findings reveal the composition of inbound Chinese tourist source in Seoul (Figure 2 and Tables 3 and 4). Different subgroups reflect differences in the combination of tourists' experience elements. Tourists have varying concerns about the elements influencing their experience. For example, subgroup 1 has the highest density (density matrix = 1), indicating that experience elements in this subgroup are the most closely linked, and they frequently appeared in the same travel notes. There are statistically significant differences. The main factors that draw tourists to Seoul are dietary, shopping, internet celebrity, and urban landscape. Tourists who are influenced by Korean film, dramas, and celebrities look forward to immersing themselves in the real-life scenes of Korean wave and internet celebrity. At the same time, tourists focus on the experience of smart tourism technology to obtain tourism-related information at any time. Communication and comfortable and fast transportation are also important elements affecting the quality of tourism experience. Subgroup 1 is also closely related to subgroups 2, 3, 4, and the importance ranking of elements in this subgroup is at the middle and upper level, which fully shows that the above elements occupy the main position among the main factors affecting tourists' experience, indicating that the experiencers of these elements are the main source of tourists for Seoul's urban tourism market.

Subgroup 2 only has the element of recreation, indicating that tourists relating to subgroup 2 are more concerned with the entertainment and leisure experience in Seoul and are a minority in the tourist source. Although subgroup 3 has no statistical significance, the density matrix with subgroup 1, subgroup 2, and subgroup 4 is 1, indicating that photoshoot has become an important UTE element. As an expression of tourists' compliance with the tourism concept of "looking for themselves" and "finding themselves" [68], tourists want to leave the most beautiful self in the process of tourism. Despite the fact that subgroup 4 has

no statistical significance, it does have structural isomorphism, which means that there are some similarities between elements. These elements mainly represent traditional Korean culture, exotic characteristics, infrastructure, and social environment, as well as a small number of tourists.

Fourth, the findings of this study reveal the urban tourism quality of Chinese tourists in Seoul. These findings are shown in Figure 3. Quadrant I (Keep Up The Good Work): seven elements fell into this quadrant, including catering, smart city, shopping, accommodation, human environment, photoshoot, and recreation. It means that tourists show great concern about these seven elements and have relatively high satisfaction with them, indicating that Seoul has characteristics in recreation, human environment, and smart tourism, providing tourists with relatively high-quality catering, food, shopping, and accommodation experiences, making tourists enjoy a high-quality photoshoot experience. It also shows that these elements represent the core competitiveness of urban tourism in Seoul, which needs to be maintained and achieved. However, catering, shopping, human environment, and accommodation are located below the slash, demonstrating that their satisfaction is lower than importance. In particular, among them, shopping and catering are far from the slash, indicating that the satisfaction of the four elements is far from meeting people's expectations, on which Seoul's tourism policymakers and management needs to further improve.

Quadrant II (Possible Overkill): There are seven elements, namely, natural environment, architectural feature, folk customs, med-aesthetic treatment, safety, emotional experience, and resident hospitality. In this quadrant, these elements are above the slash, which means tourists pay less attention to these elements; however, the evaluation value is higher than the average of satisfaction, indicating that the actual experience quality of tourists was higher than their expectation. Although the perception element of safety appears less frequently in travel notes, its mean score of satisfaction ranks the highest, which brings more advantage to attract potential Chinese tourists with high-risk perception after the COVID-19 pandemic.

Quadrant III (Low Priority): Six elements fell into this quadrant, involving traditional Korean costume fitting experience, tickets, culture and history, city characteristics, tour guide service, and infrastructure. These elements reflect tourists' perception on traditional Korean culture, tour services, and exotic characteristics. Moreover, these elements reflect the content and direction of the current transformation of tourists' demand, which is an opportunity for Seoul to further improve the quality of tourism experience. The low attention to city characteristics and traditional culture is because traditional Korean culture, as one part of the Asian culture circle, is less appealing and attractive to young Chinese tourists as the main tourism resource. The low performance also reflects the increasing attention to Korean traditional culture and tourism services with the improvement of Chinese tourists' own quality and consumption level.

