Evaluation on the Effect of Tourism Image Communication under the Background of New Media: A Case Study of Guangxi

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Article info

Abstract

The emergence of new media has played an important role in promoting the rapid development of tourism. Based on the rapid development, promotion and application of new media, this paper takes the communication effect of regional tourism image as the research content and identifies various factors that play a key role in the image. Taking "audience" as the analysis starting point, combined with the theoretical knowledge of communication, this paper systematically analyzes the process of tourism image communication under the background of new media, revealing the internal relationship between "audience effect". The author discusses the process of image communication, successively expounds the four elements of tourism image communication process under new media, identifies the factors affecting the communication effect, and preliminarily completes the construction goal of relevant factor analysis model. The research was a quantitative analysis using a questionnaire, Spearman correlation coefficient was used to measure the correlation of variables. The conclusions are as follows: there are many influencing factors on the communication effect of tourism image in Guangxi, such as the information expression content of the object, communication channels, user feedback and innovation recognition level. In accordance with the principles of pertinence, effectiveness, and rationality, put forward corresponding improvement strategies in order to improve and promote the publicity of Guangxi tourism image.

Introduction

In the era of new media, the ways and forms of tourism image communication have emerged diversely. Based on the functions and characteristics of the new media era, it has brought great impact on the communication process and has an effect towards the traditional tourism image. In this context, the research issues are how to change the development ideas and strategies of tourism image communication in order to improve and promote the publicity of Guangxi tourism image. Therefore, it is necessary to carry out in-depth discussion on the issues, which can further enrich the

research of the theoretical system. The study issues can be summarized as follows: What are the factors that have the key impact on the communication effect? How to ensure the optimization of communication effect. Because at the present stage, the academic circle domestically lacks the research breadth and depth of travel image communication, and it has not formed a complete and solid theoretical system. The research of this paper is based on communication as the breakthrough point, combined with three classical communication theories to launch a hierarchical analysis. The purpose of this paper is to provide the basis and guidance for constructing evaluation model of tourism image communication effect, evaluating communication effect and enriching theoretical system under the background of new media.

This paper identifies and analyze the major factors that affect tourism image communication, and take it as the main basis of the model construction, so as to provide auxiliary support for the implementers of tourism image communication to formulate and improve communication strategies. At the same time, the author uses the method of case analysis to determine the object of the case.

Under the background of the new media era, the author explores the current situation and existing disadvantages of the regional tourism image communication process, and puts forward corresponding improvement suggestions, as a method to contribute to the positive improvement of image branding of domestic tourism enterprises and the promotion of Guangxi tourism image around the world.

Objectives

1. The purpose of this paper is to explore the four elements of tourism image communication process and determine the process form and evolution direction of tourism image communication under the guidance of relevant theories.

