

EVALUATION ON THE EFFECT OF TOURISM IMAGE  
COMMUNICATION UNDER THE BACKGROUND OF  
NEW MEDIA: A CASE STUDY OF GUANGXI



MASTER OF ARTS IN TOURISM MANAGEMENT  
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
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ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY  
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JIA CHEN

THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS  
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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### บทคัดย่อ

นับตั้งแต่มนุษย์เข้าสู่สังคมสารสนเทศ การเกิดขึ้นของรูปแบบใหม่ แนวคิดใหม่ และเทคโนโลยีใหม่ ๆ ได้ส่งผลกระทบต่อชีวิตแบบดั้งเดิม การทำงาน และโหมดความบันเทิงของ ผู้คน และยังเปิดโอกาสใหม่ๆ สำหรับการเปลี่ยนแปลงและยกระดับทุกวิถีทาง ปัจจุบันการได้มาและการเผยแพร่ข้อมูลสาธารณะเริ่มถูกรอบงำโดยสื่อใหม่ ปฏิเสธไม่ได้ว่าการเกิดขึ้นของสื่อใหม่มีบทบาทสำคัญในการส่งเสริมการพัฒอย่างรวดเร็วของอุตสาหกรรมการท่องเที่ยว และค่อยๆ พัฒนาเป็นองค์ประกอบสำคัญสำหรับองค์กรการท่องเที่ยวรายใหญ่เพื่อรวมความสามารถในการแข่งขันหลักของพวกเขา ในมุมมองนี้ โดยอิงจากภูมิหลังของการพัฒอย่างรวดเร็ว การส่งเสริม และการใช้สื่อใหม่ บทความนี้จึงใช้ผลการสื่อสารของภาพการท่องเที่ยวในภูมิภาคเป็นเนื้อหาการวิจัย ระบุปัจจัยต่างๆ ที่มีบทบาทสำคัญในนั้น และด้วยเหตุผลที่สมเหตุสมผล การจัดสรรและการปรับตัวช่วยให้อุตสาหกรรมท่องเที่ยวในประเทศสามารถดำเนินการตามแนวทางการพัฒนาที่ยั่งยืนและมีเสถียรภาพ

โดยนำ "ผู้ชม" เป็นจุดเริ่มต้นของการวิเคราะห์ ผู้เขียนรวบรวมและแยกแยะความสำเร็จทางวรรณกรรมที่เกี่ยวข้องกับหัวข้อการวิจัยของบทความนี้ และทบทวนแนวคิด (สื่อการท่องเที่ยวใหม่ การสื่อสารด้วยภาพการท่องเที่ยว ฯลฯ) รวมถึงการอ้างอิงของ ความรู้ทฤษฎีการสื่อสารทำการวิเคราะห์กระบวนการสื่อสารภาพการท่องเที่ยวอย่างเป็นระบบตามพื้นหลังของสื่อใหม่และเผยให้เห็น "การสื่อสารภาพผู้ชม - นักท่องเที่ยว" อย่างลึกซึ้งถึงความสัมพันธ์ภายในระหว่าง "ผลกระทบ" กับกระบวนการสื่อสารด้วยภาพอีกครั้ง . จากนั้น ผู้เขียนจะอธิบายสามทฤษฎีและลักษณะการสื่อสารของสื่อใหม่ และอธิบายองค์ประกอบสี่ประการของกระบวนการสื่อสารด้วยภาพการท่องเที่ยวอย่างต่อเนื่องภายใต้สื่อใหม่ ระบุปัจจัยที่ส่งผลต่อผลการสื่อสาร และเริ่มดำเนินการตามเป้าหมายการสร้างของ แบบจำลองการวิเคราะห์ปัจจัยกระทบที่เกี่ยวข้อง โดยมีวัตถุประสงค์เพื่อให้การสนับสนุนข้อมูลเชิงทฤษฎีสำหรับการสร้างแบบจำลองการประเมินผลกระทบการสื่อสารภาพการท่องเที่ยวของสื่อใหม่ในที่สุด ภายใต้การแนะนำของแบบจำลองข้างต้น วัตถุประสงค์ คือเขตปกครองตนเองกวางสี ถูกกำหนด

ไว้ ตามสถานการณ์จริงและวัตถุประสงค์ของการวิจัย แบบสอบถามจะถูกรวบรวม และใช้การวิเคราะห์เชิงปริมาณและวิธีการทางสถิติเพื่อทำความเข้าใจข้อเสียและข้อบกพร่องอย่างครอบคลุมในกรณีที่ขั้นตอนการสื่อสารด้วยภาพการท่องเที่ยวในภูมิภาค และกลยุทธ์การปรับปรุงที่เกี่ยวข้องถูกเสนอภายใต้หลักการของความเกี่ยวข้อง ประสิทธิภาพและความสมเหตุสมผล

คำสำคัญ : สื่อใหม่, ภาพการท่องเที่ยวทางวงสี่, ผลการสื่อสาร, ปัจจัยที่มีอิทธิพล



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### ABSTRACT

Since human entered the information society, the emergence of various new models, new ideas and new technologies has brought great impact on people's traditional life, work and entertainment mode, and also ushered in new opportunities for the transformation and upgrading of all walks of life. Nowadays, the acquisition and dissemination of public information are beginning to be dominated by new media. It is undeniable that the emergence of new media has played a significant role in promoting the rapid development of tourism industry, and has gradually evolved into a key element for major tourism enterprises to consolidate their core competitiveness. In view of this, based on the background of the rapid development, promotion and application of new media, this paper takes the communication effect of regional tourism image as the research content, identifies various factors that play a key role in it, and through reasonable allocation and adjustment, enables the domestic tourism industry to embark on a sustainable and stable development track.

Taking "audience" as the starting point of analysis, the author collects and sorts out the literature achievements related to the research topic of this paper and reviews the concepts (new tourism media, tourism image communication, etc.), combined with the reference of communication theory knowledge, makes a systematic analysis of the process of tourism image communication based on the background of new media, and deeply reveals the "audience - tourism image communication" The

internal relationship between "effect" and the process of image communication are discussed again. Then, the author expounds the three theories and communication characteristics of new media, and successively expounds the four elements of the process of tourism image communication under the new media, identifies the factors that affect the communication effect, and initially completes the construction goal of the relevant impact factor analysis model, aiming to provide theoretical data support for the construction of the evaluation model of the tourism image communication effect of new media. Finally, under the guidance of the above model, the research object, namely Guangxi Autonomous Region, is defined. According to the actual situation and research purpose, the questionnaire is compiled, and quantitative analysis and statistical methods are used to comprehensively grasp the disadvantages and deficiencies in the case regional tourism image communication stage, and corresponding improvement strategies are proposed under the principles of pertinence, effectiveness and rationality.

Keywords : new media, Guangxi tourism image, communication effect, influencing factors



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# CHAPTER I

## INTRODUCTION

### Research Problem

Since human beings entered into the 21st century, all kinds of science and technology have been rapidly updated. Countries all over the world have made great progress due to technological progress and technological innovation, and have. At the same time, this is also a critical period for media technology and communication relations to reach a new level. The application and promotion of digital technology and Internet technology are the core driving factors for the formation of new media forms. Under the application of new media technology, “audience” is no longer a single line receiving group in the information field, but it gradually transformed into the identity of information interaction and intervener. The emergence of new media technology makes it possible for people to realize the independent receiving, feedback and flow of information. The development of new media has completely changed the traditional mode of information dissemination. It begins to take “users” as the vital part. Users have the right to choose media and receive and disseminate information. During the new media era, what is the mainstream direction of tourism image communication process? What are the impacts of process changes? These questions need to be thought thoroughly.

At present, in the macro environment of the coexistence of new and old media, the release and interaction of the same information content no longer depends on a single channel. New media has completed the layout of multi-path, multi combination and multi-mode of new communication forms which are relying on technical support (digital technology, interactive communication, nonlinear communication, etc. Under the background of expanding the application and promotion scope of new media technology and increasing market recognition of the technology, which channel tourism image should be chosen to meet the demand of information integration, plus how to achieve the maximum matching between tourism image communication

and information consumption characteristics based on new media communication, and achieve the expected communication effect, they have become key issues that need to be solved urgently by the media community. This paper explores the relationship between tourism image and new media technology, and identifies the channels or key factors to promote the process of regional tourism image building and realizes the transformation and upgrading of tourism industry; The final role of tourism image is mainly reflected in the consolidation and enhancement of regional influence. Under the background of new media, how to endow tourism image with new functions; In the new era, whether or not and how to change the development ideas and strategies of tourism image communication. Because of the rise of above-mentioned questions, the academic circles at home and abroad take tourism image communication as the research focus, these research issues are: What is the process form of tourism image communication? What is the effect of communication activities? What are the factors that have a key impact on the communication effect? How to ensure the optimization of communication effect.

Guangxi Zhuang Autonomous Region is located in the southeast of China, and its climate and tourism resources have a great advantage. In recent years, the region began to focus on the development of tourism industry. After stepping into the development level of new media communication, the frequency, accuracy and refinement of regional image have been continuously improved. In the year of 2010, the region decided to take the brand-leading strategy model as the mainstream of development, to consolidate and strengthen the influence and image reputation of “beautiful Guangxi” in China. Until the year of 2014, the government has decided to implement “splendid village” brand strategy, expanding the scope of publicity to all regions of the country, but the final effect was not satisfactory. In 2018, the government of Guangxi autonomous region has renewed the agenda of tourism image communication. How to expand the scope of tourism image communication and how to improve the communication effect have become the key issues for the government, tourism departments and tourism enterprises. Therefore, this paper takes Guangxi Autonomous Region as the research object, takes the new media communication as the research background, deeply analyzes the status quo, influencing factors and



existing issues of its tourism image communication, and it puts forward corresponding improvement suggestions on this basis.

### **Objectives of the Research**

Taking the era of new media communication as the research background, the author makes a systematic analysis on the status quo, communication effect and influencing factors of domestic tourism image communication. The purpose of this paper is to explore the four major factors of tourism image communication process under the guidance of relevant theories (agenda setting theory, innovation diffusion theory, etc.) in the process of recognizing the communication mode and characteristics of new media analysis, to identify the process of tourism image communication and evolution direction, thus, to complete the construction of impact factor analysis model. Then, combined with the case study, the corresponding improvement strategies are put forward in order to strengthen the communication effect.

Based on the functional characteristics of the new media era, it has a great impact on the communication process and effect of traditional tourism image. Therefore, it is necessary to carry out in-depth discussion on this issue, which can further enrich the content of the theoretical system; Second, at this stage, there are some deficiencies in the breadth and depth of research on tourism image communication in China's academic circles, and a perfect and mature theoretical system has not yet been formed. The innovation of this paper lies in that the author takes communication as the starting point and combines with the mainstream direction of the development of the current information age, Based on the three classic theories, this paper analyzes the elements of tourism image communication based on new media, and reveals the internal relationship between the audience and the communication effect from the theoretical level, so as to provide guidance for constructing the evaluation model of tourism image communication effect, evaluating the communication effect and enriching the theoretical system under the background of new media.

## Expected the Results

This paper constructs a model that matches with the new media era and can guarantee the reliability and validity of tourism image effect evaluation. This paper will identify and analyze the major factors that affect the effect of tourism image communication, and take it as the main basis of the model construction, so as to provide auxiliary support for the implementers of tourism image communication to formulate or improve communication strategies. At the same time, the author uses the method of case analysis to determine the object of the case, namely Guangxi autonomous region. Under the background of the new media era, the author explores the current situation and existing disadvantages of the regional tourism image communication process, and puts forward corresponding improvement suggestions, so as to make more contributions to the rapid completion of image branding of domestic tourism enterprises and the promotion of external influence.

## Scope of the Research

1. The scope of the research object: The tourism image of Guangxi
2. The scope of survey objects: This paper has investigated 361 netizens via online survey
3. Research methods: Online investigation and survey

Since the questionnaire is based on the background of new media, it mainly adopts the network survey method, and randomly distributes the questionnaire through the new media platforms such as online email and questionnaire survey website.

## Limitation of the Research

The survey samples only use the network survey method to obtain the survey data of online users. Such data may be incomplete and the information is not rich enough. If we can combine the online and offline research in the whole country, and

investigate people of different ages, educational background and income levels, the effect will be closer to the real situation.

### Definition of Terms

It can be seen that the process of information transmission can be interpreted as a process of reception and communication. For tourism activities, image communication should also be included. The completion of the process of tourism image communication is based on the application of specific communication mode. There are four main elements involved in the process, one is the content of tourism image, the other is the implementer of communication activities, the third is the media, and the last is the receiver. On the basis of fully understanding and mastering the elements, reasonable deployment can effectively strengthen the communication effect and achieve the goal of communication activities.

#### 1. Communicators

The communicators mentioned in this paper are mainly aimed at the dissemination of tourism image, that is, a kind of behavior implementation subject that collects, processes and publishes the relevant information resources of the tourism destination independently. There are many forms of such subjects, such as tourism groups, tourism enterprises and relevant government functional institutions. In the tourism image communication system, communicators hold the core position.

#### 2. Communication content

Communication content can be regarded as tourism image, which plays a role of link between disseminator and image receiver. The dissemination of tourism image information is based on specific information symbols, which can be divided into two types. In the stage of communication, there are many possibilities of errors. In other words, there are two types of positive and negative communication images. However, it needs to be noted that the effects caused by the spread of negative images are not always negative. This mainly depends on the specific choice of means to deal with negative images. If we can deal with them in a timely and effective way, we cannot

rule out that negative effects can be transformed into positive effects, so as to make the publicity effect more thought-provoking and memorable.

### 3. Media

Media plays a role in the communication flow and connections. When choosing media, communicators should fully consider their own purposes and needs. There are four kinds of media, one is physical media, the other is outdoor media, and the last two are interpersonal and mass media. Only by ensuring the rationality of the choice of media, can the communication effect be maximized.

### 4. The receiver

There are two types of receivers, namely the receiver of information and the receiver of feedback. Based on the new media environment, the receivers of tourism image have changed their passive status in the past. The new media information dissemination is different from the traditional media communication. It is endowed with the function of timeliness, interactivity and alternation. On the other hand, it also increases the identity of information feedback for the receiver. From the perspective of tourism image communication, the receivers are mainly defined as two groups, one is the real tourists, the other is the potential tourists.

