

Shaping the Image of Tourism Destination by Network Tourism News

Min Liang

Guangxi Economic and Trade Vocational and Technical College smart Business Industry College, Nanning, China

Abstract:

The rapid development of network age, information technology and the popularity of new media provide a new way for the dissemination of tourism news and affect the development of tourism economy. This paper mainly explores the influence of images and images in online tourism news on the cognitive image and emotional image of tourist destinations, and then constructs a new tourist destination image. This paper analyzes the content and form of online tourism news through theoretical and literature discussion, and analyzes the formation and change of tourist destination image constructed by tourism news from the aspects of image science, communication science and psychology. Then through the comparison of similar tourist destination image to obtain its unique, as a tourist destination image communication basis.

Keywords: *Network tourism news, Photograph, Image, Tourism destination image.*

I. INTRODUCTION

1.1 Research Background

The image of tourist destinations in the new era is highly dependent on news communication, and tourism news is directly influenced by big data communication to shape the image of tourist destinations [1]. Among them, the images and images of tourist destinations are reflected in the news through the dissemination of the Internet, which has a direct impact on the images of tourist destinations. The collision between the tourist destination image with Chinese characteristics and the tourist destination image under the background of big data has formed a new form of tourism consumption and new forms of tourism. Especially under the influence of news dissemination, especially the impact of major emergencies, the tourism industry has been greatly affected [2].

Therefore, in the dissemination of tourism news, the construction of images and images of tourist destinations is an important way to shape the image of tourism purposes, which can meet people's independent tourism needs in the context of the rampant epidemic. The special plan is to improve the quality of pictures and images of tourism news under the background of Internet, and optimize its content from the perspective of communication.

1.2 Scope of the Study

This paper is an exploratory study, through the analysis of the impact of the image of tourist destination through the dissemination of online tourism news, to form a new image of tourist destination, the formation of a new form of tourism. This paper establishes the influence of images and images of online tourism news on the cognitive image and emotional image of tourist destinations, and then shapes the evaluation model of tourist destination image. Taking Guilin, China as an example, this paper studies the tourist destination from the perspectives of image, communication and psychology.

II. CONCEPTUAL FRAMEWORK

Based on the comprehensive exploration of relevant theories and literatures, and combined with the research object of Guilin as a tourist destination, the research framework is established, as shown in Figure 1.

