

Research on the Marketing of Tourism WeChat Public Account based on 4I Principles: The Case of Zhaotong City

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Abstract: As a product of social media, WeChat Public Account is a new way for tourism destinations to utilize its social attributes to carry out marketing, and it is also an important way for tourism destinations to utilize WeChat for marketing at present. This paper takes the WeChat Public Account of Zhaotong city tourism as an example, combines the 4I principles of new media marketing, researches and analyzes the current situation of WeChat Public Account marketing of Zhaotong city tourism destination through questionnaire survey, data survey analysis, etc., and finds that WeChat Public Account of Zhaotong city tourism destination has problems such as mismatch between marketing information and audience demand, insufficient attractiveness, and unsatisfactory interactive feedback effect, etc., and therefore proposes to increase interactivity, and enhance interesting, in order to provide reference for the further development of WeChat Public Account of Zhaotong city tourism destination, so that Zhaotong city tourism destination better play its positive role.

Keywords: 4I Marketing Principles; Wechat; Zhaotong City; Tourism Destination

1. Preface

Zhaotong City 14th Five-Year Tourism Plan emphasizes the creation of outstanding characteristics of Zhaotong City tourism destination, shaping the southwest health resort brand, as a tourism destination rich in history and culture, ethnic customs, natural ecology and other resources, Zhaotong visibility is not yet very high. Tourism marketing is one of the most effective ways to enhance the visibility of tourist destinations

and build the brand of tourist destinations^[1] The 4I principle, i.e. the principle of interests, the principle of interests, the principle of interaction, and the principle of individuality, are the four pillars of the current new media marketing communication.^[2] The principle of interesting, interests, interactivity and individuality are the four pillars of new media marketing communication.

On August 31, 2022, China Internet Network Information Center (CNNIC) released the 50th Statistical Report on the Development Status of Chinese Internet in Beijing. The Report showed that as of June 2022, the total number of WeChat users worldwide had exceeded 1.29 billion^[3], and the utilization rate of WeChat among domestic smartphone users had reached over 90%. The huge scale of WeChat users and the constantly enriched interesting contents of WeChat applications have made the association between WeChat and tourism marketing become closer and closer WeChat has become more and more closely associated with tourism marketing. According to the latest Culture and Tourism Industry Index Laboratory, WeChat tops the list of evaluation dimensions of the national municipal culture and tourism new media comprehensive communication index, and WeChat is still the communication center^[3]. The most important thing is that we are still in the center of communication.

When scholars study Zhaotong City as a tourist destination, most of them study local tourism resources rather than marketing. The current research on WeChat Public Account of tourist destinations is also in the primary stage, and many studies regard it as a social media tool in the Internet environment, and some of them only focus on the influence of WeChat Public Account of 5A-level tourist attractions, marketing communication, etc. ^[4-7] The research of WeChat Public Account in 5A tourism attractions is also in the primary stage.

Based on the above background, this paper adopts the text analysis method, questionnaire survey method, based on the 4I principle to analyze the existing WeChat Public Account marketing problems in Zhaotong City, investigate the user's demand for tourism WeChat Public Account in Zhaotong City, and further put forward the optimization strategy of Zhaotong City's tourism WeChat Public Account from the four aspects of Individuality, interests, interactivity, and principle of interests, which can conveniently provide personalized service for users while providing personalized service for the Zhaotong City tourism marketing promotion to produce practical value.

2. WeChat and the 4I Theory

2.1 WeChat Public

2.1.1 The concept of WeChat

WeChat Public Account is an account that developers or businessmen apply for on WeChat, and the account applied for can send specific text, pictures, voice, video, etc. on this platform, as well as direct, omni-directional communication as well as effective interaction. In essence, WeChat Public Account is a mainstream means of publicity and marketing for businesses.^[8] WeChat Public Account is a mainstream means for businesses to publicize and market their products. There are three types of WeChat Public Accounts: service numbers, subscription numbers, and small programs. Businesses can choose the type of Public Account they want according to their needs. Most of the Public Accounts related to tourism in Zhaotong City are based on subscription, so this thesis is based on subscription number.