## CHAPTER II

### LITERATURE REVIEW AND RELATED STUDY

#### Theory

The term “tourism image” can be traced back to 1971 by foreign scholar J. D. Hunt. Since then, scholars from different countries have begun to pay attention to and carry out research work. Foreign academic research in this field mainly focuses on two aspects, one is the effect of image communication as the core, the other is the tourism image communication as the core. The related achievements can be summarized as follows:

#### **Theoretical study on the effect of image communication**

The research on the effect of image communication can be traced back to the early 20th century: Foreign scholar D. McQuillan (1987) carried out the in-depth analysis of mass communication effect and related issues, put forward three representative theories, one is the field theory, the other is the common sense theory, and the last is the social science theory; Scholar P. Golding (2000) classified communication effects based on time and intention, thus improving the accuracy and clarity of the concept. Bullet theory, one of the early theories of image communication effect, was concerned and recognized by all walks of life at that time. With the development of the mid-20th century, the theory of limited effect and the theory of communication flow have become the mainstream of social inquiry; In the later stage, the research field of communication effect began to connect with the development factors of the times, such as social informatization, in which the emergence of macro effect theory has been widely respected and recognized.

Other research in this field mainly focuses on the other three aspects, as follows:

1. Tourism image perception: Foreign scholars Gartner (1991), Boulding (1956) pointed out that in the whole system of tourism decision-making, destination tourism image plays a key role; Mayo (1981) analyzes and summarizes the factors which influences tourism image perception, such as external landscape, traffic status and climate; Goodrich (1977) , Phelps (1986) , Eichner (1993) systematically analyzed the related influencing factors related to the perception of tourism destination terrain image, and identified some key factors with related influence, such as behavior decision-making, behavior motivation, etc.; Gunn (1992) proposed that tourism perception image can be divided into two types, one is induced type, the other is primary type; Fakeye (1991) further subdivided the tourism perception image and added a mixed image based on Gunn's summary; Robert (2000) proposed through empirical analysis that tourism perceived image can be used as a form of psychological early warning.

2. Factors influence the image of tourist destination: Ahmedzu (1991) used the method of case study and factor analysis to determine the key influencing factors of tourism destination image, including travel experience and population characteristics. Philip L. Pearce pointed out that tourists show obvious differences in tourism cognition before and after traveling. There are two representative academic schools in the study of tourism destination image evaluation and identification. One is empirical research school, such as Schroeder; The other is the cross application of empirical research and method discussion. The representative scholars are Reilly, Ritchie, etc.

3. Tourism image communication and marketing related research: Foreign scholars such as Sclan (2000) took potential tourists as the research focus, and pointed out that tourism destinations should guide such groups when making marketing and promotion strategies; Gartner concluded that the higher the degree of market segmentation, the more favorable the development of marketing.



## Innovation diffusion theory

### 1. The definition and characteristics of innovation diffusion theory

Innovation diffusion theory can be traced back to the middle and late 20th century by E. M. Rogers. This theory points out that innovation can be understood as an individual or a group holds a novel recognition and evaluation of something or an idea; Diffusion can be interpreted as a process of innovation adopting a specific mode to meet the needs of communication at a specific time point and social system. This process can be divided into five stages: cognition - persuasion - decision - implementation - determination. Innovation diffusion is a form of communication phenomenon which shows unique attributes. From the perspective of individual information receiver, whether the information received is novel or not is not a key factor. Only when the group's evaluation of information is "new", is the key to promote the formation of the overall response.

In addition, according to the theory of innovation diffusion, it can be seen that various degree factors of innovation (such as the degree of testability, the degree of compatibility, the degree of innovation diffusion, etc.) have a direct impact on the level of innovation diffusion efficiency, which can also be understood as the level of acceptance and recognition of innovation speed by groups:

Comparative advantage mainly refers to the difference (superiority) between an innovation and the traditional old model (idea), and the evaluation level of the difference is affected by many aspects, such as social reputation, economic benefits and satisfaction. In the process of innovation acceptance and recognition, people's perception of superiority has a direct impact on the adoption of innovation factors, which does not come from innovation itself.

Complexity can be understood as the specific level of difficulty for individuals to master innovation application and innovation. If the difficulty of understanding and applying innovation is low, the adoption odds and timeliness will be improved. If the more complex things, ideas and practices are innovated, the lower the efficiency of adoption and the higher the difficulty of adoption.

It mainly reflects the level of innovation and testability. When an innovation is tested and successful, it will greatly enhance the individual's adoption.



Compatibility is mainly reflected in the level of consistency between an innovation and those who have not yet adopted it. This consistency is mainly manifested in two aspects: demand and experience. If a certain innovation matches the current social norms and values, the higher the individual adoption will be.

### **Use and satisfaction theory**

This theory is based on "audience" as viewing angle, to analyze issues of communication effect step by step. The explore of "use and satisfaction" issue began in the middle of the 20th century, the representative scholars Katz (1974), proposed the theory, he pointed out that the audience is "demanding", ultimate goal of media interaction is to satisfy their own needs, and completed the "use and satisfaction" model creation, in terms of individual needs, he summed up the five categories, i.e. cognitive, emotional, social, personal, relieving directions, and it can be subdivided into 35 parts. This theory proves that the audience has the active utility of communication and points out that based on the social and psychological needs the audience spontaneously chooses to contact with the media. It is of great practical significance to change the previous media communication mode with "communicator" as the core and strengthen the research of communication effect.

### **Theoretical framework**

The fundamental of the theoretical framework is to explain and logically link the phenomena in the empirical research. This paper attempts to study the new media short video, the government carries on the local image dissemination related problems, first of all, it should note that although the Internet is developed, various media are playing different roles, people are in the era of information explosion, the media function is increasingly powerful, but the role of the transmitter and receiver has not changed, only the development and progress of information technology means the essence of mass communication is still a kind of mass communication, which is suitable for introducing an important concept of mass communication.

The research on communication effect in mass communication has gone through many stages. Joseph Clapper's "limited effect theory" thinks that the media has a certain persuasive effect on the mass group, but there are different views on the size of the effect and whether the receiver has self-judgment on the information. Local image communication is a kind of subjective content communication of attitude evaluation, and because of the differences between Internet platform and traditional media in content distribution mechanism and other platform characteristics in the era of Internet and new media, the degree and influence of content communication will be affected by the subjective attitude of the recipient. Therefore, the city image communication on the new media social platform has the characteristics of "limited communication" to a certain extent. However, with the further research, it is found that the new media communication platform, as a media form, has a certain degree of change. In conclusion, in the new media communication platform, the simultaneous interpreting of local image matches the characteristics of mass media, but the influence factors of communication effect are different from traditional media.

### **Related Study**

#### **Domestic Research on the effect of tourism image communication**

Domestic academic research on this field first appeared in the paper of scholar Li Leilei (1999). She took the basic principles of communication as the core, centered on the requirements of the principle of universality, and completed the innovation of relevant models, namely TDIS model; Wu Bihu (2001) in his paper, the argument that tourism communication can be regarded as marketing has been widely concerned in academic circles, and has been deeply explored by many experts and scholars; Zou Yimin (2001) used case study method to construct the relevant index system for the evaluation of tourism image effect; Huang Zhenfang (2002) took cognition and promotion as the breakthrough point of analysis, and carried out in-depth research on tourism destination image; Shi Peiji (2006) made a comprehensive analysis on the communication factors and modes of tourism image, and explored the image communication media and forms of tourism industry in the current era. In the literature

of tourism image communication research, China's academic circles mainly focus on the field of tourism image perception, and have obtained more research results, which provides a solid theoretical support for the follow-up research on the evaluation of tourism image communication effect.

Through the collection of domestic academic literature on the effect of tourism image communication, it can be found that the overall number is small, among which the more representative scholar is Lu Shuai (2008). They put forward a new theory by combining case study and comparative analysis, namely "people- cognition" theory; Zhang Chunhe and others take Tangshan as the research object, and determine the key indicators of communication evaluation effect measurement. There are two main indicators: one is projection image, the other is perception image.

#### **Foreign literature on new media communication**

In the mid-12th century, the concept of new media was formally put forward. The first proposal is based on an "E-plan". At this time, the external image of new media is defined as electronic video. With the continuous development, foreign academic circles began to transform from mass communication to communication research paradigm. At the end of the 20th century, the number of explorers on new media increased, such as Ronald E. Rice (1984) profoundly explained the key of emerging technology research in communication research; E.M Rogers (1986) explored the characteristics of new media, path requirements and other aspects.

Through a comprehensive summary and analysis, it is found that there is not much empirical research in the early research results of foreign academic circles, which are basically analyzed and elaborated in the form of theory from a macro perspective. After the end of the 20th century, the rapid rise of the Internet has led to profound changes in all walks of life in a short period of time. The research literature on the Internet is also growing, especially the difference between new media and traditional media.

D. McQuail (2003) made an in-depth study on the new media, and emphatically analyzed its traditional contents and methods, pointing out that the emergence of new media is the core driving force of social change; Howard Rheingold (2004)

proposed virtual community and defined its connotation. More and more experts and scholars have replaced “audience” as “users”. After entering the 21st century, the Internet research began to take the network as the starting point, taking the media and communication effect as the key contents. The related research contents can be summarized as follows:

1. New media and scientific communication

After entering the 21st century, the new media technology is constantly innovating and developing, and the scientific communication research literature based on the new media era is also increasing. Foreign scholars Hurd, J.M (2000) put forward the following ideas, that is under the macro background of rapid innovation and comprehensive promotion of new technology – “2020 information exchange mode”. From the perspective of new technology and social media, this paper discusses the relationship between science communication Michelle. Clemens (2010); Brian.T (2011) analyzed the internal relationship and influence performance between Science blog and science communication.

2. New media and marketing communication

Philip. Kotler (1999) proposed network precision marketing theory. He pointed out that every consumer or group has differences, so in the marketing planning, we should follow the targeted principle requirements, only in this way can we achieve the established communication effect; Latfield Hertz (2003) pointed out that the development of network technology is accelerating, and the process of media globalization is also deepening day by day. Under this background, various media will inevitably have different effects on various media. In order to adapt to the requirements of the times, all media will change one after another; Joseph Throw (2003) explained the importance of interpersonal communication in the new media era.

3. Research on new media communication in China

The number of research literature on new media communication in domestic academic circles is not large, but in recent years, it shows a trend of increase year by year. More and more scholars begin to take new media communication mode, communication characteristics and communication influence as the research mainstream: Li Jinzui (2011) pointed out that there was a positive correlation between

new media research and communication research. The previous research on new media communication mainly focused on operation, Internet governance and other fields. At present, most scholars have begun to take “user center” as the breakthrough point. Combined with the development status of China's new media, it has carried out hierarchical analysis from multiple dimensions:

3.1 Correlation analysis of new media communication characteristics: Yang Jing (2009) takes new media as the center, analyzes the relationship between new media and social culture and national politics, and summarizes the process characteristics of new media information dissemination, such as information efficiency and diffusion; Cai Shenglong (2011) pointed out that it is necessary to further enrich the media communication channels, and make a good choice of media types from a diversified perspective, following the principle of rationality, which is also an effective means to expand the scope of communication influence; Qiu Linchuan (2011) used the method of case analysis to analyze some representative events of new media, and made relevant classification treatment.

3.2 New media communication technology and development. In this paper, Zhang Liwen (2010) explained the key impact of marketing communication integration, and pointed out that enterprise managers should abandon the traditional media management ideas, understand the various characteristics and functions of new media, and realize the maximum complementary advantages through the effective allocation of various media resources; Wang Yan (2012) analyzed the current communication strategies of advertising enterprises, and pointed out that such enterprises should do a good job of adjusting the layout in combination with the new media environment; Yang Yi (2012) pointed out that the scale of information dissemination based on new media has gradually increased, and the role orientation of the media and the audience has also changed, the audience's right to choose is greater, and the group consciousness has gradually evolved into the core influencing factor of communication effect.



## Conceptual Framework

### Tourism new media concept

Since human beings entered into the network society, the new media with user as the core has become the mainstream of modern information industry. The development of tourism also benefits from the rapid development of new media industry. This requires that the major tourism enterprises should re-integrate marketing resources, adjust marketing strategies, and ensure that all decisions match the new media concept. The concept of new media has relativity. With the continuous progress of time and society, its concept scope will be relatively extended. Xiong Chengyu, a domestic expert, has made an in-depth study on the concept of new media. He points out that the theory of connotation concept of new media should be interpreted from the perspective of time and development. New media presents dynamic nature and is constantly evolving and developing. Therefore, the concept of tourism new media also has the same characteristics, namely relativity.

### Research on the characteristics of tourism new media

The specific characteristics can be summarized as follows:

#### 1. Interactivity

The characteristics of interaction are more prominent. The audiences in the new tourism media have a high degree of autonomy in the management of information sending and receiving. They can not only be the receiver of information, but also the transmitter. In the traditional tourism media, the dissemination of image information is single line mode, and the audience does not have the function of information feedback and interactive communication. The emergence of new media not only endows the above functions, but also helps tourism enterprises to carry out image communication activities.

#### 2. Instantaneity

The benefits of instantaneity can be summarized in two aspects: The first is to strengthen the timeliness and greatly shorten the time interval between information transmission and receiving. Relying on the information network technology, the

instantaneity communication effect is basically realized; Secondly, it provides more space for the spread of negative tourism information, which increases the difficulty of tourism information management.

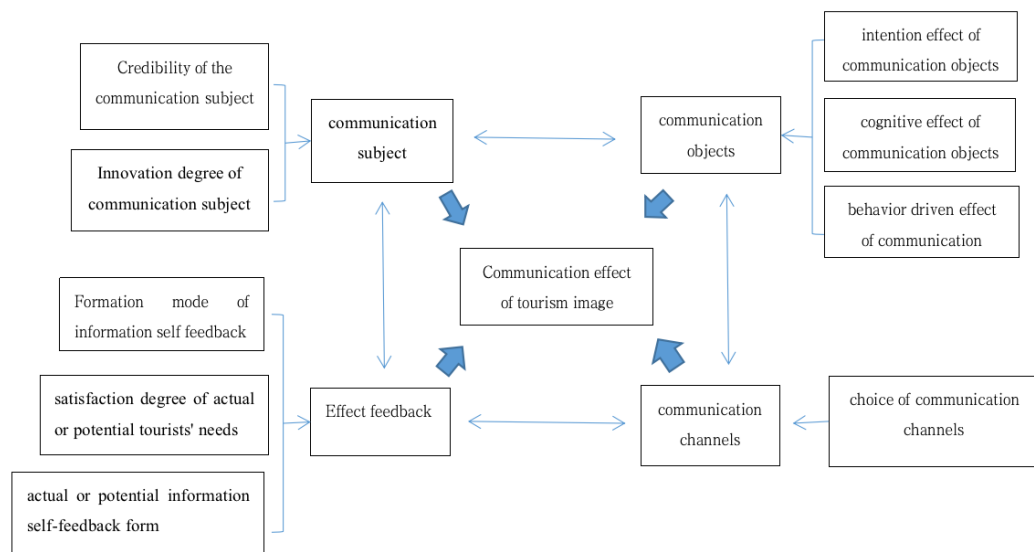
### 3. Fast update

Based on the new media environment, the level of information interaction is constantly improving, which also means that the change frequency of tourists' demand will continue to increase. If we want to further explore the driving effect of new tourism media on the development of the industry, we must rely on information technology to achieve continuous innovation, reduce the cost of publicity, improve the efficiency of publicity, expand the scope of publicity, and strengthen the publicity effect.

