

The Influence of Internet Celebrity Effect on the Development of Modern Tourism Industry: Case of Litang

Cheng Guo^{1,a,*}

*¹Department of Economics and Management, KOBE international University, 9-1-6 Koyochonaka, Higashinada-ku, Kobe, Hyogo 658-0032 Japan
a. 51211052@st.kobe-kui.ac.jp, email*

**corresponding author*

Abstract: The internet celebrity effect is a newly emerging effect in the era of big data on the internet, which exerts a unique influence on economic development. Several aspects of the internet celebrity effect align with certain marketing strategies in the modern tourism industry, making it undoubtedly one of the significant drivers of economic development in this sector. Building upon this premise, this paper takes the case of Ding Zhen, a young man from Litang who gained popularity. We conduct an in-depth study through qualitative analysis and comparative analysis, comparing it with Yajiang County to explore the significance and value of the internet celebrity effect. The internet celebrity effect can enhance social attention to tourist destinations, boost regional tourism industry development, and achieve economic growth in the tourism sector. The analysis explores how to leverage the internet celebrity effect to advance the modern tourism industry. It underscores the interconnectedness between the internet celebrity effect and the modern tourism industry, emphasizing the full utilization of the internet celebrity effect's role to enhance economic development in the modern tourism industry catalyzed by this phenomenon.

Keywords: Internet Celebrity Effect, Modern Tourism Industry, Economic Development

1. Introduction

On November 11, 2020, a young Tibetan youth named Ding Zhen from Litang County, Garze Tibetan Autonomous Prefecture, Sichuan Province, captured the hearts of many on the Chinese TikTok platform with his shy yet pure smile and the innocence in his eyes. With just a few seconds of this genuine expression, Ding Zhen quickly became a popular figure in 2020 with the support of the government. In a matter of days, Ding Zhen and his hometown, Litang, garnered immense attention on the internet, sparking a viral trend that swept across the entire web, ultimately leading to a substantial internet celebrity economy for Litang. This phenomenon represents a rapid, timely, and virally explosive flow of natural traffic, which falls under the umbrella of the internet celebrity effect. Behind the internet celebrity effect lies the internet celebrity economy, which is represented by young, fashionable individuals known for their taste and vision. They curate and visually promote products, gather popularity on social media, and utilize their extensive fan base for targeted marketing, thereby converting followers into purchasing power. For regions like Garze Tibetan Autonomous Prefecture, which face relatively underdeveloped infrastructure, the internet celebrity economy undeniably serves as a catalyst for economic development. Harnessing the immense potential of the internet

celebrity economy can effectively compensate for deficiencies in infrastructure and talent scarcity in ethnic minority areas like Garze. By integrating the internet celebrity economy with local traditional economies, it can promote economic development in the Garze Tibetan Autonomous Prefecture.

2. Literature Review

Several scholars have begun researching the development of the tourism industry within the context of the internet celebrity economy. According to scholars' research, as early as the early 20th century, tourism advertising emerged in countries like the United Kingdom and France. With the growing significance of tourism in economic development, many scholars began studying the promotion and advertising of tourism. In the latter half of the 20th century, various schools of thought on tourism marketing began to emerge. With the rise of the internet, many scholars also started researching the application of internet opinion leaders in marketing, yielding fruitful results.

2.1. Research on Tourism Destination Marketing

In the early stages of studying the promotion of the tourism industry, many scholars primarily approached the subject from a marketing perspective. Scholars such as Brian, Burke, and Stephen published books on tourism destinations [1-3]. They viewed marketing a destination as selling it to consumers as a unique product. This concept of treating a tourist destination as a distinct commodity for consumers is referred to as city marketing. Fretler argued that city marketing not only serves as a promotional tool for cities but also contributes to the development of the local economy. Tourism, considered a part of city marketing, plays a pivotal role in this context [4]. Scholars like Seyhmus introduced new theories, exploring emotional imagery and evaluation methods of tourism destinations from the perspective of environmental psychology [5]. Shauna proposed the need to redesign the cultural content for city tourism brand imagery [6]. Buhalis categorized destinations into specific geographical regions, distinguishing between attractions, cities, countries, and regional tourist destinations. He also formulated a tourism destination marketing model [7]. Victor, a scholar, published a comprehensive book on tourism marketing as early as 1988, titled *Tourism Marketing*. This book extensively covered various aspects of tourism marketing. In 2009, he published another book on tourism marketing, focusing on the analysis of tourism and the tourism market. He advocated for a consumer-centric approach to create a new electronic tourism marketing method [8].

