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## Theatrical Perception of Theme Parks Based on Internet Reviews and IPA Model Analysis-Taking "Only Henan" as an Example

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### Abstract

*This study takes online comments as the data source, analyses the text content through gooseeker software, extracts the comments of the theme park "Only Henan" which has a higher number of comments, and classifies and summarizes them to construct the dramatic element system of the theme park "Only Henan". and classified and summarised them to construct a system of dramatic elements of theme park "Only Henan". The study also analysed and evaluated the dramatic perception of the elements in the system. The results show that the evaluation of the theme park "Only Henan" can be classified into 43 categories, in which visitors' dramatic perception of dramatic elements is significantly higher than that of non-dramatic elements. In addition, the study also found that the importance and expressive scores of some dramatic landscape elements differ greatly from the degree of dramatic perception, which needs to be optimised and improved. Based on the above results, this study proposes a theme park optimisation strategy oriented to "retaining theatricality", and puts forward corresponding optimisation suggestions for different categories of dramatic landscape elements, in order to improve tourists' perception of theatricality and satisfaction, and promote the sustainable development of theme park tourism.*

**Keyword:** Theme Park; Drama; "Only Henan" Drama; Network Texts

Under the impact of new theme parks, the multiculturalism carried by traditional theme parks tends to be homogenised, and the blindness and uniqueness of park planning are gradually highlighted, making people's experience and emotion more difficult. In October 2019, the Park Planning Strategy (2018-2022) proposed to "retain the memory of parks to meet the people's growing needs for a better life", in this context, how to construct a "new type" of theme parks? In this context, (Duan, 2019) how to construct a "new type" of theme park with special characteristics has attracted the attention of the academic community. However, the current research literature on dramatic perception mainly focuses on three aspects: conceptual interpretation, influencing factors, and practical application; the scope mainly focuses on dramatic design and immersion, and storytelling; (Park, et al., 2020) the target audience is mainly all tourists in China, without identifying a specific group of people, such as the elderly group, the youth group, etc.; and the data mainly come from field visits, case studies, and documentaries, The data are mainly from field visits, case studies, documentaries, questionnaires, etc. According to the existing literature, the current research has some limitations in preserving the connotation and value of cultural and theatre rendering. Theme parks as parks feature tourism destinations, it is a collection of natural and humanities two major environmental advantages, very suitable for the current humanities tourism process in the pursuit of leisure + holiday + cultural cultivation needs, the dramatic sense of the park's story and sense of immersion, which can awaken tourists to the dramatic perceptual experience, with an important tourism value and cultural value. The rich information resources of tourism websites open the door to understanding theme parks for the public. Therefore, this paper takes online travelogue as the data source to study the dramatic element system of theme parks, to broaden the research content of theme park landscape at the theoretical level, and to provide more practical guidance for the excavation and use of park landscape resources.

## **1 Data sources and processing**

### **1.1 Data sources**

In order to ensure the accuracy and reliability of the research data, Ctrip and Meituan, two travel websites with high browsing volume, number of users and stickiness, are captured, and the keywords are extracted by using netizens' comments as the search key. Through side-by-side comparison, it is found that Ctrip has the largest number of valid travelogues, therefore, this paper takes Ctrip's data as the main source. (Lee& Qu, 2020) As of 25 July 2023, a total of 1,986 reviews were crawled. Considering that the repetition of positive reviews in the default of the same part of the tourists or the mention of dramatic bad reviews will lead to a certain error in the research results, the theme park reviews were screened, from which reviews mentioning the dramatic elements of the theme park were selected as the research text of the theme park, and the advertisements, the repetitive and highly repetitive and the not very relevant contents were eliminated. Finally, 8,193 reviews were screened, which provided sufficient data support for the study.

### **1.2 Data processing**

Since there are some differences in the content and expression of reviews written by different tourists, in order to improve the accuracy and usability of the research data,(Wei,& Zhang,2019) the content of the travelogue was analysed in the following way.

sex, before analysing the content of the travelogue, the text content is pre-processed, the specific operation is:

① Screening the word frequency of the comments, establishing a filter word list, and filtering out the English, numbers, single words,(Guo& Tang, 2022) URLs, adverbs, pronouns, etc., such as "ah", "up", "it" etc. Lexical filtering selects nouns, adjectives and verbs that can clearly express the time, place and mood of the samples that can clearly get our needs.