Based on the mainstream communication theory, such as D. According to McQuail (2003), the credibility of communication subjects and the innovation of individuals have an impact on the communication effect of tourism image; The comparative superiority of the interface image effect, cognitive effect and behavior driving effect of tourism image communication object has an impact on the tourism image communication effect; The choice of communication channels has an impact on the communication effect of tourism image. The satisfaction of real or potential tourists' needs, the construction of real tourism travel behavior and the formation of information self-feedback have an impact on the communication effect of tourism image.

This paper attempts to construct the " factor model of " tourism image communication effect, and through the factor model to measure the communication effect of tourism image, and then realize the evaluation function of communication effect (as shown in figure 1):





**Figures 1** tourism image communication effect influence model

### Research hypothesis

According to the above theoretical research and theoretical model analysis, the main assumptions are as follows:

H1: The credibility of the communication subject has a significant impact on the communication effect of Guangxi's tourism image

H2: The innovation degree of communication subject has a significant impact on the communication effect of Guangxi's tourism image

H3: The formation mode of information self feedback has a significant impact on the communication effect of Guangxi's tourism image

H4: The satisfaction degree of actual or potential tourists' needs has a significant impact on the communication effect of Guangxi's tourism image

H5: The actual or potential information self-feedback form has a significant impact on the communication effect of Guangxi's tourism image

H6: The intention effect of communication objects has a significant impact on the communication effect of Guangxi's tourism image

H7: The cognitive effect of communication objects has a significant impact on the communication effect of Guangxi's tourism image

H8: The behavior driven effect of communication objects has a significant impact on the communication effect of Guangxi tourism image

H9: The choice of communication channels has a significant impact on the communication effect of Guangxi's tourism image



## CHAPTER III

### RESEARCH METHODOLOGY

#### Local of the Study

The questionnaire was sent out in Nanning City, Guangxi Province, but the questionnaire was randomly distributed through new media platforms such as online e-mail and questionnaire website.

#### Population and Sampling Procedures


Since the questionnaire is based on the background of new media, it mainly adopts the network survey method, and randomly distributes the questionnaire through the new media platforms such as online email and questionnaire survey website. The survey is planned to start in early 2021. According to the relevant literature and data, it is planned to release 400 questionnaires to users through the Internet.

#### Variable of Measurement

Based on the mainstream communication theory, D. McQuail (2003) pointed out the credibility of communication subjects and the innovation of individuals have an impact on the communication effect of tourism image; The comparative superiority of the interface image effect, cognitive effect and behavior driving effect of tourism image communication object has an impact on the tourism image communication effect; The choice of communication channels has an impact on the communication effect of tourism image. The satisfaction of real or potential tourists' needs, the construction of real tourism travel behavior and the formation of information self-feedback have an impact on the communication effect of tourism image.

This paper attempts to construct “tourism image communication effect influence factor model”, and through the factor model to measure the communication effect of tourism image, and then realize the evaluation function of communication effect. Therefore, the following scale was designed:

**Table 1** Influencing Factors of Tourism Image Communication Effect

First layer	Second layer	Third layer	Fourth layer
	Communicating subject	Subject credibility	Reliability
		Individual innovation	Individual needs
	Communicating object	Interface image effect (comparative advantage, complexity)	Personal characteristics
		Cognitive effects (compatibility)	Image slogan
		Behavior driven effect (testability)	Image identification
		We media communication	Image spokesperson
	Communication channels	Mass communication	Facility of traveling
		Mass communication	Tourist resources
		Satisfaction of needs	Social and cultural environment
	Communication effect feedback	The construction of travel behavior	Generate willingness to travel
Willingness to revisit			
The formation of self feedback		Reprint intention	
		Convenience	

## Research Instruments

In order to test the validity of the questionnaire, it is necessary to conduct a pretest before actual use. In this study, undeclared pretest was used, and the respondents were not told that it was a pretest. The survey is as real as it is. This type of prediction test allows the selection of analysis to be examined and the standardization of investigation. According to Narins. P (1999) points out that it is difficult to say how many participants are involved in each prediction. A rule of thumb is a sample of 25 to 75 for large-scale studies. In making health communication plan work: Planning and pre-testing are discussed in a chapter of the guide to planners. It is mentioned that in the prediction test, the sample size should be large enough, but the confidence of a series of opinions should be given to the sample. A reasonable and sufficient sample size is a typical target audience of 50 participants. Based on the references in this study, a pretest process for 50 participants will be obtained.

In this study, confirmatory factor analysis will be used to test the reliability and validity. In confirmatory factor analysis, Cronbach's alpha is used to measure the reliability of two or more structural indicators. In addition, in confirmatory factor analysis, in order to test the validity of the measurement model, the number of indicators is helpful for us. For example, in confirmatory factor analysis, the latent variable of factor loading should be greater than 0.7.

### Pretesting of the Instrument

Data collection is a term, which used to describe the process of preparing and collecting data, for example, as part of a process improvement or similar project. The purpose of data collection is to obtain and record information, makes decisions on important issues, and transfers information to others (Weller & Romney, 1988). First, collects data to provide information about a specific topic. The data collection plan in this study will include the following activities:

Pre mining activities: The target data was obtained by for preliminary use, and the analysis method was determined.

Collection: The data were collected according to the sampling method. It is found that: It involves some form of analysis and thesis work. According to the sampling method and data collection plan, will be used in this study.

## **Analysis of Data**

### **Frequency analysis**

In order to study the communication effect of tourism image in Guangxi Autonomous Region under the background of new media, this paper chooses to obtain data via questionnaire survey, and describes the frequency of the options in the questionnaire by frequency analysis, and analyzes which options the interviewees choose more frequently.

### **Principal component analysis**

Principal component analysis (principal component analysis, PCA) is a statistical method. Through orthogonal transformation, a group of variables which may have correlation can be transformed into a group of linearly unrelated variables. The transformed variables are called principal components.

In this paper, in order to comprehensively analyze the impact of all indicators on the tourism image of Guangxi Autonomous Region, all variables are obtained, but not every variable can reflect the main information of the research subject in a better degree. Therefore, it is necessary to extract the main components, delete the non-main indicators, and simplify the research process.

The principal component analysis (PCA) was first performed by (Karl Pearson, 1901). The results show that Pearson introduced nonrandom variables, and then method is extended to the case of random vectors by H. Hotelling (1903). The size of information is usually measured in terms of sum of squares of deviation or variance.

### **Correlation analysis**

Correlation analysis is a statistical analysis method to study the correlation between two or more random variables in the same position. It is a process to describe the closeness of the objective things and express them with appropriate statistical indicators.

### **Descriptive analysis**

Descriptive analysis is used to quantitatively describe the main features of data sets. The purpose of the analysis is to provide an overview of respondents and insight into their behavior patterns. (Mann, 1995)

### **Core Questions and Roadmap**

Under the background of new media, the evaluation of tourism image communication effect is a comprehensive problem. In the process of constructing the influencing factor model of tourism image communication effect, the questions need to be divided into several parts to study, and through the support of each specific theory, the core problem of each part can be solved.

### **Core Questions**

The core questions to be answered in this study are as follows:

1. What is the process of tourism image communication under the current new media? What are the changes compared with traditional media?
2. What are the factors that affect the communication effect of tourism image under the new media? What is the specific impact?
3. How can we build the evaluation system of tourism image communication effect?
4. Based on the solution of the above problems, through which path can we improve the effect of tourism image communication under the new media?



### Specific Questions and Research Program

1. Compared with the traditional media, the process of tourism image communication under the new media is different.

Under the new media, the change of communication mode and the characteristics of new media, such as interactivity, immediacy, diversity of content forms, mass and sharing, strong freedom of audience, have greatly changed the current process of tourism image communication, and ultimately affected the effect of tourism image communication. According to the requirements of Communication Theory, when studying the communication effect, the first thing to answer is the status quo and changes of the four elements of communication, which is the main content of this part of the study, and also the basis of the research on the influencing factors of tourism image communication. The question is broken down as follows:

1.1 What are the communicators of tourism image under the new media? What are their characteristics?

1.2 What changes have taken place in tourism information under the new media? What is the situation of receiving messages?

1.3 What are the changes of media under the new media and the current situation of people's use of new media from different sources?

1.4 How is the communication effect under the new media? What is the influence of the feedback of communication effect on the process of tourism image communication?

2. What are the factors that affect the communication effect of tourism image under the new media? What is the specific impact?

This paper is mainly based on the actual or potential tourism users' behavior of accepting tourism image information. In the research, this paper combined the communication characteristics of new media and Diffusion of Innovations Theory to analyze the communication subject of tourism image under new media and used the new characteristics of the Diffusion of Innovations Theory to analyze the communication object under the new media. Based on the new changes of new media and the theoretical innovation of Agenda Melding Theory of "agenda setting", this paper analyzed the communication channels of tourism image under the current new media. With the innovation of the classic Uses and Gratifications Approach, the feedback effect was also regarded as an important factor affecting the effect of tourism communication.

3. How do we evaluate the effect of tourism image communication under new media?

The overall goal of this study is to analyze the factors that affect the effect of tourism image communication under the new media, build the influencing factor model of the effect of tourism image communication under the new media, and then make a useful attempt to build the evaluation model of the effect of tourism image communication under the new media. Therefore, the first half of the research conclusion is based on the research of “influencing factors of communication effect”, to understand the current situation and objectives of tourism image communication under the new media mainly through literature review, and to reinterpret the process of tourism image communication under the guidance of three basic theories of communication. This paper deeply analyzed the factors that affect the effect of tourism image communication under the background of “audience centered” new media, and the role of these factors in achieving the evaluation goal of the effect of tourism image communication. The first half of the paper made a quantitative study based on the data of the case survey, in order to understand the problems and conditions in the process of tourism image communication in Guangxi Zhuang Autonomous Region, and put forward the specific path to improve the effect evaluation of new media tourism image communication, and drew the final conclusion of the study.

### **Tourism Image Communication Effect Influencing Factors under the Background of New Media**

#### **Communication Subject Influencing Factors**

The communication subject is equivalent to the “gatekeeper” of information to control the process of mass communication. At the same time, due to the different values, goals, objects, functions, focuses and other social factors of the communication subject, the content of communication will be affected. Therefore, the communication subject is also controlled by its social environment. The subject of tourism image communication plays an important role in the communication effect of tourism image based on its unique nature.

### 1. Credibility of Communication Subject

Credibility of the communication subject refers to the degree of the audience's trust in the source of communication, that is, the degree of recognition of the authority and credibility of the communicator. The credibility of tourism image communication subject is affected by many aspects, including communication purpose, communication literacy, communication media and communication content differences. The "interactivity" and "community" characteristics of new media effectively increase the users' stickiness, and make the credibility of users to the communication subject in a relatively stable state. At the same time, due to the enhancement of the audience's autonomy and initiative in the process of new media communication. Generally speaking, the "audience" is more inclined to choose more authoritative and higher credibility information in the process of image communication. Therefore, the flow of information depends on the credibility of the communication subject, and ultimately forms an impact on the effect of tourism image communication. Based on this, determining the credibility of the communication subject has a significant impact on the effect of tourism image communication.

### 2. Individual Innovation of Communication Subject

2.1 The influence of individual demand of communication subject on the communication effect of tourism image

The demand here not only refer to the demand of individuals, but also represent the goals of certain organizations or groups. That is to say, in order to improve tourism revenue and realize economic development, government departments should publicize tourism image. In order to achieve profits or other purposes, tourism enterprises and tourism associations should increase the publicity of tourism image. As for media organizations, the communication of tourism image can meet their own development and expand the diversity demand of consumers. In terms of interpersonal communication, the communication of tourism image can meet the multi-level demand of venting self-emotion, looking for information, and even improving their own image.

2.2 The influence of individual characteristics of communication subject on the communication effect of tourism image

The personal characteristics of communication subject refer to the nature of his organization in which he works and information release mode of communication subject. For example, the government is the absolute subject of regional tourism image

building. On the one hand, the image building led by the “government” is limited by its own ability, which includes market control, economic power, and crisis identification. The shortage of a certain part will inevitably lead to the wrong orientation and ambiguity of the image, bringing poor communication effect. In the communication process of tourism image as a new thing, due to different individuals, each group will present different characteristics. For example, the early adopters are generally people with rich information channels, strong curiosity and social participation consciousness, and are relatively willing to accept new information. The medium-term adopters are relatively mature and cautious, and will not easily accept a certain tourism image. They will only accept the image of the tourist destinations if they have experienced it in person. The late adopters are more conservative and cautious. They are willing to adopt the tourism image after the public has basically accepted it. The laggards are used to following the old ways, with low economic and knowledge level, and like to seek shelter from new things. Only when the tourism image becomes a consensus, they will passively accept it. Therefore, determining the individual innovation of the communication subject has a significant impact on the effect of tourism image communication.

### 3. Communication Object Influencing Factors

According to the Diffusion of Innovations Theory, the speed of innovation adoption is influenced by the attributes of innovation itself. For a certain tourism image communication, whether it is effective or not and whether it can be quickly accepted by people also depends on its own innovation. Tourism image is also a kind of innovation, and its communication process is also the process of innovation communication. In the following parts, the interface image effect, cognitive effect and behavior driving effect of tourism image were evaluated according to the relative advantage, complexity, testability and compatibility of the Diffusion of Innovations Theory.

#### 3.1 Interface Image Effect of Tourism Image

The advantage of an innovation over the original and other things is called relative advantage. Complexity refers to the degree to which people can perceive that an innovation can be used and understood. Only when innovation appears in a relatively simple and easy-to-observe form can it be quickly perceived and adopted by people. A certain tourism image should have relative advantage and observability, which means that the tourism image is more prominent than the original tourism image

and the tourism image of other places, that is, it has relatively unique and observable interface image effect. Slogans and logos that are simple and easy to understand and have profound cultural concepts and connotations are more easily accepted by people. The following effects are endless. They can not only shape the overall image of tourism, but also play the role of publicity and popularity expansion, and further induce tourists' interest in the destinations, which finally leads to the increase of travel and revisit probability. Therefore, the interface image effect of tourism image is a guiding factor for the perception of tourism image, which helps people recognize a certain tourism image and ultimately affects the communication effect of tourism image. Therefore, the relative advantage of the interface image effect of tourism image has a significant impact on the communication effect of tourism image.