2. On the basis of previous studies, complete the construction of influencing factor analysis model.

3. Combined with case analysis, put forward corresponding improvement strategies to enhance the communication and provide guidance for the future theoretical development.
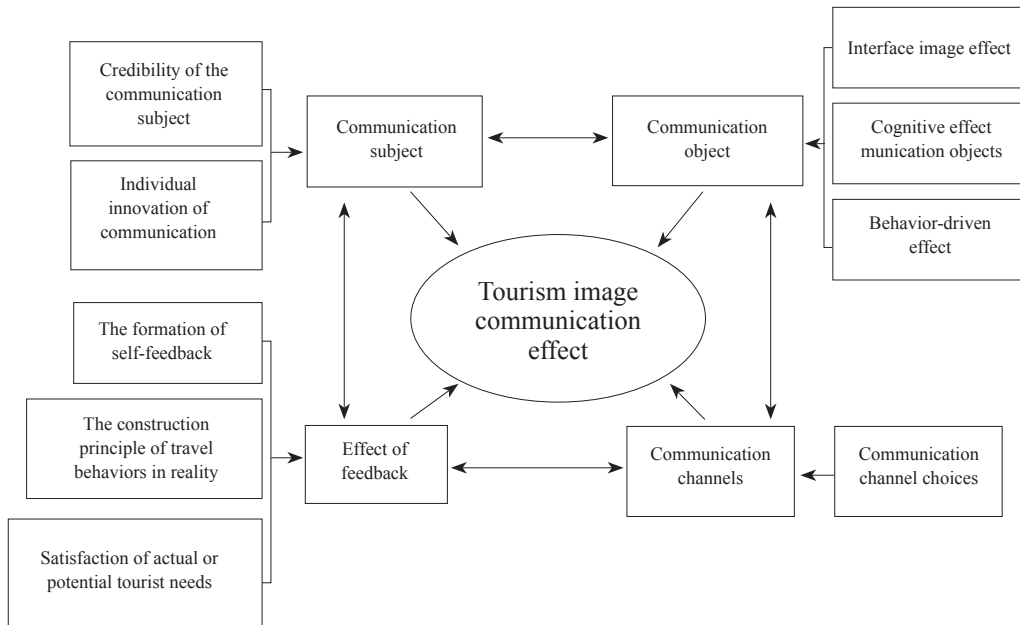
Conceptual Framework

Figure 1 Conceptual Framework

Research Methodology

1. Population and Samples

Since the questionnaire is based on the info background of tourists in Nanning area, it mainly adopts the online surveying questionnaire form, and randomly distributes the questionnaires to the potential tourists in the Nanning area via the online travel agencies such as online Ctrip and Tuniu websites. The online survey started on April 10th of 2021, it was planned to release 400 questionnaires to potential tourists through the Internet and a total of 361 electronic questionnaires were received online before June 10, 2021. A total of 314 questionnaires were confirmed to be valid, with an effective rate of 86.9%, after removing the questionnaires with a filling rate lower than 85% and those with similar questionnaire answers.

2. Research Instrument

This research used methods such as mean value calculation, standard deviation and the frequency and proportion of data to estimate and analyze the factors that affect the tourism image communication in Guangxi Autonomous Region. It adopts the online surveying questionnaire form and a total of 361 online questionnaires were received online. In order to test the validity of the questionnaire, it was necessary to conduct a pretest before actual use. In this study, undeclared pretests were used, and the respondents were not told that it was a pretest. This type of prediction test allows the selection of analysis to be examined and the standardization of investigation. Narins. P (1999) points out that it is difficult to say how many participants are involved in each prediction. A rule of thumb is a sample of 25 to 75 for large-scale studies. It is mentioned that in the prediction test, the sample size should be large enough, but the confidence of a series of opinions should be given to the sample. A reasonable and sufficient sample size is a typical target audience of 50 participants.

Based on the references in this study, a pretest process for 50 participants was obtained. And the pretest process went well so as to obtain the valid results before the distribution of online questionnaires.

In this study, related online questionnaires were prepared and distributed in a certain period via some online tourist websites in order to guarantee the validity of survey. And confirmatory factor analysis was used to test the reliability and validity of the online survey. In confirmatory factor analysis, Cronbach's alpha was used to measure the reliability of two or more structural indicators. In addition, in confirmatory factor analysis,

in order to test the validity of the measurement model, the number of indicators was helpful for us. For example, in confirmatory factor analysis, the latent variable of factor loading should be greater than 0.7. So, conducting the confirmatory factor analysis helped the understanding of the data analysis.

3. Collection of Data

The data collection included the following activities:

Pre mining activities: The target data was obtained for preliminary use and the analysis method was determined.

Collection: The data were collected according to the sampling method. .This study used online questionnaires to obtain and collect the data.

4. Data Analysis

(1) Frequency Analysis

In order to study the communication effect of tourism image in Guangxi Autonomous Region under the back ground of new media, this research selected to obtain data via questionnaire survey, and describes the frequency of the options in the questionnaire by frequency analysis, and analyzes which options the interviewees choose more frequently.

