

Research on the Promotion of the Effect of Tourism Network Word-of-mouth Communication

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Abstract: With the rapid development of tourism and the Internet, the mode of "tourism" + "Internet" has attracted wide attention, among which the importance of tourism network word-of-mouth in the development of tourism enterprises has been increasingly recognized, which also prompts the academic circle to study this. Based on this, on the basis of previous online word-of-mouth literature, this paper explores the connotation and characteristics of online word-of-mouth in tourism, and puts forward strategies to improve online word-of-mouth in tourism, so as to promote the sustainable development of tourism enterprise.

1. Introduction

China Internet Network Information Center (CNNIC) released the 51st Statistical Report on China's Internet Development, showing that as of December 2022, the number of Internet users in China reached 1.067 billion, an increase of 35.49 million over December 2021, and the Internet penetration rate reached 75.6%. In terms of Internet access devices, as of December 2022, the proportion of Internet users using mobile phones to access the Internet has reached 99.8%, which shows that the Internet has become an integral part of People's Daily life. With the high popularity of the Internet, many changes have taken place in people's lifestyle, and one of the more noticeable changes is the way people seek information. The development of mobile devices has greatly increased the probability of consumers accessing the Internet, and the information on the Internet can easily achieve rapid and large-scale dissemination across the limitations of time and space.

As we all know, word-of-mouth marketing is an important way for consumers to obtain product information. With the development of the Internet, word-of-mouth marketing has ushered in new opportunities. The network word-of-mouth marketing model with the Internet as the medium is gradually emerging. Users share their true feelings about using products or services through social media, which can reduce the perceived uncertainty. Such shared true feelings constitute the characteristics of Internet word of mouth, the huge amount of Internet information and the convenience of access, which make consumers more inclined to learn about the word of mouth of products or services through the Internet. This makes online word-of-mouth one of the important factors affecting consumers' decision-making behavior [1]. Online word of

mouth can not only be shared and saved in different places, but also the data of online word of mouth can be observed and measured, which greatly improves the communication effect of online word of mouth. Good Internet reputation can promote consumption; Bad Internet reputation will reduce the consumption of potential consumers. With the expansion of the influence of Internet word of mouth, how to guide consumers to produce purchasing behavior through Internet word of mouth is the focus of enterprise development. For the tourism field, the same is true, in the era of big data, the "network + tourism" model is also more and more attention, a variety of travel live broadcast, Vlog broadcast, tourism experience sharing will virtually generate tourism word-of-mouth, and potential tourism consumers are more dependent on the word-of-mouth information of tourism products to choose tourist destinations and guide tourism decisions before travel. Therefore, the study of tourism network word-of-mouth has certain significance.

2. The connotation and characteristics of tourism network word-of-mouth

Word of mouth is the oral communication between people about the use of products or services, which is a common interpersonal communication mode. Arndt believes that word of mouth is the non-commercial communication behavior of people about a certain product [2]. Word-of-mouth communication generally refers to the communication and exchange of information and feelings about brands, products and services among non-commercial individuals [3], which is based on personal real experience and feelings [4]. Online word of mouth refers to all kinds of evaluations shared and disseminated by consumers on online media, which are mainly transmitted through text, pictures, videos and other

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forms. The contents of online word of mouth can not only affect the decisions of other consumers, but also affect the credibility of enterprises' products and services. Network word-of-mouth communication has the advantages of large number of disseminators and receivers, fast transmission speed, wide spread and so on, and it is very easy to form multiple transmission. Therefore, business operators must pay attention to network word-of-mouth, network word-of-mouth construction. With the increasing importance of online word-of-mouth, tourism scholars begin to study online word-of-mouth. Litvin believes that online word-of-mouth in tourism is the informal communication of tourism consumers through the Internet and around specific tourism products, service information, usage process and experience [5], which has a significant positive impact on tourism decision-making. Good word-of-mouth is more likely to generate purchase behavior [6][7]. The study of online word-of-mouth in tourism should be related to its characteristics. By combing the existing literature, the characteristics of online word-of-mouth in tourism are as follows

