

























- Sun Jin, Li Baozhu, Wei Shaoling. (2019).The profit model of the online travel strategy platform. *Fortune Today*, (06),52-53
- Sun H. (2013).A longitudinal study of herd behavior in the adoption and continued use of technology. *Mis Quarterly*.37(4): 1013-1041.
- Salah S. Hassan; Maha Mourad; Ahmed H. Tolba.(2019). Conceptualizing the influence of lead users and opinion leaders on accelerating the rate of innovation diffusion. *International Journal of Technology Marketing* Volume 5, Issue 3. 2010. PP 203-218
- Tan Yao (2018). Research on online hotel booking behavior of Chinese and foreign consumers based on electronic word of mouth: Taking hotels in Guilin as an example. *Guangxi University Journal* (01)
- Venkatesh V, Morris M G, Davis G B, et al (2003). User acceptance of information technology: toward a unified view. *Mis Quarterly*, 27(3):425-478.
- Wu Yadi. (2019).The Impact of the Homestay Economy on the Review of Scenic Spots on Online Travel Platforms—Taking Chengdu as an example. *Harbin Institute of Technology*.6 (1)
- Wei Jianping (2020). Research on the Influence of Personalized Service of Online Travel Agent APP on Users' Continued Use Behavior. *Jiangxi University of Finance and Economics*
- Workman M (2014). New media and the changing face of information technology use: support of task pursuit, social influence, and experience. *Computers in Human Behavior*. 31(1): 1-11.
- Wu Jianlin and Zhu Ning (2012). An empirical study on the influence of adolescent computer ethnocentrism on shopping intention—an extension of rational behavior theory. *Youth Studies*, (02), 4
- Wu Yun, Hu Guangwei (2014). A study on the public acceptance of government social media. *Journal of Intelligence*. 33. (02) 177-182
- Xu Lizhi (2019). A Study on the Influencing Factors of Zhihu Platform Users' Willingness to Pay. *Journal of Yan'an University (Natural Science Edition)*.38(03)
- Xu Ruoran. Research on User Behavior of Smart Tourism Service Platform——Based on UTAUT Model Economics and Management Research. *Research on Economics Management*. 06-01 13
- Xia, M., Zhang, Y, & Zhang, C. (2018). A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective. *Journal of Destination Marketing & Management*, 8, 259. -270.
- Xie Zhenlong (2015). Analysis of the reasons and countermeasures for the spread of military-related Internet rumors from the perspective of psychology. *Campus Psychology*. 13 (05) 332-335
- YangYanfeng.(2021). Internet technology has become the main factor of tourism industry integration and new formats. *Tourism Tribune*. (2019), 7-8
- Yang Yinfu (2016). Research on the Influencing Factors of MOOC Users' Continued Use Behavior. *Open Education Research*. 22(01)
- Yu Shouhua, Li Wenfu, Tan Qingjuan. Research on the user behavior of agricultural e-commerce based on UTAUT: Taking the Pearl River Delta as an example. *Research on Science and Technology Management*. (8): 183-188
- ZhouJunzhi.(2019). Research on Integrated Tourism Marketing of Nanning City under the Background of New Media. (Master's thesis, Social Development Program, Graduate school). *Guangxi University*
- Zhong Xiajiao (2019). A Study on User Acceptance Behavior of Travel App Based on DTPB Model. *Nanjing: Southeast University*
- Zhao Xinyi, Wang Yanyan (2019). The Influencing Factors of WeChat Mini Program Users' Intention to Use Continuously. *Modern Information*.39(06)
- Zhang Chunbin (2020). Research on the influence of agricultural product WeChat marketing on users' purchase intention from the perspective of dual paths: the mediating role of user attitude and herd mentality. *Huazhong Agricultural University*
- Zhang Zhangpeng (2019). An empirical study on the continuous use of travel booking mobile applications (APP) from the perspective of experience. *Zhejiang University of Technology*. 11(08)
- Zhang Yanyan, Lin Chenyi, Sheng Xia, Tang Yuepeng(2020). College Students' Credit in the Digital Age Evaluation and Design. *Co-Operative Economy & Science*. (15) 188-192
- Zhao Baoguo, Yao Yao (2020). Research on the Influencing Factors of Users' intention to continue to use Knowledge Payment Apps. *Research on Library Science*. (17) 96-101
- Zhang Yanyan and Lu Tingjie (2012). An Empirical Study of Mobile LBS User Acceptance Model. *Journal of Beijing University of Posts and Telecommunications(Social Sciences Edition)*, 14(01)56-61

#### Article Info

Received: 7 January 2022

Revised: 25 March 2022

Accepted: 7 April 2022

#### Author

Haiyan et al.

#### Email

LuoHaiyan13878148028@gmail.com