Research on the Influence of Online Word of Mouth on China Tourists' Travel Intention

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Abstract: The rapid rise of the Internet and social media has changed the landscape of tourism. China tourists are increasingly relying on online word of mouth in the process of travel planning and decision-making, including online comments, sharing and suggestions on social media. These word-of-mouth contents include not only positive comments, but also negative comments, which have had a profound impact on tourism. It is of great significance for tourism, brand managers and marketing professionals to understand how online word-of-mouth affects China tourists' travel intentions. Positive word-of-mouth and positive comments can increase the attraction of tourist destinations and encourage China tourists to visit. On the contrary, negative word-of-mouth may prevent them from choosing certain destinations. Online word-of-mouth not only affects the choice of destination, but also affects many aspects of travel decision-making, including the choice of accommodation, dining and tourism activities. Positive word-of-mouth can improve the satisfaction of China tourists, and may make them loyal repeat tourists. Negative word of mouth may reduce satisfaction and affect the choice of future travel.

1. Introduction

In recent years, with the rapid development of Internet and social media, the tourism industry has undergone tremendous changes. As one of the largest tourist markets in the world, China's tourists' travel intention and decision-making process are deeply influenced by digital media. More and more China tourists tend to share their travel experiences on social media, online comment platforms and blogs, and also rely on word-of-mouth information on these platforms to guide their travel decisions. Online word-of-mouth has become one of the important factors in shaping the travel intention of China tourists. Online word-of-mouth refers to user-generated content spread through the Internet and social media, including comments, evaluations and opinions on tourist destinations, hotels, restaurants, tourism activities and shopping experiences[1]. These word-of-mouth contents can include tourists' feelings, suggestions, photos and videos, reflecting their real experiences and opinions during their travels [2]. Online word-of-mouth is not only a platform for tourists to share their travel experiences, but also an important source of information in the tourism market, which directly affects tourists' travel decisions. Previous studies have discussed the influence of online word-of-mouth in different fields, including shopping, catering and product evaluation. However, for the tourism industry, the influence of online word-of-mouth has become particularly significant because of its diversity, subjectivity and emotion [3]. China tourists rely more and more on online word-of-mouth to get information about their travel destinations and decide their travel plans. Therefore, it is of great significance for tourism, brand managers and marketing professionals to understand how online word-of-mouth affects China tourists' travel intentions [4]. First of all, an in-depth analysis of the influence of online word-of-mouth on China tourists' travel intentions can help the tourism industry to understand and meet the needs of consumers, improve products and services, and enhance market competitiveness. By better understanding how online word-of-mouth affects tourism decision-making, brand managers can make more targeted marketing strategies to attract more tourists from China [5]. This paper provides valuable insights for tourism marketing. Understanding how online word-of-mouth spreads the attraction of tourist destinations can help destination managers make better use of social media platforms, attract tourists and improve their popularity. By analyzing the influence of online

word-of-mouth on tourists' satisfaction and loyalty, this paper can help enterprises to better maintain customer relationships and improve customer loyalty, thus promoting business development.

2. Chinese tourists' travel intentions

2.1. Analysis of tourist destination selection

Tourism destination selection refers to individuals selecting one or more locations from multiple potential destinations when planning their travels to meet their travel motivations and needs. This decision-making process involves destination screening, comparison, and final selection, often influenced by multiple factors. Destinations can be domestic or international, including cities, resorts, cultural attractions, natural landscapes, etc. The selection of tourist destinations is a complex process that is influenced by multiple factors. Individual travel motivation is the primary factor in choosing a destination, which may include leisure vacation, cultural experience, adventure exploration, business travel, etc[6]. Different motivations can lead to different destination choices. Individual characteristics, such as age, gender, income level, family status, etc., can affect their destination selection. Obtaining information about the destination is an important step in destination selection, and word-of-mouth and recommendations on social networks may affect destination selection [7]. Individuals usually consider the safety and health of their destination. Political stability, epidemic situation, and other factors may affect destination selection. Overall, tourism destination selection is a complex decision-making process influenced by multiple factors. Studying these factors in depth, understanding individual travel motivations and needs, as well as how they balance various factors to make destination choices, is of great significance for the tourism industry and decision-makers[8]. This type of research helps optimize destination marketing strategies, improve travel experiences, and meet the needs of tourists.

