

Research on tourism destination marketing strategy based on online word of mouth

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Abstract. With the rapid development of mobile and Internet technology, people can more easily understand the local tourism information through mobile and Internet technology. Online word-of-mouth has become a very convenient and low-cost way of communication, which has attracted the attention of tourism enterprises and relevant scholars. Due to the strong particularity of tourism products, tourism destinations must strengthen the marketing management of online word-of-mouth and make full use of positive online word-of-mouth. By analyzing the impact of tourism destination word-of-mouth on tourists' consumption behavior and the problems existing in online word-of-mouth marketing, this paper puts forward targeted solutions, provides a reference basis for tourism destination online word-of-mouth marketing, and provides practical guidance for tourism online word-of-mouth marketing.

Key words: Online word of mouth; Tourist destinations; Marketing strategy.

1. Introduction

In recent years, China's tourism market has developed rapidly. During the period from 2015 to 2021, the transaction scale of the tourism market is increasing, which can maintain an increase of 20% - 30% every year. It is estimated that by 2025, the tourism market can reach a transaction volume of more than 460 billion yuan, which shows that China's tourism market transaction still has a lot of room for development. In the Internet era, tourism is increasingly dependent on online word-of-mouth. Before people start tourism, most consumers will first search for tourism destinations and tourism products from the Internet, so as to understand tourism information and formulate tourism plans. This puts forward higher requirements for network reputation and tourism market construction.

Online word-of-mouth marketing is a way of publicity formed by the combination of online word-of-mouth and marketing in the actual network environment. Compared with the traditional way of word-of-mouth marketing, online word-of-mouth marketing has the characteristics of fast communication speed, wide communication range and diversified communication directions, so as to make up for the shortcomings of the traditional way of word-of-mouth marketing, and can also attract many consumers and expand the scope of marketing.

2. The influence of online word of mouth on tourists' consumption behavior

Online word of mouth is a key factor affecting tourists' purchase of tourism products. For tourism destinations, they mainly provide tour services for users. Before purchasing, tourists can't really get their real situation, and can only judge and evaluate it through the experience of others. Therefore, tourists pay very high attention to online word-of-mouth, so as to minimize their purchase risk. Therefore, the number of online word-of-mouth directly affects the popularity of tourism destinations. Before consumption, tourists will check the online reputation of their intended destination through the website to understand the feedback of real tourists. If the number of online word-of-mouth of a tourism destination is more, it means that the number of groups buying the tourism destination is more. At the same time, if most people in the post are satisfied with the products and services of the destination, it indicates that it has high popularity and the risk faced by tourists to buy the product is small. Group scale effect will affect people's psychology and promote consumers to buy their products.

3. Problems in online word-of-mouth marketing of tourism destinations

3.1 The way of network marketing is lack of pertinence

At present, there are many kinds and quantities of new media in the market, but its marketing means are single and lack of integration and innovation of new media platform. For example, the new media platforms such as TikTok do not grasp the audience and platform characteristics of different destinations in the propaganda process, which leads to the lack of pertinence in marketing mode. Consumers of different ages have different awareness of the platform. Young consumers are familiar with the live broadcast platform and have high utilization rate, while elderly consumers are highly dependent on traditional media. Therefore, in the process of online word-of-mouth marketing in tourism destinations, appropriate online word-of-mouth communication methods should be selected according to the characteristics of different consumers.

3.2 The spread of online word-of-mouth is relatively low

In the process of online word-of-mouth marketing, consumers lack effective interaction, which reduces the enthusiasm of participation. New media has a low awareness of offline activities, which can not stimulate offline activities and create relevant topics. According to relevant statistics, there are many offline activities in tourist destinations, but most of the funds are used for the construction of activity venues, and the cost in marketing reports is very small, which can not attract the attention of consumers. The interactive content in various marketing activities is less, and the participation of tourists is relatively low.

3.3 Low ability to reduce negative online word of mouth

A negative word of mouth has a great impact on tourists. If the tourism destination does not pay enough attention to the negative word-of-mouth in various new media platforms, or does not follow up in time, it does not really understand the causes of users' negative word-of-mouth. At the same time, the negative word-of-mouth in the new media platform has not been effectively resolved, and its negative impact cannot be eliminated in time. The construction and development of tourism destinations will be very slow.

4. Promotion measures of online word-of-mouth marketing in tourism destinations

4.1 Accurately obtain the needs of tourists

The relevant staff of tourism destination can use the form of questionnaire to investigate the needs and satisfaction of users. Thus, we can obtain the real feedback of tourists through new media, understand the problems existing in its management and marketing, and then formulate corresponding improvement strategies according to customers' needs and feedback. In order to stimulate the enthusiasm of tourists to participate, marketers can ensure the authenticity and comprehensiveness of their information by giving gifts and bonuses. In addition, special tourism sites can be set up in mainstream media and platforms to improve the convenience of tourists' information feedback and provide a breakthrough for the optimization of service quality and product innovation of tourism enterprises.

4.2 Strengthen the planning of communication content

Tourism destination should also strengthen the planning of tourism destination network marketing communication content and improve the accuracy of its publicity. Tourism projects can strengthen the publicity of local characteristic tourism products or scenic spots. By making excellent publicity videos, people can quickly understand the characteristics of tourism destinations through a few minutes of video and enhance their attraction to tourists. At the same time, network marketing must

strengthen the integration of tourism destination product content to ensure its authenticity and consistency.

4.3 Strengthen interaction and reduce negative word of mouth

Marketers can query negative word-of-mouth through new media and respond to and explain the problems in negative word-of-mouth. Through communication and exchange, we can better understand the needs of users, and take effective solutions to make users feel valued. In addition, through communication and exchange, we can also realize the transformation from negative word-of-mouth to positive word-of-mouth. This requires marketers to pay attention to the development of online word-of-mouth at any time, obtain negative word-of-mouth information as soon as possible, and quickly contact negative word-of-mouth publishers to help them solve various problems encountered in tourism. At the same time, appease the mood of tourists, find the causes of negative word-of-mouth and remedial measures that can be taken.

5. Conclusion

Before traveling, most tourists will understand the relevant information of the tourism destination through various channels, and determine the tourism decision according to the online reputation of the tourism destination. Therefore, tourism destinations should accurately obtain the needs of tourists, establish a good brand image of tourism destinations, create personalized customized tourism products, provide perfect online and offline high-quality tourism services, strengthen the planning of communication content, strengthen interaction and improve the quality of marketing management.

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