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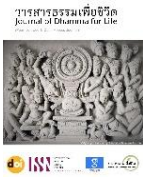

Original Research Article

New Media Consumption Process though Xiaohongshu Application for Henan Tourism Economic Promotion

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ABSTRACT

The objectives of this research were (1) To explore the situation of cultural tourism and economy of Henan province; (2) To analyze Xiaohongshu application to do consumption process for Henan tourism economic promotion; and (3) To propose guidance to develop new media consumption process though Xiaohongshu application for Henan tourism economic promotion.

The research was mixed methodology research. Population was Chinese People, totalling 1,410,000,000. The sample size was determined by Taro Yamane (error 0.05), obtained by purposive sampling method, totaling 400. The 14 key informants were 4 Xiaohongshu travel bloggers, 2 travel agent staffs, 2 Communication academic, 1 tourism academic, 5 tourists using Xiaohongshu (who is interested in traveling in Henan and has traveled in Henan through Xiaohongshu). The instruments used for data collection were questionnaire, in-depth interview, and document. The statistics used for data analysis were percentage, mean, standard deviation and Multiple linear regression.

The research findings revealed that; (1) Henan's cultural and tourism industry has become an emerging pillar from helping economic problem from COVID-19 pandemic, Xiaohongshu users prefer to obtain travel information through new media platforms, with Xiaohongshu being their first choice, (2) Tourists use Xiaohongshu like to search for information about Henan tourism, and the platform attracts tourists by publishing content in various forms. Moreover, Users both passive and active behaviour all pre-tourism step, during tourism step, and post-tourism step by search for information, share experience. Therefore, Xiaohongshu is beneficial to the economic growth of cultural tourism in Henan province (3) Xiaohongshu can consider further optimizing the user interface and operation process to improve the user experience. At the same time, it can also provide more accurate and personalized information services according to the specific needs of users.

Introduction

Henan Province is often called the "cradle of Chinese civilization" because it is the birthplace of ancient Chinese dynasties and a center for various historical and cultural developments. In 2021, the theme "To Promote High-quality Development of Culture and Tourism with Protection, Inheritance, and Promotion of the Yellow River Culture" was held by the Information Office of the People's Government of Henan Province. Jiang Jiding, deputy secretary of the Party Leadership Group of the Department of Culture and Tourism of Henan Province and the Department's director-general, briefly introduced the essential tasks to promote the high-quality development of such fields during the 14th Five-Year Plan period (2021-2025), and answer Xiaohongshu questions from journalists. During the 14th Five-Year Plan period, taking the protection, inheritance, and promotion of the Yellow River culture as the main line, Henan will strive to build a strong province of culture and tourism by accelerating the building of "one project" and "seven systems."

Henan's economy has seen rapid development over the past two decades1. Its economy has expanded at an even faster rate than the national average of 10%1. This rapid growth has transformed Henan from one of the poorest provinces to one that matches other central provinces, but still relatively impoverished on a national scale1.

GDP data of Henan Province in 2023								
2023GDP (100 million yuan)	2022GDP (100 million yuan)	Nominal growth rate	Nominal increment	Actual increment	Permanent population (ten thousand)	GDP per capita (yuan)	GDP per capita (US $)	GDP per capita ranking
59132.4	61345.1	-3.6	-2212.7	4.1	9872	59899	8496	25

Table 1: GDP data of Henan Province in 2023

After COVID-19 pandemic, among the 31 provinces in China, only Henan and Heilongjiang will have negative nominal GDP growth in 2023. And in 2023, Henan's GDP ranking is one place lower than that of 2022. And Henan's per capita GDP ranks low, ranking 25th among 31 provinces in 2023. As a province with many cultural tourism resources, Henan Province should consider how to use cultural tourism resources to promote GDP growth, which is why this paper studies Henan cultural tourism.

Xiaohongshu (Chinese: 小红书; pinyin: xiǎohóngshū) is a social media and e-commerce platform. It is sometimes referred to as "Chinese Instagram. The app allows users and influencers to post, discover and share product reviews, most frequently related to beauty and health. Travel bloggers are also known to regularly post content regarding tourism and leisure destinations on the platform. As a popular social media platform in China, it evolved into a broader social media platform encompassing various aspects of culture, travel, and tourism. Xiaohongshu's content is not political but centers on lifestyle, fashion, beauty, and travel.As for its role in spreading Henan culture and developing Henan tourism, social media platforms like Xiaohongshu have become instrumental in promoting regional cultures and travel destinations within China.

There are many researches to study the benefit of Xiaohongshu application in many dimensions in China but nobody studies about consumption process which emphasizes on users. Therefore, researcher will study “New media consumption process though Xiaohongshu application for Henan tourism economic promotion.

Objectives

1. To explore the situation of cultural tourism and economy of Henan province
2. To analyze Xiaohongshu application to do consumption process for Henan tourism economic promotion
3. To propose guidance to develop new media consumption process though Xiaohongshu application for Henan tourism economic promotion.

Research Methodology

1. User background of cultural standpoint and media standpoint affect to new media consumption process with cultural tourism of Henan province of tourists via Xiaohongshu application.

2. New media consumption process with cultural tourism of Henan province of tourists via Xiaohongshu application affect to economical promotion of Henan province.

Research Scope

Scope of Content to Study

Communication Theory, Henan’s culture, Cultural tourism, New Media, Media consumption process, Xiaohongshu application, and Economic promotion.

Scope of Population/Sample

Population: Chinese People. China's population in 2023 is estimated to be 1,410,000,000. (population U.com,2023)

Sampling: The sample size was determined by Taro Yamane (error 0.05), obtained by purposive sampling method, totaling 400.

Scope of Duration: 12 months

Scope of Area

Henan(Choose 4 scenic spots from Henan's famous attractions: Mountain Laojunshan Shaolin Temple、Mountain Yuntaishan、Qingming riverside garden)The reason to 4 selections is awarded the title of national 5A-level tourist attraction by the People's Republic of China National Tourism Administration.

Figure 1: Mountain Laojunshan
(From Mountain Laojunshan Scenic Area official website)

Figure 2: Shaolin Temple
(Photo by Liukebai)

Figure 3: Yuntaishan
(From Yuntaishan Scenic Area official websitey)

Figure 4: Qingming Shanghe Park
(Photo by Long Feitian)

Scope of Key Informants: 14 Person

4 Xiaohongshu travel bloggers, 2 travel agent staffs , 2 Communication academic, 1 tourism academic, 5 tourists using Xiaohongshu (who is interested in traveling in Henan and has traveled in Henan through Xiaohongshu)

Research Instruments

Quantitative approach: Questionnaires

Qualitative approach: In depth Interview, Documents

Definition of Terms

Tourism promotion means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information to attract and welcome tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.