2.2. Research on Internet Celebrity Marketing

(1) Study on the Internet Celebrity Effect In 1987: Scholars like Buhr conducted research and found that celebrities, when used as product endorsers in advertising, have a positive impact, pioneering research into celebrity marketing [9]. Ohanian established a credibility model to explain this phenomenon, further expanding the scope of celebrity research [10]. As research deepened, scholars produced a growing body of work on the influence of internet celebrities. Erdem and others regarded internet celebrities as signaling mechanisms capable of conveying cultural semantics from internet celebrities to products and then to consumers [11]. Chevalier and colleagues, through the analysis of Amazon platform data, proposed that reputable individuals have a significant impact on the sales of certain products on the Amazon platform [12]. Kim and other scholars investigated online micro-celebrities and found that they actively influence their followers' purchasing decisions. Park et al. suggested that the stronger the quasi-social relationship between media figures or online micro-celebrities and their audience, the more likely the audience is to accept and purchase products recommended by online micro-celebrities [14]. Sui and others pointed out that businesses can enhance their brand image by collaborating with internet celebrities and celebrities from various fields on Twitter [15]. Knittel, Kim, and other researchers examined the influence of internet celebrities on

their followers and their followers' purchase intentions [16-17]. They explored consumer behavior characteristics under the influence of celebrities and provided strategic recommendations. Kakar analyzed the distinctions between internet celebrities and traditional celebrities, noting that internet celebrity marketing content tends to be more authentic, which enhances consumer trust [18].

(2) Research on Internet Opinion Leaders: Some scholars have examined internet celebrities from the perspective of opinion leaders. In 1962, Rogers introduced the concept of opinion leaders in marketing, and similar to the findings of King and others, it was believed that opinion leaders influence the decisions of others [19-20]. This marked the earliest research in the field of opinion leaders. Stern mentioned in his research that consumers tend to trust the recommendations of opinion leaders more than promotional efforts by product manufacturers [21]. Stephen et al. conducted a study revealing that consumers' willingness to make online purchases is influenced by social factors within online platforms, and they proposed strategic recommendations in response to this [22]. Scholars such as Lyons and Chaudhry have proposed in their respective studies that in the online environment, opinion leaders exert a significant influence on internet users, particularly in terms of their cognition and decision-making, highlighting the importance of opinion leader marketing. Additionally, researchers like CHO and Mcquarrie have found that opinion leaders can also amplify product promotion, attracting a larger consumer base [23-25].

Upon reviewing the literature, it is evident that scholars have conducted extensive research in the fields of tourism destination marketing, internet celebrities, and opinion leaders, yielding valuable insights. They have employed a combination of qualitative and quantitative analyses, resulting in numerous research achievements in tourism destination marketing and internet celebrity marketing. However, there is a relative scarcity of research on utilizing internet celebrities for tourism destination marketing. Specifically, there is a gap in understanding how to effectively leverage internet celebrities to promote tourism destination development, convey the tourism image of destinations, and exploit tourism resources. Furthermore, there is limited research on how to break free from the traditional closed marketing approach in tourism destination marketing.

Hence, this paper aims to investigate the impact of the internet celebrity effect on the development of the modern tourism industry, with Litang as a case study, and explore its value through this research.

3. The Significance of the Internet Celebrity Effect on the Development of the Modern Tourism Industry

3.1. Analysis of the Impact of the Internet Celebrity Effect on the Tourism Industry Mechanism

In the past, obtaining tourism information heavily relied on traditional media, resulting in relatively limited and one-dimensional information dissemination in the tourism industry. However, with technological advancements and the rise of social media, the way modern tourism receives information is undergoing a transformation from singularity to diversity, manifested in the following three aspects:

1. Transition from Limited Information Channels to the Rise of Social Media: In the past, people primarily obtained tourism information through limited media channels such as travel agencies, tourism magazines, newspapers, and television programs. These pieces of information were usually filtered and edited by professional editors and journalists, which might have certain limitations. However, nowadays, social media platforms like Weibo, Xiaohongshu, Hupu, and Tieba have become the main channels for travelers to access information, share experiences, and communicate with other travelers. Individuals, tourists, and travelers can directly share their travel stories and experiences via various forms such as photos, videos, and blogs.

