

# Analysis of Tourism Development Paths for Traditional Villages in Jiangsu Province Based on UGC Content

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## Abstract

**In this study, the TikTok platform was used as a data source. Sixty short videos with more than 100 comments were selected using the keywords "traditional villages" and "Jiangsu". A total of 34,374 valid comment data were crawled using Python, and text analysis and sentiment mining were conducted using ROSTCM tool. The study found that the application of new media in traditional villages in Jiangsu Province is geographically uneven. Tourists show higher interest in services, scenery, historical heritage, and cost-effectiveness. Internet-famous check-in spots and nostalgic culture have become key attractions for attracting visitors. Based on this, four development path suggestions are proposed: (1) Deepen the output of new media content to enhance communication efficiency; (2) Optimize tourism services to enhance consistency of tourist experience; (3) Implement targeted traffic operations to increase content exposure; (4) Leave ample memory space for nostalgia to promote talent revitalization. This study provides data-driven strategic support for the development of tourism in traditional villages, and contributes to rural revitalization and the integration of culture, tourism, and leisure.**

## Keywords

**UGC content, traditional villages in Jiangsu Province, tourism development, new media, sentiment analysis.**

## 1. Introduction

With the advancement of rural revitalization strategy, traditional villages have gained significant attention as important carriers of cultural heritage and tourism resources. However, traditional villages face challenges such as hollowing out and homogenization in the process of modernization, and there is an urgent need to explore sustainable paths for tourism development. The rise of new media platforms has provided new opportunities for village promotion, and user-generated content (UGC) has become an important source of data reflecting tourist demands and emotions. Jiangsu Province, as a province rich in historical and cultural heritage, possesses abundant traditional village resources. However, the efficiency of new media utilization and the effectiveness of tourism development in Jiangsu Province need further improvement. This study employs UGC data from the Douyin platform and combines text analysis with sentiment mining to systematically explore the current situation and optimization paths for traditional village tourism development in Jiangsu Province. The findings of this study provide theoretical basis and practical references for the integration of cultural tourism and rural revitalization.

## 2. Literature Review

Research on the conservation and development of traditional villages has mainly focused on spatial distribution, cultural heritage, and tourism models (Li, YJ et al., 2013; Liu, DJ et al., 2014). In recent years, scholars have gradually paid attention to the role of digital technology (Zheng, WW et al., 2016) and new media communication (Wan, J, 2024) in village revitalization. Sentiment analysis, as an important tool in UGC research, can reveal tourists' attitudes towards tourist destinations (Chen, XY et al., 2020). However, existing studies have rarely combined empirical analysis with specific regional new media data. This study fills the empirical gap in the field of traditional village tourism development in Jiangsu Province by integrating UGC content analysis, sentiment calculation, and spatial distribution.

## 3. Research Methods

### 3.1. Data Collection

Using the TikTok platform as the data source, we filtered out 60 short videos (with 100 or more comments) published between March 2020 and May 2024, using the keywords "traditional villages" and "Jiangsu". We then used Python to crawl and retrieve 46,041 comments related to these videos. After data cleaning, we retained 34,374 valid data entries (with an effective rate of 74.66%). The data variables included the year, month, time, location, comment rating, and content.

### 3.2. Research tools

The ROSTCM tool from Wuhan University was employed to extract high-frequency words and conduct sentiment analysis. The data was further processed using SPSS 20.0 for discretization, and word cloud visualizations were generated to illustrate the distribution of high-frequency words.

## 4. Data Analysis and Results

### 4.1. Basic Data Characteristics

This study analyzed the data from the perspectives of time, space, and user commenting behavior. Regarding the time distribution analysis, the number of comments peaked in 2022 (driven by policies) and subsequently decreased as the popularity of short videos declined. In terms of seasonality, the peak period for video releases was from February to March, with underutilization of traffic before the May 1st and October 1st holidays. The spatial distribution revealed that local users in Jiangsu accounted for the highest proportion (65.3%), followed by users from Shanghai, Zhejiang, Guangdong, and other regions, indicating cross-regional attractiveness. In-depth analysis of user behavior showed that comments were most concentrated between 8 pm and 12 am, with each hour receiving over 2,000 comments after 9 pm. It is recommended that villages choose this time period to enhance interaction rates when publishing content.

