



# Research on the WeChat Concern of Tourist Attractions Based on Internet Big Data——Taking Li Garden of Wuxi as an Example

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**Abstract.** Big data is mainly represented by digital, text, photo, video, audio and other data information existing in the network space. At present, it has become a hot topic to carry out relevant research with a variety of digital footprints. This paper collects the WeChat tweet digital footprint of Wuxi Li Garden as a sample of data research, and analyzes the number of tweets of WeChat public number in Wuxi Li Garden. The paper selects the top 20 tweets in reading and comments of WeChat tweets, and analyzes tourists' preference for Li Garden, its characteristic products and hot activities. Meanwhile, through the micro letter hot spot tweeting, the paper analyzes the marketing strategy of self media in Li Garden of Wuxi.

**Keywords:** Big data · Tourist attractions · Li Garden · WeChat attention · COVID-19

## 1 Introduction

With the rapid development of Internet + tourism, more and more scenic spots use the network promotion to publicize themselves. WeChat public number is the result of the rapid development of mobile Internet. WeChat tweets released by WeChat public number in scenic spots contain information such as numbers, characters, photos, videos and audio. These big data existing in the network space become the carrier of tourism research.

## 2 Research Design

### 2.1 Research Methods

The WeChat tweets in the top 20 were selected from high to low by Excel office software, and the WeChat tweets ranked the top 20 were selected as samples to study the WeChat attention (Xu 2019).

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### 2.2 Research Object Selection

Since WeChat launched the public number service in 2013, Wuxi Li Garden has opened and operated the WeChat public number of Wuxi Li Garden in time, becoming the first group of 4A level scenic spots in Wuxi with WeChat public number. Search for the public number “Wuxi Li Garden” (wxlygy) on WeChat computer terminal, which covers three modules: Li Garden (micro official website, Fan Li topic, about us and Pudong Development Promotion), panoramic guide and booking tickets. Click to view the historical information in the upper right corner to launch the analysis and Research on the WeChat tweets issued from July 9, 2013 to December 31, 2020. In addition to the questionnaire and live broadcast notice, 442 tweets title and data are collected into excel table and analyzed.

## 3 Analysis of the Attention of WeChat Tweeting in Li Garden of Wuxi

In order to study the tourists’ concern about WeChat public number in Li Garden of Wuxi, this paper will analyze the influence of WeChat tweet number, reading number, number of points praise and new crown epidemic situation on Wuxi Li Garden.

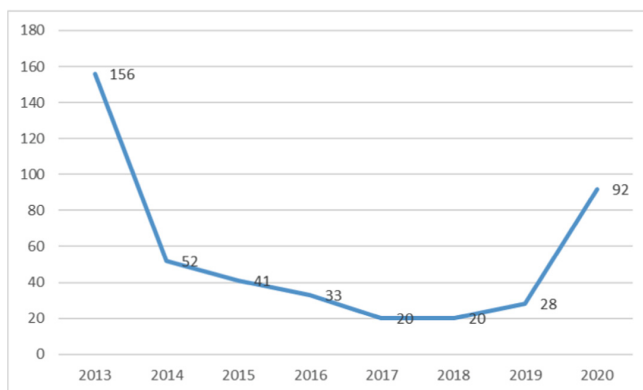
### 3.1 Statistical Analysis of Tweets in WeChat

According to Table 1 and Fig. 1, the public number of Wuxi Li Garden, which was just established in 2013, published 156 tweets in July, August and September, accounting for 35.29% of the total number of tweets.

In 2014, the WeChat public number of “Wuxi Li Garden” published 52 tweets, accounting for 11.76% of the total number of tweets, which showed a significant downward trend compared with the previous year. The peak of the year’s push text is June, mainly for the following lilies and Lotus Festival in Lihu perfume for online promotion and publicity.

**Table 1.** Statistics of WeChat public number tweets in Wuxi Li Garden

particular year month	1	2	3	4	5	6	7	8	9	10	11	12	total
2013	0	0	0	0	0	0	71	78	7	0	0	0	156
2014	4	0	4	2	7	15	4	0	8	6	2	0	52
2015	0	2	6	5	0	5	8	0	8	6	0	1	41
2016	1	2	7	3	3	3	5	3	6	0	0	0	33
2017	1	0	5	0	0	3	4	0	2	1	1	3	20
2018	2	2	2	6	3	2	1	0	2	0	0	0	20
2019	0	2	5	1	1	0	2	5	2	3	4	3	28
2020	6	10	14	9	6	7	5	7	15	5	4	4	92



**Fig. 1.** Statistics of annual tweets of WeChat public number in in Wuxi Li Garden

In 2015, the WeChat public number of “Wuxi Li Garden” published 41 tweets in the whole year, accounting for 9.28% of the total number of tweets, which showed a downward trend compared with the previous year. The peak of tweeting this year is in July and September.

