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## The Role of Government Assistance in Zhanjiang Holistic Tourism Branding



**Abstract:** - In recent years, the concept of holistic tourism has emerged in China, providing a new perspective and direction for the development of the tourism industry. Government tourism assistance has been shown in research to impact public attitudes toward the tourism sector to some extent. This is particularly prevalent in China, where decision-making is made from the top down. As a result, the purpose of this study was to look at the role of government support in Zhanjiang tourist integrated marketing communication strategy in the context of holistic tourism development. The UTAUT and AIDA models are combined in this work, along with interaction and diversity expectations as independent variables and government assistance as a moderator. The researchers conducted descriptive and inferential analyses after distributing online surveys to 388 Zhanjiang residents. It is found that the major hindrances to Zhanjiang tourism's popularity have been identified as lacking promotion and construction. Furthermore, the results reveal that the audience appreciates receiving tourism information through mainstream media, and their adoption of integrated marketing communication is linked to performance expectation, effort expectation, social impact, interaction expectation, and diversity expectation. Additionally, government assistance is critical in creating Zhanjiang's holistic tourism brand and moderating the relationship between the adoption of integrated marketing interaction and diversity expectations. Overall, the paper states that the government should undertake comprehensive tourism as a key project in the region, supporting the reform of its overall structure and mechanism, and encouraging the participation of all main departments and society.

**Keywords:** Government Assistance, Holistic Tourism, Integrated Marketing Communication, Unified Theory of Acceptance and Use Technology.

### I. INTRODUCTION

Governments characterize the economic climate, provide the broad regulatory structure that regulates how the tourism industry functions, and have a significant impact on the tourism industry [1]. They set rules and regulations concerning the environmental, political, social, and economic elements of tourist development, as well as the production and distribution of goods and services [2]. Meanwhile, some governments can be seen as tourist facility investors, either directly in tourism firms such as hotels or indirectly in supporting facilities such as improving transportation networks such as airlines and airports [2]. Government tourism aid has been shown in research to alter public attitudes toward tourist development to some extent [3]. This is especially true in China, where decision-making is made from the top down [2]. To be more specific, in an expanding economy like China, the government is the primary source of resources and the greatest supporter, and official support is the most obvious indicator of the outside world and can improve investor confidence.

The General Office of the State Council of China [4] introduced holistic tourism as a strategic program and published instructions in March 2018 for fostering the growth of comprehensive tourism, encouraging cities to undertake systematic marketing and construct a tourism brand image. Holistic tourism is now recognized as a tourism development trend in major Chinese cities, serving as an integrated and coordinated approach to development for the entire region [5]. Employing Zhanjiang City as the research object, this study aims to identify the role of government assistance in the national implementation of holistic tourism and tourism integrated marketing communication, thereby assisting urban decision-makers in better performing government functions and increasing brand awareness of urban tourism.

### II. PROBLEM STATEMENT

Zhanjiang is a seaside city in the Chinese mainland southwards (Zhanjiang Municipal People's Government, 2020). Since the establishment of China's Belt and Road Initiative in 2013, Zhanjiang, as the first port of China's Maritime Silk Road and the first "One Belt, One Road" maritime cooperation fulcrum City, has experienced exceptional commercial and tourism growth [6]. Furthermore, because of the popularity of the network TV drama "Hidden Corner," Zhanjiang, as the TV drama's viewfinder, entered the audience's vision in early 2020 and drew the attention of a significant number of drama lovers [7]. Nonetheless, its tourism image has not gained national traction, and its economy was placed 15th out of 21 cities in the Guangdong province in 2021 [8].

