



Research on the Development Status of Wechat Official Account of Hot Spring Tourism Resorts in Northern Guangdong Mountainous Area

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Abstract. As an important platform for interactive communication and service marketing between scenic spots and tourists, many powerful scenic spots have realized the important value of wechat official account. Guangdong has huge geothermal resources reserves. The mountainous areas in northern Guangdong is the gathering place of hot spring culture and tourism industry in Guangdong Province. This article focuses on four representative hot spring resorts in the mountainous area of northern Guangdong, and obtains network data from the wechat official account platform of the hot spring tourism resort for observation. The article makes a horizontal and vertical comparison and analysis in terms of service content, article characteristics, publicity efficiency, so as to put forward strategies for further optimizing the marketing of hot spring tourism resort wechat official account, such as stabilizing the update frequency, increasing the attention ratio, dynamically analyzing the audience, providing exquisite service functions, and innovating theme marketing.

Keywords: Hot spring resort · Travel wechat official account · Tweet quality · Publicity efficiency · Mountainous areas in northern Guangdong

1 Introduction

Since its launch in 2011, wechat has become one of the most used software in the context of mobile Internet. According to statistics, the number of monthly active users of wechat has reached 1268.2 million in 2021 [1]. The huge user group, powerful functions and low operating costs make wechat the most popular marketing tool at present [2]. With the wechat public platform providing enterprises, public institutions, media and individuals with comprehensive communication and interaction functions with specific groups [3]. For scenic spots, wechat official account has also become an important platform for communication with users in the tourism market [4].

Guangdong has huge geothermal resources reserves. The geothermal temperature of the whole province is between 25.0 °C–127.7 °C, of which 14 are higher than 90 °C [5]. Hot spring resources are mainly distributed in the mountainous areas of northern Guangdong, such as Shaoguan and Meizhou. There are excellent ecological environment,

superior hot spring resources and profound Hakka heritage. It has the advantages of developing hot spring cultural tourism.

After the subject search of “Hot Spring” in the electronic journal database of CNKI, an accurate search was carried out for “mountainous areas in northern Guangdong”, and it was found that the comprehensive research is very limited now. Based on the examples of hot spring enterprises, scholars studied the development of hot spring tourism, tourist satisfaction, and the current development of hot spring resort tourism, mainly in the context of Rural Revitalization Strategy and industrial integration. In recent years, hot spring sports leisure tourism, hot spring B & B clustering, hot spring hotel micro marketing and other topics have also emerged. In short, the current academic research on the wechat official account of hot springs in the mountainous areas of northern Guangdong is relatively scarce. So this paper selects the wechat official account data of four representative hot spring resorts in the mountainous area of northern Guangdong for research, and analyzes the service marketing content provided by the official account of the existing scenic spots from the aspects of tweet quality and publicity efficiency, with a view to providing strategic support for the hot spring resorts to improve and perfect the wechat official account.

2 Introduction to Representative Hot Spring Resort in North Guangdong Mountain Area

The research objects are Guangdong Shaoguan Caoxi hot spring resort, Qingyuan Julong Bay natural hot spring resort, Yunfu Zen hot spring resort hotel, Meizhou Wuhua hot slime hot spring resort. The opening time, water characteristics and opening highlights of the four hot spring resorts are shown in Table 1.

Table 1. Water quality characteristics and development highlights of four representative hot spring resorts in mountainous areas of northern Guangdong

Name of hot spring tourist destination	Opening time	Water quality characteristics	Development highlights
Caoxi hot spring resort	2003	The water quality is metasilicic acid hot spring, with metasilicic acid concentration of 50.13 mg/l, fluorine content of 2.72 mg/l, lithium content of 0.30 mg/l, strontium content of 9.51 mg/l, and water temperature of 38–48 degrees, ranging from low temperature to medium temperature hot spring.	<ul style="list-style-type: none"> •Hot spring •Catering

(continued)

Table 1. (continued)

