The Communication Dilemma of the Grand Narrative of Tourism Destinations in the Context of New Media

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Abstract. This paper focuses on the communication methods and contents of tourism destinations in the context of new media, describes the communication characteristics, user behavior and narrative characteristics of historical and cultural tourism destinations. The results show that: first, in the aesthetic experience of the tourists, the aesthetic experience of the tourists has an effect on the communication effect. The results show that: firstly, the higher the aesthetic attributes of history, coordination and novelty, the stronger the communication effect; secondly, history, novelty play a fully mediating role between pleasure and communication effect, coordination plays a partially mediating role between pleasure and communication effect, and the mediating effect of height is not significant between pleasure and communication effect; thirdly, novelty, height plays a fully mediating role between arousal and communication effect, and coordination plays a partially mediating role between arousal and communication effect; thirdly, novelty, height plays a fully mediating role between arousal and communication effect, and coordination plays a partially mediating role between arousal and communication effect. The third is the sense of novelty, where the height of the sublime plays a fully mediating role between arousal and communication effect, the coordination plays a partially mediating role between arousal and communication effect, and the sense of history does not play a significant mediating role between arousal and communication effect.

Keywords: New media · Stratified regression · Aesthetic Experience · Communication effects · Grand narratives

1 Introduction

Under the wave of new media, the new media, mainly Jitterbug and micro-blog, are reshaping the communication mode and destination image of tourism destinations. The communication mode of tourism destinations has changed from passive acceptance by audiences to active selection by users, and the image of destinations has changed from complex cultural connotation image to simple "Netflix" image. Many scholars have researched the change of communication mode and communication subject in the new media era. For example, Xiaohua Wang and Bai Kai believe that the communication [1]

mode of destination image has changed from the centralized communication in traditional media to the participation of all people in the new media environment, and the communication subjects show the coexistence of official leadership and private power, and the expression of tourists and the life scenes of local residents also participate in the construction of destination image; Li [2–4] believes that the communication mode of destination promotion in the new media era is "city image + netizen participation", with strong interaction between communicators and receivers, and users as both audience and communicators [5]; Ksenia Kirillova et al. argue that the latitude of tourists' aesthetic judgment is mainly again colorfulness, novelty, symmetry, etc. In the context of new media, the before the tour image of tourist destinations is mainly shaped [3] by personal or official releases from platforms such as Weibo and Shake. And most of these released information is the travel experience after the previous tourist's visit, which forms an interactive cycle of travel experience before and after the tour. Zhu Hong and Xiaomei Cai explored the influence and new changes of We-Chat's circle of friends on tourists' visit, time-visit and post-visit by questionnaire method, and finally concluded that through "sunshine" and "likes", it makes the tourism experience different from the traditional tourism experience of overall construction and overall recollection. In the WeChat era, the travel experience is divided into fragmented scenes, so the We-Chat era has reconstructed the holistic characteristics of the travel experience [4–9].

New media communication content is characterized by short, small, strong stimulation and fragmentation. Regarding the concept and characteristics of new media, Wenbo Kuang believes that new media is the communication carried out by all people for all people, and digitalization and interactivity are its essential [10] characteristics; Ding Mengqi comprehensively analyzes the characteristics of new media through the 5w theory of communication, and believes that the new media era is characterized by entertainment, fragmented information explosion, and more intelligent [11] communication channels; Xiaohong Wang, Yuanyuan Bao and others believe that mobile short video is also the new They believe that mobile short videos are also a new "social language", a direct way to present a scene, express an emotion, and record an observation, and have two characteristics of sharing at any time and short content; Boxu Yang analyzes grand narratives and new media "fragmented" communication, and believes that grand narratives and fragmentation are relative. The new media presents the "fictional" part of the grand narrative in a bottom-up manner through "fragmented" communication, which makes the whole grand narrative appear false and deconstructs various grand values and ideologies of the traditional state values and ideologies of the traditional state [12–15].

The above studies address the communication aspects of tourism destinations in the context of new media, from the concept and characteristics of new media, communication mode and communication content in the context of new media and changes in user behavior to explain the changes and characteristics of new media communication, and put forward the importance of new media for tourism destination communication and the changes in user behavior in the new media era, currently combined with the characteristics of new media communication and traditional tourism There is less research on the differences between the content of new media communication and traditional tourism destination communication, such as whether the narrative of historical and ethnic cultural scenic spots can conform to new media communication methods.