Consequently, it is essential for the government to understand how to construct a holistic tourism brand and employ integrated marketing communication to publicise tourism image, thereby promoting tourism economy development. The purpose of this study is to identify the factors that impact the attraction of Zhanjiang tourism

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and to understand citizens' views on Zhanjiang's comprehensive tourism brand's current situation, followed by carrying out integrated marketing communication to increase brand awareness and promote tourism development. Theoretically, integrated marketing communication (IMC) theory is adopted as underpinning theory in the study and emphasize that managers should integrate advertising, promotion, public relations, and big event marketing into their marketing mix in order to strategically control or influence the information-receiving groups of associated businesses [9]. It is frequently used as a branding strategy in the travel and tourism sector to promote travel destinations, emphasize travel-related qualities, and increase the brand impact of travel and tourism destinations [10]. Integrated marketing communication, as opposed to traditional marketing, is in line with the Chinese government's implementation guidelines for promoting the growth of comprehensive tourism, which is based on a systematic marketing concept and comprehensive marketing ideas [11].

Nevertheless, the evaluation of integrated marketing communication (IMC) theory does not examine the elements that affect the public's acceptance of communication media and instead simply bases its conclusions on attitudinal indicators or communication efficacy [9]. Moreover, integrated marketing communication is typically carried out from the viewpoint of businesses, ignoring the independence of audiences in the age of new media [9]. When executing integrated information marketing campaigns, it is crucial to comprehend the audience's preferences and influences on communication channels as consumers' access to information increases and businesses are vulnerable to more uncontrollable circumstances.

The Unified Theory of Acceptance and Use of Technology (UTAUT), which describes users' intentions and behaviors when utilizing technology, has been used as a supporting theory, and for the first time, elements influencing the general public's acceptance of communication media have been thoroughly investigated. According to UTAUT theory, user behavior can be affected directly or indirectly by performance anticipations, effort anticipations, social influence, and facilitation conditions [12]. This theory offers new insights into the factors that influence integrated marketing communications' acceptance.

Prior research, however, did not take into account the contextual elements that affect audience acceptance and technological use. According to integrated marketing communication, audience engagement will increase as a result of the incorporation of diverse forms, such as sound, images, and video, and interaction in marketing communication may help to overcome information asymmetry and build audience trust in the new media period [13]. To further understand the audience's acceptance and usage of applied marketing communication in the new media environment, two independent variables—interaction anticipation and variety anticipation—were introduced to UTAUT in this study. Interaction anticipation suggests that visitors anticipate the communication channel to allow them to communicate with others, whereas variety anticipation indicates that visitors expect the communication channel to include a variety of channels and forms, target different people, and present varied tourism qualities. Their emphasis on the key characteristics of new media broadens the model's applicability and capacity for explanation in the age of new media.

Furthermore, government assistance is discovered to have an indirect or direct impact on customers' technological adoption factors, which serves as a moderator in the study. According to Abbasi et al. [14], consumers' technology acceptance criteria are dependent on the individual subjective willingness and could shift depending on the organizational environment and culture. Government assistance, according to studies, can enhance the acceptance of new technology through a variety of measures such as financial support, lower-cost Internet services, cybersecurity policies, and consumer protection legislation [15].

This study seeks to further comprehend the relationship between technological acceptance variables and integrated marketing communication acceptance, as well as to assess the moderating impact of government assistance on technology acceptance variables towards integrated marketing communication acceptance, in order to adjust the proportion of advertisement in various media channels and enhance communication effect.

### **III. RESEARCH PROBLEMS**

RQ1: What factors affect Zhanjiang's tourism attraction?

RQ2: How does the general public perceive the current situation of Zhanjiang's holistic tourism brand?

RQ3: What is the relationship of technology acceptability factors and integrated marketing communication acceptance?

RQ4: What is the moderating effect of government assistance on technology acceptability factors towards integrated marketing communication acceptance?

### **IV. RESEARCH OBJECTIVES**

RO1: To identify the factors influencing the Zhanjiang tourism attraction.

RO2: To identify residents' perceptions of the current situation of Zhanjiang's holistic tourism brand.

RO3: To identify the relationship between technology acceptability factors and integrated marketing

communication acceptance.

RO4: To identify the moderating effect of government support on technology acceptability factors towards integrated marketing communication acceptance.