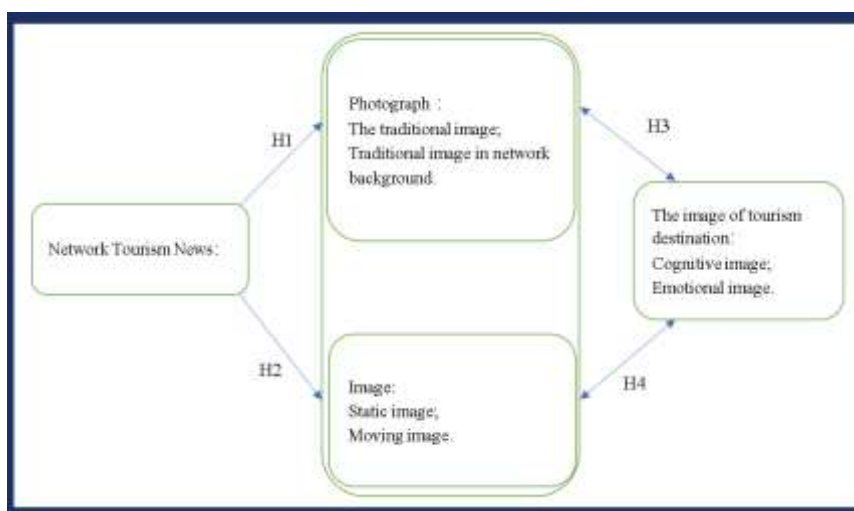


Figure 1 The Conceptual framework

III. PHOTOGRAPH OF NEWS

3.1 Traditional Chinese Image of Guilin

In this study, most of the images of artificial media exist in the field of art, which is related to the meaning of Iconography. The term "Iconography" first appeared in Cesare Ripa's LIPA TUXIANG SHOUCE, but the more systematic meaning appeared in the theory of imagology proposed by Erwin Panofsky. In Studies in Iconology images represent concepts at different levels through the artist's hand: 1. It is to recognize the surface meaning in the image. The natural phenomena in the image include lines and colors, and shapes and forms are all regarded as meaningful forms. 2. It is the image chronicle, which shows the story and moral through the discovery of images. 3. For imagology, images here not only play a

narrative role, but also imply a social phenomenon in a certain link of social history and cultural history hidden by the image content, thus setting people thinking deeply [3].

Traditional painting image: the "picture" mentioned here is perceptual. From the perspective of image science, the picture mentioned here belongs to the pure art field, and the object of communication is to record the image to express emotions by artists making works of art. For example, Huang.G.S "Li River Painting Scroll" in 2002 is one of the best works to represent the Lijiang River in Guilin. The artist mainly shows the scenery of The Lijiang River in Guilin and expresses his love for the scenery in Guilin. In his works, he recorded the beautiful life in Guilin, Guangxi, China in peacetime, and proved the founding history of Lijiang River Painting school. It is also the time and space of the "four seasons" of the ancient Chinese long scroll, and the creative invention of the "day and night" landscape performance. This is Erwin Panofsky's "Iconography".

3.2 China without the Internet - the Traditional Image with Guilin as the Theme

In ancient China, from the Qin Dynasty to the Qing Dynasty, Guilin's political status in China was obvious. Guilin was the political center for the first time in Guangxi history. The economy is based on rice, supported by agriculture, supplemented by handicraft, mining, winemaking and salt industry. Lingqu is an important economic transportation hub in Guilin. In an era of low productivity, people can only exchange information and emotions through word of mouth, face-to-face communication. Therefore, poetry and calligraphy became the only means of spreading Guilin's image. For example, Du Fu's A Talk on Sending Yang Wu back to The State, Zhang Gu's A Solitary Phoenix, Cao Ye's to Yang Shuo's Friends, and so on. In terms of art, Guilin's stone carvings include calligraphy and reliefs, while the prevalence of Buddhism at that time also left many Buddhas in Guilin. From modern times to the early liberation of new China, Guilin's political status gradually declined and gradually became a tourist resort. Economically, tourism is almost a blank. In May 1973, approved by The State Council, Guilin officially opened to the public for tourism. In 1981, Guilin airport officially opened to the outside world, Guilin tourism market and the world, ushered in a period of accelerated development. Many traditional Chinese works of art have emerged to record and express appreciation for the beauty of Guilin. For example, in July 1959, he Jingzhi's modern poem "Song of Guilin's Landscape" and Guan Shanyue's Traditional Chinese painting "A Hundred Miles of Lijiang River" both depicted Guilin as a fairyland of green mountains and clear waters with beautiful clouds and clear water. Guilin became a tourist destination after 1973. Before that, people passing by or living in Guilin would describe or praise poetry orally. Guilin is not deliberately promoted as a tourist destination. Due to low work efficiency, the means and forms of communication are through interpersonal communication. Thus, before 1994, most people could only experience Guilin's landscape through poetry and pictures, especially in China, where there was no Internet, so the medium was "people"[4].

IV. IMAGE - GUILIN IN THE CAMERA IMAGE

The most important influence factor in modern art is the emergence and development of photography. Photography was born in 1839, but it really began to be introduced to China in 1842[5]. Photography became as important an act of "image production" as painting. Photography has promoted the development of tourism. A large number of landscape and cultural photos from all over the world have attracted more and more people to go out of their homes to experience the exotic customs displayed in the photos, and photography has quickly become a part of the experience of tourism itself.

