The Influence of Internet Public Opinion on the Image Building of Tourist Destination

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Abstract: With the rapid development of information technology and related media industry, information dissemination has changed from passive acceptance to active search. Consumers will actively search relevant content to enhance their ability of information identification when they carry out various activities. As a very popular industry in recent years, tourism industry is increasingly affected by Internet public opinion. Consumers will actively search relevant information of tourism destination and form a first impression before going on relevant journey. Therefore, under the promotion of traditional means of publicity and network media, Internet public opinion is a factor that tourism destination should pay enough attention to. Based on the characteristics, significance and function of Internet public opinion, this paper will discuss the importance of Internet public opinion to the image of tourism destination, and put forward some suggestions and measures to help tourism destination solve the problem of Internet public opinion.

1. Introduction

With the rapid development of information technology, the circulation speed of information is faster and faster, and the characteristics of information sharing, instantaneity, rapidity and diversity are more and more obvious. At the same time, when people receive information, they are no longer passive reception but active search sharing [1-4]. As the main product of the information age, Internet public opinion has a profound impact on all walks of life, while tourism, as the tertiary industry which relies heavily on word-of-mouth, has the most obvious impact [5]. In the traditional tourism industry, tourism destination owners rely on active publicity to gain popularity and influence, while the related negative news is covered up or eliminated artificially, which causes audio-visual confusion for consumers. However, under the network public opinion, the transparency of information is greatly improved, and the negative news becomes transparent [6-8]. Therefore, how to properly deal with the impact of Internet public opinion has become a problem that related tourist attractions must pay attention to and think about.

In view of the above relationship between online public opinion and tourist attractions, a large number of research institutions and cultural departments have analyzed and demonstrated it. In Europe [9], people's thinking about the city image, i.e. tourist attractions, first broke out. The mainstream view is that the main factors affecting the image of tourist attractions are the city environment, cultural characteristics and local customs, but it does not consider the means to deal with public opinions and emergencies. In the Internet era, European scholars and cultural departments [10-12] began to analyze and study the public opinion crisis of tourist attractions. Management, which focuses on the analysis of the role and challenges of social networks and other related media in the tourism crisis; in terms of the means to deal with the crisis of scenic spots, the relevant research institutions [13-15] think that it mainly depends on the timely response effect of the government and the progress and development of democracy, and also on the government's handling methods of relevant issues, as well as the publicity integrity and publicity methods of scenic spots. .

Based on the above analysis and discussion, in order to improve the recognition of online public opinion of tourist attractions and enhance the image of tourist attractions, this paper first focuses on

the importance of online public opinion to the image of tourist attractions. Then, according to the specific social cases, this paper puts forward the relevant means and measures to improve the image of tourist attractions, and provides the corresponding solutions for tourist attractions in the face of adverse network public opinion.

The structure of this paper is as follows:

The second section of this paper will analyze the importance of Internet public opinion to the image of tourism destination.

The third section of this paper will put forward some measures to improve the image of tourism destinations based on the current examples of the impact of Internet public opinion on related tourism destinations, and provide valuable experience for tourism destinations to solve the dilemma of Internet public opinion.

Finally, we will make a summary of this paper.

2. The Importance of Internet Public Opinion to Tourism Destination Image

The rapid development of tourism not only benefits from the rapid development of society and the improvement of people's living standards, but also benefits from the rapid development of network technology. With the rapid spread of tourism information, more and more people are familiar with the tourist attractions, but the network is a double-edged sword. Tourism industry not only enjoys the dividend brought by the development of the network, but also bears the negative impact brought by the network public opinion. Network public opinion has a profound impact on the image of tourism destinations, which mainly includes four aspects: the impact of attention, reputation, local cities and local customs. The corresponding block diagram is shown in Figure 1.
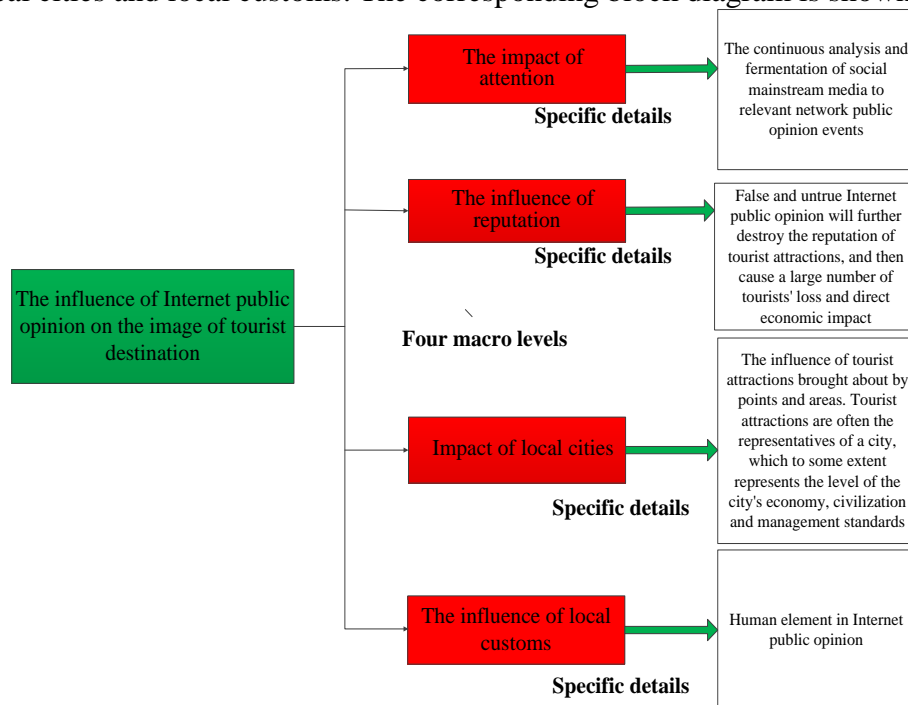

