

Research on the Influence and Audience Preference of WeChat Official Accounts of 5A-level Scenic Spots in Hainan Province: Based on WCI Index

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Abstract: With the rapid development of science and technology, a new generation of social media such as QQ, WeChat, microblogging, short videos and other social media came into being, and the way of information dissemination has changed a lot, and the WeChat official accounts have become a new marketing method for tourist attractions by virtue of its own advantages. In view of this, on the basis of collecting the data of WeChat official accounts of six 5A-level Scenic Spots in Hainan Province that have opened and carried out official authentication, the WCI value of WeChat official accounts in the scenic spots have been measured, analyse the influence size of WeChat official accounts operated by 5A-level Scenic Spots, find its problems, and put forward corresponding optimization countermeasures, with a view to improving the operation effect of WeChat official accounts of tourism scenic spots, so as to promote the sustained and healthy development of the tourism of 5A-level Scenic Spots in Hainan Province.

Keywords: WeChat Official Account; Influence; Audience Preference; Hainan 5A-Level Scenic Spot

1. Introduction

With economic development and social progress, China's Internet technology is also developing rapidly. At present, China's Internet penetration rate is rising year by year. As of December 2023, the number of Internet users in China reached 1.092 billion, with 24.8 million new Internet users in December 2022, and the Internet penetration rate reached 77.5%. In the context of the "Internet+" era, tourism WeChat official accounts operation have become one of the key topics of concern

for scholars at domestic and international, especially the free use and promotion of WeChat, an application that has gradually become the main source of information for people's daily life. With the development and popularisation of new media, WeChat official account has become one of the important platforms for providing services for tourists in tourist attractions in China. In this context, give full play to the role of Internet technology in the tourism industry, through the "Internet + WeChat official account", to build a perfect scenic area publicity platform, and as a tourist attractions external display and publicity window, to show the scenic area of the history and humanities information, attractions panoramic information, ticket information, scenic area map, distribution of scenic accommodation points to the public, etc. At the same time at any time load and release map, scenic spot accommodation distribution, announcements, preferential activities and other information, so that tourists at any time and any place are able to retrieve and master their own needs of tourism information. WeChat official account of scenic spots with timely information sharing, information delivery speed and accurate positioning functions, the content will be promoted to hundreds of millions of WeChat users, so that the tourist attractions and tourism consumers interact in a more personalised and diversified way.

By combing the relevant research literature at domestic and international, it can be seen that the current research of domestic and international scholars on the influence of WeChat official accounts and WeChat official accounts of the scenic area mainly focus on medical health and health care monitoring, tourism selection and decision-making, and tourism impact. Foreign scholars LiW et al.

used WeChat official accounts to educate Chinese people about health to assess and improve the effectiveness of malaria health literacy among Chinese expatriates in Niger [1]. Dellavalle R P et al. explored the current application of WeChat in healthcare and dermatology [2]. Gamage T C et al. used the interview method and analyzed how the post-00 WeChat users used WeChat to make choices and decisions about hotels. Through the study, it was found that 18 post-00 respondents' decision to choose a hotel via WeChat was influenced by various social, process and content satisfaction [3]. Cànoves G et al. conducted a study on the image of tourism destinations based on a national cultural perspective, it was found that Chinese tourists place extreme importance on the destination's prestige and social networks during their travels [4]. Carvache-Franco M et al. analyzed consumer behavior of TV tourism product shopping and specifically studied the relationship between perceived value, satisfaction and loyalty of TV shoppers [5]. Hao Yan, a domestic scholar, explored the influence of WeChat official account information quality on user behavior based on the perspective of immersion experience [6]. Que Suyun et al. base on the data of WeChat official account "Dali People's Hospital Subscription", to analyzed the current situation and effect of health science videos and explored the methods to improve the effect of its dissemination [7]. Li Yanni taking English WeChat official account's Chinese cultural communication in the past five years (2018-2022) as the research object, analyzing the current situation and characteristics of cultural communication, exploring the Chinese cultural communication channels based on China Daily public number, discovering the problems and proposing relevant optimization countermeasures [8]. Fang Fang taking Anhui Paradise Walled City Scenic Area as an example, the tweets in its public number from 2014 to 2021 are selected as samples, and the WeChat Communication Index (WCI) is used to explore the communication influence and change trend of WeChat official account of tourism scenic spots, and the audience preference is analyzed based on the content analysis method [9]. Tao Lin taking WeChat official account as a platform, to practical promotion and publicity of Zhang ye tourism

products, aiming at exploring the value as well as the actual effect of promotion and publicity of Zhang ye tourism products through WeChat official account platform [10].

