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## Research of Ukraine's Tourism Image – Based on Data Analysis of The Travel Notes of the Chinese Tourism Website Mafengwo

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### ABSTRACT

Since the implementation of the visa-on-arrival policy for Chinese citizens in 2016, the number of Chinese tourists visiting Ukraine has significantly increased. The main purpose of the article is to determine the main characteristics of Ukrainian tourist destinations based on the analysis of travel notes of tourists to Mafengwo from the period 1992 to 2023, as well as to find out the general views of Chinese tourists on food, accommodation, tourism and shopping in Ukraine, using the method of frequency analysis of words to summarize the specific ideas of Chinese tourists about Ukraine. The article employs a combination of literature review, text analysis, and word frequency analysis. The Word frequency analysis complements content analysis by quantifying the prevalence of specific terms in the travel notes of Chinese tourists visiting Ukraine, focusing on the tokenized analysis of these notes. The findings succinctly capture Chinese tourists' perceptions of Ukraine, revealing concerns for safety issues, as evidenced by the frequent mention of "war". The analysis shows a preference for traveling in groups, with an average expenditure of approximately \$1,600 per person and a typical visit duration not exceeding 10 days. The overall sentiment towards travel experiences in Ukraine is positive, with words like "cheap" "delicious" and "like" frequently used, indicating an appreciation for the affordability and quality of food. Chinese tourists favor a mix of historical, cultural, and seaside destinations, reflecting diverse interests. However, communication barriers emerge as a complaint among these travelers.

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## АНОТАЦІЯ

Завдяки візовому режиму по прибуттю для громадян Китаю (з 2016 р.) кількість китайських туристів, які приїжджають в Україну, значно зросла. Основна мета статті – визначити основні характеристики українських туристичних місць на основі аналізу подорожніх нотаток туристів на Мафенгво з період 1992 до 2023 рр., а також з'ясувати загальні погляди китайських туристів на харчування, проживання, туризм і шопінг в Україні, використавши метод частотного аналізу слів, щоб узагальнити специфічні уявлення китайських туристів про Україну. У статті застосовано огляд літератури, аналіз тексту та частотний аналіз слів. Аналіз частоти слів доповнить аналіз контенту шляхом кількісної оцінки появи певних термінів у подорожніх нотатках китайських туристів щодо відвідування України. Аналіз подорожніх нотатків токенизовано. У результаті можна стисло підсумувати конкретні уявлення китайських мандрівників про Україну: слово «війна» серед ключових слів, свідчить, що китайські туристи стурбовані проблемами безпеки в Україні. Більшість туристів обирають подорожувати з друзями, середні витрати туристів становлять близько 1600 доларів на людину, а середня тривалість перебування в Україні не перевищує 10 днів. Туристи загалом задоволені своїм досвідом подорожі Україною. Такі слова, як «дешево», «смачно» та «подобасться», що з'являються у високочастотних словах, відображають їх позитивне визнання подорожей Україною, особливо їхню любов до відносно низьких цін і смачної їжі. Туристи, як правило, обирають різноманітні історичні та культурні пам'ятки та морські місця як напрямки подорожі. Китайські туристи мають деякі скарги під час подорожі Україною, в основному пов'язані з комунікаційними бар'єрами.

**КЛЮЧОВІ СЛОВА:** Україна; Китай; туристичний журнал; туристичний імідж; аналіз тексту та частотний аналіз слів.

## Introduction

Globalization and increasingly convenient logistics and transportation not only bring significant benefits to national economies but also provide opportunities for people to broaden their horizons and gain a deeper understanding of different cultures. Travel and sightseeing have become one of the most popular leisure activities for Chinese people. Thanks to travel, people can constantly overcome personal limitations through communication, they experience and constantly improve themselves. In 2019, before COVID, China's total domestic tourism revenue reached 6.63 trillion yuan, the total contribution of the tourism industry to GDP was 10.94 trillion yuan, accounting for 11.05% of GDP, and the number of Chinese citizens traveling by border reached 155 million. Other people's travel experience has become one of the key guidelines for choosing tourist destinations. Returned travelers are eager to share their travel experiences, and potential tourists read these experiences to get background information on cost, transportation, food, accommodation, etc., and to choose the right travel destination for them. The content of travel notes covers not only basic information but also covers the author's views and understanding of the country visited. Readers can leave their comments and messages to discuss different issues together.