2.1. Anonymity

Tourism network word-of-mouth is anonymous. Users convey real information of products or services through various forms and styles on the network, reducing the perceived risks of non-consumers and promoting the generation of consumer behaviors. However, with the expansion of the influence of Internet word of mouth, many tourism enterprises and tourism destinations gradually attach importance to the role of Internet word of mouth. In order to obtain greater economic benefits, many users are encouraged to share false product information and carry out "false propaganda" with the bait of profit, so as to use the influence of Internet word of mouth to stimulate tourism and promote more consumption. Although this behavior can stimulate consumption in a short period of time, Get huge economic benefits. However, in the long run, the difference between false information and the real situation will increase the perception gap of consumers, resulting in a negative impression on the tourist destination, and even under the guidance of negative circumstances, the tourist destination will carry out negative communication, so that more potential consumers will have a negative impression, and even reject the psychology, causing an irreversible impact on the long-term development of the tourist destination.

2.2. Interactivity

Traditional word-of-mouth communication is mostly "one-to-one" communication mode, which is relatively simple and limited in scope. The tourism network word-of-mouth is more "many to one" or "many to many" communication, this diversified form of communication, coupled with repeated communication, further expand the scope of word-of-mouth communication, easy to achieve better publicity effect. When consumers are interested in a certain tourism product or service, they will widely view

the sharing of multiple users, and the capture of big data will also allow the consumer to continuously obtain related information. At this time, a good Internet reputation will greatly promote the consumer's purchase intention and even purchase behavior; When a user shares on the network, it is also open to everyone, and the two sides can have real-time, outdated communication and interaction [8], and the impact of communication is long-term.

2.3. Fast spread and wide range of influence

Traditional word-of-mouth communication is the oral communication of information between people, mostly between acquaintances, with limited transmission speed and scope. While the tourism network word-of-mouth communication is mainly the dissemination of tourism products and services through video, text, pictures and other forms on various social media. Compared with traditional word-of-mouth communication, this kind of network word-of-mouth communication is faster and more extensive, and can more vividly show the attraction of tourism products, so that potential consumers can maximize the real experience of tourism products.

3. Influencing factors of tourism network word-of-mouth communication

The core content of Internet word-of-mouth is to convey information and influence decision-making. Therefore, it is necessary to study the influence mechanism of Internet word-of-mouth. Based on previous studies and the influencing factors of online word-of-mouth communication, this paper studies the influencing factors of online word-of-mouth communication in tourism from four aspects.

3.1.reputation source credibility

The source credibility of word of mouth refers to the degree of trust that the receiver of word of mouth has on the communicator and the information or media it spreads, which is the key to word of mouth communication. The reason why potential consumers believe more in word-of-mouth communication is that they believe that the users who are also consumers, that their sharing is more real, can "demine" for themselves, "recommend", they believe more in the real experience of users, real feelings, rather than the advertising and publicity of enterprises. The same is true of travel consumers, who are more likely to trust user sharing. Therefore, credibility is the key to successful word-of-mouth communication.

3.2.Characteristics of word-of-mouth content

Although credibility is the key to word-of-mouth communication, but only credibility, there is no bright spot in the communication content and method, it is also difficult to attract consumers to come, and how to attract others to pay attention to the word-of-mouth

communication of a certain object, we must pay attention to the interest of word-of-mouth content. People are curious, and consumers tend to prefer interesting content, novel ways, and aesthetic sharing. From the data of well-known travel UP masters on major social media, interesting visual travel frequency tends to have more traffic and is more likely to affect the generation of consumer behavior.

3.3. Communication motivation

Communication motivation is the root cause of communication behavior, some are to meet sharing needs, some are to provide advice to others, and some are to record. In general, many scholars have studied the influencing factors of communication motivation. The most widely recognized are the five aspects proposed by Hennig^[9], who believes that communication motivation mainly includes five aspects, such as expressing emotions, social needs, providing suggestions, seeking returns and self-improvement. The same is true for tourism communication. The motivations of online word-of-mouth communication in tourism are mainly these five aspects. Therefore, tourism enterprises should also pay attention to the motivations of users in these five aspects when studying online word-of-mouth, and take corresponding measures according to different motivations.

