Research on the Satisfaction of Minority Cultural Tourism Products in the New Media Era

—— Taking Guilin as an Example

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Abstract: This paper studies the satisfaction of minority cultural tourism products in Guilin under the background of new media era, aiming at discussing the performance and challenges of minority cultural tourism products in the new media era, and puts forward relevant improvement and promotion measures. It is found that through the new media platform, it is more convenient for tourists to obtain and understand the cultural tourism products of ethnic minorities, but at the same time they also face the problems of information overload and authenticity verification. In terms of satisfaction, tourists generally give a high evaluation of Guilin's minority cultural tourism products, but there are some shortcomings in terms of product accessibility and service quality.

Keywords: New Media Era; Minority Culture; Tourism Products; Satisfaction; Guilin Area

1. Introduction

At present, there are some problems in the user experience and satisfaction of minority cultural tourism products. First of all, due to cultural differences and language barriers, tourists may not really understand and appreciate the unique charm of minority cultures. Secondly, the quality and service level of some tourism products need to be improved, resulting in poor user experience. In addition, in the new media era, users can share their travel experiences anytime and anywhere on social media, which means that users' expectations for tourism products are constantly improving. Therefore, how to improve the user experience and satisfaction of minority cultural tourism products has become an urgent problem to be solved.

2. Research value and significance

2.1 Theoretical significance and value

Through the research on the satisfaction of minority cultural tourism products, we can deeply understand the connotation and characteristics of minority culture and deepen our understanding of its history, culture, customs and habits. This will help to spread and inherit the culture of ethnic minorities, enhance their social status and sense of identity, and promote exchanges and understanding among ethnic groups. Secondly, the research on the satisfaction of minority cultural tourism products can provide important reference for the development of tourist destinations.

2.2 Practical significance and value

This study can provide guidance and reference for tourism in Guilin. By understanding tourists' satisfaction with minority cultural tourism products, we can improve the quality and service level of products, attract more tourists to Guilin, and then promote the development of local tourism economy. Secondly, this study can also promote the inheritance and protection of minority cultures.

3. Theoretical basis

3.1 Degree of satisfaction

Huang Yufang (2023) made a detailed study on the cause and effect of satisfaction on the basis of summarizing and analyzing the

existing studies. The results showed that satisfaction was influenced by "value perception" and "customer expectation". Value perception is influenced by customer expectations [1]. He Xiaoya (2022) made a detailed study on the cause and effect of satisfaction on the basis of summarizing and analyzing the existing studies. The results showed that satisfaction was influenced by "experience value". The experience value is influenced by "return on investment" and "superior service" [2].

3.2 Customer expectation

Customer expectation is very important for enterprises, because meeting customer expectation can enhance customer satisfaction, enhance customer loyalty and then promote business growth. The process of expectation formation is to study how consumers form expectations, including obtaining information from personal experience, social factors, cultural influence and marketing information, and transforming it into expectations. Fu Wenjuan (2021) shows that there is a significant positive correlation between brand image and customer expectation through empirical research [3]. Zhao Chunsheng (2007) made a detailed study on the cause and effect of customer expectation on the basis of summarizing and analyzing the existing research, and found that customer expectation was influenced by "product value expectation" [4].

3.3 Minority culture

Minority culture is not only the inheritance of traditional culture, but also integrated into modern culture. Because of its diversity, complexity and inclusiveness, foreign scholars' research on minority cultural tourism products has lasted for a long time, and the research content is also complicated. For example, there are many artistic elements in European tourism products. CevdetAltunel M(2021) thinks that the mainstream cultural tourism products in Europe include both heritage cultural tourism and urban cultural tourism, and tourists can often harvest an artistic and cultural feast with the theme of Renaissance. In North America, aborigines mainly experience tourism [5].

4. Research and conceptual framework of research

4.1 Degree of satisfaction

Satisfaction refers to customers' evaluation and subjective feelings about products or services. It is a subjective psychological state, which reflects the customer's recognition of the products or services purchased or used. Satisfaction can be evaluated from different dimensions, such as product quality, service quality, price fairness and after-sales service.

4.2 Customer expectation

Customer expectation refers to the expected result or expectation level of a product, service or experience. This concept involves customers' expectations of a product or service in terms of its performance, quality, function, price, delivery and after-sales support before buying or using it.

5. Research on the satisfaction of minority cultural tourism products under the background of new media era.

5.1 means of publicity

In the new media era, the promotion and publicity of minority cultural tourism products can be carried out with the help of new media platforms such as the Internet and social media, which can spread product information more effectively and attract more tourists. It is found that most tourists know about the cultural tourism products of ethnic minorities in Guilin through online search and social media, and they are satisfied with the publicity effect.

5.2 Tourism products

Tourists hope to experience the unique culture and customs of local ethnic minorities during their travels. It is found that tourists are satisfied with the characteristics and richness of the cultural tourism products of ethnic minorities in Guilin, and they say that they can better understand and experience the local ethnic cultures through these products. Thirdly, tourists attach great importance to the service quality and experience of minority cultural tourism products. Tourists are generally satisfied with the service quality and experience of minority cultural

tourism products in Guilin.

5.3 Segmentation of consumer groups

There is a certain correlation between the satisfaction of minority cultural tourism products and tourists' personal characteristics. For example, tourists' age, education level and travel experience will affect their evaluation and satisfaction with products. Therefore, when promoting and developing minority cultural tourism products, it is necessary to take into account the needs of different tourist groups and provide diversified product choices. To sum up, the satisfaction of minority cultural tourism products in the new media era is influenced by factors such as promotion and publicity methods, product characteristics, service quality and tourists' personal characteristics.

6. Conclusion

In this research framework, around the core concept of "satisfaction", based on the framework of value perception, social customer expectation and experience value, this paper studies the satisfaction of consumers with minority cultural tourism products in Guilin, collects data through questionnaires and analyzes them to verify the hypothesis put forward. According to previous scholars and documents, it is roughly predicted that value perception, customer expectation and experience value have a significant positive impact on consumer satisfaction, and customer expectation, It has a significant positive impact on value perception, product value expectation and brand image have a significant positive impact on customer expectation, service is superior, and investment return has a significant positive impact on experience value.

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