

# **Analysis on the Core Concept of Integrated Marketing Communication in Tourist Attractions**

**Nan Chen, Aihua Su**

Nanchang Institute of Science and Technology, Nanchang, Jiangxi, 330000

**Abstract.** The core idea of integrated marketing communication in scenic spots is that the managers of scenic spots should take the revenue target as the premise, take the tourists as the center, carry out diversified marketing methods, and establish the marketing idea of scenic spot image for the tourists. This paper takes this idea as the starting point, analyzes and studies the integrated marketing communication strategy of tourist attractions, so as to provide theoretical basis for the research of marketing communication of tourist attractions.

**Keywords:** Tourist Attractions; Integrated Marketing Communication; Network Communication

## **1. Introduction**

The main purpose of integrated marketing of tourist attractions is to attract tourists to visit, experience and consume in the scenic spots. To achieve this goal, it is necessary to integrate various resources, formulate marketing plans, recognize and apply public relations, network, food and other means of communication, and provide tourists with specific, authentic and coherent tourism information, so as to achieve the purpose of tourism marketing. Tourism integrated marketing communication is based on practice, taking tourists as the center, applying a variety of communication means to build a stable, coordinated and sustainable development marketing plan, so as to improve the overall economic benefits of tourist attractions.

## **2. Core Concept of Integrated Marketing Communication in Tourist Attractions**

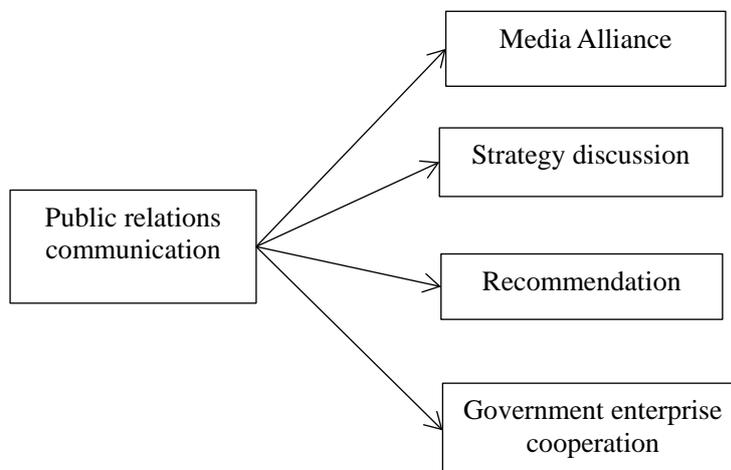
Integrated marketing communication of tourist attractions is a general term of various marketing communication. It is a way for managers of tourist attractions to integrate resources of all parties and carry out comprehensive marketing so as to establish a good image of tourist attractions for the public. In terms of management, configuration and use, it embodies the concept of "tourists" as the center, attracting tourists from outside to inside to participate in tourist attractions View and experience. Specifically, it is mainly reflected in the following aspects: first, to set up scenic products with tourists as the center. The ultimate goal of integrated marketing of scenic spots is to provide ultimate services for tourists. Therefore, in terms of scenic spot layout and product design, we should take tourists as the starting point, analyze their needs and desires, design the products needed by tourists in the process of tourism, and improve their experience quality in tourism. Second, pay attention to tourists' purchasing points and reasonably implement pricing. Tourist attractions should comprehensively analyze the

purchasing power of tourists from the aspects of macro-economy and tourists. According to the actual situation, reasonable pricing should be made for scenic tickets and tourist services, so as to balance the tourism psychology and ensure the sustainable growth of economic returns. Third, strengthen tourism experience and enhance popularity. Tourist attractions should adhere to the concept of sustainable development, pay attention to the experience of tourists in the scenic spot, and improve the experience value for tourists by means of purchasing equipment, hiring high-quality commentators, reasonable pricing, etc., which will help to improve the popularity of the scenic spot, increase the "return rate" and "referral rate" of tourists, provide guarantee for the later revenue of tourist attractions, and avoid the follow-up Nobody's embarrassment.

