

Research On Network Marketing Of Tourist Destinations

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Abstract: In the era of big data, the Internet provides a way for potential tourists to collect information about tourist destinations, and correspondingly provides a more extensive means of communication for the publicity of tourist destinations. Scenic spots use various social network platforms to improve their popularity, which has become a very common way of online marketing. This paper based on the Internet platform, aiming at the problems in the process of tourism scenic spot marketing, put forward the corresponding solutions. Network marketing plays a vital role in the development of scenic spots. Doing well in network marketing is the most important issue for every scenic spot to consider.

1. Introduction

Today's E-mail, mobile communication tools has become the necessities of most people, the modern people used to look up an address on communication tools, on the search engines to find the answer to the question, subscribe to the electronic publication to browse news, with e-book reading novels, comics, via the Internet, TV shopping, use electronic banking to pay gas, electricity, gas fees, changing our information in the form of network media, changing our way of thinking, preference, the decision behavior and so on, on the other hand, different media determines the dissemination content, affects the public perceives the industries^[1]. In such an era, no industry can ignore the role of the Internet in public life, making good use of network marketing is particularly important, of course, the tourism industry should also seize this opportunity to adapt to the changing market.

At home and abroad, many destination marketers have tried to conduct tourism project marketing through the platform of social network, and the number of theoretical studies at home and abroad is expanding. In 2012, Song Mingxi believed that in the 21st century, the rapid development of the Internet, promote the development of information, network marketing has become the inevitable trend of tourism development. Network marketing has low cost, wide range of communication, fast speed of information transmission and easy and fast electronic payment, which perfectly fits with the tourism industry^[2]. In 2014, Jiang Xin proposed the development of social network platform, which provides a new way for tourism destinations to publicize, and combines the overall framework of public marketing of tourism destinations with complex social network platform to realize the docking between network marketing of tourism destinations and social network platform^[3]. In 2008, Fan Haise believed that with the advent of the Internet era, online advertising and online booking became more and more popular, providing a new path for the development of tourism, and it was an inevitable choice to use the Internet for tourism destination marketing^[4].

To sum up, from the views of various scholars, the relevant theoretical research on tourism destination network marketing is still lacking in depth and is not of high use. They only stay at the level of introduction and explanation, and their research on the overall marketing channel is not

thorough enough, and there is still room for progress in breadth and depth. In the future, it is urgent to summarize the gains and losses of tourism network marketing development from a theoretical perspective, draw lessons from successful experience, summarize the reasons for failure, and improve the theory, so as to guide practice. At the same time, it is also necessary to summarize the law and mode of development and put forward feasible plans, so as to improve the level of tourism and media industry and promote common development.

2. Development Status of Tourism Destination Network Marketing

In the 21st century, it is a more traditional marketing method to spread tourism information to the masses through TV advertisements, various media and newspapers, which has achieved remarkable results. In 2008, in order to create the national provincial tourism brand group mode of communication, in China Central Television, Shandong SATELLITE TV, Phoenix SATELLITE TV, Hong Kong media and other authoritative mainstream media, launched a unique "Shandong mode", "hospitable Shandong" marketing slogan has caused a great response in the industry. "Hospitable Shandong" brand has successively won the "Tourism Image Innovation Award of China Leisure Innovation Awards" and other brand and communication awards^[5]. With the rapid development of smart devices, many destinations begin to take advantage of various network platforms and in various forms to constantly push their scenic spots to the potential consumers in front of the screen of smart devices to attract them to travel consumption, thus driving local economic development.

2.1. Types of Network Marketing Modes

The Internet age, intelligent devices is not a young man's exclusive, the rapid development of intelligent software, convenient payment, also gradually changing consumer behavior, a variety of APP access to the attractions of advertising, online simple and easy to buy tickets, travel program is no longer so cum and complex that will then strengthen willingness to travel. Based on the Internet platform, the network marketing model is various, briefly summarized as the following.

2.1.1. Build the Official Website of Tourist Attractions

The official website of the scenic spot is also an important way of tourism destination marketing and a common way of tourism destination network marketing. The official website is a relatively early model of network marketing. The information of tourist attractions is released through the website. After vigorous promotion, tourists can obtain the information of tourist destinations from the website, thus generating curiosity and strong interest in tourist destinations. Visitors can consult and make travel plans on the website, which not only promotes the scenic spots, but also expands the operating income.

