

# Service Quality and Influencer Effect on Tourism Economy

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**Abstract:** Firstly, the importance of tourism economy and the current development status of tourism economy in China are analyzed, and then the purpose of people's travel is analyzed to find the measures that need to be taken to realize these needs of people. After that, taking Litang as an example, the economic benefits brought to Litang by the Netflix effect are analyzed. Combining the two aspects to come up with the conditions needed for a successful scenic spot. Using those suggestion in the actual situation of Laoshan Scenic Area, this article will propose some plans to improve Laoshan Scenic Area, so as to make Laoshan Scenic Area obtain higher economic benefits.

**Keywords:** Network publicity effect, Service quality, Tourism economy.

## 1. Introduction

Travel economy is an important part of a country's economy and has a positive impact on the economic development and social progress of countries and regions. First of all, the development of travel economy can bring economic growth. People spend a lot of money while traveling, such as buying food, buying specialties, staying in hotels, buying tickets to scenic spots and so on. Doing a country's tourist attractions well can bring huge economic gains, and there are many countries that rely on tourism to drive the economy, such as the Maldives, where tourism has become an indispensable part of its economic development, and the contribution of its tourism revenue to the GDP has remained at about 25% for many years. [1] Secondly, the development of tourism economy can bring more employment opportunities. Tourism is a labor-intensive industry involving hotels, restaurants, transportation, guides, entertainment and other fields, so the development of regional tourism can provide a large number of jobs in various fields.

In the past few years thought the epidemic, people's travel was restricted in various ways, and many chose not to travel in order to minimize unnecessary trouble, so the domestic tourism industry was relatively depressed. In the post epidemic era, the revitalization of the tourism industry will be given top priority. After the seal of the epidemic was lifted, people's demand for traveling is growing wildly. When it comes to holidays, parents' top priority is to take their children out to play. Countless scenic spots of all sizes across the country are full: cars clogging the roads and continuing for kilometers, Disney is jammed with people who can't walk, and tickets for high-speed trains are snapped up. People are like water poured into hot oil, bursting outward at high speed. What attracts people to leave their homes and go to these hot scenic spots? In my opinion, a very important due way to publicize scenic spots is through short video platforms. After dinner, people may see videos on their cell phones of bloggers visiting various scenic spots, which usually use special effects, editing, and soundtracks to give people a strong visual and auditory impact. Maybe it's a like, maybe just seen, certain attractions have been silent publicity. Short videos people give a real image to the beautiful, free feeling in people's mind.

Many people are then moved to follow the blogger to hit the same spots. These videos are often also accompanied by cheap prices, such as three thousand seven-day tour of Yunnan, people more and more feel that traveling and enjoying life is no longer far away from them, and many people will therefore choose to travel. Now, many scenic spots are famous, but their supporting facilities and services do not match their fame. Let's say Mount Tai is one of the five mountains, "the world's first mountain", but tourists go to Mount Tai to play at night to sleep on the top of Mount Tai news is endless. To play the tourists can not get a good playing experience will have a negative evaluation of the scenic area, which will have a negative impact on the scenic area. Therefore, improving the quality of service is also a necessary condition to attract tourists for a long time and become a successful scenic spot. Network publicity effect refers to advertising, marketing or other forms of communication through the Internet platform to achieve the purpose of promoting brands, products or services online. With the development of the times, the form of advertising has also been upgraded, from the past direct and obvious advertisements deduced from the soft publicity that inadvertently publicizes the goods. Soft advertisements do not necessarily promote the goods directly, but rather incorporate the goods into the content of the video, allowing the video producer to inadvertently demonstrate the goodness of the goods. In the case of this article, Ding Zhen unintentionally showed the audience the beautiful scenery of his hometown, Litang, by shooting a video of his life in his hometown, thus attracting tourists to come, which is a successful online publicity.

## 2. Case Study

### 2.1. Introduction to cases

In November 2020, a photographer shot a video of local aborigines in Litang County, Ganzi Tibetan Autonomous Prefecture, Sichuan Province, while on an excursion and posted it on the short-video platform. A video capturing a boy's daily life exploded on the Shake Shine platform and soon gained more than three million likes. The boy in the video was called Ding Zhen, and the short video skyrocketed

his popularity, making him a netizen on the Internet. He was quickly tapped by entertainment companies and local governments. He created his own Internet account and quickly gained a large number of fans. He shot promotional videos for his hometown, released an album, and was hired as a tourism ambassador for Litang County and an ambassador for Sichuan Culture and Tourism Promotion. After Ding Zhen burst into flames, many people came to visit him for his innocent and clear smile, and Litang, the last bastion of deep poverty in the country, also burst into flames, and people remembered the more mysterious and wild Litang behind Ding Zhen, with its back to the snowy mountains.