In summary, foreign scholars' research on social software and tools mainly focuses on Twitter, Facebook and other social software, and relatively little research on WeChat official account. The research of domestic scholars on WeChat official account and the influence of scenic WeChat official account is mainly focused on the use of a region or an official account, cultural communication, scenic WeChat official account marketing strategy, etc., and there is relatively little research literature on the influence of scenic WeChat official account. In view of this, this paper takes the 5A-level scenic spots in Hainan Province as the research object, and collects the data of WeChat official accounts opened and officially certified by six 5A-level scenic spots in Hainan Province, on the basis of measuring the WCI value of scenic spots' WeChat official accounts, analyzing the influence size of WeChat official accounts operated in the 5A-level scenic spots, discovering the problems, and proposing corresponding countermeasures, which is conducive to improving the WeChat official account of the tourism scenic spots' operation effect, expand the scope of dissemination, and provide a realistic reference basis for the development of marketing and promotion strategies for WeChat official account of 5A-level scenic spots in Hainan.

2. Research Design

2.1 Research Object

As the benchmark of China's tourist attractions, 5A-level scenic spots play an important role in demonstrating the power of national brand, promoting regional tourism development and releasing the value of scenic spots, etc. It represents the highest level of China's tourist attractions and has strict standards and assessment conditions and has far-reaching impact on local economic and social development. Different grades of tourist attractions have different overall competitiveness. Over the past three years, Hainan tourism has experienced severe challenges, and by 2023, Hainan received 90,006,200 domestic and foreign tourists, and

the total tourism revenue was 181,309,000,000 Yuan, which increased by 49.9% and 71.9% respectively, and compared to 2019, it increased by 8.3% and 71.4%, the tourism industry of Hainan has shown a strong recovery, among them, the revenue generated by scenic spots occupies an important share in the total revenue of Hainan tourism industry. Therefore, taking WeChat official accounts of 5A-level scenic spots in Hainan Province as the research object and studying their influence and audience preference is conducive to improving the operation effect of WeChat official accounts of tourist scenic spots, thus promoting the sustainable and healthy development of 5A-level Scenic Spots tourism in Hainan Province.

2.2 Data Sources

According to the data of Hainan Provincial Department of Tourism, Culture, Radio, Television and Sports, there are currently six 5A-level scenic spots in Hainan. Through the search function of WeChat. There are 12 officially opened and certified scenic WeChat official accounts that can be retrieved. Because of the dynamic nature of the scenic WeChat official account data, this paper selects the data about WeChat official accounts of 5A-level Scenic Spots in Hainan Province within a specific time period from 1 April 2021 to 15 March 2022 as the research data sample. In The WCI measurement formula is as follows:

$$WCI = \left\{ 80\% \times \left[40\% \times \ln\left(\frac{R}{d} + 1\right) + 45\% \times \ln\left(\frac{R}{n} + 1\right) + 15\% \times \ln(R_{\max} + 1) \right] + 20\% \times \left[40\% \times \ln\left(10\frac{Z}{d} + 1\right) + 45\% \times \ln\left(10\frac{Z}{n} + 1\right) + 15\% \times \ln(10Z_{\max} + 1) \right] \right\}^2 \times 10 \quad (1)$$

“d” denotes the number of days in the research time period; “n” denotes the number of tweets posted by the account in the research time period; “R” denotes the total number of reading volume of tweets in the research time period; “Z” denotes the total number of likes of tweets in the research time period; “R_{max}” denotes the maximum number of reading volume of tweets in the research time period; “Z_{max}” denotes the maximum number of likes of tweets in the research time period.

3. Empirical Analysis

order to ensure the timeliness and representativeness of the data samples. During the collection of data, we organize, categorize and proofread the title, time, name, readership and likes of the tweets of 12 WeChat official accounts. so as to measure the WCI index of WeChat official accounts of 5A-level Scenic Spots.

2.3 Measurement Methodology

WCI index, also known as "WeChat Dissemination Index". It was developed by the Ningbo New Media Index team, is the most widely used standard for judging of the communication power of WeChat. It mainly measures the dissemination influence of WeChat official accounts through the reading volume, the number of likes and another indicator. The higher the value of the WeChat Index, the stronger its dissemination and the more influential it is. The constructed measurement system is shown in Figure 1.

