

# **Study on the Communication Power and Value of Scenic Spots WeChat Public Accounts from the Perspective of Cultural Heritage — Analysis of the Operation of 258 National AAAAA Level Scenic Spots Wechat Public Accounts**

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**Keywords:** National AAAAA level scenic spot, Cultural heritage, WCI, Wechat public account valuation, Quantitative analysis.

**Abstract:** Based on the levelification of cultural heritage, the paper analyzes the communication power and valuation of 258 National AAAAA level scenic spots WeChat public accounts through open WCI and valuation. The research results show that cultural heritage scenic spots need to further enhance the importance of public account application and improve its operation. Four key factors for Wechat public account operation are summarized, which provide quantitative analysis methods for scenic area managers and researchers in related fields.

## **1. Introduction**

National AAAAA level scenic spot is the highest evaluation criteria as well as the benchmark for Chinese tourist attractions. Based on the perspective of cultural heritage management, this paper levelifies all 258 National AAAAA level scenic spots in China, before sorting out a comprehensive basic data and introducing an evaluation tool of open big data platform. The paper then carries out both quantitative analysis and qualitative analysis on "Wechat Public Account", a major marketing mode of scenic spots, which provides a reference for scholars in tourism industry and cultural heritage protection and utilization industry to further application and in-depth research in this regard.

## **2. Application of National AAAAA Level Scenic Spots Wechat Public Accounts**

### **2.1 Classification of National AAAAA level scenic spots**

Chinese government clearly defined "Cultural Heritage" for the first time in line with the "Notice of the State Council on Strengthening the Protection of Cultural Heritage" issued in 2005. According to whether the cultural heritage is the core element in the scenic spot and whether it is in a key area, National AAAAA level scenic spots are divided into two categories: cultural heritage scenic spots (including red tourist attractions) and landscape scenic spots.

Cultural heritage scenic spots (hereinafter referred to as cultural relics scenic spots) are, 1) Immovable cultural relics of important modern historical and representative buildings in modern times such as ancient ruins, ancient tombs, ancient buildings, cave temples, stone carvings, murals; 2) Removable cultural relics such as important historical objects, works of art, literature, manuscripts, books and materials; 3) scenic and cultural cities (blocks, villages and towns) with outstanding architectural value, uniform distribution or combination of environmental scenery. Red scenic spot refers to the memorial sites and landmarks formed by the Chinese Communist Party leading the people to build great achievements during revolution and war. It also includes the immovable cultural relics such as important historical sites and representative buildings in modern times or the storage place for movable cultural relics such as important objects, works of art, literature, manuscripts, and books and materials in revolution and war. The Forbidden City, Old Town of Lijiang, Potala Palace of Lhasa and Xibaipo Scenic Area all belong to National AAAAA level scenic spot of cultural relics in this paper.

Landscape scenic spot refers to the National AAAAA level scenic spot apart from scenic spot of cultural relics, which mainly features natural landscape, scientific research base, theme park, film base, science and technology museum and zoo. For example: Tianchi Lake in Mt. Tianshan, Xinjiang, Shennongjia forestry region in Hubei, Guangzhou Chang Long Tourist Resort, Shanghai Science and Technology Museum.

The first selection of National AAAAA level scenic spot was in 2007. Since the last selection in October 2018, there are 258 National AAAAA level scenic spots, 108 of which are scenic spots of cultural relics, accounting for 42% of the total number of scenic spots, while the rest 150 are landscape scenic spots, accounting for 58% of the overall scenic spots.

## **2.2 Introduction of Wechat public account**

As China's most popular mobile communication tool, Wechat has 1.085 billion monthly active users. The function of the public number on the WeChat platform is social, open, integrated, and closed-loop. It unlocks the original content of the whole society and becomes an important path for various organizations and individuals to carry out brand marketing and gain market value.

Service account provides powerful business services and user management capabilities for enterprises and organizations. Subscription account is just like newspaper and magazine, providing new ways of disseminating information for media and individuals. Enterprise account is to help enterprises establish the connection between their IT system and employees, upstream and downstream supply chains on the Wechat platform. Mini programs are applications that programmers can easily develop based on Wechat platform.

## **2.3 Application of National AAAAA level scenic spots' public accounts**

255 out of 258 National AAAAA level scenic spots have opened official Wechat public accounts. As many of them jointly declaring, separately operating and marketing their own public account marketing, the actual number of official public account in those 255 scenic spots is 283, which are the samples of this paper. There are various types of public accounts operation entities in National AAAAA level scenic spots, but all of them have been subject identification, which reflects the standardization and credibility of scenic spots' operation and publicity, and objectively guarantees the reliability of the data in this paper. The public accounts subject-identified have a relatively large number of basic interfaces and multiply functions such as custom menus, which is very beneficial for secondary development.

# **3. Communication Power Analysis of the Scenic Spots' WeChat Public Accounts**

## **3.1 WCI (Wechat Communication Index)**

The communication power of public accounts in National AAAAA level scenic spots is comparatively studied by using the WCI (V13.0) provided by the open new media index platform, Qingbo platform.