Mafengwo (马蜂窝) is China's main travel platform, often compared to the Western equivalent of TripAdvisor. This platform provides comprehensive information on destinations, hotels, cuisine, attractions, and shopping, helping users in their travel decision-making process. Founded in 2010, Mafengwo has gained wide recognition with 120 million users as of 2018, with an impressive monthly active user base of 100 million. Notably, 85% of these users access the platform via mobile devices. Key statistics highlight Mafengwo's impact: more than 100 million users actively plan and decide on their trips through the platform every month. Every month, users add more than 135,000 high-quality road notes, adding to the plethora of information on the platform. In addition,

Mafengwo features 415,000 destination-related questions and answers every month, fostering an active community. The platform boasts 178 million reviews, cementing its reputation as a trusted and comprehensive resource for travelers.

In the course of our research, we analyzed 50 travel notes written and published by Chinese tourists about Ukraine in the period from 1992 to 2023. We noted a gradual increase in the number of notes from 1992 to 2016. In the period from 2017 to 2018, there was a sharp increase in notes. Since 2019, there has been a decrease in Chinese interest in tourism in Ukraine. During the period of the full-scale invasion, there is almost no record of the travels of Chinese tourists in Ukraine.

The main purpose of the article is to determine the main characteristics of Ukrainian tourist destinations based on the analysis of travel notes of tourists to Mafengwo, as well as to find out the general views of Chinese tourists on food, accommodation, tourism and shopping in Ukraine, using the method of frequency analysis of words to summarize the specific ideas of Chinese tourists about Ukraine.

To achieve the goal, the following research questions were formulated:

1. What is the average number of days Chinese tourists spend traveling in Ukraine? Are they more likely to travel alone or join a group tour?
2. Do changes in the visa system affect Chinese tourists visiting Ukraine?
3. What is the general travel experience of Chinese tourists in Ukraine? How do they perceive and evaluate Ukrainian landscapes and services?

Theoretical basis

Word of mouth (WOM) plays a crucial role in communication research. As a method of conveying information, it significantly influences audience decision-making. This study explores how Chinese tourists convey and shape the image of Ukrainian tourism through travel notes on social media using word of mouth. WOM is defined as an informal, non-commercial personal conversation between a communicator and a receiver about a brand, product, organization, or service (Arndt, 1967). Social media significantly impacts tourists' perceptions, attitudes, and behaviors toward tourism products and destinations by providing an interactive communication tool known as e-WOM. e-WOM refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which becomes available to many people and institutions via the Internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). The analysis of travel notes and high-frequency word usage indicates that tourists often share similar routes. This suggests that the information they receive, primarily sourced from social networks or the experiences of people around them, is consistent.

Chinese tourism has attracted significant interest among Ukrainian scientists. Several Ukrainian researchers have studied China's tourism industry from various perspectives, including its prospects, development, legislation, and cooperation with Ukraine. Key studies include those by D. Gomov (2008), I. Shamara and I. Chetverikova (2017), and I. Mandryk and K. Hnedko (2018), provide insights into the current development trends in China's tourism industry. D. Basyuk (2020) and O. Shapovalova (2019) have focused on the cooperation between China and Ukraine in the tourism sector, analyzing opportunities and challenges and offering suggestions for enhancing this collaboration. L. Tkachuk (2014) examined China's tourism legislation, providing valuable information for tourists and tourism practitioners about the legal framework. Regarding China's outbound tourism and tourist demographics, V. Stafyichuk and A. Moskalenko (2015) identified key characteristics of Chinese tourists, noting that most are about 50 years old, married, and have children under 18. A. Romanova (2017, 2018) emphasized the importance of developing Chinese tourism in Ukraine, proposing measures such as visa exemptions for Chinese passports, and increasing the availability of Chinese services and cuisine.