In 2016, 33 WeChat official account notes were published, accounting for 7.47% of the total number of tweets, which still showed a downward trend compared with the previous year. The peak period is March, July and September.

In 2017, 20 WeChat official account notes were published, accounting for 4.53% of the total number of tweets, which still showed a downward trend compared with the previous year. Relatively speaking, March is the peak of the number of tweets this year.

In 2018, 20 WeChat official account notes were also published, accounting for 4.53% of the total number of tweets, unchanged from the previous year. But unlike the previous year, the peak of tweets was in April.

In 2019, 28 WeChat official account notes were published, accounting for 6.34% of the total number of tweets, showing an upward trend compared with the previous year.

In 2020, 92 WeChat official account notes were published, accounting for 20.81% of the total number of tweets. Among them, the number of tweets in February, March and September is the majority, which is at the peak of tweeting.

Overall, the official account of WeChat public in Wuxi Li Garden has been on the decline every year before 2018, no matter what quantity or content it is just passable. However, since 2019, the quality of tweets has increased significantly. The theme of the article is clear, the official account is accurate, and the surrounding 5A scenic spot has begun to bloom its own unique luster and characteristics.

### 3.2 Statistical Analysis of WeChat Tweet Reading

From the 442 Wuxi WeChat garden official account, the number of readings was input into the EXCEL form and arranged in descending order. After screening, 67 items were read more than 1000 times, and the maximum number was 8948 times, at least 1 times. This paper takes the top 20 of WeChat official account as the research sample to make the following Table (Tang 2020, Yang 2020).

**Table 2.** Ranking of WeChat tweets and WeChat readings in Wuxi Li Garden

Serial number	time	title	Reading number
1	2015-4-6	Ink Li Garden, really drunk!!!	8948
2	2020-1-24	Li Garden closing notice	6882
3	2020-3-28	In a trance, misty rain in Li Garden	6263
4	2020-4-23	Latest announcement	5291
5	2020-3-15	I have never met such a Li Garden	4520
6	2020-4-29	Latest announcement	3867
7	2017-6-22	Misty rain, meet the “drunk beauty” courtyard!	3755
8	2020-3-23	Peach red willow green drunk beautiful Li Garden	3370
9	2020-6-10	Wait a minute, the lotus is in bloom	3312
10	2020-4-7	Wisteria rosewood is the most April day on earth	3293
11	2020-3-16	Announcement on adjusting the daily maximum number of tourists in the scenic spot	3089
12	2017-3-3	After searching for 70000 years, the ten mile peach forest is here!	3033
13	2020-10-29	Li Garden is full of autumn	2625
14	2019-4-4	Quick report!Quick report!Li Garden has entered the peak of beauty, and the most amazing spring is here!	2568
15	2020-7-20	Fight against heavy rainfall and keep safe.	2522
16	2020-3-31	Li Garden leisure fitness annual card was fully launched on April 1!	2501
17	2017-6-9	These online popular scenic spots have come to Li Garden. The courtyard exhibition is really beautiful!	2497
18	2020-5-13	Hello, summer.	2482
19	2020-9-23	Golden Li Garden, constant memory	2405
20	2020-9-29	The golden floor is full of joy	2396

The 20 WeChat tweets in Table 2 can be summarized into three hot spots:

- (1) Li Garden artistic conception. “Ink Li Garden, really drunk!!!” released on April 6, 2015 This article has obtained the highest reading number since the establishment of the WeChat official account in the “Wuxi Li Garden” scenic area, and it can be seen by tourists. “Drunk” in the title has a double meaning: the beautiful scenery of