2.2. Tourism itinerary planning analysis

Travel itinerary planning analysis is a crucial preliminary step before embarking on a journey. Its primary objective is to enable travelers to make the most of their limited time and resources, thereby attaining an optimal travel experience. To this end, travelers must endeavor to gain a comprehensive understanding of the destination's culture, climate, attractions, as well as local regulations and customs. This can be achieved by scouring local travel guides, blogs, and user comments for pertinent destination information.

Armed with this research, travelers can then proceed to craft a detailed itinerary [9]. This meticulous plan should encompass daily activities, visits to scenic spots, restaurant reservations, and transportation arrangements. By doing so, travelers can ensure that their schedule is both logical and practical, effectively sidestepping the pitfalls of overcrowding and last-minute scrambling. In line with the itinerary, booking accommodation and arranging transportation beforehand will greatly enhance convenience and save precious time during the trip. Furthermore, it is prudent to consider purchasing travel insurance as a safeguard against unforeseen circumstances such as accidental injuries, sudden illnesses, or flight cancellations.

Moreover, compiling a checklist of essential luggage and items is an invaluable exercise to prevent the oversight of any important belongings. Lastly, travelers should devise emergency plans for potential crises, including storing vital contact information and familiarizing themselves with local emergency services [10]. By adhering to these guidelines, travelers can embark on their journeys with confidence and peace of mind. In the analysis of tourism itinerary planning, there are some key factors that need to be considered, as shown in Figure 1.

The itinerary should be customized according to the traveler's interests and preferences to ensure that personal needs are met. Understanding and respecting local culture and etiquette is an important factor in avoiding awkwardness and conflict. To ensure that travelers can make the most of their travels and not miss out on any significant attractions or events, it is essential to arrange time reasonably. In summary, travel itinerary planning analysis is a crucial step in ensuring a

pleasant and smooth journey. Through in-depth research, careful planning, and comprehensive consideration of various factors, travelers can better enjoy their travels and create unforgettable memories.
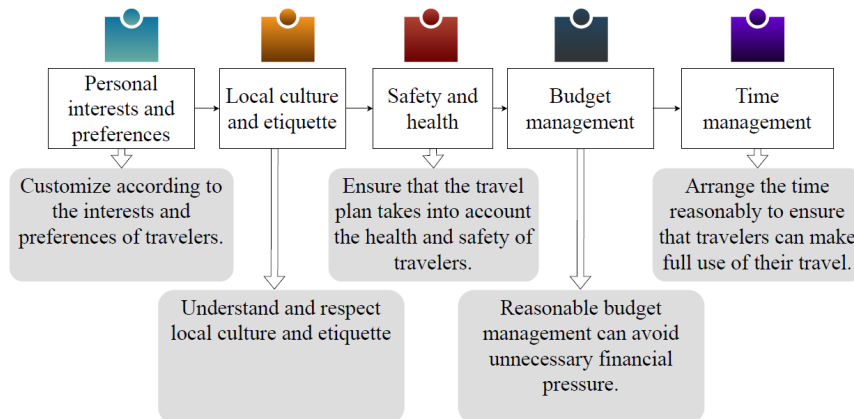