Chinese scientist Catherine (2018) from Shanghai Pedagogical University analyzed the tourism resources of Ukraine in her master's thesis. Her survey showed that the majority of Chinese tourists are somehow interested in Ukrainian tourism, especially Ukraine's natural resources. In addition, N. Bauman (2019) from Shandong University noted in her master's thesis that Ukraine's tourism

marketing in China still needs to be strengthened, and suggested improving Ukraine's tourism infrastructure and service level to better accommodate potential Chinese tourists. By summarizing these studies, we can understand the contribution of Ukrainian scholars to the field of Chinese tourism research, as well as provide useful references for future relevant research and practice.

Research issues of tourism journalism are dealt with by researchers N. Malysh, V. Shevchenko, and O. Tkachuk-Miroshnychenko. In their article published in 2021, they analyzed the expenses that Ukraine has spent in recent years on cultural preservation, as well as changes in the interests of citizens to protect cultural values. In their research, they emphasized the importance of paying attention to these aspects to ensure the country's cultural development. In addition, in their other article published in 2022, the authors analyzed the development trends of tourism media in Ukraine. They investigated the role of travel publications and information platforms in shaping and managing the country's image for the tourism industry. This study revealed key trends that affect the perception of Ukraine as a tourist destination and determined the direction for the further development of the country's tourism industry.

According to O. Huseva (2014), travel notes are the most popular among readers in the system of prose genres about tourism. This indicates that readers' interest in travel and cultural heritage is expanding due to the sharing of personal experiences and experiences through literary genres. On the other hand, in the study of R. Kowalczyk (2013), he discussed the process of transformation of traditional travel reporting in the era of globalization. He noted that with the growth of international tourism and the development of the Internet, the presentation and format of tourist information is changing.

## **Method**

The procedure for conducting research involves the use of several methods and approaches. The article uses a literature review, text analysis, and word frequency analysis. Word frequency analysis will complement content analysis by quantifying the occurrence of certain terms in travel journals. Analysis of travel notes is tokenized.

This article uses "Ukraine" as a keyword to search for travel notes on Mafengwo, China's largest travel website. The search yielded 50 travel notes. First, travel dates, costs, travel duration, companions, and the number of travel notes were manually recorded and summarized using Excel to outline the main characteristics of the tourists. Second, a frequency analysis of words in the 50 downloaded travel notes was conducted using the Rost CM6 program. The analysis initially identified 196 words with a frequency of over 50 occurrences. After screening to remove invalid data (e.g., repeated words), 133 valid data elements were obtained. These elements, comprising nouns, verbs, and descriptors (adjectives and adverbs), were categorized into city words, sightseeing words, feeling words, transportation words, country-related words, food words, and currency exchange words. This classification helped study the general perceptions and attitudes of Chinese tourists who visited Ukraine.

## **Results and discussion**

This article uses data from the Chinese tourism social network "Mafengwo", namely: travel notes of Chinese tourists who share their impressions about visiting Ukraine, to look at the tourism image of Ukraine in Chinese tourism social media.

50 travel notes published on Mafengwo were analyzed, containing information on travel time, travel costs, tour group composition, and impressions. Word frequency analysis in 50 travel notes related to information about cities, attractions, transport, food, exchange rates, and countries neighboring Ukraine. The words most often found in the travel notes of Chinese tourists were determined to evaluate the image of Ukraine in Chinese tourist social media.

Chinese website Mafengwo allows Chinese tourists to communicate with each other about tourism. Mafengwo and other travel social media have enabled a large number of Chinese tourists to understand the destination country before traveling. On the other hand, people who return home

after traveling always have some memories of the place they traveled by looking at the pictures. And some people write travel diaries based on their own experiences. This travel diary not only carries the memory of the author but also provides useful information for potential tourists. And these posts have more impact than paid social media marketing.