Consumption pattern refers to the method and form combined with consumption materials, and is the manifestation of consumption. It embodies the consumption norms and criteria followed by consumers in a particular socio-economic form, and the overall summary of consumption characteristics determined by them. Consumption pattern is not only the organic combination of consumption mode, consumption level and consumption structure, but also reflects the consumer's consumption concept, consumption behavior, consumption habits and consumption tools.

New media consumption process refers to many steps that individual or group of consumer or user access information and interacting with new media. There are two type of the consumer such as active new media consumer and passive new media consumer. The active consumer must have the capacity for skepticism, judgement, free thinking, questioning, and understanding. The passive consumer usually communicates with one way communication direction from sender to receiver. The process comprises of 3 step such as access, perception, and consumption information

Access step of new media consumption process refer to users who reach Xiaohonshu application depend on (1) dimension of demographic background (gender, age, occupation, education, income, domicile, (2) dimension of cultural standpoint, (3) dimension of new media (3) factors to access new media 1) external factors (persuasion by friends, the convenient to reach communication technology, easy and not complex media) 2) internal factors (individual want to share his/her experiences, entertainment and relax from everyday life practice.

Perception step of new media consumption process refer to 1) user ability to content recognition 2) user understand the content 3) user interpret meaning from message 4) user response to the content and media

Consumption step (media consumption behavior) refer to 1) intention to media exposure 2) the attribute of reflexing meanwhile media consumption 3) duration to consume media 4) activities during media consumption

Conceptual Framework

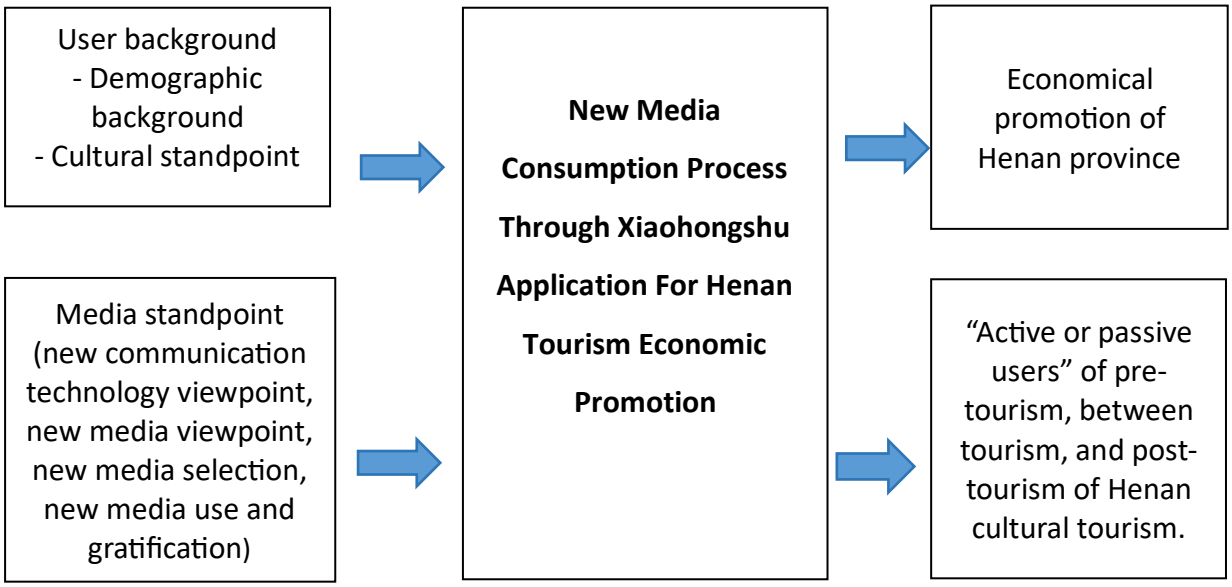

Figure 5: Conceptual framework

Review of Literature

The review literature of this study is SMCRE of Lasswell, Media impact theory: Mc Luhan, Cultural study: Stuart Hall (Bermingham school), New media, Use and Gratification and Tourism

Theories	Scope and Emphasis	Conceptual Framework	Impact on Identify and Society	Audience and Reception
Cultural Studies Theory (Stuart Hall)	Emphasizes the construction of meaning, representation, cultural practices, and the role of power in shaping cultural narratives.	Grounded in cultural relativism and the idea that culture is contingent on social, historical, and political contexts.	Explores how media and culture contribute to the construction of individual and collective identities, particularly in the context of race, class, gender, and nationality.	Emphasizes the active role of audiences in interpreting and negotiating media messages.
Media Dependency Theory (Marshall McLuhan)	Emphasizes the impact of media on cognition, sensory experiences, and how people	Rooted in technological determinism, suggesting that communication technologies have	Highlights how different media technologies engage and alter human senses, influencing	Focuses on the effects of media on individuals and society, sometimes suggesting that

Theories	Scope and Emphasis	Conceptual Framework	Impact on Identify and Society	Audience and Reception
	engage with the world.	inherent effects on individuals and society.	cognitive processes and social interactions.	media technologies have a deterministic influence on behavior.

Table 1: The difference between Stuart Hall's Cultural study theory and Mc Luha's media dependency theory

Variables	Content	Definition
Independent Variable	Xiaohongshu Application Influence	The extent to which the Xiaohongshu application affects users' decisions and behaviors related to cultural tourism in Henan.
Dependent Variables	Cultural Tourism EngagementTourist VisitatioUser Engagement	Tourist Visitation: The number of tourists influenced by Xiaohongshu to visit cultural attractions in Henan. User Engagement: The duration of time spent by users on Xiaohongshu exploring Henan's cultural tourism content.
Mediating Variables	User Experience User Satisfaction	User Experience: The quality of interaction and overall experience users have with Xiaohongshu when seeking information on cultural tourism in Henan.User Satisfaction: Users' contentment with the Xiaohongshu application in providing valuable and enjoyable cultural tourism content.
Moderating Variables	Demographic and Usage Patterns	Demographic Factors: Characteristics such as age, gender, income, and education that may moderate the relationship between Xiaohongshu influence and cultural tourism engagement. Usage Patterns: The frequency and duration of Xiaohongshu usage, which may moderate the impact of the application on cultural tourism engagement.