2.1.2 WeChat Public Account status

According to the latest official WeChat data report issued by Tencent, the WeChat usage rate among domestic smartphone users is already above 90%, with 1.29 billion WeChat users^[3]. WeChat has a very high national adoption rate^[9] WeChat has a very high national adoption rate. According to the latest culture and tourism industry index lab released by the national municipal culture and tourism new media comprehensive communication index evaluation dimensions of WeChat in the first place, WeChat is still the communication

of the heavy ground.^[10] WeChat is still the center of communication.

2.1.3 Advantages of WeChat Public Account marketing

WeChat Public Account marketing has four major advantages: First, to create business opportunities WeChat user base is large, you can do the information release speed, the cost is zero, used to display items, to attract investment; Second, precision marketing, to attract the attention of the fans and acceptance, to create an experiential marketing position; Third, in the brand propaganda, the WeChat public platform as a mecca of the brand dissemination can be used to promote the brand dissemination; Fourth, to analyze the data, the data can be analyzed. With the background of WeChat comes with the "statistics" interestingtion, user analysis, graphic analysis, message analysis and so on.

2.2 The 4I Principle

2.2.1 Introduction to the basic principles of the 4I theory

The 4I theory is the principle of interesting, interestss, interaction and individuality. The 4I principle of tourism new media marketing is an upgrade on the basis of the theory of "integrated marketing", which mainly emphasizes that new media such as the Internet should be brought into full play in the marketing process, enriching the production of tourism marketing information, expanding communication channels, aggregating precise audiences, promoting the transformation of experience, providing accurate data, understanding the background, and promoting the transformation of experience, as well as providing accurate data, understanding the background, and promoting the transformation of experience.^[11] It provides accurate data, contextual understanding and personalized experiences to help users plan their tourism, reflecting the demand for new media platforms on the Internet, which makes it easier to achieve the expected marketing results.^[12-13]. Scholars have the following explanations for the 4I, the principle of interesting is the product foothold interesting and entertaining. The principle of interests is that the purpose of marketing activities is to meet the interestss of consumers in both spiritual and material aspects. The principle of interaction is that consumers interact with the whole process

from production to marketing. The principle of Individuality is to highlight the consumers' personality and make them feel the satisfaction of "focusing attention", thus triggering resonance and participation.^[14]

3. Data Collection and Analysis

3.1 Analysis of the Operation Status of WeChat Public Account in Zhaotong City Tourism

Zhaotong City has 9 counties, including Ludian, Qiaojia, Yanjin, Dagan, Yongshan, Suijiang, Zhenxiong, Yiliang, and Weixin, 1 county-level city, Shui Fu, and 1 district, Zhaoyang. I searched more than 100 tourism WeChat Public Accounts associated with scenic spots in Zhaotong counties and districts on official websites such as Qingbo Index and New List website. Through the search interface of WeChat, a total of 29 official tourism-related WeChat Public Accounts of each region and officially authorized Public Accounts of 3A-level and above scenic spots representative of Zhaotong were screened out as research objects. The data of each Public Account in the past six months (from October 1, 2022 to March 15, 2023) were collected to produce the following statistical results.

3.1.1 Information push

At present, the coverage rate of WeChat Public Account of tourist attractions in Zhaotong City has not reached 100%, some 3A scenic spots have not set up a special tourism Public Account, and the tourism Public Account of several scenic spots above 3A level has stopped changing.

West Grand Canyon, Huanglian River Scenic Area, Shanhai Cave Scenic Area of high visibility of the Public Account has a certain operation, the marketing of the overall presentation of the following problems: First, more than 79% of the Public Account will be irregular irregular article push, but the average number of articles to read low, and the same Public Account as well as different Public Account of the gap between the number of articles to read a large number of high-quality articles pushed fewer and more scattered; Second, push time is not fixed. Push time is not fixed, morning, noon and night are issued, most of the Public Account is concentrated in the noon and afternoon; Third, the push frequency is not regular, the average update

speed is too fast than the demand will lead to very few readers, the update is too slow to meet the needs of users, resulting in an article close to the tens of thousands of readers; Fourth, from the form of the push, the push of the article content form of homogeneity is serious, basically based on the graphic, lack of voice, video, VR virtual, live, and other diverse, VR virtual, live and other diverse combination of forms; finally, the message of each WeChat Public Account is almost 0.

