

Research on the Construction of Tourism Microblog Marketing Evaluation System in The Context Of The Big Data Era

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Abstract: This article is based on the official tourism Weibo data from 25 provinces in China from 2015 to 2017. Two comprehensive indicators activity and interaction are constructed to evaluate the operational effectiveness of tourism official Weibo in various regions. The two indicators of activity and interaction are introduced into the regression model of tourism income, and analyzed using an individual fixed effects model, this paper puts forward five first level indicators of the tourism official microblog marketing effect, namely, "microblog publishers, fans, blog attraction, Pathogen transmission, and communication benefits", and on this basis, it puts forward 18 second level indicators, so as to build an evaluation indicator system of the tourism official microblog marketing effect.

Keywords: tourism microblog, marketing evaluation, big data era

1. INTRODUCTION

As a new media form generated in the era of big data, microblog marketing is a platform based on user relationship information sharing, dissemination and acquisition, and a social media with open characteristics, which is relatively easy to affect interconnected social groups. In marketing activities, Weibo marketing is undoubtedly an effective weapon for low-cost trust building, cultivating consumer loyalty, and establishing brand image. In recent years, the operation of official tourism Weibo accounts has been widely regarded as an important means of local tourism marketing in various regions. According to statistics, there were a total of 2886 Weibo tourism blue V accounts in 2018, with official tourism Weibo accounts accounting for 36% of the total Weibo tourism blue V accounts. Various provincial cultural and tourism departments have operated official Weibo accounts.

However, can the official tourism Weibo truly play a role in promoting the tourism industry? This article uses data from 25 provinces from 2015 to 2017 to empirically study the relationship between the marketing effectiveness of official tourism Weibo and tourism revenue. The marketing effect of tourism official Weibo refers to the impact of information exchange through the media of tourism official Weibo on the travel decisions of information audiences, the formation of tourism destination images, and the emotions of tourism destinations. It is a measure of the effectiveness of information transmission by Weibo communicators and an evaluation of the satisfaction of information needs of information audiences. The marketing effectiveness of tourism official Weibo specifically includes two aspects.

One refers to the degree of intention achieved by information disseminators using Weibo as a medium for information dissemination; The second refers to the effective impact that the information audience obtains through Weibo on their emotions, thoughts, attitudes, and behaviors. The rapid popularization and development of smart tourism have put forward urgent requirements for the service effectiveness evaluation of tourism apps. In recent years, domestic and foreign scholars' research on tourism apps mainly includes:

the design and implementation of tourism apps, the impact of tourism app features on consumer experience, and the impact of tourism app user experience on tourism satisfaction. The number of research literature on "tourism APP evaluation" is relatively small, mainly focusing on the use of some traditional methods to evaluate and analyze the user experience and influencing factors of tourism APP, the use of big data analysis technology and the consideration of the objective characteristics of evaluation indicators.

Thirdly, the editing taboo of Weibo information should be straightforward and straightforward, and the editing and processing of information should have consumer "ingestion strength". Fourthly, the dissemination of Weibo information should emphasize innovation, including the use of innovative methods such as information content editing, information integration, and dissemination combinations. The positioning of Weibo marketing information is like product positioning. The basic direction and ideas of Weibo marketing information dissemination positioning should only be planned and designed around the specific content of Weibo information editing and processing, such as how to express the tone, what kind of content to convey, and whether it conforms to the behavior habits of the target group.

2. THE PROPOSED METHODOLOGY

2.1 Factors affecting tourism income.

Based on the above literature research, this article selects indicators from two directions: Weibo publishers and Weibo recipients to measure the marketing effectiveness of tourism official Weibo. The former refers to the degree of activity of tourism official Weibo operations that affects marketing effectiveness, while the latter refers to the degree of interaction between tourism official Weibo and users that also has a significant impact. Based on the above literature research, this article selects indicators from two directions: Weibo publishers and Weibo recipients to measure the marketing effectiveness of tourism official Weibo. The former refers to the degree of activity of tourism official Weibo operations that affects marketing effectiveness, while the latter refers to the degree of interaction between tourism official Weibo and users that also has a significant impact.

The activity level of bloggers is generally calculated based on the duration of online travel official Weibo (usually measured in 24 hours), login frequency, and post frequency. The number of microblogs published, the frequency of microblogs, the original rate of microblogs, and the number of microblogs followed Co-determination. The higher the level of activity of Weibo, the greater the probability of followers following it, the larger the corresponding audience of the published information, and the greater the marketing effect. The theory and method of user experience originally originated and applied in human-computer Interaction design, and now it is more widely used in the Internet field.

