Research on Construction and Evaluation of Online Tourism Assets Based on Content Analysis

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Abstract: With the improvement of living standards, more and more people have enough material and energy to achieve spiritual satisfaction through tourism. With the widespread use of the internet in all walks of life and the increasing number of internet users, online tourism industry came into being. Recently, the novel coronavirus pneumonia epidemic in 2019 has been affected by the public health events. The offline sales of tourist products will be greatly promoted by the temporary sale of the epidemic. In this paper, through extracting the situation of online tourism asset construction, the content analysis method is used to evaluate the tourism asset construction comprehensively, and some suggestions are put forward for online tourism asset construction.

1. Introduction

Online tourism is the product of the organic combination of the internet and tourism industry. It is a kind of all-around tourism which is realized by applying the internet, mobile e-commerce and other high and new technologies to the tourism industry, with the internet as the core, online tourism consultation, online ordering and trading, electronic guide, tourism positioning system, online virtual reality tourism as the main content new tourism industry [1]. With the rapid application of new internet technology, the development of social media network promotes the diversification of online tourism [2]. The diversified development of online tourism market improves the penetration rate of online tourism market, improves the distribution link of tourism products, and provides more choices for mass internet users.

The development of internet technology and the acceleration of the whole society's information process have not only changed people's way of thinking and working habits, but also changed people's consumption habits and ideas to a large extent [3]. In the past five to six years, the large use of network mobile phones, laptops, etc. has led to the rapid increase in the scale of people's consumption through the network [4]. At the same time, the access of 4G, 5G wireless and other high-speed networks makes it possible for people to realize the safe payment of funds in any environment [5]. This has changed that today's tourism consumers do not have to go to the stores of travel agencies and other travel agencies in person to master the tourism product information. Without leaving the home, they can have a panoramic view on the tourism website or mobile terminal, select and compare the product information of multiple merchants, and realize the function of online booking and payment.

The epidemic of new crown pneumonia at the end of 2019 has caused a systematic negative impact on China's national economy and social development, and the tourism industry, especially the offline tourism industry, has been hit hard. At present, tourism has already entered the era of leisure vacations. Tourists' needs are more diversified, and their spiritual and cultural needs are strong. With the development of the internet, big data, artificial intelligence and other technologies, high-tech has had a more and more profound impact on the development of the tourism industry. Therefore, how to do a good job of online tourism is of great significance, and the construction of online tourism assets requires more scientific and reasonable. This paper studies the current status and characteristics of the development of online tourism, and uses the content analysis method to evaluate the construction of online tourism assets, which has an important role in promoting the development of online tourism.

2. Development Status and Characteristics of Online Tourism

2.1 Development Status of Online Tourism

With the rapid development of economy and Internet industry, more and more attention has been paid to the domestic online tourism industry, and tourism projects and contents are becoming diversified [6]. As far as the development trend of the world tourism industry is concerned, the online tourism market has gained rapid growth, and as a new subdivision field. For tourism sales, online tourism is essentially a kind of sales mode. With the help of network tentacles, it extends to all regions, further saving the operation investment cost and improving the operation efficiency [7]. Because online tourism also has large-scale service information, it can help tourists design and plan a fast and efficient tourism route. There is no doubt that with the information services provided by online tourism, tourists can inquire and sign on their own, which not only saves operating costs and improves efficiency, but also promotes online tourism to occupy a larger tourism service market.
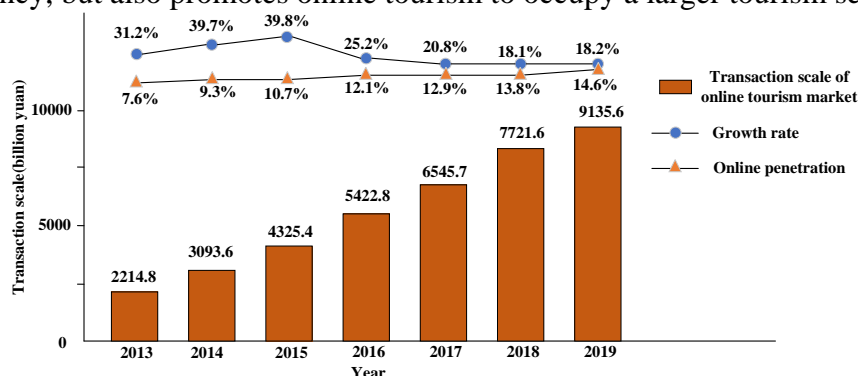

Fig.1 Comparison of Transaction Scale in Online Tourism Market

Online tourism market accounts for a small proportion of the transaction volume in the whole e-commerce field, but the ticket, scenic spot ticket and holiday business play a key driving role in the growth of online tourism, with an average growth rate of more than 30%; and online short-term rental and car rental services are developing rapidly, to a certain extent, promoting the progress of online tourism market [8]. In 2018, the transaction scale of China's online tourism market reached 772.05 billion yuan, a year-on-year increase of 18%; it is estimated that in 2019, the transaction scale of China's online tourism market will reach 913.44 billion yuan. As shown in Figure 1.