Whether the grand narratives of tourism destinations such as majesty and cultural profundity can be effectively communicated is determined by the effectiveness of the communication content of tourism destinations in the context of new media. In other words, the less effective the grand narratives of tourism destinations are in the media [16] communication content, the more these contents cannot be effectively communicated. Historical scenic spots and ethnic culture scenic spots have profound cultural and artistic connotations and grand narrative content, which are difficult to express in the fast feedback, fragmented and simple communication content and mode of social media, resulting in the so-called "dumplings in a teapot", which is the so-called teapot effect in this paper. In this paper, we analyze the content of the most popular posts in micro-blogs with the intention of finding out whether the grand narratives of destinations such as magnificent, majestic and profound can be effectively conveyed in the context of new media [17–21].

2 Theoretical Analysis and Research Hypothesis

2.1 Model Construction

Based on Ksenia Kirillova's research on the aesthetic latitude of tourists and combined with previous research on the characteristics of new media communication, this paper selects "sense of history," "coherence," "novelty" and "sense of sublimity" as the four variables of aesthetic attributes, and pleasure and arousal as the mediating variables to propose a model that affects communication effects (Fig. 1).

2.2 Research Hypothesis

2.2.1 Aesthetic Properties and Communication Effects

Based on previous studies, we categorize aesthetic attributes into historical sense, coherence, novelty and sublime height to explore the influence of aesthetic attributes on communication effects. Which kind of feeling a promotional micro-blog of a tourism destination makes tourists feel, and the tourists' perceptions of historical sense, coherence, novelty and sublime height affect the overall communication effect. Therefore, the following hypothesis is proposed.
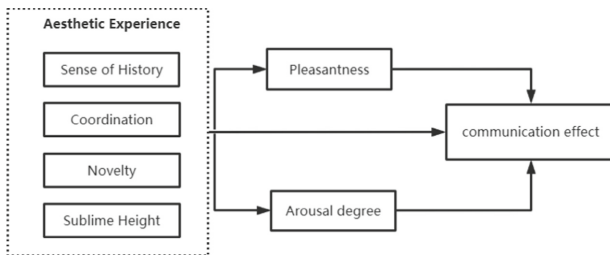

Fig. 1. Model

H1a: The sense of history significantly and positively influences the communication effect.

H1b: Coordination significantly and positively affects communication effects.

H1c: Novelty significantly and positively affects communication effects.

H1d: The sublime height significantly and positively affects the propagation effect.

2.2.2 Aesthetic Attributes and Pleasantness

Aesthetic and pleasure are inseparable. Aesthetic pleasure refers to the individual psychological pleasure feelings caused by aesthetic stimuli. It includes three realms of emotion, experience and spirituality. Aesthetic sensual pleasure refers to the harmonious and appropriate aesthetic state of sensory responses due to sensual stimuli, which is the lower level of the realm and marks the result of the cultivation of sensual ability and is the basis for entering the higher level of the aesthetic realm. Therefore, in this paper, the degree of pleasure is selected as a mediating variable to explore the influence of aesthetic attributes on the degree of pleasure. Therefore, the following hypothesis is proposed.

H2a: Sense of history significantly and positively affects pleasantness.

H2b: Novelty significantly and positively affects pleasantness.

H2c: Coordination significantly and positively affects pleasantness.

H2d: The sublime height significantly and positively affects the pleasantness.

2.2.3 Aesthetic Properties and Arousal Degree

Aesthetic properties are inextricably linked to the degree of arousal, and if a certain work can bring a certain degree of arousal to the reader, then it will bring a better aesthetic experience. Based on this, the following hypothesis is proposed.

H3a: Sense of history significantly and positively affects arousal.

H3b: Coordination significantly and positively affects arousal.

H3c: Novelty significantly and positively affects arousal.

H3d: Sublime height significantly and positively affects arousal.

2.2.4 Pleasure, Arousal and Communication Effect

In this paper, pleasure and arousal are selected as mediating variables of aesthetic attributes affecting communication effects, and the effects of mediating variables on communication effects should be explored separately, making the following hypotheses.

H4: Pleasantness significantly and positively affects communication effects.

H5: The degree of arousal significantly and positively affects the communication effect.

2.2.5 The Mediating Role of Pleasantness and Arousal Between Aesthetic Attributes and Communication Effects

Exploring the mediating role of pleasantness and arousal in the process of aesthetic attributes influencing communication effects, the following hypotheses were made.

H6a: The sense of history mediates between aesthetic properties and pleasantness.