Quadrant IV (Concentrate Here): There are eight elements, including urban landscape, prices, international travel, urban transportation, communication, Korean wave, internet celebrity, and weather and climate. In addition, these elements are all positioned below the slash. Tourists pay close attention to these elements; however, their satisfaction with them is very low, which indicates that they believe that these elements are important factors influencing the quality of their tourism experience. These are also the main factors preventing Seoul's urban tourism satisfaction from improving. In order to improve tourist satisfaction, the Seoul government must make great efforts and immediately take appropriate countermeasures to effectively manage these aspects.

In general, the average score of satisfaction with the elements of urban tourism experience in Seoul is 3.75, indicating that Seoul, as an important tourist destination for outbound tourism in China, has a relatively high overall quality of tourism experience.

5.2. Implications

The COVID-19 pandemic has caused severe damage to the global tourism industry [69] and has delivered a significant impact on Chinese people, by which their behaviors and preferences have changed a lot because of strong risk-perception, such as avoiding crowded tourist destination and not choosing to travel during public holidays [7]. By analyzing urban experience in Seoul, this study sought to explore the competitiveness of Seoul as the best choice of destination for Chinese tourists, which helps to better improve tourism quality and evoke the motivation of Chinese potential tourists and prepare for tourism recovery after COVID-19 for policymaking, marketing, and managerial decisions.

To further improve the attraction of core tourism. As shown through SNA and IPA analysis, shopping, catering, Korea wave, urban landscape, internet celebrity are primary motivators, attractors, and demanded experiences for inbound Chinese tourists, and the importance of these elements ranks the top (Table 2), while tourists' satisfaction ranks low (Figure 3). The city destination management should cooperate with their local tourism industry closely and immediately to better improve tourists' satisfaction. For example, regarding Korea wave, which was regarded by 44% of Asian tourists as a key factor in their choice to travel to Korea [70], it was recommended to increase tourists' awareness and familiarity with shooting locations featured in films or dramas with the help of playback for scene reproduction [71], and design activities for a film plot to improve the participation of tourists together with fans meetings. Another finding is that tourist sources and visiting locations of over-agglomeration should be concerned. This means that these places are thronged with tourists when tourists go for catering, shopping, or when visiting the landscape. Nevertheless, maintaining social distance has become a trend for Chinese tourists with strong risk-perception caused by the COVID-19 pandemic [7]. With more travel options, an overcrowding city would become less appealing for tourists, especially for high-consumption visitors. The question of how to control the tourist flow effectively will be a big problem for the tourism management to solve while also attracting more people to travel.

To better strengthen infrastructure and support facilities' construction. As seen from Table 2 and Figure 1, the elements of urban transportation and international travel are the core elements ranking first and third; however, tourists' satisfaction could not meet their satisfaction. For example, for urban transportation, the dissatisfaction mainly focuses on taxi drivers' overcharging and taking of long routes, and, for international travel, dissatisfaction was strongly linked with flight delays and airline food. Moreover, more signs in the Chinese language are suggested to be put on the scenic spots, subways, and bus stations, along with improving the language proficiency of attendants. Regarding smart tourism, the inconvenience of online payment and incorrect navigation were mentioned frequently in the travel notes. Accordingly, it is recommended that the local policymakers and destination management make a detailed plan to strengthen infrastructure and support facilities' construction and improve their management.

To develop more attractive traditional culture tourism products for Chinese tourists. According to recent survey of Korea Tourism Organization, 44.7% of people are not willing to visit South Korea because of its lack of tourism appeal [72], which may be consistent with the findings of degree centrality and subgroup analysis (Tables 2–4) about the over-agglomeration of tourist sources. Young Chinese tourists like shopping, catering, and so on. However, for the family group, their motivation focuses on the traditional Korean culture. Because South Korea belongs to the Asian cultural circle, the cultural homology has relatively reduced the mystery and attraction of traditional Korea culture compared with Chinese culture. Therefore, for tourism marketing and destination management, it is very crucial to develop more tourism experience products and intensify the marketing about traditional Korean culture.

However, this research provides a new insight into the design and development of urban tourism products and managerial suggestions, and there still exist some limitations. First, since online travel notes were only from one website, the objectivity and compre-

hensiveness of the data need to be enhanced. Therefore, a multi-website data analysis could provide a more objective and accurate understanding on the topic. Second, the research merely conducted analysis on the content of online notes, with an absence of demographic analysis such as age and gender. Furthermore, the preference for tourism products of tourists from different geographical area varies. Therefore, in the future, an analysis combined with demography and geography is recommended.

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