### 1. Basic analysis of the characteristics of tourist trips

#### (1) Year of travel

Fifty travel notes were obtained from Mafengwo's travel notes page. The earliest travel note is dated 1992 (memoir), the latest is 2023, and the total period is 31 years.

Among the 50 notes, 2018 had the most tourists (15 in total), followed by 2017 (12) and 2019 (10). The average duration of trips in Ukraine is 11 days. The most popular season is summer, and fewer people travel in winter. Figure 1 shows that from 1992 to 2019, the number of Chinese tourists visiting Ukraine increased every year. It is especially worth noting that after Ukraine opened visa-on-arrival for holders of Chinese passports, the number of notes increased significantly. We can combine the data provided by O. Shapovalova (2019) and see that the number of Chinese tourists traveling to Ukraine has been steadily increasing since 2015. The number of arrivals in 2015 was 12,699, in 2016 - 19,493, in 2017 - 29,530. However, due to the impact of the COVID-19 pandemic in 2019, as well as the Russian-Ukrainian war that started in 2022, the number of tourists coming to Ukraine has been decreasing year by year in recent years.



Figure 1. Yearly number of people who wrote travel notes.

#### (2) Travel expenses in Ukraine

Among these 50 travel notes, 18 did not mention information related to tourism expenditures in Ukraine, while the remaining 32 contained detailed records of tourism expenditures. Turning to Figure 2, we found that among these travel notes, tourists with spending per person less than \$1,000 are the most significant, followed by tourists with spending in the range of \$1,000 to \$2,000 and \$2,000 to \$3,000, and the average spending per person is \$1,760. This shows that most tourists choose to travel to Ukraine with a relatively small budget. Analyzing the information on tourist expenses, we can infer that, in general, the general level of consumption of tourists visiting Ukraine is relatively not very high. This may be due to factors such as relatively low prices for food and accommodation in Ukraine.

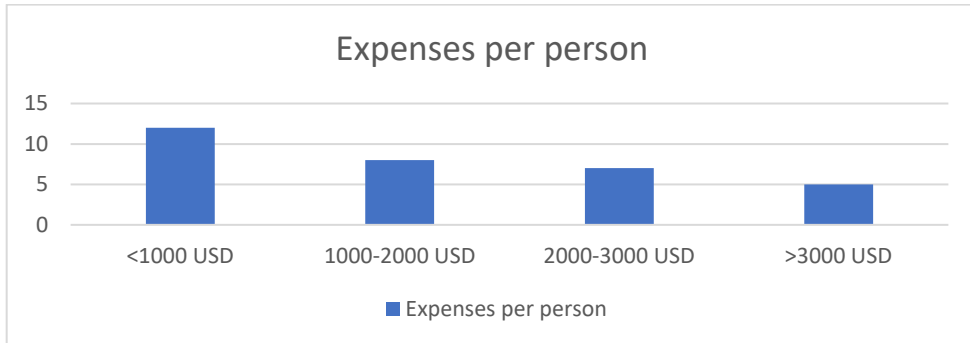


Figure 2. The amount of money spent per person during their stay in Ukraine.

### (3) Composition of the tourist group

Among these 50 travel notes, we collected 43 reliable information about the demographics of tourists, and 7 travel notes did not mention relevant information about the people who traveled with them. Among the 43 mentioned travel notes, the vast majority of tourists chose to travel to Ukraine with friends, which is the largest segment (see Figure 3). Next come those who decided to travel alone and those with their families. This distribution of population composition may reflect the travel preferences and motivations of different tourists. Traveling with friends can emphasize social interaction and shared experiences while being able to go solo can emphasize independence and personal exploration. Traveling with family can focus on family gatherings and vacations together.