### 3.2 The Cognitive Effect of Tourism Image

According to the Diffusion of Innovations Theory, compatibility refers to the degree of consistency between innovation and the experience, values and needs of potential users. The compatibility of tourism image refers to the degree of consistency between the tourism image and the past experience of the recipient, their own values and the needs of potential tourists. The cognitive effect of tourism image refers to the degree of attention, memory and recollection of people who accept the new image after the release of a tourism image. The cognitive effect of tourism image reflects the subjective perception of tourists more directly than the effect of interface image. Therefore, the cognitive effect of tourism image has a significant impact on the communication effect of tourism image.

### 3.3 Behavior Driving Effect of Tourism Image

Innovation testability refers to the reduction of people's concerns about the use of innovation through trial. Under normal conditions, only through the trial of innovation can people accurately and clearly perceive the advantages and disadvantages of innovation, and then affect people's acceptance and use. The behavior driving effect of tourism image communication refers to the change of the psychology, attitude and behavior of the real and potential tourists after the tourism image of a certain area is spread. It can be divided into two parts: recognition and tourists' willingness. Recognition will drive tourists to make corresponding behavior obviously, and tourists' willingness can ensure the integrity of the process of tourism image communication.

Due to the interaction of multiple systems, individual tourism behavior is formed, so its change process is complex and affected by many factors, such as individual characteristics, cultural level, past experience and tourism demand of tourists. Therefore, this paper started from the wishes of tourists and potential tourists to investigate the behavior driving effect of tourism image communication, and selects “recommendation to others”, “revisit tendency”, and other tourism behaviors as the influencing factors of tourism image communication. Therefore, determining the driving effect of tourism image behavior has a significant impact on the effect of tourism image communication.

#### 4. Communication Channel Influencing Factors

At present, the main channels of new media communication are official websites; Baidu, Google, Bing and other search engines; Microblog, Facebook, Twitter, Line and other social media; Blog; QQ, WeChat, Eason, Skype, Aliwangwang and other instant messaging tools. According to the Agenda Setting Theory, the traditional one-way closed agenda setting has changed into a multi-way unclosed process under the new media (as shown in Figure 3-3 above). According to the above, all links of agenda setting show a trend of integration. Therefore, under the new media, the communication process of tourism image must be the integration and decomposition of we media communication, group communication and mass communication.

##### 4.1 We Media Communication

Under the current new media, we media has gradually become popular. It provides information processing, sharing and communication for individuals. Therefore, we media only call for content, information and platform. Popularization is the unique performance of we media communication, and it also subverts the traditional communication mode of tourism image. The current tourists have great autonomy, and any real or potential tourists under the new media may be the communicators in the process of tourism image information communication.

##### 4.2 Group Communication

Group communication refers to the communication within a group with some common characteristics. Groups can share resources and fully express their opinions to form collective decisions. The characteristics of “interactivity, real-time and personalization” of new media make it easier to attract a group of people with the same interests, hobbies and similar needs and values. With the rapid update of new



media, the convenience and rapidity of group sharing are constantly strengthened. All of these provide convenience for group communication of tourism image, and ultimately affect its communication effect. The specific advantages of traditional social tools cannot match.

#### 4.3 Mass Communication

The core of mass communication is the role of the media, which is a way of communication by using the media to process and transmit information. In the era of new media, the emergence of instant messaging tools such as Tencent QQ and WeChat has greatly changed the traditional mass communication. The speed and efficiency of communication are obviously accelerated, and the mass media with its own distinctive characteristics is a new form. Tourism image communication using all kinds of instant messaging tools, can greatly reduce the cost of communication, understand deeply the needs of tourists, form an interactive communication mode, greatly simplify the communication process, and directly affect the communication effect. Therefore, mass communication also greatly affects the communication effect of tourism image.

Therefore, the choice of the communication channels of tourism image has a significant impact on the communication effect of tourism image.

### 5. Communication Effect Feedback Factors

With the continuous progress of Internet technology, new media has opened an era with “audience” as the center. Communication is no longer one way. It is a stable communication mode from “communicator” to “receiver”. Interactive and timely communication makes the communication mode more convenient and rapid. The change of communication mode also makes us re-examine the evaluation of communication effect. The traditional evaluation which only focuses on the communication content, communication process and communication results cannot comprehensively evaluate the communication effect. According to the Uses and Gratifications Approach, the audience do not passively accept information, but actively seek information. In the process of tourism image communication, the feedback of communication effect becomes more and more important, and greatly affects its communication effect.

#### 5.1 Meeting the needs of real or potential tourists

According to Maslow’s Hierarchy of Needs Theory, the lowest human needs are physiological needs, followed by security needs. Only when the low-level needs are met, people will pursue higher-level needs. Therefore, when the real or potential

tourists want to travel in other places, the uncertainty and fear of the unfamiliar environment will increase, prompting them to actively seek relevant information, including “food, clothing, housing and transportation” and so on, in order to meet their basic physiological and safety needs. According to the Uses and Gratifications Approach, under the new media, the audience actively use the media to obtain information based on a certain purpose and demand. They are no longer passive information acceptors in the traditional mode of communication. The purpose of their media contact behavior is to meet their own needs and goals. Therefore, when tourism image information can be accepted by real or potential tourists, it must also be able to meet their social needs, emotional needs and individual development needs. Especially in the new media era, the huge abundance of information makes the receiver more dominant. Only when the information is valuable and meaningful to the receiver, can it be concerned. Therefore, the satisfaction degree of tourism image design to the needs of real or potential tourists also has a significant impact on the effect of tourism image communication. Therefore, the satisfaction of real or potential tourists’ needs has a significant impact on the effect of tourism image communication.

## 5.2 The construction of tourism behavior

Promoting the occurrence of tourism behavior may not be the result of tourism image communication, but the construction of tourism behavior does greatly affect the communication of tourism image. According to the herd mentality, when a new thing appears, many people do not accept it because they do not understand it. However, when someone tries and accepts it, they tend to be curious and conform to others, and the thing will be gradually accepted by the public. The same is true of the communication of tourism image. For the strange tourism image, people are in a wait-and-see attitude without making judgements, so the communication effect is interrupted. However, if someone puts forward his own experience to prove that the tourism image is true, then everyone will gradually accept the tourism image, and this kind of communication is from small group to large one, from the initial interpersonal communication of a few people to the tourism image generally accepted by the public. That’s why tourism strategy has become a hot search. On the contrary, if tourists bring negative news, it will also interrupt the communication effect of tourism image. Therefore, two indicators of visit rate and satisfaction are used to measure the impact of tourism behavior construction on tourism image communication effect. Therefore, the construction of tourism behavior has a significant impact on the effect of tourism

image communication.

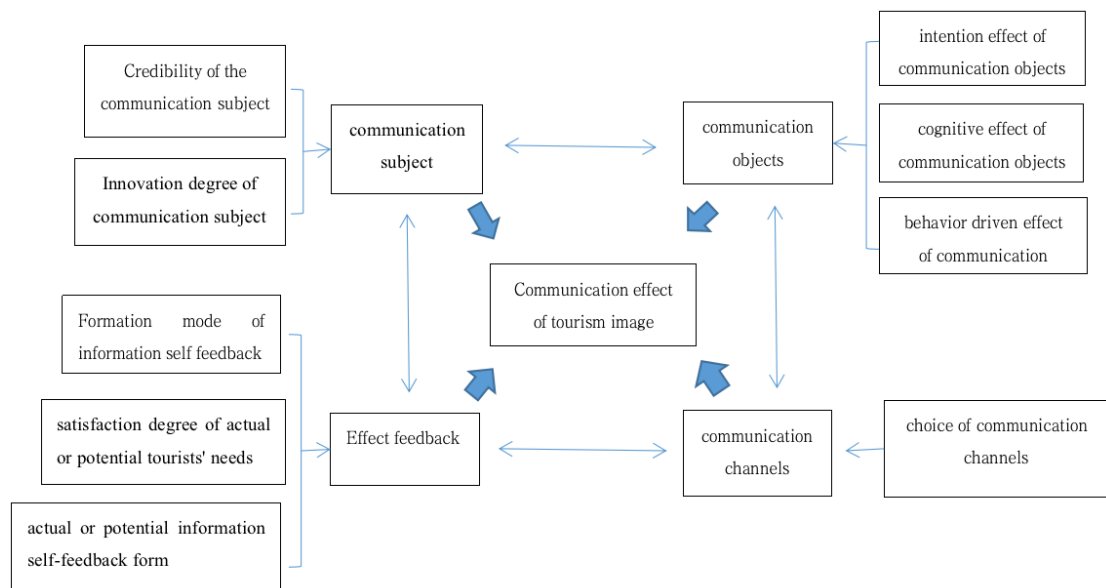
### 5.3 The formation of self-feedback

According to Maslow's needs theory, the highest level of human need is self-realization. Based on the Uses and Gratifications Approach, in the process of tourism image communication, self-feedback is formed to meet the comprehensive needs of obtaining self-confidence, trust and respect. Self-feedback is composed of sharing rate and recommendation rate. At present, the role of self-feedback is more used by some groups and enterprises to share and recommend after the group tour, rather than being valued by individuals. The process of sharing is consistent with the cycle process of domino, and it is a link-by-link interpersonal communication. The full sharing and recommendation of tourism image has imperceptibly improved the communication effect of tourism image. In addition, affected by the leadership and authority of self-feedback individuals and organizations and the characteristics of the new media itself, the communication effect of tourism image is different. Therefore, the formation mode of self-feedback is determined as the feedback influencing factor of tourism image communication effect under the new media.

#### **Model of Tourism Image Communication Effect Influencing Factors under the Background of New Media**

Based on the analysis of the four elements of communication subject, communication object, communication channel and feedback in the process of tourism image communication under the background of new media, combined with the process of tourism image communication under the new media, this paper deeply excavated the influencing factors of tourism image communication effect, and drew the following conclusions: the credibility of the communication subject, individual innovation has a significant impact on the effect of tourism image communication. The relative advantage of the interface image effect, cognitive effect and behavior driving effect of the tourism image communication object has a significant impact on the tourism image communication effect. The choice of communication channels has a significant impact on the effect of tourism image communication. The satisfaction of real or potential tourists' needs, the construction of real tourism behavior and the formation of information self-feedback have a significant impact on the effect of tourism image communication.

Combined with the influencing factors of tourism image communication effect under the new media and the communication process of tourism image under the new media, this paper attempted to build the “influencing factor model of tourism image communication effect under the background of new media”, and measured the communication effect of tourism image through the factor model, so as to realize the evaluation of the communication effect (as shown in Figure 2)



**Figures 2** Model of Tourism Image Communication Effect Influencing Factors under the Background of New Media

## CHAPTER IV

### RESULTS

#### Tourism Image of Guangxi Zhuang Autonomous Region

##### Introduction to Natural Resources of Guangxi Zhuang Autonomous Region

Guangxi has rich tourism resources, including natural landscape, cultural landscape, folk customs and so on. Now there are more than 400 tourist attractions in Guangxi that can receive foreigners. Among them, tourist resources can be divided into five major parts: first, Guilin landscape, which is said to have been “the best landscape in the world” since ancient times. So far, no tourist attractions can replace Guilin landscape. Guilin landscape ranks first in the annual top 10 scenic spots of China. Second, ethnic customs. Guangxi is a big ethnic family with abundant ethnic customs. Third, the seaside scenery, including Beihai Silver Beach and Fangchenggang Golden Beach. Fourth, China-Vietnam border tourism. Fifth, adventure travel. The adventure tourist resources developed in Guangxi include Zijiang exploration, Longgu Gorge exploration, Baise virgin forest exploration, etc.

In terms of natural landscape, Guangxi has unique peak and forest landscape, karst cave landscape, mountain landscape, river and lake landscape, waterfall landscape, spring landscape and coastal landscape. At the same time, Guangxi also has a fascinating cultural landscape, including many cultural relics and revolutionary monuments, passionate ethnic groups, modern architectural complex and gardens. At present, there are three national tourist attractions in Guangxi, namely Lijiang Scenic Spot, Guiping Xishan Scenic Spot and Ningming Huashan Scenic spot. It also has 29 provincial-level scenic spots, including Longhu Mountain Scenic Spot in Long'an, Nanshan Donghu Scenic Spot in Guigang. There are seven state-level historical and cultural relics protection units, including the former site of Jintian Uprising of Taiping Heavenly Kingdom in Guiping, the former site of Youjiang Revolutionary Military Commission of the Seventh Red Army and the eighth Red Army headquarters of the Chinese workers' and peasants' Red Army. There are also 220 historical and cultural relics protection units at the provincial level and 11 national forest parks, including Guantouling National Forest Park in Beihai and Guilin National Forest Park. There is 1 national tourist resort, namely Beihai Yintan Resort.

### Guangxi Zhuang Autonomous Region Tourism Image Communication

In the era of mass communication, the image of Guangxi Zhuang Autonomous Region has changed more and more quickly, accurately and refinedly. That is, from “Splendid Zhuang Hometown” to “Guangxi landscape is the best in the world and Zhuang people are the most beautiful in Guangxi”. In 2010, Guangxi began to implement the brand leading strategy and continued to promote the development of “beautiful Guangxi” brand. In 2019, Guangxi launched a new tourism brand logo. This is the first time that Guangxi has changed its tourism image over the years. Before that, it used a landscape icon outlined by lines (Figure 5-1). In 2020, Guangxi determined the promotional film, which highlights the overall brand image of cultural tourism in Guangxi, and shows the features and features of six cities. Liuzhou Bauhinia Flower and river snail rice noodles, Lijiang River in Guilin and Bajiaozhai in Ziyuan, Hemei Qintang and Jintian Uprising Museum in Guigang, Silver Beach and Weizhou Island in Beihai, Arcade Houses in Wuzhou, Liu Pao Tea garden in Chongzuo, Huashan Rock Paintings in Chongzuo, Detian Waterfall and other nearly 20 tourist attractions and features, products in Guangxi have been displayed.



Figures 3 Guangxi Tourism Communication Logo

Guangxi has made great efforts to create and publicize its tourism image. Through a series of activities, such as carrying out Guangxi image design competition, making promotional films and using media platform to publicize, it has also received certain influences at home and abroad.



