

# The Research on Users 'Reviews to Improve Values of Tourism Website

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## Abstract

As the network users increasing quickly, tourism website users' reviews are becoming more and more extensive and comprehensive with their demanding more and more individual. To cope with these changes on tourism website challenges, it is necessary to improve values of tourism website. The writer analyzed sample data form users' questionnaires by exploring empirical methods of paired samples test, exploratory factor analysis and analysis of variance with Spss. The writer draws a conclusion that users' views have influence on the values of tourism website to some extent. The writer will make suggestion about how to improve the values of tourism website. The writer hope those suggestions have practical significance and positive influence on constructing the tourism website.

**Key words:** Tourism website, Users' reviews, Empirical study

## 1. Introduction

With the rapid development of the Internet economy and the gradual development of the domestic tourism industries, the number of tourism website is increasing. On the tourism website, the tourists can get information to offer tourism products and services such as booking airplane tickets, hotel and other services. According to this year's related informa-

tion agency statistics, in the third quarter of 2012 Chinese online travel market transaction scale keeps increasingly growth, market transaction scale up to 48.81 billion yuan, up to 27.8%; OTA market transaction scale up to 2.63 billion yuan, up to 16.7%;Some scholars think that values of tourism website is what kind of values to offer to the customers, for what customers to offer values ,how to offer values to ers ,how to define the values and how to keep their own advantage in the process of offering the values to customers. Through in the early time some scholars analyzing tourism website information, they paid more important research on the overall satisfactions, convenience, aesthetics, quality and safety of information about tourism website. No one analyzed and proved how to improve values of tourism website. The writer analyzed questionnaire about users' reviews using with SPSS to get specific stratagem to improve values of tourism website.

## 2. Designing questionnaire and collecting data

Users' reviews are not equal with customers' satisfaction. Users' reviews are evaluations when users offer products and services on tourism website. The writer designed the questionnaire with two parts. The first one is perception of users' reviews about content products and services on the tourism website. The second one is

analysis of users' characters which is to aim at user's sex, age, education degree and the period of using tourism website etc. The first one is Likerts 7 table, with from 1-7 positive selection. The higher score on the positive selection from users' reviews show that they have higher expectation to factors.

In order to get more accurate survey results, we designed and modified the questionnaire using the special website to survey on line to get 133 questionnaires for 21 days. We ensure all questionnaires should be effective because the questionnaires are made by effectively limitation to survey with special system on line .When users made illegal answers and ineffective chosen, the system can give some suggestions to avoid ineffective results. We must delete that ineffective questionnaires which are selected the same answers to different questionnaire indexes by some answers. Finally, we got 123 effective questionnaires, effective recovery 93%.

### 3 Analyzing sample data

#### 3.1 Reliability and validity analysis

Sample data have been tested for reliability and validity with Spss19, which of 17 indexes analyzed to Cronbach's  $\alpha$  (0.99), showing the strong internal consistency. All sample data have been analyzed with exploring data to kmo(0.905), showing the strong relativity between with different variables and rationality of designing questionnaire. All sample data have been analyzed with Barlett to show that correlation matrix is not an identity matrix. All sample data were analyzed with exploring factor to get 4 variables, which are properties of users' reviews on tourism website, properties of users on tourism website, relative properties of users' reviews with products and service on tourism website

and relevance of users with products and service on tourism website.

Table 1 Index system of users' reviews about values of tourism website

Variables	Indexes
properties of users' re-views on tourism website	Is closely users' re-views and tourism website? Is real about users' reviews? Is reliable about users' re-views? Is neutral about users' reviews? Is a lot of information about users' reviews?
properties of users' on tourism website	Are the users with professional knowledge? Are the users famous? Are the users with good credit record?
relative properties of users' re-views with products and services on tourism website	Is timely about issuing users' reviews? Is recently about issuing users' reviews? Is reflecting newly products and services about users' reviews? Is newly date on issuing users' reviews?
relevance of users with products and services on tourism website	Are there a lot of re-views about products and services? Is there a higher attention rate about users' reviews? Are there positive and negative users' reviews about products and services? Are there a lot of users to issue reviews? Will the customers to offer products and services?

#### 3.2 Results of analyzing sample data

Based on analyzing 17 indexes and using information from table 1 to T-test with Spss, We got information about table 2.It

is better to analyze sample data with Q1 referring to properties of users' reviews on tourism website; Q2 referring to properties of user's on tourism website, Q3 referring to relative properties of users' reviews with products and services on tourism website; Q4 referring to relevance of users with products and service on tourism website.

Table 2 T-test on index system of users reviews about values of tourism website

Variable	Mean	Sd	T	$\alpha$
Q1	5.1789	1.42019	40.443	0.923
	5.2439	1.20342	48.327	
	5.1057	1.25980	44.947	
	4.6016	1.31036	38.947	
	5.1382	1.22357	46.573	
Q2	4.2520	1.45756	32.354	0.786
	3.8293	1.63320	26.003	
	4.7236	1.41016	37.150	
Q3	4.4553	1.33829	36.921	0.831
	4.5854	1.33630	38.056	
	4.4309	1.39132	35.320	
	4.7724	1.38382	38.248	
Q4	4.4878	1.42211	34.999	0.862
	4.4553	1.33829	36.921	
	4.5854	1.33630	38.056	
	4.7236	1.41016	37.150	
	4.8049	1.42379	37.427	

Based on information from table 2, we find that users' reviews play an extremely important role on improving values of tourism website because all mean of simple data are about 5. We find that properties of users' reviews have just a little influence on improving values of tourism website because all mean of simple data are less than 4. The other variable show that relevance and relativity of users' reviews have great influence on improving values of tourism website because all mean of simple data are about 5.