(2) Principal Component Analysis

In this study, in order to comprehensively analyze the impact of all indicators on the tourism image of Guangxi Autonomous Region, all variables were obtained, but not every variable can reflect the main information of the research subject in a better degree. Therefore, it is necessary to extract the main components, delete the non-main indicators, and simplify the research process.

(3) Correlation Analysis

Correlation analysis is a statistical analysis method to study the correlation between two or more random = variables in the same position. It is a process to describe the closeness of the objective things and express them with appropriate statistical indicators.

The analyzing methods were conducted in this research in order to obtain and analyze the data in a more standardized way. The accurate and valid data has laid a solid foundation for the paper research and findings as well as provide guidance for future related theoretical study.

Results

Related data analysis methods are shown in the following tables:

1. Questionnaire Design and Distribution

This questionnaire was based on the understanding of new media background, it adopted the online survey methods, and randomly distributed the questionnaire through online tourist agencies website and other social media platforms the online survey started on April 10th of 2021. The release of 400 questionnaires to potential tourists through the Internet and a total of 361 electronic questionnaires were received online before June 10, 2021. A total of 314 questionnaires were confirmed to be valid, with an effective rate of 86.9%, after removing the questionnaires with a filling rate lower than 85% and those with similar questionnaire answers.

2. Reliability Analysis of Questionnaire

In order to ensure the rationality and science of the questionnaire, this study mainly used Cronbach Alpha reliability (Q-coefficient) as the measurement reliability standard to test the reliability of the questionnaire data. The results are shown in Table 2 below:

Table 1 Statistical Magnitude of Variable Reliability Final Test

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standard Items	Number of Items
Holistic Scale	.920	.891	73
Image Communication Subject	.686	.623	20
Image Communication Object	.973	.974	18
Image Communication Channel	.567	.523	16
Feedback of Image Communication Effect.	752	.607	11

It can be seen from the above table that the minimum a-coefficient of each variable is 0.567, higher than 0.5, and the a-coefficient of the total scale is 0.920. This shows that the reliability of the questionnaire has reached the standard, and the variables in the scale are relatively coordinated. Therefore, this scale can be used as an effective scale for further research

3. Descriptive Statistical Analysis of Variables

This paper mainly estimated and described the factors that affect the tourism image communication of Guangxi by calculating the mean value, standard deviation, frequency, and proportion of data.

Table 2 Statistical Magnitude of Communication Subject Reliability Description

	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
9 what do you think of the credibility of t he following types of tourism image communicators? **government department	314	-2	5	3.02	1.451
9 what do you think of the credibility of the following types of tourism image communicator? Tourism enterprises or other enterprise.	314	-2	5	2.64	1.242
9 what do you think of the credibility of the following types of tourism image communicator? Tourism association or relevant social organization	314	-2	5	2.85	1.315
9 what do you think of the credibility of the following types of tourism image communicators? media	314	-2	5	2.77	1.262
9 what do you think of the credibility of the following types of tourism image communicators? (relatives and friends Valid N list)	314	-2	5	3.71	1.402
	314				

It can be seen from Table 2 that only the average credibility of government departments, relatives and friends reaches above 3. And the average credibility of interpersonal communication between relatives and friends reaches 3. 72, which is far greater than the credibility of government departments. This shows that interpersonal communication in the process of tourism image communication is more persuasive than other communication in terms of emotion, so it has a higher degree of trust.

However, the average value of tourism enterprises, relevant social organizations and media is about 2.7, which does not reach the average level of 3. This shows that the credibility of tourism enterprise, relevant social organizations and media has not been recognized by most people.

In addition, in terms of standard deviation, these problems have reached more than 1, indicating that the respondents had different views on the credibility of these tourism subjects.