Table 2: Components of the Conceptual Framework

Data Analysis

1. Result of the situation of cultural tourism and economic of Henan province (objective 1)

1.1 Situation of Cultural tourism

Henan Province received 995 million tourist arrivals, which was 228.2% of the same period in 2022 and 110.6% of the same period in 2019. Tourism revenue reached 964.56 billion yuan, which was 305.2% of the same period in 2022 and 100.4% of the same period in 2019.Henan Province planned to construct 147 key cultural tourism projects with a total investment of 451.64 billion yuan. (Official figures from the Henan government)

New media platforms, with their unique advantages such as a vast user base, powerful dissemination capabilities, and interactivity, have provided new opportunities for the promotion and development of the tourism industry. In Henan, through the promotion of new media platforms like Xiaohongshu, not only has the visibility of Henan's tourism brand been enhanced, but it has also attracted a large number of tourists to visit.

1.2 User background (demographic background, cultural standpoint and media standpoint)

Table 2: Demographic data

Option	Frequency	Percentage (%)
Age		
16-20 years old	148.0	37.0
21-30 years old	98.0	24.5
51-60 years old	57.0	14.25
31-40 years old	54.0	13.5
41-50 years old	43.0	10.75
Gender		
Female	273.0	68.25
Male	125.0	31.25
Prefer not to say	2.0	0.5
Province		
Henan Province	179.0	44.75
Shanxi Province	20.0	5.0
The other province	201.0	50.25
Occupation		
Student	160.0	40.0
Employed	118.0	29.5
Others	122.0	30.5

Option	Frequency	Percentage (%)
Income		
Below 5000 yuan	233.0	58.25
Above 15000 yuan	103.0	25.75
5000 - 10000 yuan	34.0	8.5
10000 - 15000 yuan	30.0	7.5
Total	**400.00**	**100.00**

From table 2 16-20 years old tourism is the most as 37.0%, female 68.25%, from other province 50.25% (but stay in Henan 44.75%), student 40%, income below 5,000 yuan 58.25%)

Table 3: Cultural standpoint

Issue	Mean	Standard Deviation (S.D.)	Meaning
Production step			
Xiaohongshu application was the first source that informed me to understand the specific content of human culture through tourism.	3.16	1.38	more in agreement
The application as Xiaohongshu was the last source that introduce me about human culture through tourism.	3.01	1.47	more in agreement
Xiaohongshu application has shown users various aspects of Henan's cultural tourism such as 1) historical site 2) cultural festivals 3) local cuisine 4) traditional handicrafts 5) natural scenery and modern attractions.	3.61	1.05	more in agreement
Xiaohongshu application disclose many dimensions of Henan cultural tourism comprise of political, agriculture, sciences, and traditional way of life.	3.63	1.03	more in agreement
Travel blogger usually create content about Henan cultural tourism through Xiaohongshu application.	3.75	1.14	more in agreement
Total average marks of	**3.43**	**1.21**	**more in agreement**

Issue	Mean	Standard Deviation (S.D.)	Meaning
Production step			
Distribution step			
Henan Cultural tourism Authority distributed information about historical site, cultural festivals, local cuisine, traditional crafts, natural scenery, and modern attractions of Henan province via Xiaohongshu application.	3.65	1.08	more in agreement
My friends or family send me the message about Henan cultural tourism by sharing data through Xiaohingshu application.	3.52	1.31	more in agreement
Travel blogger usually distribute content about Henan cultural tourism via Xiaohongshu application.	3.63	1.05	more in agreement
Travel agencies usually send content about Henan cultural tourism to me though Xiaohongshu application.	3.71	1.08	more in agreement
Total average marks of Distribution step	**3.63**	**1.13**	**more in agreement**
Promotion distribution			
I usually search information of Henan cultural tourism from Xiaohongshu application.	3.67	1.14	more in agreement
Xiaohongshu was almost application which I commented and shared about Henan cultural tourism.	3.20	1.41	more in agreement
Henan tourism authority launches many promotions about Henan tourism every year via Xioahongshu application.	3.64	1.15	more in agreement
Henan cultural tourism promotion was distributed to almost Chinese people by Xiaohongshu application.	3.55	1.33	more in agreement
Xiaohongshu application is the less favorite to send Henan cultural tourism promotion.	2.08	0.99	moderate disagreement (negative question)
Xiaohongshu application is powerful promotion distribution channel of	3.93	1.09	more in agreement

Issue	Mean	Standard Deviation (S.D.)	Meaning
Henan tourism authority to Chinese people.			
All applications is suitable to distribute Henan cultural tourism except Xiaohongshu application such as Labor day, China's national day and preferential policies for students in summer and winter holidays.	3.81	1.02	more in agreement
Total average marks of Promotion distribution step	**3.41**	**1.16**	**more in agreement**
Feedback from tourists			
I always feedback or reviews on Xiaohongshu about my experiences in Henan cultural tourism.	3.40	1.22	more in agreement
I have provided many types of feedback about Henan cultural tourism through Xiaohongshu application: 1) written reviews 2) video reviews 3) picture reviews 4) live streams and 5) comments on other users' posts.	3.53	1.21	more in agreement
I like to recommend Henan cultural tourism content on Xiaohongshu application to others.	3.57	1.14	more in agreement
I would like to give suggestion to Henan cultural tourism for promotion distribution improvements of Xiaohongshu application content.	3.58	1.32	more in agreement
Total average mark of Feedback from tourists	**3.52**	**1.22**	**more in agreement**

From Table 3 Mean Analysis

The average mean and standard deviation (S.D.) of mark from Cultural standpoints from each component are 1) production step 3.43 (S.D. 1.21) 2) distribution step 3.63 (S.D. 1.13) 3) promotion distribution step 3.41 (S.D. 1.16) and 4) Feedback from tourists 3.52 (S.D.1.22). Overall Attitude Tendency: The mean scores of most questions are above 3, indicating that respondents generally hold positive or neutral views towards Xiaohongshu's role in promoting cultural tourism in Henan Province. High Mean Questions: "Xiaohongshu application is powerful promotion distribution channel of Henan tourism authority to Chinese people" has the highest mean score of 3.93, suggesting that respondents generally believe that Xiaohongshu is an effective promotion channel for the cultural tourism department of Henan Province. Questions "Travel blogger usually create content about Henan cultural tourism

through Xiaohongshu applicationa", "Travel agencies usually send content about Henan cultural tourism to me though Xiaohongshu application", and "All applications is suitable to distribute Henan cultural tourism except Xiaohongshu application such as Labor day, China's national day and preferential policies for students in summer and winter holidays" also have relatively high mean scores, involving travel bloggers posting content on Xiaohongshu, travel agencies sharing content on Xiaohongshu, and other applications also being suitable for promoting cultural tourism in Henan Province in addition to Xiaohongshu. These reflect respondents' recognition of Xiaohongshu and related promotion methods.