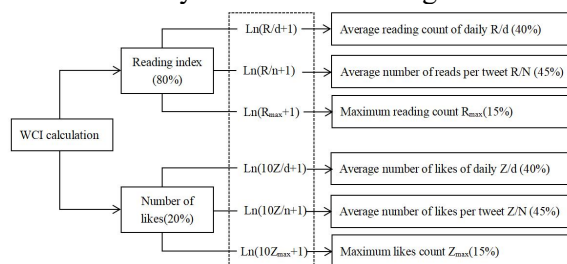


Figure 1 WCI Measurement System

3.1 Analysis of the Current Situation of WeChat Official Account of 5A-level Scenic Spots in Hainan Province

Through the survey, it can be seen that at present, the creation rate of WeChat official account of the six 5A-level scenic spots in Hainan Province is 100%. There are five 5A-level scenic spots have opened WeChat service and subscription numbers. Binglanggu•Hainan Li & Miao Cultural Heritage Park opened two subscription number, didn't open the service number, the specific situation please see Table 1 for more details.

Table 1. Basic information questionnaire of WeChat official account of 5A-level scenic spots in Hainan Province

Serial number	Scenic Area Name	WeChat official account	Category
1	Yanoda Rainforest Cultural Tourism Zone	Yanoda	Service number
		Yanoda Rainforest Cultural Tourism Zone	Subscription number
2	Nanshan Cultural Tourism Zone	Nanshan Temple in Sanya	Subscription number
		Hainan Nanshan Cultural Tourism Zone	Service number
3	Nanwan Monkey Island Tourist Attractions	Nanwan Monkey Island Scenic Tourism Platform	Subscription number
		Nanwan Monkey Island Scenic Reservation Platform	Service number
		Nanwan Monkey Island Scenic Spot Official Distribution Platform	Service number
4	Sanya Dongtian Park Tourist Attraction	Sanya Dongtian Park Tourist Attraction	Service number
		/	Subscription number
5	Wuzhizhou Island Tourist Attractions	Wuzhizhou Tourism	Service number
		Wuzhizhou Island TravelAngel	Subscription number
6	Binglanggu•Hainan Li & Miao Cultural Heritage Park	Binglanggu	Subscription number
		Binglanggu Hainan Li & Miao Cultural Heritage Park	Subscription number
		/	Service number

Note: “/” indicates that the corresponding scenic spot has not yet opened a service number or subscription number

The size of the WCI index of scenic WeChat official account has a certain relationship with the volume of reading and likes of the tweets, and is not necessarily related to the category of the WeChat official account. At present, scenic WeChat official accounts are mainly divided into three types: subscription number, service number and enterprise number. In the research process, this paper mainly selects the data of subscription number and service number to be analyzed and researched, the subscription number can send 1 message per day, and the service number can be directly displayed in the WeChat friends list, the exposure degree is relatively high, but the number of messages is limited to 4 messages per month.

From the ranking of WeChat official account's popular article titles, its main themes are scenic preferential activities, attraction introduction and park closure notice. Based on the perspective of audience group, the more volume of reading and the higher number of likes of WeChat official account tweets, the higher the quality of the official account's tweets, the greater the appeal to audience groups. On the contrary, it indicates that the content of the tweets is not of high quality and needs to be further improved, to meet the needs of the audience groups. It can be seen that the number of high-quality WeChat official account is less. The title and quality of

the pushed tweets need to be optimized. In terms of the push form, due to the limitations of the layout function of WeChat official account platform, the tweets of scenic spot WeChat official accounts are mainly in the form of text and pictures, with video, audio, links, and slideshows as supplements. The form is relatively simple. In terms of annual article volume, the number of tweets of WeChat official account of the top five scenic spot have at least 68 articles. On average, 5 articles are pushed every month, and it can be seen that the update frequency of WeChat official accounts is not high. Please see Table 2 for more details. There are six 5A-level Scenic Spots in Hainan Province, they have their own WeChat official account. In terms of content, they mainly show the contents including scenic area basic situation, policy advocacy, scenic area service guidance. In terms of frequency, there are differences between different scenic areas, the highest frequency of scenic areas is Wuzhizhou Island Tourist Attractions, Its promotion is very effective, push about 3 articles per day. The lowest is Nanwan Monkey Island Tourist Attractions, it had only 10 tweets during the study period. In terms of the number of tweets, Yanoda Rainforest Cultural Tourism Zone, Sanya Dongtian Park Tourist Attraction, Wuzhizhou Island Tourist Attractions and

Binglanggu•Hainan Li & Miao Cultural Heritage Park Push a total of 824 articles, which is the most pushed by Wuzhizhou Island Tourist Attractions, a total of 226 articles, accounting for the total number of tweets of

27.43%. All in all, the current influence of WeChat official account of Hainan 5A-level Scenic Spots is not high, the operation is unsatisfactory, the online marketing is not enough, and the development is relatively slow.