Fig.1 Diagram of the Impact of Internet Public Opinion on the Image of Tourist Destinations

As can be seen from the figure:

In the aspect of the influence of attention, it is mainly reflected in the social mainstream media's continuous analysis and fermentation of relevant online public opinion events. The online media's real-time tracking and reporting of public opinion events of famous scenic spots will attract the attention of all major groups of society. The continuous reports and exchanges of emerging media such as microblog and wechat enable ordinary people to continue to pay attention to the progress of relevant events. With the passage of time, the online public opinion event has become a hot topic of the whole people's attention.

The reputation of tourist attractions is mainly reflected in the false, untrue network public

opinion will further destroy the reputation of tourist attractions, and then cause a large number of tourists' loss and direct economic impact. At present, the freedom of the network platform enables anyone to make their own subjective evaluation of the relevant tourist attractions, but a large number of defamation and false information are also full of the whole network space. In order to gain traffic and simplify the program, the relevant media will carry out a lot of propaganda on the relevant false information, which makes the reputation of the tourist attractions seriously damaged.

At the level of local urban impact, it mainly reflects the impact of tourist attractions brought by the point belt. Tourist attractions are often the representatives of a city, which to some extent represents the level of the city's economy, civilization and management standards. Good image of tourist attractions is conducive to better publicity of relevant urban culture, thus becoming a business card of the city, while adverse network public opinion will make the image of tourist attractions greatly reduced, thus making the image of the city damaged.

In the aspect of local customs, it is mainly embodied in the human element of network public opinion. To some extent, the online public opinion of tourist attractions depends on not only the environment, but also the human services. The high-quality and simple human services directly reflect the local customs of tourist attractions and even the cities behind them.

At the level of network public opinion, the corresponding publishing subject, audience, content and form also affect the image of tourism destination to varying degrees. The corresponding details are shown in Figure 2, among which the most important are the main body and content of public opinion release. The publishing subject represents the authority and authenticity of the content, and the importance of the publishing subject also determines the importance of the network public opinion. At the content level, it mainly involves the specific nature of online public opinion, which determines the positive and negative impact of current online public opinion on tourism destinations. The release audience determines the economic income and people flow of the tourist destination, and the corresponding release form determines the scope of the network public opinion transmission.
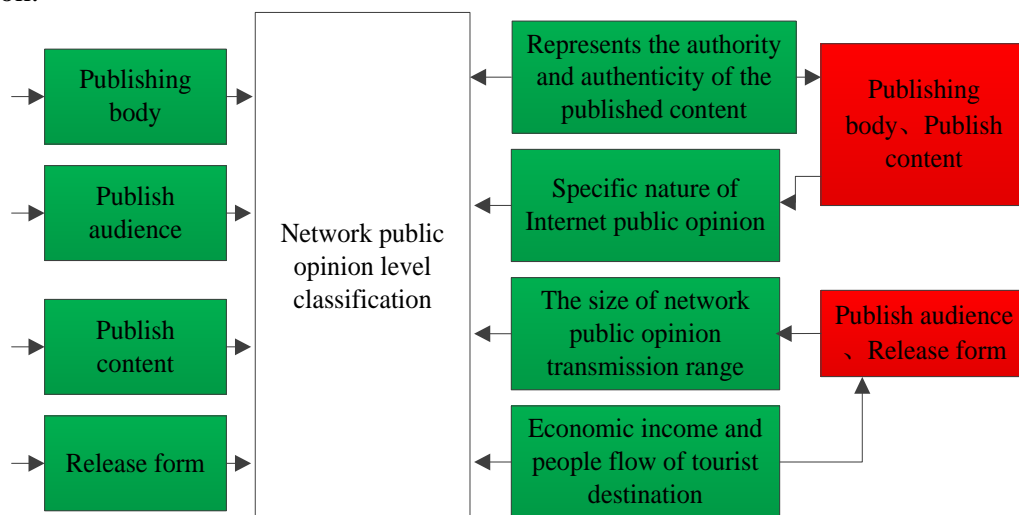