Medium Mean Questions

The mean scores of most questions are concentrated between 3.5 and 3.7, including those about Xiaohongshu showcasing various aspects of cultural tourism in Henan Province, incorporating multiple elements in promotion, friends or family sharing information, and providing feedback or commenting on experiences. This shows that respondents hold a neutral-to-positive view of Xiaohongshu's performance in these areas.

Comprehensive Analysis: From the perspective of the mean values, respondents generally hold a positive view towards Xiaohongshu's role in promoting cultural tourism in Henan Province, considering it an effective promotion channel. In terms of standard deviation, although the views of most respondents are relatively concentrated, there are significant individual differences regarding specific statements and questions. Therefore, when conducting related promotions or formulating strategies, Xiaohongshu can be fully utilized as a platform. At the same time, it is important to consider the needs and differences of different audiences to develop more precise and effective promotion strategies.

Views on New Media like Xiaohongshu

"I've found that the Xiaohongshu platform is very suitable for sharing my travel experiences.But now the commercialization trend of little red books is becoming more and more serious, which is very unfriendly to ordinary bloggers. In the context of the commercialization of the platform, a part of the exposure of Xiaohongshu has been allocated to paid advertising."

"The advantage of Xiaohongshu lies in its user base and community atmosphere.In the future, I may be forced to use Xiaohongshu's paid function to increase exposure. It might be a little expensive."

"Xiaohongshu is not just a social media platform; it's more of a community for sharing and discovering lifestyles."

Views on Henan Cultural Tourism

"Henan boasts numerous historical and cultural sites, and the numerous introductions on Xiaohongshu were extremely attractive to me. The detailed descriptions and beautiful photos on the platform sparked my curiosity and desire to explore these ancient relics. Xiaohongshu truly played a crucial role in inspiring my interest in Henan tourism and guiding my travel decisions.The Henan Museum has particularly sparked my interest."

Media standpoint

Table 4: Media standpoint

Issue	Mean	Standard Deviation (S.D.)	Meaning
I often spend for Xiaohongshu application several times a day, totally more than 1 hour per day.	3.52	1.42	more in agreement
Xiaohongshu application was rarely used from me because it is very difficult to reach.	3.21	1.46	more in agreement
I have visited Henan Province based on information I found on Xiaohongshu application.	3.55	1.20	more in agreement
Total average mark of Xiaohongshu application viewpoint	**3.43**	**1.36**	**more in agreement**
Using Xiaohongshu application provide access to valuable information about Henan cultural tourism.	3.71	1.24	more in agreement
It is easy to use Xiahongshu application to communicate with others.	3.56	1.16	more in agreement
Because of consequence in various formats, I prefer to use Xiaohongshu application. It provides insights	3.77	1.19	more in agreement
Formats which Xiaohongshu application usage are imagination creation, rapidity communication and interactive generation	3.67	1.05	more in agreement
The occasion that I reach Xiaohongshu application in everyday life are awakening time, transportation waiting time, meal time and before bedtime	3.55	1.17	more in agreement
I usually use Xiaohongshu application in working or learning time.	3.50	1.26	more in agreement
Xiaohongshu application contents have very informative for me about Henan cultural tourism.	3.69	1.14	more in agreement
Xiaohongshu application is very trustworthy source of information for Henan cultural tourism authority.	3.66	1.18	more in agreement
I find that Xiaohongshu application is very untrustworthy for Henan cultural tourism authority.	3.72	1.10	more in agreement
I am very satisfied with the information I found on Xiaohongshu application about Henan cultural tourism.	3.73	1.02	more in agreement

Issue	Mean	Standard Deviation (S.D.)	Meaning
Xiaohongshu application is very dissatisfied for me to search Henan cultural tourism information.	2.07	1.09	moderate disagreement (negative question)
I will use Xiaohongshu application again to plan future trips to Henan of other destinations	3.73	1.02	more in agreement
I gratify Xiaohongshu application for diversion or to escape and seek emotional release.	3.76	1.01	more in agreement
Xiaohongshu application help me about personal relationship or companionship and social utility.	3.68	1.07	more in agreement
I like Xiaohongshu application for my personal identity (self-expression, reality exploration, and value fulfilment)	3.74	1.08	more in agreement
Surveillance news and information are the role of Xiaohongshu application that I prefer the most.	3.64	1.06	more in agreement
Reviews or feedback in Xiaohongshu application is helpful to me for planning to Henan cultural tourism.	3.78	1.16	more in agreement
Short video content of Xiaohongshu application make me has more inspiration to visit Henan cultural tourism.	3.70	1.09	more in agreement
Travel guide content of Xiaohongshu application is helpful to me for Henan cultural tourism.	3.81	1.07	more in agreement
I appreciate live streams mode of Xiaohongshu applications for creating realty of Henan cultural tourism.	3.79	1.01	more in agreement
Total average mark of Xiaohongshu use and gratification	**3.61**	**1.10**	**more in agreement**

From Table 4: The average mean and standard deviation (S.D.) of total average mark of media standpoints from each component are 1) Xiaohongshu application viewpoint 3.43 (S.D. 1.36) 2) Xiaohongshu use and gratification 3.61 (S.D. 1.10).

The mean of Most of The Questions Was High

from 26 to 48, most of the questions had a mean of 3.50 or more, indicating that respondents' overall attitude towards Xiaohongshu was positive and positive. In particular, the content related to cultural tourism in Henan Province was generally given a high evaluation by respondents.

Analysis of Specific Problems

Frequency and convenience of use

The average value of Question 26 (using Xiaohongshu for more than 1 hour a day) was 3.52, indicating that many respondents spend a certain amount of time on Xiaohongshu every day.

The mean value of Question 30 (Easy to communicate with Xiaohongshu) was 3.56, indicating that respondents generally believe that Xiaohongshu is relatively easy to communicate.

