

# Application Research of UGC in China's Internet Tourism Products

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**Keywords:** UGC, Tourism products, Application, Application path.

**Abstract:** In the Internet era, the UGC model has received continuous attention in the better application of Internet travel products. Therefore, based on the UGC concept and classification, this paper studies the application of UGC in China's Internet tourism products, and proposes the application path of UGC model in China's Internet tourism products, in order to expect Internet travel products. The continuous improvement of the development provides a corresponding method reference.

## 1. Research Background

### 1.1 Literature review

In the era of the Internet economy, user-generated content (UGC) has become a new means of attracting users. All walks of life have begun to invest important firepower in the UGC field to promote the sustainable development of the industry, and the Internet travel industry is no exception. Yang Zhenqing and Peng Runhua explored the driving mechanism of knowledge sharing among tourists in the mobile UGC environment from the three levels of motivation, opportunity and ability. The author believes that the traveler's knowledge sharing through mobile UGC can play a significant role in driving entertainment and interpersonal interaction during the travel process (Yang and Peng, 2015). Wu Heng and Chen Yanqi used the UGC text content mining method to collect and sort the contents of the travel notes and found that rich entertainment activities, high-quality landscape resources, distinctive food, high openness and perfect service facilities were used in tourists. Honeymoon destination information can play an important role (Wu and Chen, 2017). Xue Linqiong believes that the rapid development of the Internet has opened up the era of personalized travel. The online travel with UGC (user-generated content) as the core has become a new product of the times. Therefore, the author proposed the "Travel 5L Learning Method" in the context of the network environment, and can obtain the true feelings of the tourist destination through travel notes (Xue, 2016).

### 1.2 Research purpose

Nowadays, with the continuous development of information technology, Internet social media has become an important carrier of regional image communication. The various types of information set through social media have become an important factor influencing tourists' decision making (Hu and Zhang, 2016). In this context, user-generated content (UGC) is increasingly appearing in the public's field of vision and has become an important reference guide for tourists. However, at this stage, the application of UGC in China's Internet travel products is still at a relatively low level. Most tourists refer to the knowledge of past travelers' experience, and the information is numerous and complicated. The related websites do not have a good classification and integration of such original information, so the travellers who are traveling will inevitably need to spend a lot of time to find relevant information. In view of this, this paper has carried out a deeper research on the application of UGC in China's Internet travel products, and then provides a reference for the UGC model application of China's Internet travel products.

## 2. UGC concept and classification

UGC is a term associated with the Internet, that is, user generated or generated original content

information. In the era of information technology, the concept of UGC arises in the Web 2.0 environment. In the Web 2.0 Internet environment, network users display or provide their original information content to other online users (Zhang and Zhao, 2017) through the online Internet platform through the open and participatory way of Internet sites. Generally speaking, UGC is not a specific business, but through modern information technology. Online users will use Internet technology to change the traditional way of downloading information into content information dissemination, which pays equal attention to both uploading and downloading. Therefore, with the rapid development of Internet technology, the interaction of online users has emerged to a large extent. These users are not only the browsers of online information content, but also the creators of original information content. Nowadays, more successful UGC application cases such as YouTube, tremble, Kaixin and other websites, among which blog and podcast, community network, video sharing are the main application forms of UGC.

Generally speaking, the application of UGC in real network can be divided into the following six categories: Friends Social Network, Video Sharing Network, Photo Sharing Network, Knowledge Sharing Network, Community Forum and Microblog. Among them, Friends Social Networks are more famous for Facebook, tremble, QQ alumni, crowdsourcing and so on. The users on these websites are usually friends who know each other in the display. Whether each user can let each concerned friend know his or her own dynamics by publishing a log, changing his or her status, sharing videos, and publishing photos. Video sharing network has significant representative websites such as Youku, YouTube, B station, Sohu video and so on. This type of website is mainly about sharing and uploading videos. It also has a good friend relationship, but this relationship is very weak compared with the good friend network. In most cases, the online friends of these websites focus on each other through common preferences. The photo sharing network has pushpins, webs, and Flickr (Su et al, 2019). Photo sharing websites are similar to video sharing websites, except that UGC content forms are changed from video to pictures and photos. Knowledge sharing network, as its name suggests, is a kind of website that transmits knowledge. It is well-known such as Wikipedia, Baidu, Baidu Encyclopedia, etc. The main purpose of this type of website is to solve the problem of online network. The community forum website has Tianya Community, and Baidu Post Bar. Online users of these sites are usually brought together by a common topic. Weibo-like websites are more famous, including Sina Weibo, Twitter, etc. The microblogging website solves the problem of real-time information update, and with the further popularization of information technology, such information is more original. At the same time, the wide-ranging application of smart phones has further increased the popularity of UGC.

### **3. Application Research of UGC in China's Internet Tourism Products**

#### **3.1 The main types of UGC models in Internet travel products**

Generally speaking, combined with the development status of China's tourism industry and mobile Internet, Internet travel products mainly include four types of online travel products: booking travel products, service travel products, and information travel products.