② Extract core records one by one, (Wei,& Zhang,2019) and manually identify the whole text to extract the core content of the description of the theme park.

(iii) Standardise the content of the comments. For example, replace "storytelling" and "immersion" with "drama".

④ Using the function of "word frequency analysis", the top 43 high-frequency words (Table 1) can be counted, and it can be seen that the high-frequency words basically include all types of theatre in theme parks, which is representative to a certain extent.

***Table 1: word frequency analysis***

Labels word	Word frequency	Labels word	Word frequency	Labels word	Word frequency	Labels word	Word frequency
theater	1148	to experience	281	TRAIN STATION	173	China	120
drama	770	place	263	No	168	Photograph	117
shocked	468	Scenic spot	257	to immerse	162	food	112
worth	414	story	245	wheat field	148	to tell	110
Can	372	nice	242	Serve	144	suggestion	110
culture	372	to feel	233	staff member	142	pride	106
special	350	time	215	like	136	learn	106
show	334	history	211	light	136	move	105
good	307	small theater	208	besides	135		
recommend	306	actor	205	different	132		
lijiacun	283	Feel	194	child	131		

## 2 Dramatic element analysis and system construction

### 2.1 Analysis of dramatic elements

The dramatic elements of "Only Henan" are expressed in the carrier space and carrier activities with the dramatic elements such as stories and history as carriers, so that people can realise the immersion feeling in the experience of the carrier space and carrier activities,(Lee& Qu, 2020) thus realising the result of the Peak End Law experience.

Theatricality can be expressed through a variety of vehicles, depending on the specific context and creative approach. The following are some common vehicles of theatrical expression:

- □ Theatre Stage: The traditional theatre stage is the most classic vehicle for dramatic expression, including stage design, lighting, sound effects, and actor performances, which work together to create a dramatic atmosphere and plot. Movie: Movie is a very powerful dramatic expression carrier,(Kirova,& Thanh, 2019)through the lens language, sound effects, music and special effects and other elements, can profoundly show the dramatic scene and plot.

- □ Theatre Scripts: Scripts are the basis of theatre creation, and the presentation of dramatic plots is achieved through the lines, scenes and character settings in the scripts.
- □ Art Exhibitions: Certain art exhibitions are also able to present dramatic atmosphere and effects by using special scenes, arrangements and interactive methods.
- □ Amusement Rides: Amusement rides in theme parks, entertainment venues, etc. allow visitors to feel dramatic excitement and joy by designing exciting and dramatic experiences.
- □ Advertisements and publicity: In advertisements and publicity, the use of exaggeration, fun and dramatisation can attract the attention and emotional resonance of the target audience.
- □ Presentation of realistic events: The reporting or presentation of certain realistic or historical events can also use dramatic techniques to enhance the tension and attraction of the plot.

Overall, the carriers of dramatic presentation are very diverse and can be used in various media and ways to convey dramatic emotions and effects. Different vectors will bring different expressive effects, (Park, et al., 2020) and park cloud hermits can choose suitable vectors to express dramaturgy according to their needs.

In the results of the study, we divided the system of dramatic vectors into 2 major categories: environmental elements and plot elements, and the results of these two categories embodied in the review are: remembering the setting or the plot inside

## 2.2. how to feel through the environment or plot

The "dramatic" carrier elements are divided into first level elements, second level elements, and third level elements.(Wong,&Cheung,1999)The first level elements include material carrier elements and non-material carrier elements, and the second level elements are divided into plot elements (human-driven), and scenario elements (scenario-shaping-driven). The third-level elements are manually screened and summarised according to the number of word frequency appearing in the theatre, shocking, worthwhile, cultural, special, good, recommended, (Wei,& Zhang,2019) Li's village, experience, good-looking, sense of storytelling, time, history of the small theatre, actors, feeling, performance, railway station, immersion, Mai Tian extracted from 180 high-frequency vocabulary for the clustering and integration of the scene,(Wong,&Cheung,1999) "good" and "good-looking". ", "good-looking", "wonderful", etc. is the comprehensive evaluation; "story", "time "story", "time", "history", "famine", old people, children, actors, etc. make up the plot; (Kirova,& Thanh, 2019)"wheat", "yard", "school", "school", etc. make up the storyline. " "School" and other intertwined node spaces connect the scene as a whole; "surprise" "fun" "suffering" and so on constitute the theme park.(Abd Razaka, 2020) "and so on constitute the theme park drama feeling; "real", "rich", "novel" and so on show the scene feeling; there can be ornamental, touchable, in order to There are dramatic carriers that can be seen and touched and exist in the form of objects, and there are also dramatic carriers that exist in the form of non-objects, such as spiritual culture and behavioural activities, (Wang&Deng, 2022) which cover the dramatic elements of humanities and natural landscapes, as well as the dramatic elements of skills, literary style and auditory sense, and these main types of elements constitute the dramatic perceptions and memories of a specific scene of Only Henan.