4. Communication Object Analysis

Table 3 Statistical Magnitude of Guangxi Tourism Image Description

Index	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
Social and cultural environment (high tourism safety	314	-2	5	2.77	1.465
Social and cultural environment (hospitable residents	314	-2	5	3.03	1.495
Social and cultural environment (good social security	314	-2	5	2.66	1.522
Social and cultural environment (clean and tidy urban environment	314	-2	5	2.90	1.536
Social and cultural environment (good social reputation	314	-2	5	2.88	1.51
Tourism facilities and services (complete tourism catering facilities	314	-2	5	2.74	1.555
Tourism facilities and services (excellent accommodation conditions	314	-2	5	2.74	1.494
Tourism facilities and services (convenient transformation)	314	-2	5	2.74	1.476
Tourism facilities and services (rich and divers tourism activities	314	-2	5	2.96	1.534
Tourist facilities and services (complete tourism shopping facilities	314	-2	5	2.83	1.570
Tourism facilities and services (thoughtful tourism services	314	-2	5	2.73	1.545
Tourism facilities and services (reasonable tourism consumption price	314	-2	5	2.54	1.674
Tourism resources and environment (abundant tourist attractions	314	-2	5	3.14	1.693
Tourism resources and environment (beautiful natural scenery	314	-2	5	3.34	1.797
Tourism resources and environment (rich historic al culture	314	-2	5	3.06	1.702
Tourism resources and environment (distinctive ethnic characteristics	314	-2	5	3.34	1.743
Tourism resources and environment (special diet	314	-2	5	3.21	1.684
Tourism resources and environment (suitable	314	-2	5	3.13	1.798
Climate Valid N list)	314				

As shown in Table 3, only the mean value of the six questions in tourism resources and environment and the residents' hospitality in social and cultural environment is above 3, and the mean value of other questions is at about 2.7. The results infer that the resources and environment of Guangxi and the hospitality of the residents were recognized by the respondents, while the tourism facilities and services of Guangxi and the tourism safety, public security, urban environment, reputation and other cultural aspects were not recognized. In addition, the standard deviation of all the questions in the description of the communication object was more than 1, which indicates that the respondents' views on the description of cultural environment, facilities and services, resources and environment in Guangxi were still quite different.

5. Effect Feedback Analysis

Table 4 Statistical Magnitude of Tourism Behavior Descriptio

Index	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
A Yes. (how much does the tourism image of Guangxi affect you? Willingness to travel)	314	-2	5	0.42	2.671
A Yes. (how much does the tourism image of Guangxi affect you ? Change the original travel plan)	314	-2	5	0.091	2.462
A Yes. (how much does the tourism image of Guangxi affect you ? Extension of stay)	314	-2	5	0.17	2.552
A Yes. (how much does the tourism image of Guangxi affect you? Visit Guangxi again)	314	-2	5	0.12	2.57
A Yes. (how much does the tourism image of Guangxi affect you? Recommend to relatives and friends)	314	-2	5	0.23	2.658
B No. (how much does the tourism image of Guangxi affect you? Change the original travel plan)	314	-2	5	2.11	1.091
Valid N (list)	314				

Table 4 shows that the tourism image of Guangxi had little influence on the behavior of the users who had been to Guangxi. For the users who had not been to Guangxi, the impact of tourism image on their behavior is general, and the degree of dispersion was higher than that of the users who had been to Guangxi, which indicates that the promotion of tourism image under the current new media has a greater impact on the behavior of the real or potential tourists who have not been to Guangxi.