## 2.2. Case Study Analysis

Ding Zhen for his hometown Litang brought huge tourism revenue. The Litang government has also seized the moment of Ding Zhen's explosion and tied Ding Zhen to Litang. They created a promotional team for Ding Zhen, let Ding Zhen use Litang as a filming location to shoot promotional videos, became a promotional ambassador, released promotional works, and made Ding Zhen a symbol of tourism in Litang. When fans see the promotional videos, they want to follow Ding Zhen, come to his hometown, and get the chance to meet Ding Zhen. Watching Ding Zhen parade through the streets of Litang on horseback became the only reason many people traveled to Litang. Once the reputation was established, the supporting facilities naturally had to follow. There are no conditions to create their own conditions, the government therefore strongly encourage villagers to develop tourism together, to take out their own houses to create a bed and breakfast. According to the local former poverty alleviation cadres, the entire Rengkang Ancient Street, there is no empty room for rent, the B&B income from a few thousand dollars into more than 100,000 yuan. Only during the 11th Golden Week in 2021, the tourists received in Litang County reached 137,967, with a total tourism revenue of 152 million yuan, a year-on-year increase of 72.4%. In this year, Litang County received 137,967 tourists and had a total tourism income of 152 million yuan. The local tourism industry just flourished with everyone's help, and in just one year, Litang received a total of 313,000 tourists. [2]

The rent of the local B&B has gone up because of Ding Zhen. Over the past year, Gesang Meiduo opened in Litang's B&B has become a must-hit place for Ding Zhen's fans, because this is the place where Ding Zhen broadcasted live and lived in Litang County after she became popular in November last year. At the end of last year, after Ding Zhen left here, Gesang Meiduo took out more than 200,000 yuan of her own savings, plus a portion of the funds funded by the county, she opened the first B&B here in Rincon Ancient Street. "It's actually renovating three empty rooms in her house into guest rooms for up to eight guests a day." Gesang Meiduo told Times Finance. After the B&B opened, facing tourists from all over the world, Gesang Meiduo, who has been in contact with Ding Zhen for less than a month, has been pestered by a few questions from them - "Will Ding Zhen come here again now?" "Where can I go to see Ding Zhen?" "How is he?" But again, because of Ding Zhen, Gesang Meiduo's B&B is always fully booked by Ding Zhen's fans during the peak tourist season. "During the peak season (June-October), the price of the 1 of the 3 rooms with the best facilities can go up to 500-800 RMB/day, and in the off-season it's around 300 RMB/day, and for the other 2 rooms, it's about 240 RMB/day in the peak season and 130 RMB/day

in the off-season. Until now, every day people call or contact through WeChat, asking when I have a room to come and stay." Gesang Meiduo said. Recently, taking advantage of this off-season for tourism when the weather turns cold and the epidemic recurs, Kelsang Meiduo temporarily stopped operating, and she raised 1.89 million yuan to redecorate and expand the B&B. "1.2 million is a loan, the rest is the family's savings, if things go well, 3-5 years will earn back these costs", Gesang Meiduo plans to add more than 10 rooms, and strive to reopen next May, in time for the next peak season. Ding really popular also for the Litang other B&B business brings expectations. According to Gesang Meiduo, since she opened the first B&B in Rengkang Ancient Street, there are now 7 or 8 B&Bs in the area, not including those being built and renovated. "There are already many B&Bs and hotels under intensive construction in Litang, and there are also many houses that locals have renovated and furnished in preparation for expanding into B&Bs or renting them out to outsiders who want to make B&Bs in Litang." According to the data of Litang Culture and Tourism Bureau, Litang has more than 130 hotels, guest houses and specialty lodging, which can provide more than 8,000 beds, and the lodging reception has increased by 76.1% compared with last year, and the number of beds has increased by 89.3%; 9 star-rated countryside hotels have been completed, and 50 countryside bed and breakfasts have been renovated and upgraded to meet the standard. Sudden B&B fever, but also pushed up the rent of Litang. Gesang Meiduo revealed that before last year, the county's convenient transportation, customer flow, suitable for the opening of the B&B residential houses, a year's rent between 30,000 yuan - 50,000 yuan, and a year later, the rent here has risen to 60,000 yuan - 70,000 yuan. "Now people who come over to do B&B are willing to give this price, mainly because Dingzhen is too famous, and there are a lot of people traveling to Litang." Gesang Meiduo said. [3]