Figure 1 Key factors in tourism itinerary planning

2.3. Analysis of Tourism Services and Product Selection

Tourism service and product selection analysis usually occurs in the early stages of travel planning, where travelers need to choose appropriate services and products based on the purpose and preferences of the trip. These services and products include transportation, accommodation, catering, tourism activities, and travel insurance. Choosing appropriate services and products can directly affect the travel experience and satisfaction. When conducting analysis of tourism services and product selection, travelers need to consider a series of key factors as shown in Figure 2.
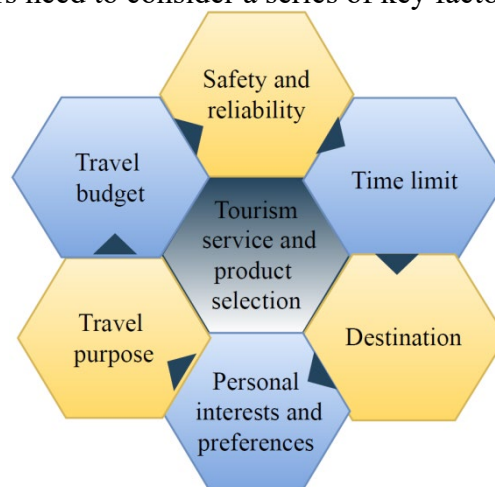

Figure 2 Key factors in tourism services and product selection

Travelers need to clarify their travel budget to determine the range of services and products they can afford. This includes considering transportation costs, accommodation costs, catering expenses, and entertainment expenses. Travelers need to consider what their travel purpose is, and different purposes require different types of services and products. When choosing services and products, security and reliability are key factors. Travelers need to ensure that transportation, accommodation, and tourism activity providers have the necessary safety standards and a good reputation. In summary, the analysis of tourism services and product selection is a complex decision-making process that requires travelers to carefully consider multiple factors to ensure that their travels meet personal needs and expectations. The right choice can add fun to travel, improve the quality and satisfaction of the trip.

3. The impact of online word-of-mouth on the travel intention of Chinese tourists

Online word-of-mouth has a direct impact on the travel intentions of Chinese tourists, as they

increasingly rely on online comments and information on social media to choose their travel destinations. Chinese tourists often decide their next destination by reading the travel experiences, perspectives, and suggestions of others. Positive word-of-mouth and impressive stories can attract tourists to specific locations, thereby increasing the tourist attraction of the area. On the contrary, negative word-of-mouth may prevent tourists from choosing certain destinations. This chapter will conduct research on the analysis of online word-of-mouth content, user participation and interaction, as well as the sources and credibility of online word-of-mouth.

3.1. Analysis of online word-of-mouth content

Online word-of-mouth not only affects the choice of tourist destinations, but also has an impact on various aspects of travel decision-making. Chinese tourists often refer to the opinions of others to determine hotels, restaurants, tourist activities, and shopping locations. They tend to trust the advice of other tourists because these suggestions are based on real travel experiences. Online word-of-mouth content analysis is a method of studying user generated content disseminated through the internet and social media to understand public opinions and comments on products, services, brands, or other related topics. This analysis can help businesses, brand managers, marketing professionals, and others understand and evaluate consumer perspectives, grasp market trends, improve products or services, and develop more effective marketing strategies. Online word-of-mouth content analysis uses various methods and tools to collect, organize, and analyze user generated content on the internet. The commonly used methods are shown in Figure 3.
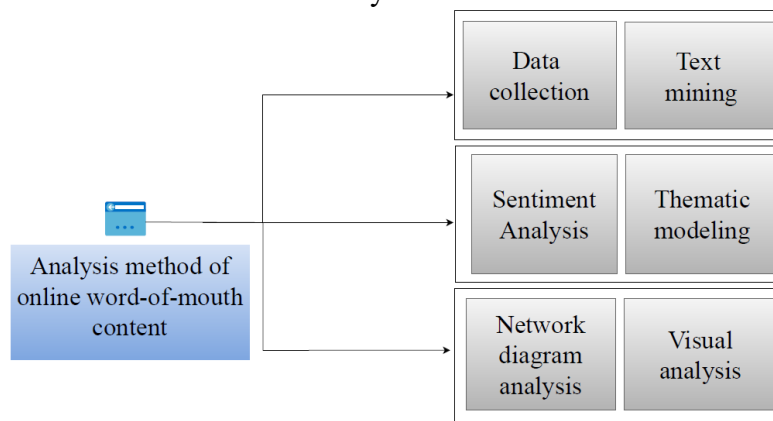