## 2.2 Construction of dramatic element system of "Only Henan".

According to the above analysis, the dramatic element system of "Only Henan" is finally constructed, which consists of 1 category of physical dramatic elements and 1 category of non-physical dramatic elements, 1 category of plot, 2 categories of scene, 2 categories of B, and 1 category of "space-time", "China", "memory", and 2 categories of "time", "space" and "memory". ", "Memory" and 43 evaluations.

### **Table 2: dramatic elements category**

Dramatic element	Material carrier element	1 Children 2 Theater 3 Drama 4 Culture 5 Performance 6 Lijia Village 7 Places 8 Scenic Areas 9 Stories 10 Small Theaters 11 Actors 12 Performances 13 Railway Stations 14 Wheat Fields 15 Services 16 Workers 17 Lighting 18 Parks 19 China 20 Food
	Comprehensive experience	21 Shocking 22 Worthy 23 Good 24 Good 25 Recommended 26 Good-looking 27 Touched 28 Liked 29 Suggestions
	Intangible	30 Special 32 Experience 23 Feeling 33 Time 34 History 35 Feeling 36 Immersion 37 Taking Photos 38 Telling 39 Pride
	Carrier element	
	Other	40 no 41 still 42 different 43 understanding

### 3 Analysis and Evaluation of Theatrical Perception of Theatrical Elements of "Only Henan"

#### 3.1 Analysis of dramatic perception of dramatic elements of "Only Henan".

In order to understand the tourists' dramatic perception of the elements of "Only Henan", (Kirova, & Thanh, 2019) the frequency statistics of 43 subcategories, 4 medium categories and 1 major category of the element system of "Only Henan" were conducted, and the frequency ratio of dramatic elements was calculated (Table 3).

**Table 3: frequency ratio of dramatic elements**

Element category	Frequency	Proportion	Class in element	Frequency	Proportion	Element category	Frequency	Proportion
Dramatic element	9941	94.83%	Material carrier element	5502	52.49%	theater	1148	10.95%
						drama	770	7.35%
						culture	372	3.55%
						show	334	3.19%
						lijiacun	283	2.70%
						place	263	2.51%
						Scenic spot	257	2.45%
						story	245	2.34%
						small theater	208	1.98%
						actor	205	1.96%
						Performance	188	1.79%
						TRAIN STATION	173	1.65%
						wheat field	148	1.41%
Serve	144	1.37%						



						staff member	142	1.35%
						light	136	1.30%
						child	131	1.25%
						park	123	1.17%
						China	120	1.14%
						food	112	1.07%
			Comprehensive feeling	2460	23.47%	shocked	468	4.46%
						worth	414	3.95%
						Can	372	3.55%
						good	307	2.93%
						recommend	306	2.92%
						nice	242	2.31%
						like	136	1.30%
						suggestion	110	1.05%
						move	105	1.00%
			Intangible	1979	18.88%	to experience	281	2.68%
						to feel	233	2.22%
						time	215	2.05%
						history	211	2.01%
						Feel	194	1.85%
						to immerse	162	1.55%

						Photograph	117	1.12%
						to tell	110	1.05%
						pride	106	1.01%
						special	350	3.34%
			Other	541	5.16%	No	168	1.60%
						besides	135	1.29%

The higher the frequency of specific words, the higher the degree of dramatic perception by tourists, i.e., the more this type of dramatic elements can evoke the peak effect of tourists. The results show that "scene" elements accounted for the highest proportion, followed by "comprehensive feeling" elements,(Wei,& Zhang,2019) but the comprehensive feeling category includes scenes, he is a comprehensive test, "feeling" elements in the second place. The "feeling" element is in the second place.(Abd Razaka, 2020) It can be seen that these two types of elements are more likely to make tourists produce dramatic perception, is "Goodbye Henan" in the wake of tourists' dramatic feelings of the important types of elements. Comparatively speaking, tourists' dramatic perception of the elements of "scene feeling" and "drama perception" is lower, which proves that tourists are more likely to ignore the implicit elements of "need to perceive" in the process of visiting. (Wang&Deng, 2022) This proves that tourists are more likely to ignore the implicit elements of "need to feel" during their visit. (Pendzik, 2006).This shows that tourists' dramatic perception of physical dramatic elements is much higher than that of non-physical dramatic elements, and among the non-physical dramatic elements, the scene feeling is more capable of arousing tourists' dramatic perception.