4.1 Image -- Static Image of Guilin

4.1.1 Guilin images in Communication studies

In the history of human development, image plays the role of transmitting information, which is a text that does not belong to the category of language. Photography is understood as an emerging form of hybrid and synthetic art (W.J.T. Mitchell, 2016). In communication, aesthetic principles must take a back seat to effective and accurate communication, as the myth of a photograph ending the war shows. In 1972, news photos of the "Napalm girl" shocked the world. A new wave of opposition to the war in the United States is said to have helped bring the Vietnam War to an end six months early. The value of this photograph's lurid moment lies not in its artistry but in the impact of its authenticity.

4.1.2 Latent stage of Chinese Internet

The Internet was officially used in China in 1991. At the end of the 20th century, China was in the incubation period of the Internet, that is, the early stage of its development, and it was not popularized. Moreover, the Internet was not widely used, with complicated operation and immature technology, so it was unrealistic to spread images based on the Internet. Therefore, [6] the means of image transmission in this period still relied on traditional painting, photography and printing. [7].

4.2 Printmaking Image of Yuan Guilin in Printing

Images on money can be traced back to ancient Greece and Rome, where heads of state were used to identify the weight and authenticity of coins. Since ancient times, people only pay attention to the commercial value of money, but ignore the artistic value of money. The earliest image to appear in coins is the head of a great man of the country, using the relief art, which is also one of the manifestations of the early portrait [8]. Until today, the paper money has a richer picture, including the heads of great men of the country, the country's iconic regional scenery, as well as rich textures and words [9]. Whether it is money or paper money, the image on its surface plays the most important role in conveying the political and economic background information of the currency's prevailing period, and is collected as historical evidence. It can be seen that banknotes also show the meaning of images in iconology, but compared with pure paintings, the only difference is that the images on banknotes are more rational due to the restrictions of political and economic factors. Nevertheless, we can't ignore the role that paper money brings to people,

the advantages of the wide popularization and fast spread of information[10]. For example, in the fifth set of Guilin Landscape map in 1999, Li jiang River in Guilin has clear and beautiful water and unparalleled karst landform, making it one of the representative scenic spots on the national business card. Guilin has become a well-known city throughout the country.

4.3 Photography Photo images in the Magazine Images of Guilin

Beginning around the 1850s, some magazines and newspapers began to use photographs on the basis of illustrations. At that time, however, photographs were only converted to wood blocks for printing. In the 1890s, with the appearance of the half-tone printing press, which reproduced photographs, journalism and documentary photography spread rapidly to the masses in newspapers, magazines and other forms of printing[11]. Life magazine, for example. From the 1920s, another photographic form with sharp contrast to documentary photography also occupied the printed pages, that is, advertising photography for the purpose of commercial sales. By the late 1980s, digital imaging had become a transformative technology, embraced by advertising, film, journalism, medicine and physics. Well-known magazines, such as National Geographic, have found it easy to rearrange photographic elements. In a 1982 cover photo of the Pyramids at Giza, the spacing of the pyramids was reduced simply to accommodate a vertical image. Thus, photographic photos in the magazine have long sought an important place. Photography has become an essential element, even dominant, in the magazine's development so far. For example, all articles OF National Geographic must be equipped with at least one exquisite high-definition PHOTO, and a special section called "PHOTO OF THE DAY" is set aside for outstanding photographers around THE world to publish their photographs. Among them, beautiful photos of Guilin have been published many times.

4.4 The Development of Internet in China

4.4.1Internet forums: the rise of forums in 1997 gave rise to the promotion and popularity of the Internet. In the early 21st century, China entered the golden age of Internet development. From 2009 to now, China's Internet platforms have been mature. Internet forums are popular communication methods in all walks of life, such as MOP, IFENG and TIANYA, etc., which are extremely popular. Because of its privacy, richness and popularity, the forum attracts many interested people to read and comment on it[12].