### **3. Specific Application Strategies of Integrated Marketing Communication in Tourist Attractions**

#### *3.1. Public Relations Communication*

As a way to coordinate the relationship between tourism and the public and to enhance the image of tourism, PR communication is an effective way. With the development of the times, the way of exclusive publicity of tourism enterprises has gradually changed to the way of cooperation between government and enterprises. In other words, in the past, the way of exclusive publicity of tourism enterprises was mainly the way of single publicity of enterprises, which was mainly carried out by external publicity departments, while other departments cooperated. The form of cooperation between government and enterprises was that enterprises not only played their own propaganda role, but also borrowed the information from other departments Help the government to publicize the subway entrance, sign building and other publicity windows. Public relations communication involves many aspects. The specific operations are as follows: first, Media Association. Through cooperation with the media, the scenic spot initiates award-winning activities to mobilize tourists to conduct research and publicity on the scenic spot environment, brand positioning, tourism environment and other aspects, so as to enhance the influence of the scenic spot and promote the development and progress of the scenic spot. Second, strategic discussion. According to the actual situation of the enterprise, the strategy discussion sets the theme slogan and image logo of tourism, and carries out in the form of collection at home and abroad to strengthen the image of tourist attractions. The form of strategic discussion is not a single direction, but from many aspects. In other words, its strategic objectives are not limited to domestic, but extended to foreign countries; the propaganda methods are not single, but diversified. At the same time, we should pay attention to the strategic layout of scenic spots publicity, and also based on practice, strengthen evaluation feedback. Pay attention to the third, introduction. Through regular fixed-point promotion meetings, invite tourism columnists, investment reference groups, media reporters, stars, etc. to experience the scenic spots, and select honorary tourists, image ambassadors and other titles from them, to enhance the influence of the scenic spots, and the development and progress of ancient and modern scenic spots. Fourth, cooperation between government and enterprises. Scenic spots and government departments carry out publicity cooperation, mainly the publicity window of the government, to enhance the publicity influence. The propaganda windows of government departments are all over the streets and lanes, including community layout, high-speed railway crossing, subway advertisement, etc., which can be used properly to achieve the purpose of propaganda quickly.



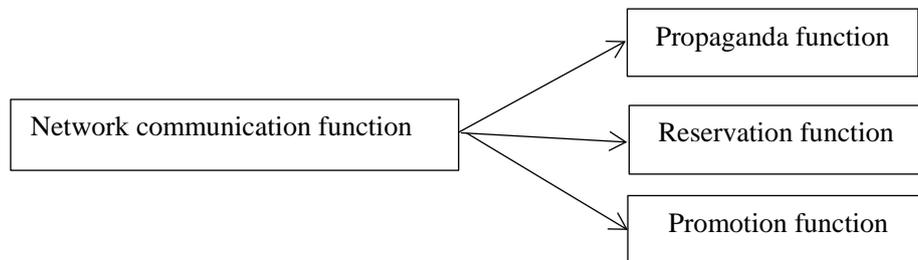
**Figure 1.** Public Relations Communication

### 3.2. Network Communication

When carrying out integrated marketing communication in tourist attractions, we should make full use of the network environment to carry out marketing publicity, so as to improve the quality and effect of publicity. The role of network communication in the new era is obvious. According to the statistical report on the development of China's Internet network issued by China Internet Network Information Center in December 2018, the number of Chinese Internet users has reached 829 million yuan, and the Internet penetration rate has reached 59.6%, of which the ratio of men and women is 52.7:47.3. Mobile Internet access has become one of the most popular Internet access channels. In 2018, mobile phone is new The number of Internet users increased by 64.33 million, and the number of mobile Internet users reached 817 million, accounting for 98.6% of China's Internet users. In 2017, the number was 97.5%. In this way, the huge scale of network users gave birth to a new way of publicity, that is, network publicity. According to the report on the development of Internet advertising in China released by Zhongguancun interactive marketing laboratory, the overall scale of Internet advertising in 2018 is as high as 369.4 billion yuan, with an annual growth rate of 24.2%. However, due to the increase of macroeconomic policies and the end of traffic dividend, the growth of Internet advertising market slowed down by 5.76%. However, with the improvement of mobile access traffic, Internet advertising gradually focuses on the mobile end, and the proportion of mobile advertising revenue further increases to 68%, up 6% compared with last year; from the perspective of media and platform types, application-oriented platforms have become the most mainstream advertising channels of the Internet, among which the sum of e-commerce and search type revenue accounts for more than 50%; from the perspective of advertising forms, display The total income of e-commerce and search accounts for more than 80%, which is the most mainstream form of advertising. From the perspective of pricing method, effect advertising has rapidly grown into the most mainstream form of advertising, accounting for 64.9% of advertising revenue.