H6b: Coordination mediates between aesthetic attributes and pleasantness.

H6c: Novelty mediates between aesthetic attributes and pleasantness.

H6d: Sublime height has a mediating role between aesthetic properties and pleasantness.

H7a: Historical sense mediates between aesthetic properties and arousal degree.

H7b: Coordination mediates between aesthetic attributes and arousal.

H7c: Novelty mediates between aesthetic properties and arousal.

H7d: Sublime height has a mediating role between aesthetic properties and arousal degree.

3 Research Methodology

3.1 Measurement of Variables

The purpose of this research investigation is to understand the communication effects of different types of attractions. To improve the scientific validity of the measurement, the sense of history, coordination, novelty and sublime height in the aesthetic attributes of this paper are adapted from the mature scale. Among them, sense of history, coordination, novelty and sublime height are used as four variables in aesthetic attributes, pleasure and arousal are used as mediating variables, and the communication effect is expressed by the number of likes of the micro-blog post.

3.2 Sample Characteristics Analysis

This article selects travel-related micro-blogs posted by influential travel bloggers on micro-blogs. The four bloggers are: "Global Travel Tips", "I am Ben, a donkey friend", "Cat Power molly", and "travel about". As of November 2020, the number of followers of these four bloggers is around 700 million, the number of daily posts is stable, and the fields of posting are basically the same. Taking the four bloggers' micro-blogs as the data source can greatly reduce the bloggers' own attractiveness factor for effect evaluation, and avoid the phenomenon of high comments that may occur in any post such as popular stars. Micro-blogs is one of the most important social media with wide influence; at the same time, compared with We-Chat and Jitterbug, micro-blogs content has the advantages of broader content sources and easier access to content [22]. In micro-blogs, each post has the corresponding number of likes, comments and reads, which are the best indicators to analyze the effect of micro-blogs dissemination [23].

Therefore, the questionnaire was designed around the above variables and hypotheses, and each question was given a Likert scale of 1 = "strongly disagree"; 2 = "somewhat agree"; 3 = "generally agree"; 4 = "strongly agree"; and 5 = "strongly agree". "agree"; 5 = "strongly agree" on a Likert scale. The scale of micro-blog content characteristics is shown in the Table 1 (Table 2).

Table 1. Variable measurement design

Indicators	Question	Strongly agree	Agree	Not necessarily	Disagree	Strongly disagree
Sense of History	Q1: The content of this post is very local					
	Q2: The content of this post is culturally rich					
Coherence	Q3: The content of this post makes a beautiful					
	Q4: The content of this post feels very literary					
Novelty	Q5: The content of this post feels very new and trendy					
	Q6: The content of this post feels very peculiar					
Sublime Height	Q7: The content of this post feels very thrilling					
	Q8: The content of this post feels magnificent					
	Q9: The content of this post feels very majestic					
Pleasantness	Q10: The content of this post feels very humorous					
	Q11: The content of this post feels very screwed up					
Arousal degree	Q12: The content of this post is very nostalgic					
	Q13: This post can trigger good memories					

Table 2. Bloggers' micro-blogging characteristics table

Blogger	Destinations involved	Number of tweets	Minimum number of comments	Highest number of comments	Time
Global Travel Tips	Russia, Jiajie Zhang, Wu zhen, etc.	325	7	3945	2017.7–2018.6
I am Ben, a donkey friend	Inaccessible Aden, Dubai, Chongqing, etc.	49	8	417	2017.7–2018.6
Cat Power molly	Amazon Rainforest, New Zealand, Dalian, etc.	47	152	1200	2017.7–2018.6
Touring	Paris, Lijiang, Qinghai Lake, etc.	151	24	942	2017.7–2018.6

4 Empirical Testing

4.1 Reliability Validity Test

In this paper, the validity of the measurement model was assessed by reliability and validity, and the combined reliability of latent variables (CR) and internal consistency coefficient (Cronbach's α) were used together to test the reliability. SPSS 22.0 was used to perform descriptive statistical analysis and validity tests on valid data samples. Cronbach's alpha (CA) was used to test the reliability of the data, and its value ranged from 0 to 1. The larger the alpha value, the better the correlation between questionnaire items and the higher the internal consistency reliability, where alpha > 0.8 indicated excellent internal consistency and 0.6–0.8 indicated better. The reliability indexes of the alpha values and the total scale of each dimension of the research questionnaire indicate that the questionnaire reliability has met the research requirements.