Name of hot spring tourist destination	Opening time	Water quality characteristics	Development highlights
Julong Bay natural hot spring resort	2006	The water is rich in more than 20 kinds of non radioactive trace elements such as carbon dioxide, radon, calcium, potassium, sodium, magnesium, iron and chlorine. It is a radon spring. The source of the spring is a natural warm mineral spring at a depth of more than 200 m underground. The temperature of spring when it springs out reaches 88 °C, which belongs to a high heat mineral spring.	<ul style="list-style-type: none"> •Hot spring •Conference •Festival activities •Auto stunt
Zen hot spring resort hotel	2016	The water is rich in more than 20 kinds of minerals such as sulfate, calcium, magnesium and sodium, and radioactive trace elements such as radon. It is a sulfur mine hot spring. The water source is a rock seam deeper in the surface. The maximum water temperature is 72.8 °C, belonging to a medium temperature hot spring.	<ul style="list-style-type: none"> •Hot Spring •Liuzu Huineng IP •Zen culture comprehensive project
Wuhua hot slime hot spring resort	Upgraded and reopened in 2021	The pH value of the water is 7.76, which is a radioactive fluorine hot mineral spring, containing nearly 60 trace elements, and the water temperature is 83 °C–98 °C, belonging to a high heat mineral spring. The appearance of hot slime is grayish black, the pH value is 7.30–8.45, which is weakly alkaline, the organic content is 1.35%–3.17%, and it is rich in trace elements such as iron, manganese, zinc, selenium, calcium, iodine, and the natural temperature can reach 83 °C.	<ul style="list-style-type: none"> •Fluorine hot mineral spring •Hot slime curing

Source dimension: Table is self-drawn.

3 Marketing Status of Representative Hot Spring Resorts in Mountainous Areas of Northern Guangdong Based on Wechat Official Account

Among the four representative hot spring tourist destinations, Julong Bay natural hot spring resort was the first to operate the official account platform for wechat marketing, and released its first article on May 29, 2013. Caoxi hot spring resort released its first article on June 6, 2015. Zen hot spring resort hotel released its first article on April 26th, 2016. The official account of the original “Wuhua Tanghu thermal slime villa”

Table 2. Overview of wechat official account publicity efficiency of representative mountain hot spring tourism resorts in northern Guangdong

WeChat official account	Total number of published articles	Annual average number of published articles	Reading volume > 2000 articles	Publicity efficiency (reading volume > 2000/total number of published articles)
Julong Bay	195	22	45	23.08%
Caoxi hot spring resort	172	25	23	13.37%
Zen hot spring resort hotel	120	20	46	38.33%

Source dimension: Table is self-drawn.

was poorly managed. After renaming and reopening as Wuhua thermal slime hot spring resort, a new official account was set up, and the first article was published on September 1, 2021. The statistics of the number of articles, reading volume and other data of each resort since publication are shown in Table 2.

In order to reflect the overall efficiency of publicity by official account for a long period of time, the data of Wuhua hot slime hot spring resort are not included. The data in Table 2 is taken from the first article published by each official account to December 31, 2021, and is divided by the average reading of 2000. According to Table 2, the publicity efficiency of Zen spring resort is the best, Caoxi hot spring resort is the lowest, and Julong Bay has the most articles published. Then take the year as the unit to obtain Table 3.

Table 3 shows the annual change trend of the number of published articles and publicity efficiency of each official account. The data shows that none of the 23 articles published by Julong Bay in 2013 has been read more than 10. Among the 34 articles published in 2014, only one article was read more than 1000, with the highest reading of 1330, lower than the average level of 2000. From 2013 to 2016, Julong Bay wechat official account had little effect on marketing publicity. After reaching the comprehensive best in the number of documents issued and reading efficiency in 2017, the number of documents issued began to decline year by year in 2018, but the reading volume remained good. Therefore, the highest proportion of publicity appeared in 2019. But the impact of the COVID-19 in 2020 is significant, making the data decline comprehensively. The number of documents issued by Zen hot spring resort hotel reached its peak in 2017 and the publicity efficiency reached its peak in 2020. On the whole, the number of documents issued showed a gentle downward trend of volatility. Although the publicity efficiency fluctuated significantly year-on-year, the advantage of horizontal comparison is obvious. Compared with the three resorts, in response to the outbreak of COVID-19 in 2020, the official account marketing performance of Zen hot spring resort hotel is relatively stable, and the other two have fluctuations to varying degrees. In addition, Wuhua hot slime hot spring resort will not be updated after it released its first tweet on the abandoned official