Table 2. Ranking of popular article titles of WeChat official accounts

Rankings	WeChat official account	Article title	Volume of reading	Number of likes	Annual publication volume	Category
1	Wuzhizhou Island Travel Angel	Island good scenery Wuzhizhou Island live benefits to come, the whole site as low as 9.9 yuan, and there are thousands of dollars of hotel room gifts!	30000	5	158	Welfare
2	Hainan Nanshan Cultural Tourism Zone	Mayor Bao Hongwen to the Nanshan scenic area to check the Spring Festival tourism reception work	18,000	47	79	Officials travelling
3	Wuzhizhou Tourism	Wuzhizhou Island Spring Benefits are back! A free stay at a hotel worth \$1,000!	11000	17	68	Welfare
4	Binglanggu•Hainan Li & Miao Cultural Heritage Park	Binglanggu Summer Camp is recruiting young heroes from all over the country!	8971	32	130	Parent-child travel
5	Yanoda Rainforest Cultural Tourism Zone	Yanoda Rainforest Cultural Tourism Zone May 30 all-day closure announcement	5726	16	100	Closure Notices
6	Nanwan Monkey Island Scenic Spot Booking Platform	Notice on the cessation of operation of Nanwan Monkey Island Scenic Spot	4547	12	22	Closure Notices
7	Nanshan Temple in Sanya	Sanya Nanshan Temple 2021 Land and Water Ceremony Announcement	4515	96	77	Sightseeing Spots
8	Yanoda,	Free Tickets! Valentine's Day meets Lantern Festival, Yanoda invites you to a perfect encounter!	3990	278	20	Welfare Travel
9	Sanya Dongtian Park Tourist Attraction	Sanya "sisters" travelled 10,000 miles to teach in the northwest of China, leaving a story on the Pamir Plateau.	2263	47	86	Climate introduction
10	Binglanggu	Penang Valley [Polon - Chronicle] travel filming new on-line, hit the netroots scene out of the circle of beauty!	1458	18	24	Sightseeing Spots
11	Nanwan Monkey Island Scenic Spot Tourism platform	Important Notice: Notice on the Temporary Closure of Nanwan Monkey Island Scenic Spot	1315	1	50	Closure Notices
12	Nanwan Monkey Island Scenic Spot Official Distribution Platform	Nanwan Monkey Island Ecological Tourism Zone Operation Information	1274	3	10	Sightseeing Spots

3.2 Analysis of the Influence of WeChat Official Accounts of 5A-level Scenic Spots in Hainan Province

3.2.1 Analysis of the influence of WeChat official accounts

It can be seen that the influence of WeChat official accounts of 5A-level scenic spots in Hainan Province is not high, and the number of scenic spots with WCI index values above 100 is only two. This shows that the influence of WeChat official accounts of 5A-level scenic spots in Hainan Province need to be improved. "Nanshan Cultural Tourism Zone" has the highest influence, with a WCI index of 80.00

for its subscription number and 129.01 for its service number, both ranking in the top five. The WCI indexes of "Nanwan Monkey Island Tourist Attractions" and "Sanya Dongtian Park Tourist Attraction" are relatively low, with WCI indexes of 36.80 and 41.82 respectively, and the WCI indexes of other WeChat official accounts mainly range from 50 to 80. Please see Table 3 for more detail.

Scenic spots with high WCI index are mainly located in the more economically developed areas, more government investment, strong publicity efforts, they are well known and easily noticed by tourists. Such as "Nanshan Cultural Tourism Zone", It is a fine tourist

scenic spot in Hainan, it is also a national key scenic spot, has been the strong support and propagate from the government, the attention of tourists is also relatively high. Therefore, the influence of its WeChat official account is relatively high. Through the study, it was

found that the WCI index of WeChat official account of scenic spots are affected by some factors, such as scenic spots popularity, operation level of scenic spots, promotion efforts of scenic spots, intensity of capital investment.