- Li Garden makes people drunk and “drunk” are the new popular Internet terms in recent years. The core of new media is “new”. Using the online language of online popularity as the title will attract the attention of netizens, and “drunk” is just right. Although the whole text is only a few sentences, it is full of the charm of Li Garden.
- (2) Epidemic force majeure. In early 2020, the sudden COVID-19 swept the world. In order to actively prevent and control the epidemic, Li Yuan scenic area decided to temporarily Park in January 24, 2020. In the first half of 2020, people pay more attention to the epidemic. Although the name of the two tweets released on April 23 and April 29, 2020 is a simple “latest announcement”, they have attracted great attention, with a reading volume of 5291 times and 3867 times respectively. The rainy season in mid-year has caused the water level of Lihu lake to rise continuously. The rainstorm can not affect tourists’ attention to flood prevention work in the WeChat official account.
  - (3) Four seasons activities. There are reasons to go to Li Garden in spring, summer, autumn and winter. The peach flowers and wisteria in spring are brilliant, the lotus in summer is pure, the golden sunflower in autumn is full of freedom, and the Chimonanthus in winter is proud. With the change of seasons, the change of years and the passage of time, the only constant is the style of Li Garden. Li Garden will launch many activities every quarter, such as Peach Blossom Festival, Lotus Festival, golden sunflower Festival, plant exhibition, Fan Li Culture Festival, and Li Garden leisure and fitness annual card, which are very popular with tourists.

Before 2020, tourists were concerned about the WeChat official account. Most of them were attracted by the tweets title of Li Yuan, and tourists after 2020 were attracted by the elegant cover of tweets. This change has doubled the amount of reading per WeChat tweet. The title of the tweet is clear and concise, and the pictures are pleasing to the eye. The camera captured the most beautiful scenery, and the WeChat attention of Li Garden has been continuously improved.

### 3.3 Statistical Analysis of WeChat Tweet Likes

After reading wechat tweets, tourists leave messages and praise under the tweets, reflecting tourists’ love for wechat tweets. Through the analysis of the number of likes, tourists can know the most popular culture, scene, product or activity in the scenic spot. “Fan Li” is the origin of Li Yuan’s name. In Li Garden, there is a beautiful saying by Fan Li Xi Shi. Li Yuan, by the gradual recovery of the epidemic, brings back the “revenge tourism” craze, traces back to the source and reconstructs Fan Li culture. It not only draws on many historical documents, but also introduces the official account of Fan Li in the WeChat public number, which greatly restored Fan Li’s life achievement and contribution. The event of “Fan Li Cultural Festival” was held to learn about Fan Li’s historical characters during the tour. In combination with the research and learning travel activities vigorously promoted by the Ministry of education, many tourists of all ages came to study and exchange (Table 3).

**Table 3.** Ranking of WeChat tweets in Wuxi Li Garden

Serial number	time	title	Number of likes
1	2020-8-22	Li Garden “took a picture” you said that Fan Li Culture Festival was coming	181
2	2020-9-11	Fan Li Cultural Festival - cultural performance	95
3	2017-6-22	Misty rain, meet the “drunk beauty” courtyard!	74
4	2020-7-20	Fight against heavy rainfall and keep safe	74
5	2015-4-6	Ink Li Garden, really drunk!!!	50
6	2020-9-1	Fan Liliang’s past and present life	46
7	2017-3-3	After searching for 70000 years, the ten mile peach forest is here!	42
8	2020-5-13	Hello, summer.	40
9	2018-2-9	Romantic spring in Li Garden -- 2018 Spring Festival garden party	39
10	2017-6-1	Earth shaking changes have taken place here. It will be unveiled on the 22nd!	38
11	2020-10-29	Li Garden is full of autumn	37
12	2020-8-27	Fan Li Cultural Festival - cultural exhibition	35
13	2020-9-23	Golden Li Garden, constant memory	28
14	2018-1-26	Thousands of pear blossoms bloom, and Li Garden becomes a “pear garden” in cold winter	28
15	2020-4-7	Wisteria rosewood is the most April day on earth	27
16	2018-9-30	“Rong family, Wang family Centennial cheongsam Exhibition” is a heavy attack! On the Bank of the golden Li Lake, I will interpret the echo of a century for you	27
17	2020-3-16	Announcement on adjusting the daily maximum number of tourists in the scenic spot	26
18	2016-7-23	Fan Li’s Pastry - freshly baked and crisped to the heart!	24
19	2018-5-18	After reading this group of Li Garden oil paintings, you will think that xinhaicheng’s style is not so tall~~	23
20	2020-3-15	I have never met such a Li Garden	22

### **3.4 Analysis of Self Media Marketing in Li Garden of Wuxi Under the Influence of Epidemic Situation**

In the post epidemic era, tourism industry will break the traditional ideas and derive a new tourism model if it wants to recover its former prosperity. Under the impact of the new crown epidemic, Wuxi Li Garden is constantly trying to change with the domestic tourism market.