Fig.2 Classification Diagram of Network Public Opinion Level

3. Suggestions and Measures

In order to further deal with the impact of Internet public opinion on tourism destinations, and enhance the ability to deal with the positive and negative impact of tourism destinations on Internet public opinion. This paper puts forward the corresponding practical suggestions and measures from the following four aspects: strengthening the main responsibility of the government to the tourist attractions, strengthening the operation ability of the network public opinion processing platform, improving the protection system of relevant tourist attraction response policies and regulations, and optimizing and improving the performance evaluation mechanism of tourist attractions. The detailed block diagram of the implementation of relevant suggestions is shown in Figure 3:
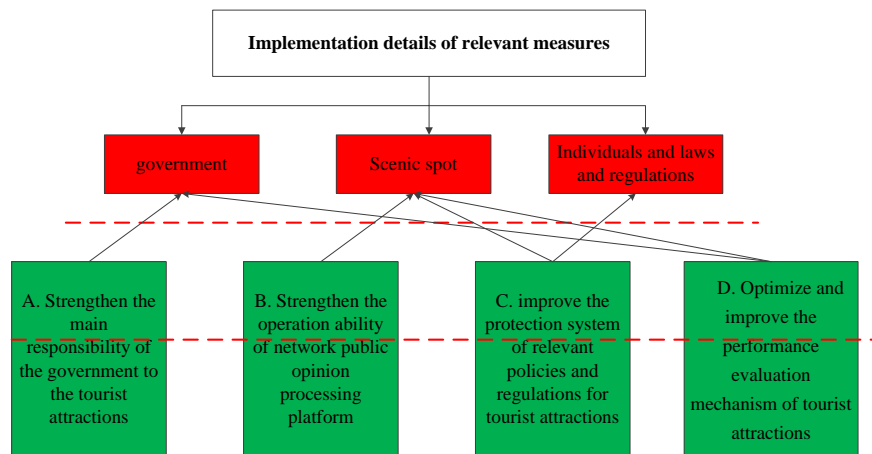
Fig.3 Block Diagram of Implementation Details of Relevant Measures

3.1 Strengthen the Main Responsibility of the Government to the Tourist Attractions

After the occurrence of Internet public opinion related to tourist attractions, the government should actively undertake and strengthen its own responsibilities and obligations. The government should constantly improve the relevant handling and response system, improve the response efficiency of online public opinion, and actively repair the image of tourist attractions and the city image behind them, which is the proper meaning of building a service-oriented government and a responsible government. In order to solve the public opinion crisis, the typical negative teaching material at present is the attack on tourists in Lijiang, China. In such an event, the main behavior of the government is too extreme, which directly affects the image of tourist attractions and even the city.

3.2 Strengthen the Operation Capacity of Network Public Opinion Processing Platform

In the construction of online response platform for tourist attractions, the cooperation degree of microblog, the recognition degree of microblog, the service ability and the communication ability of microblog will affect the ability of dealing with online public opinion of tourist attractions. Relevant tourist attractions should establish a flexible online public opinion linkage mechanism based on this, so as to actively guide each department to coordinate and deal with problems when online public opinion occurs, expand the results of the government and related tourist attractions through the coordination work of each department, so as to reduce consumers' worries as soon as possible, realize the real-time sharing and exchange of information, and avoid resources. Unnecessary waste and consumption.

3.3 Improve the Protection System of Relevant Policies and Regulations for Tourist Attractions

Strengthen the implementation of relevant laws and regulations, actively improve the formulation of relevant laws and regulations, strengthen supervision, implement the accountability system, and actively carry out the accountability system. According to the latest Internet public opinion, make relevant laws and policies to make up for the deficiencies of existing laws and policies. After the occurrence of Internet public opinion, we should actively reflect on it, formulate relevant improvement measures for Internet public opinion, strengthen the government's and tourist attractions' sense of supervision responsibility for such events, and improve the market supervision system.

3.4 Optimize and Improve the Performance Evaluation Mechanism of Tourist Attractions

In dealing with online public opinion, the government should make clear the relevant performance management, according to the current organization and individual objective assessment to achieve performance objectives. At the same time, we need to improve the evaluation model of public participation in government response performance, and take the final public praise

and satisfaction of the people as the final evaluation standard of the effectiveness of system reform. Set up the relevant response performance evaluation and punishment mechanism within the tourist attractions and between the relevant government departments, and then strengthen the execution and binding force of the response performance evaluation mechanism of the relevant responsible departments, so as to improve the praise of the tourist attractions and the city image behind them.

4. Conclusion

The convenience, rapidity, real-time, sharing and transparency of information transmission in the Internet era is a double-edged sword for the tourism industry. This paper mainly analyzes the importance of network public opinion for tourism destination image, and analyzes the corresponding publishing subject, publishing content, publishing form and the actual impact of publishing audience on tourism destination image. Based on this, this paper gives the measures and suggestions of dealing with internet public opinion from four aspects, which provides experience and practical scheme for the reasonable and effective handling of Internet public opinion in tourist attractions.

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