Table 3. Ranking of WCI Index of WeChat Official Accounts of 5A-level Scenic Spots in Hainan Province

Rankings	WeChat official account Name	R	R _{max}	Z	Z _{max}	n	WCI
1	Hainan Nanshan Cultural Tourism Zone	338439	18,000	1987	200	79	129.01
2	Yanoda	37530	3990	621	278	20	103.18
3	Wuzhizhou Tourism	229182	11000	408	128	68	94.88
4	Nanshan Temple in Sanya	137305	4515	3477	312	77	80.00
5	Nanwan Monkey Island Scenic Reservation Platform	28610	4547	123	15	22	79.33
6	Wuzhizhou Island TravelAngel	135567	30000	1095	362	158	58.97
7	Binglanggu*Hainan Li & Miao Cultural Heritage Park	154525	8971	1206	26	130	57.94
8	Binglanggu	15380	1458	184	25	24	57.75
9	Nanwan Monkey Island Scenic Spot Official Distribution Platform	3332	1274	20	3	10	54.82
10	Yanoda Rainforest Cultural Tourism Zone	87162	5726	170	52	100	50.82
11	Sanya Dongtian Park Tourist Attraction	57788	2263	513	22	86	41.82
12	Nanwan Monkey Island Scenic Tourism Platform	17016	1315	207	11	50	36.80

Data source: According to the WCI formula and based on the collected data to calculate the ranking of the WCI index of WeChat public number of 5A-level scenic spots in Hainan Province.

3.2.2 Analysis of volume of reading and number of likes of WeChat official accounts

The analysis shows that the volume of reading and number of likes of scenic WeChat official accounts will affect the WCI index of scenic WeChat official accounts. Among the 12 study samples, "Hainan Nanshan Cultural Tourism Zone" "Yanoda" and "Wuzhizhou Travel" are service numbers. "Nanshan Temple in Sanya" and "Nanwan Monkey Island Scenic Reservation Platform" are subscription numbers, and the ratio of service numbers and subscription numbers ranking in the top 5 of the WCI index is 3:2.

Table 3 shows that the influence of the WeChat dissemination index of "Wuzhizhou Tourism" is the greatest, such as pushing the title of "island scenery | Wuzhizhou Island live benefits to come, the whole as low as 9.9 yuan, there are thousands of dollars of hotel room gifts!" This tweet received 3.0 million reading and 5 likes, the main reasons may be: Firstly, the price of boat tickets only 9.9 yuan, the price of sightseeing boat tickets is also 9.9 yuan; Secondly, the price of the island buffet lunch as low as 28 yuan, the price of sea view room is only 1049 yuan and the best guesthouse is free. The preferential activities

of the scenic spots aroused readers' interest, so they forward and tell their friends and families about the tweets, thus generating a certain amount of reading. In the service number, the WCI index of "Hainan Nanshan Cultural Tourism Zone" is the highest, and the spread influence of "Hainan Nanshan Cultural Tourism Zone" is the greatest, such as this tweet, containing text, pictures and short videos, was titled "The Mayor of Sanya, visited Nanshan Scenic Spot to check the tourism reception work during the Spring Festival", has received 18,000 reading and 47 likes, it can be seen that tourists pay more attention to government tourism. so, the size of the WCI index of WeChat official accounts of scenic spot is closely related to the number of reading and likes of tweets. Therefore, the management staff of scenic spots can attract the attention of tourists by pushing tweets in various forms and creative content in the further work, so as to improve the number of reading and likes of tweets, and then improve the WCI index of WeChat official accounts of the scenic spots.

3.2.3 Analysis of frequency and time of WeChat official accounts information release

The tweets number, frequency and time of the

scenic WeChat official accounts reflect the operation level of WeChat official account and the size of the WCI index. Through the research, it is known that the WeChat official accounts of the 5A-level scenic spots in Hainan have problems such as low posting frequency, irregular promotion time and irregularity in the current operation process, which need to be solved urgently. In terms of release frequency, the all the WeChat official accounts of Hainan's 5A-level scenic spots fail to update their tweets daily, so their WCI indexes are low; “Nanwan Monkey Island Scenic Spot”, which is ranked the last in the WCI indexes, pushes out only 30 articles during the study period, and pushes out 1 article every 20 days on average, with a low frequency of pushing, it even stops changing sometimes, which led to the lowest ranking in the influence index.