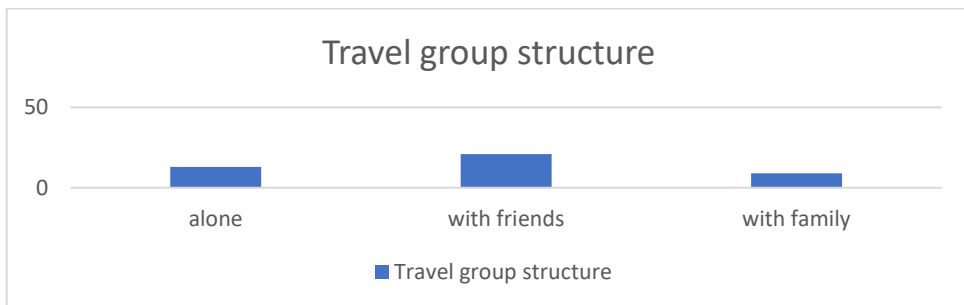


Figure 3. Structure of the travel group.

### (4) Number of travel days

Among these 50 travel notes, 5 notes did not mention the exact number of days in travel, and the other 45 travel notes contained information about the number of days in travel to Ukraine. Among these 45 trips, 28 trips lasted less than 10 days, 13 trips lasted between 10 and 20 days, 3 trips lasted between 20 and 30 days, and only one trip lasted more than 30 days (see Figure 4). This distribution of data shows that the majority of tourists, as a rule, make short-term trips to Ukraine.

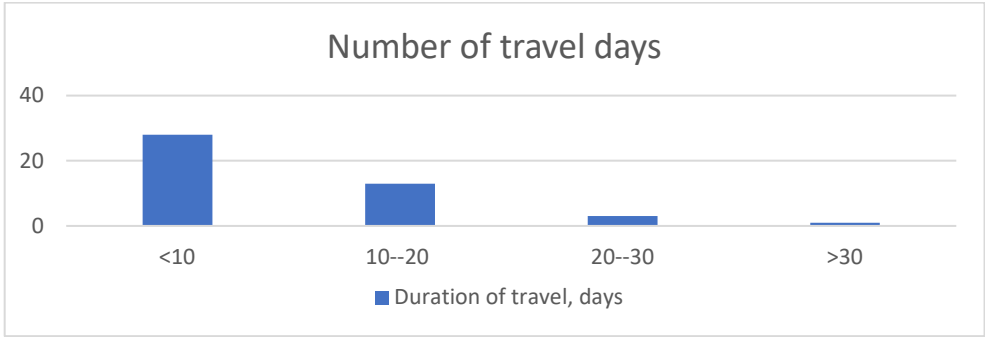


Figure 4. Number of travel days.

2. Analysis of general characteristics of high-frequency words

Table 1. The most frequent words in travel notes, overall.

Frequency	>1000	1000-200	200-100	100-50
Number of words	2	16	40	70
Words	Ukraine, Kyiv	Lviv, church, city, time, Crimea, Russia, hotel, Odesa, restaurant, monastery, architecture, happy, Chornobyl, local, travel note, trip	Andriivskiy Descent, Soviet Union, Saint Sophia Cathedral, country, airport, museum, photo, travel, China, Yalta, square, Independence Square, Sevastopol, Europe, visit, like, visa, departure, night, tourism, China, price, monuments, world, opera theater, beauty, landing, friend, century, choice, airplane, Poland, history, opening, bus, photo, visitor, I can't take my eyes off, good, hryvnia, tourism	route, life, monument, style, Moscow, life, experience, Dnipro river, cheap, street, war, report, coffee, air tickets, center, subway, city travel, Chinese yuan, Russian ruble, cost, Orthodoxy, camera, radiation, driver, park, walk, street, cave, city center, very good, chocolate, alone, sculpture, statue, day, taste, guide, train station, children, famous, trip to Chornobyl, text, tickets, winery, work, morning, castle, processing, the Tunnel of Love, English, local people, capital, train, Black Sea, young lady, art, memorial, urban area, luggage, passport, delicious, purchase, features, dollar, weather, supermarket, apartment, tram, Turkey

Table 2. The most frequent words in travel notes, by category.