## Data Sources and Research Methods

### Questionnaire Design

Structured questionnaire and unstructured questionnaire are the most widely used questionnaire survey methods.

In order to ensure the authenticity, typicality and comprehensiveness of the research, this survey adopted the method of combining two kinds of questionnaires, and used Likert scale to score based on the subjective perception and judgment of the respondents with numbers 1-5 to represent five degrees of agreement. The questionnaire design is divided into two parts, which are the basic characteristics of the respondents and the effect of tourism image communication of Guangxi under the background of new media. The first part mainly reflects the basic characteristics of the real and potential tourists. The second part is sub-divided into four parts. The first part is to investigate the basic cognition of the real and potential tourists about the tourism image of Guangxi and their recognition degree of the subject of tourism image communication, which is mainly used to evaluate the recognition degree of the tourists to the subject of tourism image communication of Guangxi and the perception degree of their demand for innovation of the communication subject under the new media environment. The second part consists of three aspects, namely, social and cultural environment, tourism facilities and services, and tourist resource environment. It mainly evaluates the audience's perception of these three aspects to judge the degree of perfection of Guangxi's tourism image communication object and the final impact on the communication effect. The third part aims to know the information channels that the real and potential tourists choose to receive the tourism image, so as to optimize and enhance the media communication effect of the tourism image. The fourth part is the open-ended questions, using the feedback of communication effect to explore the effect of Guangxi tourism image communication.

### Survey Methods and Practice

Because this questionnaire is based on the new media background, it mainly adopted the online survey method, and randomly distributed the questionnaire through E-mail and questionnaire website and other new media platforms. This survey started on April 10<sup>th</sup> in 2021. A total of 361 electronic questionnaires were received, and 314 valid questionnaires were finally determined, with an effective rate of 86.9%.

## Data Analysis

### Reliability and Validity Analysis of Questionnaire

#### 1. Reliability Analysis of the Questionnaire

In order to ensure the rationality and science of the questionnaire, this study mainly used Cronbach Alpha reliability (Q-coefficient) as the measurement reliability standard to test the reliability of the questionnaire data. The Q-coefficient value ranges from 0 to 1. Generally, when Q-coefficient is 20.5, the reliability is acceptable. When Q-coefficient is less than 0.5, the reliability is poor, so further analysis is not allowed, And the closer the Q coefficient is to 1, the better the internal coordination of each item in the scale is, and the more suitable the data is for further analysis.

**Table 2** Statistical Magnitude of Variable Reliability Final Test

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standard Items	Number of Items
Holistic Scale	.920	.891	73
Image Communication Subject	.686	.623	20
Image Communication Object	.973	.974	18
Image Communication Channel	.567	.523	16
Feedback of Image	.752	.607	11
Communication Effect			

It can be seen from the above table that the minimum a-coefficient of each variable is 0.567, higher than 0.5, and the a-coefficient of the total scale is 0.920. This shows that the reliability of the questionnaire has reached the standard, and the variables in the scale are relatively coordinated. Therefore, this scale can be used as an effective scale for further research.

## 2. Validity Analysis of the Questionnaire

The validity of the questionnaire is the effectiveness of the questionnaire. The higher the validity, the more consistent the measurement results and the characteristics to be investigated. This paper used factor analysis to test the validity of the questionnaire, that is, using SPSS software to for KMO and Bartlett spherical test of the overall variables. The test criteria are: KMO value is between 0 and 1. When KMO is greater than 0.5, factor analysis can be done, and the closer to 1, the more suitable. Bartlett spherical test is to verify whether the correlation coefficient is different and greater than 0. The validity of the questionnaire was analyzed by SPSS 19.0 statistical software. Results are as follows.

**Table 3** KMO and Bartlett Test Result of Communication Influencing Factors

Kaiser-Meyer-Olkin measurement of sampling adequacy	.858
Bartlett spheric test is approximately chi square	12317.079
df	2415
Sig	.000

As shown in table 3, the sampling adequacy (KMO) of the scale is 0.898, and the index statistic is greater than 0.5. In addition, the sig value of Bartlett's spheric test is .000, which meets the significance level of 0.05, so it is suitable for factor analysis.

### Descriptive Statistical Analysis of Variables

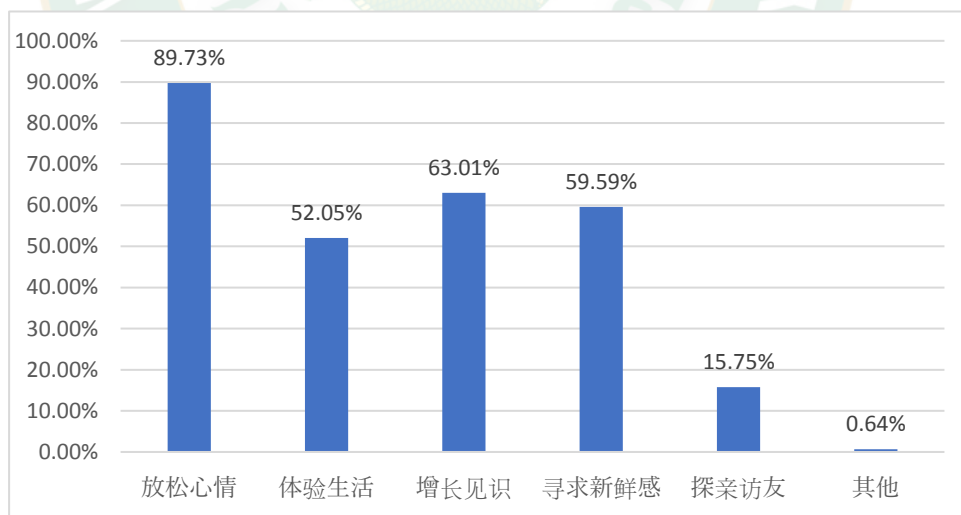
This paper mainly estimated and described the factors that affect the tourism image communication of Guangxi by calculating the mean value, standard deviation, frequency and proportion of data.

## Communication Subject Analysis

**Table 4** Statistical Magnitude of Communication Subject Reliability Description

	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
9 what do you think of the credibility of the following types of tourism image communicators? (**government department)	314	-2	5	3.02	1.451
9 what do you think of the credibility of the following types of tourism image communicators? (tourism enterprises or other enterprises)	314	-2	5	2.64	1.242
9 what do you think of the credibility of the following types of tourism image communicators? (tourism association or relevant social organization)	314	-2	5	2.85	1.315
9 what do you think of the credibility of the following types of tourism image communicators? (media)	314	-2	5	2.77	1.262
9 what do you think of the credibility of the following types of tourism image communicators? (relatives and friends)	314	-2	5	3.71	1.402
Valid N (list)	314				

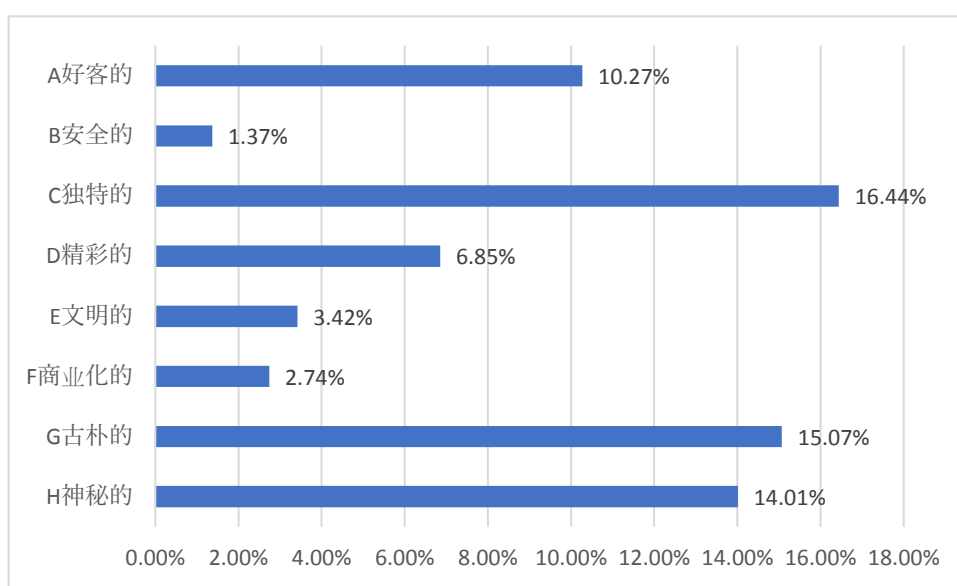
The factors that affect the communication subject include the credibility and individual innovation of the communication subject. The credibility of the communication subject is measured by the Likert 5-point scale, and analyzed by calculating the mean and standard deviation. It can be seen from Table 4 that only the average credibility of government departments, relatives and friends reaches above 3. And the average credibility of interpersonal communication between relatives and friends reaches 3.72, which is far greater than the credibility of government departments. This shows that interpersonal communication in the process of tourism image communication is more persuasive than other communication in terms of emotion, so it has a higher degree of trust. As the traditional communication subject, the low credibility of government departments also reflects the decline of the credibility and authority of the current government departments. However, the average value of tourism enterprises, relevant social organizations and media is about 2.7, which does not reach the average level of 3. This shows that the credibility of tourism enterprise, relevant social organizations and media has not been recognized by most people. In addition, in terms of standard deviation, these problems have reached more than 1, indicating that the respondents have different views on the credibility of these tourism subjects.



**Figures 4** Users' Biggest Expectation for Experience from Tourism

Remark	放松心情 Relaxing	体验生活 Experiencing Life
	增长见识 Increasing Knowledge	寻求新鲜感 Seeking for Novelty
	探亲访友 Visiting Relatives and Friends	

Among them, purpose of tourism can be seen from figure 4, that is to say, the experience most expected by users through tourism. Among them, 89.73% wanted to relax, 63.01% increase their knowledge, 59.59% seek novelty, 52.05% experience life, and only 15.75% visit relatives and friends. This shows that the traditional tourism for the purpose of visiting relatives and friends has been gradually replaced by the individual purpose of relaxing or increasing knowledge.

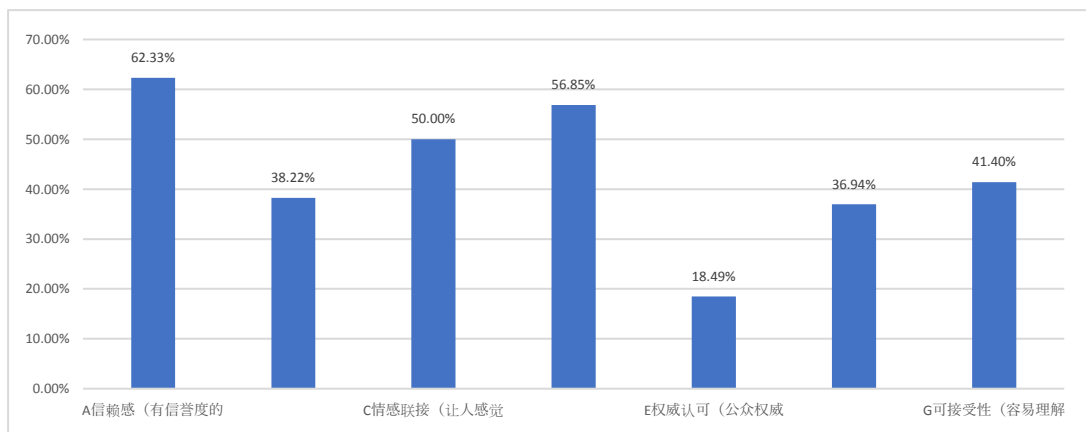


**Figures 5** Overall Evaluation of Guangxi Tourism Image by Users

Remark A 好客的: hospitable; B 安全的: safe; C 独特的: unique; D 精彩的: amazing; E 文明的: cultured; F 商业化的: commercialized; G 古朴的: folk; H 神秘的: mysterious

The figure 5 shows that most of the users' overall evaluation of Guangxi tourism image of was unique, folk and mysterious, and each choice was selected, which shows that the individual's cognition of the tourism image of Guangxi tends to be consistent, but there are diverse cognition due to individual differences.





**Figures 6** Factors Influencing the Reception of Tourism Image Information

Remark A 信赖感: sense of trust ; B 创新性: innovation ; C 情感连接: emotional connection; D 需求理解: personal demand; E 权威认可: authoritative recognition; F 声誉: reputation; G 可接受度: acceptability

As can be seen from figure 6, as for factors influencing the reception of tourism image information, 62.33% chose the sense of trust, 56.85% personal demand, 50% emotional connection, only about 40% acceptability, innovation and reputation, and 18.49% authoritative recognition. In the process of receiving tourism image information, most users pay more attention to the satisfaction of their individual feelings and needs than the acceptability and innovation of tourism image itself.

Therefore, the research on the communication effect of tourism image under the new media must pay attention to the credibility of the communication subject and the degree of individual innovation, which also shows that the credibility of the communication subjects under the new media tends to be consistent, and the degree of individual complexity is becoming stronger and stronger, and the degree of individual innovation will greatly affect the communication of tourism image under the new media. And based on the difference degree of individual innovation under the new media, the challenge of tourism image communication is also growing.