After knowing the public's concerns, the scenic area pays more attention to the importance of WeChat public number to the promotion of the scenic area. The number of offline tourists who make up for the impact of the epidemic through online tweet click volume. The scenic spot repositioned the target customers as young groups, and launched VR panoramic tour on the homepage of WeChat public no. of "Wuxi Li Garden", and implemented the form of "360°panoramic cloud tourism" for the tourists who are home to prevent epidemic. In the panoramic tour, there are voice guides. While viewing the beautiful scenery, you can hear the online "guide" explanation, and really realize the tour in Wuxi Li Garden.

In order to continuously innovate and launch the characteristic activities online, Wuxi Li Garden meets tourists by shaking voice live for the first time during the Peach Blossom Festival on March 23, 2020, and watches peach blossom on the water by sailing and yachting. Through live broadcast, we can enjoy the peach blossom in different directions, and capture the beauty of Wuxi Li Garden from different angles through the lens.

The live broadcast has a good response. On the same day, Wuxi Li Garden released a tweet with video as the main form: "peach blossom, willow and green wine, beautiful Li Garden". The video is beautifully produced, and it is praised by tourists once it is released. The reading volume soars, and finally ranks No8. It is also because in the early stage of the epidemic, Wuxi Li Garden has made online promotion strategy decisions such as "live + video" and "short video + tourism", which eases the pressure of current restriction in the scenic area, and also embeds the expectation of going to punch in the hearts of potential tourists.

The impact of epidemic situation on scenic spots is that in the early stage, the scenic spots will choose closed gardens for epidemic prevention, daily flow restriction in the middle term and complete resumption of work and return to work in the later period, which leads to the absence of tourists leaving for holidays. These also promote the rapid transformation and development of tourism industry, and the "Internet + tourism" breeds a new huge tourism market. People's attention is shifted to pay attention to the daily dynamic of the scenic spot through WeChat public number. Therefore, the degree of tourists' attention to WeChat public number determines whether the transformation strategy made by the scenic spot under the impact of epidemic situation attracts tourists. Through various statistics, it is proved that the public number of "Wuxi Li Garden" in 2020 has made great achievements. Because of the change of the mode of thinking of epidemic situation, it publicizes the image of Li Garden and makes more tourists pay attention to the development of the scenic spot.

## **4 Summary and Analysis of the Characteristic Products and Activities of Li Garden in Wuxi Based on WeChat**

### **4.1 Analysis of the Characteristic Products of Li Garden in Wuxi Based on WeChat**

Fan Li has a great influence on Wuxi Li Garden. The love story with Xishi has been praised by later generations. There are some cultural products such as Fan Li cake, Western shitofu flower and Xishi pot to commemorate this ancient love. At the food exhibition of the second Grand Canal Cultural Tourism Exposition, Li Yuan's newly launched "rich God cake" and "Coilia" were successfully rated as top ten net red snacks, becoming the favorite of the food exhibition.

If Fan Li is the soul of Li Garden, then the founder of the garden, Wang Yaochen and Wang Yuqing brothers, are the blood of the garden. Cao Kefan, a famous host, was a descendant of Wang. His book "the dream of Li Garden" mainly tells the business war experience and changes of the three Huai Wang family in 120 years and five generations. The strange stories of his great grandfather Wang Yaochen and Wang Yuqing brothers, the great Uncle Wang Yuqing, were first put into paper, making Li Garden known by more readers and tourists (Dong 2018).

Cao Kefan and Li Yuan have not finished their stories. Cao Kefan, as the general consultant of art, has customized a large-scale live stage drama "the West situation of the south of the Yangtze River under the smoke and rain" for Li Garden. The whole play is performed around Xishi's life, with a complete and close plot, which shows Fan Li and Xishi's familiar and separated legends in various dance forms. From the perspective of taste and vision, these products are developed in a proper way, bringing the characteristics and advantages of Li Garden to the extreme.

### **4.2 Summary and Analysis of Wuxi Li Garden Based on WeChat**

Because of the repeated epidemic, people have changed the traditional way of tourism. In order to reduce the public transport risk, a large number of tourists choose to travel by self driving, personal and family travel when they travel after the epidemic. After the epidemic, Li Garden, after the prediction of this change, put its eyes on the youth tourism market and launched a series of wonderful tourism activities for young people (Zhang 2020).