2.2 Characteristics of Online Tourism

After fully investigating the changes of the tourism consumption market brought by the information age, the tourism enterprises lock the target group on the tourists who like to pursue the new and different, and launch online tourism products, which is also the product of subdividing the mass tourism consumption market [9]. The segmented tourism market can pay more attention to the characteristics of tourists and meet the personalized needs of tourists to the greatest extent. The realization of online tourism is to identify the consumption needs of tourists, adjust the strategic decisions in time, and seek the business development strategy with competitive advantage [10]. Therefore, the successful development of tourism enterprises is inseparable from the accurate positioning and information capture of the tourism consumer market, which is also an important feature of online tourism, as shown in Figure 2.

The main core of the development of online tourism is business and service, so the development of business cannot be separated from strong technical support, through the continuous change of data and information to carry out customized business, to ensure the operational efficiency of enterprises. [11] From product sales to user order generation, tourism enterprises make travel route plans that meet customer needs through big data and intelligent technology for users, and provide purchase services, relying on database support and scientific background management. The optimization and upgrading of information technology are also the main support for the scale development of online tourism in the future.

Fig.2 Characteristics of Online Tourism

3. Construction and Evaluation of Online Tourism Assets

3.1 Research Design

In this paper, the content analysis method is used to analyze the construction of online tourism assets through ROST Content Mining. Content analysis is an objective and systematic quantitative analysis method for documents, online texts, newspapers and other contents. It transforms documents, online texts, newspapers and other contents into quantitative analysis data, reveals the explicit and implicit information contained in the contents, and then grasps the essence, connotation and development law of things [12]. This paper analyzes the literature of "online tourism" in China How Net from 2013 to now, and extracts 20 online tourism concepts as the analysis samples of this study.

3.2 Reliability Analysis

In order to ensure the scientific and reasonable construction of the category, this paper will use three-person coding method to test the reliability of the online tourism concept feature category system, and the calculation results are shown in Table 1. From Table 1, the reliability of this study is 0.968, indicating that there is a high consistency between the codes of three coding members, and the concept of online tourism can be analyzed according to this category.

$$Mutual\ agreement = \frac{2M}{(N_1 + N_2)} \tag{1}$$

In the formula, M is the number of codes agreed by the coders, and N_1 and N_2 are the total number of codes.

$$Reliability = \frac{n \times Average\ mutual\ agreement}{1 + [(n-1) \times Average\ mutual\ agreement]} \tag{2}$$

In the formula, n is the number of coders.

Table 1 Calculated Results Of Online Travel Reliability Test

Mutual agreement	A	B
B	0.930	-
C	0.900	0.890
Average mutual agreement	0.910	
Reliability	0.968	

3.3 Result Analysis

According to the classification system of concept characteristics of online tourism, the concept of online tourism is statistically analyzed, and the sequence number of each category involved in each concept is marked. On this basis, the frequency and frequency of each category are further calculated and sorted from high to low, and the frequency analysis table of concept category of

online tourism is obtained (Table 2).

Table 2 Frequency Analysis Of Online Tourism Asset Construction Categories

Serial number		Numbers	Frequency
1	Information technology	25	78
2	Integration and utilization of resources	15	47
3	Personalized needs	13	41
4	Application of communication technology	9	28
5	Experience center	6	19
6	Intelligence and interactivity	5	16
7	Integrated system	4	13
8	Terminal service	3	9
9	Enterprise value	3	9
10	Supervision level	3	9
11	Tourism service system	3	9
12	New forms of tourism	3	9
13	Integrated application platform	2	6
14	New concept	2	6
15	New stage of informatization	1	3
16	Systematic innovation	1	3

It can be seen from Table 2 that there are great differences in the frequency of different category indicators in the current online tourism concept, with serious polarization, up to 78% for the high and 3% for the low, and the frequency of most category indicators is below 30%. This shows that in the study of the concept of online tourism, some categories have a high degree of commonness, while others have a low degree of consistency, which to some extent reflects the current academic cognitive status of the concept of online tourism. The frequency of "information technology as the support basis and tool" is the highest (78%), followed by "resource integration, sharing and effective utilization" and "meeting the personalized needs of tourists", with the frequency of 47% and 41%, respectively. The frequency of "application of new generation communication technology in tourism", "providing services for tourists, tourism enterprises, tourism management departments" and "promoting the sustainable development of tourism and related industries" is between 20% and 30%, which is far from the former three, and the other is 20%. The following shows that there is a high degree of recognition in the current academic research on the concept of online tourism on the three points of "information technology as support", "integration, sharing and effective use of resources" and "meeting the personalized needs of tourists", so these three points can be used as the core criteria to define the concept of online tourism. While the frequency of "application of new generation communication technology in tourism", "providing services for tourists, tourism enterprises and tourism management departments" and "promoting sustainable development of tourism and related industries" are relatively low, but in view of the current research on the concept of online tourism is not mature enough, they can be used as auxiliary standards.

4. Conclusion

This paper sorts out the current research literature on online tourism, extracts the definition of online tourism asset construction, and conducts in-depth analysis by using the content analysis method to build a conceptual feature classification system for online tourism asset construction to study the concept of online tourism. Quantitative statistical analysis can increase the number of samples according to the progress of the research and further improve the scientific nature of the research. In addition, the research object can be extended to the entire online tourism research status, and the content analysis method can be used to scientifically and reasonably analyze its research development status, laws, and trends to promote the healthy development of online tourism.

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