Questions 18-21 in the questionnaire are not only the independent variables assumed in this research, but also the dependent variables of the user adoption of tourism image communication effect in Guangxi. Among

them, questions 18 and 19 belong to the existing behaviors of the participants of tourism image, while 20 (continue to pay attention to the tourism image communication of Guangxi) and 21 (good tourism image publicity will be recommended to the surrounding people) are the follow-up behaviors of the tourism image recipients. At the same time, this study also made a descriptive statistical analysis on the effect of tourism image communication in Guangxi. Through the analysis of the questionnaire, it was found that in terms of the satisfaction degree of tourism image information of Guangxi at 45.22% were satisfied, and 3.18% very satisfied, while 24.84% were indifferent and 19.11% dissatisfied. This shows that the tourism image publicity of Guangxi still needs to step up and be deeply rooted in the hearts of the people. In terms of whether the tourism image communication pays attention to a wider range of people, 13.69% agreed totally, 9.23% disagreed strongly, and 28.03% agreed. These results infer that the current tourism image publicity was still relatively narrow, and there was still greater potential for tourism image publicity under the new media. The relevant tables are Table 5 and 6 and appear below.

Table 5 Satisfaction of Guangxi Tourism Image Information

Options	Subtotal	Proportion
A very satisfied	10	3.18%
B satisfied	142	45.22%
C indifferent	78	24.84%
D dissatisfied	60	19.11%
E very dissatisfied	24	7.65%
Number of Valid Answers	314	

Table 6 Tourism Image Communication Coverage

Options	Subtotal	Proportion
A agree totally	43	13.69%
B agree partially	76	24.20%
C agree	88	28.03%
D disagree	78	24.84%
E strongly disagree	29	9.23%

Table 7 Total Variance of the Interpretation

Ingredients	Initial Eigenvalue Total			Extraction Sums of Squared Loadings		
	Total	Variance%	Accumu-lation %	Total	Variance%	Accumu-lation %
1	2.699	53.976	53.976	2.699	5.3.976	53.975
2	0.847	16.91	70.886			
3	0.648	12.987	83.873			
4	0.452	9.02	92.893			
5	0.366	7.107	100			

6. Case Hypothesis Test

Table 7 shows that the eigenvalue of the former factor is greater than 1, and the accumulation accounts for 53.976%. Therefore, a factor is extracted as the main factor of the variable.

7. The extraction method was as follows: principal component analysis.

Factor analysis of the individual innovation of the communication subject. As shown in the following Table 8, the commonality of the extracted variables is greater than 0.4, indicating that most of the information in the variables can be extracted by factors, and factor analysis is effective.

Table 8

Index	Initial	Extraction
10. What important factors do you think will affect your reception of tourism image information?	1.0000	0.542
10. What important factors do you think will affect your reception of tourism image information?	1.0000	0.602
10. What important factors do you think will affect your reception of tourism image information?	1.0000	0.504
10. What important factors do you think will affect your reception of tourism image information?	1.0000	0.607
10. What important factors do you think will affect your reception of tourism image information?	1.0000	0.419
10. What important factors do you think will affect your reception of tourism image information?	1.0000	0.522
10. What important factors do you think will affect your reception of tourism image information?	1.0000	0.502

8. Factor Analysis of Communication Channel

The factors analysis of the communication channel is shown in Table 9 below. The commonality of the most frequently used media in the extracted variables is less than 0.3, indicating that most of the information in the variables cannot be extracted by the factors, the most frequently used media to obtain Guangxi tourism image should be abandoned.

Table 9 Common Factor Variance

Index	Initial	Extraction
13. Media with the highest usage in the process of obtaining the tourism image of Guangxi A. official website	1.0000	0.511
13. Media with the highest usage in the process of obtaining the tourism image of Guangxi B. search engine	1.0000	0.382
13. Media with the highest usage in the process of obtaining the tourism image of Guangxi C. social media	1.0000	0.666
13. Media with the highest usage in the process of obtaining the tourism image of Guangxi D. blog	1.0000	0.686