3.4. The intensity of the relationship between the subject and object of communication

Word-of-mouth communication is a two-way communication process between the communication subject and the communication object, and the strength of the relationship between them will directly affect the effect of word-of-mouth communication. Relationship strength refers to the closeness of the relationship between the receiver of word of mouth and the disseminator of word of mouth. The strength of this relationship will affect the effect of tourism network word-of-mouth communication. The relationship between the two is strong, and the recipient is more willing to accept the information transmitted by the subject and carry out new dissemination, which can accelerate the efficiency of tourism information dissemination. However, the relationship between the two is weak, and the acceptability of the recipient to the transmitted information is weak, but it can also strengthen the scope of tourism word-of-mouth communication. Therefore, regardless of the strength of the relationship between the communication subject and the communication object, the communication effect will be enhanced in the end.

4. the promotion strategy of tourism network word-of-mouth communication effect

4.1. Improving the tourism service system

Tourism network word-of-mouth comes from the quality of tourism products and services, and the quality brings the difference of experience. Users sharing a good travel experience on the Internet platform can form a positive reputation and promote consumption; The bad travel experience will bring negative word of mouth, affect the image, resulting in difficult to recover the situation. This requires that tourism enterprises must constantly improve the tourism service system, do a good job in the six aspects of "eating, housing, transportation, tourism, shopping and entertainment", improve consumer satisfaction, create a good tourism experience, and fundamentally improve the reputation of tourism products and services.

4.2. Using official accounts to close the gap

With the rapid development of Weibo, Douyin, Xiaohongshu and other network platforms and the rapid increase in the number of netizens, network platforms are increasingly becoming platforms for communication between people, people and things, people and enterprises, etc. Many enterprises have set up their own official accounts to directly interact with netizens, positively shape their corporate image in the communication, and achieve good results. Tourism enterprises can also adopt the same method, tourism enterprises according to the characteristics of the establishment of a unique official account, to create a "human", to personify the scenic spot, through humorous forwarding, lottery, comments and other activities actively interact with users, Amway's own tourism products and services, cultivate loyal users, strengthen the influence of tourism network word-of-mouth. Invisibly close the distance with netizens, leave a good impression on consumers, and promote the generation of consumer behavior.

4.3. Face up to negative reputation, positive correction

Negative word of mouth will have a bad impact on the tourist destination, from "Qingdao prawns" to "Lijiang mosquitoes", and then to "Snow village B&B", a negative event has caused a huge blow to the local tourism industry, once the negative impact occurs, the tourist destination needs to spend countless funds and efforts to restore consumers. Especially in today's era, with the help of Internet communication, consumers' bad reviews can bring billions of losses. The management of the reputation of the tourist destination should not be after the crisis, but before the crisis. Tourism enterprises can organize online word-of-mouth teams to verify relevant negative information on the Internet, clarify false news in time, correct the problems reflected in the real news and make

up for the shortcomings, and do a good job in dealing with the aftermath, so that these consumers can add positive word-of-mouth in the follow-up .

5. Conclusion

Word-of-mouth is one of the most important factors affecting the development of tourist attractions. In order to promote the development of tourist attractions, we must attach importance to word-of-mouth communication. This paper reviews the existing literature, summarizes the characteristics, influencing factors and corresponding countermeasures of word-of-mouth communication in tourism network, and combines the current development status of "online + offline" tourism. It has been widely recognized that good Internet word of mouth can further improve the development quality of the tourism industry. Therefore, tourist attractions or tourism enterprises must choose reasonable communication channels and modes, attach importance to the role of Internet word of mouth, and take consumers' cognition and emotional experience as the main content of word-of-mouth shaping, so as to build a positive publicity system and create a good image of tourism destination. Can promote the development of tourism.

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