Based on analyzing 17 indexes and using information from table 2 to Pearson analysis with Spss, We defined F to values of

tourism website. We got information about table 3.

Table 3 Relativity on four variable and values of tourism website

	F	Q1	Q2	Q3	Q4
F	Pearson 1	.990**	.992**	.995**	.995**
Q1	Pearson .990**	1	.983**	.973**	.974**
Q2	Pearson .992**	.983**	1	.979**	.980**
Q3	Pearson .995**	.973**	.979**	1	.999**
Q4	Pearson .995**	.974**	.980**	.999**	1

\*\* . At the .01 level significantly correlated

Based on information from table 3, we find all variables which have strong relativity on values of tourism website because they have significantly correlated at the 0.1 level with statistical meanings. We order influence about 4 variables to improve values of tourism website with the different value of Pearson: The first one is that relevance and relativity of users' reviews have the same important influence; the second one is that properties of users' on tourism website have some influence; the third one is that properties of users' reviews on tourism website have others influence.

### 3.3 Results of analyzing single factor

The number of men in sample is 64, which is 52% of the 123 sample. There are 33 people(18-24 age ), accounting for 26%, 45 people(25-30 age), accounting 36%, 35 people(up 35 age ), accounting 28%; There are 70 people (education degree of junior college or university ), accounting 57%, 39 people(education degree of master), accounting 32%, 14 people(education degree of PhD), accounting 11%; There are 12 people(monthly income under 2000 yuan), accounting 9%, 98 people(monthly income in 2000-7000 yuan), accounting 79.%, 12 people(monthly income up 7000 yuan ), accounting 9%. There are 123

people (period of surfing Internet more than 3 years), accounting 100% and 123 people (experience of offering products), accounting 100%.

We drew a conclusion from sample data using One-way ANOVA: (1) The users on tourism website have no clear gender differences; their education degree have college or above; they have a lot of requirements about looking for information from Internet including tourism website. Finally, they have focused on users' reviews to help them to get products and services on tourism website. (2) They have excellent ability to find helpful information because their ages of surfing Internet are more than 3 years old. They like depending on search engine and users' reviews to get tourist products and services on tourism website. (3) They have experience to offer products and services on Internet. They are so knowledgeable and self-confidence that they can offer them on tourism website.

#### **4 Conclusions and Implications**

The empirical evidence obtained in this study allows us to make two specific contributions to the literature in improving values of tourism website. Firstly, the tourism website should arrange the professionals with technology to construct website and knowledge with network marketing who periodically collect information about users' reviews. Based on that, the owner of tourism website offer products and services and reform them to improve values of tourism website from the perspective of customers. The constructors of tourism website make their website both beautiful and practical and increase users' experience to improve values of tourism website. It shows servicers' comprehensive quality from answering users' reviews. It helps increase customers' loyalty though strength communication with users and servicers on

tourism website. The others can feel that tourism website servicers pay more attention to users' reviews because they see answers from servicers' replying timely and accurately. Secondly, the constructors of tourism website should make political system to restrict servicers to pay attention to users' reviews. They can find the customers' potential demands when they surf information in Internet because the customer pay attention to share experience about offering products and service in a group from tourism website. The servicers can explain them patiently to avoid and decrease negative aspects when they find negative information from users' reviews. Thirdly, the tourism website can get information and knowledge to construct and develop website when they meet costumers' demands and improve their products and services from users' reviews. The others can get a lot of information about the popularity of products and services, including the reasonable of price, the advantages and disadvantages of products, the quality and attitude of services, the credibility of business, and the risk of transactions and so on. The others offer products and services to finish with five processes about requirements for validation, collecting information, purchase decision, assessment of the selection, purchase evaluation. The positive users' reviews have positive influence to other costumers when they collect information in Internet. They motivate the others to offer products and services on the tourism website. The negative users' reviews have positive influence. It plays an extremely important role on construction tourism website. How to lead and control positive influence? Firstly, improving the quality of products and services are fundamental methods to solve the problem. Secondly, keeping positive attitude can deal with negative users' reviews. The customer services staff should earnestly and sincerely con-

front and treat problem to achieve customers' understanding. Finally, the customer services staff should distinguish positive reviews based on a real fact or a false case. Some competitors make negative reviews to defeat opponents for spiteful purposes because the users' reviews haven't been examined and verified by tourism website. Consequently, they should have different methods to solve those to improve the values of tourism website. Fourthly, the users' reviews are the best methods to publicize tourism website which can get better effects than normal methods. The others would like believe information from users' reviews than information from services staff. The constructors of tourism website should make board to help users' issue positive and justice reviews. They make board automatic function which can help users' review with the accumulation to the prescriptive score placing on top of website. It helps to improve values of tourism website and enhance the reputation.

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