Table 9 Continude

Index	Initial	Extraction
13. Media with the highest usage in the process of obtaining the tourism image of Guangxi E. instant communication tool	1.0000	0.650
13. Media with the highest usage in the process of obtaining the tourism image of Guangxi F. interpersonal communication	1.0000	0.463
14. Please choose the new media with the highest usage in your daily life A. official website	1.0000	0.662
14. Please choose the new media with the highest usage in your daily life B. search engine	1.0000	0.594
14. Please choose the new media with the highest usage in your daily life C. social media	1.0000	0.690
14. Please choose the new media with the highest usage in your daily life D. blog	1.0000	0.661
14. Please choose the new media with the highest usage in your daily life E. instant communication tool	1.0000	0.604
15. What are the expression problems in the tourism image communication under the new media environment? stereotyped expression	1.0000	0.694
15. What are the expression problems in the tourism image communication under the new media environment? high positioning	1.0000	0.490
15. What are the expression problems in the tourism image communication under the new media environment? insufficient interaction with audience	1.0000	0.554
15. What are the expression problems in the tourism image communication under the new media environment? serious commercial expression	1.0000	0.598
16. In addition to Sina, Sohu, Netease and Tencent, will you vi sit local or professional tourism information websites	1.0000	0.535

9. Common Factor Variance

Factor analysis was conducted again. As shown in Table 10 below, the commonality of question 16 in the extracted variables is less than 0.3, indicating that most

Table 10 Common Factor Variance

Index	Initial	Extraction
14. Please choose the new media with the highest usage in your daily life A. official website	1.0000	0.709
14. Please choose the new media with the highest usage in your daily life B. search engine	1.0000	0.651
14. Please choose the new media with the highest usage in your daily life C. social media	1.0000	0.662
14. Please choose the new media with the highest usage in your daily life D. blog	1.0000	0.521
14. Please choose the new media with the highest usage in your daily life E. instant communication tool	1.0000	0.705
16. In addition to Sina, Sohu, Ctrip and Tuniu, will you visit local or professional tourism information websites	1.0000	0.275

of the information in the variables cannot be extracted by factors and should be discarded.

10. Common Factor Variance

Factor analysis was carried out for question 14. As shown in Table 11 below, the commonality of the extracted variables was greater than 0.6, indicating that most of the information in the variables can be extracted by factors, and factor analysis is effective.

Table 11 Common Factor Variance

Index	Initial	Extraction
14. Please choose the new media with the highest usage in your daily life A. official website	1.0000	0.717
14. Please choose the new media with the highest usage in your daily life B. search engine	1.0000	0.654
14. Please choose the new media with the highest usage in your daily life C. social media	1.0000	0.662
14. Please choose the new media with the highest usage in your daily life D. blog	1.0000	0.715
14. Please choose the new media with the highest usage in your daily life E. instant communication tool	1.0000	0.705

As shown in the Table 12 below, the eigenvalues of the first three factors were greater than 1, and the accumulation accounts for 69.318%. Therefore, the first three factors are extracted as the main factors.

11. Factor Analysis of Communication Effect

Factor analysis was carried out again. As shown in the following table, the commonality of the extracted variables was greater than 0.6, and variables have high commonality, which indicates that most of the information in variables can be extracted by factors, and factor analysis is effective.

Table 12 Common Factor Variance

Index	Initial	Extraction
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Change the original travel plan	1.0000	0.852
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Visit Guangxi again	1.0000	0.853
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Willingness to travel	1.0000	0.836
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Extension of stay	1.0000	0.853
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Recommend to relatives and friends	1.0000	0.761

Table 12 (Continue)

Index	Initial	Extraction
B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Willingness to travel	1.0000	0.661
B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Change the original travel plan	1.0000	0.742
18. The current network, mobile phone, digital TV can meet your needs for Guangxi tourism image information	1.0000	0.269
19. The communication of tourism image on the Internet, mobile phones and digital TV focuses on a wider range of people, such as migrant workers, white-collar workers, farmers and retirees.	1.0000	0.192
20. You will continue to pay attention to the tourism image communication of Guangxi	1.0000	0.569
21. When you receive good tourism image publicity, you will recommend it to the people around you	1.0000	0.621

As shown in the table , the eigenvalues of the first three factors were greater than 1, and the accumulation accounts for 78.057%. Therefore, only the first three factors were extracted as the main factors.