The increasing strength of Internet advertising not only reflects that Internet advertising has the function of mobilizing revenue, but also reflects that its influence is directly linked with Internet users. With a large base of Internet users, the radiation of advertising will increase, and its customers will also increase. As a kind of service industry of leisure and vacation, the application of network for marketing and publicity can not only meet the needs of promoting tourist attractions, but also help to improve the transaction rate between tourist customers and scenic spots. How to use Internet publicity to extract customers from the public is a problem that scenic spot companies should ponder. After all, the ultimate goal of scenic spot marketing is to realize traffic and improve conversion rate. Tourist attractions should be based on practice, apply network technology to tourism services, play its role of

publicity, evaluation and transaction, so as to enhance the economic value of tourist attractions. From the existing function of network publicity, network communication mainly has the following functions: first, publicity function. With the help of mobile phone, PC and other network platforms, the real information of tourist attractions is publicized to ensure the authenticity, credibility, timeliness and beauty of the information, so as to stimulate the public's interest and interest in the exploration of tourist attractions. Second, the scheduled function. Through the platform to provide tourists with booking scenic spot tourism, booking services, etc., effectively improve the quality and effect of the scenic spot. The existence of booking function has significant effect on locking up customers and seeking greater economic value for tourist attractions. Third, promotion function. In order to effectively improve the traffic volume and increase the economic income of the scenic spot, the application of network platform for promotion, such as discount activities, full reduction activities, holding group activities, can not only attract the public, but also improve the transaction rate, which has a significant effect on the scenic spot marketing.



**Figure 2.** Network communication function

### 3.3. Word of Mouth

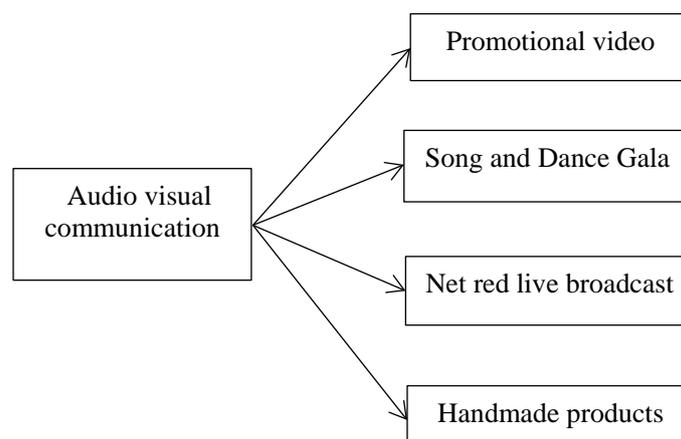
With the continuous development of information technology, tourism marketing not only focuses on coverage, but also on word-of-mouth marketing. In other words, word-of-mouth marketing is actually the performance of brand marketing. The process of tourism is mainly tourism preparation, tourism experience and tourism sharing. Each link is carried out with tourists as the center, and tourism marketing is carried out around tourists. Successful tourism marketing covers the whole marketing process, among which word-of-mouth marketing plays an important role. In the process of tourism preparation, when tourists make tourism decisions, they will look up the information of tourist attractions in a systematic way, and then make decisions after information collection, information sorting and information analysis. In the process of information processing, tourists not only pay attention to the introduction of scenic spots, but also pay more attention to network opinions. The quality of network opinions directly reflects the reputation of scenic spots, which is the overall evaluation of scenic spots by the past tourists, including scenic spots, tourism facilities, tourism services, etc. Internet opinions, to some extent, will affect the final decision of tourists, that is, the question of "going or not" for the selected scenic spots.

