

# An Analysis of Tourists' Attitude to the Integrity of Hainan Internet Tourism

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**Keywords:** Internet travel, credibility, tourism consumers

**Abstract:** Whether the function of the Internet tourism platform is perfect and whether the products and services are in place will greatly affect the brand and reputation of the online tourism market. From the perspective of tourism consumers and combined with questionnaires, this paper makes statistics and analysis on the integrity of Hainan's internet tourism market, focusing on summarizing the influencing factors on the integrity of Hainan's internet tourism industry, so as to provide evidence and reasonable suggestions for optimizing Hainan's internet tourism integrity system and its overall credibility.

## 1. Introduction

Tourism, as one of the recognized sunrise industries, is closely integrated with the Internet. The "internet plus" model has brought many opportunities for tourism. On the one hand, online tourism enterprises are increasingly cooperating with suppliers of products in the middle and upper reaches of the Yangtze River, enabling tourism enterprises to better develop rich tourism products and services. On the other hand, online tourism enterprises are increasingly cooperating with platforms, portals and social media. This cooperation with platforms, portals and social media can bring enterprises a wider range of user coverage and seamless browsing and reservation of users. These have greatly changed the traditional tourism mode and promoted the rapid development of tourism.

## 2. Approach

In the early stage of this study, a questionnaire was designed for the integrity research of Hainan online tourism website platform. The questionnaire is divided into two parts. First, it describes the basic characteristics of the tourists interviewed. Second, it evaluates the cognition and consent of the tourists to the integrity problems that easily occur in the operation and service of the online tourism website platform. The basic characteristics of the tourists visited are mainly described and counted from five aspects. After the integrity of the online tourism website platform is defined and measured in the early stage, statistical evaluation is made from five dimensions of economy, ease of use, safety, responsiveness and loyalty.

The five dimensions include 25 specific indicators, including 3 economic indicators, 2 usability indicators, 7 safety indicators, 7 responsiveness indicators and 6 loyalty indicators. In the questionnaire, the individual basic characteristics of the tourists interviewed were evaluated by a single choice model, and the 25 specific indicators of the integrity dimension of the online tourism website platform were evaluated by a scale five-level model, namely "very different meaning, disagree, general, agree, very agree".

## 3. Statistics and analysis

The survey was carried out from November to December in Hainan's traditional tourist season. During the four weekends, the survey visited 2 5A-class tourist attractions, 2 5-star hotels and 1 tourism group enterprise in Hainan. 300 questionnaires were randomly distributed to tourists, 287 were recovered, with a recovery rate of 95.7%. 269 of them were valid questionnaires. While the questionnaire survey was carried out, random interviews were also conducted to understand the views and consumption habits of tourism consumers on online tourism.

### 3.1 Statistics on Basic Characteristics of Tourists

The five basic characteristics of the tourists interviewed are as follows.

Table 1 Statistics of Basic Characteristics of Visited Tourists

Characteristics	index							
	male				female			
sex	50%				50%			
age	Under 18		19-35		36-54		Over 55	
	4%		73%		19%		4%	
Education	High school		Junior college		Undergraduate		Graduate student	
	7%		54%		35%		4%	
profession	Manage	staff	officer	Students	Free	Farmers	Retirees	Other
	5%	24%	17%	7%	9%	4%	19%	15%
Monthly income	Under 2000		2001-5000 RMB		5001-8000		Over 8000	
	1%		52%		32%		15%	

At the same time of issuing the survey questionnaire, tourists were orally consulted. More than 95% of the interviewees had experience of online tourism consumption or online tourism consumption with the help of family and friends. The remaining 5% of tourists also knew about and paid attention to online tourism website platforms. Thus, the popularity rate of booking or consumption through online tourism website platforms is quite high.

### 3.2 Analysis on Integrity Indicators of Online Tourism Website Platform

#### 3.2.1 Economic index(A)

A1. Online purchase of tourism products may not be cheap; A2 It will take a long time to find satisfactory travel products or routes online. A3 online travel purchase will lead to the phenomenon that it is difficult to buy suitable products due to lack of real experience.

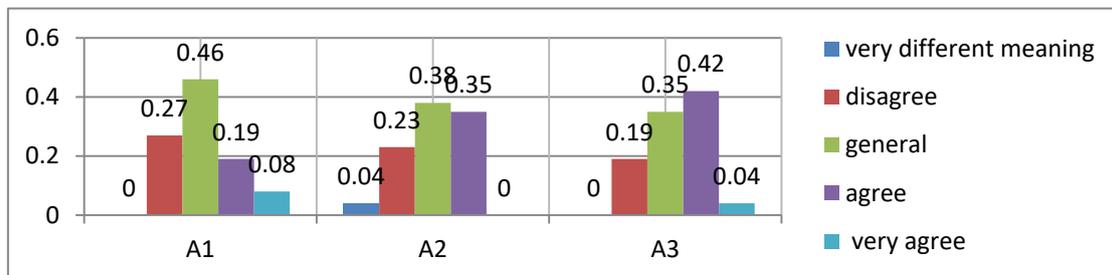


Figure1 Statistics on Economic Indicators of Integrity Research on Online Tourism Platform