### 4.2. High-Frequency Word Analysis

A total of 42 high-frequency words (frequency  $\geq 200$ ) were extracted from the 34,374 comments. They were categorized as shown in Table 1.

**Table 1.** Frequent Words in Comments and Their Frequencies

Frequent Words	Frequency
Suzhou	3724
Ticket	1004
Ancient town	932
Jiangnan	764
Yancheng	720
Hometown	670
Suburban Suzhou	626
Jinxi, Ancestry, Huaxi Village, Like, Sleep	500-600
My home, Suzhou people, Before, Rural, Jiangu	400-500
Family genealogy, Wuxi, Taizhou, Zhenjiang, Ancient village, Yangzhou, Hongwu, Suzhou River	300-400
Free meals, Ancestral home, Clan genealogy, Life, Childhood, Kunshan, Yixing, Recorded, Zhang Shicheng, History, Dongshan, Shanghai, Xinghua, Emigration, China, Huaian, Beautiful	200-300

Top three location-related keywords found are: Suzhou (3,724 times), Yancheng (720 times), Wuxi (198 times). Top three keywords related to service and experience: Tickets (1,004 times), Thank you (1,094 times), Beautiful (103 times). Keywords related to cultural identification: Hometown (670 times), Ancestors (285 times), Genealogy (136 times).

Further analysis of the word cloud revealed that tourists' focus is on the convenience of transportation, ticket prices, historical heritage, and the tranquil atmosphere of the countryside. Transportation, prices, and scenery remain the key factors for the future development of traditional village tourism.

#### 4.3. Sentiment Distribution

The ROSTCM software was used for sentiment analysis, and the following conclusions were summarized from the dimensions of positive, neutral, and negative sentiments.

Positive sentiment (32.73%) was mainly expressed through emojis like "rose" and "applause." Additionally, the word "Suzhou" appeared 908 times, indicating that the promotion of traditional villages in Suzhou has been effective, and the actual experience of tourists aligns with the media content. Furthermore, the terms "Jiangnan" and "ancient towns" appeared over 30 times each.

Neutral sentiment (59.66%) consisted of objective descriptions of the current state of the villages, such as "ticket," "Yancheng," and "hometown," with frequencies exceeding 200 times. This reflects the tourists' expectations in terms of certain aspects, such as pricing of village attractions. It is speculated that tourists visiting traditional villages have certain expectations regarding cost-effectiveness. Moreover, the content about traditional villages shared on social media platforms allows migrant workers to see the charm and rapid development of their hometowns, prompting them to express support through comments.

Negative sentiment (7.61%) mainly focused on environmental issues (mosquitoes, crowd density) and service gaps (communication barriers due to dialects), with terms like "crowds," "mosquitoes," "dialect," and "cannot understand" appearing frequently. Further analysis using word cloud visualization revealed that tourists have certain expectations regarding the environment, climate, and crowd density of the villages. They hope for fewer mosquitoes, some cooling measures, and a moderate number of people during village visits, as a high crowd density can impact the tourism experience.

Overall, it can be concluded that the future tourism development of traditional villages should prioritize aspects such as transportation, pricing, and scenery, as these are the areas of main interest for tourists.

## 5. Conclusions and Recommendations

### 5.1. Research Conclusions

Based on the analysis of high-frequency keywords and sentiment analysis of the textual content, the following conclusions can be drawn:

Firstly, there is an imbalance in the utilization of new media. Suzhou, Yancheng, and other areas have initially formed a matrix for new media dissemination. From the analysis of text content and comments, Suzhou has been the most active in utilizing new media, while other areas such as Yancheng and Wuxi have also made more attempts in the field of short video content. However, these areas lack viral content compared to Suzhou.

