Research on Innovation and Development of Small and Micro Tourism Enterprises from the Perspective of New Media

Yang Mao

The Department of Economic-Managerial, Lanzhou institute of technology, Lanzhou Gansu Province, 730050, China

Keywords: New media, Small and micro tourism enterprises, Innovative development

Abstract: With the development of the Internet, traditional media can no longer meet people's demand for information when they choose to travel. New media has been playing an increasingly important role in our daily life. The combination of mobile terminals and tourism enterprises has gradually become the development trend of the tourism industry. This paper expounds the concept of new media, lists the main information carriers of new media, analyzes the necessity of small and micro tourism enterprises using new media for innovative development, and points out the problems in the process of small and micro tourism enterprises using new media for innovative development. It also puts forward the effective way for small and micro tourism enterprises to make better use of new media to carry out innovation and development, hoping to be helpful to the development of small and micro tourism enterprises.

1. Introduction

With the advent of the information age, new media has been widely used in various fields. When people choose to travel, they become more dependent on new media to obtain tourist information. In order to win customer resources, small and micro tourism enterprises must meet customers' increasingly diversified tourism needs and further enhance the service quality of small and micro tourism enterprises. Therefore, to improve the economic efficiency of small and micro tourism enterprises, it is necessary to make full use of the advantages of new media in the innovation and development of enterprises.

2. Concept of new media

Communication interactivity and digitalization of technology are the fundamental characteristics of new media, so not all emerging media are new media. Network technology and digital mobile technology is the media form of the development of new media, while Weibo, network, blog and video, etc., is the medium of new media communication. The great potential of new media marketing is to break the traditional single communication into two-way or even multi-directional communication, thus breaking the boundary between the audience and the information disseminator [1].

3. The main information carrier of new media

3.1. Weibo

Weibo is a broadcast social networking platform where real-time information can be shared instantly with short messages within 140 words. Generally speaking, Weibo is a platform for communication and sharing that pays more attention to leisure and effectiveness.

3.2. Forum

The forum is one of the most popular and powerful online community platforms, where each user can write on an electronic whiteboard provided by an online forum, while also put forward
opinions or publish information.

3.3. Social network

Through social networks, people can gradually form a group with certain characteristics, and can share communication between friends, or build their own home page on the site.

3.4. Blog

NetEase blog and Sina blog are more famous blog sites. Blog is one of the most well-known forms of social media, also known as electronic journal. It is mainly used to express emotions or interact with each other. It is managed by individuals, and new pictures or articles are often posted from time to time [2].

4. The necessity of small and micro tourism enterprises to use new media for innovative development

Compared with traditional media, the new media breaks the line between the audience and the communicator, so that there can be a free swap between the audience and the communicator in the form of a two-way communication. The new media enables people with the same interests to communicate and share experiences through a certain virtual carrier, which can effectively improve the identity and attention of tourists to small and micro tourism enterprises, and plays an important role in the development of small and micro tourism enterprises [3].

4.1. Accurately locate target customers to meet diverse needs.

Travel consumers can share their travel experiences and travel attitudes through Weibo, travel forums or blogs. The different purchase needs of users are subdivided into the following topics and discussion topics in this community [3]. Small and micro tourism enterprises can accurately locate target customers through the detailed registration information of new media users and develop accurate marketing plans to meet the diversified needs of target customers.

4.2. Information spreads fast and can quickly attract the attention of tourists

Tourism information released by small and micro tourism enterprises through the forums and Weibo and other new media release, can quickly spread to form a hot topic, and then by the constant forwarding and pursuit of comments While effectively increasing the attention of tourists to small and micro tourism enterprises, the exposure of service information and product information of small and micro tourism enterprises on social networks can also be significantly increased [4].

4.3. The high participation of tourists is beneficial to the promotion of the brand effect of small and micro tourism enterprises

In the process of using the new media to complete the information operation, the tourists can select the appropriate new media according to their own needs and hobbies, and publish their own travel experience and travel information through the network. Small and micro tourism enterprises can communicate with tourists in a timely manner through various ways [5]. In this case, tourists can share their feelings and experiences in the travel process through the new media, help small and micro tourism enterprises to improve their reputation, other tourists can also be based on the feelings and experience of these travel to decide whether to experience.

4.4. The service effect and quality of small and micro tourism enterprises can be improved by timely feedback.

Small and micro tourism enterprises can publish the information of enterprise tourism products and tourism services through the carrier of new media, at the same time, they can also understand the needs and suggestions of tourists. And the service effect and quality of small and micro tourism enterprises can also be effectively improved by timely feedback, which is conducive to small and micro tourism enterprises to cultivate loyal customers.
5. Problems in the process of innovation and development of small and micro tourism enterprises using new media

5.1. The management level of small and micro tourism enterprises pays insufficient attention to the application of new media

Due to the late emergence of new media marketing, there are many successful cases available for reference. However, due to the long-term influence of traditional marketing mode, the management of small and micro tourism enterprises pay insufficient attention to new media marketing in the marketing work of daily tourism products. In addition, small and micro tourism enterprises are also lack of corresponding new media marketing operation talents, therefore, small and micro-tourism companies still choose to use traditional marketing models when they are mostly marketing [6].