4.4.2Mobile Internet: In China, it cost 20,000 to 30,000 RMB to buy a mobile phone, and only the rich at that time could afford such spending power. Therefore, in the 1980s, Chinese people could only see the appearance of mobile phones in movies, which were called "mobile phones" at that time. 2G phones replaced 1G phones in the 2000s, with Nokia, Ericsson and MOTOROLA as the three most popular brands. Most notable in the 2G era is the emergence of built-in cameras in mobile phones, and people are attracted by the images of the mobile Internet. From the 2G -- 3G era, Internet mobile phones in China gained popularity and popularity, and tried to create domestic brands although these brands were not ideal. The real revolution of mobile Internet is in the era of smart phones. In 2008, iphone3G became the iconic product of smart phones. After 2014, China's four local brands Huawei, Xiaomi, VIVO and OPPO began to rise. At this time, mobile Internet has entered the 4G era. At this time, mobile phones have been able to

fully meet the needs of people's lives, and formed the era of mobile we-media.

4.4.3 We Media: We Media is called "citizen Media" or "personal Media", which is the dissemination of collective or individual opinions and information on the Internet. The earliest basis of "we media" was the graphic "we media" of Internet forums. Later, it extended to forums, Tiebar, BBS and blogs in the PC era, and finally formed the graphic forms of Microblog, Wechat, Douyin and live broadcast in the mobile Internet era[13].

The above information is enough to show that under the condition of the rapid development of the Internet, the forms and media of image transmission are more and more extensive and diverse. No matter forum, mobile phone or we media can be separated from the elements of image and text under the condition of Internet. Thus, the quality and provenance of images and text are extremely important.

4.5 The Symbol of Guilin

Shelf art has a very short history in China compared with the West. The reason lies in the existence of Chinese painting as a local art in China, which is unique enough and has a strong national color. Based on easel sculpture, urban landscape sculpture expresses its abstract language in the form of image symbols. It needs certain time or certain environmental conditions to convey information, so it plays an indispensable role in the embellishment of natural landscape. Heidegger Martin mentioned in Art and Space: "Sculpture: embodies the reality of existence in the designated place of the work." [14]. (1969). This kind of image symbol of contemporary art is a kind of cognition of contemporary artists to social environment. In 2004, it was awarded the title of "National Cultural Industry Demonstration Base" by the Central Ministry of Culture. Officially opened in 2013, the Resort has 3,330 rooms and is surrounded by 50 high mountains for activities such as cycling, rock climbing and archery. Hundreds of contemporary art sculptures stand in every corner of the village, demonstrating the combination of natural beauty and contemporary art. During this time, the Internet began to spread in China[15].

4.6 Moving Image - The Moving Image of Guilin

The history of moving image can be traced back to the ancient Chinese lantern show, which is also called the lantern show, until the silent film in the 19th century, and then to the sound film in the 20th century, this form of moving image has become one of the most important modern mass media. Film and television images in new media give people new aesthetic and cultural experience, so it is highly respected and loved by people. For example, there have been many TV documentaries and short commercials with Guilin as the theme, such as A Real Journey to Guilin in 2010, A Beautiful Landscape in Guilin/A Distant Home -- Xing 'an in 2011, and A Salute to Guilin, The Most Beautiful Moments in 2020. In addition, with the popularity of we-media in the era of mobile Internet, mobile video has become the modern mainstream. Douyin, Kuaishou, livestream and other small video methods are popular all over the world, and everyone becomes the leading role of the video to spread information.

V. DISCUSSION

5.1 Conform to Academic Image

At the beginning of this century, Saussure, a Swiss linguist, believed that the meaning of signs mainly proposed that they had psychological effects and were related with psychology in social life. Pierce, an American philosopher and founder of pragmatic philosophy, proposed that symbols have logical meaning and should be connected with logic. As a researchable science, semiotics began in the 1960s of this century, and has become a scientific research involving a wide range of subjects[16]. Therefore, we can understand that semiotics originates from linguistics, and its function is to transmit information, and it is considered as a means to know things. It has the characteristics of simplification, which is summarized as "meaningful code" in modern science. The concept of semiotics is very broad, here we need to pay special attention to its design significance. Design semiotics is a practical study of symbolic aesthetics in design. With the background of linguistic semiotics, generalized semiotics and artistic semiotics, this paper expounds the modeling language of product design, environment design and visual communication design from different levels of language composition, meaning and use, and reinterprets the conception and meaning of design creation, and discusses the connection between its function and social meaning.