## V. LITERATURE REVIEWS & HYPOTHESES

It has been discovered that government assistance has a direct or indirect impact on customers' technological acceptance factors. Through a variety of initiatives, including more affordable Internet access, cybersecurity regulations, and consumer protection laws, studies have demonstrated that government assistance has enhanced the popularity of new technology [15]. According to Abbasi et al., consumer technology acceptance variables are thought to depend on each person's subjective willingness and may change depending on the organizational environment and culture [14].

According to Abbasi et al., government assistance and institutional support are specifically represented as commitment (future vision and goals, instrumental rewards), general encouragement (funding, collaboration, and initiatives), and particular support (resource allocations, facilitation, and technical support), and they contend that these factors will either directly or indirectly affect factors that determine the acceptance level of technology by the general public [14]. In particular, government support can directly affect the enabling conditions of technology through resource allocation and technical support, or indirectly influence consumer perceptions of technology performance, usability, and social impacts through commitment, financial support, and policy.

According to Venkatesh et al. [16], performance expectancy is the extent to which people think that using the system will enable them to profit. The effectiveness of industries is found to be significantly correlated with government assistance. Support from government policy may reduce industry information asymmetry, which would speed up and increase the spread of knowledge across the market [17]. For instance, information about consumer preferences and efficient distribution channels can be offered to businesses by the government, which helps businesses improve their operational and production procedures [18]. Local government authorities may look into the business decisions made by local businesses and support IT growth by offering financial aid, allowing businesses to gather more market data and resources to acquire specialized knowledge [18]. In conclusion, non-value-added processes and needless overlapping investments and expenses can be considerably reduced with the aid of public resources and infrastructure offered by the government, and the resources of firms can be reallocated more effectively to produce more value. Therefore, the study purposes the hypotheses as follows.

H1: There is a relationship of the audience's performance anticipation and the integrated marketing communication acceptance.

H1a: The relationship of the audience's performance anticipation and the integrated marketing communication acceptance is moderated by government assistance.

The simplicity of utilizing the system is referred to as effort expectancy [16]. An equally significant study has been done on efforts to close the digital gap and its positive effects on technology use. As an illustration, a program run by the Economic Commission for Latin America and the Caribbean calls on regional governments to commit to bridging the digital divide in their respective countries and, as a result, to establishing rules for online banking and commerce [15]. In other words, it is thought that government programs can make utilizing technology easier and promote the acceptance of new technologies. Therefore, the study supposes the following hypotheses.

H2: There is a relationship of the audience's effort anticipation and the integrated marketing communication acceptance.

H2a: The relationship of the audience's effort anticipation and the integrated marketing communication acceptance is moderated by government assistance.

When customers choose whether to adopt a technology, social impact refers to the pressure or influence the general public exerts [16]. Government assistance and societal impacts are directly related, according to Van der Waal et al. [19]. To be specific, government involvement demonstrates the significance of the social context in which technology is accepted. Social impact relates to opinions about the larger social context in which technology is utilized and its effects. The level of administrative organization support for the firm's production and operation is also represented by government assistance, which contributes to the development and demonstration of the firm's social legitimacy [18]. In other words, government assistance highlights the significance of a sector or program and demonstrates the project's legitimacy, which in turn affects how the public views the project's social benefits. Therefore, the study purposes the hypotheses as follows.

H3: There is a relationship of the social impact and the integrated marketing communication acceptance.

H3a: The relationship of the social impact and the integrated marketing communication acceptance is moderated by government assistance.

According to Venkatesh et al., facilitating conditions refer to the degree to which people think that the current organizational and technological infrastructure supports system operation [16]. Government assistance will motivate companies to invest in new information technology, maintain a positive outlook, and act quickly in response to IT-related tacit knowledge. It will also help companies create a platform that is less risky and more competitive [20]. The government, in particular, can assist businesses in getting import licenses for technology and other IT infrastructure as well as provide the appropriate technical information and other support [18]. Government support for businesses can either make up for their limited resources or, when combined with their existing skills, give them a competitive advantage and promote innovation [21]. Overall, the government can offer the companies the technical data and other help they need and creates favorable enabling conditions for their development. Therefore, the study supposes the following hypotheses.