2.1.2. Open Official New Media Accounts

New media and other modes of communication are ubiquitous, and the opening of official new media accounts can make the service more purposeful and targeted. The orderly classifications of consumer groups through big data analysis can not only make service content more efficient and convenient, but also expand the coverage of marketing. This way is more direct than the official website marketing, and can make passive marketing to active marketing. Through the way of information feedback, the content of the product to give more reasonable and effective feedback, feedback information analysis and comparison, can provide more convenient services for tourists, so that online marketing save time and effort.

2.1.3. Use Mobile Social Media

Many scenic spots of using various social APP for propaganda, such little red book, trill media streaming and short video software, the software of the audience is mainly the younger generation, they open, consumption ability is strong, like new things, love to share, execution and line power is also very quickly, so in the software platform which tend to obtain significant propaganda effect, and group effect will also play a good role in driving. In addition, the scenic spots will have

distinctive tourist routes, and netizens will post some tour guides on social media, so tourists can choose according to their actual situation. Social media, as a two-way interactive communication method, can establish a good channel to communicate with tourists.

2.2. Influencing Factors of Tourism Destination Network Marketing

Through the analysis and investigation of the above several network marketing modes, it is found that there are many factors affecting network marketing, and this paper mainly summarizes the following three factors.

2.2.1 Material Factors

The main structure of tourism marketing is tourism comfort. At present, most travel agencies have adopted the tourism network for marketing, and the online sales channels are showing a trend of diversification. However, limited by financial and technical factors, problems arising from the network cannot be solved in a timely manner, and there are also some drawbacks in after-sales service. Considering the above factors, the National Tourism Administration and other departments have formulated relevant government policies in combination with information technology and tourism development requirements to comprehensively promote the development process of tourism information.

2.2.2. Online Trading Technology

Domestic tourist attractions in the e-commerce are still in the development stage, most of the tourism website is mainly to provide information. To realize online settlement, the website needs to cooperate with Banks, WeChat, alipay, etc., which has high technical requirements on the website. The security of online transactions is also an issue for the website and consumers to consider, and the security and privacy of settlement need to be improved.

2.2.3. People's Consumption Concept

The public's consumption concept is closely related to the tourism destination network marketing, and the development of network marketing is influenced by consumers' cognition of network marketing. For example, the rapid development of e-commerce in the United States is mainly due to the influence of public consumption concepts and social environment. Local residents are more accustomed to using credit CARDS, which is more conducive to the development of e-commerce^[6]. In recent years, the domestic network, credit card payment has been accepted by most people, the travel destination network marketing will have a greater role in promoting the enthusiasm of consumers in the network marketing will also improve.

3. Problems Existing in Tourism Destination Network Marketing

Tourism network marketing, as a new marketing mode, compared with the traditional marketing mode, its dissemination scope is wider; dissemination influence is greater, marketing effect is more significant. Many scenic spots have adopted the way of online marketing, the way of the rapid development of network marketing, but in the rapid development of the process also face a lot of problems and problems.

3.1. The Function of the Official Website is not perfect and the Form is Single

The official websites of domestic tourism destinations are, first of all, imperfect in service functions, such as the slow update speed of website information, low matching degree of relevant pictures and links, and deficiencies in product query, online service provision and interaction with tourists. Secondly, the function of publicity is not perfect, and the too single form of expression is not attractive to consumers, so it cannot give full play to its network marketing function^[7].

3.2. Marketing Content is Relatively Fixed and Lacks Innovation

Consumers will be interested in websites that stand out from the crowd, and those that stand out

from the crowd with their own unique features will help build independent brands. At present, the existing phenomenon of most websites is that the same text description is too much, the lack of experience in the travel process, the lack of creative publicity copy, copy content is single and not guiding, only focusing on highlighting the product and not paying attention to the traveler's experience.