### **3.2.2 Evaluation of Theatrical Perception of "Only Henan"**

#### **3.2.1 Coding and assignment of dramatic elements of "Only Henan".**

In order to clarify the tourists' real experience of "Only Henan" and identify the differences between the tourists' experience and perception, according to the tourists' descriptions of high-frequency words,(Lee& Qu, 2020) the content analysis method was applied to evaluate the dramatic perceptions of "Only Henan". In order to clarify the tourists' real experience of "Only Henan", based on the tourists' descriptions of high-frequency words, the dramatic elements of "Only Henan" were coded using the content analysis method and classified into three grades of "very good, average, and poor", which were indicated by "A, B, C," and assigned the value "A, B, C," respectively. (Kirova,& Thanh, 2019)The scoring process focuses on adverbs of degree such as "very", "very", "comparatively", etc., and assigns values of "3 points, 2 points, 1 point" respectively (Table 4). " and other degree adverbs, and the assignment results were recorded in an excel file for the calculation of dramatic perception evaluation.

### 3.2.2 Calculation and Evaluation of Dramatic Perception Based on IPA Analysis

IPA analysis is the main method used for the evaluation of importance and expressiveness. A two-dimensional four-quadrant diagram is constructed using importance and expressiveness as the horizontal and vertical axes, respectively, and the median value as the division point of the horizontal and vertical axes. (Pendzik, 2006)The quadrant diagram is a visual representation of the landscape elements and helps to summarise and analyse the problem. The formula is as follows:

$$In = (n \text{ occurrences} / \text{total number of texts}) \times 100\%.$$

$$Pn = \text{Evaluation score} / n \text{ frequency of occurrence}$$

In the formula: In is an indicator of importance, which refers to the degree of perception of tourists to the dramatic elements of "Only Henan", i.e., the frequency of the elements in tourists' travelogue; Pn is a performance indicator, which refers to the degree of satisfaction of tourists to the dramatic elements of "Only Henan", i.e., the score of tourists' evaluation of the elements ( $n/\text{total text} \times 100\%$ ). (Pendzik, 2006)Pn is the performance index, which refers to the satisfaction degree of tourists to the dramatic elements of "Only

Henan", i.e., the evaluation score of tourists to the elements (i.e., the result of the elements' assignments); n is a certain type of dramatic landscape elements of "Only Henan", and the specific results of the calculation are as shown in Table 4

**Table 4: specific results of the calculation**

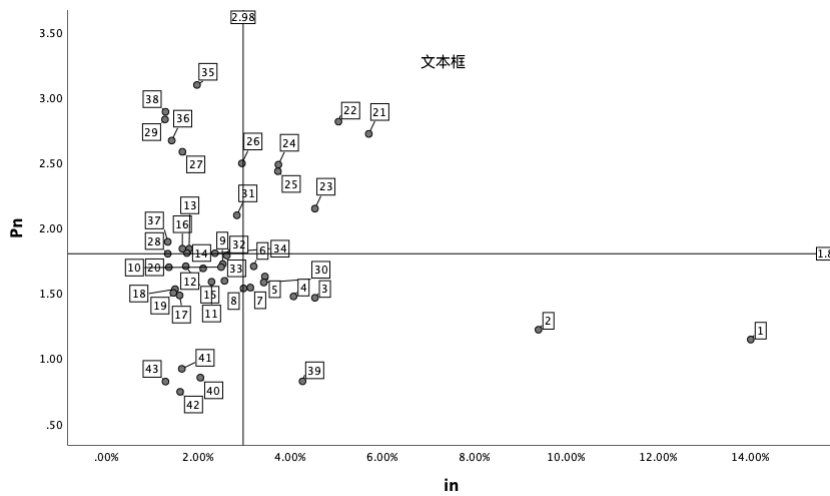
Item	kind	Word Frequency	Elements assigned total value	in	Pn		kind	Word Frequency	Elements assigned total value	in	Pn
1	theater	1148	1312	14.01%	1.14	23	Can	372	798	4.54%	2.15
2	drama	770	938	9.40%	1.22	24	good	307	762	3.75%	2.48
3	culture	372	544	4.54%	1.46	25	recommend	306	744	3.73%	2.43
4	show	334	492	4.08%	1.47	26	nice	242	603	2.95%	2.49
5	lijiacun	283	460	3.45%	1.63	27	like	136	351	1.66%	2.58
6	place	263	448	3.21%	1.7	28	suggestion	110	198	1.34%	1.8
7	Scenic spot	257	396	3.14%	1.54	29	move	105	297	1.28%	2.83
8	story	245	376	2.99%	1.53	30	to experience	281	444	3.43%	1.58
9	small theater	208	358	2.54%	1.72	31	to feel	233	488	2.84%	2.09
10	actor	205	348	2.50%	1.7	32	time	215	384	2.62%	1.79
11	Performance	188	298	2.29%	1.59	33	history	211	336	2.58%	1.59