From the analysis of the convergent validity (factors loading AVE CR) and discriminant validity (AVE and correlation coefficient) of the scale content in Table 3, we found that (1) standardized factors loading can be used to calculate the combined reliability (CR) of latent variables, and their critical values reached 0.6with good consistency. In this study, the combined reliability of the four latent variables of sense of history, coordination, Sublime Height, and novelty reached 0.758, 0.795, 0.673, and 0.677, respectively, indicating a good consistency; (2) the average variance extraction (AVE) can be used to measure the degree to which the observed variables explain the latent variables, and the larger the AVE, the higher the degree to which the latent variables are explained, the greater the sense of history, coordination, Sublime Height, and The mean squared variance extraction (AVE) of the four latent variables, sense of history, coherence, height, and novelty, are 0.508, 0.618, 0.668 and 0.513. Therefore, all the constructs of the model have acceptable convergent validity; (3) the root mean square of AVE values of latent

Table 3. Measurements of the model's silver loading coefficients AVE, CR, and Cronbach's α

latent variable	Factor loading factor	AVE	CR	Cronbach's alpha
Sense of History	0.806	0.508	0.673	0.671
	0.631			
Coherence	1.000	0.618	0.758	0.731
	0.584			
Sublime Height	1.000	0.668	0.795	0.763
	0.618			
Novelty	0.664	0.513	0.677	0.675
	0.761			
Interesting	1.000	0.891	0.942	0.926
	0.868			
Effect	0.323	0.518	0.732	0.653
	1.000			
	0.654			

Table 4. Descriptive statistics and correlation coefficients of the variables

	1	2	3	4	5
Sense of History	**0.713**				
Coordinate the new	0.035	**0.786**			
Sublime Height	0.018	0.717	**0.817**		
Novelty	−0.032	0.062	0.089	**0.716**	
Interesting	0.142	0.080	−0.142	0.183	**0.944**

Note: The numbers in bold on the diagonal are the square root values of AVE

variables is greater than their correlation coefficients with other latent variables can be used to analyze the discriminant validity among latent variables. Based on the results of data analysis, it can be concluded that the measurement model has good discriminant validity (Table 4).

4.2 Hypothesis Testing

In this paper, all hypotheses were tested by using hierarchical regression, and type was included as a control variable in the regression model. Models 2–3 in Table 6 reflect the effects of the four dimensions of aesthetic attributes on communication effects, respectively. The results show that: sense of history ($\beta = 0.031$, $P < 0.05$), coordination ($\beta = 0.082$, $P < 0.01$), and novelty ($\beta = 0.062$, $P < 0.01$) have a significant positive effect

on the communication effect, i.e., the higher the tourists' sense of history, coordination, and novelty, the higher the communication effect, and the hypotheses H1a, H1b, H1c hold. Model 3 adds Sublime Height to model 2, and the results of data analysis show that the change of F value does not show significance ($\triangle F = 0.491$, $\triangle P > 0.05$), indicating that Sublime Height has no effect on the communication effect, and hypothesis H1d does not hold. Model 4 reflects that the degree of pleasure ($\beta = 0.062$, $P < 0.01$) shows a significant positive effect on the communication effect, i.e. the higher the pleasure of visitors, the better the communication effect, and the hypothesis H4 holds. Model 5 reflects that arousal ($\beta = 0.059$, $P < 0.05$) shows a significant positive effect on the communication effect, and hypothesis H5 holds.

As can be seen from Table 7, Models 6–8 reflect the influence of the four dimensions of aesthetic experience on the degree of pleasure. The results show that: sense of history ($\beta = 0.252$, $P < 0.01$), coordination ($\beta = 0.201$, $P < 0.01$), and novelty ($\beta = -0.071$, $P < 0.05$) have significant positive effects on communication effects, i.e., hypotheses H2a, H2b, H2c hold. Model 8 adds Sublime Height to model 7, and the change in F value does not show significance ($\triangle F = 0.789$, $\triangle P => 0.05$), so Sublime Height has no effect on pleasure, and hypothesis H2d does not hold.

As can be seen from Table 8, Models 9–11 reflect the effects of the four dimensions of aesthetic experience on arousal. The results show that coordination ($\beta = 0.087$, $P < 0.01$), and novelty ($\beta = 0.564$, $P < 0.01$) have a significant positive effect on the communication effect, i.e., hypotheses H3b, H3c hold. The sense of history ($\beta = -0.037$, $P > 0.05$) has no significant effect on the communication effect, and hypothesis H3a does not hold. Model 11 adds Sublime Height to model 10, and the change in F value shows significance ($p < 0.05$), implying that the addition of Sublime Height3 has an explanatory significance to the model, i.e., Sublime Height has a significant effect on the propagation effect, and hypothesis H3d holds (Table 5).