It can be seen from the above that tourism consumers still recognize the price advantage of online tourism products, which is also one of the core competitiveness of online products. However, nearly one third of tourism consumers also think that the price of online tourism products is not cheap, partly because tourism consumers have experienced twists and turns in their purchase behavior and do not have corresponding advantages when considering the comprehensive cost. Secondly, for the indicator of A2, tourism consumers have a more consistent tendency, that is, the time cost of selecting their satisfactory tourism products on the online tourism website platform is higher, which is a relatively time-consuming matter; Once again, for the indicator of A3, tourism consumers have relatively consistent tendencies. Online tourism products are a visual experience and cannot replace all real experiences, which makes tourism consumers have doubts when purchasing and do not know whether the products are credible.

#### 3.2.2 Usability index(B)

B1. Online purchase may result in payment failure; B2. It takes a lot of time to learn and adapt to various functions of tourism websites.

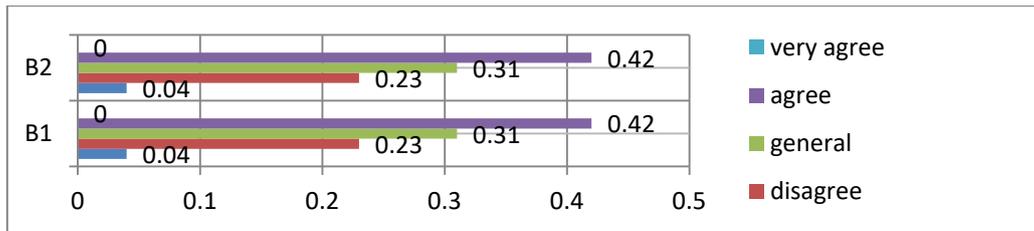


Figure 2 Statistics on Usability Index of Integrity Research on Online Tourism Website Platform

In terms of B, 42% of the people encountered the failure of payment when purchasing travel products online, and the same proportion of the people needed to spend a lot of time learning and adapting to various functions of the website. 27% of the people did not encounter the above two situations.

### 3.2.3 Safety index(C)

C1. Online payment of tourism products may cause information theft and economic losses; C2 online shopping habits of tourism products may be tracked; C3 Personal information may be embezzled and illegally used after online purchase of travel products; C4 often receives sales calls and harassment information after buying travel products online. C5 online purchase of travel routes will lead to the phenomenon of " pit filling groups"; C6 online purchase of travel routes will lead to the phenomenon of overlord clauses. C7 online payment of travel products will make you feel hesitant and nervous.

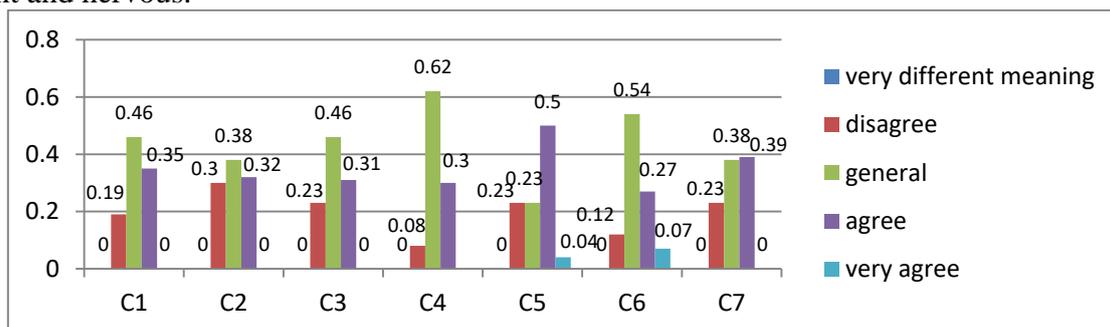


Figure 3 statistics on safety indicators of online tourism website platform integrity research

The average value of the seven indicators of approval and above reached 37.6%, indicating that more than one-third of tourists encountered unsafe conditions or were greatly affected by unsafe online tourism consumption events happening to other people around them, especially C5 indicators. The proportion of those who chose to agree reached 50%, and the proportion who chose to agree very much was 4%. This shows that there is still a phenomenon of " filling pits" in the offline services of Hainan online tourism market, and it has not been reduced because of the marketing mode of using online tourism network platform. In addition, C6 option, although the proportion of choosing general option is 54%, 34% of the interviewees still agree that there are overlord clauses in online tourism contracts. These two points are directly related to the problem of tourism integrity and are worthy of attention.

### 3.2.4 Response index(D)

There are a total of 7 responsiveness indicators, namely: when there are problems in D1 reservation process, it will take a long time to communicate with website customer service to deal with the problems; D2 After purchase, the promises given in the website may be inconsistent with the reality. D3 Online Purchase of Tourism Line Products Can Not Be Supervised by Tourism Administration Department; D4 No communication from relevant service personnel before purchase; D5 can not get timely after-sales service after purchase; D6 temporary travel changes, the possibility of return is very low; D7 dispute occurred after online purchase of travel line products, and it is difficult to get compensation. The statistical evaluation is as follows.