3.1.2 Main columns

Zhaotong City, tourism WeChat Public Account column statistics can be seen, the current Zhaotong City, tourism WeChat Public Account 93% of tourism-related services with tourism-related columns, but the operation is not specialized, specifically reflected in the column interface is messy, classification is not clear, recognition is low, the characteristics are not prominent, the lack of local characteristics of the plate.

3.1.3 Main service interestingctions

Aiming at the interestingctional requirements that users expect the tourism Public Account to have, the 29 representative Zhaotong tourism WeChat Public Accounts surveyed were combed and found that: 83% of the Public Accounts had articles pushed during the statistical period, 65% of the tourism WeChat Public Accounts had the interestingction of attraction introduction, 38% of the Public Accounts with the interestingction of line recommendation, online ticketing, travel tips, and 34% of the Public Accounts had the interestingction of transportation information query, the interestingction of information consultation, food recommendation, discounts and preferences only accounted for 14%, and the interestingction of intelligent guide 7%. With information consulting, food recommendation interestingction accounted for 28%, with culture and tourism interaction, discounts and preferences accounted for 21%, hotel and lodging booking, special gift recommendation, after-sales service interestingction accounted for only 14%, and intelligent guide interestingction accounted for 7%.

3.1.4 Summary

Through the Zhaotong City tourism WeChat Public Account of information push situation, the main columns, the main service interestingctions of the survey concluded that

the Zhaotong City tourism WeChat Public Account marketing unprofessional, mainly in three aspects. Marketing content: few high-quality tweets, article content form homogenization, push time is not fixed and irregular frequency; Public Account page design: service column construction is not perfect and most of the interface is cluttered, the classification is not clear; service interestingness: service interestingness is not perfect, can not meet the needs of the consumer; lead to users in the WeChat Public Account to leave a message on the interaction is very little, and did not play the marketing potential of the WeChat tourism Public Account. Public Account marketing potential.

3.2 Questionnaire Design and Analysis

The questionnaire includes three main parts: basic information, use of WeChat Public Account, and expectation of WeChat Public Account. There are 19 questions in the questionnaire, through the network random questionnaire survey has paid attention to the Zhaotong tourism WeChat Public Account of users, recovered a total of 227 valid questionnaires, using SPSS for data analysis.

3.2.1 Descriptive statistical analysis of sample characteristics

The gender, occupation, and age of the research subjects are evenly distributed, the survey group is generally universal, the sample distribution is relatively uniform, the sample conclusions are generalized, and it has research value and can be promoted for the

Table 3. Analysis of Current Status

name (of a thing)	Sample size	minimum value	maximum values	Average	Standard deviation
job satisfaction	227	1.000	5.000	3.665	1.010
benefit principle	227	0.000	10.000	5.253	2.218
interactive	227	0.000	10.000	5.292	2.178
interesting	227	0.000	10.000	5.271	2.195
personalized	227	0.000	10.000	5.186	2.235

It can be seen from Table 3: the mean score of overall satisfaction with Zhaotong City Tourism WeChat Public Account is 3.665, close to 4. In the original questionnaire 4 is equal to dissatisfaction, and the overall satisfaction of users with Zhaotong City Tourism WeChat Public Account is not high, close to the state of dissatisfaction.

At the same time, the average score of the construction of Individuality, interestingness,

group.

3.2.2 Reliability and Validity Analysis

For Zhaotong City Tourism WeChat Public Account followers based on the 4I principle to design the questionnaire, 1 dimensions are set up 4 question scales, respectively, 7-11 questions, need to do the reliability and validity analysis, to verify whether the data can be further analyzed.