12	TRAIN STATION	173	292	2.11%	1.69	34	Feel	194	350	2.37%	1.8
13	wheat field	148	272	1.81%	1.84	35	to immerse	162	501	1.98%	3.09
14	Serve	144	260	1.76%	1.81	36	Photograph	117	312	1.43%	2.67
15	staff member	142	242	1.73%	1.7	37	to tell	110	208	1.34%	1.89
16	light	136	250	1.66%	1.84	38	pride	106	306	1.29%	2.89
17	child	131	194	1.60%	1.48	39	special	350	288	4.27%	0.82
18	park	123	188	1.50%	1.53	40	No	168	143	2.05%	0.85
19	China	120	180	1.46%	1.5	41	besides	135	124	1.65%	0.92
20	food	112	190	1.37%	1.7	42	different	132	98	1.61%	0.74
21	shocked	468	1272	5.71%	2.72	43	learn	106	87	1.29%	0.82
22	worth	414	1164	5.05%	2.81	23	Can	372	798	4.54%	2.15

According to the calculation results, the median value of In and Pn (2.98, 1.8) was used as the coordinate division point to construct the IPA quadrant diagram (Fig. Promotion area, secondary improvement area,(Bigné, & Gnoth.2005) key optimization area. Quadrant I "Advantage Preservation Area" is an area with high importance and expressiveness, that is, tourists have a high degree of dramatic perception of these landscape elements, and there are 6 categories with a high degree of experience satisfaction; Quadrant II " Steady advancement area" is an area with low importance and high expressiveness, that is, tourists have a low degree of dramatic perception of these landscape elements, (Kirova,& Thanh, 2019)but a high degree of experience satisfaction. The dramatic elements distributed in this area include 10 categories such as narration and pride;(Wei,& Zhang,2019) the third quadrant "secondary improvement area" is an area with low importance and expressiveness, (Raluca& Gina, 2008)that is, tourists have a low degree of dramatic perception of these landscape elements. And the area with low experience satisfaction. There are 18 types of landscape elements distributed in this area, such as children and train stations; the "key optimization area" in quadrant IV is an area with high importance but low expressiveness, that is, tourists have a relatively low degree of dramatic perception of these landscape elements. (Raluca& Gina, 2008)High, but low experience satisfaction. (Qiu& Zhang,2021)There are 10 categories of landscape elements distributed in this area, such as culture and drama.

Therefore, from the above perceptual analysis and evaluation, we can see that in the current construction of "Only Henan" drama that arouses dramatic perception, there is no positive correlation between the expressiveness and importance of some dramatic elements, making it possible to arouse dramatic perception. (Bigné, & Gnoth.2005) Some important elements, such as: text and landscape elements, did not play their due functions and roles due to the low satisfaction of tourists, which led to the fact that the dramatic emotions in the hearts of tourists were not really stimulated, and the perception of dramatic landscapes and Real experience lacks deep connection and emotional resonance. Therefore, the current "Only Henan" drama that is oriented towards "retaining drama" still has a lot of room for optimization and improvement.