To sum up, a total of 12 effective factors were determined from the 65 independent variables set in this study, among which 4 effective factors were extracted from the credibility and innovation of communication subject. The communication object determined two effective factors from the aspects of social and cultural environment, tourism facilities and services, tourism

Table 13 Common Factor Variance

Index	Initial	Extraction
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Change the original travel plan	1.0000	0.852
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Visit Guangxi again	1.0000	0.836
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Willingness to travel	1.0000	0.836
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Extension of stay	1.0000	0.866
A Have been to Guangxi. What is the impact of tourism image on your following behaviors? Recommend to relatives and friends	1.0000	0.762
B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Willingness to travel	1.0000	0.774
B B Haven't been to Guangxi. What is the impact of the tourism image of Guangxi on your following behaviors? Change the original travel plan	1.0000	0.778
20. You will continue to pay attention to the tourism image communication of Guangxi	1.0000	0.679
21. When you receive good tourism image publicity, you will recommend it to the people around you	1.0000	0.655

resources and environment. The communication channel only extracted three effective factors from the daily media factors used by respondents. Three effective factors were extracted from users' behavior and feedback needs.

13. Correlation Analysis

Correlation analysis is a statistical method to study the correlation between random variables. It studies whether there is an interdependent relationship between various phenomena and discusses the correlation

Table 14 Coefficients of Tourism Image Communication Effect

	18. The current network, mobile phone, digital TV can meet your needs for Guangxi tourism image information	19. The communication of tourism image on the Internet, mobile phones and digital TV focuses on a wider range of people, such as migrant workers, white-collar workers, farmers and retirees	20. You will continue to pay attention to the tourism image communication of Guangxi	21. When you receive good tourism image publicity, you will recommend it to the people around you
18. The current network, mobile phone, digital TV can meet your needs for Guangxi tourism image information.	1.000 314	0.103 0.068 314	-0.033 0.564 314	0.015 0.794 314
19. The communication of tourism image on the Internet, mobile phones and digital TV focuses on a wider range of people, such as migrant workers, white-collar workers, farmers and retirees.	0.103 0.068 314	1.000 - 314	0.066 0.246 314	0.101 0.073 314
20. You will continue to pay attention to the tourism image communication of Guangxi	-0.033 0.564 314	0.066 0.246 314	1.000 - 314	.343** 0.000 314
21. When you receive good tourism image publicity, you will recommend it to the people around you	0.015 0.794 314	0.101 0.073 314	.343** 0.000 314	1.000 - 314

direction and degree of dependent variables. Because the variables studied in this paper are all ordered variables, Spearman correlation coefficient was used to measure the correlation of variables.

When the confidence level (bilateral) is 0.01, the correlation is significant.

Table 14 shows the results of the coefficients of tourism image communication effect and shows that the dependent variable "users' behavior of tourism image communication in Guangxi" had obvious correlation with the independent variable factors of the study. Especially the consistency of each independent variable had obvious correlation with questions 20 and 21 about whether to continue to pay attention to and whether to recommend, which fully showed that the selected factor had a good convergence effect. Secondly, there was a significant correlation between the dependent variable and the research variable of communication effect in question 20 and 21 about whether to continue to pay attention to and whether to recommend, which rejected the original hypothesis. However, questions 18 and 19 accepted the original hypothesis about the degree of media satisfaction and the extent of media attention and showed no significant correlation. This infers that the users' feedback of communication effect was closely related to the communication effect, while the relationship between the satisfaction and popularity of media and the communication effect was not obvious. Therefore, the influencing factors of tourism image communication effect of Guangxi were close to the above research conclusions and basically achieved the expected theoretical and practical construction purpose.