Ding Zhen has provided more employment opportunities for locals. Truck drivers have switched to running rentals, earning 7,000 to 8,000 yuan a month. 42-year-old Khamba man Qu Pi is planning to renovate several old houses in his family and rent them to outsiders who come to Litang to open a B&B. He told Times Finance, they like this kind of Tibetan characteristics of the old house with a history of 67 years, if lucky, the rent can be 50,000 yuan -70,000 yuan a year. For more than a decade, Trudy has been working as a long-distance big truck driver. "There is a fixed salary of 3,600 yuan a month, and food and accommodation are also included, but running a car is really too hard, and the road is not good, but also take the night road, not safe." From last year, because of Ding Zhen, Litang tourism market suddenly became hot, the number of tourists increased greatly. Qu batch has also seen fans waiting to meet with Ding Zhen on the street, excited girls shouting Ding Zhen's name, following Ding Zhen's figure constantly in the ancient town alley weaving and running. Fans who come to find Ding really at the same time, but also in Litang and the county around the bus tour. Earlier this year, see this business opportunity Qu batch and the local cab company signed a six-year contract, contracted a cab, full-time do the business of transporting tourists. Since then, Qu Batch has been in Litang driving tourists, in the station, hotels and lodgings and various attractions between the round trip, the income is also compared to the previous high a lot. "In August-October, when there are the most tourists, the net income is about 7,000-8,000 yuan per month after removing the fuel cost and the fees submitted to the

company, while in the off-season when there are not many tourists, it can also be 4,000-5,000 yuan per month." Qu Batch told Times Finance. After driving a cab, Qu Batch has to deal with Ding Zhen's fans almost every day, in his opinion, the foreign tourists who come here basically come over to find Ding Zhen, and their tour routes are relatively fixed, "Most of them will stay in Litang County for two or three days, and then go to Ding Zhen's hometown of Shimo Zetong Village to have a look and stay for a few days."

### 3. Discussion

Many tourists are attracted by short videos or some online publicity in order to hit the attractions, eat Netflix food, and stay in Netflix B&Bs. Travel videos posted by Internet bloggers on short video platforms indirectly bring many tourists to scenic spots. Network publicity is an important way to increase the number of tourists, so it is necessary to increase the publicity of scenic spots on the Internet and encourage tourists to clip and post videos of their trips online. (a) The scenic spots can recruit professional video producers to make video clips for the scenic spots, not only to record the scenery, but also to make the visual impact on the people who watch the video, so that when people watch the video, they will feel a bright spot in front of their eyes, and then they will not just skim over it, but will learn more about the places mentioned in the video and have the idea of wanting to explore them in person. (ii) Improve tourism staff's understanding of online media. Tourism development process, relying on a variety of tourism resources, the tourism resources tapped out, if not effectively promoted, will only make these resources are buried. In the process of tourism development, the awareness of the marketing staff's publicity and the development of tourism has a very close connection. For tourism promotion, the relevant personnel first need to master the local tourism resources, a variety of attractions, tourism culture and other relevant understanding of the content, so as to be able to form a detailed publicity ideas and veins, so as to provide a wealth of resources for the network media, and the network media to cooperate, can form a comprehensive publicity system, so that the local tourist attractions show to the outside world. Secondly, the process of tourism development, marketing personnel and news practitioners should have a high degree of professional ethics, in order to attract tourists, will not be some false information released, not to mention the excessive glorification of tourism resources, so as not to mislead the tourists, so that both sides have unnecessary disputes. [4] At present, many regions in the development of tourism, the awareness of publicity has begun to increase, but the degree of grasp of the publicity and reporting of tourism resources is still insufficient, and many people have not found the breakthrough point of the news propaganda and did not combine the advantages of the network media on the display of a variety of resources, so the future development process, on the one hand, it is necessary to strengthen the cultivation of the news consciousness of the tourism promotion personnel in various regions, and on the other hand, it is also necessary to Strengthen the news practitioners' excavation of tourism news, so that they can often go to the grassroots, docking with the local area, to discover more excellent resources, to provide tourists with more opportunities to choose. [5]

Enhance the quality of service can make tourists feel

satisfied, so they chat with family or friends, talking about the experience when the Laoshan Scenic Area to make a positive evaluation, or suggest that their friends around them also visit the Laoshan Scenic Area, through word of mouth between people, scenic area tourists will be an exponential growth. Enhance the quality of service to increase the number of tourists has a key role, Laoshan Scenic Area should start to improve the quality of service, such as in the construction of compartment ropeways, in the mountains to increase the kiosk, increase the network ticketing services, etc. Let the tourists in the maximum degree of play, reduce the waiting time in line, and provide a variety of personalized services. At the same time, only to improve the quality of service can not increase a lot of income, the local infrastructure also needs to be further improved, the surrounding food and beverage, lodging and other hardware should also be synchronized to improve. The government can invest in the coast in a piece of beautiful scenery to establish a luxury five-star hotel, in the scenic area near the creation of a small town and in the town of the street to open a number of beautifully decorated specialty food restaurant. By providing higher-end choices to drive tourist spending, improve the quality of tourist travel, so that tourists have a place to spend their money.

### 4. Conclusion

In the case, Ding Zhen successfully publicized his hometown, Litang, through the Internet platform, and tourists from all over the country came to visit, which led to the development of the local tourism industry and brought great economic benefits to the local community. The tourists need supporting services, which brings employment opportunities and higher income for local residents, and thus the local economy is developed. Other scenic spots can learn from Litang's successful experience that using the Internet to boost popularity. In the future, we can study what types of ambassadors people will be attracted to, so as to make a successful promotion for each scenic spot.

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