Content & Practicality

The content related to cultural tourism in Henan Province has been widely recognized by the respondents. For example, the mean values of questions “providing valuable information”, “useful content”, “trustworthy”, “reliable information”, “satisfactory information”, “helpful comments or feedback”, “inspirational short video content”, and “helpful travel guides” all exceeded 3.66, indicating that respondents highly recognized the cultural and tourism content of Henan Province on Xiaohongshu.

Features & Experience

The mean values of Question “providing interesting places for reference”, “Helpful in handling personal relationships, etc.”, “Suitable for personal personality”, “Prefer to read news and information features”, and “Enjoy the promotion of live broadcast mode” were all above 3.68, indicating that respondents were also satisfied with Xiaohongshu's diverse features and unique experience.In particular, questions “I gratify Xiaohongshu application for diversion or to escape and seek emotional release. “and “I appreciate live streams mode of Xiaohongshu applications for creating realty of Henan cultural tourism” related to Xiaohongshu's recommendation functions and novel promotion methods have high evaluations, indicating that these functions have improved user experience and satisfaction to a certain extent.

Negative Reviews

The mean value of Question “Xiaohongshu application was rarely used from me because it is very difficult to reach” (difficulty operating) is 3.21, which is a relatively low mean in the table, but does not reach the level of a negative evaluation (usually a mean below 3 may be considered a negative evaluation). This suggests that while some respondents find Xiaohongshu somewhat difficult to operate, it is not a widespread problem overall.

Consumption process of tourist to Henan cultural tourism via Xiahongshu application

Table 4.8 Mean of consumption process of tourist to Henan cultural tourism via Xiaohongshu application

Issue	Mean	Standard Deviation (S.D.)	Meaning
Pre-tourism			
My friends persuade me to access Xiaohongshu application for *searching* Henan cultural tourism destination.	3.78	1.16	- more in agreement - passive user behaviour
Xiaohongshu application is the convenient communication technology to *find* the cultural tourist attraction in Henan.	3.70	1.13	- more in agreement - passive user behaviour
Xiaohongshu application is easy and not complex media for *my decision to visit* the cultural tourist attractions in Henan	3.76	1.03	- more in agreement - passive user behaviour
Before Henan cultural trip, I wanted to *share* my experience by reviews, photos, videos through suitable application as Xiaohongshu.	3.62	1.14	- more in agreement - active user behaviour
Based on what I *read* in Xiaohongshu application, I am looking forward to Henan as cultural tourism destination.	3.68	1.04	- more in agreement - passive user behaviour
I *planned* my Henan cultural trip based on the recommendation of Xiaohongshu application.	3.69	1.05	- more in agreement - passive user behaviour
Total average mark of Pre-tourism opinion to Xiaohongshu application	**3.71**	**1.09**	**- more in agreement - Passive user behavior more than active user behavior**
During tourism			
During my trip, I *consumed* Xiaohongshu application for real-time recommendations or tips.	3.71	1.04	- more in agreement - passive user behaviour
There's a difference tourism *perception* between what I saw in Xiaohongshu	3.65	1.19	- more in agreement

Issue	Mean	Standard Deviation (S.D.)	Meaning
application and what I saw in real situation when I travel in Henan cultural tourism.			- passive user behaviour
During my visit tourist attractions in Henan, I intended to *share* my experienced in Xiaohongshu Application.	3.63	1.21	- more in agreement - active user behaviour
During my Henan cultural tourism, I *reflected* my experience with content recognition to my friends through Xiaohongshu application.	3.68	1.24	- more in agreement - active user behaviour
During Henan cultural tourism, I *created contents* in Xiaohongshu application with easy 9 understanding, ability to interpret meaning, and can respond for users.	3.50	1.14	- more in agreement - active user behaviour
Total average mark of During tourism opinion to Xiaohongshu application	**3.63**	**1.14**	**- more in agreement - Active user behavior more than Passive user behavior**
Post-tourism			
After visit Henan, I *posted* in Xiaohongshu application about the recognition contents from the cultural tourism and also stimulated users to response with comments or feedback.	3.54	1.19	- more in agreement - active user behaviour
My *post* information about Henan cultura tourism on Xiaohongshu application will influence other visitors.	3.56	1.17	- more in agreement - active user behaviour
I am more satisfied with Henan cultural tourism now that I was before using the XiaoHongshu application *to look for information*.	3.69	1.05	- more in agreement - passive user behaviour
Because of good activity in Henan cultural tourism, I will intend to *reach* Xiaohongshu application again to plan future trips.	3.66	1.10	- more in agreement - passive user behaviour
After I traveled in Henan cultural tourism by using Xiaohongshu application as an assistant, I was successful in communication	3.64	1.09	- more in agreement

Issue	Mean	Standard Deviation (S.D.)	Meaning
to users about recognition, understand, interpreted meaning and *response* to the contents.			- active user behaviour
Total average mark of post-tourism opinion to Xiaohongshu application	**3.62**	**1.12**	**- more in agreement** **- Passive user behavior more than active user behavior**

Conclusions that can be drawn from Table 4.8:

The average mean and standard deviation (S.D.) of mark from Consumption Process of tourist to Henan cultural tourism via Xiaohongshu application from each component are

1) pre-tourism opinion to Xiaohongshu application 3.71 (S.D. 1.09) and passive user behavior more than active user behavior.

2) during-tourism opinion to Xiaohongshu application 3.63 (S.D. 1.14) and active user behavior more than passive user behavior.

3) post-tourism opinion to Xiaohongshu application 3.62 (S.D. 1.12) and passive user behavior more than active user behavior detail as follows.

1. The High Mean Reflects Positive Attitudes

the vast majority of the questions from 49 to 64 have a mean above 3.50, indicating that respondents' overall attitudes towards Xiaohongshu are positive and positive. They tend to see Xiaohongshu as a useful platform, especially when it comes to obtaining information on cultural tourism in Henan Province.

The standard deviation reflects the dispersion of opinions: although the mean is high, the presence of a standard deviation indicates that the opinions of the respondents are not completely unanimous. The larger the standard deviation, the more dispersed the respondents' responses, and there may be large differences in respondents' perceptions of certain questions.

2. Analysis of specific problems

Frequency and dependency of Xiaohongshu

High Mean Questions

"I spend more than 1 hour a day on Xiaohongshu" (mean 3.52) and "I use Xiaohongshu in fragmented time" (mean 3.55), etc., indicating that many respondents often use Xiaohongshu and have a certain dependence on it.