In terms of release time, most of the scenic WeChat official accounts push tweets at irregular times, failing to seize the golden time period of mobile phone users using WeChat in time. The WCI index is not only affected by the number of people who pay attention to the WeChat official accounts of readers, the number of likes, the number of tweets and other factors, but also the timely and appropriate number of high-quality tweets is also an important way of attracting and stabilizing the audience groups of the WeChat official accounts. Therefore, the management staff of scenic spots should pay attention to the frequency of WeChat official accounts tweets in the operation process of WeChat official accounts, while paying attention to the time and density of tweets.

3.2.4 Analysis of Wechat official account audience preference

Audience groups read the tweets which posted by scenic WeChat official accounts is a behavior of passively receiving information, the act of liking and tweeting tweets is a behavior of actively transmitting information. Selecting the title of the tweets of the WeChat

official account of the scenic spots with the most reading and likes during the research period, to study the relationship between the content of WeChat official account tweets and the preferences of audience groups, which can provide practical references for the good operation of scenic WeChat official accounts. Please see Table 4 and Table 5 for more details.

From the perspective of the maximum reading and likes of the top ten scenic official accounts. From they can be classified into the following categories: welfare, closure notices, attraction introduction, climate introduction, parent-child travel, official travel, research and study travel, online celebrity, festivals, beliefs, scenic area publicity, politics, recruitment, policies and other types. These tweets can stimulate the travel motivation of potential travelers and provide information reference for their choice of travel modes.

Realizing the audience's preferences through the analysis of reading number and likes number of tweets. Scenic official account operators can promote more articles and related information that meet the needs of tourists according to the audience's preferences. The larger the reading and likes volume of tweets, the higher the audience's preference for scenic spots.

The scenic WeChat official accounts not only open the “online marketing” function module, but also have other function modules such as “talent recruitment” and “activity notification”, which are also “recruitment”, “suspension of opening” and other words appear. Therefore, during the operation process of the WeChat official account in Hainan 5A-level scenic spots, we can make full use of the WeChat official account platform, delivery the publicity and recruitment information of scenic spots in time, it's not only to meet the needs of audience, who want to know the latest dynamic information of scenic spots, but also to achieve the recruitment of scenic spots talent, to achieve a win-win situation.

Table 4. Basic information table of the number of likes ranking of official accounts

Rankings	Name of WeChat official account	Title Name	Number of likes	Category
1	Wuzhizhou Island Travel Angel,	Cute enough to be on the hot search! Gao Qingdan diving and planting coral on Wuzhizhou Island, this wave of operation is a laugh	362	Online celebrity
2	Nanshan Temple in Sanya	Nanshan Temple in Sanya held a puja for academicians Yuan Longping and Wu Mengchao	312	Faith-based

3	Yanoda	Free Tickets! Valentine's Day meets Lantern Festival, Yanoda invites you to a perfect encounter!	278	Welfare category
4	Hainan Nanshan Cultural Tourism Zone	Thanksgiving for Mother, pray for blessings at Nanshan Mountain	200	Festivals
5	Wuzhizhou Tourism	Four-dimensional salute to the 100th anniversary of the founding of the organization in Wuzhizhou Island, land, sea and air super burning music video	128	Political category
6	Yanoda Rainforest Cultural Tourism Zone	Yanoda Rainforest Cultural Tourism Zone Tourist Guide Service Department was awarded "The 20th National Youth Civilization"	52	Scenic area promotion category
7	Binglanggu•Hainan Li & Miao Cultural Heritage Park	Binglanggu•Hainan Li & Miao Cultural Heritage Park Notice on Suspension of Business in Rainforest Area	26	Closure Notices
8	Binglanggu	"Cheng Tianfu Labor Model Innovation Workshop" inaugurated in Binglanggu	25	Policy category
9	Sanya Dongtian Park Tourist Attraction	Run, Junior!	22	Research and study category
10	Nanwan Monkey Island Scenic Reservation Platform	Bikini Girl Free Recruiting for the First Full Moon banquet in Sanya/Lingshui, Hainan (20 September)	15	Recruiting class
11	Nanwan Monkey Island Scenic Tourism Platform	Monkey Island - Gratitude The Flag of Gratitude! Nanwan Monkey Island praises the duty service of Coastal Station in Xincun Town	11	Category of officials
12	Nanwan Monkey Island Scenic Spot Distribution platform	The Final Work - New Year's Eve Camping Recruitment Full Moon banquet, Electric Festival, Nerd Contest, Barbecue Dinner... South Bay Monkey Island Year-end Promotion	3	Welfare category