The model from Table 9 reflects the effect of aesthetic experience, pleasantness and arousal on the communication effect simultaneously. The results show that with the addition of pleasantness as a mediating variable, the effect of sublime height ($\beta = 0.027$, $P > 0.05$) on the communication effect is not significant; the effect of sense of history ($\beta = 0.258$, $P < 0.01$), coordination ($\beta = 0.204$, $P < 0.01$), and novelty ($\beta = -0.073$, $P < 0.01$) on the communication effect were significant. After adding arousal as a mediating variable, the effects of sense of history ($\beta = 0.004$, $P > 0.05$), height ($\beta = -0.010$, $P > 0.05$), and novelty ($\beta = 0.034$, $P > 0.05$) on communication effects were not significant; the effect of coordination ($\beta = 0.059$, $P < 0.01$), on communication effects was significant.

According to the test procedure of the causal stepwise regression method proposed by Baron and Kenny (1986): (1) regress the independent variable on the dependent variable, the regression coefficient c must be significant, i.e., the presence of a main effect is a prerequisite for a mediating effect (model 1); (2) regress the independent variable on the mediating variable, the regression coefficient a is significant, i.e., there is an effect of the independent variable on the mediating variable (model 2 (Model 2); (3) regressing the independent variable and the mediating variable on the dependent variable simultaneously, the regression coefficient b of the mediating variable should be significant (Model 3), while the regression coefficient c′ of the independent variable

Table 5. Regression analysis of aesthetic experience, pleasantness and arousal on communication effect

Variables	Dissemination effect				
	Model 1	Model 2	Model 3	Model 4	Model 5
Type	0.049	0.150*	0.155**	0.159**	0.173**
Sense of History		0.031*	0.032*	−0.010	0.023
Coherence		0.082**	0.082**	0.072**	0.068**
Novelty		0.062**	0.063**	0.066**	0.033
Sublime Height			−0.010	−0.012	−0.016
Pleasantness				0.051**	0.045*
Arousal degree					0.059*
R^2	0.001	0.069	0.070	0.083	0.092
Adjust R^2	−0.000	0.063	0.062	0.073	0.081
F-value	0.817	10.564***	8.542***	8.535***	8.202***
ΔR^2	0.001	0.068	0.001	0.013	0.009
ΔF value	0.817	13.795***	0.491	7.974**	5.774*

Table 6. Regression analysis of the effect of aesthetic attributes on pleasantness

Variables	Dissemination effect		
	Model 6	Model 7	Model 8
Type	−0.523**	−0.057	−0.074
Historical degrees		0.252**	−0.074
Coherence		0.201**	0.250**
Novelty		−0.071*	0.199**
Sublime Height			0.030
R^2	0.028	0.139	0.140
Adjust R^2	0.027	0.133	0.132
F-value	16.731***	22.864***	18.442***
ΔR^2	0.028	0.110	0.001
ΔF value	16.713***	24.233***	0.789

is not significant, or the effect size is significantly reduced relative to c. The mediating effect exists when all three conditions are met simultaneously. In addition, a significant coefficient c′ in model 3 is a partial mediating effect, while a non-significant c′ is a full mediating effect. In this paper, the mediating effects of pleasure and arousal on aesthetic experience and communication are shown in Table 8. In summary: the sense of history,

Table 7. Regression analysis of the effect of aesthetic attributes on arousal

Variables	Dissemination effect		
	Model 9	Model 10	Model 11
Type	−0.301*	−0.205*	−0.252*
Sense of History		−0.037	−0.043
Coherence		0.087**	0.083*
Novelty		0.564**	0.556**
Sublime Height			0.083**
R^2	0.010	0.488	0.497
Adjust R^2	0.008	0.484	0.493
F-value	5.666*	135.033***	112.044***
ΔR^2	0.010	0.478	0.009
ΔF value	5.666*	176.412***	10.673**

Table 8. Regression results analysis of the mediating effect of arousal, pleasantness