According to different weight ratios, WCI calculation performs weighted standardization on daily average readings and likes, total readings and likes, headline (average daily) readings and likes, highest readings, and likes. The popularity of the pushed article, the coverage and the maturity of the public account reflect the trend of the public account. The higher the index, the greater is the influence of the public account.

## **3.2 Basic situation of WCI index ranking of National AAAAA level scenic spots**

Through data tracking and re-organizing of 283 National AAAAA level scenic spots' public accounts for half a year, 228 WeChat public accounts have been obtained, involving a total effective WCI index of 198 National AAAAA level scenic spots. The average WCI ranges from 19.54 to 856.55, of which the median is 369.93 and the average is 382.63. As the median and average are close, indicating that the distribution of WCI in the overall scenic areas is relatively uniform and

symmetrical.

If the WCI index is ranked according to the provinces, then, among the top 50 public accounts, Zhejiang Province has 6; Jiangxi and Shandong have 5 respectively; Jiangsu has 4; Beijing, Guangdong, Shanghai, Henan and Sichuan have 3; Anhui, Hubei and Guizhou have 2; and 1 each in Gansu, Hainan, Hebei, Hunan, Shanxi, Shaanxi, Yunnan, Chongqing and Jilin. The ratio is 0 in the rest 10 regions, including Qinghai, Xinjiang, Tibet, Heilongjiang, and Guangxi, that is, no public accounts in these 10 Provinces' scenic spots is in the top 50 of the WCI ranking.

It can be seen that among the absolute number of the public accounts of the top 50 WCI and the relative number of the scenic spots proportion in the National AAAAA level of the province, top provinces and cities are relatively developed economies, with better emerging economic growth and rich experience in information construction.

### **3.3 WCI comparison between cultural relics and landscape scenic spot public accounts**

According to WCI, the influence of Wechat public accounts in all scenic spots is ranked from high to low. The top ten scenic spots are: the Forbidden City, Chang Long Tourist Resort, Taierzhuang Ancient Town, Mt. Sanqingshan in Jiangxi, Huangshan, Wuzhizhou Island in Sanya, Longhushan in Jiangxi, Summer Palace in Beijing, Shanghai Science and Technology Museum and Hengdian World Studio. Cultural heritage scenic spots account for 30%, and landscape scenic spots, 70%.

Among the top 50 scenic spots according to WCI, there are 16 cultural heritage scenic spots, accounting for 32%, and 34 landscape scenic spots, accounting for 68%.

The proportions of two scenic spots' public accounts in the top 10 and top 50 are quite the same, i.e., about 3:7. While the proportion of cultural heritage scenic spots and landscape scenic spots in the total number of scenic spots is 4:6, which illustrates the overall landscape scenic spots pay more attention to the operation of Wechat public accounts.

## **4. Comparison of Economic Value of Scenic Spots'Public Accounts**

### **4.1 The valuation of scenic spots'public accounts**

The economic value of Wechat public account can be reflected by its market valuation. The calculation of the public account valuation tool used in this paper is to monitor the historical data of more than 18 million Wechat public accounts on Qingbo platform. According to the historical content, reading number, interaction, integrity and other multi-dimensional indices, the valuation can be obtained by comparing the standard of capital market investment in public accounts.

The valuation of the 283 public accounts are tested one by one, and 203 valid valuation data are obtained, corresponding to 193 National AAAAA level scenic spots. The effective valuation is from RMB 154,000 to RMB 1966.35 million, with an average valuation of RMB 9.515 million and a median of RMB 3.571 million. The deviation between the median and the average is fairly large, indicating that the valuation of most public accounts is relatively low, and the average valuation close to RMB 10 million is pulled up by only a few public accounts with super-high valuation.

### **4.2 Valuation comparison between cultural relics and landscape scenic spot public accounts**

Among the valid valuation data of WeChat public account, there are 81 cultural relics scenic spots, of which average valuation is 11.2145 million yuan and the median is 2,790,100 yuan; the average valuation of 112 landscape scenic spots is 8,858,100 yuan. Its median is 3,726,600 yuan. In terms of the average valuation, the cultural relics public account is higher than that of landscape one, and as of the median valuation, the cultural relics public account is lower than that of landscape one. The deviation between the average valuation and the median valuation of cultural relics public account is significantly larger than that of the landscape one, indicating that the general quality of operation of the cultural relics public accounts is lower than that of the landscape public accounts.

Very few cultural relics public accounts are in a very high valuation range, which greatly promotes the average valuation of cultural relics, and shows the advantages of cultural relics scenic spots in the

influence of rare cultural brand resources. Such advantages and economic value are also fully recognized by the market. Very few cultural relics public accounts are in a particularly high valuation range, which greatly raises the average valuation of cultural relics public accounts and shows the advantages of cultural relics in the influence of rare cultural brand. And in return, such advantages and economic value have been fully recognized by the market.