Figure 3 Methods for analyzing online word-of-mouth content

We need to collect text, images, videos, and comments pertaining to particular topics via web crawlers, social media APIs, online surveys, or interviews. Monitoring and analyzing online discussions aids in identifying market trends, assessing emerging demands, and evaluating competitive landscapes, ultimately facilitating strategic decision-making. Additionally, leveraging user feedback is crucial for refining product or service features, performance, and quality, thereby boosting user satisfaction. Lastly, maintaining brand reputation requires vigilant monitoring, prompt responses to negative comments, and continuous efforts to enhance the overall brand image. In summary, online word-of-mouth content analysis is an important tool for understanding consumer perspectives, monitoring market trends, improving products and services, and maintaining brand reputation. By effectively analyzing and explaining online word-of-mouth content, organizations can better meet customer needs and improve competitiveness.

3.2. User engagement and interaction analysis

Online word-of-mouth can also shape the expectations of Chinese tourists for their travel experience. Through online comments and photos and videos on social media, tourists can learn about the destination's attractions, culture, and scenery in advance. These pieces of information can influence their expectations for travel, thereby influencing their travel intentions. Positive word-of-mouth and exciting stories can stimulate tourists' interest and make them look forward to an unforgettable travel experience. User engagement and interaction analysis is a method of studying

user behavior, interaction, and level of engagement on digital platforms. This analysis can help understand the way users interact with digital media such as websites, social media, and applications, identify user needs, improve user experience, and increase user satisfaction. User engagement and interaction analysis use various methods and tools to collect, monitor, and analyze user digital interactions. Therefore, tourism industry and brand managers should recognize the importance of online word-of-mouth, actively manage and promote positive word-of-mouth to attract more Chinese tourists and improve their travel experience. At the same time, tourists should also maintain a certain level of judgment when using online word-of-mouth, and treat word-of-mouth information with caution to ensure its accuracy and credibility.

3.3. Analysis of sources and credibility of online word-of-mouth

Online word-of-mouth not only affects tourists' travel decisions, but also their travel satisfaction and loyalty. If a destination or service receives positive reviews in online word-of-mouth, tourists are more likely to have positive reviews after traveling and may choose the destination or service again. On the contrary, negative word-of-mouth may reduce tourist satisfaction and affect their future travel choices. In summary, analyzing the sources and credibility of online word-of-mouth is an important tool for evaluating the sources and credibility of word-of-mouth information. By identifying trustworthy sources and understanding user perspectives, organizations can better respond to market challenges, improve decision-making quality, protect brand reputation, and enhance user satisfaction. Chinese tourists often have certain uncertainties and concerns about international travel, especially when choosing destinations they have never visited before. Online word-of-mouth can help build trust and reduce travel risks. Tourists can better understand their destination by reading the experiences and suggestions of others, which can reduce their worries and improve the comfort of travel.

4. Conclusions

This article provides an in-depth analysis of the impact of online word-of-mouth on the travel intentions of Chinese tourists. Online word-of-mouth plays an important role in the travel decisions of Chinese tourists. Positive word-of-mouth and positive comments can increase the attractiveness of the destination and encourage tourists to choose to visit. On the contrary, negative word-of-mouth may prevent tourists from choosing certain destinations or services. Online word-of-mouth has shaped the expectations of Chinese tourists for travel experiences. Through online comments, photos, and videos, tourists can learn about the destination's attractions and culture in advance, thereby influencing their expectations for travel. This expectation can directly affect travel decisions and satisfaction. Online word-of-mouth is not only a decision-making basis for Chinese tourists, but also a powerful destination marketing tool. Tourists sharing their travel experiences on social media actually become brand ambassadors for the destination, helping to expand its visibility and attract more tourists. Online word-of-mouth can help Chinese tourists build trust and reduce their sense of risk during international travel. By reading the experiences and suggestions of others, tourists can better understand the destination, reduce worries, and improve travel comfort. Therefore, tourism industry and brand managers should recognize the value of online word-of-mouth and actively manage and promote positive word-of-mouth to improve attractiveness and satisfaction, and attract more Chinese tourists.

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