### Communication Object Analysis

The Likert 5-point scale was used to test the question 12, so this paper mainly analyzed it by comparing the level and dispersion of the mean value and standard deviation. The smaller the mean value is, the lower possibility the respondents agree

with the problem. When the mean value is less than 3, it means that most of the respondents do not agree with the question. The smaller the standard deviation, the smaller the difference of individual choice. The results are as follows:

**Table 5** Statistical Magnitude of Guangxi Tourism Image Description

Index	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
Social and cultural environment (high tourism safety)	314	-2	5	2.77	1.465
Social and cultural environment (hospitable residents)	314	-2	5	3.03	1.495
Social and cultural environment (good social security)	314	-2	5	2.66	1.522
Social and cultural environment (clean and tidy urban environment)	314	-2	5	2.90	1.536
Social and cultural environment (good social reputation)	314	-2	5	2.88	1.51
Tourism facilities and services (complete tourism catering facilities)	314	-2	5	2.74	1.555
Tourism facilities and services (excellent accommodation conditions)	314	-2	5	2.74	1.494
Tourism facilities and services (convenient transportation)	314	-2	5	2.74	1.476
Tourism facilities and services (rich and diverse tourism activities)	314	-2	5	2.96	1.534
Tourist facilities and services (complete tourism shopping facilities)	314	-2	5	2.83	1.570

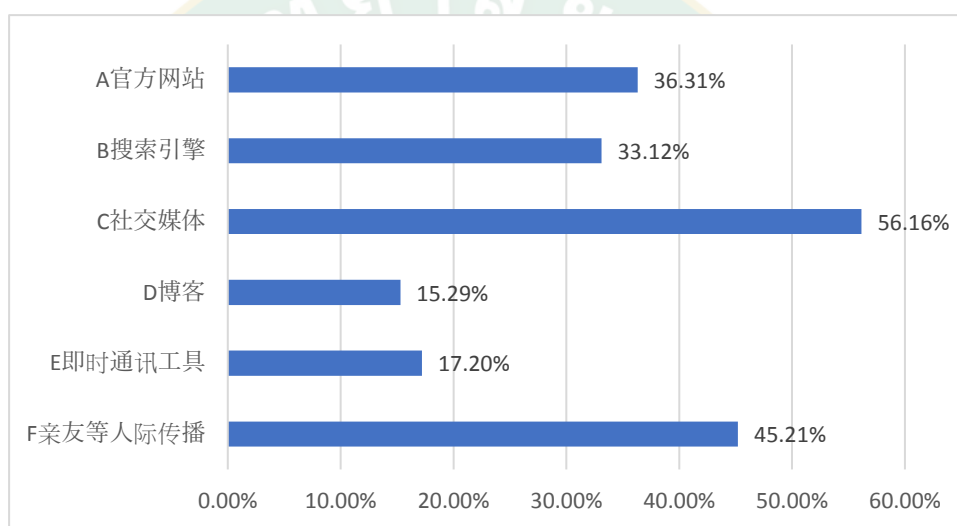
Table 5 (Continued)

Index	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
Tourism facilities and services (thoughtful tourism services)	314	-2	5	2.73	1.545
Tourism facilities and services (reasonable tourism consumption price)	314	-2	5	2.54	1.674
Tourism resources and environment (abundant tourist attractions)	314	-2	5	3.14	1.693
Tourism resources and environment (beautiful natural scenery)	314	-2	5	3.34	1.797
Tourism resources and environment (rich historical culture)	314	-2	5	3.06	1.702
Tourism resources and environment (distinctive ethnic characteristics)	314	-2	5	3.34	1.743
Tourism resources and environment (special diet)	314	-2	5	3.21	1.684
Tourism resources and environment (suitable climate)	314	-2	5	3.13	1.798
Valid N (list)	314				

As can be seen from the above table, only the mean value of the six questions in tourism resources and environment and the residents' hospitality in social and cultural environment is above 3, and the mean value of other questions is at about 2.7. It shows that the resources and environment of Guangxi and the hospitality of the residents were recognized by the respondents, while the tourism facilities and services of Guangxi and the tourism safety, public security, urban environment, reputation and other cultural aspects were not recognized. In addition, in terms of standard deviation, it can be seen that the standard deviation of all the questions in the description of the communication object is more than 1, which indicates that the respondents' views on the description of cultural environment, facilities and services, resources and environment in Guangxi were still quite different.

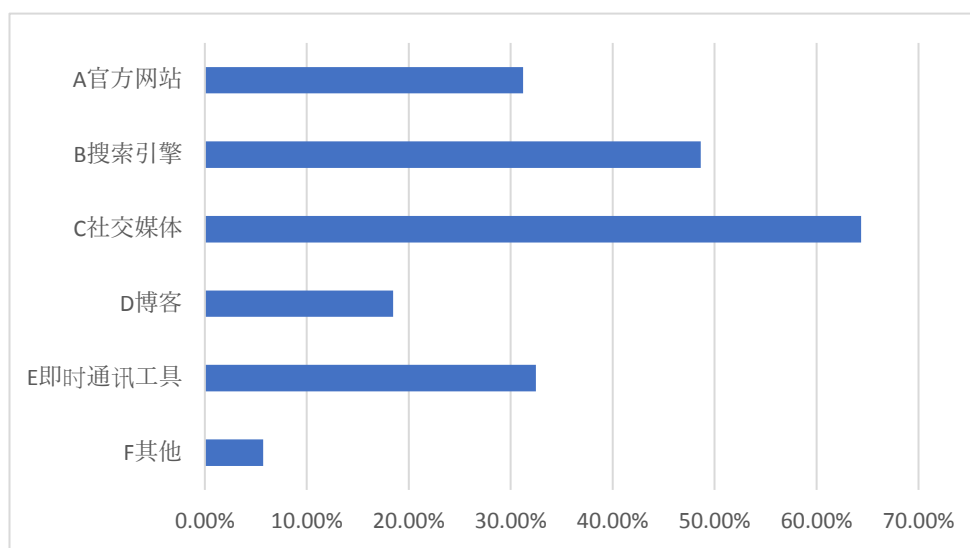
### Communication Channel Analysis

From the figures 7 and 8, it can be seen that social media (56.16%) has the highest usage in the process of obtaining the tourism image of Guangxi, followed by interpersonal communication of relatives and friends (45.21%), instant communication tools and blogs the lowest. Social media (64.38%) has the highest usage in daily life, followed by search engine (48.63), and instant communication tools and official websites. It shows that the current channels of tourism image communication in Guangxi were not consistent with the habits of users, and the media selection needs to be further optimized to achieve the effect of tourism image communication.



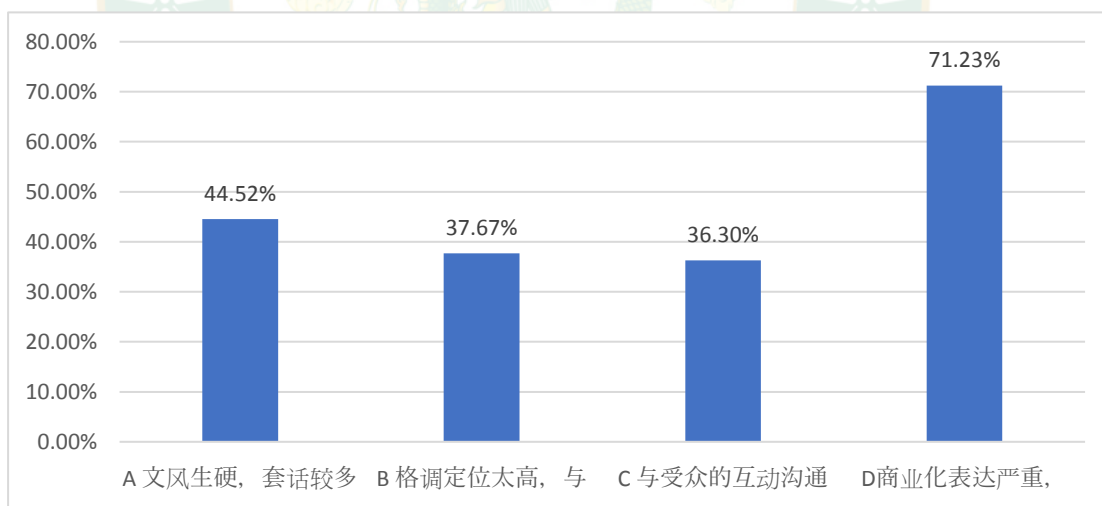
**Figures 7** Most Frequently Used Channels to Obtain Guangxi Tourism Image

Remark A 官方网站: official websites ; B 搜索引擎: search engine; C 社交媒体: social media; D 博客: blog E 即时通讯工: instant communication tools; F 亲友等人际传播: interpersonal communication of relatives and friends



**Figures 8** Most Frequently Used Channels in Daily Life

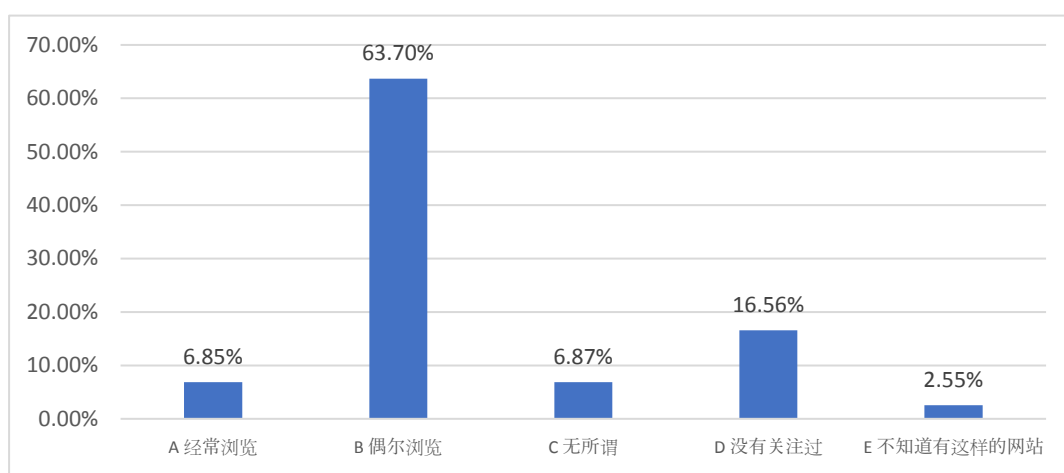
Remark A 官方网站: official websites; B 搜索引擎: search engine; C 社交媒体: social media; D 博客: blog E 即时通讯工具: instant communication tools; F 其他: other



**Figures 9** Expression Problems of Tourism Image Communication under the Background of New Media

Remark A 文风生硬, 套话多: stereotyped expressions; B 格调定位太高: high positioning; C 与受众的互动沟通不足: insufficient communication with the audience; D 商业化表达严重: serious commercial expressions

From the figure 10, it can be seen that there were the expression problems of tourism image communication under the current new media environment, such as serious commercial expression lacking practical tourism information which account for 71.23%, followed by 44.52% stereotyped expressions, 37.67% high positioning and 36.30% insufficient communication with the audience. This shows that users were generally dissatisfied with the expressions of tourism image, and the most prominent problem is the serious commercial expressions.



**Figures 10** Condition of Users Searching for Regional or Professional Tourism Information

Remark A 经常: frequently; B 偶尔: occasionally; C 无所谓: indifferently;  
D 没有关注过: Never; E 不知道: No idea

It can be seen from figure 8 that 63.7% of the users visited local or professional tourism websites occasionally, and 6.8% of them visited frequently or indifferently, which indicates that the current users paid less attention to tourism image information under the background of strong information seeking initiative.

Therefore, the research on the communication effect of tourism image under the new media must pay attention to the choice of communication channels and the convenience and recognition of communication channels. It also shows that the choice of communication channels under the new media should be consistent with the mass media choice, and the user's recognition of channels and user's habits of choosing channels also have a profound impact on the communication of tourism image under



the new media.5.3.4 Effect Feedback Analysis

**Table 6** Statistical Magnitude of Tourism Behavior Description

Index	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
A Yes. (how much does the tourism image of Guangxi affect you?) (willingness to travel)	314	-2	5	0.42	2.671
A Yes. (how much does the tourism image of Guangxi affect you?) (change the original travel plan)	314	-2	5	0.091	2.462
A Yes. (how much does the tourism image of Guangxi affect you?) (extension of stay)	314	-2	5	0.17	2.552
A Yes. (how much does the tourism image of Guangxi affect you?) (visit Guangxi again)	314	-2	5	0.12	2.57
A Yes. (how much does the tourism image of Guangxi affect you?) (recommend to relatives and friends)	314	-2	5	0.23	2.658
B No. (how much does the tourism image of Guangxi affect you? ) (willingness to travel)	314	-2	5	2.12	2.128
B No. (how much does the tourism image of Guangxi affect you? ) (change the original travel plan)	314	-2	5	2.11	1.091
Valid N (list)	314				

It can be seen from the table that the tourism image of Guangxi had little influence on the behavior of the users who had been to Guangxi. For the users who had not been to Guangxi, the impact of tourism image on their behavior is general, and the degree of dispersion is higher than that of the users who had been to Guangxi, which indicates that the promotion of tourism image under the current new media has

a greater impact on the behavior of the real or potential tourists who have not been to Guangxi.

Questions 18-21 in the questionnaire are not only the independent variables assumed in this paper, but also the dependent variables of the user adoption of tourism image communication effect in Guangxi. Among them, questions 18 and 19 belong to the existing behaviors of the participants of tourism image, while 20 (continue to pay attention to the tourism image communication of Guangxi) and 21 (good tourism image publicity will be recommended to the surrounding people) are the follow-up behaviors of the tourism image recipients. At the same time, this paper also made a descriptive statistical analysis on the effect of tourism image communication in Guangxi. Through the analysis of the questionnaire, it is found that in terms of the satisfaction degree of tourism image information of Guangxi, 45.22% were satisfied, and 3.18% very satisfied. 24.84% were indifferent, and 19.11% dissatisfied. This shows that the tourism image publicity of Guangxi still needs to step up and be deeply rooted in the hearts of the people. In terms of whether the tourism image communication pays attention to a wider range of people, 13.69% agreed totally, 9.23% disagreed strongly, and 28.03% agreed. This shows that the current tourism image publicity was still relatively narrow, and there was still greater potential for tourism image publicity under the new media. The relevant tables are as follows:

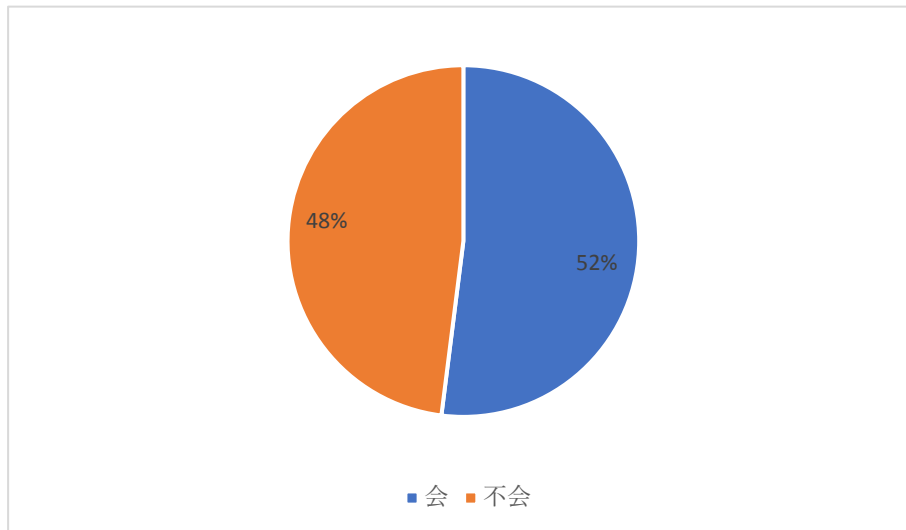
**Table 7** Satisfaction of Guangxi Tourism Image Information