Low Mean Questions

Although there are not many such questions, "I don't often use Xiaohongshu for work and study time" (a mean of 3.50, which is not low, but slightly lower than other high-mean

questions) indicates that respondents have limited their use of Xiaohongshu for a given period of time.

The Quality and Value of Xiaohongshu's Information

High Mean Questions

For example, "Xiaohongshu often provides me with valuable information about cultural tourism in Henan Province" (mean 3.71) and "Comments or feedback on Xiaohongshu are very helpful for me to plan my travel itinerary in Henan Province" (mean 3.78), indicating that respondents generally believe that the information provided by Xiaohongshu is valuable.

Minor Standard Deviations

The standard deviations of these questions are generally small, indicating that respondents are relatively consistent in their view that Xiaohongshu does a good job of providing information.

User Experience and Interactivity of Xiaohongshu

High mean questions: "I like to use Xiaohongshu because it provides meaningful content" (mean 3.77), "I am very satisfied with the information about cultural tourism in Henan Province provided on Xiaohongshu" (mean 3.73), etc., indicating that respondents spoke highly of Xiaohongshu's user experience and interactivity.

Willingness to share and interact: Although the average value of "After traveling in Henan Province, I posted some simple insights on Xiaohongshu and responded to other users' comments" (mean 3.50) is not particularly high, combined with other questions such as "After traveling in Henan Province, I will share my travel experience on Xiaohongshu with comments, photos and videos" (average 3.62), it can be seen that respondents are willing to share their experiences and opinions on Xiaohongshu and interact with other users.

Recommendation and Practicality of Xiaohongshu

High mean questions, such as "Xiaohongshu is the most convenient tool for finding cultural and tourist attractions in Henan Province" (average 3.70) and "I planned a travel itinerary in Henan Province based on Xiaohongshu's recommendations" (average 3.69), indicating that respondents rely heavily on Xiaohongshu's recommendations when looking for tourist information and planning their trips.

Recognition of Practicality

The high mean and relatively small standard deviation of these questions indicate that respondents generally believe that Xiaohongshu's recommendations are practical and can help them plan their trips better.

The consumption process of tourism divides into 3 steps as pre-tourism, during tourism and post-tourism. In each step of tourism, there are both active and passive user behavior. In pre-tourism step, users usually reach Xiaohonghshu as passive user behavior as “search”, “find”, “decision”, “read” and “plan” and active user behavior as “share”. In during tourisms step, users usually reach Xiaohongshu as active user behavior as “share”, “reflect”, “create”, “post”, and passive user behavior as “satisfy”. In post-tourism step, there is both passive user behavior as “intend to reach” and active user behavior as “communication”. Analysing all 3

steps, the highest mean (3.78, 3.76, 3.71, 3.70, 3.69, 3.68,3.66, 3.65) is still in “passive user behaviour”. However, “active user behaviour” is less than but not far from “passive user behaviour” mean (3.68,3.64,3.63, 3.62, 3.54,3.50).

Based on the above analysis, the following conclusions can be drawn: the overall attitude of respondents towards Xiaohongshu is positive and positive, and they consider it to be a useful platform, especially when it comes to obtaining information on cultural tourism in Henan Province. Xiaohongshu has done a good job of providing valuable information, providing a good user experience and interactivity, and has been widely recognized by respondents. Respondents relied heavily on Xiaohongshu's recommendations when looking for travel information and planning their trips, and found their recommendations to be useful. In response to these conclusions, the following suggestions can be put forward for Xiaohongshu: continue to maintain and improve the quality and value of information, and ensure that users are provided with useful and accurate information. Continuously optimize user experience and interactivity to increase user engagement and stickiness. Strengthen the research and development and optimization of recommendation algorithms to ensure that users are provided with more personalized and accurate recommendations.

At the same time, it can also provide some enlightenment for the promotion of cultural tourism in Henan Province: the use of platforms such as Xiaohongshu for cultural tourism promotion is an effective means to attract the attention and participation of more users. In the promotion process, attention should be paid to providing valuable information and practical strategies to meet the needs and expectations of users.

Moreover, Xiaohongshu application should to add activity for users to be active users for example setting group of tourists to present their activity before tourism, during tourism, and after tourism in terms of text, picture, clip video, etc. Supporting interactive behavior by opening space in Xiaohongshu application for comments, share, feeling emoji, etc.

From in-depth interview, researcher found that stakeholders usually be passive user behavior such as searching or browsing activity as follow:

Before travel: Passive users (such as Du Simin, Qin Ke) plan their trips to Henan by searching and browsing travel guides and attraction recommendations on Xiaohongshu. Passive audiences (such as users who may stumble upon Xiaohongshu recommendations) are attracted by the content about Henan tourism on Xiaohongshu and develop an interest in traveling.

“When planning my trip to Henan, I first searched for relevant travel information and tips on Xiaohongshu. The abundant notes and guides on Xiaohongshu provided me with many useful references, including scenic spot recommendations, food introductions, and accommodation choices. This information not only helped me better understand Henan's tourism resources but also sparked my interest in traveling to Henan.However, the content posted by some bloggers is not suitable for me, and the screening process is rather complicated. I hope Xiaohongshu can optimize it”

During travel: Travel guides and travel notes on Xiaohongshu provide users with practical travel information and advice, helping them better understand and experience Henan. Users share interesting stories and experiences from their travels on Xiaohongshu, enhancing the interactivity and fun of travel.

“During my travel, I visited some popular attractions based on the recommendations from Xiaohongshu, such as the Longmen Grottoes and White Horse Temple in Luoyang, as well

as the Qingming Shanghe Park in Kaifeng. These attractions are not only beautiful but also rich in historical and cultural heritage, giving me a deeper understanding of Henan's history and culture. At the same time, I also tasted Henan's special cuisines, such as Huimian noodles and Hulatang soup, and their unique flavors left a deep impression on me."

"For accommodation, I also referred to the recommendations on Xiaohongshu and chose some cost-effective hotels and homestays. These accommodation experiences were not only comfortable but also reasonably priced, making me very satisfied throughout my entire trip."

However, active user behaviour occurs as promotion their impressive intention from Henan cultural tourism via Xiaohongshu by sharing their experience to others.

After travel: Users share their travel experiences and impressions on Xiaohongshu, creating word-of-mouth promotion and further attracting other users to travel. These shares also provide valuable feedback and suggestions for the improvement and optimization of Henan's tourism industry.