Category	Words (frequency)
City	Kyiv (1134), Lviv (720), Crimea (288), Odesa (252), Chornobyl (207), Yalta (175), Sevastopol (170)
Historical buildings	Churches (629), Monasteries (211), Andriivskiy Descent (196), architecture (210), Saint Sophia Cathedral (190), airports (186), museums (184), square (175), Independence Square (158), opera theater (119), monument (97), river Dnipro (93), street (89), city center (86), cave (74), statue (72), the Tunnel of Love (64), Black Sea (59), castle (64)
Emotions	Happy (210), like (137), I can't take my eyes off (103), good (101), delicious (57), very good (74), cheap (91)

Transport	Airplane (107), bus (106), subway (86), tram (50)
Country	Russia (284), Soviet Union (194), China (183), Europe (152), Poland (107), Turkey (50)
Food	Coffee (87), Chocolate (74)
Currency	hryvnia (101), yuan (82), ruble (82), dollar (55)

### (1) High-frequency words "city"

In the travel notes of Chinese tourists, the most popular tourist cities of Ukraine present a variety of landscapes and cultural experiences. According to travel notes, the leaders included Kyiv, Lviv, Odesa, and Chornobyl, as well as Sevastopol and Yalta. Kyiv is popular among Chinese tourists due to its rich history, cultural heritage, and unique architecture. Tourists in Kyiv can visit iconic sights - St. Sophia Cathedral and Kyiv-Pechersk Monastery to experience the rich historical heritage. Lviv attracts tourists with its charming old town, ancient squares, and unique cultural atmosphere. Chinese tourists can drink coffee in Lviv coffee shops, wander the stone streets, and immerse themselves in the romantic atmosphere. Odesa attracts attention with its seascapes and multicultural atmosphere. Visitors will be able to admire the beautiful architecture of the Odesa Opera House, walk along the famous stairs, and feel the unique charm of the city. Chornobyl has attracted visitors in recent years thanks to the opening of some areas to tourists. Tourists can share their thoughts about this abandoned area in their travel notes. Sevastopol and Yalta: These two cities on the Crimean Peninsula are popular destinations among Chinese tourists due to their seaside resorts and picturesque atmosphere. Visitors can learn about Crimean history at the Sevastopol Military Museum, while Yalta is popular for its beautiful waterfront street and historic architecture. The appeal of these cities can depend on the interests of visitors, with some focusing more on history and culture, while others seek more of a seaside holiday. These trips help paint a picture of what makes each Ukrainian city unique and are a valuable reference for other travelers planning a trip to Ukraine.

### (2) High-frequency words "sights"

Among Chinese tourists, the most popular sights of Ukraine are closely related to Ukrainian churches and religious culture, architecture, museums, castles, and Independence Square. These sights not only give historical and cultural impressions but also carry deep connotations of the ancient culture and religion of Ukraine. From travel notes, it can be seen that most tourists choose to go to Ukraine mainly because they are attracted by these ancient cultural sights. Churches and religious culture: Ukraine is famous for its beautiful churches and religious heritage. Chinese tourists can be very interested in religious buildings, as they not only demonstrate the unique religious culture of Ukraine but also reflect an exquisite combination of history and architectural art. Architecture and Castles: Ukrainian architectural styles range from iconic buildings to medieval castles. These buildings demonstrate various features of Ukrainian architectural art. Museums: museums of Ukraine offer an opportunity to delve deeper into its history and culture, and to experience the unique heritage of Ukraine. Maidan Nezalezhnosti (Independence Square): being the city center of Kyiv, Maidan Nezalezhnosti is often a popular tourist destination. Kyiv's Maidan Nezalezhnosti witnessed important events in Ukrainian history, so tourists may be attracted by its unique historical significance. The attractiveness of these monuments is related to their deep historical heritage, which reflects the rich and colorful ancient culture of Ukraine. Tourists share their visits and thoughts about these sights in their travel notes, providing valuable information and inspiration for other tourists interested in traveling to Ukraine.