Table 3. Statistical table of annual publicity of wechat official account of representative mountain hot spring tourism resort in northern Guangdong

Time	WeChat official account	Number of published articles	Reading volume > 2000 articles	Publicity efficiency (reading volume > 2000/total number of published articles)
2013	Julong Bay natural hot spring resort	23	0	0.00%
2014	Julong Bay natural hot spring resort	34	0	0.00%
2015	Julong Bay natural hot spring resort	34	1	2.90%
	Caoxi hot spring resort	19	5	26.31%
2016	Julong Bay natural hot spring resort	29	3	10.34%
	Caoxi hot spring resort	21	3	14.29%
	Zen hot spring resort hotel	26	5	19.23%
2017	Julong Bay natural hot spring resort	31	18	58.06%
	Caoxi hot spring resort	34	7	20.59%
	Zen hot spring resort hotel	34	16	47.06%
2018	Julong Bay natural hot spring resort	19	10	52.63%
	Caoxi hot spring resort	36	2	5.56%
	Zen hot spring resort hotel	24	5	20.83%
2019	Julong Bay natural hot spring resort	11	9	81.81%
	Caoxi hot spring resort	27	2	7.41%
	Zen hot spring resort hotel	17	7	41.18%
2020	Julong Bay natural hot spring resort	6	3	50.00%
	Caoxi hot spring resort	18	2	11.11%
	Zen hot spring resort hotel	14	11	78.57%
2021	Julong Bay natural hot spring resort	8	1	12.50%
	Caoxi hot spring resort	17	2	11.76%
	Zen hot spring resort hotel	5	2	40.00%
	Wuhua hot slime hot spring resort	5	0	0.00%

Source dimension: Table is self-drawn.

account in 2015. The publicity of the new official account after it was renovated and reopened in 2021 is in the beginning. Based on the reading data of all official account, the top ten articles are listed in Table 4.

Among the top ten popular articles on official account, from the source, 5 are from Julong Bay natural hot spring resort, 2 are from Caoxi hot spring resort, and 3 are from

Table 4. Ranking of popular articles on wechat official account of representative mountain hot spring tourism resorts in northern Guangdong

Rank	Time	WeChat official account	Reading volume	Like/watch	Article title
1	2017-08-17	Caoxi hot spring resort	87000	1610/0	We meet Caoxi on Tanabata Festival
2	2017-01-07	Julong Bay natural hot spring resort	84000	149/0	30million lights light up Fogang Julong Bay New year's dream Lighting Art Festival
3	2018-07-17	Julong Bay natural hot spring resort	30000	60/0	Finally came to Fogang! The first beer and food festival of Fogang Julong Bay windmill amusement park received benefits!
4	2017-12-21	Julong Bay natural hot spring resort	15000	39/0	2000 free experience ticket! Julong Bay Auto stunt grand trial operation!
5	2015-11-09	Caoxi hot spring resort	10000	44/0	Caoxi hot spring special event: Hot spring 11 yuan/person/time, limited quantity, sold out!
6	2016-11-08	Zen hot spring resort hotel	10000	40/0	Secret collection of Zen spring
7	2017-01-14	Julong Bay natural hot spring resort	8488	33/0	The list of winners of free tickets for Julong Bay lighting Festival is coming!
8	2019-01-07	Zen hot spring resort hotel	7172	7/16	Oriental Zen capital • Dayan Zen spring South China "Zen culture" Theme Hotel
9	2016-07-14	Julong Bay natural hot spring resort	7145	29/0	Where to play in summer? Julong happy water world is booming!
10	2017-11-13	Zen hot spring resort hotel	6275	58/0	Zen spring • courtesy The one-stop banquet service expert around you, if you push it with courtesy

Source dimension: Table is self-drawn.