5.2. The lack of diversity in the marketing methods of tourism products for small and micro tourism enterprises

The marketing staff of small and micro tourism enterprises cannot effectively take advantage of the new media for marketing, and do not understand that different new media have different advantages and characteristics that the characteristics and personalities of the people who use each new media are also different. Generally, due to the differences in income, age and occupation, consumers have great differences in tourism information acquisition and tourism demand. Therefore, the marketing staff of tourism products of small and micro tourism enterprises should choose different new media marketing methods based on the consumption characteristics of the target market, otherwise it will reduce the range of tourism information audiences to a large extent. From the current situation, the marketing staff of tourism products of small and micro tourism enterprises are still limited to the marketing methods of Weibo and blogs.

5.3. Tourism products of small and micro tourism enterprise lack guiding effect

Tourism products and services are typical experiential products because of their high risk and intangibility, so it is difficult for travel consumers to evaluate before they buy and use them. The process of purchasing decisions is also complex because travel products involve accommodation, food, shopping, entertainment, consumption, etc. Therefore, the travel consumer's comments and recommendations are very important to potential buyers. Small and micro tourism enterprises in the use of new media to guide customers to carry out consumption there are still some shortcomings. If the interest of consumers cannot be aroused and potential consumers are not guided, the advantages of new media cannot be fully utilized.

5.4. Small and micro tourism enterprises for the maintenance of tourists lag behind, and the lack of interaction

Tourists' demand for destination information exchange is determined by the cross-cultural and allopatric nature of tourism activities. Therefore, tourists often make repeated comparisons before making travel decisions. So, small and micro tourism enterprises should provide interactive information exchange and communication platform to help tourists make better decisions. For tourists ' doubts or comments, small and micro-tourism enterprises should respond in the first place, otherwise it will be easy to lose the trust of tourists [7].

6. How to make better use of new media for innovation and development in small and micro tourism enterprises

6.1. Change the traditional marketing perspective

Although the traditional tourism marketing model is still playing a role in promoting the sales of tourism products, but the growth rate has been unable to compare with the new media tourism marketing. In particular, traditional media marketing should not be suitable for the further expansion and development of small and micro tourism enterprises under the current new media environment. In traditional media marketing, tourists can only passively obtain relevant tourism
marketing activities. It is still small and micro tourism enterprises to control the pricing of tourism activities, travel arrangements, consumption and so on. In the process of new media tourism marketing, tourists are no longer passive to receive advertising information, but will actively search for all kinds of information according to their interests, and can achieve interactive exchange of information with marketing promoters. Therefore, small and micro tourism enterprises should take the initiative to adapt and learn to use new changes, proceed from the needs of tourists, rationally arrange travel itineraries according to the wishes of tourists, and effectively improve the competitiveness of tourism products. Then, the management of small and micro tourism enterprises should view it from the perspective of development, constantly update and learn new knowledge, so as to change the traditional marketing perspective, understand and master the way and skills of the new media operation. In addition, the management of small and micro tourism enterprises should adapt to the network environment as soon as possible, take the initiative to use the advantages of information, in the service and promotion of tourism products to better use of new media.

6.2. Take advantage of new media

Small and micro tourism enterprises cannot limit the Weibo and blogs often used in the form of pictures and text, but to make full use of the variety functions of new media. In order to increase the fullness of tourism product information, small and micro tourism enterprises should fully combine the resource advantages of new media to improve the effect of information dissemination. In addition, small and micro tourism enterprises can also rely on the interaction of new media to increase interaction with tourists, so as to improve tourists' attention to small and micro enterprises tourism products and the brand influence of small and micro enterprises [8].

6.3. Improving the attractiveness of tourism products to consumers

In new media marketing, the guidance of celebrities often plays an important role. If tourists have some doubts about the accuracy of the products released by small and micro tourism enterprises, but find that the tourist product information is issued by the eminent persons will be to a large extent to dispel their concerns and make the purchase decision. Therefore, small and micro-tourism enterprises can use celebrities to improve consumer attention to tourism products, in addition, through the new media and consumers to carry out good interaction to solve doubts the confusion, improve the quality of tourism services. Small and micro tourism enterprises can also use new media to accurately delineate the types of visitors and understand customer needs.

6.4. Build good interactions with consumers

Small and micro tourism enterprises can use new media to deliver their tourism products and service characteristics and other information to consumers. At the same time, they can also get information about consumers' consumption characteristics, travel preferences and acceptance. Then, small and micro tourism enterprises can provide personalized services for consumers based on the information obtained, design and formulate tourism products in a targeted way, and timely understand consumers' feedback and suggestions on products.

7. Conclusion

In summary, as the scale of China's tourism industry continues to expand, the demand for tourists has gradually diversified, and the traditional tourism marketing model has been unable to adapt to the development of tourism. It is an inevitable trend for small and micro tourism enterprises to use new media for development and innovation. Only by making good use of new media can small and micro tourism enterprises better win customer resources and remain invincible in the market competition.

References