2. **Transition from Limited Information Quantity to Diverse Content Forms:** Traditional media is constrained by time and page limitations, making it unable to provide a vast amount of detailed tourism information. This means that people could only learn about a few popular destinations and activities, while having limited knowledge about niche or specialized travel experiences. However, the internet offers a wide variety of content forms for tourism information, including short videos, live streams, photo and text blogs, travel journals, and reviews. These diverse content forms can better showcase the unique characteristics and charm of destinations.

3. **Transition from Lack of Interactivity to Multiple Interactions and Rich Social Engagement:** Information provided by traditional media is typically unidirectional and lacks interactivity. People cannot directly communicate with content creators, ask questions, or share their own experiences. In contrast, in the internet era, tourism information has become more interactive and social. People can comment, like, share, and send private messages to content creators, receiving direct responses and engaging in richer tourism social experiences.

As the mode of obtaining tourism information undergoes a shift, the increased richness in information exchange and a wider variety of content forms and experiential modes become pivotal aspects in tourism promotion. The internet celebrity effect, with its unique charisma, content creation abilities, or allure, attracts a substantial number of fans and followers, thereby influencing others' attitudes, behaviors, and consumption decisions. In the modern tourism industry, the emergence of social media and individual content creators, who bring diversified content, interactivity, and social engagement, can be effectively combined with the internet celebrity effect. The influence generated by internet celebrities and their interactivity can form emotional connections with travelers in the context of a more liberalized travel mode, better satisfying the new travel experiences characterized by personalization and autonomy. However, it is essential to recognize that the internet celebrity effect can have both positive and negative impacts in the tourism industry.

3.1.1. Positive Impacts of the Internet Celebrity Effect on the Tourism Industry

1. **Increased Destination Promotion and Exposure:** When an internet celebrity chooses a particular destination as their travel destination, their photos, videos, and blog posts gain widespread circulation on social media. This attracts more attention to the destination, leading to increased promotion and exposure, encouraging more people to consider traveling to that location.

2. **Boost in Destination Popularity:** Recommendations and shares by internet celebrities can rapidly elevate a destination's popularity, attracting more travelers. This may result in crowded tourist attractions or a temporary boom in the tourism industry of the destination.

3. **Increased Tourism Expenditure:** Influenced by internet celebrities, people may be more willing to spend money on destinations recommended by internet celebrities, as well as try activities, restaurants, and hotels endorsed by them. This contributes to an increase in local tourism expenditure.

4. **Shaping Travel Experiences:** Internet celebrities often present travel experiences from unique perspectives and with their personal styles. This uniqueness can shape travelers' expectations and experiences of the destination. Their content may influence travelers' itinerary planning and activity choices while at the destination.

5. **Impact on Travel Trends:** Some destinations and the tourism industry may be influenced by internet celebrities, adjusting their services, products, and activities to align with the travel trends recommended by these internet celebrities. This adaptation can better attract travelers.

6. **The Power of Social Media:** Interactions on social media platforms, such as likes, comments, and shares, create word-of-mouth and social proof about a destination. The influence of social media can affect people's travel decisions, encouraging them to choose destinations recommended by internet celebrities.

3.1.2. Negative Impacts of the Internet Celebrity Effect on the Tourism Industry

1. **Damaged Destination Image Due to Internet Celebrity Issues:** With the rapid growth of the "internet celebrity" industry, the field has become diverse in terms of quality and reputation. The influx of a large amount of traffic, excessive media hype, and the transient nature of internet celebrities have led to a confusing landscape. Internet celebrities, acting as ambassadors for tourist destinations, to some extent, represent the destination's image. If the image of the internet celebrity is damaged or they lose societal support, it can seriously affect the destination's image, and negative reputations associated with internet celebrities can lead tourists to develop negative perceptions of the destination.

2. **Impact on Local Culture and Environment:** The internet celebrity effect not only amplifies the reputation of tourist destinations, attracting visitors and consumption but also brings challenges. Due to differences in geographical and cultural customs, protecting local culture from the impact of external influences is a concern. Additionally, the influx of large numbers of tourists can have irreversible environmental consequences. The movement of people can lead to pollution and damage to the environment, such as littering, water resource pollution, food wastage, excessive use of plastic bags, and excessive disruption to natural environments, causing ecological harm.

3. **Homogeneous Competition Issues:** Against the backdrop of the rise of social media platforms and new media, the number of internet celebrities has rapidly increased, leading to a saturation of similar internet celebrities. Homogeneity in the industry has become increasingly pronounced. If tourist destinations fail to develop appropriate strategies based on their actual situations and blindly adopt the model of relying on internet celebrities to drive tourism, excessive investment of time, resources, and money in cultivating internet celebrity teams can ultimately lead to disproportionate returns.