**Figure 1 : IPA Quadrant Chart**



1Theatre 2Drama 3Culture 4Performance 5Lijia Village 6Place 7Scenic Area 8Story  
 9Small Theatre 10Actors 11Performance 12Fire Station 13Maiden 14Service 15Staff  
 16Lighting 17Children 18Park 19China 20Grain 21Shocking 22Worthy 23Can be  
 24Good 25Recommended 26Seeing 27Liking 28Suggested 29Touched 30Experience  
 31Feeling 32Time 33History 34 Feeling  
 35 immersed36 photographed37 told38 proud39 special40 didn't41 and42 different43  
 understood

**4 Theatrical optimisation strategy of "Only Henan" oriented to "retaining theatricality".**

Based on the results of the above analysis, the dramatic optimisation strategy of "Only Henan" oriented to "retaining the theatricality" is put forward in a targeted way, so that tourists can be placed in the dramatic landscape scenes,(Bigné, & Gnoth.2005) and the dramatic experience and dramatic emotions can resonate, thus satisfying their deepest needs and effectively promoting the development of a variety of needs in their hearts. This will make the tourists to be in the dramatic landscape scene with dramatic experience and dramatic emotion, so as to satisfy their deepest needs, and effectively promote the integrated development of culture and tourism.

**4.1 Enhancement of key optimisation zones to evoke dramatic emotions**

The "Key Optimisation Area" contains the categories of "theatre", "culture", "Li Village" and "scenic spot". The elements of "scenic spots" are the valuable resources of "Only Henan".



It carries the original dramatic features and landscapes of "Only Henan", and after perception analysis, tourists have the highest degree of perception of drama in this kind of elements, and it is also the main aspect which is the easiest to evoke dramatic emotions. Therefore, in the "text" category, the elements should be developed to reflect the dramatic appearance and characteristics. (Kirova,& Thanh, 2019) Create a dramatic landscape to provide visitors with a pleasant space; at the same time, these areas are also the main pedestrian walk and stay in the area, to improve the quality of service in these areas to enhance the perception and satisfaction of tourists.

#### **4.2 Protecting areas of conservation and dramatic resonance**

The landscape elements contained in the "dominant retention area" have a lower dramatic perception in theatre and a higher perception in non-theatre, and at the same time, the satisfaction of tourists is higher, (Schneider & Jackson,2000) so the focus is on the creation of a "choreography", which is a new way of creating a theatre, and the "choreography" is a new way of creating a theatre. ( Tu ,2010)In terms of "choreography" elements, the creation system around the theatre of "Only Henan" should be maintained to keep the beauty of the theatre and provide tourists with an immersive experience;(Schneider & Jackson,2000) let tourists feel the theatre of "Only Henan". The theatre of "Only Henan" should be maintained to provide tourists with an immersive play experience and to let them feel the passion of playing in the theatre.

### **5 Conclusion and Discussion**

#### **5.1 Conclusion**

With the promotion of rural revitalisation strategy and the construction of new tourism industry, it is of great significance to build a "dramatic" theatrical system of "Only Henan" to promote the theatrical tourism and economic development of "Only Henan". It is of great significance to promote the dramatic tourism and economic development of "Only Henan". This paper takes the tourists' online travelogue as the research object, and starts from the tourists' real experience to reflect the problems between the current theatrical planning and the actual effect of "Only Henan". (Bigné, & Gnoth.2005) According to the results of the study, in the current dramatic planning and construction of "Only Henan", the use of dramatic elements, perceived dramatic features, and the activation of the vitality of the scenic area have not been fully explored and played, which makes the "dramatic"-oriented theme park As a result, the "drama"-orientated theme park planning lacks storytelling and immersion, and fails to satisfy people's deep-seated diversified demands for culture and spirit.(Schneider & Jackson,2000) Therefore, the current dramatic space and services in "Only Henan" need to be optimised in order to preserve the storytelling scene that people rely on, and to evoke the perceived dramatic experience of tourists, ( Tu ,2010)so as to promote the development of culture and tourism as well as the local economy.

## 5.2 Discussion

In this paper, the use of network text analysis on the "only Henan" dramatic theatrical perception of exploratory research, the object of research is to select only Henan tourists, covering the Ctrip and Meituan tourists comments; research data acquisition also breaks through the traditional survey interviews and other data access is not convenient, a single source of data and other issues.(Schneider & Jackson,2000) However, most of the people who use travel websites are young people and middle-aged people, so there are insufficient samples of children and elderly people in the acquired data, which may cause some errors in the research results. At the same time, the research content is mainly on the current domestic "only Henan" theatre as a whole, but "only Henan" theatre has strong regional characteristics, economic development, planning and construction ideas and other factors will have an impact on the development and use of local culture and tourism, (Bigné, & Gnoth.2005) the relevant research needs to be further deepened. The relevant research needs to be further deepened.

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