Options	Subtotal	Proportion
A very satisfied	10	3.18%
B satisfied	142	45.22%
C indifferent	78	24.84%
D dissatisfied	60	19.11%
E very dissatisfied	24	7.65%
Number of Valid Answers	<b>314</b>	

**Table 8** Tourism Image Communication Coverage

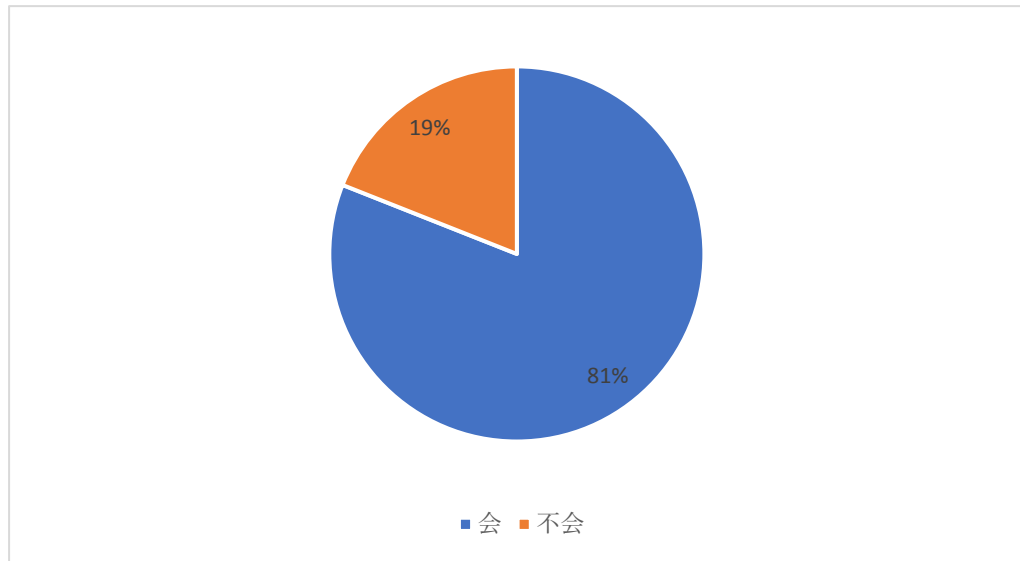
Option	Subtotal	Proportion
A agree totally	43	13.69%
B agree partially	76	24.20%
C agree	88	28.03%
D disagree	78	24.84%
E strongly disagree	29	9.23%

On the feedback of tourism image communication, it can be seen from figures 5-9 and 5-10 that 52.05% of the respondents chose to continue to pay attention to the tourism image communication of Guangxi. About 80.82% of the users would not recommend good tourism image to the people around them. The big difference between the two shows that the users were not satisfied with the communication of information about the tourism image of Guangxi, and the recommendation and attention were insufficient.



**Figures 11** Willingness of Users to Follow Guangxi Tourism Image Communication

Remark                    会 Yes                    不会 No



**Figures 12** Willingness of Users to Recommend Good Tourism Images to Others

Remark

会 Yes 不会 No

### Case Hypothesis Test

### Factor Analysis

The purpose of factor analysis is to simplify various data and realize the simplification and clarity of subsequent data analysis. It is mainly to study the possible internal dependence between multiple variables, observe the basic structure of data, and realize the basic data structure with a few false variables, which is a technology to simplify data. Because this paper set 65 independent variables, in order to have a full understanding of the questions, facilitate a comprehensive and accurate understanding of the main factors of tourism image communication effect, and simplify the data processing in the later stage, it is necessary to reduce the dimension and simplify the problem by factor analysis.

#### Factor analysis of communication subject

The factor analysis of the credibility of the communication subject was carried out according to table 5-8, and the commonality of the extracted variables is greater than 0.4, which indicates that the factor extracts most of the information in the variables and can represent the variables for subsequent analysis.

**Table 9** Common Factor Variance

Index	Initial	Extraction
1. What do you think of the credibility of the following types of tourism image communicators? (**government departments)	1.0000	0.403
2. What do you think of the credibility of the following types of tourism image communicators? (tourism enterprises or other enterprises)	1.0000	0.534
3. What do you think of the credibility of the following types of tourism image communicators? (tourism association or relevant social organizations)	1.0000	0.682
4. What do you think of the credibility of the following types of tourism image communicators? (media organizations)	1.0000	0.531
5. What do you think of the credibility of the following types of tourism image communicators? (interpersonal communication)	1.0000	0.524

The extraction method was as follows: principal component analysis

It can be seen from table 9 that the eigenvalue of the former factor is greater than 1, and the accumulation accounts for 53.976%. Therefore, a factor is extracted as the main factor of the variable.

**Table 10** Total Variance of the Interpretation

Ingredients	Initial Eigenvalue			Extraction Sums of Squared Loadings		
	Total	Variance %	Accumulation %	Total	Variance %	Accumulation %
1	2.699	53.976	53.976	2.699	53.976	53.975
2	0.847	16.91	70.886			
3	0.648	12.987	83.873			
4	0.452	9.02	92.893			
5	0.366	7.107	100			

The extraction method was as follows: principal component analysis

Factor analysis of the individual innovation of the communication subject. As shown in the following table, the commonality of the extracted variables is greater than 0.4, indicating that most of the information in the variables can be extracted by factors, and factor analysis is effective.

**Table 11** Common Factor Variance

Index	Initial	Extraction
10.What important factors do you think will affect your reception of tourism image information?	1.0000	0.542
10.What important factors do you think will affect your reception of tourism image information?	1.0000	0.602
10.What important factors do you think will affect your reception of tourism image information?	1.0000	0.504
10.What important factors do you think will affect your reception of tourism image information?	1.0000	0.607
10.What important factors do you think will affect your reception of tourism image information?	1.0000	0.419
What important factors do you think will affect your reception of tourism image information?	1.0000	0.522
10.What important factors do you think will affect your reception of tourism image information?	1.0000	0.502

The extraction method was as follows: principal component analysis

From table 11, the eigenvalues of the first three factors are greater than 1, and the accumulation accounts for 52.888%. Therefore, the first three factors are extracted as the main factors of variables.



**Table 12** Total Variance of the Interpretation

Component	Initial eigenvalue			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Variance%	Accumulation %	Total	Variance%	Accumulation %	Total	Variance%	Accumulation %
1	1.56	22.286	22.286	1.56	22.286	22.286	1.361	19.439	19.439
2	1.107	15.816	38.102	1.107	15.816	38.102	1.231	17.579	37.018
3	1.035	14.786	52.888	1.035	14.786	52.888	1.111	15.87	52.888
4	0.957	13.665	66.553						
5	0.831	11.875	78.428						
6	0.78	11.137	89.565						
7	0.73	10.435	100						



The extraction method was as follows: principal component analysis

### Factor Analysis of Communication Object

Factor analysis was carried out on the description of social and cultural environment, tourism facilities and services, tourism resources and environment of communication objects. As shown in the table below, the commonality of variables extracted is greater than 0.7, and the commonality of variables is high, indicating that most of the information in variables can be extracted by factors, and factor analysis is effective.

**Table 13** Common Factor Variance

		Extraction
Social and cultural environment (high tourism safety)	1.0000	0.712
Social and cultural environment (hospitable residents)	1.0000	0.582
Social and cultural environment (good social security)	1.0000	0.762
Social and cultural environment (clean and tidy urban environment)	1.0000	0.711
Social and cultural environment (good social reputation)	1.0000	0.691
Tourism facilities and services (complete tourism catering facilities)	1.0000	0.713
Tourism facilities and services (excellent accommodation conditions)	1.0000	0.833
Tourism facilities and services (convenient transportation)	1.0000	0.799
Tourism facilities and services (rich and diverse tourism activities)	1.0000	0.822
Tourism facilities and services (complete tourism shopping facilities)	1.0000	0.816
Tourism facilities and services (thoughtful tourism services)	1.0000	0.737
Tourism facilities and services (reasonable tourism consumption price)	1.0000	0.591
Tourism resources and environment (abundant tourist attractions)	1.0000	0.731

Table 13 (Continued)

		Extraction
Tourism resources and environment (beautiful natural scenery)	1.0000	0.835
Tourism resources and environment (rich historical culture)	1.0000	0.856
Tourism resources and environment (distinctive national characteristics)	1.0000	0.897
Tourism resources and environment (special diet)	1.0000	0.868
Tourism resources and environment (suitable climate)	1.0000	0.797



**Table 14** Total Variance of the Interpretation

Component	Initial Eigenvalue			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Variance%	Accumulation %	Total	Variance%	Accumulation %	Total	Variance%	Accumulation %
1	12.648	70.264	70.264	12.648	70.264	70.264	7.385	41.026	41.026
2	1.138	6.322	76.586	1.138	6.322	76.586	6.401	35.56	76.586
3	0.714	3.966	80.552						
4	0.513	2.851	83.403						
5	0.440	2.447	85.85						
6	0.402	2.231	88.081						
7	0.366	2.034	90.115						
8	0.314	1.744	91.859						
9	0.242	1.342	93.201						
10	0.191	1.059	94.26						
11	0.183	1.016	95.276						
12	0.167	0.927	96.203						
13	0.156	0.868	97.071						
14	0.141	0.784	97.855						
15	0.128	0.71	98.565						
16	0.100	0.558	99.123						
17	0.088	0.489	99.612						
18	0.070	0.388	100						

The extraction method was as follows: principal component analysis

As shown in the table below, the eigenvalues of the first two factors are greater than 1, and the accumulation accounts for 76.586%. Therefore, the first two factors are extracted as the main factors.

### Factor Analysis of Communication Channel

The factors analysis of the communication channel is as shown in the table below. The commonality of the most frequently used media in the extracted variables is less than 0.3, indicating that most of the information in the variables cannot be extracted by the factors, the most frequently used media to obtain Guangxi tourism image should be abandoned.

**Table 15** Common Factor Variance

	Initial	Extraction
1. Media with the highest usage in the process of obtaining the tourism image of Guangxi A. official website	1.0000	0.511
2. Media with the highest usage in the process of obtaining the tourism image of Guangxi B. search engine	1.0000	0.382
3. Media with the highest usage in the process of obtaining the tourism image of Guangxi C. social media	1.0000	0.666
4. Media with the highest usage in the process of obtaining the tourism image of Guangxi D. blog	1.0000	0.686
5. Media with the highest usage in the process of obtaining the tourism image of Guangxi E. instant communication tool	1.0000	0.650
6. Media with the highest usage in the process of obtaining the tourism image of Guangxi F. interpersonal communication	1.0000	0.463
7. Please choose the new media with the highest usage in your daily life A. official website	1.0000	0.662
8. Please choose the new media with the highest usage in your daily life B. search engine	1.0000	0.594
9. Please choose the new media with the highest usage in your daily life C. social media	1.0000	0.690

Table 15 (Continued)

	Initial	Extraction
10. Please choose the new media with the highest usage in your daily life D. blog	1.0000	0.661
11. Please choose the new media with the highest usage in your daily life E. instant communication tool	1.0000	0.604
12. What are the expression problems in the tourism image communication under the new media environment? (stereotyped expressions)	1.0000	0.694
13. What are the expression problems in the tourism image communication under the new media environment? (high positioning)	1.0000	0.490
14. What are the expression problems in the tourism image communication under the new media environment? (insufficient interaction and with audience)	1.0000	0.554
15. What are the expression problems in the tourism image communication under the new media environment? (serious commercial expression)	1.0000	0.598
16. In addition to Sina, Sohu, Netease and Tencent, will you visit local or professional tourism information websites	1.0000	0.535

The extraction method was as follows: principal component analysis

Factor analysis was conducted again. As shown in the table below, the commonality of question 16 in the extracted variables is less than 0.3, indicating that most of the information in the variables cannot be extracted by factors and should be discarded.

**Table 16** Common Factor Variance

	initial	extract
1. Please choose the new media with the highest usage in your daily life A. official website	1.0000	0.709
2. Please choose the new media with the highest usage in your daily life B. search engine	1.0000	0.651
3. Please choose the new media with the highest usage in your daily life C. social media	1.0000	0.662
4. Please choose the new media with the highest usage in your daily life D. blog	1.0000	0.521
5. Please choose the new media with the highest usage in your daily life E. instant communication tool	1.0000	0.705
6. In addition to Sina, Sohu, Netease and Tencent, will you visit local or professional tourism information websites	1.0000	0.275

The extraction method was as follows: principal component analysis

Factor analysis was carried out for question 14. As shown in the table below, the commonality of the extracted variables is greater than 0.6, indicating that most of the information in the variables can be extracted by factors, and factor analysis is effective.

**Table 17** Common Factor Variance

	Initial	Extraction
1. Please choose the new media with the highest usage in your daily life A. official website	1.0000	0.717
2. Please choose the new media with the highest usage in your daily life B. search engine	1.0000	0.654
3. Please choose the new media with the highest usage in your daily life C. social media	1.0000	0.662



**Table 17** (Continued)

	Initial	Extraction
4. Please choose the new media with the highest usage in your daily life D. blog	1.0000	0.715
5. Please choose the new media with the highest usage in your daily life E. instant communication tool	1.0000	0.705

As shown in the table below, the eigenvalues of the first three factors are greater than 1, and the accumulation accounts for 69.318%. Therefore, the first three factors are extracted as the main factors.

#### **Factor Analysis of Communication Effect**

According to the factor analysis of communication effect, the media commonality of question 18 and 19 is less than 0.3, which indicates that most of the information in the variables is not successfully extracted and cannot be used as an effective factor for subsequent analysis.

**Table 18** Common Factor Variance

Component	Initial Eigenvalue		Extraction Sums of Squared Loadings		Rotation Sums of Squared Loadings	
	Total	Variance%	Total	Variance%	Total	Variance%
1	1.267	25.346	1.267	25.346	1.176	23.511
2	1.122	22.435	1.122	22.435	1.161	23.222
3	1.077	21.537	1.077	21.537	1.129	22.585
4	0.802	16.047				
5	0.732	14.636				
		25.346		25.346		23.511
		47.781		47.781		46.733
		69.318		69.318		69.318
		85.365				
		100.00				

The extraction method was as follows: principal component analysis

Factor analysis was carried out again. As shown in the following table, the commonality of the extracted variables was greater than 0.6, and variables have high commonality, which indicates that most of the information in variables can be extracted by factors, and factor analysis is effective.