H4: There is a relationship of the facilitating conditions and the integrated marketing communication acceptance.  
 H4a: The relationship of the facilitating conditions and the integrated marketing communication acceptance is moderated by government assistance.

The level to which visitors anticipate being able to communicate with others through communication channels is referred to as "interaction expectancy." In marketing communications, interaction may be used to overcome knowledge asymmetry and win audience trust [13]. To be more precise, the interactive mode fits the needs of a variety of audiences, enhances their status, and fully engages their participation, resulting in good interactivity in the information-dissemination process. Therefore, the study proposes interaction anticipation as new independent variable and supposes the following hypotheses.

H5: There is a relationship of the audience's interaction anticipation and the integrated marketing communication acceptance.

H5a: The relationship of the audience's interaction anticipation and the integrated marketing communication acceptance is moderated by government assistance.

The level of integrated multi-channel, multi-format broadcasting of the same information that tourists experience is referred to as "variety expectancy." Combining sound, sight, video, and other different media could generate the audience's interest and improve reaction [13]. According to Peco-Torres et al., new media incorporates multimedia forms like text, pictures, music, and video, which may be more contagious and compensate for the limitations of traditional communication methods while also fostering greater innovation and breakthroughs in the dissemination of city brand image [22]. Therefore, the study proposes variety anticipation as new independent variable and supposes the following hypotheses.

H6: There is a relationship of the audience's variety anticipation and the integrated marketing communication acceptance.

H6a: The relationship of the audience's variety anticipation and the integrated marketing communication acceptance is moderated by government assistance.

Accordingly, this study proposes the following conceptual framework in Fig.1.

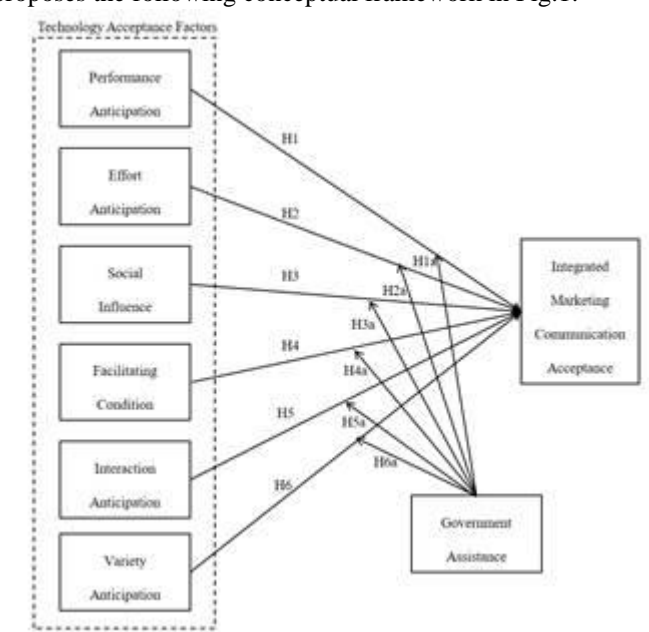


Figure 1. Conceptual framework

## VI. METHOD

Online surveys with a Likert-type scale for 400 Zhanjiang residents were distributed. In line with the literature analysis, the research identifies the instruments and divides them into five components. The first stage is to comprehend the basic information, including the residence and age range of respondents and so on. The second section's main objective is to understand the respondents' perceptions of Zhanjiang's holistic tourism brand, retrieved from its components, industries, processes, directions, time and space, society, sectors, tourists aspects, and the factors affecting Zhanjiang tourism attraction based on City Tourism Identity System. The third component assesses the technology acceptability factors of integrated marketing communication according to the UTAUT model, while the fourth segment applies the AIDA model to investigate the audience's integrated marketing communication acceptance. Last but not least, in the final part, the evaluation of the government support for the tourism industry is basically divided into five aspects: government funding, national tourism policies, local tourism policies, relevant programs, and tourism marketing training.

## VII. FINDING & DISCUSSION

There were 388 valid surveys after cleaning the data, with a 97% recovery rate. Further, the data were then subjected to reliability tests, normality tests, diagnosis of multicollinearity, and descriptive and inferential analyses in this study. This chapter discusses the significant findings as follows.