4. **Sustainability Issues:** Developing the tourism industry through internet celebrities also presents an inherent challenge, namely the ever-evolving nature of the online environment. The sustainability of internet celebrity trends is uncertain. Once the popularity of local internet celebrities gradually declines, a tourism development model centered around internet celebrities may not be sustainable. Regions need to consider how to address this situation to maintain stable tourism industry development.

3.2. Why the Modern Tourism Industry Should Develop the "Internet Celebrity" Effect

3.2.1. Enhancing Social Attention to Tourist Destinations Through Traffic Attraction

In the latter half of 2020, Ding Zhen gained popularity on the internet, putting his hometown, "Sichuan Garze", and "Litang County" on the trending topics on Weibo. According to Ctrip's data, in the last week of November, searches for "Litang" surged by 620%, a four-fold increase compared to the National Day holiday. Through the traffic foundation of internet celebrities, more people became aware of the ethnic regions behind these internet celebrities and subsequently paid attention to the existing issues in these regions. This includes challenges such as relatively inadequate infrastructure, limited educational resources, and difficulties in marketing agricultural products. Addressing these issues is crucial for achieving sustainable economic development in ethnic regions.

3.2.2. Advantages of Internet Celebrity Marketing

Internet celebrity marketing offers several advantages, including a large user base, high-level reach, low marketing costs, and precise customer targeting. According to iResearch data, as of May 2018, the total number of internet celebrity followers in China reached 588 million people, with 73.9% of them being under the age of 29. Young people have become the main audience for internet celebrity

followers, and this audience continues to expand. Internet celebrity marketing is effective because it involves creative content and brand promotion recognized by followers. It also enables real-time online interaction with followers and offers flexibility in operations, allowing for the rapid spread of information. Additionally, internet celebrity marketing eliminates the spatial and temporal constraints present in traditional marketing, saving significant funds that would otherwise be invested in offline marketing efforts. Finally, in this information age, internet celebrity marketing leverages the monetization of attention resources. In contrast to traditional marketing, where interactions with consumers are typically one-way and undifferentiated, internet celebrity marketing is based on understanding the preferences and interests of a stable fan base. This enables internet celebrities to swiftly target their fan base based on its characteristics, directly share brands with their intended audience, and thus influence their decisions with precision and relevance. Internet celebrity marketing offers several advantages, including a large user base, high-level reach, low marketing costs, and precise customer targeting.

3.2.3. The Influx of Talent Return Induced by the Internet Celebrity Economy

The internet celebrity economy, with its formidable online presence, has significantly heightened social attention towards ethnic minority regions, attracting increased investment and offering more employment opportunities for local residents. It has also reduced the outflow of young and middle-aged labor forces. Additionally, the rise of the e-commerce livestreaming industry has made it possible for anyone to become an "internet celebrity". This low-cost entrepreneurial approach eliminates the need to leave one's hometown, thereby enticing more young people to return to their roots.

4. Case Study: The Impact of the "Ding Zhen Effect" on Litang's Tourism Industry

Litang County is situated in the southwestern part of Garze Tibetan Autonomous Prefecture, in the western Sichuan Province. Before Ding Zhen became an internet celebrity, Litang County had just emerged from poverty and was in a phase of rapid development, with a relatively small-scale tourism industry. Due to natural conditions and economic limitations, most areas in the region had weak infrastructure and underdeveloped industries. However, following Ding Zhen's rise to internet fame in November 2020, the economy of the Litang region experienced significant growth, with positive trends observed in various industries. Located 130 kilometers east of Litang, Yajiang County shares similarities in its development stages with Litang. The following section provides an analysis of the economic development and tourism industry progress in Litang County and Yajiang County.

4.1. Boosting Steady Development in the Tourism Industry

According to statistics from Qichacha, in the year 2021, Litang County saw an increase in registered restaurants, with 303 new registrations, marking a substantial growth of 42.3% compared to the previous year. Additionally, there were 30 new registrations for tourism service platform companies, representing a year-on-year growth of 30.4%. Notably, there were 26 newly registered homestay-related enterprises, experiencing a remarkable year-on-year growth of 766.7%. (see Figure 1.1).