"My travel experience in Henan was truly unforgettable. After returning, I compiled some useful travel tips and shared them on Xiaohongshu. My friends, after reading my post, were filled with longing for Henan. There are still some attractions in Henan that I haven't visited, and they have already been added to my list for my next trip. Moreover, I will continue to use Xiaohongshu to plan my future itineraries."

Result of Xiaohongshu application consumption process with cultural tourism promotes economic of Henan province. (objective 5)

Income from tourist spending in Henan cultural tourism

Table 4.9 Income from tourist spending in Henan cultural tourism

Category of Consumption	**Average Consumption (Yuan/Person)**
Accommodation	243.2225
Entrance Tickets	170.967418546366
Scenic Spot Transportation (Cable Car, etc.)	109.601503759398
Catering	204.765
Souvenirs	93.7
Other Tourism Products	91.1275
Total Per Capita	913.383922305764

Conclusions that can be drawn from Table 4.9:

1. Analysis of consumption categories

Lodging: Average consumption: 243.22 yuan/person

Analysis: Accommodation costs account for a large proportion of overall spending, which usually reflects that accommodation is an important expense item in the travel process. The average consumption of 243.22 yuan may cover different choices from budget hotels to mid-to-high-end hotels, and the specific consumption level needs to be judged in combination with the destination and accommodation conditions.

Tickets: Average consumption: 170.97 yuan/person

Analysis: Ticket costs are an unavoidable expense in travel. The average spend of 170.97 yuan indicates that respondents may have visited some attractions that require a ticket to enter, and the ticket prices for these attractions are relatively reasonable. However, the exact cost of admission will depend on the popularity and popularity of the attraction.

Transportation to attractions such as cable car: Average consumption: 109.60 yuan/person

Analysis: The cost of transportation to attractions such as cable cars reflects the additional transportation expenses incurred by respondents in order to make it easier to visit attractions during the course of their travels. The average consumption of 109.60 yuan indicates that this part of the expenditure accounts for a certain proportion of the overall consumption, but its cost is relatively low compared to accommodation and tickets.

Catering: Average consumption: 204.77 yuan/person

Analysis: Food and beverage expenses are an integral part of the travel process. The average spending of 204.77 yuan indicates that the respondents' food and beverage spending during the tour is relatively moderate, which may cover different options from ordinary restaurants to specialty restaurants.

Souvenir: Average consumption: 93.70 yuan/person

Analysis: Souvenir consumption reflects respondents' interest in local culture and specialty products and their willingness to buy during travel. The average consumption of 93.70 yuan indicates that the respondents are relatively rational in purchasing souvenirs and do not overspend.

Other travel products: Average consumption: 91.13 yuan/person

Analysis: "Other tourism products" may cover non-traditional tourism consumption items such as tour guide services, performance tickets, and experiential activities. The average consumption of 91.13 yuan indicates that the respondents also spend some money on these aspects, but the proportion is relatively small compared to the overall consumption.

2. Analysis of Total per Capita Consumption

Total per capita consumption: 913.38 yuan/person

Total per capita spending covers all of the above consumption categories and reflects the overall level of consumption of respondents during the travel process. The average spending of 913.38 yuan indicates that the respondents' expenses on this tour are relatively modest, including the necessary accommodation, tickets and meals, as well as the expenses of souvenirs and other tourism products. However, the specific level of consumption needs to be judged based on factors such as travel destination, travel duration and personal consumption habits of respondents.

To sum up, according to the content of the per capita consumption statistics table provided, it can be concluded that the overall consumption level of the respondents in the process of this trip is relatively moderate, and all consumption categories are covered.

Total per capita spending covers all of the above consumption categories and reflects the overall level of consumption of respondents during the travel process. The average spending of 913.38 yuan indicates that the respondents' expenses on this tour are relatively modest, including the necessary accommodation, tickets and meals, as well as the expenses of souvenirs and other tourism products. To sum up, according to the content of the per capita consumption statistics table provided, it can be concluded that the overall consumption level of the respondents in the process of this trip is relatively moderate, and all consumption categories are covered.

The independent variable is cultural standpoint(X^1-X^5). The dependent variable is new media consumption process with cultural tourism of Henan province of tourists via Xiaohongshu application. The independent variables have a significant positive impact on the dependent variable. The model formula is:

$$Y=0.775 + 0.185*X^1+ 0.106*X^2+ 0.150*X^3+ 0.183*X^4+ 0.187*X^5$$

The independent variable is media standpoint(X^1-X^2). The dependent variable is new media consumption process with cultural tourism of Henan province of tourists via Xiaohongshu application. The independent variables have a significant positive impact on the dependent variable. The model formula is:

$$Y=1.816 + 0.310*X^1+ 0.186*X^2$$

The Independent variable is new media consumption process with cultural tourism of Henan province of tourists via Xiaohongshu application(X^1-X^3). The dependent variable is economical promotion of Henan province. The independent variables have a significant positive impact on the dependent variable. The model formula is:

$$Y = 1.055 + 0.187*X^1+ 0.340*X^2+ 0.225*X^3$$

Resultut Objective 3 suggestion

Suggestions from Xiaohongshu users

1. Transportation

Price

Users generally hope that transportation costs can be lower, including transportation tickets and transportation near accommodation. At the same time, they hope to receive cost-effective transportation route recommendations.

Convenience

Users mentioned that transportation needs to be convenient, hoping that every area can have a subway, and they also hope to be informed about the transportation conditions near the scenic spots in Henan Province.

Clear Information

It is suggested to provide detailed transportation guides, such as electronic maps marking bus and subway routes, as well as specific routes and navigation information.

2. Accommodation

Price

Users reported that accommodation costs are relatively high and hope that accommodation fees can be lower, with discount activities during holidays.

Quality and Environment

Users are concerned about the cleanliness and hygiene of accommodation and hope that the accommodation environment can be more complete.

Detailed Information

It is suggested to provide detailed accommodation information, including prices, locations, and nearby transportation conditions.

3. Expenses

Transparency

Users hope that prices can be more transparent, with discounted tickets for teachers, and more accurate and comprehensive expense information provided.

Discount Activities

Users hope that more discount activities can be released, controlling the daily flow of people and reducing the phenomenon of "seeing people's heads". At the same time, they hope that hotels and tickets can offer more discounts.