Discussion

Taking new media as the research background, this paper has carried out an in-depth study on the effect of tourism image communication in Guangxi area as the research subject. Some conclusions are discussed as following:

1. Factors affecting information communication involve various aspects, such as audience, communication channel, communicator, information feedback, etc., and the change of each factor also has a decisive influence on the communication effect. Based on relevant theoretical references (innovation diffusion theory, satisfaction theory, agenda theory), the author analyzed the issues of tourism information communication under new media from multiple dimensions.

2. By means of questionnaire survey, the author discussed how to strengthen the effectiveness of tourism image communication in the certain region under the new media environment: First, abandon the traditional communi cation concept and take users as the centerN Second, continue to optimize the content of communication and enhance t the level of cultural connotationN Third, continuously improve the channels and quality of information communication on new media platformsN Fourth, in the tourism image communication system, information feedback and sharing mec hanism should be established to enhance the interaction between audiences and between audiences and communicators.

With the accelerating speed of new media technology innovation, it is inevitable to derive a variety of media forms, and it also has a promotion effect on the innovation of tourism image communication. Although the external environ ment is changing, the communication concept of "audience as the core" should always be implemented in the follow- up communication of tourism image information, which is also the objective requirement and inevitable trend of future economic development. Through the constructing the tourism image communication effect factor model in the proc ess, it uses some analyzing methods to obtain the valid data in order to serve to purpose of promoting and publicizing regional tourist image.

Obviously, due to the limited experience and ability of the author, there have some shortcomings in the proce ss of survey design, data collection and paper writing, the theoretical research level has not been further deepened, the analysis of individual issues remains debatable, and quantitative case analysis and comparative analysis are sort of inadequate. But a good attempt to study could consider a nice model for related academic research inthe future.

Suggestions

There are some suggestions to promote and improve the tourist image communication in Guangxi area.

1. Optimizing Communication Content and Enhancing Cultural Level

First, in-depth optimization of the communication content is the most effective means for Guangxi to highlight the characteristics of its own tourism information in tens of thousands of information to obtain the recognition of current and potential users.

Specifically, the information should stick to the reality and be easy to understand. Therefore, in terms of logo and brand design, major tourism enterprises should not only make them concise, but also highlight the characteristics, stimulate users' imagination and arouse users' desire to know. Second, maintain the characteristics of cultural connotation, so as to increase the attraction. Guangxi has rich cultural connotation which should be explore d and integrated with modern fashion elements. While upholding the excellent traditional culture, they should make continuous innovation to match the needs of the contemporary audience to the maximum, which has a positive impact on improving the users' recognition and satisfaction.

2. Enriching Information Communication Channels and Content on New Media Platform

First, it should have a comprehensive understanding of the characteristics and elements of the new media platform and complete the construction of multi-level and all-round new media communication channels. Ensure the maximum matching of the channel selection and users' needs and preferences.

Secondly, according to the current situation of tourism development, follow up various innovative technologies and actively introduce these technological elements into the process of new media communication.

Third, the new media platform contains massive information data, which also makes it more difficult for people to pay attention to specific information. In carrying out information management, the tourism image information publishers of Guangxi should not only ensure the sufficiency and superiority of information, but also strictly control the quality of information, highlight the local characteristics and meet the psychological expectations ofusers.

3. Improving Interactive Mechanism for Tourism Image Information

First, the rapid innovation and application of big data and smart tourism cloud technology will make up for the lack of tourism information communication in Guangxi in the future. Guangxi should introduce modern technology on the basis of market segmentation and further classify the types of tourists, so as to formulate corresponding information publicity strategies according to different types of tourists and give play to the information guidingeffect.

Second, Guangxi should constantly improve the feedback and interaction mechanism to provide space for the tourists to express their opinions and discussion.

Third, it is undeniable that new media has many advantages that traditional media does not offer, but there are also major risks and management difficulties. Therefore, the tourism enterprises and relevant organizations in Guangxi should strictly examine and regulate the release of information content, avoiding the fermentation and communication of negative and bad information on the Internet.

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