Table 1. Cronbach's Alpha Reliability Analysis

item count (of asample consignment etc)	sample size	Cronbach's alpha coefficient
17	227	0.935

From Table 1: The value of the reliability coefficient is 0.935, which is greater than 0.9, thus indicating that the quality of the reliability of the study data is high and can be used for further analysis.

Table 2. KMO and Bartlett's Test

KMO value		0.950
Bartlett Sphericity Check	approximate chi-square (math.)	1968.294
	df	136
	p-value	0.000

Validity was verified using KMO and Bartlett's test, as can be seen in Table 2: KMO value is 0.950, KMO value is greater than 0.8, the research data is very suitable for extracting information (a good side reaction to the validity), and at the same time, the significance p is 0.000 is less than 0.05, and the data of this study is very suitable for further analysis.

3.2.3 Analysis of the current situation

interactivity, and principle of interests of the tourism WeChat Public Account of Zhaotong City is 5.186, 5.271, 5.292, and 5.253, respectively, and the respondents in the original questionnaire can slide their scores between 0-10 according to their own understanding and actual feelings. This shows that the respondents of Zhaotong City Tourism WeChat Public Account sexualization, interesting, interactivity, the construction of

the principle of interests is not able to meet the needs of users, and its tourism marketing also has a very large space for improvement.

According to the questionnaire survey, in the personalized shaping of tourism marketing, users care a lot about the authenticity of the published content; in the interesting creation of tourism marketing, users prefer efficient pictures and interesting videos that can attract their attention; in the interactive aspect of

marketing, marketing content with external links that can be clicked directly to jump to the desired page is favored by the users; and in the aspect of marketing interests, users prefer to want comprehensive information, rich variety and easy-to-operate page design.

3.2.4 Analysis of differences in demographic variables

① Gender

Table 4. Results of Gender T-Test Analysis

	Gender (mean ± standard deviation)		t	p
	Male (n=107)	Female (n=120)		
benefit principle	5.81±2.14	4.76±2.18	3.641	0.000**
interactive	5.88±2.12	4.76±2.10	3.989	0.000**
interesting	5.88±2.14	4.73±2.11	4.088	0.000**
personalized	5.86±2.08	4.58±2.20	4.498	0.000**

* p<0.05 ** p<0.01

As can be seen from Table 4, the independent samples t-test was used to study the differences between genders for the principle of interests, interactivity, interesting, and Individuality of a total of four items, as can be seen from the table above: gender for the principle of interests, interactivity, interesting,

and Individuality of all of which showed significance (p<0.05), which means that gender for the principle of interests, interactivity, interesting, and Individuality of all of which have differences.

② Age

Table 5. Age ANOVA Results

	Age (mean ± standard deviation)							F	p
	Under 18 (n=7)	18-25 (n=94)	26-30 (n=42)	31-40 (n=61)	41-50 (n=14)	51-60 (n=6)	Above 60 (n=3)		
benefit principle	4.75±0.91	4.95±2.59	5.77±2.01	5.54±2.02	4.86±1.11	4.63±2.23	5.83±0.38	1.087	0.371
interactive	6.14±1.25	4.85±2.61	5.95±1.68	5.46±1.85	5.11±1.28	4.83±2.63	6.50±0.66	1.779	0.104
interesting	5.54±1.19	5.04±2.59	5.74±1.88	5.43±2.00	4.59±1.01	5.04±2.51	5.83±1.01	0.830	0.548
personalized	5.36±2.04	4.71±2.65	5.96±1.65	5.41±1.95	5.02±1.27	4.92±2.73	5.50±1.30	1.743	0.112

* p<0.05 ** p<0.01

As can be seen from Table 5, using one-way ANOVA to study the differences of age on the principle of interests, interactivity, interesting and Individuality of a total of four items, it can be seen from the above table: different ages for the principle of interests, interactivity, interesting and Individuality of a total of four items will not show significance (p>0.05), meaning that different ages for the principle of interests, interactivity, interesting and Individuality of all of them showed consistency and did not differ from one another. There is no difference between the different age groups for the principle of interests, interactivity, interesting and Individuality. It means that there is no significant difference between the four items

of interests principle, interactivity, interesting, and Individuality by age.