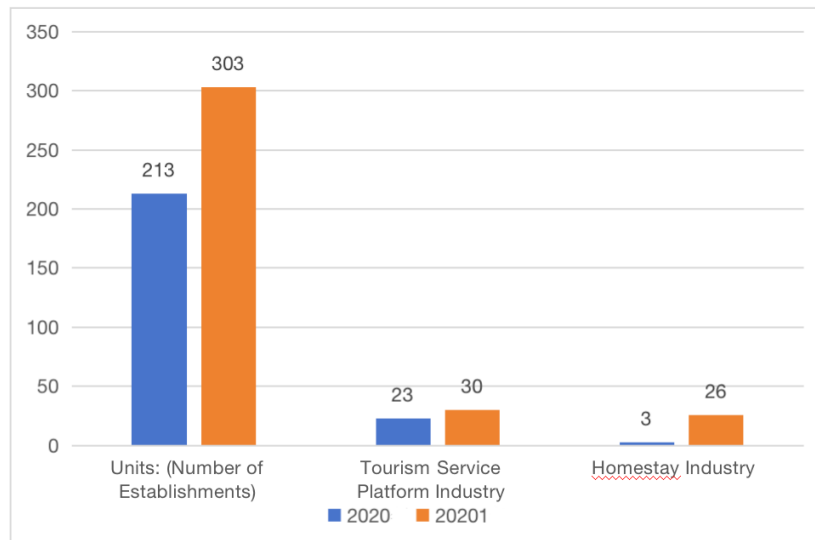


Figure 1: Registered Tourism-Related Businesses in Litang County for 2020 and 2021

In contrast, Yajiang County in 2021 saw the addition of 104 registered restaurants, indicating a significant increase of 44.4% compared to the previous year. There were no new registrations for tourism service platform companies, but there were 102 newly registered homestay-related enterprises, showcasing an impressive year-on-year growth rate of 264% (see Figure 1).

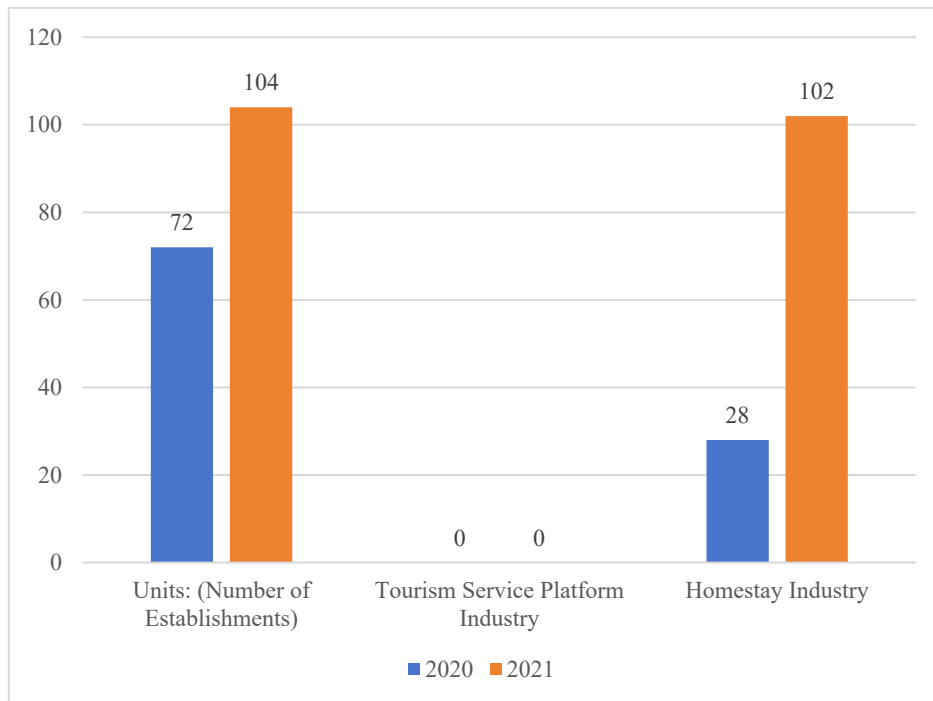


Figure 2: Registered Businesses in Yajiang County for 2020 and 2021

The evident impact of the internet celebrity effect on the tourism industry is undeniable. In Litang County, the tourism service platform industry witnessed a year-on-year growth rate that was 30% higher than that of Yajiang County. Similarly, the year-on-year growth rate for accommodation and catering businesses in Litang County was an impressive 502% higher than in Yajiang County. These

statistics reflect the tangible enhancements brought about by the internet celebrity effect on the tourism industry in Litang County.