5.2 The Official Image of Guilin:

"Painting the Lijiang River in a hundred Miles" fully embodies Guilin's natural beauty. Guilin scenery of beautiful mountains and clear water is a unique landscape with Chinese characteristics of karst landform. As a tourist city, Guilin is the most abundant in landscape resources and cultural landscape resources. In the landscape, famous mountains, strange stones and caves dominate, among which the Yuechengling mountain is a granite formation dominated by Maoer Mountain, the highest peak in South China. Maoer Mountain is known as the "No.1 Mountain of Mountain and Sea Classics" in the ancient Chinese book Of Mountains and Seas, with an elevation of more than 2,000 meters. The other part of the Lingnan Mountains is composed of sandstone and shale formations, mostly distributed in the north of Guilin and the border of Hunan, with an elevation of 1000-1700 meters. Guilin is located in the subtropical zone and is rich in natural resources. Zijiang river, Li River and Xunjiang River, which are connected by Maoer Mountain, flow in different directions, forming a wonder. Rolling mountains, overlapping mountains, magnificent momentum, and the wonders of the river constitute a unique image of Chinese ink painting. Such images have become a signature tourist feature in Guilin. On the basis of landscape resources and humanistic landscape resources, modern cultural and artistic elements are integrated to form an image with modern aesthetic philosophy.

5.2 Images of Tourists in Guilin:

After traveling to many different cities in China, Guilin has charming mountains, Lijiang River and many places to enjoy life, and the locals are friendly [17]. CNN commented that the charm of The Lijiang River is more intoxicating than the Yangtze River. The Lijiang River tour from Guilin to Yangshuo, the

peaks on both sides are typical karst landforms forming ink paintings with Chinese characteristics (2013). Park Sang-kyu, a member of the Korean National Assembly and chairman of the Industry, Industry and Resources Committee of the National Assembly, believes that Guilin is favored by the heaven and tourism will become the most powerful city in the world (Park Sang-kyu, 2003). The landscape of Guilin is shocking, the history and culture of Guilin is amazing, and the man-made landscape of Guilin is unexpected. Bidson, an expert of the World Tourism Organization, believes that all the tourism advantages of Guilin make people linger and not want to go back (Bidson, 2003). The tourists said that it mainly describes the images they saw and felt after visiting Guilin, which is also a language expression, but has a pictorial sense. From official accounts and tourists can understand the symbolic characteristics of Guilin, Guilin landscape scenery is beautiful and pleasant, a long history, with Chinese ink painting characteristics, giving people a kind of artistic conception, such as stepping into Chinese ink painting and colored glaze porcelain. This is a typical form of semiotic communication. It is known to all that semiotics comes from the study of images and words.

5.3 Image - National Geographic Says:

In a 2009 interview with author Amy Tan, the images of Guilin are blurred abstract silhouettes. Guilin's image in National Geographic in 2010 began to outline the fairy-tale Lijiang River. In 2014, it was the cascading Sunset Peak, the world's largest cave. In 2015, the beautiful terraced villages were depicted from above. In 2018, the painting shows the old man fishing on the river at night [18]. From 2009 to 2018, national geographic is depending on the planned enough Guilin landscape, first the fuzzy big outline to draw the outline of drainage system to build the sunset peak to cave to the ridge, the last is the character, very grounding gas depicts the Guilin scenery of the whole image, namely water, mountain, hill (hole), ridge, villages, fishermen, cormorants, these are iconic images of Guilin, and the message is aesthetically accurate.