③ Occupation

As can be seen from Table 6, one-way ANOVA was used to study the variability of occupations for a total of four items: principle of interests, interactivity, interesting, and Individuality, and from the above table, it can be seen that different occupations show significance for satisfaction, principle of interests, interactivity, interesting, and Individuality all of which are significant (p<0.05), which means that different occupations have a differences in the principle of interests, interactivity, interesting, and Individuality of different occupations.

Table 6. Occupational ANOVA Results

	Your occupation is: (mean ± standard deviation)								F	p
	1.0 (n=17)	2.0 (n=39)	3.0 (n=54)	4.0 (n=12)	5.0 (n=24)	6.0 (n=12)	7.0 (n=4)	8.0 (n=65)		
benefit principle	6.46±2.07	5.90±1.91	5.75±1.81	5.42±1.58	5.06±1.65	5.31±1.72	3.50±2.15	4.28±2.70	4.101	0.000**
interactive	6.65±2.09	5.89±1.93	5.70±1.62	5.08±1.40	5.41±1.48	5.27±1.88	3.25±2.25	4.36±2.70	4.250	0.000**
interesting	6.04±2.39	6.04±2.00	5.86±1.69	4.79±1.79	5.30±1.32	4.94±1.64	4.06±3.16	4.33±2.62	3.882	0.001**
personalized	6.07±2.18	5.69±2.09	5.82±1.64	5.27±1.27	5.53±1.67	5.06±1.69	3.50±2.52	4.11±2.73	4.257	0.000**

* p<0.05 ** p<0.01

(1.0: enterprises, institutions, government departments and public organizations at all levels; 2.0: professional and technical personnel (teachers, doctors, writers, and other professionals); 3.0: corporate employees (those engaged in general service work); 4.0: business people; 5.0: tertiary service personnel; 6.0: private enterprises; 7.0: retired leavers; 8.0: students in schools)

④ Area

Table 7 District ANOVA Results

	Whether native to Zhaotong: (mean ± standard deviation)		F	p
	Yes (n=154)	No (n=73)		
benefit principle	4.88±2.24	6.04±1.96	14.378	0.000**
interactive	4.93±2.19	6.05±1.96	13.703	0.000**
interesting	4.96±2.21	5.92±2.04	9.705	0.002**
personalized	4.86±2.28	5.88±1.98	10.828	0.001**

*p<0.05 **p<0.01

As can be seen from Table 7, a one-way ANOVA was used to study the difference

between whether or not Zhaotong locals for the principle of interests, interactivity, interestingness, Individuality of a total of four items, as can be seen from the above table: whether or not Zhaotong locals for the principle of interests, interactivity, interestingness, Individuality of a total of four items showed significance (p<0.05), which means that whether or not Zhaotong locals: the sample has a difference for the principle of interests, interactivity, interestingness, Individuality of a total of four items. Interactivity, interestingness, Individuality have differences.

3.2.5 Correlation analysis

Table 8. Pearson Correlation Analysis

	average value	(statistics) standard deviation	job satisfaction	benefit principle	interactive	interesting	personalized
job satisfaction	3.665	1.010	1				
benefit principle	5.253	2.218	0.475**	1			
interactive	5.292	2.178	0.608**	0.787**	1		
interesting	5.271	2.195	0.504**	0.751**	0.791**	1	
personalized	5.186	2.235	0.444**	0.719**	0.764**	0.785**	1

*p<0.05 **p<0.01

As can be seen from Table 8, correlation analysis was used to study the correlation between satisfaction and the four items of interests principle, interactivity, interesting, and Individuality, and Pearson's correlation coefficient was used to indicate the strength of the correlation. The correlation coefficients are 0.475, 0.608, 0.504, 0.444, and the values of the correlation coefficients are greater than 0, which means that there is a positive correlation between satisfaction and the four items of interests principle, interactivity, interesting, and Individuality.