4.2. Enhancing Social Attention to Tourist Destinations

Thanks to the popularity of "Ding Zhen", the online search index for his hometown, Litang, and the entire Garze region has multiplied several times compared to previous levels. Garze Tibetan Autonomous Prefecture has emerged as the most attention-worthy city or region on the Douyin platform, aside from Chengdu, within Sichuan Province. Its visibility has significantly increased. In 2021, Garze Tibetan Autonomous Prefecture welcomed a staggering 35 million tourists, and the rapid development of the tourism industry has swiftly transformed it into a leading pillar industry in the region. The concept of holistic tourism development has seen remarkable growth, with the addition of 90 A-level tourist attractions, securing its position as the top province in this regard. Currently, Litang County has also emerged as a newly popular tourist destination for capturing social media moments.

In 2021, the number of tourists visiting Litang County noticeably increased. According to official sources from Litang County, it received a total of 4.25 million tourists throughout the year, reflecting a remarkable year-on-year growth rate of 181%. According to publicly available data from the Yajiang County People's Government, Yajiang County welcomed a total of 1.2176 million tourists in 2021, marking a year-on-year growth rate of 14.87% (see Figure 3).

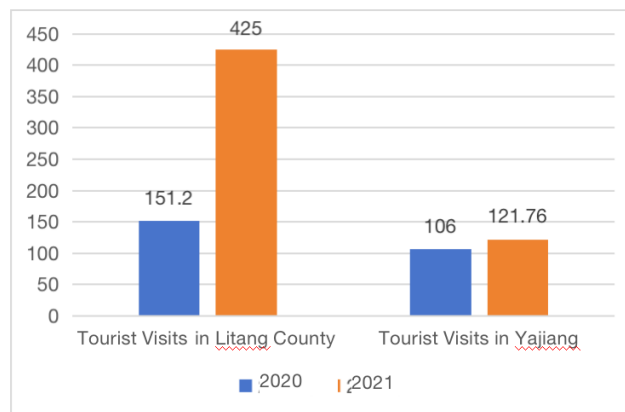


Figure 3: Tourist Visitor Numbers in Litang County & Yajiang County in the Past Two Years

4.3. Boosting the Regional Tourism Economy

In 2021, Garze Tibetan Autonomous Prefecture generated a comprehensive tourism revenue of CNY 38.5 billion. Specifically, during the Golden Week holiday in October 2021, Litang County witnessed a remarkable 72.4% increase in tourism revenue compared to the same period the previous year.

According to official sources from Litang County, the county achieved a total tourism revenue of CNY 4.5 billion in 2021, reflecting an impressive year-on-year growth rate of 171%. In comparison, publicly available data from the Yajiang County People's Government indicates that Yajiang County generated CNY 1.343 billion in tourism revenue in 2021, marking a year-on-year growth rate of 15.08% (see Figure 4).

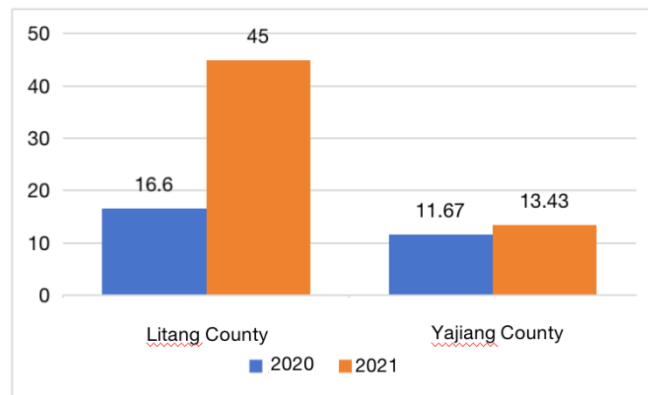


Figure 4: Tourism Revenue in Litang County & Yajiang County in the Past Two Years

It can be observed that following the "Ding Zhen Effect", Litang County experienced a year-on-year increase of 181% in tourist visits for the full year of 2021. This growth surpassed that of Yajiang County, which was not influenced by the internet celebrity effect, by 166.13%, with tourism revenue also surpassing by 155.92%.