Zen spring resort hotel. In terms of time, there were five articles in 2017, two in 2016, one in 2018 and one in 2019, and none of them were listed from 2020 to 2021, which also reflects the impact of the COVID-19 on the tourism industry. In terms of content, seven articles are related to free amusement tickets, low-cost hot springs, forwarding

to “Jizan” in the circle of friends, and two articles are related to the story of the resort, attracting attention with exquisite hot spring vacation maps, text strategies, etc. In terms of cultural construction, Zen spring resort hotel is unique. It does its best around the “Zen” culture to help its own brand publicity and IP building.

4 Comprehensive Analysis and Strategy

First, each hot spring resort needs to stabilize the update frequency of the official account and increase the proportion of attention. From the above analysis, it can be seen that the emergencies have a certain impact on the time and frequency of the documents issued by each hot spring resort. Therefore, each hot spring resort must specify the fixed time and frequency of posting, and launch marketing tweets on special holidays to ensure that information is effectively and targeted to users. Each hot spring resort can also attract audiences through online forms such as supporting video numbers and VR cloud guides. It also needs to print the two-dimensional code of the official account on the signboards, registries and so on. It also needs to improve the communication effect and expand its influence through multi-dimensional channels such as wechat circle of friends, websites and microblogs.

Secondly, each hot spring resort needs to optimize its service function and highlight its own characteristics of official account. At present, the official account of the scenic spot adopts the mode of “double number parallel” of subscription number and service number. The subscription number timely pushes the situation of the scenic spot, and the service number focuses on optimizing the service function. The service number classification of Julong Bay natural hot spring resort is the most refined. It not only subdivides the online reservation into five sub menus such as guest room, hot spring and buffet, but also highlights the monthly theme rush purchase to facilitate the selection of tourists. The Zen Spring Resort Hotel highlights the characteristics of the micro mall, and creates a “Zen” theme atmosphere from room reservation to Zen meditation projects. Therefore, on the basis of ensuring the official account service items that meet the expectations of tourists, the scenic spot will refine its own characteristic service items and create a official account with outstanding core services and in line with the temperament of the scenic spot.

Finally, each hot spring resort needs to dynamically analyze the target group and innovate new media theme marketing. Looking at the above data analysis, the number of official account releases does not mean that the publicity efficiency is high. The ineffective official account marketing of some hot spring scenic spots comes from the insufficient analysis and promotion of target groups. Take Julong Bay natural hot spring resort as an example. In the early stage, the target group had fewer customers using smartphones and wechat, so it was difficult for enterprises to expand the influence of official account. Moreover, the employees of the resort lack the new media marketing concept and the awareness of promoting official account is not strong. They fail to actively invite customers to pay attention to official account when providing offline services. The quality of early tweets was low. This series of factors caused Julong bay to follow the upsurge of the times, but failed to give full play to the first mover advantage of official account marketing. However, through continuous exploration and accurate positioning

analysis of the target group, from the data point of view, the publicity efficiency of Julong Bay is relatively considerable from 2017 to 2019. Comprehensive high reading tweets have the following characteristics: first, the activities are simple to operate and the readers benefit clearly. Second, the production of tweets is exquisite, and the story of tweets is moving. Third, take advantage of festivals and holidays to create a consumption environment. It is worth mentioning that the rhymed sentences, exciting words and well arranged tweet titles will have a preemptive effect. It can be seen that tourists' preferences for tourism wechat official account push articles are recommendations, trends and other content that can help them make tourism decisions and provide travel references. Tourism strategy, travel recommendation, weekend travel recommendation and tourism route recommendation have attracted more attention.

5 Conclusion

The four representative mountain hot spring resorts in northern Guangdong must dynamically analyze the target customer groups, dig deep into their own core resource characteristics, so as to refine the unique cultural and tourism IP, create supporting comprehensive cultural and tourism experience projects, build a stable and updated official account with outstanding services and distinctive features, and realize value realization through all media marketing channels.

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