3.2.6 Analysis of influencing factors

From Table 9, it can be seen that the linear regression analysis was carried out with principle of interests, interactivity, interesting, Individuality as independent variables and satisfaction as dependent variable, and from the above table it can be seen that the model R-square value is 0.375, which means that principle of interests, interactivity, interesting, Individuality explains the reason for 37.5% of the variation in satisfaction. The F-test of the model found that the model passes the F-test (F=33.252, p=0.000<0.05), which also indicates that at least one of the principle of interests, interactivity, interesting, and

Individuality will have an impact on the relationship of satisfaction, and in addition, the test for the model's multiple covariance found that all of the VIF values in the model are less than 5, which means that there is no

covariance problem; and D-W values are around the number 2, thus indicating that there is no autocorrelation in the model, there is no correlation between the sample data, and the model is better.

Table 9. Results of Linear Regression Analysis (n=227)

	Non-standardized coefficient		Standardized coefficient	t	p	VIF
	B	Standard Error	Beta			
a constant (math.)	2.171	0.150	-	14.432	0.000**	-
benefit principle	-0.009	0.042	-0.020	-0.210	0.834	3.055
interactive	0.282	0.048	0.607	5.917	0.000**	3.737
interesting	0.051	0.046	0.111	1.099	0.273	3.592
personalized	-0.042	0.042	-0.093	-0.985	0.326	3.129
R ²	0.375					
Adjustment R ²	0.363					
F	F (4,222)=33.252,p=0.000					
D-W value	1.693					
Dependent variable: satisfaction						
* p<0.05 ** p<0.01						

3.3 Analysis of the Use of WeChat Public Account in Zhaotong City

From Table 10 and the previous statistics, the following conclusions can be drawn: First, the information provided by Zhaotong's tourism WeChat Public Account, such as the main tourism traffic and travel information, hotels, lodging booking and other aspects of user concern can not meet the user's needs, especially the intelligent guide and special discounts and preferential information is a major gap in Zhaotong's tourism WeChat Public Account; Second, Zhaotong tourism WeChat Public Account is a major gap in Zhaotong's tourism WeChat Public Account; Second, 52.42% of the users of the Public Account are themselves inquiring about the tourism Public Account. Secondly, 52.42% of the users of Zhaotong Tourism WeChat Public Account are concerned about the tourism Public Account by their own inquiries, which

indicates that Zhaotong Tourism WeChat Public Account has fewer channels to promote, and the promotion is not strong enough; Thirdly, the time of the Public Account article release does not fully match the time of the user's use of WeChat; Fourthly, the optimal frequency of the tweets accepted by most of the users is once every 2-3 days, and most of the average frequency of the tweets of the Zhaotong Tourism WeChat Public Account does not meet the average frequency of the existing tweets; Fifth, when seeing a good Public Account article, 52.86% of users will choose to like it, 44.49% will forward it, and 26.87% will leave a message, which combined with the number of likes, forwards, and messages of each tourism WeChat Public Account in Zhaotong City in Table 1 indicates that the quality of articles of Zhaotong City's tourism WeChat Public Account needs to be improved .

Table 10. Basic Situation of Users' Use of Zhaotong City Tourism WeChat Public Account

subject	options (as in computer software settings)	frequency	Proportion (%)
What are the main aspects of tourism information you usually receive through the Zhaotong City Tourism WeChat Public Account?	Tourism and Transportation Travel Information	135	59.47%
	Hotel and B&B Reservations	134	59.03%
	Specials, Discounts	122	53.74%
	Zhaotong City Tourism Ticket Ordering, Festival Participation and Other Services	117	51.54%
	Zhaotong Travel Tips	91	40.09%