### (3) High-frequency words "feelings"

In the travel notes of Chinese tourists, their impressions of their trip to Ukraine mainly show positive emotions. Tourists used positive words such as "happiness", "like", and "good" to describe their experience in Ukraine, expressing their love and satisfaction with the destination. It is worth noting that there are no negative words in the travel notes, which indicates their favorable



impression of the trip to Ukraine. This positive use of language can reflect the positive impressions that Chinese tourists have in Ukraine, including positive feelings about sights, culture, food, people, etc. One of the possible reasons is the unique cultural and historical heritage of Ukraine, as well as the positive influence of the residents' friendliness and enthusiasm towards tourists. This constant positive feeling helps to shape the image of Ukraine in the minds of Chinese tourists, providing strong support for the future promotion of tourism and attracting more tourists.

#### (4) "Transport" high-frequency words

Among the transport words that are often found in travel notes, "plane", "bus", "subway" and "tram" appear in sequence. This sequence reflects the main mode of transport chosen by tourists in Ukraine. Plane: The presence of the word "plane" indicates that many tourists may choose flight as the main mode of transport to Ukraine. Bus: The presence of a "bus" may refer to the fact that tourists choose buses as their main means of transportation between cities or attractions when traveling within Ukraine. Buses are often an affordable option, especially for short trips. Subway (metro): the mention of "metro" means that tourists in Kyiv can use the metro system to move around the city. This can include visitors exploring the city's various attractions. Tram: The presence of the word "tram" may indicate that tourists use the tram as a convenient method of urban transport in certain cities or regions. Trams are often a convenient option for short distances in cities.

#### (5) High-frequency words "countries"

Among the countries connected with Ukraine, Chinese tourists in their travel notes most often mentioned Russia and the Soviet Union, China, Europe, Poland, and Turkey. It is noteworthy that all territories, except for China and the Soviet Union, are neighbors of modern Ukraine. This clearly shows the high level of attention paid by Chinese tourists to the countries surrounding Ukraine in their travel notes. This may mean that when Chinese tourists choose Ukraine as a destination, they not only plan to visit Ukraine itself but also consider traveling to neighboring countries. Chinese tourists can adopt regional travel planning, choose Ukraine as a center, and at the same time organize visits to neighboring countries, forming a relatively comprehensive travel plan. This focus on neighboring countries can provide opportunities for the tourism industry to promote more integrated and diverse regional tourism experiences. Understanding Chinese tourists' interest in neighboring countries will be an important reference point for tourism-related advertising campaigns, cooperation, and travel plans.

#### (6) "Food" high-frequency words

In the descriptions of Chinese tourists, the words "coffee" and "chocolate" are most often found, which may reflect the special attention and preference of Chinese tourists to coffee and chocolate while traveling in Ukraine. Coffee: the high frequency of coffee consumption may indicate that Chinese tourists are very interested in the coffee culture of Ukraine. Ukraine is famous for its coffee tradition and coffeehouse culture, and a variety of cafes can be found all over the city. In their travel notes, Chinese tourists shared the different flavors of coffee they tasted in Ukraine, the cafe atmosphere, and unique coffee experiences. Chocolate: the high frequency of chocolate may mean that Chinese tourists have a strong interest in Ukrainian chocolate products. Ukraine is famous for its high-quality chocolate, and a variety of traditional chocolates and chocolate products are popular specialties in Ukraine. In their travel notes, tourists share the different flavors and brands of chocolate they tasted in Ukraine and how much they liked them.