### A. The Factors Affecting Zhanjiang Tourism Attraction

Table I. The Factors Affecting Zhanjiang Tourism Attraction

| Items   | Mean | SD    |
|---|------|-------|
| Lack of uniqueness                                    | 3.29 | 1.486 |
| Lack of unification                                   | 3.29 | 1.454 |
| Inadequate construction and a weak tourist atmosphere | 3.64 | 1.421 |
| Inadequate promotion                                  | 3.77 | 1.369 |
| Lack of landmarks or other markers                    | 3.44 | 1.419 |
| Urban landscape is not aesthetically pleasing enough  | 2.81 | 1.356 |

The survey researched the factors that influence Zhanjiang's tourism attractiveness. Insufficient advertising (3.77), as shown in Table I, has the greatest impact on the popularity of Zhanjiang tourists. Chen [23] discovered that Zhanjiang tourism's promotional focus is not sufficiently clarified and does not adequately capture particularly significant picture perception elements to boost exposure. According to Tian [24], effective tourism brand promotion should make it effortless for tourists to instantly recognize the image of the destination, create a favorable psychological reaction, and even form a favorable association.

Furthermore, it was noticeable that inadequate construction and an unappealing tourist environment (3.64%) impeded Zhanjiang tourism exposure. This finding is consistent with Sousa and Rodrigues' findings that urban tourism is a highly social industry with extensive coverage, substantial comprehensiveness, and high relevance that demands the coordination and cooperation of different functional departments [25].

Last but not least, the lack of tourist attractions or other icons (3.44), the lack of distinctiveness (3.29), and the lack of unification (3.29) appeared to have a minor but negative impact on the attractiveness of Zhanjiang tourism, necessitating the identification of Zhanjiang holistic tourism's distinction and the creation of an appealing urban tourism brand.

### B. The Audience's Impression of Zhanjiang Holistic Tourism Brand

The questionnaire elicited responses from the audience on the current state of the Zhanjiang holistic tourist brand from six perspectives: factor, industry, process time and space, direction, society, sector, and tourist. The themes observed in these responses are summarised in Table II.

Table II. The audience's impression of Zhanjiang holistic tourism brand

| Items          | Mean | SD    |
|----------------|------|-------|
| Factor         | 4.38 | 0.507 |
| Industry       | 4.32 | 0.664 |
| Process        | 4.32 | 0.748 |
| Time and Space | 4.38 | 0.629 |
| Direction      | 4.32 | 0.701 |

|         |      |       |
|---------|------|-------|
| Society | 4.29 | 0.698 |
| Sector  | 4.28 | 0.708 |
| Tourist | 4.35 | 0.652 |

This graph demonstrates that, in general, Zhanjiang's present holistic tourism construction allows both tourists and residents to have an enjoyable trip. Several respondents, however, noted that sector (4.28) and society (4.29) development in Zhanjiang holistic tourism might be improved, which implies that Zhanjiang tourism professionals may not provide good service quality and attitude, locals may not exhibit hospitality and spiritual civilization, and departments involved in the travel industry may not have developed a consistent perception of destination tourism. It reflects the conclusions in "The Factors Affecting Zhanjiang Tourism Attraction." This result backs up the claims made by Lu et al., who maintain that urban residents, social enterprises, and government agencies all play a role in tourism behavior [26]. There is a high degree of interest consistency and integrity among these parties, and any insufficient amenities will have a negative effect on tourists' perceptions of the city as a whole.

### C. Popular Channels for Communication

Table III. Popular channels for communication

| Items  | f   | %    |
|--|-----|------|
| Word of Mouth From Relatives and Friends         | 279 | 71.9 |
| Mainstream Media On-site Reports                 | 224 | 57.7 |
| Zhanjiang's Official Publicity Platform          | 210 | 54.1 |
| Popular Film and Television Viewfinder           | 179 | 46.1 |
| Internet Celebrity's Affectionate Recommendation | 158 | 40.7 |
| Users Generated Content on Social Media          | 121 | 31.2 |
| Tourism Projects of Travel Agencies              | 128 | 33.0 |
| Work or Study Needs                              | 109 | 27.6 |

The amount and types of communication channels that the audience uses to learn about Zhanjiang's tourism were determined through multiple choices. Table III shows the frequency and proportion of the various communication channels that the informants typically use to obtain travel-related information.

