Research on the application of UGC in tourism e-commerce marketing strategy

Yuning Cao

School of Economics and People's Livelihood and Welfare, Zhejiang Shuren University, Hangzhou, 310005, China

Keywords: Tourism; E-commerce; Marketing Strategy; Strategy; UGC application

Abstract: With the development of the society, the tourism e-commerce in our country tends to individualize the development trend gradually. Most of the customers have realized the change of their identity, which was previously the identity of the users of the tourism e-commerce, now is the major travel website platform active production personnel identity, at the same time is a supplier identity. In the research of UGC content in tourism platform, the method of collecting UGC data in web pages and combining linear regression or content text analysis is the research focus of scholars at present, and the collection of data for UGC is a crucial part of it. Now, how to make users generate more content has become the key point for social e-commerce websites to stand out. Starting from users, studying the experience of user generated content task is an important research point to improve the stickiness of websites. Based on the integration of actual data and the actual situation of UGC stage, this study reclassifies tourism e-commerce products, locates their characteristics and scientific marketing methods, realizes further summary and analysis, realizes the marketing role of UGC in tourism e-commerce products, and then realizes the reasonable formulation of the application countermeasures of UGC mode in tourism e-commerce product marketing.

1. Introduction

At present, China has very rich tourism internet product resources. The characteristics of UGC tourism websites are effectively used in traditional tourism e-commerce, and also used in new tourism e-commerce. Therefore, the role of UGC travel websites can not be underestimated. With the maturity of the online travel market, the growth rate of the industry from fast to relatively stable, in the network to find travel information has become the first choice of consumers. At the same time, the status of consumers in e-commerce activities has changed, can get rich commodity information anytime and anywhere, and even become the leader of word-of-mouth content production. This paper analyzes the factors of user experience that affect user's UGC task, including sensory experience, functional experience, information experience, emotional experience and technical experience, and get the user to the user experience factor index score. The main content of this research is the application of UGC in tourism e-commerce marketing strategy. Based on the characteristics of China's tourism e-commerce products, this paper studies the basic attributes of UGC mode, and puts forward the use countermeasures and measures of UGC in the marketing strategy of tourism e-commerce products.

With the development of online travel e-commerce, UGC platform based on travel e-commerce has emerged. If the tourism e-commerce site will be used as one of the module UGC website, marketing promotion, then the results will be very significant. As an experience product, people usually choose to collect information by various means before traveling, and look up other tourists'suggestions and feedback on the Internet. This "Pre-experience"approach can help people make more accurate consumption decisions and reduce the risk of buying. Based on the analysis of the characteristics of the actual products of UGC and the current impact of UGC on tourism e-commerce products, it is concluded that UGC will affect the future development of China's tourism e-commerce, and its role is very significant, deserves the attention and attention it deserves. UGC is essentially Web 2 A unique product under the influence of 0. It is a product derived from the promotion of personalization with the development of society. The main feature is

personalization and advancement. An e-commerce focuses on users, deeply cultivates the community, encourages users to publish content, drives the development of e-commerce with social content, and becomes a unicorn in the e-commerce industry. However, with its development, some problems have gradually emerged.

2. Concept of electronic commerce in tourism

In "e-business for tourism", the World Tourism Organization Business Council defines tourism e-commerce as a networked operation mode of improving the internal and external connectivity of tourism institutions through advanced information technology means, that is, improving the communication and transactions among tourism enterprises, suppliers and tourists, optimizing the internal processes of enterprises and strengthening knowledge sharing [1]. Users have realized the change of identity. Before, they simply downloaded tourism resources, and gradually they can download and upload resources at the same time. Most scholars mainly use Tam, elm and other models to obtain data through questionnaires, and then draw conclusions after structural equation model or regression analysis. After the user's motivation analysis of UGC, the model is established, and then the severity of relevant assumptions and the reconstruction of UGC motivation model are carried out by using SPSS for reliability analysis and factor analysis. In the context of social networks, content e-commerce platform users are producers, participants and disseminators of content, and even dominate the production of content. After analyzing the user's motivation, the model is established, and then the relevant hypotheses and the motivation model are reconstructed by using SPSS for reliability analysis and factor analysis. The User-generated content focuses on web 2.0's centralization, user participation and collaborative creation, and draws a model from the theoretical study of the factors that influence UGC and relevant theoretical analysis, the empirical model and Research Hypothesis are put forward by theoretical analysis method, and the research data are acquired and analyzed by the method of Quantitative analysis, and the hypothesis is tested.
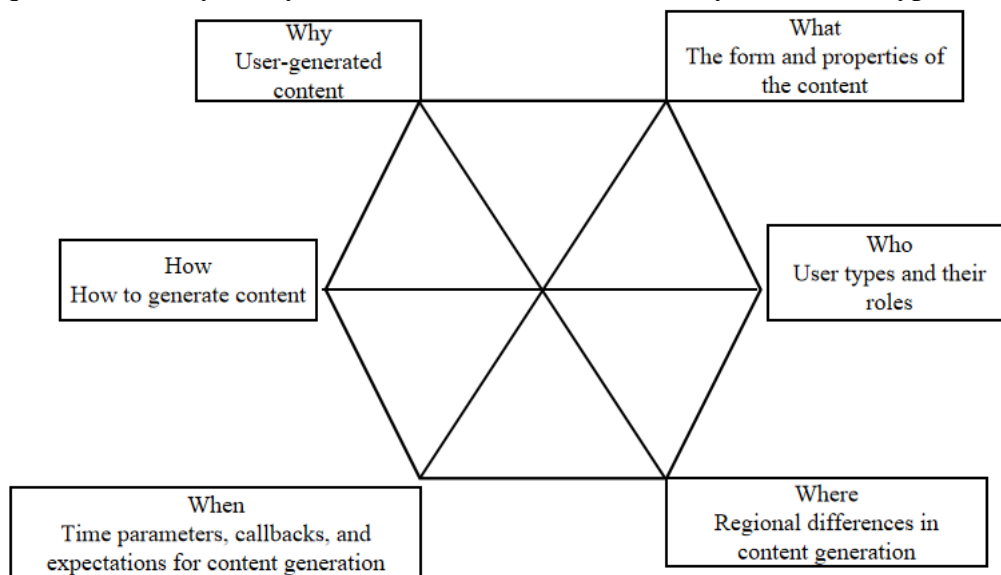