#### (7) High-frequency words "currency"

In the travel notes of Chinese tourists, such words as "hryvnia", "yuan", "ruble" and "dollar" are most often found. This shows that Chinese tourists pay a lot of attention and use currency when traveling in Ukraine. The hryvnia (UAH) is the official currency of Ukraine. Tourists, mentioning the hryvnia in their travel notes, may have in mind their experience of payment and transactions in Ukraine. This reflects the local financial activities of tourists, such as shopping, restaurants, etc. Yuan: References to "yuan" may reflect the exchange and use of yuan when traveling in Ukraine. This may include concerns about the local currency exchange rate and their use of yuan when

traveling. Ruble: The "ruble" is the official currency of Russia, and tourists may mention the ruble in their travels, perhaps because they have encountered its use during cross-border travel, such as in Crimea. USD: Frequent occurrences of "USD" may mean that tourists use USD for payment or as a backup currency while traveling. Dollars are often accepted for international travel.

## Conclusion

Thanks to the visa-on-arrival regime for Chinese citizens (since 2016), the number of Chinese tourists coming to Ukraine has increased significantly. This shows that the policy changes had a positive impact on the tourism industry, attracting more Chinese tourists to Ukraine. However, words like "war" in the keywords show that Chinese tourists are concerned about security issues in Ukraine. A sharp decline in the number of tourists and, as a result, a decrease in the number of travel notes has been observed since the beginning of restrictions related to the COVID-19 pandemic in 2019 and deepened during the period of full-scale war. Most tourists choose to travel with friends, which may indicate that Chinese tourists prefer to share travel experiences with familiar partners to make the trip more interesting. The average expenses of tourists are about 1,600 dollars, and the average number of days of stay in Ukraine does not exceed 10 days. This suggests that they may prefer short-term tours while experiencing the culture and landscape of Ukraine within a limited time. Tourists are generally satisfied with their travel experience in Ukraine. Words such as "cheap", "delicious" and "like" appearing in high-frequency words reflect their positive recognition of traveling in Ukraine, especially their love for relatively low prices and good food. Tourists tend to consider both people and nature when traveling, choosing a variety of historical and cultural attractions and maritime destinations as travel destinations. This shows that they are equally interested in the rich human history and natural beauty of Ukraine. Due to the high-frequency vocabulary of related countries, it is obvious that Chinese tourists were more inclined to combine Ukraine with neighboring countries (such as Turkey, Poland, and Russia) as part of their travels. Multinational currencies appear among the high-frequency words, possibly because tourists visit several countries in one trip.

In the process of reading the travel notes, it was found that Chinese tourists have some complaints when traveling in Ukraine, mainly related to communication barriers, understanding signs, and inconvenient infrastructure. Chinese tourists may encounter a language barrier when communicating with local residents, which may affect their travel experience in Ukraine. At the same time, the inconvenience of signage and related infrastructure may cause tourists to encounter certain difficulties in navigating and understanding the environment, which will affect the enjoyment of the trip. At the same time, we noticed that shopping does not occupy a noticeable share in travel notes about Ukraine. A small proportion of purchases in travel notes may indicate that the shopping experience in Ukraine is relatively low, which may be related to the shopping environment, product types, or prices. In the overall travel experience of tourists, shopping, as an important indicator of the tourism economy, is crucial for increasing tourist satisfaction and promoting local economic development.

To solve these problems and improve shopping, the following measures are worth considering. Improving communication services: provide more Chinese tour guides, translation services, or multilingual signage in popular tourist areas to help Chinese tourists better understand and participate in local culture. Improving the shopping environment: improving the layout of shopping areas, the level of shopping service, and the promotion of unique local products can attract more tourists to participate in shopping events and increase their willingness to shop. Strengthen marketing strategies: drive tourists to actively participate in shopping through advertising, discounts, special product promotions, and other means, while attracting more merchants to increase the variety of shopping options. Providing Chinese-speaking shopping guides or salespeople in shopping areas can contribute to a better shopping experience for Chinese tourists. Set up convenient payment channels: set up payment channels convenient for Chinese tourists (Alipay, WeChat, Union-Pay, etc.) in places with high tourist presence (attractions, hotels, restaurants, airports, shopping

malls, etc.). By improving these aspects, it is possible to improve the overall travel experience of Chinese tourists in Ukraine and contribute to the sustainable development of the tourism industry.

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