The dominance of recommendations from family and friends (71.9%) in this table stands out since it involves two-way contact and guarantees that audiences have easy access to more in-depth and reliable information sources. It agrees with Lou's assertion that interpersonal communication that is "people-centered" can effectively set an agenda and understand the shared concerns of people in a particular social circle [27].

Moreover, some travelers learned about Zhanjiang by means of mainstream media publicity reports (57.7%), the official publicity platform of Zhanjiang (54.1%). This lends credence to the claim that the city image created by the official media and mainstream discourse system can fully express the particular representation and spiritual level of the city image [28] and play a crucial part in strengthening and crystallizing tourism publicity [29].

Additionally, popular film and television viewfinder (46.1), and the endorsement of an Internet personality (40.7) are also popular. In other words, tourist integrated marketing communication has a variety of marketing communication channels, and cities can integrate them to increase the publicity effect of marketing and dramatically enhance the public perception of tourism.

### D. The Relationship of Technology Acceptability Factors and the Integrated Marketing Communication Acceptance

Table IV. The correlation between technology acceptability factors and the integrated marketing communication acceptance

|                     | PA       | EA      | SI      | FC    | IA       | VA       |
|---------------------|----------|---------|---------|-------|----------|----------|
| Pearson Correlation | 0.186 ** | 0.148** | 0.136** | -0.09 | 0.292 ** | 0.305 ** |
| Sig.                | <0.001   | 0.004   | 0.007   | 0.863 | <0.001   | <0.001   |

\*\* : Correlation is significant at the 0.01 level (2-tailed).

Note: PA: performance anticipation; EA: effort anticipation; SI: social influence; FC: facilitating conditions; IA: interaction anticipation; VA: variety anticipation; AIMC: acceptance of integrated marketing communication.

Table IV demonstrates that at the  $p = 0.01$  level, significant positive correlations between the acceptability of integrated marketing communication and expectations for performance, effort, and social effect gave strong

support for hypotheses H1, H2, and H3. These results corroborate a number of earlier investigations in the Unified Theory of Acceptance and Use of Technology [16] [30]. In addition, there is a substantial association between interaction anticipation and integrated marketing communication acceptance as well as a correlation between variety anticipation and integrated marketing communication acceptance at the  $p = 0.01$  level. It supports claims that the interaction in the process of marketing communications could help to reduce information asymmetry and raise audience trust, while the integration of sound, picture, video, and other various formats would boost response and attention [31]. As a result, H1, H2, H3, H5, and H6 are proven to be reliable.

However, there was no significant association between integrated marketing communication acceptance and facilitating conditions, suggesting that facilitating conditions have little or no impact on integrated marketing communication acceptance. H4 is therefore not viable. This result conflicts with an earlier study that indicated that user behavior will be influenced by the extent to which people believe the current organizational and technological infrastructure supports system operation [16]. One possible explanation is that each tourism destination may significantly improve the speed of marketing information communication, effectively raise the level of new media integrated marketing at the destination as a result of the explosive growth of Internet-based new media, and further the development of tourism through the creation of appropriate marketing channels and a solid marketing innovative system [32]. As a consequence, facilitating conditions are no longer an inhibitor of the audience's reception of integrated marketing communications material.

Overall, the study discovered a strong association between integrated marketing communication acceptance and technical acceptability elements, particularly in terms of performance anticipation, effort anticipation, social impact, interaction anticipation, and variety anticipation.

*E. The Moderating Effect of Government Assistance on Technology Acceptance Factors Towards the Integrated Marketing Communication Acceptance*

The moderating impact of government assistance on parameters influencing the reception of integrated marketing communications was predicted using multiple regression analysis. The following table provides the regression findings from the initial examination of performance anticipation, effort anticipation, social influence, facilitating conditions, interaction anticipation, and variety anticipation.