In tourism experience, word-of-mouth communication also plays an important role. Tourists communicate and interact with tour guides, fellow travelers and other tourists to get the word-of-mouth situation of a certain project in the scenic spot. After a good word-of-mouth scenic spot project is visited by tourists, it will not only deepen the memory and impression of tourists, but also lay a foreshadowing for the later word-of-mouth communication; bad experience, bad experience, will also aggravate the negative impact of the scenic spot. After all, Internet Tucao has become one of the most important ways for the public to make speeches. How to improve the experience of scenic spots and enhance the reputation of tourists is an urgent problem to be solved.

In tourism sharing, word-of-mouth communication is derived from tourism experience. Regardless of the quality of the experience, sharing has become a part of the daily life of the public, which is expressed by means of short-sighted video, graphics and other forms. Tourist attractions themselves have the characteristics of participation, expressiveness, and easy to be evaluated. When traveling, tourists will take photos with scenic spots and fellow tourists. In the era of information sharing, tourism photo sharing has become a daily life. To a certain extent, the tourism sharing of tourists is also for the promotion of scenic spots, which helps to improve the popularity and transaction rate of scenic spots, and enhance the economic value of scenic spots.

### 3.4. Audio Visual Communication

Audio visual communication is also a common way of application in the promotion of tourist attractions, which is to promote tourist attractions by means of promotional videos, singing and dancing events and other forms, so as to achieve the purpose of publicity. Specifically, it focuses on the following aspects: first, publicity video. Publicity video refers to the integration of resources in the scenic spot and the employment of professionals to produce publicity works. Such works have the display of scenery, customs, humanities, geography and other aspects, so as to provide practical audio-visual feast for the public. Such as "Jiangxi is a good place" promotional film, through singers, geography, humanities and other places to perfectly present the major scenic spots in Jiangxi, including Lushan, Jingdezhen, Wuyuan and other places, effectively providing the most intuitive audio-visual enjoyment for the public to understand Jiangxi. The second is the song and Dance Festival, which is a direct way to improve the publicity effect of the scenic spot, especially for the traditional festivals such as Dragon Boat Festival and Mid Autumn Festival, which can be carried out in the form of the conference, so as to effectively improve the publicity effect of the scenic spot. The third is the live broadcast of online red. With the improvement of the social influence of the online red group, online Red monopoly, online Red marketing and other forms have become an important form of marketing at present. With the help of online Red live broadcast, we can perfectly present the situation of all aspects of the scenic spot to the public, attract the public's attention and search volume, so as to improve the economic benefits of the scenic spot. The fourth is handmade products. Each scenic spot has its own selling points of handmade products with characteristics of each region. The handmade products in the selling points have unique experiences for tourists in terms of production, modeling, color, culture, etc.



**Figure 3.** Audio visual communication

### *3.5. Food Communication*

In the process of scenic spot communication, food communication is a more feasible way, "food, clothing, housing and transportation" is the daily needs of the public. Food can not only attract the public's attention, but also improve the public's praise for the scenic spot, which provides the most effective direct evidence for word-of-mouth publicity. For this reason, the scenic spot can organize corresponding food activities, combine the local characteristics of food culture, and give the scenic spot rich cultural connotation, such as Sanqing mountain scenic spot to provide local Gefen, zongzi and other food for the public tourists. Special food will have regional signs. Through the public's in-depth experience of scenic spot culture and local diet, it can not only increase memory, but also help promote scenic spots and achieve the effect of killing two birds with one stone. From the perspective of tourism culture in the scenic spot, the development of food communication is a supplement to the cultural experience in the scenic spot. It can not only increase the stay time of tourists, but also deepen the memory and understanding of local culture of large and medium-sized tourists, and enhance the richness and recall of tourists' tourism sharing.

### **References**

- [1] Huang Mingming, Wang Mengyu, Liang Miao (2017). Research on integrated marketing communication strategy of tourist attractions -- Taking Wulong scenic spot in Chongqing as an example [J]. *Modern economic information*, vol.01, NO.22, pp. 351.
- [2] Ma Lei(2014). Feasibility analysis of integrated marketing communication in scenic spots [J]. *China business theory*, vol.03, NO.17, pp. 51-52.
- [3] Xu Xiaolin(2013). Integrated marketing communication of tourist attractions [J]. *Enterprise reform and management*, vol.12, NO.12,pp.77-79