	Zhaotong Entertainment	65	28.63%
	Specialty gifts and souvenirs	56	24.67%
Your way to follow Zhaotong City Tourism WeChat Public Account	Self-initiated inquiries	119	52.42%
	Publicity	109	48.02%
	Recommended by others	91	40.09%
	Advertisements on travel websites or tourist attractions, etc.	84	37%
Your daily time period of using WeChat	QQ, Weibo, Xiaohongshu, Jitterbug and other apps	56	24.67%
	17:01~19:00 (dinner time and on the way from work and school)	44	19.38%
	11:01~13:00 (noon break and lunch time)	36	15.86%
	9:01~11:00 (between morning work or study hours)	34	14.98%
	13:01~17:00 (Afternoon work or study breaks)	30	13.22%
	19:01~21:00 (leisure time after dinner)	29	12.78%
	21:01~23:00 (Bedtime)	28	12.33%
	7:00~9:00 (breakfast time or on the way to school and work)	26	11.45%
What frequency do you want public push messages to stay at?	Once every 2~3 days	100	44.05%
	once a day	66	29.07%
	once a week	43	18.94%
	(sth. or sb) else	18	7.93%
When you see a good public post, you usually	favorite	131	57.71%
	kudos	120	52.86%
	forwarding (mail, SMS, packets of data)	101	44.49%
	Just look at it.	83	36.56%
	leave a message	61	26.87%

4. Conclusion

The author combined with the marketing 4I principles of Zhaotong City Tourism WeChat Public Account of the operation of the current situation of statistics and questionnaire survey on the users of Zhaotong City Tourism WeChat Public Account of the questionnaire analysis, can be found in Zhaotong City Tourism WeChat Public Account of the tourism marketing of some of the problems that exist, the conclusions are as follows:

4.1 Zhaotong Is the Tourism WeChat Public Account Marketing Unprofessional, Did Not Meet the Needs of Users

Zhaotong City Tourism WeChat Public Account article content form homogenization is serious, the main column and interestingtion recognition is not high enough;

and tourism-related interestingtions are incomplete, and some interestingtions have been deactivated; the target user is not clear, ignoring the user gender, occupation, regional differences in tourism WeChat Public Account with different demands, not fully play the role of the Public Account.

4.2 Individuality, Interesting, Interactivity, and Interests of Tourism Marketing Are Positively Correlated with User Satisfaction of Use.

In the personalized shaping of tourism marketing, users care a lot about the authenticity of the published content; in the interesting creation of tourism marketing, users prefer efficient pictures and interesting videos that can attract their attention; in the interactive aspect of marketing, marketing content with external links that can be directly

clicked to jump to the desired page is favored by users; in the aspect of marketing interests, users prefer to hope that the information is comprehensive, the variety and easy-to-operate page design.

4.3 WeChat Users Have Their Own Usage Preferences, and Future Tourism Marketing Develops Appropriate Operation Plans.

Data survey shows that every day lunch break (11:01 ~ 13:00) and after work (17:00 ~ 19:00) is the peak of the survey respondents to use WeChat, so it is recommended to send more tweets in this time, and maintain a fixed frequency of tweets, the frequency of tweets to control within a reasonable range, it is recommended that the stability of the release of 2-3 days once, to capture the user to use the WeChat Public Account of the golden hour, which helps to WeChat Public Account to obtain the user's more regular and sustained reading and attention, and further cultivate their own Public Account users more fixed reading and use habits.

5. Recommendations

5.1 Individuality Perspective

WeChat tourism public should clarify the target group of marketing content, develop targeted content according to their gender, occupation and region, create their own characteristics and cultivate loyal users.

5.2 Interesting Perspective

Make full use of interesting pictures, videos, popular phrases, voice, VR virtual, live streaming and other novel and effective forms, combined with novel typography, to grab users' attention from visual, auditory and psychological levels.

5.3 Interaction Perspective

Attaches great importance to the user's message, the establishment of a perfect online feedback window to facilitate timely understanding of the user's needs, and actively organize interactions, participate in interactive activities such as messages to send gifts in order to accumulate the mass base and enhance user stickiness.

Increase the relevance of Zhaotong Tourism WeChat Public No. with other platforms, embed external links in the tweets, and drive

the publicity of Zhaotong Tourism WeChat Public No. in a way of platform with platform.

5.4 Interests Perspective

Improve the Public Account of tourism food, accommodation, transportation, travel, shopping and entertainment integrated full-service, to ensure that the information is timely and seasonal, the content should be true and effective.

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