Table V. The moderating effect of government assistance on technology acceptability factors towards the integrated marketing communication acceptance

|            | Standardized Coefficients Beta | t      | Sig.  | R <sup>2</sup> |
|------------|--------------------------------|--------|-------|----------------|
| (Constant) |                                | 3.046  | 0.002 |                |
| PA         | -0.209                         | -0.985 | 0.325 | 9.40%          |
| GA         | -0.477                         | -1.081 | 0.28  |                |
| PA×GA      | 0.865                          | 1.631  | 0.104 |                |
| (Constant) |                                | 2.873  | 0.004 |                |
| PA         | -0.149                         | -0.7   | 0.484 | 8.20%          |
| GA         | -0.216                         | -0.516 | 0.606 |                |
| EA×GA      | 0.573                          | 1.114  | 0.266 |                |
| (Constant) |                                | 1.929  | 0.054 |                |
| PA         | 0.285                          | 0.742  | 0.458 | 7.70%          |
| GA         | 0.086                          | 0.407  | 0.684 |                |
| SI×GA      | -0.043                         | -0.09  | 0.928 |                |
| (Constant) |                                | 0.838  | 0.402 |                |
| PA         | 0.957                          | 2.555  | 0.011 | 8.50%          |
| GA         | 0.314                          | 1.44   | 0.151 |                |
| FC×GA      | -0.848                         | -1.811 | 0.071 |                |
| (Constant) |                                | 4.319  | 0     |                |
| PA         | -0.767                         | -2.279 | 0.023 | 15.40%         |
| GA         | -0.336                         | -1.653 | 0.099 |                |
| IA×GA      | 1.248                          | 2.976  | 0.003 |                |

|            |        |        |       |        |
|------------|--------|--------|-------|--------|
| (Constant) |        | 3.452  | 0.001 |        |
| PA         | -0.588 | -1.626 | 0.105 | 14.60% |
| GA         | -0.187 | -0.914 | 0.362 |        |
| VA×GA      | 1.004  | 2.227  | 0.027 |        |

Note: PA: performance anticipation; EA: effort anticipation; SI: social influence; FC: facilitating conditions; IA: interaction anticipation; VA: variety anticipation; GA: government assistance; PA×GA: performance anticipation × government assistance; EA×GA: effort anticipation × government assistance; SI×GA: social impact × government assistance; FC×GA: facilitating conditions × government assistance; IA×GA: interaction anticipation × government assistance; VA×GA: variety anticipation × government assistance.

Table V lists the outcomes of the multiple regression analysis. Government assistance did not moderate the relationship between acceptance of integrated marketing communication and performance anticipation, effort anticipation, social influence, or facilitating condition, as there was no observed significance in the interaction terms of performance anticipation and government support, effort anticipation and government assistance, social impact and government assistance, and facilitating condition and government assistance. H1a, H2a, H3a, and H4a are therefore rejected.

The results show that the interaction terms of interaction anticipation and government assistance, as well as of variety anticipation and government assistance, are significant and positive, demonstrating that government assistance had a significant positive influence on the association between interaction anticipation and integrated marketing communication acceptance, as well as the association between variety anticipation and integrated marketing communication acceptance. The relationships between integrated marketing communication acceptability and interaction anticipation, variety anticipation can be moderated by government assistance, and H5a and H6a are thus plausible.

Overall, this study accepts H5a and H6a while rejecting H1a, H2a, H3a, and H4a. There is therefore insufficient evidence to conclusively demonstrate that government assistance can moderate the relationship between technology acceptance factors and the integrated marketing communication acceptance, even though the study found that performance anticipation, effort anticipation, and social impact have direct relationships with the acceptance of integrated marketing communication.

This might be explained by the fact that the technology acceptance factors, such as performance anticipation, effort anticipation, and social impact, refer to consumers' perceptions of effectiveness and usefulness, ease of use and convenience, and other people's opinions or recommendations of integrated marketing communication, which are largely influenced by personal beliefs, experiences, and social influences rather than outside support [16]. The moderation effect may be weaker or absent in various social contexts [19] even though government assistance may indicate a high degree of attitudes in the form of persuasive messages and can influence people's attitudes and intentions to accept particular behaviors [14].