"Li Garden leisure fitness annual card" released on March 31, 2020 is fully online on April 1 This card is valid for one year from the date of opening, and can enjoy unlimited visits to Li Garden (including cruise ship to Xishi Manor), shop consumption discount in the scenic area, and three unlimited time kayaking experience. The price is also very friendly, only 98 yuan / year, and can be renewed at the expiration date. This marketing method is really "long line fishing big fish". With the one-year validity of fitness annual card, tourists are attracted to become members of the scenic spot, which makes tourists change from potential customers to long-term stable members.



In order to deepen the cultural heritage of the scenic spot and combine with the current fashion trend, Wuxi Li Garden launched a series of wonderful activities such as “Fan Li Cultural Festival”. In order to create a warm degree for the “Fan Li Cultural Festival” which opened on September 10th, 2020, a different publicity mode was adopted in the scenic area: “the selection contest for the spokesperson of Li Garden image of” seeking Western application “is being recruited. From August 1 to August 20, the competition decided to be the winner by online popularity vote. The top three were selected by the weighting of talent PK and buffeting popularity. The first will be the leading role of the stage drama “the west of the Yangtze River” and sign the star net red company. The second and third will also become the propaganda Ambassador of Li Garden and sign the star net red company.

The selection contest of “find the Xishi” image spokesperson of Li Garden is a warm-up activity before the opening of the “Fan Li Cultural Festival” of Li Garden. It has a warm response. The beauty Xishi is used to point out the business Saint Fan Li. It is not restricted to the traditional mode, and keeps up with the trend of the times, and improves the exposure rate of the scenic spot without any restriction by using the popular platforms such as new media and shaking voice. Let more groups understand the essence of Wuxi Li Garden and Fan Li culture. After the “Fan Li Cultural Festival” activity began, the most concerned was the tweet “Fan Li Cultural Festival - cultural performance” released on September 11. The stage drama of “Misty rain Jiangnan Xishi Qing” was reorganized, and the leading role was also changed into the “Xishi” who won the first place in the selection competition, and the first show after the epidemic got the second praise, The cultural activities of the special scenic spots have enhanced the tourists’ attention and love to the Li Garden in Wuxi.

## 5 Conclusions and Suggestions Xi Based on WeChat

### 5.1 Conclusion

Taking WeChat as an example, this paper studies the focus of WeChat tweeting in “Wuxi Li Garden”, and concludes that the tourism information pushed by WeChat in the scenic area plays an important role in the image shaping, cultural heritage dissemination, activity attraction and social impact, forming the unique brand characteristics of the scenic spot. The analysis of the reading and praise of WeChat tweets shows that the public users of the scenic spot pay more attention to the content of WeChat in the scenic area: ①the WeChat users mainly focus on the emotional elements, atmosphere elements and romantic elements of tourism information;②WeChat concerns have strong sense of responsibility, and pay attention to the notice that the scenic area is affected by natural force majeure in time, such as epidemic situation and flood;③Like the experience with characteristics and aesthetic; ④ I prefer to pay attention to the hot events in the scenic area.

### 5.2 Proposal

Based on the results of the study, the following suggestions are put forward for the management and development of tourist attractions:

① Make full use of the diverse resources of the scenic spot, more explore and arouse people's historical memory and good feelings, develop tourism activities closely related to modern life and aesthetic concepts, so as to meet the personalized needs of tourists. ②The new era of "micro tourism" service is created by using the latest achievements of modern information technology and network technology. Make full use of WeChat public platform to link the scenic spot introduction, map, navigation, electronic explanation and online consultation feedback services with popular events or important information of tourists' attention pushed by WeChat, and guide tourists to use online booking, online payment, online comments and online suggestions more, and enhance users' use stickiness, More experience and experience the convenience and uniqueness of the scenic area, improve the intelligent guide function of the scenic spot. ③ The brand image of scenic spot is shaped by using the word of mouth communication effect of WeChat "friends circle". Develop seasonal and peak staggering tourism activities, epidemic prevention and control and win-win development of scenic spots. Make full use of the "message" function of WeChat public number, enhance the interaction with tourists, timely understand the latest needs of customers, and Li Garden provides more effective marketing and refined services (Shen 2020).

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