3.3. Lack of Marketing Talents and Talent Training Mechanism

In order to carry out network marketing, scenic spots must have relevant technical personnel to support, but scenic spots do not have the ability to independently develop network marketing platform and cultivate technical personnel. At present, high-quality tourism network marketing talents mainly come from two main aspects: first, universities and professional training institutions, due to the lack of tourism network marketing majors or professional setup is not perfect, so the tourism network marketing talent training professional knowledge is not solid, the practical ability is not strong; On the other hand, in the actual operation process of tourism scenic spots, they cannot provide suitable positions to train new people and their career development is limited, which is not conducive to the growth of tourism online marketing talents^[8].

3.4. Network Marketing Lacks Effective Guarantee Mechanism

Many scenic spots adopt the corresponding network marketing method; the effect is little, not as obvious as the traditional marketing effect. The main reason is that the scenic spot cannot jump out of the traditional marketing ideas, just put the traditional marketing methods on the network, without understanding the real meaning of network marketing. There is no feasible guarantee mechanism for the scenic spot, and even if the initial marketing results, it will not be maintained for a long time.

3.5. Weak Network Marketing Brand and Lack of Brand Awareness

With the popularization and development of the Internet era, people's life is closely related to the Internet, so network marketing has undoubtedly gradually become the most rapid and convenient way to enhance brand influence. Traditional tourism scenic spot propaganda has no lasting appeal to consumers, and tourist destinations without brand culture cannot win consumers' trust and are not competitive in the market. Their products are not representative and cannot bring sustainable benefits, let alone ensure the long-term development of enterprises^[9].

4. Suggestions on the Development of Tourism Destination Network Marketing

Many domestic tourist destinations began to take a variety of ways to carry out network marketing, but the results are very different, some scenic spots find suitable for their own marketing ways, and achieved significant results, improve their visibility. However, although many scenic spots have started online marketing and invested a lot of time and money, the effect is minimal. The following ways can improve the effect of online marketing of tourist destinations in my opinion.

4.1. Improve the Importance of Network Marketing

Due to the differences in regional and cultural levels, some scenic spots have prejudices against network marketing and do not really pay attention to network marketing, resulting in network marketing is just a decoration, but not play its huge role, limited the market, waste of network resources, thus unable to achieve its due effect. Due to the one-sided understanding of the staff, it is easy for wrong scenic spot information to appear on the official website, causing bad influence. At the same time, China's related network technology is backward, and the e-commerce industry is uneven, making consumers wary.

4.2. Enrich the Service Functions of the Official Website

The official website is an open window for consumers and a direct channel for tourists to learn about tourist destinations. Exquisite pictures and videos can have a vivid understanding of the

scenic spot and generate enough attraction. By providing convenient services such as ticket reservation and online consultation. This requires the website information update speed to be fast, to pay attention to the change of tourists' needs in time, to achieve from a single consulting service, expand to a variety of marketing methods to play a role. At the same time, consumers can match travel products according to their preferences, so that the journey is as free as possible from time and geographical restrictions, saving consumers' transaction time and costs, and obtaining better user experience^[10].

4.3. Promote Interactive Publicity on Social Media

On social media release quality of scenic spot, the propaganda when the traffic reaches a certain level, is a kind of very effective network marketing way of propaganda, and social media is almost worldwide coverage, can make any scenic spot into the international market, achieve good publicity effect, set up the development of internationalization of channels, can make the tourism products to the international market.

4.4. Establish the Training Mechanism of Network Marketing Integrated Talents

It is very important to train professional technical personnel for scenic spot network marketing. The scenic spot should pay attention to excavate the talented person, and make effective policy to encourage the talented person to innovate unceasingly, develop well, make good use of the network advantage, combine the scenic spot characteristic, train a group of high quality network marketing team, also the scenic spot should improve the technical level support, constantly adapt to the network marketing to the talented person's demand.

Tourism as the third largest industry, in the rapid development of the Internet today, the traditional marketing methods no longer meet the market demand, network marketing has become a new trend of the development of the tourism industry. For the development of tourism network marketing, the development of tourism scenic spots should give full play to their own advantages, precise positioning, forming a point, line, facet of all-round development, to achieve the expected marketing goals and effects, so that the scenic spots toward a better reputation, better service direction.

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