Surprisingly, the study discovered that there is a positive moderation of government assistance for the link between interaction anticipation and the acceptance of integrated marketing communication and between variety anticipation and the acceptance of integrated marketing communication. Several causes could account for this observation. According to Liu et al., government assistance can first enable and encourage an interactive, lively, and varied marketing communication landscape by offering infrastructure, policies, or incentives and influencing resource allocation [1]. Another explanation is that government involvement in tourism marketing can give messages more credibility and dependability and have a positive impact on consumers' perceptions of the importance and authenticity of integrated marketing communication messages [2]. This will increase the acceptance of integrated marketing communication.

### VIII. IMPLICATION OF RESEARCH

In conclusion, the study suggests the following integrated marketing communication acceptance influence model as Fig. 2. Employing all five model constructs simultaneously has a more positive overall effect on the acceptance of integrated marketing communications, and the moderator can moderate the relationship between the acceptance of integrated marketing communications and interaction anticipation and variety anticipation.



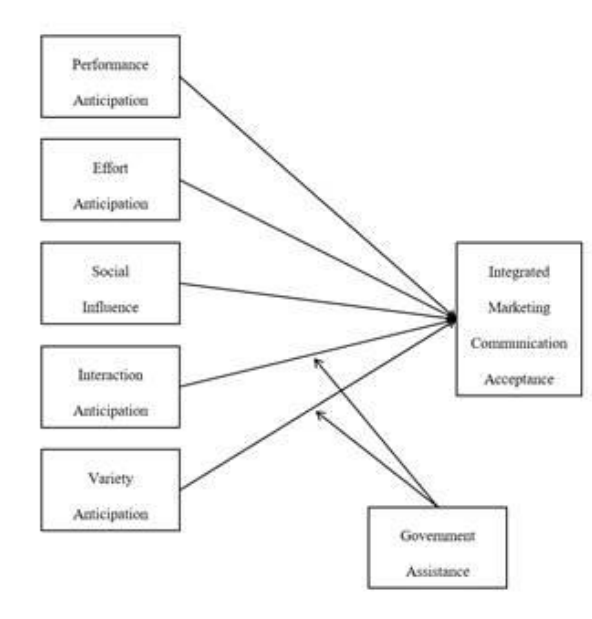


Figure 2. Integrated marketing communication acceptance influence model

This study is the first to carry out a long-term analysis of the usage behavior influenced by integrated marketing communication. The study also added two new independent variables, interaction anticipation and variety anticipation, which broadens the applicability and interpretive scope of the UTAUT model in the context of new media.

Additionally, originally proposed government assistance as a moderator to identify the moderating impact of government assistance on technology towards the acceptance of integrated marketing communication. The study found that government assistance can moderate the relationship between interaction anticipation and the acceptance of integrated marketing communication as well as the relationship between variety anticipation and the acceptance of integrated marketing communication. It emphasizes the role of government in holistic tourism integrated marketing and adds to the body of research on the UTAUT model.

It suggests that in order to truly take the tourism industry as the leading or guiding sector, optimize the allocation of regional production factors, and implement institutional arrangements for social and economic development appropriate for tourism, the government should implement holistic tourism as a significant project in the region. and support the reform of its overall system and mechanism. To promote tourism growth and increase the value of each department through tourism, all significant departments in the destination are urged to actively engage in tourism development, construction, and management.

Furthermore, the government must take the initiative to integrate all aspects of tourism, connect various associated sectors, run the entire city as a scenic location, and organize a large number of stakeholders to work together on destination brand promotion activities. Tourism integrated marketing communications should thoroughly understand the public's information needs and content preferences, support the operation and upkeep of integrated marketing communication channels, maximize the communication effect with the aid of social power, bolster interactive communication with the general public, and boost user stickiness, enhance the richness of information material, information quality, and information expression, and further improve the user experience.

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