	Pleasantness	Effect	Arousal degree	Effect
Type	5.414**	3.309**	1.419**	5.193**
Sense of History	0.015	0.258**	−0.016	0.004
Coherence	0.073**	0.204**	0.098**	0.059**
Novelty	0.060**	−0.073*	0.561**	0.034
Sublime Height	−0.005	0.027	0.074**	−0.010
Pleasantness				0.045*
Arousal degree				0.051*
R^2	0.059	0.104	0.492	0.078
Adjustment R^2	0.052	0.134	0.488	0.069
F value	8.854***	23.007***	137.243***	8.008***

novelty plays a complete mediating effect between pleasure and communication effect, hypothesis H6a, H6c is valid, coordination plays a partial mediating effect between pleasure and communication effect, hypothesis H6b is valid, the mediating effect of sublime height between pleasure and communication effect is not significant, hypothesis H6d is not valid; the sense of novelty, sublime height plays a complete mediating effect between arousal and communication effect, hypothesis H7c, H7d are valid, coordination plays a partially mediating role between arousal and communication effect, hypothesis H7b is valid, the mediating effect of sense of history between arousal and communication effect is not significant, hypothesis H7a is not valid.

Table 9. Intermediary effect test results

	c Total effect	a * b Intermediate effect value	a * b (95% BootCI)	c′ Direct effect	Test conclusion	Is the hypothesis valid
Sense of history ⇒ Pleasure ⇒ Communication effect	0.015	0.011***	0.008 ~ 0.059	0.004	Full Agency	Yes
Coherence ⇒ Pleasure ⇒ Communication effect	0.073**	0.009***	0.004 ~ 0.039	0.059**	Some agents	Yes
Novelty ⇒ Pleasure ⇒ Communication effect	0.060**	−0.003***	−0.021 ~ −0.000	0.034	Full Agency	Yes
Sublime height ⇒ pleasure ⇒ communication effect	−0.005	0.001***	−0.005 ~ 0.015	−0.010	Insignificant intermediary role	No
Sense of history ⇒ Evocativeness ⇒ Communication effect	0.015	−0.001***	−0.012 ~ −0.005	0.004	Insignificant intermediary role	No
Coherence ⇒ Arousal ⇒ Communication effect	0.073**	0.005***	0.004 ~ 0.039	0.059**	Some agents	Yes
Novelty ⇒ Arousal ⇒ Communication effect	0.060**	0.029**	0.000 ~ 0.169	0.034	Full Agency	Yes
Sublime height ⇒ arousal degree ⇒ communication effect	−0.005	0.004***	−0.000 ~ 0.026	−0.010	Full Agency	Yes

5   Conclusion and Insights

In this study, 572 micro-blogs of four typical travel bloggers were selected as samples, and a quantitative analysis index system was established to evaluate the content characteristics of micro-blogs, and two mediating variables, arousal degree and pleasure degree, were introduced into the model of "aesthetic attributes - communication effect" to investigate their mediating effects. The results showed that the effect of aesthetic attributes on communication effectiveness was investigated. The results show that: first, the higher the aesthetic attributes of history, coordination and novelty experienced by visitors, the better the communication effect of the post; second, history, novelty play a fully mediating role between arousal and communication effect, coordination plays a partially mediating role between arousal and communication effect, and the mediating effect of height is not significant between arousal and communication effect; third, novelty, height plays a fully mediating role between arousal and communication effect, and coordination plays a partially mediating role between arousal and communication effect; third, novelty, height plays a fully mediating role between arousal and communication effect, and coordination plays a partially mediating role between arousal and communication effect. The third is the sense of novelty, which plays a fully mediating role between arousal and communication effect, coordination plays a partially mediating role between arousal and communication effect, and the mediating effect of history between arousal and communication effect is not significant.

One of the reasons why the grand narratives of tourism destinations cannot be effectively communicated in the new media context is that the "nobility" in the grand narratives has no significant impact on the communication effect. The communication contents of

tourism destinations with strong excitement, thrill and quirky and other shallow emotional experiences are more in line with the needs of modern people and achieve better communication effects. Due to the diversity of sources, users are keen to actively accept the content of direct emotional experience and filter the deep emotional content. The fragmentation of users' time using social media leads to the fact that entertaining contents are more able to attract users without time and patience to taste the narrative contents of tourist destinations. In such a user environment caused by the role of new media, the grand narrative of tourist destinations cannot achieve good communication purposes. The cultural, artistic and other connotative narratives of traditional tourism purposes need to be innovated in terms of communication content to show more the sense of history, coherence and novelty of tourism destinations.

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