The reservation-type tourism products mainly include traditional comprehensive booking products, such as Ctrip, Qunar, Tongcheng.com, Yilong, Tu Niuyu, etc., as well as the niche-type themed reservation products. The small-scale themed tourism products are generally directly provided by the website users, and the personalization is strong. While booking travel products are based on the essence of travel e-commerce, e-commerce is still the main function of booking travel products. Service-based tourism products generally include various services during the travel process, such as language services, exchange rate assistance, various maps, and traffic management (information service management such as trains, cars, and flights). Informational travel products are usually more accurate and comprehensive travel information provided by the website itself. The source of this information is usually local tourists, which in turn provides a high travel guide for the majority of tourists. The above three categories will involve some UGC mode content more or less, but not the UGC mode. UGC-like travel products are a product model that has emerged with the

advent of private customized travel products. UGC tourism products are a product model based on Raiders travel sharing, SNS community, word of mouth reviews, travel forums and other real-time online information interactions, such as bread travel, traveling together, on the road, etc. are typical UGC model travel products.

### **3.2 The Performance Types of UGC in Chinese Internet Tourism Products**

UGC generally has four types of performance in China's Internet tourism products. One is tourism products with travel records as their content, including video sharing and travel blogs. This kind of tourism products mainly take photo-sharing, video-sharing and travel information as contents, and carry out the exchange of Tourism Thoughts and perceptions. Tourists can freely upload video, audio and other multimedia travel information on the established portal site, so as to display their travel experience more intuitively and achieve the purpose of online interaction. The second is the tourism products mainly based on tourism commentary. This kind of product pays more attention to the service comments of various suppliers during the travel, and then provides some travel suggestions for other tourists. Generally, hotels and scenic spots in all kinds of suppliers pay more attention to word-of-mouth ranking. Therefore, word-of-mouth ranking will be carried out in major travel websites to facilitate tourists' purchase. Thirdly, tourism social network. Travel SNS is a travel site for online tourists to provide information exchange, through which online tourists can make more friends and establish their own travel circles. Nowadays, many large-scale comprehensive tourism booking websites also involve the concept of SNS. Fourthly, the types of products shared by online question-and-answer and travel notes. The application of UGC mode in this kind of products is more in-depth. Many famous travel websites will set up special travel guides, such as Anhoneycorn, Xiaohongshu, Baidu Travel and so on. They all set up video photo sharing and travel notes sharing, which are specially provided to the communities where users communicate and RSS subscription.

## **4. The Application Path of UGC in Chinese Internet Tourism Products**

### **4.1 In-depth integration and screening of UGC original content, continuous generation of quality tourism products**

Unlike traditional online travel websites, the travel product website that introduces UGC original content needs to continuously filter and integrate UGC original content information to form a complete travel strategy. Therefore, high-quality UGC original content information is an important quality guarantee for UGC tourism products. In this process, the relevant website back-end needs to perform data mining and semantic analysis on the massive UGC original information content in the station, and then the operator will verify and select the information, and the information data will be included in the attack. For example, the ant honeycomb relies on more than 6 million users to timely correct and update the relevant tourism product information. According to the data provided by the antenna, the number of downloads of the website has exceeded 60 million so far, and through continuous downloading, the relevant travel strategies have been continuously updated and improved. In addition, the company also has strategic cooperation with more than 80 airlines, UGC original information has also been filtered and integrated to further improve the quality of the content, and ultimately produce quality UGC Raiders products.

### **4.2 Further combining SNS and UGC to continuously improve the quality of tourism products**

At this stage, Chinese online Internet users have turned from original information viewers to creators and viewers of original information content. Excellent travel products not only reflect their service functions, but more importantly, the interaction between users. Therefore, further integration of SNS and UGC can better improve the quality of tourism products. For example, Apache has shared a “嗡嗡” social software on its mobile client, which is a combination of SNS and UGC in the meaning of online travel. And this deep level of integration continues to make the travel socialization of tourists anytime, anywhere. At the same time, online travel combines SNS and

UGC to better provide travel record sharing for tourists. SNS and UGC complement each other as the two characteristics of online travel in the Internet era. The close combination of the two makes UGC tourism information expand the scope of communication and strengthen the user's travel interaction effect.

### **4.3 Combine brand effects to achieve large-scale advertising effects**

The quality of UGC content can provide greater commercial potential for online travel after the screening and integration of responsiveness. The commercialization of UGC content is also the advertising appeal of various travel companies in the Internet era. For example, comparing the specified cyber travel, its profit model includes brand advertising and performance advertising. In the Internet era, UGC can easily combine the brand effect of the website, directly guide customers to connect with consumer merchants, bring customers to high-quality merchants, and form a win-win situation for users, merchants and websites to achieve large-scale advertising effects. Moreover, with the UGC model infiltrating into all walks of life in the society, seeking sustainable development under the UGC model, it is necessary to rely on the accumulated user resources of operations to stimulate users to continuously generate UGC content that attracts customers. At the same time, the UGC content is continuously integrated and screened to promote the secondary dissemination of high-quality original works, and combined with the necessary propaganda means such as SNS, gradually form a multi-level and complete tourism product line, and more sustainable development in the Internet tourism industry.

## **5. Conclusion**

In summary, with the rapid development of information technology, all walks of life are gradually entering the era of experiencing the economy. Therefore, the further development of China's Internet travel products needs to follow the trend of the times, re-examine tourism products and meet the needs of today's human beings. Moreover, with the popularity of the Internet, UGC has become a major way for online user experience products. In this way, travel customers can not only get a unique travel experience, but also get a better psychological experience. Under such a role, visitors enjoy a unique travel service in addition to the real products. Although the current UGC model of Internet travel products still has corresponding defects, the future development of UGC is inevitably incalculable.

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