Secondly, tourists' demands are diversified. High-frequency keywords such as "ticket," "included meals," "free," "lifestyle," "scenery," "beautiful," "history," and "record" appeared frequently, indicating that service quality, cultural experience, and cost-effectiveness are the core demands of tourists.

Thirdly, the influence of internet celebrities and nostalgia play important roles. Among the 60 videos analyzed, a combination of editing and real footage techniques was used, along with aerial photography and background music. Viewers often expressed their emotions through reactions such as "covering the mouth," "rose," and "applauding." Words and phrases such as "elderly man," "grandfather," "beauty," "where is it," and "Jiangsu still has mountains" also appeared. Traditional villages can leverage new media content to create internet-famous villagers and attract more visitors. Additionally, in neutral comments, words like "we," "hometown," "natives," and "in my neighborhood" appeared frequently, indicating that migrant workers from other places were touched by the development of their hometown and expressed their sentiments in the comments. Therefore, aerial photography techniques, internet-famous villagers, and nostalgia play a key role in attracting visitors.

### 5.2. Recommendations for Development Pathways

#### 5.2.1. Deepen exploration of new media content output to support the development of traditional village tourism

The development of traditional villages in Jiangsu Province can greatly benefit from leveraging new media content. Traditional media is not as fast and intuitive as new media. While local governments and influential entrepreneurs have made significant efforts in promoting traditional villages, the lack of knowledge and skills among the villagers in utilizing platforms like Douyin hinders the development of these villages. Therefore, it is recommended to provide training for villagers in self-media, encouraging them to generate personalized content such as dialect stories and live broadcasts of traditional crafts. Additionally, collaborations between governments and internet celebrities can be formed to create themed promotional activities (e.g., "Spring is not too late" selfie challenge).

#### 5.2.2. Optimize tourism services and enhance consistent visitor experiences

Many comments pointed out discrepancies between the descriptions in short videos and the actual visitor experiences, which is a major issue in utilizing new media content for traditional villages. Furthermore, the majority of villagers in Jiangsu traditional villages speak dialects, as mentioned in the comments on Douyin, such as "Can't understand Suzhou dialect" and "dialect." Due to historical, geographical, ethnic, and religious factors, rich cultural characteristics and traditions have formed. It is recommended to improve infrastructure (e.g., mosquito control facilities, multilingual guides) and establish a feedback mechanism to dynamically adjust

service strategies. Customized VIP services can be offered to accommodate cultural differences and meet the specific requirements of tourists.

### 5.2.3. Precise traffic operation and increased content exposure

The key factors contributing to traffic flow are the uniqueness of video content, the popularity of topics, and the influence of celebrities. The comments mentioned keywords such as "Spring is not too late," "Can Jiangsu have mountains?," "Which district is this?," and "You made it popular." These keywords indicate that unique content and popular topics have a high appeal to tourists. It is recommended to design differentiated intellectual properties (e.g., "Exploring the Ancient Villages of Northern Jiangsu") based on regional characteristics. Additionally, collaboration with platforms to enhance content exposure through algorithm recommendation can target young families and culture enthusiasts. Special activities can be launched according to time and season to sustain local tourism development.

### 5.2.4. Preserve memory space for nostalgia and promote talent revival

Talent development is the foundation of traditional village development. The construction of traditional villages should be based on the concept of nostalgia, achieving humanistic rejuvenation that preserves the memory of nostalgia. New media content, such as images, text, and videos, can allow migrant workers to see the development of their hometowns and attract new talents to support their hometowns. In line with China's rural revitalization strategy, talent revival should be promoted, fostering cultural confidence, and promoting local tourism development and rural revitalization. Local village governments can establish "Nostalgia Memory Halls" to showcase family genealogy, old photos, and other cultural symbols. Additionally, attracting returning talents to start businesses and promoting the integration of "cultural tourism + e-commerce" can further drive development.

## Acknowledgments

Research Project of Communication University of China, Nanjing (2023): "Development of Traditional Villages in Jiangsu Province Based on User-Generated Content (UGC)" (Project No.: 2023KY11)

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