The research on user experience in foreign countries is early. Since Donald Norman, an American cognitive psychologist and user experience expert, first proposed the concept of user experience in the 1990s, more and more foreign scholars have extended and expanded the concept and content of user experience and proposed a variety of different user experience models. The process of enterprise micro blog marketing is the process of producing micro blog marketing effects, and the key to achieving micro blog marketing effects. The core element of the Weibo marketing process is the process of Weibo relationship management, which involves restructuring existing social relationships in the virtual space of Weibo, transforming their virtual "community relationships" into "marketing relationships". For the selection of control variables, some variables that jointly affect tourism revenue are mainly selected from the perspective of urban infrastructure construction and tourism official WeChat. After referring to previous research and case analysis, the number of star hotels, highway mileage, railway operating mileage and Urban green space area are finally determined as control variables.

The number of stars rated hotels refers to the standardized and unified total number of hotels in a certain province or city, including five levels. The area of Urban green space is the statistical value of the area of green space in a province and city, which affects the overall impression of the city and the level of Natural landscape, and then as an important objective factor affects tourism income. The proportion of original Weibo posts on official tourism Weibo accounts for all Weibo posts. The higher the originality rate of Weibo, the higher the level of activity of the official tourism Weibo. Conversely, the lower the level of activity of the official tourism Weibo. Types of blog genres: the official travel Weibo blog adopts article genres, including narrative, expository, argumentative prose, and stories. Among them, argumentative and story blog genres are the most likely to attract fans' attention.

2.2 The effectiveness and influencing factors of tourism official Weibo marketing.

Alternative indicators for emotional experience layer: interface aesthetics, interface friendliness, privacy security, service responsiveness pre-sales and after-sales service response is enthusiastic and timely, resource utilization is low APP traffic usage and memory usage are low. Divide the importance measurement values of alternative indicators into 5 levels: 0 (negligible), 0.2 (not very important), 0.5 (generally important), 0.8 (relatively important), 1.0 (very important).

The evaluation indicators for the construction process of the Weibo platform include whether the visual effect of the Weibo platform can meet the visual needs and even values of the target audience of the enterprise's Weibo platform; Can Weibo platform materials accurately convey Weibo

positioning to users; Can the personality of Weibo platforms reflect specific indicators such as industry differences. Firstly, tourism official WeChat operations should focus on the bidirectional nature of Weibo communication and should not only publish content that they consider important in one direction.

By observing the content posted on official WeChat accounts in some places, it can be found that many content releases are still "communicator oriented", enthusiastic about publishing official activities, marketing activities, and other information, while paying less attention to tourist attractions, services, and other information. We should further enhance the audience's awareness, pay attention to the audience's response to the published content, optimize the published content and themes by observing indicators such as likes, reposts, and comments, and publish more content that can attract the public and public attention. Blogs are the dissemination of recent facts, which determines that disseminators must publish them in a timely manner as soon as the facts occur, otherwise they will wait for things to pass for a long time before promoting them. Such information will be habitually referred to as old news by people. It is from this perspective that blog posts, like news, are also fragile.

The characteristics of Weibo require bloggers to be able to choose to publish their posts anytime and anywhere in a timely manner. For example, the convenience of carrying mobile phones, handheld computers, and other devices makes it more convenient to publish their posts, thereby ensuring the timeliness and accessibility of tourism official Weibo dissemination. The three basic tasks of user profiling are: extracting basic information, mining user preferences, and statistical crowd characteristics. Extracting basic information mainly focuses on extracting structured portrait attributes from unstructured page data. User behavior understanding mainly studies how to mine user preferences and interests by collecting user behavior data; Statistical population characteristics are the study of how to reveal the reasons behind user behavior.

Therefore, the user profile labels of tourism apps directly reflect the user's behavior, preferences, and other characteristics, which can objectively reflect the effectiveness of tourism app usage. Evaluation indicators for the process of Weibo marketing information release: Weibo information content editing should focus on the needs of the audience, whether it achieves the integration between the "willingness to listen" of followers and the "willingness to occur" of the information that the enterprise wants to convey. Secondly, it should actively interact with the audience through public and private means. Timely respond to the public by forwarding, liking, commenting, and other means. For sensitive and unchanging content that cannot be directly made public, responses can be made through private means such as private messages to enhance audience stickiness,

3. CONCLUSION

In the evaluation system of tourism official Weibo marketing effectiveness, the evaluation elements and indicators are mutually influencing and causal, jointly influencing the changes in marketing effectiveness. Therefore, when using the Weibo platform for marketing work, the tourism official Weibo needs to pay attention to these indicator elements and develop effective Weibo marketing strategies based on the actual situation of local tourism while playing a positive role. Only by effectively grasping the specific operational skills of Weibo can good marketing results be achieved. This paper

introduces big data user profiling technology into the research of tourism APP evaluation and proposes that building a tourism APP evaluation index system that considers both user profiling and user experience is of great significance for improving the service effect of tourism APP and promoting the further promotion of cultural tourism brand and reputation.

4. REFERENCES

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