Figure 1 UGC genre model

By analyzing the motivation and depression factors of UGC, this paper obtains the editing and writing motivation, incentive factors and inhibitory factors. The motivation includes external and internal motivation. At the same time, it is concluded that the creativity, richness and interaction of content are the strongest incentive factors. Sion and Cezar divides tourism e-commerce into three parts: electronic information, online reservation and online payment. They believe that tourism e-commerce will closely connect various stakeholders and influence each other in order to win-win. Xiao Qiang and others studied the influencing factors of users' generated content sharing willingness based on tra and social exchange theory, and concluded that the four factors that significantly affect content sharing are expected contribution, work synergy, expected reward and

perceived ease of use [3]. Yates, Wanda J. In understanding the six dimensions of media, Orlikowski et Al. found that the six important dimensions of the social media typology model are Why, What, Who, Where, When, and How, as shown in figure 1, why (User-generated content) , What (form and attributes of content) , Who (user types and roles) , Where (regional differences in content generation) , When (time parameters, annotations, and expectations for content generation) , and How (content generation) . The unique creation method and dissemination method of UGC can be used as the propaganda of tourism e-commerce products.

3. Current status of UGC e-commerce platform

With the development of content e-commerce, its problems are gradually revealed, such as UGC false content, UGC values distortion, UGC divulging user information and privacy and other community UGC ethical Anomies; Trust problems such as disclosure of payment information and lax control of goods; Poor user experience caused by unclear customer service function and more advertisements [5]. However, the word-of-mouth constraints formed by user generated content effectively curb the occurrence of commercial fraud, so that reputable sellers can be retained and the e-commerce transaction environment has been improved. It is necessary to study UGC. Use web crawler technology to collect UGC such as online tourism Q & a community and online tourism e-commerce platform, and analyze the impact mechanism of UGC on the sales of tourism goods or services. Different from traditional e-commerce, content e-commerce is user-centered, and the content has the characteristics of fragmentation, which is in line with the user's habit of fragmented reading [6].On the content ECOMMERCE platform, users can register their views through their accounts, and post positive and negative comments about the quality of a good or service based on their feelings and experiences, both help to eliminate the traditional e-commerce due to the Information asymmetry to users of online shopping risks, word-of-mouth information to help users make decisions, positive word-of-mouth content can effectively promote user purchase, on the other hand, users give up the use or purchase.

As a kind of content e-commerce, content e-commerce refers to driving users' consumption with high-quality word-of-mouth content in e-commerce activities. As the comprehensive OTA type online tourism platform has formed a relatively mature and perfect business model, its development is relatively stable, and other types of platforms start late, there may be more room for progress. The concealment of the content e-commerce platform makes it difficult to identify the identity of the "network water army". Moreover, these water armies often affect users' judgment on the authenticity of the content through interactive ways, such as commenting on the content page. Once the water army is large enough, the "spiral of silence" begins to reflect, most people choose silence, and few people put forward negative opinions on the platform, This not only seriously affects the integrity environment of the content e-commerce platform, but also damages the objectivity and impartiality of UGC.For the public, tourism consumption has stepped down from the "Luxury"Altar and gradually become "Civilian"[7] . Tourists are no longer satisfied with the traditional single group tour, but pay more attention to their own interests and hobbies, related to the theme of Tourism. Users should get the information they need, report the distorted or non-objective information in time, set up the correct media view, spread the correct and positive information, and do their best to create a healthy UGC community.