5. Recommendations and Strategies for Promoting Tourism Industry Through the Internet Celebrity Effect

Utilizing internet celebrities to influence the development of the modern tourism industry is still an emerging field. To harness the potential of this new technology and model, several challenges need to be addressed. Therefore, based on the conclusions drawn from the empirical research and case analysis presented earlier, the following recommendations and strategies are proposed from different perspectives:

- (1) Explore Regional Distinctiveness: Identify points of convergence between local culture, natural landscapes, and distinctive resources with internet celebrity culture. Create unique tourist experiences that attract both internet celebrities and visitors.
- (2) Innovative Marketing Campaigns: Organize creative activities leveraging the influence of internet celebrities, such as online live broadcasts, short video productions, and challenge events. Disseminate these activities through social media platforms to capture more attention.
- (3) Foster Interactive Experiences: Incorporate interactive elements within tourist attractions, such as art installations and fun props. Allow visitors to actively participate, creating unique photo and video content that encourages sharing.
- (4) Collaborate with Internet Celebrities: Invite well-known internet celebrities to the area for filming and experiences, utilizing their influence to promote local tourism resources. Collaboration can include payment, complimentary experiences, revenue sharing, and other arrangements.
- (5) Optimize Social Media Strategies: Develop tailored promotional plans for various social media platforms, catering to the preferences and habits of different audiences. Attract more attention through engaging content and captivating narratives.
- (6) Provide Personalized Services: Understand the preferences of internet celebrities and tailor travel itineraries and experiences to meet their needs. Encourage them to share their travel experiences on social media.
- (7) Continuously Update Content: Introduce new attractions, events, and experiences regularly to maintain the freshness of tourism resources. Sustain the interest of both internet celebrities and tourists.

(8) **Enhance Digital Marketing:** Utilize digital marketing techniques such as search engine optimization and social media advertising to present local tourism resources to a broader audience, including potential tourists and internet celebrities.

By employing these strategies comprehensively, the potential of internet celebrity influence can be effectively harnessed to create unique and appealing tourist destinations.

6. Conclusion

An analysis of the impact of the "Internet celebrity effect" on the tourism industry is presented in this paper. The research findings indicate that the positive effects of the internet celebrity effect on the tourism industry include increased destination popularity, exposure, and promotion, stimulating tourist spending, enhancing tourist experiences, and influencing tourism trends. The "power" brought about by the Internet celebrity effect is substantial enough to influence people's travel decisions, boost tourism revenue, and promote the development of the tourism industry. However, the Internet celebrity effect also has negative impacts on the tourism industry. It can damage the image of tourist attractions, affect local culture and the environment, and under homogenized competition, lead to disproportionate input-output situations. Once the local Internet celebrity's popularity gradually declines, the tourism development model centered around Internet celebrities may become unsustainable. Regions need to consider how to mitigate the negative impacts of the Internet celebrity effect to ensure the stable development of the tourism industry. This can be achieved through measures such as regulating the personal image of Internet celebrities and exploring region-specific characteristics. Overall, using internet celebrities for marketing and promotion to drive the development of local modern tourism is feasible. Furthermore, we conduct a case analysis using Litang as an example in this paper, demonstrating that the substantial traffic brought about by the Internet celebrity effect can translate into significant growth in Litang's modern tourism industry. However, this approach is still relatively new, and how to use it correctly remains a topic that local governments need to explore step by step. The benefits brought about by the Internet celebrity effect are enormous, but the question of whether local tourism industries have the capacity to withstand these benefits is also a consideration. According to the results of the Litang case study, in addition to the driving effect of the Internet celebrity effect, the unique landscapes and diverse cultural scenery in Litang are factors that cannot be ignored in the development of the modern tourism industry. This indicates that in the practical implementation of the Internet celebrity effect's impact on the modern tourism industry, regions should not only focus on marketing internet celebrities but also consider how to retain tourists through policy and the creation of differentiated tourism resources.

This study and analysis represent a fresh exploration of the Internet celebrity effect and the direction of modern tourism. The modern tourism industry is an important driver of the Chinese economy. In the future, research on the Internet celebrity effect and the modern tourism industry will become more extensive and comprehensive, and emerging tourism methods will continue to evolve and achieve better results.

However, due to reasons such as the remote location and underdeveloped economy of the region, the "Ding Zhen" incident's direct benefits to Litang cannot be statistically measured through surveys and data collection. Therefore, the research lacks in-depth analysis of the impact of the Internet celebrity effect on the tourism industry and has not been able to establish a complete marketing system for the impact of local tourism destinations' Internet celebrity effect. Consequently, the conclusions of the study remain subject to practical verification. In the rapidly evolving modern era, where the market is constantly changing, supplementary data and additional case studies will be collected and combined for further validation.