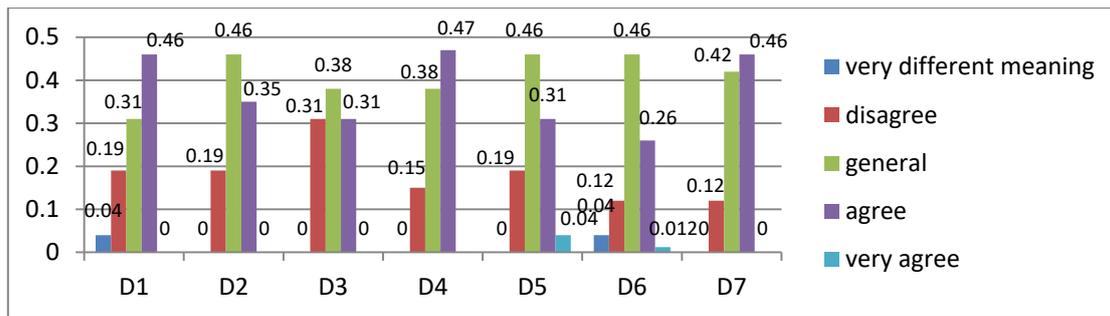


Figure 4 Response Index Statistics of Online Tourism Website Platform Integrity Research

It can be seen from the data statistics that the average proportion of the 7 indicators on the poor responsiveness of online tourism website platforms is 38.1% for those who choose to agree or above, and only 19.3% for those who choose not to agree or below. In particular, D2, 35% of tourism consumers believe that the promises given by the online tourism website platform are inconsistent with the reality, D7, up to 46% of tourism consumers believe that it is difficult to get compensation in case of disputes after traveling through the online tourism website platform, and D3, 31% of tourism consumers believe that online purchase of tourism line products cannot be supervised by the tourism management department, and these items are closely related to the integrity of the online tourism industry and are worth worrying about.

### 3.2.5 Loyalty index(E)

E1, the process of booking travel route products on the network platform is reassuring; E2, travel route products booked on the network platform can still meet expectations; E3, the service enjoyed by booking travel route products on the network platform is still trustworthy. E4, you often book travel route products on online travel platforms; E5, you will recommend online platforms to relatives and friends to book travel route products; E6, in the future, you will often book travel route products on the network platform. The statistical evaluation is as follows.

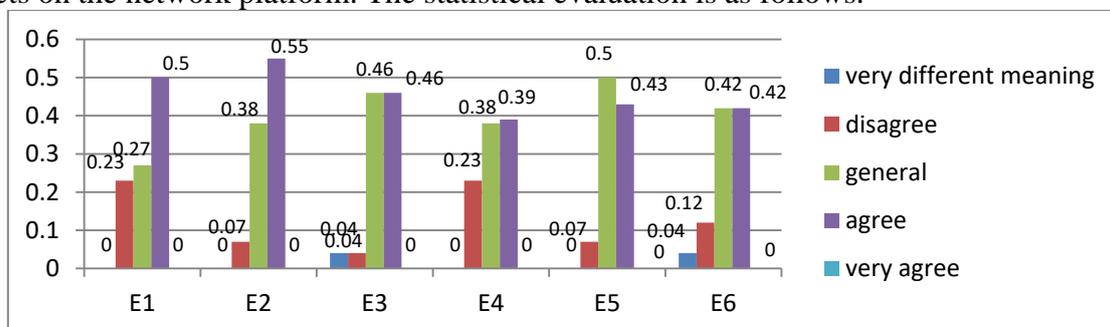


Figure 5 Statistics on Loyalty Index of Online Tourism Website Platform Integrity Research

From statistical data, it can be seen that an average of 45.8% of tourism consumers are optimistic about the online tourism website platform, with an average of 40.1% of tourism consumers holding a general attitude and 14.1% holding a negative attitude. This shows that the development prospect of the online tourism website platform is relatively optimistic, but the construction of their own products, services and integrity must not be ignored, because the tourist group holding a general attitude is still relatively large and is prone to differentiation.

## 4. Conclusion

Through the analysis, it can be seen that there is much room for the development of the Internet tourism industry, but the problems in integrity still cannot be ignored. Therefore, the integrity construction of Internet tourism industry must start from two aspects: supervision and self-discipline. At the same time, the government is speeding up the formulation of industry standards such as service quality standards for online tourism. Online tourism platforms need to fulfill the obligation of "the first responsible person", operate in compliance with the law, and be

honest and self-disciplined. Tourism consumers also need to strengthen their awareness of honesty and credit supervision, and at the same time promote rational consumption concept, and complete the practice of honesty and credit concept from the necessary links of supply, demand and trading process.

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