4. Application of UGC in tourism e-commerce marketing strategy

User-Generated Content (User-Generated Content, UGC, also known as User-Created Content, UCC) includes User-Generated images, text, audio, video, and other Content published on the web in various forms. At the same time, through the use of the Internet, UGC can be a lively website form, its user group is very large, but also presents a rapid growth trend. The introduction of the attack strategy community module has been implemented at the home page of the website. This is the performance of the application of CTRIP'S UGC module. The majority of consumers are very satisfied with the introduction of this module. At the same time, after the launch, most of

CTRIP's loyal users have personally participated in and shared this module, while also attracting most new users. In UGC, users pay the most attention to travel strategy, accommodation and Transportion Information;The interactive part of UGC can affect tourists and their consumption; Users trust the content in UGC and are willing to participate in website activities. The interaction part of UGC module has a great impact on tourists and consumption [9]. After analyzing the actual situation, Tongcheng also analyzed the corresponding strategy module, and effectively launched it. The majority of consumer groups will click the strategy to enter the home page. At this time, they can obtain popular destinations and popular travel notes at the first time, and realize the selection, appreciation and search of tourism information on the basis of the above.

Scholars'research on tourism e-commerce mainly focuses on information technology and business, business model of various factors, and often a specific enterprise as the object of analysis. Very high degree of trust in the content of UGC module, very good site activity participation. In terms of social credibility, people on the Internet spontaneously generated relevant information content is relatively reliable, for the majority of netizens, its credibility is very high. At the same time, when most people get travel related resources in their life, they express a great willingness to share what they have seen and heard with others, which is actually a way to realize their self-worth. Word-of-mouth information includes positive word-of-mouth and negative word-of-mouth, which refers to users sharing bad experiences, acting out of altruism, and reminding other users to avoid buying or using the product or service. Most of the previous business model cases were aimed at some well-known foreign online tourism enterprises (such as Expedia) and domestic comprehensive OTAs (such as Ctrip and qunar); There is relatively little research on UGC tourism websites, and they usually simply analyze the business model of websites from a macro perspective or classify UGC itself. In fact, there is a lack of in-depth exploration on the role and defects of UGC in the business model of such websites [10]. At the same time, with the further enrichment of user original content, in practical work, how to effectively supervise the content information of the industry, realize the isolation of bad information and prevent the proliferation of information has become an important topic for China's government departments and tourism e-commerce operators.

5. Conclusions

In a word, with the coming of the 21st century, China's tourism e-commerce industry needs to meet the needs of the times and follow the trend of the Times, realize the re-examination and positioning of marketing content and marketing methods. Content e-commerce platform should constantly adjust itself, improve the user production mechanism, content review mechanism and commodity supervision mechanism, to provide users with a high-quality community and shopping environment to meet the needs of market development. UGC type travel website, and other types of websites have both similarities and differences, both its competitive advantage and its inherent disadvantages. With the deepening of the new marketing environment, the original marketing concept needs to be continuously innovated and put forward new marketing concepts. In this way, tourism customers can get a very good psychological feeling, and their tourism experience will tend to be unique. They enjoy not only tourism products, but also characteristic tourism services. Although the current UGC model is still lack of supervision, its future development is unlimited.

References

[1] Liu Hongbin. E-COMMERCE application and marketing strategy reform in Tourism Development [J] . Fujian Tea, 2019,41(4) : 2.

[2] Wang Xianghui. Research on the marketing strategy of tourist attractions based on e-commerce Taking Wuyishan as an example [J] . Journal of Texas A & M, 2018,34(6) : 4.

[3] Liu Haoriwa. Tourism Marketing Strategy under the background of Electronic Commerce [J] . Travel overview: Second half of the month, 2018(11) : 1.

[4] Zhang Jingyuan. Marketing strategy of Electronic Commerce in Tourism Company [J] . Consumer Guide, 2019,000(045) : 66,69.

[5] Xu Yong, Xu Chong, Zhu Qixiang, etc. . Research on utilization and countermeasure of UGC on e-commerce platform [J] . Journal of Chongqing University of Science and technology: Social Sciences, 2019(5) : 4.

[6] Cao Yuning Research on the application of UGC in tourism e-commerce marketing strategy [J] Mall modernization, 2017 (10): 2

[7] Xi Xi Analysis on marketing strategy of tourism e-commerce platform in China [J] Computer products and circulation, 2019 (5): 2

[8] Sun Aimin [1] E-commerce and marketing strategy of tourism destination based on "Internet +" [J] Market weekly, 2018 (12): 2

[9] Wu Feifei Analysis of tourism marketing strategy under the background of e-commerce [J] Tourism overview (second half of the month), 2016, 05 (No. 223): 204-204

[10] Xu Chong, Xu Yong, Zhu Qixiang, et al On the standardization and utilization of UGC on e-commerce platform [J] Value engineering, 2019, 38 (13): 3