The top ten Wechat public accounts in high valuation are: Palace Museum, Mount Putuo, Emperor Qinshihuang's Mausoleum site Museum, Longmen Grottoes in Luoyang, Huangshan, Mount Yuntai in Jiaozuo, Summer Palace, Hengdian World Studio, Yaoshan-Central Plains Buddha Scenic Area and Wuzhizhou Island in Sanya. Six of the above-mentioned scenic spots belong to cultural relics.

### **4.3 Comprehensive application of WCI and valuation of public accounts**

Compared with the top ten scenic spots in the WCI and the top ten valuations of the public accounts, five scenic spots have entered both lists at the same time, indicating that there is a certain correlation between the high WCI and high valuation of public accounts. The capital market valuation has a positive tendency to positively influence the value of the cultural heritage brand in the scenic spot.

To some extent, WCI and valuation reflect the operation and publicity of the scenic spot, such as service stability, attention, marketing ability and brand value, which can be used as a quantitative aid for the operation evaluation by scenic spot managers.

## **5. Characteristic Analysis of High Quality Scenic Spot Public Account Operation**

15 scenic spots public accounts in both WCI and the valuation top tens are used as the analysis objects, and these 15 public accounts are compared by type selection, function positioning, menu design, custom response, information release, and customer interaction. It is concluded that excellent public account operations have the following characteristics:

### **5.1 Accurate type positioning**

The positioning of scenic spot Wechat public account is to provide subscribers clear, accurate and detailed information about tourism-related services and value-added services in scenic spots. Generally speaking, the AAAAA level scenic spots choose service account or subscription account as the promotion way on the Wechat public account platform.

As for whether to choose subscription account or service account, the decision is made according to the tourists' needs and marketing strategies on the basis of understanding the functional characteristics of Wechat public account as well as the features of scenic spot and its services.

The advantage of service account is that it can provide various and stable development service modules, which is suitable for scenic spots with high innovative demand, large intellectualized investment as well as strong operation and maintenance capabilities.

The advantages of subscription account are information transmission and subscriber interaction. Its key function is content pushing. As subscription account controls the published number of articles more loosely than that of service account, which is suitable for product offering or service publicity, thus, it is adopted by most scenic spots.

### **5.2 Stable and high frequency information release**

Changlong Tourist Resort, Taierzhuang Old Town, Mt Sanqingshan, Longhushan Tourism, Shanghai Science and Technology Museum and Yaoshan-Central Plains Buddha Scenic Area all choose "Subscription account". The frequency of the articles published in subscription account is once a day, each time with no more than 8 articles. The average number of articles published by these scenic spots public accounts are over 25 times per month, with a stable article-pushing time.

Mini Palace Museum, Huangshan, Wuzhizhou Island, the Summer Palace, Hengdian World Studio, Mt Putuo, Emperor Qinshihuang's Mausoleum site Museum, Longmen Grottoes and Yuntai Mountain choose "Service account". The frequency of the information released in service account is

no more than four times per month. As information appears in the first menu of the Wechat list channel, its function of reminding information is the same as that of chatting with friends, therefore, subscribers will pay more attention after article updating.

### **5.3 High quality of pushed articles**

The articles pushed by the scenic spots public accounts with outstanding operational achievements are generally based on the tourism products and services of scenic spots. The articles focus on tourist demand, scenic spot activities, tourist feedback, knowledge dissemination and social hot topics. Interest, knowledge and practicability are organically combined through articles in clear headlines, distinctive views, sincere expressions and variable types. In view of the social nature of Wechat platform, users are easy to evaluate, recommend and guide each other, so content operation of the public accounts will directly affect the brand image, reputation and tourist volume of the scenic spots.

### **5.4 Using public account technological function to help tourists meet high frequency demand**

These Wechat public accounts have been designed in the overall framework, mainly focusing on "food, housing, travel, shopping and entertainment". By using user-defined menus, subscribers can independently find the required service information. And a closed-loop business can be formed by establishing micro-stores in an effort to make orders on tickets, cultural and creative products, transportation and hotels.

## **6. Summary**

At the moment, almost all the National AAAAA level scenic spots have applied Wechat public accounts in tourism services and marketing. Based on the analysis results of public account influence and valuation evaluation, the market has a higher recognition of cultural and brand value towards cultural heritage scenic spots. However, a few cultural heritage scenic spots public accounts are outperformed in dissemination and valuation, on the whole, there are still gaps between more scenic spots of this type and scenic spots of landscape in terms of innovation and service ability. It is more obvious in areas with relatively backward economies. The management subjects of cultural heritage scenic spots need to take more serious attitude towards the application of public account and its operation level.

The WCI and public account valuation tools, from Qingbo data platform, used in this paper can provide quantitative data such as resources input, content quality, service effect and economic value created by public account operation. Besides subjective impression and feeling, these tools manage to establish an objective, measurable and comparable research data base, which provides reliable analytical methods for scenic area operation managers and researchers in related fields.

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