The biggest advantage of photographic images is that they go straight into people's hearts, regardless of class, level and background, and quickly achieve the effect of empathy, which is what we call the perception brought by images. The retention and direct description of image objects are based on the social background to strike the heart from the visual effect, so as to obtain the perception. What is different from semiotics is that information is transmitted directly through photographic images.

5.4 The Uniqueness of Guilin Image:

5.4.1 In China

China is the third largest country in the world with vast territory and abundant resources. Various landforms and landforms coexist, including the world's highest peak, Mount Everest, and the lowest altitude, The Aiding Lake in Turpan, Xinjiang. The Roof of the world, the Qinghai-Tibet Plateau coexists with the northeast plain, the North China plain and the middle and lower reaches of the Yangtze River plain. In addition, many karst landforms are more frequently amazed by people. Because of the complete types of strange landforms, they are called "Karst kingdom". Therefore, in China, there are five karst

landform tourism landscapes considered as the most beautiful. These include Guilin karst, Zhangjiajie karst, Shilin Karst in Yunnan, Wanfenglin karst in Guizhou and Luoping karst in Yunnan. The beauty of Karst landform in Zhangjiajie lies in its grandeur, the beauty of Karst landform in Shilin in Yunnan lies in its mystery, the beauty of Wanfeng forest in Guizhou lies in its grandeur, the beauty of peak in Luoping in Yunnan lies in its momentum, and the beauty of Guilin lies in its softness.

5.4.2 In a foreign country:

There are many similarities between Ha Long Bay, Vietnam and Ao Phang Nga, Thailand. The same sea peaks and karst landforms are also called "Sea Guilin", "Sea Little Guilin" or "Little Guilin" by some people. Why? The reason why some people think ha Long Bay is similar to Phang Nga Bay is only the superficial appearance. [19-20]. There are still essential differences between the three. Guilin is also an ancient limestone eroded by climate and water. Unlike Ha Long Bay, Guilin's main water system is fresh water, and many unexplored caves remain inside the peaks formed by the drying and sinking of underground rivers. Especially in the area from downtown Guilin to Yang Shuo, the hills are limestone phenomenon with caves, thus people have such a scene as tower karst plain landscape. The islands of Phang Nga Bay also have stalactite caves of various sizes and shapes, but these have been eroded by sea water, and most of them still have seawater inside for tourists to visit by boat. Perhaps one day, the earth's rising sea level will eventually reach Guilin, and these small peaks with holes will join Ha Long Bay and Phang Nga Bay as a true "Sea Guilin." It can be seen that Guilin, Ha Long Bay and Pang Ya Bay are similar in form, but the images presented are different in essence. Guilin is a karst natural landscape surrounded by unsubmerged rivers and nourished by water. In addition, the artistic conception of Guilin and Ha Long Bay is different from that of Panga Bay. Ha Long Bay, because of its wonders of sea peaks, gives people the feeling of vast water system and open field of vision, and gives people the wonder of mysterious natural sea peaks like fairy tales. What Ha Long Bay presents is an infographic of fairy tales and modern poetry. The water of Phang Nga Bay is clear and blue, and there are various sea caves, strange islands and handsome rocks all over the vast sea. Guilin, on the other hand, is unique in that its beautiful mountains and winding rivers are even more graceful, displaying the artistic conception of typical Chinese ink and wash paintings.

VI. SUMMARY

To sum up, network tourism news combines the characteristics of The Times in the image and communication of tourism destination image, and through the comparison of similar tourism areas, it is not difficult to see that Guilin, as a tourism destination, has ink image with Chinese characteristics, and forms a new digital image under the effect of tourism news through the network communication. Its image is artistic and scientific. Therefore, to improve the communication quality of pictures and images of online tourism news, empathy conditions can be provided due to the wide spread, new content and beauty of image form, so as to improve the cognitive image and emotional image of tourist destinations, and thus create a new image of tourist destinations advancing with The Times.

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