References

- [1] GOODALL BRIAN, *Marketing in the tourism industry: the promotion of destination regions*[M]. London; New York, N. Y: Croom Helm,1988
- [2] Burke James F., Resnick Barry P., *Marketing& selling the travel product*[M]. Cincinnati, OH: South-Western Publishing Co.,1991
- [3] STEPHEN PAGE, *Urban tourism*[M]. New York: Routledge,1995: 223-225.
- [4] Fretter A. D., 'Place Marketing: a local authority perspective'in Kearns G and Philo C (eds) 'Selling Places: The City as Cultural, Capital, Past and Present'eds Pergam[M]. Oxford,1993
- [5] SEYHMUS BALOGLU, DAVID BRINBERG. *Affective images of tourism destination*[J]. *Journal of Travel Research*, 1997
- [6] SHAUNA MCCABE, *Contesting home: tourism, memory, and identity in sackville*[M]. Toronto: Canadian Geographer,1998
- [7] D Buhalis. *Destination development market issues*[J]. *Tourism Tribune*, 2000(4): 69-73.
- [8] Victor T. C. M., *Marketing in Travel and Tourism*[M]. Fourth Edition. Oxford: Butterworth-Heinemann,2009
- [9] A. Buhr T., L. Simpson T., B Pryor. *Celebrity endorsers 'expertise and perceptions of attractiveness, likability, and familiarity*[J]. *Psychological Reports*, 1987, 60(3): 1307-1309.
- [10] R Ohanian. *Construction and validation if a scale to measure celebrity endorsers'perceived expertise, trustworthiness, and attractiveness*[J]. *Journal of advertising*, 1990, 19(3): 39-52.
- [11] Erdem Tülin, Swait Joffre. *Brand Equity as a Signaling Phenomenon*[J]. *Journal of Consumer Psychology*, 1998, 7(2): 131-157.
- [12] J. Chevalier, D. Mayzlin. *The effect of word of mouth on sales: online book reviews*[J]. *Journal of Marketing Research*, 2006, 43(8): 345-354.
- [13] Y Kim, D Sohn, M Choi S. *Cultural difference in motivations for using social network sites A comparative study of american and Korean college students*[J]. *Computers in Human Behavior*, 2011, 27: 365-372.
- [14] H Park, X Zheng, B Josiamet al. *Personal profile information as cues of credibility in online travel reviews*[J]. *Anatolia*, 2013, 25(1): 13-23.
- [15] Loshin David, *Chapter 2 - Business Problems Suited to Big Data Analytics*[M]. Boston: Morgan Kaufmann, 2013: 11-19.
- [16] Knittel, Christopher R. *Celebrity endorsements,firm value,and reputation risk: Evidence from the tiger woods scandal*[J]. *Management Science*, 2014, 60(1): 21-37.
- [17] H Kim, E Ko, J Kim. *Sns users'para-social relationships with celebrities:social media effects on purchase intentions*[J]. *Glob. Sch. Mark. Sci.*, 2015, 25(3): 279-294.
- [18] Kakar, Arun. *3 reasons why influencer marketing is here to stay*[J]. *Management Today*, 2018(3): 2-5.
- [19] M. Rogers E., G. Cartano D. *Methods of measuring opinion leadership*[J]. *Public Opinion Quarterly*, 1962, 26(3): 435-441.
- [20] KING C. W., SUMMERS J. O. *Overlap of opinion leadership across consumer product categories*[J]. *Journal of Marketing Research*, 1970, 7(1): 43-50.
- [21] B. Stern B., J. Gould S. *The consumer as financial opinion leader*[J]. *Journal of Retail Banking*, 1988, 10(2): 43-52.
- [22] G Stephen, W Mengqiu, L Jure. *The Role of social networks in online shopping:Information Passing, Price of Trust,and Consumer Choice*[J]. *Eprint Arxiv*, 2011: 157-166.
- [23] LYONS B., HENDERSON K. *Opinion leadership in a computer-mediated environment*[J]. *Journal of Consumer Behaviour*, 2005, 4(5): 319-329.
- [24] CHAUDHRY S. A., IRSHAD W. *Opinion leadership and its role in buyer decision making*[J]. *Academy of Contemporary Research Journal*, 2013, 7(1): 7-14.
- [25] MCQUARRIE E. F., MILLER J., PHILLIPS B. J. *The megaphone effect:taste and audience in fashion blogging*[J]. *Journal of Consumer Research*, 2013, 40(1): 136-158.