Table 5. Basic information table of volume of reading ranking of official accounts

Rankings	WeChat official account	Article title	Volume of reading	Category
1	Wuzhizhou Island Travel Angel	Island Scenery Wuzhizhou Island Live Benefits, as low as \$9.9, and \$1,000 hotel room gift	30 000	Welfare category
2	Hainan Nanshan Cultural Tourism Zone	Mayor Bao Hongwen to the Nanshan scenic area to check the Spring Festival tourism reception work	18,000	Officials travelling category
3	Wuzhizhou Tourism	Wuzhizhou Island Spring Benefits are back! A free stay at a hotel worth \$1,000	11000	Welfare category
4	Binglanggu•Hainan Li & Miao Cultural Heritage Park	Binglanggu•Hainan Li & Miao Cultural Heritage Park Hercules Growing Up Summer Camp is recruiting young heroes from all over the country	8971	Parent-child travel category
5	Yanoda Rainforest Cultural Tourism Zone	Yanoda Rainforest Cultural Tourism Zone May 30 all-day closure announcement	5726	Closure Notices
6	Nanwan Monkey Island Scenic Reservation Platform	Notice on the cessation of operation of Nanwan Monkey Island Eco-tourism Zone	4547	Closure Notices
7	Nanshan Temple in Sanya	Sanya Nanshan Temple 2021 Land and Water Ceremony Announcement	4515	Sightseeing Spots
8	Yanoda	Free Tickets! Valentine's Day meets Lantern Festival, Yanoda invites you to a perfect encounter	3990	Welfare Travel
9	Sanya Dongtian Park Tourist Attraction	Sanya "sisters" travelled 10,000 miles to teach in the northwest of China, leaving a story on the Pamir Plateau	2263	Climate introduction category
10	Binglanggu	Binglanggu『Polon - Chronicle』 travel filming new on-line, hit the netroots scene out of the circle of beauty	1458	Sightseeing Spots
11	Nanwan Monkey Island Scenic Tourism Platform	Important Notice: Notice on the Temporary Closure of Nanwan Monkey Island Eco-tourism Area	1315	Closure Notices
12	Nanwan Monkey Island Scenic Spot Official Distribution Platform	Nanwan Monkey Island Ecological Tourism Zone Operation Information	1274	Sightseeing Spots

4. Conclusions and Recommendations

4.1 Conclusion

This paper researches the operation status of the WeChat official account of 5A-level Scenic Spots in Hainan Province, measures the WCI value of its official account, explores the size

of its influence, and finally analyzes and understands its audience preference by the tweets' reading and likes indexes, with the following research conclusions:

The overall posture of the official account operation of 5A-level Scenic Spots in Hainan Province is low. Although each scenic spot opens WeChat official account, however, their influence is weak and the quality of WeChat official account is less.

There are significant differences in the level of influence among the WeChat official account of 5A-level Scenic Spots in Hainan Province, such as WeChat dissemination index ranked first is "Nanshan Cultural Tourism Zone", the WCI value of it is 129.01. The WeChat dissemination index of "Nanwan Monkey Island Tourist Attractions" is the lowest, just only 36.80.

Analyzing the audience preference of the tweets, it can be seen that the audience pays more attention to the scenic spots with low ticket prices, strong preferential activities and strong experience. Influenced by the content of the tweets and the level of operation of WeChat platforms and other factors, the audience groups have a higher degree of preference for the WeChat official account tweets of the scenic spots, such as Wuzhizhou Island, Nanshan Temple in Sanya, Yanoda, and Sanya Dongtian Park Tourist Attraction.

Hainan 5A-level Scenic Spots WeChat official account released articles with low frequency and not fixed, the title, content and layout of tweets are relatively single. As a result, it is less attractive to readers and fans.

Hainan 5A-level Scenic Spots release information through WeChat official account to achieve the dual purpose of delivering information to tourists and recruiting talents. In addition, it was found that the WeChat official account of scenic spots with mature operation is characterized by rich content, timely updating, combining hotspots, catering to the needs of tourists and strong interactivity.