4. Tourist Maps and Guides

Detailedness: Users hope that tourist maps can be more detailed, with clearer markings, and it would be best to create a mobile navigation map.

Practicality: It is suggested that maps and guides be practical, making it convenient for tourists to search and use.

5. Scenic Spots

Detailed Introduction: Users hope that the introduction of scenic spots can be more detailed, including details such as service attitude and hygiene conditions.

Characteristics and Innovation: It is suggested to explore and promote more characteristic scenic spots, avoiding excessive concentration of scenic spots, and hoping that scenic spots can have innovation and novelty.

Experience and Interaction: Users mentioned that they hope scenic spots are fun and have humanistic care, and they also hope to enhance interaction and participation.

6. Cultural History

Effective Promotion: Users believe that the promotion of cultural history needs to be more effective, emphasizing the combination of promotion and specific situations.

Comprehensibility: It is suggested that the introduction of cultural history be easy to understand, and more background stories related to human culture be provided.

In-depth Exploration: It is hoped that the cultural and historical connotations of Henan Province can be deeply explored, and the promotion of excellent traditional cultural tourism can be strengthened.

7. Experience Sharing

Authenticity: Users emphasize that experience sharing needs to be authentic, based on facts, and avoid exaggeration and false promotion.

Diverse Forms: It is suggested that the forms of experience sharing be more diverse, including text, pictures, and videos.

Targeted: It is hoped that experience sharing can be targeted at different groups, such as family trips and senior versions.

8. Bloggers' Q&A

Timeliness: Users hope that bloggers can answer questions promptly, providing professional and easy-to-understand answers.

Interaction: It is suggested to enhance the interaction between bloggers and tourists, increasing the bloggers' activity and participation.

Reduce Advertising: Users mentioned that they do not want to see too much advertising promotion and hope that bloggers can truly spend their resources on the right things, encouraging ordinary people to participate in the check-in and photo-taking promotional activities.

In summary, in response to users' suggestions for tourism in Henan Province, improvements can be made in aspects such as transportation, accommodation, expenses, tourist maps and guides, scenic spots, cultural history, experience sharing, and bloggers' Q&A to enhance the overall experience and satisfaction of tourism in Henan Province.

Multiple Linear Regression Analysis

Table 4.10: Summary of missing data in the sample

Item	Sample Size	Proportion
Valid samples	400	100.00%
Exclude invalid samples	0	0.0
Total	400	100.00%

Table 4.10 shows that there are 400 valid questionnaires for this questionnaire, and there are no invalid questionnaires at present (invalid questionnaires have been deleted in the previous period).

4.6.1 User background of cultural standpoint and media standpoint affect to new media consumption process with cultural tourism of Henan province of tourists via Xiaohongshu application.

Conclusion

1. Through the compilation and analysis of official data and various literature, it has been found that Henan Province's cultural tourism industry has achieved significant growth in recent years and has become an important force driving the economic growth of Henan Province.

2. Based on the results of survey questionnaires and in-depth interviews, combined with official data, it can be found that the audience of Xiaohongshu is primarily concentrated among young women.

3. Xiaohongshu has played a significant role in influencing the new media consumption process of Henan tourists, promoting tourists' perception and consumption decisions regarding Henan's cultural tourism through mechanisms such as precision marketing, content distribution, and social proof.

4. Xiaohongshu plays an important role in the new media consumption process of Henan cultural tourism. Whether active or passive users, they can all obtain practical information, share travel experiences, stimulate travel interest, and gradually form their own travel

5. By integrating the consumption process of Xiaohongshu with cultural tourism, the economic development of Henan Province can be effectively promoted.

Suggestion

1. The Henan Tourism Department should fully leverage new media platforms like Xiaohongshu, combine them with Henan's rich cultural tourism resources, innovate marketing models, improve tourism quality, and promote regional economic development.

2. Travel bloggers should fully leverage the characteristics and advantages of the Xiaohongshu platform, combine them with Henan's cultural tourism resources, and through innovative content creation and marketing strategies, effectively promote the development of Henan's economy and cultural tourism.

3. Academic researchers can delve into the above five aspects, deepening theoretical research on Henan's economy and cultural tourism, user characteristics and media stance on Xiaohongshu, and the new media consumption process, providing strong theoretical support and practical guidance for the development of Henan's cultural tourism and economic prosperity.

To sum up, the respondents' overall attitude towards Xiaohongshu is positive and positive, especially in terms of the provision of cultural tourism content and functional experience in Henan Province. However, there are also cases where some respondents find Xiaohongshu difficult to operate or do not like to use it to search for specific information. Therefore, in response to these feedbacks, Xiaohongshu can consider further optimizing the user interface and operation process to improve the user experience. At the same time, it can also provide more accurate and personalized information services according to the specific needs of users.

Travel bloggers skehare exciting content about Henan tourism on Xiaohongshu, attracting a lot of attention and interaction. This content is widely disseminated by Xiaohongshu users, creating a word-of-mouth effect and attracting more tourists to visit Henan. Local governments and tourism agencies have noticed

“Xiaohongshu's influence and started collaborating with bloggers to jointly plan and promote tourism activities and projects with local characteristics.

Xiaohongshuprovides users with a convenient channel to access travel information. By searching and browsing the notes and travel guides on Xiaohongshu, users can quickly learn about popular attractions, special cuisines, accommodation recommendations, and other information in Henan, which greatly assists users in making travel decisions."

"The rich content on Xiaohongshuand the authentic experiences shared by users have stimulated users' interest in traveling to Henan. Seeing other users' travel photos and impressions of Henan makes users even more eager to experience the beautiful scenery and delicious food of Henan in person.But some of the content posted by bloggers is not true and may be misleading."

"In terms of travel consumption, the recommendations and reviews on Little Red Book have had a certain impact on my consumption decisions. I tend to choose attractions, cuisines, and accommodations that have received positive reviews and recommendations from users."

The high mean reflects positive attitudes: the vast majority of the questions from 49 to 64 have a mean above 3.50, indicating that respondents' overall attitudes towards Xiaohongshu are positive and positive. They tend to see Xiaohongshu as a useful platform, especially when it comes to obtaining information on cultural tourism in Henan Province.

The standard deviation reflects the dispersion of opinions: although the mean is high, the presence of a standard deviation indicates that the opinions of the respondents are not completely unanimous. The larger the standard deviation, the more dispersed the respondents' responses, and there may be large differences in respondents' perceptions of certain questions.

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