**Table 19** Common Factor Variance

	Initial	Extraction
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Change the original travel plan	1.0000	0.852
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Visit Guangxi again	1.0000	0.835
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Willingness to travel	1.0000	0.836
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Extension of stay	1.0000	0.853
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Recommend to relatives and friends	1.0000	0.761
B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Willingness to travel	1.0000	0.661
B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Change the original travel plan	1.0000	0.742
18.The current network, mobile phone, digital TV can meet your needs for Guangxi tourism image information	1.0000	0.269
19.The communication of tourism image on the Internet, mobile phones and digital TV focuses on a wider range of people, such as migrant workers, white-collar workers, farmers and retirees	1.0000	0.192
20.You will continue to pay attention to the tourism image communication of Guangxi	1.0000	0.569
21. When you receive good tourism image publicity, you will recommend it to the people around you	1.0000	0.621

The extraction method was as follows: principal component analysis

As shown in the table below, the eigenvalues of the first three factors are greater than 1, and the accumulation is 78.057%. According to this, only the first three factors were extracted as the main factors.

**Table 20** Common Factor Variance

	initial	extract
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Change the original travel plan	1.0000	0.852
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Visit Guangxi again	1.0000	0.836
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Willingness to travel	1.0000	0.836
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Extension of stay	1.0000	0.866
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Recommend to relatives and friends	1.0000	0.762
B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Willingness to travel	1.0000	0.774
B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Change the original travel plan	1.0000	0.778
You will continue to pay attention to the tourism image communication of Guangxi	1.0000	0.679
When you receive good tourism image publicity, you will recommend it to the people around you	1.0000	0.655

The extraction method was as follows: principal component analysis

As shown in the table below, the eigenvalues of the first three factors are greater than 1, and the accumulation accounts for 78.057%. Therefore, only the first three factors were extracted as the main factors.

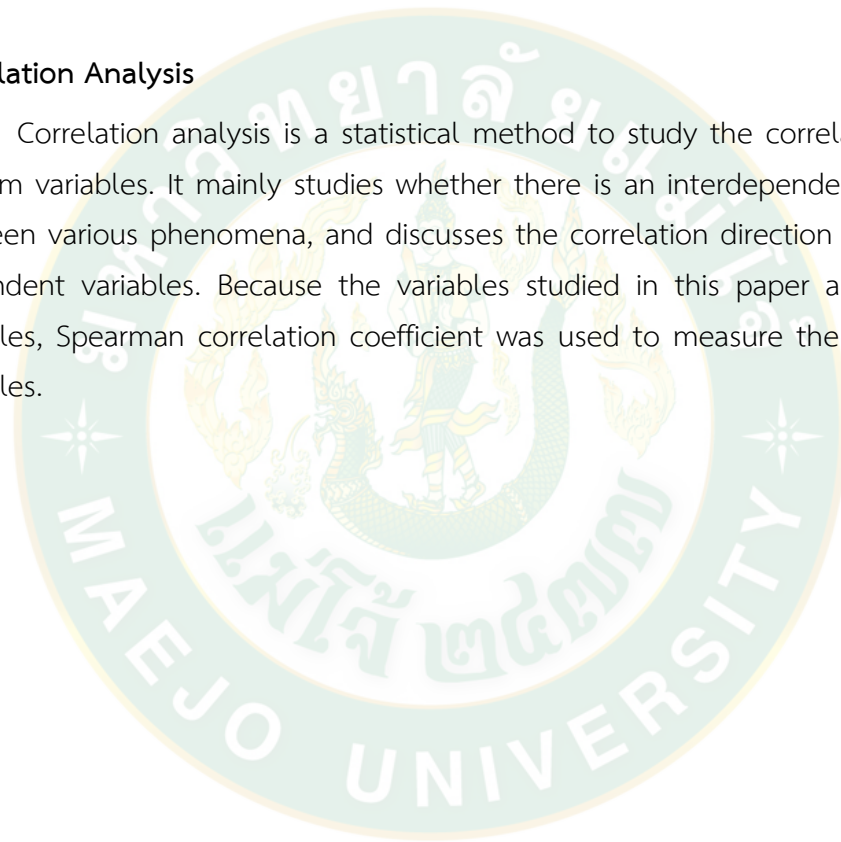
**Table 21** Total Variance of the Interpretation

Component	Initial Eigenvalue			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Variance%	Accumulation %	Total	Variance%	Accumulation %	Total	Variance%	Accumulation %
1	4.150	46.1	46.1	4.150	46.1	46.1	4.114	45.706	45.706
2	1.700	18.884	64.984	1.700	18.884	64.984	1.57	17.44	63.147
3	1.176	13.062	78.046	1.176	13.062	78.046	1.342	14.91	78.057
4	0.682	7.587	85.633						
5	0.443	4.924	90.557						
6	0.300	3.332	93.889						
7	0.200	2.227	96.116						
8	0.181	2.013	98.129						
9	0.168	1.87	100.00						

To sum up, a total of 12 effective factors were determined from the 65 independent variables set in this paper, among which 4 effective factors were extracted from the credibility and innovation of communication subject. The communication object determined two effective factors from the aspects of social and cultural environment, tourism facilities and services, tourism resources and environment. The communication channel only extracted three effective factors from the daily media factors used by users. Three effective factors were extracted from users' behavior and feedback needs.

### **Correlation Analysis**

Correlation analysis is a statistical method to study the correlation between random variables. It mainly studies whether there is an interdependent relationship between various phenomena, and discusses the correlation direction and degree of dependent variables. Because the variables studied in this paper are all ordered variables, Spearman correlation coefficient was used to measure the correlation of variables.



**Table 22** Coefficients of Tourism Image Communication Effect

	18.The current network, mobile phone, digital TV can meet your needs for Guangxi tourism image information	19.The communication of tourism image on the Internet, mobile phones and digital TV focuses on a wider range of people, such as migrant workers, white-collar workers, farmers and retirees	20.You will continue to pay attention to the tourism image communication of Guangxi	21. When you receive good tourism image publicity, you will recommend it to the people around you
18.The current network, digital TV can meet your needs for	1.000	0.103	-0.033	0.015
Guangxi tourism image information	314	0.068	0.564	0.794
19.The communication of tourism image on the Internet, mobile phones and digital TV focuses on a wider range of people, such as migrant workers, white-collar workers, farmers and retirees	0.103	1.000	0.066	0.101
	0.068	.	0.246	0.073
	314	314	314	314

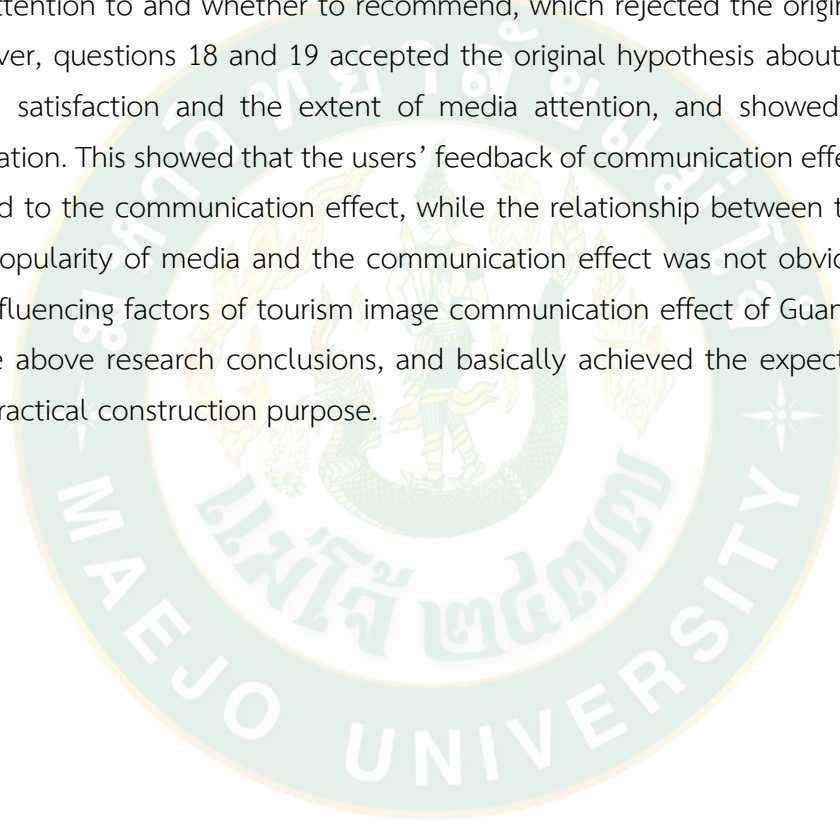


Table 22 (Continued)

	18.The current network, mobile phone, digital TV can meet your needs for Guangxi tourism image information	19.The communication of tourism image on the Internet, mobile phones and digital TV focuses on a wider range of people, such as migrant workers, white-collar workers, farmers and retirees	20.You will continue to pay attention to the tourism image communication of Guangxi	21. When you receive good tourism image publicity, you will recommend it to the people around you
	-0.033	0.066	1.000	.343**
	0.564	0.246	.	0.000
	314	314	314	314
	0.015	0.101	.343**	1.000
	0.794	0.073	0.000	.
	314	314	314	314

Remark \*\*When the confidence level (bilateral) is 0.01, the correlation is significant.

From the above two tables, it can be seen that, first of all, the dependent variable “users’ behavior of tourism image communication in Guangxi” had obvious correlation with the independent variable factors of the study, especially the consistency of each independent variable had obvious correlation with questions 20 and 21 about whether to continue to pay attention to and whether to recommend, which fully showed that the selected factor had a good convergence effect. Secondly, there was a significant correlation between the dependent variable and the research variable of communication effect in question 20 and 21 about whether to continue to pay attention to and whether to recommend, which rejected the original hypothesis. However, questions 18 and 19 accepted the original hypothesis about the degree of media satisfaction and the extent of media attention, and showed no significant correlation. This showed that the users’ feedback of communication effect was closely related to the communication effect, while the relationship between the satisfaction and popularity of media and the communication effect was not obvious. Therefore, the influencing factors of tourism image communication effect of Guangxi were close to the above research conclusions, and basically achieved the expected theoretical and practical construction purpose.



## CHAPTER V

### CONCLUSION

#### Program for Improving Tourism Image Communication Effect of Guangxi under the Background of New Media

Based on the previous empirical analysis, the following conclusions were obtained: there are many factors influencing the communication effect of Guangxi tourism image, such as the information content of the object, communication channels, users' feedback and innovation recognition level.

#### Optimizing Communication Content and Enhancing Cultural Level

Through the study of the communication object, it is found that at present stage, based on the new media environment, users' basic recognition of the regional tourism image description mainly focuses on the tourism facilities and services, social and cultural environment and tourism resources, among which there are many differences in the description of tourism facilities and services, which also means that the reputation of the tourism image of Guangxi is not particularly high in the outside world. Therefore, it is necessary for the government and tourism enterprises of Guangxi Zhuang Autonomous Region to optimize the traditional content and enhance the level of cultural connotation. Specifically, it can be done from the following aspects: first, the scale of information in the new media environment is huger and in-depth optimization of the communication content is the most effective means for Guangxi to highlight the characteristics of its own tourism information in tens of thousands of information to obtain the recognition of current and potential users. Specifically, the information should stick to the reality and be easy to understand. Therefore, in terms of logo and brand design, major tourism enterprises should not only make them concise, but also highlight the characteristics, stimulate users' imagination and arouse users' desire to know. Second, maintain the characteristics of cultural connotation, so as to increase the attraction. Guangxi has rich cultural connotation which should be explored and integrated with modern fashion elements. While upholding the excellent traditional culture, they should make continuous innovation to match the needs of the contemporary audience to the maximum, which has a positive impact on improving the users' recognition and satisfaction.

## Enriching Information Communication Channels and Contents on New Media Platform

The emergence of new media communication forms has gradually evolved into a key way of information interaction between users. In the new media environment, many information technologies are integrated, among which big data mining technology can promote the matching of tourism consulting information according to the needs of the users, which is of great significance to improve the efficiency of tourism image communication and expand the scope of communication. Even though tourism image information is the same type, it will show significant differences in the final effect performance if it is transmitted through different channels. Based on the in-depth analysis of Guangxi tourism image communication channel, it can be found that the current regional image communication channel is not consistent with the user preferences and needs, so it is necessary to choose a reasonable communication channel again. In addition, users' satisfaction and attention on tourism image expression are obviously low. In view of this, it is necessary for Guangxi to comprehensively examine its own media communication channel management, identify the deficiencies, and formulate targeted improvement strategies, so as to further strengthen the effectiveness of tourism image communication. Specifically, it can be done from the following three aspects: first, have a comprehensive understanding of the characteristics and elements of the new media platform, and complete the construction of multi-level and all-round new media communication channels. Ensure the maximum matching of the channel selection and users' needs and preferences. For example, as far as mobile network end users are concerned, they should establish cooperative relations with WeChat, QQ, microblog, Qunar platform, etc. to enhance the pushing strength of mobile terminal network. Secondly, according to the current situation of tourism development, follow up various innovative technologies and actively introduce these technological elements into the process of new media communication. Third, the new media platform contains massive information data, which also makes it more difficult for people to pay attention to specific information. In carrying out information management, the tourism image information publishers of Guangxi should not only ensure the sufficiency and superiority of information, but also strictly control the quality of information, highlight the local characteristics and meet the psychological expectations of users.

### Improving Interactive Mechanism for Tourism Image Information

Through the summary and analysis of the previous questionnaire results, it can be seen that at present, based on the new media environment, the most influential group of tourism image publicity can be divided into two categories. One is the tourists who have not yet been to Guangxi, the other is the potential tourists. And about 50% of the respondents were not satisfied with the current tourism information. There were 30% of the respondents pointing out that the tourism image communication based on new media did not fully consider the needs of the tourists. About 80% of the respondents said that they would actively recommend some better tourism image information to their friends and relatives. In addition, 52% of the respondents said they were not sure whether they could maintain sustained attention to the tourism image communication of Guangxi. It can be seen that at present stage, the feedback effect of Guangxi tourism image publicity was not satisfactory, and the feedback information was basically concentrated among the audiences who received thoughtful, which fails to further spread to the potential tourist groups. Therefore, the following improvements should be made. First, the rapid innovation and application of big data and smart tourism cloud technology will make up for the lack of tourism information communication in Guangxi in the future. Guangxi should introduce modern technology on the basis of market segmentation and further classify the types of tourists, so as to formulate corresponding information publicity strategies according to different types of tourists and give play to the information guiding effect. Second, Guangxi should constantly improve the feedback and interaction mechanism to provide space for the tourists to express their opinions and discussion. Third, it is undeniable that new media has many advantages that traditional media cannot have, but there are also major risks and management difficulties. Therefore, the tourism enterprises and relevant organizations in Guangxi should strictly examine and regulate the release of information content, avoiding the fermentation and communication of negative and bad information on the Internet.

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