4.2 Issues and Recommendations

4.2.1 Problems

Based on the results of the above analyzes, it is found that the following problems exist in the operation of WeChat official account of 5A-level Scenic Spots in Hainan Province:

4.2.1.1 Long and complicated push headlines

During the statistical period, we found that the

word of the title of most the scenic official account are more than 20 words, the title is too long will cause visual fatigue to the user, which the title of too much information, not enough focus, the expression is too complete, and the readers will not point in to look at its content, the key of the scenic spots official account title writing is to attract readers to click on the tweets to read. The title of 5A-level Scenic Spots WeChat official account in Hainan Province cannot catch the core focus of the scenic article, lack of sufficient attraction.

4.2.1.2 Push content and layout is monotonous
The positioning of WeChat official account of 5A-level scenic spots in Hainan Province is ambiguous, and the selection and arrangement of contents are unreasonable, which leads to the lack of attractiveness of scenic spot WeChat official account' tweets, and the readers' stay and reading time are shorter; it was found when collecting data from 12 scenic spots' WeChat official accounts that their content layout is in a single form, and the backstage operators have not yet emphasized the importance of the contents in their layout when carrying out the articles' writing.

4.2.1.3 Low number of readers, likes and comments

The fans number of official account is very small in the initial period, so it will choose to pull friends and families to come to pay attention to, but this is only a short-lived strategy. WeChat official account of 5A-level scenic spots in Hainan Province increase users and increase precision users, always in a state of change. As a result, it is difficult to effectively analyze users and meet their reading preferences. Through the study, it was found that the title of the official account tweets is not attractive enough, resulting in the volume of reading of the official account is low, the main reason why the number of likes and comments on the scenic spot WeChat official account is low is that the number of readers is small, it has not yet caused resonance within the readers, which leads to their sense of participation is not strong, so the number of comments is not high.

4.2.1.4 Fewer pushes and untimely updates

In the operation of WeChat official account of Hainan's 5A-level scenic spots, there are problems such as low release frequency, irregular promotion time and irregularity,

which need to be solved urgently. In terms of release frequency, all the WeChat official account of Hainan's 5A-level scenic spots fail to update their tweet content daily, or even stop updating for a long time, and most of the WeChat official account do not have a fixed point in time when releasing information.

4.2.2 Countermeasures and recommendations

Based on the above problems of WeChat official account of scenic spots, the following suggestions are proposed:

4.2.2.1 Condensing the title of official account tweets

In the era of “we-media”, the opening rate of new media articles is 80%, mainly determined by the title. Therefore, when Hainan's 5A-level scenic spots in determining the title of WeChat official account, the number of words of the title should be controlled in about 15 words, taking the harmonic, homophonic and other ways to make the title more intriguing. Embedding main content in the title, highlighting the characteristics of the scenic spots or the focus of the overall content. Scenic spot WeChat official account can be through the question sentence, clever use of digital title and punctuation with to mobilize to attract the attention of readers, such as “What can I play on Wuzhizhou Island for 100 yuan?”

4.2.2.2 Optimising the content and layout of tweets

In terms of content, Scenic spot WeChat official account should push content based on the positioning of the scenic spot itself, the needs of the tourism market, the user's preferences and other aspects, more original content, less forwarding; content determines the amount of forwarding and sharing. Scenic spots should combine the hot news in society, the section referenced from the user side can be added with double quotes and square brackets as hints and emphasis. For the tweets from the official account, if the content has the originality and value, it can attract the attention and love of the fans.

4.2.2.3 Releasing information precisely to increase the number of readings, likes and comments

We can obtain the relevant information of the user from the platform of the scenic spot WeChat official account, and it has a powerful user grouping function, which can be grouped in terms of gender, age, geography,

preferences, needs and so on. When WeChat official account send messages in a group, it can select attributes such as gender, age, and region according to the type of message, and release information in a targeted and accurate way, to increase the number of readings, likes, comments and forwarding of the scenic spot WeChat official account.

4.2.2.4 Grasping the frequency and time of information release

In the operation of WeChat official account of Hainan's 5A-level scenic spots, it needs to update the content of tweets in time, push the tweets in the golden time period, so as to attract the fans, increase the number of fans and retain the fans. In addition, the scenic spots should also analyze the needs and preferences of the audience groups in time, which requires the scenic spots WeChat official account operators to refresh timely and understand the WeChat official account backstage information and user's message, and response the questions and messages from users, and constantly strengthen the communication and interaction with the user.

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